

Effectively Manage Innovation Portfolios

- **Standardize** innovation project processes
- **Team-Based** collaboration
- **Track** and forecast project ROI



Pipeline is Brightidea's "right-weight" innovation project management software. Designed specifically to manage corporate innovation pipelines, it helps track and forecast financial streams, foster collaboration and turn ideas into profitable projects.

Turn Ideas into Reality

Brightidea developed Pipeline as a flexible, powerful tool to effectively turn early-stage ideas into conceptual projects. By using Pipeline, managers can perform "right-weight" team and project tracking by stage of innovation process, financial projections and launch date.

Use Pipeline for:

- Turning ideas into trackable projects
- Forecasting, measuring, and managing entire innovation pipeline
- Real-time metrics on innovation project portfolio

Extensive & Customizable Features

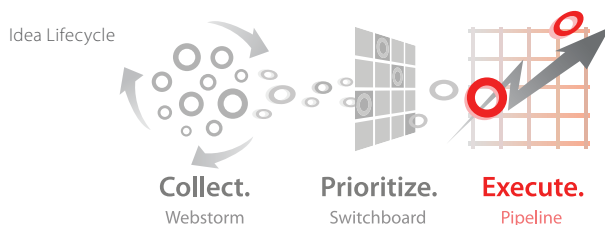
Pipeline offers the functionality and flexibility to manage all types of projects from patent developments to capital investments. Using easy-to-map workflows with drag-and-drop customization, managers can create, configure and adjust stage-gate workflows and assign project teams. Managers can utilize project-specific public and private communication portals for better team collaboration. Rollup financial projections across projects give a clear and concise portfolio overview. Customizable action item alerts make sure that portfolio managers maintain control at each stage of the project's lifecycle.

Maximize Innovation ROI

Get better insight into your innovation pipeline while evaluating and addressing strategic corporate concerns. Pipeline monitors financial streams and timelines, and provides access to key metrics for real-time visibility into the entire innovation portfolio lifecycle. Reliable, actionable information enables executives to quickly course-correct to stay focused on the projects that deliver the most ROI, and continually communicate to shareholders and investors the value metrics that matter most.

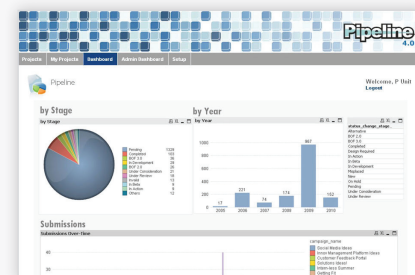
Innovation Management for Higher Returns on Investment

Brightidea provides the only fully integrated end-to-end innovation management solution. The seamless integration of WebStorm, for idea collection, with Switchboard, to prioritize and execute on ideas, and Pipeline, to turn ideas into actionable projects, covers the entire idea lifecycle.



“ Pipeline provides innovation project visibility and accountability across organizational boundaries all the way through the innovation lifecycle.”

- VP of Product Marketing at software company



Customer Success Story

Company:

Financial Services Firm

Challenge:

Quantify innovation pipeline to convince Wall Street that the company is a growth stock.

Solution:

Brightidea's Pipeline for innovation portfolio tracking and financial projections of innovation-driven revenue streams.

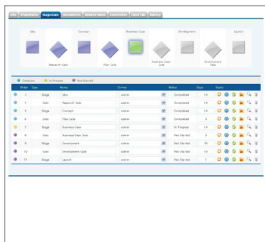
Success:

Tracking \$1 billion innovation pipeline with reliable projections trusted by Wall Street.

FEATURES



Fully Customizable and Configurable



Pipeline manages a full range of diverse projects and supports lean, Six Sigma and multi stage-gate processes. Easy-to-map workflows (such as patent management or capital investments).

- Easy-to-map workflows
- Drag and drop customization
- Intuitive user interfaces

Project Collaboration and Management

Built-in tools for collaboration to facilitate communications and coordination among dispersed project teams.

- Project-specific public and private collaboration portals
- Action item alerts for regular data updates
- Batch operations to streamline project maintenance

Real-time Visibility



Executive-level dashboards provide crucial metrics to evaluate projects and align execution with strategy.

- Real-time tracking and projection of revenue streams and cost savings
- Roll up of financial projections across projects
- Project history tracking, document repository

Powerful Performance

Cloud-based SaaS compliant with highest security standards delivers a powerful, highly-responsive object-oriented environment.

- Leading-edge PHP and AJAX technologies
- API extensibility
- SAS 70 Type II Certified

Seamless Integration

Pipeline can act as a primary stage-gate for further detailed project development and commercialization.

- Data preparation for facilitated further development
- Seamless migration into 3rd party applications – HP PPM, Planview, SharePoint, etc.
- Integration through APIs or pre-packaged integrations

“Thanks to Brightidea we are now able to turn our ideas into implementable projects and foster innovation culture.”

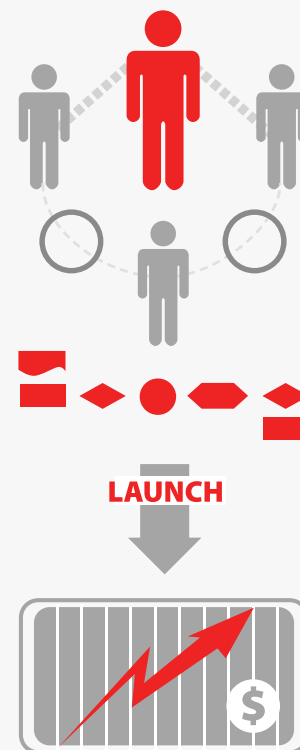
- Senior Vice President at software company

300+ of the world's top companies use Brightidea

1 million active users worldwide

10+ years experience in innovation management

Pipeline Process



For an online demo and more information contact Brightidea today at 212-594-4500

<http://www.brightidea.com>