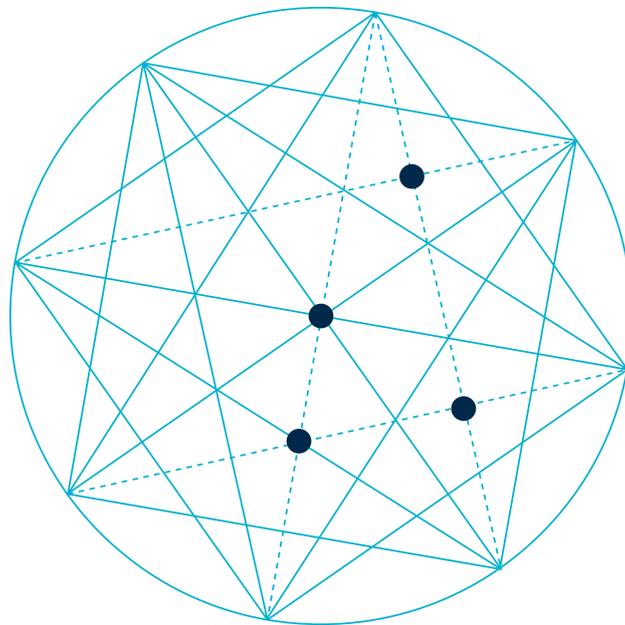
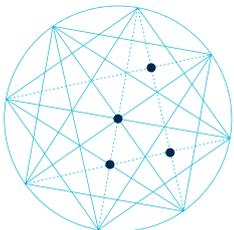


EURY
NOVA

EXPERT CONSULTANCY
SOLUTION DELIVERY
INNOVATION ADVISORY





When companies need guidance and technical support to make the best use of ICT innovations, they can count on EURA NOVA's expertise and creativity as part of their "Innovation Advisory" services.

In 2008, we created EURA NOVA with a dream: to bring life to companies' great ideas, by offering best-in-class ICT services.

To make this happen, we invest significantly in in-house knowledge and expertise. Indeed, acquisition of expertise acts as motivation for our staff, enabling us to commit to providing top notch services.

Our investment strategy allows us to continuously improve our proficiency, maintain our knowhow at the cutting edge of IT, and share these benefits with our customers. It allows us to reach our goal: we are happy only when our customers enjoy the highest level of satisfaction and thereby experience greater success.

As innovation advisors, we act as your guides in the big wide ICT world to find the best-suited technologies. Together, we establish a long term partnership that keeps you on the right track as ICTs evolve in time.

In order to meet our customers' needs, we are offering 3 types of services: Expert Consultancy, Solution Delivery, and Innovation Advisory. With this booklet, we present to you our Innovation Advisory services, supported by examples demonstrating the wide range of partnership possibilities.

Wishing you an inspiring read, we look forward to meeting you in person.

Hervé Bath, Eric Delacroix
Founders

EURA NOVA

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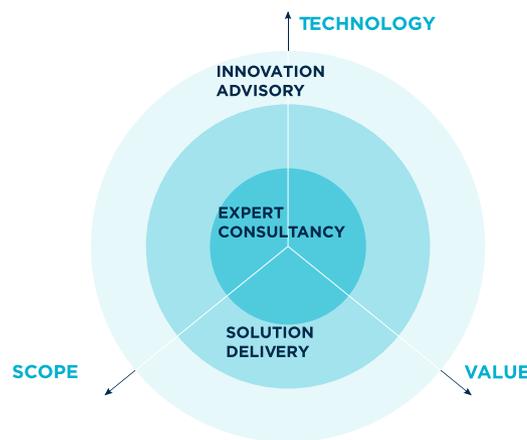
OUR KNOWLEDGE AND SKILLS POWER UP YOUR GREAT IDEAS

VISION

At EURA NOVA, we are committed to bringing the best IT-related solutions to people with ideas around the world. We do so by transferring the most recent technologies from R&D to the industry.

VALUES

Collaboration, craftsmanship, integrity, and investment in the future are building stones to create value for our customers. A step-by-step tailored approach allows us to deliver high value with low investments, from lab to market.



