

20 WINTER 18 CUSTOMER SUCCESS REPORT

IDEA MANAGEMENT SYSTEMS
CATEGORY



featured
customers

IDEA MANAGEMENT SYSTEMS OVERVIEW

In today's fast paced world you can never be too innovative. Companies are always looking for a source of new ideas in all operations of a business, whether it be product, sales, or marketing. More often than not the best sources for innovation and new ideas come from within a company, and this is where Idea Management software comes into play.

Idea management software focuses on collecting, organizing, and presenting these ideas with the goals of process improvement or product implementation. A full idea management solution can do it all, from running a campaign to gaining peer feedback and recognition. Read on to see which Idea Management solutions can fit the needs of your business!





CUSTOMER SUCCESS SCORING METHODOLOGY

The FeaturedCustomers.com Customer Success score is based on data from our customer success content platform, social presence, as well as additional data aggregated from online sources and social media properties. Our ranking engine applies an algorithm to all of the data collected to calculate the overall Customer Success score. The overall Customer Success score is a weighted average based on 3 parts:

Content Score is affected by the following:

1. # of vendor generated customer success content pieces (case studies, success stories, testimonials, and customer videos)
2. Content quality score generated from all customer success content
3. % Change in Content over past 6 months
4. Number of employees (based on social media and public resources)

Social Score is affected by the following:

1. # of LinkedIn followers
2. # of Twitter followers
3. # of Facebook likes
4. Number of employees (based on social media and public sources)
5. Engagement across all platforms

Company Score is affected by the following:

1. Number of employees (based on social media and public resources)
2. Vendor momentum based on web traffic and search trends
3. Employee satisfaction and engagement (based on social network ratings)
4. % traffic increase to your Customer References
5. Lower Funnel SEO Key Term Rankings

CUSTOMER SUCCESS AWARDS



Market Leader (88 - 95)

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



Top Performer (85 - 87)

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Leader.



Rising Star (77 - 84)

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

ALL VENDORS



INNOCENTIVE®

BRIGHTIDEA®



Aha!

crowdicity®

wazoku





ABOUT INNOCENTIVE

Through InnoCentive, organizations can augment their organization with a vast on-demand workforce, share risk, discover diverse perspectives and make unexpected partnerships. We offer our proven Challenge Driven Innovation methodology, diverse global network of over 380,000 problem Solvers – all separately and specifically registered with InnoCentive - and purpose-built technology, as well as accompanying training and program management services.

TRUSTED BY:



"The solutions we received through InnoCentive far exceeded our expectations in terms of quality, usability and cost. Without InnoCentive, I'm not sure if we would have found this level of quality. In the period of a few months, we received a solution that might have taken years to develop."

Don Feil
President and CEO, EnterpriseWorks

"If it was easily solved by people within the industry, it would have been solved by people within the industry. The InnoCentive process allows us to step outside of the box."

Scott Pegau
Research Program Manager, Oil Spill Recovery Institute

"Working with InnoCentive expanded our reach to new minds around the world, which would have been inaccessible without this partnership. When we launched what we thought was a neuroscience Challenge we certainly didn't expect some of the most exciting ideas to come from the fields of dermatology, chemistry, and plant biology and..."

Melanie Leitner
Ph.D., Chief Scientific Officer, Prize4Life

"We wanted to go beyond our usual cohort of specialists and invite solutions from a potentially unlimited pool of people. In the end, we got brand new thinking with over 50 high quality and original solutions."

Steve Whipp
Project Manager, UK Water Industry Research



[READ ALL 22 CUSTOMER SUCCESS REVIEWS FROM INNOCENTIVE USERS](#)



ABOUT BRIGHTIDEA

Brightidea's mission is to maximize the potential for people around the world to innovate. Brightidea Enterprise Innovation Management software enables organizations to achieve their highest potential by fully harnessing the creative capacity of their people through crowdsourcing, crowdfunding and unique innovation management tools. It's what Brightidea call People Powered Innovation. Based in San Francisco, Brightidea has worked with over 300 leading global brands to achieve tens of millions of dollars of financial innovation impact.

TRUSTED BY:



Brookstone

Humana



TOYOTA

"The greatest asset BT has is its people. Our role is to provide a mechanism for BT people to express their ingenuity, and the New Ideas Scheme has been instrumental to achieving that goal. We're constantly trying to improve that capability for our employees and maximize the benefit for our customers."

