



Idea Management

Harvesting Winning Ideas to Grow Your Business

Ideas abound in every organization, but often get lost in the midst of day-to-day business activities. Most companies have no process in place to efficiently collect and organize ideas, or to filter out the critical few that make a difference to the bottom line. With one third of an organization's revenue today coming from products they did not sell five years ago, idea generation, idea management and idea evaluation are critical to sustained business growth.

Research indicates it takes nearly 3000 raw ideas to achieve a single successful product launch. In spite of concerted efforts to foster ideation, companies still struggle to:

- *Generate and capture a steady stream of ideas.*
- *Coordinate and manage the ideas submitted.*
- *Screen and prioritize the ideas that demonstrate the greatest commercial promise.*

Sopheon Accolade's Idea Management module lets you gather and organize hundreds of ideas, collaboratively evaluating their potential and developing the best into commercial winners.

During idea generation, Sopheon provides access to insight and know-how from our proprietary network of leading authorities in more than 30,000 areas of science and technology. Through an organized forum, they can help identify alternative avenues for current products, assess technologies, and formulate

technology and business strategies for ongoing idea generation.

To help you capture and organize your ideas, Accolade's web-based Idea Management module permits colleagues throughout your organization and suppliers, clients and partners within your value chain to submit ideas. By linking to an idea submission form on your corporate intranet or website, Accolade's Idea Management can collect all ideas in a central repository for movement through your idea screening process.

Accolade's Idea Management module also assists with idea evaluation by providing scoring capabilities to measure the potential of each concept. Your evaluation team can complete a scorecard for each idea, offering their appraisal of a concept's viability based on your defined screening criteria. You can use system-reporting capabilities to compare and contrast the scores of a group of ideas to determine your project priorities.



Optimized Idea Management

Facilitating Evaluation Processes

Accolade's Idea Management enables you to define and facilitate one or multiple idea management processes. Common metrics may be used within each process to produce consistent reporting on ideas passing through the process.

Creating an Idea Form

Accolade's Idea Management module enables you to define a unique idea submission form to support each idea management process. Each idea form can support the type of idea being submitted such as new-to-the-world, new-to-the-company, line extensions, and process improvements. The form organizes descriptive information about the idea to capture the concepts and route them to the appropriate Idea Manager for movement through the idea management process.

Capturing Ideas Online

Collect ideas from any number of sources within your value chain including employees, partners, suppliers, and customers by linking your idea submission forms to your corporate intranet or public website. Members of your product development team can access the form within Accolade.

Managing Ideas

Ideas submitted are added to your idea bank, a central repository for any project concept, and archived for future consideration. Idea Managers receive an automatic email notification as new concepts are submitted to the idea bank. System reporting capabilities let you track and analyze all concepts.

Performing Idea Analysis

Idea scorecards enable your team to evaluate ideas. The scorecard organizes the criteria you have defined to evaluate the strategic fit, market potential, technical feasibility and potential drawbacks for each concept. The cumulative scores can be compared against all ideas to help prioritize those with the greatest commercial potential.

Searching the Idea Bank

Accolade's Idea Management module accommodates the use and reuse of ideas and concepts submitted to your idea bank. Search capabilities enable you to locate prior idea submissions for consideration with new ideas or application toward current projects.

Configurable System Reporting

You can tailor existing charts and reports or create additional charts and reports to support the management and evaluation of your ideas.

Expert Forums and Focus Groups for Idea Generation and Evaluation

Generate and evaluate product ideas with the help of industry experts, decision-makers and end users in your target markets. Use their insight, opinions and recommendations to uncover new ideas and identify new market opportunities for technologies.

Patent Research and Analysis for Idea Generation

Sopheon can provide a value analysis of your existing patent portfolio, and provide comprehensive patent and prior art searching to identify any new concepts among your existing product portfolio.

Market- and Technology- Trends Tracking to Support Innovation

Sopheon Research Services provides on-demand help understanding customer needs, reviewing markets, and assessing competitors. This support provides an unprecedented level of confidence when making decisions about what ideas to implement, and how to appropriately allocate resources.

Integration with the Accolade System

Idea Management is fully integrated with the Accolade system. Together, these powerful tools enable you to generate ideas, prioritize those with the greatest potential and move them through to commercial launch.

Benefits

- Increase the volume and sources of ideas gathered
- Improve the use and re-use of ideas and product concepts
- Leverage the insight of world-class experts during idea evaluation
- Identify the most valuable ideas quickly and accurately
- Reduce the time it takes to turn accepted ideas into new projects
- Leverage company expertise more efficiently
- Rationalize resource allocation

Create an online idea submission form to capture any idea submitted such as products new-to-the-world or new-to-the-organization, line extensions, process improvements and so on.

Scorecards can be defined to help you collect insight on the value of an idea. New ideas are routed directly to the appropriate Idea Manager, who facilitates the screening and evaluation process using an online scorecard.

Project Name	Idea Name		Idea Status		Idea Source		Idea Description		Idea Scorecard	
	Weighted Average	Standard Deviation	Weighted Average	Standard Deviation	Weighted Average	Standard Deviation	Weighted Average	Standard Deviation	Weighted Average	Standard Deviation
Project A	85	10	90	15	75	20	80	12	70	18
Project B	78	12	82	14	70	18	75	15	65	20
Project C	92	8	88	11	85	13	80	10	75	15
Project D	80	15	75	18	70	20	65	22	60	25
Project E	88	10	83	12	78	16	73	14	68	19
Project F	75	18	70	20	65	22	60	25	55	28
Project G	82	14	77	17	72	19	67	21	62	24
Project H	87	11	82	13	77	16	72	14	67	19
Project I	79	16	74	19	69	21	64	23	59	26
Project J	84	13	79	16	74	18	69	20	64	23

Input provided by your evaluation team in the Idea Scorecard can be totaled and averaged. The results can be presented in a report card summarizing the weighted averages and standard deviation for all project concepts.



Using system-reporting capabilities, groups of ideas can be compared against one another. Filter idea ratings by Project Type, Region, or other criteria, and display the results in a prioritized bar chart, with those ideas with the highest rating on top.



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