

**HYPE**  **INNOVATION**

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**Enterprise  
Software for  
Innovation  
Management**

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[www.hypeinnovation.com](http://www.hypeinnovation.com)

## 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 corporate 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.



Deutsche Post DHL

VORWEG GEHEN



Al Rajhi Bank



BOMBARDIER NOKIA

## 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.

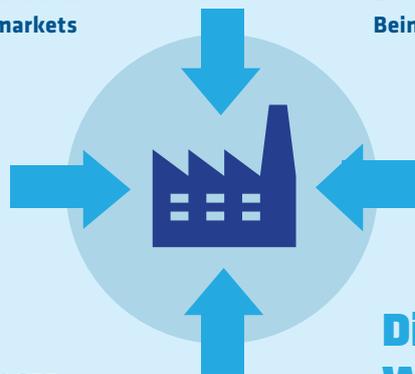
Typically those strategic goals fall into four broad areas:

### 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

## HYPE's Professional Service Team

### 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.**



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.

#### 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.

#### 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



Frank Henningsen,  
Executive VP Professional Services



Colin Nelson,  
Director of Enterprise Innovation Consulting



Christoph Sohn,  
Enterprise Innovation Consultant

## HYPE's Approach for Strategic Consulting

### What is strategic consulting?

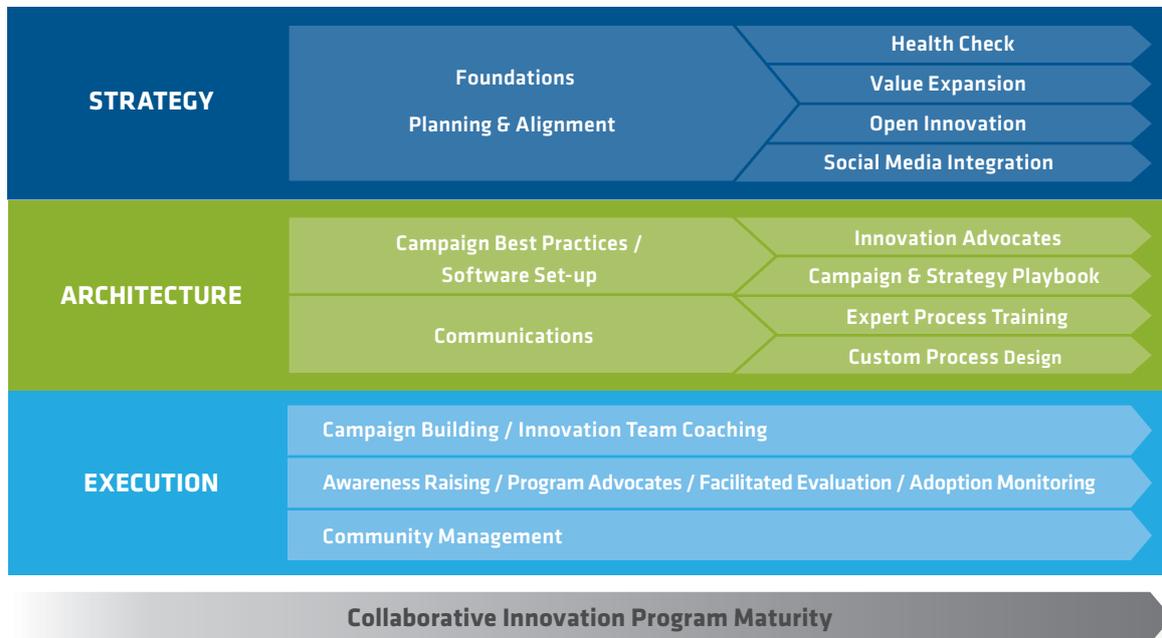
Running an enterprise innovation management program can be challenging – you're dealing with all the complexities of your organization: the culture, its processes, the willingness to engage in innovation activities, and the self-interests of those you need on board. In the past few years we've seen an 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 practice advice, templates, and robust process examples to keep your program vibrant.