John Nevins
Head of Innovation Consulting, BT Plc

"Within a six-month period we had selected an idea that was crowdsourced from a customer and developed it into a product which today has over 2,300 subscribers. By contrast, typical product development cycles were three years at best. In terms of time to first dollar of revenue, our Execs loved it!"

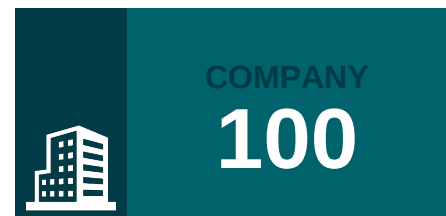
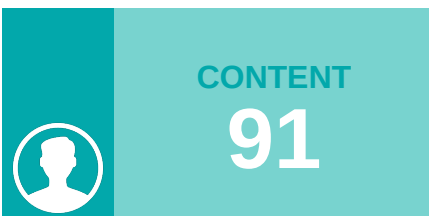
Jacqueline Krain
Director, Product Lifecycle, Pearson Education

"When you put a project in the hands of Brightidea, you know what it takes to make it successful. Brightidea helps make the program a success. Leverage their Professional Services – it is a great investment."

Laurent Benichou
Director of Innovation & Foresight, AXA Insurance

"The flexibility of Brightidea has been instrumental in helping us customize and evolve our program. We could not have achieved our success with an inflexible vanilla product."

Ahi Gvirtsman
Head of Innovation, HP



TOTAL WEIGHTED
SCORE:

90

READ ALL 38 CUSTOMER SUCCESS REVIEWS FROM BRIGHTIDEA USERS





ABOUT IDEASCALE

IdeaScale is the largest cloud-based idea management software platform in the world with more than 35,000 customers and 4.5 million users. The software allows organizations to involve the opinions of public and private communities by collecting their ideas and giving users a platform to vote, collaborate, evaluate and deliver together. IdeaScale's client roster includes industry leaders, such as Citrix, Marriott Vacations Worldwide, NASA, the US Navy, Princess Cruises and many others.

TRUSTED BY:



"IdeaScale provided a cost-effective platform that allowed us to get our initial pilot up and running quickly and it proved to be such a simple and flexible platform that we were glad to bring it forward into new phases of the lifecycle."

Gary Rosenfeld
Project Management Office Director, BAYADA Home Health Care

"We love having an agile partner in IdeaScale who is an expert in innovation management so that we can work to engage thousands of employees across our enterprise."

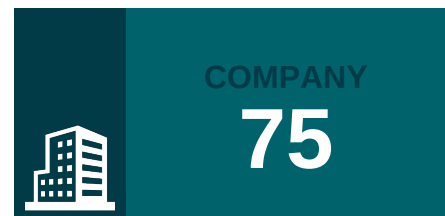
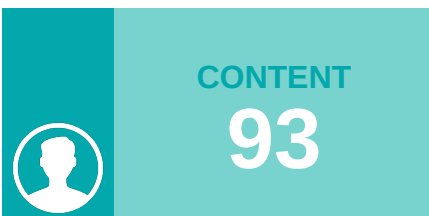
Adam Jaques
Director of Strategic Services and Operations, Citrix

"With IdeaScale, not only did we find a successful product, but we also experienced great customer service. IdeaScale's team is helpful in learning the back-end of the technology, understanding the project lifecycle and its challenges, and is responsive to questions and concerns."

Jared Odessky
VP Communications, Columbia University

"When it comes to intuitive user engagement and value for cost, IdeaScale's offering far outstrips Spigit. IdeaScale's ability to customize and level of service make it the preferable choice when looking to engage large groups of people and organize large groups of rich, qualitative data."

Ryan Harrison
Senior Concept Designer, TTI



TOTAL WEIGHTED
SCORE:

89

READ ALL 52 CUSTOMER SUCCESS REVIEWS FROM IDEASCALE USERS





IdeaScale

website: ideascale.com

phone: (800) 549-9198



Frequently Asked Questions

Describe who the software is best for - their role(s) within what kind of companies.

