Crowdsourcing is reinventing collaborative innovation – as idea sourcing and contributions expand outside organizational boundaries to include non-employees.

Web-based and social collaboration mechanics bring the potential of tapping previously uncharted avenues of sourcing ideas, solving critical problems and engaging dispersed sets of contributors to rganizations. Crowdsourcing bridges the gap between organizations and voluntary participants willing to contribute to new solutions and innovations.

Crowdsourcing has been used for years e.g. wikipedia is a common venue for information sharing; open source development model offers a universal platform for development, distribution and enhancements of new innovations through publically sourced ideas. However, crowdsourcing is now stimulating larger patterns of mass collaboration.

Organizations are successfully using more focused and concentrated methods for large-scale ideation and generation of solutions.

As contributions stream in from outside the peripheries of organization walls, ordinary engagement and traditional contractual models rapidly evolve. Through more focused and specific sourcing, organizations are able to replace internal cost through externally generated ideas and solutions, create more effective campaigns through tailored solutions originating from actual end-user contributions and so on.