



# *Configuration vs. Customization*

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**Examples of the flexibility  
within HYPE**

Internal Education

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

**HYPE Innovation App  
for Jive**

**HYPE Enterprise Xpress**

**HYPE Improve**

**HYPE Enterprise**

**HYPE PLATFORM**

## Configuration vs. Customization

### Configuration

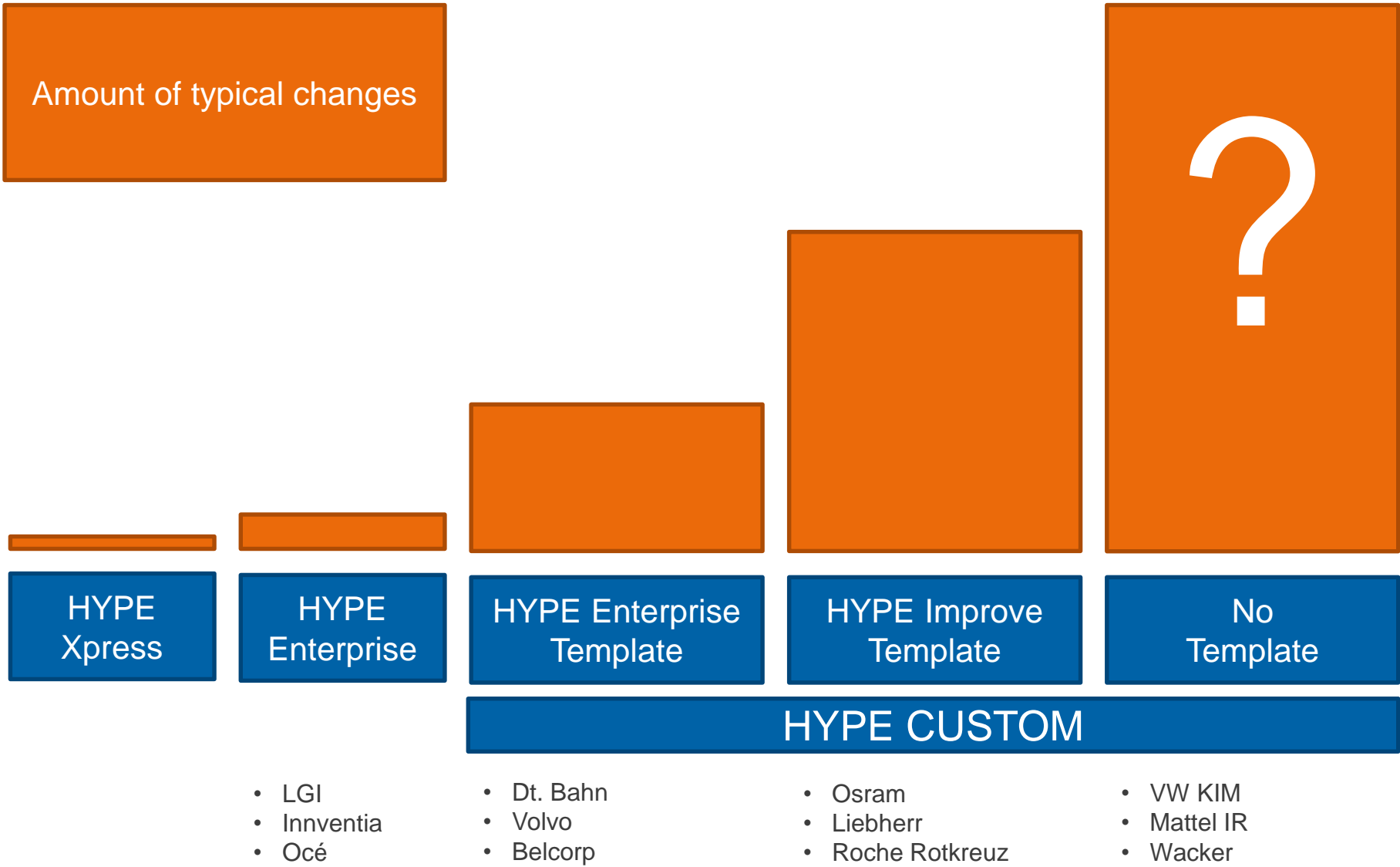
- Can be carried out by specific user groups and thus can be carried out by a HYPE customer (after receiving some training)
- Will „survive“ an update

### Customization

- Goes beyond the build in configuration flexibility
- Is carried out by HYPE or one of its partners
- Needs consideration during the update process

