

| | | |
|---|-----------|------------|
| Crowdsourcing og idé håndtering | Ansvarlig | JPH |
| | Oprettet | 19-08-2015 |
| | Side | 1 af 25 |
| Projekt: 7464, Digitale relationer og datadreven informationsformidling | | |

Nedenstående er et internt arbejdsdokument til brug ved valg af crowdsourcing platform i projektet Digitale relationer og datadreven beslutningstagen, hvor arbejdsplanen E. Innovation og brugerinddragelse som aktivitet har at "...etablere og afprøve crowdsourcing platform med henblik på at fokusere SEGES's indsats på lige netop hvad der er vigtig for landmændene".

Dokumentet består af diverse relevante klip fra især Forrester og Gartner rapporter (på engelsk) suppleret med egne kommentarer samt en omfattende kommenteret oversigt over ca. 50 platforme, således at der foreligger et udtømmende beslutningsgrundlag for valg af platform.

Dokumentet er udarbejdet af Jens Peter Hansen, jph@seges.dk

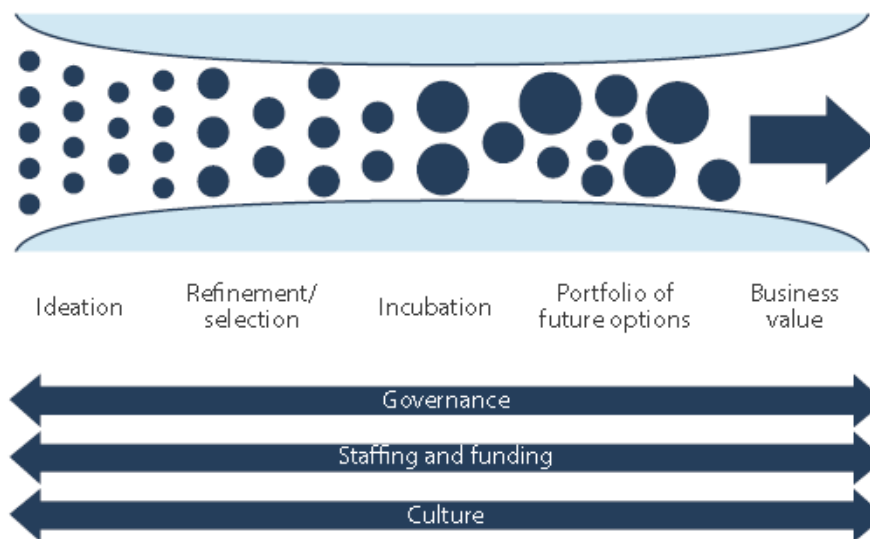
Baggrund

Rather than simply mining promising suggestions submitted on slips of paper dropped into an employee suggestion box, an organization must actively mine and manage the collective wisdom and experiences of all of the players in the firm's innovation ecosystem to thrive in increasingly competitive markets.

Innovation management tools are software platforms that not only focus on the front end, or ideation part of the innovation process, but also enhance the idea enrichment and evaluation processes.

On the front end, these platforms allow companies to gather ideas from authorized participants (employees, external partners, customers, and consumers) in an open social environment. The company tracks and matures an idea through social interactions on the platform until it has developed into a concept that can move into a formal product development process.

On the back end, these platforms can allow companies to establish governance, funding, incentives, measurement, and communications programs around their innovation initiatives. In addition, such platforms can assist in managing a portfolio of ideas under incubation and integrate with installed business process or collaboration tools in place in the enterprise.



Eksempler på virksomheder, der systematisk udnytter crowdsourcing til at engagere eksterne i produktudvikling og problemløsning omfatter [Unilever](#), [Kraft](#), [IBM](#), [Dell](#), [DHL](#), [Procter & Gamble](#), [Starbuck](#), [Deutsche Bahn](#), [US Government](#) – se f.eks. challenge om [Help build a sustainable US food system by putting USDA data into the hands of farmers, researchers, and consumers](#).

Fordelene ved brug af sådanne platforme er

- Hurtigere fra idé til produkt
- Udnyttelse af organisationens samlede ekspertise
- Udnyttelse af eksterne eksperter
- Udnyttelse af kundernes artikulerede behov
- Motivering af medarbejdere via indflydelse

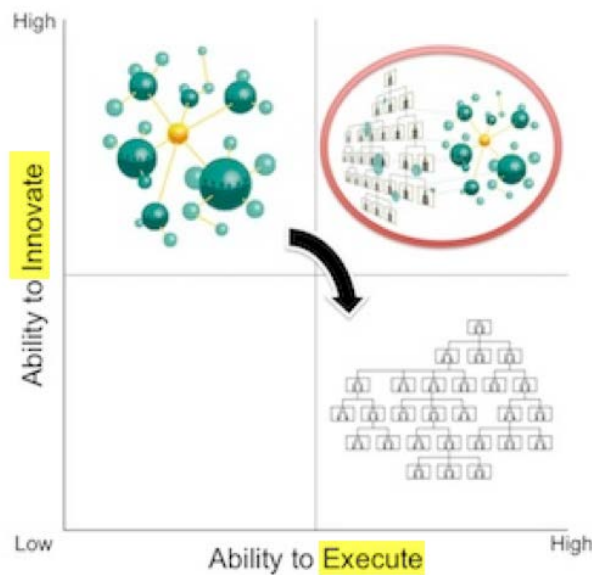
Ramme vilkår

Successful innovation is less about tools than it is about process, organization, and culture.

I [Forresters rapport](#) udtrykkes det således: *Ensuring the best results and maximizing value from innovation management tools is less about the specific feature set of any individual innovation management product and more about the appropriateness of the solution in relation to a customer's organizational innovation maturity, specific internal goals, and expected user communities.*

Der er grund til en vis pessimisme hvad angår modenheden i SEGES til at udnytte teknologisk understøttelse af innovations processer. Der er vilje til og ønsker om innovation, men hidtidige tiltag omkring brug af modeller for innovationsprocesser og idé opsamling via intranettet giver grund til en vis pessimisme. Der er af en snæver kreds af personer lagt ideer i ide opsamlingen, men der synes ikke at være nogen aktivitet om disse ideer. Virker nærmest som den traditionelle ide postkasse, der ikke bliver tømt.

Problemet er positivt set, at SEGES en særdeles effektiv organisation hvad angår drift og realisering af projekter – vi er placeret i sydøstlige kvadrant i figur 1.



Figur 1 Why 90% of Organisations would NOT Survive a Digital Disruption, <http://blog.optimice.com.au/?p=552>

Vidensgrundlag for valg af platform

Med afsæt i The Forrester Wave™: Innovation Management Tools, Q3 2013 er internettet afsøgt, og der blev identificeret ca. 50 potentielle platforme. Disse er i varierende omfang vurderet ud fra informationer på produktets hjemmeside; omtale på sociale medier og i et begrænset omfang ved afprøvninger af trial versioner. Der er – ud over Forrester og US Postal case – ikke fundet egentlige sammenligninger af de forskellige platforme.

Herunder links til et udpluk af videnskilder:

Konsulent huse

- Forrester: <http://i.hypeinnovation.com/forrester-wave-2013>
- Gartner: <https://www.gartner.com/doc/2974443/market-guide-innovation-management>

Cases

- US Postal evaluering af seks systemer: <https://www.uspsoig.gov/sites/default/files/document-library-files/2013/SMT-WP-12-002.pdf>

Blogs og sociale medier

- Is there a feature by feature comparison of Spigit, Brightidea, Imaginatik, Salesforce, Brainbank & other Enterprise Idea Management softwares? <http://www.quora.com/Is-there-a-feature-by-feature-comparison-of-Spigit-Brightidea-Imaginatik-Salesforce-Brainbank-other-Enterprise-Idea-Management-softwares>
- Innovation Management Executive Market Report 2014 <http://www.slideshare.net/flevydocs/innovation-management-executive-market-report-2014>

- Developing Breakaway Competitive Advantage via Social Innovation Platforms (SIPs)
<https://stevenjeffes.wordpress.com/2011/05/06/developing-breakaway-competitive-advantage-via-social-innovation-platforms-sips/>
- Is IdeaScale worth the price? <https://www.facebook.com/HunchBuzz/posts/526552917396196>

Tabel 1 giver et indtryk af hvilke platforme, der fylder noget på markedet. F.eks. fortæller Forrester, at de har selekteret leverandører *der target the idea management platform business and have been working in this or a related innovation space for at least three years; have demonstrated growth in employees, clients, and revenue between 2009 and 2012; have at least 15 employees; and have demonstrated the ability to serve large enterprise clients across the globe.*

