



UNLOCKING VALUE AND PRODUCTIVITY  
THROUGH SOCIAL BUSINESS:

# CLEARVALE IN ACTION

Clearvale is the social network for business, where transparency and accountability mean real work gets done.

Clearvale can be used as a social intranet or a social extranet. But only Clearvale lets you manage those individual networks together as a 'network of networks', allowing you to easily manage your entire ecosystem of employees, partners, and customers.

Organizations across a variety of fields are using Clearvale to improve business processes:

- Telecommunications
- High-tech / Green-tech
- Business process outsourcers
- Internet service providers
- Universities / Associations
- Hospitals
- Government organizations / Municipalities
- Financial institutions
- Service and hospitality
- Consultancies

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# WHY CLEARVALE?

Clearvale is the social network for business, where transparency and accountability mean real work gets done. Clearvale provides a cloud-based platform for collaboration that will help your company:

- Unlock knowledge and drive innovation
- Drive faster, more informed decision-making
- Connect and engage distributed/mobile teams
- Accelerate sales cycles
- Make employees more productive and engaged

To ensure a successful project, the Clearvale® Social Enterprise Transformation (SET) program provides the guidance you need to plan and deliver your project, plus the adoption best practices and metrics to ensure your Clearvale network thrives and supports real business processes.

Working socially through the Clearvale platform, whether as a social intranet or extranet, you can:



SHARE. ANYTIME, WITH ANYONE, AND ON ANY DEVICE



ENGAGE. COLLEAGUES, PARTNERS, AND CUSTOMERS

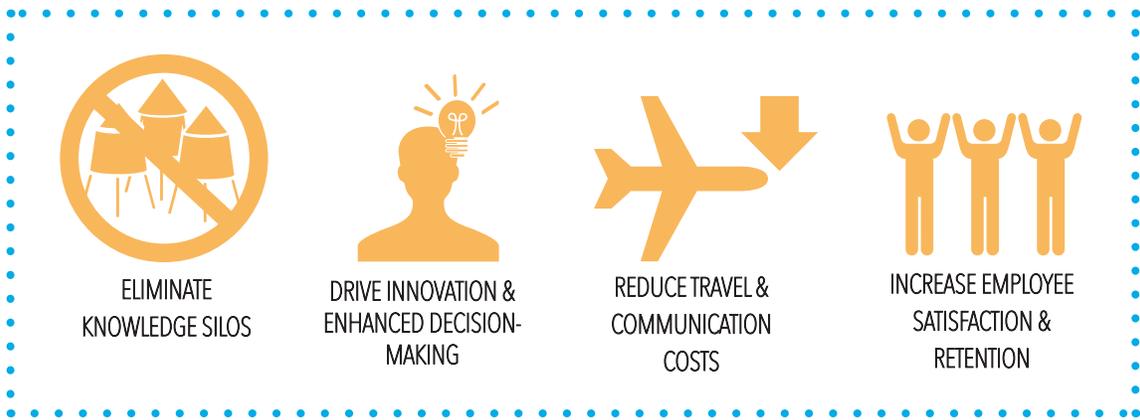


TRACK. BUSINESS PROCESSES, SOURCES OF KNOWLEDGE, AND NETWORK ADOPTION

# CLEARVALE AS A SOCIAL INTRANET

Clearvale provides an ideal social intranet with which to empower, inform, and engage employees. More powerful than a static, stale company intranet, Clearvale provides a shared platform for collaboration for all functions within the company, regardless of location or time zone. And Clearvale's Hybrid Network capability allows you to create secure, controlled workspaces within your intranet for collaboration with contractors, consultants, or other entities outside of your company domain.

Shifting business processes into a social intranet will help you:



Since Clearvale is based in the cloud, there is nothing to install or maintain, and it is accessible anytime, anywhere, from any device. So it's easy for remote or mobile colleagues to stay "in the loop".

Working socially with Clearvale helps you collaborate more effectively on everyday business processes, often reducing the number of endless meetings, long email threads, and conference calls typically needed to get work done.

# CLEARVALE AS A SOCIAL EXTRANET

Clearvale provides a platform for collaborating with customers, suppliers, or partners that is flexible enough to represent even the most complex business-to-business relationships. In addition to social collaboration capabilities such as blogs, discussion forums, and file sharing, Clearvale's Hybrid Network capability allows you to have collaborative workspaces that are totally private, semi-private or open giving you the ability to invite participants from different organizations to collaborate seamlessly and securely. Guests can be visible across the network or only in specified workspaces within the network. Use open communities to collaborate and communicate with the entire partner or customer network. And create private communities for more in-depth communication and collaboration with specific Guests in a totally private setting, unseen by other Members or Guests.

Collaborating with customers or partners using a social platform will help you:



Working socially with customers, partners, or suppliers using Clearvale will help you build stronger, more profitable business relationships.

# MAKING A SUCCESSFUL SOCIAL ENTERPRISE TRANSFORMATION

While the benefits of social business collaboration are many, the business landscape is littered with failed or used social business projects. And there are many reasons for failure – no adoption plan, reluctant employees, no alignment with business goals. So while the choice of business collaboration platform is important, it must come with a plan. BroadVision brings you both.

The Clearvale® Social Enterprise Transformation (SET) program takes your organization through a 90 day process of planning, establishing, and refining your social enterprise ecosystem. More than just a technology implementation plan, the SET program is designed to help your organization successfully transition to a social enterprise.

With Clearvale and SET, you and your colleagues will enjoy improved knowledge flows, accelerated innovation, and better collaboration that comes with a successful social transformation.

