HYPE

Choosing an Idea Management Solution
The Buyer's Guide

Best practices and tips on evaluating and choosing an idea management vendor

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Introduction

The meaning of innovation management hast changed in the recent years. Today, the term comprises dedicated disciplines around strategy building, trend and technology scouting, as well as corporate venturing and partner relationship management. However, the original discipline, and still the best way to start a sustainable innovation program, is systematic, campaign-based ideation.

Innovative, communications-savvy companies can surface new ideas from inside or outside the organization, quickly test and validate concepts, and bring them to market quicker than ever before. And sustainable idea management is no longer a strategy limited to enterprises with big budgets. The entry level to step into collaborative innovation is attainable for many.

Today the question for many organizations – whether you work for a startup, family business, enterprise, munici-pality, hospital, or university – is:

How can I effectively foster a culture of collaboration and innovation to harness great insights and ideas from inside and outside of my organization and turn them into game-changing products, services, and solutions?

Idea management is the end-to-end process of driving inspirations and ideas from a relevant community all the way through to concept development and value creation. The result can be new products and services (or enhancements to existing ones), process improvements, or cultural change within an organization or ecosystem.
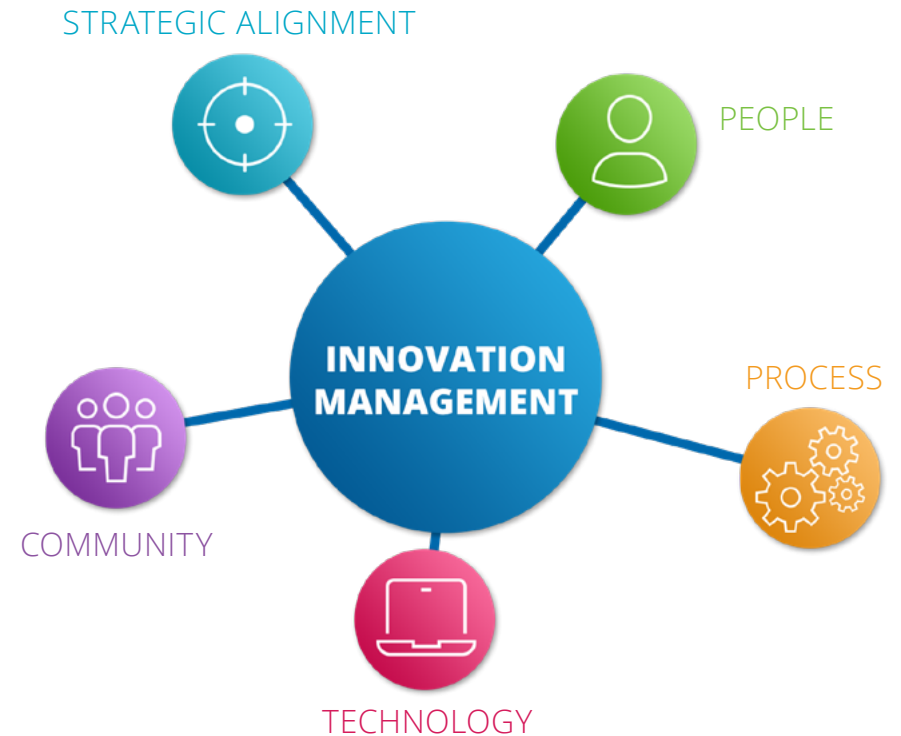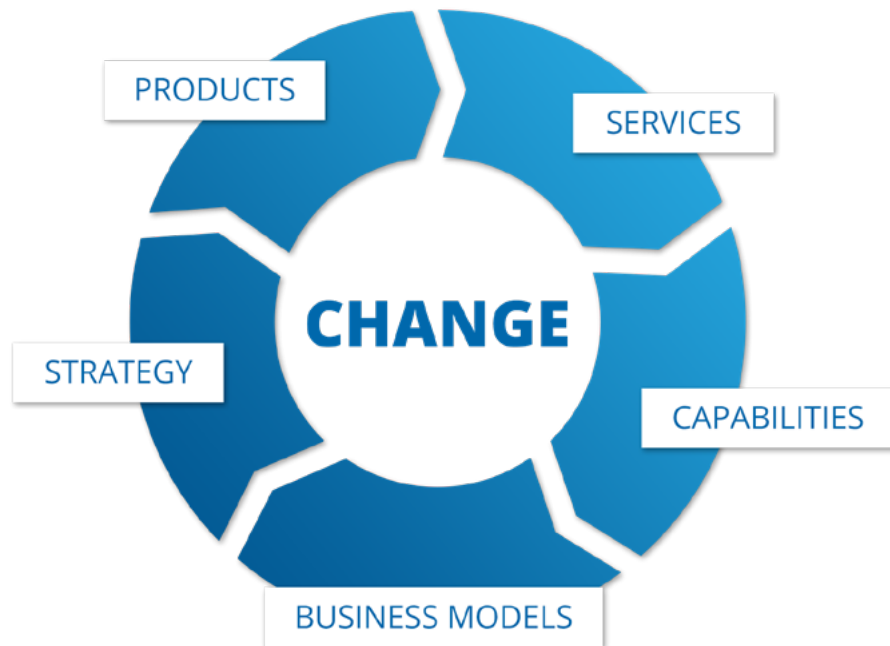
To successfully harness innovation, it requires a cohesive, structured strategy, direction, and focus which brings people, processes, and technology together to facilitate idea generation at the front-end and execute on value-creation at the back-end.

