

INNOVATION INSIDE



2009 INNOVATION EXPO
VIRGINIA BEACH

*EMPLOYEE AND CUSTOMER
INNOVATION THROUGH
TECHNOLOGY*



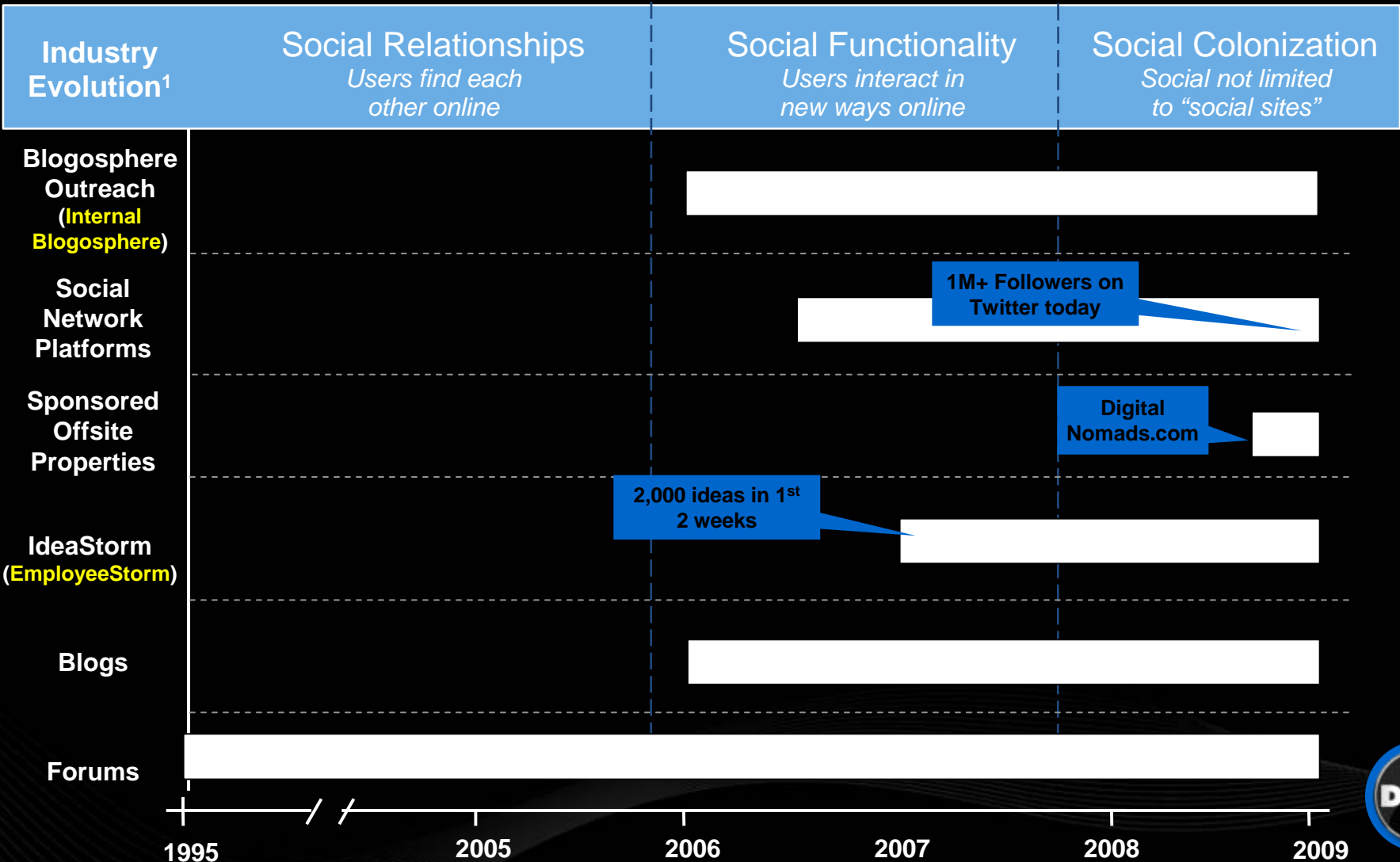
Christa Semko
Dell Inc.

