



Building On Ideas

The Challenge

Haley & Aldrich has a culture rich in creativity but, with many employees in the field and spread across offices throughout the U.S., **innovative ideas were often lost due to lack of processes** needed to progress them.

The company embarked on a program of proactively seeking employee ideas. However, **they needed a way to assign reviewers and allow visibility into the ideas pipeline.**

- Management needed a way to generate ideas around corporate strategy and specific client challenges.
- After benefitting from using collaboration tools Yammer and SharePoint, Haley & Aldrich wanted to enable employees to interact with ideas.

HALEY ALDRICH

Company:

Haley & Aldrich

Industry:

Environmental and Engineering

Location:

Burlington, Massachusetts

With a history of technical excellence and innovation, Haley & Aldrich is a pioneer in the environmental and engineering industry, applying more efficient processes and new technology to solve tough challenges.

Headquartered in Burlington, Massachusetts, Haley & Aldrich employs 650 people in 31 locations, providing consistent and seamless delivery to clients across the U.S.



“We identified \$1M of lost revenue per annum through the collection of ideas submitted through edison365ideas. That was within the first few months of turning the system live and so we’re excited for what other impactful ideas are put forward in the future.”

Ben Chandler, Chief Innovation Officer, Haley & Aldrich

The Solution

edison365ideas is built on Haley & Aldrich's existing Office 365 and can be customized to suit their changing processes.

The platform allows individuals to track the progress of ideas they have submitted and can be accessed anywhere, on any device.

The new software has boosted staff engagement.

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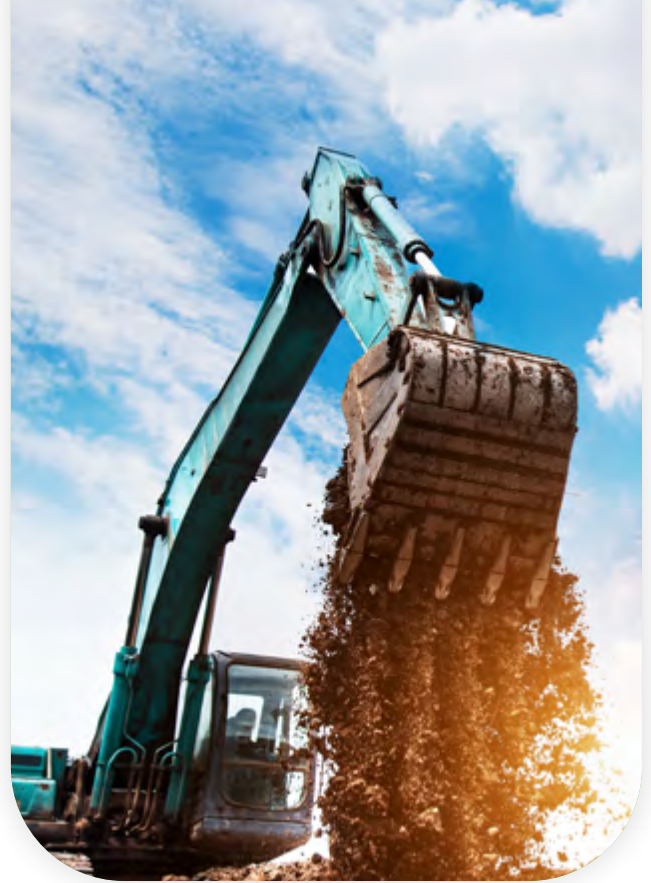
ideas posted so far

7

explored further

\$1m

lost revenue captured



Results

Haley & Aldrich already had a culture focused on innovation and investing in their people, they just needed the right mechanism to carry that into idea management.

They've kept the influx of **ideas well aligned to corporate strategy** by using challenges for employees to submit to.

Employees feel like their ideas are being heard and can now track their progress themselves. **Each person can participate in the process of innovating** and some are now seeing idea contribution as a part of their professional development goals.

Moving Forward

- Real-time collaboration allows individuals from across the business to solve difficult problems together.
- So far, Haley & Aldrich has awarded an idea that could capture more than \$1M of lost revenue each year.
- During the initial rollout, the company drove awareness through internal webinars, adverts in high-traffic areas, meetings with staff managers, and their intranet.
- There are plans to encourage greater ownership at a business level, by creating "innovation champions" within each service area and market segment.