

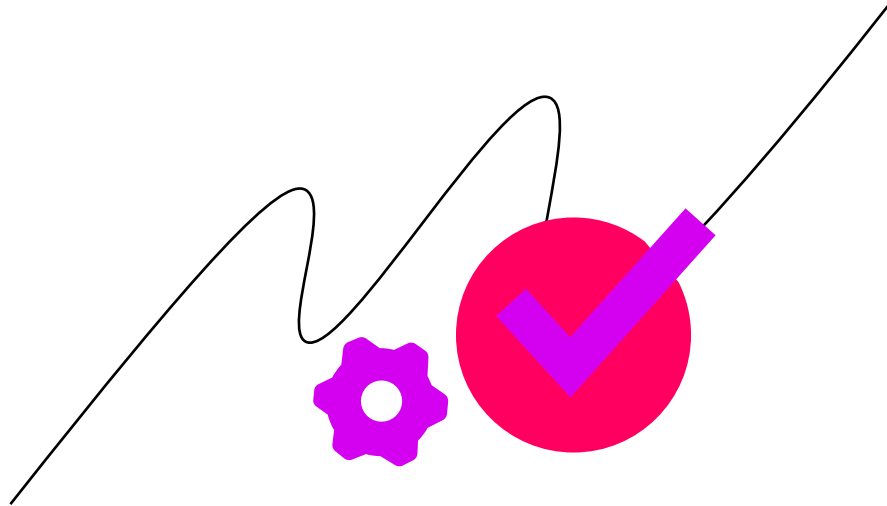
# CROWD-SOURCING: A PATH TO TALENT OPTIMIZA- TION

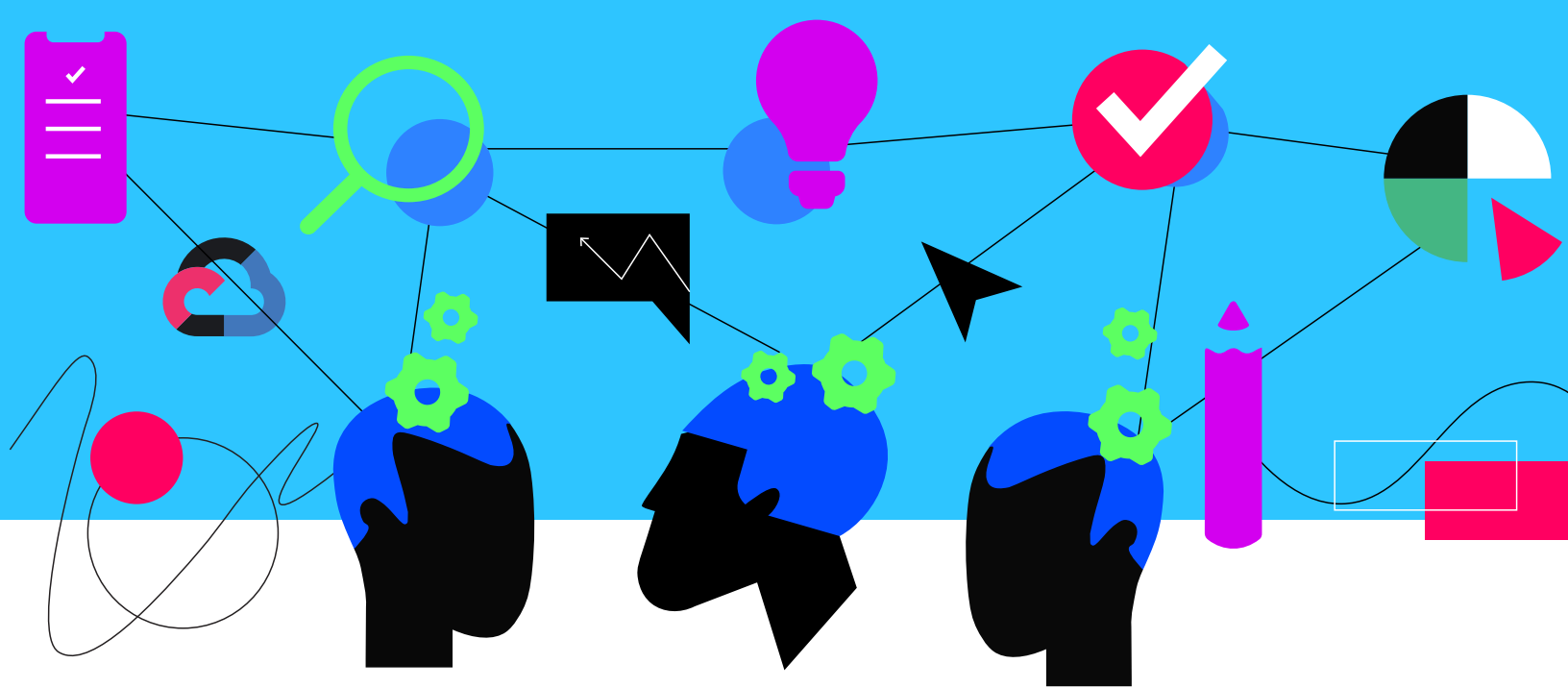
**Leverage outside talent and ideas to improve  
and expedite business ramp up**

