

**RNS Reach**  
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**Imaginatik plc**  
("Imaginatik" or "the Company")

## **Imaginatik Releases Innovation Central Spring 2018 to Drive Front-Line Engagement**

*New mobile experience makes it easy for employees across the enterprise to contribute*

Imaginatik plc (AIM: IMTK.L), the #1 ranked leader in corporate innovation management according to Forrester Research, has released a major update to its industry-leading Innovation Central software, empowering enterprises to maximise their ROI from breakthrough and continuous innovation programs. Featuring a significantly enhanced mobile experience, the Spring 2018 release, enables today's enterprises to bring innovation practices to the front-lines of the organisation by providing direct on-the-go access to ideation activities.

Innovation leaders understand the importance of engaging employees throughout the enterprise. The most successful ideas are conceived and developed in the crucible of direct practice. Front-line employees work with customers, develop products, deliver services, and provide support, making their ideas invaluable.

Although many innovation programs work hard to engage the front lines, it can be difficult without the right mobile software experience. Innovation Central Spring 2018 makes front-line participation fast and easy, with an engaging interface, clear navigation, and straightforward functionality. The new mobile features enable employees to submit or browse ideas, enter comments, tag favorites, and vote for the best ideas on-the-go.

*"Imaginatik has been instrumental in supporting our innovation program," remarked **Cejda Louiz, Director, Innovation Networks at Sodexo**. "This new mobile experience only increases our confidence in driving innovation practices throughout our organisation."*

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### **About Imaginatik**

Imaginatik provides a range of Innovation solutions comprised of consultancy, enterprise software and program management to deliver innovation results to companies such as Exxon Mobil, Altria, Shell, Goodyear, the Yorkshire Building Society, Caterpillar, AECOM, Novartis and Cargill. Few companies possess the internal capability to consistently generate fresh ideas, identify those worth pursuing and reliably transform them into real, value-enhancing assets. Imaginatik's mission is to help these companies build sustainable innovation competencies. In 2016 Forrester Research found that "Imaginatik has the most comprehensive innovation management solution," providing excellent industry recognition of Imaginatik's full-service innovation offering, combining both technology and consultancy services.

Imaginatik is a public company whose shares are traded on the AIM market of the London Stock Exchange (LSE: IMTK.L) with offices in Boston, MA, and Fareham, UK.

For more information visit [www.imaginatik.com](http://www.imaginatik.com).