



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 the 'Next Generation Work Station' interface. It features a sidebar with navigation options like 'Member', 'Action Items', and 'My Pipelines'. The main area is divided into several columns representing different stages of the innovation process: 'Ideate (15)', 'Short List (14)', 'Development (10)', 'Scorecard (8)', 'Implementing (2)', and 'Completed (2)'. Each column contains a list of items with icons and brief descriptions, such as 'Emerging Market Dev...', 'Automated Robotic W...', 'Automated solution fa...', 'Armband Gesture Con...', 'Flexible OLED Displays', 'Brain Computer Interf...', 'Improve CV 3D model...', 'Conferencing System...', 'Live scan technology', 'Retina scanning security', 'Optimizing User Exper...', 'Additional R&D in carb...', 'Voice activated user in...', and 'Real-time 3D hand ges...'. The interface is highly customizable, allowing users to tailor the workflow to their specific needs.

FULL DESIGN CUSTOMIZATION

The screenshot shows a custom-designed landing page for 'Shaping The Future Through Innovation'. The page features a large header image with a person looking out over a cityscape. Below the header, there's a 'Welcome to Brightidea.' message and a 'Get Started' button. The page is divided into sections: 'Our Innovation Program', 'Getting Started with the Program', and 'Currently active challenges'. The 'Getting Started' section includes links for 'My profile', 'Innovation Challenges', and 'About the program'. The 'Currently active challenges' section displays a list of ongoing projects with images and brief descriptions. The design is clean, modern, and fully customizable to match the organization's branding and goals.

CONFIGURABLE USER PROFILES

The screenshot displays a user profile configuration page for 'Artemis Industries'. The page is titled 'Configure User Profile Fields' and includes a list of fields that can be configured for different user roles. The fields are organized into sections: 'Basic Information', 'Work Information', and 'Contact Information'. Each section contains a list of fields with checkboxes to enable or disable them. The interface is intuitive and allows administrators to tailor user profiles to their specific requirements. The page also includes a 'Save' button to apply the changes.

WIDGET ARCHITECTURE

The screenshot shows a widget architecture for 'Artemis Industries'. The interface is divided into several sections: 'COMMUNITY STATISTICS', 'TOP USERS', 'RECENT UPDATES', 'YOUR STATISTICS', and 'CATEGORIES'. Each section contains a list of items with icons and brief descriptions. The 'COMMUNITY STATISTICS' section shows the number of ideas, comments, and votes. The 'TOP USERS' section lists the top contributors. The 'RECENT UPDATES' section shows the latest activity. The 'YOUR STATISTICS' section provides a summary of the user's performance. The 'CATEGORIES' section lists the different types of challenges. The widget architecture is highly flexible and can be customized to display the most relevant information for the user.

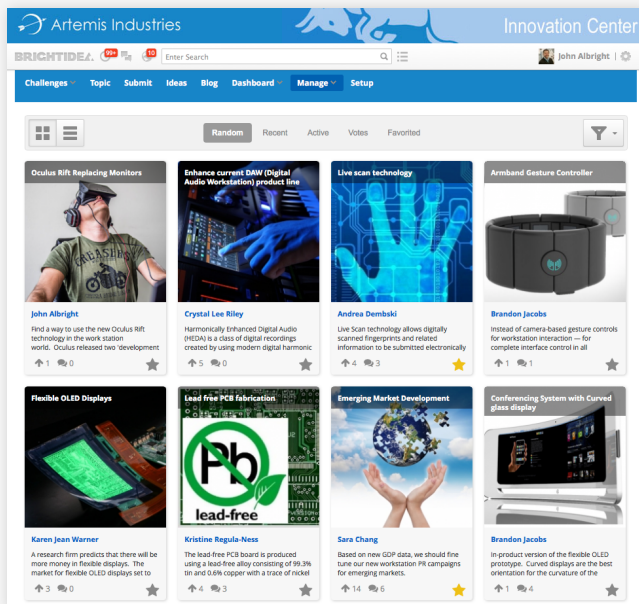
PRE-BUILT DESIGN TEMPLATES

The screenshot displays a pre-built design template for 'Stark Industries'. The template is titled 'CONNECT TO INNOVATION' and features a large header image with a person looking at a screen. Below the header, there's a 'How it Works: A Platform Primer' section with 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'. The template also includes a 'Active Sessions: Your Innovation Workstation' section and a 'Open Idea Submission Process' section. The design is professional and easy to use, providing a clear and engaging way to present the innovation process.

