

Jive SBS Innovation Center

Transform ideas into competitive advantage

Bringing new products to market is fraught with complexity, uncertainty and risk. Operational friction slows time to market and time to revenue from new products. Only Jive Social Business Software for Innovation connects companies directly with their customers, partners, developers and employees in real-time conversations, allowing previously siloed functions to improve and speed development cycles. Business is now social.



“Jive’s
unsurpassed
experience
in helping
companies
develop and
engage customer
communities is
a key reason for
the success of
PGiConnect.”

David Guthrie, CTO
Premiere Global Services

Jive impacts R&D's biggest challenges

Accelerate time to revenue

Time really is money. Great products have a limited window in the marketplace to capture their full revenue potential, and delays in development and launch can have profound financial implications. Jive empowers executives, managers and employees to work across functional silos, eliminate redundant effort, identify process sinkholes, align functional expertise and ultimately greatly accelerate an organization’s ability to deliver winning products to the marketplace.

Build an innovation culture

Innovation is the lifeblood of the enterprise. Creating a culture of participation and engagement in driving innovation within your employee base is an enormous competitive advantage. Jive creates a central enterprise innovation marketplace that gathers together ideas from across your organization and engages your entire workforce in the ideation process.

Align with customers

Great products are the result of great ideas aligning with real world opportunities. Bringing the Voice of the Customer into your ideation activities is the surest way to consistently build great products. Jive helps companies engage its entire enterprise and surrounding ecosystem of customers, developers and partners in the ideation and product development process.

Coordinate efforts

Successfully navigating from ideation to commercialization has become an increasingly complex process. Jive brings together people who transform innovative ideas into winning products. Across globally dispersed workforces, siloed functions, and the entire product development lifecycle, Jive connects people and their expertise to drive innovation forward.

ABOUT JIVE

Jive leads the Social Business Software (SBS) market, helping companies break through bottlenecks, do more with less, and rapidly produce results.

More than 2,500 customers, including 15% of the Fortune 500, rely on Jive to harness the collective intelligence and creativity of their social business networks. In 2008, the company recognized quarter over quarter growth of 20% and was positioned as a Gartner Magic Quadrant Visionary and a Forrester Wave Leader.

Founded in 2001, Jive is headquartered in Portland, Oregon. For more information, visit jivesoftware.com.

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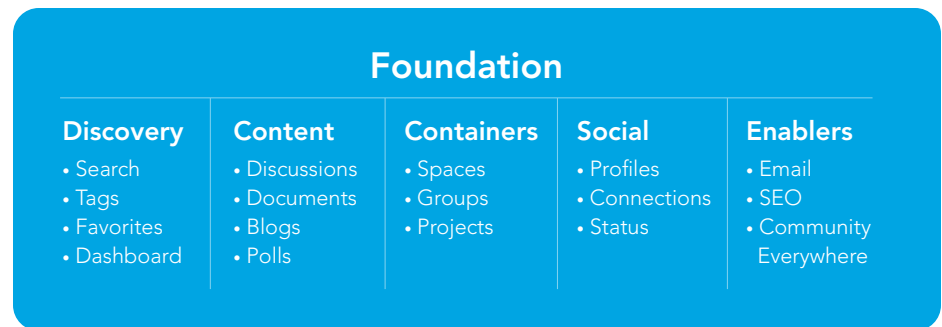
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What's included in the Innovation Center

Integrated Employee and Public Marketplaces

Jive enables you to harness the collective intelligence of your employees, customers and partners, creating a marketplace of ideas. The Jive SBS Innovation Center is built on the Jive Foundation to deliver the most comprehensive set of Social Business Software capabilities on the market. The result? A uniquely holistic approach to addressing Innovation's primary challenges by delivering two connected social marketplaces: one for employee collaboration and another for public-facing communities.



Modules

Bridging

This module effectively exposes customer conversations in a company's public community within the employee collaboration team space. For example, a product manager can easily stay on top of conversations that key prospects or customers are engaging in.

Analytics

This module provides a robust data warehouse, tracks all user activity, and provides key usage and adoption statistics via an activity dashboard. Most importantly this module enables the data to be quickly and easily exported into tools such as Excel, Access and other common BI tools.

Consulting

The Center package includes both strategic and technical consulting to ensure business success and active participation both within and outside of your organization. Services include:

- 4 weeks of strategy planning services with Jive best practices consultant
- Company-specific SBS strategy plan document
- Single Sign-On for both marketplaces
- Theming for both marketplaces
- Customized widget and/or content type per client's choice