

## Tapping Internal and External Communities to Drive Innovation

*"In a recent global study, 93% of senior business executives cited innovation as a top strategic priority. Why? A globalized economy and the pervasive Internet are accelerating the winds of change buffeting today's enterprises. To stay ahead of constant change, CEOs are clamoring for continuous — not ad hoc — innovation."*

Forrester Research, "The Rise of Innovation Management Tools"

### Addressing the Idea-to-Innovation Gap

Ideas are a key ingredient in innovation, but without the right support structure in place, even the best ideas can't drive innovation. With an open and standard process to select and prioritize ideas for development, IdeaNet facilitates an idea through the entire innovation cycle.

IdeaNet builds on the concept of social collaboration to increase the efficiency and effectiveness of the innovation process. Unlike most Innovation Management and Social Customer Relationship Management (SCRM) systems, IdeaNet does not consider internal collaboration with staff and external communication with customers as mutually exclusive activities.

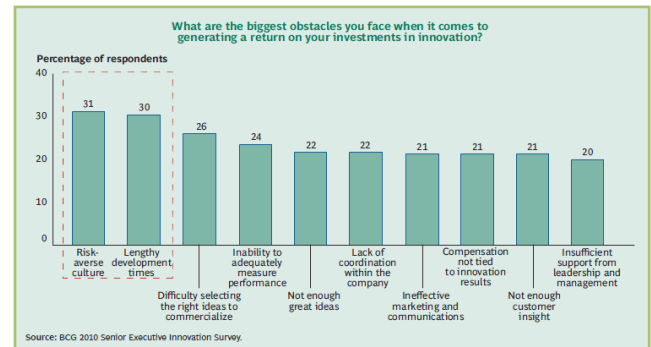
With both internal and external groups operating under the same umbrella, the right mix of process and tools ensures that the lines of communication and information flow are open and fluid. Because the product management organization gets direct feedback from their customer community and can efficiently collaborate among internal teams, projects are completed faster, the risk of inaccurate information and duplicate ideas is reduced, new products and capabilities get to market faster, and innovation can thrive.

Unlike other leading SCRM tools, IdeaNet does not focus solely on external relationships. With an easy-to-use, intuitive, and flexible user interface for customers, product managers, community managers, and administrators, all communities — both inside and outside the firewall — can contribute to and benefit from a collaborative innovation process. IdeaNet benefits B2B organizations and their customers by:

- Increasing the efficiency and effectiveness of the innovation process
- Improving customer and market responsiveness
- Shortening new product development cycles
- Increasing new product success rates
- Cultivating customer satisfaction and retention

*"For most organizations, the single most logical way to differentiate the business is through great customer experiences, rather than having the lowest cost or most innovative products and services. However, gaining a clear understanding on which specific customer-centric initiatives will prove decisive and merit investment will require coordination across departments."*

Ed Thompson, vice president and analyst at Gartner



IdeaNet is designed to address the key innovation obstacles facing organizations today.

### Moderated Idea Management

#### ■ Moderation

Moderation can occur at any point in an idea's evolution. Ideas are moderated before being published. Moderation may also occur after community discussion, which can lead to clarification or refinement. In this case, a product manager may rephrase the idea to more accurately describe the request. And moderation can occur when an idea progresses through stages, for example when an idea graduates to "accepted as a candidate for release."

The screenshot shows the 'Idea Moderation' interface. At the top, it says 'ENCON ideation' and 'INMAGIC Presto'. Below that is a navigation bar with 'add idea', 'blogs', 'forums', and 'adv search'. The main content area is titled 'Idea Moderation: Please remember to press "Save" when you are finished.' It contains a form with the following fields:

- Product:** TimeWizard
- Idea:** Softkey Options for TimeWizard 6.0
- Description:** I like to setup the softkey option to view timecard for our hourly head counts through TimeWizard 1200 terminals. But TimeWizard 6.0 does not have View Timecard option as one of the softkey options. To explain the requirements in detail: 1. Employees would choose the appropriate softkey to view Time card 2. Then they will swipe their swipe card. 3. 1200 terminal should show options like, current payperiod, previous payperiod, next, etc like the one we see in the Timecard options in TimeWizard. 4. Terminal should show their time for the selected time period option. Any suggestions would really be appreciated.
- Archive Status:** Radio buttons for None, Default, Duplicate, No Traction, Pre-existing Feature.
- Active Status:** Radio buttons for Available for Consideration, New Idea, Released, Selected for Release.
- Publish:** A checked checkbox.

