



Triparato

17 years, 100+ employees

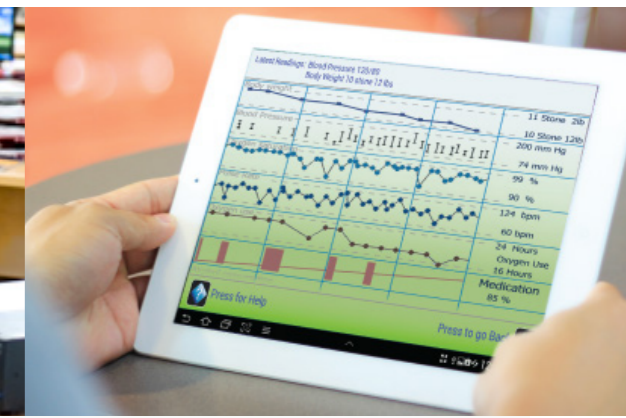
Portugal

AAL2B

Triparato is a well-established medical device company with a respectable reputation that supplies eHealth solutions to enable Community Care and improve the quality of life of patients, carers and clinicians.

The company comprises a mix of researchers, engineers, clinicians, marketing, sales and operation staff, who all share the same passion to use their skills to make a difference to people's lives.

The eHealth solutions consist of custom developed devices which enable advanced (remote) monitoring that contribute to care prevention plans.



Management:

Business is done primarily with care organisations and municipalities in procurements for projects that aim to modernise national care. Secondary business for home compatible products is with 'Triparato-certified' vendors that sell directly to individual end-users. Typical projects take several years to complete, and include the commitment to building up partnerships with parties involved, close cooperation to define requirements and implementation strategy to deliver the optimal customised solution.

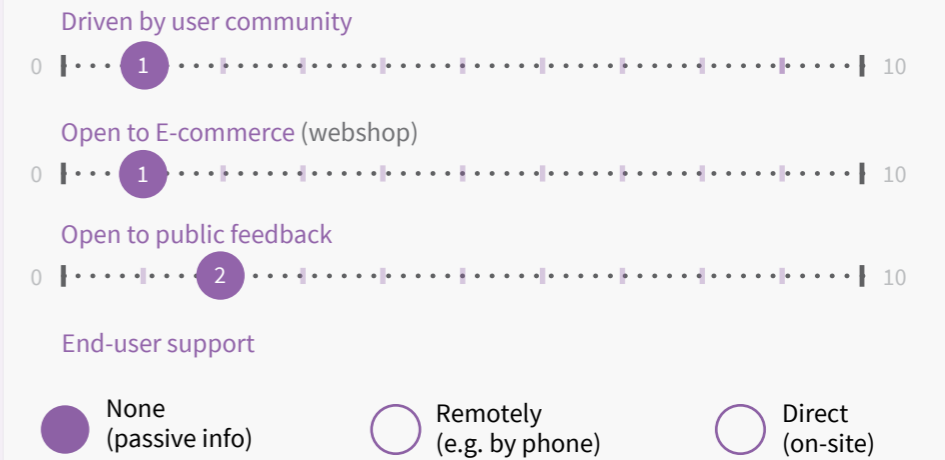
Communication/Marketing:

Social media does not play a big role. Internet is only used for brand awareness, company profiling (on their homepage) and job recruitment (LinkedIn) but not for doing business. Triparato has no interest in e-commerce since they want to respect the current vendor partnerships, do not want to 'focus on the little man' but instead create impact by large scale customizable solutions.

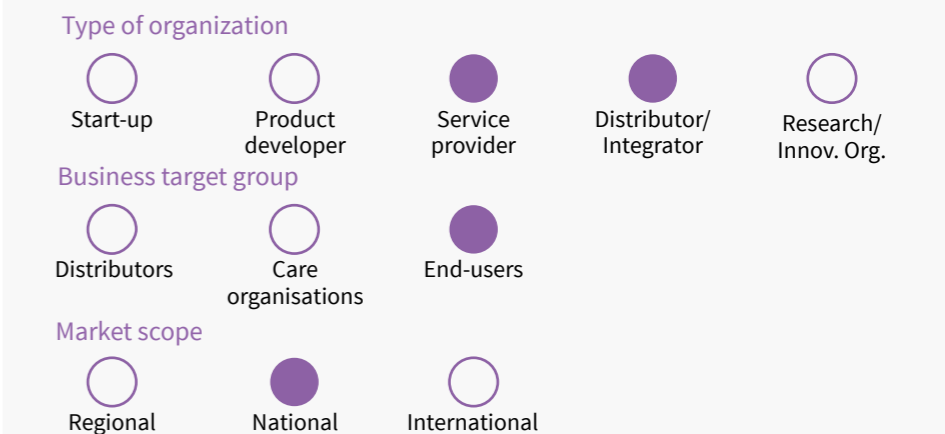
Ambition:

Business is good, but over the years they experience that budgets are getting smaller and successful participation in tenders becomes more challenging as other, often younger, companies form serious competition in regional procurements. Their ambition is to maintain the lead as a medical device company by offering high-quality service country-wide as well as cutting-edge, unmatched research-driven solutions.

B2C Characteristics



Business characteristics



General end-product/service characteristics