Tabel 1 Omtale af væsentlige platforme samt short liste for brug af SEGES

| | <u>Gartner 2015</u> | <u>Forrester 2013</u> | <u>Info-Tech Research Group 2013</u> | <u>IDC 2013</u> | Short liste |
|--------------------------|-------------------------|---------------------------|--|---------------------|-------------|
| Accolade Idea lab | ✓ | ✓ | | | |
| BrainBank | | ✓ | ✓ | | |
| Brightidea | ✓ | ✓ | ✓ | ✓ | |
| CogniStreamer | ✓ | ✓ | | | |
| Critflow | ✓ | | | | |
| Exago | ✓ | | | | |
| Hype | ✓ | ✓ | ✓ | ✓ | ✓ |
| ideaPoint | ✓ | | | | |
| IdeaScale | | ✓ | ✓ | | ✓ |
| Imaginatik | ✓ | ✓ | ✓ | ✓ | |
| Induct | ✓ | | | | |
| Inova Software | | | ✓ | | |
| Inno360 | | ✓ | | | |
| InnoCentive | | ✓ | | | |
| Lithium | | | | ✓ | |
| PIT (Innovation Factory) | ✓ | ✓ | | | ✓ |
| InnovationCast | ✓ | ✓ | | | |
| Inova Software | ✓ | | | | |
| iSOCO | ✓ | | | | |
| Kindling | ✓ | ✓ | | ✓ | ✓ |
| Mindjet | ✓ | | | | |
| Nosco | ✓ | ✓ | | | |
| Qmarkets | ✓ | ✓ | ✓ | | ✓ |
| Salesforce Ideas | | | | ✓ | |
| Social Lair | | | | ✓ | |
| Spigit | | ✓ | ✓ | ✓ | ✓ |
| Teepin | | | ✓ | | |
| Tieto | | | ✓ | | |
| UserVoice | | | | ✓ | |
| Wazoku | ✓ | | | | |

Forrester har som støtte til deres oversigt opstillet et regneark, hvor de har scoret de enkelte platforme på 17 forskellige funktioner og kriterier – se tabel 2.

Tabel 2 Forrester Wave™: Innovation Management Tools, Q3 '13

| | Forrester's Weighting | BrainBank | Brightidea | CogniStreamel | Hype Innovation | IdeaScale | Imaginatik | inno360 | InnoCentive | Innovation Factory | InnovationCast | Kindling | Nosco | Qmarkets | Spigit |
|-------------------------------|-----------------------|-----------|------------|---------------|-----------------|-----------|------------|---------|-------------|--------------------|----------------|----------|-------|----------|--------|
| CURRENT OFFERING | 50% | 3.15 | 4.70 | 4.75 | 4.70 | 3.00 | 4.90 | 3.80 | 3.60 | 3.65 | 4.55 | 3.20 | 2.80 | 4.30 | 4.45 |
| Ideation/idea management | 20% | 2.00 | 5.00 | 5.00 | 5.00 | 3.00 | 5.00 | 4.00 | 3.00 | 3.00 | 5.00 | 4.00 | 3.00 | 5.00 | 5.00 |
| Idea refinement and selection | 20% | 3.00 | 5.00 | 5.00 | 4.00 | 3.00 | 5.00 | 5.00 | 4.00 | 4.00 | 4.00 | 3.00 | 2.00 | 4.00 | 4.00 |
| Incentives | 5% | 3.00 | 3.00 | 5.00 | 3.00 | 3.00 | 5.00 | 1.00 | 5.00 | 3.00 | 3.00 | 3.00 | 3.00 | 5.00 | 5.00 |
| Communications | 5% | 4.00 | 5.00 | 5.00 | 5.00 | 2.00 | 4.00 | 3.00 | 5.00 | 4.00 | 5.00 | 3.00 | 4.00 | 4.00 | 5.00 |
| Governance | 20% | 3.00 | 4.00 | 4.00 | 5.00 | 2.00 | 5.00 | 4.00 | 3.00 | 3.00 | 5.00 | 2.00 | 2.00 | 3.00 | 4.00 |
| Customization | 10% | 4.00 | 5.00 | 5.00 | 5.00 | 4.00 | 5.00 | 2.00 | 2.00 | 4.00 | 4.00 | 3.00 | 3.00 | 5.00 | 4.00 |
| Architecture and integration | 5% | 5.00 | 5.00 | 4.00 | 5.00 | 4.00 | 4.00 | 3.00 | 5.00 | 5.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| Security | 5% | 3.00 | 5.00 | 5.00 | 5.00 | 3.00 | 5.00 | 5.00 | 3.00 | 3.00 | 5.00 | 3.00 | 3.00 | 5.00 | 5.00 |
| Professional services | 10% | 4.00 | 5.00 | 5.00 | 5.00 | 4.00 | 5.00 | 4.00 | 5.00 | 5.00 | 5.00 | 5.00 | 4.00 | 5.00 | 5.00 |
| Deployment model | 0% | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| STRATEGY | 50% | 2.75 | 4.00 | 3.50 | 4.25 | 3.50 | 3.75 | 4.25 | 3.75 | 3.25 | 3.75 | 3.50 | 3.00 | 3.75 | 4.25 |
| Product road map | 50% | 2.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 | 4.00 | 3.00 | 3.00 | 4.00 | 3.00 | 3.00 | 4.00 | 4.00 |
| Management team | 25% | 4.00 | 4.00 | 4.00 | 5.00 | 3.00 | 3.00 | 5.00 | 5.00 | 4.00 | 4.00 | 5.00 | 3.00 | 4.00 | 5.00 |
| Vision | 25% | 3.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 4.00 |
| Cost | 0% | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| MARKET PRESENCE | 0% | 1.00 | 3.75 | 1.25 | 3.25 | 1.25 | 2.25 | 1.75 | 3.75 | 1.00 | 1.25 | 2.50 | 1.25 | 3.00 | 5.00 |
| Customers | 25% | 1.00 | 4.00 | 2.00 | 5.00 | 2.00 | 2.00 | 1.00 | 5.00 | 1.00 | 1.00 | 4.00 | 3.00 | 5.00 | 5.00 |
| Partner program | 25% | 1.00 | 5.00 | 1.00 | 2.00 | 1.00 | 1.00 | 2.00 | 4.00 | 1.00 | 2.00 | 4.00 | 0.00 | 3.00 | 5.00 |
| Size | 50% | 1.00 | 3.00 | 1.00 | 3.00 | 1.00 | 3.00 | 2.00 | 3.00 | 1.00 | 1.00 | 1.00 | 1.00 | 2.00 | 5.00 |

All scores are based on a scale of 0 (weak) to 5 (strong).

Source: Forrester Research, Inc.

I tabel 3 er Forrester's scoringer bibeholdt, men vægte justeret ift. brug af platforme i SEGES regi, Scoringen på pris (Cost) er baseret primært på Total Cost of Ownership ifølge [Info-Tech Research Group](#) 2013. For overskuelighedens skyld er fjernet en række leverandører, hvor Forrester betoner, at deres platforme nærmest forudsætter en udstrakt konsulentbistand fra leverandøren.

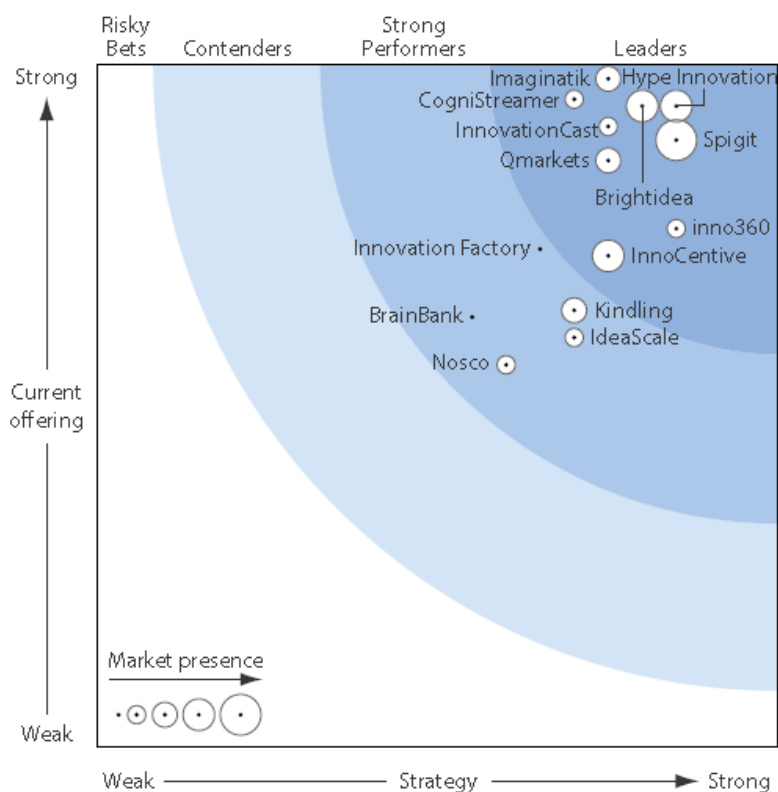
Tabel 3 SEGES vægtning af Forrester Wave™: Innovation Management Tools, Q3 '13