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**C**reativity, innovation, and performance are foundational to business success. Unfortunately, it is not uncommon for internal stakeholders to grow accustomed to the common framework. Also, similar mindsets lead to a limited number of perspectives. Fortunately, ample talent exists for external talent and ideation infusion. The key to successful external talent integration is to properly harness said strengths and abilities.





## DEFINING “CROWDSOURCING”

The brainstorming process is a long proven way to generate ideas. This process eventually gave rise to the phenomenon known as crowdsourcing—the pairing of crowds and outsourcing. The term itself was coined in 2006 by Jeff Howe in his article ‘The Rise of Crowdsourcing’ and it did not take long for ‘crowdsourcing’ to become a buzz word across industries.

Techopedia defines crowdsourcing as an outsourcing, problem-solving technique that involves collaboration of different people who are supposed to accomplish a specific task. The participants (aka crowd-sourcers) act as subject matter experts (SMEs) and often may be located in geographically distant places. The work is usually done remotely via an online platform and financial compensation is awarded after the completion of a task.

## APPLYING CROWDSOURCING

To successfully deliver human-centric solutions and products, companies must leverage a team of talent that is driven by humanistic, value stream design thinking. One of the primary benefits of crowdsourcing is the ability to employ the collective intelligence of cross-matrix thought leaders who are driven by shared vision, goals, and passion.

Crowdsourcing is used to generate ideas for brands and enterprises, but its applications have expanded and the list of success stories is continuously growing. High profile examples of successful crowdsourcing include Wikipedia, Kickstarter, and AirBnB to name a few. Global brands like Amazon, LEGO, and Unilever are having great success with crowdsourcing as well.

## BENEFITS OF CROWDSOURCING

There are numerous benefits to crowdsourcing including:

- Ground-breaking ideas
- Solving complex problems
- Finding new models
- Enhancing efficiency and innovation
- Encouraging out-of-the-box thinking

Additionally, crowdsourcing improves scale, diversity, and intrinsic motivation—in the form of learning, competition, and community recognition—vs only typical incentives (such as salary and bonuses). In other words, crowdsourcing delivers you 5Ps: people, purpose, participation, platform, and productivity that deliver significant improvements.

## CHALLENGES WITH CROWDSOURCING

It would be imprudent to highlight the benefits of crowdsourcing without addressing the inherent challenges that companies may face when leveraging outside talent and ideas. Crowdsourcing delivers large volumes of information that is often difficult to manage. If solutions are misaligned with standard corporate operating procedures—or when too costly—implementation is especially challenging.

The greatest obstacle to crowdsourcing adoption is intellectual property. Sharing insider information with outside parties—even with NDA in place—is not something to take lightly. Before adopting crowdsourcing, companies must understand how to mitigate risks.

