

**VISIT FORBES.COM/ENTREPRENEURS**  
 Raise Capital    Market your business    Harness Technology  
[click here >>](#)



Become a member | Log In  
 Portfolio | Forbes Exclusive - Save 77%  
 Make Forbes.com My Home Page  
 Bookmark This Page

**Forbes** Attaché

[Personalize Now!](#)

ADVERTISEMENT

Scroll over.  
 What's the worst that can happen?


Search:     Quotes    Video    Web    Blogs    Advanced   

**INSIDE FORBES.COM**  
 • Most Popular Virtual Worlds  
 • Top 10 Disruptive Companies  
 • Top 5 Corporate Kool-Aids

U.S.    EUROPE    ASIA    HOME PAGE FOR THE WORLD'S BUSINESS LEADERS    Free Trial Issue  
**HOME**    BUSINESS    TECH    MARKETS    ENTREPRENEURS    LEADERSHIP    PERSONAL FINANCE    FORBESLIFE    LISTS    OPINIONS  
 Video    Blogs    E-mail Newsletters    Org Chart Wiki    People Tracker    Portfolio Tracker    Special Reports    Widgets    CEO Network

[E-mail](#) | [Request Reprints](#) | [E-Mail Newsletters](#) | [My Yahoo!](#) | [RSS](#)

Business Wire - Press Release

## IdeaS Revenue Optimization Selects Brightidea.com to Drive Customer Service Efforts

07.22.08, 8:18 AM ET

- Most Popular Stories**
- [Young Billionaires](#)
  - [Easily Overlooked Tax Deductions](#)
  - [The No-Tech Hacker](#)
  - [Job Hunting In A Downturn](#)
  - [How To Tap Lenders When Credit Is Tight](#)

- Popular Videos**
- [Dr. Vino's July Fourth Finds](#)
  - [Small Beers, Big Business](#)
  - [Doctors On Demand](#)
  - [Billionaire Dropouts](#)
  - [Groovy No More](#)

Brightidea.com, the leader in open innovation management, announced today that IdeaS Revenue Optimization is using the Brightidea.com on demand innovation software, WebStorm 5.0, to provide an outlet for customers to offer feedback and suggest new product enhancement ideas. With the help of Brightidea.com, IdeaS is now able to easily and effectively collect, organize and rank IdeaS V5i Revenue Management solution product enhancements via their IdeaShare social networking tool in order to better meet their client's needs and reduce churn.

"As a company, we are dedicated to providing our clients with the tools and solutions they need to improve their revenue, operations and profitability. WebStorm 5.0 enables us to ensure that we keep an open line of communication

with clients to meet that goal," said Linda Hatfield, Vice President of Product Management for IdeaS.

Founded in 1989, IdeaS Revenue Optimization is a provider of enterprise revenue management solutions and services. The company invented critical decision solutions that enable global organizations to understand, anticipate and react to consumer behavior in order to maximize company-wide revenue and profits. Prior to using Brightidea.com, the team followed a manual process to track and qualify the enhancements they gathered from clients. Today, with the help of WebStorm 5.0, the company is able to quickly determine which suggestions will have the most impact across their client base.

"Our customers keep telling us that innovation is too core, too central to their DNA, to rely on second rate tools or generic social networks," said Matthew Greeley, CEO of Brightidea.com. "We are proud to deliver our best-of-breed products to IdeaS, the recognized leader in the field."

WebStorm 5.0 is a corporate social network that enables businesses to quickly and easily create custom innovation portals to establish communication channels with customers, employees and partners. For more information on how customer feedback portals are driving success at organizations around the globe, go to <http://www.brightidea.com/webstorm/>.

### About IdeaS Revenue Optimization

IdeaS Revenue Optimization is the premier provider of enterprise revenue management solutions and services. By providing Forecasting, Optimization and Pricing solutions and consulting, coupled with IdeaS' On Demand Software as a Service (SaaS) applications, IdeaS can help make an immediate impact on company revenue and profitability.

