

## Eliminate idea silos, and thread customer insights through every stage of new product development.

Keeping up with customer preferences and attitudes has never been tougher. But with Accept360 Ideation, you'll never fall out of step again. Accept360 Ideation lets you generate, collect, and evaluate ideas from your customers, partners and suppliers, and then integrate the best of them directly into the Accept360 Product Innovation Management Suite, keeping your R&D decision-making firmly based on the genuine voice of the market.

With Accept360 Ideation you can:

- Maintain a rich, continuous touch with your market
- Integrate market input throughout your R&D process
- Make decisions with greater certainty, bringing better products to market faster

### If a great idea falls into a silo, will anybody ever hear it?

Your customers are giving you clear signals every day about their likes and dislikes, about how to improve your products and cement their loyalty to your brand. Yet too often, this essential information ends up buried in countless unconnected systems across your business, leaving product managers in the dark. Even standalone idea management solutions can come up short, often amounting to a “dead letter office” where ideas collect but fail to deliver on their potential due to lack of integration with the rest of your systems. Accept360 Ideation changes all that – it's the first idea and suggestion solution that is a fully-integrated front-end to a complete end-to-end product innovation management suite.

### Finally, a living, breathing picture of your customer that informs your strategy

Marketers have long struggled to get in step with their consumers. What they lacked was a way to flesh out the gap between broad generalizations drawn from research surveys and the one-off input from individual customers who might not represent the whole. Accept360 Ideation bridges the chasm, using social media to create web communities that accumulate and evaluate ideas from across your ecosystem. We call it Social Product Planning, and it gives you a crisp, distinctive picture of what your market wants that is insightful, actionable, and continually up-to-the-minute. So you can make better decisions, faster.

### Accept360: a complete solution that begins with great ideas and ends with winning products

Accept360 Ideation is one module in the integrated Accept360 Product Innovation Management Suite, the only solution that delivers agility across ideation, planning, and execution with its five modules:

- Accept360 Ideation
- Accept360 Requirements Management
- Accept360 Strategy & Portfolio
- Accept360 Execution
- Accept360 Dashboards & Analytics



## Maintain a continuous touch on your market's pulse

Accept360 Ideation is built on rich social collaboration technologies that enable community members to share, discuss, and refine ideas. You can readily tailor Accept360 Ideation to create a new community, serving the specific needs and interests of both your customers and your company. Or plug it into your existing community, adding the ability to capture and socialize ideas in a repeatable way.

### Many people; one discussion

Understanding what your customer wants is the core of successful marketing, and with Accept360 Ideation you'll achieve it with a richness, focus, and timeliness that were never before possible. Unique features such as tagging, categorization, and watch lists enable members to gather around idea discussions and to build on others' comments, creating a powerful fact base on which to drive your decision-making.



## Social Product Planning

Accept360 Ideation provides an intuitive, easy-to-use ideation community where any visitor can be comfortable in minutes. Members can easily vote on ideas, or go deeper by discussing and refining them. Link discussion threads to related ideas, keeping everything intact all the way through your development process. The result is Social Product Planning – where your product decisions are based on an accurate and detailed information base provided by your customers.

### Public or private – you choose

Create both public and private communities to maximize reach while ensuring confidentiality and protecting intellectual property. Or, generate new ideas in a public community, and use a private advisory panel of your best customers to refine and flesh out the ideas most favorable in their eyes.

*Customers who interact with a company via a community are more likely to recommend that company to others.*

### Customers become advocates

Everyone loves to feel that their voice is heard and appreciated, and an idea community is the best way to let your customers know you're listening. Customers who interact with a company via a community are more likely to recommend that company to others.

### Tailoring – without the tailor

Templates, drag-and-drop, and other features enable you (not IT) to configure your idea community to your needs, and to fully reflect your brand standards. Easily modify the user experience by product line, department, or sub-community.

## Integrate market input throughout your R&D process

While fresh new ideas are in and of themselves an indispensable part of product innovation, they're not the whole story. Getting the product to market requires dozens or even hundreds of people to work together, sharing a common vision – one that goes well beyond the scribble on a white board or bullet slides from a presentation. Accept360 Ideation is an ideal solution that gives everyone visibility and accessibility to the complete picture of what your customers are asking of you.

### Accessible and secure

Say goodbye to post-it notes, paper files, and lost ideas buried in thousands of email messages. Accept360 Ideation enables you to keep it all centralized, up-to-date, secure, and accessible on a role-by-role basis, providing visibility for any stakeholder in your process.

### Focus, focus, and more focus

Accept360 Ideation turns the chaos of customer and stakeholder input into a precise fulcrum for decision-making. For example, when someone enters a new idea, the system automatically searches for similar concepts. If one exists, Accept360 Ideation guides the user to enhance the existing idea rather than duplicating it – both improving the quality of the idea and eliminating administration time needed to de-dupe the data.



### Systematic, configurable idea stages

Systematically and efficiently steer ideas through your innovation lifecycle, customized to your own view of the world. Use pre-configured stages such as “new,” “in process,” and “under review” – or create your own. Align stages to support your own processes, including Stage-Gate™, PACE™ and others.

### Workflow creates idea velocity

Transition ideas into new product and service concepts faster, and create theme-based tags for easy reference and aggregation.