# Levels of Flexibility

Internal Education  
HYPE



# Levels of Flexibility

Internal Education  
HYPE

Configuration

Project specific components  
and code



HYPE Xpress

HYPE Enterprise

HYPE Enterprise Template

HYPE Improve Template

No Template

HYPE CUSTOM

- LGI
- Innventia
- Océ

- Dt. Bahn
- Volvo
- Belcorp

- Osram
- Liebherr
- Roche Rotkreuz

- VW KIM
- Mattel IR
- Wacker

## Levels of Configuration

### An Innovation Manager can:

- Set specific parameter within the campaign:
  - define specific fields for the idea submission form
  - setup crowd evaluation criteria
  - setup the threshold for community graduation (or switch it off)
  - define the confidentiality level of ideas
  - define a specific email footer for emails related with the campaign
- design unique evaluation templates
- use reporting capabilities and configure new KPI



### The Content Administrator can:

- setup and change the mission statement on the start page
- formulate Strategic Innovation Areas

### The Platform Administrator can:

- define general settings of the system such as layout and help menu
- define the disclaimer
- configure specific new fields or KPI
- maintain user roles



### The IT Administrator can:

- administrates the interface to other systems

# Levels of Configuration

## Innovation Spaces

- Define which
  - mission statement,
  - strategic innovation areas,
  - campaigns and
  - newsare visible in which innovation space
- Apply key roles like innovation managers per innovation space
- Define a specific logo per innovation space
- Have a specific email footer per innovation space
- Switch on/off
  - innovation points,
  - reputation,
  - Idea stock market
  - concept process
  - project process

## Levels of Customization

The **HYPE platform** is the engine that executes business processes.

**HYPE PLATFORM**



## Levels of Customization

The definition of these business processes can be achieved without programming. You can e.g. define data structure, workflows, reports and much more.

**PROJECT SPECIFIC COMPONENTS**

**HYPE PLATFORM**

## Levels of Customization

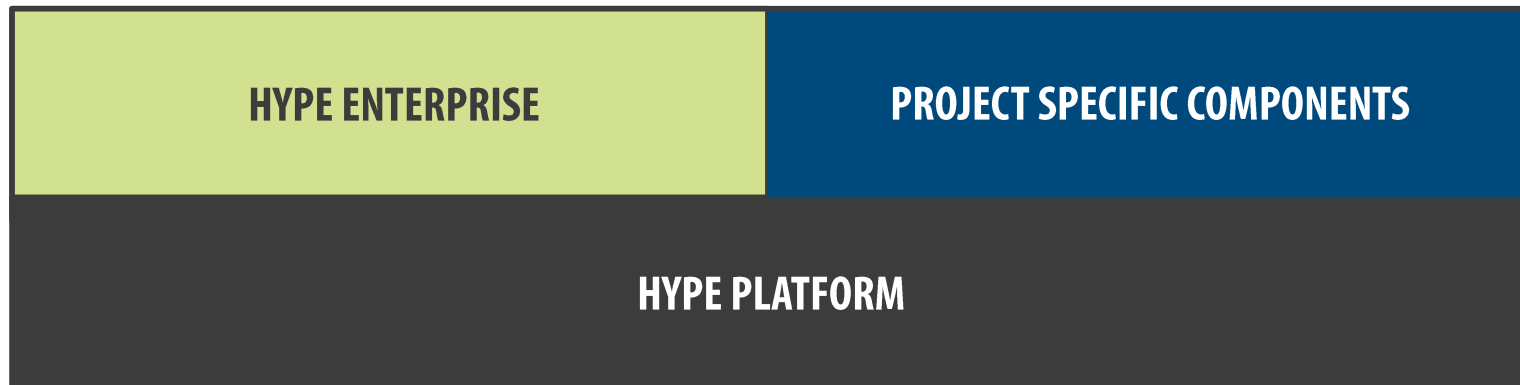
**HYPE ENTERPRISE** is one set of specific components that contains a lot of HYPE's best practices on ideas, campaigns, etc.

