

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

The screenshot displays a workflow for 'Next Generation Work Station' with the following stages and counts:

- Ideate (15)
- Short List (14)
- Development (10)
- Scorecard (8)
- Implementing (2)
- Completed (2)

Individual items in the 'Ideate' stage include: D5530 Emerging Market Dev..., D5564 High Performance GP..., D613 Improve portability for..., D510 Improved tensile stren..., D5572 Light Sport Aircraft, D5569 Multiple Monitors + L..., and D649 Real-time 3D hand ges....

FULL DESIGN CUSTOMIZATION

The screenshot shows a highly customized homepage for 'Brightidea' with a header featuring navigation links like 'Home', 'About', 'Contact Us', and 'Sign Up'. The main content area includes a hero section with the text 'Shaping The Future Through Innovation' and a 'Welcome to Brightidea.' message.

Our Innovation Program

By utilizing our platform you will not only share your innovation ideas, we will also be able to hear you when you comment and vote. All ideas are ranked by our evaluation team and will keep you informed of the status. The success of our innovation program relies on all of us collaborating and working together.

Getting Started with the Program

Innovation occurs when everyone contributes. Our innovation platform is designed to let everyone participate... to start innovating today.

- My profile** - Innovation works when everyone contributes. Our innovation platform is designed to let everyone participate...
- Innovation Challenges** - From new products ideas, improving our current offerings, to solving more efficiently... ideas to solve the world we can innovate.
- About the program** - Our innovation platform takes ideas all the way from creation to implementation. Your ideas are evaluated and you are notified on the progress.

Currently active challenges

Help us innovate. Whether it's submitting an idea of your own or with others, commenting or voting, you are getting your voice heard.

CONFIGURABLE USER PROFILES

The screenshot shows a 'Configure User Profile Fields' interface with a table of fields:

Field Name	Field Type	Field Label	Field Value
First Name	Text	First Name	John
Last Name	Text	Last Name	Albright
Job Title	Text	Job Title	CEO
Department	Text	Department	CEO

WIDGET ARCHITECTURE

The screenshot shows a dashboard for 'Artemis Industries' with a 'GOING GREEN CHALLENGE' widget. The widget includes a 'Post Idea' button, a 'TOP USERS' list, and a 'RECENT UPDATES FEED'.

PRE-BUILT DESIGN TEMPLATES

The screenshot shows a pre-built design template for 'Stark Industries' with a 'CONNECT TO INNOVATION' header and a 'How it Works: A Platform Primer' section. The primer includes three steps: 1. Identify a target area for innovation, 2. Gather ideas (co-workers submit, vote and comment on each other's ideas), and 3. Score and select top ideas and implement them.

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

IDEASPACE

Challenges Topic Submit Ideas Blog Dashboard Manage Setup

Random Recent Active Votes Favored

- Oculus Rift Replacing Monitors**
John Albright
Find a way to use the new Oculus Rift technology in the work station world. Oculus released new development...
- Enhance current DAW (Digital Audio Workstation) product line**
Crystal Lee Riley
Harmonically Enhanced Digital Audio (HEDA) is a class of digital recordings created by using modern digital harmonic...
- Live scan technology**
Andrea Dembski
Live Scan technology allows digitally scanned fingerprints and related information to be submitted electronically.
- Armband Gesture Controller**
Brandon Jacobs
Instead of camera-based gesture controls for workstation interaction — for complete interface control in all...
- Flexible OLED Displays**
Karen Jean Warner
A research firm predicts that there will be more money in flexible displays. The market for flexible OLED displays set to...
- Lead free PCB fabrication**
Kristine Regula-Ness
The lead-free PCB board is produced using a lead-free alloy consisting of 99.3% tin and 0.6% copper with a trace of nickel...
- Emerging Market Development**
Sara Chang
Based on new GDP data, we should fine tune our new workstation PK campaigns for emerging markets.
- Conferencing System with Curved glass display**
Brandon Jacobs
In-product version of the flexible OLED prototype. Curved displays are the best option for the curvature of the...