IdeaScale serves customers in every vertical across a variety of departments. However, IdeaScale has noted the emergence of a new department: the innovation group. Nearly 30% of our customers are serving an innovation team, the rest are in a mix of IT, marketing, strategy, and HR departments. Our largest customer segment is the public sector and we offer features and services that particularly appeal to this group (out-of-the-box Section 508 compliance, FedRAMP-level security, etc) , but we’ve served customers in every vertical: education, healthcare, technology, finance, travel & hospitality, and more! For a more details breakdown, just ask us!

How technical do users need to be to use the software?

IdeaScale is designed to be a self-service solution. The system is customizable and an administrator can manage and change all system settings even if they don’t have a background in IT.

Describe the implementation process and timeline.

IdeaScale can launch in less than one day or you can schedule a full, six-week onboarding and roll-out.

What makes IdeaScale a leader in this space?

Apart from our market-leading solution, IdeaScale provides outcomes-based support. Our team works with the customer to define their goals during onboarding and will only mark that account a success, if the customer is reaching their goals.

Which popular or common software does your product integrate with?

IdeaScale integrates with most common software solutions through its widgets, webhooks, and API. Common integrations include (but are not limited to) Facebook, Twitter, Sharepoint, Basecamp, Azure AD, Yammer, Active Directory, Google for Work, LinkedIn, Lithium, Google Analytics, Okta, OneLogin, Slack, Tableau, Trello, Import2, and others.

What kind of features can customers expect to see in the near future? And longer term?

We are already exploring an NLP solution that helps to further automate the process of connecting and spotting good ideas. We’re also working on ways to derive learning from all campaigns, no matter what ideas end up in the final stage of implementation.



ABOUT SPIGIT

Spigit's innovation management platform enables organizations to crowdsource breakthrough ideas from the employees, partners and customers that know their business best. With Spigit, prioritize and track all ideas in your pipeline, from original conception to implementation--in new products and services, improved processes, and enhanced customer experience. With over 6 million users in 170+ countries, Spigit is the most widely used innovation management platform in the world.

TRUSTED BY:



at&t



macy's

SIEMENS



Unilever

"By using an innovation platform that connects people and ideas, we have a system in place to encourage and capture new ideas. We are then able to create diverse teams around those concepts, helping UnitedHealthcare to radically transform innovation engagement and enhance the health care system."

Greg Hicks

Director IT, Open and Collaborative Innovation, UnitedHealth Group

"From the platform over the course of the last year, we have seen the development of 300 ideas. It's been tremendously successful in improving customer engagement and involvement."

Wendy Mayer

Vice President, Worldwide Innovation, Pfizer

"The response to the Innovation Launch Pad on SpigitEngage surpassed our expectations. It's not just the quantity of the responses, but the quality of the submissions that were selected by the crowd that really made the difference."

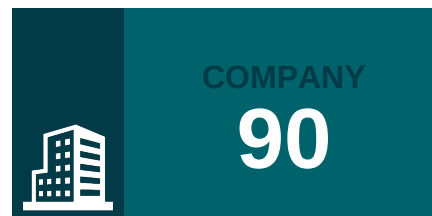
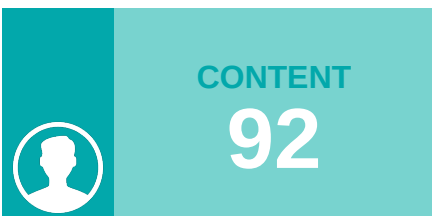
David Gigg

SME Programme, Cabinet Office

"Our Pitch innovation program started three years ago with just 300 people — today we're 12,000 strong. That's nearly a third of our entire workforce and well beyond what we ever expected to see. Spigit made our zero-to-sixty growth possible by letting all of our employees be a part of the innovation process in their own language."

Sofie Blockx

Head of Corporate Change & Culture, KBC



TOTAL WEIGHTED
SCORE:

91

[READ ALL 16 CUSTOMER SUCCESS REVIEWS FROM SPIGIT USERS](#)



Aha!



ABOUT AHA!

Aha! is the world's #1 product roadmap software. Creating great software is invigorating. And product managers should be the happiest people on earth. But most companies never benefit from their product manager's love of innovation because they are beaten down by soft strategies, weak tools, and squishy communication. Aha! help make agile product managers great by enabling them to set winning product strategies and prioritize the key features that customers want.

