



# Accolade® for Idea Development

## Develop Bigger, Better Ideas. . . And Turn Them into Great Products

### **With Sopheon's Accolade you can:**

- Establish strategy-driven ideation processes.
- Apply consistent, sustainable methods for generating, organizing and evaluating ideas.
- Use collaboration to nurture and refine the most commercially promising concepts.
- Seamlessly advance the best ideas for development and commercialization.

**For most companies, coming up with new product ideas is relatively easy. What's hard is identifying, managing, and developing the truly great ones. Often that's because the front end of the innovation process is chaotic. It lacks structure and direction. As a result, time and resources are wasted on ideas that don't produce business results.**

### **Create the Next Game-Changing Innovation**

**Sopheon's Accolade** platform supports the generation, collection, and evaluation and development of ideas. It enables collaboration and inspires associative thinking that will help your organization build those ideas into transformational innovations. Moreover, Accolade software enables you to seamlessly and efficiently turn the best ideas into high-value products or services.

#### **Align Idea Generation Efforts with Strategic Objectives**

Generate ideas that connect with your company's business objectives and support your strategies for market, product, technology and corporate growth. Increase visibility and accountability by equipping innovation teams to uncover and bring focus to promising new ideas using a series of voting, scoring, ranking and filtering processes. Advance the right ideas for further exploration.

#### **Produce More Winning Ideas**

Make your idea development process more deliberate and consistent. Facilitate the formation of innovation communities that can participate in building and vetting ideas. Identify individuals within your organization who have expertise or interests related to your ideas. Take advantage of an ideation commons where new ideas can be shared, enhanced and acted upon.

#### **Stimulate Ideas with Campaigns**

Create unique campaigns to stimulate the exchange and discussion of ideas among designated individuals, within groups, or enterprise-wide.

## Benefits

- [Ensure that ideation efforts are aligned with market, technology and corporate growth strategies.](#)
- Enable the formation of innovation communities to enrich idea portfolios.
- Convert small ideas into business-transforming breakthroughs and market differentiation.
- Reduce the time it takes to turn ideas into products.

## Foster Serendipity

Organize winning ideas according to innovation type, product line, enabling technology or target market, making it easy to identify those that are relevant to specific business issues. Determine similarities among ideas through automatic comparisons and receive notification on new ideas of potential interest to you. Conduct powerful searches across Accolade's repository of existing ideas, campaigns, products and services to inspire further ideation.

## Strategy, Ideation, and Execution in a Single Solution

Support innovation initiatives from strategy to idea generation to commercialization and retirement using Accolade's innovation solution suite. Migrate the best ideas to projects for concept development, product development, and market launch. Drive critical sustained business growth for your organization.



The Accolade idea portal is fronted by a convenient dashboard that lists recently submitted ideas and highlights active campaigns.



Accolade features built-in support for collaboration. The solution automatically connects users to ideas across the entire organization, allowing for voting and further development through discussion.

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