

OpenText Social Communities

Applying social media to your business to fully engage your audience

Benefits

- Engages customers
- Allows users to find relevant content easily
- Enables communication and interaction between users
- Protects the quality of site content and brand
- Creates a content-rich site
- Encourages online interaction
- Offers easy-to-use functionality
- Increases customer satisfaction
- Controls and reduces costs
- Empowers teams by offering more information

Name of Product

- OpenText Social Communities

Web users today expect a lot from the sites they visit. Customers, suppliers, partners, and employees all want to voice their opinion in a place where they can be heard and feel like part of a community. They need an engaging online experience filled with rich content, personalization, and social features. If you don't have this functionality, you may need a solution that will allow you to engage your Web users.

OpenText Social Communities (a combined offering made up of Community Applications and Community Services), makes it possible for you to enhance your Web presence and enable user-generated content by taking social media beyond common Web 2.0 features. OpenText offers a complete, enterprise-level social media solution that can reach far across your online presence to help you create compelling Web sites for your intranets, intranets and extranets.

What to expect

Give them something to talk about

Today's experienced Web users expect a more engaging online experience. Engaging sites foster communities, encourage collaboration, increase customer loyalty, and drive increased revenue.

Create a dialogue with your Web audience

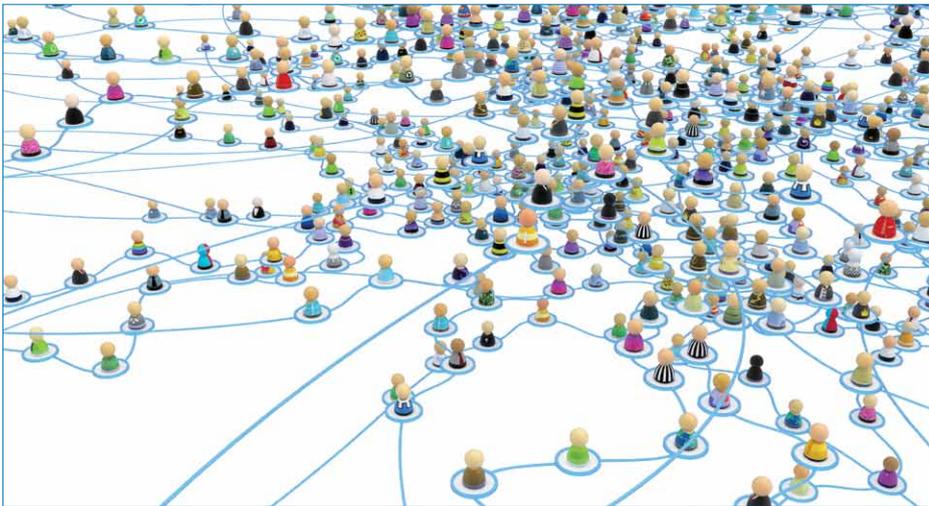
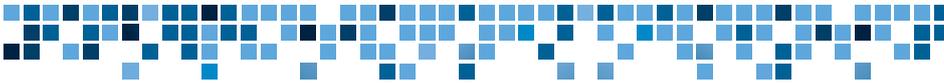
Capabilities like blogs and forums provide a more informal means to share and help spread your message, get feedback, and learn about your users' opinions and desires. Let your audience participate with your organization in a way they are familiar with. And then use their customer insights to keep your organization agile and responsive.

Enable users to engage together (without you)

Enabling customers to communicate with one another can foster closer relationships and even encourage peer-to-peer support, which may result in improved customer loyalty, reduced support costs, or even innovation. Let users create networks of trusted peers to help you expand your reach with fewer resources.

Empower teams to increase productivity and innovation

Foster an environment of informal collaboration and networking to help improve idea sharing, increase productivity, and speed the rate of innovation. Take your intranets to the next level with tools that appeal to the next generation of knowledge workers who demand to interact in a more social fashion.



Quickly and easily create compelling social sites

Social media tools are essential to collaboration and participation. The concept of OpenText Social Communities gives you the flexibility to combine out of the box social applications to meet your specific goals, for instance, creating an online community, adding social features to your existing web sites or applying social features to your customer service sites to build more engagement.

Decrease technical complexity while reducing business reliance on IT

The innovative platform architecture of Social Communities enables integration with multiple types of Web sites and applications, as well as seamless integration with OpenText Web Experience Management, OpenText Web Site Management, and OpenText Content Server.

Deployed with a reference implementation to speed initial deployment, the unified architecture and moderation interface can help reduce administrative overhead in the long term.

