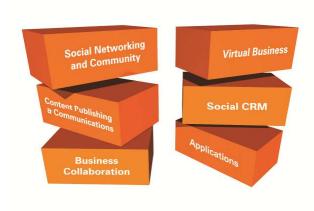# About Social Business Suite

The "ALL-IN-ONE" solution for Social Business.

Having revolutionised the way we communicate out of work, social technology has made the jump into the enterprise world – promising to transform the way we interact with colleagues, customers and partners. A truly effective social business strategy is about building and engaging with key communities, sharing knowledge, tracking each and every prospect interaction and fast and reliable customer service.

SITEFORUM Social Business Suite is the first truly integrated suite of products that combines social business tools on a single cloud platform. It provides seamless integration with your business applications and processes, reflects your company's culture and drives breakthroughs in revenue, cost and communication.

The "All-in-One" Solution includes:

Social Networking and Community

Virtual Business

Content Publishing and Communications

Social CRM and Customer Self Service

Business Collaboration

Build Your own Applications

Social Networking and Community Building

The speed of adoption of social networks has been phenomenal. By the end of 2011 it is likely that 50% of the adult population of the USA will have a Facebook profile page. Facebook only launched in 2004.

Business adoption of social technology has been much slower. Only 3% of businesses are considered by McKinsey to be 'fully networked'; exploiting internal and external social technology to maximum gain. This pioneering minority of businesses are reporting transformational results including an average of over 50% improvements in customer loyalty, employee retention and productivity.

Getting closer to your colleagues, customers and partners just got easier with SITEFORUM. Create a collaborative community and integrate it right across your business, open areas to clients and partners; extending relationships, capturing crucial feedback and generating sales and marketing content.

Response (Marketing) using social communities

The increase in brand advocacy is one particularly valuable benefit from building a customer community. According to Forrester research, 94% of customers trust "word-of-mouth" recommendations while only 14% trust advertisements.

Social marketing companies found that brand advocates are worth five times more than average customers because they tend to spend more and will recommend a company, each recommendation on a searchable social media platform reaching at least 150 other people.

Virtual Business Applications

SITEFORUM Virtual Business takes social business to a new level.

Now you can create an online environment that is highly engaging, immediately interactive and completely intuitive to use. Improving sales effectiveness, revolutionising customer service and massively reducing cost.

Virtual Business from SITEFORUM breaks down geographical barriers and gets your live presentation to the widest possible audience.

Virtual Business solutions can be used for sales, corporate presentations, trade shows and exhibitions, seminars, conferences and more. Your event can be broadcast live or made available for repeated viewings.

You can bring a 'live' virtual event into your company in days not weeks and with SITEFORUM integration with Netviewer you can create custom webinars, sales meetings, team meetings and more.

Real-time messaging enables you to instantly engage and provide information or advice as required. SITEFORUM Virtual Business will become an everyday tool for you and your employees delivering ROI from use inside and outside the organisation.

The average virtual event saves roughly $1,000 per attendee in travel and costs.*

75 percent of business decision-makers said they attended three or more Web-based events during the past 12 months.

Source: American Business Media and Forrester Research

Content Publishing and Communications

Compelling content, hard-hitting messages and clear calls to action assure the most impactful online presence. Optimised for search and featuring social media integration, campaign management and a fully customisable look and feel, SITEFORUM helps you maximise your online investment: you bring in more customers per dollar spent.

Our platform is designed with all of the publishing, communication and tracking tools required to create an integrated online strategy. As it's all maintained from one central system it means your brand is consistent across all media; maximising brand impact, awareness and returns

Departments can work in unison; reducing costs, increasing productivity and improving employee satisfaction.

SITEFORUM Social Business Suite - Publishing Module

Recent research has shown that social business software can have a dramatic impact on your online performance :

- 34% increase in web site traffic from existing customers.
- 32% increase in web site traffic from new customers.
- 26% increase in web site sales.
- 31% increase in brand advocacy.
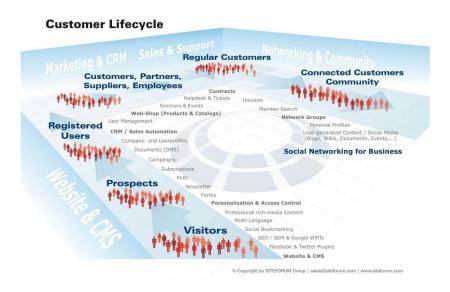- 33% increase in clicks from Google searches

Social CRM and Customer Self Service

SITEFORUM has always adopted a customer-centric model with CRM starting from the very moment someone visits your site. SITEFORUM captures all site activity and allows users to update their own information. You can categorize users into customer segments, by product type or other attribute, enabling you to build a targeted customer database.