**HYPE ENTERPRISE**

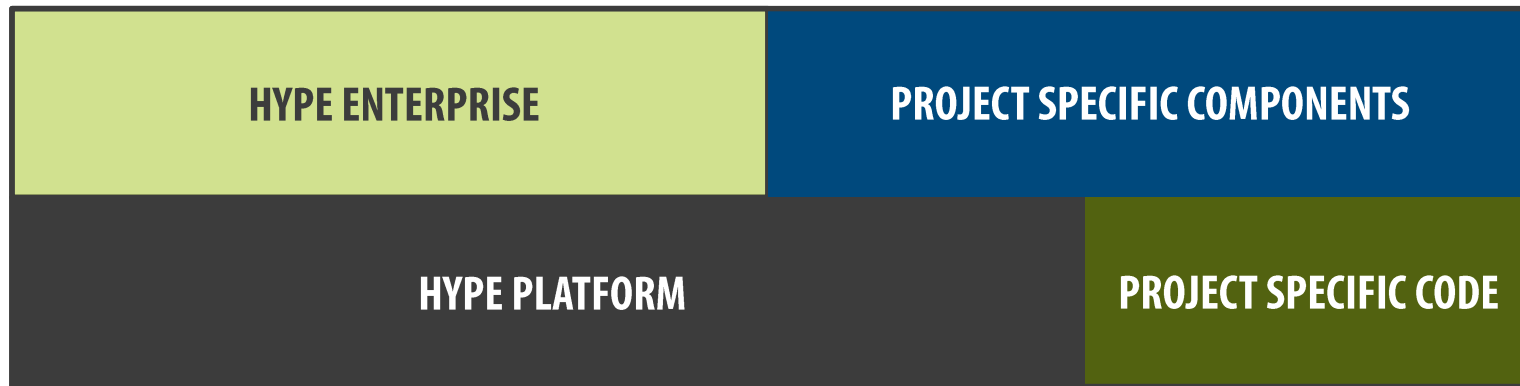
**HYPE PLATFORM**

## Levels of Customization

Sometimes we use **HYPE ENTERPRISE** as a starting point. But we need to change components e.g. to add another process. To achieve that we need the **HYPE CUSTOM** module.



## Levels of Customization



We can also extend the software if we need functions that can not be achieved by the build in flexibility. We can add **Project specific code**.

# What is the core structure of HYPE?

## Workflow

Push the idea through a process. The workflow allows you to set events and actions based on the status the idea is in

## Access Rules

HYPE is permission based – nothing is accessible until you add an access rule

## Portfolios

### Tables

### Gallery Views

Portfolios are views you can build to display any data from idea types. Tables describe the presentation of those portfolios. Galleries are more specific descriptions for display.

## Report Templates

Define how the idea type should look when exporting to PDF, Word, PPT.

## Objects

The central building block of HYPE, upon which everything else depends

## Tabs

### Sections

### Fields

Tabs are how data is organized on an idea. You can add conditions to the tabs for when to show and hide. Sections and fields are what go on the tabs

Define events such as a value change in a field, which then triggers an action – which could be an email, a status change, or another field value change

## Events

### Actions

### Notifications

# Examples of Customization

## Components that can be changed via the Workbench

### Modeling the Innovation Workflow

What is the sequence of process steps?

### Access Permission

Who is in charge at what step?

Who can provide or access what kind of information?

### Capturing Information

Standardized forms for every submission, classification, review, or rating step

### Events, Actions and Notifications

Define that a specific action is carried out based on an event (such as a value change within a field)

Notifications can be send based on events

### Community Feature

Adjust criteria for reputation, community graduation and voting

### Rewards and Recognition

Configure rewarded behavior, define criteria for reputation and the idea stock market

### Navigation

Define new menu items e.g. on the personal to do list

### Reporting

Define exports to PDF, Word, Excel or PowerPoint

**Can be changed via the Workbench**

# HYPE ENTERPRISE v.s HYPE CUSTOM

## HYPE ENTERPRISE

### Best Practices

- You will benefit from HYPE's consulting experience in over 10 years in innovation management.
- HYPE's process and workflow is working for a lot of our customers.
- In 2012, Frost & Sullivan recognized HYPE for its unique end-to-end innovation management solution.

### Easy Updates

- We continuously improve HYPE ENTERPRISE by adding new functions that we find useful for our customers.
- If a customer finds a bug in ENTERPRISE, we will fix it and provide an update. As an ENTERPRISE customer, you will benefit from that: Another customer reported it and we fixed it before it even occurred to you.

### Modules Out of the Box

- When buying an additional module, it is easily set up, because it smoothly integrates with ENTERPRISE.

### Performance and Sizing Scenarios

- Every change in the setup has a potential impact on the performance of your system. HYPE's guarantees performance levels for HYPE ENTERPRISE.
- For details, please see our sizing scenarios.

## HYPE CUSTOM

### Customization based on Best Practices

- 99% of our custom projects use HYPE ENTERPRISE as a basis and fork.
- This makes sense if you have an already established process in place and our standard process would imply a too strong change for your organization.

