

## OutStart Participate

Social Business Software

Making Social Work



# OutStart Social Business Software (SBS)

## Participate SBS Overview

**Social media is here to stay. It's not a matter of if businesses should use it, it's a matter of how to best leverage it to drive business, reduce costs and increase responsiveness.**

OutStart's social business solution, Participate, applies the full potential of Web 2.0 models like communities, collaboration and user generated content in a secure, managed environment that makes social media work for your enterprise.

With Participate, you can break down geographic, organizational and time barriers that keep employees, customers and partners from the invaluable collective intelligence of your organization, empowering participants to connect, interact and share their ideas and insights to dramatically improve how you sell, support, deploy and service your products.

**Social media works. Now make it work for your business with OutStart Participate.**

## SBS for Learning

For organizations to agilely adapt to the rapidly changing market challenges they face, their employees, customers and partners must continuously learn new processes, new products, new best practices and the like. To support this continuous learning environment, organizations can complement formal learning initiatives with social learning.

While formal learning is structured, planned, and often requires time away from normal work activities, social learning occurs whenever people with insights and knowledge to share get together. Asking questions, getting answers, coaching, mentoring, and connecting to experts are all examples of social learning scenarios.

**Using Participate, organizations can establish a social learning environment that:**

- **Makes formal learning initiatives more scalable and effective.**
- **Supports just-in-time learning.**
- **Increases team and organizational learning** – as conversations and learning interventions can be organically captured and re-used.
- **Makes it easier for learners to connect to the collective intelligence** of the organization.
- **Extends learners reach**, enabling conversations with peers and experts beyond their own social network as well as across geographic and time barriers.
- **Captures, rates, and categorizes conversations and learning content** for on-going use.

## SBS for Associations

Associations have huge challenges associated with membership retention, fundraising, and improved program delivery, all while doing more with less.

Association members already share a common interest - an online community. When powered by Participate social business software, associations can connect and engage members across geographic and time barriers, helping to enhance the association's image, create more loyal, satisfied members, and drive higher renewal and donation rates all while helping the association to be more efficient and effective.

### With Participate, associations can:

- **Promote a culture of communication and collaboration**
- **Improve relationships and networking**
- **Facilitate more membership interactions**, furthering loyalty and donations
- **Enable members to quickly connect**, share expertise, best practices, experiences, and ideas
- **Enhance professional networking**
- **Stimulate dialogue** and debate on important issues
- **Share governances, policies and standards**
- **Re-use and share knowledge** – capture conversations, ideas, best practices and the like for ongoing use.

**Gain valuable insight** – get feedback and continuously gather and expose the conversations

## SBS for Marketing & Sales

Social media offers customers a myriad of new and powerful ways to instantly broadcast and discuss their opinions and experiences about companies and their products and services. Businesses can be left grasping for mindshare and brand control or actively participate, leveraging and receiving the advantage and benefit from these customer conversations.

With Participate you can deploy a sponsored venue, centered on your company, products, services and related issues, enabling you to listen, converse and learn from customers' conversations.

### Using Participate you can:

- **Accelerate branding initiatives:** Ride the social wave and extend your reach by making it easy for your brand enthusiasts to speak up, spawn conversations, spread the message, and virally influence the market, while attracting new customers.
- **Gain insights from your target markets:** Continuously gather and expose the conversations and insights that take place about your company, products, and services.
- **Make more informed decisions:** Make decisions that are both fast and fully considered. Drive decisions and deliverables based upon an eagle-eye view of customer perspectives, competitive intelligence, and product feedback.
- **Sense and respond to change:** Continuously adapt to new and shifting environments, and act quickly on new opportunities.
- **Influence your brand:** Not only can you monitor customer engagement conversations, you can also become part of the conversation.
- **Accelerate sales velocity:** Get faster time-to-revenue as a key step in the buying process is community engagement
- **Improve product:** Collaborate, get feedback, and solicit new ideas with customers.

## SBS for Customer Service & Support

Live support is often expensive, hard to scale, and poorly received. But now business can take advantage of a true social phenomenon to improve customer service while decreasing call volumes and minimizing costly escalations, all while saving your customer service agents and experts for the highest priority issues and customer interactions.

Customers have incredible knowledge around your products and services, and are highly motivated to collaborate with and help fellow customers. With Participate, you can establish a customer service social business environment where like-minded customers can collaborate, share insights, and answer questions.

