



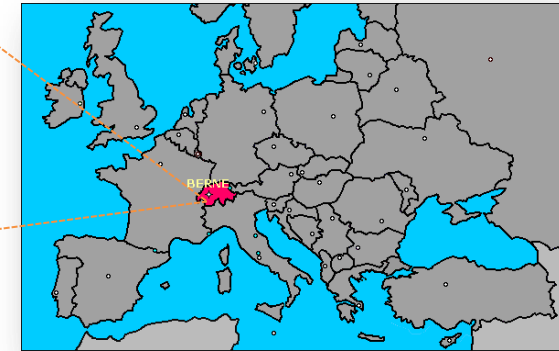
Integración de las nuevas tecnologías en el día a día de la comunidad de ingenieros : el ejemplo de una consultoría de servicios

*By Yvette RAMOS, Présidente
Swiss Engineering Romandie
Switzerland*



Répartition géographique des langues officielles en Suisse (2000)

- Allemand
- Français
- Italien
- Romanche
- régions bilingues



Source: Office fédéral de la statistique, www.bfs.admin.ch; recensement 2000

- Una sociedad de >15,000 ingenieros y arquitectos en Suiza, activos en todos dominios
- 7 regiones geograficas, 26 grupos interprofesionales, 25 capitulos («City chapters»)
- En Ginebra... mas de 100 años!

In partnership with ...

⇒ Intellectual Property Law Firms (FR, CH)



About Intellectual Property..



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Nuevas Modalidades de Trabajo,
Sensibilización social en relación a la ingeniería

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panel del día 05 de noviembre de 10:30 a 11:30 en la Sala C

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Challenges

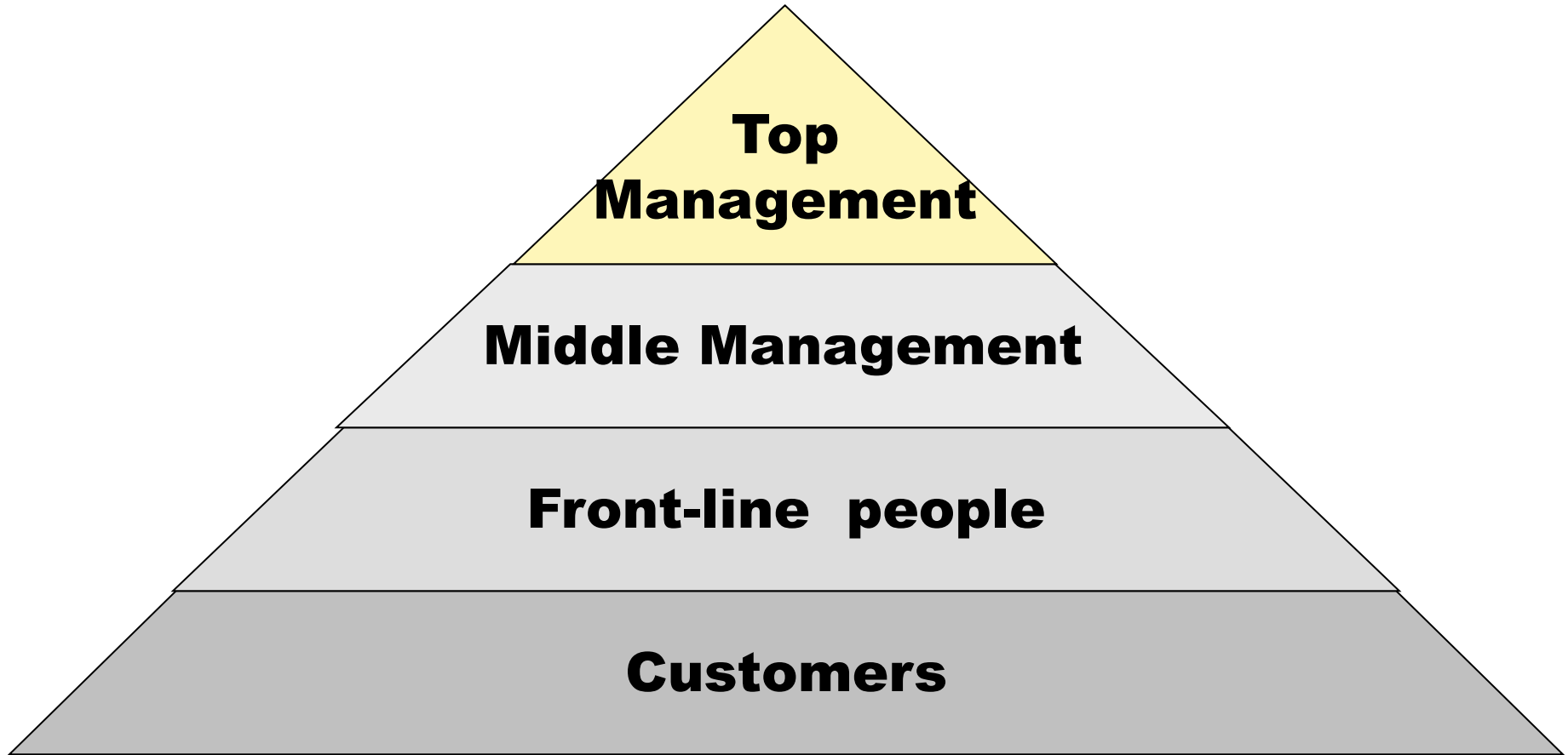
- Definition of a strategy, a 5 years vision, a set of goals/objectives and collective + individual missions
- Management of work load: optimization of plannings, integration of new recruits/engineers, etc.
- New clients: who are they? Which domains? What is the best approach?
- Development of internal capacities: how to proceed? How to deal specifically with engineers training
- Managing transition, change, risk management..
- Implementation of new tools (accounting, controlling, e-documentation, e-banking, ..)