# 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

**HYPE** SIMPLIFY INNOVATION

Welcome Jessica Sanders • Groups • Profile • Log Out

Your Page <sup>17</sup> Innovate Community Manage Innovation KPIs Demo Help Workbench <sup>1</sup>

### Game changers - disruptive ideas for the car industry

How can we radically change our approach to car manufacturing / transportation and create unexp...  
End of Idea submission: Jul 24, 2015, 11 Ideas

Submit Your Idea

How to contribute to the innovation initiative?

#### Innovation Stream

Filter

6 hours ago

Update in: **Game changers - disruptive ideas for the car industry**

»Thanks for your great participation - 5 game changing ideas in 24h is amazing! Please add your thoughts how we can make these ideas work, this makes the ideas even more valuable.«

Can we do without a dealer network?

It is a very successful and very common approach for a car manufacturer to have a dealer network. But if we look at other ...  
Idea Submitted By Paige Bryant, ... In: Game changers - disruptive ideas fo...

Keira Russell commented on **Blue Ocean Strategy: Build Cars for Adolescents**

»Hm ... so this is less of a technological innovation, but more of a business model innovation.«

Dr. Thomas Petersen commented on **Blue Ocean Strategy: Build Cars for Adolescents**

»Currently, there are quite a few companies (1. the one where you can rent private apartments for a few days and 2. the cab company with the black limousines)...«

Concept "GOTCHA - the Car Theft Prevention" will be pursued as a project

Concept "Parking space finder" will be pursued as a project

#### Please join our Innovation Program!

Welcome to the Innovation Hub. This is our corporate home for online collaboration, focused around innovation topics. Throughout the year we will be running campaigns that help us deliver better results against our strategic goals. We want you to be a part of it. This company has a rich history in innovation and I firmly believe that the more employees we can engage in our innovation activities, the stronger we will be. Be inspired, and join the initiatives at the Innovation Hub.

Andy Hertzfeld  
CEO

#### News

**Strategic vs. Tactical Innovation - Learn how to get the Balance Right**  
Jul 17 - Maya Martin

**Standard Solutions New Invention**  
Oct 22, 2013 - Erin Long

**Message from the CEO**  
Sep 17, 2013 - Gerald Jones

Show More News

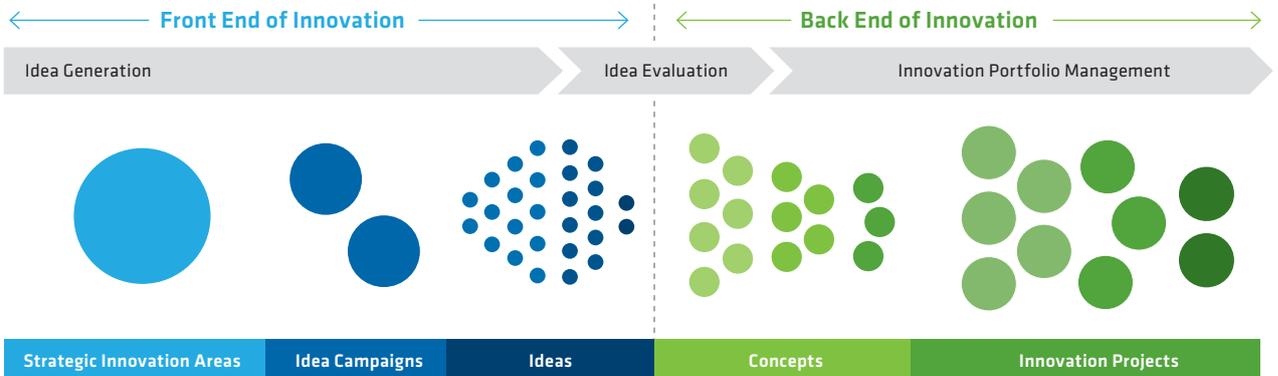
#### Help the company innovate in these strategic areas

