

ENABLING DIGITAL ASSET MANAGEMENT FOR WEB 2.0 COMMUNITIES

A FRAMEWORK TO SUPPORT SOCIAL NETWORKING

The Social Media Framework, an offering from Flatirons Solutions, is a content publishing and asset interaction reporting framework built atop the EMC Documentum Enterprise Marketing Solution.

OVERVIEW

The Social Media Framework enhances brand insight, utilizing user-generated content and interaction from social communities to gain participant perspective. It provides integrations with Web 2.0 Service Oriented Architectures via Web Services, best practice workflows, security configurations, and a content model optimized for publishing to community sites. As part of the framework's bi-directional nature, the solution captures user feedback (such as commentary or reviews), publishable content (which can be edited and monetized), and other user and asset interaction.

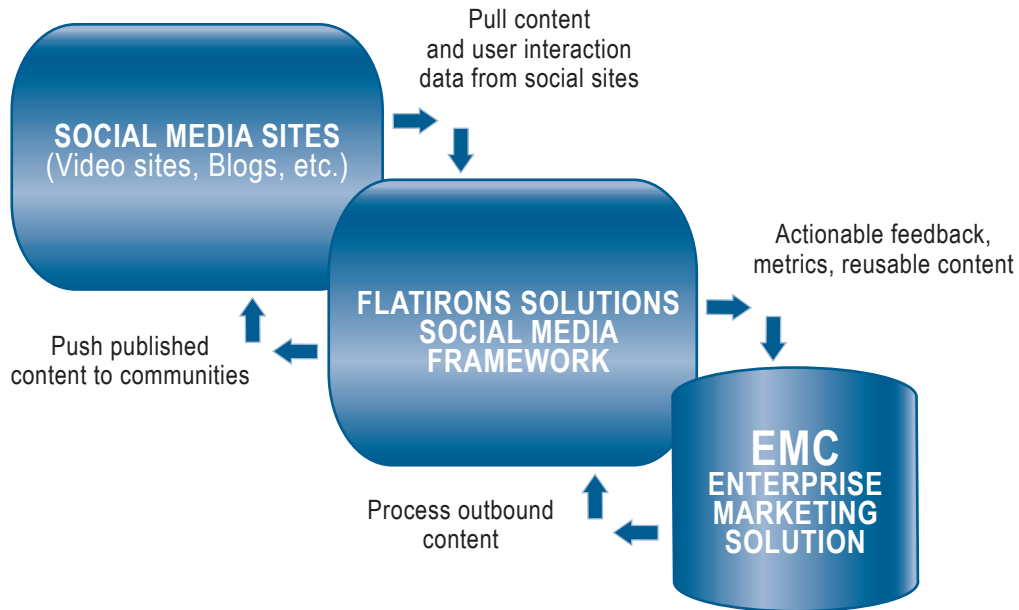
WHO NEEDS THE SOCIAL MEDIA FRAMEWORK?

- Marketing Departments looking to gather and leverage real-time social media interactions, generate word-of-mouth buzz, publish to Web 2.0 community sites, and capture user content through them.
- Organizations that need a streamlined mechanism for providing dynamic rich media output, such as new product imagery, preview videos, and multimedia to a variety of audiences for socialization, feedback, and market intelligence gathering.

FRAMEWORK AT-A-GLANCE

- **Web 2.0 Connectors:** Convenient web services connectors for integrating to leading social networking platforms for streamlined publishing and timely information capture.
- **Pre-Built Workflows:** Pre-defined Documentum workflows for review and approval, social network content capture, and publishing of rich media and text content.
- **Optimized Content Model:** Documentum object types, metadata attribute and content lifecycle configurations optimized for Web 2.0 rich media and topic oriented text content.
- **Documentum Configurations:** XML applications, cabinet folder structure, and role based security models built with social media in mind.
- **Extensible Through SOA:** Service oriented architecture for long-term use by a variety of contributor platforms and delivery channels.

SOCIAL MEDIA FRAMEWORK



A SEAMLESS FRAMEWORK FOR SHARING ASSETS, COLLECTING USER-GENERATED CONTENT, AND ACQUIRING REAL-TIME MARKET INTELLIGENCE

The Flatirons Solutions Social Media Framework will enable organizations to:

- **Effectively Engage Customers:** Provide existing and potential customers with tools to interact with each other.
- **Enhance Brand Insight:** Refine brand positioning by identifying customer and industry trends through social community interactions.
- **Create Valuable Content:** Content is a marketing organization's most valuable resource. Capture user reviews, customer feedback, commentary for re-purposing and use in new sites, publications, and communications mediums.
- **Unified Publishing Process:** Provides a single platform for publishing content to traditional channels (html, print, online help, etc.) as well as social sites.
- **Take More Informed Action:** Drive marketing efforts with timely, actionable feedback from social sites that engage customers and partners while worrying the competition.
- **Moderate and Validate Social Content:** Ensure that inbound social network content (including link information) is well formed, editorially acceptable, and complete through workflows and event triggers.
- **Harness the Power of XML:** Store, manage, and deliver dynamic content through a tightly integrated XML information store. Powerful schemas govern content delivery rules and completion criteria.

JOE MIHALIK
VP of Sales and Marketing

+1 (303) 542-2114 | Office
joe.mihalik@flatironssolutions.com
www.flatironssolutions.com