



**HYPE**  CASE STUDY

# Deutsche Bahn AG

An open innovation platform for the future of mobility

## SCENARIO

MovingIDEAS is an open platform for all who are interested in innovations in the entire mobility and logistics sector, whether private individuals or large corporations. Here ideas and suggestions can be submitted and further developed within idea campaigns such as "Customer Comfort", "Cost Reduction" or "Technology Transfer - What Can the Railroad Learn from Others?". The platform enables Deutsche Bahn to develop ideas internally across sectors and externally beyond the company's boundaries.

In collaboration with innovation partners such as General Electric, Rheinisch-Westfälische Technische Hochschule (RWTH) Aachen, Siemens, Bombardier and BVG, MovingIDEAS was developed to promote a culture of innovation in the mobility and logistics sector.

Find out for yourself and sign up at: [www.moving-ideas.net](http://www.moving-ideas.net)



*"We have to bundle and interlink the existing innovation forces of our company. MovingIDEAS, with its open approach, is a valuable tool for this."*



**Gregor Huhn**  
Head of Technical Innovation (IKI)  
Executive Board Infrastructure,  
Services & Technology

## DETAILS OF THE PROGRAM

Currently 800 "inspirations" are discussed and edited on the platform. Inspirations are submitted to "innovation fields", which deal with clearly defined search areas for ideas. With a positive evaluation they can be further developed into "missions", which are then implemented by a mission team into new products and services. In 2016, six innovation fields were launched. The rating criteria are adjusted according to the sponsors' requirements. Only a few criteria are queried by default.

Additionally, in 2015/2016, an innovation contest was launched for the first time - the "DB Innovation Challenge". Three categories of participants were specifically targeted: startups & small businesses, science & research, as well as mittelstand & large businesses. The participants were encouraged to submit solutions to six specific innovation needs in six DB business segments, e.g. "ECO tuning of diesel locomotives (shunting and locomotives)". The winning ideas are now being further developed together with the business segments. The prize money for the winning idea authors amounted to €150,000.

## RECOMMENDATIONS FOR INNOVATION MANAGERS

Conducting public open innovation in a structured way means a real challenge for companies! Sponsors need to be trained and a lot of time has to be invested in trust, expectation management, and relationship management.

Additionally, it should be noted that the quantity of users and management attention are mutually dependent. Therefore, one must simultaneously invest on both fronts.

**CLOSED CAMPAIGNS**

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- Zukunft der Arbeit**  
Digitalisierung und Automatisierung werden Arbeit, Kommunikation und Lerngrundlegend verändern.  
Ideen: 36 | Idee submission ends on 30.06.2016 | Sponsor: Community Manager
- TR-COMMUNICATION**  
employee survey, fields of Improvements  
Ideen: 9 | Idee submission ends on 31.08.2015 | Sponsor: I&I Kontakt
- Ticketautomat der Zukunft**  
Der Ticketautomat ist fester Bestandteil der Mobilitätslandschaft - wie wird er in Zukunft gestaltet sein?  
Ideen: 378 | Idee submission ends on 23.03.2016 | Sponsor: Frank Oberly
- Technik-Transfer - was kann die Eisenbahn von anderen lernen?**  
Wir suchen Technologien, die in anderen Branchen bereits eingesetzt werden und dem Schienenverkehr nützen könnten  
Ideen: 13 | Idee submission ends on 25.08.2016 | Sponsor: Community Manager
- Spaß an der Arbeit! Aber wie?**  
In diesem Innovationsfeld sammeln wir Ideen, wie die alltägliche Arbeit besser, leichter, spaßiger wird.  
Ideen: 6 | Idee submission ends on 22.11.2016 | Sponsor: Community Manager

## NEXT STEPS

The MovingIDEAS team is now planning to expand Deutsche Bahn's innovation network. The Open Innovation Platform will be better interlinked with the various innovation initiatives of DB Labs.

In addition, a better link between the "old" and "new" world of innovation will be pursued: the potentials of idea management, R&D, and innovation management are to be bundled with those of the Labs, Creative Spaces and Digital Ventures.

## CONTACT



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**About HYPE Innovation**

[www.hypeinnovation.com](http://www.hypeinnovation.com)

HYPE Innovation is a global leader in full-lifecycle innovation management software. HYPE's powerful platform allows organizations to engage thousands of people in idea generation and

collaborative problem solving. Our client community includes global companies such as Petronas, Bombardier, Nokia, Daimler, Airbus, Mattel and Deutsche Post DHL.

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