### Using Participate, you can:

- **Empower customers and decrease call volumes:** Customers can engage and resolve issues online with other customers and product experts, 24/7.
- **Re-use knowledge:** Conversations and knowledge shared are organically captured and categorized.
- **Judiciously leverage company experts:** Questions and issues can be automatically escalated to experts when answers are not available in a timely manner.
- **Answer questions once:** Experts' responses are automatically captured and categorized for re-use, eliminating the need for your SMEs to answer the same question repeatedly.
- **Free agents to deal with most complex issues and highest value customers**
- **Obtain a rich source of information:** Continuously gather and expose the conversations and insights that take place about your company, products, and services.

## SBS for Professional Services

Professional services teams have unique challenges as they strive to innovate while working efficiently and effectively to deliver highly effective service to each and every client. To maximize value, each team must fully share and leverage the methodologies, best practices, service offerings, and thought leadership available not only within the team, but across the entire organization - and this must be accomplished without wasted time and energy.

Using Participate, services firms have a complete social business software environment to facilitate sharing and collaboration within and across teams to help drive highly effective services and client engagements.

### With Participate, firms can:

- **Readily share products and services** delivered across the firm.
- **Generate new ideas and solutions** through active conversations that draw upon the collective intelligence of the firm.
- **Quickly get answers and connect to expertise** throughout the firm.
- **Accelerate training and knowledge transfer** as new team members can access past conversations, best practices already shared, and the like.
- **Rapidly build a portfolio of best practices and material** to be leveraged and re-used.
- **Enable client-team communication** for greater client intimacy, transparency, and retention without additional communication overhead.

## SBS for Field Services

Field services have a difficult job. Each time they enter the field their effectiveness directly impacts customer satisfaction, company reputation, and cost of service. Although both the company and the customer want a “one visit and done” approach, it’s virtually impossible for them to prepare for the myriad of rapidly changing customer variables they face each and every day – different products and models, options, versions, and customer configurations to name a few.

Using Participate, field services can greatly benefit from a social business software environment by connecting them to the know-how, best practices, answers, and expertise they need to successfully complete their tasks, improve service, speed business, improve morale, and reduce escalations.

### **With Participate, field service organizations can:**

- **Quickly gather information, get answers and access expertise** required to successfully address issues.
- **Accelerate the rate at which new knowledge is available** to all field service personnel.
- **Participate in the community and access know-how** even from wireless and mobile devices.
- **Identify and establish a dialogue around new problems.**
- **Collectively build a portfolio of best practices.**
- **Maintain a collective memory on each issue and resolution.**
- **Benefit from a rich source of information** – continuously gather and analyze the conversations and insights of your field services team to expose new issues faster, and proactively prepare them for future engagements.

## SBS for Sales Enablement

Study after study suggests that buyers are unhappy with sales reps’ lack of knowledge and slow response. According to a recent Cahners survey, 58 percent of buyers report that sales reps are unable to answer their questions effectively. And 40 percent of sale professionals’ time is spent finding the information and knowledge required to do their jobs.

Fortunately, according to CSO Insights, addressing this issue can boost the number of sales reps making quota by 23 percent and improve the win rates of forecasted deals by 13 percent. It also improves morale and retention, cutting sales rep turnover by nearly a third.

A large part of the issue is sales reps’ inability to find and access the individual(s) with the know-how, experience, and ideas needed. And even if they do, the conversation isn’t captured and made available to others who may benefit from the same information.

To address this issue, OutStart has created [SellingEdge.com](http://SellingEdge.com). **Built on OutStart Participate, SellingEdge.com is configured to specifically address the sales enablement requirements.** To learn more about SellingEdge.com, please visit the SellingEdge.com web site at [www.sellingedge.com](http://www.sellingedge.com)

# Features & Capabilities Overview

It's not a question of if your organization will use Social Business Software. It's more a question of whether it will be implemented with business objectives in mind, supporting a specific business process, or randomly implemented as standalone technologies, such as wikis, blogs and forums.