IdeaS' goal is to work hand-in-hand with clients to identify strategically important, complex business problems and then develop unique revenue management and optimization strategies that enable global organizations to understand, anticipate and react to consumer

Make Forbes.com My Home Page  
 Bookmark This Page

**Forbes** .com

Access up-to-the-minute Forbes.com headlines with RSS.



[click to subscribe](#)

### Trading Center

**AMERITRADE**  
 TRADE FREE FOR 30 DAYS + GET \$100

Brought to you by the sponsors below

**Manage Your Portfolio Online!**

ForbesAutos.com

ForbesTraveler.com

**ELITE RETREATS OF THE FORBES CELEBRITY 100**



Forbes TRAVELER

**Forbes** Attaché

[Personalize Now!](#)

- Weather** [Select Your City](#) 
- Sports** [Select Your Teams](#) 
- Watch List** [Select Companies](#) XYZ +5.87
- Industry News** [Choose Industry](#) 
- Authors** [Choose Favorites](#) 

### Small Business Attaché

Are you a Decision Maker at your Company?  
 Activate your Attaché in one-click now!

[Activate Now!](#)

behavior in order to maximize company-wide revenue or profits.

Headquartered in Minneapolis, Minnesota, IdeaS maintains global technology, support, sales and distribution offices in North & South America, the United Kingdom, Europe, Africa, Middle East, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

About Brightidea.com

Brightidea.com is the market leader in Innovation Pipeline Management. Over 300 businesses around the world use its Software-as-a-Service suite to transform their employee, partner and customer ideas into a reality. The Brightidea.com platform is an integrated set of Web 2.0 and social networking tools specifically designed to stimulate innovation in large organizations. The company's software has been successfully deployed at: Adobe, Bosch, Cisco, Harley-Davidson, Experian, Thomson Corp, British Telecom, Bristol-Myers Squibb, Honeywell, among others. Founded in 1999, Brightidea.com is closely held and headquartered in San Francisco, CA. For more information, please visit [www.brightidea.com](http://www.brightidea.com).

Copyright (c) 2008 Brightidea, Inc. All rights reserved. Brightidea.com, WebStorm and the "Innovation at Work" logo are registered trademarks of Brightidea, Inc. Other names used herein may be trademarks of their respective owners.

1 of 1

Small Business

[more >](#)



**The Entrepreneur Library**

Ten books that no entrepreneur should be without.

Sponsored By

CEO Book Club



**Black's Humor**

David K. Randall  
Comedian Michael Ian Black's debut book contains a few comedic gems.

[READ REVIEW](#)



**The Sound Of Silence**

Paul Maiment  
Having trouble managing your business? Maybe you talk too much.

[READ REVIEW](#)

Article Controls

[E-mail](#) | [Request Reprints](#) | [E-Mail Newsletters](#) | [My Yahoo!](#) | [RSS](#)

Related Sections

[Home > News & Analysis](#)

[News Headlines](#) | [More From Forbes.com](#) | [Special Reports](#)

Subscriptions >

[Subscribe To Newsletters](#)   [Subscriber Customer Service](#)



More From **Forbes.com**

- [NBC Bets Big On 'The Office'](#)
- [Brokerages With The Most Top-Ranked Analysts](#)
- [Hollywood's It Couples](#)
- [Tom Cruise's Comeback](#)
- [Summer Movies' Secret Weapon](#)

[SITEMAP](#)   [HELP](#)   [CONTACT US](#)   [INVESTMENT NEWSLETTERS](#)   [FORBES CONFERENCES](#)   [FORBES MAGAZINES](#)   [FORBESAUTOS](#)

[Ad Information](#)   [Forbes.com Mobile](#)   [RSS](#)   [Reprints/Permissions](#)   [Subscriber Services](#)  
[Privacy Statement](#)   [Terms, Conditions and Notices](#)   [About Our Ads](#)  
 2008 Forbes.com LLC™ All Rights Reserved

Stock quotes are delayed at least 15 minutes for Nasdaq, at least 20 minutes for NYSE/AMEX. U.S. indexes are delayed at least 15 minutes with the exception of Nasdaq, Dow Jones Industrial Average and S&P 500 which are

2 minutes delayed.