SEGES vægtning af Forrester Wave™: Innovation Management Tools, Q3 2013

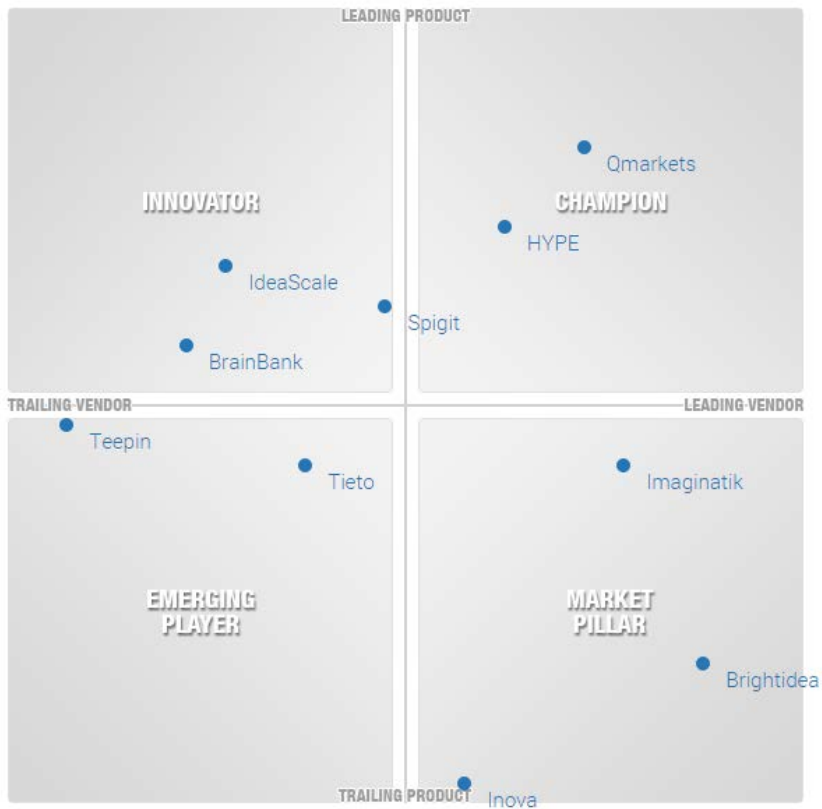
Rød skrift angiver leverandører, hvor Forrester fremhæver disses engagement via konsulentydelse og hjælp til udvikling.

| | | Brightidea | Hype | IdeaScale | Imaginatik | Innovation Factory | Kindling | Nosco | Qmarkets | Spigit |
|------------------------------|------|-------------|-------------|-------------|-------------|--------------------|-------------|-------------|-------------|-------------|
| Pris pr. år, tusind kr. | | 210 | 210 | 17 | | 185 | 125 | | 150 | 207 |
| Pris opsætning, tusind kr. | | | 75 | 0 | | 60 | | | | |
| Total score | | 3,23 | 3,13 | 3,85 | 3,18 | 2,90 | 3,15 | 2,58 | 3,40 | 3,10 |
| CURRENT OFFERING | 50% | 4,85 | 4,65 | 2,90 | 4,75 | 3,60 | 3,30 | 2,95 | 4,40 | 4,60 |
| Ideation/idea management | 35% | 5 | 5 | 3 | 5 | 3 | 4 | 3 | 5 | 5 |
| Idea renetmet and selection | 25% | 5 | 4 | 3 | 5 | 4 | 3 | 2 | 4 | 4 |
| Incentives | 5% | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 5 | 5 |
| Communications | 15% | 5 | 5 | 2 | 4 | 4 | 3 | 4 | 4 | 5 |
| Governance | 5% | 4 | 5 | 2 | 5 | 3 | 2 | 2 | 3 | 4 |
| Customization | 0% | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 5 | 4 |
| Architecture and integration | 10% | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 |
| Security | 5% | 5 | 5 | 3 | 5 | 3 | 3 | 3 | 5 | 5 |
| Professional services | 0% | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |
| Deployment model | 0% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 100% | | | | | | | | | |
| STRATEGY | 50% | 1,60 | 1,60 | 4,80 | 1,60 | 2,20 | 3,00 | 2,20 | 2,40 | 1,60 |
| Product road map | 20% | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 |
| Management team | 0% | 4 | 5 | 3 | 3 | 4 | 5 | 3 | 4 | 5 |
| Vision | 0% | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 |
| Cost | 80% | 1 | 1 | 5 | 1 | 2 | 3 | 2 | 2 | 1 |

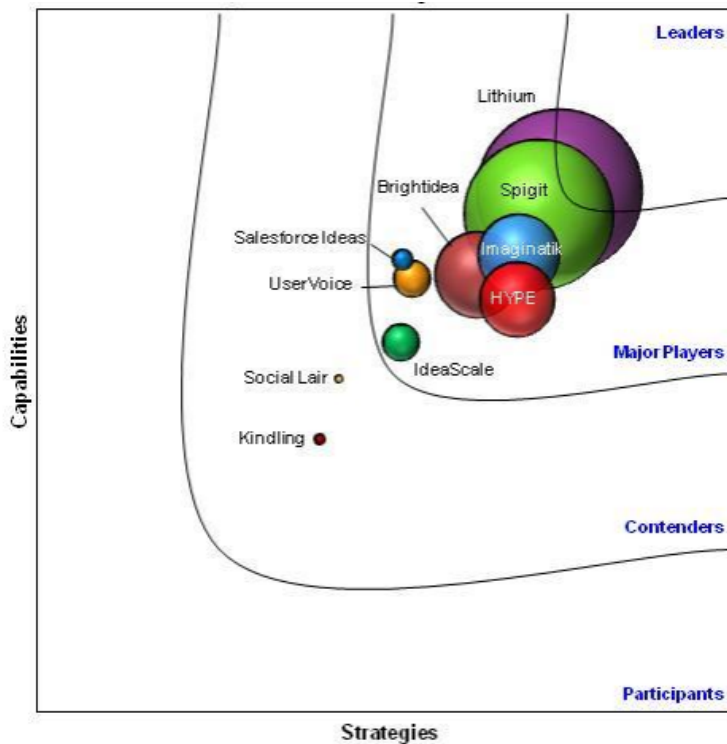
Forrester, IDC og Info-Tech Research Group visualiserer deres rankinger – se diagrammer herunder.



Figur 2 Forrester Wave™: Innovation Management Tools, Q3 '13



Figur 3 Vendor Landscape: Innovation Management Solutions, info-Tech Research Group, 2013



Figur 4 IDC MarketScape: Worldwide Innovation Management Solutions Vendor Assessment, 2013

Short liste

Forrester anbefaler, at *Organizations that are just starting with an innovation program and have lower levels of innovation maturity should focus on vendors whose products and service offerings:*

- **Are challenge-oriented.** *In the context of innovation management tools, a challenge is a problem-solving initiative around a defined theme of value to the organization. Tools that are based around challenges or campaigns allow an organization to segment its innovative activities and tackle problems sequentially — growing in number, scale, and scope as maturity increases. Challenge-oriented tools ensure that scale is not required to generate value from the tool. A single challenge can produce immediate benefits without the overhead of trying to implement a full innovation program.*
- **Have defined workflows for different kinds of innovation programs.** *Organizations may look to implement different processes for different kinds of innovation programs. A vendor that can provide workflow choices based upon other client experiences can shorten your rollout times and simplify adoption of your evolved governance processes.*
- **Have a defined customer life cycle — and the consulting offerings to assist at each stage.** *Successful innovation is less about tools than it is about process, organization, and culture. A vendor with consulting offerings that span the innovation process, as opposed to just product use and administration, is a better partner for the less mature organization.*

I forhold til anvendelse i SEGES regi og med fokus på inddragelse af eksterne interessenter, er der ved opstilling af short liste lagt vægt på de første to punkter, mens det ikke vurderes realistisk – set i lyset af at platformen i første omgang vil "have hjemme" i et projekt – at der tilkøbes ekstern konsulent bistand.

Inden opstilling af short liste er der med afsæt i en omfattende liste over [liste over innovation management software](#) (findes i flere varianter på nettet) vurderet ca. 75 systemer og ca. 50 er vist med kommentarer i Appendix til dette dokument.

Her følger fragmentariske beskrivelser af:

- IdeaScale
- Hype
- Spiglt Engage
- PIT (Innovation Factory)
- Kindling
- Qmarket

der er valgt som særlig relevante ift. anvendelse i SEGES regi.