Listen to your Web audience

OpenText Social Communities has been created with key business challenges in mind and is designed for organizations who are seeking to:

- Listen to customers who demand a way to communicate and be heard via the Web—Social Communities offers capabilities that include ranking, rating, tagging, polls, and commenting.
- Engage with customers through relevant marketing programs and content that resonates with customers. Tracking customer preferences through online behavior enables targeted marketing programs. The creation of networks of trusted individuals enables positive influential customers to impact revenue and loyalty via these tools.
- Simplify the customer experience, enabling them to get relevant information faster and easier. Capabilities such as tagging, ranking, and rating enable users to better target their search to help drive faster resolution and purchase.

- Harness the innovative ideas and preferences of customers to help deliver hit products in the market. Social Communities can help improve insight into customer preferences and glean candid feedback through capabilities that elicit both quantitative and qualitative responses from customers. This helps create a dialogue that can directly impact product or service development, as well as produce a target list of potential buyers.

Social Communities at a glance

Blogs

A modular and highly configurable blogging application with templates that can help quickly establish multiple, easy-to-moderate channels of communication with your audiences. Blog entries can be stored within OpenText Collaboration, Vignette Edition as well as Content Server.

Micro Blogging

Micro blogging allows users to share their status information with the community members and comment on status updates by other users. It helps share information with your friends and other connections. It provides a Yammer™/Twitter™-like dynamic to your community site.

Wikis

Implementation of modular and configurable wikis, with templates, helps provide a means to aggregate the knowledge of your company and its users in order to create dynamic and friendly mechanisms for self-service and peer-to-peer sharing.

Forums

The configurable forum module and templates created for high-volume sites helps craft logical, bi-directional avenues to which users can subscribe and contribute so that they may learn, get recommendations, and contribute.

Idea Management

Idea management helps create a platform for users to post new ideas on product and services on the community site and allows other members of the community to vote on the idea.

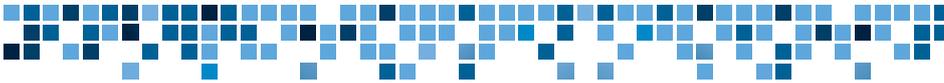


Photo Library

Providing the ability for users to create their own photo gallery and upload photos to share with other members in the community, The application supports a wide variety of photo formats.

Video Library

Provides users the ability to create a video gallery and upload videos.. Videos of all formats can be uploaded. The videos are played using a built in player. The videos are stored in an external hosted video server (fee based) so that you can save on the hardware to store videos.

Podcast Library

Upload podcasts to your content libraries.

Presentation Library

Provides users the ability to create a “slideshare like” application for your community users wherein users can upload presentations in various formats like ppt, Adobe flash and share with other members.

Social Bookmarking

Provides the ability for users to bookmark any external webpage or specific content within the community site so that this can be shared with other community members.

Social Groups

This functionality helps foster a community by allowing end users to create their group of people and decide which social applications (like blogs, wikis, photos etc) are needed in their social group. This enhances collaboration between members who need to work together.

User profile

Create a rich user profile. The administrator can define the various attributes of the user profile. the Users can add their picture to the user profile, can browse through users in the community, can invite members to be friends and accept friend requests. Users can also update their status in the user profile.

Support for User Content

Users can submit and associate documents and images contextually to the site, helping create a more vibrant and personal Web experience.

Ratings and Reviews

Users can rate, rank, and/or review any piece of site content, including images, videos, articles, and more, to enable immediate feedback and paint a picture of the content or product’s usefulness and popularity to their trusted peer customer base. Customer-generated information can help drive loyalty, sales, and innovative ideas to improve your bottom line.

Comments

Adding comments to content on the site empowers users to share their perspectives and ideas with the company and with other customers. This open dialogue can foster a trusted network to help increase loyalty, while providing business users a window into the needs and wants of their valued customers.

Additional Social Capabilities

Integration of various capabilities like RSS, Tell People, subscriptions, tagging and tag clouds, threading of comments, usage analysis, and ratings into some of the core applications provides commonly used and popular means to participate in and quickly navigate the greater application content.

Presentation Management

In conjunction with Portal or Web Site Management, the applications empower business users to manage the presentation of Social Communities via configurable presentation components and presentation templates.

Usage Analysis

Discover community trends by tracking the activity for each piece of content. This empowers customers to refresh content for more rapid or relevant impact and to create targeted marketing campaigns and develop strategic plans around popular features.

Moderation

Easy-to-use, AJAX-enabled dashboards for approving or rejecting user-generated content provides business owners with a unified mechanism to control the quality of user postings, helping to protect their brand.

Platform Architecture

Unified platform-based framework with modular solutions for different capabilities enables IT to roll out and add new capabilities over time while providing a single, simplified management and maintenance infrastructure.

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