

- **Engage** the full breadth of your employee base
- **Collaborate** and share knowledge
- **Solve** problems and uncover opportunities

CABOT  Cabot Corporation (NYSE: CBT) is a \$3.6 Billion leading global specialty chemicals and performance materials company headquartered in Boston, Massachusetts, USA that serves key industries including transportation, infrastructure, environment and consumer. Using Brightidea, Cabot's people are empowered to share ideas, compare new findings and collaborate to ensure they capture the best thinking across their global network.

The Challenge

John Jaddou, Cabot's Director of New Business Development/Scouting & Innovation, was brought into the company to build a new innovation program.

John and his team's charter was to build a foundation to enhance Cabot's innovation capacity, transform the organization's culture to embrace new thinking, identify market opportunities and solve complex problems.

As a company with a rich history of technology development, they were challenged with traditional brainstorming techniques, finding them ineffective because the conversation stopped after the meeting or conference call ended. Ideas would be collected, but there was nothing to keep the conversation alive. They tried

Lotus Notes as a repository for ideas, but it was ineffective and was abandoned. And as a global company with 4,600 employees, being constrained only to people in the room, in that location was extremely limiting from an innovation perspective.

The Solution

After thoroughly evaluating the market, Jaddou's team selected Brightidea based on the platform's intuitiveness and flexibility. Cabot's goal was to break down barriers of time and space to encourage and broaden global audience participation. "We don't know what we know," says Jaddou. "Constructing a virtual space where people can share their knowledge and collaborate wherever they are and anytime they want, coupled with the right physical environment that fosters rich conversations is really powerful." Connecting people and ideas creates the initial spark of innovation, and ideas evolve from there.

Jaddou's team runs time-boxed challenges to crowdsource ideas across three areas of the business: Technical, Commercial and Marketing. The flexible Brightidea platform supports a very diverse set of use cases across these lines of business.

A core team works with a business unit to identify a problem or opportunity. Jaddou acts as the architect for each team.

Challenges

- Traditional brainstorming techniques do not engage the broader company
- Inability to keep conversation alive
- No effective tool to manage collaborative innovation process

Solution

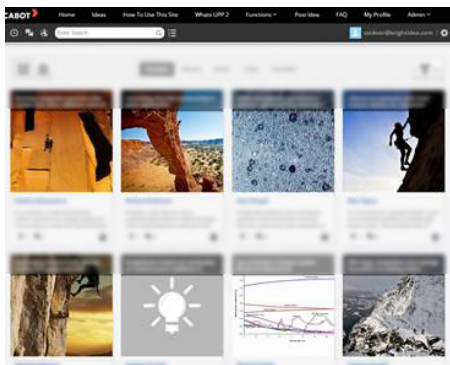
- Tap a broader audience
- Identify new market opportunities, solve complex problems, and explore new products concepts
- Share and document knowledge

Results

- Two ideas expected to generate tens of millions of dollars for the company
- Collaborative knowledge sharing
- Ability to centrally document and access corporate knowledge

To create a rich dialog from where great ideas emerge, the core team has several key responsibilities:

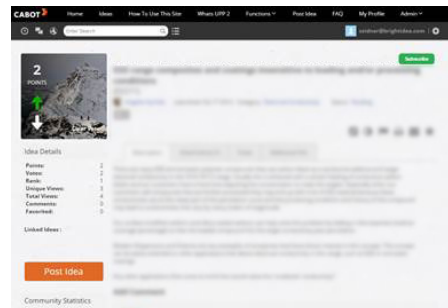
- To crystallize the problem. As Jaddou notes, "A clear and focused problem definition is central to the success of the innovation campaign."
- To create background content within Brightidea to help fully evaluate ideas.
- To pilot the challenge and receive initial feedback.
- To identify a Champion within the core team whose job is to rally the cause and inspire people.



The core team enters this initial information into Brightidea and seeds the challenge with ideas, shaping the quality of ideas being submitted by the broader audience.

A broader "idea evaluation team" is identified and the Challenge is launched. For Cabot, a Challenge launch is a combined physical/virtual event with a physical kickoff to get the company engaged, including rewards for contributions. The Virtual launch uses Cabot's intranet and Brightidea's broad set of engagement tools to promote it, including subscriptions, emails, and notifications. This is essential according to Jaddou, because "you need a multi-channel

strategy to keep Challenges alive and active." For Cabot, the hybrid physical and virtual approach is critical for discovering breakthrough ideas and solving complex problems.



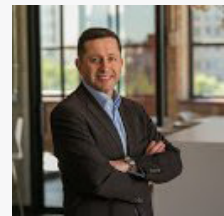
To further aid the collaborative process, integration with Cabot's Active Directory ports all employee information into Brightidea, including photos, title, and location, so people can put a name to a face.

To evaluate ideas that come in, Cabot engages a broader employee audience to vote and comment on ideas. Then the core team develops criteria and uses Brightidea's pipeline tools to score, prioritize and move ideas forward.

Results

Jaddou sees a lot of positive outcomes working with Brightidea. He reports, "Two ideas from one specific campaign developed using the Brightidea platform are expected to generate tens of millions of dollars for the company." In addition, the collaborative knowledge sharing has been a key benefit, as well as the ability to centrally document this knowledge. The team has also gleaned a lot of insight working with Brightidea's Services experts and by sharing experiences with other Brightidea customers.

"Two ideas from one specific campaign developed leveraging the Brightidea platform are expected to generate tens of millions of dollars for the company."



John Jaddou, Director of New Business Development/Scouting & Innovation

For an online demo and more information contact Brightidea today at +1-415-814-1387
<http://www.brightidea.com>