

newlogic

CLOUD BASED SOFTWARE

**NEW TOOLS FOR PACKAGING INNOVATION
MANAGEMENT**

Presented to Packaging Strategies, Atlanta, Ga.

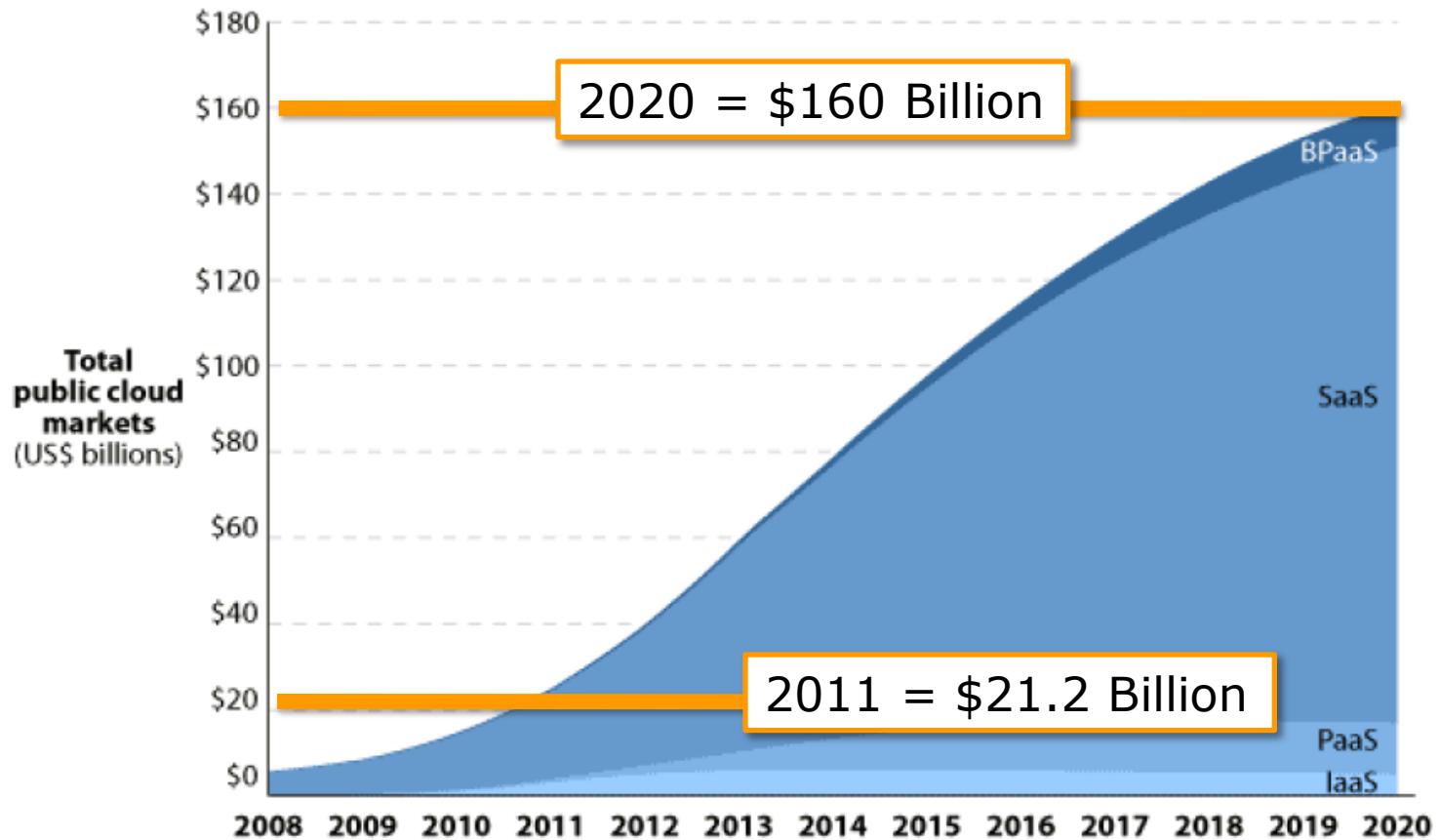
November 9, 2011

Presented by: Marc Drucker, President of Newlogic, Inc.

