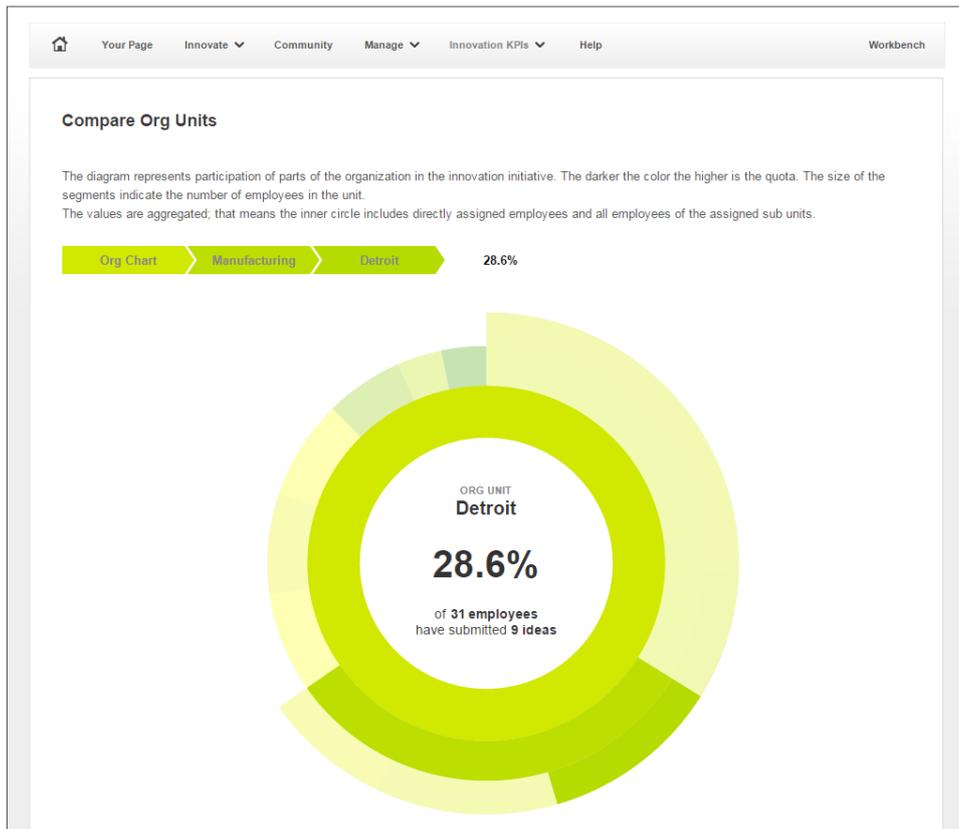


*True innovation management delivers tangible results*



**Innovation management is more than an idea collection system.** The value of innovation management derives from the various goals a program can target, whether it is a positive change in a company's culture, new revenue, or the discovery of new markets. Whatever outcomes you aim for, measuring and tracking is a crucial part of it.

In addition, management will ask for regular reports about your innovation activities. This typically requires innovation managers to gather up-to-date KPIs and business concepts and put them in a presentable format – a task that can consume hours of time.

**HYPE addresses these challenges in three ways:**

## Standard Reports

We have collected the most common metrics and KPIs from our clients; you can select them from the KPI Library.

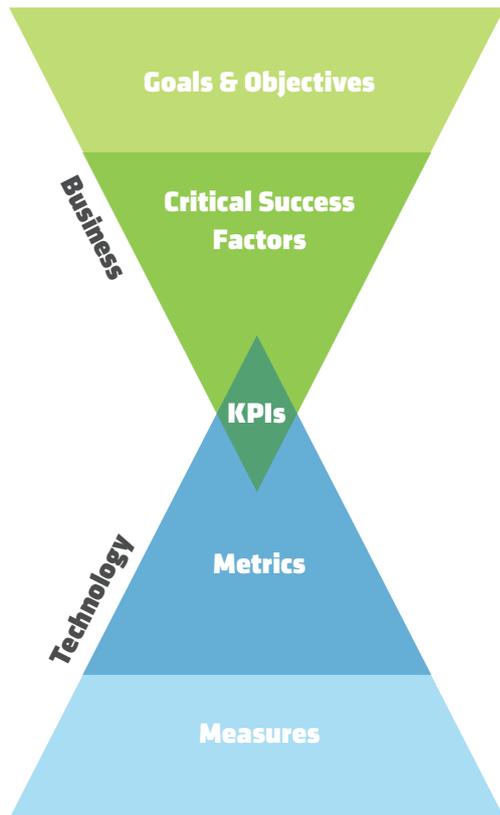
## Individual KPIs

HYPE's KPI Toolkit enables you to create bespoke analytics, tailored to your company's individual needs.