*"We spend a tremendous amount of time **communicating**. We have to talk in real-time...because we're in a real-time business. A **sense of urgency** about communicating and solving problems is imperative."*

- Michael Dell



DELL WAS AN EARLY ADOPTER AND INNOVATOR IN ONLINE COMMUNITY SPACE



1 Forrester, "Future of Social Web"





*"A company this size
is not going to be
about a couple of
people coming up
with ideas.
It's going to be about
millions of people
and harnessing the
power of those
ideas."*

- Michael Dell



MANAGING OUR IDEA GENERATION SITES

IDEASTORM

- Public POSTS ideas for Dell products and services
- Community COMMENTS or VOTES on ideas (+10 points for each promote and -10 points for each demote)
- Popular ideas float to the top via the wisdom of the crowds
- Dell responds with Ideas in Action (on Direct2Dell)

EMPLOYEEESTORM

- Employees POST ideas for employee-specific items (HR, Facilities, Cafeteria) and/or customer-specific items (Sales, Marketing, Products)
- Employees COMMENT or VOTE on ideas (+10 points for each promote and -10 points for each demote)
- Popular ideas float to the top via the employee opinions
- Dell responds with Ideas in Action (on One Dell Way)



IDEASTORM

LAUNCHED FEBRUARY 2007

OBJECTIVE:

*Encourage ideas,
feedback, input
and dialogue from
customers*

RESULTS:

- 12,000+ ideas generated by the community
- ~700,000 promotions of ideas
- 87,000+ comments
- ~400 ideas Implemented by Dell



EMPLOYEESTORM LAUNCHED JUNE 2007

OBJECTIVE:

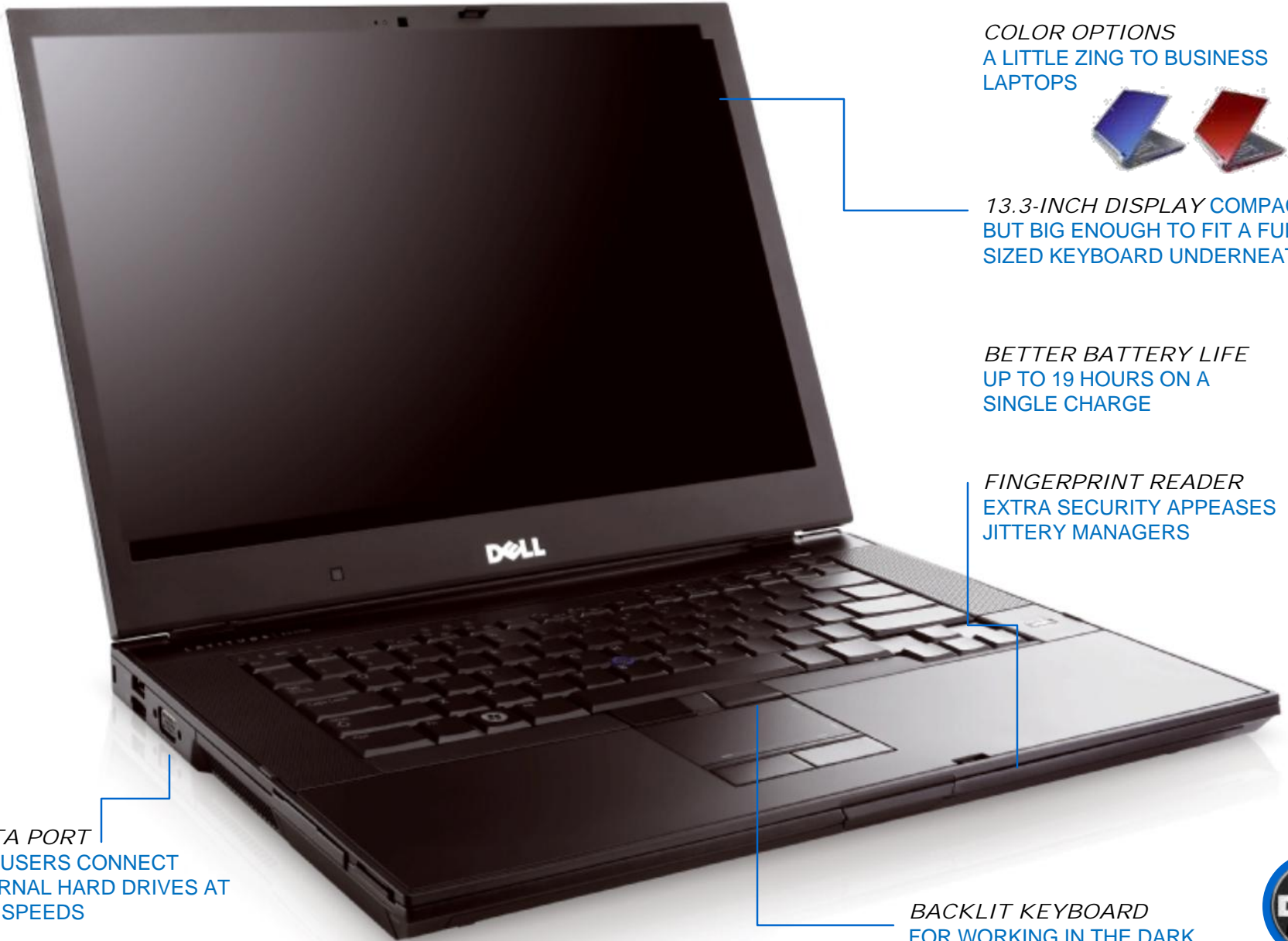
*Encourage ideas,
feedback, input
and dialogue from
employees*

