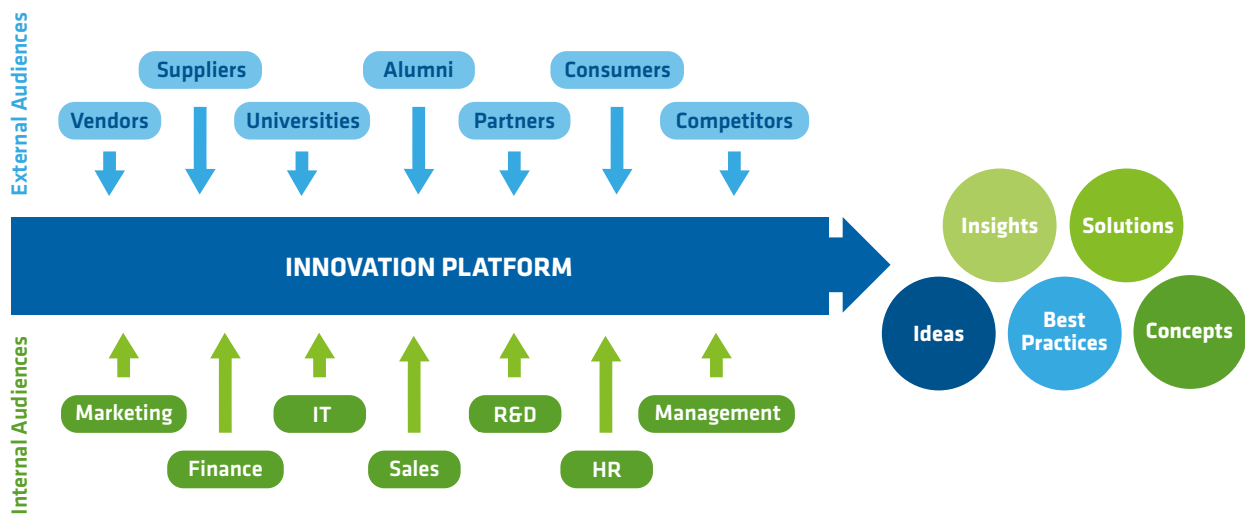# Open Innovation
Going Beyond Corporate Limits

Open Innovation is not new – but doing it systematically and at scale is.

The term "open innovation" (OI) refers to a collection of different activities. Most companies engage with a wide range of external parties on different topics. As companies have systemized their internal innovation efforts to increase diversity of opinion, an expansion to include those not contained within organizational boundaries is becoming a natural progression. Some OI programs are more "open" than others, addressing huge communities like customer groups, external innovator communities or the public in general. Others address a more specific expert audience, e.g., partners, suppliers, academia, or key customers.

However, each of these scenarios means a significant step for any innovation practitioner and requires the innovation team to deal with a variety of factors that determine the program's success. Some key factors are:

- **Purpose:** What are you aiming at? Feedback? Problem solving? Co-creation?
- **Addressee:** Who is the third party you want to address? Suppliers? Partners? The general public?
- **Driver:** Who in your organization would drive the OI program? R&D? Marketing? Human Resources?
- **Motivation of invitees:** Why would your desired contributors participate? For a commercial joint benefit? Rewards? Reputation?
- **Legal framework:** How do you deal with IP issues? Disclaimer? NDA? Full IP protection?

Although these and other factors combine quite freely in open innovation programs, at HYPE, we support a number of different OI scenarios we have identified as archetypes. To give you a better idea of how OI might work for your company, you'll find an overview on the following pages.

Single Partner Innovation

What is it?

Your organization may have a key strategic partner. This partner may be a customer or supplier, they may be large or small.

Using this model, HYPE clients can reach deep into the partners organization, under an agreed legal framework, to harness the collective insight of both organizations where there's mutual interest.

Supplier / Partner
↓ ↑
Organization's HYPE Installation
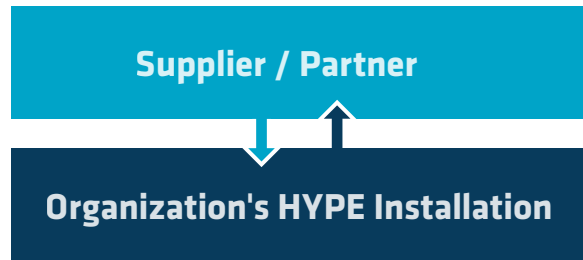
Common use cases:

- Gaining a deep understanding of a customer's real needs from the collective opinion of their staff
- Asking a customer to select which of a number of potential solutions could help meet their needs before further investment is made
- Sharing challenges with a key supplier to invite feedback on which they can help solve
- Solving a technical challenge with a strategic supplier's experts

Key Considerations

- Suitable for Business-to-Business innovation
- Available for either a single customer or single supplier
- Allows joint, collaborative campaigns for a handpicked audience
- All content is controlled and available to those with appropriate rights
- Third parties see a restricted view of content within the system

Supplier / Partner	Supplier / Partner	Supplier / Partner
↓ ↑	**↓ ↑**	**↓ ↑**
Organization's HYPE Installation		

Parallel Partner Innovation

What is it?

