



The platform for culture
and outcome driven innovation



Collaborative idea management platform

Idea Spotlight is designed to move organisations towards EveryDay innovation - an environment where innovation is culture and outcome driven.

The platform helps businesses step away from one off innovation events and supports innovation teams to run repeatable innovation initiatives.

Email is for communication, Idea Spotlight is for Innovation

Like our customers, many businesses are finding that email inboxes, suggestion boxes and social enterprise networks serve only as capture repositories. For innovation to deliver meaningful value, the right tools and processes need to be in place to enable all phases of a cohesive innovation programme.

Idea Spotlight provides the process and structure to obtain actionable ideas and measurable outcomes in a collaborative environment.

Getting stakeholders engaged in innovation programmes

Idea Spotlight is designed for both internal innovation programmes focused on employee idea generation, and more open innovation programmes reaching external stakeholders such as partners, suppliers and customers.

“Wazoku’s Idea Spotlight tool was by far the best interface our team evaluated – very user friendly and required little support to use and maintain. Also, it provides very good value for the functionality available.”

Laurent Dupraz,
Director of Innovation Services, Leading Perfume Company

How does Idea Spotlight work?



Features and specifications

Engagement	<ul style="list-style-type: none"> • IdeaSpaces: flexible internal engagement through dedicated work spaces • Co-creation communities: engage external stakeholders from partners to customers • Gamification: incentivise, reward and encourage idea contribution and engagement • Personalisation: configurable branding to reinforce your brand • Conversation: involve the workforce in high level discussions that will help uncover the next business challenges • Automated email notifications: aggregate communication and updates
Outcomes	<ul style="list-style-type: none"> • Actionable ideas: build challenges around specific business issues to capture relevant ideas • Configurable idea flow: choose the right structure for idea capture and evaluation • Form builder: create customised, reusable idea forms to capture information • Measurable outcomes: assess and compare ideas against pre-defined objectives to track results
Data	<ul style="list-style-type: none"> • Analytics: analyse data site wide to identify trends and assess engagement and progress • Reports: export data for further analysis • Visualisation: view leader boards to measure specific outcomes, solve problems and discover opportunities
Technical Functionalities	<ul style="list-style-type: none"> • Fully scalable and secure • Out-of-the-box integrations with Microsoft Suite including Office 365 and SharePoint and cloud storage - Dropbox, Box, Google Drive • SAML2 Single Sign-On authentication • Open API platform: to integrate with intranets and business intelligence tools • Languages: engage global audiences in different languages