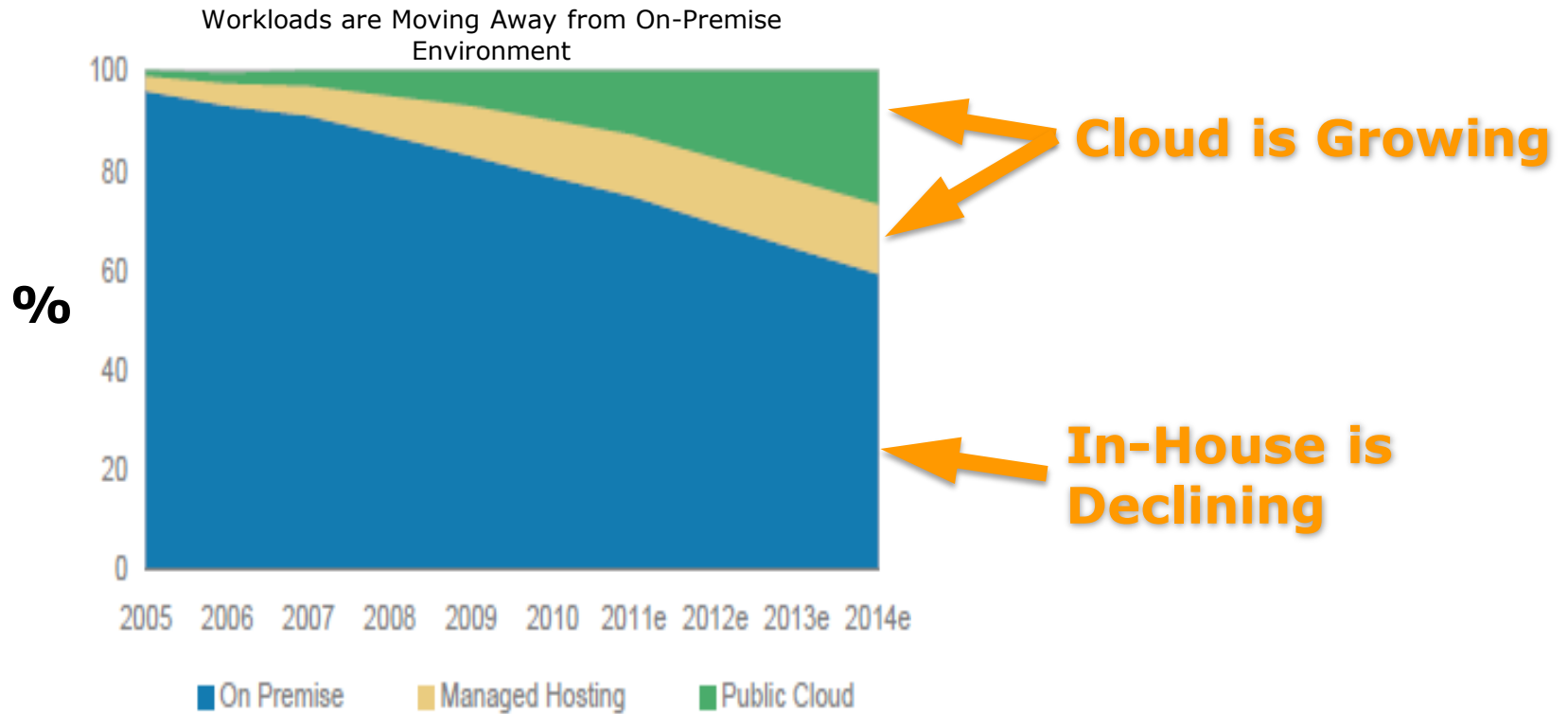
The Cloud is Part of Your Everyday



Cloud Computing Huge and Growing



Cloud is the Fastest Growing Software

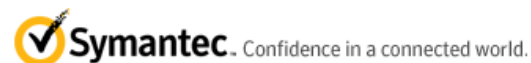


e=Morgan Stanley Research estimates.
Source: IDC, Morgan Stanley Research

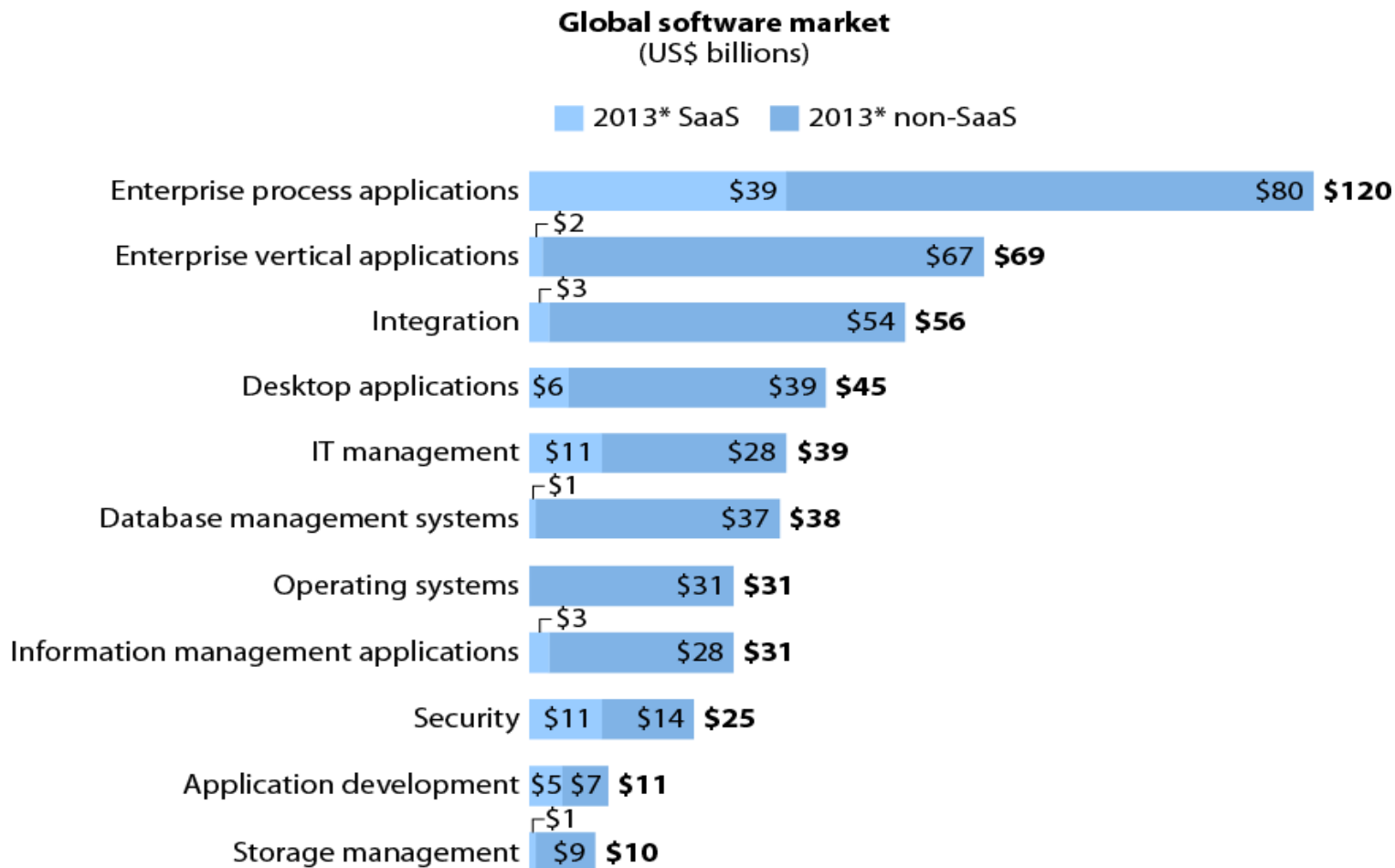
The Largest Software Companies are in the Cloud



agility
made possible™



Cloud for Business is Large and Growing



(percentages may not sum to the total shown because of rounding)

