



ALTRON



Idea and Innovation Management

**IDEA TRIGGER**



## Flexible and scalable idea and innovation platform

Idea Trigger, a highly scalable, flexible idea and innovation platform, enables internal and external crowdsourcing of ideas as a response to business challenges and strategic initiatives.

This highly configurable system allows challenge owners the freedom to create campaigns that match the complexity or simplicity of the problem statement, and directs the content required in the idea responses accordingly.

Idea Trigger ensures that the best ideas are transparently captured, rated and reported on in a repeatable and sustainable way either via the web application or the Android or iOS mobile application.

This easy to use cloud-based solution unlocks the potential of an organisation's employees, partners, customers and other stakeholders.

## WHAT IS AN IDEA & INNOVATION SYSTEM?

Idea & Innovation management systems provide structured processes for evaluating and collaborating on ideas against articulated business challenges and requirements, providing a focus and therefore resulting in a more targeted set of ideas.

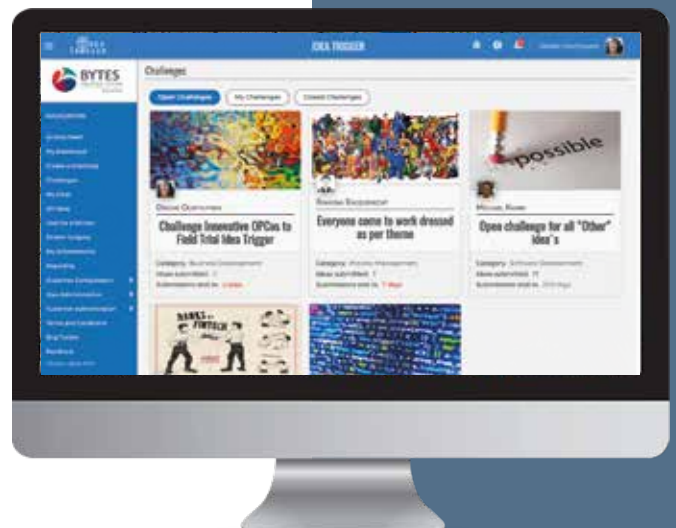
## Features

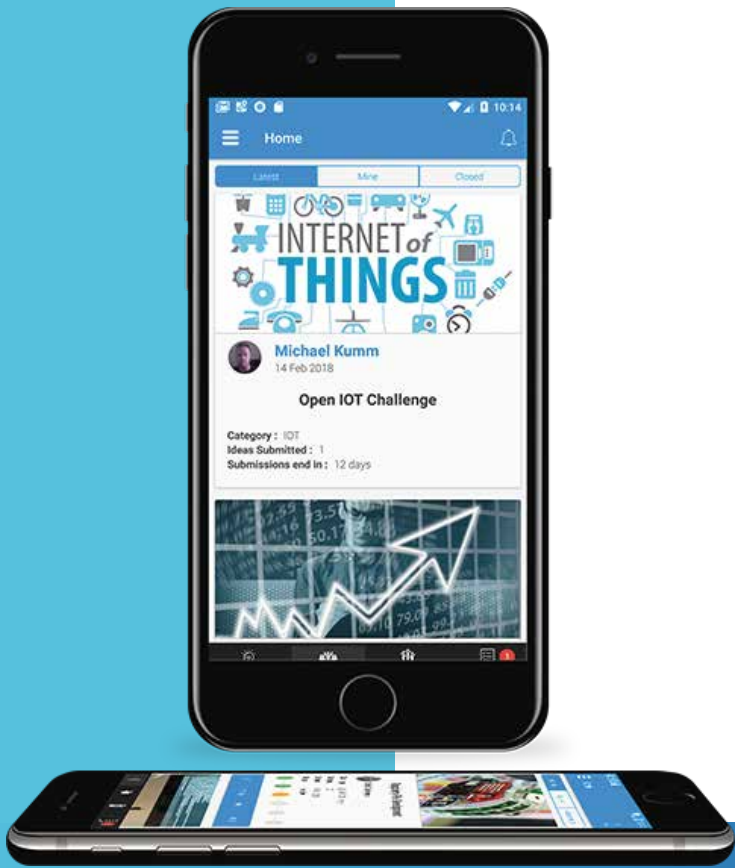
Research and experience has shown that the most effective way of gathering ideas or innovations, that are in line with an organisation's strategic focus and objectives, is to create challenges for people within targeted communities.

Community members submit ideas linked to and in response to these challenges.

This method of creating a challenge has been designed to be extremely simple and flexible.

The challenge owner has complete control over the information requirements for idea submissions through an effective yet simple drag and drop form builder.





One of the most challenging and potentially stifling features of a typical idea management system is the rigidity of the idea review process. Bottlenecks, unnecessary stage gates and a lack of transparency are common sources of frustration for both challenge owners and ideators.

Idea Trigger has been developed with flexibility in mind. Challenge owners configure the evaluation workflow within defined and relevant stage gates and metrics to ensure that the best ideas filter through the funnel at the appropriate stages of the process.