OFFER

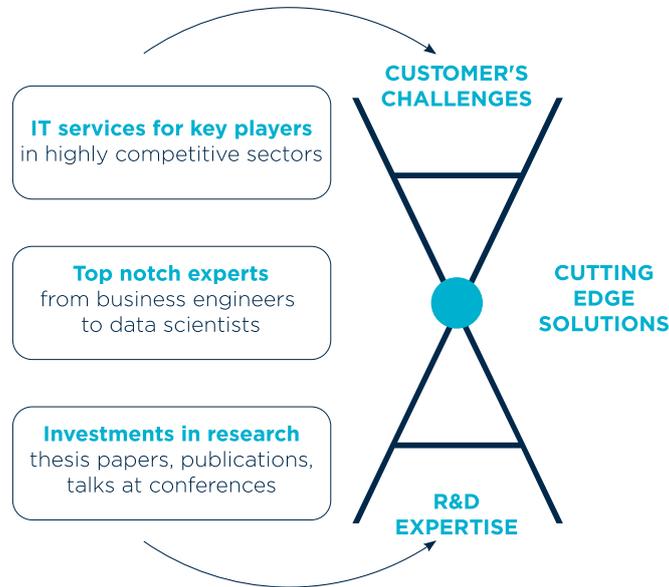
Our services range from expert consultancy, to IT innovation advisory, through to solution delivery projects. By adapting to our customers' environment, objectives and rhythm, we help them benefit from the most recent IT solutions.

OUTCOME

Our tailored approach and our Agile work process allow our customers to pick low hanging fruit and to keep up with new IT breakthroughs to leverage their business. This produces valuable improvement in their day-to-day tasks whilst keeping them on the path to sound innovation strategy.

WE TAILOR SERVICES RESULTING IN AN IT-BASED COMPETITIVE ADVANTAGE.

BUSINESS MODEL



SOME SUCCESS STORIES...

We supported a major telecommunication company **shorten its software products development time.**

We applied **modelling and automation** techniques that lowered the customisation needs and reduced the **time-to-market** of our customer's software products **by up to 80%.**

We helped one of the top 5 pharmaceutical companies prove the value of immunisation campaigns.

We **modelled a disease outbreak** on the basis of a full set of parameters (household composition, target population for vaccination, etc.) showing full benefit to insurers.

Our **mobile-accessible solution** enables our customer's sales representatives to **simulate the economic impact** of diseases spreading to a large population, and to adapt the model to specific conditions in any given country in **real time.**

We assisted a leading financial company in involving its business clients in product development.

We trained our customer's teams to use Agile methodologies and we **built a collaborative platform** in order to centralise and to share co-created standards and guidelines within the whole financial industry.

As a result, our customer sustainably improved in user experience and **deployed our solution worldwide,** which significantly **eased understanding,** not only between our customer's IT and business teams, but also **with all their clients.**

**WE CREATE INNOVATIVE IT SOLUTIONS
TO CREATE VALUE FOR CUSTOMERS.**

BENEFIT FROM THE AMAZING NEW DIGITAL ERA

HERE IS WHY YOU COULD AND SHOULD CHOOSE EURA NOVA AS YOUR IT INNOVATION PARTNER.



YOU'LL WORK WITH AN INDEPENDENT RESEARCH CENTRE

As the ICT world continues its rapid expansion, so does the need to make the right choice among a plethora of seemingly occult and complex technologies and brand names.

EURA NOVA is unbiased as it is not attached to any brand name or IT company. Its research centre is staffed with carefully hand-picked experts.

Reap the fruit of our research: we can identify which of the technologies available on the market are best suited to your needs and we can measure and validate their efficiency for your particular case.



YOU'LL SAVE MONEY AND BENEFIT FROM OUR TECHNOLOGY WATCH

Innovating is a key to staying ahead of competition but it requires a skill that is probably not part of your core business: keeping up to date – and even anticipating – new technologies and their constant developments and updates.

Our technology watch systematically captures, analyses, disseminates, puts to the test, and exploits useful technical information for the growth of your company. Our watchers are ready for any scientific or technical innovation susceptible to creating opportunities or threats. In other words: we keep an eye open for you onto the big wide world, at all times.

This helps you make the right choice when it comes to allocating limited resources to investments and expenses.

**WHAT CAN INNOVATION DO FOR YOU?
THE ONLY LIMIT IS YOUR IMAGINATION.**



YOU'LL SAVE TIME

To stay ahead of the game, you need your products to be on the market as fast as possible.

We try and test technologies on the ground, in real-life production environments. With this, we are quick to identify the solution best suited to your situation.

As a result, the time between identifying a business opportunity and service to your customers is shortened.



WE'LL GUIDE YOU THROUGH YOUR ENTIRE TRANSITION TO NEW ICT

A number of organisations have had disappointing experiences with ICT innovations and their adoption by staff because the transition was not managed well enough, and because of a lack of awareness of the benefits to be derived coupled with no specific training. This can be avoided.

