

Who's Who in Innovation Management Technology

Published: 18 January 2013

Analyst(s): Nikos Drakos, Jackie Fenn, Carol Rozwell

Supporting innovation initiatives, both internally or via external crowdsourcing, is an imperative for some organizations and a high priority for most. This research profiles vendors delivering solutions for idea generation and innovation management.

Key Findings

- Innovation is supported by a wide range of processes including ideation, collaboration and open innovation.
- Innovation management technology supports early-stage activities, such as idea generation, evaluation and selection, as well as later-stage activities such as innovation portfolio management.
- The innovation management technology market is currently in an expansion phase, with many providers offering similar capabilities.
- Innovation management technology is available from specialist providers and as part of broader collaboration solutions.

Recommendations

- Determine program goals and define processes for idea collection, evaluation and selection before selecting any technology. Technology selection is unlikely to be the root cause of the success or failure of an innovation program.
- Consider using use cases or scenarios that describe the details of your innovation process, before choosing innovation management vendors, rather than relying solely on capability checklists to gather requirements.

Table of Contents

Analysis..... 3

- Market Overview From Idea Management to Collaborative Innovation.....3
- Feature Categories and Functionality..... 4
 - Idea Collection.....4
 - Game Mechanics..... 4
 - Events and Campaigns.....5
 - Social Features..... 5
 - Idea Execution.....5
 - Portfolio Management.....6
 - Integration..... 6
 - Mobility..... 6
- Idea Management Vendors.....6
 - Atizo..... 7
 - BrainBank.....7
 - Brightidea..... 8
 - CogniStreamer..... 8
 - CorasWorks..... 8
 - Critflow..... 9
 - Crowdicity..... 9
 - Elguji Software..... 10
 - Hype..... 10
 - ideaPoint..... 10
 - Imaginatik..... 11
 - Induct..... 11
 - Innovation Factory..... 11
 - InnovationCast.....12
 - Inova Software.....12
 - Jive.....13
 - Kindling..... 13
 - Lithium..... 13
 - Motivation Factory..... 14
 - NewsGator..... 14
 - Qmarkets..... 14
 - Sopheon.....15
 - Spigit..... 15
 - Wazoku..... 16
- Additional Innovation Tools and Techniques..... 16

Appendix 1 — Survey Responses.....	17
Recommended Reading.....	22

List of Figures

Figure 1. Employee Numbers, Revenue and Regional Presence of Idea Management Vendors.....	18
Figure 2. Internal Compared to External Use for Idea Management Vendors.....	19
Figure 3. Deployment Options and Time to Deploy for Idea Management Vendors.....	20
Figure 4. Product Feature Coverage for Idea Management Vendors.....	21

Analysis

This document was revised on 1 March 2013. The document you are viewing is the corrected version. For more information, see the [Corrections](#) page on gartner.com.

Market Overview From Idea Management to Collaborative Innovation

The desire to innovate pervades organizations of all shapes and sizes, regardless of industry or geography. Innovation is not limited to those organizations considered R&D powerhouses, nor is it the sole domain of the R&D organization itself. As the interest in innovation as an ongoing business activity has increased, so have the number and variety of applications that support the innovation process.

When Gartner initiated its coverage of innovation management technology in 2002, idea management tools focused on the collection and prioritization of ideas. The value proposition was the improvement gained by using tools designed for this purpose instead of email, electronic "suggestion boxes" or spreadsheets. Investing in these applications made sense for organizations that created innovation programs, ran multiple innovation campaigns and were collecting hundreds or thousands of ideas.

As organizations' experience with ideation increased, it also became apparent that a richer stream of ideas resulted when people had the opportunity to see, comment on and refine the submissions of others. This collaborative approach to innovation also produced a more valuable outcome and a process to evaluate and implement ideas. Mechanisms to rate and rank ideas were added to the technology so innovation program leaders could not only tap employees for their ideas, but also involve them in determining which ideas were the most promising. Some tools supplemented idea management with prediction markets, so people could place bets on the probable outcomes of projects or the most promising ideas. Today's innovation management tools offer analytics and reporting functionality, as well as social software features that make the innovation process even more open and collaborative.

