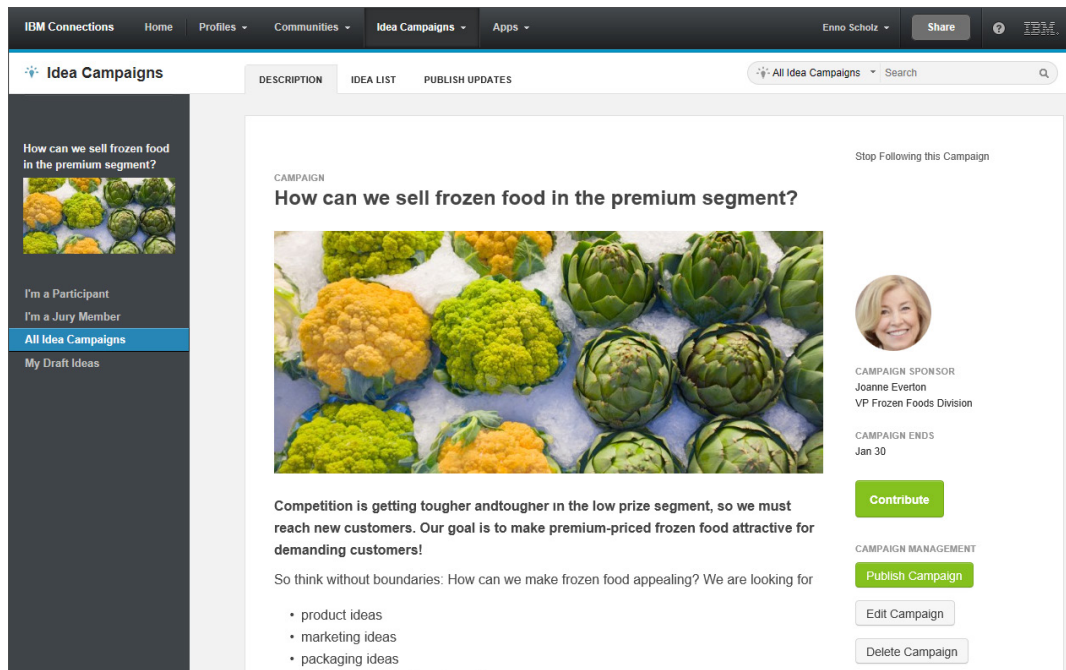# HYPE Innovation App
for IBM Connections

Run innovation campaigns and generate measurable ROI from your business platform!

The HYPE Innovation App allows you to employ a dedicated innovation process to support Social Business Patterns in your company. Based on our experience with leading innovative companies, it helps you bring together the right people to collaboratively solve your business challenges. Run idea campaigns, e.g., to increase knowledge sharing, improve workplace safety, and include customer insights in your products and services. Our well-tried innovation process routes your ideas through screening and implementation, with trackable ROI to proof your innovation program's success.

Have you ever thought about what else you could do with your innovation initiative?

New Markets, Products, and Services

Invite a diverse audience and harvest their ideas for new products and/or services. Search cross-departmental for insights on how to enter new markets.

Cost Saving

Run campaigns to improve efficiency and reduce costs. Even a seemingly insignificant idea might save a fortune if you can implement it corporate wide!

Innovation as a Utility

Lend the power of your innovation team and tools to other business units to help them innovate. You can be your company's swiss army knife with a vast array of capabilities.

Guided ideation

Run idea campaigns to support your overall strategic goals and use sophisticated tools to get the most from your ideas.

