HYPE INNOVATION
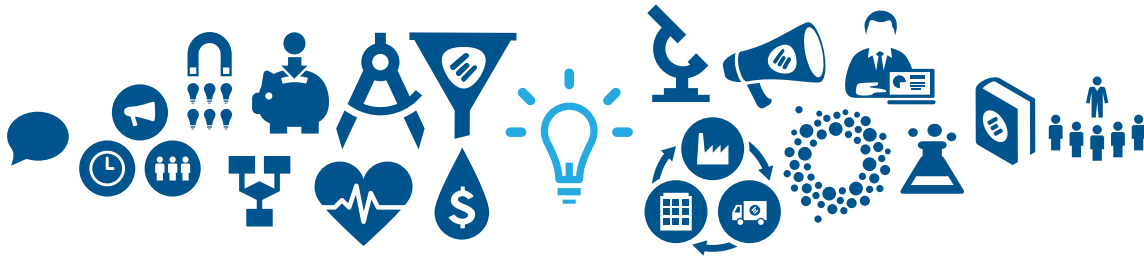
Enterprise Software for Innovation Management

Experts in enterprise innovation management

Since 2001, HYPE Innovation has been a global leader in enterprise software for idea and innovation management. With our deep experience and best-practice knowledge in the field of collaborative innovation, we serve clients around the globe.

Our highly flexible, full-lifecycle innovation platform is designed to drive long-term, repeatable success for our clients. It supports employee engagement in early ideation, simple but detailed evaluations and reviews, and rigorous concept and project management. Going beyond coporate boundaries, it provides a secure environment for open innovation with partners, suppliers, customers, and the external community.

In addition, HYPE provides consulting services on how to turn innovation management into an integral part of your corporate DNA, as well as on the everyday tactics of innovation initiatives.

With the combination of our software capabilities, service offerings, and expertise in innovation management, we aim to be the most complete partner for the innovation manager.

We believe in ongoing business relationships

HYPE's client community includes over 170 companies, spanning across industries and regions. It is a core belief of HYPE Innovation that only ongoing partnership relations will lead to success for both us and our clients.
We work closely with our clients to continuously develop our expertise and provide services focused on the challenges they have to meet. We frequently bring together clients from all industries to give them the opportunity to exchange best-practices and build a network of long-lasting business relationships.

This level of engagement with our clients is central to our belief, and key to our mission of simplifying innovation management.

Innovation management can be complex.
HYPE helps you to simplify.

Managing innovation is inherently complex. As an innovation manager, you are concerned with discovering where and how to innovate:

- Sourcing ideas
- Generating momentum and engagement
- Gaining sponsorship and management buy-in
- Building an innovation pipeline
- Creating KPIs and, ultimately, tracking return on investment

Our aim is to help simplify these challenges in three ways:
1. Provide an easy-to-use enterprise application which has the features and capabilities to get the job done.
2. Support reliable processes for managing innovation, proven with years of experience.
3. Offer consulting solutions for the common challenges your company will face.

We understand that beyond the day-to-day challenges there are key driving forces behind innovation management, and we help you to focus on those strategic aims within your innovation program.
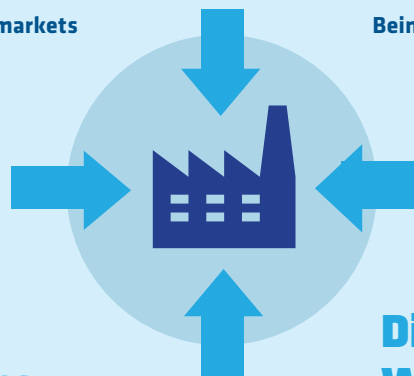
Typically those strategic goals fall into four broad areas:

Growth
Closing the company's growth gap
Building a pipeline for innovation
Entering new markets

Pace of Change
Speeding up NPD Processes
Becoming more agile
Being up to date with best practices

Efficiency
Maximising profitability
Reducing costs and resources
Streamlining processes

Distributed Workforce
Making local know-how available to the whole company
Giving a voice to distant teams
Collaborating across different divisions

Getting your projects up and running

We provide advice on best practices and share success stories from across our client community. We bring innovation managers together to learn from each other, and we give you the tools to monitor and measure your program. Ultimately, when you are successful, then so are we.