IdeaScale – 17.000 kr./år

IdeaScale is a relatively lightweight innovation tool, as it focuses on lowering the barrier to participation in innovation challenges. The company is experienced in supporting large communities of users, collecting and managing ideas, customizing the tool, and integrating with consumer-facing social media platforms such as Facebook and Twitter.

The new offering was built using open innovation and crowdsourcing mechanics, and incubates ideas through a series of stages to develop a fully-fledged product or process improvement. The key insight is that to be adopted, an idea has to be sufficiently incubated before it's handed over to the operational side of the business.

Key functionality includes:

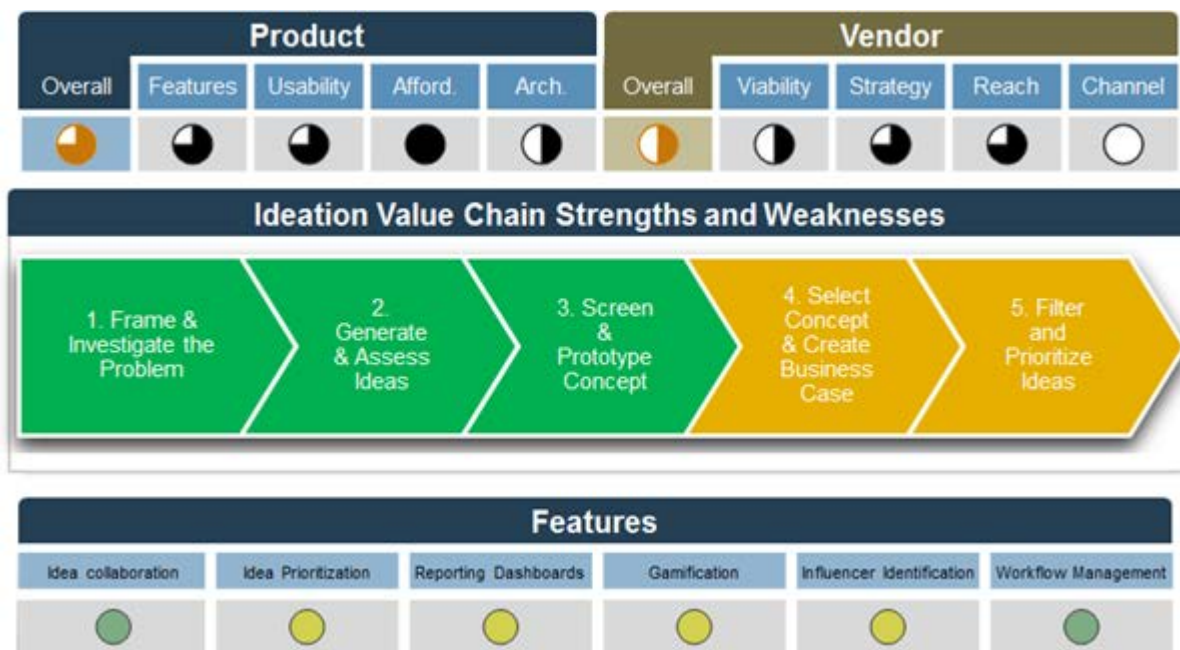
- **Team Building.** Internal entrepreneurs recruit colleagues to help develop the idea. For example, an app idea may need a designer and an engineer to build a prototype. Through the team building functionality, employees can volunteer to share their skills to take the idea the next level.
- **Idea Refinement.** Teams develop their ideas into pitches or proposals. Consistent templates make ideas easier to compare and make sure that the teams are focusing on key criteria such as market size and intellectual property.
- **Expert Review & Portfolio Prioritization.** Experts across the organization then rate the ideas against the overall strategy to prioritize the innovation portfolio. This stage includes multiple tools including financial analysis of costs and benefits and assessments of how the idea rates against strategic factors such as availability of resources and overall product strategy.
- **Funding.** In the final stage, budget owners fund the top ideas to enable them to develop into real products and process changes. This can either be from established budgets or by using internal crowdfunding to allow the employee crowd to fund their favorite innovations.

Prisen for en SMB version med mulighed for 15 kampagner er overkommelig: ca. 17.000 kr./år.

En gratis version af IdeaScale har i forskellige omgange været anvendt (skunkwork) på SEGES – se f.eks. <http://videncentret.ideascale.com/>

| Free | SMB | Enterprise |
|---|--|--|
| Packed with all the features you'll need to get started | Perfect for organizations with 500 or fewer employees | Boasts our highest level of support, security, and customization |
| \$0/yr | \$2,500/yr | Call for Pricing |
| 5 Campaigns Logo Upload Profanity Filter Mobile Optimized Web Support | 15 Campaigns 10 Custom Fields Social Integration Public or Private Community Read API Access | Unlimited Campaigns 20 Custom Fields Dedicated Support & Training Idea Refinement & Evaluation Full API Access |
| CHOOSE PLAN | CHOOSE PLAN | REQUEST A DEMO |

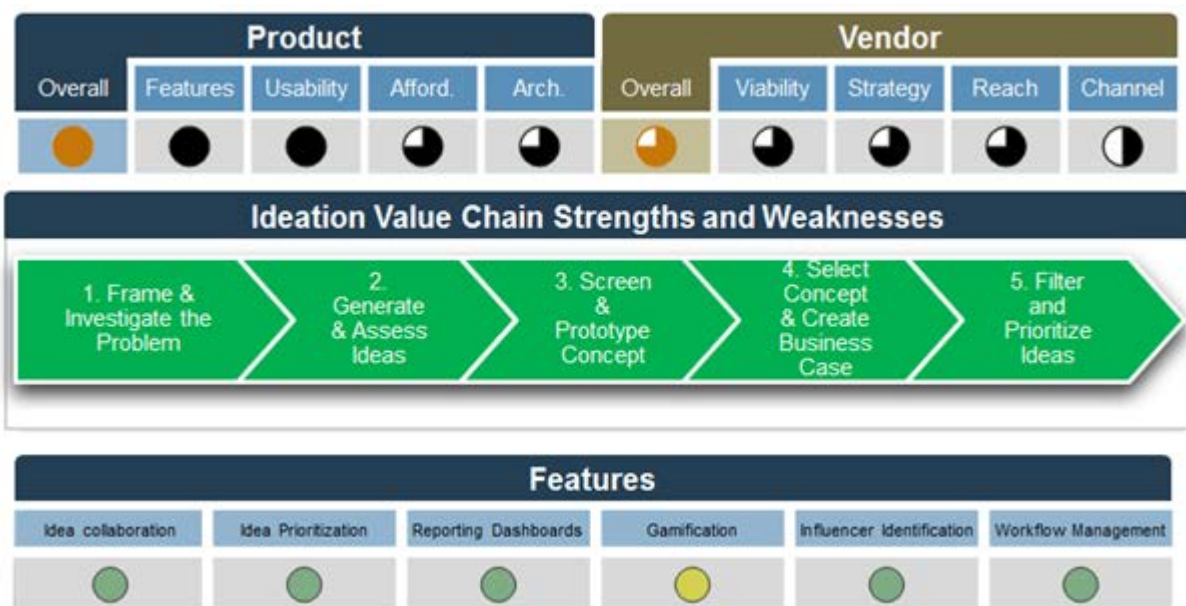
Info-Tech vurderer 3-årig TCO til 25.000-50.000\$. Figuren herunder viser Info-Tech's vurdering af IdeaScale.



Hype – 210.000 kr./år

Hype blev i foråret 2014 vurderet i en analyse af mulige innovationssystemer til VFL. Her blev det konkluderet at *Både Hype og BrightIdea er blandt det bedste på markedet. Valget står her klart på Hype pga. den højere integrerbarhed med Sharepoint, hvor BrightIdea ikke er stærk. Hype karakteriseres i Forrester's review som moden (11 år) og veludviklet platform, som understøtter alle aspekter af et innovationsforløb. En standardløsning er perfekt som start for en organisation uden stor erfaring i innovationssystemer og roses af store internationale kunder (f.eks. Vestas) for at kunne tilpasses virksomhedens krav og ønsker. Prisen for VFL vil være ca. 420.000 kr. + 75.000 kr. til tilpasning og undervisning. Derefter 75.000kr/år i licens til opdatering og support.*

Info-Tech vurderer 3-årig TCO til niveauet 100.000-250.000\$. Figurer herunder viser Info-Tech's vurdering af Hype.



Ovenstående beskrivelse og vurdering gælder for [Hype Enterprise](#). Hype tilbyder også produktet [Hype GO!](#), der retter sig mod åben innovation via kampagner omfattende medarbejdere og eksterne interessenter. Som sådan er vægten lagt på idé opsamling og – udvikling uden Enterprise versionens end-to-end understøttelse af diverse workflows omfattende realisering af ideer. Prismodellen er dynamisk: 7 \$ pr. bruger pr. måned fra 0 – 150 brugere; 5 \$ fra 15 – 300 brugere og 3 \$ fra 301 til 700 brugere. Dvs. En årlig pris på godt 100.000 kr. ved 250 brugere og ca. 210.000 kr. ved 500 brugere (samme niveau som Enterprise ifølge tilbud til SEGES).

