

Lifecycle Benchmark Reports

For Lithium Active Assist



Successful communities are actively managed, but in order to take effective action, you need clear data on which to act and established best practices to guide your path. Assessing the state of your community requires more than the community equivalent of a fold-out paper map. It calls for a sophisticated GPS system to tell you where you are, where you've been, and how to get where you want to go. The Lifecycle Benchmark reports, provided as part of Lithium's Active Assist, take the guesswork out of managing healthy and successful communities.

Lithium Technologies has been accumulating data on what makes communities successful for over 10 years. This extensive community performance data, combined with Lithium's expertise in deploying and managing customer communities, is made possible by the development of the industry's first and foremost reliable measurement of community health - the Community Health Index.

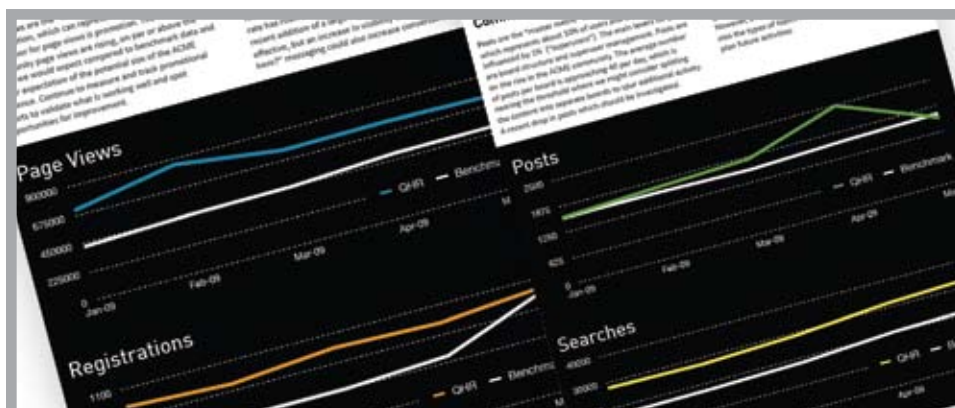


Delivering data and analysis you can't get anywhere else:

- Performance to benchmarks
- Superuser trajectory
- Your community's social graph
- Data-backed analysis and recommendations

The Community Health Index: a standard measurement of community health

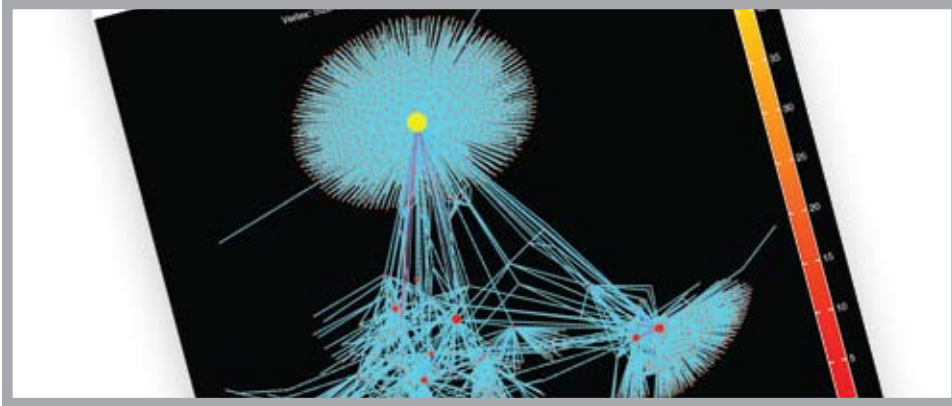
And, in the Lifecycle Benchmark reports, Lithium has taken the next step in actionable analytics. By leveraging our unique store of data and in-house experience, Lithium can apply relevant performance benchmarks of like size, type, and tenure in order to track and compare your community's health over time.



Relevant benchmarks provide pulse metric comparisons by size, type, and tenure

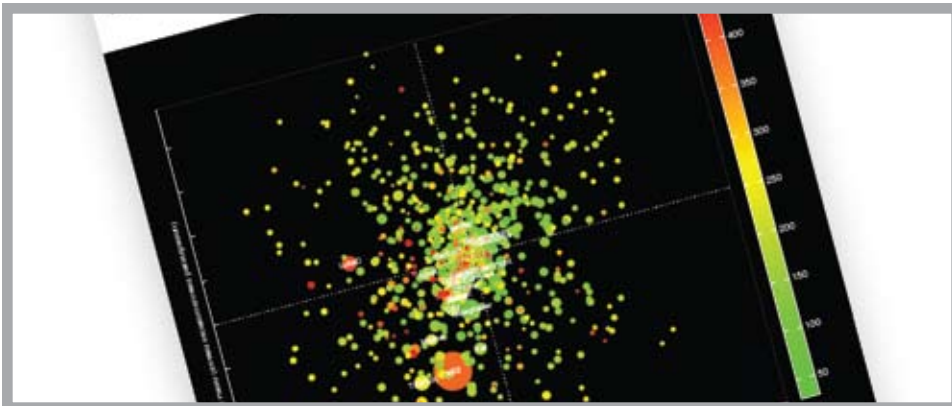
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See your community interactions at a glance through your social graph

In addition, Lifecycle Benchmark reports can help you visualize the interactions between users through your community's social graph, as well as provide a window into the behavior of your most valuable members, the superusers. Lifecycle Benchmark reports deliver unmatched value and insight into not only your present health and past trends, but also where to go next and how to maximize your community investment.



With social translucence, know where to focus your attention to keep superusers engaged

Lifecycle Benchmark reports are a key component of Lithium's Active Assist, providing a foundation of data and best practices to help direct and guide your community towards your desired goals. The era of guessing about what works and what doesn't in enterprise communities is over. Find your path to success with Active Assist and Lifecycle Benchmark reports from Lithium.

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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