## social enterprise transformation by clearvale®



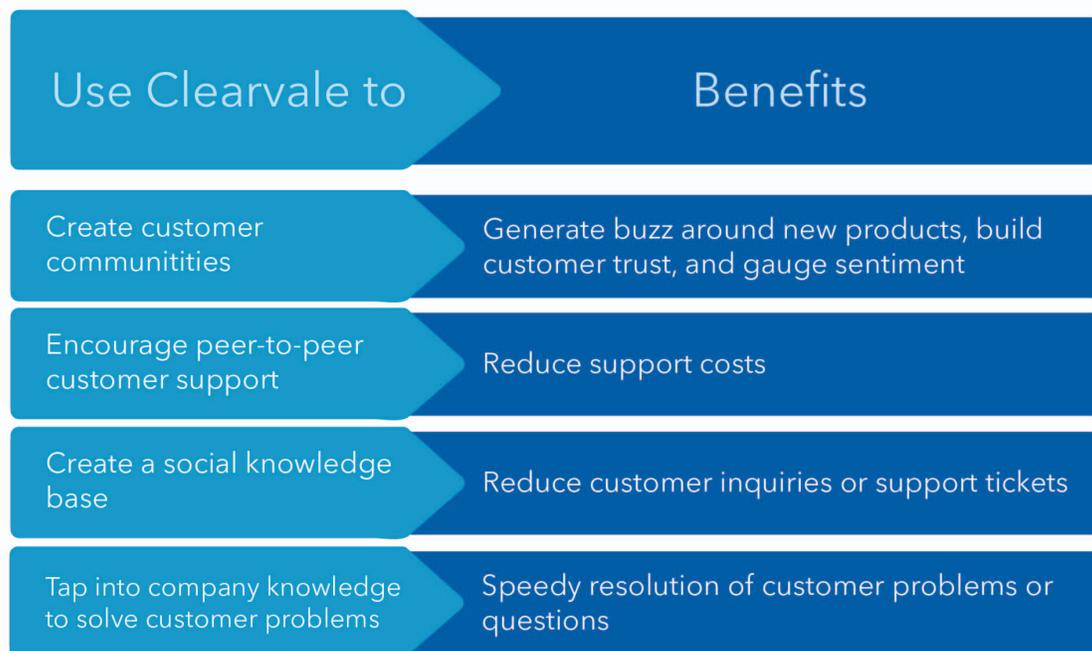
# CLEARVALE BY JOB FUNCTION

These are a few examples of how Clearvale can improve the productivity and engagement of employees across a number of job functions.

## Clearvale Use Case: Customer Service and Support

### *Boost Customer Satisfaction*

Use Clearvale to create an externally-facing network dedicated to engaging and interacting with customers. Customer engagement tools such as blogs and forums give companies the ability to listen and respond to customers quickly, make announcements, and encourage interaction between customers. Information can easily be shared between the customer network and the company's Clearvale-based social intranet via Clearvale's ecosystem model. Colleagues can internally discuss and analyze the questions and comments left on the customer-facing network for more efficient responses to customer needs.



*Clearvale is an integral part of TechTree IT Systems. Every new member of our company is sent an invitation to join the TechTree IT Clearvale network and instantly employees are able to connect to the network and do their work in a collaborative manner. With Clearvale our employees have greater awareness, and as a direct result, we have increased customer satisfaction by approximately 20 percent."*

*—Lt Col Sanjay Ahuja, COO, TechTree IT Systems Pvt Ltd.*

Create forums for customer questions

The screenshot displays the 'mCode developers' community page on the ClearVale platform. The page is organized into several sections:

- Header:** 'clearvale by BroadVision' logo and navigation links for 'Perry Apple', 'My Networks', 'My Communities', 'Feedback', and 'Help'. A search bar is also present.
- Navigation:** 'Network', 'My Page', 'Communities', 'Members', 'Admin', and 'Edit Layout' tabs.
- Left Sidebar:** Includes 'Stop Following', 'Manage Members', 'Edit Settings', 'Delete', 'Leave Community', 'Community Privacy' (Visible to: Network Members), 'Community Admins' (Sam Whitehouse), 'Community Directory' (Members, Blog Posts, Files, Forums, Wiki, Polls, Calendar), and 'Community Members'.
- Forums:** A section titled 'Forums' with three topics:
  - mAppStore submission:** For everything you need to know about selling your app through the Mobile1to1 mAppStore. 1 topic, last by Larry Top.
  - Feature suggestions:** Suggest features you would like added to the mCode developer tools!
  - Coding questions:** Having problems writing your app? Ask here! 2 topics, last by Cora Hall.
- Blogs:** A section titled 'Blogs' with one post: 'Welcome to the mCode developers community' by Sam Whitehouse.
- Latest discussions:** A section titled 'Latest discussions' with three posts:
  - Twitter feed:** by Cora Hall, Status: Answered, 2 Replies.
  - The 50% cut Mobile1to1 take of all app sales is too high:** by Larry Top, Status: Unanswered, 1 Reply.
  - showShinyWidget() returns unknown error code:** by Bill Boscombe, Status: Unanswered, 0 Replies.
- Files:** A section titled 'Files' with one recent file: 'mCode 1.0' by Sam Whitehouse.
- Community Activities:** A section titled 'Community Activities' with a 'What's on your mind?' post and several activity entries:
  - Sam Whitehouse added the file 'mCode Developers Guide 1.0'.
  - Paul Izak joined 'mCode developers'.
  - Cora Hall replied to Cora Hall's topic 'Twitter feed'.
  - Cora Hall added the topic 'Twitter feed'.

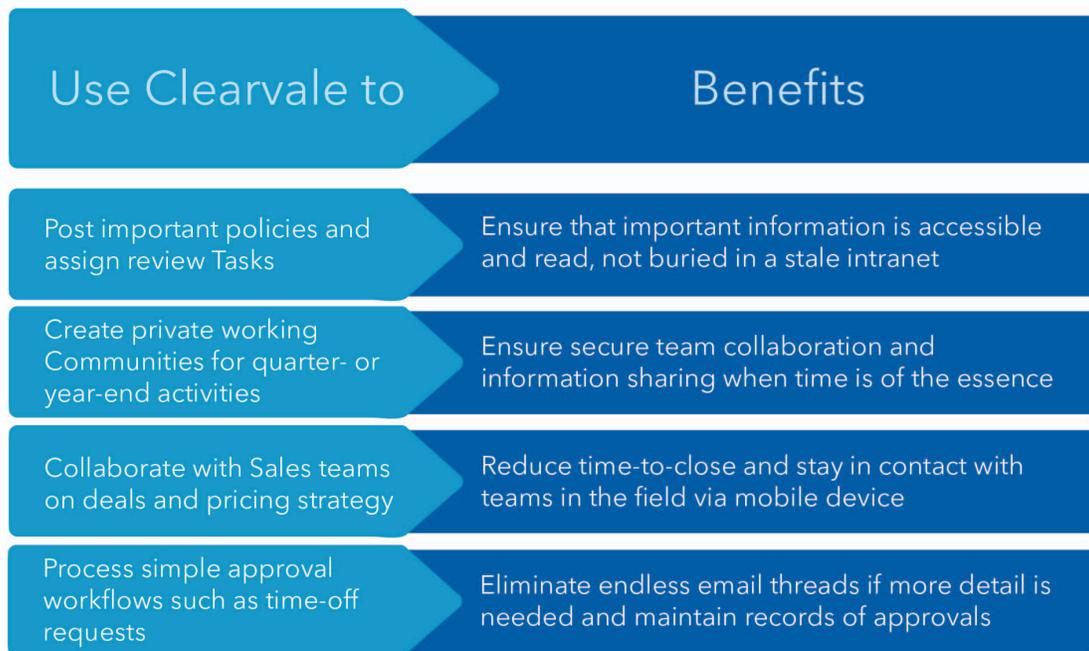
Open discussions with customers to gauge sentiment, gain product feedback, and respond to issues when they arise

## Clearvale Use Case: Finance and Administration

### *Improve Accountability and Transparency*

Clearvale can help Finance and Administration teams with the two elements of information management they often value most: traceability and accountability. Clearvale Tasks can be used for common internal processes such as document approvals, while maintaining an audit trail of those approvals. And the transparent nature of collaboration via a business social network means that mistakes or problems are typically discovered by network members... before they are discovered by customers or auditors.