Cabin Comfort

Connected Car

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

## What are the key elements of the process?

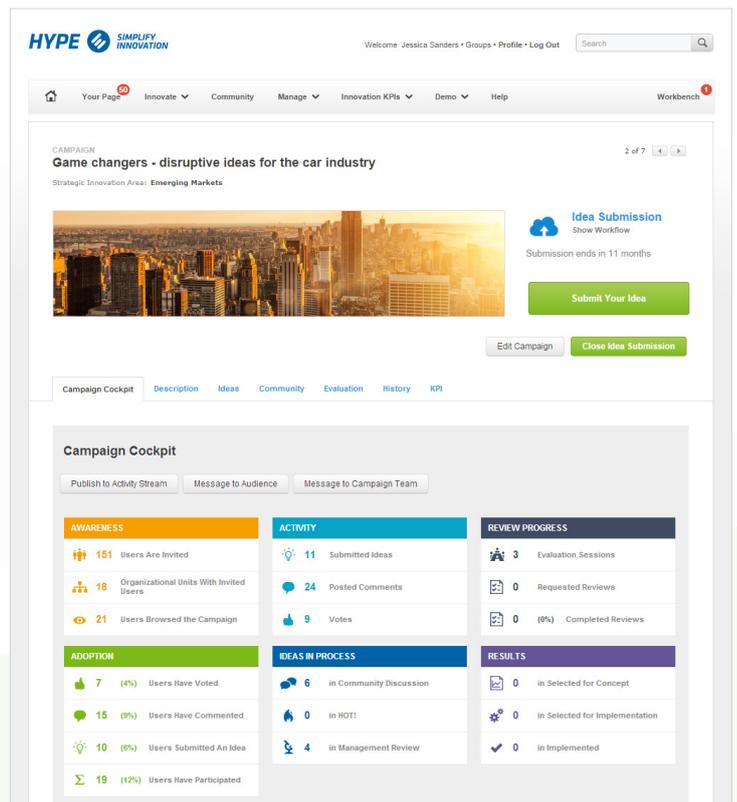


**Strategic Innovation Areas** define long-term innovation goals. They are a part of the corporate strategy and a top management domain. They help focus innovation initiatives across the company.

**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 prioritise 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 implementation?	Is it a sustainable Business?	Implementation Cost (1000 EUR)	Reviewer Comments	Weighted Score	Review Details
			0	0						Update	
-	-	Criteria Weighting	0	0		5	5	1	-		
🏆		Organic Ingredients	105	8	Community Discussion	☐ Yes	☐ Yes	Ø 250	3	3.5	▼
🏆		Provide especially Designed Kitchen Ware	37	5	HOTI	☐ No	☐ No	Ø 600	3	3.5	▼
🏆		Same-Day Delivery Service	12	0	HOTI	☐ Yes	☐ 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	☐ Yes	☐ Yes	Ø 250	3	3.5	▼
🏆		Smaller Packages for Singles	37	5	Community Discussion	☐ No	☐ No	Ø 600	3	3.5	▼

The screenshot displays the HYPE Enterprise web application. At the top, there is a navigation bar with 'Your Page', 'Innovate', and 'Help' options. The main content area is titled 'Part ownership of cars' and includes a 'Concept Description' tab, a 'Discussion (0)' tab, and an 'Evaluation' tab. The 'Evaluation' tab is active, showing a green progress bar and a 'Forward to Business Case' button. Below the description, there are sections for 'Financial Estimation' and 'Marketing Review'. The 'Financial Estimation' section includes a table with the following data:

Description of Financial Estimation	
Estimated Revenue/Savings	9,000 (\$)
Estimated CAPEX	90 (\$)
Estimated OPEX	1,400 (\$)
Estimated Total Investment	1,490 (\$)
Estimated Profit	7,510 (\$)

The 'Marketing Review' section includes a table with the following data:

Marketing and Sales Strategy	
Estimated Market Size	\$20m - \$100m
Estimated Market Share	Less than 5%
Estimated Market Share of Competitor	between 5% and 10%
Estimated Customer Benefit	Very high

