induct

The promise of Open Innovation has been just out of reach...until now.

Induct creates corporate Innovation Communities that manage the entire innovation process.

What is Induct?

Induct is the first truly integrated Web-based Software-as-a-Service (SaaS) that supports custom design, management and measurement of the entire open innovation process. Induct delivers more competitive and consumer-focused products, saves money through process optimization, and enables corporate talent management for better contribution per employee.

How is Induct different?

Induct has conducted over 250 interviews with small and large companies to determine how they are managing innovation and to understand their needs. The input and knowledge obtained from these interviews, and from discussions with pioneering professors and consultants in the open innovation management field, has been built directly into the Induct system.

Based on this comprehensive market research, Induct is the only true open innovation management system designed to serve two very special groups of users. On the front end, for employees, consumers and other external groups, Induct is intuitive, fun, easy-to-use, and features world-famous clean Scandinavian design elements. On the back end, for innovation consultants and in-house innovation experts, Induct offers a powerful, sophisticated, fully customizable framework that features an elegant "type, click, and save" user interface with no programming required.

The Open Innovation Company™

"I'm delighted that Alf Martin Johansen (Induct founder and Chairman) chose to use my ideas about open innovation as the inspiration behind Induct"

An Industry Expert Talks About Induct

UC Berkeley Professor Henry Chesbrough is the head of Induct's Academic Advisory Board. In this role, Dr. Chesbrough works with Induct executives on a wide range of issues including strategic direction, product and market strategy, and furthering the spread of open innovation practices across the business community. Dr. Chesbrough also serves as a liaison between Induct and the open innovation academic community.

Dr. Chesbrough has been described by the Economist® as the "Godfather of Open Innovation." His pioneering book, "Open Innovation," has altered the way companies think about the innovation process, and he is widely regarded as a leading figure in the open innovation community.

Dr. Chesbrough has stated that "I'm delighted that Alf Martin Johansen (Induct founder and Chairman) chose to use my ideas about open innovation as the inspiration behind Induct. The company has created a **highly useful, end-to-end innovation tracking process** and wrapped it in a very distinctive business model. Induct's unique offering allows companies to create Innovation Communities™ in which the entire open innovation process, both inside and outside, can be custom designed and managed. It also enables consultancies to deliver innovation management processes to their clients via Induct's software. Induct will appeal to companies that **want to transition to open innovation**, and to in-house innovation experts or innovation consultants that need tools and processes that can be customized to fit their own innovation process.

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Trying to manage different innovation types with the same ranking algorithm and implementation process is like trying to pound a square peg into a round hole!

One Size Doesn't Fit All

Some business processes can be quite quantitative. There is generally only one, or perhaps only a few standard ways to achieve a desired result, or to move from point A to point B. However, many businesses find that innovation is much more qualitative than quantitative, and that there are many different methodologies for implementing an innovation process.

Innovation consultants and in-house innovation experts therefore require the **ability to implement their own innovation process** recommendations on any open innovation management system. This means they need the capability to define their own innovation types and subtypes. To achieve a truly efficient process, each of these will have to be handled differently. Different innovation types might include product, process, technology, organizational, brand, and channel innovation and there can be many more. Companies will want to develop **unique ways of ranking, scoring, and evaluating ideas** from each innovation type. In addition, each innovation type will most likely require a completely different innovation process.

Induct's technology supports a level of customization that is not available from other innovation management solutions. The entire system, including look, feel, help text, innovation types and subtypes, ranking algorithms and innovation process can be customized with no programming required. Trying to manage different innovation types with the same ranking algorithm and implementation process is like trying to pound a square peg into a round hole. Induct eliminates the "almost fits" syndrome. Induct fits your business better and a better fit, gives better results.

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Innovation Community (TM) - powered by Induct (TM) Software - "The Ope

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Our Global Innovation Community

We want to encourage creativity, idea sharing, and collaboration between our employees. We believe this will make our compan ultimately, more competitive.

Thank you for your contribution!

Register your **IDEA**

Register your **CHALLENGE**

Active users (7 days) 6   # of ideas 91   Number of completed ideas 6   # of chall

Fantastic Ideas

View all

Last updated | Most active | Most voted for

Improved sharing of our information
Using special walls for reducing traffic

Challenges to be solved

Help us to reduce our communication
published 9/17/2009 by Alf Martin Johansen

How do we best make use of 'innovati

Most of today's innovation solutions are simply software versions of the old corporate suggestion box!

