



**JENNI INNOVATION PROCESS
MANAGEMENT
2010 Catalogue & Price List**

JENNI INNOVATION PROCESS MANAGEMENT (IPM) WEB APPLICATION

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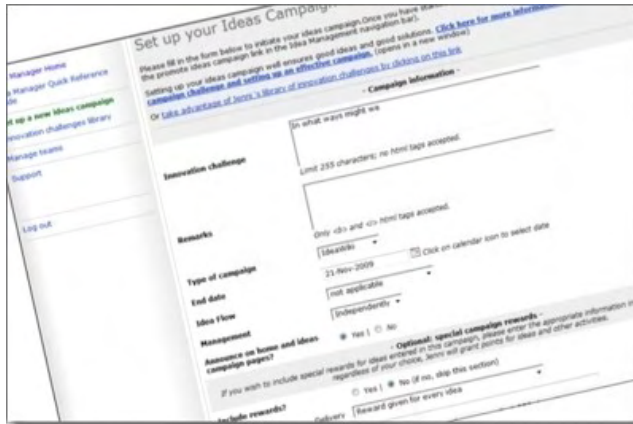
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Jenni is idea management software that aligns your innovation process with your strategy, ensuring that you get the ideas your business needs when it needs them.

- Jenni uses ideas campaigns to focus idea generation on specific strategic issues decided by your managers.
- We all know that innovation is not just ideas. It is also about identifying the ideas with the greatest value potential and building them into implementations that improve your bottom line. Fortunately, Jenni's suite of evaluation tools makes it easy to identify winning ideas, develop them and export them from Jenni to your existing tool set for transforming concepts into reality.
- Jenni allows managers to control who participates in which ideas campaigns, ensuring that confidential issues remain confidential, complex technical issues are the focus of specific teams, specific language campaigns are open to relevant language speakers and public issues are open to everyone!
- Jenni's purpose built, strategy-focused design has made Jenni a favourite of research and development professionals who need timely, innovative solutions to specific problems and issues.

Don't waste your time on suggestion schemes which give you no control over the focus of idea submission. They are very time consuming to manage, suffer high rejection rates and in our experience fail after 12-18 months! Let us show you how focused ideas campaigns combined with Jenni's expert evaluation tools are the only method for an effective and efficient innovation management process!

HOW JENNI WORKS



1. SET-UP IDEAS CAMPAIGN

A manager uses Jenni's "Idea Manager" module to set up an ideas campaign. She sets the innovation challenge, special rewards for the campaign, attaches any relevant documents, images, videos or links and specifies who may participate. It's as easy as pie. (Actually, it's easier! Have you ever made a pie from scratch?)

In the Idea Manager module, your managers can also....

- promote their ideas campaigns
- check the status on other ideas campaigns
- monitor reports
- monitor participation
- manage teams
- use the blog to report on the progress of an ideas campaign (requires optional SocNet module)



2. COLLABORATIVE IDEA GENERATION

Participants can submit ideas as well as collaborate on ideas by filling out a simple on-line form.

With Jenni's optional Multiple Ideas Campaigns module, you can choose between three different types of ideas campaigns: traditional, IdeaWiki and competitions. Learn more.

In addition to browsing, submitting and collaborating on ideas, participants can...

- monitor their own performance
- update their personal profiles
- look up their colleagues

And, with the optional SocNet module, participants can also...

- build networks
- tag colleagues
- write mini blogs



3. EVALUATING IDEAS TO IDENTIFY THE WINNERS

The manager sends ideas to an expert evaluation team. Using Jenni's evaluation matrix tool, they compare the idea to strategic criteria and add their comments. Jenni compiles their results into an overall scorecard and an evaluation report for each idea. Result: you can quickly see which ideas offer the greatest value potential according to your strategic needs!

Jenni's evaluation suite also includes

- a SWOT (Strengths, Weaknesses, Opportunities and Threats) Analyses tool.
- Elimination Rounds to focus on the most promising potential innovations.
- an ideas clustering tool that enables the manager to combine similar ideas into one big idea for streamlined evaluation.
- An idea development tool (see below).
- Implementation tagging for rewards and statistics

4. DEVELOP IDEAS INTO CONCEPTS

Jenni's highly flexible development tool lets your managers assign the development of ideas into concepts, projects or other tasks with a few simple clicks.

