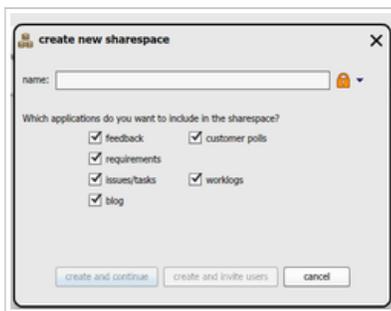# OneDesk: Your First Brush with Social Product Development

OneDesk is a "unified product development" platform that attempts to make product development a social process. It comes integrated with idea management, customer feedback, social media monitoring, and other social tools.

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Creating a Shared Environment for Collaboration

A simple interface to create "Sharedspace"

OneDesk comes with the following key enterprise applications: social media monitoring, customer feedback and idea management, customer service, case management, requirements management, and project management.

When you sign up for a free OneDesk account you have access to all of the applications out-of-the-box. A built-in option does exist inside the application that enables a user to "turn off" a feature or set of features that they do not need or that does not pertain to their role or function within the organization.

At the heart of OneDesk is its "Sharespace", which lets you create a shared work space for product development. While you develop innovative product or service ideas, your colleagues as well as people outside your organization can follow you, vote, comment, rank, and add value by submitting their own ideas in almost any media file formats they like.

You can publish blogs, run polls, and forums too. Sharespace makes it possible for you to get the product requirements from the users, enable people to share information on issues they face with the current product. As you do with any product development software, you can create tasks, assign responsibilities, track progress, and so on.

Basic Information

Platform's name	OneDesk
Priced?	Freemium
Platform type	Community building
Designed for	Social Product Development
Who can use?	Companies of all sizes

Pricing:
The basic OneDesk account is free. Both free and paid users get all the core enterprise applications. However, the basic account is limited by the number of users per organization, attachment storage space, and number of work spaces.

Community Building with OneDesk:
OneDesk lets you create a community of internal and external stakeholders. Members can have their own profiles, and participate in all activities that you let them to do.

OneDesk allows profile based community building to allow organizations to easily manage both internal and external teams. It can be accessed through two different interfaces: the social collaboration inbox for organizational users, business partners, and sophisticated customers, and the "customer portal" for other customers and communities.

The collaboration inbox keeps you notified of new messages, workflow requests, change notifications, new posts and comments on blogs and discussions to which you are subscribed. It also includes a chat application that allows you to socialize with internal and external team members.

Media Tools

Platform's name	OneDesk
Exchangeable file formats	Almost all files: Text, Word, CAD, Photoshop, Audio/Video, MS Project
Publishing tools	Blog, Wiki, Blogs, Chat, Forum, Calendar, User Profile
Action tools	Editing, Voting, Polling, Submission

File formats:
The exchange of ideas via web can happen in four ways: simple text, audio, video files, 2D, 3D design files, engineering drawings (CAD files), and software codes. OneDesk supports all these formats.

Some of the media tools available in the platform include:**Voting:** Customers can vote for their favorite pieces of feedback through the customer portal. External and internal employees can also vote a feedback item up or down as well as publish feedback to the customer community.

Polls: Organizations can optionally create polls within OneDesk and publish them to the customer community to vote on.

Commenting and discussions: Organization members can engage with customers by starting one-on-one or a private discussion around a piece of feedback as well as with internal and external stakeholders.

Blogs: Blogs are used as a logbook that allows the whole team to stay up to date on what each member is working on.

Notifications and workflow requests: These tool enable team members to be notified of any changes to items they are following in the system, as well as to allow for clarification on an item or further develop ideas around a

The customer portal allows customers to interact and socialize with the organization in a number of different ways. Customers can directly submit feedback as support requests, ideas, questions or compliments. Organizations can then manage one-on-one discussions with customers in order to elaborate the details of their feedback requests. Customers can also submit feedback and discuss ideas and questions relating to each amongst themselves. They also have the option to vote on polls created by an organization. Finally, organizations can optionally choose to keep customers in the loop through updates about their feedback's progress.

Members Profile

Platform's name	OneDesk
Number of participants/users	Not Applicable
Profile of participants	Not Applicable
Metrics on levels of participation	Dashboard on all activities

OneDesk's dashboard gives you a comprehensive view of all activities of all users.You can generate different reporting views on a given product or portfolio of products. The OneDesk dashboard allows product stakeholders to compare different scenarios for a given release based costs, time, resources, cost benefit analysis, popularity and strategic alignment. This provides product teams and executive decision makers all of the necessary data to make the right decisions quickly.

particular item.

Instant chat: Ability to chat with external and internal stakeholders.

