

# Jive SBS Marketing and Sales Center

Drive customer loyalty and shorten the sales cycle

Marketing's back is against a wall. Consumers are becoming impervious to traditional media, instead relying on social networks to make buying decisions. And Sales needs unprecedented support in a down economy. Only Jive Social Business Software for Marketing and Sales integrates customer and prospect conversations with sales and marketing to deliver measurable results. Business is now social.



**“40% of Nike+ community members become converts to the company’s shoes.”**

**Trevor Edwards**  
VP of Global Brand Management

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**“A new sales person posted a question on a sales obstacle, quickly received several replies and used that information to close a 30-line deal.”**

**Jenny Moran**  
Channel Manager for the Business Sales Team

## Jive impacts marketing's biggest challenges

### Build the pipeline

“Be where your target audience is.” That’s why two-thirds of marketers are increasing online spend in 2009 and 47% are increasing their social media budget. Only Jive makes public conversations visible within a collaborative employee environment. It’s like creating a virtual opportunity inbox for Sales.

### Drive sales growth

With lengthening sales cycles and intense economic pressure, marketers need more advanced strategies to enable success. Jive connects prospects to people they trust—their peers—enabling marketers to create a powerful new sphere of influence. Jive also enables sales to more easily exchange information on best practices, competitors and RFP’s, keeping Marketing apprised of their needs in real-time.

### Increase loyalty

Tight travel budgets in 2009 will result in significantly lower customer attendance at proprietary client events. Jive not only provides a unique venue for customer feedback and discussions, but also seamlessly exposes those conversations to the right people inside the company. And with Jive, companies can transform a 2-day customer event into a 365x7 marketplace.

### Identify market trends

With the rapid adoption of social media, standard web analytics no longer provide sufficient insight, such as the sentiment of target audiences and conversational engagement.

Jive includes a robust social analytics data warehouse and the most advanced sentiment insights reporting on the market. Marketers get clear, real-time visibility of community adoption, engagement and overall sentiment. The data can also be used to help refine keyword research for SEO.

**ABOUT JIVE**

Jive leads the Social Business Software (SBS) market, helping companies break through bottlenecks, do more with less, and rapidly produce results.

More than 2,500 customers, including 15% of the Fortune 500, rely on Jive to harness the collective intelligence and creativity of their social business networks. In 2008, the company recognized quarter over quarter growth of 20% and was positioned as a Gartner Magic Quadrant Visionary and a Forrester Wave Leader.

Founded in 2001, Jive is headquartered in Portland, Oregon. For more information, visit [jivesoftware.com](http://jivesoftware.com).

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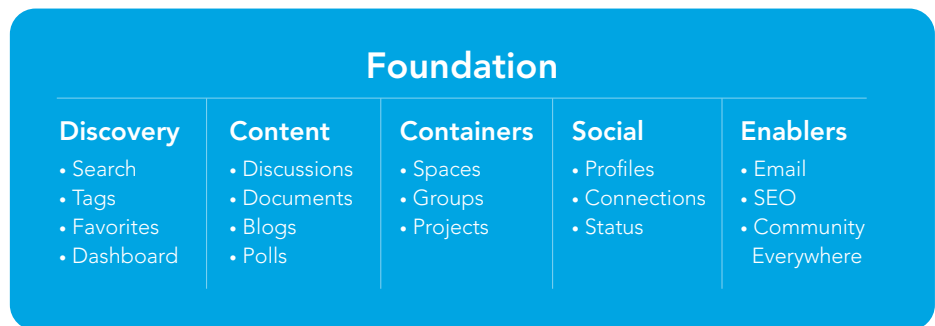
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## What's included in the Marketing & Sales Center

### Integrated Employee and Public Marketplaces

Jive enables you to harness the collective intelligence of your employees, customers and partners, creating a marketplace of ideas. The Jive SBS Marketing & Sales Center is built on the Jive Foundation to deliver the most comprehensive set of Social Business Software capabilities on the market. The result? A uniquely holistic approach to addressing Marketing & Sales' primary challenges by delivering two connected social marketplaces: one for employee collaboration and another for public-facing communities.



### Modules

#### Bridging

This module effectively exposes prospect and customer conversations in a company's public community within the employee collaboration team space.

#### Analytics

This module provides a robust data warehouse, tracks all user activity, and provides key usage and adoption statistics via an activity dashboard. Data is also quickly and easily exported into common tools such as Excel, Access and other common BI tools.

#### Insights

This module exclusively focuses on providing engagement and sentiment insight derived from user-generated content. Marketers will have a new set of metrics to start benchmarking sentiment both within the company's communities as well as across the web.

### Consulting

The Center package includes both strategic and technical consulting to ensure business success. Services include:

- 4 weeks of strategy planning services with Jive best practices consultant
- Company-specific SBS strategy plan document
- Single Sign-On for both marketplaces
- Theming for both marketplaces
- Customized widget and/or content type per client's choice