

## CSPARK: an Innovative Ideas Management System for Corporate Managed Innovation Programs

### AN IDEAS MANAGEMENT PLATFORM

Innovation is the lifeblood of every business. But harnessing and tracking a managed innovation process across employees, customers, and suppliers can be a challenge. CSpark is an idea management system that helps companies create and structure a managed innovation process. CSpark helps identify ideas that otherwise might not be surfaced, the “jewels in the rough,” from across your entire organization in a flexible way that aligns with the processes and culture of your firm.

### QUESTIONS TO ASK

Does my organization have a comprehensive ideas management program for creating, managing and nurturing new ideas for corporate innovation?

- Is my organization starting an innovation program to leverage employee collective intelligence to identify and seize new markets or new products and services?
- Is my organization planning to overhaul our existing innovation program?
- Does my organization utilize a rigid innovation toolset that works counter to our culture or is not supported by our employees?
- Is our current organization's Innovation Management platform scalable to varying maturity levels and needs of the program or employee?
- Does my organization have a comprehensive end-to-end ideas management program for creating, managing and nurturing new ideas for corporate innovation?

### IDEA SUBMISSION WITH COLLABORATION

The idea submission module allows users to submit and vote on ideas. Ideas are triggered through targeted challenges, deadline managed campaigns (solicited ideation) or spontaneous submission of ideas (unsolicited ideation). Collaboration can be used by users through community to discuss potential ideas. A personal page is available for submitters to track the status of their ideas and view comments from the evaluators.

### MANAGE AND EVALUATE IDEAS

The Manage module lists all the submitted Ideas. Here ideas can be managed with predefined workflows to ensure that they are evaluated promptly by the respective team or auto evaluated by the system. Other important features are customizable form based evaluation, linking multi-relevant ideas, track evaluation timeline, pushback Ideas that are incomplete and sending automatic notifications to users.

### METRICS & REPORT

The Metrics & Reports module has a dashboard showing top trending keywords, status of ideas, opportunities and managed innovation metrics. This module also allows the user to filter the data based on business units, keywords, status, and region. The data is displayed both in a graphical view and list view. Advanced search options are available to filter and view the data. The reports can be downloaded and e-mailed.

### IDEA CAMPAIGNS/SOLICITATIONS

The process of idea generation can be triggered through a campaign/solicitation. The campaign manager or the solicitor can create campaigns/solicitations using customized forms, and customizable workflows.

Managers can select campaign duration, target users, reviewers, evaluators and other relevant options to design the campaign.

## ADMIN

The Admin module allows an authorized user to manage and give specific permission access rights to other users for: content management, reporting and analytics data. The rights can be given either to individual users or to groups. Customized user groups can be created using profile parameters.

## CSPARK CUSTOMER BENEFITS

- **Innovation Ideation:** Encourages employees to generate innovative ideas for future growth into emerging markets with a virtual assistant for helping idea submitters
- **Flexibility:** Adaptive management controls to meet various maturity levels across the program or organization
- **Secure Access:** Protects innovation intelligence with corporate, role-based access management
- **ROI Influencer:** Improves the ROI of innovation programs with minimal operational effort

## REWARDS & RECOGNITION

Users can assign points for different activities performed and are awarded with badges on reaching certain score levels. The points, activities and the badges are customizable by the Admin.

## PLATFORM FEATURES

### Idea Submission

- **Submit Ideas:** Idea submission for campaigns published for user groups or business units
- **Collaboration:** Discuss with peers to refine ideas before submission

- **Ideas Status Notification:** In-app and email notifications for idea related activities
- **Voting:** Rate and comment on ideas

### Idea Evaluation

- **View & Manage Ideas:** Multiple views of submitted ideas with sorting, filtering and search options make the process faster
- **Auto Graduation of Ideas:** Ideas can be auto graduated by the system based on preset criteria like ratings and form based scores
- **Individual and Bulk Actions:** Actions like share, delete, download, accept, reject, etc. can be performed on single or multiple ideas

### Administration

- **User Access Administration:** Give access rights to users or user groups through custom or templates
- **Common Operations Management:** Manage common back office operations: common contents, report layouts, organizational metadata, email templates, virtual assistants, etc

### Campaign/Challenge Management

- **Campaign Flexibility:** Creation of simple to complex campaigns with custom selection of idea forms, workflow, evaluation process, rating and comments
- **Reports:** Organization, department and campaign level reports and metrics with filtering options. All reports are downloadable or can be directly mailed to group or a user

### Idea Execution

- **Tracking:** Ideas being executed can be tracked to give high level picture of the objectives, execution, market and revenue.

---

## ABOUT COGNIZANT

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 100 development and delivery centers worldwide and approximately 233,000 employees as of March 31, 2016, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at [www.cognizant.com](http://www.cognizant.com) or follow us on Twitter: Cognizant.



**Cognizant**

World Headquarters  
500 Frank W. Burr Blvd.  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 3277  
Email: [inquiry@cognizant.com](mailto:inquiry@cognizant.com)

European Headquarters  
1 Kingdom Street  
Paddington Central  
London W2 6BD  
Phone: +44 (0) 207 297 7600  
Fax: +44 (0) 207 121 0102  
Email: [infouk@cognizant.com](mailto:infouk@cognizant.com)

India Operations Headquarters  
#5/535, Old Mahabalipuram Road  
Okkiyam Pettai, Thoraiakkam  
Chennai, 600 096 India  
Phone: +91 (0) 44 4209 6000  
Fax: +91 (0) 44 4209 6060  
Email: [inquiryindia@cognizant.com](mailto:inquiryindia@cognizant.com)

---

© Copyright 2016, Cognizant. All rights reserved. No part of this document may be reproduced, stored in a retrieval system, transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the express written permission from Cognizant. The information contained herein is subject to change without notice. All other trademarks mentioned herein are the property of their respective owners.