

# Business Social Software



## Social Software That's Made for Business

Every day shouldn't be a struggle - searching endlessly for documents, leaving voicemail after unreturned voicemail or just trying to manage the emails and attachments in a crowded inbox.

You shouldn't feel like you're working in isolation, trapped under the weight of inefficient workflows, paperwork and protocols. Knowledge should never be out of reach, trapped in the minds, memory and messages of your colleagues.

## An Integrated Software Suite

Every solution powered by IGLOO comes complete with an integrated suite of content management, collaboration and knowledge sharing tools, within one secure social platform, that improves individual and team productivity.

IGLOO's business social software solutions give you greater control over the way you work and access knowledge. Whether your interactions are inside or outside the firewall, IGLOO can help you securely connect and collaborate with your peers to find experts, share knowledge and bring key people together in a community.



Connect your workforce across geographically dispersed project teams, departments and business units. Improve productivity, foster innovation and drive employee engagement.



Collaborate, share knowledge and network with your customers, members, partners and suppliers outside of the corporate firewall. Deepen relationships, build trust and reward loyalty.



# IGLOO Solutions



**Sales, Marketing & Partners**  
Unify your team and your corporate messaging to grow revenue.



**Employee & Team Productivity**  
Increase knowledge sharing and collaboration to improve productivity.



**Customer Engagement**  
Speed up your response times and enhance each customer interaction to drive loyalty.



**Research & Development**  
Increase your ability to find and capitalize on new ideas to achieve growth targets.

## The IGLOO Difference

### Made for Business

Unlike consumer social tools such as LinkedIn®, Facebook® and Twitter®, IGLOO's social software suite was built specifically for business and the workplace applications, processes and compliance issues you deal with every day.

### Not Just Social

Every online community powered by IGLOO Software comes complete with a rich and powerful suite of content management, collaboration and knowledge sharing tools, within one secure social platform.

### Built in the Cloud

IGLOO is delivered as Software as a Service (SaaS) eliminating many of the upfront hardware, software and human capital costs. Solutions can be up and running in days, rather than weeks or months, with lower costs, less risk and a faster return on investment (ROI).

### Formula for Success

IGLOO's Playbook represents the social workplace in action. It is a natural extension of our social software suite — a step-by-step best practices guide that draws upon the diverse experiences of our clients to provide the key success factors for designing, building and deploying an online business community. And it's free.

### Just a few of our customers...



## IGLOO MODULES & WIDGETS

### Mobile Client - BlackBerry®

Stay connected to your online community, at home or on the road, with a BlackBerry® app for the mobile workforce.

### Desktop Client

Collaborate without even leaving Microsoft® Office with a desktop client that integrates with the workplace applications you use each and every day.

### Real-Time Communication Widget

Integrate with Skype™, Windows Live™ Messenger, Google Talk™ and Yahoo!® Messenger to make it easier to chat with your colleagues when they're online.

### Microsoft® SharePoint Widget

Socialize content, wherever it lives, to drive productivity and innovation.

### SalesForce.com® Widget

Provide customer-facing users with access to sales analytics right inside your community.

### E-Commerce

Process paid memberships, donations or shopping cart transactions within your online community.

### SEO

Improve the overall volume and quality of traffic to your site with search engine optimization and web analytics

### Domain Mapping

Map your community back to your primary corporate domain or create a custom domain name.

### Authentication

Never enter your password more than once with single sign-on and LDAP server connections.



#### About IGLOO Software

IGLOO is a social software company that builds online communities for business through a powerful suite of content management, collaboration and knowledge sharing tools, within one secure social platform. Organizations use IGLOO communities internally to improve employee productivity (Workplace Communities) or externally to foster relationships with customers, partners and suppliers (Marketplace Communities). IGLOO enables organizations such as Motorola, Deloitte, AstraZeneca and the ATP World Tour, to quickly and cost-effectively create online communities to leverage talent, knowledge and relationships across organizational and geographical boundaries.