

OUTSTART

Revolutionize Knowledge
Sharing with OutStart Participate

OutStart Participate



WWW.OUTSTART.COM

The information revolution has had an unfortunate side effect. While everyone benefits from expanding information availability, the amount of time it takes to find the right answer impedes productivity and drives up costs. IDC estimates that fruitless information searches cost the Fortune 500 as much as \$85 billion a year in lost productivity, and that 15-30% of work time is spent seeking specific information.

OutStart Participate

OutStart Participate offers a revolutionary solution to maximize business value from knowledge. Participate provides a flexible platform designed to enhance knowledge sharing and communication across your enterprise. Unlike typical knowledge systems that can answer a question only through a central information repository, Participate uniquely combines a trusted knowledge bank with real-time access to experts and discussion communities. This comprehensive approach offers next-generation knowledge management that delivers 100% resolution of questions.

A Comprehensive Knowledge Bank

With the knowledge bank's central information repository employees, customers and partners can use multiple search and retrieval methodologies to find answers. The knowledge bank indexes and categorizes all types of knowledge, such as FAQs, transcripts from community forums, documents and information residing in enterprise systems.

Even better, knowledge is captured effortlessly in the knowledge bank as email exchanges take place between users and experts. Knowledge originating from discussion communities can be automatically captured, reviewed and published as well.

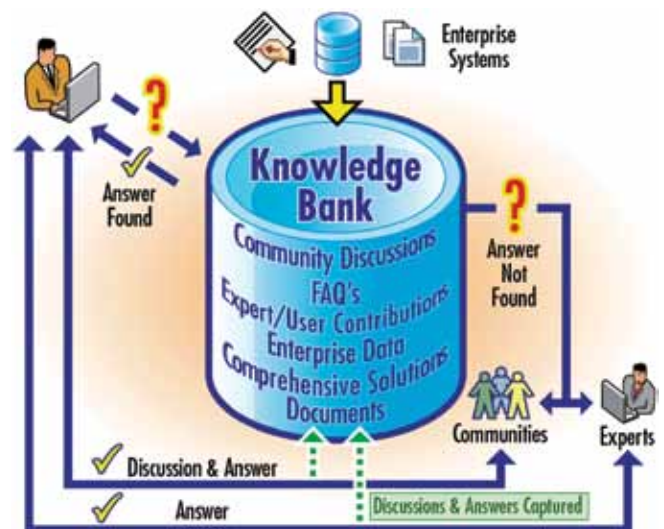
Interactive Conversations with Experts

When an answer is not available, users can escalate their questions to experts and peers inside or outside your organization, such as trusted customers and suppliers. You can extend the reach and value of these experts through collaborative discussion forums. Anyone – employees, customers, partners, vendors and suppliers – can participate in a discussion for streamlined sharing of trusted knowledge that can significantly reduce support calls and eliminate the need to hire more staff.

OutStart Participate is hard at work in many leading Fortune 500 companies. These companies are taking advantage of Participate's unparalleled knowledge sharing capabilities to increase customer satisfaction with highly effective self-service, reduce support call time and escalations, ensure sales people always have access to the right answer and shorten product development time.

“With OutStart Participate, a company can significantly reduce employees' time in locating the knowledge they need, and deliver a return on their participation in the form of know-how that drives sales.”

–Chris Burton,
Agusta Westland Ltd



CASE STUDY

Reducing Service Costs with OutStart Participate

COMPANY: Premier provider of personal peripherals including keyboards, headsets, mice, trackballs and web cams.

CHALLENGE: The combination of rapid product introductions and customer growth challenged the company to continue a tradition of customer service excellence. The company wanted a self-help solution that would scale easily, be extremely efficient to manage and maintain, and could handle new product introductions as well as one-off types of problems.

SOLUTION: OutStart Participate provides the company's customers with advanced self-help and community support. The company selected the hosted option to minimize deployment costs and speed the launch. To ensure use, growth and long-term sustainability of the support channel, OutStart professionals maintain the knowledge bank, fine-tune performance and execute programs that encourage user adoption.

RESULTS:

- Successfully diverted approximately 20 percent of all inbound emails to Participate.
- The site grew to 10,000 registered users in less than five months with as many as 65,000 site visits per month.
- Customer-to-customer issue resolution increased across all forums with the support of outreach and reward programs.



The OutStart Participate Advantage

- **Reduce time and costs for knowledge development.** Organically build a comprehensive knowledge bank with information contributed directly from common desktop applications and automatically captured transcripts of discussions with experts and communities.
- **Reduce total cost of ownership.** Flexible, user-friendly administration tools facilitate quick configuration of business rules and workflows to manage knowledge, experts and communities without programming.
- **Achieve fast time-to-value.** Leverage OutStart management services and community-building expertise to successfully launch and grow vibrant self-service and support communities in less than 3 weeks.



