

TRANSPORTATION

How Bombardier Increased Innovation Participation 150% and Engaged 5,000 Employees



Challenge

- Innovation activities operated in disconnected divisional silos
- Collaboration across global teams remained limited
- Bombardier needed faster, outcome-driven innovation processes



Business Impact

570

Ideas Generated in 7 Months

11

Innovation Campaigns Launched



Strategic Pivot

- Bombardier launched “Innovation Express,” powered by HYPE, to connect global teams through board-sponsored innovation challenges and cross-divisional collaboration.

30%

Improvement in Information Sharing

Participation Grew

From 2,000 to 5,000 Employees



Final Thought

“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” — Martin Ertl, Chief Innovation Officer, Bombardier Transportation

[Read the full case study](#)