RESULTS:

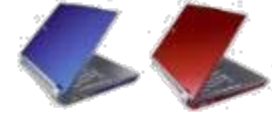
- 5,000+ ideas generated by employees
- 272,000+ votes on ideas
- ~25,000 comments
- 200+ ideas implemented by Dell



CASE STUDY - LATITUDE (AUG. 2008)



COLOR OPTIONS
A LITTLE ZING TO BUSINESS
LAPTOPS



13.3-INCH DISPLAY COMPACT
BUT BIG ENOUGH TO FIT A FULL-
SIZED KEYBOARD UNDERNEATH

BETTER BATTERY LIFE
UP TO 19 HOURS ON A
SINGLE CHARGE

FINGERPRINT READER
EXTRA SECURITY APPEASES
JITTERY MANAGERS

eSATA PORT
LETS USERS CONNECT
EXTERNAL HARD DRIVES AT
FAST SPEEDS

BACKLIT KEYBOARD
FOR WORKING IN THE DARK



REGULAR FOLLOW-UP INTERNALLY AND EXTERNALLY

ONE DELL WAY CONVERSATION IS A TWO-WAY STREET

Consumer Large Enterprise Public SMB

Home » One Dell Way » A New EmployeeStorm, And an Ideas in Action Update

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A New EmployeeStorm, And an Ideas in Action Update

02.23.09

by Christa Semko, [EmployeeStorm](#) Manager

Well, it's here - the [launch](#) of the new [EmployeeStorm](#) (note: this is a new site link) was successful! I encourage all of you to take a few moments to go post an idea, vote or comment within the new and improved [EmployeeStorm](#). Please note that since [Facebook](#) does not support integrated windows authentication (single sign-on) by default, we are going to engage the desktop team for assistance and will let you know when a resolution is reached.

Since many of the enhancements from this launch put your ideas into action, I thought it was appropriate to share an update on some of our most recent ideas in action. Check out the list below of what's been put into place since [my update in January](#). And, don't forget, that you'll need to already have [EmployeeStorm](#) open before clicking directly on any of the idea links below.

- Flannery Park Insuranc & Susan G. Komen** Visit [this post](#) on the [Global Consumer Market](#) to learn more about Dell's latest philanthropic partnership. Promote Park. [Idea submitted by Mike Gort and Chris KMG]
- Overhead Projectors - Install Timers** This idea is partially implemented - at least in Round Rock, the overhead projectors now have the timer function enabled. [Idea submitted by Daryl Hanson]
- Employee Storm - Time to update** This idea (really has two distinct thoughts) is being marked partially implemented as the functionality for being able to see ideas by their status tab has been implemented as part of this [EmployeeStorm](#) enhancement. [Idea submitted by Mike Gort]
- Employee Storm - Time to upgrade / New Searchability Feature** This is almost the same as the above, but focuses solely on the ability to see ideas by their status tab, so it has been marked implemented. [Idea submitted by Mike Gort and Pamela Dome]
- Change Your to Our Website as a part of Dell** What a simple ask, yet took us to get to a better technology platform to make this happen. The banner for [EmployeeStorm](#) now reads "Where Our Ideas Reign" rather than "Where Your Ideas Reign." [Idea submitted by Natalie Davis]
- Better voting options for the Storm and Sort the ideas based on the points scored** With the addition of a "Top Ideas" view, you can truly see the ideas with the highest total vote count different than what the system's behind-the-scenes algorithm (by saying that ten times fast) has determined is currently "popular." [Idea submitted by John Douglas and Anula Sumari]
- Improvement on EmployeeStorm** The marking this as partially implemented as the new profile setup

