



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'. It is divided into six stages: Ideate (15), Short List (14), Development (10), Scorecard (8), Implementing (2), and Completed (2). Each stage contains a grid of idea cards. For example, in the 'Ideate' stage, ideas include 'Emerging Market Dev...', 'Automated Robotics W...', 'Automated solution fo...', and 'Armband Gesture Cen...'. The 'Completed' stage shows 'Google Glasses and H...'.

## FULL DESIGN CUSTOMIZATION

This screenshot shows a highly customized interface for 'Shaping The Future Through Innovation'. The header includes navigation links like 'Home', 'About', 'Contact Us', and 'Admin'. The main content area features a large image of a person thinking, with the text 'Welcome to Brightidea.' Below this, there's a section titled 'Our Innovation Program' and 'Getting Started with the Program' with icons for 'My profile', 'Innovation Challenges', and 'About the program'. A 'Currently active challenges' section is also visible at the bottom.

## CONFIGURABLE USER PROFILES

This screenshot shows a 'Configure User Profile Fields' page. It includes a sidebar with navigation options like 'Settings', 'Message', and 'Profile Fields'. The main content area has a form with fields for 'First Name', 'Last Name', 'Job Title', and 'Department', each with a 'Save' button. There are also sections for 'Profile Fields' and 'Group Rights'.

## WIDGET ARCHITECTURE

This screenshot shows a widget-based interface for 'Artemis Industries'. The main focus is a 'GOING GREEN CHALLENGE' widget with a lightbulb icon and text: 'Help us find great ideas that will transform our company into the greenest company on the planet.' Other widgets include 'COMMUNITY STATISTICS', 'TOP USERS', 'RECENT UPDATES FEED', 'YOUR STATISTICS', and 'CATEGORIES'.

## PRE-BUILT DESIGN TEMPLATES

This screenshot shows a pre-built design template for 'STARK INDUSTRIES'. The header reads 'CONNECT TO INNOVATION'. Below it, there's a section titled 'How it Works: A Platform Primer' with three numbered steps: 1. Identify a target area for innovation, 2. Gather ideas - co-workers submit, vote and comment on each other's ideas, 3. Score and select top ideas and implement them. There's also an 'Active Sessions: Your Innovation Workstation' section.

# 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

The screenshot shows the 'IDEASPACE' interface with a grid of idea cards. Each card includes a title, a small image, the creator's name, a brief description, and a progress bar with funding goals and dates.

| Title  | Creator              | Status                            |
|--|----------------------|-----------------------------------|
| Oculus Rift Replacing Monitors                               | John Albright        | 0 funded / 0 pledged              |
| Enhance current DAW (Digital Audio Workstation) product line | Crystal Lee Riley    | 5 funded / 0 pledged              |
| Live scan technology   | Andrea Dembski       | 4 funded / 3 pledged              |
| Armband Gesture Controller                                   | Brandon Jacobs       | 1 funded / 1 pledged              |
| Smart Skin for Aircraft                                      | Brandon Jacobs       | 0 funded / 50 pledged             |
| Smart Pipes  | Philip Dawson        | 50% funded / \$20,000 pledged     |
| Smart Pill   | Brandon Jacobs       | 16.67% funded / \$200,000 pledged |
| Smart Scale  | Brandon Jacobs       | 100% funded / \$75,000 pledged    |
| Flexible OLED Displays                                       | Karen Jean Warner    | 3 funded / 0 pledged              |
| Lead Free PCB Fabrication                                    | Kristine Regula-Ness | 4 funded / 3 pledged              |
| Emerging Market Development                                  | Sara Chang           | 14 funded / 6 pledged             |
| Conferencing System with Curved glass display                | Brandon Jacobs       | 1 funded / 4 pledged              |

IDEA BOARDS

This screenshot shows a different view of the 'IDEASPACE' interface, focusing on the funding progress of various ideas. The cards are arranged in a grid, showing titles, creators, and detailed funding statistics.

| Title                                      | Creator        | Funding Progress                               |
|--|----------------|--|
| Smart Skin for Aircraft                    | Brandon Jacobs | 0% funded / 50 pledged / 107 days to go        |
| Smart Pipes                                | Philip Dawson  | 50% funded / \$20,000 pledged / 15 days to go  |
| Smart Pill                                 | Brandon Jacobs | 16.67% funded / \$200,000 pledged / days to go |
| Smart Scale                                | Brandon Jacobs | 100% funded / \$75,000 pledged / days to go    |
| Nest Protect                               | John Albright  | Did not reach funding goal                     |
| Nimbus                                     | Philip Dawson  | Did not reach funding goal                     |
| Live scan technology                       | Genevieve Wang | Did not reach funding goal                     |
| Improved tensile strength of carbon fibers | Brian Brown    | Did not reach funding goal                     |

CROWDFUNDING

This screenshot shows the notification and leaderboard sections of the 'IDEASPACE' interface. It includes a list of recent comments and a leaderboard of users.