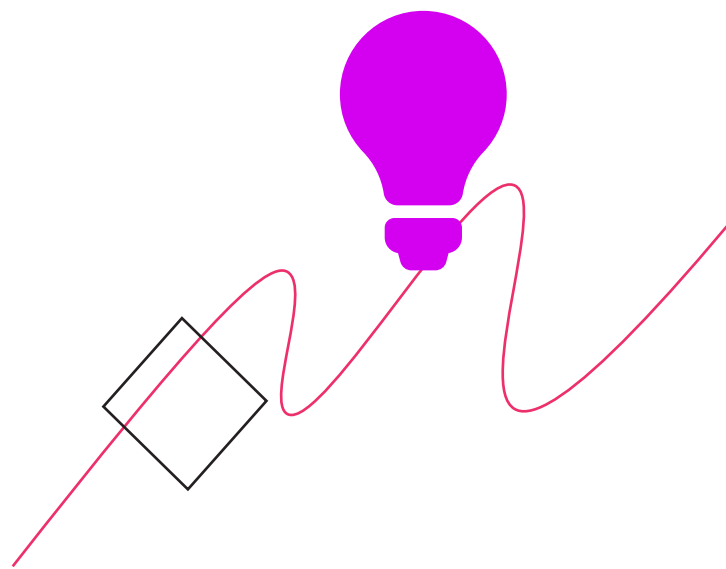
## SAFEGUARDING WITH CROWDSOURCING

There are three questions that companies must consider when choosing the right crowdsourcing platform:

1. **Does the crowdsourced platform vet its crowd?**
2. **Is the crowd available 24/7?**
3. **How much control is there over transparency?**

Answering these simple questions will provide contextual pros and cons to empower the company to choose the right crowdsourcing vendor.

If a company feels it could benefit from an infusion of external creativity and innovation—SoftServe offers two viable solutions: Ideation Workshops and Business Innovation Hackathons.



## THE SOFTSERVE WAY

**A**t SoftServe, we bring a human-centric, design thinking approach to crowdsourcing. Our innovation platform is an end-to-end management tool that helps to deliver innovation within an enterprise. We empower clients to convert futureproof ideas into executable projects.

The Innovation Platform consist of three modules:

**Ideate phase:** sets the framework to create, collect, discuss, and prioritize ideas using crowdsourcing power with the possibility to invite customers as well as internal and external partners

**Iterate phase:** helps to shape and market your ideas as you collect and analyze feedback in preparation for implementation.

**Deliver phase:** a well-planned implementation process using OKRs framework to track and measure the effectiveness of your innovation



# INNOVATION PLATFORM OVERVIEW



## IDEATE PHASE

### INNOVATION SOURCES

- Design workshop
- Ideation workshop
- Internal ideas

### CHALLENGE IDEATION

- Expert community
- Partners

## ITERATE PHASE

### ASSUMPTIONS VALIDATION

- PoC/Rapid prototyping
  - Direct Feedback
- Market research Surveys

## DELIVER PHASE

### DRIVING INNOVATIONS VIA OKRS TRACKING

- MVP (Go/Not go according to OKRs)



## SOFTSERVE DIFFERENTIATORS

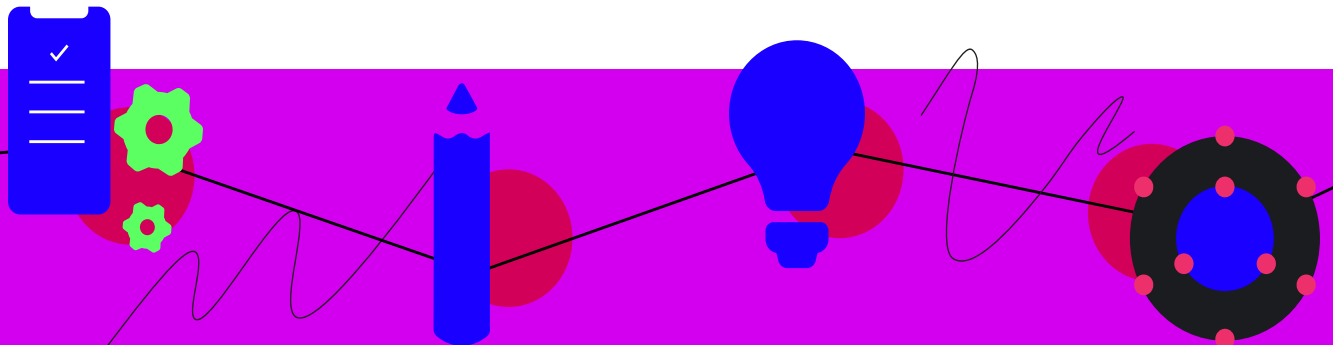
Security and privacy are among our Innovation Platform's key market differentiators as a result of our holistic, layered approach to security—aligned with best practices of data processing. Additionally, we embed machine learning (ML) that continuously scans archives to compare past and current ideas so that companies never learn the same lesson twice.

