

# **Kanso Profile**

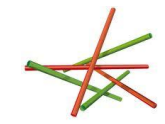
*Rome, July 2012*

- **Kanso** is a consultancy company focused on innovation and customer experience. At **Kanso** we believe that innovation represents a fundamental competitive lever for companies and institutions which requires appropriate competences and tools to be exploited
- The mission of **Kanso** is to assist companies, public and private institutions in the development of new products and services, in the improvement of their organizational effectiveness, in the enforcement of strategies centred on the value proposition to the customer
- The **Kanso's** approach (japanese term meaning substantial, essential) is based on pragmatism and on the ability to identify innovative solutions which deliver short term results together with sustainable long term strategies
- **Kanso** is based in Rome and has an integrated network of excellent partners in areas such as design, technology, market research, brand identity, web marketing, etc. to reinforce its interdisciplinary approach and deliver substantial results.

# SELECTION OF CLIENTS



GENERALI Assicurazioni Generali



MINISTERO PER I BENI E LE ATTIVITÀ CULTURALI



# SELECTION OF PROJECTS PERFORMED

- Concept design, market research, trial of the new offering for Collaboration and Unified Communication
- E-Tourism new services development
- Evaluation of new business opportunities on print on demand and services for tourism market
- Digital Terrestrial Television: service profile, business model and market potential for interactive services
- Opportunities scouting and evaluation in Cultural Heritage market (security, preservation, diagnostic, energy saving, etc.)
- Development and design of a new concept of “access gateway” for tourists visiting Rome based on new technologies of enhanced reality
- TLC service providers market intelligence to identify demand trends and business priorities
- Several projects encompassing major issues of the mobility industry including market scenario forecast , industry reconfiguration dynamics and services enabled by new technologies
- RF Mems/ambient intelligence: scenario analysis, strategic positioning and goto market plan
- Scenario analysis in mobile service/content market: threats and opportunities identification

# KANSO FOUNDER



**ANDREA GRANELLI** has played a leading role in the ICT industry in the last 15 years. After an experience as senior manager at Mc Kinsey & Co he worked as CEO of Tin.it (market leader Telecom Italia Internet Service Provider ) and, subsequently, as head of R&D Department of Telecom Italia. Since 2006 is founder and President of Kanso. Andrea has published several books on digital technologies and innovation