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7Summits Transforms How Organizations Do Business With Social Intranets and Community Management as a Service at JiveWorld

Platinum sponsor offers proven best practices and pragmatic approach

MILWAUKEE (October 21, 2014) – Leading online community solutions provider [7Summits](#) is a Platinum sponsor of [JiveWorld 2014](#) at Booth P2, which will take place October 21 to 23, 2014, at the Cosmopolitan in Las Vegas.

As a Platinum sponsor of JiveWorld, 7Summits will host two speaking sessions and share its [social intranet](#) and [community-management-as-a-service](#) offerings with conference attendees. 7Summits helps companies engage customers, partners and employees to become more fully networked enterprises to drive measurable business value. The next generation employee portal – the social intranet – is changing the way people work by aligning objectives to be more efficient and improve collaboration by integrating social and mobile tools into everyday business processes.

JiveWorld offers conference attendees more than 50 breakout sessions and workshops to learn about measurement, driving adoption and culture, and discovering the latest Jive product innovations.

“As a leader in creating social intranet and community-management-as-a-service offerings, we are excited to share over five (5) years of experience with JiveWorld attendees,” said Paul Stillmank, CEO of 7Summits. “These powerful communities allow people to create, innovate and compete in groundbreaking ways. Our experts will share their experiences in guiding Fortune 1000 clients in strategizing the best online community experiences to launch their businesses forward.”

7Summits will participate in the [From Plugins to Apps to Add-Ons and Beyond](#) session on Thursday, October 23, from 1:45 to 2:45pm at JiveWorld. Over the past several years, Jive platform development has evolved to embrace more upgrade-safe and hot-deployable best practices. These changes require learning new technologies and patterns to solve today’s business challenges. In this session, attendees will hear from 7Summits’ Senior Director of Technology, John Larson, and Brent Perkins, Senior Manager at MaRS, as they discuss their experiences transitioning from traditional Jive plugin development to the new add-on framework to convert many of Genentech’s plugin features to Apps, and MaRS custom content-types to



the add-on framework. Attendees interested in moving their Jive instance to Cloud, or simply better managing technology portfolios with Jive, should attend this session.

In addition, 7Summits will participate in the [Using a Business Intelligence Tool to Show the Community's Impact on Sales and Revenue](#) session on Wednesday, October 22, from 1 to 2pm. While social business programs continue to grow at a rapid rate, measuring their business value continues to be elusive for many companies, which results in executive-level cautiousness about increasing their investment in social programs. Social business leaders are pressed to show the tangible impact of online community programs and communicate this in the form of metrics that executives understand. During this presentation, David Toth, Online Community Manager at Riverbed, and 7Summits' Cullen O'Brien, Vice President, Client Managing Director, will share Riverbed's advanced analytics case study. They will discuss integrating Riverbed's Oracle Business Intelligence (BI) platform to clearly demonstrate the community's impact on sales and revenue. This presentation is ideal for program strategists and executives who wish to better understand external communities' business impact.

Visit 7Summits at JiveWorld in Booth P2 for more information about deploying a social intranet or community-management-as-a-service. If unable to attend JiveWorld, visit www.7summitsagency.com to discover more about 7Summits' strategic capabilities.

About 7Summits

Founded in 2009, 7Summits is a leading provider of online community experiences, helping companies engage their customers, partners and employees to grow their business and become more fully networked enterprises. By partnering with premier technology companies like salesforce.com, Jive, Box and Bunchball, 7Summits creates comprehensive solutions that deliver top-line revenue growth and bottom-line productivity improvements. The company is a valued strategic partner of Fortune 500 companies as well as high growth mid-market accounts, and has received investment funding from both Sverica International and salesforce.com. 7Summits is headquartered in Milwaukee, Wisconsin with an extended presence in Chicago, San Francisco, New York, Denver and Austin. For more information, please visit www.7summitsagency.com.

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