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Private



**Innovation for
corporate support**
The competitive revolution

It is not easy for companies to find their way in a business environment in constant rapid change: now more than ever, companies must be highly adaptable. Socio-economic transformations and the advent of disruptive technologies are just some of the factors that affect new and old markets, leading new players and products to emerge, not to mention the lowering of barriers to entry and the loss of positions of dominance. The ability to respond effectively to the changing environment is an essential trait whose innovative nature is an enabling factor for companies wanting to remain competitive.

Today, business is a matter of agility, innovation, digitalisation. All our management principles are being challenged. In this context, companies must challenge themselves through actions designed to promote a corporate culture that encourages employees to be innovative and develops the ability to carefully choose investments in product or process, with tools applied to intercept and seize the drivers of change at the right moment.

Deloitte Private

Deloitte develops collaborative projects based on the needs of its clients, creating bespoke solutions appropriate to clients's size and objectives.

By first listening to its customers' needs, Deloitte supports entrepreneurs and aims to position itself as a Trusted Business Advisor, providing tailored multi-disciplinary solutions for:

- Family businesses and entrepreneurs
- Family offices and private investors
- Public and private SMEs
- Private equity firms, in their approach to SMEs
- Micro-enterprises.

Corporate needs

The principal needs for companies wanting to keep up with the competition by tackling the changing environment are:

Corporate culture

Adopting a corporate culture that encourages employees to be innovative, proactive and open to change, while developing innovative ideas through their experience and development.

Investments in innovation

Knowing how to choose which kind of innovation to invest in. The decision on which resources to use in this process requires care, and often the adoption of original solutions both during research and implementation stages.

Digital Transformation

Improving a business's adaptive capacity, even when operating in traditional sectors, by exploiting opportunities presented by the digital revolution and the technological changes of recent years.

Development of strategic relationships and partnerships

Knowing how to access talent, technologies and ideas, even from external sources, essential for innovation in the business model and products to remain competitive on the market. Undertaking effective initiatives to provide excellence to customers.



The Deloitte approach

Deloitte is a leading professional services provider, offering a wide range of service offerings. Combining a tradition of quality with innovative methods and technologies, Deloitte is the ideal partner to assist provide assistance in identifying value added solutions through various services:

- **Mapping current levels of innovation** and defining a path and tools to support the company's innovative potential
 - **Defining effective strategies and implementing bespoke solutions to support the digital transformation process** for all value chain functions (marketing, sales, after-sales services, personnel management ...)
 - **Selection and development of innovative ideas** with dedicated practices to test their effectiveness and market readiness
 - **Acceleration and support to start-ups** by setting up business plans and dedicated mentorship programs aimed at preparing them for the market or for scaling operations or acquisitions
 - **Evaluating start-ups** for investment in innovative new sectors, supported by historical and prospective analysis of specific economic and financial parameters
 - **Assisting companies considering new business scenarios**, such as expanding their range of services, interpreting data, reorganising with new processes, and supporting the development of an innovative business model, using benchmarking analysis and innovative technologies
 - **Supporting the optimisation of available hardware and software resources** and identifying possible Hybrid Cloud solutions to achieve greater flexibility of applications based on the varied use of resources, on related costs and potential identified risks
 - **Assisting businesses in the prevention and management of digital threats** guarantee adequate protection of tangible and intangible assets from possible cyber attacks, allowing the implementation of technical, and organisational measures aimed at the correct processing of third-party data (customers, employees, suppliers...) related to digital innovation and Industry 4.0
- **Identifying and optimising loans, tax incentives and non re-payable grants** from which the organisation can benefit to support investment in research, development and innovation, as well as assistance in the preparation of applications for memberships and cost accounting
 - **Supporting the search for industrial and financial partners**, also through the provision of networking tools and programs for networking with international investors and companies.

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