



Says
What have we heard them say?
What can we imagine them saying?



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Brightidea’s
Software Services
team ensures your
software is designed
around your needs.
Services cover:

Training on
software
mastery and
latest
capabilities

Configuring and
customizing
your system to
match your
specific goals

DRIVE
INNOVATION
ACTIVITIES
THROUGH
TO ROI

Scale your
innovation efforts to
thousands of
programs and
generate billions of
dollars in outcomes.

With one platform
you can source
thousands of ideas,
evaluate them, and
track their outcomes
across divisions.



Engage your
workforce across the
world. Break down
entrenched silos and
geographic barriers.

Foster a global, company-
wide culture of innovation.
Brightidea’s advanced idea
& innovation management
software lets you
crowdsource on a grand
scale.

HARNESS THE
POWER OF
GLOBAL
COLLABORATION

MANAGE EVERY
INITIATIVE WITH
THE FLEXIBILITY
TO GROW

No matter where
you are in your
innovation journey,
manage a portfolio
of initiatives with the
Brightidea
Innovation Cloud

Run classic activities
like crowdsourcing
and hackathons. Or
ones you hadn’t
thought of before,
like an accelerator
or innovation lab.



Does
What behavior have we observed?
What can we imagine them doing?



Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?