

Make Better Business Decisions

- **Routing** ideas effectively
- **Tap** expert knowledge
- **Decide** on which ideas to execute



Switchboard is Brightidea's unique and powerful on-demand software designed to help corporate executives manage, evaluate, and prioritize large numbers of ideas. Switchboard uses idea scorecarding and system routing, which accelerates cross-functional decision making and fosters cross-silo collaboration.

Manage a Large Number of Ideas Effectively

To run a successful innovation initiative, it is critical to effectively manage ideas and deliver value through their implementation. Switchboard facilitates the sorting, filtering and linking of ideas while providing real-time campaign oversight through dashboards and evaluation reports. With simple workflows, Switchboard helps managers ensure that all ideas are assessed properly.

Use Switchboard for:

- Managing, prioritizing and deciding on ideas
- Comprehensive evaluation of ideas
- Real-time overview of idea statuses

Identify Real Value through Key Business Metrics

Switchboard provides 'scorecards' or questionnaires that can be easily tailored to harness project-specific evaluation criteria and routed to individuals or groups of evaluators. Through aggregated scorecarding, evaluator comments, and other custom ranking criteria, Switchboard enables decision makers to identify weak ideas early, and turn the most valuable ideas into projects more quickly.

Focus Collaboration Around Evaluation

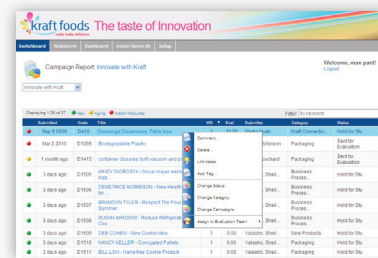
Proper assessment of ideas often requires specialized knowledge. Switchboard enables decision makers to utilize subject matter experts from anywhere in the company, and around the globe. Assigned evaluation teams can communicate and share information in private or public collaboration forums within Switchboard to facilitate a more targeted and specialized evaluation.

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.

“Brightidea enables us to facilitate big idea creation across the breadth and depth of our business, spanning all regions, functions & categories.”

- Product Manager, Kraft, Inc.



Customer Success Story

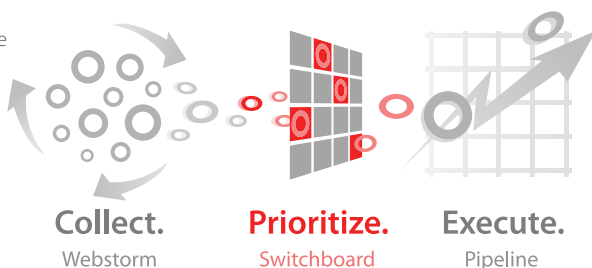
KRAFT Launched company-wide innovation management system with Brightidea

Uses Switchboard to manage all ideas from multiple campaigns and

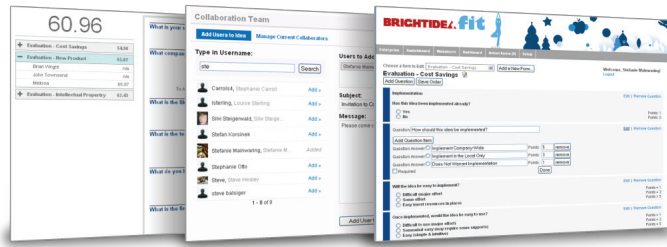
Evaluates ideas by appropriate experts anywhere on the globe

Results: Multiple new products successfully brought to market or under development

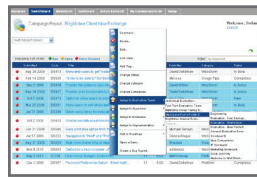
Idea Lifecycle



FEATURES

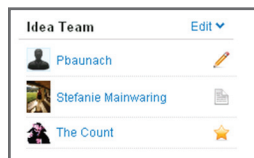


Efficient Processing



- Consolidated view of ideas with multiple sorting, filtering, and linking options
- Option to assign system and/or campaign rights to multiple administrators
- Batch operations for management of multiple, related ideas at the same time
- Dashboard for idea score summaries across campaigns and teams
- Alerts and notifications

Expert Evaluation & Collaboration



- Option to invite multiple users to Switchboard for idea evaluation
- Easy setup of evaluation teams
- Routing of ideas to single or multiple evaluators
- Multi-path scorecarding
- Fully customizable scorecards
- Automatically updated idea scores estimate the value of ideas

Powerful Performance

- Cloud-based SaaS compliant with highest security standards
- SAS 70 Type II Certified
- Leading-edge PHP and AJAX technologies

Full Integration

- Seamless integration with Brightidea's WebStorm and Pipeline
- Migration into 3rd party applications
- Integration through APIs or pre-packaged integrations

"Brightidea's software has helped us streamline and improve the way we capture and prioritize ideas and implement on strategic road-map items."

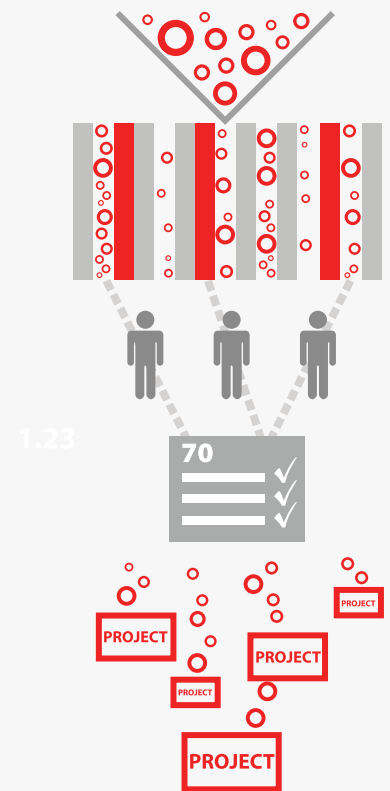
- Senior Vice President at software company

300+ of the world's top companies use Brightidea

1 million active users worldwide

10+ years experience in innovation management

Switchboard Process



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

<http://www.brightidea.com>