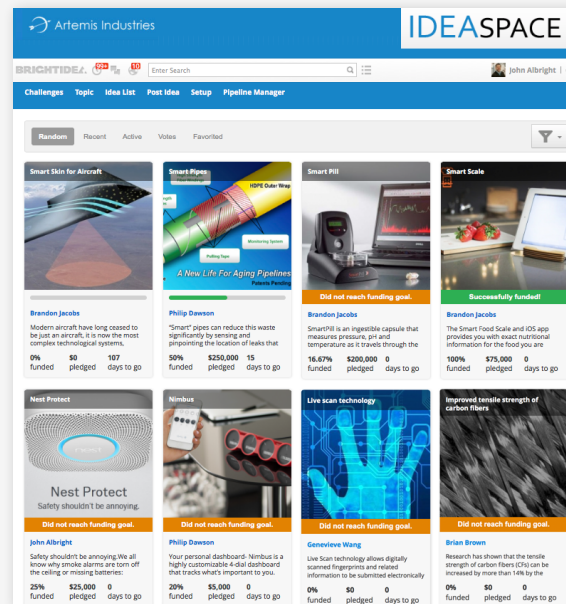
Remarkably Powerful // Broadest Set of Collaboration Tools

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

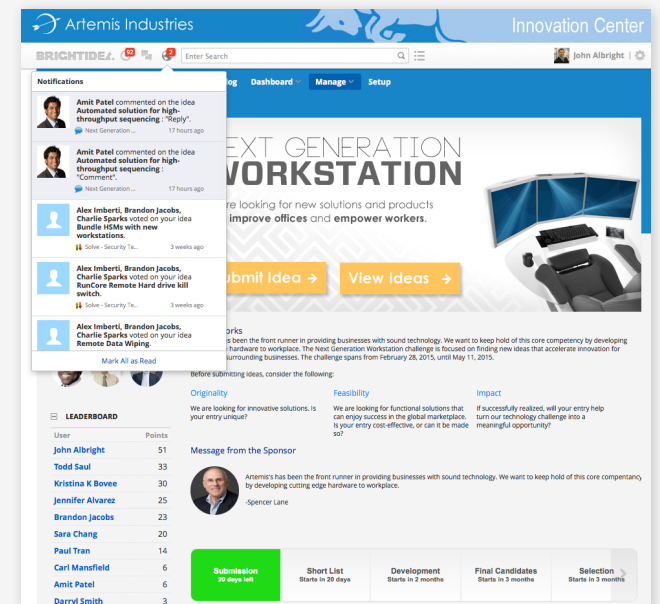
- Notifications
- Blogs
- Newsletters
- Email Alerts
- Activity Streams
- Subscriptions
- Idea Boards
- Voting
- Commenting
- Tagging
- Gamification
- Crowdfunding