Jenni's development tool is an open tool that allows you to upload any kind of file, such as a business case template in Word, a cash-flow forecaster in Excel or a project management file in any format. Jenni then turns the file into a template for idea development.

As a result, Jenni's development tool is ideal from migrating powerful ideas out of Jenni and into your firm's existing tool-set for project development.



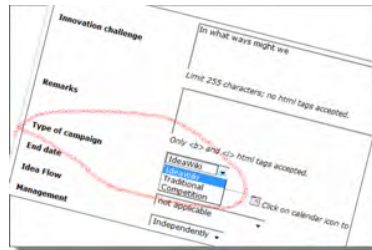
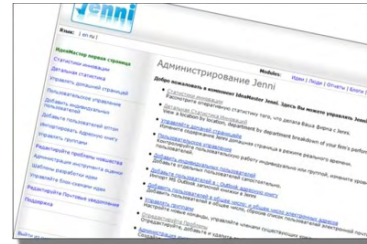
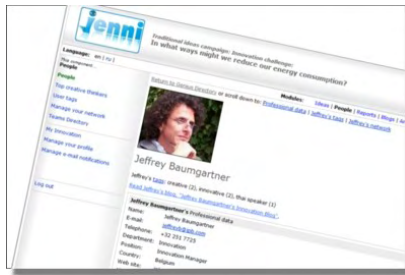
5. PROFIT!

Thanks to Jenni's innovation process management method, ideas generated and developed by you and your colleagues in Jenni are very likely to succeed as innovations. This means more profits for your firm. And that's what corporate innovation is all about!

PRACTICAL USE

Jenni's ideas campaign approach to the innovation process makes Jenni a useful tool for all kinds of business innovation. Use Jenni to capture, evaluate and profitably implement:

- New product ideas, including improvements to existing products, additional products that target your existing customer base and products to expand your customer base.
- New packaging ideas.
- Process efficiency ideas.
- Cost cutting ideas.
- Productivity improvement ideas.
- Improved customer service ideas, including better quality and higher process efficiency.
- Ideas to deal with threats such as new legislation which affects your product, unexpected advances from your competitors and disasters.
- New marketing ideas.
- Radical breakthrough ideas.



Clock wise: SocNet, Jenni Multilingual, Multiple Ideas Campaign Types (MICT)

OPTIONAL MODULES

The standard Jenni innovation process management solution is more than sufficient as a platform for your innovation process (including innovation process management, idea management module, evaluation module, basic social networking functions, administrative functions and more). However, depending upon your specific needs, Jenni's optional modules may add additional value to your innovation activities.

SOCNET: THE SIMPLE SOCIAL NETWORKING MODULE

Jenni's optional social networking module improves internal communication and collaboration!

SocNet is the ideal complement to innovation process management. It facilitates networking within your firm, helps people find experts for specific tasks and enables individuals and teams to communicate. Jenni SocNet includes:

1. Blogs - Jenni's custom built saboutme blogs allow individuals to write their own blogs; teams to write collaborative blogs and managers to write ideas campaign blogs that update participants on ideas campaign action
2. Networking - Just like Facebook and LinkedIn enable people to forge links and build networks, SocNet also enables your employees to build networks of colleagues and to communicate with them.
3. Tagging - Employees can tag themselves and their colleagues with key words. Over time, this creates a skill map of your organisation. People can find others with expertise in all kinds of areas.
4. User profiles - The standard Jenni includes basic user profiles. People can upload images, write profiles and include links to personal web sites. User profiles allow people to learn more about idea submitters and colleagues. Jenni SocNet integrates seamlessly with user profiles.

If your firm does not already have social networking tools, then you should seriously consider including SocNet with your implementation of Jenni!

MULTIPLE IDEAS CAMPAIGN TYPES (MICT) MODULE

If you want to control how people collaborate in idea management, then you will love the Multiple Ideas Campaign Types (MICT) module. At present, MICT includes three different ideas campaign types -- which differ according to how people collaborate -- and we have some more options on the drawing board!