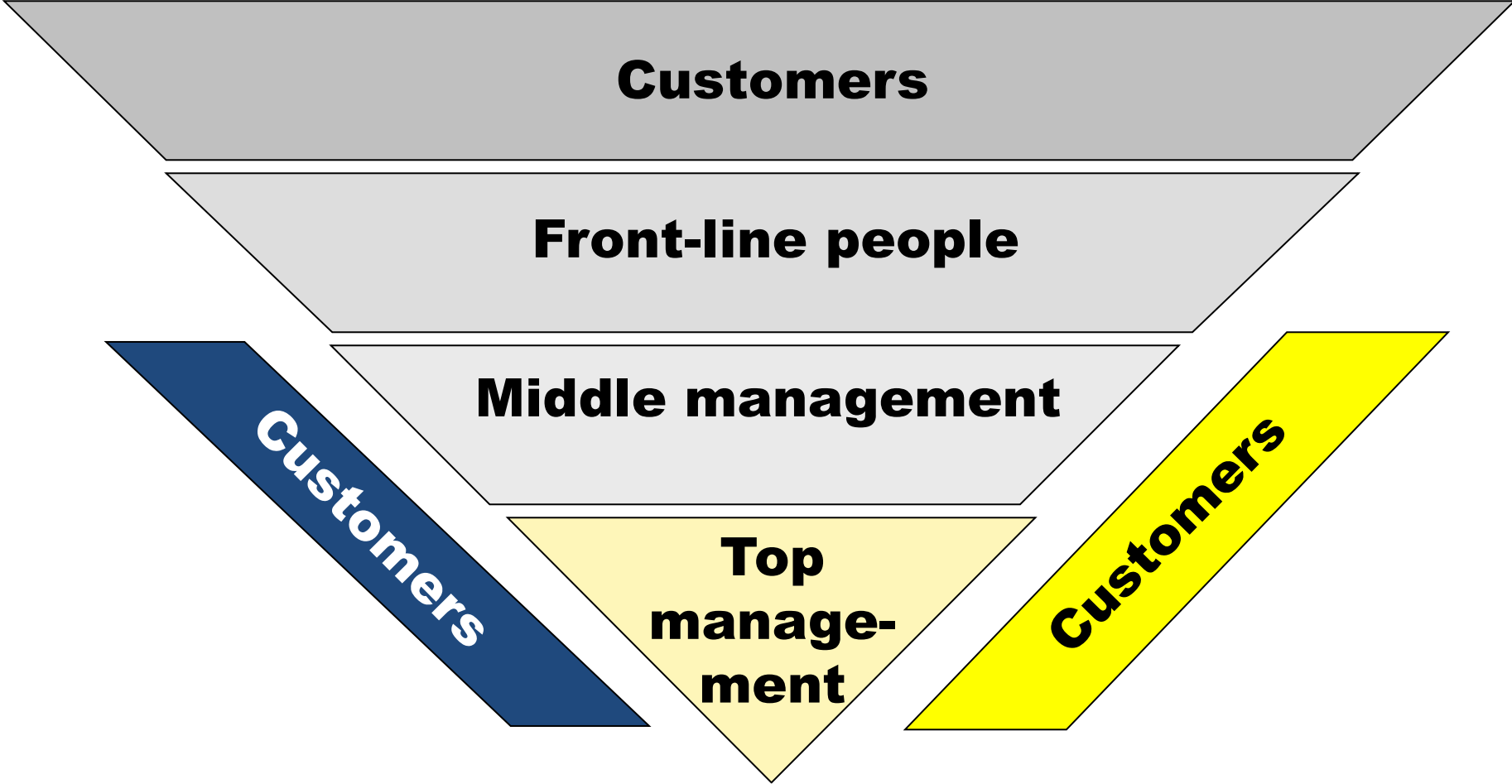
What about Human Resources ?

