

FROM  
INNOVATIVE IDEAS  
TO  
REFERENCED  
PRODUCTS



**Accelerate Idea to Product** Apps enable you to manage your relationship with external businesses from the identification of an innovation opportunity to its implementation within your company.

- Innovation projects (creation of new product) or «» campaigns to collect ideas from your partners can be organized. Several projects templates can be used to answer your company and department needs.
- Advanced functions to manage projects and planning follow-up to monitor your complete process of Innovation. A team is associated to each Innovation project, a plan is defined, and tasks and specific access rights can be assigned to each member of project team.
- A lot of collaborative features are available to streamline and track discussion between each contributors all along the process: online documents exchange, collaborative modification on documents, customizable forms to collect data, forums...
- A product database enables you to consolidate and centralize in a single place all data related to products created in a collaborative mode with your suppliers and external partners.



REDUCE TIME TO  
MARKET FOR NEW  
PRODUCTS



HIGHER VISIBILITY  
ON PRODUCT  
LIFECYCLE



IMPROVED  
COLLABORATION  
WITH SUPPLIERS



BETTER INTERNAL  
COLLABORATION



PROCESS  
STANDARDIZATION



## PRODUCT DATABASE

is a central database to consolidate and store all the documents and information dealing with products and services you purchase to external vendors.



## OWN BRAND MANAGEMENT

From the initial idea to the implementation of a new product, this app is developed specifically for the Retail companies.



## ARTWORK & PACKAGING

allows you to manage the full packaging creation process of your in-house products with your business partners.



## CHEMICAL RISK MANAGEMENT

helps you save and track information on the chemical hazards of the products you purchase from your suppliers.

IDEA TO  
PRODUCT

LESS TOOLS.  
**MORE**  
INNOVATION.

## DISCOVER SYNERTRADE ACCELERATE

35+ composite APPS to build your procurement Information System and cover the entire procurement process!

SOURCE TO  
CONTRACT

SUPPLIER  
RELATIONSHIP  
MANAGEMENT

PROCURE  
TO PAY

PURCHASING  
INTELLIGENCE