



pipeline

Innovation Article

Jumpstarting Innovation; Using Disruption to Your Advantage

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One of the things we know is that the interest in innovation is being spurred by radical change and disruption that is going on in the business environment. Indeed, almost 50 percent of the CEOs surveyed in the IBM study said the source of innovation was from changes in the business environment. Less than 20 percent reported that innovation came from internal R&D.

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Innovation POD Cast

People and Innovation; Getting ideas on the table

There can be no doubt as to the importance of innovation for a company. So, how can you engage everyone in the process? By IBM

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Innovation Products

Innovation Management System; i2B Performer; is an intranet/internet platform that enables idea and opportunity capture, categorisation, evaluation, development and launch.

For more about this innovation management system in action go to; www.ideasaccelerator.com or call +64 9 636 8269

Partners

PDMA - Product Development Management Association
www.pdma-nz.org

Mecca Group www.mecca.org.nz

Export New Zealand
www.exportnewzealand.org.nz

Web Links

Associations and Assistance; Economic Development Association of New Zealand (EDANZ)
www.edanz.org.nz

Ministry of Economic Development
www.med.govt.nz

New Zealand Software Association
www.nzsa.org.nz

It's time for growth...

October 2007

This is our second innovation newsletter of 2007; which means we have been very busy! We wanted to pause again to be in touch with our base of loyal innovation professionals; because we love the conversations and feedback we get when we take the time to make contact.

Our last newsletter was a celebration of the fact that in 2007, the innovation funnel and stage gate process, and similar product and service development methodologies, have finally been adopted as mainstream in New Zealand business.

This newsletter is focused on making an announcement that has been a very long time in the making! We would like to announce that the Ideas Accelerator team has ready for commercial release an innovation management platform called **i2B Performer**.

In brief, i2B Performer is an intranet/internet platform that enables idea and opportunity capture, categorisation, evaluation, development and launch. It holds a set of easily customisable innovation and evaluation templates and reports.

i2B Performer is globally unique in four main ways. Firstly it manages ideas, opportunities and projects in both the **new product development** and **performance improvement** areas as well as giving a **programme management** view of every project a company is involved in at any one time. Products and Services follow a choice of two stage and gate processes. Performance Improvement projects follow a Total Productivity Improvement (TPI) process.

Secondly i2B Performer is not a system your business has to fit into. It is a rapidly configurable database and set of customisable templates that follow your own business processes. We believe an innovation system must fit a company's culture, style of operation and be an integrated part of its growth strategy to really perform.

Thirdly the size of your business is not important. If you are interested in finding efficiencies, cutting costs, solving problems, increasing team performance, achieving disciplined growth, knowledge sharing, growing revenue or export dollars, i2B Performer can be rapidly customised to fit your requirements.

Finally this is a 100% New Zealand grown, tested and used innovation product. i2B Performer was developed at Carter Holt Harvey (CHH) in the year 2000 and used by over 20 separate CHH businesses across New Zealand and Australia. It was picked up by the Warehouse Group and is used to programme manage performance improvement projects.

The Ideas Accelerator team is thrilled to introduce this innovation system into New Zealand business. We are excited by its strong pragmatic approach to efficiency and growth. We expect to work with a selection of New Zealand reference sites and to help you achieve cost efficiencies and disciplined growth.

For more information on i2B Performer go to www.ideasaccelerator.com

Thanks for reading

New Zealand Trade & Enterprise
www.nzte.govt.nz

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Association www.nzvca.co.nz

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Andy Blackburn & Louise Webster - Ideas Accelerator Limited

Unsolicited Electronic Messages Act 2007

Under the new 'anti-spam' legislation we would like to ensure that you are happy
continue receiving our innovation email newsletter 'Pipeline'.

We would like to continue to contact you by email to keep you up to date with
what's new, hot and interesting in Innovation, as well as the inside scoop on
new products and innovation management practices and events.

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