## sopheon
Your partner for **Innovation Performance**™

**sopheon**datasheet: Manage Innovation

# Bring the right products to market faster by managing innovation effectively

Consistently launching innovative and successful products is a challenge organizations face due to the ever-changing business landscape, limited resources and competing priorities. The fundamental disconnect between strategy and execution means limited visibility and teams working with separate systems and processes.

## Sopheon brings together your innovation processes and critical information into a decision command center that provides complete visibility and control.

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*Sopheon's innovation management system will help strengthen the collaborative efforts among our internationally distributed innovation team members and support the strategic alignment and prioritization of portfolios across Eckes-Granini's brands and geographies."*

**Ágnes Kovács,** Chief Marketing Officer
Eckes-Granini

### Make informed decisions
Stakeholders, managers, and individual contributors can see accurate and complete information to confidently make informed decisions.

- Transform data into key insights that drive business decisions
- Get complete visibility on all your projects, products and portfolios
- Drive faster fact-based decisions with key information automatically delivered to stakeholders

### Collaborate effectively
Dynamically respond to changes in market or business conditions through a collaborative workflow.

- Manage risk and issues holistically with a single source of truth
- Share and collaborate on deliverables across product and project teams
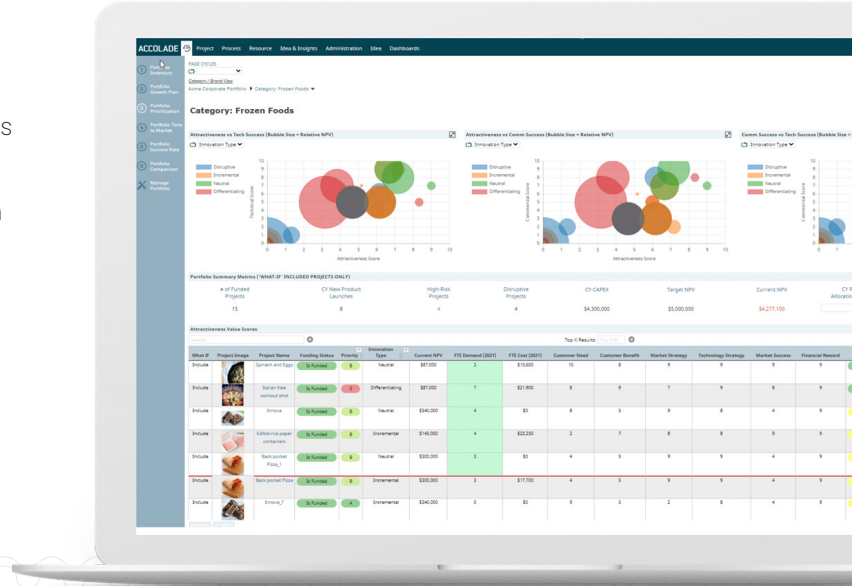- Connect teams together using third-party tools like Microsoft Teams and Slack

## Efficiently manage your company's entire innovation lifecycle with Sopheon.

## Govern efficiently

Whether your organization uses a lean, gated process or a hybrid approach, a flexible process framework and governance reduces confusion and enables organizations to be responsive to change.

- Increase speed-to-launch by automating activities in any process
- Apply innovation governance to create a management structure that enables best practice innovation processes
- Measure process efficiency and resolve bottlenecks with powerful data visualization capabilities

# Join some of the world's leaders that use Sopheon to manage innovation and new product development.

**BASF**
We create chemistry

**HERSHEY'S**

**Mondelēz** International

**P&G**

**covestro**

**LAND O LAKES**

**D·E MASTER BLENDERS** 1753

**Parker**

**heidolph**

**3M**

## Sopheon enables you to consistently innovate, define and develop a successful portfolio of products and achieve faster time to market.

Reduce time to market by

## 15-30%

Streamline operational costs by

## 10-20%

Increase product success rates up to

## 50%

Increase portfolio value

## 75-100%

**Talk to an innovation expert** to see how Sopheon can transform innovation at your organization.