## Document Templates

Configurable PDF snapshots and branded PPT and Word templates help you to create printouts and presentations with a single click.

# Reporting: What to Measure and Why



## **Goals & Objectives**

- Overall ambitions that motivate an organization
- Measure of performance and achievement

## **Critical Success Factors**

- Conditions that must be achieved in order to meet a business goal
- Have a timeline and a specific value that must be met

## **Key Performance Indicators**

- Important metrics that inform us how the business is doing against CSFs

## **Metrics**

- Relationship of measures – ratios, averages, rates, or percentages

## **Measures**

- Measures are raw numbers

## **Some Examples:**

### **Monitor value**

- Demonstrate your program's success with a net benefit calculation of your innovation portfolio
- Track how many ideas are actually implemented or turned into concepts and projects for further development

### **Monitor participation**

- Track participation rates to evaluate the success of your internal marketing efforts
- Track adoption of the program by individual business units over time to adjust communications when engagement threatens to fade away

### **Monitor throughput**

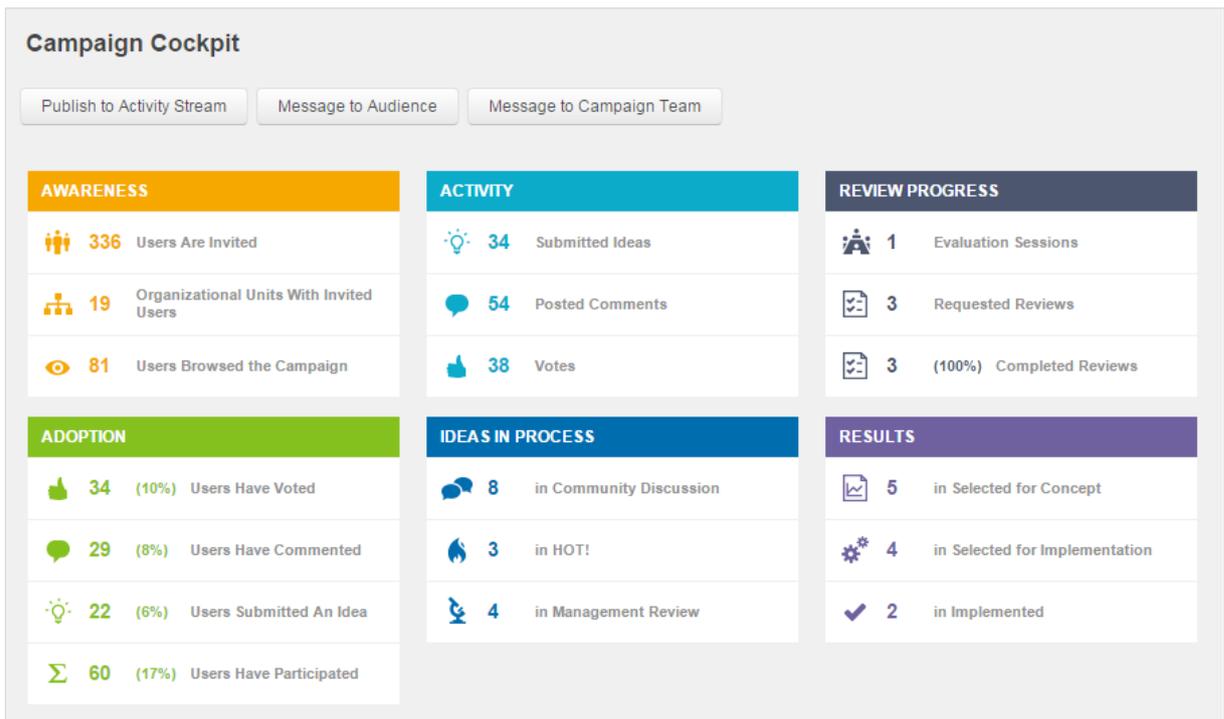
- Identify bottlenecks in the process to become more efficient
- Monitor your pipeline and take action to best compensate your growth gap

