

Case Study

OPEN INNOVATION PORTAL

Launched in May 2014, e-Zassi was hired to replace two legacy idea procurement systems for a multi- billion dollar consumer packaged goods company. The requirements called for an integrated internal and external open innovation platform that provided high levels of usability as well as a buffer against intellectual property (IP) over disclosure. The application was developed to support multiple user groups with an online community where once registered, users can submit ideas, respond to idea challenges and collaborate on ideas. IP sensitive and unsolicited ideas are submitted via a structured interview process in a non-confidential manner that protects both the rights of both the submitter and receiver.

A standard scorecard for each submission was developed that ranks the ideas against a set of strategic wants and needs. These reports are accessed through a secure Innovation Dashboard that also tracks idea and community metrics in real time and allows administrators to manage, review, respond and archive all ideas. All communication between the company and the submitter is managed automatically at various milestones in the submission process, and manually via the dashboard during the review process. A mobile optimized submitter platform was also developed to provide a single point of access for all constituents across their global brand portfolio.

Success metrics for the first six months since launch:

-  Higher levels of employee engagement and satisfaction with new platform.
-  Submissions from three external expert groups increased by 40% compared to the legacy implementations, with minimal promotion.
-  Unsolicited submissions among all submitters showing a month over month increase of 25%.
-  While difficult to quantify – the overall quality of submissions has increased, which means more innovative ideas and fewer recipes
-  Significant decrease in unstructured and unsafe submissions of ideas to the Consumer Affairs Group through email and regular post.

Get in touch

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