Idea campaigns help your community focus their ideas on business critical challenges. With the HYPE Innovation App, you can assign people to several **key roles**, each responsible for certain activities and phases in the process. A **sponsor** from top management frames the question and increases credibility while the **campaign manager** is responsible for the execution of the campaign. The most enthusiastic members of your community get promoted to be **innovation advocates**, providing seed ideas to reduce participation hurdles and spurring communication and collaboration in the ensuing ideation phase. Your **participants** then submit their ideas and collaboratively elaborate them, while your **evaluation team** will review the most promising ones and select candidates for implementation or further processing.
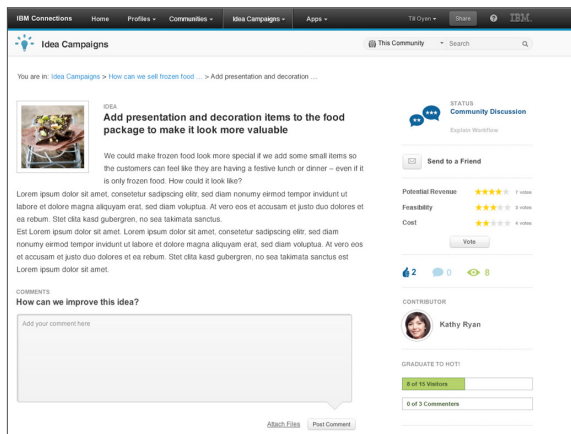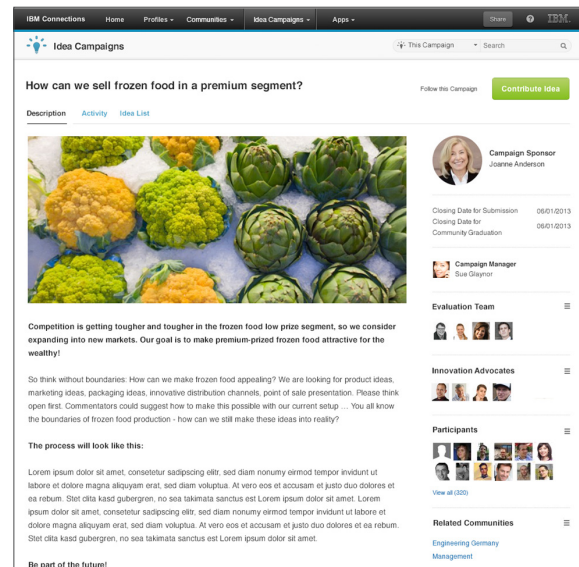

In most cases, a simple collection of ideas will not yield the results you are aiming for. Make use of **tools for collaboration** and motivate your participants to enrich each other's ideas with **comments** on opportunities, potential risks, and relevant contacts. Within the Innovation App, your community is able to **vote on each other's ideas** based on configurable criteria and to **recommend ideas to their friends**. Based on the number of comments and votes and idea received, you can later easily filter the most interesting ideas in your overview.

A **transparent idea process** with clear and purposeful phases keeps everyone in the loop: after the **draft** has been submitted, your audience collaborates on ideas in the **discussion** phase. When the ideas have been enriched with, e.g., hints on potiential risks and relevant experts, the campaign manager triggers the **review**. The evaluation team now analyzes the ideas' potential to enable a solid decision for which idea to **select** as the one solving the campaign's challenge.

Focus on measurable results

Track your actions and measure your outcomes to maintain a sustainable innovation ecosystem.
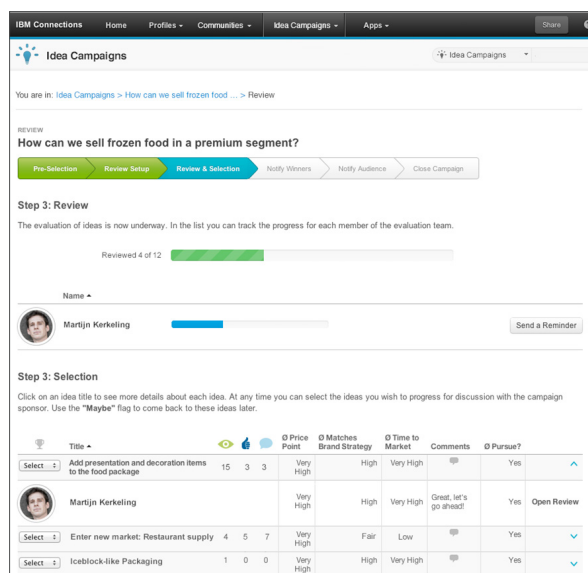
The main difference between simple ideation and true innovation management is the **focus on results**. You need numbers to quantify the success of your program and to have a solid base for decisions. Ideas need to be evaluated with respect to their **individual potential** to increase revenue or lower costs. The HYPE Innovation App employs HYPE's proven **step-by-step evaluation process** based on criteria specific to your business. This tool allows campaign managers to stay on top of pending evaluations and offers an **overview of the reviews** for the individual ideas, including **community statistics** on views, comments and likes, as well as the **average values** for the individual review criteria from your evaluation team, and their **comments and recommendations** on whether to select an idea for implementation or not.