More recent additions to product feature sets are the capability to perform detailed analyses of idea proposals, and integration with social software platforms and social media. This makes it easier to evaluate individual proposals as well as to assess the organization's innovation project portfolio for balance and risk. Integration tools make it easier to link the early stages of innovation to the new product development process, or other later-stage activities (see "If You Want to Innovate More, Start With Management Innovation").

Feature Categories and Functionality

Below are short descriptions of the most important feature categories and capabilities associated with innovation management products.

Idea Collection

This is the ability to capture idea contributions from multiple participants. Specific functionality to achieve this includes being able to:

- Submit ideas
- Tag ideas
- Vote on ideas
- Add questions anytime
- Group ideas for review
- Discuss ideas
- Rate ideas
- Find duplicates
- Forward ideas

Game Mechanics

This capability injects real-time feedback from other participants or from the system itself based on the analysis of user interactions. Often it includes a game-like framework of feedback, scores, leaderboards, badges, trophies, quests and other devices to increase participant interest and engagement. This is one of the main areas of differentiation between products. Typical functionality includes:

- Participants can earn and spend virtual currency
- Market simulations (for example, "prediction markets" where buyers and sellers trade in ideas)
- Configurable recognition "badges" and reputation scores
- Explicit support for contests, missions or quests
- Other crowdsourcing formats

Events and Campaigns

With this capability it is possible to set up an initiative to start or stop at a particular time and with predetermined participants. It includes functionality such as:

- Open and close the event to submissions on specified dates
- Allow open-ended events or campaigns
- Run internal-only events or campaigns
- Run external-only events or campaigns
- Run events or campaigns with both internal and external participants
- Send announcements and alerts for events or campaigns
- Support for real-time events (for example, "idea jams")

Social Features

To boost the fluidity and visibility of conversations during the idea collection and refinement stages, and take advantage of the social networking literacy of users, systems are increasingly modeled on consumer services such as Facebook. They have the following functionality:

- Social profiles
- Activity streams
- People can subscribe and "follow" events, campaigns, or participants
- File sharing among participants
- Groups and communities

Idea Execution

This is the ability to help put ideas into practice. It usually involves lightweight project management functionality such as:

- Built-in support for defining and assigning tasks
- Progress tracking and feedback
- Collaboration around active ideas
- Financial impact tracking
- Nonfinancial impact tracking (based on arbitrary performance metrics)

Portfolio Management

This is a capability that allows decision makers to handle multiple initiatives that are in different stages of execution. Typical functionality includes:

- Idea pipeline dashboards
- Balanced scorecards for decision-making
- Customizable workflow for the evaluation and approval of ideas
- Business case recording that captures risks and financial impact

Integration

This includes integration with other infrastructure services such as:

- Document repositories
- Systems that provide complementary functionality (for example, project management)
- Internal collaboration environments, like SharePoint or email, through which users can contribute ideas or participate in conversations
- External systems like Facebook, again through which participants can be invited or be more deeply engaged

Typical functionality of another area of integration, for strong differentiation between products, includes:

- Integration with project/portfolio management and product life cycle management
- Integration with SharePoint
- Integration with Facebook
- Integration with other applications

Mobility

This is the ability to participate fully in idea collection and refinement, or to manage initiatives via mobile devices. Typical functionality includes:

- Full participation using a mobile device via a mobile browser interface.
- Native clients for iOS, Android, Research In Motion and/or Windows devices.

Idea Management Vendors

This research covers selected vendors that offer technology support for idea management, including the idea generation, evaluation and selection phases of the innovation process, along with some aspects of innovation portfolio management.

Gartner contacted all the vendors that had come to our attention as active solution providers in this market during 2Q12. Vendors were presented with a questionnaire and asked to provide specific information about their innovation products, partners and client references.

Based on the vendor responses, additional primary research and data from conversations with Gartner clients, we present below short profiles of all the vendors offering innovation management technology — irrespective of whether they responded to our survey or not. We have also included vendors that specialize in idea management, as well as vendors that provide idea management support within larger products for collaboration or social CRM.

With respect to the vendors that responded to the survey, we present additional details in Appendix 1 (including size, regional presence, deployment options, and functionality).

As required by Gartner's research methodology, vendors received a copy of the information for factual review prior to publication.

