GreyB
Innovation Program Driving Growth

There's an innovator inside every growing business, but what if we told you the number is far larger than you can imagine?

This is the success story of GreyB and how its top innovation leaders used InspireIP to bring out the innovator and inventor inside every single employee.

InspireIP.com

What GreyB does?

GreyB is focused on Infringement Research, Invalidation Search, Prior Art Studies, Freedom to Operate, Landscape Studies, and Machine Intelligence.

The company's product line includes these solutions and more:

- BOS – Business Opportunities For Sales
- FIT – Filing Impediment Tracker
- NEO – An Intelligent Tool For Patent Researchers
- Assignee Analysis

Specifically, they took advantage of Idea Assist to leverage the company's entire workforce to:
Improve the process of generating, capturing, and implementing ideas
Create a repository of ideas that they can implement at any time
Introduce new internal processes and elements, such as focused upskilling programs for every vertical
Bring their company's vision of customer-focused innovation into reality.

PAIN POINTS

Management PoV

GreyB puts the company's vision to translate high-value opportunities into their client's win completely on every single member of their workforce, no matter the designation. Therefore, the management team needs to keep the innovation culture proactive and consistent.

They realized as the team kept growing and expanding across the globe, taking full advantage of the ideas, innovations, and creativity of employees wasn't possible through traditional mediums.

And when they realized that even an innovation challenge as straightforward as getting ideas for their new office space in their building was getting chaotic and fruitless, they had to do something

To be concise, here's what they were brainstorming about:

- How do we give every employee the same platform, priority, process, and progress to grow internally?
- How do we empower employees to be critical for winning patent litigations, scouting new technology, selling business based on IP, risk assessment in FTOs, and so on?
- How do we increase employee engagement individually and collectively? Collaboration and internal communications must scale as the company grows.
- How do we ensure productivity and participation in both large and small innovation challenges, such as getting the entire employee base involved to assist in the transition to a new office?

CHALLENGES

Employees PoV

After trying out several traditional methods to establish an innovation pipeline, the top management team came into discussions with our dream team (with over 32 years of experience in innovation and patent development).

The first and most important action step we took was to bring the employees in loop. We let them voice their concerns and opinions. That's where we got to the root cause of GreyB's challenges.

Here's what individuals from different departments, such as Research, Infringement, Business Development, or Software Development, had to say about their existing process:

Below points were the most common problems.

- Reaching out + fear of disturbing people who have more important things to take care of, rather than dealing with the problems I face.
- We don't have a platform to communicate the ideas effectively to our higher ups. My ideas get lost in long email threads.
- I still don't know whom to send my idea, should I send over email or Hangouts msg, who all to keep in CC.
- There is no structured motivation to actually innovate. If I reach out with a solution outside my job purview, I'm rarely taken seriously.

The Innovation Story Begins

We heard every one of problems and combined the suggestions with our industry best practices to build a custom idea and innovation solution.

After getting to the root cause of the ongoing situation and GreyB's end goal, we started their transition to continuous innovation.

By then, the top management was able to leverage our 30-day free trial policy and onboard InspireIP as their primary innovation management software.
After two years, here's their solution overview.

SOLUTION

InspireIP: Idea Assist Personalized Tool

GreyB's first step towards a strong innovation strategy was to introduce a custom and easy-to-integrate idea management platform.

Since GreyB wanted to start right away with the innovation challenges to find and launch employee ideas, our proactive approach came in handy. Our team helped them with an innovation strategy, following best industry practices for systematic employee engagement.

The GreyB team began their InspireIP journey by running their first innovation challenge, which was to bring out the best in their new workspace. Because of the simple and effective UI, the entire workforce was able to get on board quickly and start contributing. The rest is history.

InspireIP enabled GreyB to:

- Implement the new idea generation framework,
- Champion running innovation challenges,
- Implement ideas quickly without compromising the quality,
- Promote diversity in the workplace,
- Give everyone an unbiased platform to share their ideas,
- Hear and address everyone's perspective towards new solutions,
- Make collaboration and communication a part of their organization,
- Loop in every stakeholder, i.e., juniors, seniors, new employees, middle management, and top management.