IDEA BOARDS

IDEASPACE

Challenges Topic Idea List Post Idea Setup Pipeline Manager

Random Recent Active Votes Favored

- Smart Skin for Aircraft**
Brandon Jacobs
Modern aircraft have long ceased to be just an aircraft. It is now the most complex technological systems.
- Smart Pipes**
Philip Dawson
"Smart" pipes can reduce this waste significantly by sensing and pinpointing the location of leaks that...
- Smart Pill**
Brandon Jacobs
SmartPill is an ingestible capsule that measures pressure, pH and temperature as it travels through the...
- Smart Scale**
Brandon Jacobs
The Smart Food Scale and iOS app provides you with exact nutritional information for the food you are...
- Nest Protect**
John Albright
Safety shouldn't be annoying. We all know why smoke alarms are torn off the ceiling or missing batteries.
- Nimbus**
Philip Dawson
Your personal dashboard- Nimbus is a highly customizable 4-dial dashboard that tracks what's important to you.
- Live scan technology**
Genevieve Wang
Live Scan technology allows digitally scanned fingerprints and related information to be submitted electronically.
- Improved tensile strength of carbon fibers**
Brian Brown
Research has shown that the tensile strength of carbon fibers (CFs) can be increased by more than 1% by the...

CROWDFUNDING

IDEASPACE

Challenges Topic Submit Ideas Blog Dashboard Manage Setup

Notifications

- Amit Patel commented on the idea Automated solution for high-throughput sequencing: "Reply".
- Amit Patel commented on the idea Automated solution for high-throughput sequencing: "Comment".
- Alex Imberti, Brandon Jacobs, Charlie Sparks voted on your idea Bundle HSMs with new workstations.
- Alex Imberti, Brandon Jacobs, Charlie Sparks voted on your idea RunCore Remote Hard drive kill switch.
- Alex Imberti, Brandon Jacobs, Charlie Sparks voted on your idea Remote Data Wiping.

Before submitting ideas, consider the following:

LEADERBOARD	Originality	Feasibility	Impact
User	Points	We are looking for innovative solutions. Is your entry unique?	We are looking for functional solutions that can enjoy success in the global marketplace. Is your entry cost-effective, or can it be made so?
John Albright	51		If successfully realized, will your entry help turn our technology challenge into a meaningful opportunity?
Todd Saul	33		
Kristina K Bovee	30		
Jennifer Alvarez	25		
Brandon Jacobs	23		
Sara Chang	20		
Paul Tran	14		
Carl Mansfield	6		
Amit Patel	6		
Darryl Smith	3		

Message from the Sponsor

Artemis has been the front runner in providing businesses with sound technology. We want to keep hold of this core competency by developing cutting edge hardware to workplace.

