Goldfire Innovation Software
- Recent Developments

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What is Goldfire

- Software solution platform, developed by Invention Machine Corporation, to assist companies to achieve sustainable innovation,

- Goldfire integrates the following product features

  - Proven problem analysis and idea generation methodologies

  - Patented semantic knowledge research capability to help engineers be knowledge-enabled in analyzing problem and opportunities, and generating solutions

  - Capture, share and re-use engineers' thought process as corporate knowledge

> Goldfire as TRIZ software
> Putting TRIZ tools/contents into the enterprise innovation processes, as an engine to drive systematic innovation

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"Innovation without Methodology is Just Luck"

- *"There are lots of creative people in your company, and given half a chance they'll probably create some great innovations.*

- *But if you rely on their random efforts then you're risking your success on chance, and that's not enough.*

- *You have to develop and apply methodologies, the right methodologies, to make the shift from luck to consistency, predictability, and sustainability".*
  -"Permanent Innovation" (Langdon Morris, 2006)

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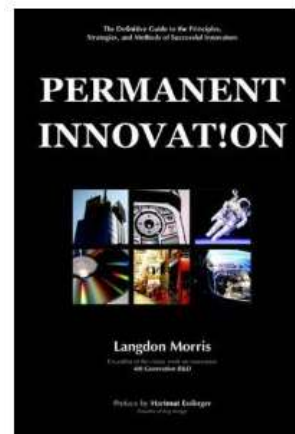
Key Capabilities to Achieve Innovations

3 Challenges for Manufacturing Companies

New product/technology pipeline which can sell	Limited 'Time', 'Budget' and 'Human resources'	Maintain product quality (avoid quality issues)

Proposed in the Dec 2009 issue of "Nikkei Monodukuri"

Strong Product and Technology Development Capability

Knowledge-enablement Leverage internal and external knowledge for faster and quality problem analysis and solutions	**Analytical capability** Logically analyze problems to find new angles for problem analysis and solutions	**Conception capability** Foresee potential issues, generate and select promising concepts for solutions

Call for Methods/Tools to empower engineers on these 3 critical capabilities

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3 Key Elements for Innovation

Information

Communities

Innovation Activities

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The Innovation Solution

Get the right information within the right time
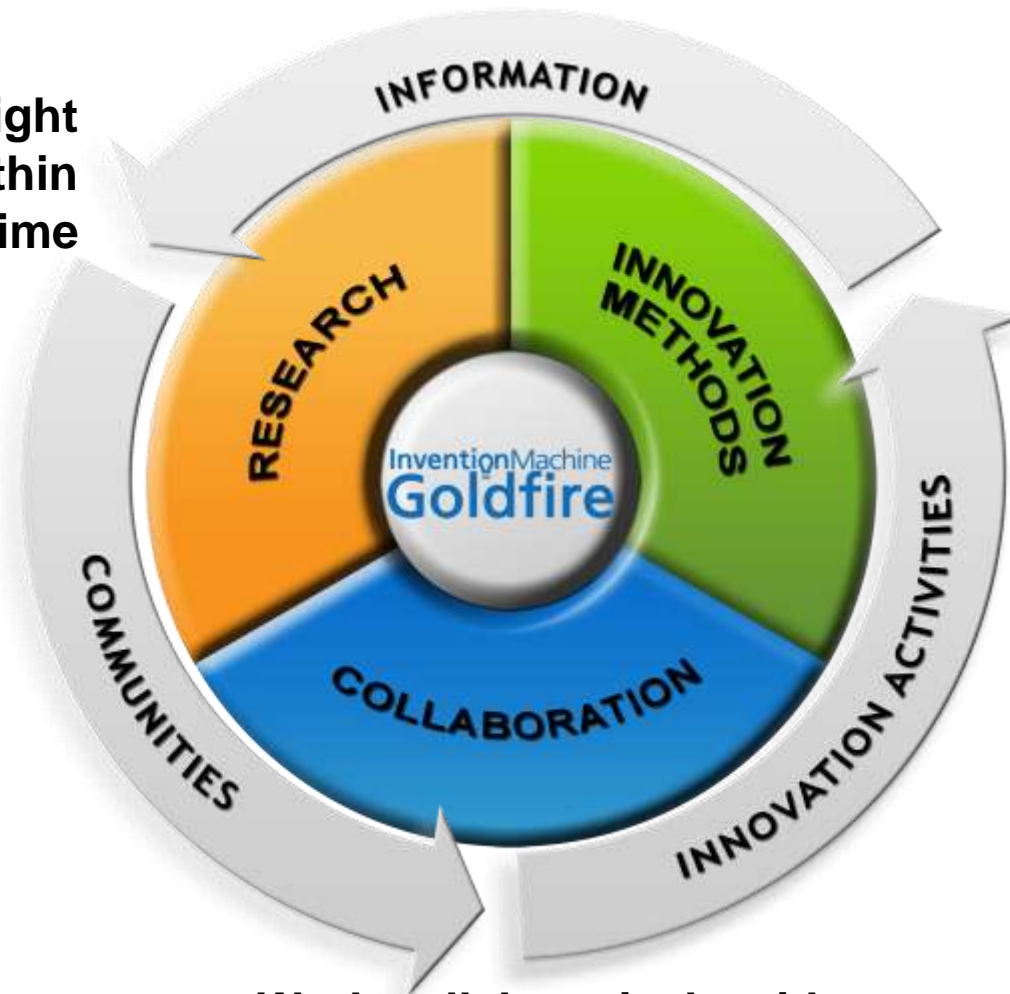
Capture & reuse expertise & new intellectual capital

Work collaboratively with repeatable & effective methods

Recent enhancement of Goldfire (1)

- Introducing "Tasks" (Ver. 5)
  - Provides "Best Practice" workflow utilizing various Goldfire features for most-common innovation activities

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Recent enhancement of Goldfire (2)

- Knowledge Navigator（Ver. 5.5）
  - Enable engineers to quickly become 'knowledge enabled' and make 'informed decisions' around topics and technologies

Goldfire's Knowledge Navigator provides more than 40 "Concept Lenses" to assist with topic exploration

Recent enhancement of Goldfire (3)

- Problem sharing/discussions, Expert Finder（Ver. 6）
  Promote collaboration for innovations

Allows engineers to share problems in their organizations, have discussions online. All discussions are semantically indexed and captured as new 'corporate knowledge'

Conclusions

- Product and technology ideas are needed at every phase of product development cycles

  - Planning, R&D, Product and production engineering, Q/A, etc.

- Need to leverage "information" as "knowledge", allow "people" to work collaboratively in various "innovation activities", to establish process to achieve sustainable innovations

- Goldfire puts TRIZ methodologies (tools/contents) into enterprises' innovation processes, allowing engineers to benefit from TRIZ.

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