



Meet Idea Station

Direct path to sustainable growth

October 2012

WHAT IS IDEA STATION?

Idea Station is the latest generation Cloud based software solution for idea management.

In its foundation is a structured process for the collection, building, assessing and distribution of ideas.

Idea Station supports the whole process after the ideas are collected by offering efficient and flexible multi phase approach, transparency and accountability all the way.

Idea Station offers balance between creativity and discipline, supporting bottom-up, top-down and sideways ideation approaches.

IDEA STATION IS INTUITIVE, SMOOTH AND
ENGAGING SOFTWARE SOLUTION FOR
IDEA MANAGEMENT

HOW IT WORKS?

STRUCTURE
CONNECT
COLLABORATE
EVALUATE
SELECT
EXECUTE

Idea Station empowers your organization to create, polish and manage ideas for new products and services through effective organizational collaboration, connected workflow and powerful functionalities.

It connects you with your business environment, stimulates collaboration and channels untapped organizational potentials located in your own employees towards your real strategy objectives.

Simple submission, intelligent sharing and collaborative enrichment will ensure that your funnel is always filled with fresh ideas for new products and services that ought to be essence of your overall growth.

RESULT: GREAT IDEAS

ENGAGEMENT

COLLABORATORS are encouraged to discuss, share, recommend, vote and enrich ideas.

MANAGERS are enabled to make focused decisions and confident resource deployment as ideas are built, filtered and aligned to organization's objectives.

ORGANIZATION is stimulated to recognize innovative employees and to promote a more open collaborative innovation culture in the organization.

By involving every important entity from your business environment in the innovation pipeline, organization has a chance to gain substantial value of their idea management system, driving productivity and growth.

Implementing proven and effective practices of involving them in the right context, this chance is seized.



WHY IDEA STATION?

We strongly believe in our core values, our commitment to recognized best practices in our business and that service we deliver are essential to our customers, associates and clients. We are dedicated to continuously use our practical experience as service provider to create, not just follow industry trends and to bring you top value.

IDEA STATION **INCREASES**
PERFORMANCE, CONNECTS YOU TO
YOUR BUSINESS ENVIRONMENT AND
DRIVES INNOVATION INTO YOUR
ORGANIZATION'S DNA

FEW MORE REASONS WHY:

- ✓ Its affordable, easy to use and simple to implement
- ✓ It offers effective and engaging workflow, powerful set of functionalities and respect to your organization's internal structure
- ✓ It ensures balance between discipline and creativity
- ✓ It taps into both internal and external sources of ideas from your business environment
- ✓ Idea Station is supported by competent and energetic staff that will constantly work on enhancing your user experience and help you deal with ideation challenges not just as a vendor, but as a friend and partner
- ✓ Continuous investments in the Idea Station brings you peace of mind that you are using software solution that is always top class and brings you top value
- ✓ Idea Station respects your business individuality and nurtures more open collaborative culture
- ✓ Idea Station delivers quality, service and innovation

COST AND IMPLEMENTATION

DataStation is offering its service through SaaS model (Software-As-A-Service) which brings with itself all the benefits of Cloud computing:

- Access from anywhere, anytime via Internet
- No maintenance costs, easy implementation and fast deployment with free training will ensure preservation of your budget
- You pay our services monthly or annually like utility fees

Pricing is individually developed for each new client based of their exact needs of our flexible solutions.

Don't be discouraged with the vast amount of functionalities Idea Station offers. You are in full control of what amount of capabilities you wish to use, and expand gradually as your usage and processes mature without any additional implementation and customization costs.

WE GUARANTEE THAT WE OFFER **BEST**
VALUE FOR YOUR MONEY

BENEFITS

ORGANIZATION PERFORMANCE ON STEROIDS

- ✓ More structure and focus delivered to the fuzzy processes
- ✓ Faster time to market with reduced risks
- ✓ Easy data access anytime
- ✓ Maximum usage of ideation potentials within and around the organization
- ✓ One place for important files with freshest versions
- ✓ Focused management decisions
- ✓ Smart and confident resource deployment

EXTEND YOUR HAND TO YOUR CUSTOMERS

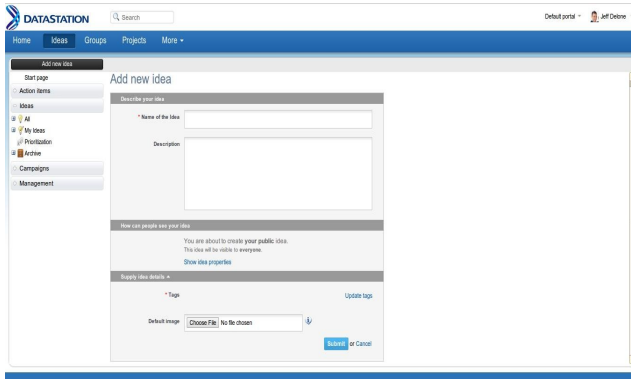
- ✓ Engage your customers and partners and discover opportunities to enhance customer experience and fulfill unmet needs
- ✓ Embrace customer feedback in the environment that can deliver mutual projects
- ✓ Stay on top of emerging trends and invest in your ability to adapt and thrive
- ✓ Uncover your strengths and weaknesses and turn them to opportunities