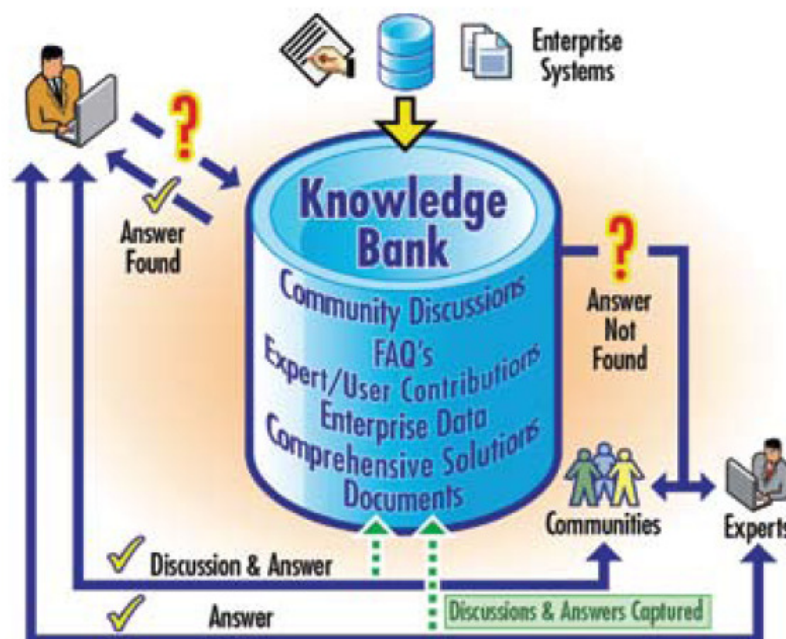
There is a vast difference between social software and social software for business. The first is often a set of independent application features, often open source in nature. The latter is an enterprise grade social platform with the comprehensive set of capabilities to serve the needs of individual initiatives as well as the organization as a whole. This requires an enterprise grade architecture, security, permissioning, workflow, multiple deployment options, and integration with the enterprise ecosystem. If your choice is the latter, Participate, OutStart's social software for business platform is the better fit.

As the name imparts, Participate empowers the backbone of your business, people – your employees, customers, and partners - to get **involved** and **engage** with one another by **sharing** insights, experiences and know-how.

Participate offers a new era for collaboration across your organization, enabling conversations, breaking barriers, and capturing a knowledge base of historical ideas, insights, and experiences that can be made available for ongoing use.

By joining conversations, independent of roles or organizational and geographic barriers, Participate improves the overall effectiveness and efficiency of your extended enterprise. Organizations today are using Participate for a wide range of purposes including:

- Implementing Collaborative Sales Enablement to improve their sales execution and effectiveness
- Leveraging their customers' expertise to improve support and decrease support costs, using social software as an extension to the CRM system
- Enabling Field Services resources to rapidly solve customer problems
- Radiating insight from customer implementations within Professional Services, while enabling practice directors and experts to collaborate and educate their implementers



# Core Product Capabilities

## *Engage with Experts*

When you run into a situation where you need help, what do you do? You turn to your colleagues, but do they always have the best insight and experience to help? What if they are unavailable? Isn't it time you leveraged the entire collective talent and intelligence of your organization?

With Participate engaging with the right people has never been easier. Participate's **Personal Concierge** is your one stop shop for getting others' ideas and insights to help you effectively solve problems. The power of the Personal Concierge is both the historical conversations captured and made available and the people behind it - the people with the experience, talent and insight you need.

Participate intelligently identifies these experts using its **Expertise Profiling** engine. It then sends your query to the best experts and facilitates the exchange of answers through email, all the while capturing the solutions so that other users can benefit from them in the future.

## *Create and Collaborate*

Participate's Wiki engine provides a collaborative environment where people can add to and extend work done by others; hence, less time is spent re-inventing the wheel and more on moving forward. The collaborative nature results in an acceleration of innovation and development, and information itself is deeper, broader and more accurate.

Users are not limited to creating content within Participate, nor would people have to change what they are doing to be able to contribute content. With Participate's out of the box integration for Microsoft applications, users can quickly share documents, presentations, spreadsheets and emails using familiar desktop applications.

Participate's **Media Sharing** capabilities provide a creative outlet for users to present, teach, and demonstrate ideas, videos and simulations.

## *Start & Join Conversations*

In any office, some of the best business conversations happen around the water cooler. It's often the place where a discussion is spurred that helps you solve a problem. Through informal interactions, people share experiences, get expert advice, and share their insights. But in today's distributed and multi-national world, a single organization has many water coolers, all of them trapped by geographic and physical constraints. What if you had a single, universal water cooler where your entire organization could converge, powered by the convenience of modern web technology so it is accessible anytime, anywhere, by anyone?