Atizo

www.atizo.com

Bern, Switzerland

Atizo is a small organization with an open innovation software as a service (SaaS)-only product that encourages idea generation primarily in external but also in internal communities. Compared to other vendors, Atizo has a bigger focus on open innovation through external communities, lower typical pricing and an emphasis on instant deployment. So far, it has been active only in Europe and works primarily with companies that have in the region of 500 to 5,000 employees. There is a free version of the product, called Atizo Starter. Customer references commented positively both on the flexibility of the platform and the eagerness of the vendor to make sure that the solution meets business needs. Top uses are customer insights, product innovation and social forecasting.

Pricing guidance was not available.

BrainBank

www.brainbankinc.com

Quebec, Canada

BrainBank offers a comprehensive ideation platform with support for idea collection, rating, reporting and auditing. Its main product is the Idealink Innovation Platform. The product can be used internally to generate ideas from employees, or externally to engage customers or website visitors. One of its integration partners is [Idea Champions](#).

Pricing guidance was not available.

Brightidea

www.brightidea.com

San Francisco, California, U.S.

The Brightidea Innovation Suite includes three key products:

- [WebStorm](#) — Lets you create employee and customer innovation communities online.
- [Switchboard](#) — Facilitates managing and merging ideas into proposals and proposal development through private collaboration rooms and scorecarding.
- [Pipeline](#) — Delivers social project management through "Facebook-style" project fan pages and flexible workflows.

Each of its products can function as a stand-alone tool or be utilized as part of an integrated system. Brightidea is an established player in innovation management, with a large network of partners participating as resellers, consultants, technology partners or value-added partners (see Brightidea's [Best in Class, Best Practices, Best Partnerships](#) Web page).

Pricing guidance was not available.

CogniStreamer

www.cognistreamer.com

Kortrijk, Belgium

CogniStreamer is part of Indie Group, a larger organization that focuses on communication and collaboration technologies. The main product is the CogniStreamer Suite, which includes:

- CogniStreamer Innovation Portal — The main product for ideation and innovation process management.
- CogniStreamer PatentFlow — Geared toward capturing and refining information in preparation for the possible filing of patents.
- CogniStreamer DealFlow — Aimed at corporate venture capital (VC) groups or VC funds, to manage investment proposals.

Customers use CogniStreamer innovation portal mainly for internal initiatives. CogniStreamer is active in both Europe and North America. It offers consulting services including specialist change-management workshops. Customer references commented positively on the system ("user friendly and responsive") and on the willingness of the vendor to customize.

Pricing guidance for 5,000 users over three years is \$240,000.

CorasWorks

www.corasworks.net/index.html

Reston, Virginia, U.S.

CorasWorks is a provider of solutions based on Microsoft SharePoint — including project management, work management, help desk support, and resource planning. The portfolio includes an innovation management solution (CorasWorks Cim for Microsoft SharePoint) that supports ideation as well as decision making and project management for ideas that are moved to implementation. The vendor is working exclusively with on-premises deployments for internal participants. Services offerings are limited to technology implementation and support rather than change management. Other consulting and implementation partners include Deloitte (see CorasWorks [Partner Overview](#) Web page).

Pricing guidance for 5,000 users over four years is \$64,000.

Critflow

www.critflow.com

Barcelona, Spain

Critflow offers [easycrit](#), which focuses on end-to-end innovation process support via a customizable workflow, covering:

- Idea generation, voting, improvement and selection
- Initiative launch and tracking with integration to a project portfolio management tool
- Campaign management

Critflow is designed to provide solutions to the broad range of needs of innovation councils (I-boards), such as linking innovation strategy, virtual and in-person creativity workshops, idea selection and project monitoring. Critflow is mostly active in Western Europe, with a small presence in Latin America. Creativity and innovation management services are provided by a network of partners that includes Inteligencia Creativa (Spain and Belgium), Dicere, ICW (Spain and the U.S.) and Alias Group (Latin America).

Pricing guidance for 5,000 users over three years is \$72,000.

Crowdicity

crowdicity.com

London and Nottingham, U.K.

Crowdicity offers a Web-based SaaS "social innovation management" solution for creating online communities for engagement and idea exchange, both within organizations and among customers or the public. It combines capabilities for capturing, sharing, discussing and prioritizing ideas, with customizable approval and timed stage gates. It also has social profiles, notifications and a

reputation ranking system that encourages contribution and participation. Crowdcity is a relatively small organization, mainly with a U.K. customer base.

