

# Web-based 'ideas incubator' captures innovation and standardises new product development

## ▶ Visibility of all ideas in pipeline

## ▶ Stage and gate qualification process means clear go/no go decisions

## ▶ Increased number, quality and impact of ideas

### Lots of ideas – but what's happening to them?

This global food company was bursting with ideas, but new product development was being hampered by the lack of a standardised, visible process for progressing them.

### Failing to exploit employee creativity

Ideas were not being captured and progressed consistently. Senior teams could not see the ideas in the pipeline, where they were in the process, or who 'owned' them.

### Creating an 'ideas incubator'

The ATC platform was used to capture the company's complex stage-and-gate qualification process for new ideas, and turn it into an 'ideas incubator'. The process is now standardised, with clear criteria for go/no go decisions, and gives complete visibility of new product and service ideas through the pipeline.

### The results

The web-based approach delivers control and boosts innovation:

- Ideas are passed in a controlled way through the stage-and-gate process.
- Unity of approach – best practice is followed across the globe.
- Dramatic increase in the number, quality and impact of ideas.
- With the 'basics' in place, sharing ideas across the business happens freely.