### Updates

- You don't benefit from future improvements made to the HYPE process.
- The maintenance covers all bug fixes and costs for upgrading the software.
- Customization to the workflow or to custom software development is not covered.

### Modules

- Add-on modules require additional effort by our professional services team.

### Performance and Sizing Scenarios

- The project plan needs to allocate time and resources to make sure that the expected load on the system can be handled.

## Examples of Customization

### **HYPE Enterprise template**

- Changing existing workflows
- Adding new workflows

### **Project specific code**

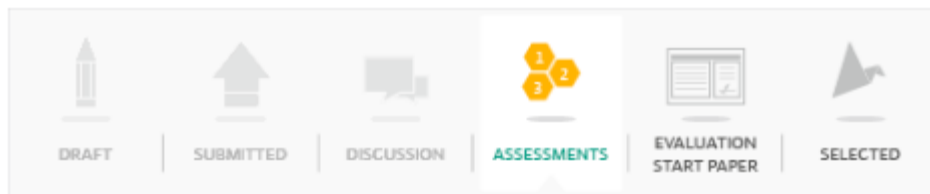
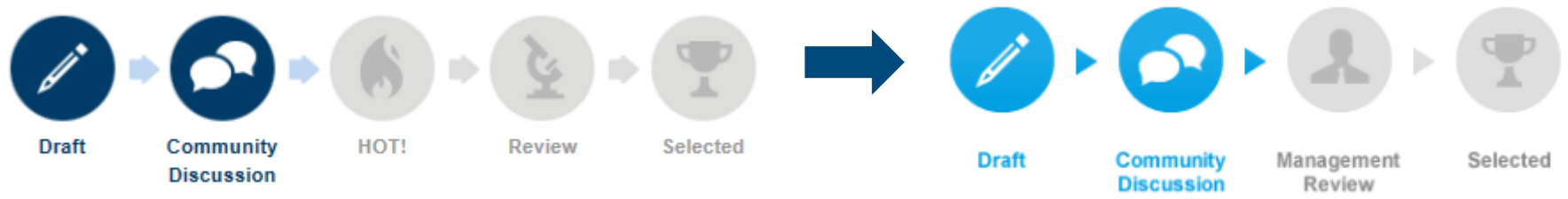
- Interfaces to other systems
- reports, dashboards, graphics

### **Starting from scratch**



# Examples of Customization

*HYPE Enterprise template: changing existing workflows*



# Examples of Customization

## HYPE Enterprise template: changing existing workflows

### Changes

- Modifying the idea process
- Different access permissions
- Different content is captured
- Different set of notifications
- Enabling anonymous ideas

The screenshot displays the HYPE Enterprise interface for managing ideas. At the top, there is a navigation bar with the KNAUF logo and menu items: 'Your Page', 'Innovate', 'Manage', 'Reporting', and 'Help'. A user profile section shows 'Welcome Jessica Sanders' with links for 'Groups', 'Profile', and 'Log Out'. A search bar is labeled 'Workbench'. Below the navigation, a workflow diagram shows the stages: 'Draft' (lightbulb icon), 'Community Discussion' (speech bubbles icon), 'Management Review' (person icon), and 'Selected' (trophy icon). Below the workflow are buttons for 'Edit Idea', 'Archive', 'Assign Idea to Another Campaign', and 'Start Expert Review'. The main content area is divided into tabs: 'Idea', 'Comments', 'History', and 'KPI'. The 'Idea' tab is active, showing the following details:

- Idea Title:** Neue Testidee für innovation points
- Classification:** Improvement suggestion
- Idea panel in charge:** (blank)
- Idea Description / Actual Status:** Lorem ipsum
- Solution:** Solution for solutions
- Contributor(s):** Submitted Anonymously
- Benefit:** Benefit for benefits

Below the details is a 'Comments' section with a text input field 'Add your comment here' and buttons for 'Attach Files', 'Cancel', and 'Post Comment'. At the bottom, there is a 'Tags' section with a 'Select Tags...' button. On the right side, there is a 'Toolbox' section with actions: 'Add to Bookmarks', 'Send to a Friend', and 'Print Idea'. Below the toolbox is an 'Idea Info' section with a 'Source Org Unit' and a 'Campaign Manager'. A 'Similarity' section shows a list of similar ideas with a piggy bank icon. At the bottom right, there is a 'Relevant Experts' section showing 'None'.

