


IDEA SOFTWARE: WHAT YOU NEED TO KNOW



A powerful solution to ask for, collect, analyze, and track ideas from a diverse “crowd”.



How do we break into a new market?

What are the blind spots in our strategy?

How do we improve business processes?

How can we engage our employees?

Might idea management software be what you need to answer your strategic questions?



What is Idea Software?

Idea software, often referred to as idea management software, is a powerful solution that you can use to ask for, collect, analyze, and track ideas from diverse groups of people, also called a “crowd”. Organizations use idea software to tap into their “crowd” - customers, partners, or even the general public – in their ideation or innovation efforts.

A large crowd of diverse people in colorful clothing (purple, blue, yellow, green, red) is arranged in a circle, surrounding a central white space. The people are looking towards the center, creating a sense of a large gathering or a community meeting.

Why Idea Management Software?

Traditional ways of sourcing ideas and data to make decisions are no longer working (Remember the classic suggestion box?).

Idea software disrupts tradition by scaling the ideation process to your entire crowd in a way that is digital, trackable, and repeatable.

Idea Management Software Enables:

1

Earlier, Stronger
Buy-In

2

Faster Results

3

Transparent
Collaboration

4

More Valuable
Outcomes

Idea software can be used to address many modern business challenges, for all types of organizations – including B2B and B2C companies. Use idea software to:



1. INVENT NEW PRODUCTS AND SERVICES



2. IMPROVE CUSTOMER EXPERIENCES



3. STREAMLINE PROCESSES



4. LEVERAGE THE CROWD TO UNDERSTAND THE VALUE OF AN IDEA



5. BUILD A PIPELINE OF NEW IDEAS



6. SHARE RESULTS AND REWARD YOUR EMPLOYEES

Idea software is a lot of things. Here's what it's not:

A TOOL THAT ONLY
THOSE WITH
ADVANCED TECHNICAL
SKILLS CAN USE



It's the opposite: user friendly and easy to navigate, with a moderate learning curve and familiar interface.

A TYPE OF ARTIFICIAL
INTELLIGENCE THAT
COMES UP WITH ITS
OWN IDEAS THAT WILL
REPLACE YOU



Nothing, not even idea software, will replace the source of ideas – i.e you and your crowd. We know that innovation and domain expertise have an important role to play in optimizing and advancing ideas to yield value.

A SUBSTITUTE FOR
YOUR CROWD



Idea software is *not* going to produce a bunch of amazing new ideas for you. You still need people for that – their unique experiences, diverse perspectives, and individual expertise.



4 PURPOSES FOR IDEA SOFTWARE

Idea software can be the base from which you reach your innovation goals, or create a culture of innovation.

1. Create an inspirational and collaborative environment

Idea management platforms are tailor made for innovation, and ideation (as opposed to projects and tasks). The communication and collaboration that takes place isn't necessarily about crossing items off a list, but about sharing ideas for developing, expanding, and improving the business.

2. Make employee engagement easy

An idea management platform (like [Spigit](#), for instance) with features such as game mechanics, and social dynamics make engagement fun, fair, and valuable. Transparent origination and evolution means employees get recognized for their ideas.

3. Enable crowdsourcing innovation

Idea software lets you use crowdsourcing to unearth the best business solutions and amplify your company's ability to innovate faster, more often, and better than the people who aren't using it.

4. Make the "Idea Pipeline" manageable

Imagine an organization with 50,000 individuals, all pouring ideas into a clunky old suggestion inbox, resulting in hours of reviewing, and vetting. Now imagine this process happening digitally, backed by algorithms that help you understand and predict business value.



Idea Software Functions and Features that Help You Succeed



The best idea software offers a vast array of easy-to-use features that help you capture great ideas, predict their business value, and implement them. Spigit, the leading idea software available on the market, offers:

- Social dynamics like voting and commenting
- Rating systems to help separate values from superficial suggestions
- Gamification elements like leaderboards and virtual currency
- Patented algorithms that remove bias from idea submission and voting process
- Modules to predict the value of an idea, time to market, overall budget, and market ROI
- Simple, intuitive user interface that is highly customizable

[Learn More About Spigit](#)

Global market leaders in every industry use idea software.

Idea software is the secret weapon of choice for customers in healthcare, education, pharmaceuticals, manufacturing, government, social services, and more.



at&t



UnitedHealth GroupSM



SIEMENS



“ Innovation is a core value for Sprint. Spigit helps us facilitate our employees engagements across the US, and focus the diverse, collective brainpower of our people.

Joao 'Tex' Teixeira, Manager of Technology, Strategy, and Innovation



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“ We’re proud to have an innovative culture. Spigit lets us give employees an opportunity to create the next big thing.

Joe Laurin, Visioneering Manager, Polaris Industries



Spigit allowed the Polaris team to fully automate their Ideate Innovation program, making the process of ideation to execution 80% faster. The Ideate Innovation Program helped Polaris surface and develop ideas and turn them into award-winning products such as the Polaris slingshot.

When the program started in 2004, the goal was to bring employees from all over the company together to present game-changing ideas, solve business challenges, and introduce exciting new offerings to market.



[Read Full Story](#)



Strengthen Your Innovation DNA

Visit Spigit to Learn More



About Spigit

Spigit is the #1 software platform for crowdsourcing innovation. We help enterprises work with their crowd to invent new products, identify new markets, improve the customer experience, streamline processes, and increase employee engagement. To learn how leading companies are using crowdsourced innovation to grow and stay competitive, visit www.spigit.com and request a demo.

