



## To stay ahead you need great ideas

**Lazada, South East Asia's number one online shopping and selling destination adopts the edison365 ideation platform to enable its entire 6,000 strong workforce to crowdsource ideas and solve key business challenges.**

Lazada is at the forefront of online shopping and ecommerce technology and recognises that to stay ahead in such a rapidly changing space you need to constantly innovate and keep your employees engaged. With a young and innovative culture, Lazada could see that it has a workforce that if properly empowered to express their ideas would enable the business to solve key challenges.

To do this Lazada needed a proven platform to underpin the ideation process. The platform had to be simple, intuitive and enable all parts of the business to work together; the ability for the business and the technology teams to interact easily together was a key objective. The platform had to be open and enable anyone to work from any device; Lazada really wanted to see what is on their employees minds and give them an opportunity to express it.

**'This is a great philosophy; if you want to really embrace innovation you have to have a culture as well as a solution that supports it. Enabling all staff to contribute is key – the best ideas can come from anywhere.'**

**Ivan Lloyd, CEO, edison365**

Lazada selected the edison365 platform to run the innovation funnel for Lazada Labs: Lab Session 1 (Lazada's 'hack-a-thon light') following a selection process and in-house trial. The deciding factors were the ease of use to both issue challenges and raise ideas; as well as the fact that edison365 is built entirely on the Microsoft Office365 platform which Lazada has already implemented.

Lazada rolled out edison365 to all staff at the start of May 2017 with the launch of a major innovation initiative. Employees were asked to post any process they wanted to improve, internal or external challenges they wanted to solve, and great ideas or what the 'next big thing' might be for Lazada. The launch was a major success with employees interacting with the system from day one.

'Before we knew it, we had 60 ideas submitted from across the region – ranging from Blockchain to Wishlist Optimization – 20 of which we wanted to take forward to the next stage. This was a really great result and one that showcased the innovation across our organisation. Tim Rath, Chief People Officer, Lazada Group 'We really united our company through Lab Session 1 connecting our tech and business teams. It was very cool to see the collaboration across work streams, and the bold ideas that were shared. I'm very excited to see the implementation of the 2 finalist ideas we selected.'



## About Lazada Group:

Lazada is the number one online shopping & selling destination in Southeast Asia – present in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. Lazada helps more than 100,000 local and international sellers as well as 2,500 brands serve the 560 million consumers in the region through its marketplace platform, supported by a wide range of tailored marketing, data, and service solutions. Lazada offers an excellent customer experience through a wide network of logistics partners and its own first- and last-mile delivery arm.

# edison365

## About edison365:

The edison365 suite leverages Microsoft Office 365 to deliver the freedom to crowdsource ideas from employees, and the method to implement them. Combining innovative award-winning ideation and Portfolio Management modules, edison365 turns your good ideas into great business solutions. With edison365ideas, businesses can identify areas of focus, and crowdsource ideas from their employees to achieve specific, valuable problem-solving, while giving them a voice and platform to raise their ideas. Then, using edison365projects, the award-winning Microsoft PPM solution, businesses can seamlessly execute projects through an intuitive, sleek interface, to generate measurable results based on insight from every level of the organisation.

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