Pricing guidance for 5,000 users over three years is \$150,000.

Elguji Software

elguji.com

Vancouver, Washington, U.S. and London, U.K.

Elguji Software offers the IdeaJam idea management tool, which is oriented toward community suggestions, comments and ranking. IdeaJam is available as a stand-alone solution, as a SaaS application, and as a hybrid on-premises/cloud solution. IdeaJam complements IBM's Connections and IBM Notes/Domino, by providing tight integration with both software platforms. A comprehensive JavaScript Object Notation API and Web services are provided in addition to several widgets, including ones for Microsoft SharePoint and IBM WebSphere Portal.

Pricing is available at the IdeaJam [Idea and Innovation Management Software](#) Web page.

Hype

www.hypeinnovation.com

Bonn, Germany

Hype offers a comprehensive solution spanning idea generation, selection and refinement, as well as idea portfolio management. Its main solution is HypeIMT, which has some advanced functionality including reputation scores, idea marketplaces and automatic concept clustering. Hype is one of the larger vendors operating mainly in Europe, with both internal and external deployments. Customer references commented positively on the breadth of the capabilities and the willingness of the vendor to customize the solution to unique requirements.

The price for 5,000 users over three years is \$130,000.

ideaPoint

www.idea-point.com

Quincy, Massachusetts, U.S.

ideaPoint specializes in supporting idea and opportunity exchanges between organizations and customers, alliance partners, suppliers and other external entities such as universities or research organizations. The key product is ideaPoint Partnering and Opportunity Management System. The product supports companies seeking and evaluating opportunities for licensing, merger and acquisition (M&A), and research, co-development and co-commercialization agreements, with a focus on confidentiality and intellectual property (IP) protection in relation to initiatives involving multiple parties.

Pricing guidance was not available.

Imaginatik

www.imaginatik.com

Boston, Massachusetts, U.S.

Imaginatik is one of the few public companies in the innovation management market, with over 14 years of experience. Innovation Central is Imaginatik's flagship product for managing ideas. Collaborative spaces allow teams to collect, build and share ideas, often on structured themes or business challenges. Global portals and dashboards create transparency and teamwork for collective innovation. Imaginatik also offers Discovery Suite, which helps companies systematically generate and leverage insights based on knowledge of trends and other contextual information; and Results Engine, which allows organizations to manage and track projects resulting from ideas. Its consulting and implementation partners include Rowan Gibson, CSC and Bonfire.

Pricing guidance for 5,000 users over three years is \$219,000.

Induct

www.inductsoftware.com

Oslo, Norway

The Induct Innovation Community is a SaaS-based offering for virtual communities, which allows organizations to create, manage and measure the innovation process. The product lets users design and implement their own innovation processes — from strategy to implementation and follow-up. Users can include their own guidelines, create default tasks and templates, define evaluation methods and create scorecards. The reporting dashboard lets users measure, track and report on key innovation performance indicators. Induct provides a federated knowledge library of best practices and a library of patents and licenses. The idea portfolio management capability includes a configurable rank engine, where ideas can be ranked according to area of focus, strategy, innovation type and area of responsibility. A customer reference complimented the company as being proactive and fast moving, and the product easy to set up since it is a SaaS offering. Consulting and implementation partners include Accenture, Pumacy Technologies, Evry, Oxford Innovation and Bekk Consulting.

Pricing guidance was not available.

Innovation Factory

www.innovationfactory.eu

Amsterdam, The Netherlands

PIT (Power Ideas Together) is a customizable software tool that combines knowledge-sharing with idea management. Features include a search and profile-based match capability that searches through all content on the platform, the ability to upload an unlimited number of documents connected to ideas, the possibility of multiple single-sign-on providers, as well as mobile access. A social intelligence capability can measure the "temperature" of the community and provides functions to moderate it. Innovation Factory also offers "challenge management" training courses that address the structural and inspirational sides of innovation. Other consulting and implementation partners of Innovation Factory include [Methodos](#) and [BearingPoint](#). Customer references commented positively on the ease of use of both internal and external idea challenges, the ability to start simply and then expand usage, and the regularity of upgrades.

Pricing guidance for 5,000 users over three years is \$225,000.

