



POLLSTREAM
WHERE OPINION BECOMES ACTION



Tap into the Power of Your Brain-Trust with **Sparkplug**

If you were asked for ideas to tackle today's challenges and drive tomorrow's solutions, what would you do first? PollStream created **Sparkplug**, a web-based collaborative platform, to jumpstart the process of dialogue, capturing ideas, and determining priority.

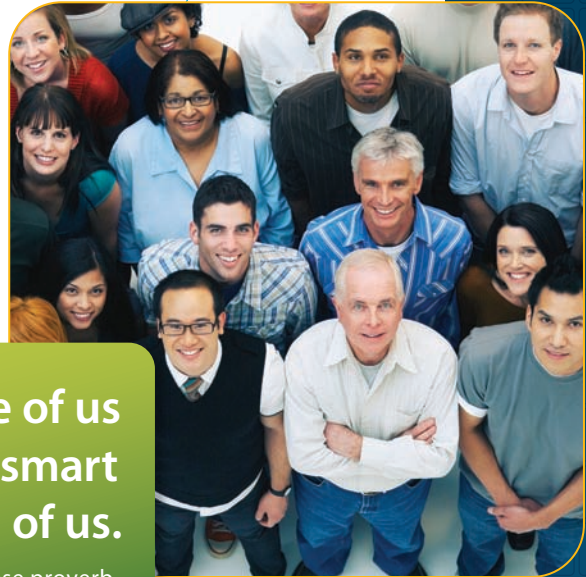
Your employees are your brain trust. Imagine having the ability to capture every employee's best thinking. **Sparkplug** unleashes a wealth of ideas that can be channelled to slash costs, boost revenue, and deliver a superior customer experience.

Introducing the Power of Thinking Small

Many companies commit huge amounts of time and resources looking for the "next big thing" when they could reap larger rewards by "sweating the small stuff." Small ideas have many advantages over blockbuster solutions. Incremental improvements add up to a steady rise in your revenue stream; they help define the DNA of your brand, and they advance a culture of shared contribution. Small changes applied consistently over time are impossible for your competition to copy.

Sparkplug Benefits

- Easily identify top ideas and strategies
- Built-in idea vetting
- Quickly reach a wide audience
- Available 24/7
- Maintain ongoing engagement
- Self-administered solution
- Eliminate IT expenses
- Seamlessly integrates with existing systems



None of us
is as smart
as all of us.

– Japanese proverb

Sparkplug lets you harvest ideas that are invisible to closed-venue brainstorming sessions. The conversational nature of **Sparkplug** encourages contributions from employees at every level, revealing the practical, specialized thinking that already exists inside your organization. Here's how it works:

Focus

With **Sparkplug** you set the focus on issues where you want your workforce to apply their collective brain power. These conversations are easy to publish on your intranet, making them ideal for deadline-driven idea initiatives. With a clear challenge and a deadline you get much higher response rates than from open-ended "suggestion box" solutions.

Democracy

Great ideas can come from anybody in your organization. **Sparkplug** encourages and rewards global participation through its system of peer review and idea promotion.

Results

The best ideas rise to the top with **Sparkplug**. By utilizing the collective wisdom of your employees to determine priority, many details can be ironed out at the idea capture stage — giving you mature solutions that are ready for rapid implementation.

Build a Culture of Innovation and Improvement

Sparkplug opens a channel for peer-to-peer knowledge sharing across organizational and geographic boundaries. Younger workers who understand the power of social media increasingly have an expectation that they will be able to engage senior leadership in dialogue and have their ideas heard.

Sparkplug provides this opportunity, helping with talent acquisition and retention, and laying the groundwork for shared values that will lead your enterprise into the future.

Instantly Capture the Best Thinking in your Network Today

Just a few lines of code is all it takes to deploy **Sparkplug** on your intranet or website — meaning that you could be up and running today! Schedule a 30 minute web demo today to see **Sparkplug** in action and learn more about how this powerful tool will unleash the potential that exists within your organization.