



# CASE STUDY: INTERNAL INNOVATION SOFTWARE SOLUTION

## THE CHALLENGE

A large consumer health products company recognizes that innovation plays a critical role in helping them to meet customer needs and drive long-term value for the company. The focus was to create an environment to promote and cultivate a culture of innovation for employees. Our client aimed to implement an innovation tool to give all employees a chance to contribute and be recognized for their innovative contributions while advancing the company's innovative technology.

## THE SOLUTION

This client engaged Ezassi to provide a complete innovation management software solution. The project included a client-branded microsite with a dynamic landing page, single sign-on (SSO) functionality to access the Idea Hub employee community and the comprehensive Ezassi innovation management software suite. The microsite displays the Idea Hub process, evolving challenge detail and the ability to share an open idea. Once inside the safe and secure Idea Hub community, employees are able to submit a structured idea specific to a challenge or an open idea, as well as:

- Review and rate colleague-generated ideas
- Collaborate, brainstorm and expand upon existing ideas
- Earn points through community engagement
- Purchase rewards in the community store
- Receive recognition through the Idea Hub award program

Within the administrative side of Ezassi's innovation management software, the Idea Hub Innovation Team, are able to:

- View, sort and filter all ideas through the dashboard
- Advance ideas through a fully customizable stage-gate workflow
- Access analytics charts and graphs with detailed drill-down capability
- Customize the Idea Hub store and rewards system by adding new items and assigning the points structure

## THE RESULTS

The company's Idea Hub, has harnessed innovation among employees and provided a place where employees regularly collaborate. Increased collaboration has improved work performance, process improvement efficiencies and, most importantly, the employee's validation, personal growth and purpose. Within a 12-month landscape, the Idea Hub community has captured 5,453 registered users, 817 ideas, 1,975 collaborative instances across 6 business units with 17 ideas in project development.