TRUSTED BY:

Acquia®

eGain®
Trusted by Leaders™

mobitv
CONNECTED MEDIA SOLUTIONS

okcupid

Q&S
ELEMENTS

"Aha! helps our three product teams capture all initiatives across three product divisions. As a result, the product teams can check status of dependent initiatives, identify areas of concern, and easily create portfolio-level views and roadmaps."

Cara Samia
Product Management Director (Core Services), BestDoctors

"At Concur, we love the visibility and structure Aha! brings to the discipline of product management and roadmapping. In addition, product owners can now easily publish reports to various key stakeholders. This reduces redundant, time-consuming tasks while enabling our leadership to make solid decisions."

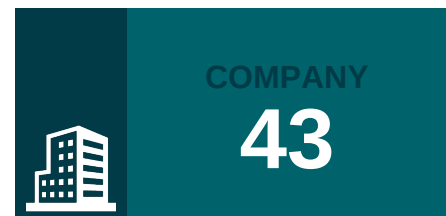
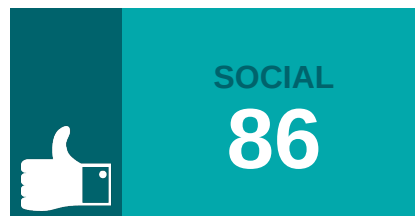
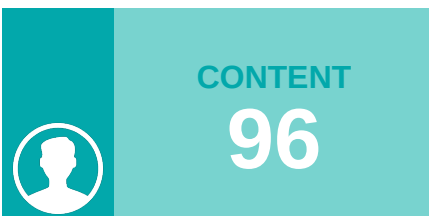
Ram Tulasi
Senior Product Manager, Mobile, Concur Technologies

"Aha! is a spectacular product from a company that really understands strategizing, planning, and managing a portfolio. It's so easy to use, intuitive and just the right fit for what we are trying to do."

David Burton
VP Product Development and Cloud Operations, Certain

"Aha! helps me manage my product portfolio from vision-down feature detail, and seamlessly ties it all together. It also doesn't hurt that the generated roadmap and release visuals are the best that I've seen out there."

Mohammed Dessouky
Director, Product Development, Iron Data



TOTAL WEIGHTED
SCORE:

87

[READ ALL 65 CUSTOMER SUCCESS REVIEWS FROM AHA! USERS](#)





ABOUT CROWDICITY

Crowdicity is a leader in innovation and idea management software. Their social software empowers some of the world's top organisations to harness the idea and creativity of their people to discover new perspectives, insights and opportunities. Crowdicity is a fast growing social innovation company. They are agile, they are creative, focused and they love what they do and they are obsessed with helping their customers discover better ways of doing things and become better innovators.

TRUSTED BY:

BMO  Bank of Montreal



MILLS & REEVE



"Crowdicity is helping Dorset HealthCare University NHS Trust make innovation and its spread central to what we do, reduce costs, improve efficiency and significantly improve employee engagement."

Jodi Brown
Head of Innovation & Business Development, Dorset
HealthCare University NHS Foundation Trust

"The Crowdicity platform will help us to achieve two key priorities - enhancing the way we engage with stakeholders, and delivering exceptional customer experience. The system's ease-of-use and functionality will make it a breeze to collaborate with start-ups, government and industry on key projects, and to garner feedback on how people want..."

Rebecca Prior
Innovation Manager, Landgate

"Crowdicity empower the University of Strathclyde to connect with external professionals from all backgrounds whom they would not normally have access to. The online community grew and collaboration flourished yielding original and practical ideas. Crowdicity was able to bring a diverse group of people together to tackle an important business..."

Robert William Anderson
Research Assistant, University of Strathclyde

"The Crowdicity platform and team were integral to the success of our company's first ever internal crowdsourcing experiment. The software was super easy to implement, and the support we received in getting this project off the ground was invaluable."

Brooke Rutherford
Lead Brand Manager, Three



[READ ALL 13 CUSTOMER SUCCESS REVIEWS FROM CROWDICITY USERS](#)



ABOUT WAZOKU

Wazoku is a team of professionals from different areas of expertise – innovation, account management, developers, customer success – sharing their knowledge to help you obtain the best results in your innovation programmes. Wazoku are passionate about ensuring that customers get the most benefits from using idea management platform Idea Spotlight.

