

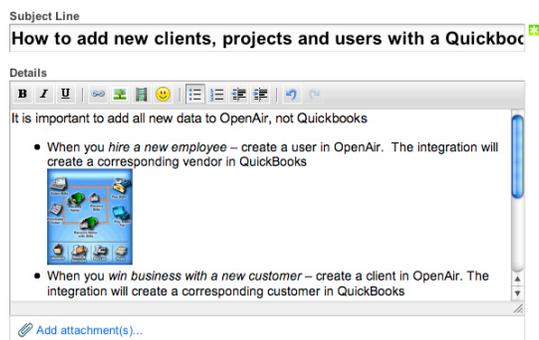
Overview

There's great wisdom in the collective knowledge of your internal communities (employees and partners). Unfortunately, that shared knowledge gets lost in email chains, documents on servers and hard drives, and in endless meetings. Most collaboration and knowledge management solutions focus exclusively on managing documents i.e. storing them, finding them, tracking changes, etc. The problem with this approach is it relies on people writing and submitting documents; most don't have the time or incentive. GroupSwim thinks there is a much better way.

Instead of focusing on documents, we concentrate on **the interactions between people** and how the documents fit in the context of daily conversations. Every day, people ask questions, discuss issues, brainstorm ideas, and compare solutions; this is what GroupSwim focuses on. We help your team(s) perform at a higher level by facilitating communication, focusing people on the right answers, and providing experts a platform to pass on information. Your team(s) work hard every day; help them by giving them the means to collectively harness their valuable knowledge.

1. **Capture knowledge and build your Knowledge Pool** – GroupSwim fits the way your employees work. We provide two effective ways to capture and organize your team's knowledge.

First, users can simply email their community. Have a key nugget, a common question, or a good answer in your email? Just send it directly to your GroupSwim community. We take the email and automatically organize it into categories, tag it with keywords and make it searchable for everyone in the community. We free the wealth of knowledge historically trapped in people's inboxes.

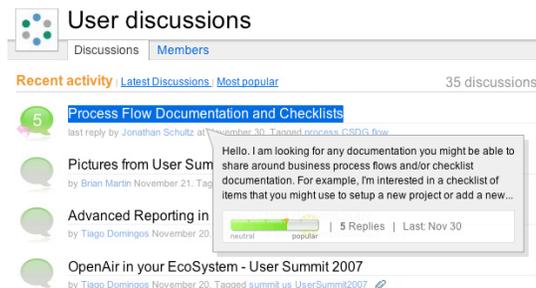


Second, we provide an easy-to-use, Web 2.0 user interface so people can quickly create and reply to discussions. Not only do we make it compelling and easy for users to interact, we automatically tag all discussions, organize them into topics making it easy for members to discover and monitor activity. Additionally, all discussions are connected together to reduce redundant discussions and facilitate information discovery. Of course, we also support rich media like pictures and video.

2. **Analyze content and fill your Knowledge Pool** – Our **Community Intelligence Engine** analyzes and rates all content that flows through your community. The engine's output helps participants answer two key questions:

"Which discussions are most popular and important?"

We automatically determine the most popular and important topics within the community. Every discussion is assigned an easy-to-understand popularity score. Members can determine at a glance what is most popular, current, and relevant.

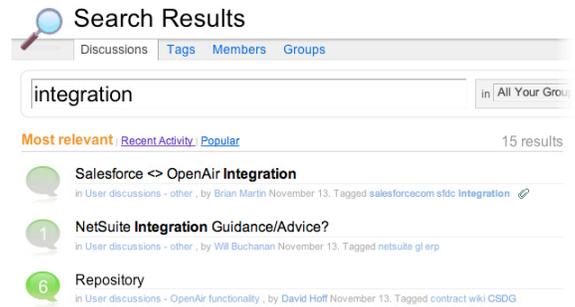


"Who are the experts and what can I trust?" The community intelligence engine analyzes the contributions of the users associated with every discussion. The engine determines who is authoritative on what topics by correlating historical content and user feedback against tag metadata. This allows the system to highlight the most authoritative users by topic within your community.

Using these methods we automatically surface the best, most relevant information to help community owners and members focus on the content and people that matter.

3. **Discover content and dive into your Knowledge Pool** - Now that you have all of this great information, how do you make it easily discoverable? GroupSwim provides three ways to stay abreast of what is important.

The first is community search. We provide a powerful search function where you can search on everything in the community and filter the results by what is most relevant, popular or recent. This includes discussions, people and tags.



The second way is browsing community topics via tag search. GroupSwim automatically organizes all content into topics using tags and provides a unique way to browse and filter all content in the community. Through browsing, you can see what tagged topics are popular, browse related tags, and who contributes the most by tags.

The third method is through GroupSwim’s Watch List. Every community member has the means to track discussions, tags, and people. Users can stay abreast of the specific content they are most interested in and monitor the community via RSS feeds and email notifications. This way, they don’t need to log in to check the community; we automatically tell them when there is content they want or need to review.

GroupSwim Features

- Easy-to-use, Web 2.0 user interface
- Automatically tag and categorize all content
- “Email in” content providing multiple ways to contribute to the community
- Content ranking and popularity to find the very best information
- User ranking and authority to determine expertise by topic and group
- Rich RSS and email notification functionality
- Active and passive search and discovery
- SaaS delivery model making it simple and inexpensive to get started
- Site branding to integrate the community into your internal portal or website
- Enterprise ready integration and security infrastructure

Benefits of GroupSwim

Using our solution, you create a Dynamic Knowledge Pool that:

- Builds itself based on the daily interactions of the users requiring no extra effort on their part.
- Shares knowledge across communities and groups eliminating silos.
- Accelerates growth by making information available to new employees and/or partners.
- Recognizes and rewards the important “experts” in each community.
- Creates “organizational memory”.



Community owners can...

- Start easily and inexpensively with no infrastructure investment.
- Identify topics and issues facing your communities.
- Manage discussions and communicate proactively.

Community members can...

- Easily collaborate and share information.
- Find the best answers from trusted sources.
- Personalize their experience to target specific interest areas.

Community experts can...

- Save time by sharing knowledge and answering questions once.
- Showcase and be recognized for contributions and expertise.
- Transfer expertise across all communities.