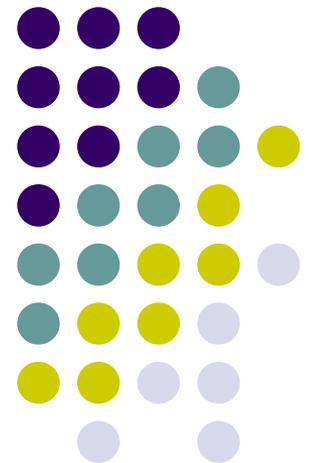


SDI Soluzioni d'Impresa srl Knowledge management & Technologies



Mestre, January 25th
Massimo Plescia CEO
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About SDI

Mission

- SDI is a knowledge management and technology consulting firm that partners with clients to deliver genuine solutions that last.

Services

- We are dedicated to enhancing revenues and employee performance through the use of innovative content, technology and people. SDI offers key solutions and our expertise includes:
 - Market Research for socio-economic growth
 - Knowledge Management, creating revenues from existing knowledge
 - Learning needs consulting
 - IT training with classroom courses, self-paced learning and remote labs
 - Custom training courses, including content development and custom e-learning



About SDI

- Our solutions provide services that bring lasting value to our customers. Our approach is customized to the client's organizational needs. As we collaborate with private companies to design custom programs, we can integrate a variety of knowledge management and technology service solutions.
- SDI is a private company located in Palermo and Rome, Italy.
- Our clients, employees and communities recognize us as a firm with:
 - Leadership with vision and integrity
 - A successful history of achievement in both private and public sectors
 - A legacy of social responsibility that gives back to the communities in which we work
 - A company culture that focuses on the core values of professionalism, client service, respect, trust, excellence, teamwork, diversity and entrepreneurship



About SDI

2009

- 10 employees.
- 20 external collaborators
- 900.000,00 euro turnover
- 60 clients
- 80 action learning projects

Expectations concerning the application of creativity to innovation in industry



- **Creative industries Vs creativity to innovation in industry**

Creative Industries are those which have their origin in individual creativity and skills. They have the potential for wealth and job creation through the generation and exploitation of knowledge as a base for commercial value.

SDI is a creative company in business consulting, including business training and coaching.

Expectations concerning the application of creativity to innovation in industries



We distinguish **three dimensions of creativity**: creativity of individuals (our professional team), creativity of products and creativity of processes.

- Creativity of individuals refers to our ability to generate novelty and respond to challenges by finding new solutions.
- Creativity of products is related to the degree of uniqueness of our services compared to other services offered on the market.
- Creativity of processes concerns the way we deliver services to our clients

Expectations concerning the application of creativity to innovation in industries



We distinguish **three roles of Creative Industries as being part of an innovation system:**

1. Producing and disseminating ideas is a key characteristic of Creative Industries. Directly or indirectly this will be an important contribution to an economy's innovative potential and the generation of new products and services.
2. A creative company offers services which may be inputs to innovative activities of other enterprises (clients) and organizations within and outside the creative industries;
3. As intensive users of technology, creative companies demand adaptations and new developments in technology, providing innovation impulses to technology suppliers.

Expectations concerning the application of creativity to innovation in industries



As producers of knowledge, the creative companies may be a particularly attractive **source of external inputs for innovating firms**. In fact, a diverse bundle of creative products and services, which can be integrated into the innovation process of other businesses, is offered by creative companies. These innovation-supporting or accompanying products can range from ideas for innovations to support R&D and exploit human resources.

Furthermore, specific software can be developed to fulfill the needs of new products or processes. However, it could also be a new marketing strategy or engineering services for more efficient production techniques, tailored to the particular needs of the innovating company. Consultancies can offer new training approaches in order to fully extract the creative potential of the workforce.

Expectations concerning the application of creativity to innovation in industries



Other issues for influencing creativity and innovation in industries:

- Interaction between users and producers in developing and marketing innovation. Creativity pushes at the forefront of applying new technological devices, particularly in the area of information and communication technologies (ICT).
- Creative Industries may also support innovation in the wider economy without direct interaction. A key mechanism to do so is the mobility of the workforce, in particular when people find new jobs outside the creative industries, taking their ideas, knowledge and creative potential with them and using it in other industries.
- Another role of the Creative Industries in industrial innovation is to link academia and the business world.

Expectations concerning the application of creativity to innovation in industries



Conclusion:

- Creative industries offers their creativity to innovation in industry
- Knowledge management is indispensable to improve creativity
- To generate creativity it is necessary to fully extract the creative potential of the workforce
- Creative industries disseminate creativity along the entire production chain