FALL 2018 RELEASE: BRIGHTIDEA INNOVATION CLOUD 2.0

BRIGHTIDEA
INNOVATION CLOUD 2.0

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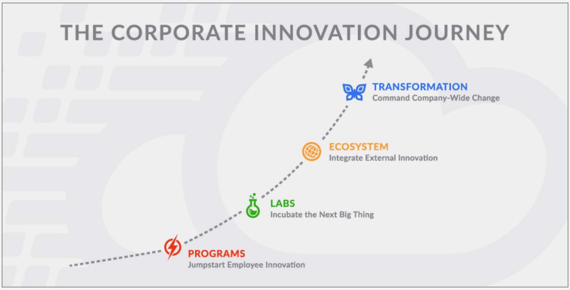
AUTHOR

Nikitas Magel

This week at Synthesize, the premier conference for corporate innovators, we unveiled the Brightidea Innovation Cloud 2.0 (BIC 2.0), the next generation of our innovation management products. For this new release, we designed **four distinct products serving four distinct innovation management roles**. Each Brightidea product is aligned to a phase of the corporate innovation journey so that no matter where you are along yours, you'll have the tools, guides, and support to meet your innovation goals.


THE CORPORATE INNOVATION JOURNEY
TRANSFORMATION
Command Company-Wide Change
ECOSYSTEM
Integrate External Innovation
LABS
Incubate the Next Big Thing
PROGRAMS
Jumpstart Employee Innovation

Each Brightidea product is aligned to a phase of the **corporate innovation journey**.

To further address the needs of every role in corporate innovation, this release brings a new innovation app to each product plus a collection of **new features and enhancements**. And for unique needs that require a bespoke solution, we now offer Build: Innovation Management Customized. Whatever your role, whatever your need, the Brightidea Innovation Cloud 2.0 brings a whole new level of ease, versatility, and power to your innovation efforts.

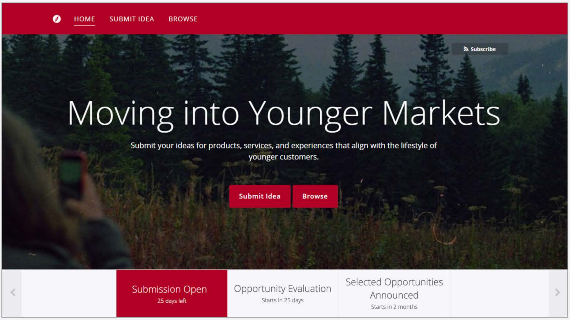
BRIGHTIDEA
PROGRAMS

Jumpstart Employee Innovation

Innovation programs are a common place to start the innovation journey because they drive innovative thinking in an organization and deliver impact quickly with minimal resources. Usually, these are idea challenges, prototyping events (i.e. hackathons), and pitch competitions. By helping to run these initiatives, our **Programs** product enables the Head of Innovation Programs to jumpstart employee innovation and enjoy three important benefits:

- Fostering a culture that engages employees in innovation
- Running repeatable processes that build momentum for the innovation process
- Creating measurable business impact from implementing great ideas

Within our Programs product suite are eight apps; each runs a different type of innovation activity. With this new release, we've added the **Explore** app for companies that want to explore ideas that address a market opportunity, with the goal of delivering greater value to their customers with an existing business model. You might, for example, seek to target younger customers in addition to your current customer base. With Explore, you can spearhead a company-wide discussion on how to provide value to this new market segment where they spend the most time: on mobile devices and social media.


HOME
SUBMIT IDEA
BROWSE
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Moving into Younger Markets

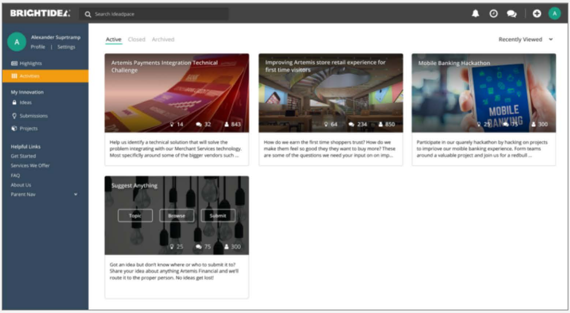
Submit your ideas for products, services, and experiences that align with the lifestyle of younger customers.

Submit Idea
Browse
Submission Open
25 days left
Opportunity Evaluation
Starts in 25 days
Selected Opportunities Announced
Starts in 2 months

The new Brightidea **Explore app** enables companies to explore new market opportunities.

