



Fiam openinnovation.me case study
open innovation as a B2B client relationship



This case study was accepted as the best practice case study at
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openinnovation.me

Vast amount of innovation knowledge is owned by millions of nurses, factory operators, commercial drivers, and other operative workers. Their knowledge is the key to making products safer, more comfortable, easier to use, more durable. Our mission at **openinnovation.me** is to make open innovation, including the rewards, accessible to all these potential innovators.

As a results, we built our platform to focus on four principles:

- **Everyone is included**- everyone can have a good idea,
- **Affordable for all** - all companies should afford it easily,
- **Easy to use** - no training and support is needed,
- **Industry specific** - we can easily and quickly make it specific to any industry.

openinnovation.me

openinnovation.me is an open innovation platform with features that reflect our principles:

- Unlimited number of opportunities (challenges),
- Companies can publish opportunities quickly and easily,
- Innovators can add innovations quickly and easily,
- Innovators can add innovations to products and company directly, without opportunity,
- Rewards range from 25 EUR to 10,000 EUR and more - offering everyone an opportunity,
- Social media, desktop, and mobile friendly.

These features combine usability & marketing with innovation & product design needs, making it easy to **all companies and innovators** to participate and reach their goals.





Fiam is an Italian based manufacturer of industrial air and electric tools and assembly systems. Fiam tools are used by operators working at Electrolux, Whirlpool, Candy, ABB, Airbus, Lamborghini, Campagnolo. Fiam recognized open innovation as a possible direct connection between the operators (end-users) of their tools and their design team. Goals were:

- Safety, ergonomoy, durability improvement,
- Any other design improvement,
- Next product design suggestions and ideas,
- New accessories suggestions and ideas,
- Overall training of the workers,
- Positioning of Fiam as an open innovation leader.



We designed a custom Fiam open innovation method, based on **openinnovation.me**, which they will use with all their clients. The method includes:

- Strategic choice - one product at a time, one client at a time,
- openinnovation.me and other content,
- Presentations to clients,
- Workshops with operators,
- Promotion on social, web, fairs, and press.

Fiam applied the method with **Xylem** - water solutions provider, 8.1 B annual revenue.

xylem

Added innovations example

The image displays the 'oi' innovation platform interface on both a laptop and a smartphone. The laptop screen shows a grid of innovation cards, each with a photo and a description. The smartphone screen shows a mobile view of the platform, highlighting a specific innovation card with a video thumbnail.


Desktop View (Laptop):

- Navigation:** Opportunities, Products, Add Opportunity, Innovations.
- Card 1 (Mariana Carla):** Per rendere più veloce e agevole il cambio viti di una tazza vibrante/alimentatore creare tazza intercambiabile... esempio: - 1 per viti in 304 - 1 per viti in 316 Nei cambio svitare solo vite centrale!
- Card 2 (Filippo De Guio):** Aggiungere secondo coperchio con convogliatore per poter aggiungere viti senza che queste vengano sparse fuori dalla tazza vibrante
- Card 3 (Adriano Martelletto):** Bene la fornitura di prodotti, bene l'accesso rapido a ricambi
- Card 4 (Adriano Martelletto):** È difficile per una persona comune accedere per vedere il livello dell'olio e il bicchiere stesso è molto chiuso
- Card 5 (Adriano Martelletto):** L'uso di raccordi fissi rende lento il cambio avvitatore in caso di guasto e anche l'eventuale lubrificazione
- Card 6 (Adriano Martelletto):** Non è disponibile un braccetto che corra su rotaia dall'alto da sopprimere alla mancanza di spazio (vedi esempio in foto)

Mobile View (Smartphone):

- Navigation:** Profile, Opportunities, Products, Innovations.
- Header:** Rendiamo insieme gli avvitatori più facili ed ergonomici. maximum reward 100 €.
- Call to Action:** add innovation
- Video Thumbnail:** Fiam premia i tuoi suggerimenti. RENDIAMO INSIEME GLI AVVITATORI PIÙ FACILI ED ERGONOMICI. Guarda su YouTube
- Footer:** innovation type: Safety, Comfort, Performance, Assembly. for innovators: Operatori di linea, capi reparto, ingegneri meccanici, consulenti di automazione industriale e impiantistica

Final results

client	date	product	innovators engaged	innovations added	innovations rewarded
	Apr 2023	CA - MCA	60	17	7

Fiam will proceed with more clients and more products per clients, which will continuously increase innovations.

Since openinnovation.me always remains open, contacted innovators can come back and add new innovations any time.

Fiam testimonials and press

Yes, it works. It's simple and allows us to explore opportunities that we may not know, and to have a new enriched relationship with our client.

Nicola Bacchetta, CEO, Fiam

It was a pleasure to carry on this open innovation project together!

Carla Lotto, Communication Manager, Xylem

Il Giornale di Vicenza

IL GIORNALE DI VICENZA Martedì 31 Maggio 2022

INIZIATIVA Collaborazione con il portale openinnovation.me e

Idee innovative da E Fiam cambia i p

Manifattura tradizionale sfrutta le tecnologie dig
Il direttore commerciale: «Così possiamo miglior

Roberta Bassan

●●● Filo diretto con i clienti, accettati suggerimenti per

ta ha sempre cercato di stare con le orecchie aperte: tutte le innovazioni che hanno ca-



2 x Il Sole 24 Ore

Il Sole

24 ORE

Italia Mondo Economia Finanza Mercati Finanza

Servizio Utensili

Fiam, l'open innovation degli avvitatori

di Barbara Ganz
1 maggio 2023



Ascolta la versione audio dell'articolo



2 di lettura

Oltre settanta anni di storia, più di novanta addetti, tre genera-

Il Sole

24 ORE

Italia Mondo Economia Finanza Mercati Finanza Personale Norme & Tributi Altre



L'open innovation degli avvitatori Fiam: un premio alle idee migliori

Fiam gained substantial benefits

There were real CA - MCA product improvements:

- Sensors could be included in the standard package
- Operators trained in engine noise reduction methods
- The launch of upcoming new accessories has been confirmed as useful by operators

Fiam also had general benefits:

- Much better relationships Xylem,
- Fiam is perceived as a company which not only innovates products, but its services,
- Improved promotion thanks to the press (Il Sole 24 Ore especially).



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openinnovation.me

for professional products end-users

open OS

white label solution, for anyone