Data sheet

Planview Enterprise Ideation Management

Infuse the Voice of Internal and External Customers into Your Products and Services

Planview Enterprise Ideation Management gives enterprises an easy-to-use yet robust method for creating and maintaining dynamic customer communities that generate and evaluate product ideas, providing product organizations and IT departments with a true view of customer needs and wants.

Integrated with the industry-leading Planview Enterprise portfolio management platform, and powered by an exclusive partnership with Brightidea, this unique offering helps you shorten the time to delivery of winning ideas within the optimal product and feature mix by ensuring efficient, consistent execution through sound portfolio analysis, capacity planning, and project and resource management.

Hear Your Customers – All of Them

Your customers – internal or external, executive or administrative – will tell you in no uncertain terms what about your product or service is valuable, what is useless, what would be a wonderful addition, and what would make them flee to your competitor or workaround tools. Now, you can ask them – all of them, easily and quickly, and they can respond just as simply, in Webstorms: idea campaigns you launch in collaborative Web communities that allow them to register their ideas and interact with

each other by voting on these ideas, for a collective, objective approach to gathering a complete picture of "what's hot and what's not," as far as your customers are concerned.
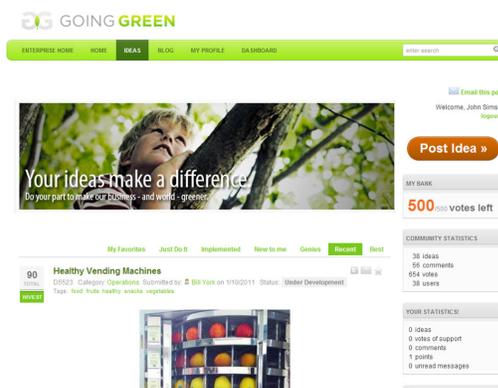
Use Planview Enterprise Ideation Management to:

- Align strategies with resources

- Maximize your capacity to drive innovation internally and externally

- Amplify the voice of your customer throughout your offerings

- Exponentially extend the reach of brainstorming across the global enterprise and marketplace

- Objectively measure market and management demand to ensure you deliver value-creating offerings

- Ensure ideas can be evaluated against strategy, resources, and cost

- Automate and apply process rigor to the innovation process

- Provide success metrics on innovation strategy activities

powered by **BRIGHTIDEA**

These self-managing communities build customer intimacy for the company leading the initiative, which can leverage the information to build conversations with idea contributors to develop ideas more fully, spawn ideas for adjacent product lines, and more. This customer intimacy is a key tool for driving change and fostering innovation – and innovation is what researchers have found to be a linchpin of success, especially in trying economic times, where the most innovative companies have outperformed the S&P Global 100.

Infuse the Voice of the Customer into Your Ideation Process

Switchboarding functionality in Planview Enterprise Ideation Management helps you manage the distribution, ranking, and decision-making for large scale numbers of ideas. With built-in, templated idea screening, scorecarding, action items, batch operations, and categorization, it automates the routing of ideas across silos and geographies to cross-functional teams to ensure the innovation process keeps moving forward and that ideas get in front of decision-makers to determine if they make the cut, and, if so, what part of the optimal product or service mix they form.

Speed Time to Value of Ideas

Enter winning ideas from specific Webstorms – or all Webstorms – into the Planview Enterprise portfolio management system as work requests into Planview Enterprise – Enterprise Portfolio Management. From there, Product Development, Product Management, and IT managers can perform what-if analysis early in the lifecycle to ensure that the work requested is technically and financially feasible. The lifecycle process further ensures that requests are continually evaluated for strategic alignment, resource and capacity planning, and project stage-gates and milestones. By putting rigorous and tested processes in place around the winning ideas, you have the ability to transform those ideas into products and services that deliver real value.

Ensure Scalability for Future Needs

Planview Enterprise Ideation Management brings together Brightidea, the Innovation Pipeline Management market leader and Planview Enterprise, the domain expert in portfolio management. This partnership delivers an end-to-end solution that is scalable from department to business unit to the enterprise, with powerful capabilities that drive competitive differentiation to grow revenue and internal value, no matter your size or the size of your Webstorm.

The Planview Enterprise Ideation Management Process

This process can be split into five phases:

1. Idea Source Selection. From whom do you want to hear? Go beyond the ordinary, for example:

- Employees: Look beyond your R&D team – your back-office staffers may see approaches that those closer to the product may miss

- Social networks: Great minds think alike, and often enjoy similar hobbies – so reach out to social networking Websites related to the offering

- Customers: It's often your less happy customers (but ones with whom you've made it right!) that are your richest source of ideas

- Suppliers: Your suppliers work with to your competitors, too, so they know what's going on in the market – tap into that knowledge

Whom else can you include? This unique approach lets you truly engage the voice of your universal customer – not

just your favorite users, or the squeakiest wheel, but finally, the global user of what you have to offer, so be inclusive and you'll get the best results.