How does HYPE measure success?
- *Amount of new revenue generated from customers' innovation programs*
- *ROI – including both hard and soft-dollar savings*
- *Client relationships which last for years*

Since 2001 HYPE's professional services team has worked across the globe on projects to implement innovation programs, advising on processes, software configurations, and program strategies. Working closely with our clients, our consultants developed deep knowledge about the individual facets, but also about commonalities of the most diverse innovation initiatives. For us, it is a core value and a real differentiator to treat our clients as business partners, and to turn your challenges into our own.

Frank Henningsen,
Executive VP Professional Services

How we work with you

Our goal is to offer you local support – wherever your company is located. HYPE's consultants will work with you in English, German, Spanish, French, or Arabic, on site as well as online to ensure easy communication and quick delivery. Implementation specialists get your system up and running smoothly while your personal project manager sup-ports your program on an on-going basis, and is your partner and co-worker. In addition, HYPE's professional service team supports your individual requirements, such as the integration of your platform with existing business applications, customized processes, or additional platform configuration.

Colin Nelson,
Director of Enterprise Innovation Consulting

Christoph Sohn,
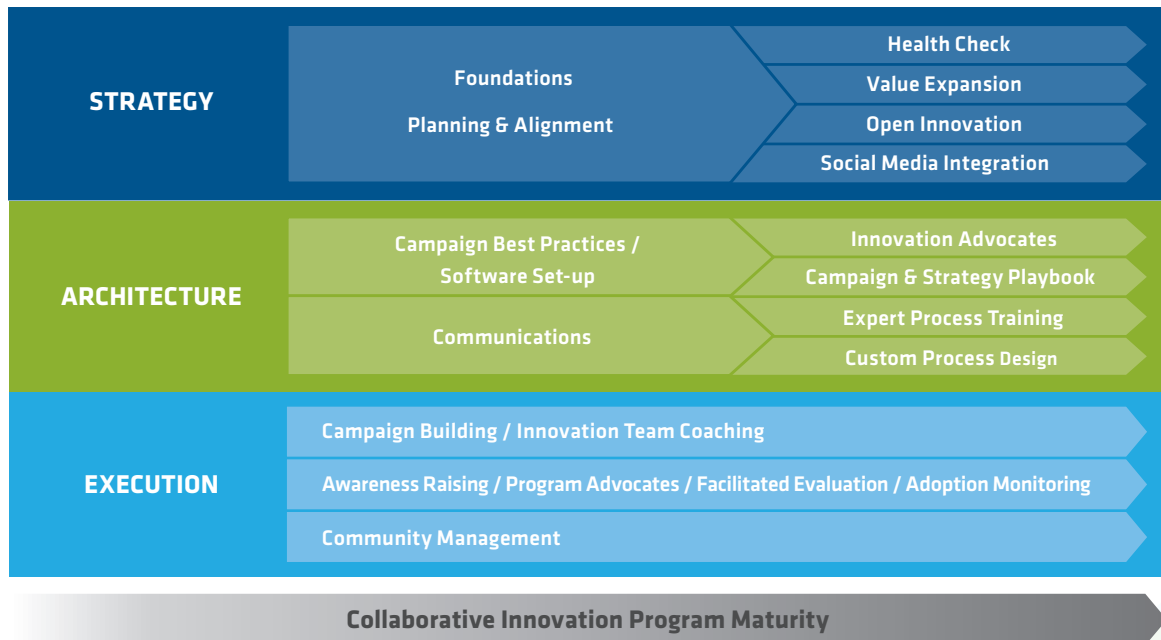Enterprise Innovation Consultant

What is strategic consulting?

Running an enterprise innovation management program can be challenging – you're dealing with all the complexities of your organization: the culture, its processes, the willingness to engage in innovation activities, and the self-interests of those you need on board. In the past few years we've seen an increase in the request for strategic advice to help companies cut through these challenges and develop a sustainable program, linking various levels and departments of an organization. This has led our professional service team to develop HYPE's framework for strategic consulting – a structured methodology to solve your innovation management challenges.