Working via a secure social intranet also helps Finance teams tear down communication silos between departments, and become more integrated into the business. The more visibility they have into other business processes, the more they can contribute.



- Create multi-step tasks to map to existing workflows

The screenshot displays the ClearVale user interface. At the top, the logo 'clearvale by BroadVision' is visible. The user 'Paris Addison' is logged in, with navigation links for 'Network', 'My Page', 'Communities', and 'Members'. A search bar is present. The main content area shows a task titled 'Marketing budget approval for product launch' created by Paris Addison, with a due date of August 31, 2012, and a status of 'Open'. The task is broken down into two steps: 'Step 1 (Active) : Finance approval' and 'Step 2 : CEO approval'. Step 1 is currently active and assigned to Nicola Dixon. The interface includes sections for 'Task Overview', 'Attachments' (with a PDF file 'Product Launch Marketing Budget.pdf'), and 'Assignees' (with a table listing Nicola Dixon as assigned).

**Task Overview** Hide all steps

Created: just now

Please find attached marketing budget required for product launch

**Step1 (Active) : Finance approval**

Step Due Date: **Aug 24, 2012** [Send Reminder](#)

Step Status: **Open**

Description:

Assignees \* = Guest [Choose Participants](#)

Name	Department	Status	Updated	Actions
Nicola Dixon		Assigned	just now	<a href="#">Remove</a>

\*All assignees are required to complete this task

**Step2 : CEO approval**

Step Due Date: **Aug 28, 2012** [Send Reminder](#)

Step Status: **Open**

Description:

[Choose Participants](#)

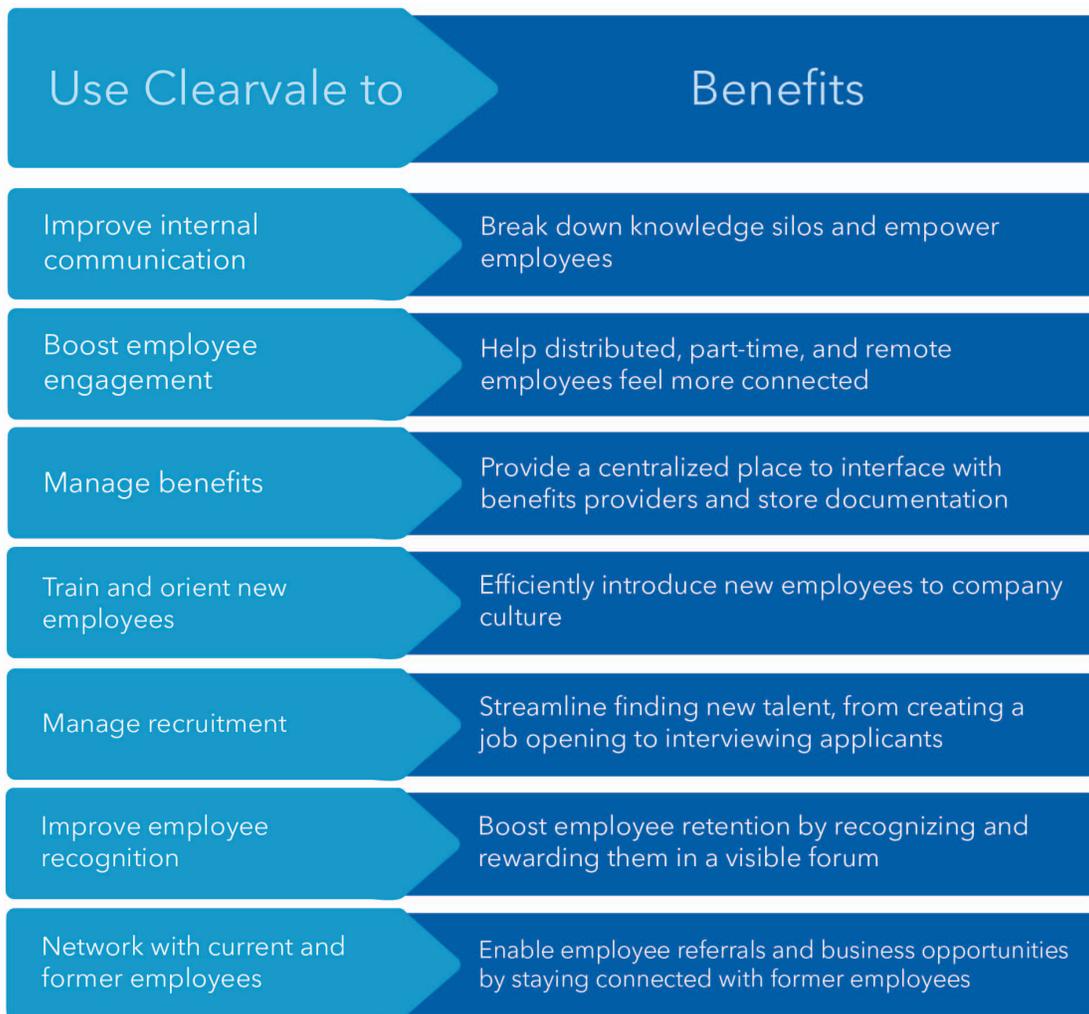
Assign users to complete their step of the task. Tasks will automatically notify assignees when their step is due

- Upload attachments to ensure all assignees are using the same version of relevant files

## Clearvale Use Case: Human Resources

### *Engage and Retain Employees*

Clearvale provides a secure, scalable social platform for administrators and employees to navigate seamlessly through the lifecycle of employment, from recruitment to new hire orientation. An HR network lowers costs while improving human resources management.



Use forums for sharing and discussing important company policies

Create a video repository to help new employees with the onboarding process

The screenshot displays the ClearVale intranet interface, which is a web-based portal for employees. The header includes the ClearVale logo (by BroadVision) and navigation links for 'The Administrator', 'My Networks', 'My Communities', 'Feedback', and 'Help'. A search bar is located in the top right corner. The main content area is divided into several sections:

- Navigation and Settings:** Includes links for 'Network', 'My Page', 'Communities', 'Members', 'Admin', and 'Edit Layout'. A sidebar on the left offers options like 'Clone', 'Manage Members', 'Edit Settings', 'Delete', and 'Join'. It also shows 'Community Privacy' (Visible to: Network Members) and 'Community Admins' (Pam Inez).
- Files:** A section titled 'Files' with a 'More' button, containing a 'Folders' list: 'Employee Directory', 'Forms', 'Global Policies', and 'Local Policies'.
- Latest updates:** A section for 'Recent Files' showing 'Org chart' (Owned by: Pam Inez, updated) and 'Mobile1to1 Offices' (Owned by: Pam Inez, updated).
- Forums:** A section titled 'Policies and Procedures' with the subtitle 'Global and local policies and procedures'. It contains three forum posts:
  - 'Talking to customers via Twitter' by Brenda Igis, Status: Unanswered, 0 Replies.
  - 'UK Public Holidays' by Brad Innis, Status: Open, 0 Replies.
  - 'New Social Media Policy' by Pam Inez, Status: Open, 0 Replies.
- Videos:** A section titled 'Videos' featuring a video player with a globe background and a play button. The video title is 'New Social Media Policy'.
- Org chart:** A hierarchical organizational chart showing the reporting structure. At the top is Henry Appleby, CEO. Below him are five departments: Customer Success, HR, Marketing, Operations, and Sales. Each department has several team members listed with their names and photos.
- Vacation Request:** A form for submitting vacation requests. It includes fields for 'Name' (First and Last), 'From' (MM/DD/YYYY), and 'Until' (MM/DD/YYYY), along with a 'Submit' button.

Create custom widgets for important information or links

## Clearvale Use Case: Marketing and Corporate Communications

### *Boost Creative Output and Improve Collaboration*

Clearvale allows Marketers to engage teammates, agencies, and customers in collaborative private or open social networks. Clearvale enhances the creative process by facilitating lively collaboration regardless of geographic location or time zone. It also provides a central location for important documents, design files, press releases, videos, and more, with version control so you're sure everyone is working with the most up-to-date materials. The ability to set up customer networks and monitor social media helps you stay in tune with what your customers want.



Internal and external members of the organization can interact securely within the same network

Create community calendars to keep track of important dates and events

The screenshot displays the ClearVale by BroadVision community interface. At the top, the user 'Carol Higgins' is logged in, with navigation links for 'My Communities', 'Feedback', and 'Help'. The main navigation bar includes 'Network', 'My Page', 'Communities', and 'Members', along with a search bar. The central focus is the 'Marketing: Web site team' guest community, which is described as an 'Internal/external team working on redesign www.mobile1to1.com, with guests from design agency and SEO experts'. The interface is divided into several sections: a left sidebar with options like 'Stop Following Participants', 'Community Privacy', and 'Community Admins'; a 'Designs' section with an 'Add Image +' button; an 'Announcements' section featuring a post about 'New Products To Be Added To The Web Site'; a 'Community Activities' section with a 'Post' button and a thread of comments from Carol Higgins and Brian Bones; an 'Event Calendar' section with a 'Full team meeting' event on 8/31/2012; and a 'Mobile1to1 on Twitter' widget showing recent tweets. A 'Community Participants' widget is also visible on the left.

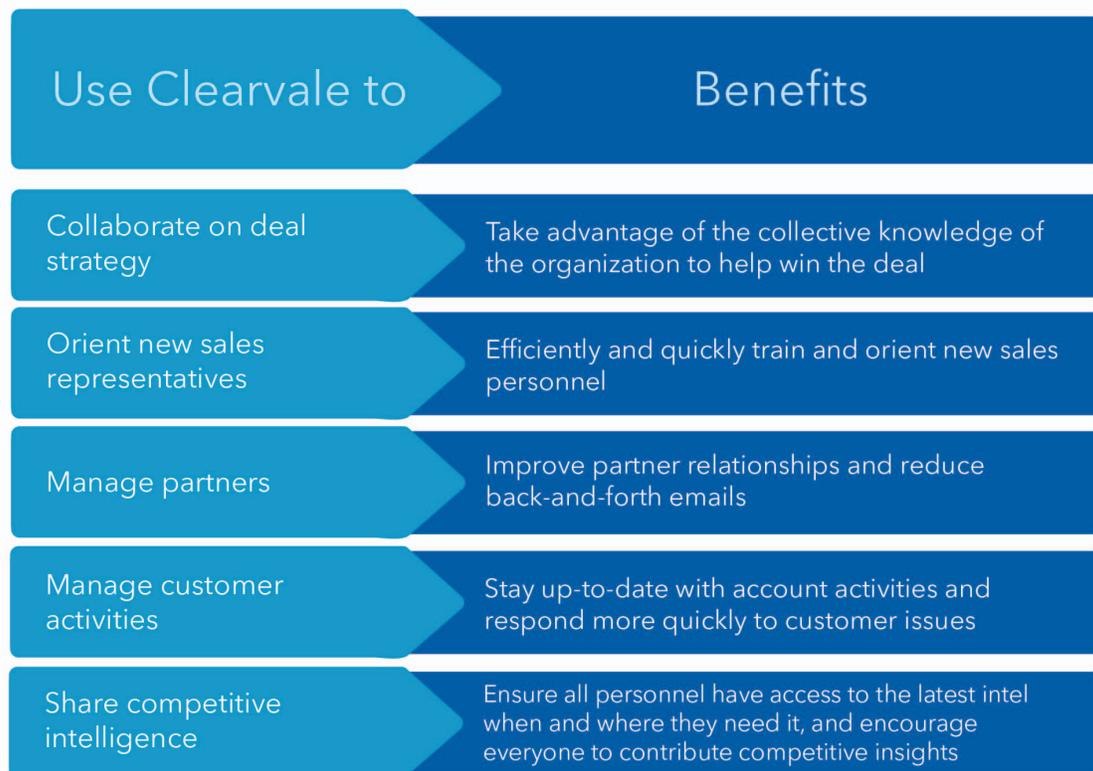
Monitor social media channels through widgets

Create a image library to store the company's brand visual assets, stock imagery, or project image files

## Clearvale Use Case: Sales

### *Shorten Deal Cycles and Boost Win Rates*

Clearvale allows your company's entire Sales organization to stay connected and work together productively anywhere and on any device. Managers can keep track of the team's activities and progress in real time, and reps can use Clearvale to stay up-to-date with marketing efforts and product updates. Sales teams have better insight into accounts and instant access to subject matter experts even when on-the-go to help maximize sales effectiveness.



Keep track of each team member's goals, milestones, and progress with work diaries

clearvale  
by BroadVision

Perry Apple | My Networks | My Communities | Feedback | Help

Network My Page **Communities** Members Admin Edit Layout

Search

### Sales team

**Community Activities** Edit

What's on your mind?  **Post**

**Parker Collier** joined Sales team  
Feb 29, 2012

**Ceymore Hilden** added the wiki NASA prospects  
Feb 29, 2012 | [Comment](#)

What do you think?

**You** joined Sales team  
Feb 29, 2012

**Brad Innis** added the wiki EMEA prospects  
Feb 29, 2012 | [Comment](#)

What do you think?

**Brad Innis** updated the file OmniCom RFP.pdf  
Feb 29, 2012 | [Comment](#) | [Download](#)

**Brad Innis** added the file OmniCom RFP.pdf  
Dec 12, 2011  
Feb 29, 2012 | [Comment](#) | [Download](#)

What do you think?