CASE STUDY

Increasing Sales with OutStart Participate

COMPANY: A \$9 billion global leader in medical imaging, interventional procedures, healthcare services, and information technology.

CHALLENGE: Cut the time sales and marketing staff spend looking for information during the sales process to increase selling efficiency and effectiveness.

SOLUTION: The company integrated OutStart Participate with BEA Systems and Documentum to create a sales portal designed to increase the productivity of their 3,000 sales representatives and technical specialists.

RESULTS:

- Sales representatives are spending less time searching for information, increasing sales time.
- Sales representatives can quickly and completely answer questions from prospects and customers, increasing trust and confidence for higher close rates.
- Marketing managers, sales support and technical specialists no longer spend a significant portion of their day answering repetitive questions from the field.

OutStart Participate Highlights

QUICKLY DEVELOP A COMPREHENSIVE KNOWLEDGE BANK

- Organically grow knowledge by automatically capturing expert and communities discussion threads as part of the knowledge bank.
- Cost-effectively build the knowledge bank using the document library to import existing documents and connectors to provide real-time access to information in back-end systems and Web sites.
- Make it easy for all knowledge workers to contribute with desktop plug-ins for Microsoft®Word, PowerPoint, Outlook, Excel, Internet Explorer and file systems.
- Control content quality with a configurable, rules-driven workflow that routes contributions through a formal review and approval process.
- Allow content authored by designated experts to be added without review.

MAKE IT EASY TO FIND TRUSTED ANSWERS

- Increase self-service success with multiple methods to locate information in the knowledge bank including natural language and guided searches.
- Enhance information finding using advanced search to locate information by area of interest or browse by related concepts.
- Integrate knowledge bank use into daily routines using the desktop plug-ins to initiate searches.

- Provide worldwide access with support for numerous languages including English, Japanese, Chinese, Korean, German, French, Spanish, and Italian.
- Use extensive reporting and analytics to identify knowledge gaps and continuously improve online support.

PROVIDE REAL-TIME ACCESS TO EXPERTS

- Let users choose a relevant expert from the expert directory, or have Participate select the most appropriate resource automatically.
- Make efficient use of experts' time with configurable workflows to manage access, such as limiting the number of requests an expert can receive and establishing customer priority queues.
- Rapidly build an expert directory with expert self-nomination and the ability to let Participate dynamically suggest additions.

CREATE COMMUNITIES THAT EXTEND THE REACH OF EXPERTS

- Instantly set up expert events whenever multiple users need to interact with an expert.
- Reach a broad audience by allowing customers and partners to post inquiries and be part of a discussion.
- Maintain confidentiality with enterprise-grade security to manage responses, such as answering internally only, externally only, or both.

- Effectively screen content with bad language filters and a configurable review process.
- Improve the effectiveness of communities with polling surveys, user ratings, quizzes, reporting and analytics.

REDUCE DEPLOYMENT TIME AND COSTS

- Meet budget, resource and business objectives with a choice of onpremise or hosted implementation in less than 3 weeks.
- Ensure best practices with OutStart deployment services such as planning, implementing and moderating communities, promoting the solution, managing customer feedback, diverting activity from higher cost options, rewarding contributions and measuring results.
- Gain a sure-fire growth path with standards-based J2EE architecture that can scale linearly to support thousands of interactions.

OutStart Participate improves problem solving, information sharing and knowledge capture for measurable improvements across the organization

- **Sales and Marketing**
- **Customer Service**
- **Professional Services**
- **Product Management and Engineering**
- **HR and Administration**

ABOUT OUTSTART

At OutStart, we're out to solve a big problem.

Most organizations possess a wealth of underutilized collective intelligence around their products, services, and processes. This underutilization negatively impacts employees, customers, and partners, costing precious time and money while hindering performance. Said simply, "what your people don't know will hurt you."

OutStart's social business software and learning systems act like a lifeline: connecting people to the know-how, creativity, and learning they require to be efficient, effective, and agile.

Since its inception in 1999, and backed by leading venture capital firms, OutStart has matured into a profitable and rapidly growing company with an impressive range of customers, who are surpassing their expectations and delivering exceptional business results. The company is honored to have customers like Autodesk, BB&T, Boeing Company, BT, CVS Caremark, DIRECTV, EDS, Internal Revenue Service, Lufthansa, McDonald's, MetLife, Prudential, TiVo, Australian Defence Force, U.S. Navy, UK Ministry of Defence, Verizon Wireless, and Yum! Brands.

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