

ASSYST ConnectIn - An Enterprise 2.0 Solution



User Centric

- Rich User Profiles
- Self managed dynamic groups
- Ability to customize the appearance
- Mark items as favorites, easily accessible from one place



Collaboration

- People Network - People are at the core of the platform
- Friends, Who is New, Who is Online
- Interactive discussions
- Common work area to share files and content
- All content in the community is created and tagged
- Easy to use powerful search features



Enterprise Integration

- Connects with corporate email
- Connects with Facebook, Gmail, Yahoo, Hotmail
- Works with key enterprise systems



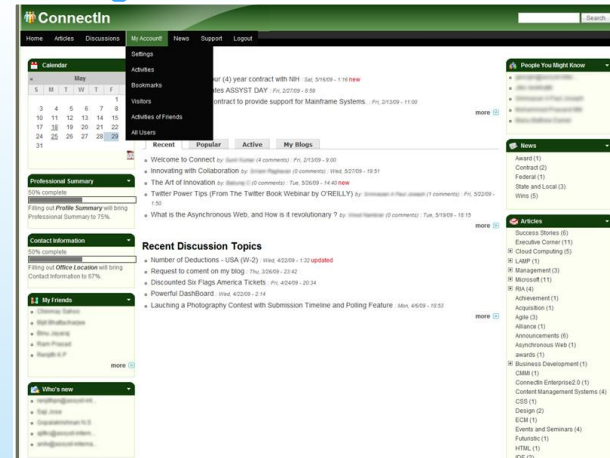
Powerful Administrative Tools

- Account Management
- Create member roles
- Brand the look and feel of the community
- Analytics and Monitoring - View up-to-the-minute activity



Scalable, Secure Platform

- Industry Standard (SaaS based) Scalable Technologies - Linux, Apache, MySQL
- All pages with sensitive data can be secured
- Community oriented and administrator managed.
- **Protect your brand image!**
- Fraud Filter - Protection against SPAM & Phish



Knowledge Workers

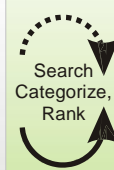
Rich User Interface

Discovery

- Enterprise Search
- Social Bookmarking
- Knowledge Marketplace

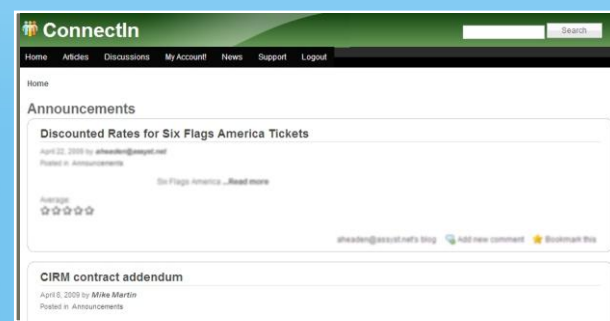
Collaboration

- Blog
- Enterprise Networking
- Wiki
- Enterprise Mashups



SOA oriented API based integration

External Applications



Please contact marketing@assyst.net for further information or estimates

Communicate and Collaborate Efficiently

Collaboration tools such as blogs, wikis, instant messaging and media sharing tools have become a part of everyday interactions. We see this in the popularity of sites such as LinkedIn and Facebook. Organizations on the other hand face a challenge in finding a way to align these new IT assets with their organizational goals. The needs within an organization vary depending upon the type of business. For example, Universities may need to help their students and alumni stay engaged with their school as well as connecting classmates after they have graduated. The right collaboration tool can not only keep the alumni updated on important events, but it can also collect valuable feedback, polling data, and contributions from them. Coupled with additional interactions taking place within the alumni community at large, this builds a strong sense of belonging.

Capture Dynamic Knowledge Network

ConnectIn is an application that brings these features into an organization with enterprise grade security and privacy. ConnectIn can be configured quickly to match both the branded look and feel of your organization and built to conform to your specific business workflow. All these tasks are accomplished via “**Configuration not Coding**”. Rich user profiles, feedback, queries on events, contributions and links to achievements by participants and staff are some of the key interactions that can be tracked. ConnectIn comes with a built-in enterprise-ready vocabulary (called “**tags**”) that can be extended through user contributions. These built-in tags are easily configured to fit any enterprise need. The center-piece of ConnectIn is the ability to capture both key ideas and business drivers and promote and share these ideas within the community. The system has the ability to gather collective intelligence from the community at large and facilitate greater adoption and collaboration.



Leverage Cutting Edge Adaptive Learning Engine

Profiles, people and participation information are analyzed and mined to generate the precise information needed by the enterprise and user community. Our engine uses sophisticated machine learning algorithms to combine historical data and the user profile, with the specific content that the user may be contributing or viewing. *As an example, if I am member of a College Alumni Network, the people and postings presented to me are likely to fall within the range of years I was a student as well as with people who share my common interests. Additionally, it presents to me new information that is similar to contributions that I have made.* However, the system does not stop at merely using machine learning; it also allows the primary stakeholders who operate the system to analyze the accuracy of the recommendations, to capture feedback, and then use this information to modify the model for subsequent use. ***This provides the right information, at the right time, for the right person.***

Collective Intelligence to Drive Cost/Revenue Benefits

Collective Intelligence - also referred to as the *Wisdom of the Crowds* - has become one of the key phenomena of modern times. From YouTube to the presidential elections, it has encompassed many walks of life. All trends indicate that this will be a major tool to manage and operate businesses in the future. Whether it is a product company like Adobe using it to bring their users together and gather insights on features for their next product, or universities and associations' providing their constituents with a way to bring them together across geographical locations, ConnectIn provides the ability to be an active participant in the community. Even though there are tools like this in the consumer space (*YouTube presents a list of videos similar to the ones that we have just viewed; Amazon provides us with suggestions of books based on those we have browsed*), organizations often struggle with how to apply this new, rapidly expanding technology to their needs. ASSYST's ConnectIn fills this gap. Our expertise enables our clients to leverage the potentials of Enterprise 2.0 so that your organization can create a space for your entire community to participate.

ASSYST ConnectIn is a must have tool for today's organizations!

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