2. Outreach and Incentivization. Now that you've identified your optimal idea sources, reach out to them and ask them to make their voices heard via the Webstorm you have launched in the Web-based customer community of Planview Enterprise Ideation Management. Incentivize them to get the greatest response rate in your Webstorm – perhaps with a prize, publicity, freebies, or a fun promotion. Using Ideation Management to determine which services IT should focus on? Perhaps the employee with the winning idea gets recognition in a company-wide newsletter – or an extra day off!

3. Idea Capture. The power and flexibility of the Ideation Management solution kicks in as your idea mavens log on to leverage the full capabilities of this on-demand platform and not only enter their own ideas but vote on the ideas of others. With a click of the mouse, they can quickly give a thumbs-up or thumbs-down to the ideas of others, giving your product and IT groups an unvarnished view of customer needs, without the blinders of the status quo.

4. Idea Refinement. It is said that in brainstorming, there are no bad ideas – but of course, some ideas are better than others. Once the idea capture window has closed, those heading up the effort must take an initial pass to screen ideas, then evaluate and rank them more carefully, to accelerate viable ideas while ensuring that non-viable ones are discarded early on. Good ideas for products, services, and enhancements are routed to the decision-makers within IT and product development for further evaluation and prioritization within the current pipeline.

5. Development. A good idea without an execution engine is meaningless – and that's where the integration with the Planview Enterprise portfolio management platform comes into play. Speed great products and services – and value – to your users and the market by leveraging the Planview approach to project and product portfolio management. Our 20+ years of domain expertise means you now have the tools to do it better than ever before.

Screening ideas: the first pass

What do you look for in that first pass of ideas? In his *Best Practices in Idea Management*, Dr. Brian Glassman offers a guide:

1. Strategic screen – does it coincide with strategy?

2. Feasibility screen – is it roughly feasible?

3. Market screen – is there logical market value?

4. Customer screen – did a customer request this?

5. Capabilities screen – can we execute this idea?

Remember: This is just a first pass. Don't scrub too hard at this point, or you'll discourage contributions!

– Hallmark Cards

Planview Enterprise Ideation Management

Planview Enterprise® Ideation Management is an integrated component of Planview Enterprise, a market-leading portfolio management solution.

Portfolio management helps you optimize your business by balancing strategy against scarce resources – people and money. Other Planview Enterprise components include Enterprise Portfolio Management for visibility into and control of strategic and project portfolios, Product Portfolio Management for maximizing the market impact of products, Service Portfolio Management for managing the total cost of business service delivery, and Insight Analytics for accelerating informed business decisions.

Planview Enterprise Ideation Management enables organizations to maximize their capacity to drive innovation by amplifying the voice of their internal and external customers throughout their products and services.

Learn more at **Planview.com/Ideation**.

Planview Enterprise Ideation Management Overview

FEATURES: CAMPAIGNS	BENEFITS
Campaigns: Launched on Web-based customer communities, these idea collection and ranking portals facilitate the innovation process by soliciting ideas from all areas of the business and external partners and customers	Quickly establishes a meaningful feedback channel for new product and services ideas, enhancements, cost-cutting suggestions, and feedback
User Voting and Commenting: The ability to vote on peers' ideas submitted within the Webstorms	Creates permanent record of feedback and institutional knowledge for the organization
Real-Time Duplicate Checker: Search capability for similar ideas as a new idea is being composed, enabling contributors to add input to or vote on the existing idea	Enabling contributors to quickly identify duplicate ideas reduces the number of ideas to be analyzed within the campaign
Microsoft® Office integration: The ability to export data into Excel® for offline viewing, sorting, and reporting	Allows campaign managers to use popular desktop productivity tools for viewing and analysis
Idea Attachments: Contributors can attach images, graphs, photos, spreadsheets, videos, and more to their ideas.	Adding visual media to submitted ideas helps the community gain a better understanding of the idea
Public and Private Idea Campaigns: Campaigns can be configured as public – open to all – or private – open to only a select list	Enables campaign managers to limit who can see ideas and who cannot; so that competitors, for example, can be kept from seeing new product ideas generated by customers.
Dashboard reports: Provide the ability to view the number of ideas generated over time and track the status of ideas	Real-time metrics embedded into campaign to provide feedback to all contributors in the campaign
Profiles: Contributors can create profiles including photo, work experience, and skill levels	The sense of community is enriched when users share information about themselves. This increases participation outreach of idea collaboration
Monitor for Offensive Content: Project managers can quickly remove inappropriate content. Repeat offenders can be blocked from participating in the community	Keeps contributors focused on the goals of the campaign; provides controls needed for those communities, such as those structured for minors, that require more stringent content controls
RSS Feeds: RSS feeds can be enabled on a per-campaign basis. Users can then subscribe and receive updates as they come in. The data can also be captured and displayed on internal or external Web sites	Real-time updates keep contributors excited about returning to the idea campaign, entering new ideas, and voting on their peers' submissions