Technology is a critical enabler in managing a successful, scalable ideation program. Many organizations start simple and small – initially using spreadsheets, shared drives, and a mix of platforms to collect ideas and manage innovation projects. But, most innovation professionals realize the limitations of this approach. Lack of transparency, difficulty in managing volumes of input, and security challenges (especially in receiving and processing insights from external parties) are all obstacles.

In recent years, innovation management software has evolved to become adaptable and affordable to many businesses. Consequently, the software industry has exploded with a myriad of solutions and technology platforms.

As organizations use software applications to identify and develop new ideas, as well as find a broader range of views, insights, and knowledge for their innovation programs, common questions arise:

- *How does software help support the process?*
- *What actions are needed to ensure the software is used correctly and delivers value?*
- *How can I ensure the technology I chose is scalable and multi-purpose to support a variety of needs today but is also sustainable for future growth?*

Having a platform that offers the functions you need is vital for your innovation performance. Still, the success of your innovation efforts strongly depends on how the stage for innovation is being set:

- *Do you have a clear view of your innovation goals and strategic objectives?*
- *Have you defined your strategic innovation areas?*
- *Have you specified ownership and governance of the innovation portfolio?*

Key success factors for managing ideation at scale are similar for both small and large organizations. So, it is important to consider which technology provider will deliver the most value for their customer. The value is not only with the software alone, but also in supporting the culture and process of engaging your employees, suppliers, and partners across your innovation process.

Companies that have developed sustainable online innovation programs consider the following five aspects when evaluating their options and selecting a vendor: **strategic alignment, people, process, technology, and community.**

In this guide, we will help you assess your needs in each area. We'll provide tips about key criteria to consider in your evaluation and advise you on what to look for in vendor support.

TOP 10 CRITERIA TO CONSIDER WHEN SELECTING AN IDEA MANAGEMENT PLATFORM

Does the platform you are considering do the following...

1 Enable an organization to make innovation repeatable at scale

2 Handle large amounts of diverse input and valuable ideas

3 Stimulate the exchange and capture of in-house knowledge and expertise

4 Offer transparency to everyone involved about the process and actions taken

5 Allow input from contributors inside and outside the organization in a manner that's both secure and controllable

6 Enable collaboration and idea management in a secure environment

7 Provide structure and support a defined process for front- and back-end innovation

8 Provide good value for money and be affordable for both large and small organizations

9 Integrate with other systems – like SharePoint, Yammer, Jive, ERP, PPM, ECM

10 Provide flexible options for use – e.g., out-of-the-box solution or customizable for your process

5 KEY ASPECTS OF SELECTING A SOLUTION

STRATEGIC ALIGNMENT

INNOVATION MANAGEMENT

A myriad of educational programs, literature, playbooks, guidelines, and other thought leadership is available for innovation professionals to help them as they develop and implement a strategy which is unique to their organization and suitable for their needs. In this section, we will not recommend a specific strategy or innovation model. Instead, we will advise on the importance for innovation teams to gain strategic alignment throughout their organization, irrespective of which innovation model or practice they choose.

Launching an idea management program might seem like a straightforward task – deploy a tool to collect ideas, ask employees to submit them, vote and comment, and presto you're on your way to fostering a new culture of innovation.

In reality, those who have been through the process know it's a different proposition. To realize tangible benefits which positively impact the business and facilitate a culture of innovation, you must consider and work through a wide range of aspects. Depending on your organization's culture, some of those will be straightforward, and some will be harder.

These can include:
- Aligning the idea generation activities to the goals of the business and the specific needs of executives
- Bringing executives on board as sponsors, and educating and training them
- Working with middle management layers to work towards the same innovation initiatives
- Developing a roadmap that offers a pragmatic journey of change, demonstrating business value quickly while supporting the longer-term ambitions of the company
- Creating a framework for engaging with external contributors, including legal and IP aspects
- Building a communications plan that generates excitement and creates credibility
- Defining idea evaluation and decision-making processes and guidelines
- Working with sponsors to ensure successful ideas are taken through to implementation phases, and closing the feedback loop for transparency on the full lifecycle of an idea
- Defining your governance and reporting in the short, medium, and long term

And this is just at the macro level of your program. At the micro level, you have additional steps to work through for every idea campaign, with the needs of the individuals involved. If you want your program to grow and be self-sustaining, then you'll also need to consider how these aspects can be managed effectively without you or your team's direct involvement.