FUSE INNOVATION TO YOUR ORGANIZATION'S DNA

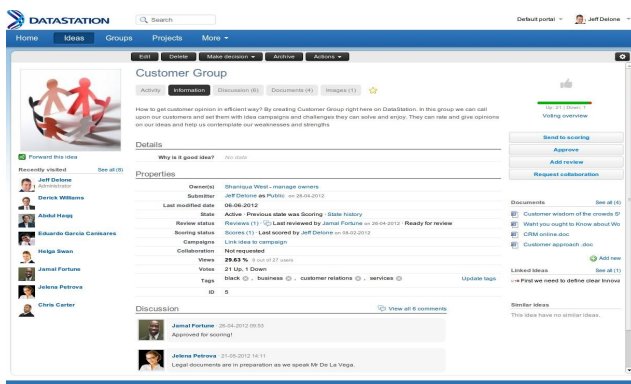
- ✓ Bring all your employees under one roof and prosper from the wisdom of the crowds
- ✓ Unite your employees in one single battle cry and guide them towards real organizational goals
- ✓ Give your organization a sense that every contribution counts, and that key contributors will be recognized
- ✓ Stimulate and lead them to contribute again and again, fusing innovation to your organization DNA



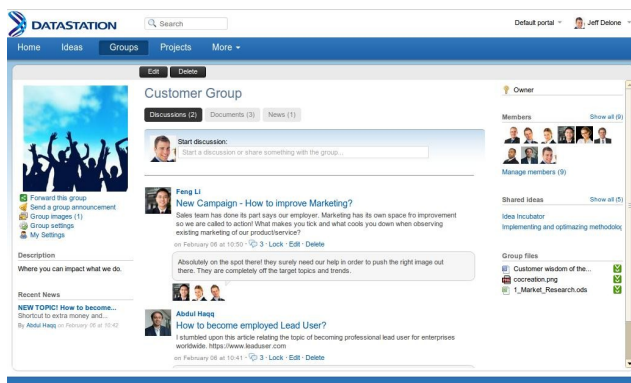
MOBILIZE UNTAPPED POTENTIAL OF YOUR OWN EMPLOYEES USING IDEA STATION POWERFUL FEATURES:



Simple yet powerful idea submission



View of an Idea



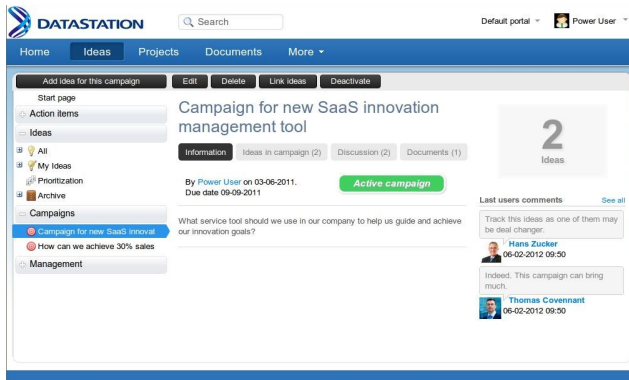
View of a Group

IDEAS:

- ✓ Ideas Dashboard
- ✓ Role based view
- ✓ Submitting ideas
- ✓ Enriching ideas with custom fields and tags (public and personal)
- ✓ Duplication check with tags
- ✓ Linking ideas together
- ✓ Sharing ideas with groups and individuals
- ✓ Attaching files and images
- ✓ Expressing opinions with voting, discussing
- ✓ Collaboration Request
- ✓ Idea Campaigns
- ✓ Idea status progress bar
- ✓ Anonymous idea submission
- ✓ Flexible multiphase workflow – submission, enrichment, reviewing, scoring, approving.
- ✓ Scoring ideas against configurable scorecard templates
- ✓ Implementing ideas
- ✓ Starring favorite ideas
- ✓ Tracking personally submitted ideas
- ✓ Tracking top innovators and contributors
- ✓ Filtering widget
- ✓ Forwarding idea to individuals and Groups
- ✓ Prioritizing ideas
- ✓ Analytic tools – SWOT, etc.

GROUPS:

- ✓ Public and Personal configurable groups
- ✓ Join approval management
- ✓ Expressing opinions with discussions and themes
- ✓ Posting and reading news, attaching files
- ✓ Sharing ideas and documents with group members
- ✓ Forwarding group
- ✓ Sending Group Announcements



Campaign view

SEARCH:

- ✓ Contextual search with keywords and tags
- ✓ Search within file and archive content

COLLABORATION:

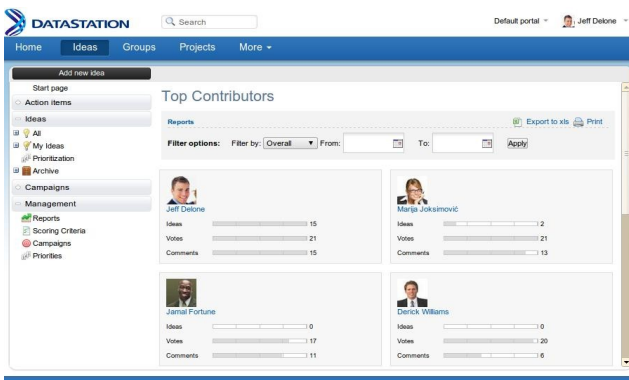
- ✓ User notifications feed
- ✓ Sharing a message with community
- ✓ Requests
- ✓ News
- ✓ Recommendation

REPORTING AND ANALYTICS:

- ✓ Ideation reports
- ✓ System parameters reports

EXTENSIVE ADMINISTRATION CAPABILITIES:

- ✓ Easy and straight forward User management
- ✓ Categories
- ✓ Tags for further structure the data
- ✓ Roles to reflect your organization virtually
- ✓ Custom fields to support your unique business needs
- ✓ Languages with messages and labels to support your country integrity
- ✓ System settings
- ✓ Notifications to engage the users to participate



Top contributors / innovators dashboard



WHY IT MAKES SENSE?

More streamlined processes and resources, faster time to market and proven efficiency and productiveness results of incremental and disruptive ideas will bring you the place you deserve, place of company that recognized value of innovation and potential of its own employees.

The place for the **GREAT ONES**.



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