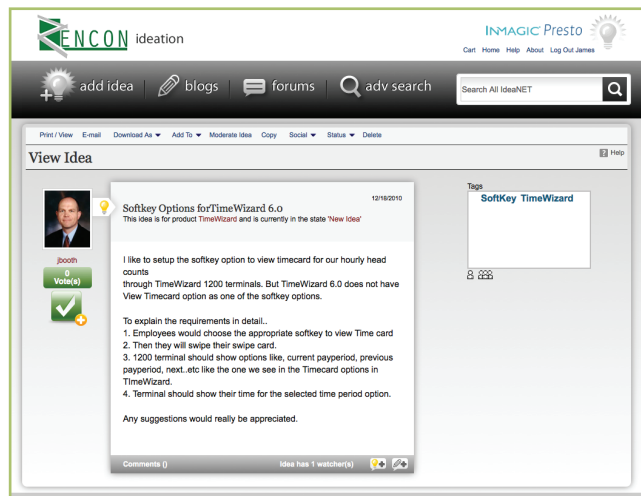
At the bottom of the form are 'Save' and 'Cancel' buttons.

The product manager moderates ideas at any point in their evolution, enabling decisions to be made about whether the idea is valid or if it might be more appropriately labeled as a product bug or an existing feature of which the user might not be aware. The product manager can then decide whether the idea should be made available for the community to view.

## Combined Idea Management and Community Feedback

### Idea Submission

Ideas submitted by customers — including product advisory councils, customer advisory boards and internal advisory boards — and product managers (for product improvement or enhancement) benefit from a community voting process. Customers can vote in favor of an idea, delivering insight into the potential value of a particular idea, and results can be weighted based on end-user attributes such as support level, geography, industry, etc. You can see if there are other existing or similar ideas in the system; duplicate ideas are easily flagged. New ideas are queued for moderation by a product manager prior to publishing.



Users can search for ideas in many ways. When they find an interesting or relevant idea, they can vote on it, comment on it, or tag it, all of which add domain expertise — social knowledge — to the idea.

### Reporting

IdeaNet delivers product managers sophisticated reporting capabilities that enable them to view an idea set from multiple perspectives.

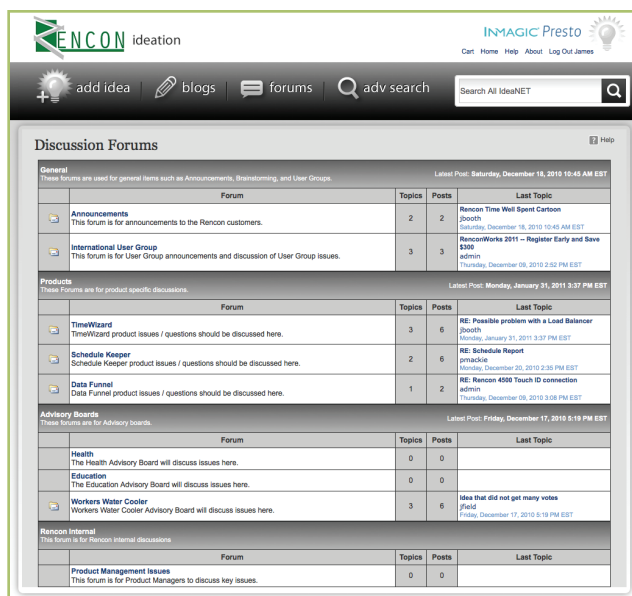


The IdeaNet home page looks very similar for customers and product managers. This example shows a product manager's home page, which allows them to track the ideas they are interested in, as well as the ideas that are getting traction. It also enables them to quickly find ideas based on status. The product manager also has a product management tab that shows common product management tasks such as new idea moderation.

## "Socialization" of the Ideation Process

### Forums

Forums move important discussions out of e-mail and into a central environment, shifting one-to-one communication to one-to-many collaboration. Within IdeaNet, all forums available to a user role are managed and displayed in the application. Community members may subscribe to a forum and receive e-mail alerts or RSS feeds, which can be made available on home pages, portals, or personal RSS readers. Very granular forum privileges — including edit, view, rate, e-mail, print, download, etc. — are specified by an administrator and/or community manager(s). Posts may be moderated, in which case only those posts approved by the moderator are viewable by the community.



