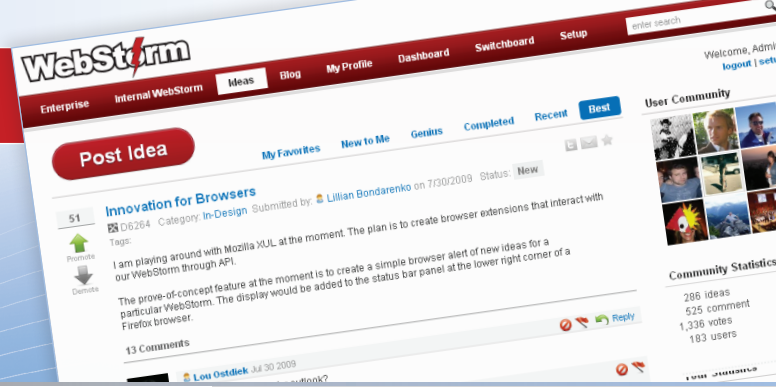


Successful Idea Management

- **Collect** and validate new ideas
- **Foster** collaboration across silos
- **Leverage** the wisdom of the crowds



WebStorm is Brightidea's industry-leading on-demand software for idea collection and collaboration. Simple to set up and use, WebStorm's flexibility and comprehensive list of features make it the most powerful tool to gather and manage ideas.

Tap the Wisdom of the Crowds

Whether gathering ideas from customers, employees or partners, WebStorm provides an effective, low-barrier way to tap collective intelligence. Truly enterprise-level, WebStorm enables companies to develop scaled internal and external innovation communities, focused around any topic, with any number of users.

Use WebStorm as:

- Internal corporate idea management system
- External idea portal for customers or defined user groups
- Platform for public idea contests
- Event/conference community site

A Fully Evolved Social Tool

WebStorm provides a variety of voting and ranking options to help campaign managers utilize collective intelligence. At a basic level, users can submit, comment and vote on ideas. In addition, a full range of social software features are available such as blogs, update feeds, user profiles, micro-blogging, collaborator networks and private messaging that support collaboration purposed for innovation.

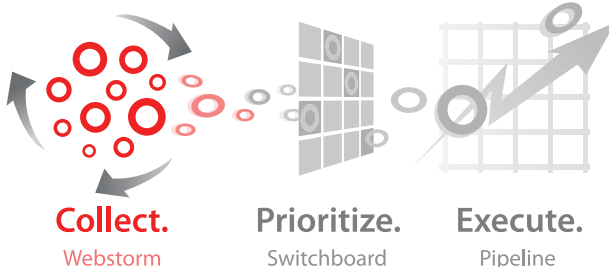
Crowdsource More Effectively

With setup wizards and intuitive user interfaces, WebStorm is designed to make idea management as simple and effective as possible. It is a powerful, versatile application that can be completely customized and scaled as needed. On an enterprise level, individual communities can be easily created with a shared, centralized, backend database that provides rollup reporting and aggregated metrics on innovation activity across all WebStorm campaigns.

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.

Idea Lifecycle



“WebStorm was the best way for us to globally collect, rank, and categorize our ideas. We are now able to turn our ideas into implementable projects, and foster innovation culture.”

- Director, Product Management at Adobe Systems



Customer Success Stories



Co-creates products with Acrobat.com users: 155,000+ site visitors from 195 different countries



Fosters global corporate culture of innovation with WebStorm:

Employee ideas generated £100 million in cost savings and revenue generation



Powers corporate innovation program with WebStorm:

Collects ideas from all 300,000 employees across the globe

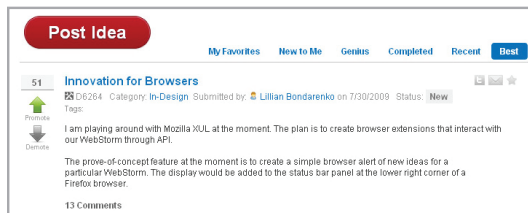
FEATURES



Fully Customizable User Interfaces

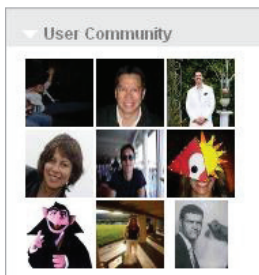
Setup wizards for fast and easy deployment of new WebStorms

- Choice between private or public site with open or closed registrations
- Custom design through CSS skinning or pre-designed templates
- Comprehensive library of dynamic and static user interface elements
 - Drag & drop widgets
 - HTML
 - Images
 - Embedded videos
- More complex customizations through APIs with callbacks and development widgets



Rich Functionality

- Organization of ideas by categories, statuses, popularity and more
- Customizable idea submission form, duplicate checker
- Promote/Demote Voting
- Additional Voting Methods (Chips, weighted, etc.)
- Commenting
- Sharing of Ideas/Comments
- Attachments to ideas and comments (up to 7MB)
- "Genius" Tab



Social User Experience

- Individual user profiles
- User group and team setup incl. private messaging
- Networks of collaborators, option to invite collaborators
- Team, individual, and anonymous idea submission
- Share Ideas on Social Networks (facebook, twitter, etc.)
- Blog with option to allow user blog posts
- Micro-blogging, Status Updates Feed, etc.

Full Integration

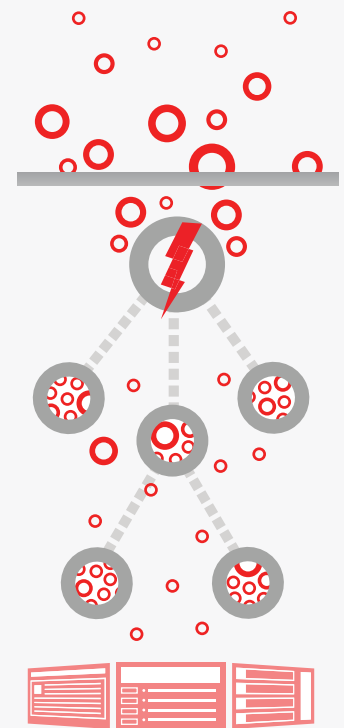
- Integrates with best-in-class, third-party applications like SharePoint, Planview, Crowdcast, Rally, Asterisq and many more
- Integrates with Brightidea's Switchboard and Pipeline for end-to-end innovation management

300+ of the world's top companies use Brightidea

1 million active users worldwide

10+ years experience in innovation management

WebStorm Process



For an online demo and more information contact Brightidea today at 212-594-4500
<http://www.brightidea.com>