

Psion

Fostering Open Innovation and Adaptive Ingenuity

Over the past 40 years, Psion has installed mobile solutions in more than 80 countries and has developed a strong reputation for innovation. Companies around the world have turned to Psion for expertise in providing innovative rugged mobile computing solutions that achieve real benefits for their business operations. Adaptive Ingenuity defines what Psion does: challenge convention and respond to customer needs to create and build products that perform better and that can be adapted as business demands grow.



IngenuityWorking is an online community enabling collaborative product innovation between Psion's customers, partners and developers.

Challenge

Create compelling differentiation in product development

Following periods of delivering results that sometimes missed market expectations, Psion embarked on a complete transformation of its business. It needed to change in order to compete in what had become an undifferentiated market for products and services.

As part of this strategic reorganization, the company developed an innovative approach to the market called Open Source Mobility, a philosophy founded on the principles of Modularity, Customization and Open Innovation. This would leverage Psion's latest product line, the Omnii family, which featured modular components that enabled unique customization, and in-field adaptability.

Psion was one of the earliest companies to identify the potential of social media and online communities to enable an open innovation business model. Spearheaded at the executive level, Open Innovation put Psion customer, resellers and developer communities at the heart of the business, allowing propositions to be developed with valuable input from them and not by the company alone.

Solution

Deploy a collaborative community for customers, partners and employees

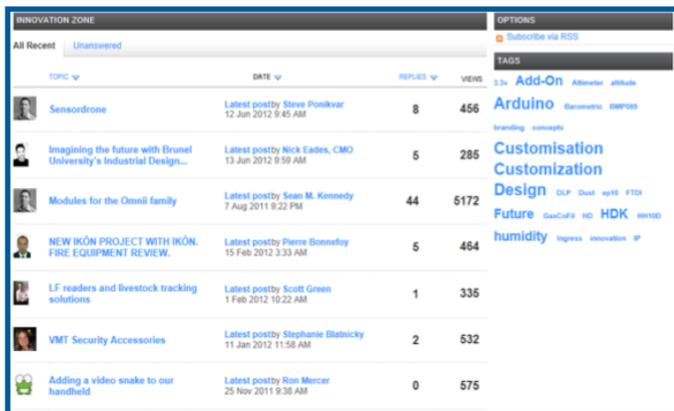
Psion set up a small team to realise the project. Marketing and Information Systems drove this together with representation and input from other functional areas. Key points for consideration included:

- > A full social experience to enable Psion to build a community of customers, partners and employees
- > Technology that fit within the company's existing infrastructure
- > A common social platform capable of easy integration with other business applications
- > The ability to launch within an aggressive 12-week schedule

Beyond the community, the new strategic direction meant embracing social tools and encouraging employees to participate. Internet filters were removed to give employees access to all social networks, a concept unheard of in the industry.

The Community launched on schedule in Q1 2010, IngenuityWorking grew rapidly with online discussions ranging from data capture and operating systems to holiday and restaurant recommendations. Thanks to this diversity, Psion had successfully created an open, social environment that promoted feedback and collegial working among partners to solve problems. IngenuityWorking now has in excess of 50,000 visits a month, over 22,000 registered members, and more than 9,500 live discussions.

Through the use of blogs, members of the executive team communicate with customers, partners and employees about their ideas, future plans and thoughts on the market. Now, Psion's C-Level executives are just a comment away, allowing greater accessibility both inside and outside of the organization.

