

Sales Guide to HYPE Case Studies

Product: HYPE Custom

Al Rajhi (bank)

→ [Link to Case Study \(English\)](#)

Product/Service Innovation – Focus on employee engagement through bilingual platform.

- **Why HYPE?** They chose HYPE as we were able to adapt to their existing process and due to our focus on partnership relations.
- 8.000 employees innovating in Arabic and English.
- **Benefit:** Ideas are better aligned to business goals, employees are engaged and trust in process and system.
- **Numbers:** 1,000 active participants, 9 breakthrough innovations in implementation

Bernina (sewing machines)

→ [Link to Case Study \(English\)](#)

Product Innovation – The focus lies on setting up a clearly structured, transparent process and bringing together perspectives from different departments.

- **Why HYPE?** They chose HYPE as we were able to meet their pre-defined requirements most closely
- Trial phase with small initial team helped understand how bigger teams would work with the software; in the end they had 50 key employees from 10 departments.
- **Benefit:** ideas don't get lost anymore, submissions make it to market much faster now.
- **Numbers:** 200 new, cross-departmental ideas, 2 new product releases, 2 in implementation at the time of the interview

Syngenta (Seeds division: researching and developing all kinds of vegetable seeds)

→ [Link to Case Study \(English\)](#)

This program died due to internal changes; we revived the project with the people on the Syngenta side, but they have a new process now.

Product, Processes, Marketing Innovation – CS has no particular focus. Syngenta focused on online campaigns, but also on physical workshops, the ideas of which then get entered into the system. They used a detailed process, elaborating ideas in mini-concepts and then in concepts before they become project proposals.

- **Why HYPE?** They chose HYPE since we could map their existing process and were able to continuously change the platform as needed.
- Face-to-face workshops were held with retailers and consumers to gain their insights and enter these as ideas into the system.
- Pilot with 50 people, eventually growing to more than 400 users.
- **Benefit:** improved relationship with customer base, efficiency improvements, much higher employee engagement
- **Numbers:** Over 800 new ideas became 48 mini-concepts, leading to 13 new project proposals

Bombardier (railway industry)

→ [Link to Case Study \(English\)](#)

Product/Service Innovation – Focus lies on bringing together 6 globally distributed divisions on a single platform.

- **Why HYPE?** They chose HYPE because of our flexibility to map their process and because it was a key concern to have an ongoing partner relationship with the provider.
- They branded the platform (Innovation Express) and focused mainly on improved quality, not too much on the quantity of ideas.
- **Benefit:** For the first time all employees across the world can collaborate on a single platform, an employee survey showed that the information flow across the organization had increased by 30%.
- **Numbers:** 11 campaigns leading to 570 ideas; 5,000 participants within 7 months; project started in 2010, industrialization of the first platform-based projects started in 2012.

Casa Pellas (automotive conglomerate; they oversee a range of service-focused companies like Toyota dealers)

→ [Link to Case Study \(English\)](#)

Product/Service Innovation – CS has no particular focus, just describes the details of the project.

- **Why HYPE?** HYPE got recommended by Bac Credomatic; we also met their requirements and they actually implemented the same solution as Bac.
- They held workshops on why and how to contribute and use various standard incentives, e.g. supermarket vouchers. The top 10 get to pick from a list of options and get an annual award.
- **Benefits:** steep increase in idea quality, instead of departmental activities they now have an enterprise-wide platform. Employees are much more enthusiastic about innovation, it changed the culture.
- **Numbers:** initial phase in 2009 with a small number, 6 departments at the end of the year, all 18 departments in Feb. 2010.
Old paper-based process: 18% engagement, 97 ideas in total, 41 approved, 23 implemented
New platform-based process: in September 2011: 2,061 ideas, 1011 approved, 868 implemented
6 radical ideas, 3 of which alone let to an additional \$1m in revenue.

OSRAM (lighting manufacturer)

→ [Link to Case Study \(English\)](#)

Cost Savings (BVW) – No particular focus, but quite detailed regarding the previous situation and the program in general.

- **Why HYPE?** Modern and intuitive UI, KPI reports matched their requirements, HYPE was in place in another department
- Existing in-house system lacked transparency, they OSRAM was aiming at more engagement.
- **Benefits:** Increased participation and engagement rates, significantly reduced review times.
- **Numbers:** 34% increase in cost savings within five months, processing time of an idea was reduced by 17%, increase the number of ideas with a direct impact on cost savings by 76%, ideas without calculable savings (rechenbarer Nutzen) were increased by 10%.

Swisslog (integrated logistics)

→ [Link to Case Study \(English\)](#)

Campaigns for various types of ideas – The case study is completely dedicated to innovation culture, how you fail, analyze, adjust, and do it right. It's rather an example of our superior consulting.

- **Why HYPE?** Tim new Mike Hatrick from Imaginatik times.
- After participation dropped, with Colin's "shape" method, they analyzed the employees' attitude towards innovation and were able to reverse the participation trend through the introduction of sponsorship and improved communications.
- **Benefits:** dramatic increase of participation due to improved trust in process and program; better quality, greater diversity.
- **Numbers:** 1200 participants, initial program generated 20 ideas per campaign, after the change of approach open campaigns attracted nearly 180 ideas. 50% "unaware" and 39% "sceptics" became 55% "engaged" and 5% "enthusiasts".

