



*Creating Online Social Communities for  
Businesses, Brands & Fans*



*Social solutions designed for a more effective and  
connected business*

## *Why a Social Business Platform?*

We make it easy for your business to connect at every level (employees, customers, partners & fans) with an online work community platform. **The result:** More Effective, Connected Business

Whether your goal is to increase brand awareness, improve workforce productivity, or measure customer satisfaction, our community platform helps you achieve your business goals.

### *Products, Brands & Fans*

- Create a social network that engages people around your brand
- Own your social data for analysis and marketing
- Provide a community for like-minded people to connect
- Give your users more meaningful ways to connect on a deeper level
- Easily introduce new products and services to your target markets
- Enable sponsor pages and targeted advertising
- Use analytics to monitor user engagement from varied markets

### *Businesses & Organizations*

- Provide contextual real-time communications across all user bases
- Leverage your organization's collective expertise to make informed decisions
- Accelerate new employee onboarding with more seamless assimilation into your company culture
- Quicken customer onboarding faster with your brand familiarity
- Enrich corporate learning systems across the board
- Enhance the company Intranet & Knowledge Center
- Bolster and broaden customer services, public relations and the consumer community

## *To Learn More, Contact Us*

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