On the right side of the interface, there is a 'TOOLS' dropdown menu, a 'CONCEPT AUTHOR(S)' section with a profile for 'Sheridan, Nicole', and a 'CONCEPT STATUS' section with a green 'Evaluation' button. Below this, there are buttons for 'Forward to Business Case', 'Reject', and 'Open Discussion'. The 'SOURCE IDEA' section lists 'Part Ownership of Cars' by Khattab Al-Ali, and the 'RESPONSIBLE INNO. MANAGER' is 'Sanders, Jessica'. The 'RELATED CON-' section lists 'Food Delivery Service Partnership' and 'Automated Logistics'. The 'RECENT VISITORS' section shows a list of user avatars.

## 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.

The screenshot shows the 'Your Bookmarked Reports' section of the HYPE Enterprise interface. It lists four bookmarked reports, each with a small icon, a title, and a share date:

- Global: Concept Bubble Diagram (used in Menu Reports and Menu Dashboard Concept Overview)** Shared by Sanders, Jessica on 03/07/2013
- Top Innovators** Shared by Super-User, Susi on 03/17/2014
- Projects Financial Overview** Shared by Super-User, Susi on 03/17/2014
- # Processing Measures 02 Status Ideas Current** Shared by Sanders, Jessica on 03/17/2014

**أضف عناصر العرض والزينة لتشكيلة المواد الغذائية**



بإمكاننا جعل الأطعمة المجمدة تبدو أكثر جاذبية، من خلال إضافة بعض العناصر الصغيرة، مما يعطي للزبان شعوراً بأنهم يتناولون غداً أو عشاءً احتفالياً حتى وإن كانت مجرد أطعمة مجمدة.

كيف يمكن لها أن تبدو إداً؟

يمكنك إعادة استخدام العلاف كلوجو للعرض و التقديم  
أضف بعض الأعشاب العطرية كلمسه أخيرة  
أضف أفكار جديدة! ...

تعليمات

كيف يمكننا تحسين ذلك؟

أضف تعليقك هنا

إضافة تعليق إلغاء إرفاق ملفات

## Multilingual Support

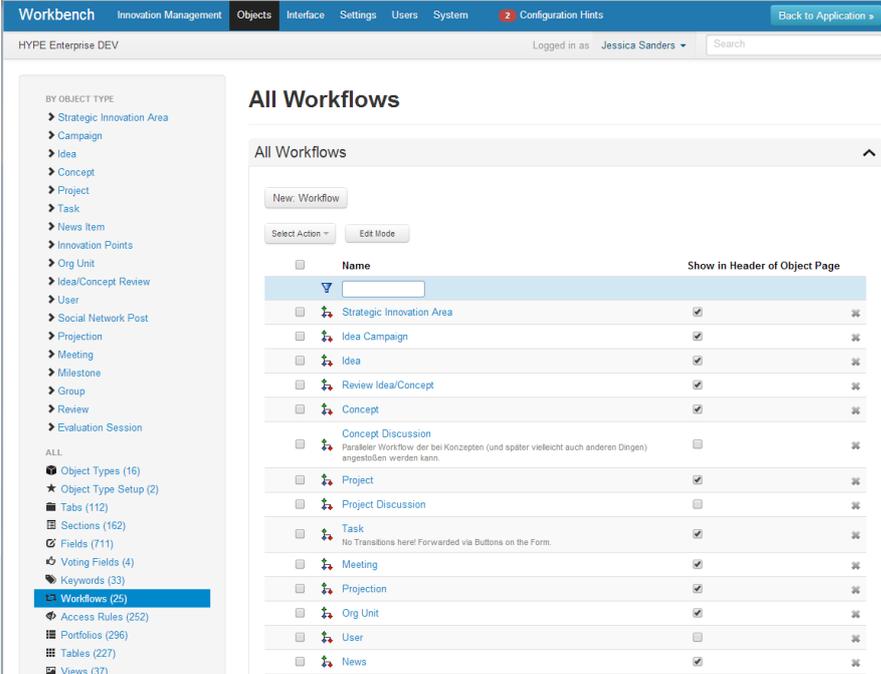
HYPE offers multilingual support for your online innovation program to give a globally located workforce the opportunity to participate in their native language. This includes translation into double-byte languages and right-to-left orientation.



