

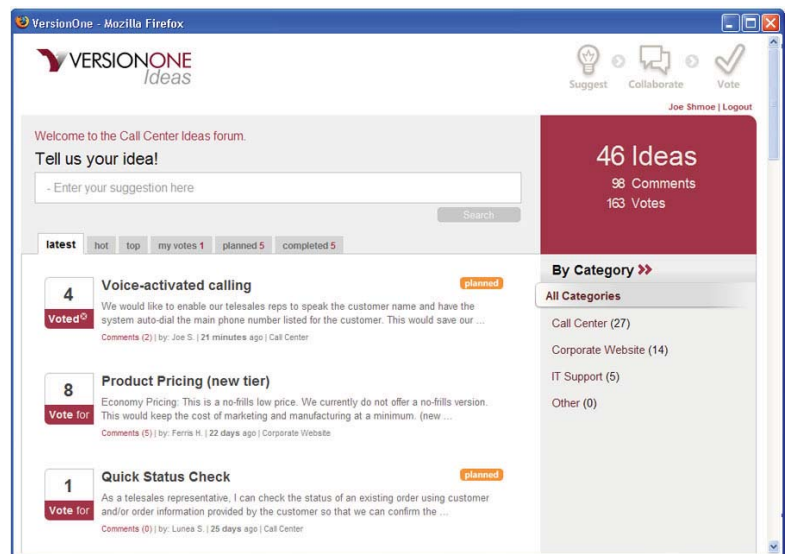
V1: Agile Ideas

Ideas enables organizations of any size—small, medium or enterprise—to launch and participate in an online idea exchange where customers post, discuss and vote for the features that matter to them the most.

Business Challenges

Development teams often find it challenging to gather and prioritize customers' feature requests. The situation is exacerbated by the fact that many companies rely on CRM systems, help desk tickets, emails and customer portals to help gather and manage customer feedback. While more cost-effective than custom market research or focus groups, these tools do not efficiently aggregate input in a meaningful way that product owners can easily access and track.

Additionally, using multiple external tools can impact the valuable collaboration that occurs with customers that identifies needs that are most important to the majority of customers. These methods also don't give customers visibility into the status or results of their ideas and requests: Was my idea accepted? If so, when is it planned for review or development? How will I know if my idea has been completed and released?



Your customers can suggest, collaborate and vote for new product ideas.

Our Solution

With *V1: Agile Ideas*, you no longer have to rely on expensive CRM systems or disparate systems to gather product feature requests from customers. Ideas lets you quickly launch a centralized, interactive customer community and engage in meaningful product collaboration. Because Ideas is an automated forum, it's easy to collect and assess product insight from your customers – or prospects, partners and employees – to drive innovation.

As ideas are collected, discussed and voted on, a tight, pre-built integration with our award-winning Enterprise agile project management tool ensures complete visibility into Ideas data. Product owners can filter ideas by forum and category to view a sub-set of ideas, generate new stories directly in the product backlog or create requests for further investigation.

V1: Agile Ideas Benefits

- **Reach and engage more customers:** Ideas helps you quickly connect with the people who are vital to your success – your customers. You can easily aggregate important product insights across diverse, large and geographically dispersed customer or employee communities.
- **Automate prioritization:** As ideas are captured, commented on and voted for, our out-of-the-box Enterprise integration lets product owners automatically create stories in the backlog and show an idea's status for end-to-end traceability. The pre-built integration also helps ensure that product owners have a constant stream of customer prioritized features and enhancements to guide product development.

- **Drive product innovation:** Ideas gives product owners a simple way to channel innovative ideas into the organization, offering a way to collect suggestions from any constituency that plays a role in the product planning process, rather than restricting input to internal departments only. Ideas helps companies collect cross-functional ideas which blend technology and business expertise to create market-leading products.
- **Increase customer loyalty:** By giving your customers a voice, you can improve customer satisfaction, strengthen your relationships and develop trust – all of which are key to driving positive customer referrals and extending the community. Your company gains business value by implementing good ideas and your customers see the value of their participation.

V1: Agile Ideas Helps You

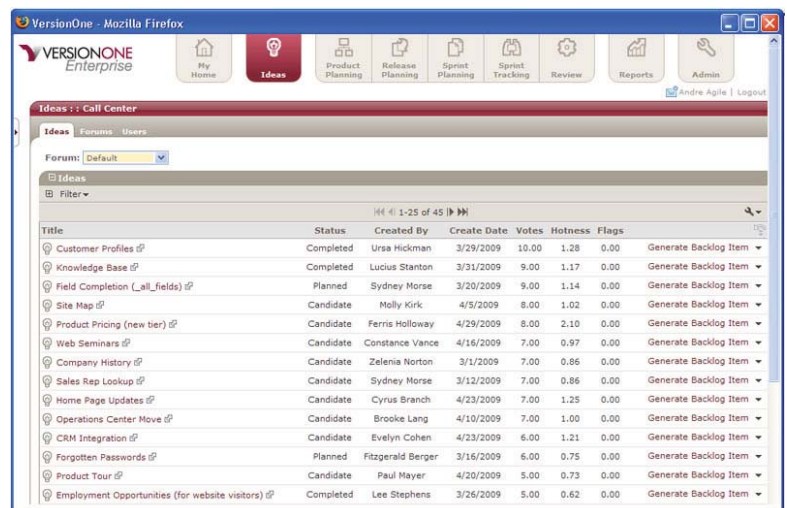
- Consolidate and prioritize product feature requests, enhancements and fixes that are most desired by your customers
- Capture and participate in user-generated discussions your customers are having about your product or service
- Apply the value of innovation management to your product strategy through meaningful customer collaboration
- Establish, nurture and listen to your own customer community for insight that can inspire new product ideas, confirm current product plans or turn potentially negative input into useful “lessons learned”
- Automatically feed the top customer priorities into your agile processes through a pre-built integration with V1: Agile Enterprise



Our Enterprise integration lets product owners automatically create new stories.

Key Features

- **Closed-loop integration** with V1: Agile Enterprise
- **Unlimited forums** let you structure Ideas to reflect your organizations needs
- **Public & private forums** let you choose whether visitors need to log in to view ideas information
- **Flexible categories** (within forums) can be customized to help filter ideas
- **Idea status** provides customers instant visibility into the status of submitted ideas
- **Moderation tools** offer product owners several options to manage the Ideas community
- **Customizable options** include the header and footer to add your logo, site tracking or links
- **Double opt-in email validation** helps prevent fraud or members using someone else’s email address
- **Advanced search** promotes collaboration and helps eliminate duplicate discussions on the same topic



New ideas guide product development.

About VersionOne

VersionOne is recognized by agile practitioners as the leader in agile project management tools. Since 2002, we have helped more than 10,000 teams and 70,000 users in 50 countries from companies such as Adobe, Siemens, Dow Chemical, IBM, Lockheed Martin and Business Objects provide greater value to their customers by simplifying the process of planning and tracking agile software projects. To learn more about how VersionOne can help simplify and streamline your agile software projects, visit www.VersionOne.com.