



The World of Collective Intelligence

You want new ideas for your enterprise to reduce waste, improve process, achieve higher quality and do more with less. Who do you ask for help?

Chances are the talented people you employ already have the answers.

How can you unleash their ideas and creativity – and harness their valuable experience and know-how – to drive your business to new levels of success? How can you manage the process to maximize your potential to achieve your desired outcome?

Welcome to the world of Collective Intelligence. Welcome to Imaginatik.

Your Solution: Idea Central

Imaginatik is the leader in innovation, idea management and enterprise crowdsourcing software and services – helping you bring together teams of all sizes to identify and develop the important ideas that will drive your business to new levels of success.

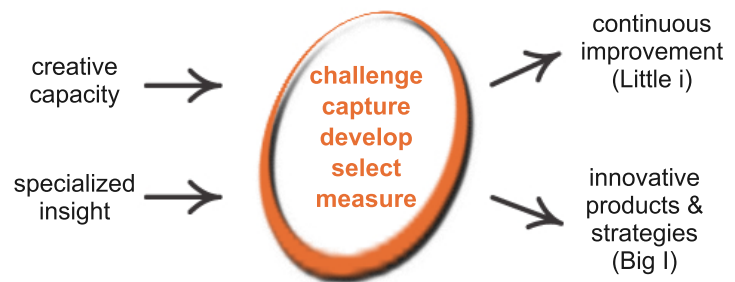
We specialize in Collective Intelligence, which leverages the insight, experience and knowledge of the large and diverse group of people inside, and often outside, your organization.

Our Idea Central software platform helps leaders to easily create and facilitate innovation projects and achieve exceptional levels of collaboration among any combination of internal stakeholders, customers, external suppliers, agents, and other participants in the innovation process – from tens to tens of thousands of participants.

Our track record speaks for itself. Companies including Bombardier, Chubb, CSC, Goodyear, Pfizer, Solvay, Whirlpool, and Xerox have achieved more than \$350 million in cost savings alone in recent years through our tools and services in a variety of ways.

Imaginatik can help you:

- Reduce costs while maintaining quality
- Drive continuous improvement and business process reengineering activities
- Develop innovative products and services
- Identify and disseminate best practices
- Improve employee engagement and drive cultural change
- Unite the company by breaking down barriers between divisions, regions, and functions



Leverage Collective Intelligence with Idea Central

Real Results

Insurance

Significant new revenue opportunities identified in the first three months

IT Services and Consulting

\$100 million+ annual savings through improved accounts receivables

Retail

\$38 million in savings from driving green decisions around the world

Manufacturing

\$30 million in savings from reduced waste and improved efficiency

Pharmaceuticals

New revenue opportunities for promising drugs already in the pipeline

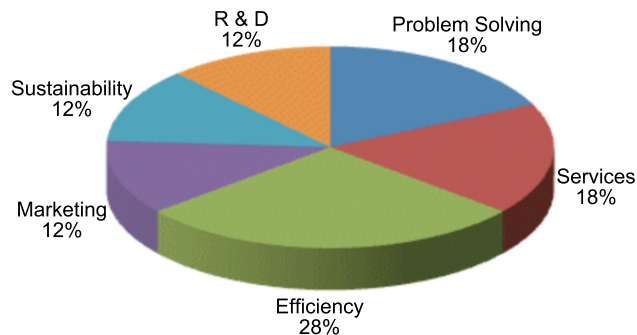
Food and Beverage

Annual savings of \$5 million per division and \$200 million worldwide because of lower costs

A Proven Track Record

More than 100 organizations rely on Imaginatik's Idea Central software, and we have consulted with another 400 organizations to design and implement innovation and idea management programs.

We have strong relationships with clients in a wide range of industries – from consumer goods and financial services to government, healthcare, pharmaceuticals, technology, and many more. Here's a breakdown of the types of problems our customers address with Idea Central:



Unleash Your Organization's Brainpower

For more information about how Imaginatik can help your organization identify and implement breakthrough innovations and ideas, please visit

www.imaginatik.com

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From Our Customers

"We see Idea Central as a perfect complement to our approach of working closely and collaboratively with customers."

Howard Smith, CTO CSC Collective Intelligence

"Given the wide range of business issues we face, the flexibility of the Idea Central solution suits our needs and helps us get the most from our employees."

Jon Bidwell, Senior Vice President of Innovation for Chubb

"Imaginatik can quickly align the creative potential of many individuals with real businesses needs. The scalability lets us increase the brain power directed at a problem by a couple of orders of magnitude, which changes everything."

Dr. Robin Spencer, Senior Research Fellow for Pfizer