



Interview with Jacques Souquet (SuperSonic Imagine)

“Our strength is our working speed“

Jacques Souquet, the founder and manager of SuperSonic Imagine, summarises the progress made four years after the enterprise set up in Aix-en-Provence, under the watchful eye of Provence Promotion. A genuine success, with atypical and innovative positioning unmatched by the large medical imagery companies.

> What conclusion can you draw from the previous four years?

Jacques Souquet : The figures speak for themselves! We started our activity with three persons. Our company now employs 100 persons. This has been extremely fast growth for our company based in Aix-en-Provence, but which now has three subsidiaries: one in the United States and the other two in Europe (England and Germany). We were certified as complying with the ISO 9001 and 13485 standards at the beginning of the year, therefore we started our sales with a 2009 target of 10 million Euros in accordance with the planned sales scheme.

> What are the main advantages of your installation on Arbois plain?

Jacques Souquet : Firstly, we acquired new premises in which our employees can work under the best possible conditions. We also benefited from the support of Provence Promotion in our overseas recruitment operations, and for welcoming employees in the region. Our strategy was to hire the best employees in each field, wherever they were. Our new installation in Aix-en-Provence in Southern Provence, and the help provided with hiring our new foreign employees, helped to build up this multi-cultural enterprise.

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> **How did you find your place among the "big boys" in medical imagery?**

Jacques Souquet : We are on a market in which competition is strong faced with leaders in medical imagery fields such as General Electric, Philips and Siemens. But we have managed to differentiate ourselves due to the speed at which we make our extremely innovative products. We do not hesitate to use new technologies for new types of imagery systems. This is our strong point at the moment, faced with groups using a strategy based on an upgrade to their installed base. Our youth is an advantage! It has encouraged us to adopt a strategy of revolution towards medical imagery.

> **What is this revolution based on?**

Jacques Souquet : When we began, we carefully considered the question about what could we do to stand out from others in the construction of an echographic imagery system? We decided to study related industries that had similar technological problems such as fast data transfer, calculation power, etc. We discovered that challenges facing the video game industry were exactly the same as our own. Therefore, we adopted their development principle to create an entirely revolutionary echograph architecture. .

> **And this revolution is obviously beneficial ...**

Jacques Souquet : I think that less than 3 years to develop a product with a budget of 10 million Euros is a remarkable achievement, considering that market leaders take about eight years to develop a new platform for a price of about 200 million dollars. Once again, this exploit was possible because of our size. We are able to make decisions quickly and organise missions with reactivity and flexibility. Our strength is our speed of working. This is impossible with large organisational structures ...