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suite

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Dream Teams

How Industry-Leading Companies Boosted Innovation & Collaboration with edison365





Meet the Innovators

If you are looking to resolve innovation challenges within your own business, it can be helpful to look at how other organizations have overcome similar issues.

In this document you'll discover how **Haley & Aldrich** had a huge return on investment after discovering ideas that provided significant cost savings, how **Cisco** created a robust innovation 'assembly line', and how **Kwintec** was able to connect with frontline employees to their innovation lab.

If you would like to talk to our team about any of these stories, or discover how edison365 can support your innovation efforts, you can contact us at hello@edison365.com

MAKING IDEAS PAY

How to Harness Creativity Within Your Organization

The organizations that will thrive even in times of global disruption are those that drive maximum return from their innovation. All too often, however, great ideas are prevented from turning into great projects. So why does this happen and what can we do about it?



Don't let ideas get lost in the wider organization

There are number of major issues in larger organizations, which result in ideas becoming lost:

- **Ideas are overlooked because they are not visible across the organization**
- **Ideas are forgotten as they are not stored in a central, easily accessible location**
- **Ideas are not converted into projects due to a lack of end-to-end process.**

With teams working remotely, it's become more important than ever to ensure transparency and robust management practices within your innovation process. This will also prevent silos from appearing within departments, limiting your potential for innovation by reducing the number of individuals whose experience you can tap into.

Munich-based broadcaster, **RTLZWEI**, prides itself on screening fun and entertaining programmes. However, with the rise of streaming services it is now competing with the internet for its audience's attention. The team there sees innovation as the key to remaining competitive.

edison365 provided **RTLZWEI** with an ideas platform, which enabled its team to create challenges around key areas the organization wants to tackle, including business models, sustainability and concepts for new shows. Anyone from across the business can now share and access ideas, as well as coming up with challenges of their own.

“

“We have a lot of innovative people, creative people coming together, but we didn’t have a platform or a channel to funnel all these things,”

said Jan Homeyer, Senior Conceptioner.

The tool quickly built traction as it looked good, was easy to use and because the RTLZWEI team offered onboarding sessions to help users build confidence.

Kick-Start an Innovation Culture

A culture of innovation is built when experimentation and creativity are encouraged and actively rewarded. This empowers employees to contribute their ideas and drive change. Innovation culture thrives off clear communication and opportunities for development.

Haley & Aldrich, an innovative environmental and engineering consultancy, has over 750 field and office-based employees spread across the United States. The company already had a culture focused on innovation and investing in their people, but its existing process didn’t provide employees with enough feedback regarding the progression of ideas. Its team identified the need to leverage technology to further embed their culture of innovation within the organization.

When using edison365ideas, employees felt like their ideas were being considered and had greater visibility of their progress.

Through gamification, they could also reap the benefits of their actions, making innovation core to their workplace culture.

Keep the Process Simple and Fun

To gain return for your organization, the innovation process should be structured and repeatable. If the process is too complex or unwieldy, employees may feel discouraged to contribute.

An unengaging and complicated innovation process can cause:

- Good ideas to be overlooked
- Ideas to remain undeveloped
- Benefits to not be fully realized

Having simple, repeatable processes in place, along with a seamless end-to-end system for ideation, validation and project management, will ensure that employees feel confident in sticking to processes.

Get Creative!

Innovation is typically viewed by organizations as a top-down process, with management setting the challenges and employees responding with their suggestions. However, giving employees the freedom to contribute ideas, democratizes the whole innovation process and enables good suggestions to come from anywhere.

Kwintes, a leading mental health provider in the Netherlands, made a deliberate choice to adopt bottom-up innovation in their lab. They recognised that their employees are the experts on their clients' needs as they interact with them daily.

Bottom-up innovation gives employees the opportunity to express these insights.



Evaluate Your Ideas

Ideas by themselves only have a limited amount of value. Once you've completed your initial ideation process, you need to intelligently accelerate innovation projects and justify their implementation.

