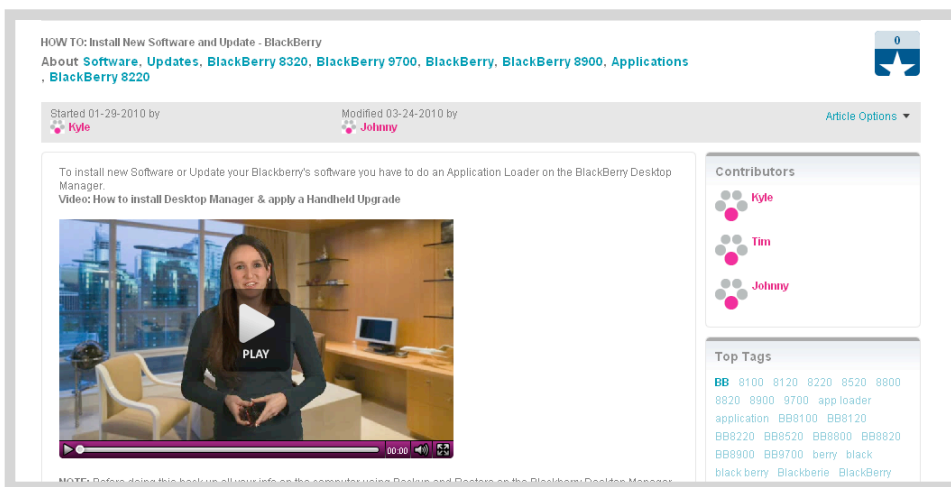


The First Knowledge Base Powered by Your Customer Network

When you have a vibrant community, your customers create content that's worth millions of dollars to your business. With Lithium's Tribal Knowledge Base, you can manage that content as an enterprise asset and actually increase its value over time.

Unlike conventional knowledge bases designed to be written and maintained by a small number of people, the Tribal Knowledge Base lets your customers share their enthusiasm by writing or contributing to articles, so content improves over time and stays fresh. And you retain control over what gets published, so you can ensure the quality of the content.



With Lithium's Tribal Knowledge Base, you can:

- **Manage user-generated content as an enterprise asset.** Your community helps you identify the best content. Then you can assign ownership rights, track changes, manage versions, and add additional metadata to make it easier to find.
- **Engage your superusers to create new kinds of content.** Superusers can share their enthusiasm for your products and services by collaborating on how-to articles, fan pages, TV scripts — whatever they are enthusiastic about.
- **Lower the maintenance costs for existing knowledge bases.** Some companies release hundreds of products every year, but can only afford to update documentation for a few. With the Tribal Knowledge Base, you can crowd-source product knowledge, keeping content fresh and relevant at dramatically lower cost than traditional knowledge bases.

Features

- Publishing Controls
- Collaborative Authoring Tools
- Community Content Integration
- Reputation Attribution
- Version Control
- Analytics
- Social Features

Key Features and Benefits

Lithium's Tribal Knowledge Base provides a powerful platform for your customers to share their enthusiasm and knowledge. You'll enjoy significant cost savings, and everyone will benefit from the collective wisdom of the community.

- **Community Integration.** See some great content in a forum? Users can nominate that content for inclusion in the knowledge base. And, anyone working on a knowledge base article can easily clip content from elsewhere in the community, so rather than starting from scratch, you have a built-in source for content your customers have already found useful.
- **Reputation Management.** Traditional knowledge bases and wikis give the impression that their content comes to us from on high. In customer communities, customers themselves contribute most of the valuable content, and they need to be recognized for it. The Tribal Knowledge Base dynamically creates contributor leaderboards for each article and site-wide, so your superusers and advocates understand that their contributions are valued. Users don't need to write an article to contribute — if someone incorporates a blog comment or forum post into a knowledge base article, the author automatically gets credit.
- **Publication Workflow.** If you want to control who gets to write articles, who gets to publish them, and who gets to edit them after they've been published, the Tribal Knowledge Base offers fine-grained control over permissions, and a workflow system that encourages participation at every stage in the process. You can run the knowledge base like a wiki where anyone can edit, in approval-only mode where all changes go through you — or some combination. It's up to you and your community.
- **Search Engine Optimization.** Tribal Knowledge Base pages are designed for search engine friendliness, with semantic URLs, semantic mark-up, and plenty of opportunities for descriptive labeling and internal linking. As a result, Tribal Knowledge Base pages will be among the first in your community to come up in search engine results, and should help your overall search engine rank. You can configure the Tribal Knowledge Base with its own home page, so users who prefer to do so can navigate entirely within the knowledge base.

Knowledge Without Boundaries

Your customers have a lot they want to share. It may start with solutions to problems or discussions about favorite products and services. But your customer enthusiasts can also develop educational content for new users, refine ideas for new products and services, and create articles about how to make the best use of products they've already bought. And, you can syndicate this content beyond your site. With Lithium's Tribal Knowledge Base, your customers have a powerful platform that liberates their knowledge and ideas for everyone's benefit.

Content Generation

Problems and questions asked and answered by the community

Article Created

Content used to form a TKB article then nominated for approval

Article Published

TKB article created where it can be viewed and improved by the community

Article Updated

Content gets added to or revised, then published back into the community

To Learn More

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