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Press release

Pumacy focuses on disruptive factors for successful innovation management

Pumacy Technologies AG presented a disruptive factor based approach to create a robust innovation management at the 2008 conference of the International Society for Professional Innovation Management (ISPM).

Berlin, July 1, 2008 – Pumacy Technologies AG presented a new approach for the analysis of disruptive factors in innovation management processes, so-called “innovation management devils” (IM Devils), to a specialist audience at 2008 ISPM conference in Tours (France). While innovation research predominantly focuses on success factors, disruptive factors seem to be far more useful to support innovation management in a complex business environment.

According to current studies, an increase in planning performance and the development of efficient processes do not guarantee a sustainable success in innovation. The evaluation of disruptive factors in innovation processes provides a whole new approach to the development of an innovation strategy.

The uniqueness of an innovation is of utmost importance for Dr. Tobias Müller-Prothmann, Team Manager Innovation Management: “Specific internal and external influence factors as well as the unpredictable result of innovation activities within a company lead to a complexity that cannot be fully captured with a ‘one size fits all’-strategy. With a detection of ‘innovation management devils’ within an innovation process, we enable companies to face process interferences by a substantial change behaviour.”

The results presented at the ISPM conference are part of a research project called INNOPLEX that is supported by the Investitionsbank Berlin (IBB) and co-financed by the European Union

(European Regional Development Fund, ERDF). The approach presented by Pumacy is based on the assumption that a disruptive factor based approach is more useful for innovation activities than a success factor based innovation strategy. "With this new strategy the research project is playing a significant role for Berlin as a city of knowledge and innovation", says Lars Lusansky, responsible for the project at IBB.

The ISPIM conference is organised by the International Society for Professional Innovation Management. The 2008 ISPIM Conference - Open Innovation: Creating Products and Services through Collaboration – was held in Tours (France) and was supported by the ESCEM School of Business and Management. More than 250 delegates from all over the world discussed relevant topics with academics, business leaders, and other professionals involved in innovation management.

Pumacy Technologies AG

Pumacy Technologies AG is located in Berlin, Bremen and Sachsen-Anhalt, providing services for Knowledge and Product Life-cycle Management. Pumacy offers a proven applications portfolio of strategic and process oriented solutions. Pumacy has customers who are known as leading manufacturers from the aerospace and automotive, as well as the plant and machinery industries and has extensive references from significant international consultancy and IT projects.

The INNOPLEX project at Pumacy Technologies AG is co-funded by the European Union (European Regional Development Fund).



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