Submission 30 days left

Short List Starts in 20 days

Development Starts in 2 months

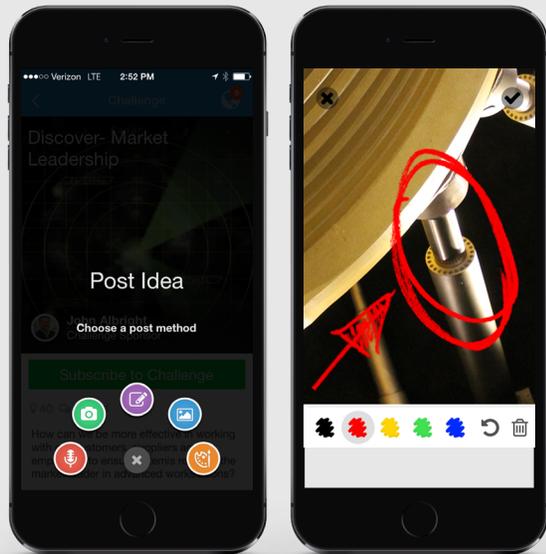
Final Candidates Starts in 3 months

Selection Starts in 3 months

NOTIFICATIONS

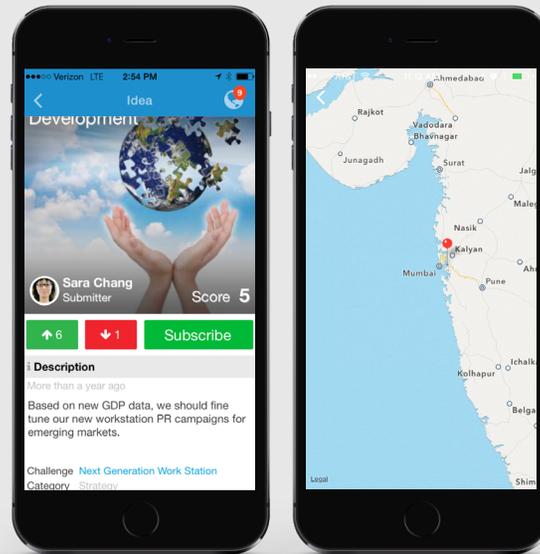
Remarkably Powerful // On the Go Innovation

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).



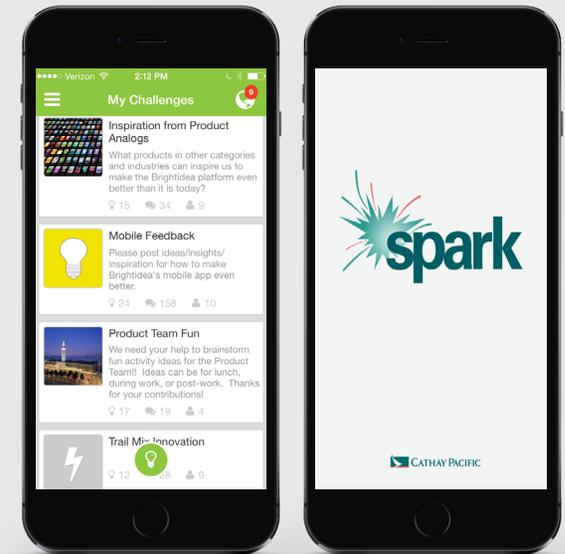
Capture Ideas and Inspiration

- 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

The screenshot shows the 'My Action Items / Next Generation Work Station / Short List (Single Scale)' interface. It features a table of ideas with columns for Idea Title, Submitter, and Rating. The 'Lead free PCB fabrication' idea is highlighted. To the right, a detailed view of this idea is shown, including a '4 POINTS' badge, a 'Pb lead-free' icon, and a description of the lead-free PCB board. The interface also includes a 'What is your initial impression of this idea?' scale from 1 to 7, and tabs for Description, Attachments, Details, Votes, and Evaluations.