To bring more personalization to Brightidea Programs, we've added two new features. First is our **User Home**, which offers a curated, personalized experience to each employee, the moment they log into their Brightidea system. With this new homepage, users can see:

- The idea challenges and events s/he has been invited to participate in
- His/her submissions to challenges
- Personalized data, including stats on the performance of his/her submissions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14
32
843
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MOBILE BANKING
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Topic
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Submit
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Artemis Payments Integration Technical Challenge

Help us identify a technical solution that will solve the problem integrating with our Merchant Services technology. Most specificly around some of the bigger vendors such ...

Improving Artemis store retail experience for first time visitors

How do we earn the first time shoppers trust? How do we make them feel so good they they want to buy more? These are some of the questions we need your input on on imp...

Mobile Banking Hackathon

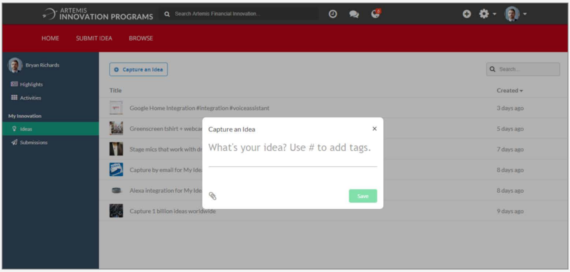
Participate in our quarely hackathon by hacking on projects to impriove our moible banking experience. Form teams around a valuable project and join us for a redbull ...

Suggest Anything

Got an idea but don't know where or who to submit it to? Share your idea about anything Artemis Financial and we'll route it to the proper person. No ideas get lost!

The new **User Home** gives users a personalized experience when they log into their Brightidea system.

The second new feature brings personalization to the point of inspiration: **My Ideas**. Brightidea users often have ideas that don't fit into a current challenge, and can't record them for future consideration. With My Ideas, every user now has a personal, private repository to capture sparks of inspiration that can hit at anytime, but aren't ready for sharing yet. To further develop a private idea, a user has the option to copy, link, or move it into a new submission. An idea can even be captured using **Amazon Alexa** and, new for 2018, **Google Home**. Finally, these ideas all appear in a user's "Ideas" list on his/her End User Homepage.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Bryan Richards
Highlights
Activities
My Innovation
Ideas
Submissions
Capture an Idea
Search...
Capture an Idea
×
What's your idea? Use # to add tags.
Save

Title	Created
Google Home Integration #integration #voiceassistant	3 days ago
Greenscreen tshirt + webca	5 days ago
Stage mics that work with d	7 days ago
Capture by email for My Ide	8 days ago
Alexa integration for My Ide	8 days ago
Capture 1 billion ideas worldwide	9 days ago

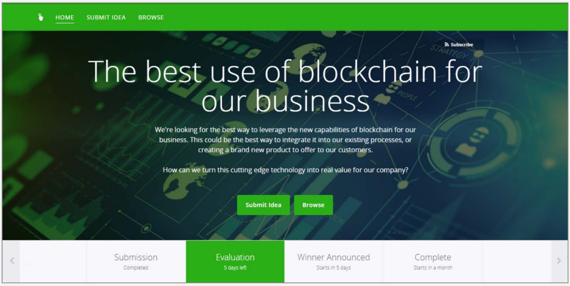
The new **My Ideas** feature is a personal, private repository for users to capture sparks of inspiration.

BRIGHTIDEA
LABS

Incubate the Next Big Thing

Funded innovation labs are established by teams further along in their innovation journey, to incubate bigger, riskier ideas safely away from the core business. Since most of these bold ideas never see the light of day, resource efficiency is key. Brightidea **Labs** helps the Head of Innovation Labs to incubate the next big thing, by funding only the most promising projects and sunsetting others as quickly as possible.

Our new **Apply** app helps the Head of Innovation Labs to identify the most impactful application of a new technology for the business—the "killer application." Submitted ideas go through an evaluation process that the Labs product helps to streamline. The Head of Labs can then grant a project team seed funding for a proof-of-concept on the best of those ideas. You might, for example, feel that artificial intelligence is an untapped market opportunity for your company. With Apply, you can launch a timeboxed challenge to crowdsource ideas on how to apply AI to your business model.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Subscribe
Submit Idea
Browse
Submission
Completed
Evaluation
5 days left
Winner Announced
Starts in 5 days
Complete
Starts in a month

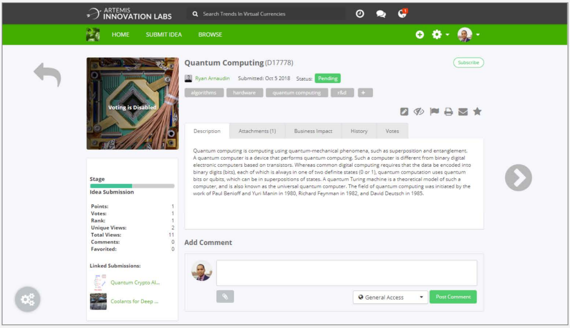
The best use of blockchain for our business

We're looking for the best way to leverage the new capabilities of blockchain for our business. This could be the best way to integrate it into our existing processes, or creating a brand new product to offer to our customers.

