



## ***HYPE Innovation – Buying Center and Value Proposition***

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April 2016

Internal Education

# How Organizations Benefit from Collaborative Innovation

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**HYPE**

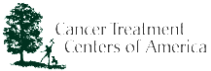
## Benefit 1: Generate Additional Revenues



**Peugeot Citroën** addressed an audience of 80,000 employees to come up with 40 concepts for new products



**Nokia** generates more than \$2 billion additional revenue from innovation



**Cancer Treatment Centers of America** increases number of patients at an affordable cost, with a strong focus on patient well-being

## Benefit 2: Reduce Costs and Increase Efficiency



**Deutsche Post / DHL Group** generates \$260 million annually in audited savings (\$550 per employee)



**Casa Pellas** generated more than \$1,000 per employee over 18 months



**UC San Diego** implemented an idea to reduce administrative burden the day it was submitted

# How Organizations Benefit from Collaborative Innovation

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## New Product Development

- Initially: new product ideas/possible patents
- Mid Term: new products



\$ 2 billion p.a. in new revenue from innovation program with new products



## Efficiency

- Payback of initial investment within 6 to 12 months by first campaigns focused on time to market, process improvements

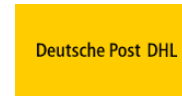


Major pharma company shortened product development process by 1 month = \$100m



## Cost saving

- Significant cost savings after 4-12 month and cultural readiness to implement cost savings through involvement and feedback



\$ 260 million (\$ 550 per employee) in savings in program's first year



## Collaboration

- Instant break down of corporate silos by engaging those with common interests / expertise on key challenges



30% improvement in employee survey with respect to information exchange across BU's



## Engagement

- As shown by the best performing companies, you can reach up to 70% continuous engagement over 3 years



Participation in company innovation challenges grew from 30% (after 3 months) to 50% (after 1 year)

**Cross Industry Appeal:** Originated from the automobile industry, today we see the demand for innovation management is a cross industry trend