FEATURES: PROPOSALS	BENEFITS
Switchboarding Capabilities: A central repository to view, analyze, and report against the results of all Webstorms	Provides a comprehensive view that eliminates effort duplication and resource waste on similar ideas across the organization; creates confidence in management that product development and IT are providing true value with real innovation metrics
Idea Routing: The ability to route ideas to specialists and decision-makers and within IT and product development for further evaluation and prioritization within the current pipeline	Automates the routing of ideas across silos and geographies to cross-functional teams to ensure the innovation process keeps moving forward
Scorecarding and Status Monitoring: The ability to provide at-a-glance views into a variety of important areas, such as number of contributors, top contributors, types of ideas generated, number of unique site visitors, and so on	Provides a transparent view into the idea generation flow; enables campaign managers to appropriates respond to and reward top contributors
Screening and Prioritization: Campaign managers can screen ideas against initial criteria, then evaluate and rank them more carefully	Ensures that good, viable ideas are accelerated along the innovation process, while non-viable ones are discarded early on; adds process rigor, organization, and visibility to the innovation process
Automated Alerts: Email alerts are automated to let experts and decision-makers know when there are ideas awaiting their evaluation - and inform campaign managers if ideas are going unchecked so that back-up experts can be found, if need be	Keeps new, hot ideas top of mind and flowing through the organization's innovation process
Analytics and Reporting: Intuitive analytics, configurable reports, and activity dashboards provide full Webstorm information	Brings new visibility and manageability to the innovation process, with the data campaign managers and executives need to make informed decisions

FUNCTION: PRODUCT AND SERVICE DEVELOPMENT	BENEFITS
Strategic Planning: Aligns projects with organization strategy and a consistent process framework to develop and manage the hierarchy of missions, objectives, strategies, and supporting tactical guidance at an enterprise level and/or within individual business units and departments	Improve collaboration internally and externally, enable greater transparency of decision making to meet business requirements and shareholder expectations, and contribute to the alignment of work execution to strategic direction
Demand Management: Provides a single, centralized location where managers, employees, and stakeholders can request work, check status, delegate requests, and review lifecycles	Utilize structured processes to prioritize all demand and dispatch work to optimize business results
Capacity Management: Matches available resources with demand for the new project; forecasts resource capacity for base services, current commitments, other planned work, and proposed commitments	Ensure that organizational capacities support business strategies Have the right people, services, and infrastructure at the right place at the right time, respond to competitive pressures by making better decisions, and capture and communicate the total cost of a business service or product
Financial Management: Provides a central platform for defining, linking, and communicating the total costs of programs, projects, services, and incidents, to ensure new projects are financially feasible	Improve financial transparency, efficiency in the budgeting process, decision support, and financial governance Mitigate financial and operational risk and accommodate changing priorities, perceptions of business value, possible approaches, subsequent estimates, regulatory requirements, and more
Work and Resource Management: Measures performance in real time; facilitates planning, managing, and controlling work and resources from a single location	Determine resource availability, assign the right person to the job, prioritize work, eliminate operational bottlenecks, increase project performance Mitigate risks and manage change Establish repeatable and more predictable execution and delivery
Cost Management: Facilitates viewing, controlling, and tracking of planned versus actual costs Consolidates application inventory and aids in uncovering redundant applications	Manage costs, consolidate all work (labor and non-labor) costs in a central place, and understand the true costs of projects, programs, products, and services Reduce costs through the rationalization of the application portfolio
Benefit Realization: Quantifies benefits of the new product, enhancement, or service, and establishes governance against forecasted versus actual returns Provides the process to reintegrate the benefits into strategic planning	Discover where decisions led to a good return on investment and where choices resulted in negative or no return Drive efficiencies by becoming a learning organization Deliver more innovative, market-responsive, and cost-efficient products, programs, and services

For demos, white papers, and more
visit **Planview.com/Ideation**

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