There are so many challenges and opportunities to focus on that it can become easy to be distracted and not stay aligned to a strategy. This is where the **Collaborative Innovation Canvas** comes in. It's designed to help innovation teams focus on the key aspects of their program – both at the macro and the micro level – and to continuously assess the health of the program.
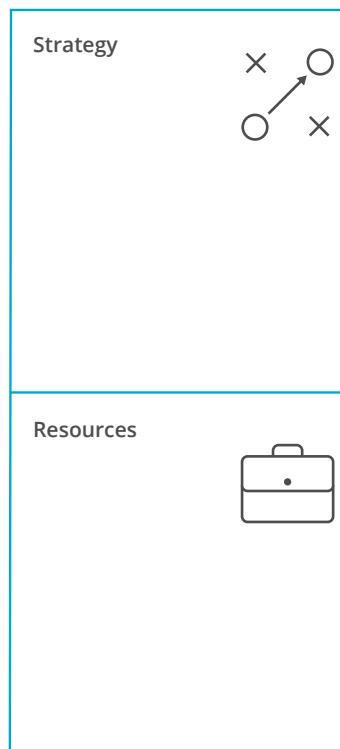
Collaborative Innovation Canvas

The idea of the Canvas is inspired by Osterwalder and Pigneur's Business Model Canvas, which is a way to describe a business model on a single page for individuals to discuss and collaborate on.
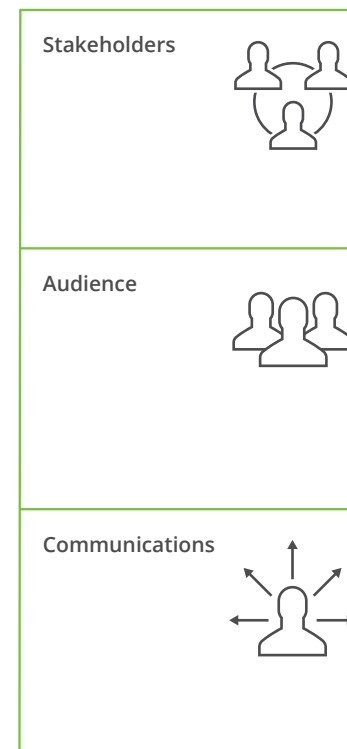
The same benefits of the Business Model Canvas can also be applied to the Collaborative Innovation Canvas, namely:
  • Display a visual grammar that everybody can understand and share
  • Capture the big picture to help grapple with the inherent complexity of innovation programs
  • See the significant relationships at play which make innovation programs successful
  • Provide a collective reference point to return to
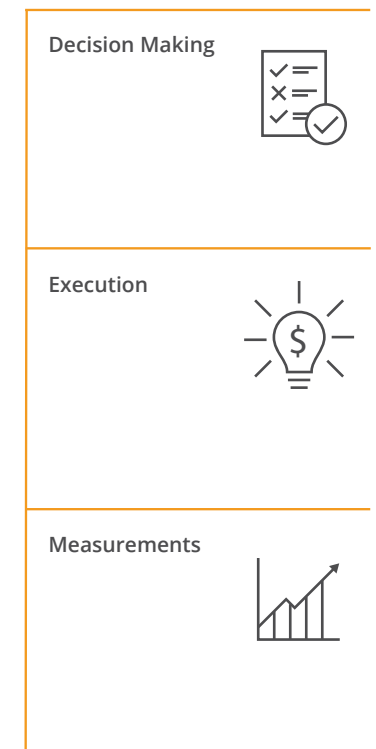 • Create a joint understanding

ALIGNMENT

Strategy

Resources

PEOPLE

Stakeholders

Audience

Communications

PROCESS

Decision Making

Execution

Measurements

Source: HYPE Innovation Collaborative Innovation Canvas

The Canvas is based on three pillars – **Alignment, People, and Process** – which are the fundamental driving forces behind a successful idea management program. Within those three pillars, there are eight specific areas which play a critical role in shaping the success or failure of any program. In summary, those three areas constitute:

• *Alignment of the activities to the core business goals and needs* – without which an initiative will likely starve and eventually die. Creating close alignment means you are in step with the company direction and are helping find ways to support that direction through innovation. It's the fastest way to build acceptance and momentum while retaining an edge for creativity and exploration. It is important to consider how the idea management program is aligned with overall company strategy goals for innovation and what resources are necessary to support it.

• *People are central to any innovation activity*. You need the diversity and creativity to generate novel ideas, and you need the discipline and know-how to see them through to implementation. Building a culture which can easily flex between both worlds is the Holy Grail for innovation management. This involves the following three elements:
    - A way to assess needs, evaluate results, and manage expectations from stakeholders
    - A process to engage and facilitate participation from your audience
    - Tools for transparency in the process and effective communication about the program

• *Processes are what drive repeatable success with idea management*. They are also what enables innovation to be part of the day job. The right methods can turn a limited-scope ideation program into a systematic, widely adopted, and sustainable business activity. Critical areas for the innovation and leadership teams to assess and review include decision-making, evaluation, and measurements.

