

	Features	Benefits
Capture	Capture feedback	<ul style="list-style-type: none"> <li>• Gives customers and stakeholders a voice in the product planning process</li> <li>• Allows customers to submit new ideas, needs and preferences through multiple feedback touchpoints</li> </ul>
	Similar idea detection	<ul style="list-style-type: none"> <li>• Minimizes duplication and overlap of ideas</li> <li>• Allows participants to add comments to an idea rather than submitting a duplicate</li> <li>• Allows multiple participants to sponsor the same idea</li> </ul>
	Anonymous feedback	<ul style="list-style-type: none"> <li>• Allows customers to submit and rank ideas anonymously, to encourage more honest feedback</li> </ul>
	Public surveys	<ul style="list-style-type: none"> <li>• Allows manager to gather feedback from a broader base of individuals without requiring an invitation</li> <li>• Allows individuals to rate pages of web sites, portals or applications, within those respective contexts</li> </ul>
Analysis	Idea ranking and prioritization	<ul style="list-style-type: none"> <li>• Enables customers to rank lists of items, helping to achieve consensus</li> </ul>
	“Point Distribution” ranking	<ul style="list-style-type: none"> <li>• Determines relative importance of each item to identify customers' most important needs</li> </ul>
	Collaborative discussions on ideas	<ul style="list-style-type: none"> <li>• Enables customers to discuss ideas to further clarify them and ensure a complete understanding</li> <li>• Allows new advisors to get up to speed quickly on the evolution of an idea</li> </ul>
	Downloadable data	<ul style="list-style-type: none"> <li>• Enables manager to perform more detailed analysis and customize reports</li> </ul>
Communication	User type weighting	<ul style="list-style-type: none"> <li>• Allows specific participants a greater voice in the feedback process</li> <li>• Enables what-if scenarios to gain additional insight into customer responses</li> </ul>
	Status of feedback	<ul style="list-style-type: none"> <li>• Keeps users updated on the current status of their ideas</li> <li>• Engenders customer loyalty by validating that you are listening and responding to their ideas</li> </ul>
	New idea notification	<ul style="list-style-type: none"> <li>• Automates responsiveness by alerting the manager of new ideas that require review</li> </ul>
	Templates & themes	<ul style="list-style-type: none"> <li>• Allows manager to create advisor pages, surveys and email templates that fit with their corporate image</li> <li>• Enables manager to explain why they are asking for feedback from customers and how to provide that feedback</li> <li>• Allows manager to customize the emails customers receive when an idea, or the status of their idea, changes</li> </ul>
Validation	Customized surveys	<ul style="list-style-type: none"> <li>• Enables existing data to be validated by a larger audience</li> <li>• Allows for additional data to be captured and incorporated into the process</li> </ul>
	Confidence-based sampling	<ul style="list-style-type: none"> <li>• Provides participants with a subset of ideas to rank</li> <li>• Increases the likelihood that surveys will be completed</li> </ul> <p style="text-align: right;"><i>Patent currently pending regarding this selection method</i></p>
	Custom hierarchical idea categories	<ul style="list-style-type: none"> <li>• Allows manager to group and filter sets of like ideas</li> <li>• Enables customers to be more specific by identifying the area of the product they are submitting ideas about</li> </ul>
Data Management	Custom idea statuses	<ul style="list-style-type: none"> <li>• Allows manager to map ideas to a workflow process</li> <li>• Allows ideas to be included or excluded from different user views</li> </ul>
	Custom idea fields	<ul style="list-style-type: none"> <li>• Allows manager to create custom fields to provide a clearer definition of ideas</li> <li>• Provides data for use in analytical reports</li> </ul>
	Advanced filtering	<ul style="list-style-type: none"> <li>• Allows users to predefine filters for reuse</li> <li>• Organizes large volumes of data</li> </ul>
	Advisor role	<ul style="list-style-type: none"> <li>• Allows the most experienced users to offer additional input</li> <li>• Allows qualified users to access the entire IdeaBase</li> </ul>
User Management	Participant role	<ul style="list-style-type: none"> <li>• Allows a larger percentage of the customer base to provide feedback</li> <li>• Allows user involvement with minimal time commitment</li> </ul>
	User types	<ul style="list-style-type: none"> <li>• Allows for customized classification and weighting of users</li> </ul>
	Distribution lists	<ul style="list-style-type: none"> <li>• Minimizes the time required to send email invitations to large groups</li> </ul>
Reporting	Idea reports	<ul style="list-style-type: none"> <li>• Enables manager to view the priority of each idea and their ratings from advisors and survey participants</li> <li>• Provides summary and statistical data for ideas in ranked order, supporting customer-driven product development</li> </ul>
	Survey reports	<ul style="list-style-type: none"> <li>• Enables manager to see who participated or declined to participate</li> <li>• Summarizes responses and data captured from a survey and reveals trends in how groups of participants respond</li> </ul>
Extensibility	Custom embedding	<ul style="list-style-type: none"> <li>• Provides a method for embedding IdeaScope within an application, portal or web site</li> <li>• Allows feedback to be captured within the context of the user experience</li> </ul>
	Custom integrations	<ul style="list-style-type: none"> <li>• Provides for importing and exporting data via web services to all open applications such as Help Desk, CRM, Requirements Management, Portfolio Management, and other lifecycle products</li> <li>• Minimizes data redundancies</li> <li>• Provides a view into complementary lifecycle products</li> </ul>



866-796-2832 tel 514-734-0265 fax [www.rymatech.com](http://www.rymatech.com) [www.ideascope.com](http://www.ideascope.com)

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