

## For Immediate Release

# OVO Announces Web Seminar Series on Innovation

Focus on building a business case and getting started with innovation initiatives

Raleigh, NC (August 29, 2006) OVO, a software and services firm providing solutions to improve the “Front End” of innovation, announced today a fall web seminar series on topics related to innovation. The web seminar series will focus on three key topics important to innovators and firms trying to become more innovative and include:

- **Building a Business Case for Innovation**
- **Getting Started with Your Innovation Initiative**
- **Processes and Tools for Innovation**

These seminars are free and are available on a first-come, first-served basis. Each seminar will last approximately 40 minutes.

The **Building a Business Case for Innovation** webinar examines the challenges inherent in building a business case for innovation, and recommends a model to use when building a business case. The **Getting Started** webinar examines the tasks a team faces when beginning an innovation initiative and helps organize and prioritize those tasks. The **Processes and Tools** webinar reviews some existing methodologies and processes for innovation and software tools to support innovation initiatives.

“Many organizations are just getting started in setting up their innovation process. We’re excited to begin this dialog with them,” said Dean Hering, Chief Innovator for OVO. “We’ve learned quite a bit about the issues surrounding innovation and look forward to sharing our ideas and knowledge on these crucial subjects. These topics continue to be at the top of the list for firms and teams beginning their innovation initiatives.”

The seminars will be held weekly through the fall, starting September 6th, 2006. To review the schedule of seminars or to sign up for a web seminar, please visit our website at: [www.ovoinnovation.com/register/webseminar.php](http://www.ovoinnovation.com/register/webseminar.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](http://www.ovoinnovation.com) or call 919-844-5644 x789

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