

קופ.

**HERE TO DARE**



We are  
the ones  
who

Change is the foundation of our mindset.  
We are challengers, we take the risk of  
exploring new ways to make things better,  
innovative, sustainable and long lasting  
for us, our clients and the human  
community we belong to.  
We strive to create what is not there  
yet, as well as to care and grow what's  
already there.  
We leave no stone unturned - that's how  
far we dare to go.

We are thinkers, makers, doers, planners,  
and the best curious minds you can think of.  
Every choice is crucial, and we are ready  
to go right up to the edge.  
It's radical, but we believe that good  
things come to those who dare.  
And that's what we're here for.

**BIP. Here to dare.**

Pursue  
change  
to nurture  
progress



# What we do

We think. We make sense.  
And we make things, too.  
We analyse the present to peek  
into the future, through data  
and experiences that enable us to look  
at your reality from a different point  
of view. We don't count time in days  
or weeks, but in ideas, plans, successes.  
We never stop - that's what all our  
worldwide offices are there for.  
All of this for a simple reason: we like  
change, a lot, because we can make  
it happen. That's where we can really  
make the difference, and we're all  
about making it.

# The quality of scale organization

9 ACTS THAT TRANSFORM YOUR VALUE, PEOPLE AND TECHNOLOGY TO DELIVER QUALITY AT SCALE. IT WILL TAKE TIME. IT WILL TAKE EFFORT. AND IT WILL FEEL GOOD NOT TO HAVE ANYONE DICTATING YOUR FUTURE APART FROM YOU.

01

## See your future before others do

We accompany our clients in the process of exploring their near future, identifying foreseeable and unexpected shifts that will impact them. We then define a roadmap that can guide their own transformation.

02

## Leverage data to know the unknowable

Advanced and predictive analytics models enable us to turn big, small and fast data from a multitude of sources into insight and foresight that help businesses gain a brand-new awareness of their environment.

03

## Shape the human experience

We model end-to-end experiences in the phygital world. We combine business opportunities with customer and employee expectations in order to define, design, and deliver meaningful experiences to improve how we live and work.

04

## Become a market maker

We help our clients grow in current and new markets and ensure that they have the ideas, tools and operations they need to bend markets towards them.

05

## Default to excellence

We help our clients plant the seeds to grow ever-new skills. During our work, we feed the knowledge and skills required for continuous innovation into our clients' organization, using a maieutic process to ensure clients view complexity as a core asset of their companies.

06

## Feed the culture you need

We foster digital culture and a future-oriented mindset. We design social behaviors that are aligned not just with human psychology and the business context we operate in, but also with our clients' long-term strategic ambitions.

07

## Make your operations self fulfilling

Big is not just more. Big is different. When you're competing at a larger scale you can't be weighed down by inefficiencies that were previously an acceptable cost of doing business. We have the operational and technological expertise to help you remove what gets in the way of being faster, better, bigger, liberating your people to focus their time where they can make a real difference.

08

## Meet the technology waiting for you

We combine our understanding of the engineering, commercial and human sides of technology to help you navigate opportunities in the market, find the right solutions for your business, set them up and get your people up and running.

09

## Secure by design

We ensure digital protection for our clients and their customers. We help our clients understand what risks they and their customers are running and create an actionable, evolving path towards complete protection.

# Industries

We don't just have experience in many industries - we have experience across them. We know which industries are going to collide, and how they can learn from very similar and very different challenges to forge their own path ahead, so we can give you the answers to the questions you've been asking yourself, and those you haven't.

Energy & Utilities  
Financial Services  
Life Science  
Manufacturing  
Public Sector  
Retail  
Telco, Media & Entertainment

# Our best practices

Consulting has changed, and so have we. We operate in teams of consultants supported by vertical practices that allow us to nurture an environment where each discipline can thrive.

Consulting  
Innovation, Design, Interaction  
CyberSec  
X-Tech  
Customer Platforms  
Transformation 4.0



# Business functions

Your job is changing. So is ours. Whatever our clients do today, it looks nothing like it used to. The same applies to us. We don't have a trademarked template for each business function, because reality doesn't comply with templates. Instead, we assemble multi-disciplinary teams designed around the job to be done, with an eye to what's coming next.

**01**  
Strategy

**02**  
Finance

**03**  
Operations

**04**  
Technology

**05**  
Sales

**06**  
Marketing

**07**  
Procurement

**08**  
Innovation

**09**  
HR

**10**  
Sustainability



HERE TO DARE

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