## Examples of Customization

### *HYPE Enterprise template: adding a new workflow*

The screenshot displays the HYPE Enterprise interface for an 'IMPROVEMENT' workflow. The top navigation bar includes 'Innovate', 'Innovation Store', 'Improvement Action', 'Your Page', 'Manage', 'KPI Library', and a search bar. The main content area shows a horizontal bar with five icons representing workflow steps: Brouillon (pencil), Discussion (speech bubbles), Décision (thumbs up), Mise en oeuvre (upload), and Mesure d'efficacité (checklist). Below this, a 'Description' section is visible, containing a form with the following fields:

DESCRIPTION		
Title	Test Action Training	Comment attirer l'attention avec un titre bien rédigé ?
Describe the situation	On est en train d'apprendre	Comment rédiger une bonne description ?
Cause analysis	La ruche	Comment rédiger une bonne analyse de causes ?
Proposed solution	Faire des fiches	Comment bien rédiger la proposition ?
Expected benefits	Encore apprendre	Quels bénéfices ?

## Changes

- A new process for improvements is added
- Different access permissions
- Different content is captured
- Different set of notifications

## Examples of Customization

### HYPE Enterprise template

- Changing existing workflows
- Adding new workflows

### Project specific code

- Interfaces to other systems
- reports, dashboards, graphics

### Starting from scratch

# Examples of Customization

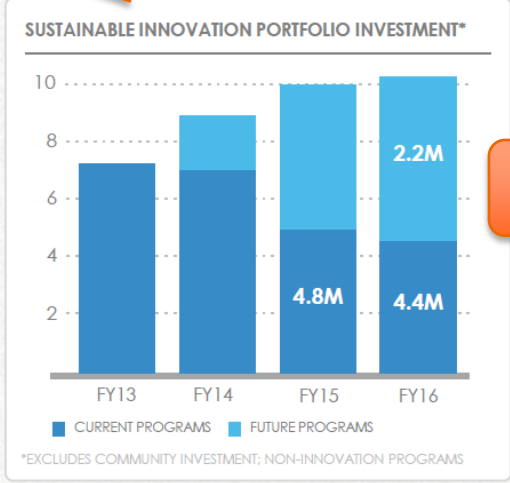
## Project specific code



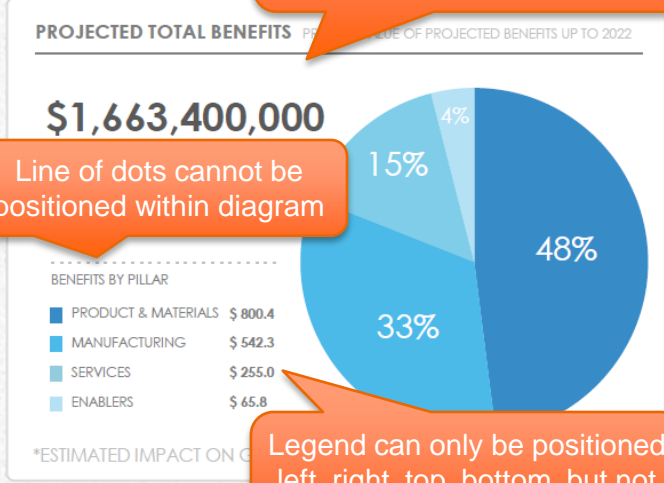
Our KPI engine supports only certain fonts, e.g. Arial