### **Benchmark yourself**

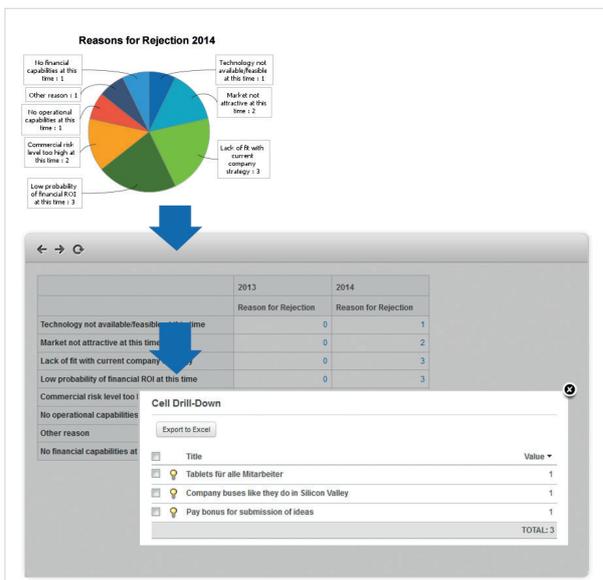
- Watch the development of your innovation funnel over time to measure your program's growth
- Compare different campaigns against each other and see which ones generate better results

# HYPE Standard Reports

The HYPE platform comes with a range of standard measures, metrics, and overviews. Our KPI Library offers **activity, process, and value reports**, examples of which you can find on the following pages. In addition, the **Pipeline Explorer** helps you analyse your innovation pipeline with a category-based drill-down. Clients using **HYPE Improve** will also find **certified ZI and dib KPIs** for benchmarking.



HYPE's Campaign Cockpit measures campaign-based activities and results and enables you to take immediate action

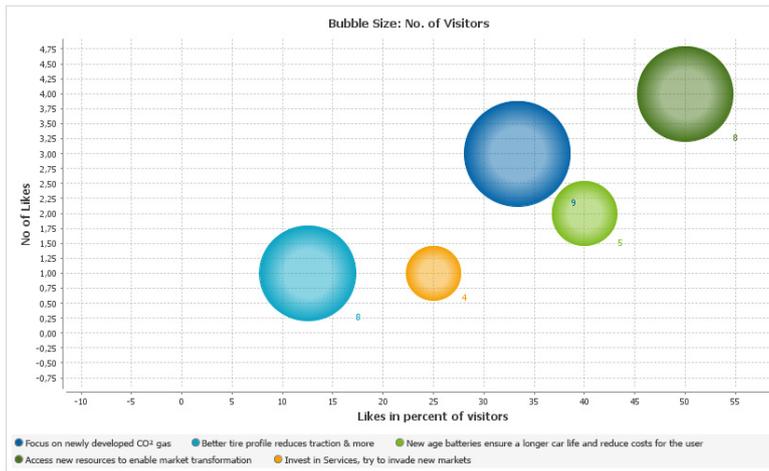


Most diagram and table reports are sorted thematically in the KPI Library. Although standardized, they offer all the flexibility to meet your needs:

- The option to **change parameters**: change the evaluated time period, process phases etc. as you need.
- A **drill-down ability** for tables: would you like to know which ideas hide behind your revenue forecast? Just click into the cell and drill down all the way through to the underlying data.
- An **export to Excel**: Want to crunch data even more? Need to relate figures differently? One click and off you go.

# Types of Reports

## Activity Reports



It is crucial to know how your innovation community reacts to innovation activity. Adoption does not come naturally, you have to stimulate desired behaviors and monitor how they change over time. Also, you might want to compare activities in different business units to find out where you have to invest to get people's buy in. HYPE's activity metrics and KPIs help you to determine, where and when it is time to take action.

