



Expand the Possible

Q+

**Breakthrough Enterprise Innovation
Software**

Harnessing
the Collective
Intelligence of
Your Enterprise

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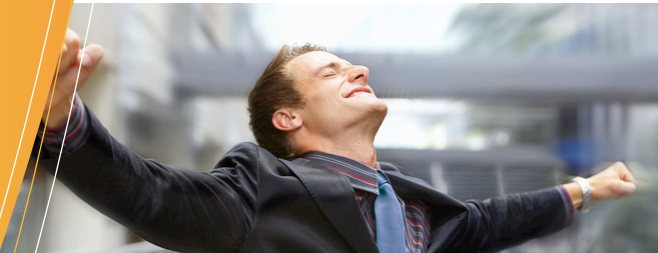
*Having a hard time
finding innovative
solutions?*

Return On Investment

- Europe's largest PC manufacturer ran an employee idea campaign that produced a removable laptop screen. The new screen provided 400% increase in profits and leadership in competitive healthcare market.
- Conducted idea campaign among Operations and IT personnel across the globe to address a resource allocation issue for an industry leading airline. Produced a forecasting solution for pilots, which saved \$6,500,000 over 18 months.

Powerful Web 2.0 Software

*Unleash the
potential of your
employees. Engage
their passion for coming up
with ideas that make a big impact*



Innovation Best Practices

When it comes to innovation, there is a special kind of magic in Silicon Valley. The constant buzz of new ideas. Effective funding of path-finding innovations. Start-ups in many markets. The birth of entirely new industries. While it may appear that it's all about creative new ideas, the success of Silicon Valley actually comes from a highly disciplined approach for taking ideas through a series of iterations all the way to full implementation. At EDG we've had the great fortune to actively participate in this remarkable process and find out what makes it work. For the past two decades we've consulted with a large number of clients and helped them implement these innovation best practices.

With **Q+** we have now combined the power of Web 2.0 technology with our innovation discipline, which allows our clients to install a web-platform that enables everyone in the enterprise to effectively innovate – together.

Q+ Benefits

Valuable Ideas: Aligns employees and accelerates idea generation around your organization's business priorities (revenue growth, cost reduction, operational efficiency, etc.). Q+ enables the discovery of game changing ideas as well as everyday improvements for enhancing performance.

Unprecedented Collaboration: Offers a platform of common language, concepts, and practices on which creativity and collaboration can prosper. Sharing a common approach to innovation improves the quality of ideas, and speeds up their development and implementation.

Employee Engagement: Enhances participants' ability and enthusiasm for identifying, developing, and championing high impact ideas. Strengthens employee commitment and sense of belonging.

A Disciplined Approach to Value Creation

CO*STAR is the center piece for our innovation management system. It provides a framework for focusing attention on the key elements that make an idea a valuable proposition. All ideas with significant promise are turned into a CO*STAR value proposition to minimize risk and increase their potential for success.



Pays for Itself

A single good idea that comes from an employee campaign or a customer contest will generally return more than the investment required for implementing Q+.

Our Online Solution Offers Speed and Affordability



"These methods have completely transformed the way I approach the process of generating ideas to address an issue or a market failure and the approach for developing a solution to achieve real innovation"

*Louise Crawford,
Business Unit Manager*

Tapping the Genius of Your Workforce and Customers

Brilliance is available in every enterprise. Rather than taking a lone genius approach, EDG's innovation practice is about tapping the collective intelligence of an enterprise; its employees, customers, and supply chain. Where else can you find so many talented people with relevant knowledge and experience regarding your products, company, and industry? This is not the time to rely on isolated moments of serendipity, and with Q+ you won't need to.

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Easy and Engaging

Q+ is highly flexible. It provides an intuitive and easy to use interface which is custom tailored to company branding. Single sign-on, searches, news letters, blogs, and participant point systems all contribute to an inspiring user experience.



List of Key Q+ Features

- Conduct unlimited employee and customer innovation campaigns
- Utilize "wisdom of the crowd" to generate and evaluate ideas
- Provide constructive feedback to develop ideas to their full potential
 - Create compelling value propositions (CO*STAR)
- Manage incentive scheme for encouraging and rewarding participation
- Automatically notify decision makers of ideas worthy of their consideration
- Measure and track progress of ideas and monitor overall pipeline with innovation dashboard



Robust and Reliable

Q+ has the capability to collect hundreds of ideas from thousands of employees using parallel campaigns in multiple languages. We provide our software on our secure hosted servers (no installation or IT required) or inside your company's intranet.



About EDG

EDG is an international consulting and training firm specializing in business strategy, innovation best practices, and leadership development for organizations facing complex change.

EDG consultants and trainers have been working since 1986 to enable leaders and their teams to look courageously into the future, and to build innovative responses to what they see into their products and their organizations as quickly as possible.

We have found that most people long to achieve something great. Our work is about proving that you can—when imagination and conviction meet bold strategy and disciplined implementation.

Partial List of Clients

BBC, Danish Broadcasting, EDF Energy, Egmont, GM, IBM, ITRI (Industrial Technology Research Institute - Taiwan), Johnson & Johnson, Kaiser Permanente, Homeland Security, NTT, Panera Bread, Phillips, Stanford University, Swisscom, Swiss Post, Travel Channel, Texas Health Resources, Toyota, and the US Air Force.

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