For detailed information about the Collaborative Innovation Canvas and how to apply it within your innovation program, we welcome you to download the Collaborative Innovation Canvas paper at https://i.hypeinnovation.com/learn/reports/canvas.
Also, hear from Liberty Global about how they put their strategy into action.

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We positioned HYPE as the tool where we could apply performance metrics, surface critical data, and provide real-time dashboards to the executive team. This really sold the platform to the business, and HYPE has since become our tool of choice for our corporate margin improvement program."

Joe Ramos, Continuous Improvement Lead - ConocoPhillips

PEOPLE

Organizations need to master techniques for effective collaboration, across divisional boundaries, geographic locations, and beyond the organization itself. These techniques for collaboration allow us to:

- Find different ideas and insights from diverse or large groups of people
- Encourage collaboration between people to build and improve upon those ideas and insights
- Use a combination of community opinion and expert knowledge to assess the content
- Use the content to act on business opportunities and problems

Although it might be stating the obvious, it is a fact worth highlighting: **People** are core and the center of your ideation program. They are the ones that carry the seeds of new products and business models in them and therefore are your greatest asset. When it comes to the innovation crowd, there are three groups of people you need to take care of: idea contributors, the innovation team, and campaign sponsors/stakeholders.

The idea contributors

Having people contribute ideas and share knowledge with the company on a regular basis is a challenge. You can meet this challenge by creating a culture of innovation. But how can you accomplish this change, especially considering that innovation is often not on the priority list – particularly when factoring in struggles for budget and resources?

The key is to deliver a seamless and engaging experience for the crowd. To create a compelling innovation atmosphere, you need to inspire your audience and give them the feeling that they are participating in something great – in a program that changes the company. This is not easy.

However, greatly designed software can help to address these needs. Advanced idea management platforms are going beyond simple facilitation of the idea sourcing process. Instead, they provide structure and features to help and support the idea contribution and the overall involvement in ideation programs. This may include:

- A superb user experience, with intuitive structure and functionality, following the latest developments in design
- Real-time insights about trends of mega, macro, or micro scale to drive inspiration and bring focus and context to idea generation
- Brainstorming sessions for inspiring the production of new insights
- On-platform collaboration to jointly submit and develop ideas
- Early-stage evaluations and feedback sessions to involve your contributors in the review process and leverage the crowd's knowledge

Technology should really be there to empower people and support them in what they do; it should not be a demotivating administrative burden.

The innovation team

The performance of your innovation initiative depends on your innovation team and their ability to manage the ideation process and platform. To best support them, you need to look beyond software as the single solution to the challenge. Instead, choose a vendor that provides ongoing support and offers:

- Coaching and training to successfully manage the innovation platform
- Knowledge, tactics, and best practice advice about how to engage and support the crowd
- Access to a network of peers to exchange with other innovation professionals
- Opportunities for continuous education, such as forums, webinars, blogs, white papers, etc.

The campaign sponsors

Campaign sponsors – together with management stakeholders – are key individuals involved in supporting your organization's program and innovation in general. An ideation platform can struggle to gain sustainable traction if senior stakeholders and campaign sponsors are not fully supportive and engaged in the process.

Campaign sponsor involvement is critical – especially if the sponsor of a campaign or online challenge is a senior manager or in your company's leadership team. Bringing them into the process at the start is crucial – as is keeping them engaged during audience participation and in final idea selection and communication.

This is a reciprocal process for sponsors and stakeholders: meaning, your platform needs to have the capabilities to surface relevant information easily, to provide a secure and trusted channel for communication, and to create on-demand reports with actionable and meaningful data.

Key software capabilities include:
- Flexible, secure, and open platform for internal ideation and external collaboration with customers, suppliers, and partners
- Integration into corporate intranets and collaboration sites, such as SharePoint
- Integration with back-office systems like CRM, ERP, or PPM

Fujitsu's Active8 innovation platform is an excellent example of how this ecosystem works in practice. Active8 is the official corporate site for customer-focused collaboration and is accessible to Fujitsu's 156,000 employees worldwide. However, the innovation team has also opened the platform for external ideation: communities include suppliers, customers, partners, universities, industry advisors, and technology experts. Active8 also integrates with Salesforce, Fujitsu's company-wide CRM. All Activ8 innovation projects are tagged to the relevant CRM account and included in account reporting. This includes financial numbers related to innovation.

Read about Fujitsu's Active8 Innovation Program to learn more.

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Active8 shows how our customers absolutely expect us to be innovating with them. As a minimum, we have strengthened the customer relationship. And, we can also say that this was one of our differentiators in winning work.

