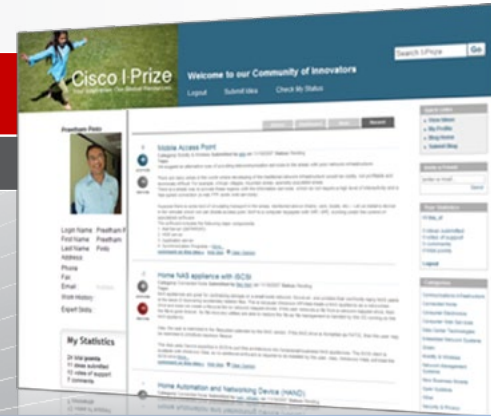


- **Collect** and validate new ideas
- **Foster** collaboration across silos
- **Leverage** the wisdom of the crowds

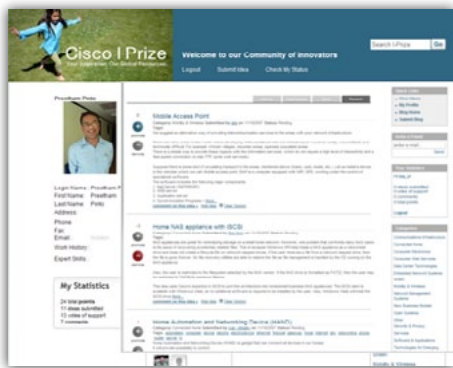


Cisco I-Prize: Creating \$1 Billion Plus Business Opportunities



Cisco, one of today's largest, most influential companies, enables people to make powerful connections in business, education, philanthropy and creativity. Cisco hardware, software and service offerings are used to create Internet solutions that make networks possible, all by providing easy access to information anywhere, at anytime.

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The Challenge

With the unveiling of the Cisco Development Center in Bangalore, India less than one month away, the company was anxious to locate an organization that could implement a quick, yet successful innovation program to coincide with the international launch of its new, cutting-edge facility. In addition, Cisco was hopeful that the program would eventually help uncover its next billion-dollar business idea.

Due to the rapidly-approaching launch date of the Development Center, Cisco insisted upon a twenty-day deployment deadline. Accordingly, within five days of Cisco's initial approach, the two organizations had agreed

upon the initial terms and Brightidea was commissioned to get to work. And, while this was an exciting opportunity for Brightidea, implementing a basic innovation solution was not an option. Furthermore, achieving a system according to Cisco's complex security specifications and within the timeframe allotted would be an almost-impossible challenge for any innovation management provider.

And, if the security measures weren't enough, the branding requirements involved were particularly stringent. Cisco's brand essence is an integral element of its existence, as it is widely-recognized as one of the world's most valuable brands. Hence all creative, identity and marketing elements utilized in the program had to strictly adhere to explicit guidelines established by Cisco's detailed Brand Identity Guide. Thus, in addition to the technology elements of the program, the Brightidea software engineering team received hands-on brand education from Cisco's marketing department.

Yet, despite Cisco's rigorous branding guidelines, such standards were minor when compared to the complex set of security requirements necessitated by the world's leading Internet solutions organization.

Accordingly, Cisco presented Brightidea with an extremely explicit and complicated set of security specifications. Well-aware of the misperception that Software-as-a-Service is less secure as the software options of a generation past, the Brightidea team was determined to overcome this false and antiquated stereotype. With dedicated enthusiasm for the mission, Brightidea not only met, but exceeded all Cisco security mandates and furthermore developed a system that passed two separate application scans with flying colors.

Industry

- Software

Challenges

- Implement a quick, global innovation program
- Have it coincide with launch of its new India facility
- A twenty-day deployment deadline
- Meet Cisco's complex security and branding specifications

Solution

- Cisco I-Prize powered by Brightidea
- Engage the idea processes internal workforce, and the public
- Use advanced features such as community blogs, user rankings, user profiles, & newsletters

Benefits

- 1200 ideas, 4100 comments, 6600 votes and almost 2400 unique users
- Users from more than 80 countries
- Winning entrant got \$250,000 signing bonus and offer of employment to join the Cisco team

At first glance, particularly given the time-frame and complex set of requirements involved, participation in the development of this project first appeared as an example in how to set-up a company for failure. However, Brightidea approached the challenge with a unique philosophy: by achieving the Cisco requirements, and doing so under the tight deadline, the possibilities for future collaboration could be endless. Accordingly, this test of Brightidea's internal capabilities and technological capacities would likely serve as a barometer for potential growth over the next few years.

The Solution

Within five days of Cisco's initial contact with Brightidea, the two organizations had negotiated all up-front terms and requirements. Cisco I-Prize, as it would be known in its final form, would serve as a unique competition that not only engaged the idea processes of its own, internal workforce, but would also embrace the thoughts and ideas of the masses.

Brightidea's execution of the I-Prize contest using its proprietary WebStorm solution occurred within twenty days, and according to all Cisco terms and specifications. Furthermore, WebStorm was and is a technological marvel in terms of establishing a successful and unique on-demand innovation solution aimed exclusively at harnessing the wisdom of the crowds and leveraging the brilliance of the masses to solve problems and creative, cutting-edge new ideas. WebStorm's exclusive capabilities allow users to post ideas, comment, rank, manage and prioritize ideas. It can be utilized for both internal and external users, and in this case, reached across countries and organizations in order to capture both quantity and quality ideas.

The brilliance of the solution, in combination with Brightidea's ability to execute in a timely manner, rendered the end result a huge win for Cisco. Through Cisco's insistence on strict branding and security guidelines, WebStorm functioned as a unique company initiative, yet all the while was powered by the bright

minds behind the innovative products at Brightidea.

Luis Ostdiek, Executive Vice President of Technology at Brightidea and manager of the WebStorm/I-Prize initiative, says:

"...working with Cisco was an exciting adventure, as it allowed us an opportunity to execute under pressure and do so for one of the world's most respected organizations. What we developed for Cisco was not only a first of its kind in terms of Brightidea technologies, but also in terms of what Cisco envisioned for its global community."



In addition to the cutting-edge security features implemented for Cisco, Brightidea was also able to highlight many of the unique features available when implementing WebStorm for an organization. Cisco chose to enact many of the advanced features, such as community blogs, user rankings, user profiles, newsletters, statistics and updates. According to Ostdiek, "This program really gave Brightidea an avenue to showcase its capabilities. In reality, it took Brightidea from under the radar to center stage."

The Results

Within hours of launching the I-Prize contest, hundreds of posts, submissions, comments and votes began flooding the WebStorm. Initially slated to commence in mid-January, the contest was extended thirty days due to the overwhelming success and popularity of the system. In fact, by February 15, the extended I-Prize close date, nearly 1200 ideas, 4100 comments, 6600 votes and almost 2400 unique users were logged and active. Furthermore, participants in the contest hailed from more than 80 countries.

"The future of productivity and business models... will be driven by how we collaborate together... the future should be open to every person in the global citizen environment."

John Chambers
Cisco CEO



Cisco I-Prize back-end analytics report

For an online demo and more information contact Brightidea today at 212-594-4500
<http://www.brightidea.com>