**Brad Innis** updated the file OmniCom RFP response.pdf  
Feb 29, 2012 | [Comment](#) | [Download](#)

**Brad Innis** added the file OmniCom RFP response.pdf  
Dec 12, 2011  
Feb 29, 2012 | [Comment](#) | [Download](#)

What do you think?

**Eve Patterson** joined Sales team  
Dec 13, 2011

**Work diaries** Edit

**Work diary 29-Feb-2012**  
by Parker Collier Feb 29, 2012  
**Comments (0)**

**Work diary 29-Feb-2012**  
by Brad Innis Jan 4, 2012  
**Comments (0)**

[Add Blog Post](#) [More](#)

**Files** Edit

**Recent Files**

**OmniCom RFP.pdf**  
Owned by: Brad Innis, updated Feb 29, 2012  
[Download](#) | [Add Comment](#)

**OmniCom RFP response.pdf**  
Owned by: Brad Innis, updated Feb 29, 2012  
[Download](#) | [Add Comment](#)

[Add File](#) [More](#)

**Forums** Edit

**Sales collateral for new products?**  
by Parker Collier, Feb 29, 2012  
Status: Unanswered  
0 Replies

[More](#)

**Wiki** Edit

Create a database of past and present RFPs to reference and share competitive insights with the team

# WHAT CUSTOMERS ARE SAYING ABOUT CLEARVALE...

“With several different audiences to support, it is very important for CNEH to be able to integrate our internal and external social initiatives. Clearvale helps us do that by providing the tools for a deeper, more meaningful collaboration, ultimately helping us to better serve our members.”

–Pauline Josnin, Communications and Marketing at The National Center for Hospital Expertise (CNEH)

“Professional growth and development of resources are the foundation of our success and Clearvale is a powerful solution that is essential to how we get work done. Gruppo Reti chose Clearvale to create its Intranet 2.0 to share information, knowledge, and skills in a real collaborative environment.”

–Bruno Paneghini, President and CEO of Gruppo Reti



“Compared to other companies, Clearvale is the real thing. Other companies just added new features to their core product. It's basically an afterthought. I like Clearvale's vision of business communications because it is built from the ground up.”

–Jim Harrington, Senior Vice President of Global Human Resources of Synaptics

“Clearvale has transformed our company and the way we work. From executives to frontline employees, we manage work tasks, share documents, ask questions or get answers – all in Clearvale. By integrating it into our everyday work, Clearvale brings out the hidden potential of our organization and we have seen tremendous impact and encouraging results.”

–Wang Pu, Founder and President of Alliance PKU Management Consultants Ltd.

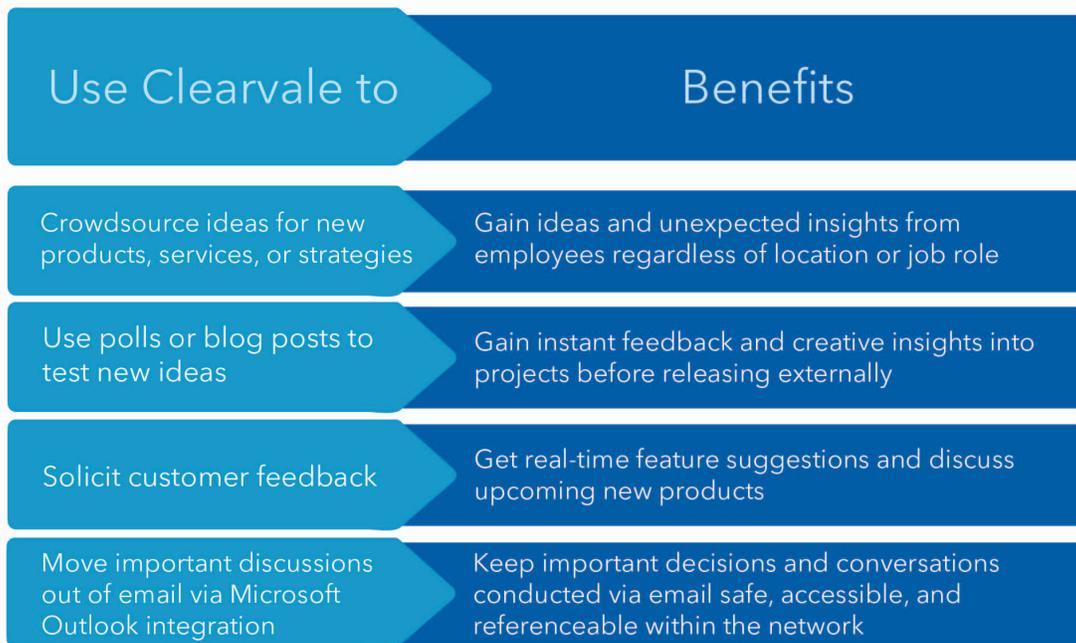
# USING CLEARVALE TO SUPPORT CRITICAL BUSINESS PROCESSES

These are just a few examples of the many business processes that can be streamlined, accelerated, or improved by collaborating socially using Clearvale.

## Clearvale Use Case: Innovation and Idea Management

### *Out-Innovate the Competition*

One of the best uses of Clearvale is to foster new ideas and harness the collective knowledge of the organization. Clearvale provides an ideal environment for innovation. Instead of critical information sitting locked away in a database or in the minds of teammates, it is available for discovery and collaboration. Information is organized and secure, yet easy to find and share. Even if important documents are in a system of record such as Microsoft SharePoint, a Clearvale integration is available to foster social collaboration.



Solicit member feedback with easy-to-set-up polls

The screenshot shows the ClearVale community interface. At the top, the logo "clearvale by BroadVision" is on the left, and navigation links "Brad Innis | My Communities | Feedback | Help" are on the right. Below the logo is a navigation bar with "Network | My Page | Communities | Members" and a search box. The main content area is titled "Bright Ideas" with the subtitle "For discussion of all your great ideas!". On the left, there is a "Community Directory" sidebar with links for Members, Blog Posts, Files, Forums, Wiki, Polls, and Calendar. The main content is divided into two columns. The left column, "Community Activities", contains a "What's on your mind?" text box with a "Post" button. Below it, a notification says "You commented on Carmen Hudson's blog Standard USB connectors". A comment from Carmen Hudson reads: "I would be great if we changed all our phones to use standard USB connectors instead of proprietary connectors. Lots of customers are asking for it." Below this is a comment from Paris Addison: "I agree - we are often criticised in the press for using non-standard connectors." and another from Brad Innis: "Could we charge more for the phones if we did this?". A "What do you think?" text box is at the bottom of this section. The right column, "Polls", features a poll titled "Choose the name for our latest phone" with "Total number of votes: 4". The poll options are "mPhone 5 (2)", "mPhone 2012 (1)", and "megaPhone (1)". A message states "Your vote has been cast for this poll. Thank you for voting." and there are "Add Poll +" and "More" buttons. Below the poll is a "Your Ideas" section listing "Change the name of our smartphone range" by Paris Addison (0 comments) and "Standard USB connectors" by Carmen Hudson (2 comments). A dotted blue line with a magnifying glass icon highlights the poll and comment sections.