Innovation is now ingrained into the fabric of how we do business. The investment in the HYPE software as a platform for our innovation projects paid for itself ten times over in the first year of use alone."
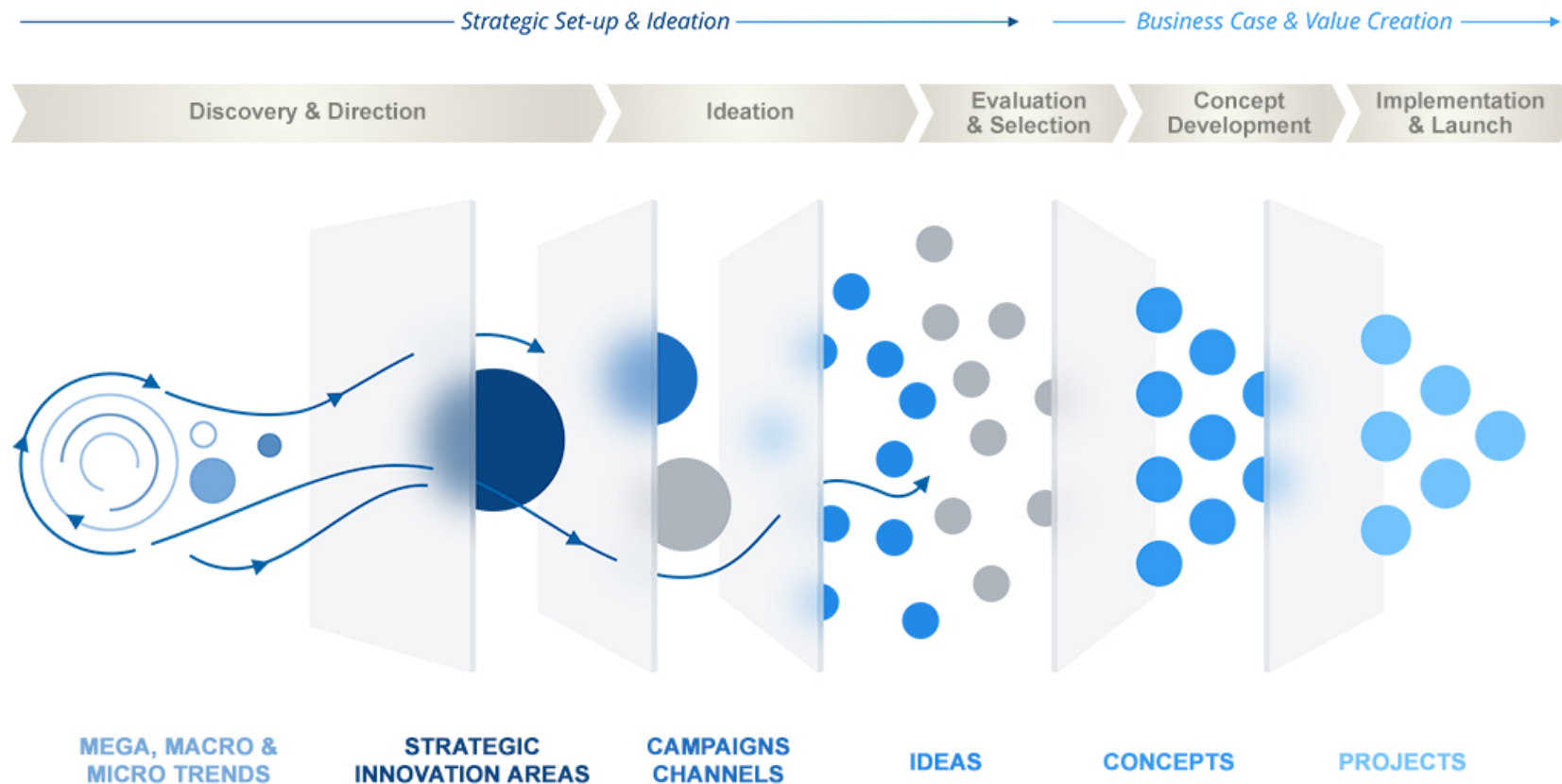
Joachim Box, Director of Innovation - Fujitsu

PROCESS

The ideation process is the backbone of your idea management initiative. It is the framework for translating ideas into actionable concepts and executable business cases.

Strategic Set-up & Ideation — Business Case & Value Creation

Discovery & Direction | Ideation | Evaluation & Selection | Concept Development | Implementation & Launch

MEGA, MACRO & MICRO TRENDS | STRATEGIC INNOVATION AREAS | CAMPAIGNS CHANNELS | IDEAS | CONCEPTS | PROJECTS

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Most companies follow a general two-phase ideation process, comprised of:
- Strategic setup and ideation, where idea discovery, collaboration, and generation take place
- Business case and value creation, where ideas are being refined and developed towards implementation

If you are engaged in large-scale ideation and innovation, you need a structured platform and process to convert ideas into revenue-generating, cost-reducing, or business-impacting initiatives (products, services, improvement, etc.).