This is a variant on the single partner model, but suitable for addressing multiple partners in parallel.

You may work with organizations that see themselves as competitors. Being able to address the same or different themes to a range of organizations separately enables you to gain quick insight into which of a number of third parties can help meet your challenges.

Common use cases:

- Asking a number of target customers to select which of a number of potential solutions could help meet their needs before further investment is made
- Advertising opportunities for joint working to strategic suppliers to understand what support they can offer
- Posing a difficult technical challenge to multiple suppliers in parallel to understand which can help solve the issue

Key Considerations

- Suitable for parallel business-to-business innovation
- Available for multiple third parties in parallel, each seeing different content
- Allows joint, collaborative campaigns between a handpicked audiences from each organization
- All content is controlled and available to those with appropriate rights
- Third parties can share and collaborate with your organization, but cannot interact with other third parties
- Third parties see a restricted view of content within the system
- Use one system with data separate and secure, or engage third parties using a separate satellite systems

Supplier / Partner A
Supplier / Partner B
Organization's HYPE Installation
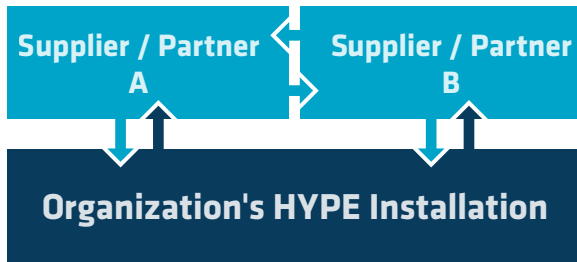
Multi-Party Innovation

What is it?

In some industries, such as construction, manufacturing, IT, aerospace etc., multiple non-competing organizations work together every day for a joint customer, consider innovating together to drive greater revenues, cut costs or improve processes between companies.

Common use cases:

- Organizations that work in a common supply chain with a joint mandate can share and collaborate together on areas of common interest
- Bringing together a combination of non-competing external partners, contractors, and academics that are all working towards a common goal
- Academic partners in different countries working on common research projects

Key Considerations

- Suitable for multi-party Business-to-Business innovation
- Allows joint, collaborative campaigns between a handpicked audiences from each organization
- Each party can collaborate freely with the other organizations

- All organizations see the same content that's approved for external view by the host organization
- Use one system with data separate and secure, or engage third parties using a separate satellite system

Restricted Community Open Innovation

What is it?

Most companies are interested to hear what their end-consumers think of their products and services. They look to use focus groups or lead consumers to provide feedback and insights using surveys or face-to-face session. This model is used when you don't want or need the community to collaborate with each other.
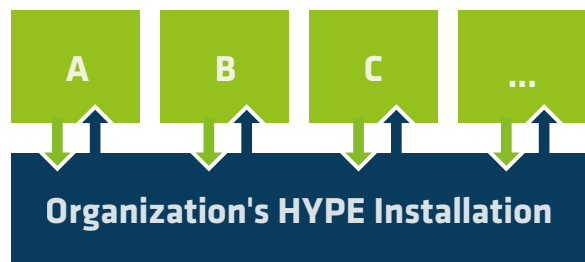
A B C ...
Organization's HYPE Installation

Common use cases:

- Gaining feedback on an existing service or product
- Asking consumers for their ideas on offerings they'd like to see
- A drop box for business propositions from SME's
- Insights from a large, approved, globally dispersed, network of experts

Key Considerations

- Suitable for B2C or Business-to-community innovation
- Restricted access for all
- Target communities respond to targeted campaign questions or always open feedback channels
- Your organization can see all submissions, but no external submitter can see any content other than their own

Collaborative Community Open Innovation

The Public

Organization's HYPE Installation

What is it?

