



Stimulate innovation through campaigns

Get people involved: with I-Nova ideas snowball through participation

The I-Nova Suite provides a customized intranet platform on which your:

- Employees can
 - ▶ Submit ideas
 - ▶ Comment and vote on each other's ideas.
- Campaign managers can
 - ▶ Set-up a campaign (innovation committee, decision criteria, idea template, email notification, etc.)
 - ▶ Manage the campaign (statistics, report decision, etc.)
- The innovation committee members can
 - ▶ Easily score ideas
- Intellectual property manager can
 - ▶ Protect raw ideas
 - ▶ Detect potential inventions

Idea Campaigns must overcome several challenges in order to yield significant return on investment:

Ensuring a significant number of participants

- The I-Nova FEI Suite provides a customised environment so each participant can track their ideas.
- The I-Nova FEI Suite has an activity tracking system for attributing scores to users for their contribution to the system.

Customizing each campaign to maximize idea quality

- The I-Nova FEI Suite offers an advanced environment that permits campaign managers to customize idea templates and decision criterion according to the topics dealt with in its campaign.

Reducing overload when reviewing and scoring ideas

- The I-Nova FEI Suite focuses its campaign solution on reducing the time spent on scoring. For instance, innovation committee members can export their scoring table so they can work on it off-line while travelling.

Using campaign results to generate breakthroughs

- The I-Nova FEI Suite is the only campaign management solution that provides idea maps for brainstorming. This map correlates the ideas submitted during the campaign to automatically suggest groups of similar ideas. It helps the innovation committee to convert hundreds of ideas into a few potential breakthrough projects.

If you want to set the climate for enthusiasm, then contact us!

www.i-novasoftware.com