Post real-time feedback and comments on the community feed to keep great ideas from getting lost in email

## Clearvale Use Case: Managing Partners and Suppliers

### *Build Stronger Relationships*

Clearvale is the perfect solution for managing complicated partner and supplier relationships. For long-term collaboration, a dedicated network can be set up for each major supplier/partner to discuss project dates and deliverables, convey new product announcements, and share important documents such as contracts. For working with many partners, contractors, or short-term consultants, Clearvale's Hybrid Network capabilities extend a single network to allow secure, controlled collaboration with Guest members from outside the company domain. Collaborate with Guests either visibly via open External Communities or completely privately via Guest Communities.



**“** *InTouch believes dynamic cooperation between offices, extending across countries and cultures, requires a real time and collaborative solution. We chose Clearvale for its exceptional ability to connect the enterprise and add social networking into our existing business processes and workflows. This means that we can easily adapt to the changing demands of the market to meet the needs of our customers, partners, and suppliers anywhere, anytime.”*

*—Rager Ossel, CEO of InTouch NV*

Create Guest Communities to bring together internal and external colleagues

clearvale  
by BroadVision

Network My Page **Communities** Members Admin Edit Layout

Perry Apple | My Communities | Feedback | Help

Search

### Topp Laptops

Guest Community What's this?

Where Mobile1to1 can talk to Topp Laptops in a secure, private environment

Community Activities

What's on your mind?

Post

You are now a member of Topp Laptops  
2 minutes ago

Brad Innis commented on Larry Topp's note

Larry Topp :  
I've uploaded my RFP. Please can you response asap?  
Jul 2, 2012

Jul 2, 2012 | Comment

Brad Innis  
Yes, will do.  
Jul 2, 2012 | Delete

What do you think?

Larry Topp added the file Topp Laptops RFP.pdf  
Jun 30, 2012 | Comment | Download

What do you think?

Larry Topp joined Topp Laptops  
Jun 30, 2012

Brad Innis created guest community Topp Laptops  
Where Mobile1to1 can talk to Topp Laptops in a secure, private environment  
Jun 30, 2012

Community Privacy  
Visible to: Community Only

Community Admins  
Brad Innis

Community Directory

- Participants
- Blog Posts
- Files
- Forums
- Wiki
- Polls
- Calendar

Community Participants

Files

Recent Files

Topp Laptops RFP.pdf

Owned by: Larry Topp, updated Jun 30, 2012

Download | Add Comment

Add File +

Forums

Topp Laptops Forum

Discussions between Mobile1to1 and Topp Laptops

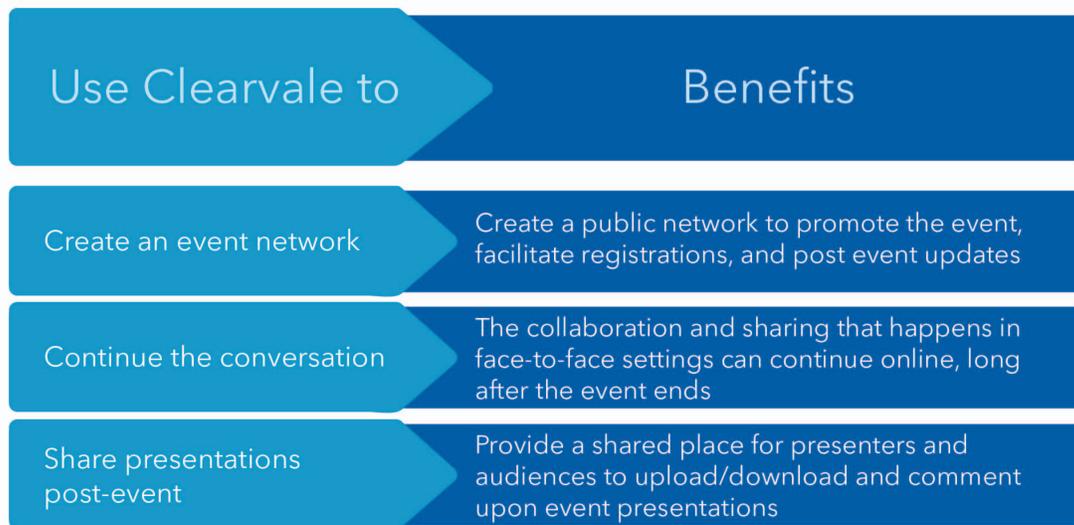
Add Forum +

- Provide rapid responses to partners and suppliers to close deals faster
- Control the privacy of your communities so that your vendors, partners, and suppliers have a secure workspace