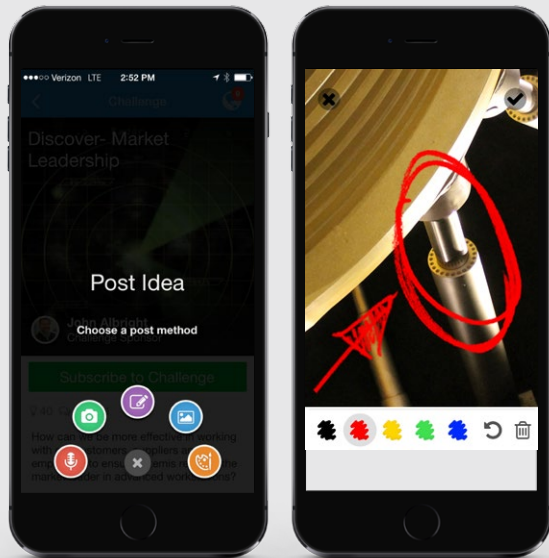
| User             | Points |
|------------------|--------|
| John Albright    | 51     |
| Todd Saul        | 33     |
| Kristina K Bovee | 30     |
| Jennifer Alvarez | 25     |
| Brandon Jacobs   | 23     |
| Sara Chang       | 20     |
| Paul Tan         | 14     |
| Carl Mansfield   | 6      |
| Amit Patel       | 6      |
| Darryl Smith     | 3      |

NOTIFICATIONS



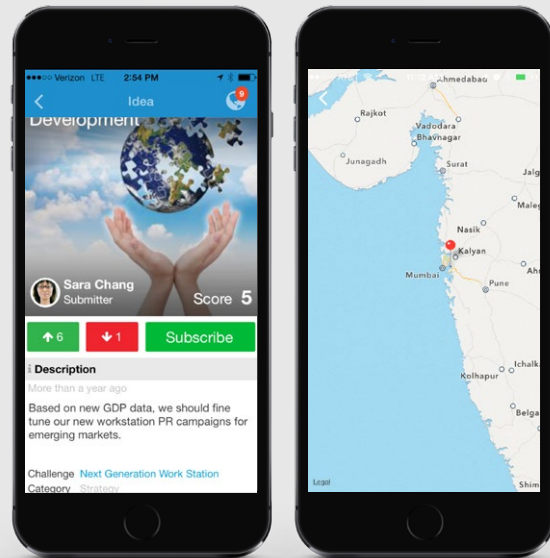
# Remarkably Powerful // On the Go Innovation

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).



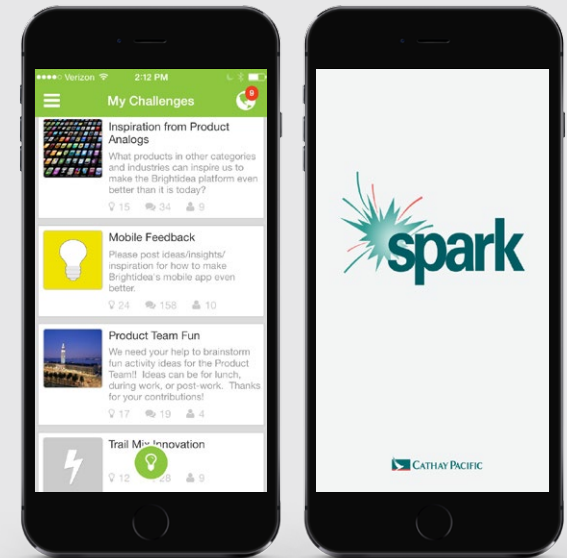
## Capture Ideas and Inspiration

- 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 'What is your initial impression of this idea?' scale (1-7), a '4 POINTS' badge, and a 'lead-free' badge. The description states: '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 SN100CL. This lead free PCB material meets all legislation requirements for the European Union's RoHS directive.' Below the description, there are sections for 'What are the intended benefits of your idea?' and 'Select the type of Idea you are submitting?'.

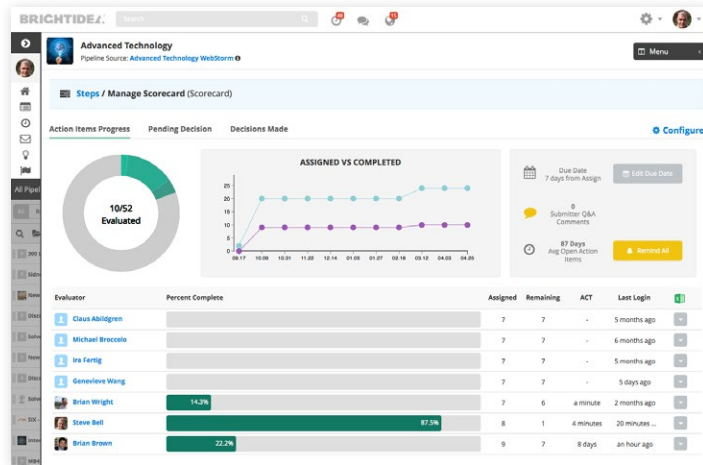
## PAIRWISE COMPARISON

The screenshot shows the 'My Action Items / Alpha Demo / Pairwise (Pairwise)' interface. It displays a 'Pairing #1' screen with two ideas side-by-side for comparison. The left idea is 'Methodology to implement and validate ergonomic improvements to computer workstations (D110)' with a '2 POINTS SALES' badge. The right idea is 'Lead free PCB fabrication (D112)' with a '2 POINTS' badge. Both ideas have a 'Description' tab selected. The interface includes 'Start Over' and 'Save and Exit' buttons at the top. At the bottom, there are 'Who can see this comment?' dropdown menus and 'Add Comment' buttons for each idea.

