

# Wide Ideas

Idea Management Software

Partner Program  
Battle Card



# BATTLE CARD : WIDE IDEAS

PARTNERS



## Elevator pitch

Wide Ideas seamlessly transforms your Office 365 application into a digital innovation platform. It will empower all your employees to contribute ideas to solving business challenges, helping you stay ahead of the competition.

## Key customer takeaways

- Fosters innovation and embeds it as a seamless digital process part of everyday company business
- Empowers employees to contribute ideas to everyday business challenges (modernises digital workplace)
- Accelerates the decision-making process

## Key User pain points

- Staying ahead of the competition
- No channel for employees to contribute ideas
- Management lack time for identifying the right solutions

## IT pain points

- High implementation infrastructure costs for hosting new solutions
- High costs for ongoing support and dedicated resources
- Eliminating standalone systems

## Key words to listen for

- Innovation / ideation
- Business challenges
- Front line workers
- Office 365
- All employee engagement
- Finding the best ideas
- Change culture
- Innovative company / great place to work
- Modern / digital workplace

## Who should we talk to?

- CEO
- CIO
- CTO
- HR
- Head of Digital
- Internal Communications
- Innovation Manager

## Conversation starters

- How do you plan to digitise your innovation process ?
- How do you identify opportunities for continuous improvement ?
- How do you encourage innovation in your organisation today ?

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## How to counter objections

### We already work with Innovation!

[R] Great, but with Wide Ideas it's inclusive, it's cost efficient and can support collective innovation at scale.

### How can we get people engaged ?

[R] It's already part of the everyday digital workplace, and therefore every employee has the opportunity to get involved and contribute.

### How do we make sure we find and develop the right ideas?

[R] The unique AI will help you isolate the best ideas and the right people to drive those ideas to deliver successful solutions.

### Innovation is not a top priority right now

[R] Did you know that **2/3 of top business executives** today agree that their organization would not survive without innovation? You cannot afford not to innovate! (source: PA Consulting, Innovation Matters Report of 2017).

## Success / proof points

- Customers will save on costs, resources, generate better ideas with greater potential, and reduce lead time in the innovation process
- With Wide Ideas through Office 365, you have the perfect partnership to identify the best ideas to be successful
- The unique Wide Ideas AI works in real time and selects the most promising ideas instantly
- Supporting extended networks and reaching specialists in every area

## Competitive advantage

- Our unique AI accelerates the decision-making process
- Fully integrated with Office 365, and therefore SSO enabled
- Highly secure solution as resides on Microsoft Azure
- Full API coverage

## Key selling points

- Utilises the collective intelligence of your connected workforce to improve and evolve your products and services
- In the future workplace, an innovation culture will be an expected standard
- Having an embedded innovation culture will attract the best employees

## As a Reseller, why should I spend time on this

- Innovation in a hot agenda topic in top management meetings
- All employees want to innovate but few companies have the capabilities
- Super easy to understand and demo
- Drive Office 365 adoption / enhance your product portfolio
- Help your customers become more innovative



## Partner Resources

You will find:

- Sales presentation (customer)
- Features and functions (internal)
- About Wide Ideas (internal)
- Marketing Material
- Selling Guide
- Battle Card (this document)

at: <https://getwideideas.com/partner-resources/>