Services to help you grow

We at HYPE understand that organizations have different skills and experiences when introducing enterprise innovation programs. In order to meet our clients different requirements and goals, we developed a consulting framework with a structured set of capabilities.
Individual services and service packages are designed to match your situation as closely as possible, whether you are new to online innovation or have already years of experience in the field.

The framework consists of a three-level hierarchy: our services within Innovation Management **Strategy** ensure your innovation program is aligned to your corporate goals and ambitions; Innovation Management **Architecture** contains services to help you put the key building blocks in place to support a sustainable program; and Innovation Management **Execution** services provide you with practicle advice, templates, and robust process examples to keep your program vibrant.

STRATEGY	Foundations Planning & Alignment	Health Check
		Value Expansion
		Open Innovation
		Social Media Integration
ARCHITECTURE	Campaign Best Practices / Software Set-up	Innovation Advocates
		Campaign & Strategy Playbook
	Communications	Expert Process Training
		Custom Process Design
EXECUTION	Campaign Building / Innovation Team Coaching	
	Awareness Raising / Program Advocates / Facilitated Evaluation / Adoption Monitoring	
	Community Management	

Collaborative Innovation Program Maturity

HYPE ENTERPRISE

Based upon our experience from hundreds of innovation programs, HYPE's best-practice process consistently leads to business results.

HYPE Enterprise is an award-winning, industry leading solution for companies who need to manage their innovation process from start to finish. The platform helps you foster a culture of innovation and focus on the actions that matter. Our process is designed around best-practice steps to support any organization with a series of purposeful phases for their innovation initiative. It supports the establishment of key areas of focus, campaigns to drive ideas, the development of ideas into concepts and finally the management of your innovation project portfolio.

Use HYPE Enterprise to innovate your business

- Increase efficiency
- Share best practises
- Reduce costs
- Reduce risks
- Find expertise
- Continuously improve

Use HYPE Enterprise to innovate your products

- Develop new products or services
- Develop new business models
- Disrupt your market
- Co-create with partners
- Gain customer insights
- Improve product profitability

A trusted, turnkey platform for full-lifecycle innovation management, from idea generation to project implementation

What are the key elements of the process?

Front End of Innovation — **Back End of Innovation**

Idea Generation → Idea Evaluation → Innovation Portfolio Management

| Strategic Innovation Areas | Idea Campaigns | Ideas | Concepts | Innovation Projects |
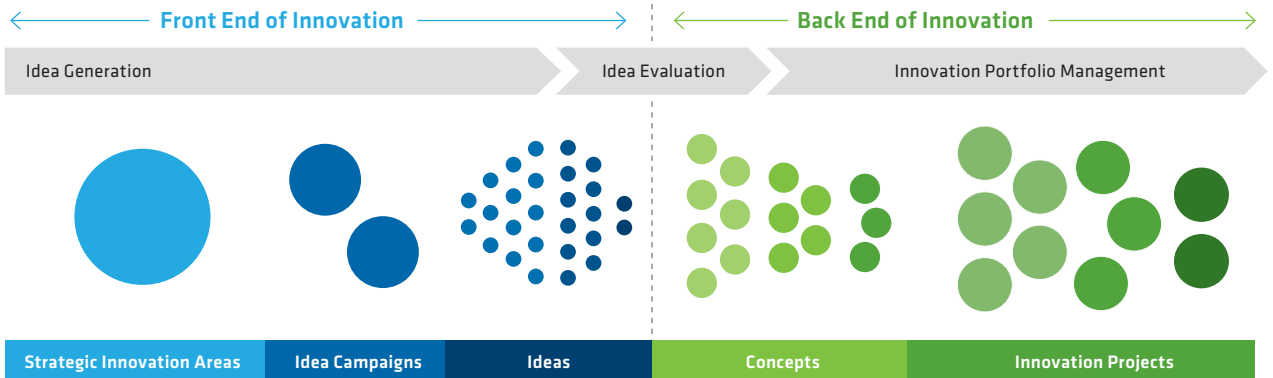
Strategic Innovation Areas define long-term innovation goals. They are a part of the corporate strategy and a top management domain. They help focus innovation initiatives across the company.

