SOLUTION
Ideation and Product Development Portal

Turn Innovative Ideas Into Marketable Products, Faster than Ever

Excelling in a modern digital age is all about speed - speed of innovation, getting your products to market, and meeting your customers’ expectations. This means that really cool new idea you have needs to be developed into a marketable product and launched as quickly as possible, or else someone will either beat you to it or you’ll find your “new” product outdated before it even launches.

Bringing a new product to market involves multiple phases requiring participation from various teams across the organization, from idea conception to product development and launch.

Without the right tools and processes in place, this could easily result in unnecessary miscommunications, delays, wasted time and cost, and could even sacrifice the quality of the outcome.

CULTIVATE KNOWLEDGE FLOW AND INNOVATION

Leading businesses maintain their competitive edge by undergoing constant innovation, faster, more often and better than their competitors. From ideation to product launch, your business needs modern tools to manage the end-to-end process, cultivating knowledge flow and providing a platform for teams to collaborate, from capturing and managing new ideas, to discovering new opportunities to innovate, defining project requirements, developing strategy, project planning, setting goals and milestones, and more.

The technology needs to be flexible while providing a centralized solution that fosters collaboration around content, business processes, and task management for inspiring and developing your new products.

Rivet Logic’s Ideation and Product Development Portal is an integrated ECM and portal solution, allowing you to leverage the strengths of each product in one solution - content management, business process management, compliance and governance, collaboration and shared workspaces, social tools, and more.

The Ideation and Product Development Portal leverages Box’s powerful and secure cloud content management capabilities for storing all enterprise content, such as project requirements, design mockups, product documentation, etc. The user experience is created through Liferay Digital Experience Platform (DXP), providing a simple and cohesive way to manage teams around projects. Teams can easily collaborate on ideation, content, process and project tasks through shared team workspaces and flexible dynamic workflow.

With complete process transparency and dashboards to provide insightful summaries and statuses at a glance, you can prevent any unnecessary communication and focus on what’s important - bringing your product to market faster.

The result is a solution that leverages your existing network of employees, customers and partners to surface new ideas, identify those with most business value, and develop them into solutions that capture new markets, faster than ever before.

Common Use Cases

- **Restaurant innovation team** creating a new “healthy” menu needs to collaborate around guidelines to use for the menu and new menu items
- **A pharmaceutical company** developing a new drug needs a team workspace to share associated research and regulatory compliance documentation, while collaborating with external stakeholders
- **A cosmetics company** developing a new eye shadow palette is collaborating with beauty bloggers and influencers for ideas and inspiration
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**IDEATION PROCESS**

**CAPTURE**
- Multi-path Idea Intake
- Idea Filtering
- Idea Classification

**WORKFLOW**
- Meet and Discuss
- Enrich
- Present
- Feedback
- Demonstrate
- Approve

**IMPLEMENT**
- Turn great ideas into great initiatives!

**SOLUTION FEATURES**
- Centralized access to content and digital assets
- Enterprise security
- Centralized communication
- Internal and external collaboration
- Dynamic workflow management
- Dashboards and advanced reporting
- Cloud deployable

**BUSINESS BENEFITS**
- Shorten milestone phases
- Improve efficiency
- Risk management
- Increase knowledge flow and discover new opportunities to innovate
- Process transparency and visibility
- Increase time to market