Participate is the universal watercooler where these conversations flow naturally by leveraging the platform's Blogging, Discussions, Instant Messaging, Private Messaging and Email capabilities.

## *Harness the Collective Intelligence*

As Participate captures people's conversations, insights, experiences, and contributions, it becomes the center for the collective intelligence of your organization. To harness this vast wealth of information, Participate provides intuitive technologies so that users can find information they need using natural language sentences or keywords. They can also filter information by the areas they are interested in, or the type of content for which they are looking for.

Users can also stay abreast of new information passively by subscribing to a personalized e-newsletter that provides a synopsis of all new and updated contributions of interest, and/or contribution by individuals you are following.

## *Leverage your Network*

To keep abreast of everything, organizations frequently have time consuming and costly coordination meetings. Imagine if the number of people in that room or on that call could spend that hour working instead of meeting? Now think about your popular social network sites – in a matter of minutes you can quickly find out what your friends and family from around the world are up to. What if you could be just as efficient in finding out what your colleagues and teams are up to? Who is working on what project? What solutions have they discovered? What was the latest activity they were involved with?

Participate allows employees and customers to connect and interact with their network of peers and experts and be informed through quick, micro-notifications of where they are or what they are working on.

The system helps you connect to people regardless of geographic or organizational barriers, helping you discover hidden talent or valuable business information that you didn't know existed, while learning from others' insights and experiences.

## *Go Mobile*

Many organizations have a good portion of their workforce in the field where computer access is more challenging. These employees have the greatest need for a platform like Participate. They can get answers, and solve problems by leveraging the information, expertise and resources available inside the organization.

With Participate Mobile, travelling or remote employees and customers can use their mobile devices to take advantage of your extended organization's collective intelligence. They can access the **Expert Directory**, connect to a community, or use email to interact with the system to quickly connect with others who have the know-how to help solve problems or answer questions, as well as share their own experiences and expertise.

# Engage with Experts

## *The Personal Concierge*

In our personal lives, we know who to turn to for help – but when it comes to our corporate environment it's not so straight-forward. Participate's **Personal Concierge** is your one-stop shop for getting other people's ideas and insights to help you get your problems solved. Simply tell the Personal Concierge what you're looking for and it will sift through its existing memory of past conversations, contributions and recommendations to immediately present the best solutions it finds. If those solutions are not available, it will send your problem to others who have the know-how to help.

The power of the Personal Concierge is the people behind it – the people with the experience, talent and insight to solve problems. Participate will automatically direct your query to the best experts via email. Those experts, in the normal course of their day, respond to the emails with solutions. Participate immediately sends the solutions to the original seeker and captures this email exchange in its memory so future users can benefit from these solutions.

By leveraging email, Participate facilitates question and answer exchanges without taking the users away from the tools they use to perform their day-to-day jobs.

## *Expert Profiling*

What someone knows changes so rapidly that you never know who might have the best answer. Participate provides an **Expertise Profiling** engine which is an intelligent mechanism for administrators or end users to identify areas of expertise. It's smart enough to learn, suggest or automatically adjust a user's expertise over time, based on his or her activity and contributions.

A user's expertise can be specified at multiple levels from general to granular, and in multiple areas as appropriate. Think of the various expertise of a user as individual colors in a palette, that when combined, paint the complete picture of that individual.

## *Expert Directory*

In large or distributed organizations, it's impossible to know everyone, and more importantly, what they know. Why limit your employees, customers and partners to only their personal network. By managing your organizations areas of expertise in Participate, users can leverage Participate's **Expert Directory** to locate the best experts. Users can specify one or more areas they need help in and the system then returns a list of best matching experts. The user can then engage with the expert in a phone, email, **Instant Messaging** or **Private Messaging** conversation. Participate also lets users find people based on role, location, past experiences, or any other criteria by providing features to search member profiles.

## *Reward and Recognition System*

Reward and recognition is the best way to encourage participation. Not only does Participate allow users to rate other users based on their contributions, it also provides an automated **Rewards System** that can showcase the top performers in the community, e.g. the Top 5 Experts who provided the most and best answers. This system recognizes the natural leaders within the organization, uncovering the huge store of hidden talent which will drive more business value. As leaders of the organization, this helps you recognize the potential company leadership of tomorrow.

