

I-Nova forms strategic partnership with Planisware

Together, I-Nova and Planisware address the demand from global companies for a fully connected solution that extends from the front end of innovation to project portfolio management

Lyon, France, October 20, 2009

I-Nova Software, a leading provider of software solutions enabling companies to manage the “Front End of Innovation” today announced that it has entered into a strategic partnership with Planisware™, a leading global provider of world-class Project and Portfolio Management (PPM) solutions.

This new partnership will enable customers from the I-Nova and Planisware solutions to benefit from a seamless integration between the two solutions to collect ideas from the market, and then drive those ideas to launch.

I-Nova Software offers key strengths that are unique in its marketplace. I-Nova solutions provide the ability to collect, develop, and analyze ideas from inception to maturation – powered by its insight management and idea management feature sets. I-Nova also offers advanced correlation engine and data mining tools to help companies sort and filter proposed ideas, and social tracking and modeling tools to build a company’s internal community of innovators. I-Nova is thus able to deliver a fully packaged solution to drive the Front End of Innovation.

Planisware solutions, on the other hand, are able to drive ideas swiftly to market – while also optimizing company resources and maximizing company returns – by improving management’s project selection and prioritization efforts.

Planisware’s solutions complement I-Nova perfectly by helping the company build a balanced and sustainable portfolio of projects based on the ideas developed in I-Nova’s system. ***“The integration of our two solutions will create powerful added value for our clients by supporting innovation all the way from concept to implementation,”*** explains I-Nova CEO Gilles Toulemonde.

I-Nova and Planisware solutions are both fully web-based. Integration and synchronization between both products will be accomplished through Idea Management modules jointly developed by Planisware and I-Nova. Among other key benefits, the integration will offer clients the ability to track ideas from origination to its market impact; seamless communication between development teams and idea managers; and improved data consistency and quality within project proposals.

About Planisware™

Planisware is the leading global provider of world-class corporate portfolio management solutions for companies managing R&D investments. Planisware’s acclaimed configurability accommodates the company’s global customers across a variety of industries – including pharmaceutical, biotechnology, energy, aerospace and defense, automotive, and high-tech – and empowers users to align the solution with key business programs and portfolio management processes. With more than 150,000 users worldwide and a 99% customer retention rate, Planisware has been recognized as an industry leader by several esteemed analysts, as well as has achieved Stage-Gate Ready© and SAP® integration certifications.

About I-Nova Software

I-Nova Software is the best-in-class provider of software solutions for the Front End of Innovation, offering clear process modules to structure ideation and innovation. I-Nova Events allows companies to organize innovation campaigns and challenges; I-Nova Funnels helps companies build a continuous pipeline of breakthrough ideas and insights; and I-Nova Labs supports advanced research and brainstorming projects. Further, I-Nova’s proprietary Correlation Engine technology automatically extracts concept-based meaning from each idea submitted, while simultaneously building expertise profiles of every user. I-Nova therefore offers the unique ability to find the best-fit ideas from among many thousands; combined with the social-profiling capability to match the right people together to create powerhouse teams of innovation experts.

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