Ideation with IRIS

- Ideate
- Refine
- Implement
- Shine
“The best way to get a good idea is to have a lot of ideas.”

– Linus Pauling
Double Noble Prize winner
Our Motto - Driving innovation wide & across

Empowering Life
Embracing Livelihood
Enhancing Technologies

Reinforce RISE Values

We are focussing on transforming businesses of our customers

Propagate, proliferate & innovate

Create business ideas ground up

Make innovation the change agent for next-gen growth driver

Tap into growing potential of our Engineering base
Associate Innovation - A Snapshot
Crowd sourcing Innovation ideas

100+ contests run for diverse domains like Telco, Banking, healthcare, Oil and gas, Airline industry etc.

6000+ ideas generated, 100+ shortlisted, 30+ implemented

Prize money in excess of $10k distributed till date from Customers + Tech Mahindra

Framework pitched to a key US based logistic customer, Banking customer from Australia and a key UK based construction industry

Customer driven Hackathons run - for two key telco customers, one Mfg customer & a cloud platform company, 4 internal hackathons

A US based truck company launched ideathon

- 1 Business Challenge
- 106 innovative ideas
- 10 shortlisted ideas
- 3 implemented ideas
- Cost saving worth $100K

Ideation Framework appreciated by US based rail road customer

Engaging Tech M to develop customized version of the same

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Life Cycle

- Ideas generated by Employees
- Ideas submitted to a portal

Ideate

- Ideas reviewed by Innovation Mentors
- Refined with inputs provided by experts
- Ideas qualified

Refine

- Build business plan
- Implement idea
- Show benefits and ROI

Implement

- Ideas generated by Employees
- Ideas submitted to a portal

Shine

- Innovation Reward Points
IRIS Contest Flow

0.5 week
- Right articulation of the theme

1 week
- Publicity campaign explaining the business theme
- Publish the theme on IRIS with timelines and additional ppt if needed.

01 week
- Top 10 ideas to be presented as a fast pitch by the ideators to Jury 2

02 week
- Jury 1 shortlists the ideas. (Roughly Top 10 per 100 ideas logged) for the fast pitch round (2 week)

02 week
- Associates submit ideas around the business theme (2 weeks)

01 week
- Jury 2 reviews the shortlisted ideas from Round 1

End of Ideation Phase. Start of discussions on implementation

Publicity campaign + idea submission (9 Aug – 31-Aug)

- 3 weeks
- Total 349 ideas logged

Round 1 review (3 Sep – 26-Sep)

- 6 weeks
- Top 25 selected for Round 2

Round 2 review (27-Sep – 3-Oct)

- 1 week
- Top 10 selected for Round 3 – final round

Final round review (10-Oct – 11-Oct)

- 0.5 week
- Top 5 winner ideas selected

Declaration (18-Oct)
Benefits

- Create an organizational culture of innovation
- Enable an organization to position as an innovative organization
- Enable new revenue streams through innovation
- Initiate mechanisms to engage various stakeholders through an administered process
- Bring in accountability for contribution to innovation
- Engage actively with internal & external stakeholders to create innovative solutions
- Create IPRs and solutions that can be used to generate new revenue streams
- Continuously strive to position and brand the organization as an innovation leader
Iris for an Organisation

- Host a separate instance of IRIS on Customer Cloud.
- Customize IRIS and Configure the customer data on IRIS.
- Support ideation challenges on IRIS.
- Enables Innovation on an ongoing basis.

- Opening up a challenge on IRIS
- Reviewing ideas online
- Submitting ideas

Subscription based model also available

Tech M Cloud

Customer Network
Thank You

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