

inno360 EVP of Sales Presents at the Annual Innovation Research Interchange

inno360's EVP of Sales discusses inno360's client success stories in Strategic Innovation.

Denver, Colorado ([PRWEB](#)) March 13, 2018 -- Matthew Heim, inno360's EVP of Sales and Customer Support delivered a compelling speech at the annual IRI (Innovation Research Interchange) Spring Conference in Denver this past week. The audience was highly engaged during Matthew's presentation, "Strategic Innovation: A Best Practice Approach." Matthew discussed many of inno360's client success stories, highlighting how these companies were able to achieve high performance results and ROI from their innovation solution investments.

The inno360 award-winning SaaS platform applies powerful cognitive analytics (powered by IBM Watson) against comprehensive business-relevant content, enabling the users to gain intelligence by mining the content with interactive visuals. The intelligence garnered through the inno360 platform enables companies to identify and build disruptive technologies and products, increase their new product pipeline and bring products to market more effectively and efficiently.

Matthew's presentation spotlighted client success stories, outlining how inno360's Fortune 500 R&D clients have been able to achieve optimal utilization of the inno360 platform to leverage big data in order to quickly identify external technologies and partners, bring products to market faster, reduce risk, and significantly increase product pipelines. He discussed the importance of integrating innovation tools and assets into best-practice processes that continue to drive utilization, value and ROI. "All too often we see companies provide the best innovation tools for their people, while providing no expectations on how or when to best use these tools to attain the highest possible value" said Matthew.

Inno360 recently launched its new state-of-the-art research and collaborative intelligence platform and is getting rave reviews from clients and the industry. The solution enables leading Innovation and R&D clients to reduce research time by weeks, and in some cases, months. The inno360 platform enables users to invite peers from inside and outside the organization into their projects to facilitate intelligent collaboration. inno360 has an aggressive product roadmap that will build upon the success of this launch.

A copy of Matthew's IRI presentation can be requested by going to the following link: <http://www.inno-360.com/contact/>

About inno360

<http://www.inno-360.com>

inno360 enables users to solve their most pressing problems and identify new, meaningful opportunities. With the most comprehensive array of scientific, IP and business content pre-populated on its award-winning SaaS platform, inno360 users have immediate access to over 5,000 unique content sources linking billions of items. The inno360 solution applies state-of-the-art cognitive analytics to this data and yields powerful interactive visualizations that users can investigate to uncover new insights and actionable intelligence in just a few clicks. Coupling these leading-edge capabilities with an intuitive user experience makes inno360 accessible to key decision makers and front-line employees across all business disciplines.



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