The simplest way to do this is through effective business case management.

A business case provides justification for initiating an idea, project or task. It evaluates the expected costs, risks, and business benefits, and is considered an essential tool for optimizing benefit realization.

Creating a business case enables you to evaluate and prototype ideas against the rigorous criteria project managers need to execute against to deliver a well-performing project.



Make sure your process joins up

To ensure that your teams can realize the value of ideas, it's essential that all stages of the innovation process join up seamlessly – from coming up with suggestions to creating projects. All stages must be repeatable and provide opportunity for oversight and collaboration.

While innovation has always been key to global customer experience company **Cisco**, it was missing a holistic process for converting ideas into realized value. This lack of overview was resulting in innovation efforts being duplicated or discrepancies coming into play.

The edison365suite, enables Cisco's teams to work under one umbrella. With the ability to engage different perspectives, the team are not only reducing time and cost to resolve issues, but they are also identifying ways to turn those ideas into something of monetary value.

edison365 Innovation Case Studies





An Assembly Line for Innovation

The Challenge

Innovation is an integral part to Cisco's DNA and new ideas have always been central to their success. Missing, however, was **one seamless and holistic process** for converting successful ideas into realized value.

The Cisco team needed **a solution for idea delivery as well as idea creation**. It needed to be transformational, support the entire end-to-end process and be easy to use – that's when edison365 came into play.

- No holistic view of innovation efforts, often resulting in duplications and discrepancies
- Needed a standard experience that could be utilized by everyone who wanted an idea to be scaled



"I see edison365 as an assembly line for innovation, from idea to value generation, with a ready-to-go product at the end."

Artem Ignatenko, Innovation Development Manager of Customer Experience, Cisco



Company:
Cisco

Industry:
Customer Experience, Technology

Location:
Global

Cisco helps seize the opportunities of tomorrow by proving that amazing things can happen when you connect the unconnected.

An integral part of Cisco's DNA is creating long-lasting customer partnerships, working together to identify its customers' needs and providing solutions that fuel their success.

The Solution

The edison365 suite provides Cisco with a complete **end-to-end innovation management journey**.

The solution provides a centralized space to capture employee ideas and open the door to collaboration.

It also enables business cases to be **customized to each team's way of working** and offers an easy-to-use platform to execute the resulting projects.

5,000+

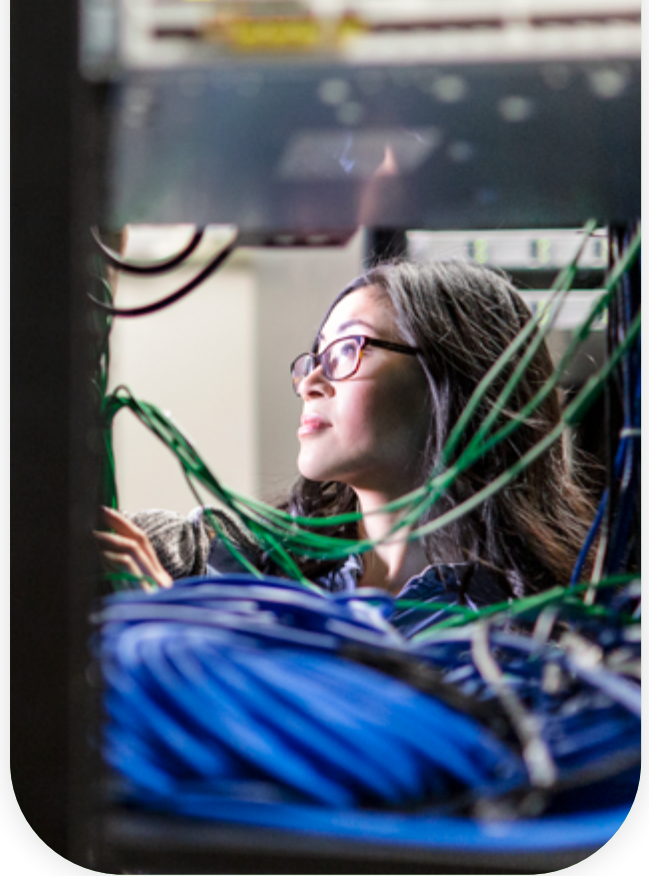
platform
users

1200+

ideas posted
so far

50+

implemented



Results

With edison365, Cisco's global teams are able to generate, collaborate, and evaluate ideas through a single platform.