Hype GO! kan i stil med Ideascale ibrugtages efter under en times arbejde med opsætning. Se <https://seges.hypego.net> for hands-on. Der er ikke mulighed for dansk brugergrænseflade.

The screenshot shows the SEGES IDEALab website interface. At the top, there is a navigation bar with links for Home, Campaigns, Community, Reports, Help, Search, and Admin, along with a user profile for Jens Peter. The main content area is titled 'Campaigns – Idea Submission' and features a 'Create New Campaign' button. Below the title, there is a 'STATUS' section showing 'Idea Submission (1)' and 'All (1)'. A central image shows a group of stylized figures with thought bubbles. To the right of the image, there is a text snippet: 'Hvilke koblinger af data kan skabe øget værdi og hvordan for... Big data metoder gør det muligt at få øje for nye årsagssammenhænge og dermed et bedre besluningsgrundlag. Men hvilke data? - og hvordan formi... Idea submission ends on Aug 31 | Campaign Manager: Jens Peter Hansen'. At the bottom of the page, there is a footer with 'Contact Data', 'Imprint', 'HYPE GO! Privacy Policy', and 'powered by HYPE GO!'.

Spiglt Engage – 210.000 kr./år

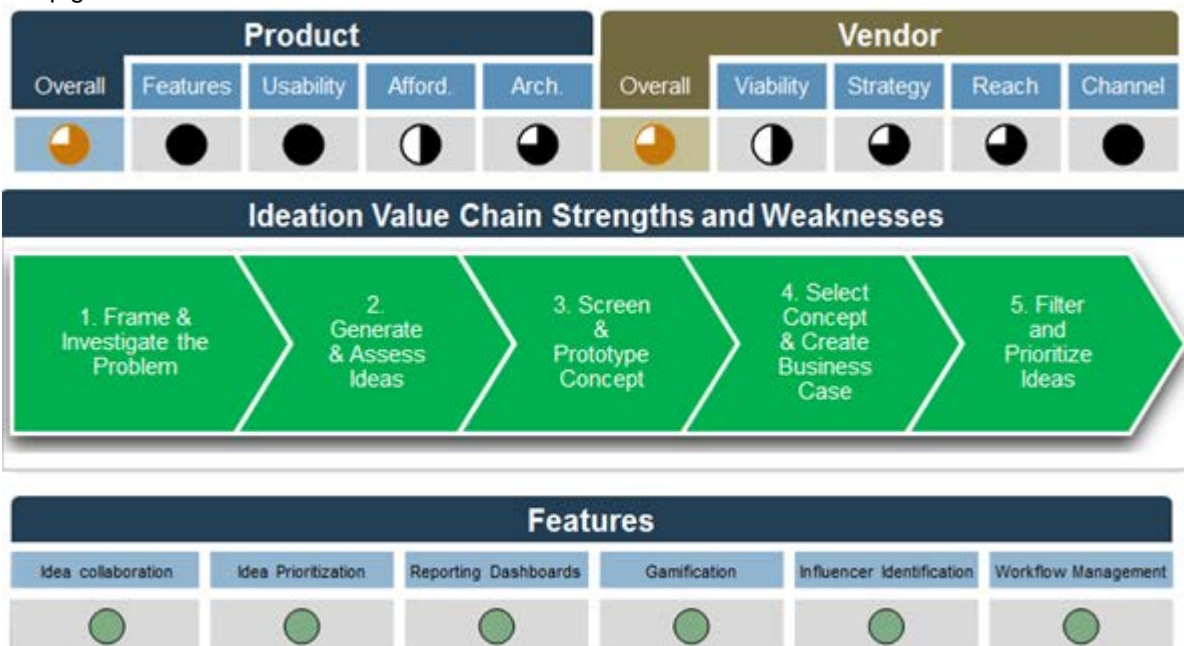
- Største markedsandel
- Yammer integration
- Gamefication
- Intuitive User Experience: Purposeful and efficient social engagement, with a personal innovation page that brings all relevant challenges, activity, notifications, and trends together.
- Mobile access: Participate in innovation activities anywhere, anytime, on iOS and Android devices.

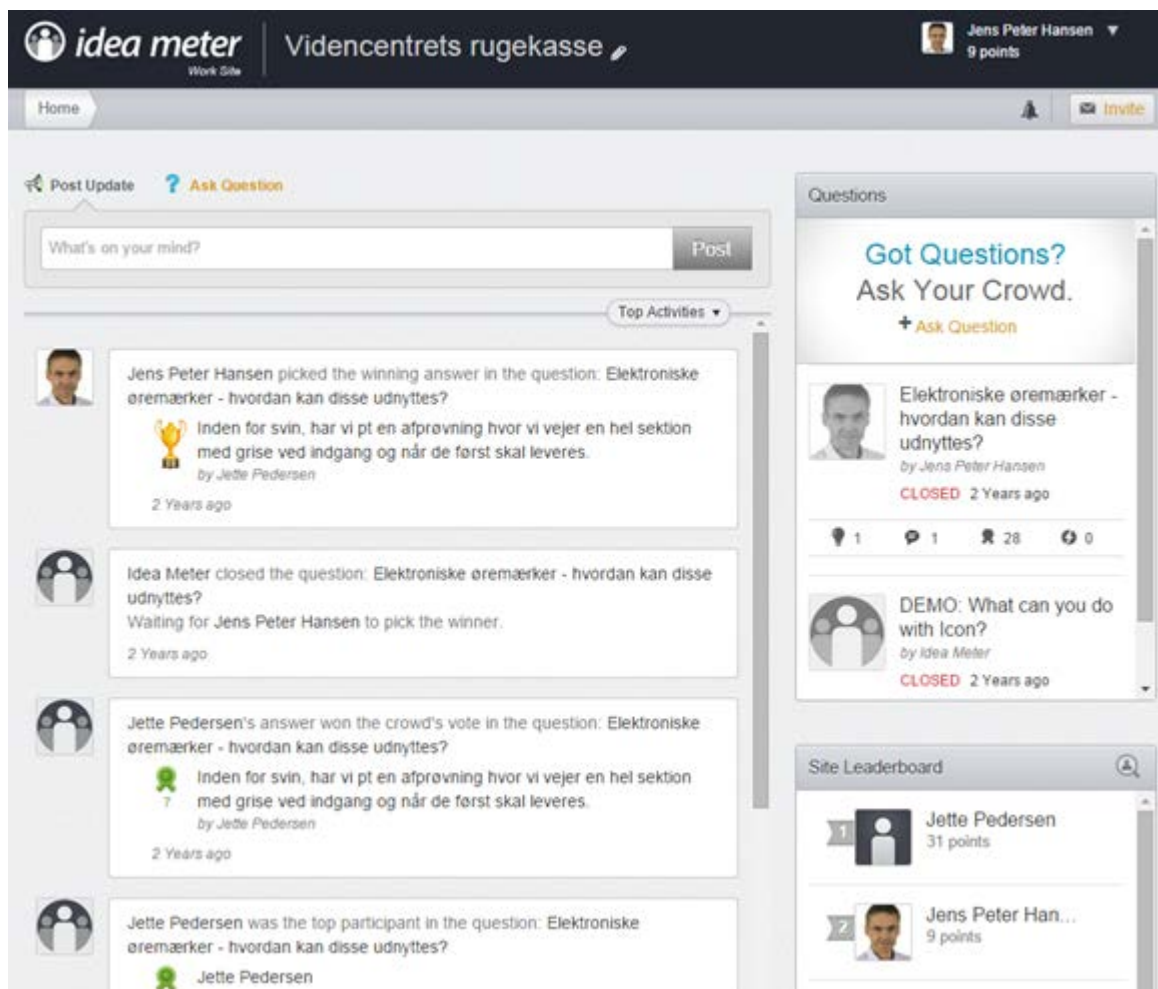
- Game Mechanics: Subtle mechanics based on behavioral science to improve crowd participation, reduce bias, and drive sustained engagement.
- Communities: Multiple innovation communities can exist simultaneously, providing a way to cater to different segments of the organization. Communities can be used for always on, bottom-up innovation, while Challenges can be used to create sponsor-driven, top-down, inquiry-led business problem innovation.
- Reputation Score: A sophisticated reputation scoring system that values quality over quantity, helps identify expertise, and can even be used to weigh voting.
- Pairwise Voting: Advanced head-to-head voting mechanism that can be used during a phase of a challenge to ensure every idea gets equal, thoughtful consideration by the crowd.
- Discussion Forums: Threaded social discussions organized by category.
- Internal and External Communities: Securely engage employees or customers and partners.
- Language Development Kit: Add additional custom languages and create custom labels.
- Single Sign-On Support for SSO integration with a customer network (LDAP/AD).