- **Headcount:** “DO More with less”
- **Reduce costs:** People cost Money
- **“Real time“:** Need for information 24/7
- **Empowerment:** Employee self service, what competition offers...
- **Business decisions and communications:** Management needs the right information to make the right business decisions
- **Data integrity:** Your organization’s future depends on it

Challenge : going from a Traditional Organization



...to a "modern" Organization



3 axes of solutions



Technology and innovation to be efficient with
MODERN TOOLS & PROCESSES



Marketing to increase visibility and be closer to
CLIENTS



Human Resources management to better satisfy our
PEOPLE



In terms of marketing...

(1) renovation



In terms of marketing...

(1) harmonization



MOINAS
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CONSEILS EN PROPRIÉTÉ INTELLECTUELLE
EUROPEAN PATENT ATTORNEYS

Stéphane Moreau
moreau@msc-ip.com

Moinas & Savoye SA
42, rue Plantamour
1201 Genève
Suisse
Tél. : +41 22 731 93 50
www.msc-ip.com



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EUROPEAN PATENT ATTORNEYS
CONSEILS EN PROPRIÉTÉ INDUSTRIELLE

Denis Aivazian
aivazian@novaimo.com
Tél. : +33 6 74 95 82 46

Novaimo
Bâtiment Europa 2
310, avenue Marie Curie
Archamps Technopole
74166 Saint Julien en Genevois Cedex
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www.novaimo.com



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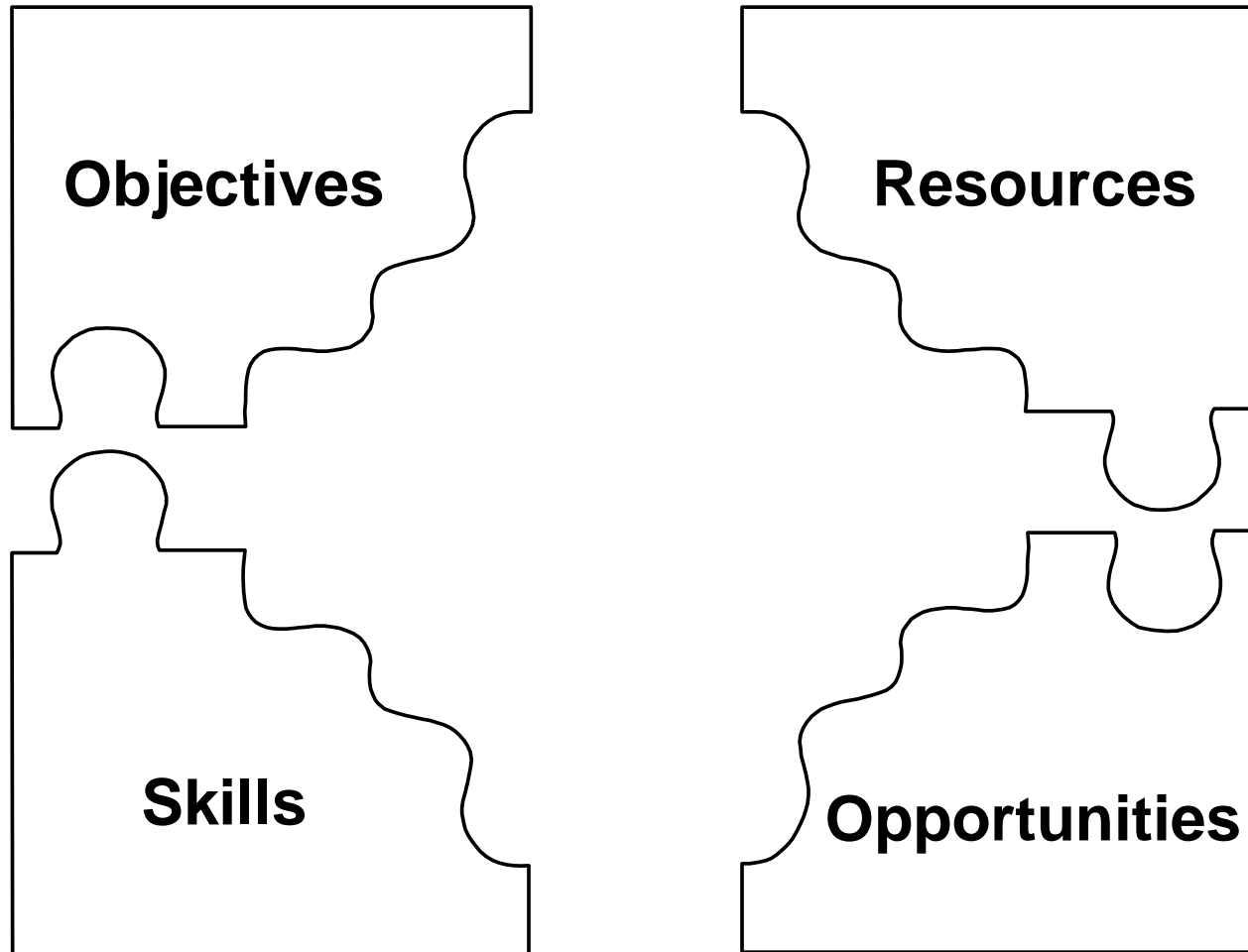
Nuevas Modalidades de Trabajo,
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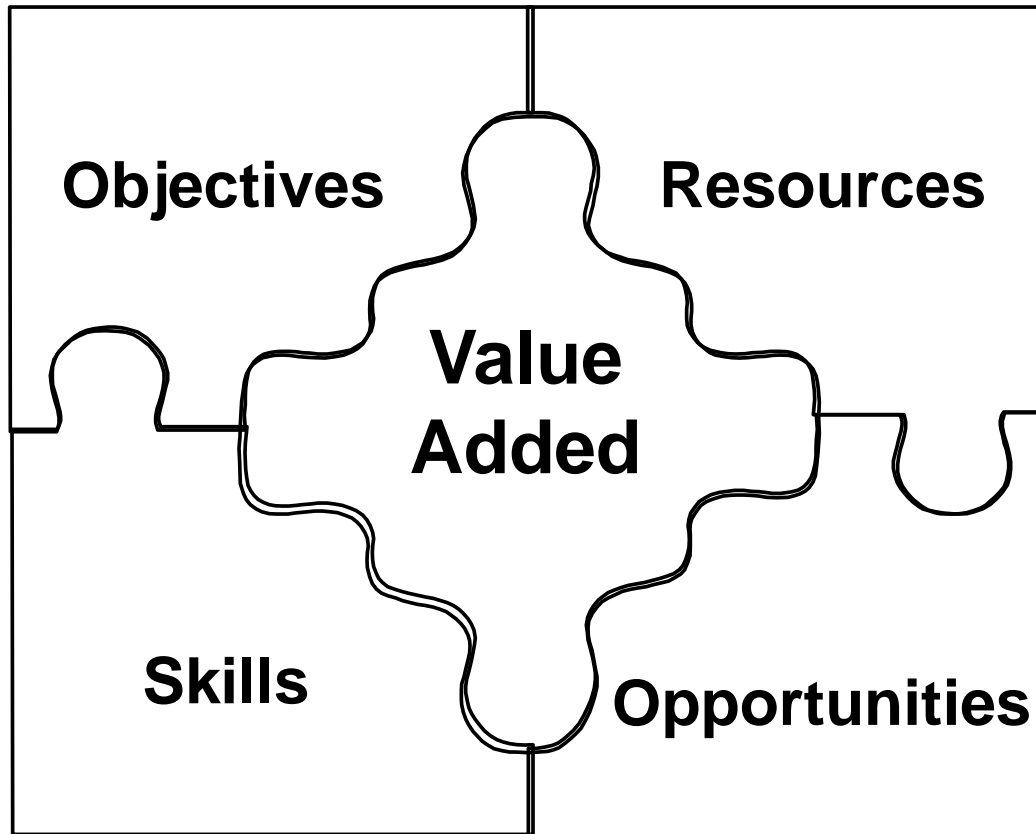
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Marketing ..