We introduce your innovation at a pace suited to your organisation. We provide adequate training and support. We tell your managers about concrete and short-term benefits for your business, followed by the presentation of more general and long-term advantages. Bearing in mind that innovations can bring real change in the way of working, we take into account your specific company culture.

As a result, the innovation adoption is seamless throughout your organisation.

IN SHORT

In the knowledge society, ICTs are not only the essential support for your operations: they also create value.

Our core business is to be your partner all along your innovation path, from identifying opportunities, through technology implementation, guidance during adoption, and follow-up with further developments that will often go beyond your initial expectations.

In this way, you can leave the IT engineering up to us, stay focussed on your own core business, and become a creative leader in your field.

WE HELP YOU CHOOSE THE BEST-SUITED SOLUTION TO YOUR PARTICULAR CASE

HOW DO WE WORK TOGETHER TOWARD YOUR INNOVATION TARGET?



CRAFTING YOUR STRATEGY

Effective innovation is guided by clearly-defined objectives.

Our business team will help you clarify your objectives and tie them up with opportunities in your market.

You will have a clear-set strategy along with technical and business advice to reach your goal.



TRANSPARENT COLLABORATION

Innovating is a long-term story.

We establish with you a flowing communication stream, we meet and exchange often. This ensures remaining on top of events by constantly adapting to new developments.

By establishing a sturdy partnership, we'll reach outstanding results together.



ITERATIVE PROGRESS

Rather than performing a marathon, we make progress in sprints.

The so-called agility of the innovation players working for your project ensures quick added value and return on investment. With this approach, you can reap low-hanging fruit early in the process.

Your innovative path is punctuated by measurable milestones, within time and budget.

**AGILITY + MEASURABILITY + TRANSPARENCY
= WHAT YOU GET**



CONSTRAINTS MANAGEMENT

Good management is about how to best use limited human, financial, and technical resources. Having to operate with constraints requires making choices.

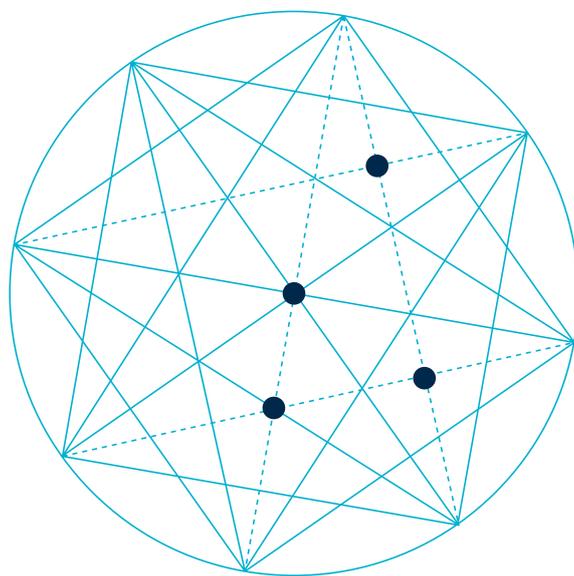
For us, constraints are in fact opportunities. At EURA NOVA, we learned how to make the most appropriate choices during many intrapreneurship projects and whilst working with start-ups. Start-ups that are well guided and do the right thing at the right moment achieve success in a short time. We share with you our ability to make such choices.

With the right support, you will reach your target sooner thanks to constraints.

**PARTNER SPIRIT, EFFICIENT RESOURCE
MANAGEMENT, AND CLEAR STRATEGY:
THESE ARE THE KEYS TO YOUR SUCCESS.**

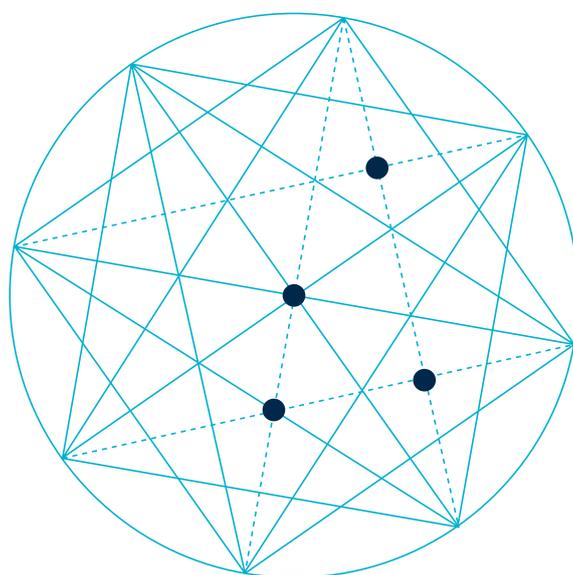
NEED MORE INFO? CONTACT US:
(T) (+32) 10 75 02 00 (@) services@euranova.eu

**HAVE YOU GOT A FEELING
YOUR BUSINESS COULD DO BETTER
WITH ICT INNOVATION?**



**READ SOME EXAMPLES OF
PARTNERSHIP WE CAN PUT
INTO PLACE.**

CHALLENGE US WITH MORE!