*Forrester forecast

The Cloud's Silver Lining

▪ **Costs**

- Low upfront costs
- Fast to purchase implement and deploy

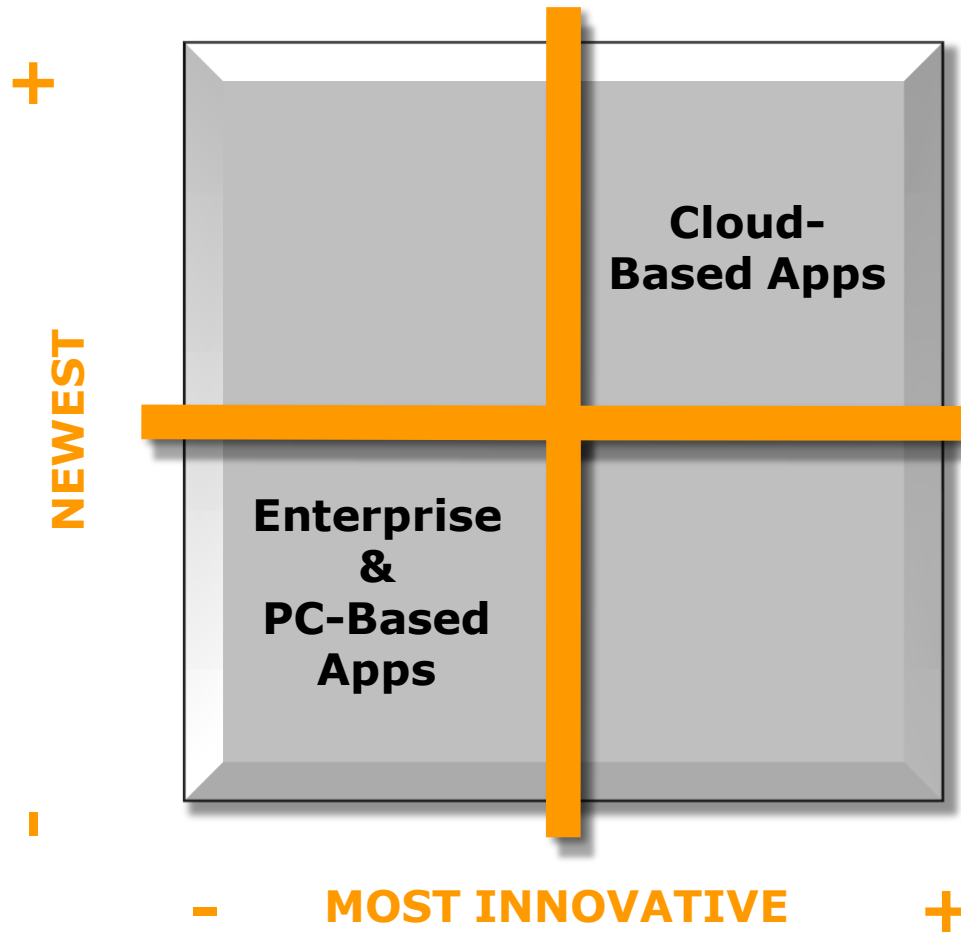
▪ **Easy of Use**

- Works on any computer
- No need to get IT's approval
- No system integration expenses
- Data is less likely to be lost
- More uptime
- Always have the latest software version
- Up and down flexibility and scalability without hassle of owning any hardware

▪ **Sharing and Access**

- Integrate internal and external users
- Mobile

The Cloud has the Newest & Most Innovative Applications



The Cloud's Dark Side

- **Total ownership costs: In some cases, over the long run ongoing costs could appear to be higher than enterprise systems**
- **Integration with legacy systems**
- **Data portability and retrieval**
- **Data protection and storage per legal requirements of the company**

Security Is An Important Topic



Cloud Apps for Packaging R&D

- **New tools, choices & functions**
- **Buy with a credit card**
- **Available immediately**
- **Share & collaborate anywhere**
- **Can help break down barriers between internal and external innovation and NPD supply chain**
- **Connect on any computer or mobile device anywhere there's an internet connection**



Research

We assessed over 200 cloud-based software applications for their fit with R&D and Packaging

