



SAP (US) Uses MindMeister to Fuel Innovation Management & Brainstorming

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Holly Simmons
Sr. Director, Marketing

At a Glance...

- ★ Cost-effective solution as a central collection point of thoughts, suggestions, ideas and collaboration
- ★ Deep integration within the organisation's innovation process
- ★ Easy and simple licensing model

Website

www.sap.com

Region: USA

Size: 10,000+ employees

Industry: Computer Software

SAP is the market leader in enterprise application software and helps companies of all sizes and industries run better. Their history of innovation and growth is unparalleled, operating in over 50 countries and providing services to 109,000+ customers around the globe.

When SAP (US) looks internally at their own innovation management, one solution they turn to is MindMeister. From mid 2008, members of SAP's U.S. office began the process of looking for a cost-effective solution that could serve as a central collection point of thoughts, suggestions, ideas, and collaboration. After trialing MindManager, project managers quickly discovered a number of licensing issues, and had to make the difficult decision as to who had access to the mind mapping tool, and who didn't.

Ultimately, the team decided that the cost/benefit ratio was simply too high. It was at this point that they discovered MindMeister. A key-deciding factor for SAP in adopting MindMeister was the ability to import MindManager mind maps. "We first started out using the tool through casual means," comments Business Application Analyst Srikanth Rajamani, "but it quickly became an indispensable tool for our projects."

Initially, SAP America started out using MindMeister at their Newton Square, PA location. After becoming more comfortable using the tool they extended their usage to include collaborators on the West Coast. "We'd get on a call and start brainstorming, and one person would be nominated to take meeting minutes with MindMeister," says Rajamani. "Later, each call participant could review the meeting notes, adding additional information that all could easily see."

Currently, SAP looks to MindMeister to support requirements analysis, blueprinting, and the recommendation phase of product planning. "In the initial phases of requirements gather and blueprinting, this is a great tool," says Director, SAP IT Application Services, Shrinivasan Rajagopalan. SAP is also utilizing MindMeister as part of their new collaborative decision making application, SAP StreamWork. "This was one of our most requested features after the launch of the product and we are excited to be able to offer MindMeister's technology to solve key business issues." said Holly Simmons, Sr. Director, Marketing, SAP StreamWork.