

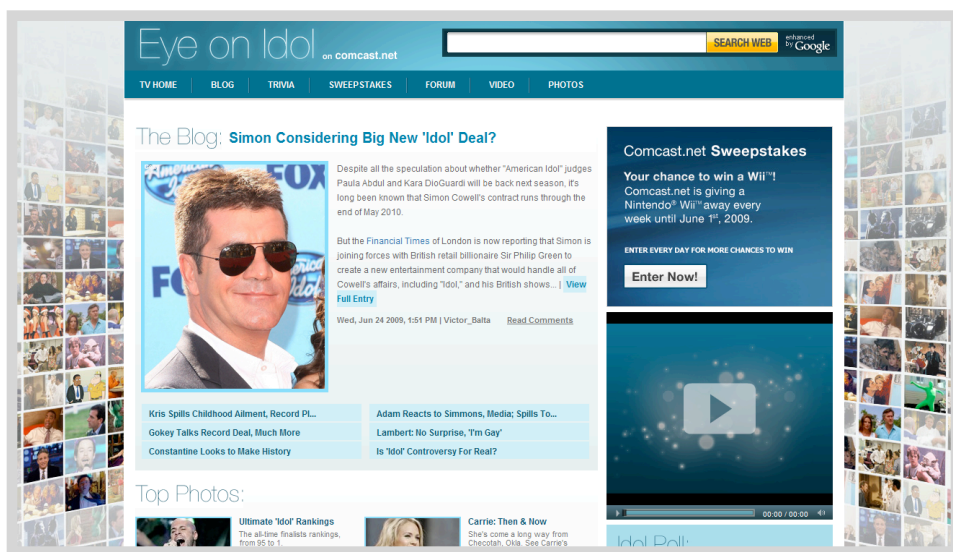
Lithium Blogs

Enterprise-Ready Blogging Functionality On-Demand



Overview

Enterprises use blogs for a variety of reasons, including giving executives a direct communication channel to customers, giving product experts an easy way to make announcements and address common questions, and amplifying the voices of highly engaged members whose points of view the community respects. These types of blogs and others foster a tighter, more human relationship between an organization and its customers, building brand loyalty and customer satisfaction.



Comcast's Lithium-powered blogs present blog posts and comments alongside drag-and-drop widgets such as polls, videos, sweepstakes, blogrolls, a list of blog categories, and latest articles.

Lithium Blogs, part of Lithium's Social CRM Customer Community Applications Suite, provides enterprise-ready blogging functionality on-demand, delivering an intuitive one-to-many communication tool that complements Lithium's many-to-many community features. Lithium Blogs emphasizes enterprise-class features, including the ability for one or more community moderators to easily manage multiple blogs from a single console. Lithium Blogs is fully integrated with Lithium's enterprise social media platform, providing a seamless community experience for both users and administrators.

The Features Bloggers and Users Expect

Lithium's blogging functionality is on par with leading consumer-oriented blogging products, providing key capabilities for both bloggers and those that read and comment on blogs:

- **Authoring features** include a rich text editor, save-as-draft, and the ability to easily categorize posts, making creation of blog posts intuitive and efficient.

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- **End-user features** include anonymous commenting, tagging, and a widget-based presentation of elements such as categories, the blogroll, and top posts.
- **Navigation features** for users to easily find and track blogs of interest include RSS feeds, permalinks, and a Technorati link.

Moderation and Enterprise Readiness

Lithium has a deep understanding of enterprise requirements, which Lithium Blogs fully address with a blog management console, SEO-friendly blog post URLs, and a rich set of blogging permissions to differentiate bloggers, moderators, superusers, and others. The management console enables one or more community moderators to efficiently screen posts and comments across one or more blogs prior to making them visible within the community.

The Lithium Platform Advantage

Lithium Blogs tightly integrates with Lithium's Social CRM Platform to ensure a cohesive community experience. This integration provides for:

- **A single user and reputation system:** blogging activities can be based on permissions given to users, as well as input for generating a user's rank
- **A single data/metrics system:** blogging activity can be analyzed separately or in aggregate with other community activity
- **A single search engine:** users can see combined forum and blog results when they search community content
- **The ability to move conversation from blog to forum:** a blog post and comments can be "closed" and turned into an ongoing forum thread

Enterprises can deploy Lithium Blogs stand-alone or as an integrated part of a larger Customer Community Application Suite. Lithium delivers Blogs in a proven SaaS environment, giving organizations the flexibility to scale their blogs as needed. In concert with the Social CRM Platform and Lithium Client Services, Lithium's Customer Community Applications Suite delivers solutions that help enterprises innovate collaboratively, promote their brands, and support their customers.

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Features

- Rich Text Editor
- Posts Categorization
- Widget-Based Content
- Tracking and Syndication
- Social Features

To Learn More

For additional information about Lithium or to request a demonstration, please contact your Lithium Sales consultant or visit www.lithium.com

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