Spigit's tilbud på freeware fronten hedder [IdeaMeter](#), der dog alene er rettet mod lukket brug – dvs. bidragsydere skal inviteres – og funktionaliteten er ganske begrænset. Blev vurderet i VFL regi for et par år siden.

Spigit's average list price is \$60/licensed user/year – [hentet fra Jive material 2013](#).

Info-Tech vurderer 3-årig TCO til niveauet 100.000-250.000\$. Figurer herunder viser Info-Tech's vurdering af Spigit.





Innovation Factory – 185.000 kr./år

Its platform, PIT or “Power Ideas Together,” emphasizes knowledge management, which will foster better ideas and innovation management. Although the platform is challenge based, the company makes everything in the platform searchable so users can easily find information and resurface ideas and knowledge stored in previous challenges. The simple user interface also allows for easy access and collaboration.

Innovation Factory blev i 2014 købt af KPMG og kaldes nu PIT – Power Ideas Together.

Fokus er på at engagere internt og eksternt – her highlights fra deres præsentation

- Reaching out to groups of people therefore is a key function of the software.
- Our platform supports closed groups so that the external participants can only see the stuff they are invited for.
- Involve customers in ideation to make sure you get ideas for products they like. Or have people with different backgrounds involved to ensure all the ingredients for a creative process are there to develop world-changing ideas.
- We have our software available in **any language** you like.

Har forskellige pris modeller, hvor enten max. 5.000 ansatte eller max. 1.000 brugere koster 25.000 €/år ved Corporate Internal Use. Setup costs for platform er 5000 og inkluderer basic platform design, technical setup of environment, setup of domain, DNS & SSL settings. Yderligere 1.500 € pr. SSO.

Har en ganske interessant pris model *Returns based pricing*, hvor betalingen er *10% of calculated returns of the first year and client should run at least 1 cost savings challenge per year with minimum of 500 users.*

MAIN FEATURES

| | | |
|--|---|--|
| <ul style="list-style-type: none"> ✓ Elegant, intuitive Design ✓ Submit, Vote, Enrich Anywhere ✓ Mobile and Tablet Optimized ✓ One-Step Idea Submission ✓ Customizable Design ✓ Recommendation Engine ✓ Monitoring & Reporting Dashboard ✓ Email Digests and Alerts | <ul style="list-style-type: none"> ✓ Run Internal & External Challenges ✓ Visualize Ideas ✓ Prevent Duplicate Idea Entry ✓ Find & Involve Experts ✓ Flexible Evaluation Workflow ✓ Define Challenge Team Roles ✓ Supports Gradual (Global) Roll-out ✓ Multi-lingual (18 Languages) | <ul style="list-style-type: none"> ✓ Enterprise Authentication ✓ Single Sign-On (LDAP / AD) ✓ Off-site Backups ✓ Embed in Sharepoint / Intranet ✓ Yammer Integration ✓ API for Programmatic Access ✓ Optional On-Premise Setup ✓ Sharing ideas via Twitter, LinkedIn and Facebook |
|--|---|--|

Kindling – 125.000 kr./år

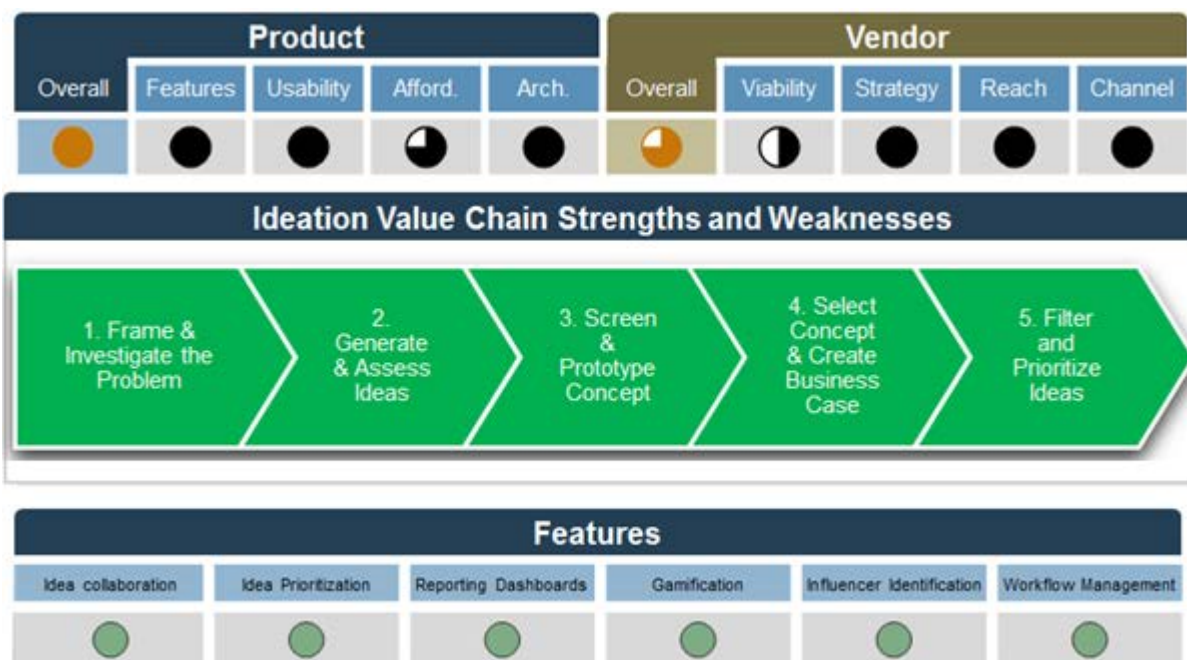
Seeing user experience as a key factor in getting value from the innovation platform, Kindling focuses on ease of use across all roles in the innovation process — from idea submitters to commenters to evaluators.

Kindling har en bred vifte af funktionaliteter, integrerer med Yammer; har LDAP/AD authentication og SAML/ADFS authentication (incl. SSO), og er ift. de øvrige store overkommelig i pris – f.eks. vil det koste ca. 125.000 kr./år ved 500 brugere og 204.000 kr./år ved 1.000 brugere.

| | | | | | | |
|---|---|---|---|--|---|---|
| <div style="background-color: #333; color: white; padding: 10px; text-align: center;"> <h3 style="margin: 0;">Enterprise</h3> <p style="font-size: small; margin: 0;">Teams and organizations of all sizes</p> </div> <table border="0" style="width: 100%; text-align: center;"> <tr> <td style="border: 1px solid #ccc; padding: 5px;"> <p>\$1.33</p> <p style="font-size: x-small;">/user/mo</p> <p style="font-size: x-small;">5,000 users</p> </td> <td style="border: 1px solid #ccc; padding: 5px;"> <p>\$2.50</p> <p style="font-size: x-small;">/user/mo</p> <p style="font-size: x-small;">1,000 users</p> </td> <td style="border: 1px solid #ccc; padding: 5px;"> <p>\$3.25</p> <p style="font-size: x-small;">/user/mo</p> <p style="font-size: x-small;">500 users</p> </td> <td style="border: 1px solid #ccc; padding: 5px;"> <p>\$9</p> <p style="font-size: x-small;">/user/mo</p> <p style="font-size: x-small;">100 users</p> </td> </tr> </table> <p style="font-size: x-small; text-align: center;">Annual contract</p> | <p>\$1.33</p> <p style="font-size: x-small;">/user/mo</p> <p style="font-size: x-small;">5,000 users</p> | <p>\$2.50</p> <p style="font-size: x-small;">/user/mo</p> <p style="font-size: x-small;">1,000 users</p> | <p>\$3.25</p> <p style="font-size: x-small;">/user/mo</p> <p style="font-size: x-small;">500 users</p> | <p>\$9</p> <p style="font-size: x-small;">/user/mo</p> <p style="font-size: x-small;">100 users</p> | <div style="text-align: center;"> <h3 style="margin: 0;">Team</h3> <p style="font-size: x-small; margin: 0;">Small organizations & teams</p> </div> <div style="text-align: center; margin: 5px 0;"> <p style="background-color: #f7941d; color: white; padding: 2px 10px; font-size: x-small;">TRY KINDLING FOR FREE</p> </div> <table border="0" style="width: 100%; text-align: center;"> <tr> <td style="border: 1px solid #ccc; padding: 5px;"> <p>\$200*</p> <p style="font-size: x-small;">/mo</p> <p style="font-size: x-small;">50 users</p> </td> </tr> </table> <p style="font-size: x-small; text-align: center;">Billed monthly</p> | <p>\$200*</p> <p style="font-size: x-small;">/mo</p> <p style="font-size: x-small;">50 users</p> |
| <p>\$1.33</p> <p style="font-size: x-small;">/user/mo</p> <p style="font-size: x-small;">5,000 users</p> | <p>\$2.50</p> <p style="font-size: x-small;">/user/mo</p> <p style="font-size: x-small;">1,000 users</p> | <p>\$3.25</p> <p style="font-size: x-small;">/user/mo</p> <p style="font-size: x-small;">500 users</p> | <p>\$9</p> <p style="font-size: x-small;">/user/mo</p> <p style="font-size: x-small;">100 users</p> | | | |
| <p>\$200*</p> <p style="font-size: x-small;">/mo</p> <p style="font-size: x-small;">50 users</p> | | | | | | |

Qmarket

Qmarkets findes i tre versioner: Start, Flex og Max. Om Start versionen fortælles at Get up and running in just 2 weeks. Qmarket vurderes højt af såvel Forrester som Info-Tech, der mener at Qmarkets is a very user friendly and relatively inexpensive (!) innovation tool with a robust feature set. Herunder er vist Info-Tech's vurdering af Qmarkets. Info-Tech angiver 3-årig TCO til niveauet 50.000-100.000\$.