Now, more than ever, we know that customers will always visit your site before buying and these visits are valuable opportunities for you to engage them online and positively influence their buying decisions.

By continuing to provide online support throughout and beyond the buying cycle, you can also gain valuable insights about your products and services and also about new opportunities. The ability to understand your customer from their interaction on the platform creates a cost effective market research tool.

Your online customers want service and answers at times that suit them – not you. They are, however, prepared to be more resourceful and flexible in how this service is delivered. SITEFORUM provides a number of customer self-service options including a Helpdesk/Issue Tracking system, Customer/Support Forums and online knowledgebase. These are all fully integrated in the Social Business Suite and can be easily managed by support-staff online.

A Forrester research study showed that implementation of social CRM tools can bring down the cost of customer interactions from $33 per interaction to only an average of $10. Straightforward or low-value interactions can be handled online very cost-effectively and expensive people resources reserved for more complex and/or high-value interactions.

Business Collaboration

SITEFORUM's Social Business Suite unlocks the potential of your workforce with social collaboration. Let colleagues connect and freely share knowledge and expertise online, and you'll boost creativity, stimulate innovation and increase productivity. By giving a voice to all employees and rewarding their commitment and participation, you create and foster a broad sense of corporate community. Your people and your business will reap the rewards.

"A recent Gallup poll showed that by using social business tools, employee satisfaction was increased. This equated to improvement in a number of KPIs including: customer loyalty (+56%), productivity (+50%) and employee retention (+50%)."
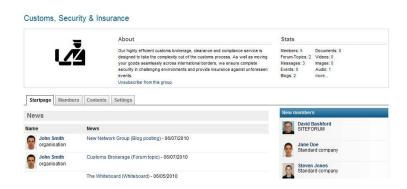
Proven ROI from a new software paradigm

IDC estimated that the average knowledge worker wastes 9 hours per week searching for information. This multiplies out, IDC found, to an average annual cost of $14,000 per knowledge worker per year.

The average sales person spends more than two hours per week looking for the correct marketing collateral. By reducing this search time by a mere 10 minutes per week a business could realize a revenue boost of greater than $50,000 per employee.

The SITEFORUM Social Business Suite provides all the tools required to deliver on the IDC findings.

"The imperative for business leaders is clear: falling behind in creating internal and external networks could be a critical mistake. Executives need to push their organizations toward becoming fully networked enterprises."

McKinsey Report December 2010.

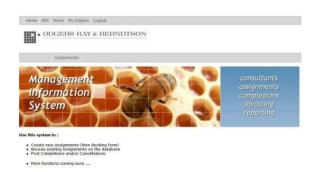## Build your own applications- development tools

Applications software is increasingly moving into the cloud and needs to support a variety of devices. SITEFORUM Social Business Suite has probably the most mature cloud-based development environment available today and it has been used to develop all of the existing applications.

SITEFORUM Studio provides a simple but extensive development capability for new or extended applications, catering for bespoke company elements that are not already provided for in the "All IN ONE" package.

The SITEFORUM cloud platform provides the Java function-library for SITEFORUM Studio as well as the instance manager, backup manager, translation manager and many other features to administer and control the Social Business Suite portal server. Using CODELAGER(R) technology, we ensure that the application kernel - stays consistent for future updates and migration.

The SITEFORUM Social Business Suite Platform

The SITEFORUM GROUP launched the first version of its Social Business Suite in 2007, on a technology platform which had been designed and developed with $6 million of investment over 10 years. The result is an award winning secure, trusted and robust "Cloud" platform with a highly configurable interface, which provides a user-friendly experience.

Core Competencies

- Hosted and managed services providing 24x7x365 availability from a highly secure and resilient production facility.
- Scalable to millions of users, this end-to-end solution fits with client business processes and ties in closely with back-end systems.
- Strong business expertise, building on close collaboration and partnership with our customers over a number of years.
- Purely browser-based technology provides good support for a variety of mobile devices : anywhere, anytime.
- Access to a variety of payment methods including debit/credit cards as well as premium payment methods such as PayPal. Fully PCI compliant with stored value accounts.
- Extensive Data Warehousing which is fully integrated across the social business suite. This enables best-in-class real-time reporting and customisable reports.
- Ability to work with customers on a bespoke or off-the-shelf basis

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