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Innovation Management Software Firm's "User Groups" Become Industry Confabs on Innovation Best Practices

Imaginatik hosts range of companies as they share insights on collaborative innovation.

Boston, MA – August 4, 2008 – What do a major international retailer, a pharmaceutical manufacturer, a media conglomerate and cell phone maker have in common? Apart from being leaders in their respective industry, each has participated in forums hosted by innovation management software pioneer, Imaginatik, plc. While the Boston-based company's Idea Central software enables companies to collaborate over corporate networks, Imaginatik's invitation-only User Groups are fast becoming opportunities for innovation-minded executives to exchange ideas over coffee.

"We initially viewed our Idea Central User Group meetings simply as a way to ensure that our clients were familiar with the software's range of innovation management and collaboration features," said Imaginatik CEO and co-founder Mark Turrell. "The participants themselves have made them much more than that. It's really remarkable to see a senior executive of a pharmaceutical firm chatting with her counterpart at a global retailer about how it solicited and rewarded employees for ideas which slashed energy costs," Turrell continued.

Imaginatik's clients, generally multinational corporations, use its Idea Central idea management and collaborative innovation software to solicit, manage and refine solutions to pressing business challenges ranging from new product development and line extensions to business process improvement to energy and cost reduction.

"Our clients recognize that the next big breakthrough product or cost saving idea might come from an employee in a lab, on a factory floor, office down the hall or at a remote sales location," said Turrell. Imaginatik enables organizations to harness the collective genius of their employees and stakeholders to drive top and bottom line growth. The result is an average return on investment of over 900 percent and dramatically stronger employee engagement.

Imaginatik's Idea Central User Groups have been held in over a dozen cities worldwide over the past several years. Imaginatik's clients and partners include Bayer, Cargill, Chevron, Georgia-Pacific, Hallmark, IBM, Pfizer and W.R. Grace.

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About Imaginatik

Founded in 1994, Imaginatik is the leading provider of innovation management and collaborative problem-solving software and processes to leading organizations worldwide. Imaginatik's Idea Central software, consulting and research enables our clients to drive their best-of-breed innovation activities. Imaginatik is a World Economic Forum Technology Pioneer 2008, the only innovation management provider selected for this prestigious award.

Imaginatik's innovation management software and consulting services have helped clients discover significant sources of additional revenue, tangible cost savings, process improvements and increased product pipeline. Imaginatik is also committed to developing strategic solutions in the field of innovation, working with academic institutions such as the London Business School and the Cass School of Business in London, as well as leading practitioners of corporate innovation. Imaginatik is a CarbonNeutral® company. For further information please visit www.imaginatik.com.

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