Anbefalet platform

What I'm getting at is this; doesn't matter if it is Spigit or Hype or Brightidea or any other system - they are all very good at what they do. It's how 'you' work them that counts.

Set i lyset af umoden kultur omkring vidensdeling og innovationstænkning på SEGES samt at platformen implementeres i et projekt med begrænsede økonomiske ressourcer, anbefales det at benytte IdeaScale platformen.

Med IdeaScale får vi for en beskednen pris (17.000 kr./år) mulighed for

- Dansk sproget platform
- SSO og integration med Sharepoint
- Selv at tilpasse platformen via administrator del
- Opsætning og opstart uden nødvendigvis at benytte eksterne konsulenter
- God understøttelse via responsivt design af mobile enheder
- Solid understøttelse af ide generering, kampagner, gamefication
- Integration med sociale medier (Facebook & Twitter)

Øvrige alternativer på short liste er prismæssigt væsentlig dyrere end IdeaScale, og da det næppe er produktet (jf. diverse råd fra analyse rapporter) der vil begrænse innovation, er det risky business at investere i noget, der måske ikke bliver udnyttet.

Teepin er i ca. samme prisklasse som IdeaScale, men har hverken funktionaliteter eller udbredelse på niveau med IdeaScale. Hype GO er nok tænkt som et alternativ til IdeaScale, men bliver ved ca. 30 brugere dyrere end IdeaScale og Hype GO og har ikke mulighed for dansk brugergrænseflade.

APPENDIX Oversigt over idea management/innovation/crowdsourcing software

Nedenstående er et uddrag af listen Innovation Management Software, hvor listen kortede beskrivelser er suppleret med [egne kommentarer skrevet med blå skrift](#).

[Axiom Idea Reservoir](#)

Idea Reservoir is an interactive knowledge management tool that helps organizations capture new product and service ideas from employees. [Mindre amerikansk firma med diverse værktøjer på hylden](#)



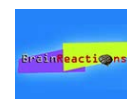
[BrainBank](#)

Brainbank's software helps teams brainstorm, collaborate, and share new ideas for better processes, products, and more. [Med i Forrester's oversigt. \(Overvældende\) mange muligheder for tilpasninger og integration med høj vægt på sikkerhed. Måltret store organisationer.](#)



[Brainstorming Room](#)

Brainstorm rooms are private spaces for you to brainstorm online with a team you invite. [Simpelt værktøj til via invitation at invitere andre til at bidrage til brainstorming \(challenge\) på problem eller potentielle. Se <http://www.brainreactions.net/rooms/2727> som eksempel. Gratis brainstorms \(500\) med op til 500 inviterede brugere. Dog ingen muligheder for at kommentere eller stemme på ideer – ren brainstorming ☹](#)



Gratis.

[Brightidea Innovation Management Software](#)

Brightidea offers cloud-based Enterprise Innovation Management. [Forrester fremhæver engagement via konsulenttydelser og hjælp til udvikling. Er designed for massive flexibility and configurability og målrettet mid-size companies. Bygget på Salesforce platform.](#)



Pris 210.000 kr./år for 1.000 brugere.

[BrightSpark Idea Management](#)

BrightSpark allows you to empower and engage colleagues while providing a mechanism for the best cost saving and productivity enhancing ideas to get implemented.



32.000 kr./år & 500 brugere.

[CogniStreamer](#)

CogniStreamer® Innovation Portal is an open innovation and collaboration platform where internal colleagues and external partners join forces to innovate. [Forrester fremhæver engagement via konsulenttydelser og hjælp til udvikling - The company has a clear philosophy for innovation success and partners closely with its customers. Gør en del ud af at kæde ideer sammen med funding og evt. patenter.](#)



[CorasWorks](#)

Increasingly, companies are competing based on their ability to innovate, and CorasWorks help you implement fresh ideas more effectively. [Overbygning på SharePoint.](#)



Corso Innovation Management

Corso Innovation Management enables enterprises run engaging idea campaigns, build communities around strategic innovation goals and challenges, and evaluate the impact of the most promising concepts.



25.000 kr./år for 5 contributors og 20 reviewere.

Critflow Innovation Tools

Critflow is results-oriented, customizable Software solutions to enhance the Innovation process. [Spansk firma, bygger på Microsoft Windows Azure, kan oversættes til dansk, nævnes af Gartner i deres 2015 oversigt.](#)



45.000 kr for 250 brugere (dynamisk prismodel).

CrowdLogic

CrowdLogic helps you generate, evaluate, and prioritize ideas and innovations that improve your business. ["Smarte aktiviteter" via SOP's, motivation, læring, fokusering og gamification.](#)



DataStation Innovation Cloud

DataStation covers the whole innovation cycle, from capturing best ideas to leading projects to the market launch. [Belgisk – produkter for ide håndtering, udvikling og markedsføring.](#)



e-Zassi | Open Innovation with IP Protection

e-Zassi Open Innovation software expands the reach of your ideation initiatives by helping internal and external ideation sources collaborate while protecting the intellectual property rights of your organization.



Eureka Tool

Use Eureka for crowdsourcing, collaboration, innovation, or continuous improvement initiatives. ["Eurekatool is coming back. We are currently undergoing testing for select users only."](#)



Kunne ellers for 8.500 kr/år og ubegrænset antal brugere være interessant som POC.

Exago Market

Exago is an innovation solutions company that helps business engage people to out-innovate the market using the power of collective intelligence and predictive markets. [Baseret på udstrakt engagement fra deres konsulenter.](#)



HunchBuzz idea and innovation software

HunchBuzz enables companies to collect ideas from customers and employees and reward them for their submissions. [Enterprise ubegrænset og med mulighed for SSO. Har de basale ting omkring challenge, ideer, samarbejde og realisering.](#)



17.000 kr./år ved 200 brugere.

HYPE

HYPE Innovation is end-to-end innovation management software. [Se kommentarer under short liste.](#)



I2m – Ideas to Market

id-Force is the modern management solution for every company of every size.

Personlig software for 100 £



id-Force

id-Force is the modern idea management solution for every company of every size. [Ligner noget der er bygget oven på Navision eller lignende.](#)



Idea Jam

Idea Jam is innovation management software for the enterprise. [IBM fokuseret product – seneste opdatering November 2012.](#)



100.000 kr./år ubegrænset antal brugere.

Idea Management Software

Organised Feedback is employee engagement and idea management software that makes people part of the process. [A cross between an online forum and social media website, the interface and functions appear quite familiar to the average user, and allow both open and anonymous feedback, according to needs – a kind of digital suggestion box which circulates and processes ideas more intelligently, effectively and quickly. "IdeaLab is new, yet very familiar. What Facebook has done for sharing feelings and experiences, IdeaLab now does for sharing and evaluating ideas."](#)



18.000 kr./år for 300 brugere.

IdeaFlow

IdeaFlow is an enterprise crowdsourcing platform. [Øjensynlig alene mhp. Intern brug. Et blandt flere tools og services fra http://www.ideaconnection.com/](#)



IdeaScale

IdeaScale enables companies to build living/breathing Digg-style communities based on the simple model of crowdsourcing. [Se kommentarer under short liste](#)



IdeasCount

IdeasCount is a unique, affordable idea management suite.



15.000 kr./år for 250-500 brugere.