# Create & Collaborate

## *Integrated Wiki.*

Reduce time re-inventing the wheel by providing people with Participate's rich, collaborative Wiki environment where they can build on top each other's work. Each individual provides his/her own know-how, insights, and perspective and the team at large benefits by getting well rounded information that is deeper and more detailed. As people learn from experiences, they can continually add and evolve the information, resulting in more accurate information that has been vetted and reviewed. This collaboration also encourages idea sharing and rapid innovation by involving more people.

Imagine, your marketing team can efficiently work with product experts to put the most compelling brochures, white papers and other collateral together. Professional Services can streamline their work by collaborating with engineers on the design of custom implementations. Customer Support can leverage power users from the customer base to document best practices and workarounds to common product problems.

There are no complex tools to learn, the authoring environment boasts an intuitive rich text editor with standard text editing features. The system also addresses the concerns of group editing by tracking who changed what and when, and also allowing users to rollback edits if required. A robust and flexible workflow engine is also available that can be configured to drive a review and approval process for any content before it becomes available publicly.

For end users, there is so much anxiety related to downloading content from the web. When you click a link you have to ask yourself, "How long will this take to download?" "Will I have the software that's needed to open this file?" "Are there any viruses in it?" One of the unspoken benefits of creating Wiki content is that it is completely web based. End users can read and navigate Wiki content quickly like they do any other web sites. The web pages are fully searchable and viewable from any web browser.

## *Office Meets Social Software*

The vast majority of the valuable business information resides on users' desktops in the form of documents, presentations, emails etc. Participate makes sharing this wealth with the larger community quick and easy by providing a downloadable **Plug-in** which integrates with Microsoft Office, Windows Explorer and Internet Explorer. The Plug-in appears as a toolbar within these products and allows the user to contribute whatever they are working on in a couple of mouse clicks, be they documents, spreadsheets or any other file format. Or imagine, you've just had an email discussion that resulted in a solution to a problem; you can quickly share that solution with the rest of the organization rather than losing that knowledge in your inbox.

The plug-in allows end-users to continue to contribute using traditional methods that they are proficient with. For example, Management can continue to build presentations and deliver them through Participate. Just like people send emails to colleagues containing URL's to breaking news, market changes, competitor announcements or some other interesting insight from the web, they can use the Internet Explorer plug-in to share that URL so the entire organization can benefit from that information without being spammed.

The plug-in also allows you to directly contribute to your **Personal Blog** by highlighting text from opened documents or cells from opened spreadsheets and automatically publishing the highlighted text as a new blog entry.

## *Media Sharing*

YouTube has revolutionized communication on the internet. By recording themselves using a webcam and uploading those recordings people are able to rapidly and informally present, teach and demonstrate ideas over the internet like they never could before. Participate's **Media Sharing** brings the same capabilities into an all encompassing social business software platform.

Beyond this, Media Sharing also allows organizations to share more formalized podcasts (video or audio), such as interviews, lectures and recorded webinars. In Participate, media is not limited to audio or video broadcasting. Users can also share Flash content such as interactive simulations, product demonstrations, screen casts and other engaging training interactions.

## *Enterprise Communication Platform*

Behind the vast collection of communication channels offered by Participate is an enterprise platform that provides complete control to administrators. With Participate's robust permissioning engine, administrators can readily control who can author versus who can read any of the content in the system. Furthermore, they can secure down any portions of the site that may be confidential and available only to select users.

The platform also provides a consistent set of features for all content regardless if it's type, whether it's a File, Media, Blog, Wiki or any other type of content. End users are able to consistently search and bookmark content. End users also have the ability to comment on any content, hence they are able to share their own experience and insights and add to the overall completeness of the original content.

# Start & Join Conversations

## *Universal Watercooler*

Participate is the universal water cooler for your entire organization, and customers. People gather around and engage in conversations that share experiences and insights, offer advice and help solve problems. Participate breaks down geographic and time barriers and provides various mediums, such as Blogs, Discussions, Instant Messaging, Private Messaging and even email, for people to express their ideas effectively and converse efficiently.

