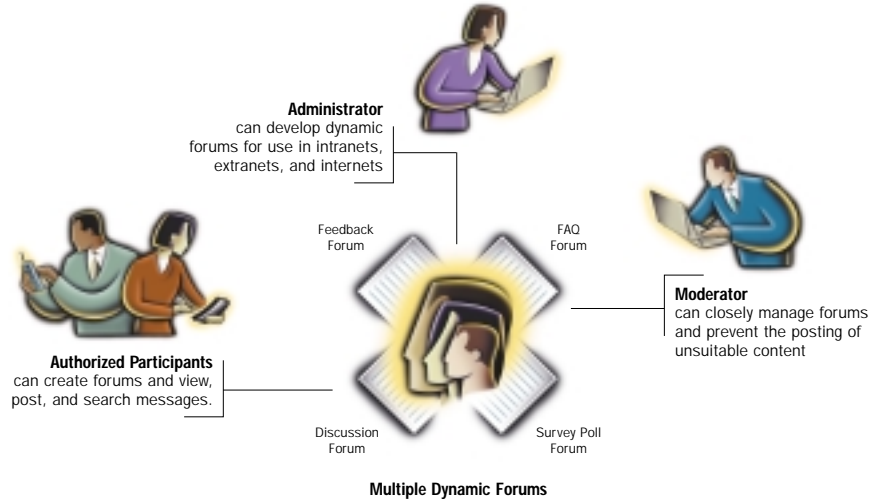


# Reef Forum

BROWSER-BASED COMMUNITY MANAGEMENT APPLICATION ENABLES CREATION AND MANAGEMENT OF POWERFUL, DYNAMIC ONLINE FORUMS

## Dynamic, Flexible, Efficient Community Management.

- Rapidly build and deploy more interactive online forums for increased site stickiness, enhanced customer loyalty, and better internal teamwork and communication
- More efficiently manage internal and external forums for enhanced IT productivity
- Open forums to a global audience, or limit access to specific user groups
- Use a simple browser-based interface to manage forums, messages, and topics from anywhere at anytime
- Create user groups and distribute specific forum-related tasks to each group with a high degree of flexibility
- Assign forum moderators to verify messages before placing them online
- Provide forum participants with a rich online experience by supporting a broad range of media including audio, video, text, image, and new media types



### Building and Managing Online Communities

Online discussion and community interest groups—also known as forums—allow geographically distant participants to interact with each other, ask questions, and share information and ideas. Reef Forum enables the recruitment, profiling, and development of all types of online communities, and the management of community interaction through the sharing of dynamic information.

### Unlimited Forum Capacity

From public Internet sites to restricted intranets and extranets, Reef Forum enables your organization to build and manage as many online forums as you like. Create a single forum, or a different forum for every department, target audience, interest group, product, or topic. Give forum participants robust search capabilities to sort through vast forum knowledge-bases to locate the information they need.

### Complete Forum Control

Reef Forum uses the integrated Reef Engine to set up and manage user access rights in a hierarchical, highly scalable manner. Entire groups of users can be collectively enabled or excluded from viewing or participating in specific forums or groups of forums. Where required, you

can maintain complete control of published content in any given forum, by designating one or more forum moderators who must verify messages before they can be placed online.

### Simple, Efficient Forum Management

Using the centralized, browser-based Forum interface, you can easily customize the display of forums and perform administrative tasks from anywhere, at anytime. Reef Forum also lets you customize the message structure of each forum, enabling participants to attach different types of files—text, image, audio, and video, for example—to their messages, for more compelling, interactive, and useful sites.

### Greater IT Efficiency Through Business User Empowerment

Reef Forum is integrated using Java Server Page (JSP) tags and can be customized with any standard HTML editing tool. As a result, your technical staff does not have to acquire any new technical skills or infrastructure to take full advantage of Reef Forum capabilities. Once integration occurs, business end users can take full ownership of the content without requiring any technical help.

# Reef Forum

## FEATURES

## BENEFITS

<b>Rapid Creation and Deployment of Online Community Applications</b>	<ul style="list-style-type: none"> <li>Enables the configuration of a variety of community-related solutions such as surveys, discussion groups, dynamic FAQs, news tickers, and more</li> </ul>
<b>Controlled and Validated Information Publishing</b>	<ul style="list-style-type: none"> <li>Through a variety of administrative features including forum moderation, threaded discussions, and content validation to prevent the posting of unsuitable content, allows for the active control of online community interaction</li> </ul>
<b>Role-based Access Rights per Forum</b>	<ul style="list-style-type: none"> <li>Allows administrators to empower trusted visitors with different roles to moderate, contribute, or manage online community interactions within a particular forum for a more dynamic, real-world community experience</li> </ul>
<b>E-mail Notification Capability</b>	<ul style="list-style-type: none"> <li>Optional automatic e-mail notification of new activity in a particular community forum results in enhanced site stickiness and increased member loyalty and retention</li> </ul>
<b>Flexible Message Structure</b>	<ul style="list-style-type: none"> <li>Administrators can easily and quickly modify online forms used to post messages in real-time, enabling forums to meet current, and adapt to future communication requirements</li> </ul>
<b>Powerful Forum Knowledgebases with Robust Retrieval Capabilities</b>	<ul style="list-style-type: none"> <li>With forum messages stored in an integrated database and classified by topic, forum participants and administrators can quickly find the information they need by searching with keywords, topics, titles, author names, descriptions, and many other criteria</li> </ul>
<b>Rich Content Support</b>	<ul style="list-style-type: none"> <li>Broad support of text, image, audio, video, and emerging file formats facilitates the creation of media-rich community environments and interactions</li> </ul>

### Reef Internetware: Modular Applications Built on Shared Engine

Reef Forum is part of the Reef Internetware product suite: a rich set of modular applications built on a shared, horizontal engine that provides common services and functionality to all applications. Designed from the ground up to *embrace* continuous change, this comprehensive, integrated suite enables decentralized knowledge workers to directly manage dynamic e-business—

content, commerce, community services, and business process coordination—using a simple Internet browser interface. The modular design makes it easy to add new e-business applications as your business grows. And the open, integrated architecture allows unprecedented sharing of information and services between all your e-business applications for maximum business efficiency and information consistency.

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### About Reef

Reef is a global Internet software company providing a modular suite of Internet applications, called Reef Internetware. Reef Internetware enables dynamic content, commerce, community, and coordination management for Internets, intranets, and extranets that are the foundation of e-business. For more information, visit us at [www.reef.com](http://www.reef.com)