



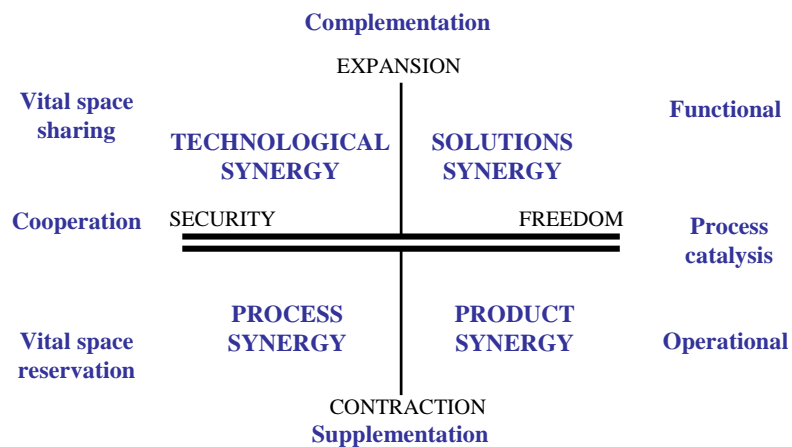
The Unicist Ontology of Business Synergy

This is a synthesis on the results obtained from the research on the ontology of business synergy led by Peter Belohlavek.

Business synergy

Synergy is a basic condition for effective business operation. From a conceptual point of view, synergy requires the integration of the following concepts: complementation, process catalysis and a cooperative context based on the necessary supplementation to develop an activity.

Structure of the concept “business synergy”



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Synergy is basic for organizational activities. There are naturally synergistic cultures and naturally non-synergistic societies. Where group work prevails over individual work, like in Japan, synergy is natural. Where individualism prevails, synergy is a utopia.

Four different structural approaches can be defined for synergic behavior in business:

- Product synergy
- Process synergy
- Technological synergy
- Solutions synergy



Product synergy

It is based on the synergy provided by the integration of supplementary products which reinforce the weaknesses of each other.

Process synergy

It is based on supplementary process cooperation which reinforces the weaknesses and delivers reliable solutions.

Technological synergy

It is based on technological complementation, building upgrades in each others' technology.

Solutions synergy

It is based on the integration of added value solutions to deliver a higher level solution.

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