Vendor Landscape: Innovation Management Solutions

Traditional collaboration tools are not enough to ensure innovative ideas are created and matured.

INFO~TECH
research group

Introduction

Innovation Management tools enable organizations to tap into the ideas of employees and customers to remain competitive.

This Research Is Designed For:

✓ Enterprises seeking a solution for Innovation Management.

✓ Their Innovation Management use case may include:

- Providing a centralized interface for employees to create and collaborate on ideas to improve business processes or products.

- Extend crowdsourcing for idea generation to external stakeholders such as customers.

- Manage ideas and prioritize the best ones for execution.

This Research Will Help You:

✓ Understand what's new in the Innovation Management market.

✓ Evaluate Innovation Management vendors and products for your enterprise needs.

✓ Determine which products are most appropriate for particular use cases and scenarios.

Executive Summary

Info-Tech evaluated ten competitors in the Innovation Management market, including the following notable performers:

Champions:

- **Qmarkets:** Strong features and a workshop module to facilitate idea generation and collaboration for mid to large organizations.

- **Imaginatik:** A market veteran with a robust advanced feature set and innovation consulting services.

- **HYPE:** A long time player in the innovation market with robust advanced features and innovation consulting services to help institutionalize innovation.

Value Award:

- **Qmarkets:** Robust feature lists and sales and support reach are available at a competitive price.

Trend Setter Award:

- **Qmarkets:** Focus on solving problems through innovation sets this product apart from others. The solution offers online innovation workshops for team members to actively collaborate over an issue.

Info-Tech Insight

1. **Innovation requires more than software.**

   Don't expect purchasing an Innovation Management tool to solve your innovation problems. They must be augmented with the right culture, people, and processes to ensure that the best ideas are created and have the resources to get implemented.

2. **Focus on an ideal Ideation Value Chain.**

   There is a range of feature depth within all the tools; however, each tool will have strengths along the particular steps of the ideation value chain, from framing and investigating the problem, to filtering and prioritizing ideas. (See appendix for a description of the full ideation value chain before looking at each vendor specifically.)

3. **Breakdown hierarchical barriers.**

   Innovation management platforms are *specialized collaboration tools* that focus on generating ideas. These are made visible to all community members, thereby breaking down hierarchical barriers.

Market Overview

How it got here

- A frustration for most organizations is that senior management is not aware of all the good ideas their employees or customers may have to improve business processes, products, or services.

- A demand for companies to have a centralized repository of ideas from internal or external stakeholder spawned the Innovation Management marketplace.

- Issues can now be "crowdsourced" to different stakeholders. Ideas can be created, collaborated over, matured and, depending on the software, filtered and prioritized for execution.

- Many large multinational companies have already deployed large scale Open Innovation portals that enable customer input into product ideas and innovation.

Where it's going

- Crowdsourcing is going to disrupt the way companies do R&D. Companies of all sizes will want to engage and involve their staff, customers, and external stakeholders in their product or service innovation process.

- As using social media becomes second nature to employees, expect to see increased social integration in Innovation Management platforms. As Social Collaboration grows, as will its integration into Innovation Management tools.

- Gamification features such as rewarding involvement and identifying the "best players" are becoming more prominent as they incent engagement from the community. Expect more Innovation Management platforms to integrate more creative Gamification features as the market matures.

Info-Tech Insight

As the market evolves, capabilities that were once cutting edge become default and new functionality becomes differentiating. Basic collaboration features have become a Table Stakes capability and should no longer be used to differentiate solutions. Instead focus on idea maturing, prioritizing, and reporting to get the best fit for your requirements.

Innovation Management Vendor selection / knock-out criteria: market share, mind share, and platform coverage

- Some basic features of Innovation Management have been implemented by the more well-known collaboration tools from IBM, Salesforce.com, and SAP, however this Vendor Landscape focuses only on those solutions that have more advanced and dedicated functionality for Innovation Management.

