

SOCIAL MEDIA — **FOR** — **BUSINESS**

SEIZE THE OPPORTUNITY.
ACTIVATE YOUR SOCIAL ENTERPRISE.





Social business means thinking differently.

On social media, it's your representatives who now own the relationship with your customers. Your brand remains important, but your customers' connection to your company—and the buying process—depends on these relationship owners. Socialware enables your representatives to efficiently provide value to each customer or prospect on their networks, while protecting your brand and preventing non-compliant and brand-destructive behavior.

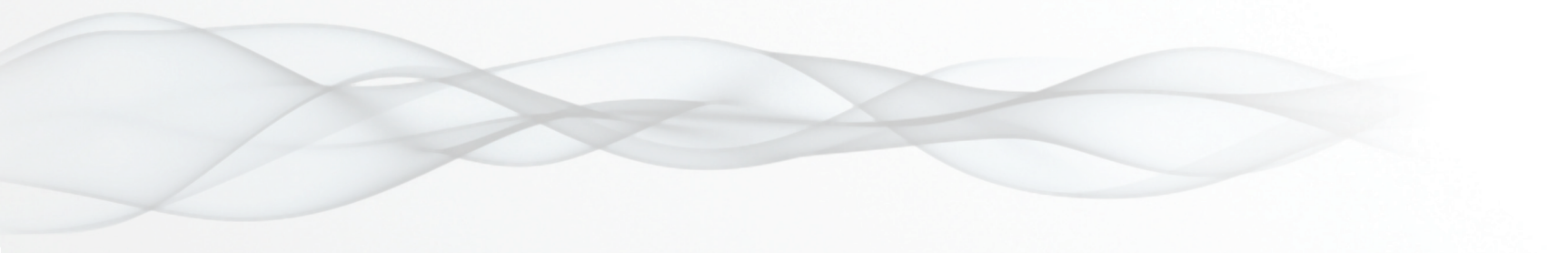
If your business thrives on personal relationships, social is where you reach the individual.

networks for more than friendship; they depend on them for news, information, humor, advice, suggestions, opinions and employment. And they share virtually everything with their networks. These online communities are increasingly where humans connect.

It's easy to see why social media—primarily LinkedIn, Facebook and Twitter—is exploding, and why business is clamoring to climb aboard. Individuals turn to their

Although the application of social media to business is still new, it's already revolutionized the way businesses connect with their markets. However, social media is designed for the individual, and it's the very personal nature of social networks that poses the key issue for large organizations:

With hundreds (or thousands) of employees representing your organization online, how do you build, deploy and maintain an effective, profitable and compliant social media presence on an enterprise scale?



You need more than theories and enthusiasm. Socialware provides practical, effective tools that create social business success.

THE PROMISE

Compared to traditional channels, social media offers unparalleled opportunities for increased revenue by connecting with customers and prospects on a personal level.

- You can create and maintain profitable relationships for a fraction of the cost of traditional marketing methods.
- The nature of social networks—“a friend of a friend”—can drive your brand value and messaging into 3rd- and 4th- degree networks beyond your initial contacts.
- You can ‘listen’ and target individual customers at the very moment their needs for your products and services are highest—when they’re 40% more likely to act.

THE CHALLENGE

On the other side of the equation, social media presents large organizations with a unique and daunting set of complications that must be addressed for the social business to thrive. Social media is definitely not “business as usual!”

- The game, the strategies and the rules change constantly, but you still have to play.
- It’s so much more than creating a Facebook page and asking people to “Like” it. Success requires specific strategies, tools and resources for continual listening, message generation, compliance updates and maintenance.
- Your social media strategy and execution must integrate all stakeholders within your enterprise: your representatives, marketing, compliance and technology.
- You’re deploying and managing a powerful business tool for hundreds, even thousands of representatives. Done poorly, it’s wasted effort, or much worse:
 - Non-compliance with company policies and industry regulations, with potential legal consequences, or
 - Costly damage to brand reputation and value.

Socialware is the only vendor of social business solutions that is actively used at enterprise scale. Socialware services some of the most demanding and sophisticated customers in the world, including Morgan Stanley, First Investors, and Ameriprise.

Social Intelligence Marketing

In social, marketers create opportunity by adding value to other peoples’ relationships. Our technology allows you to automate and flexibly manage messaging for social media campaigns. Socialware’s unique approach allows your representatives to engage with second and third level contacts as content gets shared across social networks.

Strategic Services Strategy

Confused about where to begin? Socialware Strategic Services can help every step of the way, from defining a comprehensive social media strategy—including resources, messaging, governance and measurement—through implementation and platform deployment. Socialware even offers 1:1 Coaching Services to help your people take their social business online quickly and effectively.

