IBM Innovation Factory

Innovation through Collaboration

IBM Innovation Factory expands your sources of innovation, provides insights into emerging trends through early user feedback, fosters brand loyalty, and accelerates time to market for new offerings.

Winning with Innovation

In today’s global economy, competition can be more intense than ever. 72% of executives rank innovation as one of the top three strategic priorities\(^1\). They are expanding their sources of innovation beyond the company walls to leverage the creative potential of partners and customers. In fact, 62% of those surveyed cite collaboration as an important driver of innovation\(^2\).

Through global collaboration, companies can differentiate themselves from competitors. IBM Innovation Factory provides a powerful set of capabilities to help companies deliver winning solutions by fostering collaborative innovation.

Overcoming Obstacles to Innovation

IBM Innovation Factory can help companies overcome common barriers to innovation. It can help:

- **Reduce cycle times by enlisting partners as co-developers and empowering business users to create trial Web sites without needing IT help.**
- **Minimize risk by expanding a company’s sources of innovation.**
- **Select the right ideas using real-time customer feedback allowing the company to focus investment on winning solutions.**
- **Improve coordination among teams with a rich set of Web 2.0 technologies.**
- **Gain direct insight into customers’ needs.**

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Collaborative Innovation Process

The nature of innovation is shifting from closed-door research and development initiatives within an enterprise to an open collaborative approach.

IBM Innovation Factory helps accelerate the delivery of winning products. It allows companies to:

• **Build communities of subject matter experts to collaborate on initiatives.** These social networks can be cross-function, cross-enterprise, or even cross-country.

• **Develop new business offerings by identifying and refining requirements, designs, and prototypes with a co-creative approach.**

• **Conduct product trials to improve offerings in response to user feedback.**

Enabling Technologies

IBM Innovation Factory leverages technology from IBM’s software brands including IBM Lotus®, IBM WebSphere® and Information Management. It provides a rich set of Web 2.0 capabilities, including blogs, wikis, social tagging, profiles, and information discovery to meet your innovation challenges.

IBM Innovation Factory can be delivered as a hosted service or as an on-site solution customized to your individual business needs. For more information about IBM Innovation Factory, please visit:


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