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## Structuring Innovation & Organizational Transformation

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In a fast-growing IT services company, the organization was suffering from poorly structured processes, limited information flow, and weak recognition of innovative initiatives. This situation hindered coordination between teams, complicated innovation management, and limited the company's ability to capitalise on its internal actions. The challenge was to transform the organization into a true driver of growth and performance.

To address these issues, we worked in close synergy with all departments to digitalise and document the key processes of the value chain: Pre-Sales, Sales, Production, Hard HR, and Finance. This cross-functional perspective made it possible to highlight each step of value creation, improve information flow, and generate both natural and proactively organised interdepartmental synergies.

The results were significant: better coordination between teams, increased visibility of innovative activities, durable structuring of the innovation approach, and concrete recognition of internal initiatives. The company strengthened its reputation in innovation and saw its public funding increase from €250,000 to €1,200,000 per year. Moreover, despite more than 50% business growth, administrative support functions did not need to be reinforced, enabling operational optimisation that multiplied relative profitability by six.

Our contribution was to transform the organization, processes, and information into genuine engines of growth, innovation, and sustainable value creation.