Interactivity and Communication Increased

In the days following up after the launch of the innovation management initiative, GreyB experienced an incredible number of participants.

Not only individual contributions but team-based idea submissions increased by two-fold.
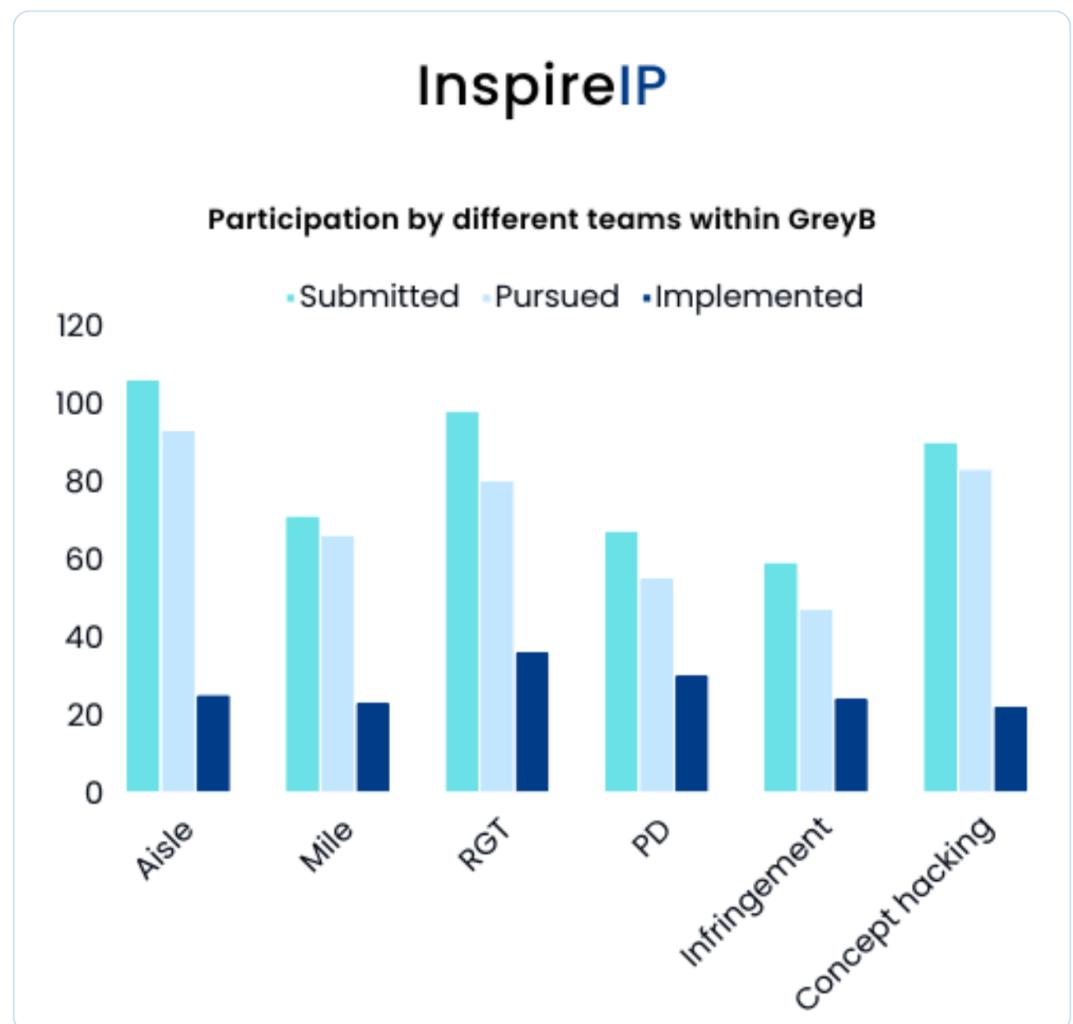
Although InspireIP provides a personal success manager to Enterprise users, the GreyB team was quick to accept our tool.