Dependent on the challenge owner's requirements, idea evaluation and selection can be based on a combination of social recognition, group evaluation or subject matter adjudication, single user evaluation, or judging panels with weighted scoring.

## INNOVATE COLLABORATE CREATE

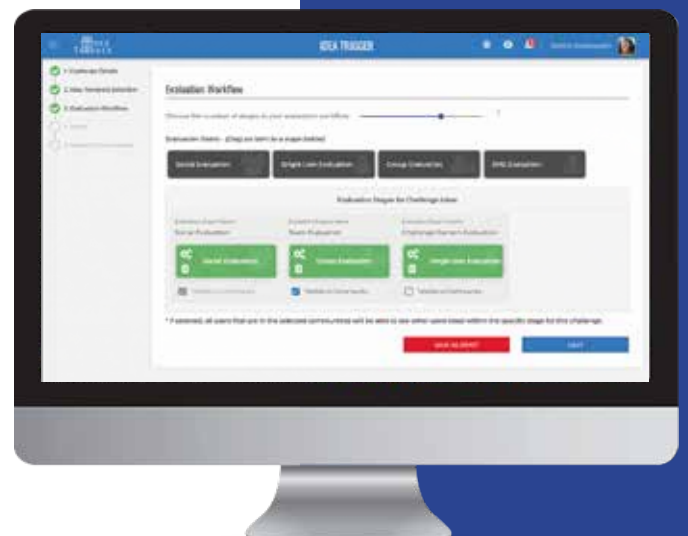
This highly configurable workflow function not only facilitates evaluation transparency but also ensures that ideas continually move through the process without filtering behind a stage gate.

Ideas, providing the required level and detail of information as specified by the challenge owner, are submitted in response to a challenge, thereby ensuring that ideas are evaluated fairly.

Social engagement is an ever growing and popular method of crowdsourcing ideas and transparently evaluating them.

Reporting and dashboards have been created for deep insight into challenges, ideas, communities and usage statistics.

Idea Trigger has been developed to be available on computer, tablet and mobile device when connected to the Internet.



## Benefits



### Available anywhere, anytime on any device

Idea Trigger is an easy-to-use web based application available anytime and anywhere on any device when connected to the Internet.



### Co-creation & collaboration made easy

Engagement with employees and other stakeholders in an operational ecosystem is made simple, promoting co-creation and collaboration across functions.



### Cost effective & scalable

Idea Trigger is a cost effective and scalable solution that can be rolled out across multiple communities within the enterprise and can also extend into the organisation's operating ecosystem, if required.



### Improve engagement, motivation & morale

Idea submission and evaluation is transparent and inclusive thereby promoting employee engagement, motivation and morale.



### Value creation & risk mitigation

The platform becomes an effective tool for value creation and risk mitigation of the IP portfolio.



### Secure, reliable cloud-based solution

Idea Trigger, offered as a cloud based solution hosted on Microsoft Azure, leverages the security, reliability and redundancy benefits of a modern global delivery platform that protects data.

Idea Trigger is a **highly flexible Idea and innovation system** which enables the **crowdsourcing of ideas** in response to **business challenges & strategic initiatives**.

This easy to use **cloud-based solution** unlocks the potential of an organisation's employees and ecosystem helping it realise value through **collaboration, co-creation and idea mining**.

#### Highly configurable workflow

Idea evaluation and selection can be based on a combination of social recognition, single or group evaluation and judging panels

#### Secure, reliable, cloud based solution

Hosting on Microsoft Azure's modern global delivery platform provides security, reliability and redundancy

#### Available anywhere, anytime on any device

Easy to use web based system and available as iOS and Android mobile applications



#### Challenges inspires ideas

Effectively stimulate ideas and innovation in line with organisational priorities and objectives through focused challenges



#### Idea submission

Easy online submission of ideas guided by challenge specific templates ensure required level and detail of ideas



#### Social tools drive engagement

Ideas are reviewed through social engagement encouraging collaboration, rewarded through points based gamification and leaderboards



#### Dashboards & reporting

System and challenge reporting provides deep insights into challenges, ideas, communities and usage statistics



#### Idea management made simple

Manage and track the planning and implementation of ideas through an easy-to-use project tracking facility and dashboard



#### Transparent evaluation of ideas

Evaluation workflow with defined and relevant stage gates and metrics ensure that best ideas filter through the innovation funnel



#### Co-creation & collaboration made easy

Engagements with employees and ecosystem is simple, promoting co-creation and collaboration across functions



#### Improve engagement, motivation & morale

Idea submission and evaluation is transparent and inclusive thereby promoting employee engagement & motivation



#### Cost effective & scalable

Can be rolled out across multiple communities with the enterprise and its ecosystem



#### Value creation & risk mitigation

Effective tool for value creation and risk mitigation of the IP portfolio

South African solution developed and supported by Altron Systems Integration

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