



## Growing and Accelerating Your Innovation Pipeline

*Innovative companies usually perform better than their competitors. A new product that enables any organisation to grow and to accelerate their innovation pipeline was released today.*

([PRWEB](#)) May 4, 2010 -- In a joint statement the Enterprise Development Group (EDG) and Qmarkets.net announced today their alliance to improve and to accelerate the innovation process for organisations and the launch of their new innovation solution Q+.

At the centre of this new partnership is the successful integration of EDG's COSTAR innovation methodology and Qmarkets Ideation 2.0 idea management software system. The two companies worked together to create the new innovation solution called Q+. At the launch of Q+, Laszlo Gyorffy, President of the Enterprise Development Group, described the new alliance: "We believe brilliance is everywhere. Rather than taking a lone genius approach, EDG's innovation practice is about tapping the collective intelligence of an enterprise. In order to effectively harness this potential, we needed an affordable online tool set with the right interface, flexibility and features. Qmarkets had it all."

Returning the compliments Noam Danon, CEO of Qmarkets said: "EDG's unique COSTAR approach enables us to offer our clients a ready to use template for running successful innovation strategies and activities, while allowing a high level of customisation to match the requirements and existing structures of our clients. Our new partner brings years of experience of successfully transforming the innovation process in leading brands around the globe. Combine this with our fast paced and highly flexible idea management software and you will find that EDG and Qmarkets have created a tool that will benefit any organisation no matter the vertical market, geography or size."

"The initial response from the market for this new solution has been overwhelmingly positive and the feedback we are getting is that with Q+ we have created true thought leadership that works in practice using technology that can sit within or outside the Corporate Cloud," states Michael Stilger, Sales Director of Qmarkets. In his closing remarks Gyorffy from EDG agreed and summarised this new solution by saying: "Combined with Qmarkets' cutting edge idea management software, COSTAR acts as an enterprise wide innovation accelerator and optimizer."

Qmarkets Ideation 2.0 is one of the leading idea management and collaboration software solutions for the enterprise, allowing large and distributed companies to involve thousands of their employees in their ongoing innovation process, using a browser-based application. Such an approach allows these companies to open up innovation to a wider audience, and to utilize the collective intelligence of the group. Their new innovation solution Q+ brings together the best of COSTAR and Ideation 2.0 to enable organisations to rapidly create compelling value.

About Qmarkets.net:

Qmarkets specialises in enterprise-grade collective wisdom software solutions. We enable organizations to improve their business results and reach better decisions while securing their employees', customers' and partners' commitment. Qmarkets enterprise grade Idea Management and Prediction Markets software offer companies a simple and effective way to tap into the collective genius within the organization, and improve their innovation process and results.



With an ever growing amount of installations globally, Qmarkets has been widely acknowledged as a technology and market leader in the field of idea management and predictive markets.

[www.qmarkets.net](http://www.qmarkets.net)

About EDG:

The Enterprise Development Group is an international consulting and training firm specializing in business strategy, innovation best practices, and leadership development for businesses facing complex change. EDG expert advisors and facilitators have been working since 1986 to enable leaders and their teams to look courageously into the future, and to build innovative responses to what they see into their products and their organizations as quickly as possible.

We have found that most people long to achieve something great. Our work is about proving that you can—when imagination and conviction meet bold strategy and disciplined implementation. EDG has successfully utilized the mindset and methods of Silicon Valley to improve the performance of organizations around the world and across a wide range of industries. Our client roster includes: BBC, Danish Broadcasting, Dole Foods, EDF Energy, Egmont, GM, IBM, ITRI Taiwan (Industrial Technology Research Institute), Johnson & Johnson, Kaiser Permanente, Homeland Security, NTT, Panera Bread, Philips, Stanford University, Swisscom, Travel Channel, Texas Health Resources, and the US Air Force.

[www.enterprisedevelop.com](http://www.enterprisedevelop.com)

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**Online Web 2.0 Version**

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