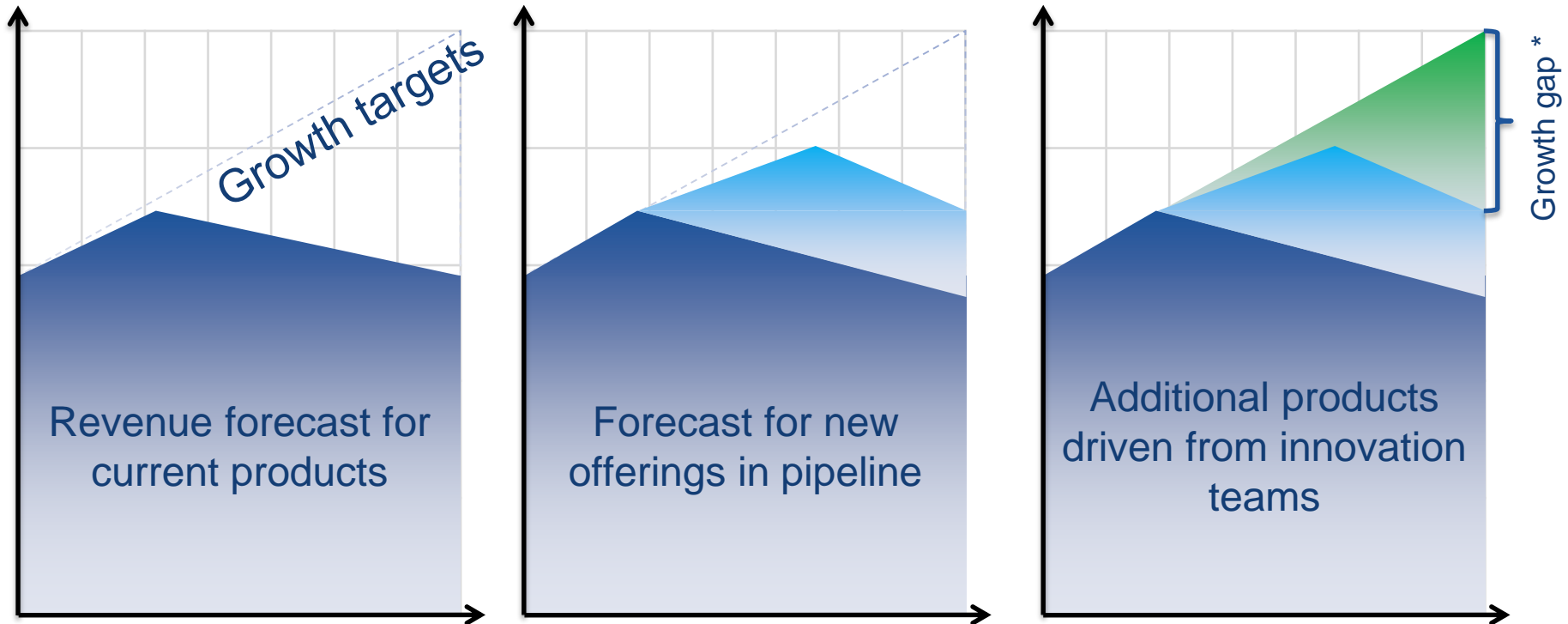
### **A typical HYPE customer:**

- has 3,000+ employees (because at that scale you have a demand for an enterprise wide software to structure your innovation processes)
- has a global / international workforce (increases the demand for effective innovation governance and processes. It is crucial to have transparency on who is working on which innovation projects for better decision making)
- see the development of new products and services requires more input than from just R&D departments (and thus have a need to involve a broader audience)
- see innovativeness as one of their key strategic value
- has its headquarter in North-America & Europe followed by ME / APAC

# ***HYPE – The Value Proposition for the Line of Business***

Line of Business	Business Outcomes		
	Generate Revenues	Save Costs	“Soft Outcomes”
CEO, Chief Strategy Officer, Chief Innovation Officer	<ul style="list-style-type: none"> <li>▪ Get more growth than you would get by doing business a usual</li> <li>▪ Find disruptive innovations early</li> </ul>		<ul style="list-style-type: none"> <li>▪ Foster culture change</li> <li>▪ Get everyone aligned on your strategy</li> </ul>
VP R&D, VP Product Strategy, VP Portfolio Management	<ul style="list-style-type: none"> <li>▪ Innovate faster than your competitors</li> <li>▪ Track and optimize your innovation pipeline</li> <li>▪ Make sure that your organization’s and the world’s best minds work on improving your products and services, not only those working in R&amp;D</li> </ul>	<ul style="list-style-type: none"> <li>▪ Make sure that your product development budget is spent only on high-potential ideas and concepts</li> </ul>	<ul style="list-style-type: none"> <li>▪ Make sure that your sales and engineering staff in other countries feel that HQ’s innovation goes in the right direction</li> </ul>
HR Director, VP Quality, VP Manufacturing		<ul style="list-style-type: none"> <li>▪ Save billions by reducing costs and improving productivity</li> </ul>	<ul style="list-style-type: none"> <li>▪ Harness your workforce’s collective intelligence to solve problems that really matter to top management</li> <li>▪ Make employees feel empowered</li> </ul>