- For this Vendor Landscape, Info-Tech focused on those vendors that offer broad capabilities across multiple platforms and that have a strong market presence and/or reputational presence among mid and large-sized enterprises.

Included in this Vendor Landscape:

- **BrainBank.** An early player in this market with strong idea collaboration and reporting features.

- **Brightidea.** An innovation veteran with powerful collaboration and workflow engines.

- **HYPE.** Idea collaboration, graduation, analytics, and associated workflows are augmented with a strong consulting arm.

- **IdeaScale.** Provides Innovation platforms and idea collaboration with Gamification features built in.

- **Imaginatik.** An early player in this market with a very robust innovation suite and associated consulting services.

- **Inova Software.** Offers deep functionality for Open Innovation and leveraging new technologies for your company.

- **Qmarkets.** Strong idea collaboration, workflow, and reporting engines to help drive ideas forward.

- **Spigit.** Gamification and unique maturing features to help create, nurture, and track ideas.

- **Teepin.** A light-weight tool focusing on idea collaboration, workflow, and reporting capabilities.

- **Tieto.** Innovation tool Eureka! has basic idea generation, Gamification, and prioritization capabilities.

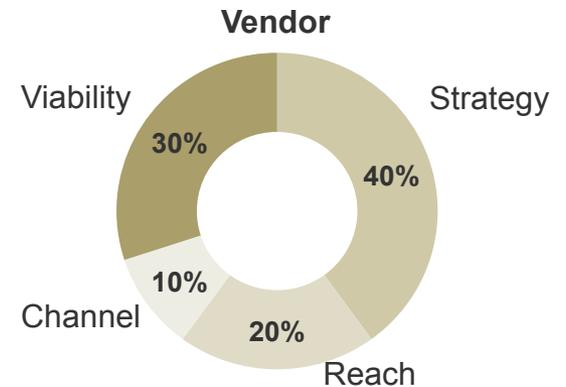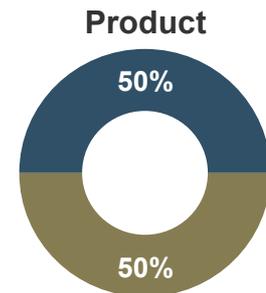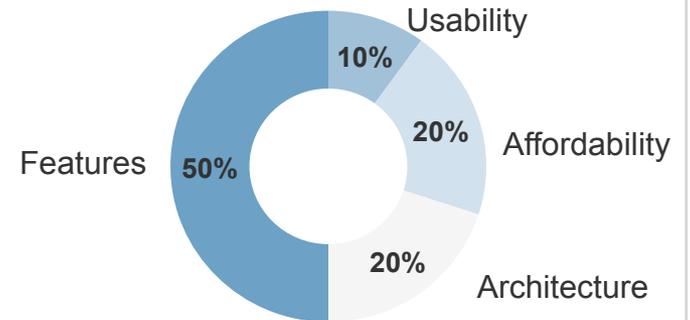# Innovation Management criteria & weighting factors

Product Evaluation Criteria

Features	The solution provides basic and advanced feature/functionality.
Usability	The solution's dashboard and reporting tools are intuitive and easy to use.
Affordability	The three year TCO of the solution is economical.
Architecture	The delivery method of the solution aligns with what is expected within the space.

Vendor Evaluation Criteria

Viability	Vendor is profitable, knowledgeable, and will be around for the long-term.
Strategy	Vendor is committed to the space and has a future product and portfolio roadmap.
Reach	Vendor offers global coverage and is able to sell and provide post-sales support.
Channel	Vendor channel strategy is appropriate and the channels themselves are strong.