1. **Traditional Ideas Campaigns** -- In a traditional ideas campaign, the Idea Manager launches an ideas campaign with an innovation challenge. Participants can submit ideas and collaborate on each others' ideas by adding building blocks to existing ideas. This is similar to adding comments to a blog or a discussion board post. Traditional Ideas campaigns are the only type available on the standard Jenni implementation.
2. **IdeaWiki Campaigns** -- The Idea Manager launches an IdeaWiki campaign with an innovation challenge. Participants can submit their ideas or they can collaborate on each others' ideas by editing the original idea in a wiki-like environment. As a result, each idea becomes a document with multiple authors. No other idea management tool offers IdeaWikis and their depth of collaboration. Indeed, inside JPB, we use IdeaWiki's to develop our own ideas!
3. **Competitions** -- Unlike IdeaWikis and traditional ideas campaigns, competitions are not collaborative or even transparent. An idea manager launches an ideas campaign as a competition. Individuals or teams submit their confidential proposals. Only at the closing date of the competition, do submissions become visible. Competitions are great for, well, for competitions!

JENNI MULTILINGUAL INNOVATION PROCESS MANAGEMENT IN YOUR LANGUAGE(S)

Among the many innovation management tools on the market, Jenni is unique in having a dynamic language interface. In plain English, this means that Jenni can be made available with an interface in as many languages as you wish. Moreover, our real-time translation tool means that if we do not have your language available now, we can have it available in a matter of days.

Most importantly, when your employees can read Jenni's interface in their own language(s), they are more likely to participate in your idea management activities. And that leads to better results!

Moreover, since you can launch multiple ideas campaigns in Jenni and control who participates in which ideas campaigns, you can simultaneously run many ideas campaigns in different languages targeting different regions where you have operations. That translates into more value for your innovation investment!

HOW FIRMS ARE USING JENNI

Below are some examples of how firms have been using Jenni innovation process management (IPM) to generate, develop and implement ideas that resulted in reduced operational costs, increased income, new products and improved human resources. In order to respect the confidentiality of our clients, their names are not shared here.

- A food manufacturer in Australia has used Jenni to generate new operational ideas that led to improved production efficiency and reduced costs.
- A British based chemicals company has used Jenni to develop new product ideas that kept them ahead of the competition.
- A US based University has used Jenni to allow students to collaborate on activity ideas that lead to improved relationships.
- A US multinational chemical company has used Jenni to collaboratively generate and build ideas for new products that would appeal to their existing customers, thus enabling them to increase income from their existing market-share.
- A Belgian bank has used Jenni to develop and evaluate financial product ideas that would help them differentiate themselves effectively from the competition.
- The Chinese unit of an international media firm has used Jenni to devise ways to better market products in China.
- A European Institution has used Jenni to develop human resource ideas to help staff from all over the EU interact better and to reduce tensions between international staff and local staff.
- A New Zealand based food company is using Jenni to develop new products targetting specific market sectors as well as improve production facility, thus increasing income and reducing operational costs.
- A multinational convenience food manufacturer has used Jenni to develop new product and packaging ideas. In particular, they have devised healthier food products in order to meet the changing tastes of existing customers as well as appeal to new customers.
- A British business process consultancy has used Jenni to develop new service ideas that enable them to remain competitive against low cost off-shore competitors.
- A US based large machinery manufacturer has used Jenni to generate and implement ideas that reduced process costs on major projects.
- An Australian power supplier has used Jenni to generate ideas to reduce their carbon footprint, encourage customers to do the same and reduce site accidents. The result has been increased efficiency, improved safety and better service to customers.
- A South African media company has used Jenni to generate new product and service ideas that keep them at the forefront of their sector in their market.
- A UK media company has used Jenni to generate and develop new advertising and promotional concepts.
- An Australian water supplier has used to Jenni to improve the efficiency of their water delivery system, thus saving a fortune in operational costs. Owing to droughts in their country, they have also used Jenni to devise and develop promotional campaigns for their customers on how to use less water
- A Brazilian training and consulting firm has used Jenni to generate new business propositions for a major client.

