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NorthPoint Announces the Release of Innovation Leadership Assessment Software to Assess Enterprise Innovation Performance

Detroit, Michigan April 22, 2009 – Today NorthPoint Software and Services LLC announced the release of its Innovation Leadership Assessment Software (ILAS). The latest of 20+ asset-based assessment tools, ILAS enables clients to rapidly assess the Innovation performance of an offering and their “Innovation Processes” compared to “Best in Class”.

In the past few years, companies have put increased focus and funding into their innovation efforts in the hope of creating and sustaining their competitive advantage. Unfortunately, an increasing number of senior executives have become dissatisfied with the return on this investment in innovation. Year after year the chief complaints have been the same: Development takes too long, Risk-adverse culture, Difficulty choosing...

As a leading provider of Enterprise Risk Management software, NorthPoint has long recognized that there are two sides of Risk. One should be removed immediately; the other is an opportunity for Innovation (an asset). It takes Risk to create economic value, but it can only be an asset if it can be accurately identified, managed and nurtured. ILAS is based upon how “Best in Class” companies do this.

NorthPoint VP Alan Taracuk stated “ILAS now provides companies with the ability to systematically diagnose and knock down the root causes of their innovation roadblocks, putting them on the path toward systemic sustainable corporate innovation.”

ILAS helps executives answer three key questions:

- How innovative is my offering?
- How innovative is the set of offerings? Which is the most innovative?
- How effective is my process for identifying and properly supporting sustainable corporate innovation?

An ILAS assessment results in a performance score compared to “Best in Class”, a Risk Index and a prioritized roadmap to “Best in Class” Innovation performance.

About NorthPoint – Founded in 1992, NorthPoint provides a new and better method for assessing how well an organization is performing compared to Best in Class. Based upon our proprietary math models and database of 1400+ assessments, our tools can help companies answer three key questions. 1. What is my realizable revenue? 2. Where are the risks in my business? 3. How do I improve my infrastructure and cost?