### Activity reports include:

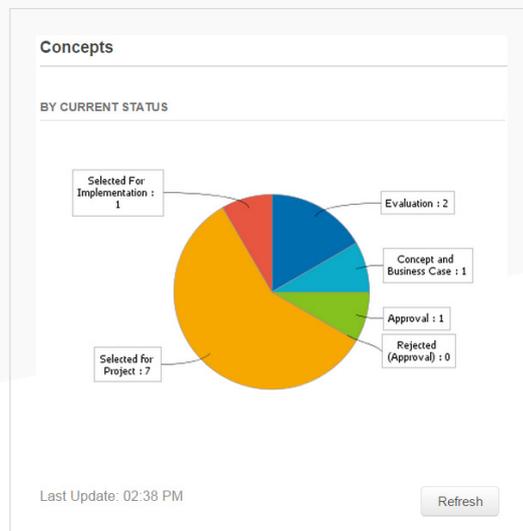
- User growth over time
- Idea submission over time
- Comments and votes over time
- Page views over time
- Participation distribution across campaign phases
- Compare metrics by org units

## Process Reports

Process reports help you to identify potential bottlenecks in your innovation process. What's the average duration from submission to evaluation? Did it improve over time? Is the evaluation team struggling to process reviews in time?

### Process reports include:

- Average durations for individual process phases of ideas, concepts and projects
- Total average process durations for ideas and concepts
- The number of ideas, concepts, and projects in individual process phases



## Types of Reports

### Value Reports

SUBMISSIONS AND PROJECT VALUE								
		Target (in million \$)	Campaigns	Ideas	Concepts	Projects	Project Value (in million)	% of Target
Revenue Generation	Cabin Comfort	900	3	11	1	1	56	6
	Connected Car	600	6	29	7	5	650	108
	Drivers Aged 55+	600	0	1	1	1	93	16
	Emerging Markets	1,500	6	23	2	1	50	3
	New Add-On Services	1,200	0	0	2	1	260	22
	TOTAL	4,800	15	64	13	9	1,109	23
	Cost Saving	Reduce Operating Costs	1,500	2	15	2	1	80
TOTAL	1,500	2	15	2	1	80	5	

Last Update: 05:37 PM Refresh

Value reports enable you to track your innovation program's value – whether this is the amount of innovation projects you generated from your ideas or whether this is the total estimated revenue of your portfolio. These numbers help you to prove success to your management as they clearly show the innovation management's contribution to fill the growth gap.

#### Value reports include:

- Number of implemented ideas and concepts
- Net benefit – the estimated revenue/savings of your projects
- The target achievement for each strategic innovation area

### Bookmark Your KPIs

Every company has different key performance indicators, depending on their individual business goals. In HYPE, you can bookmark the metrics which are crucial for your business – turning them into a KPI. This feature also allows you to share reports with other users.

#### Your Bookmarked Reports

-  **Some KPIs to analyze management culture**  
Shared by Admin, Adam on 04/04/2014 Bookmark
-  **Target Achievement Business Unit**  
Shared by Super-User, Samson on 04/04/2014 Bookmark
-  **Open Tasks - Project Overview**  
Shared by Admin, Adam on 04/04/2014 Bookmark
-  **KPIs for monthly report CEO**  
Shared by Contributor, Sam on 04/04/2014 Bookmark