Criteria Weighting:

Product

Usability 10%
Affordability 20%
Architecture 20%
Features 50%

Vendor

50%
50%

Viability 30%
Strategy 40%
Reach 20%
Channel 10%

The Info-Tech Innovation Management Vendor Landscape
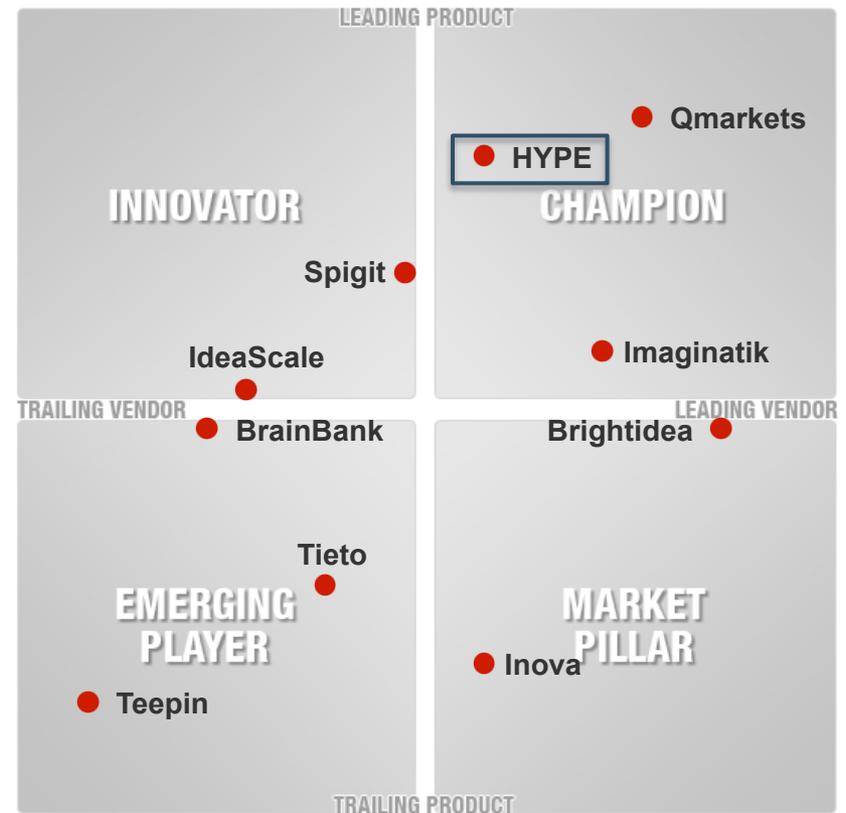
The Zones of the Landscape

Champions receive high scores for most evaluation criteria and offer excellent value. They have a strong market presence and are usually the trend setters for the industry.

Market Pillars are established players with very strong vendor credentials, but with more average product scores.

Innovators have demonstrated innovative product strengths that act as their competitive advantage in appealing to niche segments of the market.

Emerging Players are newer vendors who are starting to gain a foothold in the marketplace. They balance product and vendor attributes, though score lower relative to market Champions.

The Info-Tech Innovation Management Vendor Landscape:

LEADING PRODUCT

INNOVATOR

CHAMPION

● Qmarkets

● HYPE

Spigit ●

IdeaScale

● Imaginatik

TRAILING VENDOR

LEADING VENDOR

● BrainBank

Brightidea ●

Tieto ●

EMERGING PLAYER

MARKET PILLAR

● Inova

● Teepin

TRAILING PRODUCT

For an explanation of how the Info-Tech Vendor Landscape is created, see Information Presentation – Vendor Landscape in the Appendix.