Total cannot be positioned at arbitrary position within diagram

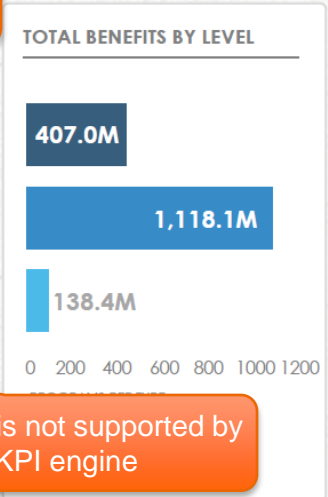
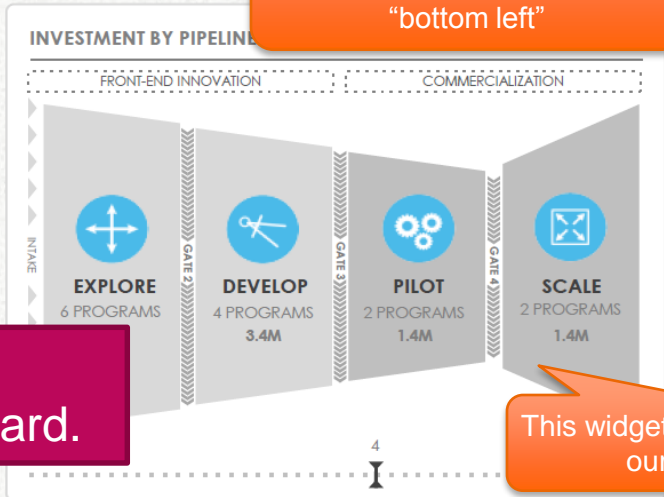
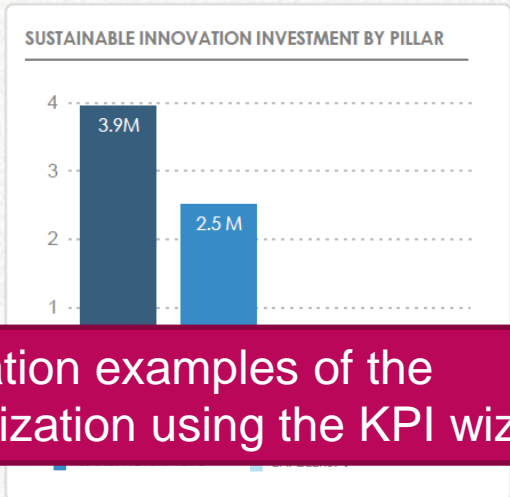
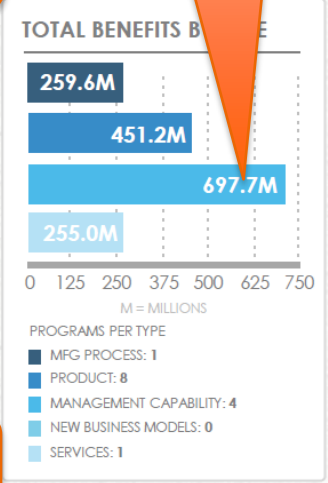
We cannot force number values to be displayed within the bars



Line of dots cannot be positioned within diagram



Legend can only be positioned left, right, top, bottom, but not "bottom left"



This widget is not supported by our KPI engine

Limitation examples of the visualization using the KPI wizard.

