

# Gestión de la Innovación



II Jornadas de Emprendedores  
Tecnológicos

## Que es Gestión de Innovación?

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La Gestión de Innovación son los pasos ordenados que conducen a la transformación de ideas en productos o procesos innovadores que agreguen valor a la organización.

Cada innovación comienza con una idea

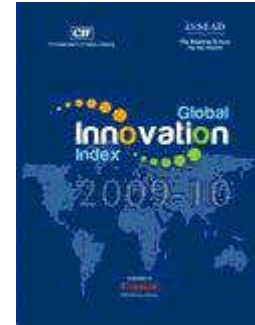


## Situación de la Innovación en Argentina

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Puesto 75 en INSEAD Global  
Innovation Index 2009 – 2010  
(4to. en America del Sur).

<http://www.globalinnovationindex.org/>



Algunas compañías hacen  
Brainstorming para obtener  
ideas creativas con grupos de  
empleados con resultados  
diversos



Existen mitos en las organizaciones  
que actúan como barreras a la  
innovación



## Niveles de Invencción

NIVEL 5 – PRINCIPIOS	0,1 % de las invenciones
NIVEL 4 - FUNCIONES	0,9% de las invenciones (innovación disruptiva)
NIVEL 3 - MERCADO	2% de las invenciones (innovación radical)
NIVEL 2 - VARIACION CUALITATIVA	12% de las invenciones (innovación incremental)
NIVEL 1 - VARIACION CUANTITATIVA	85% de las invenciones

CONCLUSION: solo el 3% de las innovaciones debería ser originada por el departamento de Investigación y Desarrollo

**CUAL ES LA SOLUCION? CAPITAL HUMANO**

## Porque hacer “brainstorming” si se puede hacer “WebStorming”?



**Participantes de toda la organización pueden generar sus ideas y hacer “webstorming” en lugar de “brainstorming”.**

**Se implementan Programas de Innovación Participativa, que es una serie de fases o pasos ordenados para gestionar las ideas desde su gestación hasta la transformación en proyectos.**

**Las ideas son expresadas por medio de una aplicación del tipo Web 2.0, donde todos participan en el proceso pudiendo, además de ingresar nuevas ideas, comentar y visualizar las ideas de los demás integrantes de la campaña.**

## Herramienta informática utilizada para soporte de los Programas de Innovación Participativa

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**BRIGHTIDEA<sup>®</sup>**  
**THE POWER OF INNOVATION**

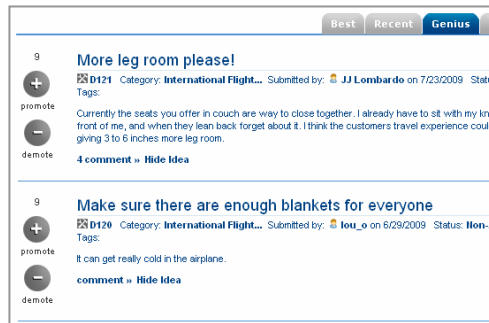
<http://www.brightidea.com>

**SQLConsultora es Innovation Solution Partner (ISP), exclusivo en Argentina.**

<http://www.brightidea.com/partners-list.bix>

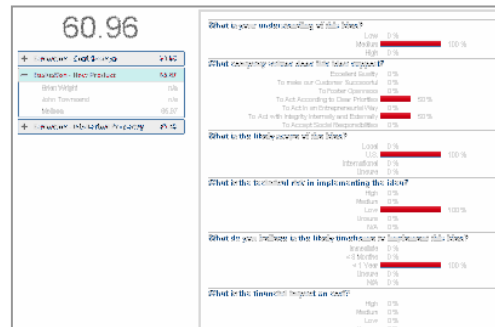
## Suite de productos de Brightidea

**WebStorm**



**Sistema comunitario y participativo para recolectar ideas y opiniones de grandes grupos de clientes, empleados o partners.**

**Switchboard**



**Ayuda a evaluar las mejores ideas, agrupandolas y distribuyendolas por diferentes criterios.**

**Pipeline**



Owner	Stage	Projected Revenue
ley	Concept	\$ 7,000,000
	Proceed?	\$ 3,000,000
ley	Concept	\$ 950,000
k	Concept	\$ 100,000
ley	Concept	\$ 0
k		\$ 0