Balance individual strengths to find the best fit for your enterprise

	Product					Vendor				
	Overall	Features	Usability	Afford.	Arch.	Overall	Viability	Strategy	Reach	Channel
BrainBank										
Brightidea										
HYPE										
IdeaScale										
Imaginatik										
Inova										
Qmarkets										
Spigit										
Teepin										
Tieto										

Legend: ● =Exemplary ◐ =Good ◑ =Adequate ◔ =Inadequate ○ =Poor

For an explanation of how the Info-Tech Harvey Balls are calculated, see Information Presentation – Criteria Scores (Harvey Balls) in the Appendix.
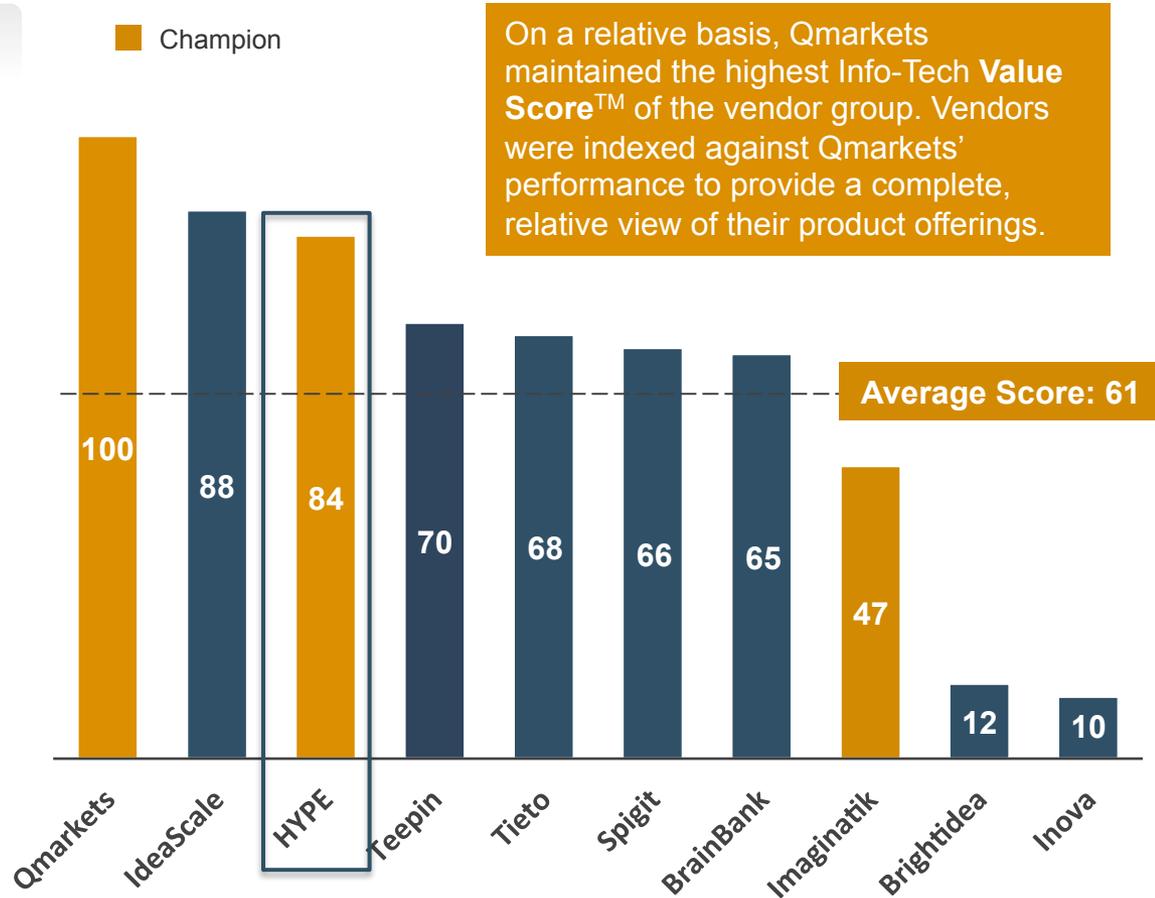
The Info-Tech Innovation Management Value Index

What is a Value Score?

The Value Score indexes each vendor's product offering and business strength **relative to their price point.** It **does not** indicate vendor ranking.

Vendors that score high offer more **bang-for-the-buck** (e.g. features, usability, stability, etc.) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.

