



edison365
ideas



edison365
businesscase

Tackling Challenges Together

The Challenge

Dura Vermeer is no stranger to innovation and had achieved success with another platform. They were now looking to upgrade their capability.

As a result, the organization decided to look for a new ideation partner to enable the continued growth of their innovation strategy.

- They wanted to improve employee engagement in ideation challenges, and boost knowledge-sharing and collaboration between divisions
- The organization wanted to realize the value of ideas generated, and turn them into concrete business benefits



DURA VERMEER

Company:

Dura Vermeer

Industry:

Construction and infrastructure services

Location:

Rotterdam, Netherlands

Dura Vermeer is an independent family business with activities in the fields of housing, utility construction and infrastructure. With €1.5 billion in turnover and 3,500 employees, they are in the top ten companies within the Dutch construction industry.



"We launched our first campaign in August, which ran for 8 weeks on several topics. We collected 236 ideas and we're really happy with that. Part of that is the ease of use for users; it's really convenient to get people online."

Innovation Manager, Dura Vermeer

The Solution

The organization reviewed several solution providers and decided on edison365, as it is easy to use and install, and integrates into their existing Microsoft ecosystem.

edison365ideas is designed to enable the crowdsourcing of ideas and encourage collaboration across teams, while edison365businesscase will allow Dura Vermeer to rapidly evaluate the potential benefits of any suggestions collected.

1000+

engaged
users

236

ideas
submitted

50+

qualified
ideas



Results

Working with edison365's Professional Services team, Dura Vermeer found onboarding of admins and the platform users easy, quick and seamless.

They have begun to use the audience functionality within the edison365ideas platform to tackle group-wide challenges.

The organization's first ideas campaign ran for 8 weeks and covered topics including zero emissions, smarter construction, and data and algorithms. These topics were specifically chosen because they have an effect on all sections of the company and enable teams to look at the same issue using their own areas of expertise.

Over fifty of the ideas collected have been marked as "qualified" and Dura Vermeer is planning to investigate them further.

Moving Forward

- The team plans to create a recurring company-wide challenge, and several local challenges each year.
- Dura Vermeer are planning to use edison365businesscase to turn qualified ideas that would have an impact on the entire group into more detailed propositions.
- They are also looking into using data pulled from edison365 into Power BI to create a portfolio view – enabling them to monitor engagement across the company.