How can we turn this cutting edge technology into real value for our company?

The new Brightidea **Apply app** helps identify the most impactful application of a new technology for the business.

When different iterations of an idea are developed in an innovation lab, it helps to trace those variations back to their original idea. A Lab head using Brightidea Labs might, for example, want to track the virtual reality project in her Incubate pipeline. To support that, we've introduced **Submission Cross-Linking**, which enables every submission to be linked to all the others to which it's related. Admins and users can now see the full context of any submission across initiatives.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quantum computing
r&d
+
Description
Attachments (1)
Business Impact
History
Votes
Add Comment
General Access
Post Comment

Quantum Computing (D17778)

Ryan Arnaudin Submitted: Oct 5 2018 Status: Pending

Quantum computing is computing using quantum-mechanical phenomena, such as superposition and entanglement. A quantum computer is a device that performs quantum computing. Such a computer is different from binary digital electronic computers based on transistors. Whereas common digital computing requires that the data be encoded into binary digits (bits), each of which is always in one of two definite states (0 or 1), quantum computation uses quantum bits or qubits, which can be in superpositions of states. A quantum Turing machine is a theoretical model of such a computer, and is also known as the universal quantum computer. The field of quantum computing was initiated by the work of Paul Benioff and Yuri Manin in 1980, Richard Feynman in 1982, and David Deutsch in 1985.

Stage
Idea Submission

Points:	1
Votes:	1
Rank:	1
Unique Views:	2
Total Views:	11
Comments:	0
Favorited:	0

Linked Submissions:
Quantum Crypto Al...
Coolants for Deep ...

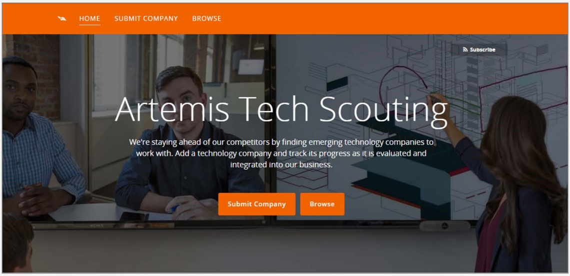
The new **Submission Cross Linking** feature enables a submission to be linked to all the others it's related to.

BRIGHTIDEA ECOSYSTEM

Integrate External Innovation

When companies reach the Ecosystem stage, innovation teams might seek out fresh inspiration or specific expertise that may not reside in-house—open innovation. These teams can leverage Brightidea **Ecosystem** to integrate with external innovation by connecting to resources outside of the company, such as startups, universities, customers, or other partners, and incorporate them into a corporate vision for innovation.

The Head of the Innovation Ecosystem can use the various apps in our Ecosystem product suite for such activities as launching a public hackathon, running a corporate startup accelerator, or partnering with a university department. To augment those activities, we've now introduced an app to help your team discover emerging technology to incorporate into the business: **Scout**. The app provides a structured process to collect, vet, and track companies with new technology to address problems or create new products or services.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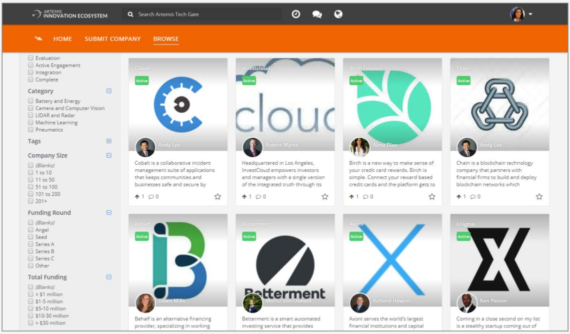
Artemis Tech Scouting

We're staying ahead of our competitors by finding emerging technology companies to work with. Add a technology company and track its progress as it is evaluated and integrated into our business.

The new Brightidea **Scout app** helps to discover emerging technology to incorporate into the business.