Adding value



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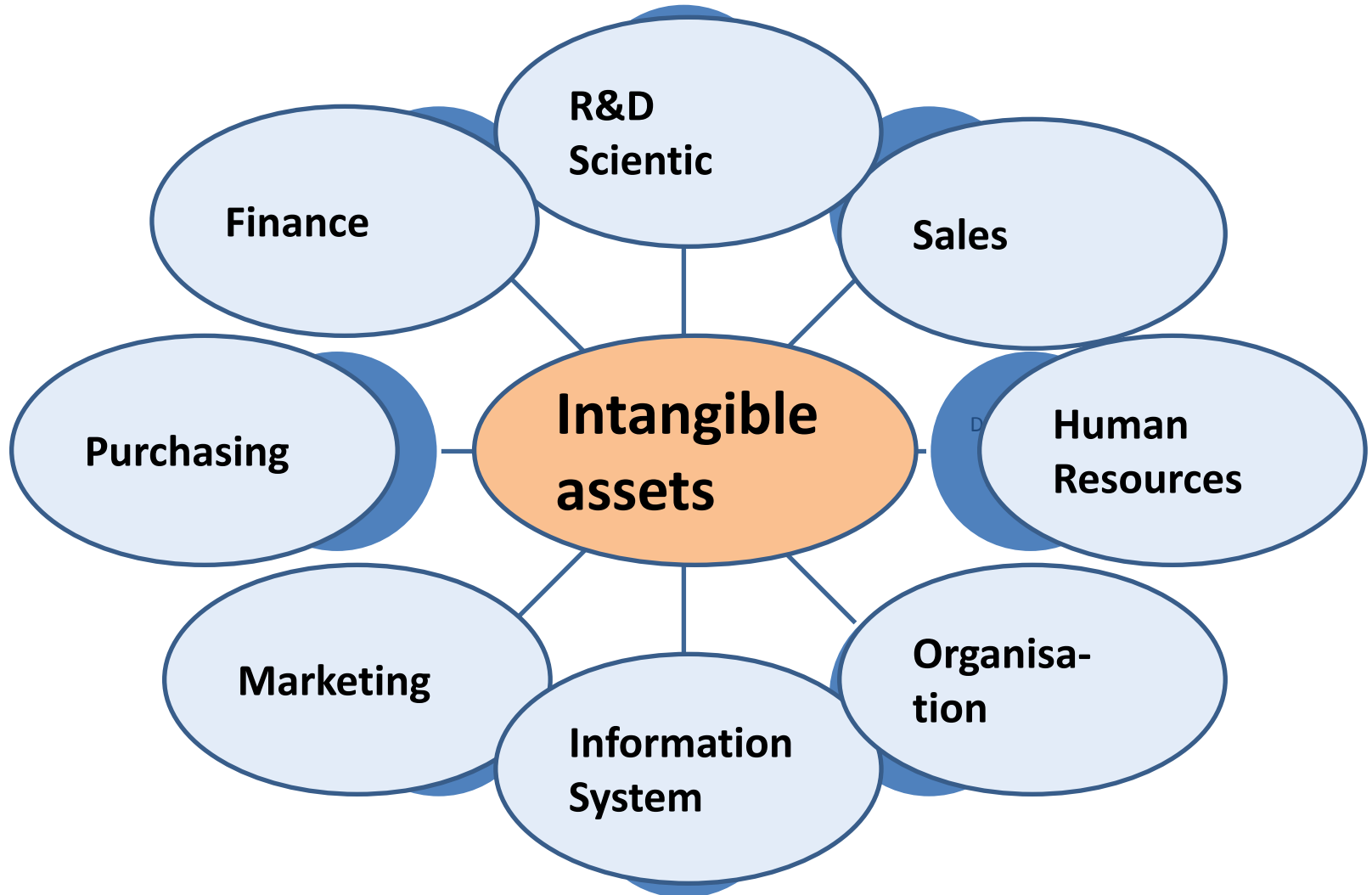
**Nuevas Modalidades de Trabajo,
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