InnovationCast

www.innovationcast.com

Lisbon, Portugal

InnovationCast by WeListen is an end-to-end innovation management solution built on the [Telligent](#) platform for social collaboration. It provides six modules that let users capture and refine ideas, as well as plan, monitor and implement innovation projects. In InnovationCast, each challenge or idea category can have different rules of engagement and be targeted at different audiences or communities. The analytics module includes an innovation dashboard that details innovation indices, such as top collaborators and individual campaign metrics. InnovationCast is used mostly in Europe, although there are some customers in other regions. InnovationCast is also sold and supported directly by Telligent.

Pricing guidance was not available.

Inova Software

www.inova-software.com

Lyon, France

The Inova innovation suite supports open innovation with three components:

- [Explore](#), for technology scouting and managing internal innovation processes.
- [Partner](#), for evaluating partnering leads and opportunities, management of licensing and M&A deals flow, and alliance management.
- [Connect](#), for reaching out to partner and supplier communities and sourcing insights, opportunities and contacts.

The Inova Software suite can correlate ideas and experts based on a knowledge map that links like-minded colleagues and related ideas/projects. In addition to its innovation management software, Inova also offers project management and implementation services. Consulting and implementation

partners — including Bacarau, Polemarque and Consulting House — can provide additional services. Partnerships allow users to access content from Thomson Reuters, EBD Group and Expernova directly from within the Inova platform.

Pricing guidance for 5,000 users over three years is \$450,000.

Jive

www.jivesoftware.com

Palo Alto, California, U.S.

Jive offers several packaged solutions on top of its core Social Business Platform that targets team collaboration, social intranets, customer service communities, and social marketing and sales. Some of the modules in the common Social Business Platform can be used to generate and prioritize ideas, as well as stimulate engagement. The ideation module includes mechanisms to capture, share, rate and vote for ideas. Activity streams can help to propagate them, and game mechanics that include creating "missions" or "competitions" can help to drive participation.

Pricing guidance was not available.

Kindling

www.kindlingapp.com

New York City, New York, U.S.

Kindling supports collaborative innovation through direct commentary and wiki-style editing of shared ideas. The platform supports client-customized workflow via configurable idea states, project structures (called "campaigns" and "categories" within the software) and customizable report and assessment forms. It is Web-based and available to mobile and tablet devices without additional application downloads. Kindling has good multilingual support and enables users working in different languages to collaborate easily on the same projects and ideas. Also, Kindling's recommendations engine targets relevant ideas to those users most likely to engage with them. Kindling is distributed both as SaaS and as a customer-hosted instance.

Pricing guidance for 5,000 users over three years is \$120,000.

Lithium

www.lithium.com

Emeryville, California, U.S.

Lithium is one of the most visible players in social CRM, providing a social customer experience platform for organizations to engage with their customers. One of the important capabilities of this platform is Lithium Ideas, which is designed to capture, vote, refine and prioritize ideas from

customers participating in these communities. Simple categorization and status mechanisms help to filter ideas and reduce duplication, and potential ideas posted elsewhere in the system can be promoted into an "idea exchange" for further discussion.

Pricing guidance was not available.

Motivation Factory

www.motivationfactory.com

Paris, France

Motivation Factory offers MFinov, which provides an environment for managing innovation programs. It supports community interaction for prioritizing ideas through ranking and expert assessment, and for managing the relevant processes as ideas get executed. Motivation Factory has a limited market presence outside France.

Pricing guidance was not available.

NewsGator

www.newsgator.com

Denver, Colorado, U.S.

NewsGator is best known for Social Sites, which adds social networking capabilities to Microsoft SharePoint. An optional module in Social Sites is Idea Stream, which provides campaign- or challenge-based ideation, as well as ongoing ideation at a community level. Ideas can be submitted from the activity stream or via customizable forms. Files can be attached and images are extracted automatically from idea descriptions, to show in the overview page. The hashtag feature allows users to organize and find conversations and ideas that relate to a particular topic. Campaigns can run in two modes: single vote per idea, and "market" mode. In single-vote mode, users can vote for each idea once. In market mode, users get a pool of votes that they can allocate across ideas. Campaigns include start and end dates and the ability to reset a campaign and run it again to support periodic innovation efforts. Leaderboards and automated badging help to highlight top ideas and contributors. A mobile client allows participants in ideation events to submit, view, comment and vote on ideas. NewsGator's consulting and implementation partners include PointBridge, Cardinal Solutions, and Avanade (see NewsGator's [Channel Partners](#) Web page).

