

Innovation Pipeline Management

Add Business Value and Drive Profitable Growth



Key Benefits

- Faster response time
- Accelerate innovations from lab to market
- Manage Ideas-to-product
- Higher productivity
- Reduced costs
- Drive focused innovation investment strategy
- Enhanced collaboration
- Decision traceability
- Executive alignment
- Quantifiable business impact

The objective of building a strong innovation pipeline is quite straightforward. It is to make Innovation your core competence and drive growth through innovation. Managing continuous stream on idea captures on one side and pursuing continuous innovations in products and services on the other is vital to drive revenue growth, stay ahead of competitors, and meet raising customer demands.

Research conducted by Bain & Company point out that over a five year period most innovative companies will grow by 85 percent versus the low innovation companies at 28 percent. So, the companies that innovate are likely to grow three times more than low performers of innovation. Bringing in well-defined processes, structure and control is necessary to drive innovation and growth. Also, it is vital to build strong innovation pipeline to accelerate growth and add business value. IPWayz Rover Innovation Management is powerful application to help you capture ideas across the organization, manage them and build strong innovation pipeline and add business value. Companies depend on innovation to grow, and given so many technologies, markets, competitors, it's time to reimagine innovation development as integrated solution plugged into programs, projects and technology standards to maximize the return on investments. What's unique about IPWayz Rover Innovation Management solution is that it allows you to *respond to market demands faster and more knowledgeably*.

A major issue that most organizations face is to burst the application silos. More so, lot of companies are using spreadsheet for innovation pipeline management and stifling the quick response to markets. Most often, vast majority of programs do not get launched, commercialized nor do they meet expectations, and in case if they do make it, they are failing to deliver goods. Fragmented processes exacerbate the problem. These broken processes are for many companies a tremendous drain on resources, so, for those who get it right is huge advantage.

Build Strong Innovation Pipeline

Companies depend on innovation to grow. They see innovation as key growth enabler. Modern best practices transform fragmented innovation, product development processes, enabling you to select and translate steady stream of ideas into strong innovation portfolio and accelerate innovations from lab to market. One more key aspect to look into to become top innovator is the strong match of innovation and business strategies. The end-to-end integrated innovation management application ensures this. Right from the generation of idea to capture to review and approval and all the way till it delivers in the market, you can manage the entire set of activities with ease and have visibility at every stage. In short, idea-

to-product, idea-to-market, idea-to-value are the strategic imperative of the integrated innovation management system. Best innovators use the tools that help them structure the innovation and product development process in this fashion to ensure faster time-to-market.

How IPWayz Rover Innovation Management can help?

The objective of building a strong innovation pipeline is quite straightforward. It is to make Innovation your core competence and drive growth through innovation. Managing continuous stream on idea captures on one side and pursuing continuous innovations in products and services on the other is vital to drive revenue growth, stay ahead of competitors, and meet raising customer demands. VajraSoft Inc. is strategic innovations leader helping companies achieve higher returns on innovations – products, processes, services and business models by accelerating new product launches from lab to market and fast tracking IP Monetization. With IPWayz Rover Innovation Management solution, organizations can now go further into earliest stages of innovation lifecycle to better manage idea generation. Increase your return on innovation with a comprehensive approach to capture, select, review, approve and invest in right ideas. The innovation management solution enables bottom-up innovation wherein all stakeholder can participate in the product innovation process, and contribute to top-down financial impact and strategic visibility to innovation portfolio owners and investment decisions.

The automated tools for managing innovations and development not only help providing a better structure but also make huge impact in many other ways. The top innovators use these tools to:

- **Capture ideas** – from multiple constituents and prioritize based on business goals.
- **Make well informed investment decisions** – leveraging the comprehensive process to manage the ideation to approval cycle.
- **Keep track of the history of ideas that aren't used** – so that you can revisit those ideas when the market is mature or if you have lined up the resources. It also allows you to recycle the components of the ideas for any future needs.
- **Accelerate innovation lifecycle** – and achieve the business goals.
- **Create balance innovation portfolio** – and keep it up to date automatically. You can ensure that they fit with business strategy and market needs.

A 2012 Global Innovation 1000 survey by Booz & Company revealed a 8-9% revenue growth advantage for companies that effectively generate ideas and convert them to projects, but 75% admitted they cannot do both well.

Make Innovation Your Core Competence

Reimagine Innovation and Product Development. End-to-end business process automation ensures idea-to-product and idea-to-market and accelerates time-to-market. Also, you need a continuous innovation process methodology to drive innovations and growth.

Today's businesses need a modern innovation platform powered by best-in-class capabilities to innovate, develop and commercialize innovations.

Establishing a well-defined process based approach to ideation – invention disclosure management is a new frontier for business. So, seize the opportunity to give your organization a significant advantage by making innovation a core competency or key business driver. Contact us today and learn more.

Contact us

For more information about IPWayz Rover Innovation Management solution or Innovation, Intellectual Property lifecycle management application visit www.vajrasoftinc.com or call 1-925-248-2523 and speak to IP expert or contact our experts at contactus@vajrasoftinc.com