DELL SHOP SUPPORT PARTICIPATE

SEARCH

DELL Community All of Dell

Home » Community » Blogs » Ideas in Action » IdeaStorm Recap - 6/5/2009

Ideas in Action

- Community Home
- Blogs
 - DirectDell
 - Dell Channel Blog
 - Dell Shares
- Ideas in Action
 - Inside Enterprise IT
 - Small Business
 - Education Blog
 - Dell TechCenter
- Blog by Language
 - DeleDirecto
 - DeDirecto
 - 戴尔直连网
 - 戴尔直连
- Categories
 - IdeaStorm
 - Social Media
- View Cloud / LHM

Sign in

DELL Video K Austin, TX

Joined on 03/25/2008
Posts: 77
Points: 1265

Bronze

IdeaStorm Recap - 6/5/2009

05 June, 09:33 AM

I have 2 primary updates this week. The first is the [Studio 14z](#) laptop that you can learn more about [here](#). Thanks for all these ideas that were incorporated into this product.

- Studio 14 laptop
- Stop Limiting Products Based On Location
- Offer a smaller Dell Studio Laptop
- Notebooks

And hopefully you have heard about the launch of [Alienware M17x](#) laptop. I was able to view these at work the other day, and while I am not a gamer, these computers were very cool! Here are some of your ideas around our [Alienware](#) products.

- Dell Preferred Account to Purchase Alienware Products
- Offer Complete Cover on Alienware Products
- alienware
- Vote for Best Designs (better than Apple) Now that Dell has acquired Alienware
- Add Alienware Products to EPP Site
- Merge Alienware & Dell

And today we will be adding a new [Lightning Rod](#) asking for more of your input. We got a lot of ideas around our last one for input on [Notebooks](#), so we look forward to your ideas on this one. Check it out later today!

Tags: [IdeaStorm](#)

