

HYPE anticipates marked increase in use of professional idea management software in 2011

Bonn, Germany – January 20th, 2011 - HYPE, a leading provider of idea and innovation management solutions, announces a successful conclusion to 2010 with 46 percent customer growth. The Bonn software manufacturer anticipates similar growth in 2011, as well as a trend towards consolidation of idea management in corporate divisions, such as product development and employee suggestion systems, in which ideas have previously been separately developed and implemented.

Growth drivers in 2010

HYPE delivered positive results for 2010 with customer growth of 46 percent. The new customers come from the trade and consumer goods, mechanical engineering, telecommunications, medical technology, food and energy sectors. The strengthening of the workforce by more than a quarter, as well as the completion of growth financing through ViewPoint Capital Partners also provide evidence of continuous dynamism, innovation and pronounced customer orientation. In 2011, HYPE anticipates a further increase in use of professional idea management software in companies. The heightened interest in idea management can also be seen in the increasing number of related specialist events around the world. In 2010, HYPE was represented at 65 percent more conventions than in the previous year. In order to achieve the targeted growth, the Bonn software provider with customers in Europe, the USA, the Middle East, India, Chile and other countries will press ahead with the further expansion of its international business.

Future trends 2011: Integration and social media

More and more companies are recognizing the benefits of strategic idea management. This not only manifests itself in the increased demand for HypeIMT installations, but also in the specific ideas with which interested parties approach HYPE. One of the most common requirements pertains to the consolidation of different idea management systems from several corporate divisions, in which ideas have previously been separately developed and implemented, such as product development and employee suggestion systems. The development towards an integrated view of all corporate divisions is particularly noticeable in companies that reinvent themselves time after time to face future challenges. The social media mega-trend is moving companies to provide employees with tools, to enable all employees to contribute ideas and to participate in company successes. There is also ever more frequent demand for possibilities to integrate partners and customers in idea discovery and development processes (open innovation).

"Our field of activity is developing in a very dynamic way. More and more companies around the globe want to establish strategic idea management," says Frank Henningsen, Co-Founder and Managing Director of HYPE. "For it is here that the vast potential for sales growth and savings lies, by simply using existing resources more efficiently: employee ideas will no longer be lost, products will be developed faster, employee satisfaction will increase."

About Hype

HYPE Softwaretechnik GmbH is a leading idea and innovation management solution provider. With more than 130 installations, HYPE supports global enterprises and medium-sized companies across all industries in their efforts to capture, manage and process ideas for innovation and organizational excellence on an enterprise-wide basis. HYPE has deployed major installations in Europe, the Middle East and in the USA for leading enterprises, such as BASF, Bosch, General Electric, Nokia-Siemens, Procter & Gamble, Roche, Siemens, Lockheed Martin and General Mills. The company is headquartered in Bonn, Germany with a subsidiary in Denver, USA. For more information visit www.hypeinnovation.com.

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