



Press Release
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FLAME TAO Knoware Pvt Ltd of Chennai, India and Ideation International Inc. of Farmington Hills, Michigan announce a collaborative effort to help Indian Industry internalize world class innovation processes. Towards this end, they will offer the I-TRIZ methodology of inventive problem solving, the I-TRIZ suite of software products and related intellectual property development tools in India anchored in the Organizational Alignment processes pioneered by TAO.

The TRIZsoft includes Ideation's Directed Evolution® process that is used proactively to analyze invention disclosures and patent claims for expanding or strengthening a patent or patent portfolio

FLAME TAO Knoware is committed to culturally sensitive facilitation of Alignment in work systems and Organizations through a healthy synthesis of Organization Development (OD) technologies & tools drawn from diverse sources, traditional Indian wisdom and insights gained through consulting.

FLAME TAO uniquely brings together consultants and associates with varied functional expertise all of whom have a deep grounding in Behavioral Sciences. FLAME TAO's prime business is in-house consulting with companies on Organizational Development, Lean Management, and Lean New Product Development (NPD) with a **fundamental focus on 'Alignment and Productivity'**. In addition to consulting, FLAME TAO conducts leadership development programs.

Ideation International Inc. is a private, U.S.-based company founded in 1992 and headquartered in Farmington Hills, Michigan. Ideation provides a structured methodology for resolving complex problems and analytical services facilitating intellectual property development via Ideation's ITRIZ methodology and Directed Evolution®, proprietary software based process. Ideation's staff of world's leading TRIZ scientists employ I-TRIZ and Directed Evolution® to assist clients to resolve **difficult and critical inventive problems, eliminate technological roadblocks, predict failures, and invent future generations of business- and technology-based systems and processes.**

Ideation TRIZ and its many embodiments in various consulting and software programs is a powerful addition to problem solving tools available to engineers, human resources managers, organizational development personnel, and strategic planners. It's a unique approach to structured, intuitive and continuous innovation.

"Ideation TRIZ methodology provides engineers, professionals, management and students with a powerful system to think differently and thereby promote structured or systematic innovation be it for "new products, processes, services and businesses" remarks S. Badri Narayana, Director and Chief Consultant of FLAME TAO Knoware Pvt Ltd.

Zion Bar-El, Ideation International Chairman and founder comments, "I am delighted to have FLAME TAO Knoware embrace the Ideation Operating System for Innovation as an intellectual property development tool to provide an extended value proposition to their clients. Also, I am excited about the potential opportunity to introduce the highly qualified Consultants of FLAME TAO Knoware Pvt Ltd. to Ideation's many global partners.

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