

# The Ideas app: use cases

The Idea Management application is designed to collect employee ideas to improve the efficiency of processes and systems.

The **Idea Management** application (crowdsourcing, idea exchange, idea bank, innovation, rationalization proposals) will be useful in the following cases:

- A simple and convenient tool for collecting ideas (proposals) from employees on various topics;
- Crowdsourcing, idea bank, idea exchange;
- Finding defects in processes (in accordance with lean manufacturing);
- Increasing the efficiency of projects and systems.

Economic effect (per year) from the implementation of proposals to reduce production costs (according to open sources):

- Canon – 84 million US dollars;
- Audi – 26 million US dollars;
- NLMK – 7.5 million US dollars.

**It is important not only to collect ideas, but also to implement them!**

## ***Functional features***

### **Collection and bank of ideas**

- Submission of ideas. The system for collecting ideas is simple and intuitive. Ability to add files. Simplified form for submitting ideas.
- Ability to restrict access to ideas.
- Idea contest. Ability to organize collection of ideas within the framework of an ideas contest.
- Scoring system. Quick assessment of effectiveness of proposed ideas (no need to think about complex methods for assessing the effectiveness of ideas). Ability to implement your own criteria for evaluating ideas.
- Idea bank: full-text search in the database; various filtering of ideas; adding to favorites.

### **Coordination and approval**

- Flexible system of coordination and approval. Suitable for any organization and any type of approval.
- Possibility to create any approval routes (combinations of sequential and parallel approval), approval by collegial bodies.

- Archiving of ideas.

## **Discussion, gamification and evaluation of ideas**

- Discussion of ideas.
- Likes (or a five-point system for evaluating ideas).
- Notification system.
- Gamification module in the form of a gift shop. Ability to motivate participants for actions performed in the application. Module is fully customizable: name, points for actions, gifts. A system for recording the issuance of gifts.

## **Implementation of ideas**

- Linking ideas with tasks in your Bitrix24. Each idea is transformed into one or more tasks with responsible persons and deadlines - approved ideas will not remain unimplemented.
- As tasks are completed status of idea changes, all task statuses are reflected in the statuses of the idea.

## **Other possibilities**

- All kinds of standard reporting.
- Deep integration with Bitrix24, including employees, tasks.
- There is no limit on the number of employees.
- Reliable architecture, mobile version, modern technology stack.
- 365/24/7 support.
- Available in the following languages: Russian, English, Vietnamese, Spanish, Italian, German, Polish, Portuguese, Turkish, French.

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