This model supports an increase in scale: engage many millions of consumers as required, market your community portal and the challenges you wish to pose.
It helps to increase the quality of your final concepts:
it's useful to know which ideas have the most interest to the wider community and which consumers are participating in campaigns. This feedback can also help make better decisions.
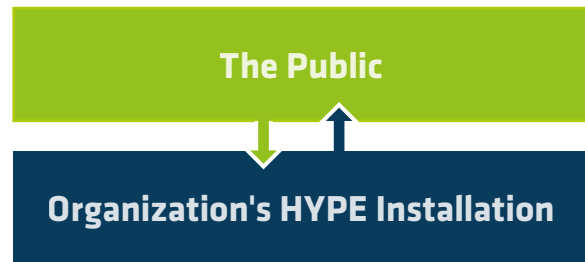
Common use cases:

- Gaining feedback on an existing service or product
- Asking consumers for their ideas on offerings they'd like to see

Key Considerations

- Suitable for B2C or Business-to-community innovation
- Unlimited access for all
- Target community responds to targeted campaign questions or always open feedback channels
- Community collaborates with each other, voting and commenting on each other's ideas
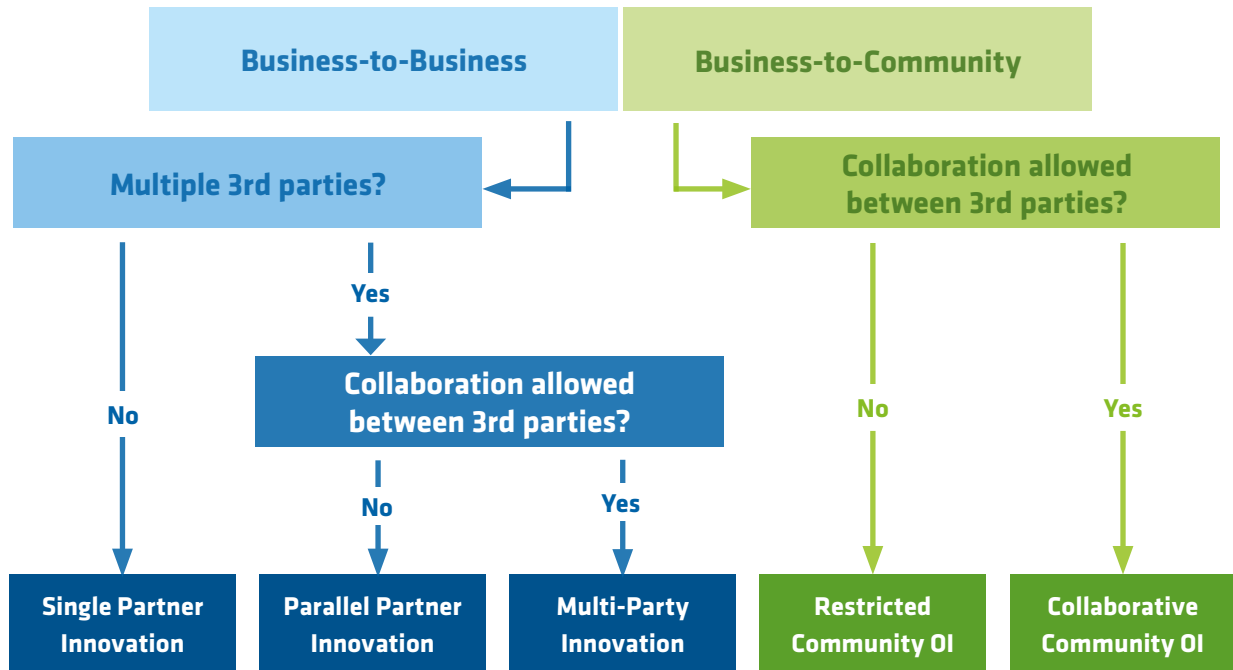
Check out live systems from HYPE clients:

"MovingIdeas 2.0": **https://moving-ideas.net**

"My FP Ideas": **https://myfpideas.com/**
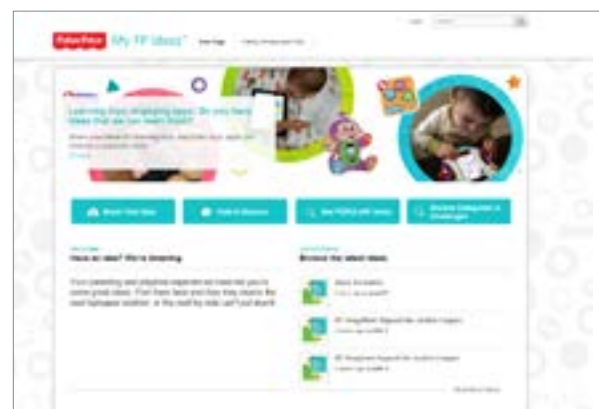
How HYPE Can Help

With HYPE for Open Innovation, you can implement a systematized approach to OI, combining separate, secure virtual communities, open portals, and private areas.