TRUSTED BY:



"Wazoku is straight forward to use so we engaged with it immediately. It is human, user friendly, clearly designed with SME requirements in mind and has already proved its value to Faber."

Jason Cooper
Digital and Enterprise Development Director, Faber & Faber

"Over the next year we are aiming for at least four key outcomes to have originated from Think Space and hope staff will embrace the new platform, with at least 10 per cent of colleagues contributing ideas. If we meet those targets then we will take Think Space to our customers too, as I am sure they will also be a rich source of ideas."

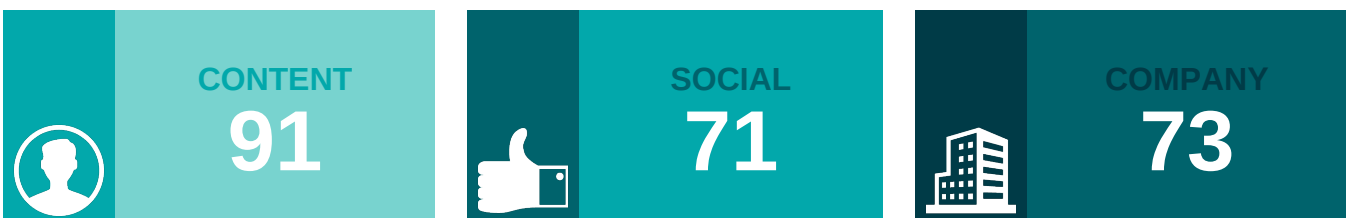
Steve Kaye
Head of Innovation, Anglian Water

"Idea Spotlight helped us generate a large amount of ideas in a short space of time. It made it simple to choose which ideas to take forward — we could gauge opinion from the team and capture their feedback easily."

Shaun Pelser
Head of Consumer Planning: Europe Innovation, Diageo

"Innovation is viewed as a tangible, effective and sustainable activity with the potential to deliver on key strategic objectives."

Alta Schoultz
Head of Innovation, PPC Cement



TOTAL WEIGHTED
SCORE:

86

READ ALL 58 CUSTOMER SUCCESS REVIEWS FROM WAZOKU USERS





ABOUT HYPE INNOVATION

HYPE Innovation provides software and services for idea and innovation managers to use the collective intelligence of employees, customers, and partners. They help organizations to generate additional revenue, to become more efficient, and to empower and connect people. HYPE offers more than 16 years of experience, working with many clients for over a decade. Their software goes well beyond ideation and offers robust post-campaign management and funnel analytics to ensure a quick and measurable implementation of ideas.

TRUSTED BY:



"Since the new innovation process was still in the making and the need for changes and extensions were merely a question of time, we greatly appreciated the easy and fast adaptability of the software."

Torsten Hotop
Head of Industrial Property Protection, Witzenmann Group

"Our partner, HYPE, has given us the ability to engage innovation professionals on all levels of innovation quickly ensuring that the highest quality ideas make it into our innovation programs, no matter where in the world or which division they come from."

Martin Ertl
Chief Innovation Officer, Bombardier

"HYPE Improve is the perfect combination of a wonderful design and user friendliness. Our employees understood intuitively how to use the platform and were highly motivated to work with it in their day-to-day job. This speaks for the tool but even more for the employees, who see the advantages of the HYPE software for the future of OSRAM."

Hakan Tansel
Deputy Director, Idea Management, OSRAM

"HYPE offers a way for all our employees from anywhere in the company, even those without a formal education, to share their ideas. The tool is highly configurable and maps to the way we want to work, ensuring those precious ideas make it to the right place and through to implementation."

Rebeca Rivera
Innovation & Kaizen Manager, Casa Pellas



[READ ALL 17 CUSTOMER SUCCESS REVIEWS FROM HYPE INNOVATION USERS](#)



HYPE Innovation Events

Join us at an innovation managers forum. This is where the magic happens.

Hype Innovation

website: www.hypeinnovation.com

phone: +4922822760



Frequently Asked Questions

Describe who the software is best for - their role(s) within what kind of companies.