# Sales Trigger: The Growth Gap



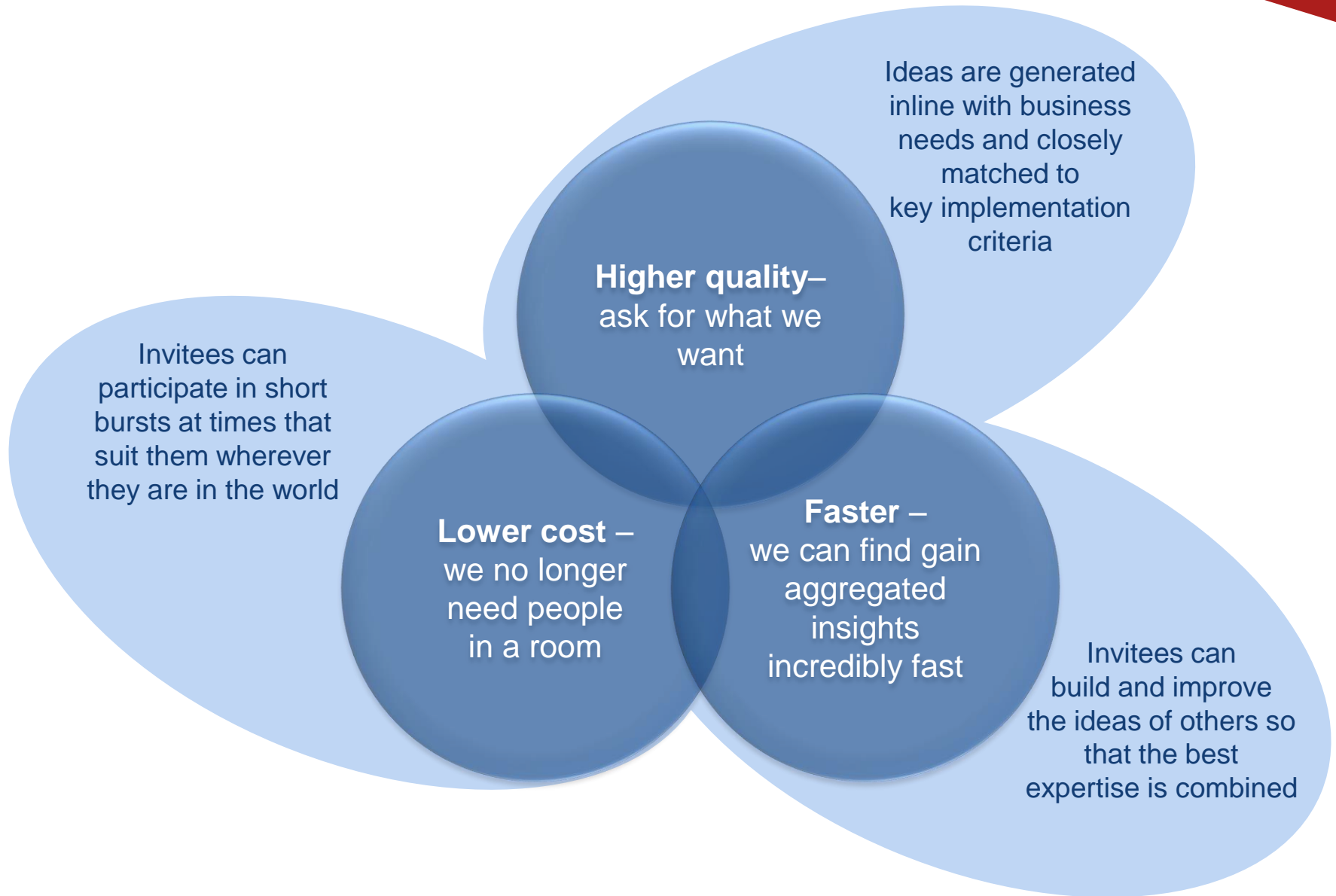
If we continue to sell the same things in the same way, our margins will become eroded and revenues will drop

We expect concepts in development to help compensate for dropping revenues on existing products and services

We must innovate and bring additional products and services to market, not currently in development, to meet our growth targets,

\* Remember, not everything we try will be successful, so we need concepts worth at least 3 x the growth gap

# Why use Campaigns?



## ***Sample Campaign Questions likely to capture attention of your client's executive management***

How can we repackage this product to make it suitable for a new market such as Mexico?

What organization should we buy next and why?

What have you done locally to save money that we could replicate globally?

How can we reduce the environmental impact of our product stream?

How can we reduce the number of product failures by 5%?

How can we develop our existing product stream to make it more attractive to existing customers?

How can we reduce the risks associated with delivering this project to budget?

Which partners should we work with to help enter the Asian market?

Which of these 5 products should replace our current core offering?

How can we reduce the cost of this delivering this service by 10%?

What should we be selling in 10 years time?

What could we do that would make a 20% impact in our growth by 2015?

What are the biggest issues we currently face that stop us from reaching our potential?