Campaigns are one of the most effective ways to generate ideas on a defined topic with a diverse group of people.
A sponsor drives the campaign, a community manager asks a diverse group to contribute ideas, and a team of experts evaluate the ideas submitted by campaign participants.

Ideas are discussed, voted, and selected in the context of the campaign definition, criteria, and process. They can be either a fully developed, ready-to-implement proposal or an incremental contribution to the overall solution.

Creating sustainable engagement

Getting your crowd engaged is crucial for a sustainable innovation program. Each of our engagement features is designed to tackle a different cultural scenario.

- Reward your ideators' activity, collaboration, and creativity with **Innovation Points**.
- Identify your innovation advocates to make best use of their engagement with our **Reputation-based Ranking**.
- Spur competition among your community as they trade ideas like shares in our **Idea Stock Exchange**.

Effective and efficient decision making

Execution is what distinguishes innovation from ideation, and success is built upon good decision making. Our solutions support the back-end process with time-saving management tools, which help you to rank, review, and select the most promising options.

- Speed up your evaluation and ensure consistency with our **Evaluation Wizard**.
- Assess ideas in multiple ways with **flexible review criteria**.
- Support detailed investigations and closed team reviews with **customizable business cases**.

Your Page · Innovate · Help

CAMPAIGN
How can we sell frozen food in a premium segment?

Campaign Cockpit · Results · Activity · Description · Idea List · Community · **Review**

Preselection → Review Form → Review Team → Progress → Results

Review Results

Compare Ideas by sorting the table by different criteria. You can also use the Criteria weighting to priorise criteria differently.

How to use Criteria Weighting

To bookmark winning objects for later processing, just click on the cup icon in the left table row.
You can change the object's status (e.g. select an idea for implementation) on the individual idea pages (click title to access).

Export All Review Data to Excel

	Picture	Title ▲	👁	💬	Status	Talent available for implementa-tion?	Is it a sustainable Business?	Implementation Cost (1000 EUR)	Reviewer Comments	Weighted Score (Update)	Review Details
-	-	*Criteria Weighting*	0	0		5	5	1	-		
🏆		Organic Ingredients	105	8	Community Discussion	Ø Yes	Ø Yes	Ø 250	3 💬	3.5	⌄
🏆		Provide especially Designed Kitchen Ware	37	5	HOT!	Ø No	Ø No	Ø 600	3 💬	3.5	⌄
🏆		Same-Day Delivery Service	12	0	HOT!	Ø Yes	Ø Yes	Ø 2666	3 💬	3.5	⌃
		Ahmed Al-Ali				Yes	Yes	4500	I think we can do it although it requires that we build a whole distribution network, which will be very expensive		
		Scott Thomas				Yes	Yes	1000	Lets start with a modest test run and invest a limited amount of money. If it works, it is quite easy to scale. Funny idea picture, by the way ;-)		
		Evelyn Miller				Not sure	Yes	2500	Have we the right experience to move into a different sector? Vertical integration is a tough nut to crack.		
🏆		Source Scandinavian Fish	155	8	Community Discussion	Ø Yes	Ø Yes	Ø 250	3 💬	3.5	⌄
🏆		Smaller Packages for Singles	37	5	Community Discussion	Ø No	Ø No	Ø 600	3 💬	3.5	⌄

Concepts & Projects

Concepts are ideas in development stage. The concept author builds a business case based on the idea. This is used in team reviews, innovation board decisions, and the project implementation. Multiple ideas can be combined to create a single concept made up from several contributions and supporting materials.

Innovation projects are ideas which have moved from concept (business case) to projects (budget and implementation). Projects typically have a goal, a timeframe, a budget, milestones, and an implementation team.

Governance and Reporting

Ensuring rigor and tracking key performance indicators are key to long term success. HYPE's reporting tools provide you with transparency on key figures and various options to export your data.