HYPE Enterprise is a software for idea and innovation managers, or more broadly speaking, anyone trying to use the collective insights of a diverse group of people. This also includes the respective roles at universities, NGO's or government organizations. Collaborative innovation, problem-solving, customer insight, and collective impact initiatives can have various backgrounds: some are started in R&D departments, more product-focused. Service and consumer-focused initiatives are lead by marketing departments. Employee suggestion programs are often at home in the HR department.

How technical do users need to be to use the software?

The software is fully intuitive and doesn't require any training for the end user, your ideators and collaborators. The team managing the software will be on-boarded in a training workshop, enabling them to oversee and manage all activities on the platform.

What makes Hype Innovation a leader in this space?

HYPE is your complete partner in innovation. Beyond dedicated innovation software, they offer services around collaborative online innovation that are based on over a decade of hands-on experience with some of the most successful practitioners of the sector. HYPE offers additional services, like a ready-to-go innovation community to tap into, through their vast partner network. Local partner consultancies also offer local support - across the world. On top, the company offers access to loads of research and content from internal and external authors, available for guidance and inspiration.

A crucial component of HYPE's success is intimate client relationships that last for decades. Over years they have built a client community where innovation professionals help, share, and assist each other, and meet regularly at HYPE's client forums.

What kind of features can customers expect to see in the near future? And longer term?

Short-term: HYPE is looking to provide clients with top-notch social analytics. Dealing with people, i.e., expectations, individual goals, personal strengths, and weaknesses, is key to the success of any collective insights initiative. Being able to quickly understand relationships, strengths, and weaknesses of your user crowd helps you to put the right people in the right places to move forward.

Long-term: HYPE's roadmap focuses on the core needs and requirements of innovation and collective insights managers. HYPE workS together with their customer council to define what practitioners need today and in the future.



ABOUT IMAGINATIK

Imaginatik® is the world's first full-service innovation provider. Imaginatik have 20 years of experience building innovation into a sustainable competence at some of the world's largest and most respected companies. Through a mix of consulting and advisory, hands-on innovation projects and program management, and the award-winning enterprise software platform, to help clients develop innovation capability into a permanent competitive advantage. Imaginatik is the trusted partner of leading organizations including ECCO, Exelon, ExxonMobil, Cargill, The World Bank, Mayo Clinic, The Chubb Group of Insurance Companies, Dow Chemical, and Goodyear.

TRUSTED BY:



pitney bowes



xerox



"Given the wide range of business issues we face, the flexibility of the Idea Central solution suits our needs and helps us get the most from our employees."

Jon Bidwell
Chief Innovation Officer, Chubb

"Goodyear's success lies in creating a productive, efficient and secure environment for solving complex problems collaboratively within the supply chain. We see Imaginatik as an important part of that success."

Yves Sinner
Idea Portfolio Manager, Goodyear

"Imaginatik's Innovation Central software and best-practices support have been instrumental to our success toward introducing our entire organization to processes and tools for a long-term sustainable innovation culture."

Lynn Hall
SVP Revenue Team, Windsor Foods

"The program we put together with Idea Central is right – we're not monetarily incentivizing because that's a political nightmare. We've created an incentive that recognizes people, not necessarily rewards them."

Dean Lodwig
Director, Engineering Ideation, Zebra Technologies



READ ALL 24 CUSTOMER SUCCESS REVIEWS FROM IMAGINATIK USERS



ABOUT QMARKETS

Qmarkets is the leading provider of collective intelligence solutions for enterprises in a wide range of business sectors and geographies. They generate value for organizations by enabling them to receive innovative ideas from their employees, partners and customers. Qmarkets helps corporations achieve their business goals, from performance excellence, to innovation, to NPD. Qmarkets unmatched configuration capabilities and flexibility enables them to fulfill each of their customers exact requirements. In addition to idea management software, Qmarkets offers external crowdsourcing platforms, tech-scouting platforms, live innovation workshops, a prediction markets module, and much more.

TRUSTED BY:



"Thanks to Qmarkets platform we helped this company to reach a wider audience, but more importantly we contributed towards providing a better healthcare solution to those in need."

