Your Journey To Innovation Success Starts Here

BRIGHTIDEA®
PEOPLE POWERED INNOVATION

Brightidea Makes Innovation Happen

The Innovation Imperative

In today's world of emerging technologies, markets and consumer demands, companies must innovate just to stay relevant.

But although companies know they have to innovate, most aren't sure how. This results in a haphazard and sporadic exercise, with predictably sporadic results. Innovation that keeps pace with today's market velocity requires a technology platform and a systematic process – one that has been field-tested and proven to deliver results. It requires Brightidea.

A History of Innovation
Leadership to Guide You

Whether you are just getting started on your innovation journey or seeking expert guidance to advance your efforts, Brightidea can get you there. We've worked with over 300 leading global brands, including **Accenture, BT, Cisco, GE, MasterCard, Nielsen** and **Novartis,** to achieve hundreds of millions of dollars of financial innovation impact.

Brightidea helps organizations achieve their highest potential by harnessing the creative capacity of their people through corporate collaborative innovation software and services. It's what we call People Powered Innovation.

Humana.

Found $6.2 million in cost savings by engaging over 11,000 associates in contributing new ideas through a centrally managed program.

Why You Need People Powered Innovation

Brightidea's People Powered Innovation methodology is based on the premise that your people are more important to driving innovation success than technology or process alone. But innovating at the pace of the 21st Century requires the right technology to accelerate and scale this people-driven process.

People Powered Innovation:

→ **Crowd-power** // Every employee can be an innovator. Brightidea taps the power of the crowd to source and select ideas, crowdfund projects, run hackathons and make ideas a reality.

→ **Dedicated Team/Shared Services Approach** // A dedicated innovation team that operates as a shared service will drive innovation best practices and cultural transformation across your business. We'll show you how.

→ **Man + Machine** // People, not algorithms or 'black box' science, ultimately make innovation decisions. Our innovation software enables these decisions to be made more effectively so program success can scale across the enterprise.

→ **Data-driven Results** // Innovation success is just a story until there is hard data to back it up. Brightidea tracks and measures multiple types of success to ensure a holistic view, with results data readily accessible so the value of your innovation program is self-evident and ongoing investment in it continues.

The Most Powerful Platform for People Powered Innovation

BrightWorks is Brightidea's platform for corporate collaborative innovation. Our design philosophy combines power and flexibility with a relentless focus on quality and ease of use.

Amazingly Configurable

No two innovation processes are the same. The BrightWorks platform is designed for massive flexibility and configurability.

HIGHLY CONFIGURABLE WORKFLOW

FULL DESIGN CUSTOMIZATION

CONFIGURABLE USER PROFILES

WIDGET ARCHITECTURE

PRE-BUILT DESIGN TEMPLATES

Remarkably Powerful // Broadest Set of Collaboration Tools

The best ideas come from the collaborative process. Use BrightWorks collaboration tools to engage your innovator community and drive sustained innovation.