- Keep your stakeholders well informed with **KPI dashboards**.
- Record any state of play or decision on ideas, concepts, and projects with **PDF snapshots**.
- Complete your presentations for management using **branded PPT and Word reports**.
- Process key figures from ideas, concepts, and projects outside your innovation platform with our **one-click Excel exports**, employing your own templates.

أضف عناصر العرض والزينة لتشكيلة المواد الغذائية

بإمكانك جَعلُ الأطعمةِ المجمدةِ تبدو أكثرَ جاذبيةً، من خلالِ إضافةِ بعض العناصرِ الصغيرة، مما يعطي للزبائن شعوراً بأنهم يتناولون غداءً أو عشاءً إحتفالياً حتى و إن كانت مجرد أطعمةٍ مجمدة.

كيف يمكن لها أن تبدو إذاً؟

يمكنك إعادةُ إستخدامِ الغلافِ كلوحةٍ للعرض و التقديم
أضف بعض الأعشابِ العطريةِ كلمسةٍ أخيرة
أضف أفكار جديدة! ...

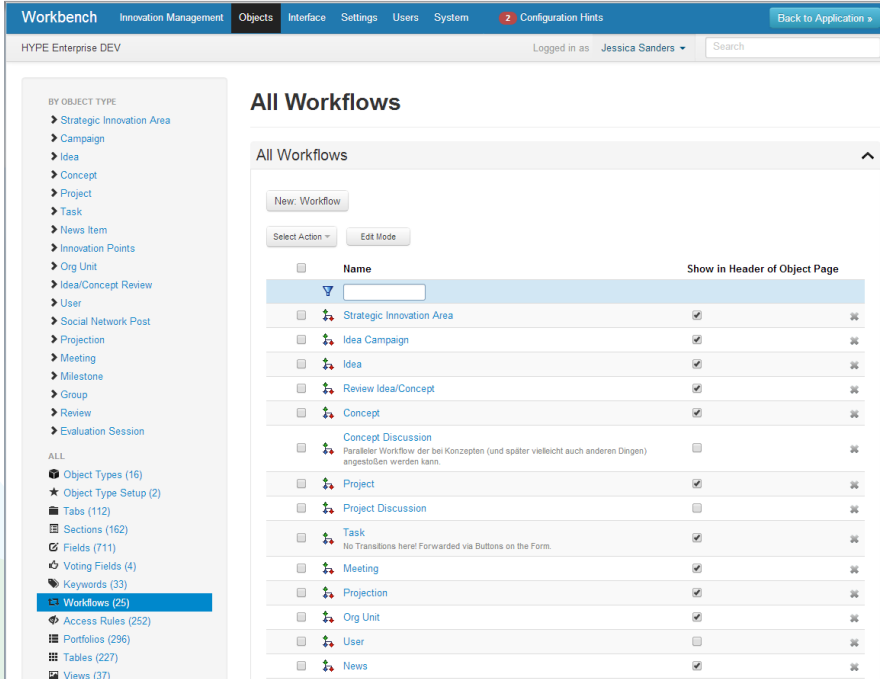كيف يمكننا تحسين ذلك؟

Multilingual Support

HYPE offers multilingual support for your online innovation program to give a globally located workforce the opportunity to participate in their native language. This includes translation into double-byte languages and right-to-left orientation.