## *Communication Channels*

Participate provides a number of intuitive communication channels to let you hold your conversations easily and naturally. Participate's **Personal Blogs** are a natural way of starting a conversation by soliciting feedback and comments. For example, you can share experiences, insights and discoveries, or your own commentary on recent events as a way to stimulate others to share their opinions. You can also engage the community around you using the built-in **Community Discussions** feature. Or you can hold direct one-on-one conversations with mentors, peers or subordinates using real time **Instant Messaging** or disconnected **Private Messaging**. Participate gives you control to keep these one-on-one conversations private or share them with others. Participate even lets you converse using **Email** just the way you currently do, and still be able to easily share that conversation with the larger community.

Participate offers **Awareness Indicators** that allow team members to view who is online in Participate or in their IM clients. With this information users have a sense of a participant's responsiveness and whether to email, **Private Message** through Participate or initiate an **Instant Messaging** conversation.

## *Rating and Measurement*

With so much information being shared, it's important that appropriate controls are in place to ensure that valuable content is surfaced, and relevance is maintained. Participate's **Content Rating** feature allows end users to collaboratively express how valuable certain content is. The system also automatically tracks metrics such as how many times the content was read, how many people bookmarked it, and how many comments have been posted to it. These metrics give end users a sense of popularity or usefulness of specific content. The feature also allows administrators to automatically showcase hot conversations and contributions on home pages. Lastly, these metrics also help management understand and identify problem areas so they can react and fill the information gaps quickly.

The inherent problem with content is that it ages and loses its relevance. Participate provides an intelligent archival mechanism to automatically archive content when it reaches a certain age or to notify the appropriate parties to review it and determine whether or not updates are necessary.

# Harness the Collective Intelligence

## *Self Service Information*

Ever try to remember where you heard or read something? It may not have been that relevant then but you need it now to help you with your current problem. Was it an email that someone sent, or did you write it down somewhere? Where do you start looking for it? Participate captures the collective experiences, discoveries and conversations of your entire organization and makes it readily available to everyone. Helpful insights, important decisions, and invaluable research are no longer isolated and lost in inboxes and file folders, they are openly available for everyone to reference and leverage.

But with this vast wealth of information, it becomes crucial for people to be able to easily and precisely find the information they are looking for when they need it. Participate provides a number of ways to help you find what you need. You can describe what you are looking for using questions or sentences and Participate will understand them using its sophisticated **Natural Language Parser**. You can also use keywords to tell Participate what you are looking for, and don't worry if you don't know or remember the exact terms that were used, Participate's **Concept Library** understands synonyms, acronyms, different tenses and can even understand lingo that is specific to your business and market. Participate also provides intuitive means to filter information by areas of interest, type of content, when it was created and who it was created by.

## *Stay Connected with Content and People*

Always know what's going on in the areas that interest you the most. With Participate, you can quickly configure **Subscriptions** which will automatically send you regular email digests of community activity in the topics you're interested in. You control what you receive and when you receive it. You can also subscribe to individual conversations that interest you and are always emailed comments and questions on content that you created.

Besides following content, Participate also allows you to **Follow People**. This lets you connect with valuable people in the organization, be they mentors or peers. This connection keeps you abreast of what they are currently doing –and also notifies you of any new information or conversations that they share or engage in.

Staying abreast of what is actively being discussed, researched and worked on anywhere in the organization becomes effortless and flows naturally through the most common business channel of communication; email. Your organization becomes an open environment where ideas and insights radiate from every corner. People leverage each others' work instead of re-inventing the wheel. This directly improves the overall efficiency and productivity of your entire organization.

# Leverage Your Network

## *Social Networking*

Participate offers a full range of **Social Networking** features that enable users to find and build valuable relationships with other individuals within the community – be they internal thought leaders, managers, team members or even external customers or partners.

How do you know if any member of the organization can be of value to you now or in the future? Just as in real life, you start by viewing a **Business Card** which Participate automatically generates for each user. From there you can delve into the user's **Personal Profile** that paints a complete picture which can include personal (photos, bio, background, and interests) and professional (job title, contact information, and areas of expertise) information. The profile also automatically evolves as the user interacts with the system, providing a snapshot of latest user contributions, what they are bookmarking, to whom they are connected, and their overall community ranking. Participate offers a robust **Member Search** functionality that allows users to find people based on any aspect of their personal profile.