Pricing guidance for 5,000 users over three years is \$300,000.

Qmarkets

www.qmarkets.net

Kfar Malal, Israel

Qmarkets specializes in "collective intelligence" solutions and offers two software products: for prediction markets (see the prediction markets entry in the Additional Innovation Tools and Techniques section), and for innovation management. The innovation management solution focuses on engaging employees with capabilities for capturing, rating, reviewing and filtering ideas. A separate offering for innovation workshops can be used to support each of the collection, rating, selection and evaluation stages. These solutions are available both as a SaaS hosted solution as well as for an on-premises deployment. Qmarkets works with several implementation and consulting partners including Logica, Clever Together and Enterprise Development Group (see the Qmarkets [Partners](#) Web page).

Pricing guidance for 5,000 users over three years is \$180,000.

Sopheon

www.sopheon.com

Bloomington, Minnesota, U.S.

Sopheon is an established player in the product life cycle management market. Sopheon's Accolade solution synchronizes strategic [Product Planning Tools](#), idea development, product [Portfolio Management](#) and innovation process execution. In addition to Accolade Idea Lab, Sopheon offers Accolade Process Manager, Accolade Vision Strategist and Accolade Accelerators to support other product life cycle management activities. Consulting and implementation partners include Kalypso and Stage-Gate International.

Pricing guidance was not available.

Spigit

www.spigit.com

Pleasanton, California, U.S.

Spigit is an established player in the innovation management market. It offers two products:

- SpigitEngage is an enterprise platform for building internal innovation communities. There are versions of SpigitEngage for SharePoint, Facebook, Jive and Mobile.
- SpigitFusion is used for managing the evaluation and implementation feasibility of ideas generated with SpigitEngage. It combines crowdsourcing with a back-end evaluation system that automates the process of bringing together people with the expertise, experience and authority needed for decision making.

In addition, Spigit offers Icon, a free crowdsourcing platform, and RapidSpigit, which is a facilitated event used to crowdsource and assess ideas on a prechosen innovation challenge. Spigit's consulting and implementation partners include Capgemini and Isid.

Pricing guidance for 5,000 users over three years is \$325,000.

Wazoku

www.wazoku.com

London, U.K.

Idea Spotlight is a Web-based ideation and innovation management tool that helps businesses uncover, filter and prioritize ideas. For added flexibility, an API allows users to build application extensions that, to date, have included the addition of external consultations, a staged funnel process for ideas, and a competition app. A reputation ranking feature in Idea Spotlight builds up end-user rankings on given topics based on their product interactions. This is then used to help share recommendations and ideas with the most relevant people.

Customer references commented positively on the ability to capture business ideas from large numbers of individuals, and to collate and coordinate feedback and responses on these ideas from many sources. They liked the visibility and privacy options whereby those submitting business ideas can't see other submitted ideas, but can see feedback on their ideas from their advisors. Members can see all ideas submitted and all feedback from advisors. The presence of local data centers in Europe (in the U.K.) was also important to some customers. Wazoku's consulting and implementation partners include [TSIP](#), [100%Open](#) and [Concise](#).

Pricing guidance for 5,000 users over three years is \$75,000.

Additional Innovation Tools and Techniques

In addition to the vendors and products described in the previous section, there are related markets with offerings that may be more suitable for specific needs:

- **Innovation and IP marketplaces.** Often applied to scientific, chemical and pharmaceutical challenges, these allow an organization to post a challenge (typically anonymously) and pay a fixed sum for winning submissions. Different marketplaces have varying approaches to prequalifying participants and managing IP ownership. Examples include InnoCentive, NineSigma and yet2.com.
- **Crowdsourcing sites.** These focus on task completion rather than just ideas. They provide an environment for breaking down projects into small tasks that can be outsourced to globally distributed workers. Quality is ensured by techniques such as redundancy (having multiple people perform the same task independently and cross-checking the results), performance ratings and prequalification of contributors. Examples include Amazon Mechanical Turk, Clickworker, CloudCrowd, CrowdFlower, IdeaScale, Microworkers, Quora and TopCoder.
- **Voice of the customer.** This helps organizations to understand customer opinions and collect customer suggestions. These solutions combine multiple, traditionally siloed technologies associated with the capture, storage and analysis of direct, indirect and inferred customer feedback. Examples include Attensity, Autonomy, ClickFox, MarketTools, Nice Systems and Verint.
- **Prediction markets.** These use crowdsourcing to forecast the outcome of events and issues, such as quarterly sales or product delivery dates. They work by supplying users with a "virtual