Working under one umbrella with the ability to engage different perspectives, the team are not only **reducing time and cost to resolve customer issues**, but they are also identifying ways to turn those ideas into something of monetary value.

Cisco aren't just focused on solving ongoing challenges; hackathons are also key to the ideation process with specific goals being created within edison365. By utilizing the triage capabilities, **innovators gain quick feedback on ideas** and can make improvements.

Moving Forward

- As Cisco continues to identify use cases for the tool, the modular design makes it easy for them to provide the right tools to the right users.
- With its intuitive design and simple deployment, Cisco are already seeing wider than envisaged adoption of the platform.
- Adding in gamification and the ability to vote during hackathons is proving popular and driving adoption.
- Cisco use edison365 to track decisions and realise value from their ideas.



Building On Ideas

The Challenge

Haley & Aldrich has a culture rich in creativity but, with many employees in the field and spread across offices throughout the U.S., **innovative ideas were often lost due to lack of processes** needed to progress them.

The company embarked on a program of proactively seeking employee ideas. However, **they needed a way to assign reviewers and allow visibility into the ideas pipeline.**

- Management needed a way to generate ideas around corporate strategy and specific client challenges.
- After benefitting from using collaboration tools Yammer and SharePoint, Haley & Aldrich wanted to enable employees to interact with ideas.

**HALEY
ALDRICH**

Company:

Haley & Aldrich

Industry:

Environmental and Engineering

Location:

Burlington, Massachusetts

With a history of technical excellence and innovation, Haley & Aldrich is a pioneer in the environmental and engineering industry, applying more efficient processes and new technology to solve tough challenges.

Headquartered in Burlington, Massachusetts, Haley & Aldrich employs 650 people in 31 locations, providing consistent and seamless delivery to clients across the U.S.



“We identified \$1M of lost revenue per annum through the collection of ideas submitted through edison365ideas. That was within the first few months of turning the system live and so we’re excited for what other impactful ideas are put forward in the future.”

**Ben Chandler, Chief Innovation
Officer, Haley & Aldrich**

The Solution

edison365ideas is built on Haley & Aldrich's existing Office 365 and can be customized to suit their changing processes.

The platform allows individuals to track the progress of ideas they have submitted and can be accessed anywhere, on any device.

The new software has boosted staff engagement.

38

ideas posted so far

7

explored further

\$1m

lost revenue captured



Results

Haley & Aldrich already had a culture focused on innovation and investing in their people, they just needed the right mechanism to carry that into idea management.

They've kept the influx of **ideas well aligned to corporate strategy** by using challenges for employees to submit to.

Employees feel like their ideas are being heard and can now track their progress themselves. **Each person can participate in the process of innovating** and some are now seeing idea contribution as a part of their professional development goals.

Moving Forward

- Real-time collaboration allows individuals from across the business to solve difficult problems together.
- So far, Haley & Aldrich has awarded an idea that could capture more than \$1M of lost revenue each year.
- During the initial rollout, the company drove awareness through internal webinars, adverts in high-traffic areas, meetings with staff managers, and their intranet.
- There are plans to encourage greater ownership at a business level, by creating "innovation champions" within each service area and market segment.



Putting Minds at Ease

The Challenge

Like many other healthcare providers across the world, Kwintes needed vital funds to offer their services.

With limited budget available, **the organisation needed a way to learn fast**; identify good ideas, develop them where necessary and understand their impact before money was spent on implementation.

- Kwintes needed to find new ways to support more clients for less money.
- Although their board had come up with ideas, they needed a way to try them out.