*SoftServe clients PrecisionExam and Kaufland have already experienced its benefits during Business Innovation Hackathons that were organized for each company in Lviv and Wrocław respectively.*

# BUSINESS INNOVATION HACKATHON

SoftServe's Business Innovation Hackathon aligns teams and engages people in strategy development, finding solutions to current problems, or in gaining a new per-

spective on business challenges. Hackathon success is due to our four-stage process: preparation, workshop, ideas presentation, and proof of concept development



## PREPARATION

- Define goals and problems
- Assess challenges
- Interview key stakeholders

## DEVELOP PROOFS OF CONCEPT

- Prototyping
- PoC
- Project plan
- Implementation roadmap

## WORKSHOP

- Create challenges based on gaps
- Ideate on Innovation platform
- Vote and prioritize best ideas

## IDEAS PRESENTATION

- Vote for the best idea per team
- Create elevator pitch and presentation

## PREPARATION

During this stage, the challenge is assessed by defining the goals and problems on the basis of interviews with key stakeholders. Preparation may last 1 to 14 days depending on the complexity of the issue to be solved, location, and teams distribution around the globe. It is very important to engage right people from the very beginning as this lays foundation and shapes context for the next steps.

Next, the challenge is created in the Innovation Platform and the true ideation process starts. In this stage, teams engage in researching and brainstorming under the guidance of a professional facilitator. Empowered by visibility provided by our Innovation Platform, the client can view all the ideas and provide feedback that sets the direction for the various teams.

## WORKSHOP

## IDEAS PRESENTATION

Afterwards, teams vote for the best idea and present their pitch to the jury who then chooses the winner. This is a very insightful part—often simple ideas are given new life with creative and unexpected outcomes. It is always impossible to predict the outcome! The pitches are done in best startup practices and promote the spirit of entrepreneurship, competition and drive.

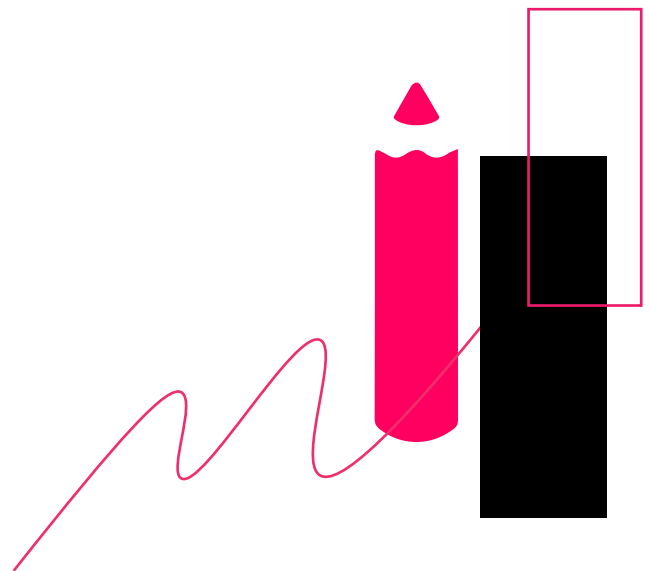
**This four step process delivers: new product ideas, justified business solutions, a clear business model, vision, and roadmap. Also, our process alleviates client concerns over technical issues, freeing companies to focus on daily business while we work on an innovative and bespoke product.**

## NEXT STEPS

Any enterprise company that isn't already leveraging external talent and insights is at a competitive disadvantage to those brands that do. Crowdsourcing brings innovation, collaboration, and improved efficiency to maintain relevance and sustainability on the enterprise transformation journey. Laggards are falling behind at increasing pace while missing out on the opportunities for vision and thought leadership in the marketplace.