	A	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
1	Company	Collaborative Software	Issue Tracking System	Scheduling	Project Portfolio Mgmt	Resource Mgmt	Document Mgmt	Idea Mgmt	IP L	Licensing / M&A	Rank	Invention Disclos	External Cont	Presentation	Workflow System	Reporting and Analyse	Web Base	License	SaaS	Focus	Notes
2	Accept Ideas	Yes	No	No	Yes	No	No	Yes	No	No	Yes	No	No	No	No	Yes	Yes	SaaS	Yes		
3	Affinnova	Yes	No	No	No	No	No	Yes	No	No	Yes	No	No	No	No	Yes	Yes		Yes	Marketer	IP optimiz
4	Alfabet	No	No	No	Yes	Yes	No	No	No	No	No	No	No	No	Yes	Yes	No	amised and H	No		
5	Anaqua	Yes	Yes	No	Yes	No	No	Yes	Yes	No	No	Yes	No	No	No	Yes	Yes	Hosted on pi	Yes		IP optimiz
6	Atlantic Global	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	Yes	Yes	SaaS	Yes	IT, general / mid-siz	
7	AtTask	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	Yes	Yes	Yes	SaaS	Yes	General, IT / project	
8	Augeo Software	Yes	No	No	Yes	Yes	No	No	No	No	No	No	No	No	Yes	Yes	No	amised and H	No	IT, professional ser	
9	Brain Storm - Intuit	Yes	No	No	No	No	No	Yes	No	No	Yes	No	No	No	No	No	Yes	SaaS	Yes		
10	BrainBank	Yes	No	No	No	No	No	Yes	No	No	No	No	Yes	No	Yes	Yes	Yes		Yes		
11	BrightIdea.com	Yes	No	No	No	No	Yes	Yes	No	No	Yes	No	No	Yes	No	No	Yes	SaaS	Yes		
12	BrightWork	Yes	Yes	Yes	No	Yes	Yes	No	No	No	No	No	No	No	No	No	Yes	, add-on for	No	General / \$19,875 f	
13	CA Clarity PPM	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	Yes	No	Yes	SaaS & enterpr	Yes	IT, new products / p	
14	Cardinis Solutions	Yes	No	No	Yes	Yes	Yes	No	No	No	No	No	No	Yes	Yes	Yes	Yes	rise, Hosted	Yes	Europe, IT / strateg	
15	Clarizen	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	Yes	SaaS	Yes	General / project &	
16	Cognistreamer	Yes	No	No	No	No	No	Yes	No	No	Yes	No	No	No	Yes	No	No		No		
17	Component Workshop B	Yes	No	No	No	No	No	Yes	No	No	Yes	No	No	No	No	Yes	Yes	SaaS	Yes		
18	Compuware Changepoint	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	Yes	Yes	Yes	SaaS & enterpr	Yes	IT, professional ser	
19	CorasWorks Idea Manag	Yes	No	No	Yes	No	No	Yes	No	No	Yes	No	No	No	No	Yes	Yes	Sharepoint	No		
20	Creax	Yes	No	No	No	No	No	Yes	No	No	Yes	No	No	No	No	Yes	No	n site hostin	No		
21	Daptiv	Yes	No	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	Yes	Yes	Hosted on pi	Yes	IT, human	http://ww
22	DataMachines	No	No	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	Yes	No	On Premise	No		
23	DataStation Innovation	Yes	No	No	No	No	Yes	Yes	No	No	Yes	No	No	No	Yes	Yes	Yes	SaaS	Yes		ABInBev e
24	EPK Group	Yes	No	No	Yes	Yes	No	No	No	No	No	No	No	No	No	Yes	No	amised and H	No		Pricing: h
25	e-tipi	Yes	No	No	No	No	Yes	Yes	No	No	Yes	No	No	No	No	No	Yes	SaaS	Yes		
26	Folio Technologies	No	No	No	Yes	No	No	No	No	No	No	No	No	No	Yes	Yes	Yes	Hosted on pi	Yes	Optimization	
27	Ganttio	Yes	No	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	No	Yes	Hosted on pi	Yes		
28	Genius Inside	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	Yes	Yes	Yes	rise, Hosted	Yes	IT, new products, pr	
29	GenSight	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	No	Yes	Yes	Yes	Yes	Yes	rise, Hosted	Yes	Various / stage-gate	
30	GlobalLogic	No	No	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	SaaS	Yes	R&D - Cor	http://ww
31	HP PPM	Yes	No	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	Yes	Yes	SaaS	Yes	IT / project & resou	
32	HpelMT	Yes	No	No	No	No	No	Yes	Yes	No	Yes	Yes	No	No	No	No	Yes	SaaS	Yes		
33	IBM		No	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	Yes	Yes	SaaS	Yes		project & resou
34			No		Yes	Yes	Yes	Yes	No	No	Yes	Yes	No	No	No	Yes	Yes	SaaS	Yes		

