



Overview of Engagement

An 'Innovation Contest' was launched with Walsh construction to gather the best and most innovative ideas from their employees. There were \$100 bonuses handed out to 10 people who contributed the best ideas within each department.

- 741 users joined out of 2532 employees = 30% user adoption rate within initial launch month
- 114 Innovation ideas submitted into 9 different departments
- 11 ideas cited the need for mobile device technology that is all accessible through the Yapmo Innovation Walsh app

The Innovation Walsh app was successful in adoption, user retention, and most importantly implementing innovative ideas from the field to better their efficiency and overall business practices.

Customer and User Testimonials

"Yapmo has taken The Walsh Group from having ideas bottled up in various regions to having free flowing approach where people can collaborate on suggestions throughout the company. This ability coupled with people having an identity on the site helped us achieve our goal of fostering new innovative approaches to solving problems."

– Patrick Wirtz, Chief of Innovation, Chicago

"The Innovation Walsh tool is a great way to get ideas that employees have had surfaced for the whole company to see. The app is extremely user friendly and everything is very intuitive."

– Eric Winstead, Virtual Construction Coordinator, Chicago

"I work with a small team in Hawaii, and we feel disconnected from the rest of the company at large. This app allows me and my team to submit ideas for all the other locations to support."

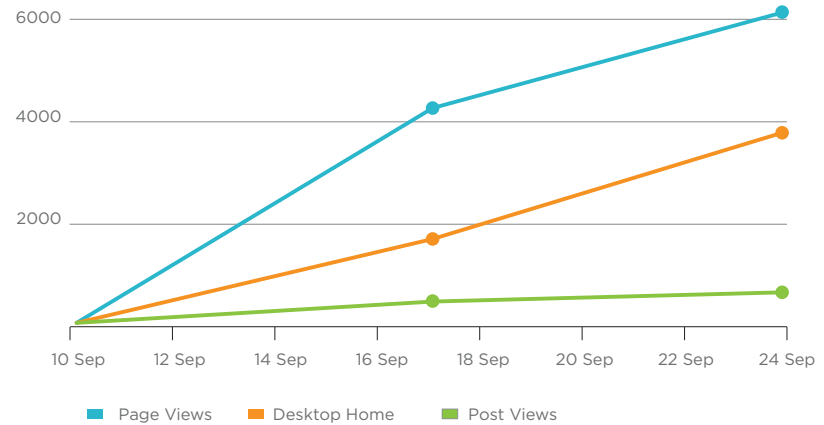
– David Buendia, Project Manager, Hawaii

"I have had a ton of ideas for years and haven't had a direct outlet for them. I'm extremely enthusiastic about having a place to direct all of my ideas."

– Amanda Miller, HR, Indiana

Key Statistics

- Over 6000 page views, and 450 logins within two weeks of launch



Implementation Results: Ideas that will be executed

Tablet based app for punch-list development and tracking

This application will allow users to upload floor plans that will be necessary for the particular walkthroughs of each project. A tablet-based app for development and tracking will make their business more technologically advanced, and their systems of tracking more concise and efficient.

Video Walsh application

Walsh will be implementing a video application, provided by Yapmo, that captures video of project sites, tutorial videos, and internal communications specific to Walsh teams.. All videos will help deliver messaging, information and materials to marketing.

Walsh to launch 2nd Ideation contest in January 2013

Walsh will be launching a second ideation contest in the month of January to develop new ideas for the new fiscal year, because the success of the initial contest.