## Clearvale Use Case: Event Management

### *Extend the Conversation*

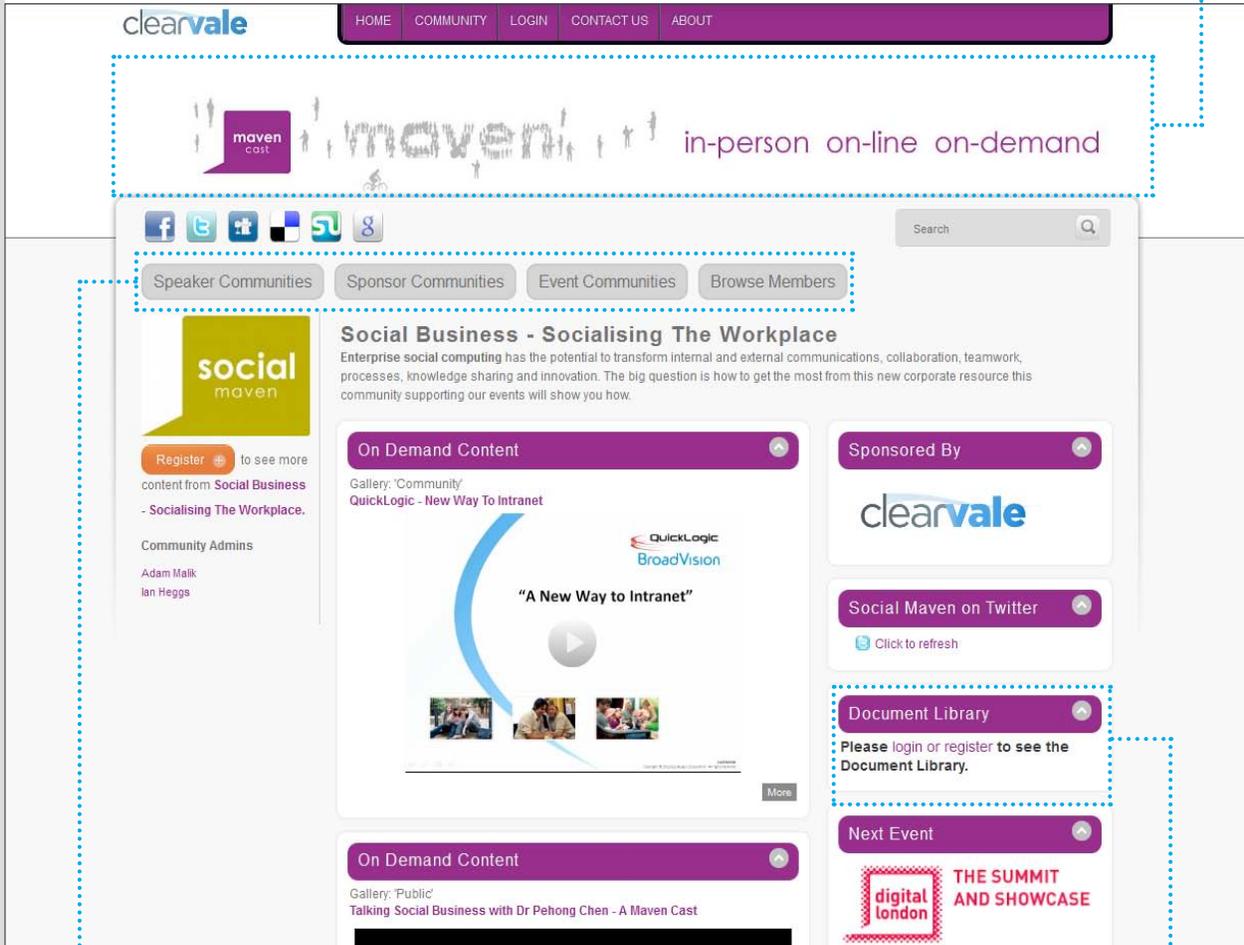
Use Clearvale as an event network for meetings, conventions, and conferences, providing a platform that allows participants to interact with one another before, during, and after the event. Solicit input on presentations, discuss logistics, and keep the energy of a face-to-face event going via a customizable, social event network.



*Clearvale is truly unique in unifying internal and external communication and collaboration in a way that makes sense for business. The ability to add Guests to a hybrid network in a secure and controlled way helps us achieve our goal of connecting a social community for sponsors, speakers, and delegates around all our events that spans across the entire lifecycle in a very cost-effective manner. By offering a social business network in Clearvale, we have seen our conversion rates dramatically increase with 84 percent of community members registering as event delegates."*

*—Adam Malik, CEO and Founder of Maven Cast*

Brand and customize your event network on the Clearvale platform



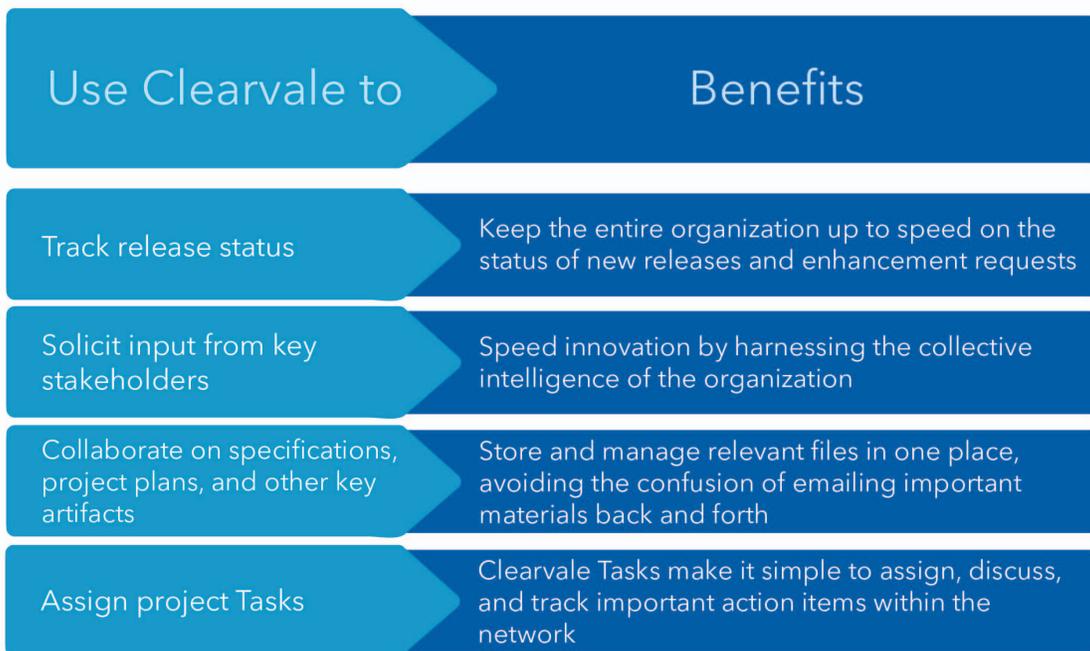
Create communities for event participants where they can interact before, during, and after the event

Share presentations and event materials with registered members

## Clearvale Use Case: Product Planning and Development

*Eliminate Geographic or Time Zone Differences*

Product planning and development teams can use Clearvale as a virtual workspace, eliminating geographic or time zone differences. Everyone on the team, regardless of location, can contribute ideas, access the latest project files, and solicit input from colleagues.



*With a globally dispersed workforce, QuickLogic needed a collaborative solution that could provide a place for us to do our work and be accessible across multiple continents and mobile devices. Clearvale not only meets these needs but exceeds our expectations. We have found the benefits to be abundant with a definite increase in communication and productivity."*

*–Paul Karazuba, Senior Marketing Manager of QuickLogic*

Freeform widgets can be customized to community needs, such as tracking project status

The screenshot shows a community page for 'Mobile1to1 Connect 2013 release' on the ClearVale platform. The page is organized into several sections:

- Header:** ClearVale by BroadVision logo, user name 'Carmen Hudson', and navigation links for 'My Communities', 'Feedback', and 'Help'. A search bar is also present.
- Navigation:** 'Network', 'My Page', 'Communities', 'Members', and 'Edit Layout'.
- Project Status:** A table with columns for Milestone, Planned, and Actual dates.

Milestone	Planned	Actual
Specification complete	28th February	28th February
Internal alpha release	30th June	26th June
Public beta release	31st July	7th August
Full release	30th September	-- At risk --
- Community Activities:** A section for posting updates, including a post by Sergei Jones about support for older devices and a file upload of 'Master Specification Definition.pdf'.
- Files:** A list of recent files including 'Master Specification Definition.pdf', 'Beta Programme.pdf', and 'Release Plan.pdf', each with download and comment options.
- Discussions:** A section for starting discussions, featuring a topic 'Support for older devices' by Sergei Jones.
- Event Countdown:** A widget showing a 'Full release' event starting in 38 days and 11 hours.
- Wiki:** A section for community knowledge base.

