



What are the benefits of structuring the Front End of Innovation with the I-Nova Suite?

Up to now, your organization has probably left the concept of idea management to one side, thinking it too vague to handle in a systematized way. What's more, how do you know that the investment will pay off? We are not just on the verge of climatic change, the only way out of the current crisis is to stimulate research and optimize the hunt for genuinely original ideas that will give your company the edge when launching its future products and services on the market.

Ideas are like dreams, if you don't record them when they occur it's like they never existed.

Organic growth with more breakthrough innovations

You can

- Increase revenue from new products by up to 30% in less than 3 years
- Increase new product margins by up to 10%
- Increase R&D sensitivity to customers' unsatisfied needs
- Increase the number of breakthrough ideas
- Increase product strategy success rates, especially on topics new to your company

Efficiency / Risk Management

You can

- Reduce product Time-To-Market
- Reduce loss of great opportunities
- Take the best decision when deciding which projects to launch
- Develop cross-fertilization in R&D and between R&D and Marketing
- Reduce time spent reviewing idea flows

Image/ Corporate culture / Employee stimulation

You can

- Capture ideas outside the company
- Help researchers to be more creative and innovative
- Develop researcher motivation
- Keep research and marketing talent from going elsewhere

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