



Media Information:

Cathy O'Neill

C8 Consulting

01189 001135

cathy@c8consulting.co.uk

Announcing A New Frontier In Social Business From Mvine

- **Mvine Launches Version 6.0 of Award Winning Platform**

London, UK, 14th September 2011 - Mvine, a leading social business software vendor, today announced that it is releasing a new version of its social business platform. Mvine Version 6.0 incorporates a number of key feature enhancements to improve compatibility and functionality designed to take business to business use of the Internet to a new level as Frank Joshi, Managing Director for Mvine explains:

“Social analytics and collaboration are hot topics, but in essence if these initiatives are not delivering value to your organisation, then why invest? Our clients are using our platform to solve a wide range of critical business issues, and the latest version is building on client suggestions and real-world requirements. If you are looking to improve your business performance, better understand your clients and customers needs, ensure your business relationships are auditable and secure, streamline your content delivery and bring your databases to life with a rich tapestry of information, then Mvine can create a bespoke solution to meet your specific business objectives.”

Mvine works with a growing list of customers in the financial services, telecoms, insurance, media, education and membership organisation sectors, including BT, ITC, Bath University, Knowledge Peers, Music Balloon and Schools for Start-Ups. Mvine's award-winning platform provides a neutral, secure space for companies to work with partners on a one-to-one, one-to-many or many-to-many basis in and across corporate boundaries.

Mvine Version 6.0 provides a number of feature enhancements including: improved search capabilities, payment (shopping basket) integration with invoicing and reporting, advanced privacy and security layering, multichapter video enablement, improved image quality and both digital asset and full event management functionality. More than this, Mvine has a vision for the future of social business, in particular in relation to:

- **Interactive databasing** - the death of the old spreadsheet. Users can now benefit from an interactive capability, replacing static spreadsheet cells with rich data including any number of digital assets, videos, images and documents together with active web links, imported Tweets, facebook,

LinkedIn feeds making the storing and consumption of useful business data more relevant and flexible.

- **Adaptive Social Business Analytics** - Providing rich analytics in the right context is key to Mvine's proposition. For example, if you are running a consumer portal, you are more likely to be interested in 'ABC' demographic data about your users, geography, age, sex, purchasing power etc. and explicitly what products they are interested in. A technology vendor running a supply chain content management platform is more likely to be interested in what specific documents, technical sheets and forums their users are accessing by company type, client type etc. Mvine's adaptive social business analytics work to provide each business user with the intelligence that is important to them.
- **'The Internet of Things'** - the updated Mvine platform has enhanced capabilities (ETL, via SOAP, API etc.) to manage data not just generated by the user (Word, PDF, Video) but to also import data from both other external databases (Sales, HR, ERP) and physical devices (telephone switches (PABX), light control systems, medical devices) and to present this vital data in a usable format to the right people using the Mvine Business Intelligence tool. Mvine has a number of customers using this technology for a widening list of use cases, from environmental management through to medical applications.
- **Identity and Access Management** - Mvine is built with security and identity management as a core function, not an afterthought, and is tested to Qualys A Grade standard. The new platform has enhanced access, privacy and password protection to allowing users to define at a fine-grained level which elements of their profile will be exposed to other people in the system. Mvine's BI capabilities also provide an audit trail of communications to aid in compliance 'show me' requirements.

To find out more about Mvine's award winning platform please visit: www.mvine.com.

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About Mvine

Mvine is headquartered in London, UK. It was founded in 2005 by Frank Joshi and Raymond Field, successful entrepreneurs with a strong background in online communities. It has twice had the honour of inclusion in the Red Herring Global 100 Top Technology Companies Award, and in 2011 was one of only two UK companies to make the list.

Mvine is a leading social business software vendor. Its platform gives people all the tools they need to work in partnership across corporate boundaries, productively and securely.

In the era of fast-moving, automated, low-touch business, relationships and partnership working between organisations are valued more highly than ever before. Yet traditional enterprise IT tools and applications are not designed to support partnership working, leaving employees reliant on email and insecure consumer tools just to get the job done. Mvine's mission is to resolve this dilemma. Its award-winning platform provides a neutral, secure space where a company can work with its partners on a one-to-one, one-to-many or many-to-many basis. It incorporates the best of both worlds: secure, structured communication flows, plus rich content and user-friendly collaboration tools. Once inside the Mvine platform, a loose grouping of people can become a high-value community, able to coordinate its activities and drive real business benefit.

Today Mvine is a fast-growing, privately-owned company with customers in the financial services, telecoms, insurance, media, education and membership organisation sectors, including BT and Bath University. They are using the platform to enable a wide range of innovative social business applications including global employee interest groups, business customer account management, alumni clubs, business networking, intelligence sharing communities, and social network-based retailing. Mvine's sister company, Exvine, offers a version of the platform tailored to the needs of insurance companies.