

HYPE Innovation App for Jive



Bring innovation management to Jive!

As the leading social business platform, Jive is the central place where employees meet online to collaborate. This diverse and spontaneous networking makes Jive a true hotspot for innovation. To tap into this potential and drive more innovation, you need a way to collect and manage the ideas.

The HYPE App for Jive allows you to do just that, with its best-practice approach for structured innovation campaigns, and a focus on delivering results through a staged funnel. HYPE's process has been proven in hundreds of scenarios across industry sectors. With HYPE for Jive you combine the best of social business collaboration, and rigorous innovation management.

The screenshot displays the HYPE Innovation App interface within the Jive platform. The main content area features an idea campaign titled "How can we sell frozen food in a premium segment?". The campaign details are visible, including the campaign sponsor, Joanne Anderson, and the campaign manager, Sue Glaynor. The campaign description reads: "Competition is getting tougher and tougher in the frozen food low prize segment, so we consider expanding into new markets. Our goal is to make premium-priced frozen food attractive for the wealthy! So think without boundaries: How can we make frozen food appealing? We are looking for product ideas, marketing ideas, packaging ideas, innovative distribution channels, point of sale presentation. Please think open first. Commentators could suggest how to make this possible with our current setup ... You all know the boundaries of frozen food production - how can we still make these ideas into reality? The process will look like this:". The interface also shows the closing date for submission (06/01/2013) and the closing date for community graduation (06/01/2013). The campaign team is visible, including the evaluation team and innovation advocates. The interface is clean and organized, with a navigation bar at the top and a search bar.

Idea campaign in Jive

Campaign details available with a click

A **Campaign Sponsor** adds credibility

Generous layout for banner and description

The **campaign team** at a glance

Related campaigns to consider

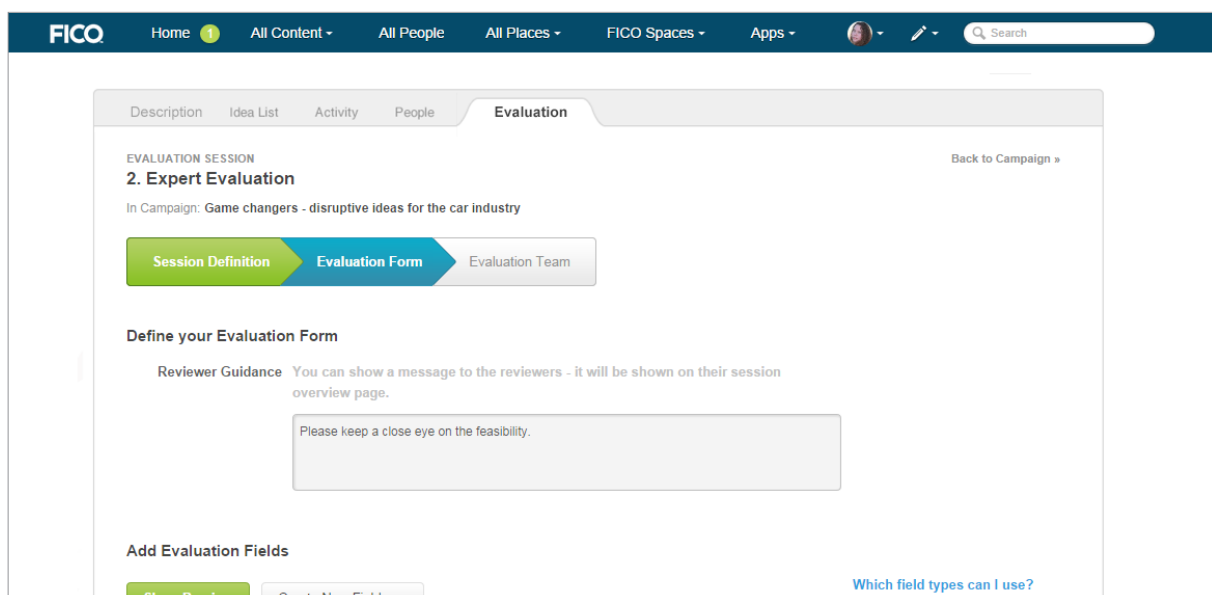
Visit us at www.hypeinnovation.com today and learn more about innovation!



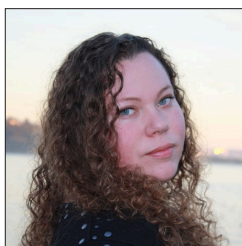
FICO is using HYPE to enable ideation within their Jive platform:

- The HYPE App looks like just Jive, which removes any access hurdles for employees.
- Ideas are generated through campaigns, which focus on specific topics and themes.
- Ideas are then transferred to HYPE's back-end tools for processing.
- Evaluation, decision making, and execution upon ideas is conducted using the HYPE platform.
- HYPE then communicates the progress of ideas back to the authors in Jive.

HYPE's upcoming new release of the App takes this integration even further. The complete innovation workflow is now actionable directly within Jive, so campaign sponsors can evaluate and select ideas without having to leave the Jive system.



The intuitive evaluation wizard guides you step by step through the setup



Candida Rodriguez
Enterprise Community Manager, FICO

“Jive integrates with HYPE Innovation, giving us the one-stop platform we want for our employees, plus a powerful back-end to manage the ideas from submittal to actuality.”

About HYPE Innovation

www.hypeinnovation.com

HYPE Innovation is a global leader in full-lifecycle innovation management software. HYPE's powerful platform allows organizations to engage thousands of people in idea generation

and collaborative problem solving. Our client community includes global companies such as GE, P&G, Bombardier, Nokia, Daimler, Airbus, General Mills, and Deutsche Post DHL.

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