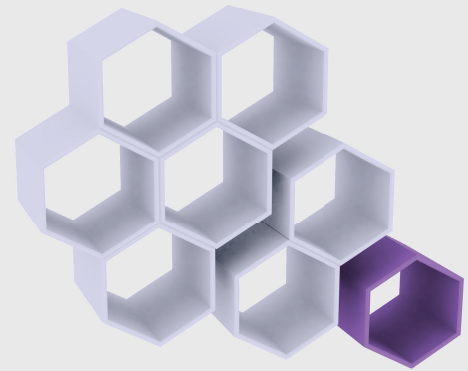


**"If you keep both feet on the ground, you never get anywhere"**

# *inn*oware



Every healthy, competitive company is continuously improving or innovating to retain or increase its market share. New products are the perfect way to achieve this.

Managing the innovation process is an essential part of this process. As the organization grows, this process becomes more complex, as a result of e.g. increased geographical spreading, mergers with companies which use other documents and procedures, increased cooperation with external partners or stricter regulation.

To bring new products to the market quickly and responsibly under these circumstances, the organization needs to have the right tools at its disposal. Innaware creates the platform for a disciplined and quick execution of your innovation projects.

## **Innovation of the innovation process**



## How it works

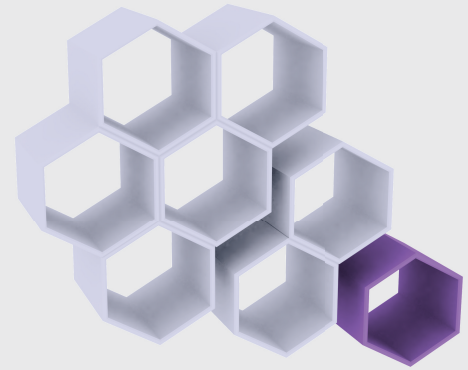
The basis of every innovation process is collecting and implementing knowledge. Structured and non-structured communication processes also play an important role. In these processes, a lot of information is documented. Innaware facilitates this flow of communication by recording existing documents in a unambiguous web-based structure and automating the processing of evaluation and approval of documents, following the existing innovation process wherever possible. Innaware also guards the process time, based on the pre-arranged project planning. In short: an overview of the process of multiple projects is only one click away.

## When time-to-market is important

The first step towards a short time-to-market is a reliable execution of the process. This means a disciplined execution, the creation of a 'sense of urgency' at the front-end of the project and the use of all options to remove all insecurities from the projects as quickly as possible. One way to do this is to develop functional modules, which last several generations. Working in parallel also results in time saving, even though it can lead to larger project risks

Innaware creates a 'sense of urgency' by setting 'hard' deadlines early on in the process. Because the system establishes the guidelines, decision moments are more transparent and making a 'go/no go' decision is no longer necessary.

New employees can quickly get to grips with the process, because the system takes them by the hand. Parallel evaluations minimize the process times, while decisions do not have to wait for meetings. All the information is available online and can be viewed by everyone authorized to open the documents.



*inn*aware

## Sharing knowledge and making decisions

Developing for multiple locations is now more the rule than the exception. It is essential to ensure that all the latest project information becomes available at the same time. Suppliers want to know the latest specifications, local marketing and sales organizations want the latest product details for their translations, user manuals and packaging: these all have to be checked locally for language and local regulations.

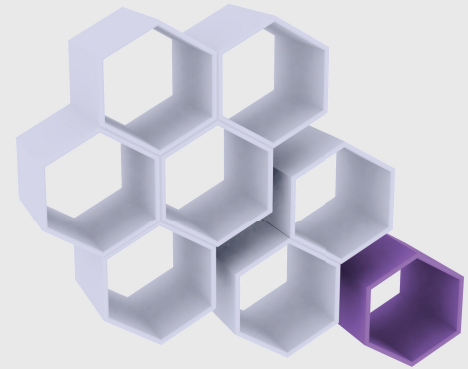
When a product finally makes it to the market, there are other issues to take into account: there will be questions about elements from the project. Examples include having to find a cheaper supplier after a while which means starting up a new tender procedure, receiving a request from an inspection service for the risk analysis of the product, deciding two years after stopping a project that you want to go ahead with it anyway...

Innoware can be of help in all these situations. All the information is and remains accessible during and after the project, which means the knowledge is always current and will not get lost.



### What now?

Visit our Internet site [www.metaware.nl](http://www.metaware.nl) for more information. You can also request access to our online demo version at the site.



Metaware B.V.  
Rijksstraatweg 239  
9752 CB Haren (Gn)  
The Netherlands

T: +31(0) 50 537 00 80  
F: +31(0) 50 537 00 81  
E: [info@metaware.nl](mailto:info@metaware.nl)

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