Email: Members can send and receive emails through the collaboration inbox.

Idea and Innovation Management

up votes	down votes	net votes	total votes
1 (100 %)	0 (0 %)	1	1
1 (100 %)	0 (0 %)	1	1
0 (0 %)	0 (0 %)	0	0
0 (0 %)	0 (0 %)	0	0
0 (0 %)	0 (0 %)	0	0
0 (0 %)	0 (0 %)	0	0
0 (0 %)	0 (0 %)	0	0

With OneDesk you can put ideas to vote. You can collect the feedback in the form of comments too. Since OneDesk supports all file types, it makes cross-functional teams to collaborate effectively using things like marketing mockups in photoshop to office documents to 3D product design renderings and MS projects.

Interview with Brendan Walsh, Marketing Manager, OneDesk

Brendan Walsh, Marketing Manager at OneDesk Inc. With over 15 years of broadcast journalism and creative and marketing communications experience, Brendan drives OneDesk's user adoption and community growth strategies.Excerpts from the interview:

What are the major industrial sectors or business segments that have been using your products?

OneDesk serves a number of different verticals, industries and companies of varying sizes. Given the adaptability of the platform it as easily at home in compliance-driven environments like medical equipment and biomedical device manufacturing as in the most iterative and agile of consumer web app companies. Definitely we've been encouraged by the tremendous response we've seen from a wide range of companies from startups to blue chip enterprises, with very different approaches to product development, and that's exciting.

Brendan Walsh

Ideas strike when people are at a vacation or at a social gathering, and not only at office. Does your product provide mobile access? iPAD app?

While the OneDesk application is itself not currently mobile-compatible there are a number of easy and practical ways for mobile teams to collaborate and contribute ideas and insights, on while on the road or even on vacation. Included in every OneDesk deployment is a simple and intuitive customer portal that feeds data directly into the application. There are also a set of dedicated emails out of the box that also feed the platform. Remote and mobile team members who have a great idea can easily send those via email to the collaborative inbox in the application or simply log them into the customer portal.

Will there be a need for training users as to how to use the product?

We have created a complete library of instructional videos and guides to help users navigate their way around the application. We also have community managers specialized in onboarding to help companies get up and running quickly and ofcourse answer any questions a user may have. New users can also connect with the OneDesk team through our very own customer portal.

Can you cite few successful products or services developed by your customers in the real world scenario?

We have several customers in the medical and pharmaceutical industry who are currently using OneDesk to centralize data and fix the disconnect between departments, create an 'idea storage' platform of record and enhance the customer feedback incorporation process across their organizations. The end goal being the development of customer-centric products that also align with organizational strategies and goals.

What do you think are the USP of your products, considering that you face competition from enterprise social software like Yammer or Chatter, and CAD companies like PTC, Siemens that provide exclusive social product development products?

What sets OneDesk apart from other solutions is the high level of integration across applications- we're a unified product platform that combines all the features and components needed for a truly collaborative product development process. There are, as you mention a host of point solutions available, but they are generally closed systems that don't provide the level of integration required to enable a unified product development process. OneDesk's delivers this in an intuitive, results-oriented user experience to drive products seamlessly from ideation to delivery. Of course not all team member need access to

the same data, so the platform provides controls that allow different roles to interact with only the data which interests them. The great thing is, that at any stage, and at any level, a user can instantly drill down to see the data behind the rationale and process of the current stage of your process. So it offers full visibility and traceability across the entire product development process so that teams can interact at any stage.

What is the ideal employee strength or turnover of your customers? Can SMEs use your product?

SME's can use OneDesk to help them deliver better products to market faster and more efficiently. That being said, businesses of all sizes looking to facilitate collaboration and product management, and build customer engagement can benefit from using OneDesk.

What type of "managerial readiness" or "cultural settings" a company should ideally have for speedier, effective adoption of social product development?

There is an old adage: "culture eats strategy for lunch", and it could not be more true. Social product development stems from a social working environment, which in turn stems from a recognition of the business advantages of giving your employees and teams space for innovation and collaboration. The mentality for fostering such an environment really stems from the top of an organization.

Do you have country specific pricing such as India pricing or SME pricing?

We offer a PRO version which costs 30$ per user, per month. You can also sign up for a free version of OneDesk. More detailed pricing information can be found on our website: http://www.onedesk.com/pricing/

Note: This platform review is done based on some of the essential co-creation features as outlined in the book, The Co-creation Roadmap: Six Steps to Tap the Wisdom of Crowds, authored by G Sankaranarayanan, CEO, Younomy.com. A free copy of the book is available for online reading at Issuu. Read on. For a free PDF copy of the book, send a mail.

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