# Examples of Customization

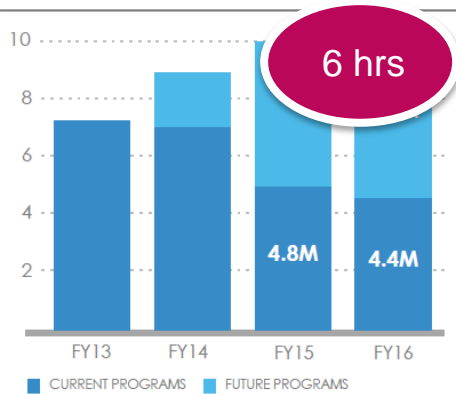
## Project specific code



### NIKE, INC. SB&I INNOVATION INVESTMENT PORTFOLIO



SUSTAINABLE INNOVATION PORTFOLIO INVESTMENT\*



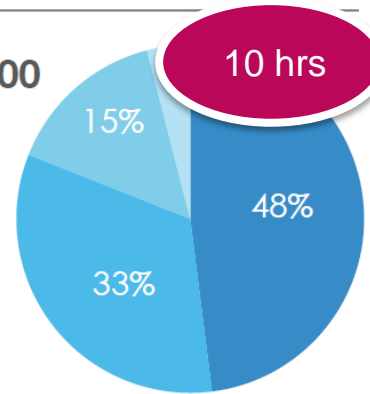
\*EXCLUDES COMMUNITY INVESTMENT; NON-INNOVATION PROGRAMS

PROJECTED TOTAL BENEFITS PRESENT VALUE OF PROJECTED BENEFITS UP TO 2022

\$1,663,400,000

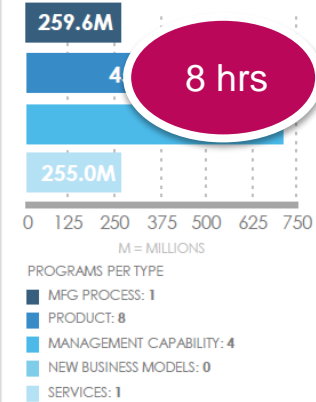
BENEFITS BY PILLAR

PRODUCT & MATERIALS	\$ 800.4
MANUFACTURING	\$ 542.3
SERVICES	\$ 255.0
ENABLERS	\$ 65.8

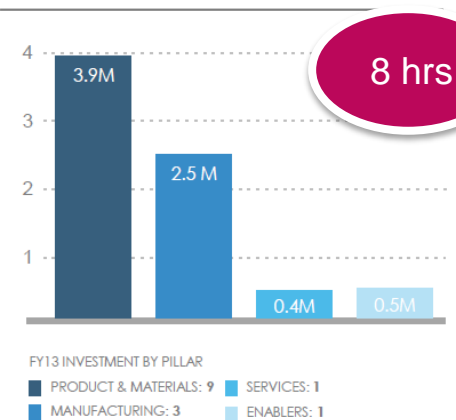


\*ESTIMATED IMPACT ON GROSS MARGIN

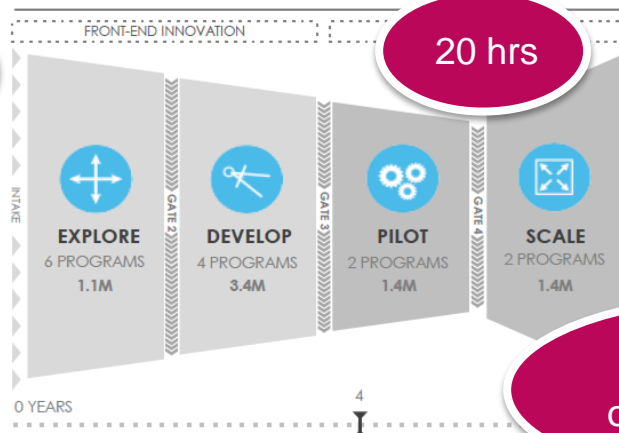
TOTAL BENEFITS BY TYPE



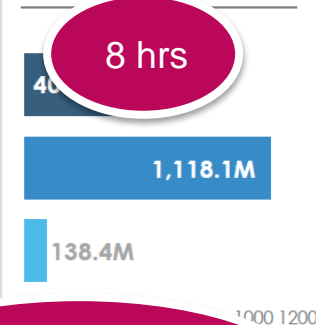
SUSTAINABLE INNOVATION INVESTMENT BY PILLAR



INVESTMENT BY PIPELINE STAGE FY13



TOTAL BENEFITS BY LEVEL



Plus some work on the framework

## Examples of Customization

### HYPE Enterprise template

- Changing existing workflows
- Adding new workflows

### Project specific code

- Interfaces to other systems
- reports, dashboards, graphics

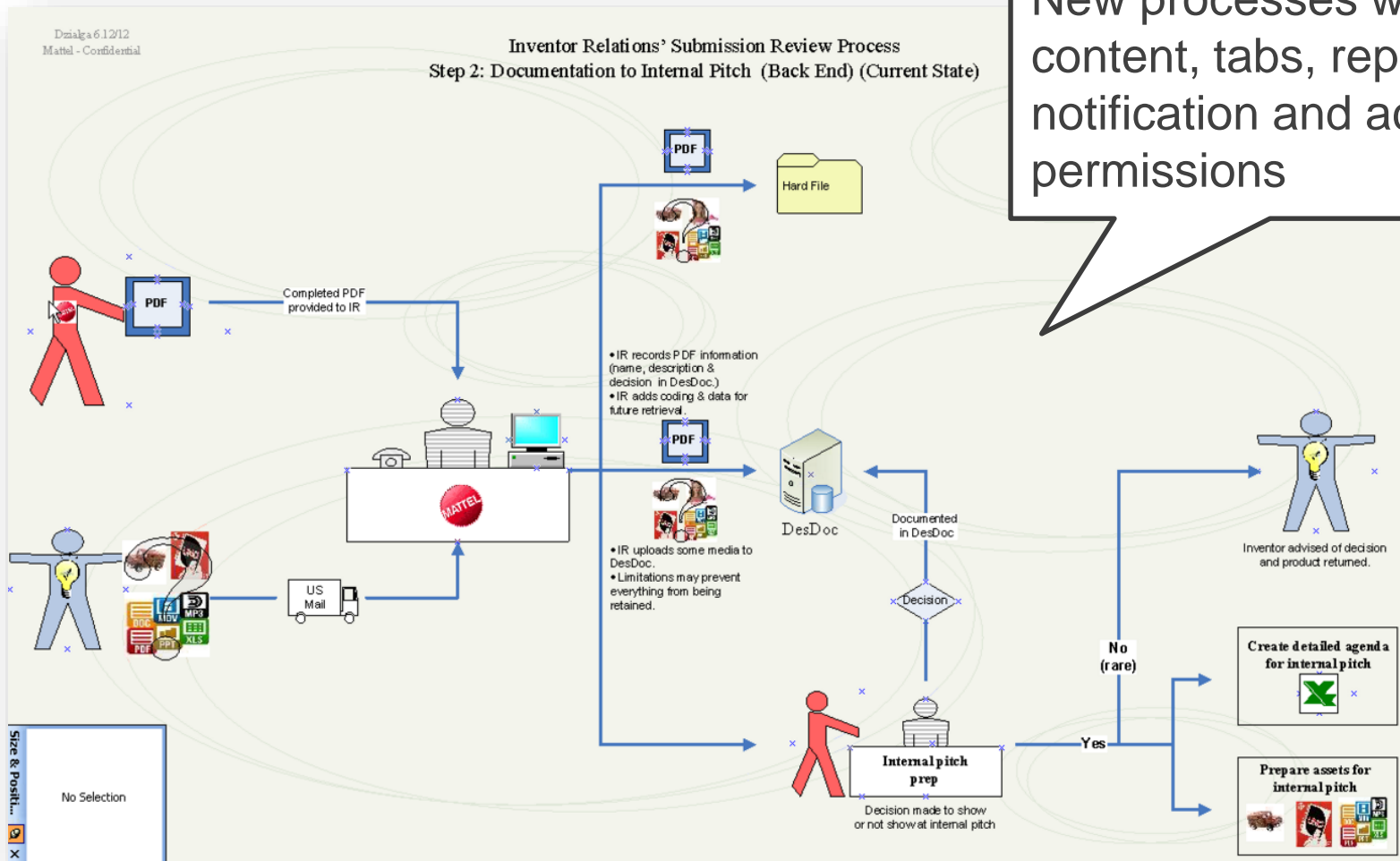
## Starting from scratch

# Examples of Customization

## Starting from Scratch: Mattel Inventor Relation Platform



New processes with new content, tabs, reports, notification and access permissions

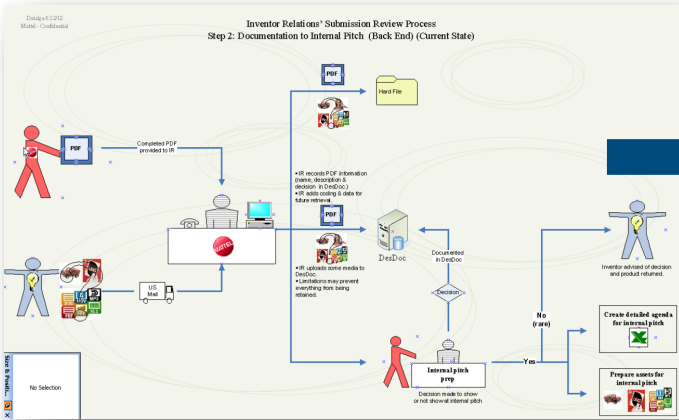


Size & Posti...  
No Selection