INTERACTIVE TALKS

(p. 12)

BIG DATA STRATEGY

(p. 13)

CRUNCH YOUR DATA

(p. 14)

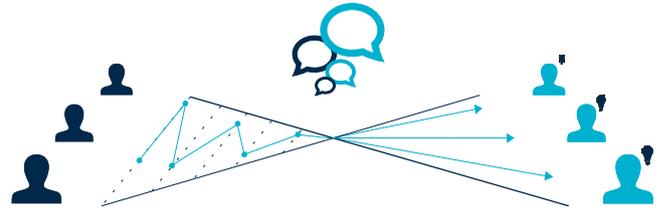
IDENTIFYING DATA OPPORTUNITIES

(p. 15)

Do you sometimes wonder how to best benefit from the amazing new digital era? Perhaps you feel limited by a lack of knowledge about it, or uncomfortable, or lost, or maybe you simply wish to know more about it.

This new world is so vast that people don't often know how much it can do for them. EURA NOVA does not have that limitation: our experts have the knowledge and the unrestrained imagination to take you beyond what you might imagine.

With its Interactive Talks, EURA NOVA coaches you and your staff to take the big leap or small steps into the new IT era. We offer a knowledge-sharing programme based on our expertise in business development, cutting-edge IT, and how to make the change easy for your management and for your staff. Find out how.



IDENTIFYING YOUR NEEDS AND WISHES

One of our experts comes to **meet your managers** to talk about the questions that are of interest to you and your specific line of business. For example:

- How can you make your processes faster and more efficient?
- How can you make sure that new IT processes are adopted easily and quickly by your staff?
- How can you find new opportunities?



Benefits & Outcomes

This meeting helps you and us have a **deep understanding of your goals** and a 360° view on your challenges.



DESIGNING YOUR PROGRAMME

At EURA NOVA, our expert reports to our Business and to our Research and Development teams to **design your tailor-made interactive talk**. We take it from **all relevant angles**: technology, human resources, communication, customers, business.



Benefits & Outcomes

An in-depth oral presentation which will be the basis for the interactive talk.



INTERACTIVE TALK

Our expert comes to **your premises for a half day and gives the talk** based on your requests followed by a long questions and answers session.

This meeting can address 5 to 50 participants. You take care of logistics and catering, we take care of the knowledge sharing.



Benefits & Outcomes

You have **unbiased answers** from external experts to your questions and you gain **new insights** on relevant aspects of the topics at hand. Your staff are better informed, more familiar with new technologies, more eager to go for change and make the best of it.



EMPOWERING AND FOLLOW UP

We **continue the discussion over lunch**, because great ideas always bloom in informal settings.



Benefits & Outcomes

You now have **additional knowledge about cutting-edge technologies** and how they can:

- ease your day-to-day work;
- **boost your turnover and gain new markets;**
- give you new insights about customers and prospects

You can count on EURA NOVA to stay with you for your next steps in the IT world.

As part of our overall big data service range, we offer helping you define your investment strategy in terms of data management, as this can generate more value for your business by streamlining your processes, or increasing your revenues, or decreasing your costs. Together, we analyse your business goal, we compute its probable success rate, its data prerequisites and the efforts needed to achieve the prerequisites.



BUSINESS VISION

We meet your managers to build your business case related to big data. The **business vision is what you want to achieve**, as for example:

- getting to know your customers better,
- increasing your operational efficiency.

The business vision is then translated into **a measurable model**, refined with accurate assessment criteria, such as:

- 10% increase of the active user base,
- 5% increase in sales.



Benefits & Outcomes

You now know exactly where you are heading and you can assess your progress with accurate benchmarks.



DATA MATURITY

To reach your business goal, you need to know what your starting point is: you need to know how good (or poor) your data situation is. At this stage, we **run data health checks**, we **take stock of your data maturity** by looking at criteria such as their availability, quality, the infrastructure they rely on, and more. On that basis, we come up with **suggestions to manage your data more efficiently**. In turn, this will allow you to move on to the next stage of big data exploitation: spreading it seamlessly throughout your entire organisation.