■ Champion

On a relative basis, Qmarkets maintained the highest Info-Tech **Value Score**TM of the vendor group. Vendors were indexed against Qmarkets' performance to provide a complete, relative view of their product offerings.

Average Score: 61

Vendor	Score
Qmarkets	100
IdeaScale	88
HYPE	84
Teepin	70
Tieto	68
Spigit	66
BrainBank	65
Imaginatik	47
Brightidea	12
Inova	10

For an explanation of how Price is determined, see Information Presentation – Price Evaluation in the Appendix.

For an explanation of how the Info-Tech Value Index is calculated, see Information Presentation – Value Index in the Appendix.

Table Stakes represent the minimum standard; without these, a product doesn't even get reviewed

The Table Stakes

Feature	What it is:
Idea Repositories	A centralized area for all ideas to be uploaded and viewed by the community.
Idea Commenting	Community members can comment and discuss posted ideas.
Crowdsourcing/ Open innovation	Public and/or private communities to view and collaborate over ideas.
Voting or scoring ideas	Users can vote or like ideas up and down. This is typically used to prioritize the best ideas.
Social Features	Customizable activity streams, tagging, profiles, and other social media features.

What Does This Mean?

The products assessed in this Vendor Landscape™ meet, at the very least, the requirements outlined as Table Stakes.

Many of the vendors go above and beyond the outlined Table Stakes, some even do so in multiple categories. This section aims to highlight the products' capabilities **in excess** of the criteria listed here.

Info-Tech Insight

If Table Stakes are all you need from your Innovation Management solution, the only true differentiator for the organization is price. Otherwise, dig deeper to find the best price to value for your needs.

Advanced Features are the capabilities that allow for granular market differentiation

Scoring Methodology

Info-Tech scored each vendor's features offering as a summation of their individual scores across the listed advanced features. Vendors were given 1 point for each feature the product inherently provided. Some categories were scored on a more granular scale with vendors receiving half points.

Advanced Features

Feature	What we looked for:
Idea Collaboration	Communities can collaborate over ideas within structured idea repositories. All ideas are searchable and common ones are identified.
Idea Prioritization	Ideas are matured and prioritized based on votes, manager or expert input, alignment with strategic goals, and other maturing mechanisms.
Gamification	Incentive structures and games are in place to maximize user engagement, such as badges, virtual currency, and leaderboards.
Influencer Identification	Identify top innovation influencers based on pre-defined expertise as well as activity within the innovation community sites.
Workflow Management	Assigning idea owners or project teams to nurture and/or execute ideas with corresponding templates that compliment the workflows.
Reporting Dashboards	Summary of KPIs and idea pipeline tracking with built-in analytics and interactive dashboards.

For an explanation of how Advanced Features are determined, see Information Presentation – Feature Ranks (Stop Lights) in the Appendix.

Each vendor offers a different feature set; concentrate on what your organization needs

Evaluated Features					
Idea Collaboration	Idea Prioritization	Reporting Dashboards	Gamification	Influencer Identification	Workflow Management
BrainBank 🟢	🟡	🟢	🟡	🟡	🟢
Brightidea 🟢	🟢	🟢	🟢	🟢	🟢
HYPE 🟢	🟢	🟢	🟡	🟢	🟢
IdeaScale 🟢	🟡	🟡	🟡	🟡	🟢
Imaginatik 🟢	🟢	🟢	🔴	🟢	🟢
Inova 🟢	🟢	🟢	🔴	🟢	🟢
Qmarkets 🟢	🟢	🟢	🟢	🟢	🟢
Spigit 🟢	🟢	🟢	🟢	🟢	🟢
Teepin 🟡	🟡	🟡	🔴	🔴	🟢
Tieto 🟢	🟡	🔴	🟡	🟡	🔴

Legend 🟢 =Feature fully present   🟡 =Feature partially present/pending   🔴 =Feature Absent

For an explanation of how Advanced Features are determined, see Information Presentation – Feature Ranks (Stop Lights) in the Appendix.