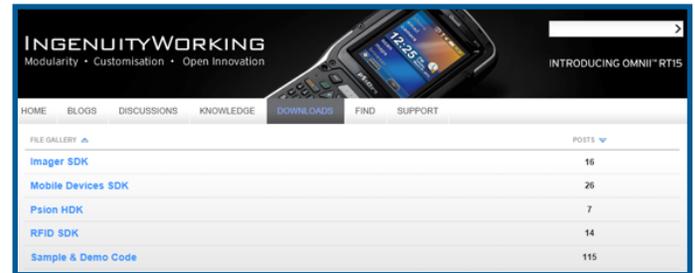


TOPIC	DATE	REPLIES	VEWS
Sensordrone	Latest post by Steve Posikvar 12 Jun 2012 9:45 AM	8	456
Imagining the future with Brunel University's Industrial Design...	Latest post by Nick Eades, CMO 13 Jun 2012 9:59 AM	5	285
Modules for the Omnii family	Latest post by Sean M. Kennedy 7 Aug 2011 9:22 PM	44	5172
NEW IKÓN PROJECT WITH IKÓN. FIRE EQUIPMENT REVIEW.	Latest post by Pierre Bonnefoy 15 Feb 2012 3:33 AM	5	464
LF readers and livestock tracking solutions	Latest post by Scott Green 1 Feb 2012 10:22 AM	1	335
VMT Security Accessories	Latest post by Stephanie Blatnicky 11 Jan 2012 11:58 AM	2	532
Adding a video snake to our handheld	Latest post by Ron Mercer 25 Nov 2011 9:38 AM	0	575

Community members discuss product feedback and create new ideas to enhance Psion's products.

With wiki articles covering everything from product manuals to best practices and applications, IngenuityWorking makes it easier for customers and partners to access the information they need to create new software and hardware for Psion products.

IngenuityWorking also has a secure area that gives partners a space to hold private conversations among their peers and with Psion employees. Psion also conducts online field trials to gather feedback during product development in the community.



Customers and partners access product documentation and discuss best practices.

In addition, Psion created IngenuityLive, a sub-community designed to give partners a way to promote Psion devices that they have augmented with extra features. Similar to an online marketplace, it adds to the proactive nature of Psion's product development process, making the company more competitive while also providing top quality product upgrades to customers.

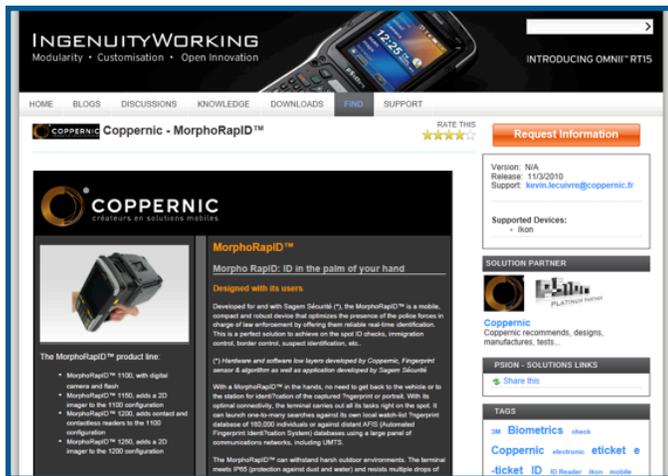
Results

Better products, lower support costs and increased competitive advantage

The community now includes more than 22,000 registered members and regularly achieves more than 50,000 visitors per month. Key benefits include:

Lower support and product development costs

- > Peer-to-peer support in the community substantially reduced demand for Psion's highly skilled help technicians.
- > Psion can now resolve product issues before production by testing them in the community first. If issues have to be fixed post production, the cost is significantly higher.
- > Psion improved its cost of sales whilst decreasing operating losses by ensuring high levels of participation from cross-business functions, such as supply chain, finance and legal.



Psion supports an online marketplace for partners to promote their augmented Psion devices.

Increased competitive advantage

- > Engineers at Psion have first hand access to product feedback and ideas from customers and partners.
- > Psion decreased silos, shifted R&D practices to better incorporate customer and partner feedback, improved market research and created a way to identify product concerns before they escalate into major problems.
- > Within 18 months, Psion announced the first product built with influence from the community, a practical proof point of the community's commercial value as both an enabler of change and operational efficiency.

"IngenuityWorking has radically improved how we work with partners, how we communicate with customers, how we develop new products and how we deal with support issues. Above all, we have created a new level of differentiation, in the most compelling way!"

Nick Eades, CMO, Psion

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