

What are OnlineCommunities?

- Online Communities are shared online areas that allow people to exchange views and information on topics that interest them, wherever they are located in the world.
- Communities can include information pages, discussion forums, file exchanges, image archives, events diaries, news, contact lists, members only areas and much more.
- Communities can be set-up and administered centrally or by any registered user of the system.
- A business-oriented version of Online Communities, SecureExchange, is also available which is ideal for creating private, secure, customisable, online project groups and exchanges.

Community Technology Platform

The Community Technology Platform is a powerful, web-based application that supports all aspects of creating, publishing and managing Online Communities via the Internet or an Intranet.

The Technology Platform can support any number of communities. Users can set-up and manage their own communities or view communities produced by others.

The Technology Platform adopts a modular approach allowing each client to tailor it to suit their own needs. For example:

- Communities can be made available to the general public or can be restricted to authorised users
- Advertising and/or sponsorship can be incorporated to generate revenue
- Communities can be private or presented via a central community directory
- Communities can be a free service or a subscription can be charged

A sophisticated back-office application is built into the Technology Platform which allows clients to define and control all the Online Community features.

Who can benefit?

The versatility of the Technology Platform makes it ideal for a wide variety of organisations wanting to add online community or project groups facilities to their website, intranet or extranet. For example:

- Commercial Internet Service Providers / Hosting Companies looking to provide an additional service to customers and to potentially develop a new income stream
- Website owners wanting to provide a value added service, thereby promoting user loyalty and encouraging return visits
- Public Sector organisations looking to serve their community by providing them with an online voice
- Public consultation applications (e.g. open government)
- Educational establishments
- Virtually any organisation that would benefit from having an efficient method of communicating with their clients/suppliers in a secure manner (e.g. solicitors, designers, architects, software developers, accountants, manufactures, charities)

Generating Revenue via OnlineCommunities

For some clients it may be important that revenue can be generated via Online Communities. To facilitate this, the Technical Platform supports advertising, sponsorship and subscription models. Income can also be generated via reseller schemes. Contact us for more details.

Licensing the Technology Platform

The Technology Platform is available to licence either as a standalone application set up to run on your server, or as a 'virtual' service from one of our servers. Licence terms are flexible and are based on the service being provided, the likely usage and hosting requirements. Contact us for more details.

More Information?

Further details about Online Communities and SecureExchange (including an example community) are available at www.onlinecommunities.info

For more information on licensing or revenue models please contact Steve Grainger or Anna-Maria Steel on +44 (0) 191 261 2991.





The Technology Platform can support any number of communities. An optional **Community Directory** module is available to help users quickly locate communities that may be of interest to them.



Each community can consist of any combination of information pages and interactive features.

Flexible templates can allow even complex **information pages** in minutes. Pages can incorporate text, images, links, contact information and downloadable files.



A **Discussion Forum** can be easily added to a community allowing users to debate and discuss the latest issues.

The system supports threaded discussions, collapsible threads and file attachments.



A **File Exchange** provides all the benefits of a shared hard-drive! The functionality mimics the familiar File Manager style. Users can upload / download files, create folders and so on. An optional online virus checker can be included to scan files as they are transferred to and from the exchange.



The **Image Box** facility provides a quick and convenient method of sharing pictures with other community visitors. Thumbnails of each image are automatically generated allowing users to preview what is available before choosing to view the full image. Images can be arranged into folders to aid organisation.



An optional **Membership Module** provides support for users joining communities and for the creation of 'members only' communities.

Members can choose to receive regular **e-mail updates** informing them of the latest community activity.

A range of other interactive features can also be added to communities including:
 >> **News** >> **Events Diary** >> **Contact List** >> **Recommended Sites**



Setting-up and maintaining a community is simplicity itself. All features are accessed via a web-browser and no special hardware/ software or IT skills are needed.

A **Content Management System** makes adding and updating content a quick and simple task, and **Moderator Facilities** ensure that unwanted content submitted by users can be quickly changed or removed.



SecureExchange is a business-focused implementation of Online Communities.

In addition to the features described above it provides support for **secure (SSL) access**, **custom branding** and **privacy** making it the ideal solution for online project groups and exchanges.

about the developers...

OnlineCommunities has been produced by Enigma Interactive, one of the UK's leading new media developers.

Enigma specialise in the design and production of innovative Internet and bespoke multimedia solutions for commercial clients and publishing partners.

Clients are drawn from throughout Europe and North America and include major organisations such as **LEGO**, **GlaxoSmithKline**, **Procter & Gamble**, **One NorthEast**, **Royal Society of Chemistry**, **Business Link**, **Sage**, **Granada** and **EMI Music** as well as many in the small-medium sector.

Enigma's in-house team comprises producers, interactive designers, software engineers and graphic artists all dedicated to creating the very best new media solutions. This team, combined with the latest development tools and practices, ensures that Enigma's reputation for quality and innovation is second to none.

More information is available on the website www.enigma-interactive.co.uk



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