

NetCentrics Announces New Business Unit Dedicated to Delivering Software and Services for Innovation

OVO Business Unit Will Provide Tools to Improve Idea Management, Support Innovation Methodologies and Build Sustainable Processes

February 1, 2006, Raleigh, NC – NetCentrics, a software and consulting firm focused on improving innovation and productivity, announced today that it has created a new business unit dedicated to facilitating successful idea management and innovation throughout any enterprise. The newly formed OVO business unit will soon introduce a suite of software tools and services to improve idea flow, reduce cycle time from idea to new product or service, build a sustainable repeatable innovation process and maximize return on innovation. NetCentrics has also committed more than \$1,000,000 in initial funding to begin OVO operations.

In a recent survey by Bain & Company, more than 65% of CEOs surveyed identified innovation as one of their top three priorities. After years of right-sizing, outsourcing and cost cutting, US businesses are seeking new growth opportunities. Many experts agree that innovation is the one clear avenue for organic revenue and profit growth.

“So many companies want to innovate, but lack the processes and tools they need to ensure sustainable and successful innovation,” remarked Bob Dougherty, president of NetCentrics. “With the creation of OVO, we have a significant opportunity to help these companies Innovate on Purpose™.”

Today’s announcement of the new business unit takes place at the Conference Board’s Growth and Innovation Conference in New York City where OVO’s Chief Innovator, Dean Hering, has been selected to speak.

“Our focus has always been to convert great ideas into software and processes companies can use to implement what they learn,” explained Hering, who will lead the new OVO business unit. “Our Concept to Cash™ innovation process and our suite of collaborative software applications stand apart as an end to end solution. Innovation will be a significant factor in new revenue growth and profit margin for our customers.”

“We’ve seen other software applications and processes focused on idea management but only OVO has demonstrated a vision to support innovation from idea generation to product launch – treating innovation as a seamless, manageable process,” said Jeneanne Rae, founder of Peer Insight, a consulting firm focused on service innovation and a recognized innovation leader. “OVO is positioned to make a real impact on product and service innovation.”

OVO will announce new software products and introduce new innovation processes and methodologies over the next weeks and months. OVO will also continue to work with leading innovation consultants and authors to incorporate the latest thinking on innovation into its applications and methodologies.

About OVO

OVO, the innovation business unit of NetCentrics, offers software, consulting services and processes to improve idea management and innovation throughout any enterprise. These solutions improve idea flow, reduce the cycle time from idea to new product or service, build a sustainable, repeatable innovation process and maximize return on investment. OVO also introduced the Innovate on Purpose™ concept and the Concept to Cash™ innovation process. For more information, see www.ovoinnovation.com or call 919-844-5644 x789

About NetCentrics

NetCentrics is a software and consulting firm focused on improving innovation, productivity and security for its customers. NetCentrics’ services and solutions help its clients collaborate and communicate more

effectively and create, find and analyze information and corporate knowledge. NetCentrics has over ten years of experience managing and running some of the largest and most sensitive systems in the United States, and is the developer of the well-known Getting Things Done software, which supports the methodology developed by David Allen. For more information, see www.netcentrics.com or call 703-714-7345.