

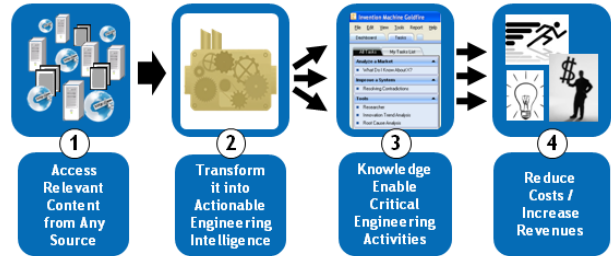
Frequently Asked Questions

What is Invention Machine Goldfire?

[Goldfire](#) is powerful innovation software that accelerates research and streamlines innovation activities to help engineers, scientists and researchers more efficiently tackle product development challenges, solve problems and generate novel solutions.

How does Goldfire work?

Goldfire drives innovation by providing engineers access to pertinent content from both inside and outside their organization. Goldfire knowledge enables everyday product development activities through its patented semantic technology which turns this content into actionable intelligence.



Why would companies use Goldfire?

Manufacturing and engineering companies have automated most phases of their development process but the areas of innovation, idea generation, product improvement and problem solving remain ad hoc and unmanaged. Companies use Goldfire to accelerate these processes, make them repeatable and capture their output for future use.

What companies use Goldfire?

Companies of all sizes from large multinationals to individual entrepreneurs drive innovation with Goldfire. From aerospace (Pratt & Whitney, Northrop Grumman) to high tech (Intel, Toshiba, Samsung), from life sciences (Boston Scientific, Medtronic) to oil and gas (Shell, Statoil) and from consumer goods (Hershey, Charbroil) to automotive (Delphi, Bosch), companies are using the Goldfire to accelerate the pace of product development.

Who uses Goldfire within the organization?

Because of its power and versatility, Goldfire supports the activities across the product lifecycle. Marketing groups use it to identify new market opportunities and do competitive research. It is used by R&D & Engineering to support product development and improvement and by Quality Assurance and Customer Support to understand and fix product issues.

What value does Goldfire deliver?

A few examples of the value Goldfire has delivered for customers:



- Engineering research reduced by 60%



- Product redesign lowered material cost by 63%



- Urgent problem solved in 75% less time, at a savings of \$800K



- 30 costly prototypes / rebuilds avoided



- Start up Siphon Flush saved over \$1M in product development costs

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