



5 Reasons

Why Your Business Needs Idea Management Software



The global innovation management market is expected to grow from **USD 421.60 million** in 2017 to **USD 2,815.37 million** by the end of 2024, at a CAGR (Compound Annual Growth Rate) of 29.2%.

Source: www.researchandmarkets.com

idea management software

the concept

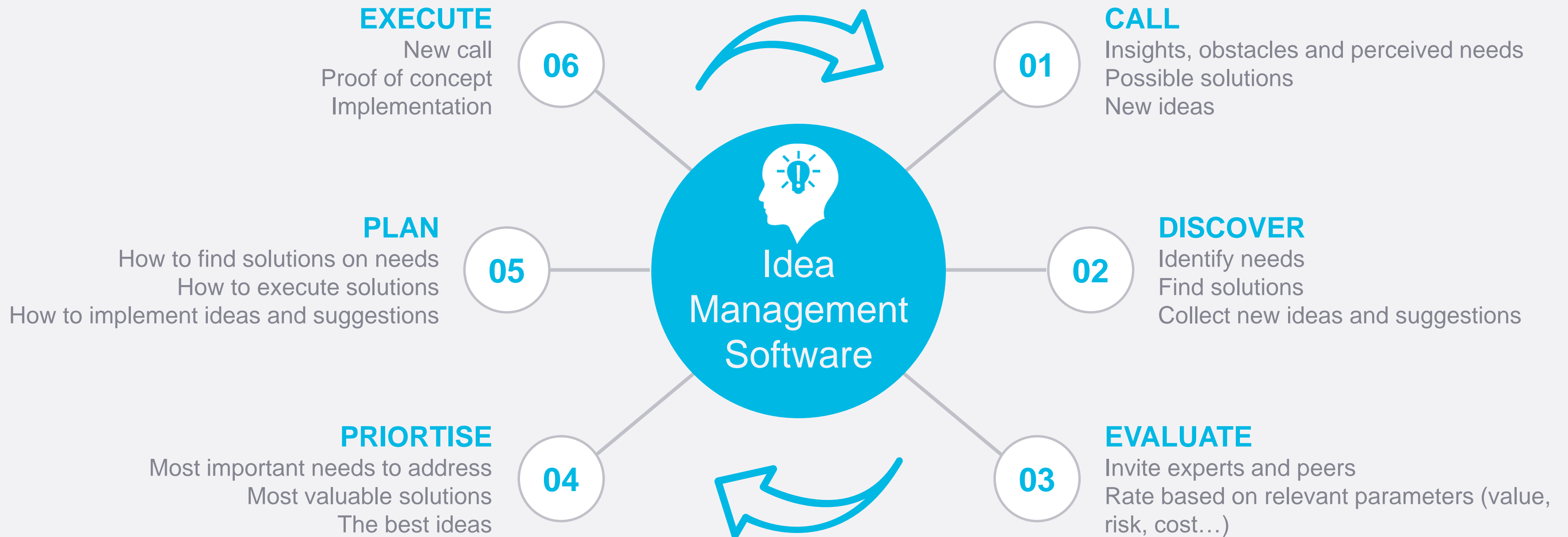


The whole concept of idea management is about capturing ideas from the most ‘involved’ strata of an organisation – the employees;

This calls for innovation management tools that can help capture ideas and deliver the required results.

This is where idea management software helps increase productivity.

idea management software continuous innovation cycle



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5 reasons your business needs it

01 capture insights and data about your business

Employees are always the most enthusiastic, innovative and dependable of all when capturing ideas in an organisational setup. They are the most connected to the problems – be it internal, vendor or customers.

As a result, employees have the best insights to the problems. Likewise, they also have the innovative solutions on how to possibly deal with those problems.

It's for those at the highest echelons of the organisation to now 'listen and capture' the ideas from employees.

02 identify opportunities to improve your business

Once the ideas are captured across all divisions at the organisational level, the idea generation software quickly evaluates and prioritises the best ideas so as to capitalise on them.

This helps your business to gain productivity by identifying opportunities to improve organisational efficiency, while gaining a sustainable competitive advantage.

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03 ensure a transparent business environment

Transparency is the key to long-term success for a business. It empowers the employees and everyone associated with it - from vendor, suppliers and investors to feel inclusive, to share their ideas and execute the innovative insights that are captured through the idea management software.

04 support a collaborative team environment

Productivity is always multiplied when every person in a business from the grassroots to the highest level, functions as a team – with a common goal.

One of the many reasons why you need innovation management software for your business is that it is an open tool that promotes collaborative work culture.

And this can be the magic potion to rocket-launch your business to the next level.

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05 know what your customers really want

Maximising business productivity may be your ultimate goal, but what matters is the path to gaining a sustainable competitive edge.

And if you cannot convince your customers to invest in your product or service, you will lose your competitive advantage. Only by listening can you get to know exactly what your customers really want from you. But how can you do this effectively and with a quick turnaround?

Use the collective intelligence of your employees.

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conclusion

With more and more business owners and decision-makers investing in innovative and idea management technologies, the best idea management software can help you capture fresh ideas for your prevailing business challenges.

Empower your employees to harness this innovative platform. To ideate and collaborate towards business transformation, while sustaining a robust and transparent idea management workflow process.

about Wide Ideas

software

Wide Ideas innovation software empowers employees to share ideas to business challenges on a global scale, helping to foster a culture of innovation.

features

- ✓ Office 365 integration
- ✓ Artificial Intelligence
- ✓ Decision Analysis Tool (DAT)
- ✓ Smart and clean design
- ✓ Accessible across all devices

more info



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