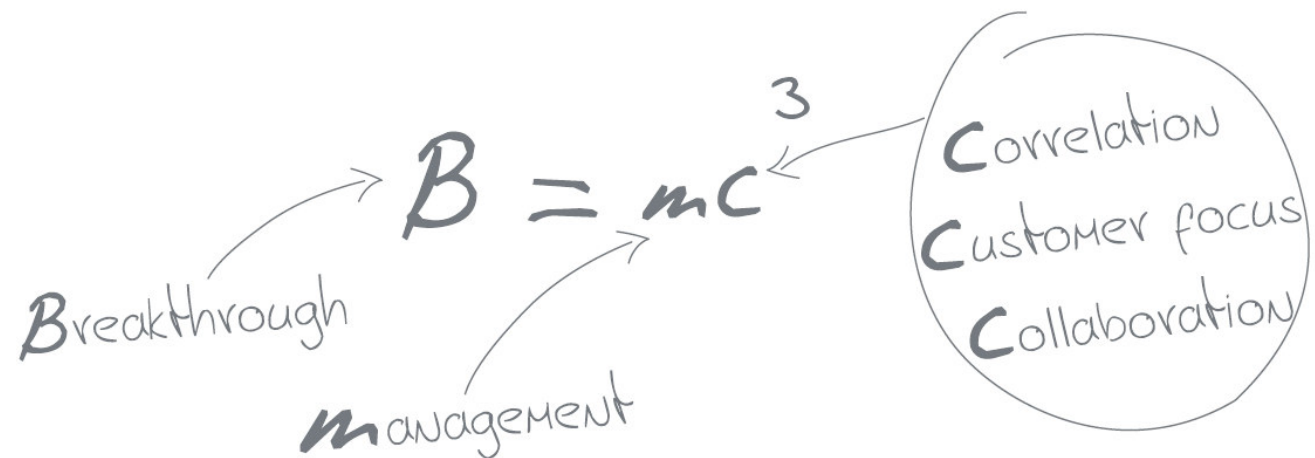




# Links between external and internal innovation

Montreal 2008

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# I-Nova, a pioneer in software for the Front End of Innovation

- I-Nova helps fortune 1000 companies increase their Front End of Innovation efficiency
- With more than 50 installations and over 600 000 users, I-Nova software, NovaGO is Europe leading Innovation Management solutions



## Some of I-Nova most innovative clients

- Energy & Electricity



- Paper & Chemicals



- Consumer Goods



- Banking/Insurance

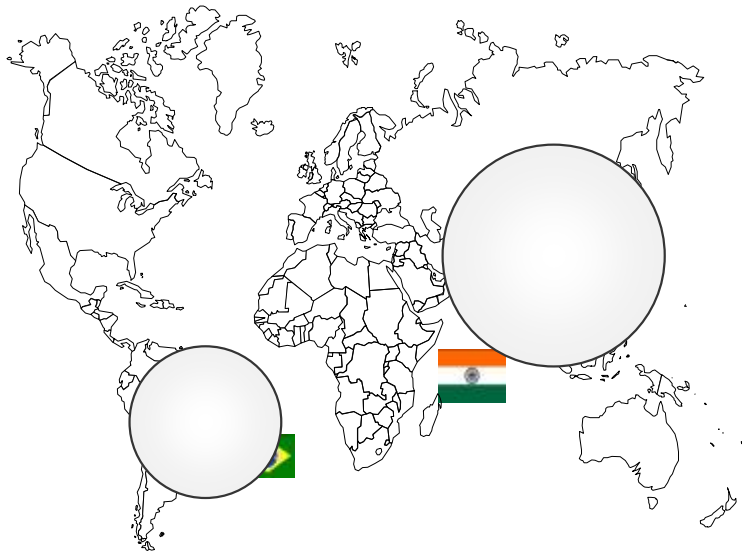


- Others



# Changes as the financial crisis, climate change and emerging markets increase pressure on the ability to innovate...

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New product sales fell from 32.6 % of total company sales in the mid-1990s to 28% in 2004.

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Type of development	1990	2004	% change since mid-1990s
Breakthrough innovation	20.1%	11.5%	<b>- 43.7%</b>
New product line	38.8	27.1	<b>- 30.1%</b>
Add-ons to an existing product	20.4	24.7	<b>+ 20.8%</b>
Improvement	20.4	36.7	<b>+ 20.1%</b>
Total	100.0%	100.0%	

Source : APQC 2004 study



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OFFENDING COMMAND: ~

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