HYPE Workbench

Customize your system simply by clicking and typing

The Workbench is a sophisticated editing tool, which allows you to create custom forms, workflow processes, events and actions, page displays, and access rules. Programming skills are not required, everything is done through drag and drop, and clicking and typing. Our consultants offer training for experienced clients – or simply implement your requirements for you.
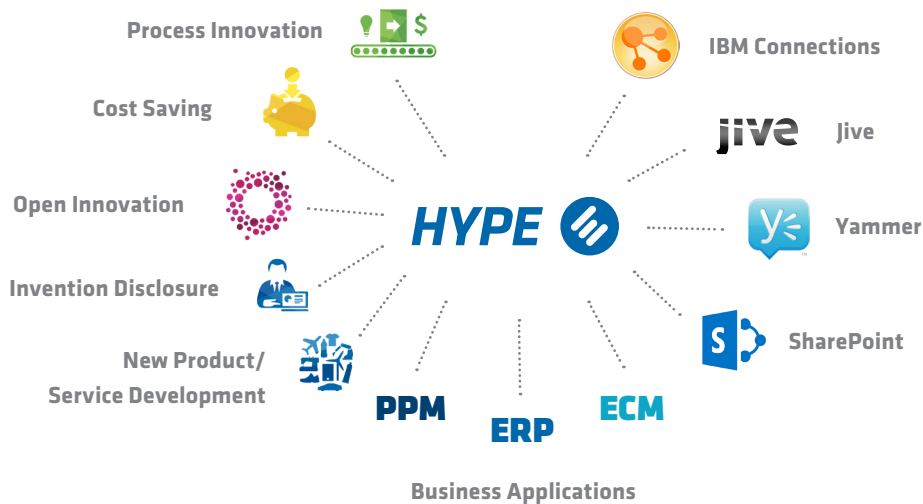
The Innovation Ecosystem

Integrate different flavors of innovation management on a single platform and link up to your most important business applications

Integrate all flavors of innovation

HYPE Enterprise allows for the integration of specialized processes for different innovation initiatives.

Integrate with your social enterprise platform

HYPE Enterprise comes with ready-made integrations for the leading social enterprise platforms.

Process Innovation

Cost Saving

Open Innovation

Invention Disclosure

New Product/
Service Development

HYPE

IBM Connections

Jive

Yammer

SharePoint

PPM   ERP   ECM

Business Applications

Integrate with your most important back-end applications

Our universal API allows for a seamless integration with any PPM, ERP, or ECM system your company may rely on. This ensures critical data is visible and measurable at any time and reduces time and effort to get the information you need.

Rely on HYPE Enterprise to create a secure innovation ecosystem which scales:

Scalability, demanding IT requirements, robust security, and system integration are made simple so you can focus on the job of making innovation happen.

- Whether you prefer **SaaS**, **hosted,** or **on-premise** deployment behind your firewall – we specialize in all three.
- Reduce access hurdles using our options for **single sign-on** and **LDAP** integration.
- Rely on access safety as we offer **SAML** connections and **IBM WebSeal** compatibility.
- Control access within the tool with our detailed **management system for access rights**.
- We support confidentiality to manage the challenging processes for IP and patent innovations with our **module for invention disclosures**.

Perspectives on HYPE

Hear from our clients

> "Our partner, HYPE, has given us the ability to engage innovation professionals on all levels of innovation quickly, ensuring that the highest quality ideas make it into our innovation programs, no matter where in the world or which division they come from."

Martin Ertl, Chief Innovation Officer, Bombardier Transportation

> "Nokia Solutions and Networks' innovation programs have generated to date over $1.7 Billion in new revenue – all managed through the HYPE platform. NSN has over 18,000 users in its community, has launched more than 67 campaigns, and has created over 4,300 ideas since they implemented HYPE's innovation software."

Fabian Schlage, Head of Idea and Innovation Management, Nokia

> "It's not only about innovation but also about directing, motivating, and measuring these efforts. The number of approved ideas in our HYPE platform has increased, because people propose better ideas every day. When people see their ideas working and functioning and becoming the new norm, then they and others around them become motivated to innovate more."

Rebeca Rivera, Innovation & Kaizen Manager, Casa Pellas

Leading Analysts about HYPE Innovation

Forrester Wave 2013 – Innovation Management Tools
HYPE Innovation has been cited as a leader in the market for innovation management tools by the leading research firm Forrester.

IDC MarketScape – Innovation Management Solutions
HYPE has been named a major player in the IDC MarketScape: Worldwide Innovation Management Solutions for 2013.

Info-Tech – Innovation Management Landscape
The Info-Tech Research Group names HYPE Innovation a champion in the innovation management solutions market.

Frost & Sullivan Award 2012
Based on their analysis of the end-to-end innovation management solutions market, Frost & Sullivan recognizes HYPE Innovation with the 2012 European New Product Innovation Award for its Innovation Management Software.

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