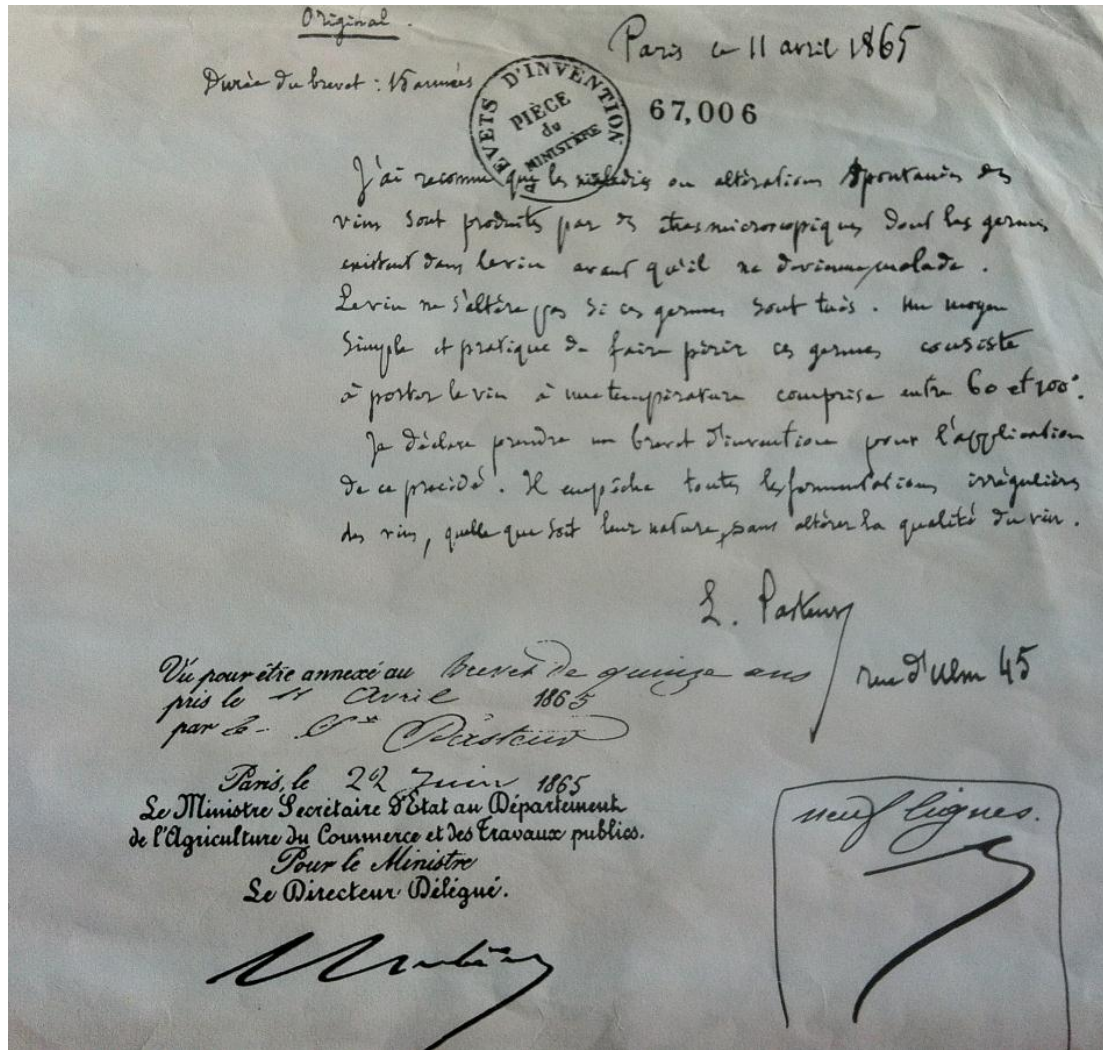
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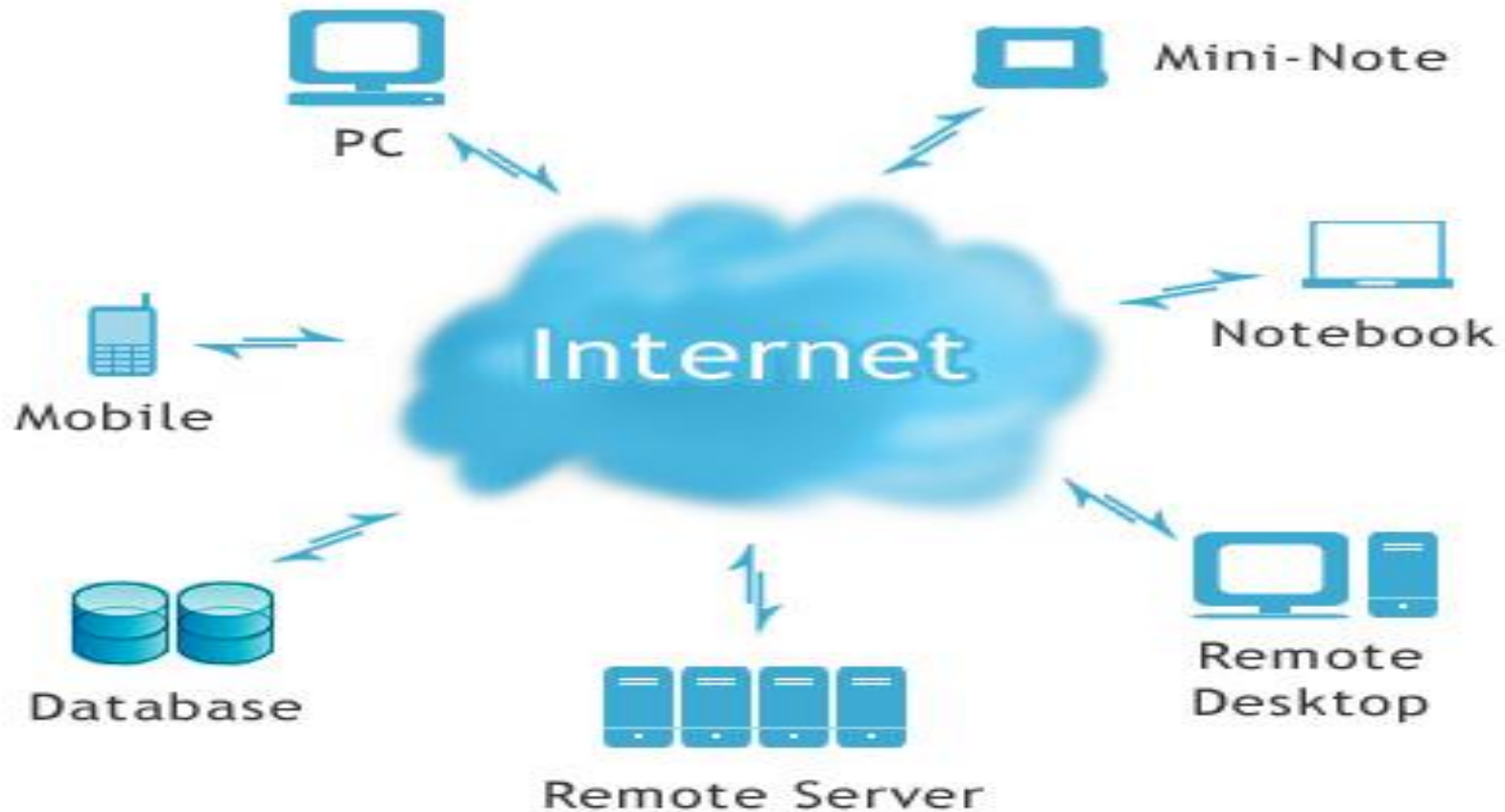
➤ **Intangible assets represent the hidden face of value...**