IDEA BOARDS



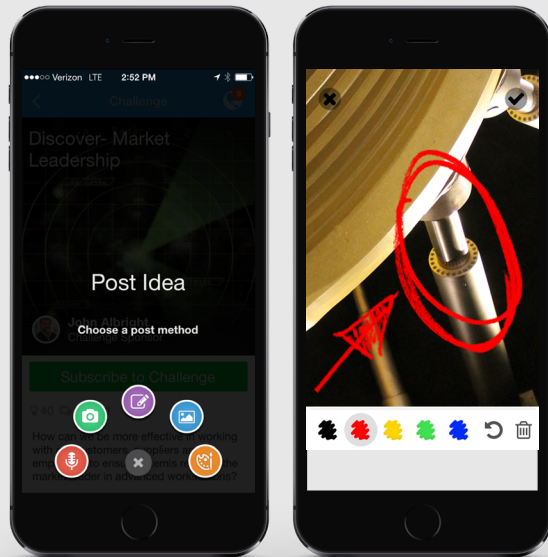
CROWDFUNDING



NOTIFICATIONS

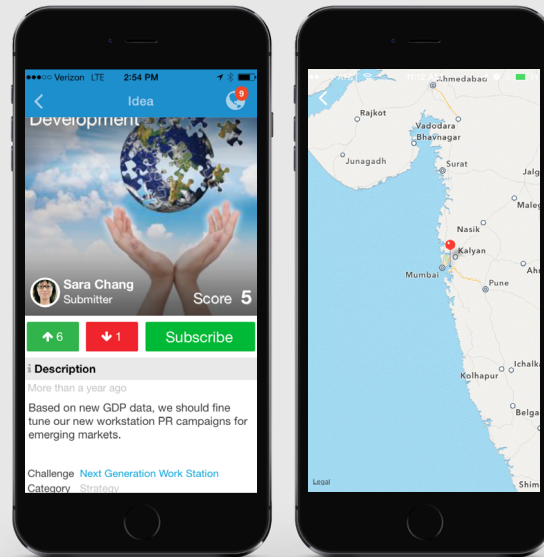
Remarkably Powerful // On the Go Innovation

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

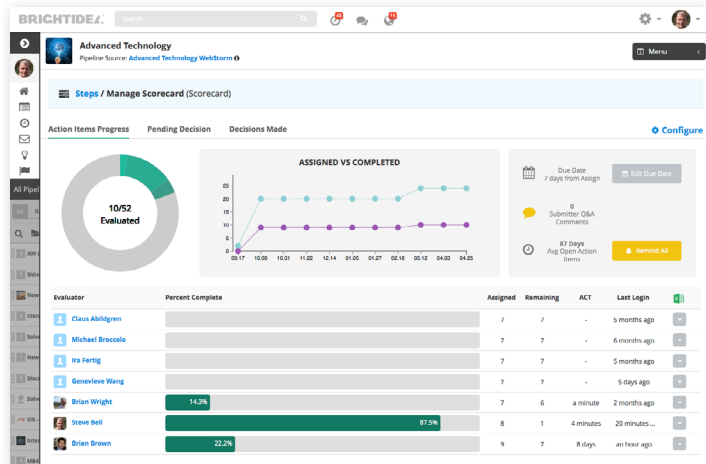
The screenshot shows the 'My Action Items / Next Generation Work Station / Short List (Single Scale)' page. It features a table of ideas with columns for Idea Title, Submitter, and Rating. The table lists several ideas, including 'Automated Robotic Workstation Platform', 'Enhance current DAW (Digital Audio Workstat...', 'High Performance GPS Chip', 'Lead free PCB fabrication', 'Oculus Rift Replacing Monitors', 'Real-time 3D hand gesture recognition', 'Voice activated user interface', 'USB Attached Hardware Security Devices', 'Additional R&D in carbon nano-tube technolo...', 'Enhance current DAW (Digital Audio Workstat...', and 'Oculus Rift Replacing Monitors'. To the right of the table, there is a detailed view of the 'Lead free PCB fabrication (D349)' idea, showing its rating (4 points), submitter (Kristine Regula-Ness), category (Strategy), status (Implemented), and a description of the lead-free PCB board.