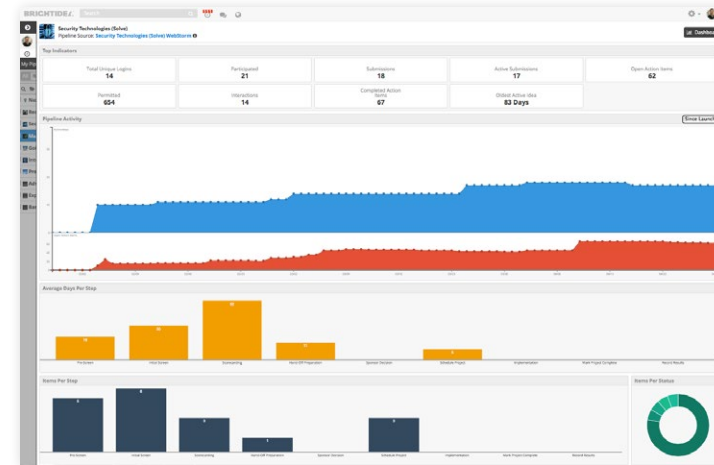


# Remarkably Powerful // Data-Driven Results

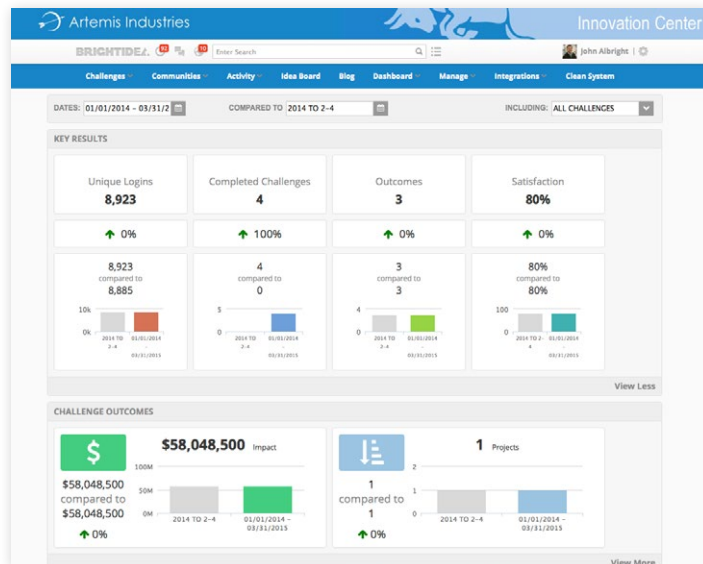
Innovation teams must consistently show results to ensure ongoing program funding. BrightWorks gives program leaders all the data they need to demonstrate success at every stage.



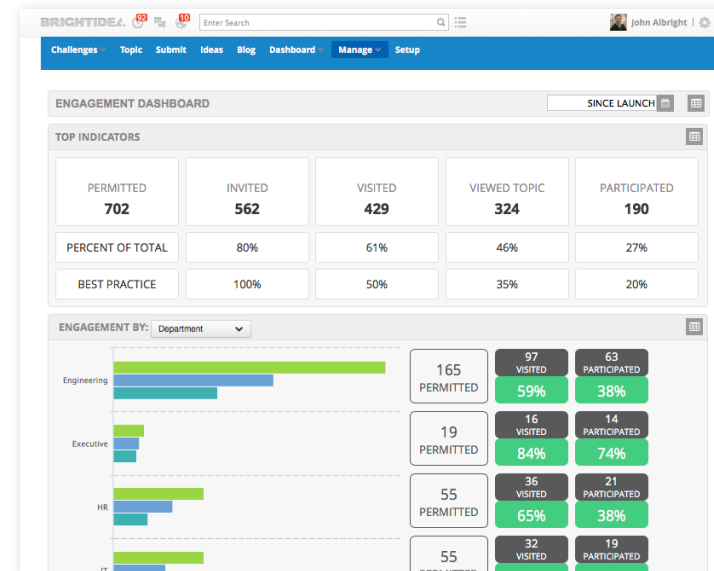
**MANAGEMENT DASHBOARD**  
Track and manage ideas through each step of the evaluation process



**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







# 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 generated 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:







## What's Next?

### [Take the Innovation Strength Assessment](#)

This analysis will help to identify the areas of innovation strength and improvement specific to your company. Or contact Brightidea to help you along your innovation journey.

**BRIGHTIDEA<sup>®</sup>**

Contact Us | email us at [sales@brightidea.com](mailto:sales@brightidea.com) | visit [www.brightidea.com](http://www.brightidea.com)