IdeasMine

IdeasMine is collaboration and innovation management software. [For simpelt og ikke brugervenligt. Hands-on http://demo.ideasmine.net/index.php?lang=en](#) Login : demoUS password : ideasmine



45.000 kr./år ved 500 brugere

Ideation 2.0 (Qmarket)

Qmarkets Enterprise Innovation Software Ideation 2.0, enables a wide range of workflow processes through powerful Work Flow modules. [Se short liste](#)



[imaginatik](#)

Imaginatik helps you assess best practices to achieve Innovation Outcomes instead of just endless lists of ideas or a lack of results. [Ikke vurderet idet Forrester fremhæver engagement via konsulenttydelser og hjælp til udvikling.](#)



[Innovation Cafe](#)

Innovation Cafe is a software platform is a world class software-as-a-service crowdsourcing innovation management platform. [Grundlæggende sund filosofi om nytten af at ide udvikle i samarbejde med eksterne og deres løsning lægger op til at sammenbinde eksternt, åbent com-](#)



munity (inden for finansielle services) med private communities. Ser dog ud til at udviklingen er gået i stå – seneste blog opdatering nov. 2014, og diverse døde links ☹️. Hands-on: <https://bic.innovationcafe.com/>

[Innovation Director](#)

Innovation Director makes it easy for you to find the right ideas for your company. customizable Microsoft SharePoint software that allows your company to streamline the idea process. [Sharepoint overbygning](#)



[Innovation Factory | PIT \(Power Ideas Together\)](#)

Innovation Factory provides a combination of the best software tools for innovation and consultants with a proven track record to ensure results. [Se kommentarer under short liste](#)



Grow ideas

[InnovationCast](#)

With Innovation Cast you can pose challenges, capture and evolve ideas, and work collaboratively on opportunities and projects, to translate your ideas into realities. [Ikke vurderet idet Forrester fremhæver engagement via konsulenttydelser og hjælp til udvikling.](#)



[INPAQT Idea Management Tool](#)

The Idea Management Tool is one of the Management Systems of the Inpaqt Innovation Management Suite (IMS) toolbox. [Hollandsk .NET system.](#)



[iRise](#)

iRise software gives high fidelity and accurate simulations for business applications to help with innovation. Design for users i stedet for functionalities. [Interessant system til samarbejde mellem udviklere, designere, brugere og andre interessanter omkring software projekter.](#)



[Jenni Innovation Process Management](#)

Jenni is an easy to use, enterprise level software that enables you to capture innovative ideas from internal and external sources. [Vurdering på Innovationmanagement.se.](#)



68.000 kr./år for 600 brugere (minimum)

Kindling

Kindling enables better collaboration by connecting people to the right ideas and to each other. [Se kommentarer under short liste](#)

The logo for Kindling, featuring the word "Kindling" in white text on a dark blue square background.

LumoFlow

LumoFlow helps you establish a workspace for managing innovation from ideas to new business opportunities. [Samarbejdsplatform baseret på grupper – meget lig Yammer og kun lidt om ide håndtering.](#)



6.000 kr./år pr. moderator

Mangoldeas

Mangoldeas helps you manage your company's ideas from concept to completion. [En komplet pakke til håndtering af intranet og alle former for samarbejde i virksomheden.](#) Systemet er uhyre let at gå i gang med og har en stribe nyttige funktioner såsom SSO og LinkedIn integration. Findes på en lang række sprog f.eks. norsk og svensk men ikke dansk.
















Hands-on <https://seges.mangoapps.com>













336.000 kr./år ved 500 brugere.

Bitrix24 er navnet på alternativt system, der selv mener at kunne mere end MangoApps og det til en beskedne pris på 17.000 kr./år med ubegrænset antal brugere. Eller engangsbetalt på 24.000 kr. installeret på egen server.














Modern Intranet Sites ENABLE

| | | | | | | |
|---|--|--|---|--|--|--|
|  Company |  Departments |  People |  Files |  Ideas |  Events |  Microblogging |
|  Recognitions |  RSS Feeds |  News Feed |  Messages |  Chat |  Client Apps | |

















Team Collaboration & Messaging ENABLE

| | | | | | | |
|---|--|---|--|---|--|--|
|  Projects |  Groups |  People |  Tasks |  Forms & Trackers |  Files |  Wikis |
|  Recognitions |  News Feed |  Messages |  Chat |  Client Apps | | |

Content Sharing & Management ENABLE

| | | | | | | |
|---|--|---|---|---|--|---|
|  Files |  Wikis |  Media Gallery |  Ideas |  Notes |  Groups |  Company |
|  People |  Microblogging |  News Feed |  Messages |  Chat |  Client Apps | |

Employee Communication and Engagement ENABLE

| | | | | | | |
|---|--|---|--|--|--|--|
|  Company |  Groups |  People |  Microblogging |  Events |  Levels & Badges |  Birthdays |
|  Recognitions |  Office Fun |  ToDos |  Notes |  RSS Feeds |  News Feed |  Messages |
|  Chat |  Client Apps | | | | | |

[MindMatters Technologies, Inc.](#)

MindMatters is an on-demand application is pre-configured with best practices templates and enables you to get up and running quickly with your innovation program.

[Sammensurium af diverse værktøjer](#)



[Orbit Innovation Capture](#)

Orbit Innovation capture helps you get the right ideas and ensure it is not already published or protected. [Fransk Telecom spin-off med diverse værktøjer og særlig fokus på intellek-](#)



tuelle rettigheder

OVO innovation Tools

OVO Innovation increases your ability to include everyone in the innovation process, reducing innovation cycle time. [Konsulent ydelser](#)



PersonalBrain5

PersonalBrain5 helps in visualizing relationships and connections between key concepts and ideas, helping to drive innovation for your company. [Person eller gruppe fokuseret](#).



Promax

Promax is software for ideas generation and prioritization. [Software til 500 \\$](#)



Sosius

The Sosius innovation application treats people as individuals, helping you get closer to customers, and partner with them to accelerate innovation. [Innovation er kun en mindre del – minder mest om Sharepoint med fokus på samarbejde og dokument deling](#).



162.000 kr./år i Company version ved 150 brugere.

Strategiize

Strategiize is a SAAS tool for managing commercialisation ideas from concept to the marketplace. [Har især fokus på netværk omkring innovation – bliver ved login bedt om at vælge blandt nedenstående tre profiler. Ikke "tung" på ide udvikling men god systematik omkring at få ide ind i projekt og udvikling derfra – evt. med diverse partnere.](#) [Hands-on https://strategiize.com/dashboard.aspx](https://strategiize.com/dashboard.aspx)



The screenshot shows the Strategiize dashboard for a project titled "Udvikling af app Åbent Landskab". The interface includes a navigation bar with tabs for "Idea", "Project Snapshot", "Pathway", "Taskline", and "Files". The main content area displays a "Details" section with a "CFA Score" gauge showing 4%. There are three "Update Score" cards for Opportunity, Business Development, and Market scores, each with a 4/5 rating. A "Progress Notes" table is visible at the bottom, with columns for Date, Attribute, and Note. The table contains one entry: 27/07/15, Market Size.

| Date | Attribute | Note |
|----------|-------------|------|
| 27/07/15 | Market Size | |

15.000 kr./år for 20 projekter og ubegrænset antal brugere.

Teepin

Teepin is an idea management and channeling system that helps businesses engage and listen to everyone working at your organization.

Hands-on <http://www.teepin.com/seges> som eksempel. Understøtter id opsamling, deling subjektiv og objektiv vurdering samt challenges. Meget let at gå til – dog kun engelsk.



25.000 kr./år ved 500 brugere – 2.000 kr./år ved 25 brugere (1 \$/bruger til 100 – der efter 50 cent)

ThoughtOffice

ThoughtOffice is the most advanced idea innovation software in the world.

Programpakke til 96 \$



TREVIOS idea management

TREVIOS ideas management software for suggestion systems and ideas management. Virker temmelig formalistisk og proces-styret.



Vetter

Vetter is a low-cost online suggestion system that helps companies get ideas from their team members, vet those ideas for quality, and track and sort them afterwards.



12.500 kr./år ved 150 brugere

Wazoku

Wazoku's **Idea Spotlight** is a web-based idea management tool that helps businesses of all sizes innovate. Integration med Office 365 og god mobil understøttelse.



Wiredforideas Elicio Ideas Management Software

Wiredforideas offers web based feedback and ideas management over secure internet, intranet, or extranets.



Wridea

Wridea is a web service that helps prevent avoid ideas from being forgotten.

Record ideas and brainstorm with others by inviting them to comment on your ideas

Support for RSS means you can subscribe to other peoples' ideas, and get notified automatically when the add new ideas to it. Create categories to organize your ideas

Findes også som app til iPad. Hands-on <http://jenspeterhansen.wridea.com/ideas/>



Gratis

Vocoli

Vocoli transforms better workplace cultures through industry-leading ideation and innovation programs for organizations of all sizes. Strømlinet, ideer, udfordringer, anerkendelse, analyse.



96.000 kr./år ved 500 brugere.