Depending on the innovation objectives, either phase may be sufficient on its own. However, in combination, they offer cumulative value. For instance, sourcing ideas on cost reduction can provide quick wins through the front-end process.

But as your innovation ambitions grow and your ideation program matures, you'll need a process that brings more disruptive value by joining both the front- and back-end of innovation together. "Big" ideas, like disruptive products and new business models, need a more detailed analysis, concept management, and implementation.

On top of this "end-to-end" capability, a process should:
- Be based on practical experience with real innovation projects and continuously optimized
- It should offer transparency on the transition of ideas throughout the innovation funnel
- Offer effective monitoring of the development of ideas through real-time reports
- Provide for tailored KPIs and idea assessments workflows that meet the organizational requirements.

TECHNOLOGY

Strategy, people, and process need to be backed by a reliable, state-of-the-art software platform. It is important that it allows for both rigor and flexibility. Rigor means you have clearly defined process phases, responsibilities, and measures. You want to encourage idea sharing and discover the best ideas early on. You also need to move ideas quickly from diamonds in the rough towards results that align with your corporate strategy.

However, your ideation process also needs to be flexible in some areas. For example, depending on the challenge you would like to solve, you need to be able to adapt your audience and apply the right evaluation tools.

When assessing innovation management solutions, consider the following factors:

Is the solution scalable?

When first starting off with ideation, we see companies operating small-scale and rather locally by including only employees as participants. But as idea management programs scale up, so does their reach – expanding to distant locations, and to customers, suppliers, and partners.

To ensure long-term innovation success, an idea management software should able to scale accordingly and be able to:
- Handle the growing number of participants
- Handle large amounts of inputs
- Host multiple campaigns of various scale and focus simultaneously
- Support complex networks of internal and external participants securely and in a straightforward way

Can you brand and connect the software with collaboration tools your organization is already using?

The success of an idea management solution depends on the degree of adoption and engagement. In other words, if it's not being used, it would hardly return any results. And, as people are usually set in their ways, introducing yet "another" tool within the company may be challenging. An efficient solution will make the adoption process as seamless as possible by:

- Allowing for the integration with collaboration and communication tools that your company is already using (SharePoint, Jammer, Jive, IBM Connections, etc.), benefiting from already developed channels where the engagement is high
- Offering a user interface in line with the company branding to provide a more familiar user experience

Does the software provide the needed level of security?

Your innovation data gives you a competitive advantage. You might even look at potential new patents among your submitted ideas. Your vendor should offer secure authorization functionality. Ideally, it should provide trusted certifications.

As your ideation program matures and your innovation crowd expands inside and outside of the organization, there are several access scenarios that the software platform should be able to respond to:

- **Exclusive campaigns**. Does the platform support campaigns with only a select group of participants?
- **Idea confidentiality.** Who can see what? Can you make confidential ideas "invisible" to other participants in the campaign (and platform)?
- **Support separate communities**. Can you innovate with different groups, independently from each other?
- **Open innovation**. Can the platform ensure a secure involvement of external contributors – customers, suppliers, and partners?

Can you integrate the software with business systems like CRM, PPM, and ERP platforms?

The relevance of an idea management solution increases significantly when the software integrates with business-critical or back-office systems. Data residing in "information silos" is data unseen by other systems (aka "dark data").

The ideation software platform can collect a myriad of data, such as customer or user preferences, product specifications, location, and time-dependent data. Sharing this data with other business and BI systems can deliver rich analytic capabilities, enabling key stakeholders to derive better insights or make more informed decisions. Your innovation management solution should be able to integrate with the business platforms where your client, product, or financial data resides.

Examples include:

- **Connecting your innovation and CRM platforms** (like Salesforce or Microsoft Dynamics) enables users to register and track open innovation activities with customers or partners. Sales teams can track the value created from open innovation initiatives with current customers and partners or win new business by proposing collaborative solutions.
- **Integrating with product data in your PPM platform**. Aligning, concepting, and prototyping activities with the relevant product portfolio provides better product insights and enhances decision-making. It also saves money and increases efficiencies by surfacing potential product improvements or highlighting potential redundancies.

COMMUNITY

INNOVATION MANAGEMENT

Finally, idea management programs are more than just a software platform, and it takes more than plugging in a tool to generate the ideas your organization seeks. It is hard to overstate the importance of engaging with industry peers and colleagues for guidance and exchange. Many innovation managers reference regular community engagement as a key to their success. This is especially true for small teams (or, for some innovation managers, a "team of one"). Therefore, when comparing different vendors, you also want to explore their community – of customers, innovation experts, and technology, education, and content partners.

