

SOLUTIONSET COMMUNITY SERVICES PLATFORM: FOR THE SMART, SAVVY ENTERPRISE

HOW CAN YOU IMPLEMENT AN ONLINE COMMUNITY AND MAKE IT RELEVANT FOR YOUR EMPLOYEES, PARTNERS, AND/OR CUSTOMERS WHILE RETAINING PROFITABILITY FOR YOUR BUSINESS?

DOLLARS, SENSE, & ROI

Online communities follow a new paradigm and demand for user-generated content. Instead of information flowing outward from a corporate executive or portal administrator, idea-exchange happens laterally, from bottom to top, from top down, from every direction.

Communication happens across departments, across companies, and across the globe. Giving your employees a playground to share ideas or your customers a base to discuss your brand helps you gain loyalty while generating rich, relevant content for your business.

SolutionSet can help you further capitalize on your community through highly targeted ad/marketing campaigns, community metric management, and partner monetization programs.

ONLINE COMMUNITIES WORK WHEN THEY'RE RELEVANT

People have a basic need to belong. Online, that need translates to users who are selective and want a group that targets their unique interests and needs. When they join these targeted communities, the users who make up the community become true experts for that niche. As such, web communities are great ways to empower your constituents and benefit from rich human capital, as your site users are transformed into partners and advocates.

Creating a kinetic climate for content sharing is the first step to starting a strong web community. Through this environment, community networks can elevate an organization's thought leadership role, increase customer service effectiveness, and provide a platform for education.

SOCIAL, DIGITAL, AND VIRTUAL COMMUNITIES, SOLUTIONSET STYLE

SolutionSet has developed an enterprise-class community services platform that can be tailored to a variety of business situations such as global sales and marketing portals, product marketing, family/parenting oriented, political campaigns, or developer communities.

SolutionSet can customize the community to expose a rich menu of feature options for both the user and administrator. In addition, SolutionSet leverages its deep expertise in creating communities by providing the strategic leadership to develop launch and marketing programs with clearly defined goals with measurable results. We understand how to recruit, track, inspire, motivate, monetize, and generally derive ROI from the communities we build.

SolutionSet is also focused on providing solutions for technology, healthcare, finance, lifestyle, entertainment, and education verticals. Unlike other community products which try to fit your requirements into their box, SolutionSet builds communities based on your business, marketing, creative and technology needs.

SOLUTIONSET COMMUNITY SERVICES PLATFORM FEATURES INCLUDE:

- + Fully Customizable Community Administrative System
- + Rich "Ajax"-based Content Management System
- + Permissions-based Membership Management System
- + Ability to integrate disparate content systems with ease
- + Fully customizable front-end templating system
- + Support for the latest Web 2.0 technologies
- + Community metrics dashboard-customized to collect that data you want to track
- + Blogging and Discussion Forums
- + Manage events and scheduling
- + Support for all types of user-generated content
- + Community Quotient ("CQ") System to measure quantity and quality of a member's interaction with the community
- + Add, Edit, Rate, and Comment
- + Search, Sort, Tag, and Share
- + Add, Organize, and Edit Friends and Groups
- + Discuss, Plan, and Host Events
- + Create contests and surveys
- + Form Groups, Give Incentives, and Raise Funds
- + Flexibility to support your business requirements

COMMUNITIES MADE POSSIBLE BY SOLUTIONSET

Software



The Autodesk Communities

SolutionSet helped build and create six robust communities for their various audiences of employees and product users. Key benefits include external customer support, knowledge sharing, and brand evangelism.

See case study at www.solutionset.com/autodeskmufacturing.php



EFI

SolutionSet created a sales portal for sales team, allowing team members around the world to share a library of collateral.

See case study at www.solutionset.com/efi.php



McAfee

SolutionSet created a partner resource portal for all partner marketing information.

Financial



Visa

SolutionSet created two internal employee facing communities showcasing company best practices and innovation.

Consumer



Adidas

SolutionSet created an internal community for employees to generate, share, and rate new ideas for marketing initiatives.



Yahoo!

SolutionSet created an internal corporate community to support sales team and allow them to share information.

See case study at www.solutionset.com/yahoo.php

Lifestyle



QueerCity

SolutionSet built a target-market social network featuring event planning, dating, and profile sharing.



Education.com

SolutionSet launched a parent focused social network dedicated to offering the best in student/child-focused content.



Uthtv.com

SolutionSet developed a community for young people who create, define, and promote media that reflects teen life and culture.

See case study at www.solutionset.com/uthtv.php

Political



JohnKerry.com

SolutionSet created an online community of volunteers that helped raise \$120M online, thus setting the standard in political web fundraising and online voter support.

See case study at www.solutionset.com/johnkerry.php

THE BRAND TECHNOLOGY COMPANY

SolutionSet combines leading-edge technology with user-centered creative to deliver the next, new things in web development, digital marketing, and brand experience.

FOR MORE INFO ABOUT SOLUTIONSET'S COMMUNITY DEVELOPMENT ABILITIES:

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