

Sopheon Named “Best in Category” in Annual Readers' Choice List

Sopheon's Accolade software receives the highest score in its category as voted by consumer goods executives

MINNEAPOLIS, UNITED STATES, February 20, 2018 /EINPresswire.com/ -- Sopheon, a global leader in [enterprise innovation management](#) solutions, has been named to the Consumer Goods Technology [Top Providers list](#) for the eighth year in a row. The magazine's readers also recognized Sopheon and its Accolade® Enterprise Innovation Management software with the highest total score in its category.

As part of the magazine's annual Readers' Choice Survey, executives from consumer goods organizations were asked to identify the new product development and introduction (NPDI) solutions that best support their efforts to deliver new products to market, as well as their satisfaction levels with each provider. Responses were then ranked on a scale of 1 to 5, with the company's total scores computed by multiplying the number of votes received by average user satisfaction ratings.

“We are thrilled to be honored by Consumer Goods Technology and all of the industry executives who took the time to vote for Sopheon's Accolade solution,” said Andy Michuda, chief executive officer at Sopheon. “Accolade is playing a key role in our client organizations to enable the new enterprise innovation management operating models that are having a sizable impact on the successful execution of innovation strategy, and we're proud to have earned the recognition as the top provider in the industry.”

The company's Accolade software supports better and faster decision-making by enabling transparency, harmonization and alignment across the enterprise. Introduced to the market in 2001, Accolade digitalizes enterprise innovation strategy and execution. It captures critical enterprise-wide data for better visibility, connecting all business groups and providing a single source of truth through shared decision-making models and criteria.

“Consumer goods organizations understand how critical innovation is in the digital economy to realizing sustainable growth, profitability and competitive differentiation. Yet, many industry leaders are operating with outdated and disconnected twentieth century tools while attempting to compete in



Sopheon has made the CGT Readers' Choice Top 10 list 2011-2018



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*Andy Michuda, CEO,
Sopheon*

the twenty-first century digital era,” said Michuda. “We’re grateful to be recognized as one of the leading companies supporting the entire innovation management and new product development lifecycle for consumer goods firms.”

Dozens of the world’s most successful, innovation-driven companies – including market leaders in consumer goods, food and beverages, chemicals, industrial manufacturing, high-tech, aerospace and defense – use Accolade to digitalize their innovation operating models.

“Technology has become a critical driver of business success, and the popularity of our annual Readers' Choice rankings reflects that importance,” said Peter Breen, editor-in-chief of

Consumer Goods Technology. “The solution providers recognized in our listings are delivering such invaluable support that clients are willing to take the time required to endorse them. That speaks volumes about the level of service they offer.”

To learn more about how Sopheon supports execution of innovation strategy, visit [Strategy Execution](#) resource hub.

ABOUT CGT'S "READERS' CHOICE"

Consumer Goods Technology's annual "Readers' Choice" listings of leading solution and service providers are a critical resource for industry executives looking to improve processes across various business functions. Each year, the magazine polls its readership community to identify leading technology providers in 15 key categories: Supply Chain Execution, Supply Chain Planning, CRM, TPM, ERP, New Product Development and Introduction, Business Intelligence, Demand Data Analytics, Product Information Management, Consulting, Consumer Experience Management, Digital Commerce, Retail Execution, Mobility and Outsourcing. For more information, visit www.consumergoods.com.

ABOUT CGT

An integrated media brand, Consumer Goods Technology is the leading resource for consumer goods executives looking to drive business transformation through the use of best-in-class systems, processes and technologies. Delivering content through print, online and events, CGT reaches an audience of more than 76,000 consumer goods executives ranging from managers and directors to VPs and CIOs. CGT also covers business and technology trends in all major segments of the consumer goods sector, including Packaged Goods, Consumer Electronics, OTC/Pharmaceuticals, Health & Beauty Aids and Apparel/Footwear. For more information about CGT, visit www.consumergoods.com.

ABOUT SOPHEON

Sopheon partners with customers to provide complete Enterprise Innovation Performance solutions including patented software, expertise and best practices to achieve exceptional long-term revenue growth and profitability. Sopheon's Accolade solution provides unique, fully-integrated coverage for the entire innovation management and new product development lifecycle, including strategic innovation planning, roadmapping, idea and concept development, process and project management, portfolio management and resource planning. Sopheon's solutions have been implemented by over 250 customers with more than 60,000 users in over 50 countries. Sopheon is listed on the AIM Market of the London Stock Exchange. For more information, please visit www.sopheon.com.

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Cheral Jansen
Sopheon
+1 (952) 851-7500
email us here

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