

# xPERT eCommunity

## Improving business performance through online communities

Today's rapidly changing business climate is placing increased pressure on organizations to adapt quickly by developing innovative solutions to changing market demands. Smart leaders in organizations of all types are realizing that one essential strategy for maintaining their competitive edge is to tap into the power of "business communities." Business communities can take a number of forms, including communities of practice, user groups, and initiative task forces. However, they all share one thing in common: to improve the organization's competitive effectiveness by accelerating communication and knowledge flow to all stakeholders. As a result, more and more organizations are forming online business communities to address critical organizational issues.

Most business communities are comprised of group members representing different areas within an organization, as well as those outside the organization, including customers, partners, suppliers, and other stakeholders. A major challenge is providing an effective way for these groups to interact, share, and develop new thinking easily – across boundaries.

Collaboration Architects' online xPERT eCommunity solution is designed to meet the needs of today's business communities by extending communication and knowledge to key stakeholders across the enterprise and throughout the supply chain.

## Building effective online business communities

xPERT eCommunity is a highly configurable, web-based collaboration solution for increasing communication, creating and sharing knowledge, and strengthening relationships with customers, vendors, suppliers, and other stakeholders. xPERT eCommunity enables members within the community to develop new ideas, share best practices, build consensus, and implement strategies for achieving shared success.

## Use Community Forum to:

- Increase flow of information to key decision makers.
- Create, share, and manage knowledge.
- Create shared vision and purpose.
- Gather and share market
- Establish common standards/best practices.
- Accelerate innovation.
- Develop solutions to common problems.
- Uncover new market opportunities.

The screenshot shows a web browser window displaying the xPERT eCommunity portal. The browser's address bar shows the URL "http://www.collaborationarchitects.com/eCommunity". The page header includes the "eCommunity" logo and the user name "John Faucher" with links for "Preferences", "Help", and "Log out". The main content area is divided into several sections: "Home" with a "Features" link; "Workrooms" listing "Communications Room" and "Senior Staff Room"; "Resources" with links to "Reference Materials", "Training Materials", "News Archive", "Expert Directory", and "Agendas & Schedules"; "Admin" with links to "Collector", "Wiki", "Production Studio", and "Manage"; and a "Test Search" box with a "Submit Query" button. A "Welcome" message is displayed, accompanied by a small profile picture of a man. The "full story" section is titled "Smart Alternatives to Stocks and Bonds" and contains a paragraph of text. On the right side, there are sections for "General Information" (mentioning "Bill Bruck to speak at Farmers Insurance conference in Hawaii, September 2002"), "All Products" (mentioning "Collaboration Architects announces its new collaboration platform 'Forum'"), "Forum" (mentioning "Major Insurance Firm employees New Forum Platform"), and "Guess who I saw on the way to the CArch Forum". A "News Archive" link is visible at the bottom right.

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## About Collaboration Architects

Collaboration Architects is a leading provider of online workplaces for virtual teams, e-Learning programs, and business communities. Collaboration Architects' solutions are designed around the way people communicate, share information, and collaborate in order to get work done. We blend critical work processes, people issues, and right technology to create effective online workspaces that enhance your business outcomes.

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### Tailor xPERT eCommunity to fit your community

- Easily customizable to business process or objective.
- Easy to use and learn.
- Create one or more workspaces to support specific functions or tasks.

### Broaden communication flow to stakeholders

- Tell-a-Friend feature allows members to email items of interest to colleagues.
- Publish news and information of interest to community members.
- Public and private discussion areas allow community managers to control communications to the rest of the community.
- Post private questions to community moderators that can only be viewed by all members after the question has been answered.
- Online calendar provides a viewable schedule of activities and events.

### Create and share knowledge

- Create threaded discussions surrounding documents and topics of interest.
- Discussion postings are date and time stamped and tagged with the author's name.
- Discussions can be organized by grouping or filtering them by category.
- Information can be quickly retrieved via full text search of discussion archives.

### Manage resources and information

- Manage who enters the workspace and set access for read-only, full, or administrative levels.
- Access reference materials in the cyber-library that can be organized and searched by subject, group, and author.
- Expert Directory displays contact information about selected experts.
- Drag and drop documents into the workspace to share files among team members.
- Manage documents within the workspace by setting access levels and version controls.

### Build effective relationships

- Provide a central place for community members to come for news and share information.
- Create an informal discussion area to provide social interaction to build and maintain relationships in the community.
- Check-in feature lets others know what someone is working on, thinking about, or where they will be.
- View names of all members of a community currently logged into the workspace.
- Display a profile of members, including pictures of one or more selected communities.

### A roadmap for success

While technology is often the main focus of an online community initiative, good community management, and professional facilitation will enhance program success.

To ensure our clients obtain optimal usage levels in the xPERT eCommunity environment Collaboration Architects offers a comprehensive suite of professional services, including project management planning, training, and online facilitation.

Our facilitation services focus on creating an environment that supports the nature of work to be done, as well as handle special situations should they emerge. In addition, our services help monitor usage and provide activity reports.

Please refer to our End2End Methodology for more information.

### Minimum User Requirements

Internet Explorer® 5.5+  
Netscape Navigator® 4.7+



### Need More Information?

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