**Acompaña en la ejecución del conjunto de ideas seleccionadas con Switchboard**

# WebStorm™

The screenshot displays the Sony WebStorm website interface. At the top, the Sony logo and the slogan "make.believe" are visible, along with the text "UNITED IN INNOVATION". The navigation bar includes "Home", "Ideas", "My Profile", and "Setup", with a search bar. The main content area is divided into several sections: "Business Units" (listing Sony Electronics, Ericsson, Pictures Entertainment, Music Entertainment, and Financial), "User Community" (with user avatars), "Choose a Campaign below" (featuring "Sony Global United (8)", "Sony Green Ideas (4)", "Sony Innovation System Name Contest (4)", "Sony Patents and Inventions (2)", and "Sony SEI Ideas (6)"), "Login" (with a welcome message for Paul Tran), and "Tag Cloud" (listing terms like "and", "ball", "boot", "broadband", "bundle", "carpool", "clock"). A "Post Idea" button is prominently displayed. Below this, a second navigation bar includes "Enterprise Home", "Home", "Ideas", "My Profile", "Dashboard", "Switchboard", and "Setup". The main content area shows "Share your ideas for Sony United" with tabs for "Completed", "Genius", "Most Active", "My Favorites", "Recent", and "Best". A list of ideas is shown, including "Projectors as a ball" (submitted by Paul Tran on 8/4/2009, status: Under Review), "new idea" (submitted by neil\_harrison on 6/15/2009, status: Pending), and "Extend payables, intelligently" (submitted by Paul Tran on 6/14/2009, status: Pending). Each idea entry includes a thumbs up/down icon, a title, category, submission date, status, and a brief description. A "Submit Idea" button is also visible. On the right side, there are sections for "Invite A Friend" (with an email input field), "Categories" (listing Sony Electronics, Ericsson, Pictures Ent, Computer Ent, Music, Financial, and Unsure), "Status" (listing Pending, Under Review, Accepted, and On Hold), and "Community Statistics" (showing 8 ideas and 15 comments).

- Recolectar, votar y comentar ideas.
- Herramienta de Social Media, intuitiva, de fácil utilización para el usuario final
- Especial para efectuar Webstorming y recolección de gran cantidad de ideas

## Permite mensajes privados entre participantes

The screenshot displays the WebStorm user interface. At the top, a navigation bar contains five steps: 'Invite Friends', 'Submit Your Idea', 'Rate Other's Ideas', 'Top Ideas are Reviewed', and 'Track Execution'. Below this, the profile of user 'MarkC2' is shown, including a photo and a 'send a message' button. A 'Send Private Message' dialog box is open, with the subject 'Want to collaborate on that idea you posted?' and the message body: 'I have some ideas on how to improve on that great idea you posted the other day. Let me know if you'll be attending our conference so we can meet up.' The name 'Lou' is entered in the recipient field. To the right, a sidebar contains search and navigation options like 'Search Non-Cisco Campaign', 'Invite a Friend', 'Post Video', 'Quick Links', 'Community Statistics', and 'Your Statistics'. The main content area below the profile includes sections for 'My Statistics', 'My Network', 'My Ideas (1)', and 'My Comments (0)'.



## Manejo de Propiedad Intelectual


[Login](#) [Register](#)

We will send a confirmation e-mail to the e-mail address you supply.

Email

[Submit](#)

[Terms and Conditions](#) | Contact us: [dyun@adobe.com](mailto:dyun@adobe.com)

  
POWERED BY  
BRIGHTIDEA.COM

Home View Ideas My Profile Dashboard SwitchBoard Setup

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**Login** [Welcome, Paul Tran!](#) [logout](#)

**Invite A Friend**  [invite](#)

**Post Idea** [Post Idea](#)

**Community Stats** 12 ideas, 1 comments, 4 votes, 8 users

**My Stats** 0 ideas submitted

**Los participantes aceptan los terminos y condiciones al registrarse en el Webstorm.**

*“La propiedad intelectual pertenece a <organizacion>”*



Integración con Office



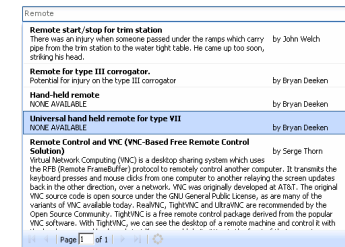
Presentación de ideas no solo vía PC sino también vía Mobile (disponible para Android e Iphone4).



Permite enviar las ideas por Twitter para que vote la comunidad



Permite adjuntar videos explicando ideas



Chequea ideas duplicadas en tiempo real

## Características generales de la suite de productos de Brightidea

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Cloud Computing: no necesita de licencias de software ni incorporación de hardware.

SaaS (Software-as-a-Service): el costo del servicio esta dado por la cantidad de usuarios que utilizan el sistema.

Escalabilidad: se puede iniciar con un Webstorm para una determinada cantidad de usuarios y se pueden agregar nuevos Webstorms u otros productos de la suite sin ningún tipo de problema y sin perdida de tiempo.