## 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 screenshot shows the 'Workbench' interface with a navigation menu on the left and a main content area titled 'All Workflows'. The navigation menu includes categories like 'Strategic Innovation Area', 'Campaign', 'Idea', 'Concept', 'Project', 'Task', 'News Item', 'Innovation Points', 'Org Unit', 'Idea/Concept Review', 'User', 'Social Network Post', 'Projection', 'Meeting', 'Milestone', 'Group', 'Review', and 'Evaluation Session'. The 'Workflows' category is selected, showing a list of 25 workflows. The 'All Workflows' table has columns for 'Name' and 'Show in Header of Object Page'. The table lists various workflows such as 'Strategic Innovation Area', 'Idea Campaign', 'Idea', 'Review Idea/Concept', 'Concept', 'Concept Discussion', 'Project', 'Project Discussion', 'Task', 'Meeting', 'Projection', 'Org Unit', 'User', and 'News'. Each row has checkboxes for selection and a trash icon for deletion.

Name	Show in Header of Object Page
Strategic Innovation Area	<input checked="" type="checkbox"/>
Idea Campaign	<input checked="" type="checkbox"/>
Idea	<input checked="" type="checkbox"/>
Review Idea/Concept	<input checked="" type="checkbox"/>
Concept	<input checked="" type="checkbox"/>
Concept Discussion Paraleler Workflow der bei Konzepten (und später vielleicht auch anderen Dingen) angestoßen werden kann.	<input type="checkbox"/>
Project	<input checked="" type="checkbox"/>
Project Discussion	<input type="checkbox"/>
Task No Transitions here! Forwarded via Buttons on the Form.	<input checked="" type="checkbox"/>
Meeting	<input checked="" type="checkbox"/>
Projection	<input checked="" type="checkbox"/>
Org Unit	<input checked="" type="checkbox"/>
User	<input type="checkbox"/>
News	<input checked="" type="checkbox"/>

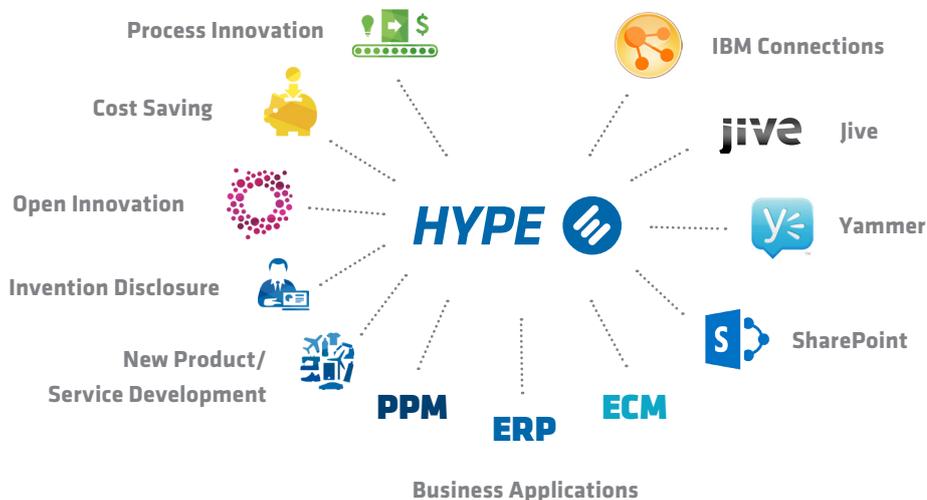
## Integrate different flavors of innovation management on a single platform and link up to your most important business applications

### 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.



### 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.

#### **HYPE US Headquarters**

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