currency" and by encouraging them to "bet" on the ideas that have the greatest chance of success. This helps prioritize ideas by gauging collective sentiment about them. Prediction markets are included in some of the idea management tools discussed previously, but are also available as stand-alone tools with broader applicability. Examples include Consensus Point, Crowdcast, Inkling, Nosco, pro:kons, Qmarkets and Zocalo.

Other tools and techniques enterprises can use for uncovering innovative ideas include:

- Facilitated team meetings and brainstorming
- Business narratives (storytelling) and scenarios
- Focus groups
- Hybrid thinking and contextual inquiry (customer-centered design)
- Problem solving methodologies such as the Triz method
- Patent exploration
- Pattern-based modeling and analysis
- Social media monitoring
- Social network analysis

Some of these tools and techniques are discussed in the Gartner reports listed in the Recommended Reading section.

Appendix 1 – Survey Responses

In Figures 1 to 4 we summarize the responses of the vendors who responded to our survey (see the Idea Management Vendors section).

Figure 1. Employee Numbers, Revenue and Regional Presence of Idea Management Vendors

Vendors	Number of Employees Dedicated to Innovation Products	Revenue From Innovation Products in Previous Fiscal Year (Dollars)	Regional Revenue Breakdown (%)			
			North America	Latin America	EMEA	APAC
Atizo	█	█			█	
BrainBank	█	█	█		█	
Brightidea	█	N/A	█	█	█	█
CogniStreamer	█	N/A	█	█	█	
CorasWorks	█	█	█		█	
Critflow	█	█			█	
Hype	█	█	█	█	█	
ideaPoint	█	█	█	█	█	█
Imaginatik	█	█	█	█	█	
Induct	█	█		█	█	█
Innovation Factory	█	█			█	
InnovationCast	N/A	N/A	█	█	█	
Inova Software	█	█	█		█	█
Kindling	█	█	█		█	█
NewsGator	█	█	█		█	█
Qmarkets	█	█	█	█	█	█
Sopheon	█	█	█		█	█
Spigit	█	█	█		█	█
Wazoku	█	█	█		█	

APAC = Asia/Pacific; N/A = not available

Source: Gartner (January 2013)

Figure 2. Internal Compared to External Use for Idea Management Vendors

Vendors	Internal Use - Number of Customers			External Use - Number of Customers			Approximate List Price for an Internal Deployment for 5,000 Employees Over Three Years (Dollars)
	Up to 500 users	Up to 5,000 users	More than 5,000 users	Up to 500 users	Up to 5,000 users	More than 5,000 users	
Atizo	■			■	■		50,000
BrainBank			■				100,000
Brightidea	■	■	■		■		100,000
CogniStreamer	■	■			■		240,000
CorasWorks	■	■	■				64,000
Critflow	■						72,000
Hype	■	■	■	■	■		130,000
ideaPoint				■	■		N/A
Imaginatik		■	■		■		219,000
Induct	■	■	■				N/A
Innovation Factory	■	■	■	■	■		220,000
InnovationCast							N/A
Inova Software	■	■	■		■		450,000
Kindling	■	■			■		120,000
NewsGator		■	■				300,000
Qmarkets	■	■	■	■	■		180,000
Sopheon	■	■					N/A
Spigit	■	■	■		■		325,000
Wazoku	■	■	■	■	■		75,000

Source: Gartner (January 2013)

