



Kanso is a consultancy company focused on innovation. **Kanso** believes that innovation represents for companies and institutions a fundamental competitive lever 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 setting up of processes, platforms and a corporate culture to promote innovation.

Kanso's style is based on pragmatism and on the ability to identify innovative solutions and approaches which deliver short term results together with sustainable long term strategies.

Kanso has extended analysis and research tools beyond the boundaries of traditional consulting practice, to fields like design, human sciences and market research. This approach helps identifying the real market success factors and provides original and winning solutions. Moreover **Kanso** has particular expertise in digital technologies and new media.

With the aim to reinforce its interdisciplinary approach, **Kanso** has developed an integrated network of excellent partners in areas such as interaction design, cognitive psychology, market research, brand identity, web marketing, etc.

Moreover **Kanso** has a specific competence in the appraisal of technology and new media as innovation drivers, due to Andre Granelli's and Stefano Santini's – **Kanso** founders – experience. The company contributes in many different ways to the development of digital technology utilization strategies:

- detailed understanding of users' needs (even the *unmet* ones) and their translation not only in functional specifications, but also in addressing further design issues: both *soft* themes, such as interface style design, and *hard* ones, such as cross-platform portability, process reengineering and operational simplification;
- technological foresight and new technological architecture design, able to seize the opportunities offered by new digital solutions (web 2.0, wireless technologies, mass customization, etc.) while sensitive to other critical aspects (technological instability, standardization and interoperability issues, maintenance cost and complexity, etc.);
- development projects management and coordination (especially in high technology or radical innovation ones); **Kanso** puts special care in the respect of budget limits (costs, schedule, quality) with a focus on cost estimation both for startup and maintenance

A *central direction* ensures coherence between vision and implementation, often questioned by the dilution of projectual efforts in the different branchings (often crossing companies boundaries) that a complex initiative may generate.



The inherent complexity of the treated themes and the reach toward innovation require a more and more interdisciplinary approach, both for analytical understanding aspects, and – especially – for the inception of truly creative solutions. **Kanso** selected a network of excellent partnerships in areas such as interaction design, cognitive psychology, market research, brand identity, web marketing, etc., systematically collaborating with them in the role of business integrator.

Kanso's clients includes: Ikea, Seat, Telecom Italia, Autostrade, Poste Italiane, Walt Disney, HP, Unioncamere, Rome Municipality, 3M, Telethon, Donnafugata, Eur SpA, FILAS (Regione Lazio operative branch), Venice International University and Engineering.

Kanso's recent projects have dealt with:

- Defining the concept and feasibility of "The Access Gateway to Archaeological Rome" - which assists tourists to plan their visits, using innovative, high emotional impact technologies which reproduce for visitors the "feeling" of Ancient Rome;
- The implementation of a permanent "infomediary" service aimed at gathering and disseminating innovation and business opportunities to small and medium companies;
- The design, strategy and action plan of the "Technological District of Culture" which exploit of Italian cultural heritage for developing a new industry sector focused on cultural heritage preservation and promotion;
- Definition and design of thematic tourist circuits based on innovative models of planned itineraries and the delivery of relevant information over internet and mobile devices;
- Planning and launching of the first international Master's degree in "Cultural Experience Design and Management"
- Marketing plan for the delivery of broadband/internet services to the elderly
- Market and partnership strategy for the development of the infomobility market.

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