#### All Shared Reports

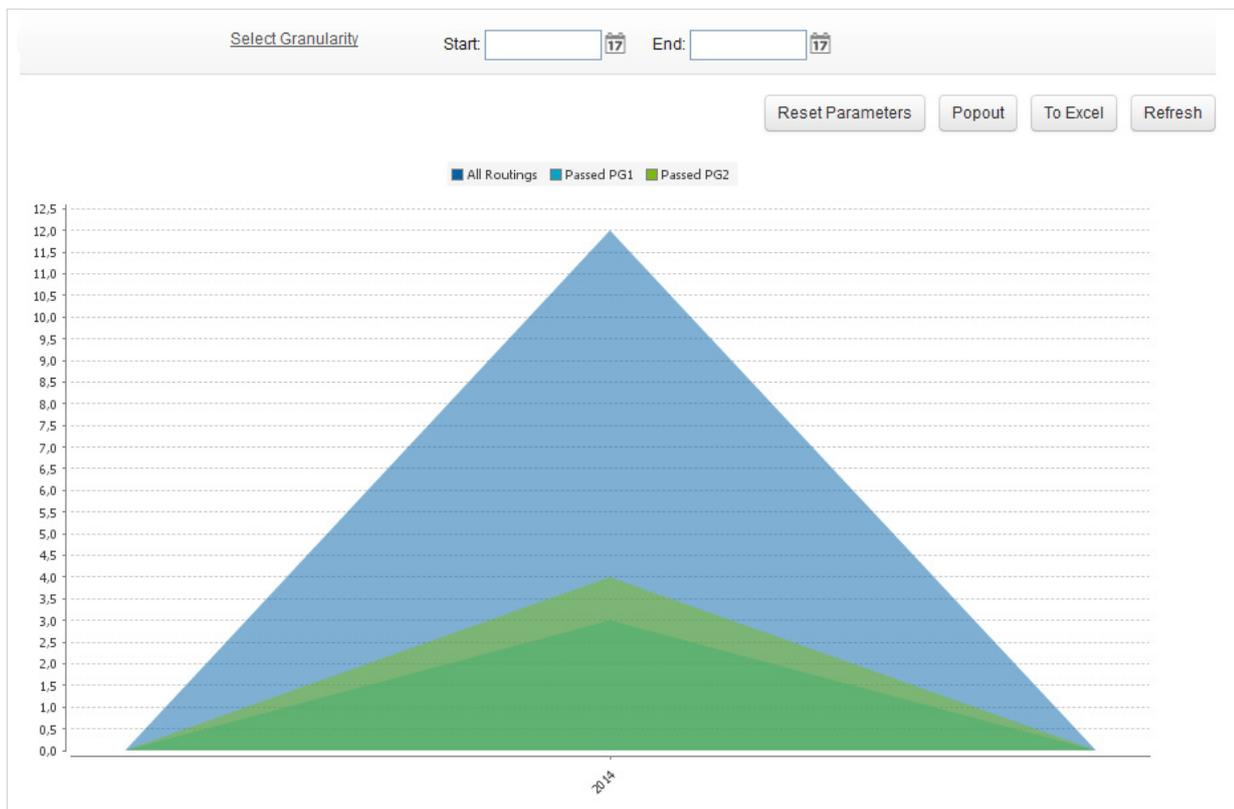
← previous 1 | 2 next →

-  **Processing Time**  
Shared by Super-User, Samson on 04/04/2014 Bookmark
-  **Potential savings/earnings by responsible decider**  
Shared by Admin, Adam on 04/04/2014 Bookmark
-  **Some KPIs to analyze management culture**  
Shared by Admin, Adam on 04/04/2014 Bookmark
-  **Open reviews by type and business unit**  
Shared by Contributor, Sam on 04/04/2014 Bookmark
-  **Target Achievement Business Unit**  
Shared by Super-User, Samson on 04/04/2014 Bookmark

## The KPI Toolkit

Some companies measure KPIs that are not included in the standard set of reports, e.g., a forecast of potential market shares in an emerging market or for the evaluation of future technologies. The HYPE KPI Toolkit allows you to create a report in four simple steps: select the object of your interest (e.g. concepts), define the relevant figures (e.g., "total value in \$"), specify dimensions to drill down (e.g. "per org unit"), and choose from the applicable table or chart options (e.g. "pie diagram"). It enables flexible data crunching directly within the system and our implementation consultants stand ready to support you.

As with the standardized metrics of the KPI Library, your information is interactive within your spreadsheets and offers parameterization, the drill-down option for tables, and the export to Excel.



This client diagram shows the amount of concepts that passed certain gates in their customized phase-gate process

# Document Templates

HYPE's document templates offer a one click export of ideas, concepts, and projects. PDF snapshots can be configured easily directly within the system: just select the forms and fields you would like to export and the HYPE platform generates a standardized PDF printview where you need it. These PDF documents come in handy for a quick printout to discuss an idea or save and store a development status.

With HYPE's office reports, you have the opportunity to predefine export templates for Microsoft Word and PowerPoint. This works similar to a form letter: you create a template in Office, using placeholders for the fields you would like to export. Also, you can brand your slides with your company's corporate identity. Once created and uploaded to the platform, they can potentially save you hours for meeting preparations, by offering crucial data in predefined order and style upon a single click. Of course, your HYPE project manager is happy to help you out, if required.