Four Clouds of Cloud Software for Innovation



IDEA CAPTURE

**Extracting & creating
consensus for new ideas**



**PORTFOLIO
MANAGEMENT**

**Picking the “right”
R&D projects**



**INNOVATION
MANAGEMENT**

**Inventorying &
managing new ideas**



**PROJECT
MANAGEMENT**

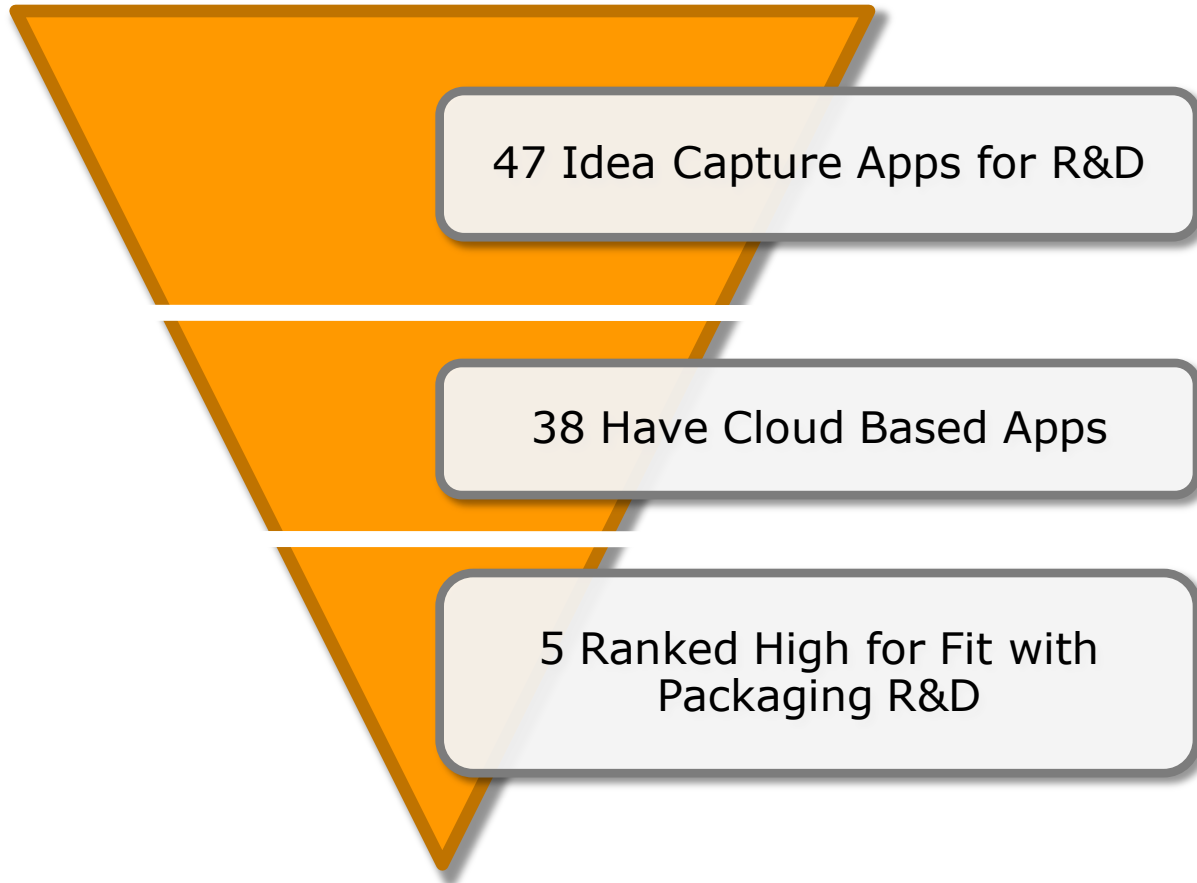
**Managing
R&D projects**

Idea Capture Applications

- **Pre-project electronic suggestion boxes and evaluation processes**
- **Extract ideas from all levels of your organization**
- **Manage the idea review process and decision making processes**
- **Engage participants with results and evaluations**
- **Build consensus to actions**
- **Some apps integrate some open innovation type functions**