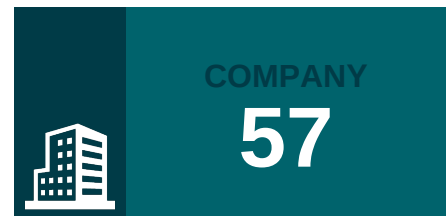
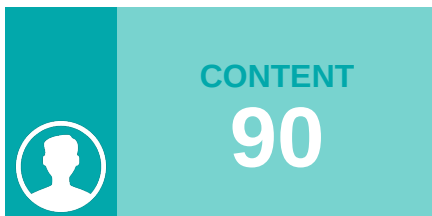
Tammy Holmes
Innovation and Adoption Programme Manager, West Midlands
Academic Health Science Network

"We needed a robust, comprehensive platform that could evolve and easily adapt to our future needs. So, we looked for a highly scalable and flexible platform. Qmarkets offered a modular composition that could cater to different campaigns, big and small."

Lorenz Wyss
Head of Ideation & Idea Management, Swiss Post

"We have always appreciated the ability of Qmarkets' team to provide solutions to our issues... Due to the time-sensitive nature of our project we needed to be able to make changes very quickly, so it was crucial that a member of the Qmarkets team was always available."

Jean-Philippe Mathes
Innovation Lab Director, RCI Bank And Services



[READ ALL 21 CUSTOMER SUCCESS REVIEWS FROM QMARKETS USERS](#)



ABOUT PLANBOX

Planbox is the pioneering provider of cloud-based AI-Powered Agile Work Innovation solutions. Collaborate, develop and capitalize on the best ideas from your employees, customers, partners and suppliers. Build a competitive advantage for your brand by developing creative ideas into winning projects that lead to market beating growth and profits. Planbox is trusted by some of the world's most respected organizations and best recognized brands.

TRUSTED BY:



"The reporting capabilities in Planbox are so user-friendly, flexible and powerful. Making impactful statements to senior management is just a few buttons away."

Fred Tavan
Global Head of Innovation Lab and Insurance Risk & Reinsurance, Sun Life Financial

"We see plenty of opportunity for the combined Innovation and project management use case, especially as corporate anxiety rises around the increasing pace of industry reinvention and disruption. To this aim Planbox wants to be the system of record for innovation management, helping business operationalize innovation and change within their..."

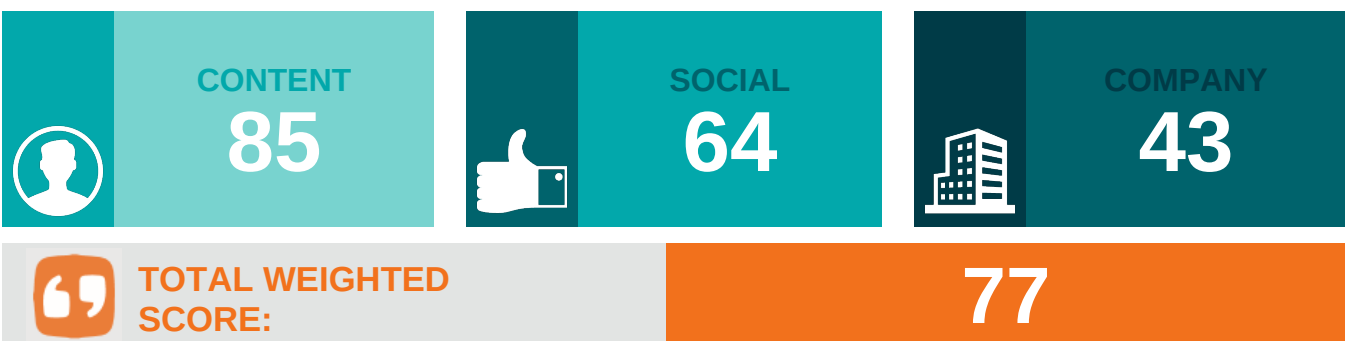
Chris Marsh
Research Director, 451 Research

"Planbox software met our criteria of capturing and managing idea submission, automatically generating reports to monitor the innovation process, and the flexibility to customize business rules and automate communications."

Karin Beckstrom
Sr. Product Manager, ERT

"We spent time carefully evaluating solutions that stated they could meet – and solve – complex requirements. Planbox was the only solution that not only lived up to their claim, but exceeded our expectation. To make our decision even easier, Planbox did all of the things we needed out of the box with no investment in customization! None. Zero. We..."

Doland White
CEO, Rapid Crush Inc.



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