**HYPE Innovation / Portfolio App  
for IBM Connections**

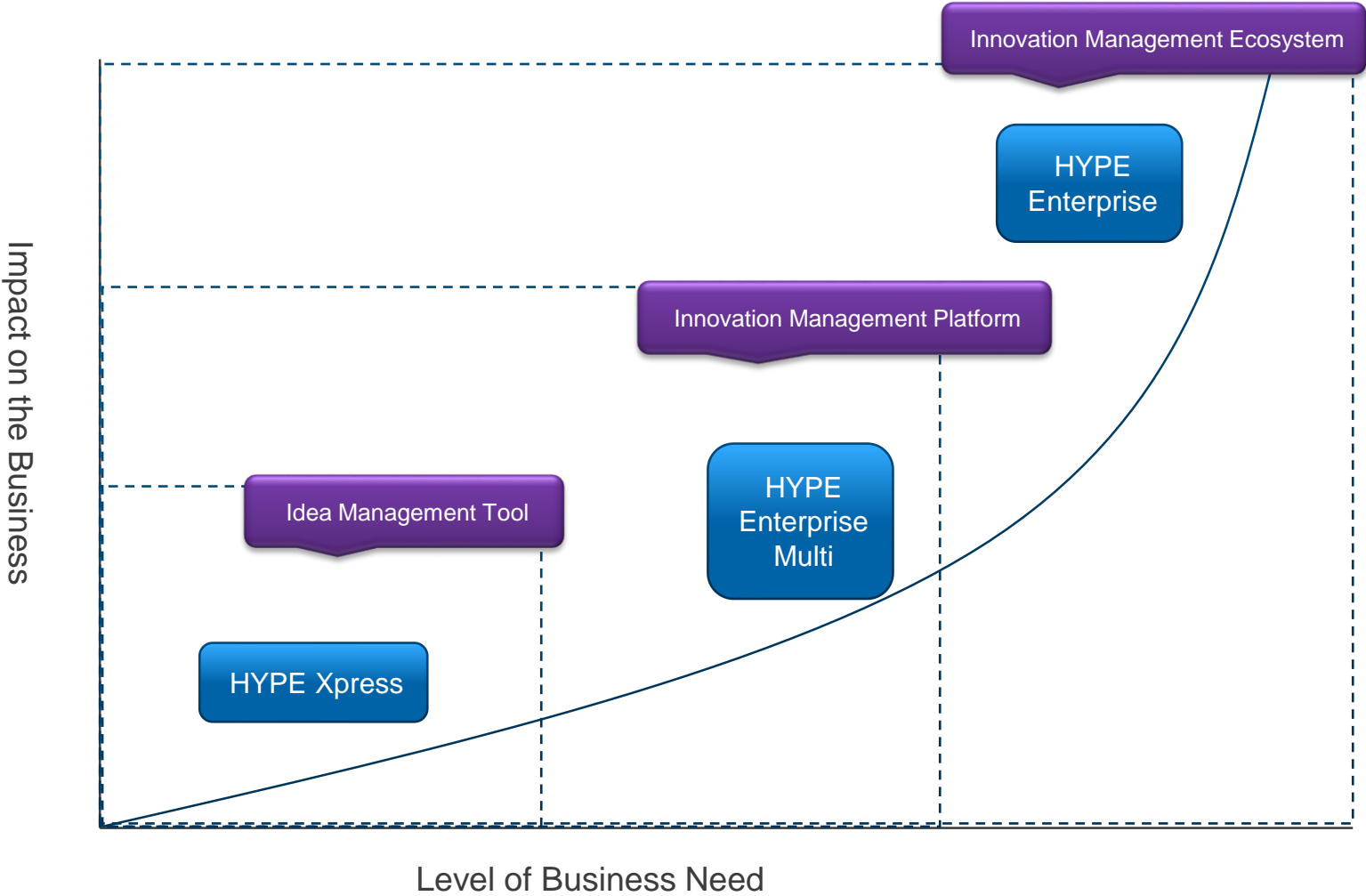
**HYPE Innovation App  
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**HYPE Enterprise Xpress**