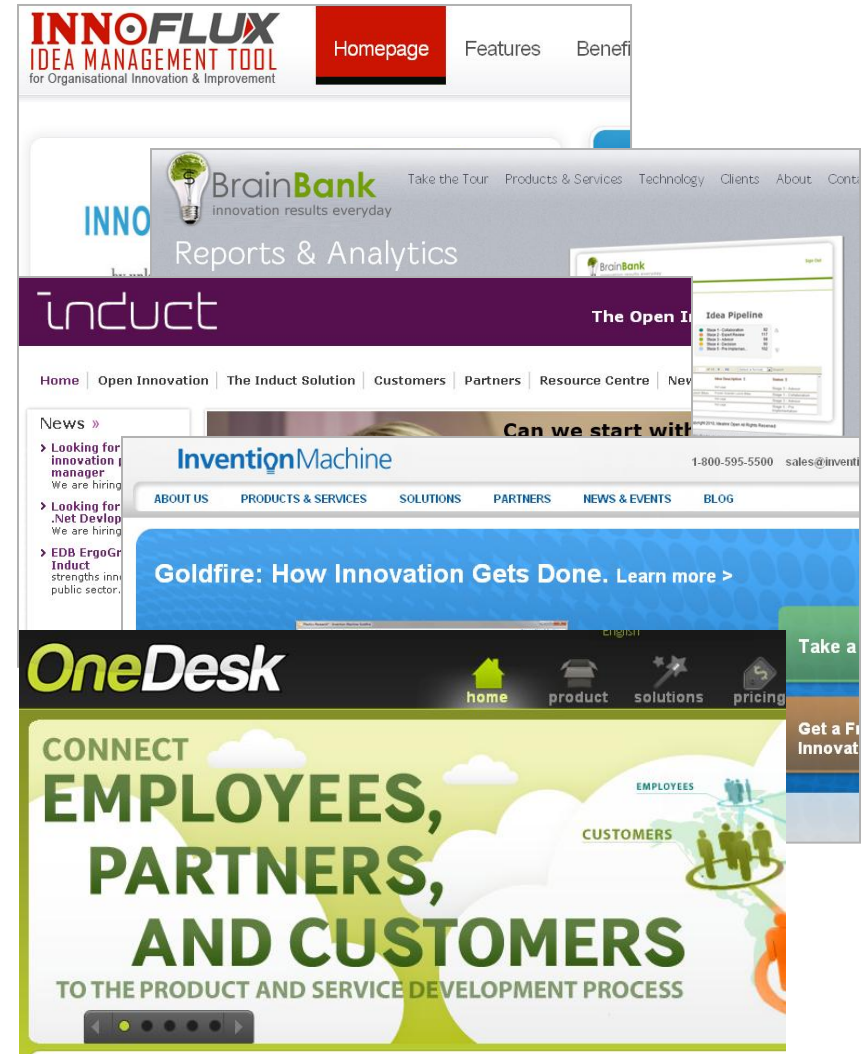


Idea Capture Applications Assessed



Idea Capture Applications for Packaging R&D

- **Brainbank**
- **Innoflux**
- **Induct**
- **OneDesk**
- **InventionMachine**

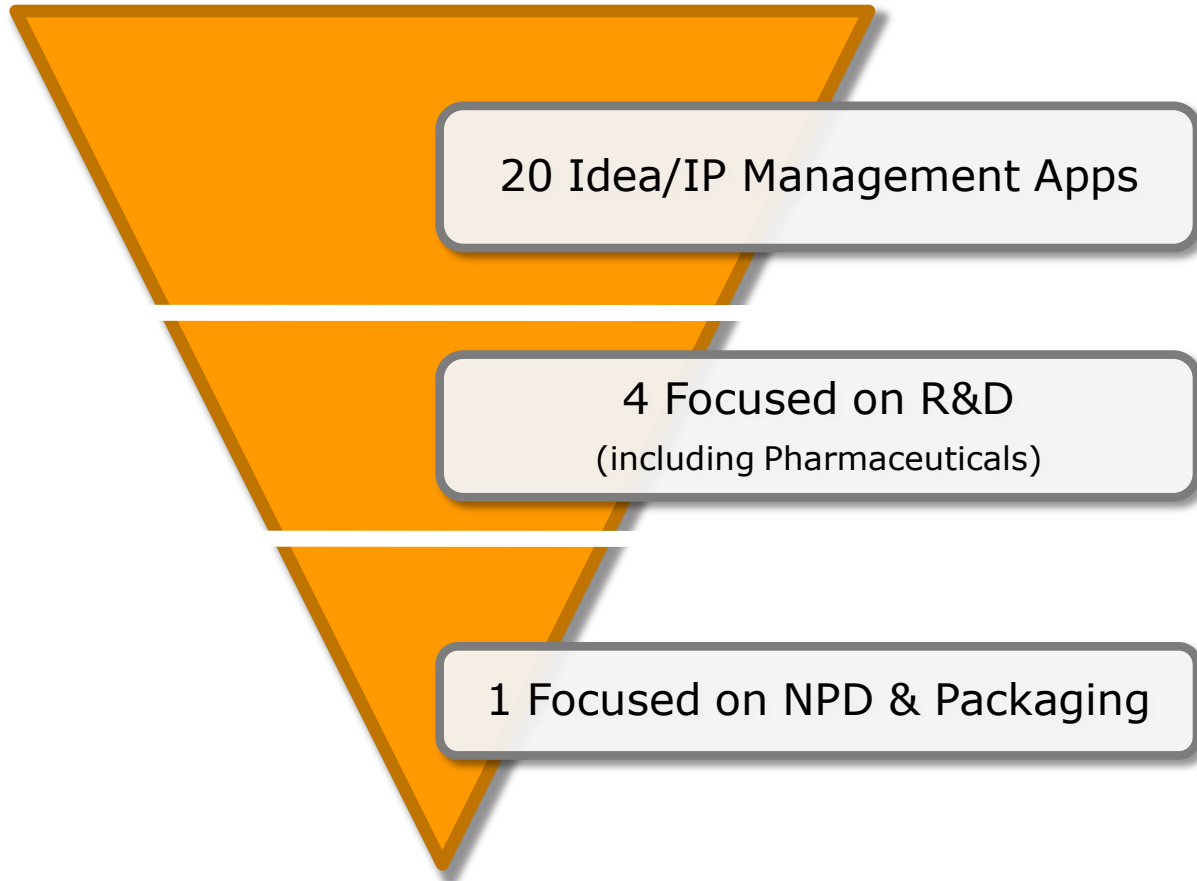


Innovation Management Applications

- **Project based collection & management of innovation from concept to IP to testing to product in one place**
- **Supplier integration online**
- **Easily present content**
- **Analysis and performance metrics**
- **Many innovation inventory applications are electronic invention books, for pharmaceutical innovation**



Innovation Management Applications Assessed



Innovation Management Applications

- Inova
- Hype
- Anaqua
- InnoAnalytics

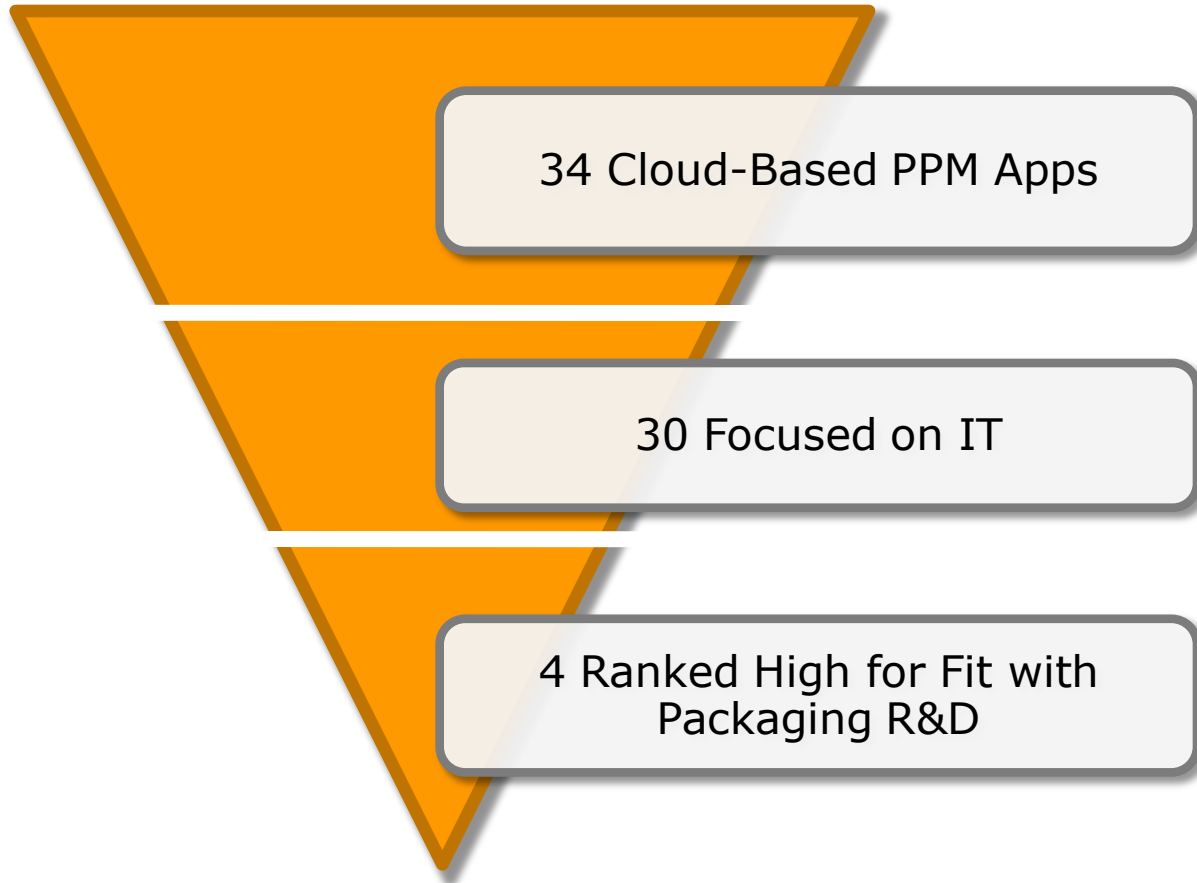
The screenshot displays the InnoAnalytics website interface. At the top, there is a navigation bar with links for 'Contact', 'Blog', 'Language', and 'HYPE User Community'. Below this is the 'HYPE MAKE IDEAS WORK' logo and a 'Schedule a DEMO' button. A secondary navigation bar includes 'Collaborative Innovation', 'Business Solutions', 'Clients', 'Software', 'Services', 'About HYPE', and a search field. The main content area features the 'INOVA' logo and a section titled 'INOVA USER GROUP MEETING' with a photo of a conference. Below this is the 'Anaqua' logo and a navigation bar with 'Products', 'Services', 'Resources', and 'Cor'. The central focus is a large white box with the 'inno analytics' logo in orange and white. Below the logo, the text reads: 'InnoAnalytics is a innovation management platform. Track and manage all your company's ideas in one place. Create records that can be searched, tracked, analyzed and presented in moments. Make ideas more accessible, extracting value across projects and time. Easy-to-use, secure, and searchable. Scalable for any sized company.' At the bottom of this box are two buttons: 'Customer Login' and 'Request Login'.