As users connect with each other, they create a web of connections based on personal interests. Others can browse this web in order to discover new people in the community. By viewing the **Personal Network** of an individual you value, you can uncover others that are worth 'following'. By adding them to your network you have convenient access to their profile, bookmarks, blog, and other contributions and are also automatically notified via email of any ongoing information they share.

## *Social Bookmarking*

If your friends can share their insight about what books to read and what movies to watch, why can't your co-workers provide you with similar insight into what business information is worthwhile as well? With Participate you can see what content your co-workers, or others whose opinion you value, are talking about. They can openly promote something by writing about it in their **Blog** or they can simply provide **Member Comments** directly on the documents, presentations, **Wiki's** etc..

Participate also provides more implicit ways of discerning the importance of content by letting you see what is read by the most people or what's bookmarked by the most people. If your co-workers are bookmarking certain content, that content may well be relevant to you too - this is the premise behind Participate's **Social Bookmarking** capabilities.

## *Tracking and Interacting with your Team*

In Participate, you can be as aware of what your colleagues in another office or another part of the world are doing as you are of those sitting right next to you. Users can easily provide a quick one or two line status message to let others know where they are and what they are doing. Participants can connect to these users and receive notifications of progress and status updates. This form of **MicroBlogging** keeps you connected and provides a continuous stream of information about the ever-changing world around you.

Managers can also easily stay abreast of what members of their teams are currently working on. Participate's **Manager's Dashboard** provides a concise view of each team member's online status, on what they are currently working, and insight into what conversations are most pressing and relevant to their team. The system also provides convenient features to communicate directly with the whole team or with individuals. This makes it efficient for

managers to forward valuable community insight, news and content to their team, hence ensuring that the team is well armed with the information they need to excel at their jobs.

## Go Mobile

### *Empower your Mobile Workforce*

Workers in the field need answers fast. They don't have time to take detours to find a WiFi hotspot while traveling or leave their jobs in the field to return to a dedicated terminal to be able to connect and leverage the rest of the organization. Now they can take all the best knowledge, insight and experts from your organization with them regardless of where they are. Your corporate knowledge is no longer tethered to an office or desk, with **Participate Mobile** it can be accessed from anywhere in the world using your mobile wireless device.

Sales people naturally spend much of their time travelling; they can use Participate Mobile to refresh their knowledge prior to a customer meeting, find answers to customer questions during breaks or get a hold of the best expert after the meeting to follow up on key items. Technicians, while at a job site, can access reference material or solicit help from technical resources back at the office to solve difficult problems. Implementation consultants can reference best practices and tips & tricks shared by others performing the same tasks. No matter what or where the need arises, Participate is always at your finger tips.

### *Never Work Alone*

Participate helps keep remote workers connected to the people in the organization that can help them. These could be peers performing the same job at another site, or managers or mentors with more experience, or subject matter experts with intimate knowledge and insight. Workers can use Participate Mobile to quickly find those who have the know-how to help. They can submit their request for help to Participate's **Concierge Desk** or they can seek out specific people and access their contact information using the **Expert Directory**.

Overall, Participate makes your workforce more efficient and better prepared to do their jobs no matter where they are.

# Platform

## Enterprise Platform

Participate was built from the ground up to be a world-class enterprise platform, and has been deployed in high traffic public-facing implementations. It also meets the stringent requirements of tracking and controlling of internal facing deployments in highly secured environments. The platform provides the following core enterprise capabilities:

### Security

Participate supports multiple communities within a single installation. Each community can be locked down or opened as needed. Participate provides access control locking at the content level to specify granular read and modify permissions if necessary.

### Reporting

Participate offers a collection of standard reports that provide insight into member and expert participation, content contribution and usage trends, and also metrics that help administrators maintain a healthy and active community.

### Workflow

Built into Participate is a highly configurable workflow engine that can be customized to model any review, approval, notification or escalation process as needed.

### Internationalization

Participate can be easily localized to any left-to-right language and also supports content creation and searching in English, French, Italian, German, Spanish, Japanese, Chinese and Korean.

### Connectors

Participate provides connectors that can be configured to leverage information from any existing system such as Document Management systems, CRM systems, or SharePoint repositories.

The following connectors are provided out of the box:

**File System Crawler** – to access documents and files stored on network shares or directories

**Web Crawler** – to access any information on existing websites, such as internal or external wikis, portals or traditional websites

**RSS Crawler** – to retrieve feeds from news sites, blogs, or podcasts