Seguridad: los datos estan hosteados en datacenters word-class. El software contiene varias medidas de seguridad, fuertes requerimientos de password de usuario que lo hace muy seguro.

## Detalle de Clientes por sector

### Servicios financieros, consultoria



### Tecnologia



### Retail



### Comunicaciones



### Energia



### Seguros



### Industria



### Software



### Farmacia

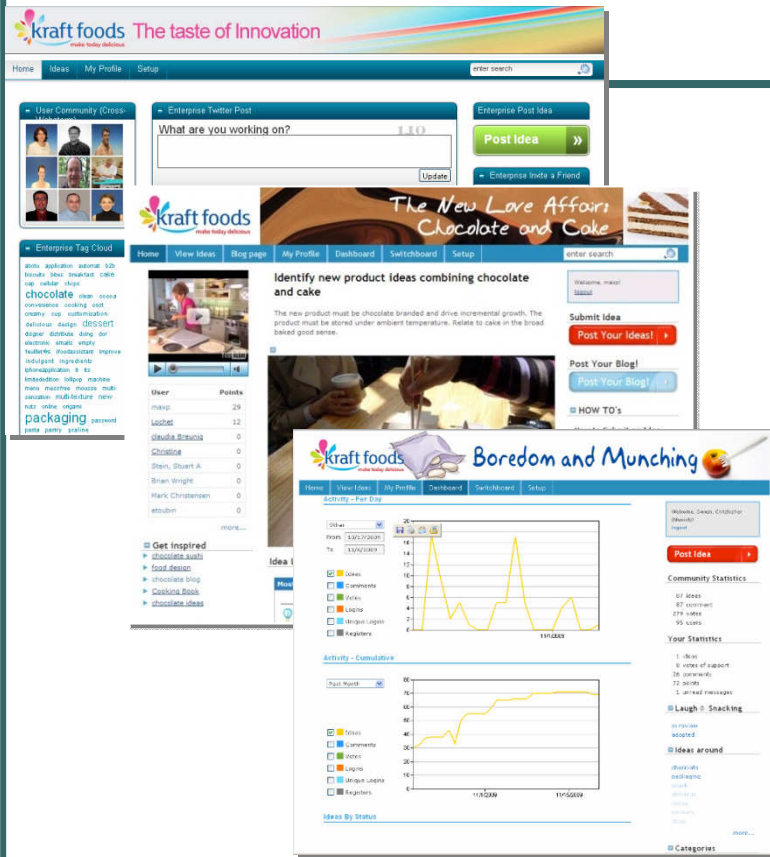


### Otros



## Casos de éxito – Compañías privadas

# Kraft Foods – Llevando la innovación corporativa al próximo nivel



### Kraft Foods

- 2<sup>nd</sup> mayor compañía de alimentación en el mundo
- \$42.2 billion facturación en 2008
- 98,000 empleados en todo el mundo

## OBJETIVO

- Cultura corporativa de Innovación
- Generación de ideas en todos los niveles: Nivel enterprise, nivel unidad de negocio, nivel producto
- Colaboración entre departamentos y filiales

## SOLUCION

- Brightidea WebStorm Enterprise Edition
- Comienzo con 4 pilots in 4 unidades de negocios
- Pasaje gradual a una estructura de WebStorm en toda la organización luego de que los pilots fueron exitosos

## RESULTADOS

- Pilots exitosos: casi 300 nuevas ideas de productos, marketing, operaciones
- Se implementaron las mejores ideas.
- Gran número de usuarios activos, se incrementó además el compromiso de los empleados con la compañía

# Casos de éxito – Compañías privadas

## Adobe – WebStorms customizados para necesidades puntuales

**Adobe® Acrobat® Connect™ Pro IDEAS**

Home | View Ideas | My Profile | Dashboard | SwitchBoard | Setup

enter search

**Browse Ideas by Topic**

- attendance
- bandwidth
- certificate
- connection
- content
- encode
- flv
- guest
- layout
- library
- list
- lobby
- meeting
- password
- permissions
- presenter
- quiz
- recording
- room
- screenshare
- security
- status
- telephony
- video
- voip
- waiting
- whiteboard

**Connect Pro IDEAS** is a place where you can suggest product enhancements for Adobe Acrobat Connect Pro and Adobe Presenter.

Welcome, paultran888!

Please post your ideas, vote on ideas you like, and comment on others back often to see how your ideas are doing. Again, thanks for help. Connect Pro a great product.