In your due diligence, you will want to assess whether the vendor offers:
- A broad portfolio of clients with different sizes and types of innovation communities
- Experience with clients from a wide range of industries
- Endorsements from third-party research firms (e.g., Forrester and Gartner)
- Expertise in working across geographic regions, multiple languages, and cultures
- A vibrant community of innovation professionals, enthusiasts, and experts

You should be able to easily find references, resources, and tools to support your ideation program in general and for expert guidance in specific areas of the ideation process. As you will be closely working with the vendor and their team, it is worthwhile to explore their innovation community in as much detail as time and resources allow. After all, this is a platform which will help you guide innovation within your organization for years to come. Therefore, if possible, before you select a vendor for your information management program, you should try to do all or most of the following:
- Interview several current customers (as a reference, we have included a list in the appendix with some suggested questions for your discussion)
- Engage in an online forum discussion – or at least read a few articles from their blog
- Listen to a podcast or webinar
- Attend a user group meeting or forum (note: this is the best way to get a feeling for whether a vendor is a good fit)

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HYPE is more than just a product sold, they're like a close colleague. I've never had a question, challenge or concern that I've brought to HYPE that I didn't walk away feeling that they provided me with the right tips and tools for my own innovation program, and therefore my own success. It's a unique partnership that I truly value."

Sarah Kelly, Innovation Program Manager - Liberty Global

VENDOR COMPARISON CHECKLIST

To make it easier for you to evaluate vendors and identify the best fit for your organization, we created the following checklist for vendor comparison. A good fit would be when the software vendor providing the technology is also able to give you the tools, processes, and community platform to help you drive success with your ideation program.

STRATEGIC ALIGNMENT - Does the vendor:

- Have deep experience with a wide range of innovation initiatives, such as open innovation programs with a client's partners, customers, or suppliers? Or continuous improvement programs for process improvements or cost savings?
- Have use cases and customer examples to help sell the benefits of collaborative innovation to senior managers or potential campaign sponsors?
- Guide your team in how to manage cultural change when introducing online innovation to your organization?

PEOPLE - Does the solution:

- Support both targeted, time-limited idea campaigns and always-open idea channels?
- Enable identification of peer groups and subject matter experts?
- Support creativity techniques to combine physical workshops with virtual ideation?
- Handle customer, supplier, partner, and employee groups in parallel?

Can participants:

- Engage in discussions with other idea contributors on specific topics, insights, findings, and questions?
- Comment and collaborate on others' ideas in a structured, targeted manner?
- Seek support for their ideas by inviting others to contribute?
- Be involved in early-stage idea evaluation?

Does the vendor:

- Provide coaching and training to promote engagement from diverse groups of users, both internal and external?
- Take a "train the trainer" approach to help you scale your program later?
- Provide best practices on how to establish a collaborative innovation ecosystem?
- Provide consulting to create a rollout plan matched to the unique nature of your organization?
- Provide guidance on some of the more challenge topics organizations face, including engaging middle management, developing a program with sustainable foundations, or engaging with complex ecosystems?

PROCESS

- Does the solution provide an end-to-end approach to ideation? (Idea generation to implementation projects)
- Does the solution support different types of innovation concepts and business cases?
- Does the solution support tracking of implemented ideas, financial data, tasks, and milestones?
- Has the process been developed and validated with clients from a wide range of industries?
- Does the vendor have proven experience of supporting organizations of your size and complexity?
- Can the solution adapt to your current ideation process?
- Does the solution provide flexible, real-time, exportable reports that reflect the whole ideation journey?
- Does the solution provide flexible evaluation tools and techniques that deal with different innovation scenarios and circumstances?
- Does the solution enable merging, splitting, and bucketing of ideas?

TECHNOLOGY

- Can the solution handle large volumes of ideas? E.g., 100 ideas in a day or 1,000 ideas in a single campaign?
- Can the solution support the inclusion of external communities in a secure manner?
- Can it support multiple idea campaigns running simultaneously?
- Does it provide multi-language support including interfaces to translation engines?
- Can the solution be integrated with existing systems and communication tools?
- Can the appearance of the platform be personalized for different types of user groups, brands, and departments following corporate design guidelines?
- Is there a mobile application solution that supports all relevant end devices?
- Can the platform ensure confidentiality of ideas (if needed)?
- Is the vendor able to provide deployment options beyond cloud hosting (if needed)?
- Can the solution provide externally verified trends throughout the innovation workflow?
- Has the vendor proven to be compliant with the highest of security standards and the GDPR?

COMMUNITY

- Does the vendor have an active, engaged user community?
- What resources are available to support your innovation program?
- What forums are available to connect you with innovation experts?
- Does the vendor have strategic technology or industry partnerships which you can leverage?
- Is the community able to share tangible business outcomes of what they've achieved by working with the process and supporting software?
- What is the vendor's client retention rate? Do customers who sign with the vendor stay with the vendor for the long term?
- Is the vendor stable and reliable? Do third-party research firms endorse it?
- Will the vendor allow access to their network peers/other clients?
- Does the vendor provide ongoing learning opportunities through forums, webinars, white papers, etc.?

