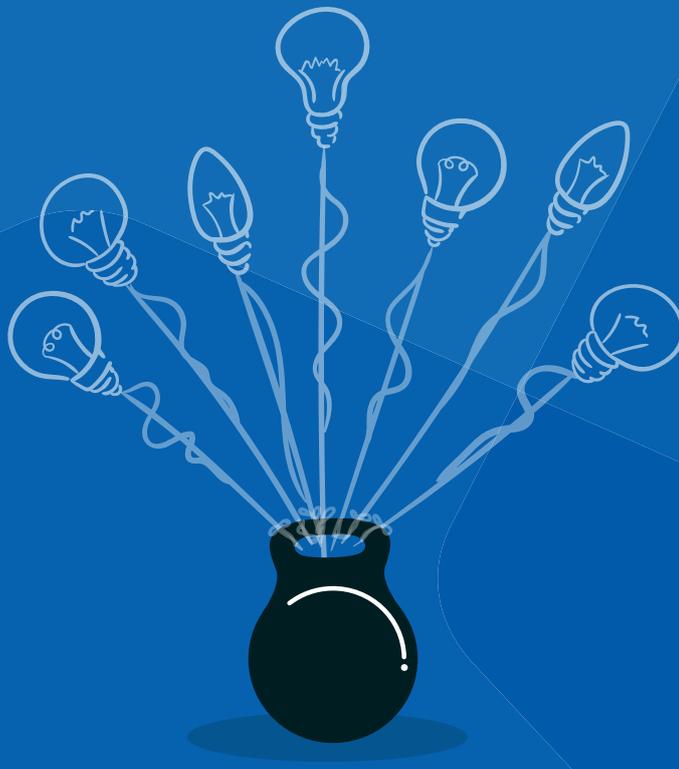


# Creating an Innovation Engine with Beezy Idea Management



**Beezy**  
Your intelligent workplace



## A Broken Innovation Engine

In the modern enterprise, innovation is critical to business survival. However, the tools we give employees fail to successfully drive the innovation lifecycle.

Even with SharePoint in place, the out-of-the-box experience does not foster their creativity, it often fails to keep them actively engaged, and more often than not employees end up spreading their efforts across many siloed systems.

## The Solution

To solve this problem, Beezy has created the first idea management solution built on SharePoint, for SharePoint that allows teams to unlock the collective intelligence of organizations.

Idea Campaigns eliminate this critical gap in enterprise collaboration by offering an amazing user experience for both Innovation Managers and End Users alike, helping teams better capture ideas, formulate action plans, and execute strategies – storing all of these collaborative efforts as knowledge assets within SharePoint and unlocking the true potential of the platform.

Innovative ideas can happen anywhere inside of an organization, however most business fail to leverage the collective wisdom of their employees.

Microsoft Office-based productivity and collaboration solutions we use are not designed for idea capture and knowledge management. As a result, ideas are shared across many tools and systems, and become lost without process and structure.

# How Beezy Idea Campaigns Work



With Beezy Idea Campaigns, ideas are captured and developed through a structured process, and all contextual conversations and data stored within SharePoint. Within a Beezy Idea Campaign, there is a four step process:

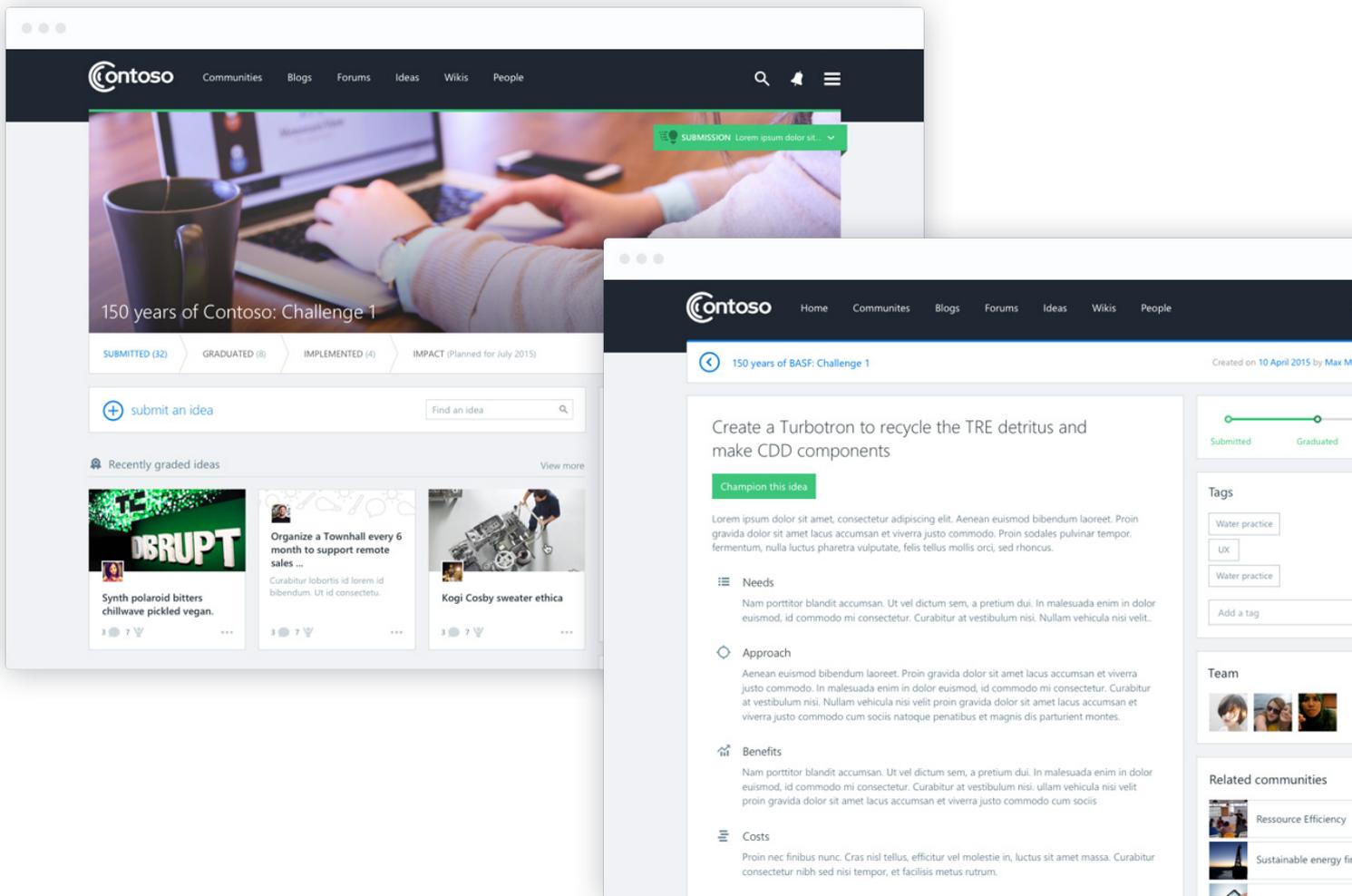
- 1. Submission process** A campaign is launched and ideas are submitted within a defined time period.
- 2. Evaluation** Owners of the campaign review all submitted ideas and promote or “graduate” the ideas that deserve further development.
- 3. Refinement** Employees who provided each idea are asked to provide more depth and information around their ideas, including plans for executing on those ideas.
- 4. Impact announcement** The campaign is closed and the owners share results and overall impact of the campaign.

Idea Campaigns provide a user-friendly method to capture, evaluate, refine, and show the measurable impact of ideas created within an organization – storing all of the related content, conversations, and innovation inside of SharePoint. As with everything Beezy, Idea Campaigns work natively within SharePoint, enhancing and extending the out-of-the-box experience to deliver powerful collaboration capabilities for teams.

# The Impact on Organizational Innovation

Idea Campaigns are simple and elegant, but incredibly powerful because they help teams to gather ideas organically through a familiar social interface – and turn those ideas into innovation. Organizations can design their campaign process around a defined idea management methodology (IDEO, NABC) or utilize the steps provided in the solution.

Idea Campaigns can have a dramatic effect on how organizations identify and implement innovation, and have an immediate effect on end user adoption and engagement by “democratizing” the process. In other words, the feature makes idea management transparent and inclusive. Additionally, Beezy Idea Campaigns can be deployed on-premises, online, and in hybrid environments.



# About Beezy

Beezy is the premier enterprise collaboration solution for Office 365 and SharePoint. We make collaboration within your organization easy and relevant. By extending the Microsoft productivity stack, we unify the digital workplace and empower end users to better communicate, share, and collaborate across on-premises, cloud, and hybrid environments.

Multi-nationals like Vodafone and Transocean utilize Beezy to make the world smaller, and bring teams together daily. Customers look to Beezy to help them hone their differentiation, improve operations, and align teams behind initiatives and rally individuals to act. As a US technology company, with development in Europe, we understand how important it can be to bring teams together.

Learn more at <http://www.beezy.net>, follow us on Twitter **@FollowBeezy** or visit our **Facebook page**. You can also reach us by email at **info@beezy.net**



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