Vestas (wind energy)

[Link to Case Study \(English\)](#)

Product Innovation – The CS highlights cross-continental collaboration and general best practices.

- **Why HYPE?** They chose HYPE for our full-lifecycle capability and the flexibility of the tool.
- The platform was Vestas-branded, rolled out to a pilot team, then was expanded to 1,300 employees.
- **Benefits:** Improved idea quality and innovation culture.
- **Numbers:** over 1,000 ideas, 32 new concepts

Witt (multi-channel textile retailer, online, shops, mail-order catalogue)

→ [Link to Case Study \(English\)](#)

Cost savings (BVW) – Focus lies on a modern, social approach to BVW idea management and how to communicate the program internally.

- **Why HYPE?** They chose HYPE after a 6-months market research (no more details)
- Big, successful internal marketing including branding and program mascot "witti.dee"
- **Benefits:** Corporate-wide program, very popular among employees, steady improvement of idea quality.
- **Numbers:** 6-8% participation rate (considered "normal"), implementation rate at 10%

Witzenmann (flexible metal elements, mainly automotive)

→ [Link to Case Study \(English\)](#)

All types of innovation – The focus lies on true full-lifecycle innovation management, from early trendscouting to CIP, BVW idea management, problem collection, and product innovation all through to implementation.

- **Why HYPE?** They chose HYPE for the high degree of flexibility (as they wanted to map various workflows), but we also surpassed the competition in other respects (no further details).
- **Benefits:** All ideation-related processes included on one platform, system is popular among employees, high quality of ideas

- **Numbers:** 30 ideas within first campaign, 11 selected for further development; 1,000 ideas after 4 months, 240 product innovations, 760 BVW and CIP. About one idea per year saves a 6-digit Euro amount.

RWE Effizienz (Germany's second largest electric utilities company)

[Link to Case Study \(English\)](#)

Product/Service Innovation + BVW – Focus lies on the flexibility of the system, the option to run various workflows in parallel, and the option to change processes as they need them. They continuously develop the system further themselves. The case study also explains greater parts of the present innovation process.

- **Why HYPE?** HYPE was recommended by other divisions who already use HYPE
- **Benefits:** Bespoke platform, exactly what they need, can be adjusted and extended independently by the client; considerable increase in efficiency, other parts of the enterprise plan to copy their system
- **No numbers.**

Edenred (prepaid corporate service provider, e.g. fuel vouchers)

[Link to Case Study \(English\)](#)

Product/service innovation – Focus lies on breaking down knowledge silos and concept sharing across 42 countries.

- **Why HYPE?** Our unmatched customization capabilities, system customized towards knowledge sharing
- **Benefits:** Significant growth due to sharing of concepts; growth in the number of projects; the portfolio is now transparent to all locations and the management; increase in quality and structure
- **Numbers:** 1/3 of all projects have been rolled out in at least one other country; 174 innovation projects in 2012, 261 in 2014

ITERGO (IT service provider for ERGO insurance group)

ITERGO look for all kinds of ideas – No real focus, general description of the program and process.

- **Why HYPE?** We simply best matched their requirements after an extensive market research, with a shortlist of six vendors.
- **Benefits:** A complete restart of their idea management with 2 FTEs (0 before); new process can handle all kinds of ideas; integral part of the ITERGO culture now; so successful, that they now, step by step, want to roll it out to the entire ERGO group!
- **Numbers:** Participation rate of 70%, 1750 of 2000 employees actively participated on the platform by now, 77% of the submitted ideas are good enough to be evaluated in detail, 13% are being implemented! (215 ideas in total, 167 are evaluated, 28 have been implemented or are being implemented now.)

Product: HYPE GO!

BST Corp. (outsourcing services for various industries)

[Link to Case Study \(English\)](#)

Process Improvement, Cost Saving – For the first time they involved their employees, supported by our partner Trencadis and HYPE GO!.

- **Why HYPE?** They chose HYPE because they trusted Trencadis.
- The program started out with a single business unit and a single campaign, successfully following best practices.
- **Benefit:** Significant efficiency increase through ideas of the first campaign, plan to run 3-4 campaigns per year and to build an innovation management team to manage the new program.
- **Numbers:** 200 invited participants, 90% of which joined the campaign, 30% of them contributed 50 ideas and 112 comments. 3 ideas implemented right away, several more in development.

VCW (Subdivision of German Chemical Society)

→ [Link to Case Study \(English\)](#)

One time campaign – Focused on ideas to make use of social media for the chemical industry – how to promote crowdsourcing initiatives, online collaboration, and cross-company cooperation.

- **Why HYPE?** They chose GO! after a market research as we were able to match the following requirements: quick deployment, low maintenance, attractive and self-explanatory interface.
- Five week submission phase prior to the conference, 11 jury members evaluated the ideas according to originality, applicability, feasibility, and maturity.
- **Benefit:** Expectations for participation were met, many ideas will be implemented by individual VCW members; many ideas suggested the introduction of a platform just like GO!.
- **Numbers:** 140 participants, 30 ideas, around 3 comments per idea