

# Drive innovation with IBM Connections

Arrive at ideas that drive transformation

**Effective collaboration is vital to driving innovation and improvements. But the information-hoarding tendencies of employees, departments and teams make it difficult. How do you cut through the clutter to give ideas the best possible chance to evolve?**

**Driving innovation is one of eight core capabilities of IBM Connections™, an intelligent digital workplace that provides all the tools and content you need within the context of your job to get work done. Organizations can use these capabilities to elevate performance and deliver value both at corporate and individual levels.**

## **Bring inventive thought to conversations**

Innovation should be an ongoing process, rather than a point-in-time activity. Use IBM Connections to facilitate the capture and development of ideas and keep innovation initiatives moving forward.

A powerful array of core capabilities allows you to remix, rehash, create and test ideas. Post ideation blogs to capture inspirations to improve service, safety or delivery. Use Activities capabilities to effectively plan the next steps in innovation. Combine text, graphics and actions to help focus collective thoughts and shape the idea.

## 3 ways IBM Connections can enhance innovation



Effectively guide and drive innovation projects from brainstorming to action with a single system of record that reduces the amount of time spent searching for relevant information.



Create and test new ideas with wikis and forums; use intelligent recommendations and analytics features to refine results and quickly determine next steps.



Leverage your collective brainpower for better ideas through ideation forums and thinkjams.



## Engage through forums to create and test new ideas

By using a blog rather than a brainstorming session, staff can reflect on their ideas, revising and refining them through comments. Other workers and partners can vote for the initiatives they like, and ideas can “graduate” from the ideation blog into an activity and then into a project.



**Operations teams** can foster idea-sharing and dialog between experts and implementation teams for innovative procedures and safety programs.



**Research and product development teams** can establish departmental or company-wide innovation initiatives with ideation blogs, forums, feeds and events, collecting and iterating on feedback from colleagues to improve concepts before moving to full-scale deployments.



**Marketing leaders** can ideate with wikis, pulling in current and historical data to give critical context to campaign development and developing new ideas.



Learn more about IBM Connections:  
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