Project Portfolio Management Applications

- **Choose which projects are the most important to select and manage.**
- **“Do the Right Projects”**
- **Most PPM apps don’t have a model but provide you with a way to build the model.**

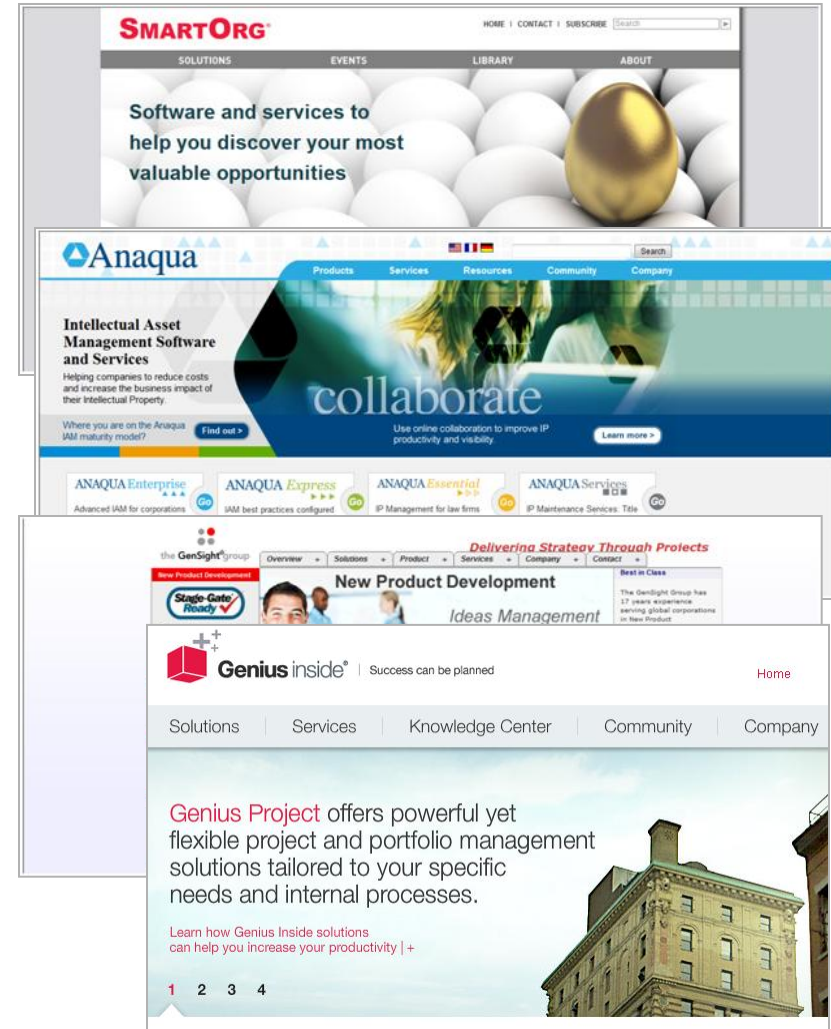


Project Portfolio Management Applications Assessed



Project Portfolio Management Applications Focused on Packaging R&D

- Anaqua
- SmartOrg
- Geniusinside
- Gensight Group

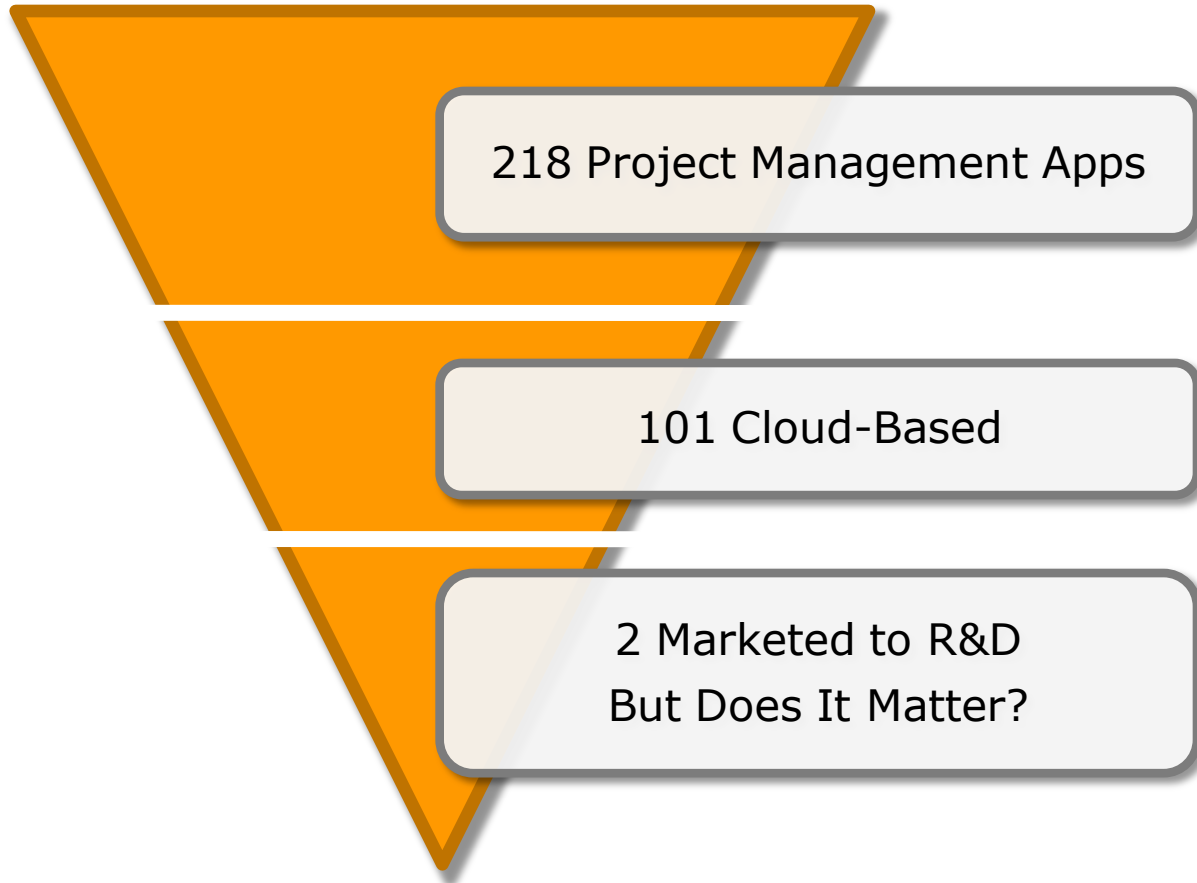


Project Management Applications

- **Software that enables a company to manage projects.**
- **Most of the PM applications available are generalists, targeting broad users and leveraging the cloud's ability to enhance sharing.**
- **Some project portfolio management/optimization options have PM integrated into their applications**



Project Management Applications Assessed



Project Management Software

Projects Manage Themselves with Basecamp.
Millions of people use Basecamp, the leading online project collaboration tool.

Basecamp

The easiest all-in-one project management software.
Easy Projects .NET is a web-based project management tool making team collaboration hassle-free and straightforward.
Try it for Free

Write.com
"The best and most intuitive project management software on the market."

PROJECT
Unleash the project manager in you!
Our web based project management software will change the way you manage your business.
SIGN UP PRICING

Anaqua
collaborate
Intellectual Asset Management Software and Services

Genius Project
Genius Project offers powerful yet flexible project and portfolio management solutions tailored to your specific needs and internal processes.

SMARTORG
Software and services to help you discover your most valuable opportunities

Sciforma
Project & Portfolio Management Software
Start with PPM
Customize
Scale
PMI 2011

teamwork PROJECT MANAGER
Teamwork Project Manager is an easy-to-use online teamwork & project management software application that helps managers, staff and clients work together more productively online.
Take a Tour Use it for FREE!

New Product Development
Idea Management
Idea to Launch
Product Portfolio Management

ATask
Get all of your work

mavenlink
Everything you need to deliver client services in one place

Intuit QuickBase
The fast way to manage your business information and processes.
200+ fully customizable database templates or create your own and that's great!
Manage contacts, sales, customer support, your finance department or IT helpdesk.

ProWorkflow
Manage projects online.
Benefit from ProWorkflow's easy and online, collaborative, workflow management software.
Play Video

WORK etc
Automate your business
Integrated CRM, Projects & Billing
Manage everything without leaving Gmail

SOCIAL PROJECT MANAGEMENT
PROJECT MANAGEMENT MEETS SOCIAL COLLABORATION
Watch V

LiquidPlanner
Easy and project manager for schedule time tracking reporting

Apptivo
Best free way to Run Your Business
50+ Free Business Applications
Totally integrated on the cloud
Secure access 24/7
FREE SIGN UP

Brix
Brix

HyperOffice
Online Project Management
Manage distributed teams centrally online.
See it in Action

VisionProject
Project management
Issue/task/case tracking
Help Desk/Customer support
More than 65 000 users in over 40 countries
Made easy!

BlueCamino
CRM + Projects + Email Marketing
Discover why so many companies choose BlueCamino for online CRM & Project Management
To register BlueCamino click the icons to the left

CentralDesktop
You Can Count on Us
It's more than technology. We help you solve your unique business challenges.
Learn more

Deciding About A Cloud Based App



IT and The Cloud

- **This isn't inside vs. outside**
- **IT directors are realizing that the cloud is going to be a big part of their business as well**

How To Evaluate Cloud-Based Options



Configurable

Security

Performance

**Supplier
Risk**

Scalability

**Total Cost of
Ownership**

Conclusions

- **Cloud is where you go for the newest, most innovative applications**
- **Cloud is where you go for enterprise level capabilities even if you're a mid-sized business or a mid-sized business function: Great fit for R&D departments**
- **Costs are competitive, if not better, than enterprise software if you're looking at "Total Cost of Ownership" and the cost of IT hassle**

Conclusions

- **Only a few products are specifically targeted at packaging R&D**
- **When you are evaluating software, you might have to go with a more general software and customize it to meet your needs**
- **Those options that are tailored for R&D generally come from smaller, niche, vendors**

The logo for Newlogic, featuring the word "newlogic" in a white, lowercase, sans-serif font centered within a solid orange rectangular background.

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Confidential

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