



CONFIANZYS

## DO YOU HAVE A TRIKE TO SUCCEED?



### **SPEED, STAMINA, STABILITY:**

While building high-tech products, it's easy to lose sight of market needs and difficult to manage continuous innovation. Confianzys Value Interventions act as a trike to keep you balanced on the road to long-term Success.



# CONFIANZYS



## TRIKE FOR SUSTAINABLE SUCCESS

Ever watched a bicycle race where the rider lacks one of the three elements necessary for victory? Speed, Stamina, Stability: Take any one of these out of the equation, and the rider fumbles.

We usually think of tricycles (or “trikes”) as toys for little kids, but they help riders make sure all three of these elements come together for success. That’s what companies need too.

On the road to high-tech product Success, it’s easy to lose sight of strategic innovation. Or, companies innovate but struggle to make the transition to a market-driven product. Where the product gets built, the bandwidth to deliver it on sharpest route to market doesn’t exist.

Confianzys acts as a trike to complement existing skill-sets at high-tech companies and ensure that you stay at the intersection of Market, Product and Innovation.

Confianzys enables businesses in the High-Tech space to be Successful, with the Value Interventions (Market, Product & Innovation) and Next-Practices needed to complement their internal capabilities.





## WHY VALUE INTERVENTIONS?

Is your company committed to building innovative, market-centric products? If the answer is yes, you need a trike with all three wheels moving smoothly to give you Speed, Stamina and Stability.

The “Value Intervention” concept is firmly structured around our belief that just as a rider needs a trike with three wheels in alignment, companies need to look at three key aspects intersectionally to achieve market success.



## MARKET, PRODUCT, INNOVATION: GET ALIGNED

Confianzys helps companies ask and answer the following questions effectively:

### MARKET - WHAT ELSE?

Rarely will markets tell you what they need. We help listen to the subtle voice of the market and unearth the hidden opportunities it offers. Our market forensics program is a strong tool to help you distill the true and actionable opportunities from unprofitable niches and passing fads.



### PRODUCT - HOW TO?

Market opportunities need to be translated into relevant products that capture the essential current needs while looking ahead to future trends. Our experience with diverse high-tech markets around the world helps you develop market-centric products that can address a sizeable share of market.



### INNOVATION - SO WHAT?

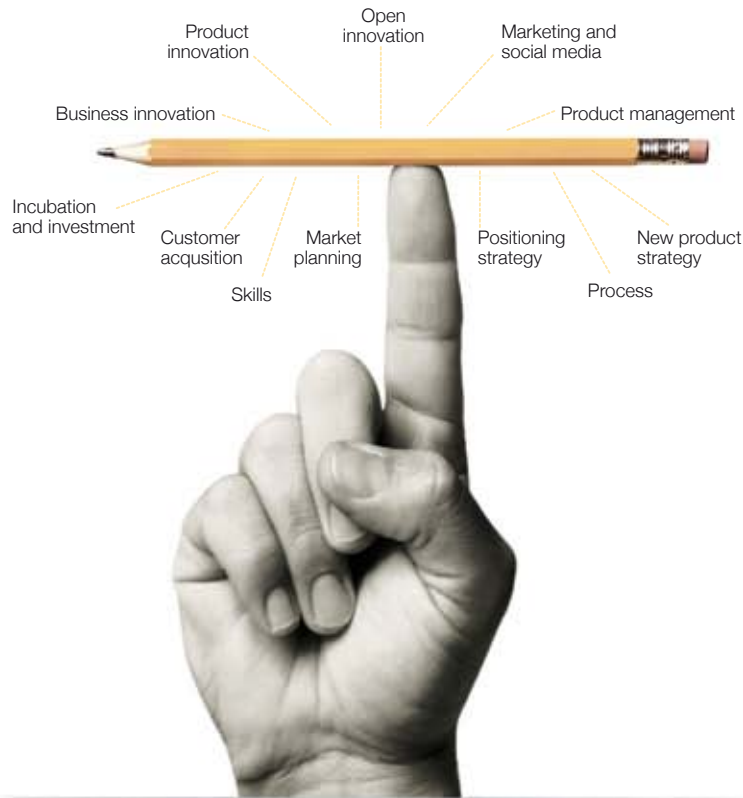
Innovation needs companies to make an extreme push – to question uncontested beliefs and approach problems from radically different angles. We help companies institutionalize a new product development process and incubate new ideas too at I-Qube, our incubation center.



## VALUE INTERVENTIONS DIAGNOSTICS

All our customer engagements start with a simple diagnostics process to evaluate your business quotient on the key growth parameters, this helps us identify the clients' challenges and prioritize the areas of intervention.

### Where is your center of gravity?



## WHY CONFIANZYS?

The Confianzys Advantage lies in being present at the intersection of Market-Product-Innovation: with a strong methodology and Next Practices in each area, we help you work in an integrated manner to draw inspiration from and beyond the market, build the right product and go to market successfully.

## OUR MISSION

**Help conceive market driven, breakthrough product and achieve global scale**

## MAJOR STRENGTHS INCLUDE

- Specific expertise with high-tech product markets around the globe
- Strong grounding in Product Management methodologies in partnership with Blackblot, leading global product management training organization
- Outcome based approach, where we work with clients to reach critical milestones at definitive timelines.



# CONFIANZYS

Unit No: 102, 1st Floor, Sunny Vale, 35 / 1,  
Meane Avenue Road, Near Ulsoor Lake, Opposite Lakeside  
Hospital & HDFC Bank, Bangalore, India 560042

Phone: 080 – 4084 7500

email: [engage@confianzys.com](mailto:engage@confianzys.com) | [www.confianzys.com](http://www.confianzys.com)