Innovation requires more than just software to be successful

If you are looking to improve innovation through *people* and *processes* as well as *technology,* then there are really only two options.

1 **Institutionalize Innovation**

2

3

Why Scenarios?

In reviewing the products included in each Vendor Landscape™, certain use-cases come to the forefront. Whether those use-cases are defined by applicability in certain locations, relevance for certain industries, or as strengths in delivering a specific capability, Info-Tech recognizes those use-cases as Scenarios, and calls attention to them where they exist.

Exemplary Performers

imaginatik

Imaginatik's business model aligns its Innovation Management platform with its expertise in innovation consulting. They can serve as advisors, coaches, and even an extension of your in-house staff, to improve organization-wide innovation culture and workflow through workshops and other mediums. These services are available a la carte or can be bundled together with their software.

HYPE

HYPE offers a set of services that help establish the basis for successful collaborative innovation - all in the context of your company's culture and innovation requirements. They have both on-site and off-site support with workshops and training on innovation best practices. One of the more interesting aspects of this is HYPE can assess your company's innovation culture prior to rolling out the software.

For an explanation of how Scenarios are determined, see Information Presentation – Scenarios in the Appendix.

Do not disrupt any collaboration tools that employees are already using and value

These vendors provide out-of-the-box integration with the following collaboration tools:

2 **Integration with deployed collaboration tools**

Why Scenarios?

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SharePoint

Jive

Yammer

IBM Connections

For an explanation of how Scenarios are determined, see Information Presentation – Scenarios in the Appendix.

Support and quality of service may be related to where you are located

Some vendors are more prominent in certain areas either through channel partners or vendor reach.

3 Geographical Location

Why Scenarios?

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Americas

BRIGHTIDEA THE POWER OF INNOVATION   spigit   IdeaScale where ideas come to life

HYPE   imaginatik   Qmarkets Collective Wisdom Solutions

EMEA

HYPE   imaginatik   spigit

Qmarkets Collective Wisdom Solutions   *INOVA   BRIGHTIDEA THE POWER OF INNOVATION

APAC

HYPE   Qmarkets Collective Wisdom Solutions   spigit

*INOVA

For an explanation of how Scenarios are determined, see Information Presentation – Scenarios in the Appendix.

HYPE effectively structures ideas around enterprise-wide strategic goals

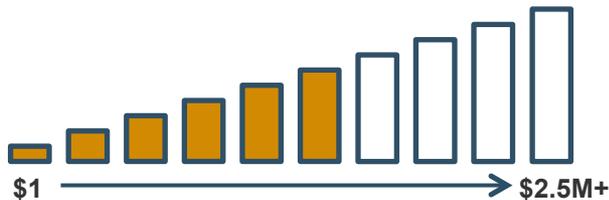## *Champion*

Product: HYPE
Employees: 90+
Headquarters: Bonn, Germany
Website: hypeinnovation.com
Founded: 2001
Presence: Private

3 year TCO for this solution falls into pricing tier 6, between $100,000 and $250,000

$1 ⟶ $2.5M+

Pricing provided by vendor

Overview

- HYPE's focus is on large, multinational companies.
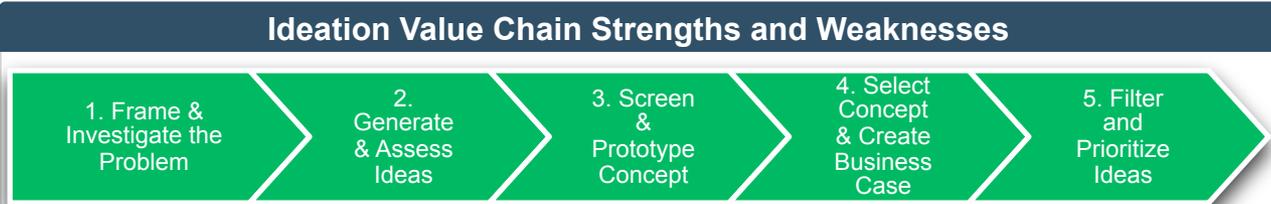- HYPE couples a strong innovation platform with robust consulting services.