To make the Ecosystem product even easier to use, we've now enhanced the Idea Boards feature with **Submission-Form Filtering**. By popular customer demand, users can now filter their ideas by all of their submission form questions, enabling them to target specific, more meaningful segments of submissions.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☐ Integration
☐ Complete
Category
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☐ Camera and Computer Vision
☐ LIDAR and Radar
☐ Machine Learning
☐ Pneumatics
Tags
Company Size
☐ (Blanks)
☐ 1 to 10
☐ 11 to 50
☐ 51 to 100
☐ 101 to 200
☐ 201+
Funding Round
☐ (Blanks)
☐ Angel
☐ Seed
☐ Series A
☐ Series B
☐ Series C
☐ Other
Total Funding
☐ (Blanks)
☐ < $1 million
☐ $1-5 million
☐ $5-10 million
☐ $10-30 million
☐ > $30 million
Cobalt
Active
Andy Lee
investcloud
Active
Robert Myres
Birch Finance
Active
Alma Diaz
Chain
Active
Andy Lee
Behalf
Active
Dawn Mills
Betterment
Active
Moritz Von Oswald
Axoni
Active
Richard Hawtin
Enigma
Active
Ken Patton

Cobalt is a collaborative incident management suite of applications that keeps communities and businesses safe and secure by

Headquartered in Los Angeles, InvestCloud empowers investors and managers with a single version of the integrated truth through its

Birch is a new way to make sense of your credit card rewards. Birch is simple. Connect your reward based credit cards and the platform gets to

Chain is a blockchain technology company that partners with financial firms to build and deploy blockchain networks which

Behalf is an alternative financing provider, specializing in working

Betterment is a smart automated investing service that provides

Axoni serves the world's largest financial institutions and capital

Coming in a close second on my list is a stealthy startup coming out of

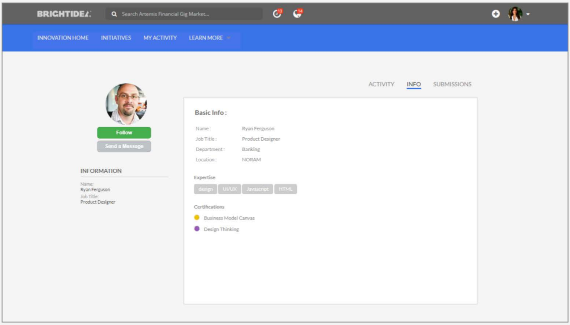
The new **Advanced Filtering feature in Idea Boards** enables users to filter their ideas by all of their submission form questions.

BRIGHTIDEA TRANSFORMATION

Command Company-wide Change

Companies at a more mature stage of their innovation journey appoint a head of transformation with full C-suite support to command far-reaching change. Brightidea **Transformation** was developed to empower that Head of Company-Wide Transformation to completely recreate the organization. Because this transformation can be cultural, digital, or organizational, our latest update supports all three.

In creating a *culture of innovation*, many companies recognize the growing role of innovation training. To support that, we've added great new feature: **Certifications**. Now, a Head of Transformation can apply specialty certifications to a user's profile, such as in Design Thinking or Lean Startup. The simple upload of a spreadsheet of training session attendees will automatically apply the certifications and email employees notifications of their new achievement. It's a great way to showcase the innovators at your company, and to give more weight to your training efforts.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INNOVATION HOME
INITIATIVES
MY ACTIVITY
LEARN MORE
Follow
Send a Message
ACTIVITY
INFO
SUBMISSIONS

INFORMATION

Name:
Ryan Ferguson
Job Title:
Product Designer

Basic Info :

Name : Ryan Ferguson
Job Title : Product Designer
Department : Banking
Location : NORAM

Expertise

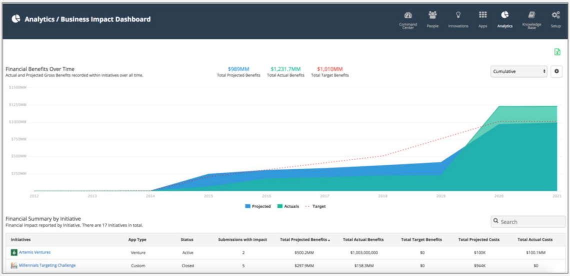
design UI/UX Javascript HTML

Certifications

- Business Model Canvas
- Design Thinking

The new **Certifications** feature enables admins to apply specialty certifications to a user's profile.

To support *digital transformation*, we've more deeply developed financial impact tracking. Introduced last year, the Pipeline Business Impact Dashboard has been such a hit with customers that many have asked for a similar feature for all initiatives. The new **Enterprise Business Impact Dashboard** gives an overview of financial benefits—projected, actuals, and targets—across the entire enterprise. Below the graph of aggregate data is a table that lists each contributing initiative, along with the dollar amount and percentage it contributes to the total benefit. With one glance, admins and users can now see in real time how much the entire business is benefiting from its innovation efforts.


