Introducing Sopheon’s Solutions for Integrated Innovation Management
Are You Set You Up for Successful Innovation?

It is widely accepted by CEOs and senior business leaders that innovation is the foundation of long-term, profitable revenue growth. According to PwC, 97% of CEOs see innovation as a key priority for growth.¹

So why are innovation processes some of the slowest-evolving, least-improved business processes in the corporate world? And given the digital technology revolution we live in, why do so many companies still manage innovation programs, plans and portfolios in Microsoft® PowerPoint® presentations and Excel® spreadsheets?

For fifteen years, Sopheon has worked with some of the world’s leading companies, a number of them in the Aerospace industry, helping them to define and adopt new leading practices for innovation across the enterprise, and providing a technology platform that positions them for better performance.

¹ “Breakthrough Innovation and Growth”, PwC, 2013
Our Promise

“Sopheon’s mission is to help our customers achieve exceptional long-term growth and profitability through sustainable innovation.”

We do this by providing software, service and best practices that cut through corporate complexity to increase the return on innovation investments.
The Strategic Gap

We developed our Accolade® solution in 2000 when we saw so many companies with a gap between their strategic growth ambitions and the development activities required to move them there.

Many systems and processes existed within each business function, but these were in silos—with no cross-functional processes to ensure that valuable resources were focused on the growth opportunities with the greatest payoff.
Enabling Situational Awareness and Cross-Functional Decision-Making

Sopheon’s Integrated Innovation Management solutions close this gap by providing a platform for the cross-functional decision making to effectively define and manage all types of innovation investments.

Companies that effectively manage these decision-making practices position themselves to win more opportunities through innovative capabilities, initiatives, and solutions—which creates sustainable, profitable revenue growth.
The impact of these changes is material and measureable. Effective Integrated Innovation Management creates these kinds of improvements in business metrics:

- Improvements in the **success rate** of initiatives – moving from an average of 50% to as high as 85%.
- Improvements in **cycle time/time to value** by 15-30%.
- Improvements in **portfolio value** by up to 75-100%.
What is Innovation? And What is Integrated Innovation Management?

We define innovation simply – and practically – as new value creation.

We enable a diverse range of value-creation initiatives:

- Business acquisition
- Capability planning
- Program development
- IRAD/CRAD
- Process improvement
- M&A integration
- IT initiatives
- And more…
Integrated Innovation Management improves cross-functional decision-making across the entire innovation lifecycle—from strategy to execution, and from long-term to near-term.

Our solutions address the four key decisions to be made during this cycle.

We bring together the required people, processes and knowledge to ensure these decisions are made with maximum effectiveness and value for your organization.
We can help you assess your process discipline...
...and plan your journey to world-class Integrated Innovation Management in just 3 easy steps

1: Establish a Baseline
Evaluate your current organizational strengths within four areas of innovation discipline:
- Capability Planning
- Capture Management
- Process Development
- Project Selection

2: Measure the Value
Identify quantifiable goals of improvement across standardized value dimensions:
- Success Rate
- Capability Value
- Throughput
- Time to Value
- Cost Avoidance

3: Plan the Journey
Create a pragmatic approach appropriate for your organization that considers:
- Process Scope
- Organizational Adoption
- Performance Goals
- Timing Milestones
- Decision Cadence

Request Your Innovation Process Assessment Here
Top 10 Reasons to Partner With Sopheon

10. Fully enable multiple, diverse types of enterprise portfolios
9. Powerful, highly-efficient initiative planning and scheduling
8. Most configurable and flexible process modeling engine in the market
7. One-of-a-kind support for “top-down” resource planning
6. One-of-a-kind ability to optimize portfolios across multiple constraints
5. Sopheon’s own customer-centric and accelerated innovation processes
4. Implement with experts that understand business, not just technology
3. 13+ years of proven success with large, global complex clients
2. Sopheon’s focus on users, usability and saving people time
1. The most complete solution for the entire innovation lifecycle
We would be delighted to share more with you about how we improve Integrated Innovation Management, and discuss how we can help your company achieve world-class innovation performance.

To learn more, please contact us.

We look forward to the opportunity to help you improve your innovation results, and create new value and growth for your company.

To speak with one of our innovation specialists, please call the office located nearest you:

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