Going from...paper management...



... To paper less company.. Thanks to the «Cloud»



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With security!



Corporate Social Responsibility



Strategic Human Resource Management



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What is a modern HRM system?

⇒ Integrated management system for **strategic management** including controlling and cost-savings approaches and optimized production processes - strategic **human resources** management for a modern organisation including **competence-based** approaches to help historical institutions turn into **attractive** and modern frameworks for **talented people**



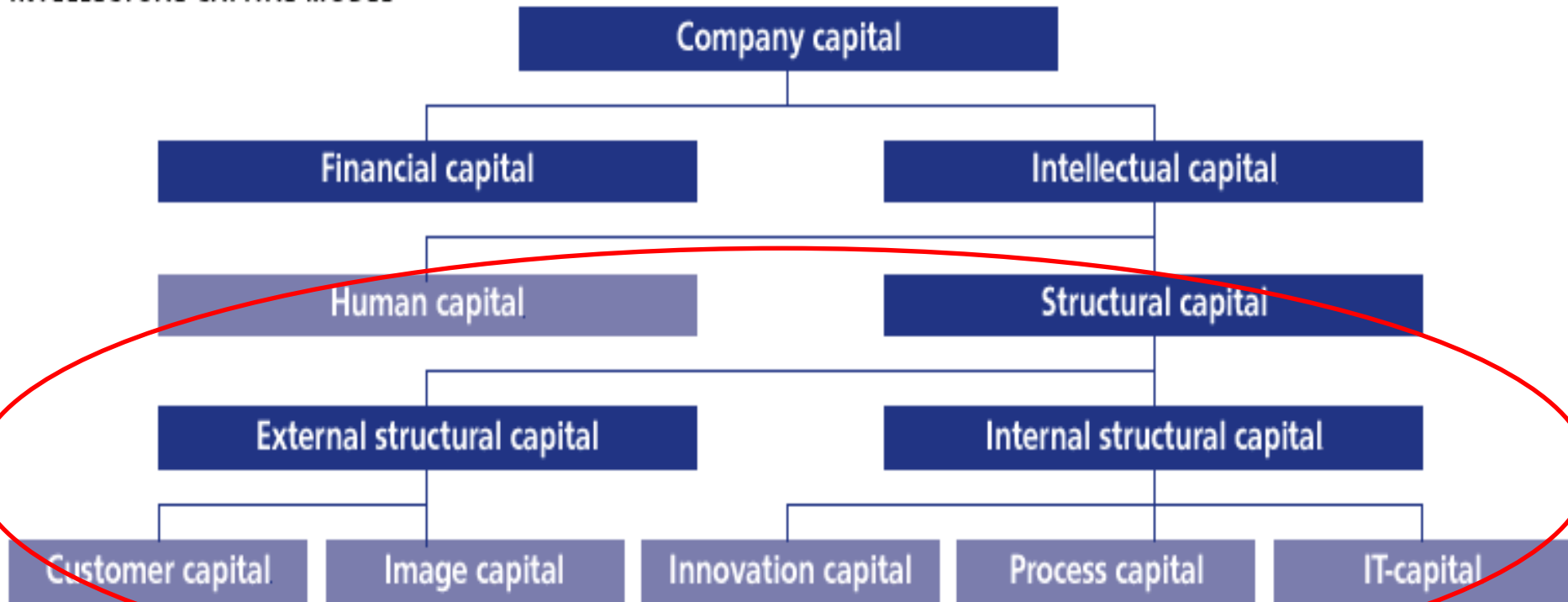
A few concrete examples..

- E-work allowed
- Part-time work
- Co-sharing documents and projects
- Recruitment of younger professionals
- Equality and Diversity policies

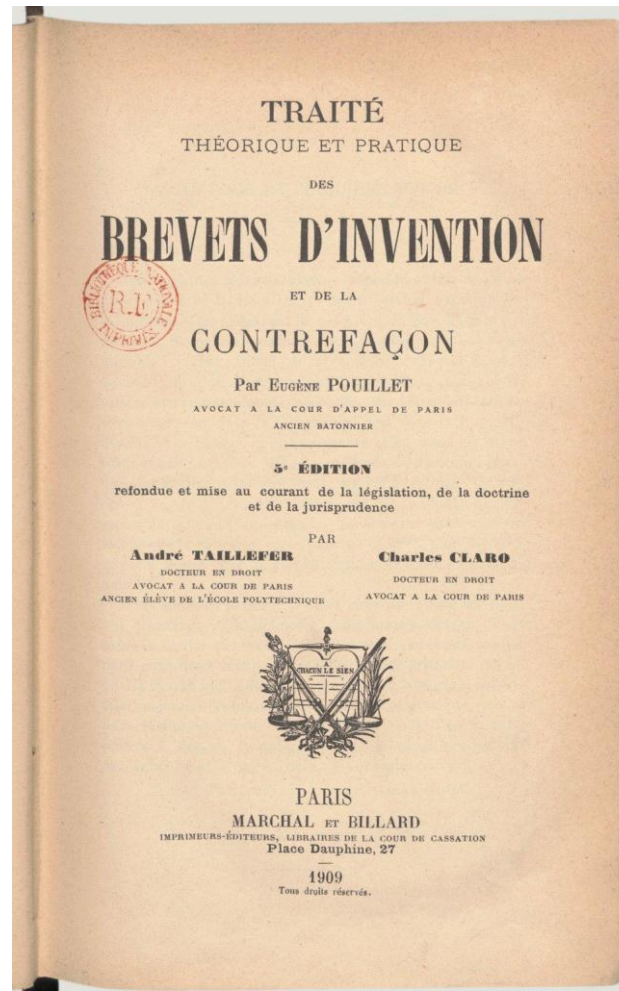
Intellectual capital model

[Carl Bro, 2006- Grontmij .dk]

