

CISCO USE CASE

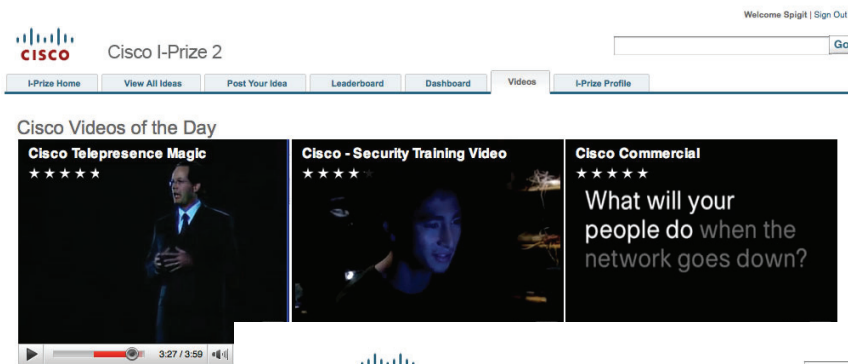


Challenges

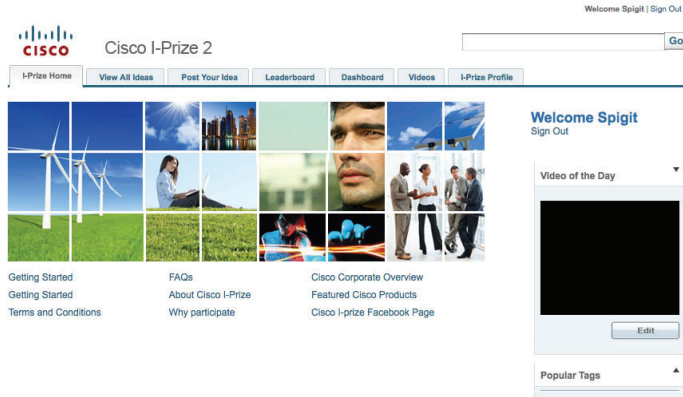
- Create a truly global contest website that can track user ideas, facilitate collaboration and increase customer engagement
- Implement a software platform to manage submissions and automatically surface the best ideas using factors besides just popularity
- Employing a more intelligent approach than just simple "post & vote" functionality
- Build a community that can easily scale to accommodate two million users and incorporate multimedia to showcase Cisco products

Solutions

- Designed and implemented an external Cisco I-Prize community powered by Spigit that includes voting, comments and an idea market to identify Cisco's next billion dollar idea
- Spigit's Innovation management platform in combination with Cisco's collaboration tools, will serve as the platform by which entrepreneurs can submit, share and build on their ideas with fellow innovators
- The Spigit platform will also serve to evaluate all entries for their technology innovation and business value and receive the US \$250,000 prize
- Include functionality for Reputation scores via RepURank algorithms to assign value to an idea based on several factors like the idea generator's reputation, role within an organization, level of expertise, number of votes and by the 360 feedback given by the community



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