For each of the scenarios introduced above, HYPE has developed a technical solution to support you as best as possible in your OI endeavors. And, of course, we are there to provide guidance and assist you whenever you need us.

All of our solutions offer you:

- **Customizability:** All of our solutions can be customized to perfectly fit your individual OI scenario.
- **Security:** Participants may use self-registration with secure sign-in process or social sign-in with Yammer or Facebook account. If you would like to invite the public, a separate "OI Satellite" installation keeps your internal system well-protected.
- **Permission control:** HYPE's access management allows you to specify exactly what a user can see and edit.
- **Targeted campaigns:** Open a campaign to the public or invite only selected users & groups.
- **Consulting:** We support you with regard to strategy, architecture, and execution of your OI program.

HYPE Enterprise

Our innovation platform HYPE Enterprise already comes with a range of build-in OI capabilities to support scenarios in which you would invite external parties to collaborate directly on your home ground.

Key features include:

- **Innovation Spaces:** HYPE Enterprise's Innovation Spaces allow for individualized user interfaces and settings for the external parties you would like to invite.
- **Targeted idea campaigns:** Invite the participants that best fit the challenge at hand, whether this is a group of experts, academia, or your suppliers.
- **Collaboration between parties:** Invite your OI partners to co-create with your internal innovation community.
- **Self-registration:** Your OI partners can register themselves, reducing the workload for your admin.
- **Guest access:** You can specify content that is visible for guests without account to stir interest and engagement.
- **Optional social sharing:** You might want to share certain ideas with the public, e.g., your fan community. HYPE Enterprise offers an integration to Facebook and Twitter to get the public engaged in your program.
- **Disclaimer:** You can set up a disclaimer to clarify terms and conditions for the participation in your program.

Ideal for: working with your partner on your home platform and potentially invite your internal innovation community to collaborate with your partner. Scenarios:

- **Single Partner Innovation**
- **Parallel Partner Innovation**
- **Multi-Party Innovation**

Open Innovation Satellites

HYPE's open innovation satellites are an easy-to-use add-on for your innovation management system. They provide you with the opportunity to keep your OI platform separate from your internal innovation system. From the OI platform, you can then easily import external ideas safely into your internal system for further processing.

Key features include:

- **Language-specific idea campaigns**
- **Simplified interface** for users who are not familiar with innovation management.
- **Self-registration** and optional **social login** with Facebook or Yammer account
- Optimized for **high traffic load**
- **Security**: only the satellite is exposed to public, data transfer only one-way form external to internal

Ideal for: Working with OI partners, fan communites, or simply the public on a separate installation and where collaboration with the internal community is not desired. Scenarios:

- **Single Partner Innovation**
- **Parallel Partner Innovation**
- **Multi-Party Innovation**
- **Collaborative Community Open Innovation**
- **Restricted Community Open Innovation**

Having the technology is not enough!

HYPE not only provides the right platform to collaborate and innovate with externals, but also offers consulting services to assist you in defining your open innovation strategy and successfully engage external parties.

A successful open innovation program requires a solid strategy, as there are many factors to consider and poor results could have a negative impact on the relationship to the respective third party. Aspects such as the selection of open innovation partners, and the integration of open innovation into your existing processes need careful consideration before starting.

In order to help you select the right external groups with which to work, HYPE developed the **3rd Party Ranking Tool**. With this tool, we can explore in detail the suitability of different external parties to support your program and determine which one is most likely to be a viable open innovation partner.

With the **HYPE Open Innovation Matrix** we help you to define the right strategy that fits to your individual innovation program. We will determine your specific

perspective on each of the matrix' seven dimensions, including aspects such as:

- What is the purpose of the OI project?
- What's the driver behind the initiative?
- What is the 3rd party's motivation to participate?
- How to engage the audience?
- How should the legal framework be structured?

The method for approaching your audience is crucial to success. Defining the right title for your program, framing the questions and descriptions, selecting sponsors and defining the evaluation process are only a few points that need to be considered.

The **design and branding** is also a key factor for engaging your participants, by creating an identity around the purpose and making it fun and interesting at the same time. HYPE offers you full assistance in all of these areas to ensure you have the best program for success.

HYPE Innovation has a rich experience across the spectrum of open innovation methods. Clients such as Nokia, Mattel, Buffalo Wild Wings, Deutsche Telekom, Deutsche Bahn, and Osram are using HYPE's innovation management software to include not only employees, but also suppliers, partners, customers or external experts into their innovation program.

Talk to us today to find out how we can help you reach out and innovate:

Click here to contact us