The screenshot shows a web interface for an idea titled "Removable Media Panel". The interface includes a main content area with a description, a "TOOLBOX" sidebar with options like "Print Idea" and "Idea Summary (PPT)", and a "STATUS" section with buttons for "Select for Direct Implementation", "Select for Concept", and "Deactivate".

**IDEA** 1 of 25

### Removable Media Panel

Campaign: **Mobile Apps for the Connected Car**  
Strategic Innovation Area: **Connected Car**

**Idea** History



On long journeys with family, passengers other than the driver are likely to manage the music, radio or entertainment in the car. Why not make the panel for controlling the media program removable (as a tablet), so that it might be handed to others in the car?

**ATTACHMENTS**

Digital.pdf

**TAGS**

Car, Entertainment, media, Digital

**RELATED IDEAS**

LED Numbers/Letters for the Car Interiors  
Created By Adams, Audrey

**TOOLBOX**

- Add to Bookmarks
- Send to a Friend
- Print Idea
- Idea Summary (PPT)
- Idea Summary (DOCX)

**STATUS**

**Management Review**  
Show Workflow

Select for Direct Implementation

Select for Concept

Deactivate

The screenshot shows a PDF document titled "Removable Media Panel" generated from the HYPE interface. The document includes a description, a table with metadata, and a footer.

### Removable Media Panel

**HYPE**



**Description**

On long journeys with family, passengers other than the driver are likely to manage the music, radio or entertainment in the car. Why not make the panel for controlling the media program removable (as a tablet), so that it might be handed to others in the car?

<b>Submitted in Campaign</b> Mobile Apps for the Connected Car	<b>Tags</b> Car, Entertainment, media, Digital
<b>Contributor(s)</b> Arbi, Dr Mahmoud	<b>Related Ideas</b> LED Numbers/Letters for the Car Interiors

**Idea Summary**

2

**Reporting Tools in Our Products:**

	HYPE Enterprise - Multi	HYPE Enterprise - Complete	HYPE Improve
Reporting Tool			
HYPE Standard Reports for Innovation Management	✓	✓	n/a
HYPE Standard Reports for German Cost Saving	n/a	n/a	✓
Pipeline Explorer	\$	✓	✓
KPI Toolkit*	\$	✓	✓
PDF Snapshots*	\$	✓	✓
Configurable MS Office Document Templates*	\$	\$	✓

\*Configuration services not included

**Metrics and KPIs are not easy to handle.** You need to know what to measure and how, and also what NOT to measure and why. Over the years, HYPE has worked with clients across all industries and identified common challenges and solutions when it comes to measuring innovation success. Here are some first resources for orientation and guidance:

- HYPE webinar on YouTube: [Benchmarking & KPIs](#)
- HYPE webinar on YouTube: [Measuring Success in Collaborative Innovation with Key Performance Indicators](#)
- HYPE blog article: [Benchmarking & KPIs - How to Keep Your Program Healthy and Know when It's Performing Well](#)

***We can help you prove your program's success! Get in touch with us at [www.hypeinnovation.com](http://www.hypeinnovation.com) and learn how.***

**About HYPE**

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

HYPE Innovation is a global leader in full-lifecycle idea and innovation management software. HYPE's powerful platform allows organizations to engage thousands of employees in idea generation and collaborative problem solving. We help you focus on measurable business outcomes that can be tracked through to execution.

Companies work with HYPE for our flexible products, our deep expertise in innovation management, and our long history of success with some of the largest organizations in the world. Our client community includes global companies such as Airbus, Bechtel, Bombardier, Clorox, Petronas, Deutsche Telekom, Daimler, DHL, General Mills, Nokia Solutions and Networks, P&G, Roche, Saudi Aramco, and many more.

**US Headquarters**

HYPE Innovation, Inc. | 485 Massachusetts Avenue | Cambridge, MA 02139-4018 | USA | Tel.: 1-855-GET-HYPE

**European Headquarters**

HYPE Softwaretechnik GmbH | Trierer Straße 70-72 | 53115 Bonn | Germany | Tel.: +49-228-2276-0