Apart from reviewing ideas, it is key to be aware of your **community's changing behavior**, so you are able to take the right actions at the right time. The Innovation Apps **built-in KPIs** provide innovation managers with a clear overview of **activities in the system**, e.g. the number of comments, page view, votes, and submitted ideas. This enables you to **act when engagement threatens to fade away** and, at the same time, gives you **insight about which campaigns run well** with your audience and where you need to **improve your communication**.
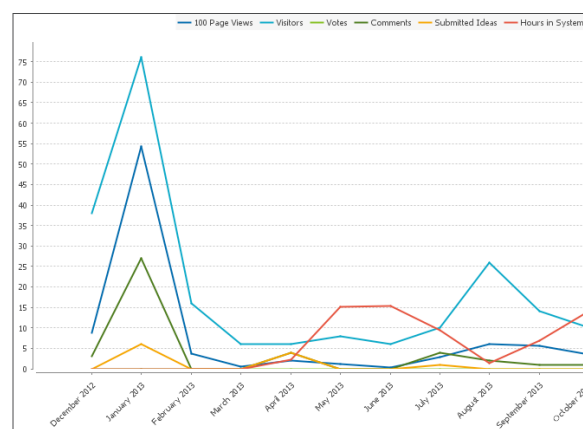
HYPE's powerful **KPI Toolkit** provides you with all the flexibility and in-depth analysis you need. **See how your generated business value adds up** per campaign, per department, or across your entire enterprise. Clickable table cells allow you to **drill down to the actual ideas** behind the calculation and to **export your data to Excel** for further processing with a single click. **KPI dashboards** provide an overview of your pipeline and a basis for your future decisions.

		Target (in million $)	Campaigns	Ideas	Concepts	Projects	Project Value (in million)	% of Target
Revenue Generation	Cabin Comfort	900	3	1	1	1	56	6
	Connected Car	600	1	0	7	5	648	108
	New Add-On Services	1,200	0	0	2	1	260	22
	TOTAL	4,800	9	13	12	9	1,107	23
Cost Saving	Reduce Operating Costs	1,500	2	7	1	1	80	5
	TOTAL	1,500	2	7	1	1	80	5

Leading companies support their initiatives with products from HYPE

Investment

nsn

- Launched more than 67 campaigns
- Over 18,000 participating users
  (adoption rate of 65%)

ROI

Nokia Solutions and Network's innovation programs have generated to date

- Over 4,300 ideas
- Over $1.7 Billion in new revenue

Deutsche Post DHL

- 14 dedicated full-time employees running the idea management process
- 14,000 org units with approximately 300 part-time idea managers
- 17 languages, including Japanese, Russian, Thai, Bahasa
- 250,000 users in 43 countries around the globe

In one year, Deutsche Post DHL generated

- 214,000 ideas
- 234m € in savings (496 € per employee)

PSA PEUGEOT CITROËN

- Campaigns to collect ideas for apps connecting cars and mobile phones from 80,000 employees around the world
- 7,405 unique users
- "Inspirational area" showing videos to inspire creativity

During 11 weeks total time, with two ideation phases of 4 weeks and 2 weeks, PSA Peugeot Citroën generated

- More than 1,000 ideas in discussion
- More than 3,500 comments
- More than 200 ideas graduated to HOT by community
- 40 ideas pursued as concepts
- 2 prototypes after 12 months

Ask your IBM account manager about the HYPE Innovation App and discover the opportunities for your innovation program today!

About HYPE

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.

Business Partner IBM
Ready for Social Business