Benefits & Outcomes

You have a clear audit of your current data maturity. You know what to do to improve your IT situation and make your business vision come true.



CHANGE IMPLEMENTATION

We help you **plan and prioritize sub-projects** to trigger transition at all levels of your organisation, and we can help **integrate your data with third party data**. We look at questions such as:

- What processes have to change?
- How these changes will impact other processes?
- How these changes foster data quality?
- How much they will cost and how long they will take to implement?



Benefits & Outcomes

Your whole organisation is now ready to make the move.



ROADMAP

As your data mature, as the strategy settles in and seeps through, business continues developing. We follow this up with you: we suggest a roadmap of actions and projects, starting with the low hanging fruit and **quickest ROI**.



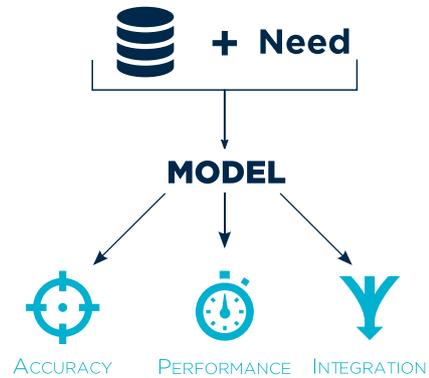
Benefits & Outcomes

You now have a workable roadmap to reach the business vision identified in stage 1 AND you have clues and avenues to explore **new growth sectors** in the medium and long term.

We offer you the skills of a talented and experimented team of data scientists to crunch your data with our knowledge.

You won't even need a so-called "big data stack": we'll use our own tools to explore your data and find efficient paths to valuable insights on the basis of your needs and situation.

Thanks to our iterative method, you will soon receive a first model, along with measured accuracy results, performance, and indications to integrate the model into your system. This will provide you with **facts and figures to help you prioritise your investments in data analytics.**



MODELLING

Key Activities

- Discussion around your data.
- Solution modelling.
- Data cleaning.
- Feature engineering.
- Algorithm benchmarking.



Benefits & Outcomes

- Tried and tested model.
- Useful insights.



ACCURACY

Key Activities

- Additional data sourcing.
- Model improvement.
- Economic value estimation.
- Meaning validation (with client's experts).



Benefits & Outcomes

Well-suited models with increased efficiency.



PERFORMANCE

Key Activities

- Finetuning the technical solution.
- Looking for alternative tools.
- Supporting distributed infrastructure.
- Setting up technical stack.



Benefits & Outcomes

A perene technical architecture.



INTEGRATION

Key Activities

- Auditing client's system.
- Designing the solution.
- Developing software.
- Transferring knowledge.
- Technology guidance.



Benefits & Outcomes

Integrated actionnable insight.

IDENTIFYING DATA OPPORTUNITIES

You have a bunch of data. You don't know how to exploit this goldmine to its full potential. You may not know where to start.

Let's start simply and go far.

On the basis of your datasets, we design tailor-made tools to identify your data opportunities.

We offer four types of support in the form of workshops, to use with the right balance, according to your particular case.



BUSINESS MODELLING

Key Activities

We take your questions and share with you the latest knowledge in areas such as:

- clients management,
- marketing,
- organisation,
- supply chain,
- asset management,
- rules and regulations.



Benefits & Outcomes

A clear view on what's possible and beyond.



SELECTION

Key Activities

- Cross-domains workshops.
- Data identification.
- Process audit.
- Tools audit.
- Maturity audit.



Benefits & Outcomes

Value based projects plan.



DATA SOURCING

Key Activities

- External data sourcing.
- Data extraction.
- Data meaning analysis.
- Study of data storage infrastructure.
- Cross domain fertilisation.



Benefits & Outcomes

Enriched view on your data sources.



DATASETS

Key Activities

- Data modelling.
- Features extraction.
- Documentation.
- Knowledge transfer.



Benefits & Outcomes

"Ready to use" datasets for each question.

IN A NUTSHELL

Are you looking for
LONG-LASTING IT SOLUTIONS
with **QUICK YIELDS?**

Pick up the phone and find out how!

We also **DELIVER**
tailor-made
IT SOLUTIONS

LET'S BUILD YOUR NEXT SUCCESS STORY TOGETHER

EURV
NOVA

- Can the new IT era help me boost my business?
- Is there a risk of yet another lost investment?
- How can I catch the ICT-revolution train on time?
- ...

- Can IT help the world become a better place?

- Can a partnership with EURA NOVA make my work life easier?

- How?

- ...

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