Analytics / Business Impact Dashboard
Command Center
People
Innovations
Apps
Analytics
Knowledge Base
Setup
Cumulative
$1500MM
$1250MM
$1000MM
$750MM
$500MM
$250MM
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
Projected
Actuals
Target
Search

Financial Benefits Over Time
Actual and Projected Gross Benefits recorded within initiatives over all time.

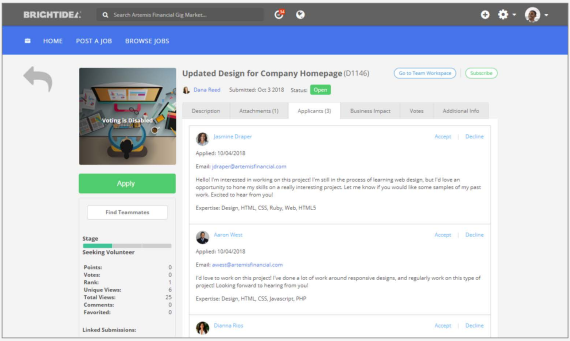
$989MM Total Projected Benefits
$1,231.7MM Total Actual Benefits
$1,010MM Total Target Benefits

Financial Summary by Initiative
Financial Impact reported by Initiative. There are 17 Initiatives in total.

Initiatives	App Type	Status	Submissions with Impact	Total Projected Benefits	Total Actual Benefits	Total Target Benefits	Total Projected Costs	Total Actual Costs
Artemis Ventures	Venture	Active	2	$500.2MM	$1,003,000,000	$0	$100K	$100.1MM
Millennials Targeting Challenge	Custom	Closed	5	$297.9MM	$158.3MM	$0	$944K	$0

The new **Enterprise Business Impact Dashboard** gives an overview of financial benefits across the entire enterprise.

Finally, we're unveiling a new app in support of *organizational transformation*: **Gig**. Many companies today are creating their own versions of a gig economy to make the most of a treasure trove of internal talent. Doing so repurposes and strengthens company resources and enables employees to diversify their skills. To activate this talent, Gig creates an internal marketplace connecting eager employees who want to contribute to job owners who need help. Using the app, Head of Transformation can build and manage an internal gig economy, centrally and without needing a separate platform.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BROWSE JOBS
Voting is Disabled
Apply
Find Teammates
Go to Team Workspace
Subscribe
Description
Attachments (1)
Applicants (3)
Business Impact
Votes
Additional Info
Accept
Decline

Updated Design for Company Homepage (D1146)

Dana Reed Submitted: Oct 3 2018 Status: Open

Stage

Seeking Volunteer

Points:	0
Votes:	0
Rank:	1
Unique Views:	6
Total Views:	25
Comments:	0
Favorited:	0

Linked Submissions:

Jasmine Draper

Applied: 10/04/2018

Email: jdraper@artemisfinancial.com

Hello! I'm interested in working on this project! I'm still in the process of learning web design, but I'd love an opportunity to hone my skills on a really interesting project. Let me know if you would like some samples of my past work. Excited to hear from you!

Expertise: Design, HTML, CSS, Ruby, Web, HTML5

Aaron West

Applied: 10/04/2018

Email: awest@artemisfinancial.com

I'd love to work on this project! I've done a lot of work around responsive designs, and regularly work on this type of project! Looking forward to hearing from you!

Expertise: Design, HTML, CSS, Javascript, PHP

Dianna Rios

The new Brightidea **Gig app** enables companies to create their own versions of a gig economy.

BRIGHTIDEA
BUILD

Customized Innovation Management

Because not every innovation need can be anticipated, we offer to customize the technology that powers the Brightidea Innovation Cloud. Innovation teams with unique demands can work with Brightidea Professional Services to design a custom innovation process. Whether to augment one or more of our products, or to build an entirely bespoke product from the ground up, Brightidea Build empowers you to innovate in ways that have never been done before.

A Distinct Product for Every Innovation Role

The Brightidea Innovation Cloud 2.0 is a modern, more evolved approach to innovation management, serving the needs of four distinct and unique roles. With this latest release, each product is complete with new software features, new apps, new guides and playbooks, and new advanced technology. Whether you're just starting an innovation program, running a fully funded innovation lab, tapping into outside opportunities, or transforming your entire organization, Brightidea offers a product that empowers you to think bigger about your role in innovation management. After all, just as no creative process happens on its own, innovation is too important to be left to chance.

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Announcements Innovation

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