# Examples of Customization

## Starting from Scratch: Mattel Inventor Relation Platform



The screenshot shows the 'INVENTOR CONNECT' web application. The header includes the logo, 'YOUR PORTAL FOR CONCEPT SUBMISSION', and user information (Welcome, Roles, Profile, Log Out, Search). The Fisher-Price logo is in the top right. A red navigation bar contains: Home, Admin Search, My Submissions, Meetings, Inventors (1), Manage, My Submissions, Submit Concept, Workbench.

The main content area is titled 'SUBMISSION' and 'FP COMPLETE Configuration Export 20141204'. It features a progress bar with icons for: Submission Draft, New Submission, Presentation by Inventor, Brand Review, Hold Agreement, and Royalty Agreement. Below the progress bar are buttons for 'Request More Info', 'Hold Agreement', 'Royalty Agreement', and 'Reject'. There are also tabs for 'Draft PDF', 'Completed PDF', 'Additional Files', 'Tracking & Coding', and 'Inventor Communications'.

The 'VIDEOS' section includes a form with checkboxes for video types: 'A fully functioning proof of concept', 'A simulated works-like, looks-like concept', and 'An explanation video of my illustration(s) and drawing(s)'. There is an 'Upload new Video' button.

The 'ADDITIONAL FILES' section has 'New Additional Files' and 'All Additional Files' sections, each with an 'Upload...' button. Below is a table with columns: Name, Creation Time, Size, Created By.

A 'TOOLBOX' on the right side contains options: 'Delete Submission?', 'Copy and Build', 'Send to a Friend', and 'more'. Below the toolbox are fields for 'Submitter' and 'Submission Date'.