

# Vignette<sup>®</sup> Social Media Solution

Taking the power of online interactions to the next level

## Vignette Combines Enterprise Expertise With The Most Innovative Web 2.0 Elements

Vignette is one of the only enterprise-class providers offering a comprehensive suite of integrated social media products that give customers the tools to build communities, enable participation and encourage online interaction.

As an integral part of Vignette's Web Experience Platform, the Vignette Social Media Solution enables customers to:

- Create vibrant online communities
- Build engaging Web 2.0 sites
- Design powerful social microsites
- Launch compelling campaigns, communities and product sites

Our breadth and depth of offerings reflects (more than a decade) of developing innovative tools to make Websites more dynamic, influential and successful. Vignette's comprehensive product portfolio is unmatched by niche providers with point products or companies that offer limited Web 2.0 functionality. It's no wonder some of the largest global brands choose Vignette to power their online initiatives.

### But first: why Social Media

The old adage is still true: It takes the right connections to succeed. But these days those connections are online—among peers, between businesses and customers, and among employees behind the firewall. Organizations must create an engaging Web experience to succeed.

## Vignette Social Media tools enable participation and collaboration

Vignette Social Media gives your customers, partners, suppliers, employees and peers a powerful way to communicate. That can translate to a number of key benefits, such as:

- **Increased Customer Loyalty** – Giving visitors a voice through wikis, forums, reviews and other Web 2.0 tools for online interaction can have a profoundly positive effect on your Web efforts. This engaging experience can actually increase time spent on your site, draw users back to your site again and again, and can lead to increased revenue.
- **Enhanced Brand Awareness** – When your customers feel like you're listening to them, they feel empowered. Give them a forum to express themselves and share opinions and you come out the hero. Positive word of mouth is contagious and powerful.
- **Lower Customer Care Costs** – Allow your customers to be your best advocate. Online communities can provide two-way interaction that can increase customer satisfaction and also lower help desk costs.
- **Enhanced Collaboration and Knowledge Sharing** – Creating online communities is essential for increased productivity and efficiency. In today's digital age, teams must have the ability to collaborate anytime, anywhere. Evolve your Web and portal properties into a place where all users can contribute, exchange ideas and share opinions.

### WHY VIGNETTE?

Vignette's comprehensive offering reflects more than a decade of developing tools to make Websites compelling and successful. Our integrated, enterprise solution helps companies build powerful social microsites and launch compelling campaigns, communities and product sites.

## Now Get Ready To Change Your Definition Of Social Media. We're Shaking Things Up

We've challenged the notion that social media is just blogs, wikis, forums, ratings, tagging, reviews and common Web 2.0 functionality. Vignette is the only vendor that can offer a truly comprehensive, integrated solution.

### We've added video, personalization and analytics to the mix

Vignette has created a complete social media solution that can reach far across your online presence and beyond the social networking capabilities offered by our competitors.

Adding the excitement of video, the targeting of personalization, and the intelligence of analytics, our tightly integrated solution can generate new levels of interaction, loyalty and efficiency.

- **Vignette Video Services** – Provides advanced video capabilities via a hosted solution. With Vignette Video Services you can drive higher advertising revenue, increase direct transactional revenue or increase conversion rates in advertising campaigns or product sales.
- **Vignette Recommendations** – Delivers real-time personalization. Our software observes the behavior of visitors to your site, associates it with prior behavior and delivers recommendations and other content that the collective wisdom of the crowd suggests is the best fit. This behavior-based personalization is a powerful enhancement to e-commerce, search and similar online activities.
- **Omniture SiteCatalyst** – These analytics enable organizations to gain greater insight into their Web investments by analyzing their constituents' behavior in real time and providing in-depth reporting. Detailed analytics can help improve the online experience and help maximize an organization's return on its Web investment.

## Now add the flexibility of rapid social microsite creation: Imagine the possibilities

The Vignette Social Media Solution enables you to quickly and easily create unique and compelling social microsites. Adaptable templates give you flexibility to combine features to meet your specific goals, such as creating an online community or launching a brand, product or campaign. In addition to common Web 2.0 tools, the social microsite features include:

- Events/Calendar Management
- Idea Management
- Social Networking
- Video, Photo and Podcast Sharing

### The Vignette Social Media Solution

- Blogs
- Comments
- Events/Calendar
- Forums
- Idea Management
- Microsite Builder
- Omniture SiteCatalyst Analytics
- Podcast Sharing
- Photo Sharing
- Ratings & Reviews
- Tagging & Tag Clouds
- Wikis
- Vignette Recommendations
- Vignette Video