- → Notifications
- → Email Alerts
- → Idea Boards
- → Tagging
- → Blogs
- → Activity Streams
- → Voting
- → Gamification
- → Newsletters
- → Subscriptions
- → Commenting
- → Crowdfunding
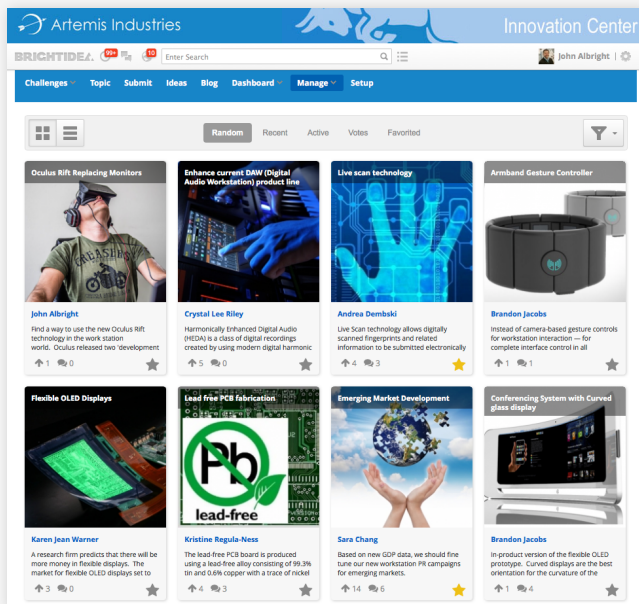
IDEA BOARDS
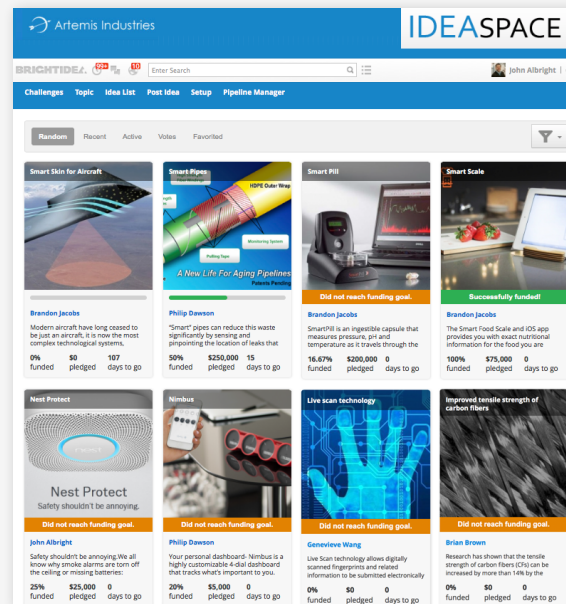
CROWDFUNDING
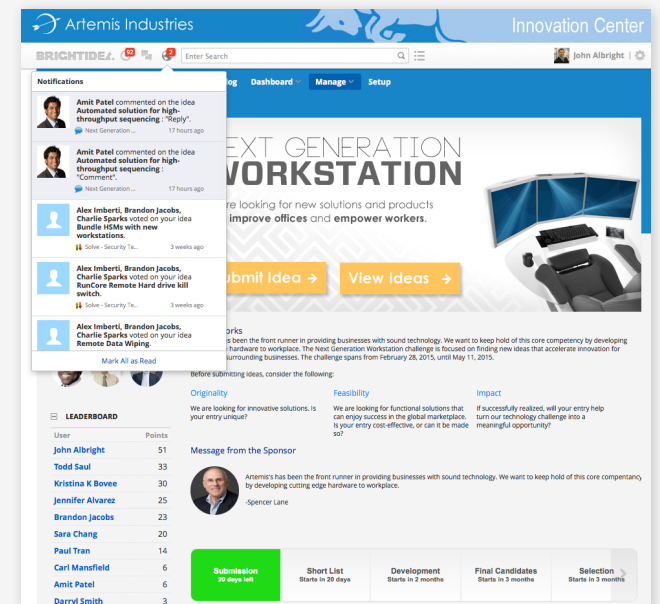
NOTIFICATIONS

Remarkably Powerful // On the Go Innovation

Brightidea Mobile is the world's most advanced mobile innovation app so you can tap employee insights anytime, anywhere. Access is easy and secure with SAML Single Sign-On (SSO).
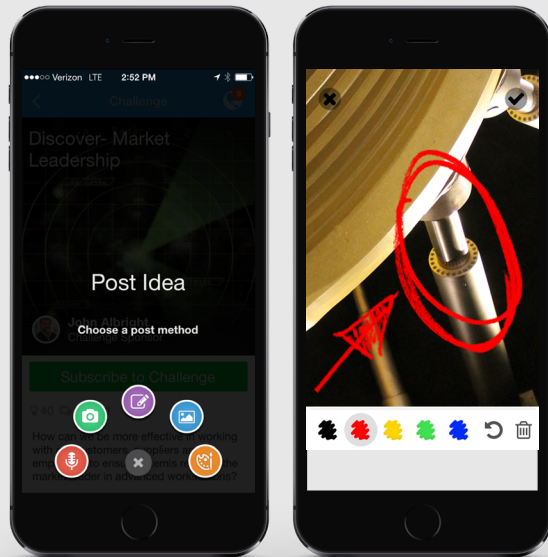
Capture Ideas and Inspiration

→ Submit an idea

→ Record a thought

→ Take a photo

→ Sketch an epiphany
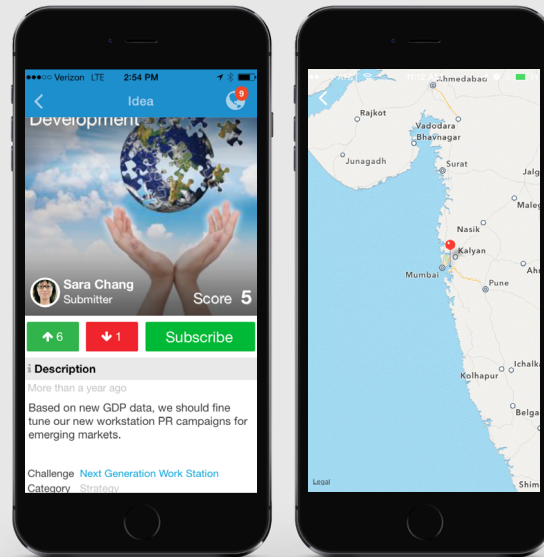
Foster Collaboration

→ Vote

→ Comment

→ Locate

→ Tag

→ Subscribe

Brand Your Mobile Experience

→ Use your logo and brand colors

→ White Label option

→ Full customization

Remarkably Powerful // Best Idea Selection & Development Tools

Organizations have varied processes for idea evaluation. BrightWorks offers the broadest set of tools to shortlist, develop and ultimately select the best opportunities.

