



## DISCOVER The Opportunities in Your Business



- **Is your organization satisfied with the return on its investment in Innovation?**
- **Is your flow of innovative ideas continuous and reliable?**
- **Do seemingly promising ideas get bogged down in the process?**
- **Are your “innovation offerings” meeting their revenue expectations?**
- **Is it difficult to select which offering has the most potential?**

**NorthPoint’s Innovation Leadership Assessment Software (ILAS) is designed to help companies answer three key questions:**

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

In both the 2007 and 2008 versions of the BusinessWeek/ Boston Consulting Group’s surveys on innovation<sup>1,2</sup>, an increasing number of senior executives conveyed dissatisfaction with the return on their spending on innovation. In both years surveyed, the top four barriers to higher returns on innovation are:

- Lengthy development times,
- Risk-adverse culture,
- Difficulty selecting the right ideas to commercialize and
- Lack of coordination within the company.

Innovation Leadership Assessment Software (ILAS) is the latest addition to NorthPoint’s suite of Enterprise Risk Management software. ILAS focuses directly on helping organizations assess and improve these and other related problem areas.

The fundamental truth that no new economic value has ever been created without some level of risk implies that innovation can be a risky business. NorthPoint’s suite of Enterprise Risk Management software is designed to help companies identify and properly manage or take advantage of risks in their business. ILAS identifies risks associated with innovation. Our software and methodology identify the risks associated with an innovative offering and or the innovation process, highlighting the problem areas and potential opportunities. ILAS provides quantifiable data from which even the most risk-adverse individuals can determine a reasonable course of action.

The ILAS Performance Score and Risk Index compare an Innovative Offering to Best in Class. Providing a gauge for just how innovative the offering truly is. Assessing multiple offerings provides a fact-based means to compare which of the offerings is the most innovative and has the most potential.



The Enterprise Innovation Management Process Effectiveness index provides insight into how effective the company's process is at identifying new innovation opportunities and subsequently managing those ideas into fruition in the market.

NorthPoint's - Innovation Leadership Assessment Performance Software (ILAS)			
Innovation Assessment For BPD Inc			
SUMMARY PERFORMANCE			
	Scored	Best In Class	Performance
BPD Inc Innovation Initiative Management	4,415.85	7,850.40	56.25%
BPD Inc's Innovation Track Record Management	3,624.71	6,443.93	56.25%
Market Opportunity	3,662.53	6,511.17	56.25%
Business Opportunity	3,469.82	6,168.56	56.25%
BPD Inc Culture And Innovation Strategy	3,394.32	6,034.35	56.25%
BPD Inc Financial Performance ( CY = Current Year )	4,115.68	7,316.76	56.25%
Investment Risk of Acceptance to the Buyer	3,835.89	6,483.80	58.25%
Risk In Achievement the Value Derived From the Innovation	3,638.93	6,469.20	56.25%
Value to BPD Inc due to the Effectiveness and Efficiencies of its Innovation Process	3,588.64	6,379.80	56.25%
Innovation is Due to the Knowledge and Connectivity Process with its Customers / Buyers and Users	4,071.08	7,237.48	56.25%
Technology Enabler Advantage	3,746.25	6,680.00	56.25%
Marketing Message Management	4,175.36	7,422.87	56.25%
Innovation Requirements for Maximum Market Penetration	3,506.39	6,233.59	56.25%
Innovation Validation	4,170.14	7,413.58	56.25%
Enterprise Performance in the Industry	3,957.21	7,035.04	56.25%
<b>TOTAL</b>	<b>61,613.88</b>	<b>109,636.79</b>	<b>56.25%</b>
Risk Index			
	Scored	BIC	
Technology	9,837.25	17,488.45	
Marketing and Internal Communications	25,946.64	46,127.36	
Management	42,807.82	76,102.79	
<b>TOTALS</b>	<b>78,591.71</b>	<b>139,718.59</b>	
I-APB Metrics and ROI			Performance
Enterprise Innovation Management Process Effectiveness			56.25%
ROI			26.83

ILAS's assessment of the Leadership, Management and Processes associated with innovation provides visibility to underlying issues that may be causing delays in the process or lack of coordination across the organization. All aspects of innovation are examined: the product, the market, the people and the process. Finally, ILAS's ROI index provides guidance in the value of becoming a Best in Class Innovative Enterprise.

In spite of dissatisfaction with the return on their innovation investment according to the BusinessWeek/ Boston Consulting Group 2008 survey on Innovation<sup>1</sup>, most organizations still consider innovation a top priority. At NorthPoint, we consider this highly appropriate. History suggests that those companies which emerge as leaders from dark economic times such as these do so on the back of new and innovative products and services.

If you are interested in understanding how NorthPoint's Innovation Leadership Assessment Software can help your organization in its quest for Innovation Leadership, contact us at the nearest office listed below.

<sup>1</sup> Innovation 2008, The Boston Consulting Group, August 2008; <sup>2</sup> Innovation 2007, The Boston Consulting Group, August 2007