

OVO Announces “Self-Service” Idea Management Software

Brainstorming and Idea Management software offered as hosted self-service applications

Raleigh, NC (September 27, 2006) OVO, a software firm providing consulting, software applications and processes to reduce innovation cycle time in the “Front End” of innovation, announced today that its Spark brainstorming application and Incubator idea management application are now available to customers over the web through a “self-service” application.

“Our prospects and customers have requested an approach which makes it easy to get started quickly”, said Dean Hering, Chief Innovator for OVO. “Our innovation applications reduce the cycle time from idea to product or service. With the new “self-service” offering, any firm can start using our software in just a few minutes with no long-term commitment.”

Any team can tap into OVO’s innovation applications that are scalable for use with any brainstorming or idea management project. These new applications are completely secure and offer a low risk way to evaluate and use innovation applications.

OVO software applications including Spark and Incubator are available as licensed applications as well as hosted solutions, making it simple for a hosted to client to migrate to a licensed version.

“Combining our “self-service” offering with an exceptional price point and a month by month commitment means that any firm can use idea management solutions,” said Jeffrey Phillips, Vice President of Marketing for OVO.

Interested customers can sign up for a free 30-day trial or can purchase the software directly on the OVO website. OVO also announced introductory pricing for the hosted software. Spark is priced at \$20 per concurrent user per month, and Incubator at \$40 per concurrent user per month. Both applications are available on a month-by-month basis.

To purchase Spark or Incubator or to learn more about OVO, see our website at www.ovoinnovation.com/software/purchaseProcess.php.

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 reduce the cycle time from idea to new product or service, reduce the risk associated with innovation 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

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Media Contact:

Shawn Ramsey
Crossroads Public Relations
Phone 919-782-3262
sramsey@crossroadspr.com