

How OSRAM Realized 34% in Cost-Savings and Decreased Idea Processing time by 17%



Challenge

- Low participation and limited visibility in the existing idea system
- Lack of collaboration across business units
- Slow evaluation processes reduced impact and employee engagement



Business Impact

76%

Increase in Cost-Saving Ideas

34%

Increase in Realized Savings



Strategic Pivot

- OSRAM launched a company-wide idea management platform that combined transparent collaboration, targeted campaigns, real-time feedback, and incentives to accelerate participation and continuous improvement.

17%

Reduction in Idea Processing Time

6,200+

Employees Included in Initial Rollout



Final Thought

“HYPE Improve is the perfect combination of a wonderful design and user friendliness. Our employees understood intuitively how to use the platform and were highly motivated to work with it.” — Hakan Tansel, Deputy Director, OSRAM Idea Management

[Read the full case study](#)