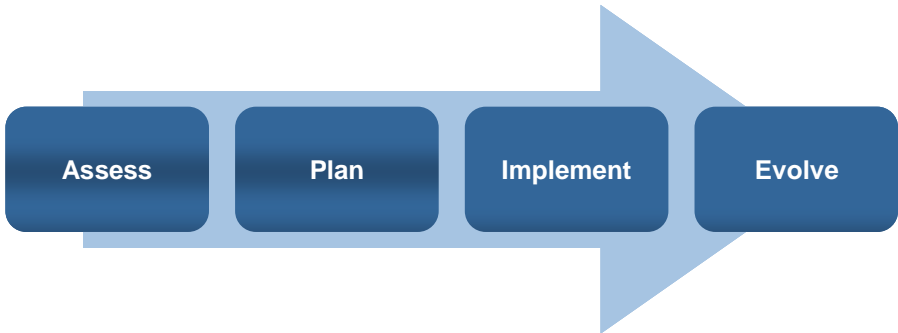


Online Community Development

Building Business through Communities

The Olliance Group's Online Community Practice leverages the firm's extensive network of business relationships and experience to build successful and sustainable open source, technical and information communities. The practice comprises distinct services for defining and building communities, participating in existing ones, and leveraging social media. It focuses on developing a community strategy to fit within overall organizational strategy; including community planning, implementation, and mentoring and training throughout the process. The practice emphasizes segmenting audiences, seeding compelling content and technology, reaching out to key stakeholders, incorporating real-world events, identifying and implementing effective metrics and social media monitoring of community profiles.



Assess

Identify and understand Online Community Opportunities – In this phase, Olliance identifies market opportunities and examines the potential audience and existing relevant community efforts. Olliance has a proven process that examines market, product, competitive and organizational data and positioning, and uncovers key challenges and implications for your community. The result is a strategic analysis that provides focus and a blueprint for community success.

Plan

Develop a Community Building Plan – In this phase a comprehensive plan is developed that includes a refined strategy, messaging, marketing and social media elements, resource requirements, prioritized audience segments, and a roadmap for content and technology requirements. The result is an online community strategy and plan that provides direction, focus, and actionable tasks for success.

Implement

Build a Community – In this phase, Olliance works with your team to implement any required technologies and run an online community beta with seeded content and early access for key community members. The end result of this phase is the successful launch of the online community with adjustments based on learning from the beta period, community guidelines, metrics and performance reporting processes, and support and problem resolution criteria.

Evolve

Realize the full value of a vibrant online community – In this phase, Olliance offers customizable services designed to help maintain and grow your online community over time. Olliance services can either assist in hiring, training and ramping new community management personnel or can temporarily serve as your community management and monitoring function.

Olliance Group is the leading independent open source business and strategy consulting firm. Our mission is to help clients capitalize on the strategic, technological, and financial benefits of open source. Olliance offers a suite of services including corporate open source strategy, community development, sales and community monetization, licensing and IP management, product and technology development, partner and channels programs, and mergers and acquisitions assistance.

In the last eight years, Olliance has completed over 350 engagements with high profile firms including IBM, Nokia, Intel, Microsoft, Sun, Bank of America, and the US Department of Defense. Olliance has also worked with many established proprietary software companies to develop strategies and implementation plans for new open source initiatives. Olliance has built a strong reputation in the venture capital community with over 50 commercial open source startup clients.

Olliance hosts the **Open Source Think Tank** in the U.S. and in Europe. These are annual by-invitation-only gatherings of the top executives engaged in open source business. For several years this venue has provided an important industry focal point for resolving issues and setting industry direction.

As a natural evolution of its open source strategy consultancy Olliance has developed a specialized practice in open source community development. It has worked with over twenty clients ranging from new open source companies to established open source communities and proprietary firms to develop strategies to quickly launch and grow community activity and momentum. This experience yields a practical understanding of the priorities and the most effective approaches for building communities. In a mentoring role, Olliance Group's hands-on experience has proven to be a key success factor for organizations and individuals new to community development.