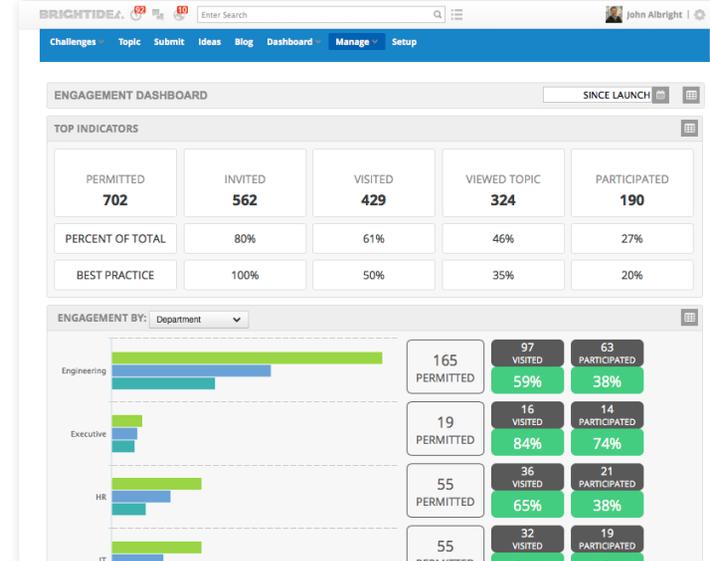
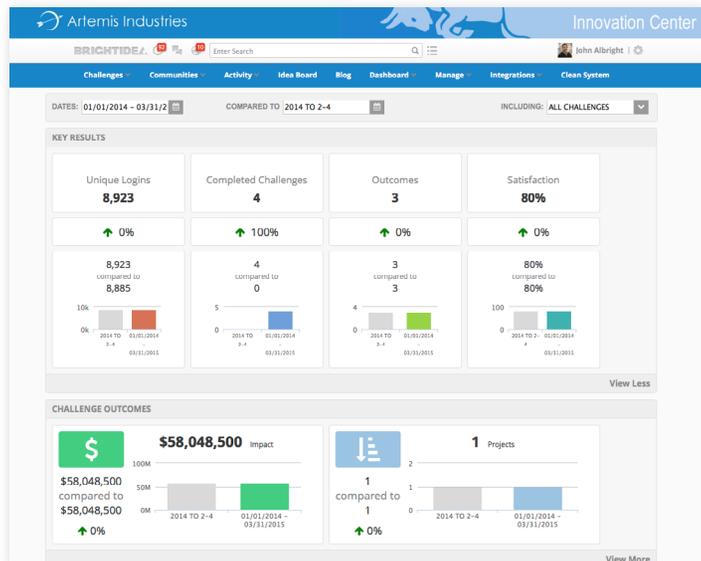
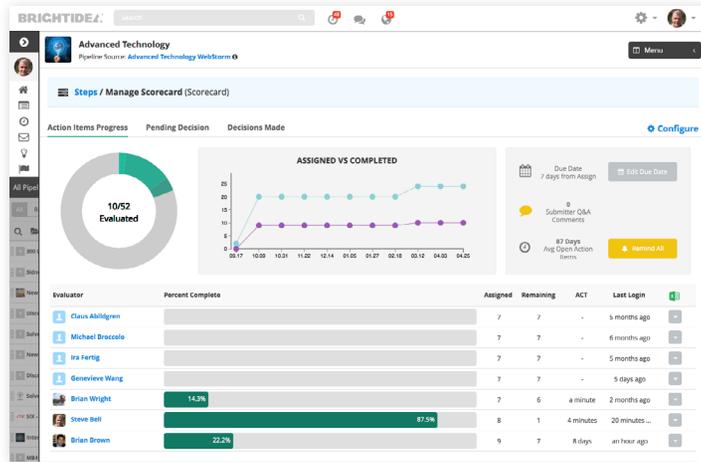
Idea Title	Submitter	Rating
Automated Robotic Workstation Platform	David L Foley	-
Enhance current DAW (Digital Audio Workstat...	Crystal Lee Riley	-
High Performance GPS Chip	James Finch	-
Lead free PCB fabrication	Kristine Regula-Ness	-
Oculus Rift Replacing Monitors	John Albright	-
Real-time 3D hand gesture recognition	Matthew Hamparian	-
Voice activated user interface	John Albright	-
USB Attached Hardware Security Devices	John Albright	-
Additional R&D in carbon nano-tube technolo...	Spencer Lane	-
Enhance current DAW (Digital Audio Workstat...	Crystal Lee Riley	-
Oculus Rift: Replacing Monitors	John Albright	-

PAIRWISE COMPARISON

The screenshot shows the 'My Action Items / Alpha Demo / Pairwise (Pairwise)' interface. It displays two ideas side-by-side for comparison. The first idea is 'Methodology to Implement and validate ergonomic improvements to computer workstations (D110)' with a '2 POINTS' badge and a 'SALES' icon. The second idea is 'Lead free PCB fabrication (D112)' with a '2 POINTS' badge and a 'Pb' icon. The interface includes a 'Pairing #1' section with 'Select Idea', 'Neither', and 'Select Idea' buttons, and a 'Start Over' and 'Save and Exit' section. Below each idea, there are tabs for Description, Attachments, Details, Votes, and Additional Info, and a comment section with a 'Who can see this comment?' dropdown and an 'Add Comment' button.

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.



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



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



“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



“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



“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.



“ 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



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



Joe Locandro
CIO



“ 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



“ 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:





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