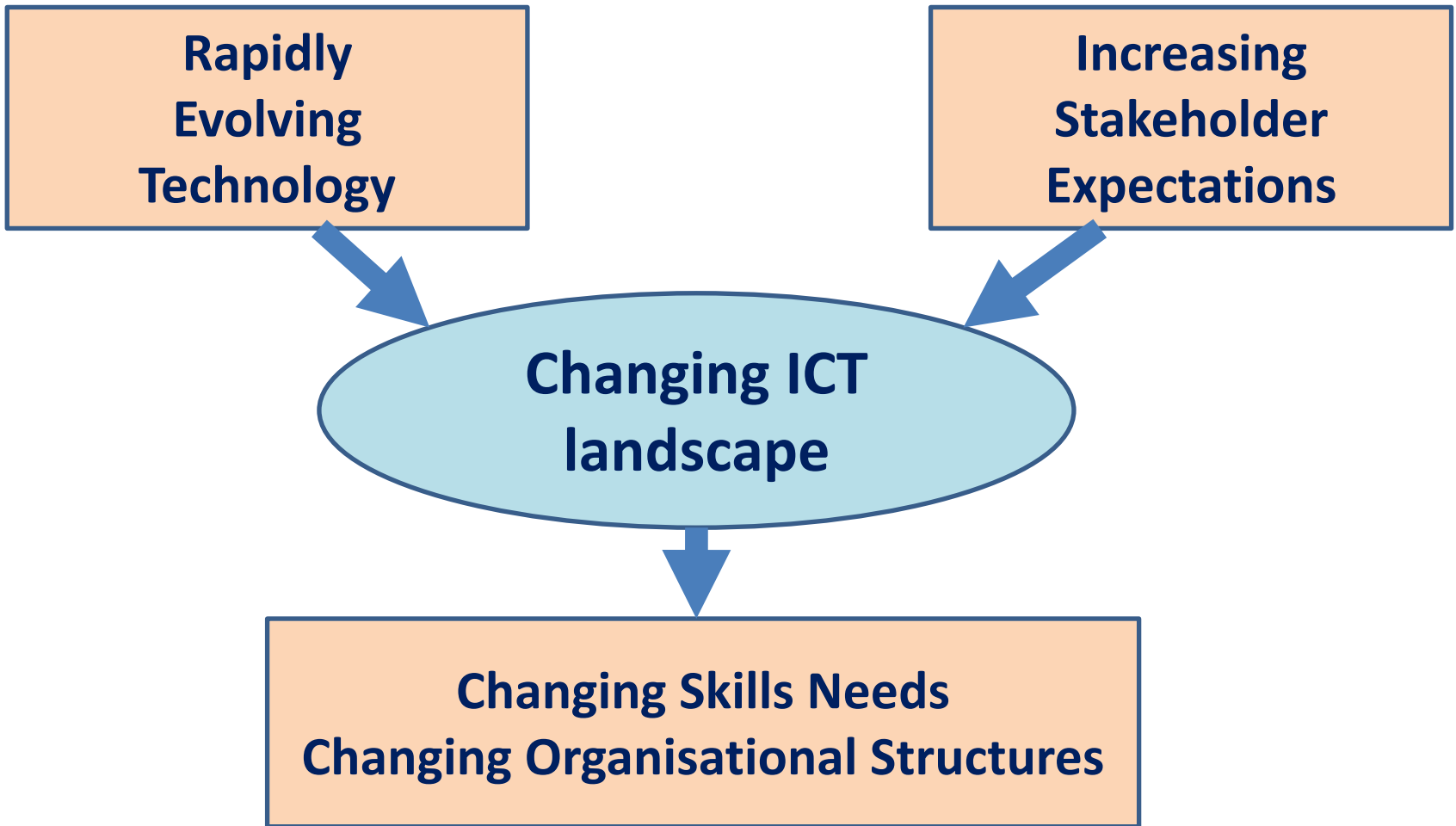
INTELLECTUAL CAPITAL MODEL



Going from a traditional way of managing Patents to a modern organization



Conclusion : Technology brings rapid necessary Change



***Gracias, obrigado, thank you,
merci !***

Yvette Ramos

MSc. Eng. – MBA

Yvette.ramos@swissengineering-ge.ch