**HYPE Improve**

**HYPE Enterprise**

**HYPE PLATFORM**

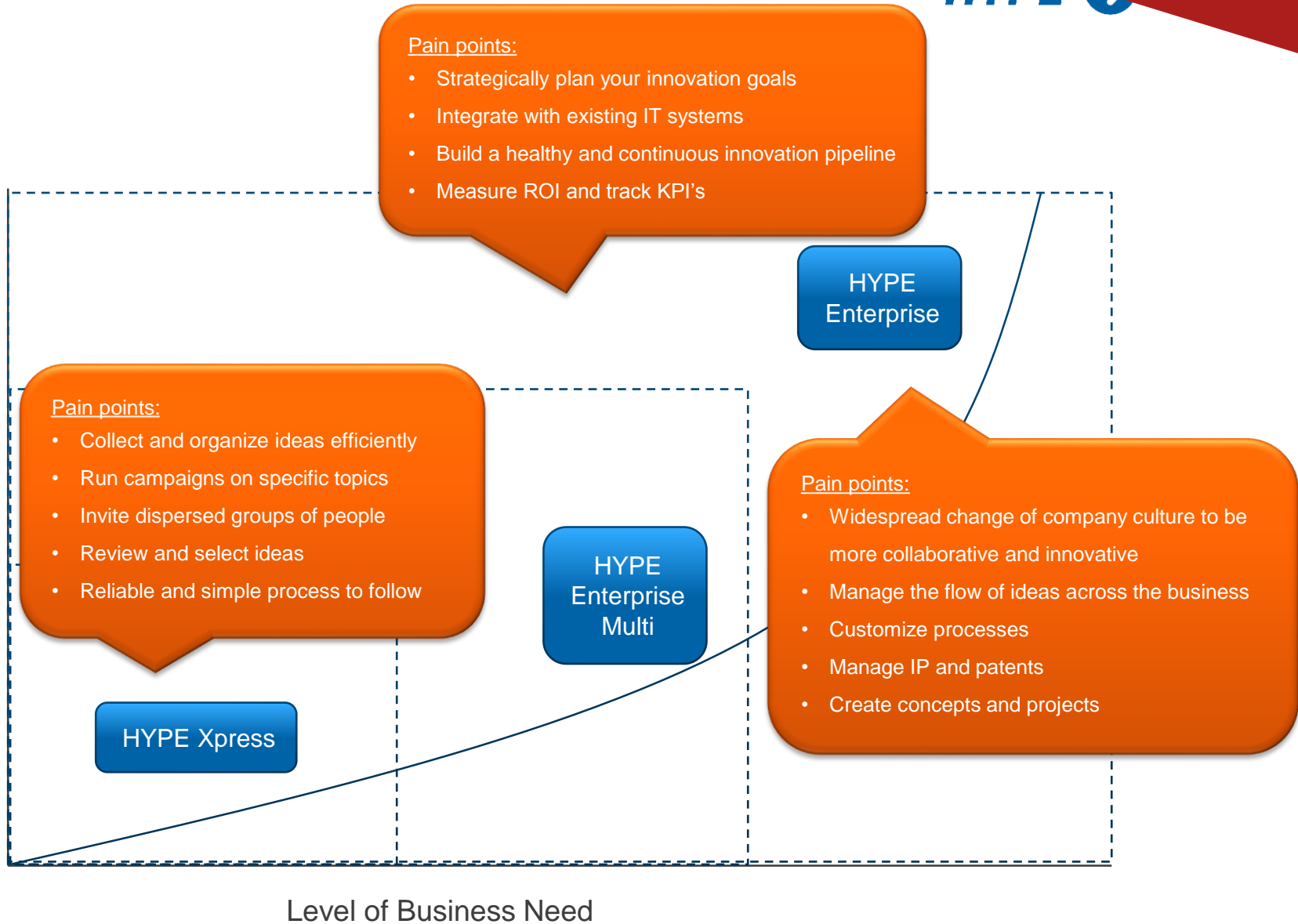


# Buyer Model

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