To wrap up our guidance into a compact message: a key factor for innovation success is working with an **experienced idea management partner** who can deliver on all three fronts:
- Provide robust, proven technology
- Bring together both innovation industry and process consultancy expertise to support your program
- Engage with your company both individually and as part of a vibrant innovation community

As you have read in this buyer's guide, **leveraging robust technology to support your ideation program** enables teams to:
- Manage an innovation portfolio with governance and rigor
- Ensure effective innovation resource management so that the best ideas make it to market
- Integrate the ideation process with other information systems to ensure alignment
- Report on key metrics, communicate results, and celebrate success

To ensure ideas create value for the organization, innovation teams **must go beyond idea generation** to connect it with the way an organization implements and delivers new sources of value. You likely have several target programs or initiatives which could benefit from software support. These could include incubator programs for "big ticket" deliverables like bringing new products or services to market. But it also could be identifying startups and strategic innovation partners for long-term collaboration.

As we stated at the beginning of this buyer's guide, "innovation" encompasses many diciplines today. It is not a process, solution, or initiative which can be simply turned on and run on its own. In the best-case scenario, your due diligence in selecting an **innovation technology vendor will result in a long-term relationship** with them as a trusted partner who offers you to grow and connect the initiatives across your organization – in short: a partner who build the backbone for your organization's entire innovation ecosystem.

And when innovation becomes part of a corporate culture, when it is encouraged by leadership and facilitated by innovation professionals, and when it is supported by a user-friendly platform backed by robust technology and an experienced vendor – **this is when innovation moves from being a product of change to a driver of initiatives and outcomes which are truly game-changing.**

Additional Resources

The Execution of Innovation: What You Need to Know - A report by Stefan Lindegaard, author, speaker, and strategic advisor
https://i.hypeinnovation.com/learn/reports/execution-of-innovation

The Collaborative Innovation Canvas - A visual tool for managing your innovation management program by Tim Woods
https://i.hypeinnovation.com/learn/reports/canvas

Fujitsu: Creating Value for the Customer through Innovation - An in-depth case study exploring the Fujitsu Activ8 program for customer co-creation
https://i.hypeinnovation.com/clients/fujitsu

Liberty Global Case Study: The Making of an Innovation Program - An in-depth case study on how Liberty Global created cross-divisional collaboration and sharing of ideas to fuel innovation
https://i.hypeinnovation.com/clients/liberty-global

UC San Diego Case Study: Advancing Strategic Priorities through Crowdsourcing - An in-depth case study exploring innovation management in higher education
https://i.hypeinnovation.com/clients/ucsd

ConocoPhillips Case Study - An in-depth case study looking at how ConocoPhillips gathered millions of dollars in cash flow improvement initatives through the HYPE platform.
https://i.hypeinnovation.com/clients/conoco-philips

7 Guiding Principles for Innovation Toolkit Selection and Implementation - A blog article by Oona-Maria Pop, researcher in Open Innovation
https://blog.hypeinnovation.com/7-principles-innovation-toolkit

Appendix:
Questions to Ask During a Reference Call

As guidance for a reference call with one of the vendor's customers, please see some suggested questions for the topics you likely want to cover with them.

Success criteria & selection
- How many years have you used your innovation management platform?
- Did you evaluate "build or buy" when you were reviewing options for software?
- What was your selection criteria in choosing this vendor?
- What has the software platform helped your company achieve so far?
- Do you participate in the vendor's innovation community or use vendor-provided resources and tools to support your innovation program?

Implementation & launch
- Who helped you implement the system?
- How long did it take to implement from start to launch?

- Did you choose an on-premise or hosted (cloud) solution? Why?
- How long did it take to learn the functions?
- How easy and intuitive is the system to use?
- How easy is it to customize the software/make changes?
- How flexible was the vendor in its processes to meet your needs?
- Did you integrate the platform into other systems (e.g., SharePoint, CRM, PPM)?

Results & next steps
- What do you consider the vendor's strengths?
- What do you consider the vendor's weaknesses?
- Do you have any recommendations or key learnings you would like to share with us?
- If you were to start the process over, would you still pick the same vendor?
- What has been the feedback from your users?
- How widespread is engagement with your platform? With internal users? External users?

About HYPE Innovation

HYPE Innovation is a global leader in innovation ecosystem management software and services. With HYPE, organizations can engage employees, customers, and partners in strategy building, idea and partner management, and innovation project management. HYPE's client community includes global companies such as Airbus, AkzoNobel, UNICEF, Deutsche Post DHL Group, Fujitsu, Mattel, Merck, Nokia, UCSD, and Siemens.

Visit our website at www.hypeinnovation.com to learn how HYPE enables companies to transform their best assets – employees, customers, partners, and suppliers – into dynamic and engaged innovation communities.

HYPE ✦ INNOVATION

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