## PROOF OF CONCEPT (POC)

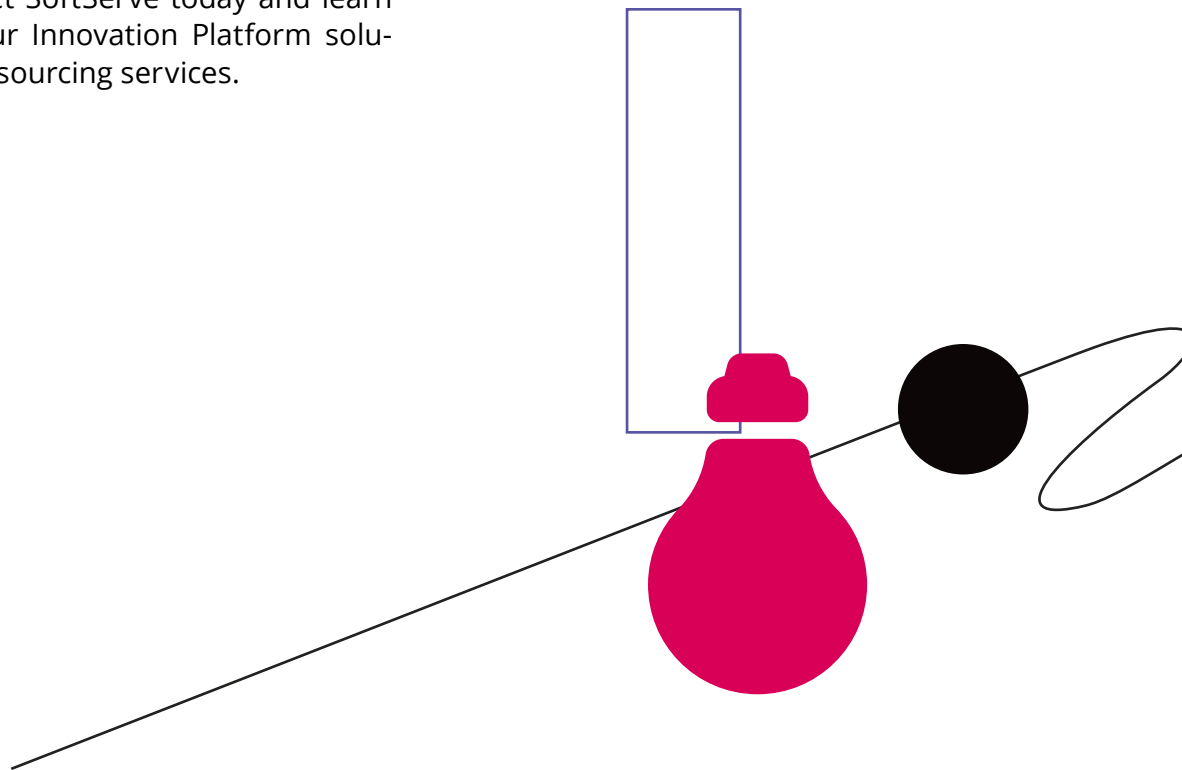
PoC development is the next step. It greatly assists with the implementation of cutting-edge technology, accelerates solution development and builds a compelling, finished digital product. This comprehensive approach enables our client to validate ideas before investing in full-cycle implementation—ensuring a viable product that truly solves the problem at hand and meets the stated business needs.





## SOFTSERVE

**H**as over 26 years of experience, 7,800 employees, and 5,500 engineers. Our 4,500 enterprise success stories, 98 percent client retention rate, and 62 NPS speak to our capabilities, reliability, and trustworthiness. Contact SoftServe today and learn more about our Innovation Platform solution and crowdsourcing services.



## ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across health-care, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation—from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

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