PAIRWISE COMPARISON

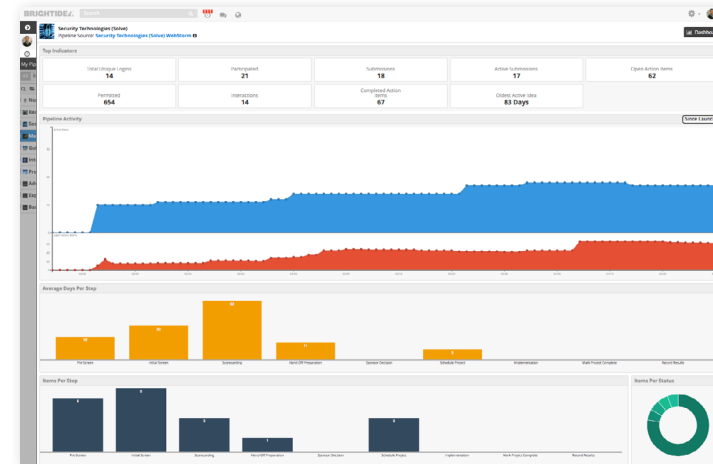
The screenshot shows the 'My Action Items / Alpha Demo / Pairwise (Pairwise)' page. It features a 'Pairing #1' section with two ideas being compared: 'Methodology to Implement and validate ergonomic improvements to computer workstations (D110)' and 'Lead free PCB fabrication (D112)'. Each idea has a rating (2 points) and a submitter (Brian Brown and jeone@brightidea.com respectively). Below the ideas, there are tabs for Description, Attachments (0), Details, Votes, and Additional Info. The 'Details' tab is selected for both ideas, showing a description of the idea and a comment section. The comment section includes a text area, a 'Who can see this comment:' dropdown menu (set to 'Evaluator Only'), and an 'Add Comment' button.

Remarkably Powerful // Data-Driven Results

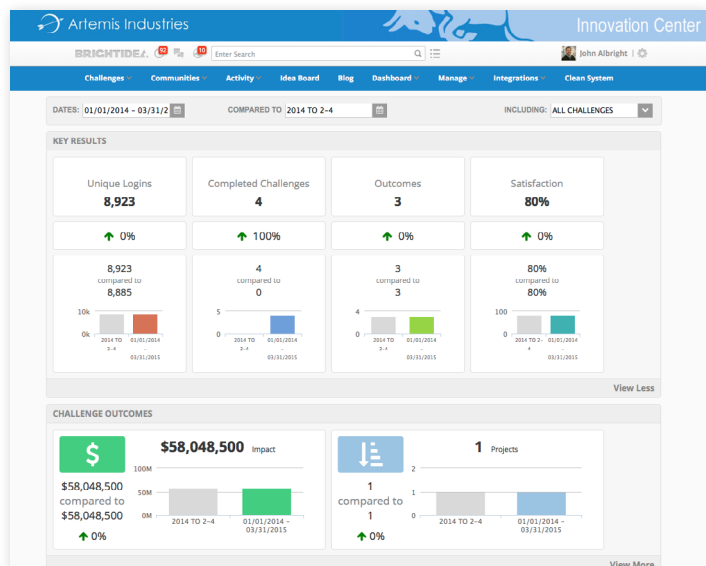
Innovation teams must consistently show results to ensure ongoing program funding. BrightWorks gives program leaders all the data they need to demonstrate success at every stage.



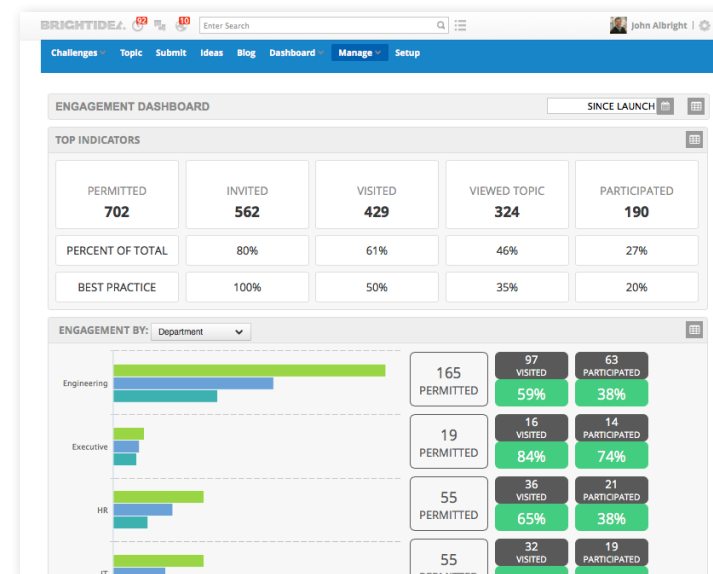
MANAGEMENT DASHBOARD
Track and manage ideas through each step of the evaluation process



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 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





BRIGHTIDEA[®]

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