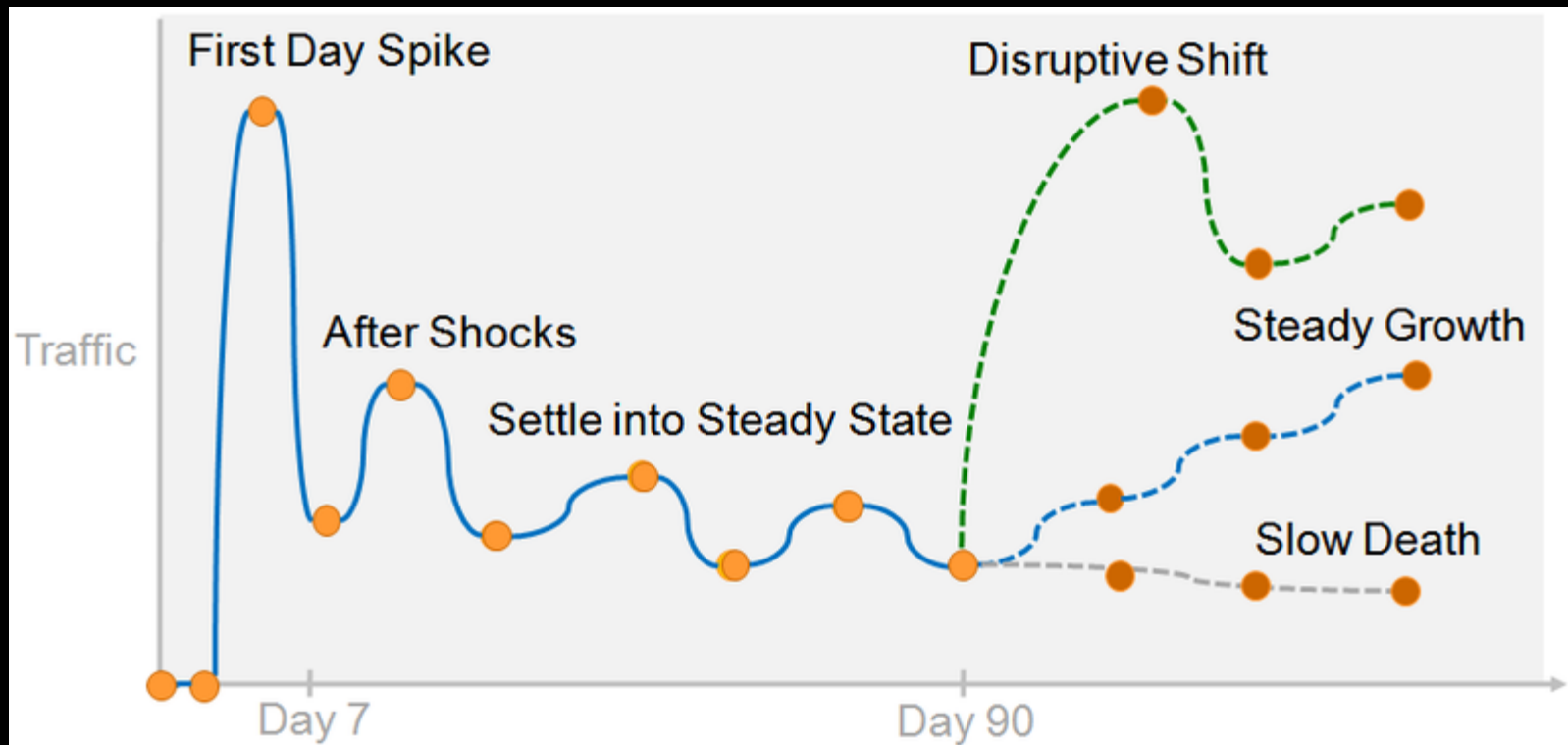
You must Login to comment | [Del it to us](#) | [Digg](#) | [Reddit](#) |



A gravel road with double yellow lines leading into a landscape of hills and trees under a cloudy sky. The road is the central focus, receding into the distance. The sky is filled with soft, grey clouds, and the landscape features rolling hills and clusters of evergreen trees. A yellow diamond-shaped sign is visible on the right side of the road in the distance.

*KEY LESSONS ALONG
OUR JOURNEY*

#1 - BE PREPARED FOR THE INITIAL SPIKE OF IDEAS



- IdeaStorm received 2,000 ideas in first 2 weeks
- Community expects immediate response/engagement



#2 – EXPECT AND ACCEPT NEGATIVE COMMENTS

- Transparency is the key to success.
- Admit your mistakes – take ownership.
- Community expectations on feedback will always be high. Better to communicate “you don’t know” or “are reviewing” than nothing at all.
 - Remember, social media is about two-way dialogue and the company and leaders’ voice is critical to that dialogue
 - **Caveat – must walk to the fine line between transparency and corporate sensitive information**



#3 – INTERNAL INPUT IS AS CRITICAL AS EXTERNAL INPUT

- Don't leave employees out of the mix
 - Lesson learned – may be better to start efforts with employees FIRST
- Dell has a mirrored social media environment internally and externally
- Responding to employees concerns and comments is critical to encourage continued participation



#4 – HIRE THE RIGHT PEOPLE TO REPRESENT YOUR COMPANY ONLINE

- Passion
 - People who are truly passionate about social media – live it inside and outside of work.
 - People who your community would accept and see as one of their own.
- Online Experience/Personality
 - You can not judge a good online personality from an in-person interview. If you can find them online, READ. Someone might be great online and awkward in person.
 - People who aren't afraid of being in the public (picture, name, etc).
- Communication Skills
 - Need to be able to walk away. Personality should not be that of a need to win every argument or have the last word.
 - People who are talkative and can build relationships with strangers.
 - Ability to balance the relationship/customer aspect with planned messaging and other communication goals.



#5 – IDEA MANAGEMENT IS THE SECRET SAUCE TO IDEAS SUCCESS

- Reporting
 - Detailed for appropriate business unit
 - Executive overview
- Idea grouping and categorization
 - Align right ideas with right POC / SME
 - Idea Assignment, tracking, nagging, ownership
 - Balance the push and pull of information
- Historical information tracking



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