Social Assurance Compliance

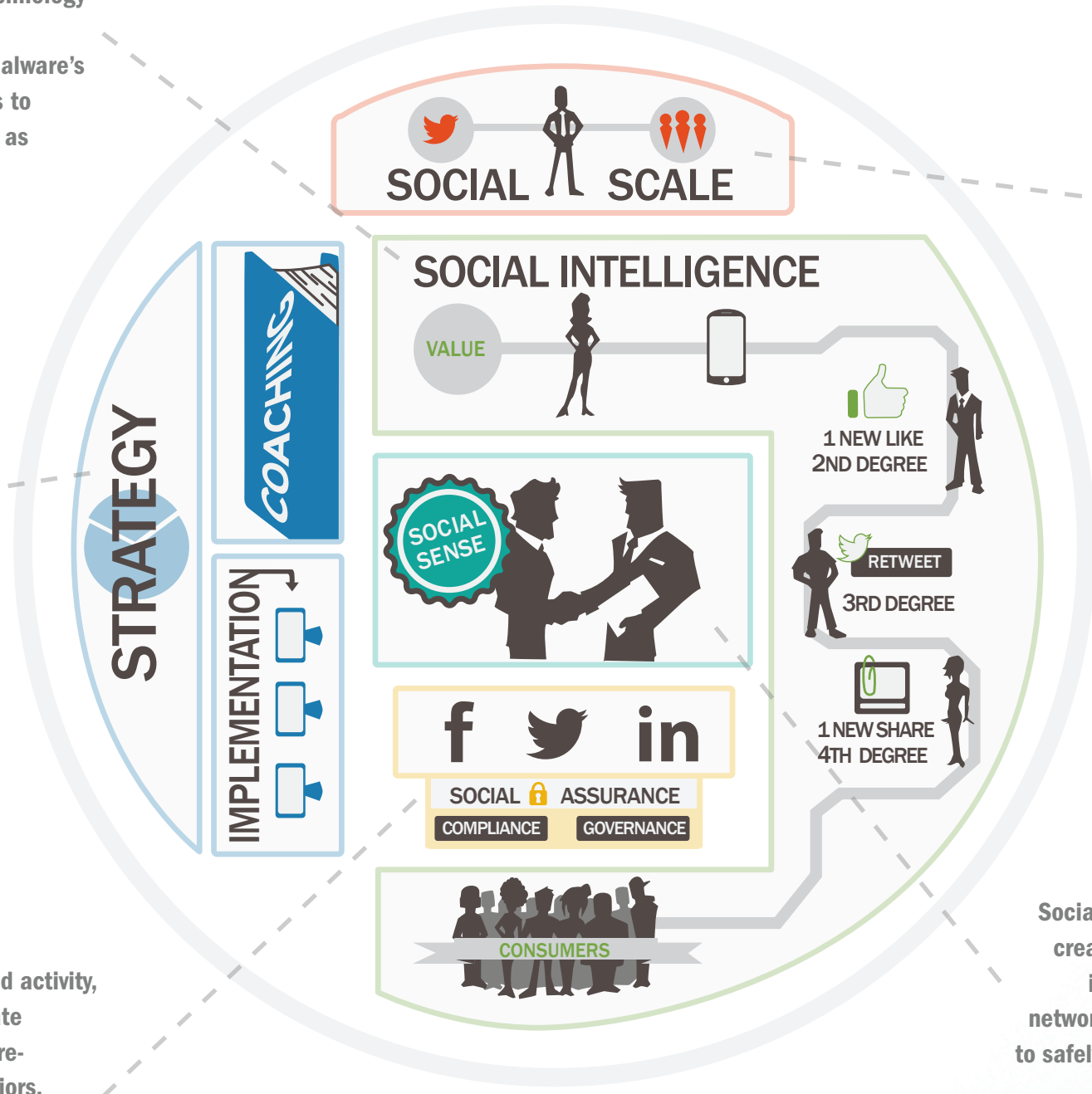
Our solutions allow you to oversee content and activity, maintain a compliance-ready archive, automate compliant profile management and use feature-level control to prevent prohibited user behaviors. We continually track and adapt our technology to emerging compliance regulations and new social features so you can focus on the business opportunity of social media, as opposed to the risks.

Social Scale Technology

Our platform smoothly integrates with your existing systems and allows you to administer social media for your business on an enterprise scale, with enterprise software features such as single sign-on and centralized dashboard control over features and content. Your users will enjoy their networks’ familiar native interfaces, yet your systems are insulated from the vulnerabilities of public social networks.

Social Sense Relationship Owners

Socialware activates your representatives’ networks, creating visibility and helping them build trust and insight into the lives of each individual on their networks. Our technology allows your representatives to safely deliver value while automatically listening for the best opportunities to serve customers.



Socialware can Activate Your Social Enterprise

Blending people, policies and technology is vital as companies seek to make profitable use of social media. Activating the enterprise requires something different for every stakeholder. At Socialware, we understand the social process, and how to apply it to business.

Let us show you how we create social business success

Most organizations that don't attempt social either don't know where to start, or are paralyzed by the risk. Others start, then flounder without the tools, strategies, plans and resources to do it right.

Let us demonstrate how Socialware can control social media risk on an enterprise scale, automate efficient enterprise-wide use of social media and profitably expand your business opportunities. Because the greatest risk is waiting until everyone is doing it.

To learn more about how Socialware products and services can Activate Your Social Enterprise, visit our website at www.socialware.com.

Socialware already
helps more than
175 enterprise
clients harness and
manage the power
of social media.



Activate your social enterprise.

www.socialware.com