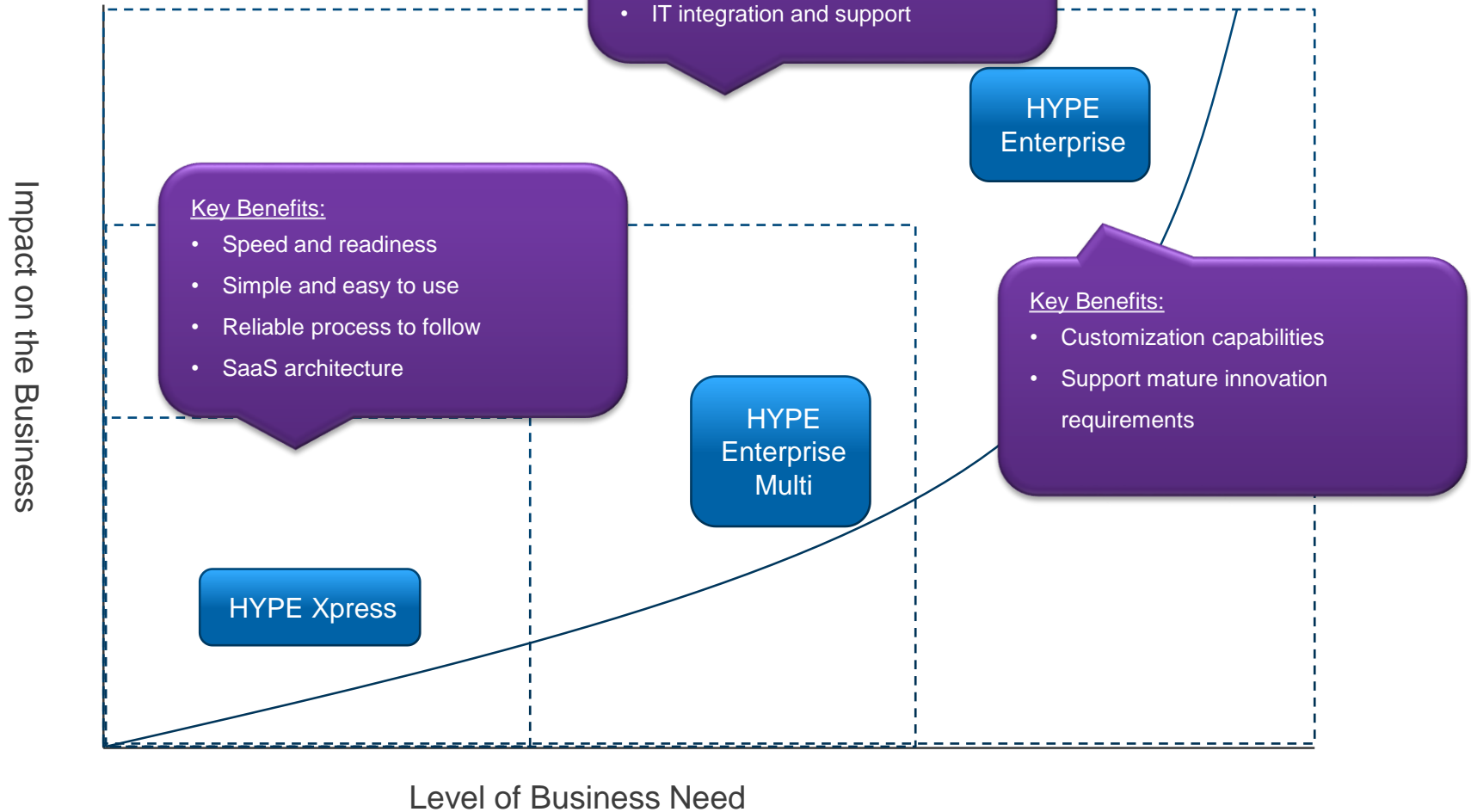
Impact on the Business



# Buyer Model

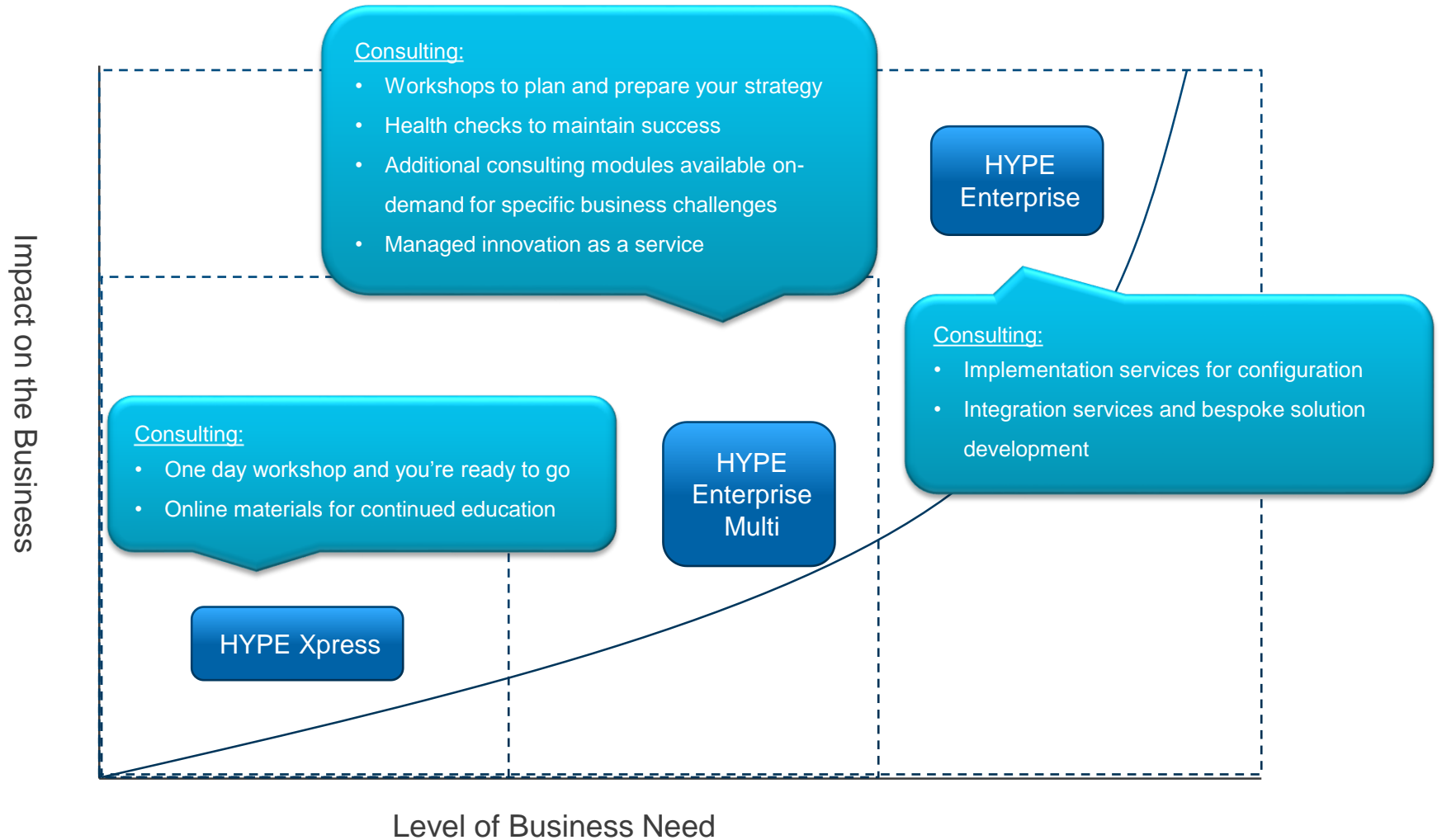
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# Buyer Model

