

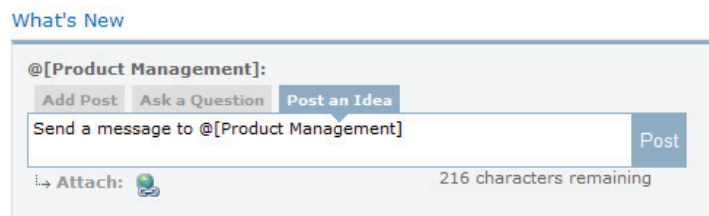
Ideation is an iterative and social process that benefits from concepts like crowdsourcing and collective intelligence. Whether you're inventing new technologies, determining the direction of your product roadmap, or trying to find cost cutting ideas - it's crucial to provide intuitive methods that support the capture of input, feedback, and conversations from your customers, partners, and employees.

The Social Sites 2010 Idea Stream solution package provides a user-friendly interface to gather, evaluate, and prioritize ideas all within the context of your SharePoint environment - at a community level and a campaign level. Idea Stream is integrated directly into your work stream where users can collaborate, participate, and stay engaged.

Ideation at a Community Level

Innovation is an organic part of the social computing workflow, not a siloed application. By including ideation in your user's daily lives, you are empowering their engagement, shining the spotlight on your emergent leaders, and enhancing the visibility of new ideas.

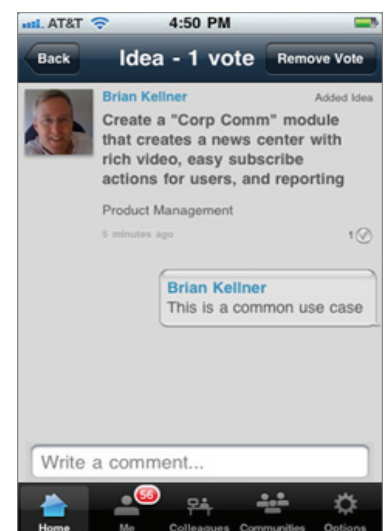
Within any community, users can post ideas where fellow community members can comment, vote, or share those ideas.



Ideas populate into the community activity stream fostering collaboration and conversation. Within an idea, using the hashtag (#) feature helps other community members search for popular terms and ideas.



As you know, ideas happen anytime, anywhere, so community members can submit, view, comment, and vote on ideas from their mobile clients as well. Replace the old-fashioned suggestion box with a more accessible, track-able, and streamlined tool: Social Sites Idea Stream. Your organization's best ideas will naturally flow to the top.



Ideation at a Campaign Level

As a business leader on a mission, Idea Stream allows you to set up simple or more complex idea campaigns to help surface, for example, a new innovative product idea, a cost cutting idea that will help save the company a substantial amount of money, or a better internal process that helps increase client satisfaction.

In Idea Stream, an administrator can develop a full-fledged campaign where they can build a community-like environment to submit, review, approve, and implement new ideas. Users can “follow,” vote, share, and comment on the idea campaign just like a community - through their My Newsfeed page or their mobile client.



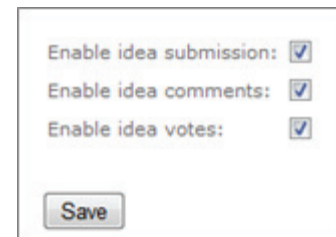
Content Approval

Specify whether new items or changes to existing items should remain in a draft state until they have been approved. [Learn about requiring approval.](#)

Require content approval for submitted items?
 Yes No

Each campaign site can be customized depending on how extensive the idea is. Campaign moderators can approve submissions as well as shut off voting or comments at any point during the campaign. They can limit user access based on permissions, track and filter activity in the campaign (e.g., “most popular” ideas), and change the state of the idea as needed (e.g., closed, promoted, or implemented).

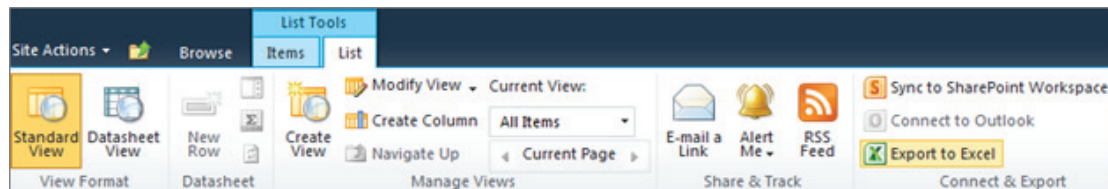
For more focused brainstorming, authorized users can set up private campaigns to capture, nurture, and refine new ideas in a discrete setting.



Enable idea submission:

Enable idea comments:

Enable idea votes:



When the campaign is complete or at various review points during the campaign, an admin can export the data to Excel using the list menu through SharePoint.

Identify your idea generators as sources of expertise. Hold ideation contests and competitions that are quick, social, interactive, and fun. Your stakeholders get involved by voting and offering comments. Your decisions are more informed. And the contributors feel heard and respected.

Learn More

To learn how NewsGator can enable your organization with social collaboration, learning, and knowledge management tools, contact us at 800-608-4597 or at insidesales@newsgator.com. For outside the US and Canada, please contact us at +31 (20) 561-7038 or at eu-info@newsgator.com.

About NewsGator Technologies

NewsGator, a Microsoft Gold-Certified and Depth-Managed Partner, offers award-winning enterprise social computing solutions. Direct integration with SharePoint’s business collaboration platform means NewsGator Social Sites runs hassle-free on thousands of organizations’ existing computing infrastructures. Capabilities familiar to consumer-oriented social software, such as microblogging, activity streams, social profiles, mobile clients, video, and expertise location, ensure users extract real business value from collaboration and knowledge management activities. Founded in 2004 and with over 2.5 million paid users, NewsGator serves Fortune 200 and government knowledge workers across the globe - including Accenture, Biogen Idec, Charles Schwab, Deloitte, Edelman, Fujitsu, General Mills, JPMorgan Chase & Co., Kraft Foods, Novartis, Unisys Corporation, the United States Air Force, and the United States Army. Together, SharePoint and Social Sites are propelling the future of productivity - www.newsgator.com.