

**QIBUD AND SYNTEZIA PARTNER TO OFFER AN INNOVATIVE GLOBAL APPROACH TO STRATEGIC EXECUTION, CRUCIAL IN A CHANGING WORLD.**

**A strategic partnership that opens new horizons for ambitious companies. By combining Syntezia's expertise in transformation and Qibud's real-time strategic management technology, companies can accelerate the execution of their strategies by merging support and software innovation.**

Geneva, Syntezia Sàrl, a consultancy specialized in strategic execution and innovation, and Qibud, a leader in software solutions for strategic management and execution, today announce their partnership. This alliance will allow companies to combine Syntezia Sàrl's expertise with the power of the Qibud platform to achieve their priority objectives twice as fast.

**Syntezia Sàrl** supports organizations in their environmental and digital transition with a comprehensive range of services, from climate strategy and sustainability consulting to corporate training. Syntezia Sàrl will integrate the Qibud solution for Swiss and European clients who seek measurable results and wish to adopt a customer-centric organization while boosting their strategic agility.

**Qibud** has developed disruptive technology that allows real-time alignment of teams with strategic and operational priorities, reducing by more than 50% the dispersion of teams on non-priority issues while placing meaning at the heart of each action. The platform encourages self-commitment and accountability among teams. It also provides clarity on ongoing or upcoming work, simplifies governance and management of projects, innovation, or continuous improvement within a very user-friendly platform. Syntezia's entry into the Qibud network will enrich the options available to them to accelerate their environmental and digital transition.

This partnership will enable Syntezia Sàrl and Qibud Sàrl clients to benefit from a comprehensive "publisher-integrator" solution to:

- Focus on the needs of their clients and their constantly evolving market.
- Define, prioritize, and implement their strategy with agility.
- Develop a collaborative culture within the organization by breaking down organizational silos.
- Advance in the implementation of best agile practices.
- Develop and advance the talents within the company.
- Measure and improve results.

### **Testimonials:**

"We are thrilled to partner with Syntezia Sàrl," says Gilles Ruffieux, CEO of Qibud. "Their expertise in strategic execution is a valuable asset for our clients. Together, we can help them unlock the full potential of their talents and achieve their goals much more quickly."

"Qibud is a powerful and intuitive agile software platform," adds Yves Zieba, Founder of Syntezia Sàrl. "It is the ideal tool for our clients who are looking to implement the principles of strategic agility. This partnership allows us to offer an even more comprehensive and effective solution to our clients."

### **For more information, please contact:**

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### **Attachments:**

- Photo of Gilles Ruffieux.
- Photo of Yves Zieba.
- Photo of Yves Zieba et Gilles Ruffieux scellant la collaboration.
- Logos Qibud and Syntezia.