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# Lead Qualifikation

## Business issue

- Why are you looking for a solution now?
- Why has this become a priority?
- (Why do you want to change the vendor?)
- What stands in the way of you contributing to the organization's objective (revenue/ cost savings)?
- What are your expectations regarding our software?
- What's the most important concern on your plate this year?
- What in your opinion will improve with the software?
- Why and where do you see a need for action?
- What are the internal consequences if no suitable solution is found?

## What problems is a prospect facing?

- What topic would you like to deploy the software for? (Innovation, Cost Saving, Internal/Open, front-end ideation vs. back-end ideation?)
- What type of ideas would you like to collect?
- Will you also approach people outside of the company?
- (Why do you want to change the vendor?)
- What in your opinion are the greatest weaknesses of the currently software deployed?
- Where will the software be deployed? How should the software be hosted – at your site or through us?
- Who will use HYPE? (Departments, Countries)
- Have you thought about integrating the innovation management solution into other tools (e.g. SharePoint, IBM Connections, Yammer, Jive) Active Directory
- Have you thought about SSO (Active Directory or other)
- How important do you consider the aspect of software flexibility?
- Would you prefer to rent or buy our software?
- In which languages should the interface be available?
- Have you thought about mobile use?
- Is idea collecting sufficient? Would you look to follow an idea all the way though to the project phase?
- Are you using challenges/campaigns to disclose the knowledge of you employee
- What are the strategic innovation areas of you company?

## What solution does the prospect have in mind?

- How do you currently proceed?
- Which solutions already exist?
- Do you have a process in place?
- Why should the current system be redeemed?
- What should, in your opinion, be improved by the new software?

## What is the value of the solution?

- What is the benefit ... for you and your company?
- What priority does our solution have for you?
- Who else profits from this solution?
- When, and under which circumstance, will our software have paid-off?
- How would you quantify the impact?
- What would be the impact on business?
- What in your opinion will improve with the software?



## Who is in power?

- Which person in your company are involved in the decision process?
- What is your role in the project?
- Who are the decision makers?
- Who signs off the purchase order?
- Who will take the ultimate decision?
- What are the decision making criteria of the project members?
- When they make decision, who signs off?
- Who can veto the decision?
- What is their sign-off limit?
- Who's impacted by this decision?
- Who has most to gain by this decision?

## What does the plan look like?

- By what date do you require a solution?
- What is your time frame?
- What does your internal decision making process look like?
- When do we need to achieve a ROI?
- What do you need to see to be convinced?
- What set of activities do you need to see?
- What steps do you suggest we put together?

## Your Contact @ HYPE Innovation

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