→ **Single Scale**

Engage your SMEs early on in the process to facilitate efficient, scalable idea screening.

→ **Stack Rank**

Easily evaluate ideas relative to one another and order them best to worst.

→ **Pairwise Comparison**

Present evaluators with two ideas at a time, while an algorithm scores the results.

→ **Scorecard**

Shortlist ideas by scoring them based on evaluator responses to a series of questions.

→ **Development**

Develop good ideas into great ones by prompting the idea submitter and others to flesh out more detail about the idea.
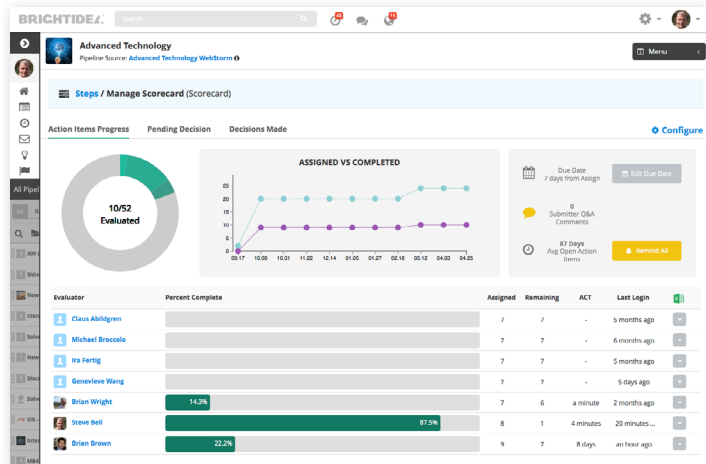
SINGLE SCALE

PAIRWISE COMPARISON

Remarkably Powerful // Data-Driven Results

Innovation teams must consistently show results to ensure ongoing program funding. BrightWorks gives program leaders all the data they need to demonstrate success at every stage.

MANAGEMENT DASHBOARD

Track and manage ideas through each step of the evaluation process
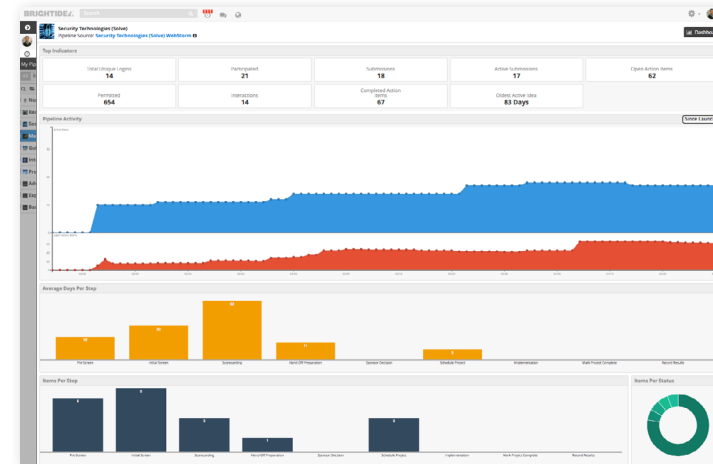
PIPELINE DASHBOARD

Give the Innovation Program Manager insight on overall pipeline performance
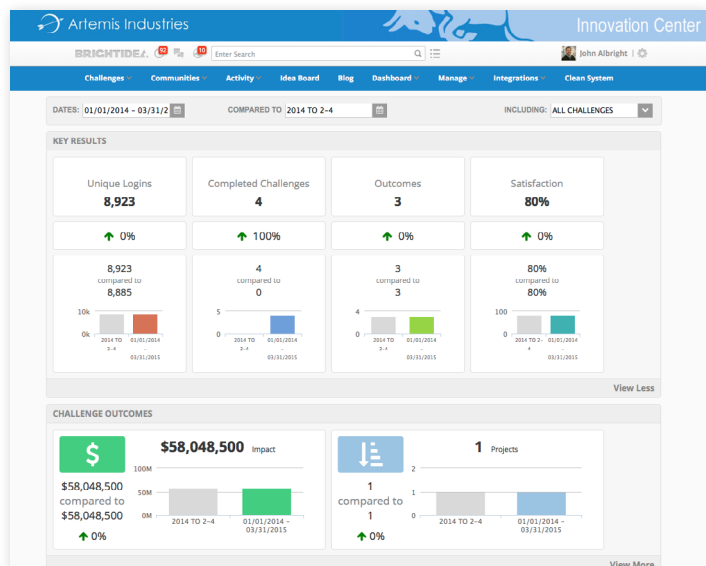
BUSINESS RESULTS DASHBOARD

