

Improve return on
Investment
Innovation
Ideation
Information

Identify and Define Problems

Generate Ideas

Create Knowledge

Rank, Select and Validate Ideas

Analyze Market Trends,
 Technologies, Competitors

ABOUT INVENTION MACHINE

Invention Machine Corporation is the leading provider of enterprise software that optimizes knowledge creation and accelerates the process of innovation. For more than a decade, global enterprises have leveraged Invention Machine's innovation software to drive top-line growth, reduce costs and expedite time-to-market. • Headquartered in Boston, Massachusetts, Invention Machine's global presence supports customers worldwide including Delphi, HP, NASA, Samsung, Saipem, Dow, NEC, Whirlpool, Shell, Renault and Schneider.

Innovation has long been recognized as the lifeblood of a competitive company, the engine for growth, and the strategy for increasing market share and improving productivity. Yet, focusing on innovation as mission-critical to a company's success mandates a change in the way organizations are developing new products, enhancing existing products, and improving production processes. • Companies can no longer rely on manual or informal processes alone to leverage R&D investment, introduce competitive products, and mitigate risks. Only those organizations which address, capture and deliver innovation through predictable and repeatable process-based inventive problem identification and resolution, will emerge as innovation leaders and thrive in today's global economy.

ACCELERATING INNOVATION

Invention Machine's Goldfire Innovator™ delivers the only comprehensive innovation software solution of its kind. Goldfire Innovator empowers an enterprise with actionable knowledge to innovate more effectively, improve design and production processes across the product lifecycle and continually fuel product pipelines achieving better success rates and faster time-to-market.

ADDRESSING BUSINESS CHALLENGES

EXTEND MARKET OPPORTUNITIES AND EXPAND MARKET SHARE

- Develop more competitively differentiated products
- Accelerate product delivery and time-to-market
- Increase conversion of idea-to-market
- Open new markets for current technologies

REDUCE COSTS AND OPTIMIZE PRODUCTIVITY

- Make products easier (cheaper) to manufacture, operate or service
- Reduce warranty costs, product defects; improve quality; improve customer responsiveness
- Increase productivity; avoid reinvention; leverage existing knowledge
- Validate ideas before costly downstream commitments

ENHANCE COLLABORATION ACROSS PRODUCT AND INFORMATION LIFECYCLES

- Reduce time spent searching for information; locate hard-to-find relevant information
- Find ideas from disciplines outside core expertise; leverage Deep Web resources
- Preserve and leverage subject matter expertise of tenured staff



OPTIMIZER WORKBENCH

- Stimulates ideation and creative problem-solving with proven methodologies and advanced knowledge retrieval capabilities
- Reduces rework and time-to-solution costs with a structured Root Cause Analysis process; leverages internal and worldwide knowledge by suggesting probable causes and potential solutions
- Provides a common language for analyzing design intent and exploring alternative configurations by representing essential product or process interactions and functional behavior with customizable value-based function modeling
- Facilitates faster and more comprehensive Failure Modes and Effects Analysis (FMEA) by leveraging past experience of potential failures with bi-directional views of known causes and effects extracted from corporate and external sources

RESEARCHER

- Patented semantic technologies that understand the meaning of sentences in a document
- Facilitates the capture and sharing of corporate and worldwide knowledge, and the extraction of relevant concepts, to identify solutions and generate ideas
- Analyzes textual content – including patents, web-sites, emails, personal and corporate documents – to create searchable semantic indices for natural language retrieval and visual topic browsing
- Automatic summaries enable users to review hundreds of documents in a matter of hours
- Innovation Trend Analysis profiles patent activity for a technology, company or inventor to validate ideas, research evolving markets, and track competitive directions

INNOVATION INTELLIGENCE

- Rich technical content that enhances problem understanding and identifies innovative solutions
- Scientific Effects – the world's largest source of cross-disciplinary phenomena, uniquely organized for search-by-function to leverage insights and solutions from different domains
- Inventive Principles and System Modification Patterns – libraries that stimulate out-of-the-box thinking with strategies proven successful in analogous situations
- Worldwide Patent Database – millions of patents semantically-indexed for precise concept retrieval, technology analysis and competitive research
- Deep Web – access to thousands of sites with technical content normally inaccessible to traditional keyword search engines

THE GOLDFIRE INNOVATOR INTEGRATED PLATFORM

- Common framework integrates problem analysis and ideation methodologies with content and semantic concept retrieval
- Simple, customizable templates ensure ease of use and repeatability of innovation and problem-solving tasks
- A central facility, Solution Manager, captures user-defined problems or requirements, formulates them into semantic queries, and links resulting ideas and documents that represent potential solutions
- Ranks possible solutions using built-in or easily customized criteria
- Provides a Collaboration Repository to control access and versioning for all components, models, result sets and reports created during innovation projects; ensures the capture and reuse of subject matter expertise, and that the rationale for critical design and problem-solving decisions remains visible across the product lifecycle

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