Company:
Kwintes

Industry:
Healthcare

Location:
The Netherlands

Based in the Netherlands, Kwintes is one of the country's largest providers of mental health care, supporting clients with psychiatric or psychosocial problems.

With over 1,100 client care facilities they provide tailor-made care to those with multiple and complex problems, helping clients with their living situation, work and developing an independent life.



"Everyone I've talked with has been inspired. They all find it a great tool to work with"

**Sonja Brouwer, I&A/ICT
Manager, Kwintes**

The Solution

As Kwintes has an existing investment in Microsoft 365, edison365ideas had familiar UI, so they could quickly configure the instance to their corporate identity.

The tool **enables the entire organization to get involved**, and allows them to vote on ideas, highlighting the popularity and potential impact of them.

2,220

platform
users

22

ideas posted
so far

4

implemented



Results

Kwintes initially launched their Innovation Lab, powered by edison365ideas, to their board. **They identified four ideas that could have a real impact on their services**, one of which was Tinybot Tessa.

Tessa is a small robotic helper that helps patients create structure in their day with reminders to get out of bed, get dressed, and take their medicine.

The initial launch of the Innovation lab further streamlined Kwintes' processes through the implementation of an electronic medicine dispenser. The dispenser enabled clients to take medicine in their room, reducing the need for staff to monitor behavior in queues as clients had to previously wait to collect their medication.

Moving Forward

- After seeing the success of this first series of ideas, Kwintes decided to expand their Innovation Lab to include their employees and clients.
- They are using the platform to gather ideas on how to overcome the challenges of a Covid-19 world.
- Kwintes uses the triage function in edison365ideas to set KPIs and decide which ideas have the most potential.
- The team can easily expand the number of users on the system and added it to their intranet for greater accessibility.

Changing the Channel

The Challenge

With a vibrant and creative team of **over 200 people**, generating ideas was no issue for RTLZWEI. Capturing them, however, had proved trickier.

The RTLZWEI team had four main requirements for the ideas platform: **it needed to facilitate collaboration, be enjoyable to use, well-designed and based on SharePoint**. They wanted colleagues to enjoy using the tool to share their ideas and have the ability to leave comments and likes.

- No central platform for capturing ideas from teams around the organisation.
- Needed to reach the whole company at once and provide them with any information needed.



Company:
RTL Zwei

Industry:
Broadcast media

Location:
Munich, Germany

German TV channel RTLZWEI is a Munich-based broadcaster that prides itself on screening fun and entertaining programmes, from passionate docu-soaps through to high-energy blockbusters.

With the rise of on-demand platforms such as Netflix, the organisation is now competing with the internet for its audience. It considers innovation key to remaining competitive.



"It is really important for us that everyone who has a problem can open a challenge and collect ideas or solutions for that problem"

**Pia Emde, Project Manager,
RTLZWEI**

The Solution

edison365 provided RTLZWEI with an ideas platform that utilised the company's own branding.

At RTLZWEI, ideas are grouped into challenges, such as business models, sustainability and concepts for new shows.

Anyone from across the business can now share and access ideas, as well as coming up with challenges of their own.

260

platform
users

121

ideas posted
so far

22

implemented



Results

The tool quickly built traction as it looked good, was easy to use and because the RTLZWEI team offered onboarding sessions to help users build confidence.

With many teams working from home during the pandemic, colleagues from across the organisation have been encouraged to comment on ideas in order to **facilitate collaboration**. If the team responsible for the platform see colleagues making regular comments, they will encourage them to set up meetings and take the first step towards making change.

Thanks to edison365, **the creation of ideas has been democratised across the business.**

Moving Forward

- Right now, the team are focusing on getting colleagues used to the platform.
- The platform team meet every week to develop new strategies around ideas generation.
- Training sessions enable RTLZWEI to gain feedback from new users, while walking them through idea creation
- They plan to run events that showcase the best ideas and how they went on to be implemented

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Making ideas pay



edison365
ideas



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edison365
projects

End-to-end innovation management solution.

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