Strengths

- Idea campaigns can be linked to your company's defined strategic innovation areas to clearly structure innovation activities. The idea search function is very robust, with full text search of all posts and a very useful Pipeline Explorer view.
- Built-in reporting engine develops intuitive and interactive dashboards. Data can be also exported for more analysis.
- Consulting services can help establish the *people*, *processes*, and *technology* to foster a culture of innovation. This may be an attractive option for larger companies.

Challenges

- Other than an Idea Trading system where end users can bet on certain ideas and earn points if ideas get matured or implemented, HYPE does not have as many Gamification features to incent user engagement as other products.

HYPE's platform helps manage the innovation process from idea inception to portfolio management

Vendor Landscape

Value Index

84

3rd out of 10

Product					Vendor				
Overall	Features	Usability	Afford.	Arch.	Overall	Viability	Strategy	Reach	Channel
◕	●	●	◑	◔	◔	◔	◔	◔	◐

Ideation Value Chain Strengths and Weaknesses

1. Frame & Investigate the Problem → 2. Generate & Assess Ideas → 3. Screen & Prototype Concept → 4. Select Concept & Create Business Case → 5. Filter and Prioritize Ideas

HYPE actually goes one step past the Ideation Value Chain, and has associated Project Portfolio Management type workflows for actually **executing** ideas.

Features

Idea collaboration	Idea Prioritization	Reporting Dashboards	Gamification	Influencer Identification	Workflow Management
🟢	🟢	🟢	🟡	🟢	🟢

Info-Tech Recommends:

Large multinational organizations will get the most value for HYPE due to their strong advanced feature set and consulting arm. HYPE's idea search and idea explorer view make it particularly useful for innovation portals that administrators anticipate will generate thousands of ideas.

Vendor Landscape Methodology: Information Presentation – Scenarios

Info-Tech's Scenarios highlight specific use cases for the evaluated solution to provide as complete (when taken in conjunction with the individual written review, Vendor Landscape, Criteria Scores, Feature Ranks, and Value Index) a basis for comparison by end-user clients as possible.

Scenarios are designed to reflect tiered capability in a particular set of circumstances. Determination of the Scenarios in question is at the discretion of the analyst team assigned to the research project. Where possible, Scenarios are designed to be mutually exclusive and collectively exhaustive, or at the very least, hierarchical such that the tiers within the Scenario represent a progressively greater or broader capability.

Scenario ranking is determined as follows:

1. The analyst team determines an appropriate use case.
    For example:

    - Clients that have multinational presence and require vendors to provide four hour onsite support.

2. The analyst team establishes the various tiers of capability.
    For example:
    - Presence in Americas
    - Presence in EMEA
    - Presence in APAC

3. The analyst team reviews all evaluated solutions and determines which ones meet which tiers of capability.
    For example:
    - Presence in Americas   – Vendor A, Vendor C, Vendor E
    - Presence in EMEA   – Vendor A, Vendor B, Vendor C
    - Presence in APAC   – Vendor B, Vendor D, Vendor E

4. Solutions are plotted on a grid alphabetically by vendor by tier. Where one vendor is deemed to be stronger in a tier than other vendors in the same tier, they may be plotted non-alphabetically.
    For example:
    - Vendor C is able to provide four hour onsite support to 12 countries in EMEA while Vendors A and B are only able to provide four hour onsite support to eight countries in EMEA; Vendor C would be plotted first, followed by Vendor A, then Vendor B.

Analysts may also elect to list only the most Exemplary Performers for a given use-case. One to three vendors will appear for each of these purchasing scenarios with a brief explanation as to why we selected them as top-of-class.