Figure 3. Deployment Options and Time to Deploy for Idea Management Vendors

Vendors	Deployment Options Experience				Typical Full Deployment Time (Months)
	On-Premises (%)	Single-Tenant-Hosted (%)	Multitenant-Hosted (%)	Hybrid-Hosted and On-Premises (%)	
Atizo			████████████████████		1
BrainBank	████	████████████████			3
Brightidea			████████████████████		1
CogniStreamer	██████	██	██████████		1
CorasWorks	██████		██████		2
Critflow	██████████	██			1
Hype	██████	██	██	██	3
ideaPoint	██		██████████	██	1
Imaginatik	██	██	██████████		2
Induct			████████████████████		1
Innovation Factory	██		██████████		1
InnovationCast	██████	██			1
Inova Software	██████	████	██		4
Kindling	██	██	██████████		1
NewsGator	██████████	██			3
Qmarkets	██	██████	██	██	1.5
Sopheon	██████████	██		██	3
Spigit	██		██████████		1
Wazoku			████████████████████		1

Source: Gartner (January 2013)

Figure 4. Product Feature Coverage for Idea Management Vendors

Vendors	Product Feature Coverage							
	Idea Collection	Game Mechanics	Events and Campaigns	Social Features	Idea Execution	Portfolio Management	Integration	Mobility
Atizo	4	3	4	4	0	2	4	2
BrainBank	4	3	4	4	4	4	4	2
Brightidea	4	4	4	4	4	4	4	4
CogniStreamer	4	2	4	4	4	4	4	2
CorasWorks	4	1	4	4	4	4	3	2
Critflow	3	0	2	2	3	4	1	2
Hype	4	4	4	4	4	4	3	4
ideaPoint	4	1	4	1	4	4	3	0
Imaginatik	4	3	4	4	4	4	3	4
Induct	4	2	4	4	4	4	4	2
Innovation Factory	4	1	4	4	3	4	4	2
InnovationCast	4	2	4	4	4	4	3	0
Inova Software	4	2	3	4	4	4	2	2
Kindling	4	4	4	4	4	4	4	4
NewsGator	2	3	3	4	2	0	1	2
Qmarkets	4	4	4	4	4	4	4	4
Sopheon	4	4	4	4	4	4	3	4
Spigit	4	4	4	4	4	4	4	4
Wazoku	4	1	3	3	2	2	1	2

The length of the each bar represents the number of feature subcategories that the vendors stated they support in their products (see the Feature Categories and Functionality section for an explanation of each functionality category and subcategory).

Source: Gartner (January 2013)

Recommended Reading

Some documents may not be available as part of your current Gartner subscription.

"Case Studies in Ideation: Driving Distributed Innovation"

"Allstate Crowdsources Innovation With Blitzes"

"Driving the STREET Process for Emerging Technology and Innovation Adoption"

"Use Storytelling to Solve Wicked Problems"

"Overview: Case Study: Research Institute Socially Enables the Innovation Process"

"Balancing Centralized and Distributed Approaches to Innovation for Competitive Advantage"

"Mastering the Paradoxes of Innovation"

"Open Ecosystems Encourage Permissionless Innovation"

"Use Innovation Network Design to Unleash Open Innovation"

"Tapping External Social Processes and the Collective to Enhance Innovation"

"Play to Win: Crowdsourcing Innovative Future-State Enterprise Architecture Models Through Game Play"

"If You Want to Innovate More, Start With Management Innovation"

GARTNER HEADQUARTERS**Corporate Headquarters**

56 Top Gallant Road
Stamford, CT 06902-7700
USA
+1 203 964 0096

Regional Headquarters

AUSTRALIA
BRAZIL
JAPAN
UNITED KINGDOM

For a complete list of worldwide locations,
visit <http://www.gartner.com/technology/about.jsp>

© 2013 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. or its affiliates. This publication may not be reproduced or distributed in any form without Gartner's prior written permission. The information contained in this publication has been obtained from sources believed to be reliable. Gartner disclaims all warranties as to the accuracy, completeness or adequacy of such information and shall have no liability for errors, omissions or inadequacies in such information. This publication consists of the opinions of Gartner's research organization and should not be construed as statements of fact. The opinions expressed herein are subject to change without notice. Although Gartner research may include a discussion of related legal issues, Gartner does not provide legal advice or services and its research should not be construed or used as such. Gartner is a public company, and its shareholders may include firms and funds that have financial interests in entities covered in Gartner research. Gartner's Board of Directors may include senior managers of these firms or funds. Gartner research is produced independently by its research organization without input or influence from these firms, funds or their managers. For further information on the independence and integrity of Gartner research, see "Guiding Principles on Independence and Objectivity" on its website, http://www.gartner.com/technology/about/ombudsman/omb_guide2.jsp.