PRICE LIST

	EUR	USD	AUD	UKP	NOK	ZAR
Standard fees (Monthly)						
First 100 users (total price for all users)	1,000.00	1,500.00	1,650.00	900.00	5,800.00	12,000.00
Next 101 to 1000 users (per user)	4.00	6.00	6.60	3.60	23.20	48.00
Next 1001-3000 users (per user)	1.00	1.50	1.65	0.90	5.80	12.00
More than 3000 users (total price for all users)	6,600.00	9,900.00	10,890.00	5,940.00	38,280.00	79,200.00
Start up fees (one time only)						
Set up fee (technology)	1,000.00	1,500.00	1,650.00	900.00	5,800.00	12,000.00
On-Call Jenni Innovation Training/Coaching (1 month)	1,750.00	2,625.00	2,887.50	1,575.00	10,150.00	21,000.00
On-Call Jenni Innovation Training/Coaching (2 months)	3,200.00	4,800.00	5,280.00	2,880.00	18,560.00	38,400.00
On-Call Jenni Innovation Training/Coaching (3 months)	4,200.00	6,300.00	6,930.00	3,780.00	24,360.00	50,400.00
Optional Modules (user monthly)						
Multiple ideas campaign types (First 100 users)	200.00	300.00	330.00	180.00	1,160.00	2,400.00
Multiple ideas campaign types (next 101-1000 users)	0.80	1.20	1.32	0.72	4.64	9.60
Multiple ideas campaign types (next 1001 -3000 users)	0.20	0.30	0.33	0.18	1.16	2.40
Multiple ideas campaign types (max surcharge)	1,320.00	1,980.00	2,178.00	1,188.00	7,656.00	15,840.00
SocNet (First 100 users)	300.00	450.00	495.00	270.00	1,740.00	3,600.00
SocNet (next 101-1000 users)	1.20	1.80	1.98	1.08	6.96	14.40
SocNet (next 1001 -3000 users)	0.30	0.45	0.50	0.27	1.74	3.60
SocNet (max. surcharge)	1,980.00	2,970.00	3,267.00	1,782.00	11,484.00	23,760.00
Additional interface languages (English included in price)						
Set up fee (one time cost)	1,500.00	2,250.00	2,475.00	1,350.00	8,700.00	18,000.00
Monthly fee (per implementation)	150.00	247.50	247.50	135.00	870.00	1,800.00
Risk free trial						
One month (including all modules and on-call training)	2,750.00	4,125.00	4,537.50	2,475.00	15,950.00	33,000.00
Three months (including all modules and on-call training)	7,200.00	10,800.00	11,880.00	6,480.00	41,760.00	86,400.00

NOTES ON FEES

Jenni Idea Management Web Service includes...

- Installation and configuration of your implementation of Jenni on a highly secure web server, full security configuration. [Click here to learn more about security with Jenni...](#)
- Contractual guarantee of your ownership of all your data.
- 24/7 access to a secure, hosted implementation of Jenni which you and your employees can access via any device with an Internet connection and a browser.
- 24/7 technical support (but, to be honest, Jenni is so intuitive to use that our clients very rarely ask for technical support after the first few weeks of use).
- All upgrades when they become available.

On call training/coaching includes..

- Pre-start consultation and planning.
- Short telephone/on-line training sessions at each step of the Jenni idea management process.
- Advice, help and answers by telephone whenever you need them.
- General innovation process advice

Services normally by telephone and on-line only. Site visits may incur a surcharge.

Services for which additional fees may be charged...

- Customisation of your implementation of Jenni.
- Training.
- Optional modules
- Special hardware configurations or add-ons. (Note: standard implementations of Jenni include installation on a highly secure shared web server; dedicated database; firewall; daily back-ups of your data to tape. We believe that the standard hardware configuration is more than sufficient to safeguard your data. However, if you have particular hardware requirements, we can usually meet them.)

Risk Free Trial...

- Includes implementation of Jenni, with all optional modules installed for up to 100 users and unlimited ideas campaigns.
- Includes on-call training for the entire trial period
- May be continued at the end of the trial at quoted rate or cancelled if you prefer not to continue with Jenni.
- Does not include additional languages or customisation.

Notes...

- Terms and conditions may vary depending upon the market.
- Prices are subject to change.
- VAT, GST or other local taxes not included.

SALES AND CONSULTING CONTACT POINTS

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