**Announcements**

Welcome to Connect Pro IDEAS  
The Connect Provision for communication and collaboration is a dynamic and engaging, easy to use, and always ...  
dyun

**Mini Idea List**

Title	Author	Date & Time	Views
Special Layout Type: Lobby	dyun	3.6.09 6.49pm	5
Archive recordings (forced-recordings) ...	btauber	3.5.09 2.32pm	1
Today using forced recording rapidly use...			
Add a Printable Certificate to a Present...	dyun	3.5.09 4.38am	3
Server-side FLV Conversion for Meeting	dyun	3.5.09 3.33am	0
For meeting users who want to share vide...			

**Get Connected**

connectusers.com  
The official community site for Acrobat Connect Pro users

**Get Started**

**How to Submit an Idea**  
Click the 'POST IDEA' button on the right side menu.

**How to see which pitches are getting the most votes**  
Click on the 'BEST' tab to see the most popular pitches.

Bookmark this page

ConnectPro WebStorm

**MAX 2009 SNEAKS Idea Competition!**

CONNECT. DISCOVER. INSPIRE.

Home | View Ideas | Sneak Info | My Profile | Dashboard | SwitchBoard | Setup

enter search

Welcome, paultran888!  
Logout  
Submit Idea

**User Community**

Give us your IDEAS!

**Community Statistics**

- 2 ideas
- 0 comment
- 2 votes
- 1 users

**Announcements**

**IMPORTANT: Patent Your Demos!**  
Preserve Adobe's rights to file international patent applications on inventions by \$2000 in most countries, you lose ...  
paultran888

**Submissions**

First Submissions (7/10)  
Mock-ups accepted - PPT, whiteboard drawing, etc.  
Second Draft Submissions (8/7)  
Mock-ups not accepted --needs L...  
paultran888

**Who Decides?**  
A panel of esteemed Judges will select 10 finalists and 2

**Mini Idea List**

Title	Author	Date & Time	Views	Comments
PDF export from Flash/Flex applications	apandey	6.29.09 4.13am	6	0
Acrobat.com authoring applications (Bu...				
Adobe Captivate for MAC	rjacquez	6.27.09 12.45pm	6	0
We are currently working on the much req...				

Displaying results 1 - 2 of 2

MAX 2009 WebStorm

**Adobe Legal Innovation Portal**

Home | View Ideas | My Profile | Dashboard | SwitchBoard | Setup

enter search

Welcome to the Adobe Legal Ideas!

Please submit your ideas to improve Adobe Legal!

Together, we can improve the way we're working!

Misha Debrin

**Post Idea**

**HOW TOS**

**How to Submit an Idea**  
Click the 'POST IDEA' button on the right side menu.

**How to see which Ideas are getting the most votes**  
Click on the 'BEST' tab to see the most popular Ideas.

**Bookmark this page** Check back regularly to read and vote on all the latest Ideas.

**Active Blogs**

**Unapproved Badges**

**Most Recent Ideas**

- Test idea number 4
- Test idea number 4
- Paul Tran 6 hours ago
- Test idea number 3
- Test idea number 3
- Paul Tran 23 hours ago
- Test idea number 2
- Test idea number 2
- Paul Tran 23 hours ago

**Status Chart**

Legal WebStorm

## Casos de éxito – Innovación Abierta

### General Electric “EcoChallenge”

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**GE lanza el mayor “webstorming” de la Historia** - U\$S 200M para desarrollo de ideas de energía sustentable, es innovación abierta, todos pueden presentar sus ideas. Al 07-oct (hoy) se presentaron + de 3750 ideas y se registraron + de 68000 usuarios



<http://challenge.ecomagination.com/ideas>

## Casos de éxito – Innovación Abierta

### Republica de Irlanda



#### Desafío

Encontrar ideas para estimular la economía Irlandesa por medio del uso de los conocimientos de los habitantes de la Republica

#### Your Country, Your Call

- Soluciones: Implementar un concurso público de ideas para todos los habitantes de la Republica y el mundo (fue promovido directamente por la Presidente de la Republica de Irlanda).
- Recompensa de €200,000 para las dos mejores ideas
- Desafío entre Feb 16<sup>th</sup> a Set 1<sup>st</sup> 2010
- Resultados: Más de 10000 ideas recolectadas, mas de 97400 visitas de 175 países diferentes, mas de 20700 participantes registrados. Fueron elegidas ya las 2 ideas ganadoras

<http://yourcountryyourcall.com>

## Gestión de la Innovación

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Muchas gracias !!!  
Lisandro Sosa

Para seguir comunicados:

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<http://www.sqlconsultora.com.ar>

Twitter: @lisosa



Polo Tecnológico  
Bahía Blanca