



ENTOVATION AND INDUCT TO DELIVER KNOWLEDGE INNOVATION SOLUTIONS
Innovation Expert Debra M. Amidon Brings E100 Worldwide Consulting Network to Induct Platform

OSLO, NORWAY and BOSTON, MA, USA – October 12, 2009 – Induct Software™ AS (Induct,) “The Open Innovation Company™”, and Entovation® International Ltd., today announced at the Oslo Innovation Week Conference, an Agreement to make Entovation’s Knowledge Innovation® process methodology available on Induct’s Web-based Software-as-a-Service innovation management platform.

Under the terms of the Agreement, Entovation founder and CEO Debra M. Amidon will launch an Induct Innovation Community™ loaded with the Entovation Mesh, a collection of the knowledge and experience of over 188 leading practitioners worldwide, collectively known as the “E100.” The Community will also highlight Entovation’s innovation processes and the resource knowledge gathered from its Knowledge Innovation Zone (KIZ) initiative. Finally, the Community will serve as an online gathering place for the E100 to collaborate, share information, and innovate together.

An initial goal of the partnership will be to enable the E100 to experience the combined power and functionality of Entovation’s innovation methodology integrated with the Induct platform. E100 network members reside in 67 countries. Each is an expert in specific areas of innovation theory and practice. The E100 collective experience includes proven methods and tools to structure the dialogue across all functions, initiatives and strategies in an enterprise. As CEO of Entovation, Debra will facilitate the E100 to bring their rich experience set, and the benefits of the Entovation/Induct platform, to businesses and organizations worldwide.

Of special interest to Debra are Knowledge Innovation Zones (KIZ), which she defines as “A geographic region, product/service/industry segment or community of practice (e.g., with topical areas of interest) where knowledge flows seamlessly from the point of origin to the point of highest need or opportunity.” According to Debra, “These zones are emerging in the quest for sustainable growth and economic development for cities, regions, countries, enterprises and global virtual communities.” Debra and the E100 members will work with selected KIZ to establish an Innovation Community where KIZ members can innovate together. KIZ companies and organizations will be able to create their own corporate Innovation Communities with consultation from Debra and the E100.

“This partnership with Induct opens up a new area for E100 members to add value to their constituencies,” said Debra M. Amidon, founder and CEO of Entovation. “Until now, E100 innovation experts have delivered consulting in a somewhat traditional manner, using whitepapers, presentations, and seminars. Now, they can go one step beyond, and let their customers experience a working Web-based innovation management platform that includes Entovation’s time-tested innovation process methodology customized for them. This powerful Entovation/Induct innovation management service, as customized by our E100 members, will enable companies, organizations, and Knowledge Innovation Zones to transition to a more open innovation environment while increasing their overall level of Knowledge Innovation. The ultimate benefit of this new platform will be the creation and conversion of ideas into viable commercial and non-commercial products and services, and the building of a foundation for sustainable growth.”

“Debra Amidon is considered an architect of the Knowledge Economy with expertise in core concepts such as Intellectual Capital, Knowledge Innovation, and Stakeholder Innovation, and we are pleased to be partnering with her,” said Alf Martin Johansen, founder and Chairman of Induct. “Over the years, Debra has been able to put together a network of clients and colleagues representing the leaders in the Knowledge community. This virtual network now includes thousands of professionals from across six continents. Entovation, with Debra at its head, is the hub of this network, which is constantly exploring new methods of global interaction. We will work closely with Debra to deliver an Entovation/Induct platform that can be leveraged by E100 consultants and corporate experts within the Entovation network. The goal of our partnership is to enable businesses and organizations to become more innovative, manage their talent, and optimize the potential of their human capital. We believe the E100 consultants, and Debra’s extended network of Knowledge Innovation industry contacts worldwide, will benefit significantly from the combined Entovation/Induct platform.”

[About Entovation International Ltd \(www.entovation.com\)](http://www.entovation.com)

[About Debra A. Amidon \(www.entovation.com/amidon/biographical.htm\)](http://www.entovation.com/amidon/biographical.htm)

[About Induct Software, AS \(www.inductsoftware.com\)](http://www.inductsoftware.com)

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