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## **Press release**

### **Pumacy presents INNOPLEX for a robust innovation management at ISPIM 2009**

**INNOPLEX Innovation Profiler presented by Pumacy Technologies AG at this year's conference of the International Society for Professional Innovation Management (ISPIM) in Vienna**

**Berlin, 19 June 2009** – Pumacy Technologies AG presents the INNOPLEX Innovation Profiler at the ISPIM conference in Vienna from June 21-24, 2009. The INNOPLEX Innovation Profiler is an innovation management approach that helps businesses to develop a robust innovation strategy.

An innovation audit is the first step of the INNOPLEX approach for identifying and prioritising innovation factors. In a second step disturbing factors of the innovation process are evaluated and a robust innovation strategy can be developed.

„In times of limited resources the INNOPLEX approach focuses on a prioritisation of innovation factors that are essential for the continued innovation success of organisations”, said Dr. Tobias Müller-Prothmann, Team Manager Innovation Management. “Concurrently, we consider the complexity of innovation processes to develop a robust and scalable innovation management.”

First solutions prove that a diffuse general perception of innovation factors during the analysis process changes to a clear identification of innovation drivers or disturbing factors that impact on the innovation performance of businesses. “The most efficient way of accelerating an innovation process is to change a few highly relevant innovation factors. This is the reason why our approach helps small and medium sized businesses as well as

large-scale enterprises to improve their innovation performance,“ adds Dr. Müller-Prothmann.

The results presented at the ISPIM 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.

The 2009 ISPIM conference The Future of Innovation in Vienna (Austria) is organised by the International Society for Professional Innovation Management (<http://www.ispim.org>) and is supported by the regional transfer organisation for European training, research and innovation technology programmes DANUBE.

### **Pumacy Technologies AG**

Pumacy Technologies AG (<http://www.pumacy.de> ) is a leading knowledge management solution provider. The comprehensive portfolio of products and services is based on an interdisciplinary approach covering knowledge, process, and innovation management. The knowledge management platform KMmaster® (<http://www.kmmaster.de>) is a technology to support individual knowledge management concepts.

Pumacy has customers who are known as leading manufacturers from the aerospace and automotive, as well as the plant and machinery industries. Pumacy has extensive references from significant international projects.

Das Projekt INNOPLEX der  
Pumacy Technologies AG wird  
von der Europäischen Union  
kofinanziert (Europäischer  
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Entwicklung).  
*Investition in Ihre Zukunft!*



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