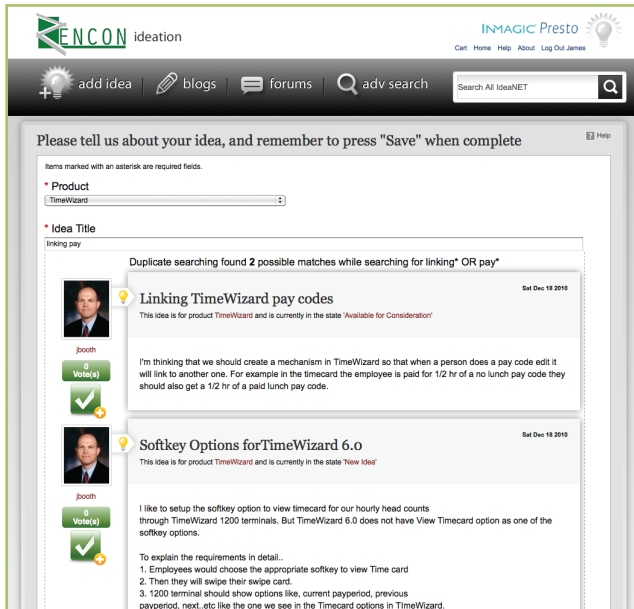
Discussion forums promote product-specific interaction among customers about new ideas or general product discussion. Often, ideas will germinate in forums before being solidified and entered as formal ideas in the system.

### Blogs

IdeaNet's blogging capabilities are tightly integrated into the ideation process. Because of this, blogs are not disparate silos of information, but instead tie important discussions directly to ideation. The blogs are searchable along with other content such as electronic documents, images and forums — and play an integral part in the innovation process. IdeaNet blogs are treated the same as other forms of information, and take advantage of Presto's advanced security mechanisms.

## Superior Integration of Innovation into Product Management Process

- IdeaNet incorporates idea retrieval and management into the product management process, allowing ideas to move between different communities seamlessly. Its ability to automatically update an idea status as it moves through different phases of the innovation cycle enables the product management team to keep track of key ideas, communicate updates and tighten relationships with customers, and home in on winning ideas more quickly. Ideas can also be featured and highlighted to specific community members.



When a user adds an idea to IdeaNet, a real-time duplicate check is performed to determine whether there is an existing idea that matches or is similar to that idea. The user can then vote or comment on an existing idea or continue adding their own idea if it is truly unique.

## Greater Ability to Integrate Third-Party Applications and Keep Ideas “Clean”

- It is critical for product managers to quickly surface promising ideas and vet them within the community. It is equally important that the third-party applications that also fuel the innovation process are seamlessly connected. IdeaNet provides Single-Sign-On (SSO) through out-of-box integration to Active Directory or through Presto’s External SSO API, enabling authentication and authorization via third-party systems, such as CRMs, or a customer portal. IdeaNet can adapt and incorporate third-party applications and content. For example, content can be permissioned by type, record, or field, which would all depend on individual permission levels. This allows the right information to be exposed to the right people — avoiding security concerns and preventing irrelevant information from clogging the stream of idea generation.

### Inmagic Presto Technology

Inmagic Presto IdeaNet is a Social Knowledge Network (SKN) application built on Inmagic’s award-winning Presto technology. Presto sits at the intersection of enterprise search, content management, and social software. It merges relevant content, search, and community insight to address critical business initiatives, processes, topics or objectives. With Presto, the “wisdom of the community” surfaces valuable ideas to fuel ideation initiatives.

### About Inmagic

For nearly 30 years, Inmagic has helped information and knowledge-driven organizations manage, access, and publish information. Today, Inmagic’s award-winning Inmagic® Presto applications, such as IdeaNet, help business users access, retain, and share relevant content and community insight across enterprise silos, for:

- Knowledge capture, knowledge sharing, and knowledge retention
- Collections, records management and publishing
- Brand enrichment and development
- Competitive intelligence and consumer insight
- Customer or sales support repositories and proposal development
- Social Libraries and library automation
- Product development, research and innovation

Inmagic Presto applications, including IdeaNet, are referred to as KnowledgeNets™ (i.e., Knowledge Networks) and are known for their flexibility, ease of use, fast deployment, and minimal need for IT support. Because they are based on Microsoft® SQL Server™ and .NET technology and utilize Web services, Inmagic applications can be integrated with and interoperate within existing overall IT infrastructures. With a Web Services API, Presto easily integrates with other applications. With Presto, business users can create secure knowledge networks around enterprise content, with sophisticated social, search, security, and library workflow capabilities.