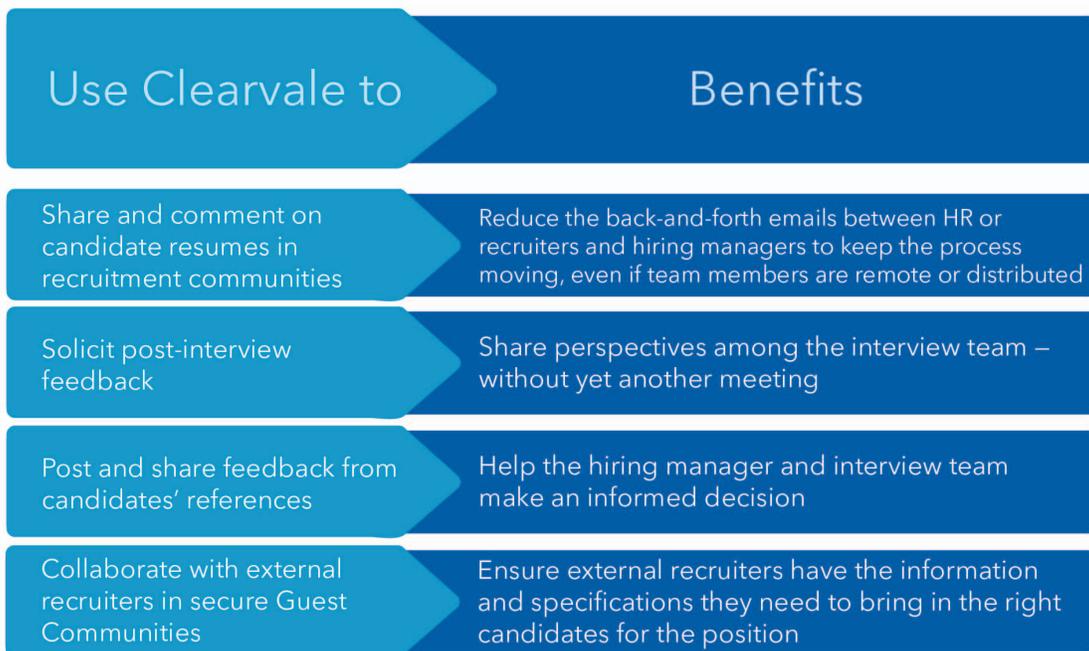
Create an event countdown for major milestones

Use discussions to source answers or solicit feedback

## Clearvale Use Case: Recruitment

*Hire the Right Team, Faster*

Recruiting new employees is a process well-suited to social collaboration. A social recruiting process can shorten the time to hire, plus reduce the number of in-person meetings needed to select the right candidate.



• Share resumes with hiring managers

The screenshot shows the 'Recruitment - Chief Social Scientist' community page on BroadVisionconnect. The page features a navigation bar with 'Network', 'My Page', 'Communities', 'Members', and 'Edit Layout'. A search bar is located in the top right. The main content area includes a 'Files' section with folders for 'Interview Exercise', 'Interview Questions', 'Job Description', and 'Resumes'. A 'Community Directory' sidebar lists options like 'Members', 'Blog Posts', 'Files', 'Forums', 'Wiki', 'Polls', 'Calendar', and 'Teamwork'. The 'Thoughts on Candidate' section displays two entries: 'Lilly Smith' and 'Finley Jones', both added by an administrator on Feb 15, 2012, with 'Status: Open' and '0 Replies'. A 'Community Activities' section shows a post from an administrator about adding candidates to a forum. A 'Community Members' section lists 'Richard Hughes' as the administrator.

This screenshot shows a forum thread titled 'Lilly Smith' within the 'Recruitment - Chief Social Scientist' community. The thread is part of the 'Thoughts on candidate...' forum. The main post is by an administrator, dated Feb 15, 2012, with the subject 'Lilly Smith'. It includes a 'Reply | Stop Following' link and a 'Was this helpful?' poll with 1 'Yes' and 0 'No' votes. A reply from 'Erin Curtis' is shown, dated 'just now'. The reply text reads: 'I interviewed Lilly this morning. She has a strong background, and is a great communicator. She was professional, and carried herself with authority. After reading a few of her blog posts, I asked more about her writing and speaking experience. I'm concerned that she doesn't have enough public speaking experience for the position. I'm also concerned about her lack of experience working in a company our size. Anyone have a different experience with Lilly?'. The reply also has an 'Edit | Delete' link and a 'Was this helpful?' poll with 0 'Yes' and 0 'No' votes.

• Create private spaces for the interview team to confidentially share candidate feedback

# CLEARVALE-READY CHECKLIST

Now that you've read some of the ways Clearvale can transform business processes, is your organization ready to adopt?

- My organization is ready for social collaboration, but needs a platform that supports real business processes – not just idle conversation*
- My organization wants its employees to access and contribute critical company information anytime, anywhere, and from any device*
- My organization is looking for a complete enterprise social networking solution that comes with a proven plan for success*
- My organization is looking for an easy-to-implement, no-maintenance-required solution*
- My organization is looking for a solution that provides detailed analytics to track the success of our network in real-time*
- My organization wants an enterprise social networking solution that supports both internal and external collaboration, and is able to manage these networks together*
- My organization is looking for a solution that can integrate with systems of record such as Microsoft Sharepoint or Salesforce.com*

If you answered 'yes' to many of these questions, Clearvale is the business social network for you.

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## About BroadVision

Driving innovation since 1993, BroadVision (NASDAQ: BVSN) is an innovative provider of e-business and social networking solutions for organizations seeking to grow profitably by improving online business processes through invited participation and social interaction. Our solutions – including Clearvale, the world’s first network of networks for the socially driven enterprise – enable mission-critical e-business for next-generation organizations around the globe. The customers benefiting from BroadVision® solutions include Aeroxchange Ltd., Centre for Railway Information Systems, Controller General of Defence Accounts, Fiat S.p.A., Front Burner Restaurants, Iberia, Indian Railways Catering and Tourism Company, Kotak Mahindra Bank Ltd., Malayala Manorama Co. Ltd., Promart Retail India Pvt. Ltd., SINA, SOFTBANK TELECOM Corp., Thomas Cook India Ltd., Vodafone, and more. Visit [www.BroadVision.com](http://www.BroadVision.com) for more details.

## About Clearvale

Clearvale is the social network for business, where transparency and accountability mean real work gets done. Clearvale can be used as a social intranet or a social extranet. But only Clearvale lets you manage those individual networks together as a ‘network of networks’, allowing you to easily manage your entire ecosystem of employees, partners, and customers. Visit [www.clearvale.com](http://www.clearvale.com) for more details.

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