And we saw an immediate success rate in their idea development, generation, collaboration, discussion, and implementation process.

We didn't have to hold regular training sessions and induction programs to talk about the benefits of using idea management software.

The employees already had ideas to share and talk about, just not the medium.

Continuous Improvement based on Advanced Reporting

InspireIP

24m 33s
Average engagement time

424
Total Ideas Pursued

8
Total Innovation Challenges

573
Total Ideas Submitted

281
Total Ideas Implemented

24.5%

54.7%

20.8%

Ideas Submitted Individually	
Ideas Submitted with a Co-Inventor	
Ideas Submitted by Teams	
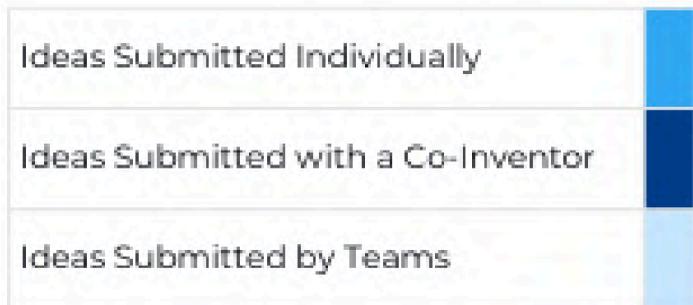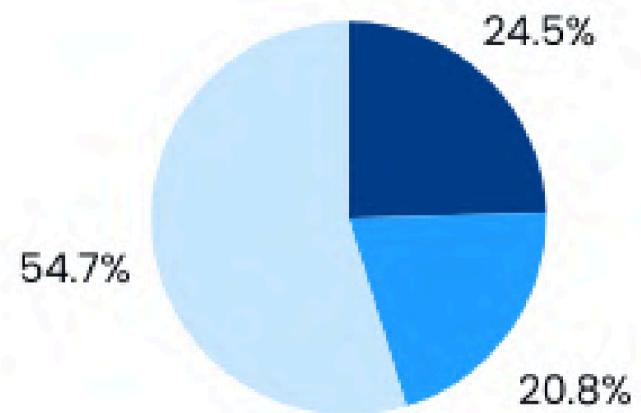
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#	Docket	Title	Inventor	Status			
1	DOC00264		S. Varun	Under Review			
2	TMP-208		K. Smriti	Draft Saved			
3	DOC10921		D. Gaurav	Application Filed			
4	DOC00265		G. Ishalli	Under Review			
5	TMP-210		K. Smriti	Draft Saved			
6	DOC10944		S. Prabhjot	Application Filed			

Interactivity and Communication Increased

Idea Assist significantly simplified the process of keeping tabs on ideas submitted by individuals at different times through different mediums and for varied challenges.
Every single detail and step is now collected and stored in one dashboard.

The innovation analysis by InspireIP enabled the team to gauge the number of:

- New ideas submitted
- Ideas evaluated
- Ideas pursued
- Users engaged
- Ideas implemented
- Number of ideas submitted by each business unit (or team)
- Number of ideas pursued and filed by each business unit (or team)
- The success rate of a team during innovation challenges

In a couple of clicks, the leaders are now able to review crucial innovation details and the average time spent on the platform.

Spotting innovation, regardless of the huge challenge, became easier.

The top management was able to pursue any idea in no time as well as track the level of employee engagement about internal or external challenges.

Results and Improvements

- Increase in the quantity and quality of ideas and inventions.
- Ability of tech scouting as a result of the live idea repository.
- Research time accelerated by 70%.
- Newfound collaboration within teams and verticals.
- New processes and solutions to give customers the best.

Conclusion and Next Steps

Your company has the potential to be the next innovation mastermind. Book a call with us today to explore your possibilities.

Thank you!

GET IN TOUCH

InspireIP