Manage The Entire Innovation Process

Most of today's innovation solutions are simply software versions of the old corporate suggestion box. They do a good job of supporting idea submittal, evaluation, ranking, and decision making, but they stop there. However, the toughest and **most difficult portion of the innovation process lies in the implementation phase**, an area where many companies experience critical failures. Most innovation solutions ignore this important phase completely, or provide primitive fixed functionality that is not capable of coexisting with the complex real-world of corporate legacy process environments.

A Dedicated Innovation Management System

Most companies have dedicated systems for their most critical functions. For example, accounting systems are critical for optimizing financial performance. Customer Relationship Management (CRM) systems drive incremental revenue through repeat business from satisfied customers, while Enterprise Resource Planning (ERP) systems provide even more sophisticated control over key corporate operational areas. And yet, these same supposedly "sophisticated" companies will **manage the heart and soul of their future business,** their multi-million or multi-billion dollar innovation pipelines with a collection of cobbled together commodity products such as email, groupware, wikis, blogs, databases, project management, etc. What they need is a dedicated innovation management system.

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Innovation management roles

Idea Submitter | Contributor | Project Manager | Portfolio Manager

Participant's open initiative → Management's initiative and priority

In the past, participation in the innovation process has been limited to company employees. As a true open innovation platform based on social media practices, Induct changes all that.

The Innovation Community

Employees will find that the Innovation Community™ gives them a special way to interact with their peers that is **both fun and extremely beneficial to the company**. It allows and encourages personnel at every level of the organization to contribute to the innovation process according to their interests and abilities. Through the Innovation Community, employee talent and contributions are maximized, and a corporate culture is developed that values and rewards participation in the innovation process.

The Innovation Community ensures that valuable ideas on new products, cost savings, and process optimization are not lost at the lower levels of the organization. With Induct, valuable input from employees at every level is instantly available across all organizational boundaries, enabling companies to engage in more collaborative decision-making. Induct ensures that key new ideas, concepts, suggestions, and recommendations are "bubbled up" for input and action by managers and executives.

The Innovation Community has no physical limitations, and is infinitely extensible both inside and outside the company. Valuable information vital to corporate competitiveness is often available from customers, resellers, distributors, retailers, vendors, suppliers, manufacturers, contractors, agents, other companies, and even from direct and indirect competitors. Provided that proper security and permissions are granted by the company, all of these constituencies can immediately participate in the corporate innovation process. The result is increased levels of corporate creativity, communication, secure information sharing, and employee collaboration that lead to better decision making.

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Induct is a true 100 % Web-based 'Software as a Service' (SaaS) application. There is no hardware or software to buy, and nothing to install, update, distribute, back up or maintain.

Building An Innovation Culture

Induct appeals most to companies that are, or want to become, leaders in innovation. They are ready to define innovation as a strategic priority and put innovation on the management agenda. They realize the power of open innovation, and are dedicated to creating an innovation culture by implementing a consistent company-wide innovation process. Through Induct, these visionary companies can create an Innovation Community that delivers on the promise of open innovation.

Revolutionary Innovation Management

Partial innovation solutions force companies to use a collection of disparate legacy project management programs to manage the back-end of the innovation process. These tools are not designed to support open innovation. They can't capture the rich front-end history of the innovation process, and they don't support customization of ranking or implementation processes for different innovation types.

Induct will revolutionize the way that companies think about innovation. By allowing companies to create their own dedicated Innovation Community, Induct overcomes the deficiencies of previous solutions, and allows businesses to automatically incorporate legacy processes side by side with a new open innovation environment.

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Induct increase levels of innovation, collaboration, and information sharing through the use of Web 2.0 technology.

Summary

Induct is an open innovation management platform built on a Web 2.0 social networking framework. Induct delivers increased levels of collaboration and information sharing while helping you gather and take advantage of the human capital that your company possesses. By including your employees, customers, and other external constituencies in your innovation process, you will gain access to the best insight and ideas to help your company reach new heights. To do this, Induct provides functionality such as:

- Web-based tracking system from idea posting stage until final implementation.
- Detailed analytics, statistics, reports ,and charts for performance and KPI evaluation
- A system for reward and recognition for contributors.
- Multi-level access controls and privileges various system functions
- Fully customizable ranking and evaluation algorithms
- Fully customizable implementation process, including proxies for legacy processes
- Complete automated e-mail alert- and notification system
- Ability to dynamically define any number of innovation types and subtypes
- Blogs/Forums/Wiki available for increased levels of interaction
- Ability for the idea owner to upload videos, drawings, or any type of documents

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Portfolio management

Process management

Ideas

Challenges

Innovation Community

Knowledge

Experience

Innovation and talent management

Some people have ideas, others have solutions. Some are more creative, others have the capacity of implementation. Induct enables these people to work together.

Contact info

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about innovation and talent management!

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