

Case Study

GroupSystems Success Story: Eastman Chemical

Creativity and Team Center

Eastman Chemical, a Fortune 500 company headquartered in Kingsport, TN, manufactures and sells chemicals, plastics and fiber used in a multitude of products worldwide. To better its services and products, Eastman Chemical wanted to conduct creative problem solving sessions to process ideas. Customers would present any number of problems, and they would use flip charts and post-it notes to come up with better solutions.

But organizing and studying the notes took far too long. They needed more ideas and better methods of meeting customers' needs. Eastman Chemical was not getting anywhere with traditional methods. In short, it was extremely unproductive and time consuming to conduct these meetings the conventional way.

GroupSystems in Action

To help simplify, expedite and create better sessions, Eastman Chemical chose GroupSystems group collaboration technology. By using GroupSystems, Eastman Chemical could define and frame the problem. Then, they brainstormed ideas around solutions for the problem, trying to get "out of the box" using creativity techniques. In a recent session, 400 ideas were generated during a two hour session with 9 people.

After categorizing similar items, the team established common decision criteria to pick the top three ideas using the GroupSystems Alternative Analysis tool. Results were then copied to an Excel spreadsheet for an action plan.

In addition, Eastman Chemical ran 100 R & D managers through sessions to determine the top product strategies. They defined eight opportunities, with an action plan to determine the top three — after generating 2200 ideas!

Dr. Henry Gonzales, Manager of Polymer Technology, Core Competency Group at Eastman Chemical stated, "I did a study and calculated that the software saved 50% of people's time, and projected a cost savings of over \$500,000 for the 12 people during a year's time. So we bought another license, and are upgrading to another facility so more people can use the technology."

"We found that with GroupSystems, we had more unusual ideas, a richer pool to choose from, and we got to the point a lot faster."

Dr. Henry Gonzales,
Manager of Polymer
Technology, Core
Competency Group

Customer

Eastman Chemical
www.eastman.com

Employees
10,500

Revenue
\$6.8 billion

Business Benefits of GroupSystems

- Large amounts of ideas generated
- A distributed solution that provides benefits that not only lower travel expenses, but enable productivity anytime and anywhere.
- Able to gather meeting result faster and distribute them immediately