Track innovation program status and results delivered to the business
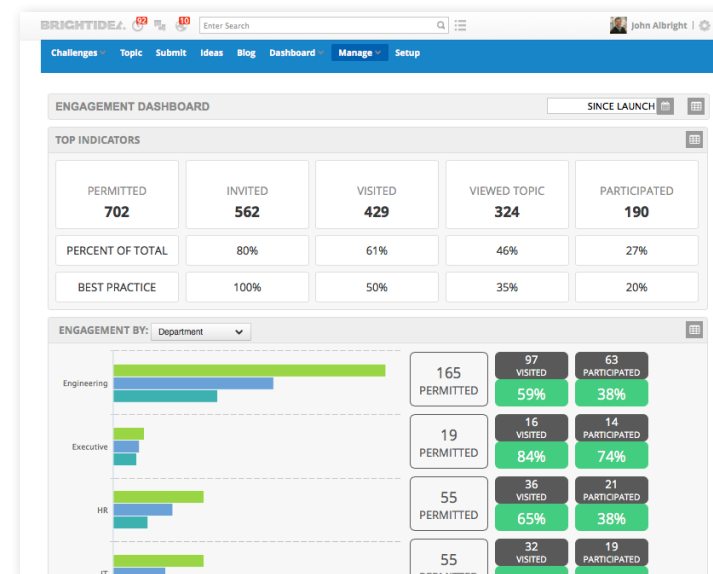
ENGAGEMENT DASHBOARD

Track and measure engagement against best practices across departments, regions and titles

Massively Scalable

The BrightWorks platform will adapt
with you as your needs evolve.

**Secure User
Management**

User account profile syncing to corporate
identity management systems is available via
SAML SSO as well as non-SSO.

**Secure Group
Management**

Engage employees, customers and partners
in unique communities and challenges.

Internationalization

BrightWorks offers multilingual support,
including label editing and date formatting.

Extensibility

REST API provides programmatic access
your Brightidea data for connectivity to 3rd
party enterprise applications.

**World-Class
Cloud Platform**

World-class AWS cloud infrastructure is
designed and certified to handle the most
stringent security, availability, scalability and
performance requirements.
SOC 1, Type II | SOC 2, Type II | ISO 27001

amazon
web services

The People Powered Expertise Behind Our Brand – And Yours

Brightidea's experienced professionals are dedicated to your program's success, whether you're just getting started, rebooting or enhancing your collaborative innovation capabilities.

Consulting Services

Practical, real-world experience to help you create impactful innovation programs. Services include:

→ Establishing and scaling innovation teams and programs

→ Driving cultural change through a people-powered approach

→ Justifying program value through financial impact tracking and more

NOVARTIS

" Your service and the can-do attitude of your colleagues throughout the process were exemplary. As a result, our initiative was a great success."

Software Services

Expertise to ensure your software is designed around your specific needs. Services include:

→ Training on software mastery and latest features

→ Configuring and customizing your system to your goals

→ Integrating Brightidea into your internal systems

accenture

" Responsive and helpful as we went live. Service was great."

Support Services

Our world-class team ensures you are getting the most out of your software at all times. Services include:

→ Email and phone support from knowledgeable experts

→ In-depth knowledge base for self-service resolution

→ Online customer community for peer interaction

Quicken Loans
Engineered to **Amaze**

" This issue was solved in about 5 minutes. Fastest response and solution ever!"

A Dedicated Focus on Results

Brightidea is focused on the success of your innovation program. That means your results. Take advantage of the same technology and expertise used by over 300 of the world's top brands to achieve hundreds of millions of dollars of documented innovation impact.

BT

" For every $1 invested by BT on our innovation program we have returned over $75 to the business."

Steve Healey
Head of BT New Ideas

CATHAY PACIFIC

" Brightidea's innovation platform helps us maintain our global leadership in customer experience and service excellence."

Joe Locandro
CIO

nielsen

" Brightidea gives us the flexibility to support 15 or more business units at any time, each with their own requirements."

Stephanie Hegarty
Innovation
Program Manager

CABOT

" Two recent ideas developed using the Brightidea platform will generate tens of millions of dollars for the company."

John Jaddou
Director of New Business
Development Innovation

Our award-winning customers touch virtually every industry.

Check out a sampling of who they are:

BOSCH   **BT**   **CISCO**   GE   **MasterCard**   **nielsen**   **NOVARTIS**

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Contact Us | email us at sales@brightidea.com | visit www.brightidea.com

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