### Make decisions with greater certainty

From thousands of ideas, refine and select the very best through community features such as tiered voting, scoring, and ranking. Watch as ideas gain interest and excitement from the community. Use reputation management to identify and reward subject matter experts, and increase their contribution to the community. De-prioritize ideas not rated highly by your community, to reduce your risk of creating market flops.



### Know what's most important

Community members can submit, enhance, and refine ideas for you. Gain precise insight as users indicate the relative importance of each idea, not just likes or dislikes. Polls and surveys help further refine ideas.

### No more flops

Knowing what *not* to do is just as important as knowing what *to* do. Accept360 Ideation helps you de-prioritize ideas that aren't important to your customers, avoiding mistakes and bad investments in products or features no one wants.

*Use reward systems to provide recognition and incentives to encourage even greater participation.*

### Slice and dice

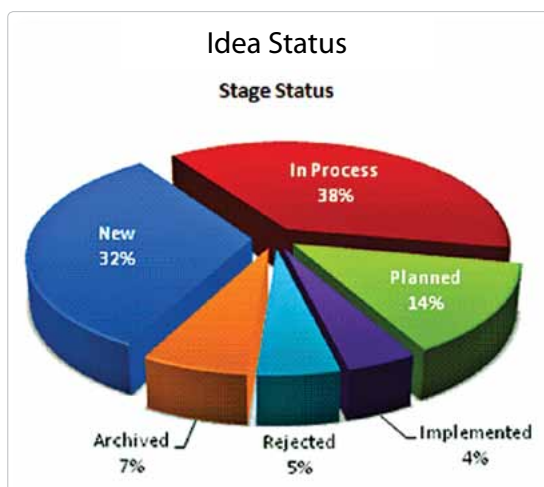
Analytics and graphical reports show you exactly how well ideas are moving through your pipeline. Track users engaged, ideas submitted, and other activity, and publish a weekly report to show progress, highlight trends, and manage the vitality of your community.

### Reputation matters

Identify and track the community members who contribute the most value by analyzing their activity and the past performance of their ideas. Then use reward systems to provide recognition and incentives to encourage even greater participation.

### See how Accept360 can help you today

Accept360 Ideation gets you to a new level of synergy with your markets, giving you precise, real-time insight that directly feeds into product strategy, requirements, and feature decisions. Gain greater certainty by capturing the best ideas from all your stakeholders, prioritizing them, and using them to drive the right product decisions. With Accept360 Ideation, you'll deliver a common picture of the customer to product and development teams, with clarity into use case, decision rationale, and timelines. It's what keeps everyone in sync, and prevents surprises that threaten your success. For more information, or to see how Accept Corporation can help you, visit [www.accept360.com](http://www.accept360.com).



# Accept360™ Product Innovation Management Suite

## About Accept Corporation

Accept Corporation delivers The Product Innovation Management solution that technology-driven companies use to decide which products to bring to market for the fastest time-to-profit. The Accept360 Suite is the only end-to-end software solution that tightly links company and product strategy through ideation, portfolio planning, roadmaps, requirements and execution. For more information, visit [www.accept360.com](http://www.accept360.com) or call us at +1.866.423.8376

## Accept360 Suite

Accept partnered with leading companies in the most demanding and competitive industries to develop its product innovation management suite. Accept360 is imbued with the proven product innovation processes and best practices required to manage complex product portfolios and deliver at market speed. It is uniquely effective, bringing together four functionally deep yet highly-integrated modules that deliver enterprise agility across ideation, planning, and execution: Accept360 Ideation, Accept360 Strategy & Portfolio, Accept360 Requirements Management, and Accept360 Execution.

## Accept360 Ideation

Accept360 Ideation is an on-demand software solution that helps you harness the collective wisdom of your community, tapping a vast new source of market insight that will completely change the way you innovate.

Engage customers, partners, suppliers and employees in an “always on” conversation about your products and services. Capture thousands of new ideas. Validate existing ones. Pinpoint trends. Anticipate demand. As community members contribute, enrich, and refine ideas, you gain precise real-time insight – with the certainty to innovate at market speed.

## Accept360 Strategy & Portfolio

Accept360 Strategy & Portfolio allows you to define a strategic, balanced product roadmap, to help you align product strategy with company strategy. Integration with Accept360 Ideation enables you to easily evaluate new products across key portfolio objectives such as investment, ROI, competitive advantage, resources, and others, then drill down to get specific details on the factors that drive your portfolio decisions.

## Accept360 Requirements Management

Accept360 Requirements creates a living repository of information that ties together market, customer, competitive, and requirements data in a proven market model framework. In addition to what you see in the Fast Track Program, Requirements lets you create any number of Functional Areas – to manage multiple product lines, divisions or brands independently – plus, comprehensive reporting.

## Accept360 Execution

Agile software development methods like Scrum and Extreme Programming are quickly becoming the norm. Given the methodologies' focus on urgency and fast delivery, this is an area that clearly calls out for real-time integration with the big picture.

Accept360 Execution accomplishes this by

- Discovering, evaluating, and prioritizing the features that will yield the best satisfaction to the customer
- Maximizing the creation of value throughout the agile development process, and
- Providing clear measurements of the business value delivered after each sprint.



## Accept Corporation

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