



Online Business Intelligence Community Announced

The BeyeNETWORK Launches an Online Community on the HiveLive platform

Boulder, Colorado, April 17, 2009 - The BeyeNETWORK has launched a new online community built on the HiveLive LiveConnect platform.

The BeyeNETWORK offers free resources to business intelligence professionals through a network of websites. Now it is channeling its thought leadership through its new HiveLive-powered community.

Shawn Rogers, cofounder and executive vice president of the BeyeNETWORK says, "We needed to deliver relevant content to our members and allow them to coalesce around specific topics. HiveLive was the only provider that could support that kind of segmentation."

The idea of group management is gaining traction in the industry. In [Framework for Evaluating Online Community Platforms, Version 2](#), analyst Matthew Lees of the Patricia Seybold Group emphasizes the importance of groups and subgroups in an online community. Lees highlights member and group management capabilities as key criteria for evaluating a community platform, as they are essential for successful member engagement, information delivery, and more.

Dubbed BeyeCONNECT.com, the new online community gives business intelligence professionals a place to network, share insights and opinions, and gain access to leading industry experts. Members can create their own groups to connect with like-minded professionals. They can also join official groups formed around industry experts and vendors.

The organization estimates that 200,000 professionals already read its online newsletters, articles, reports, and more. Through the new community, the BeyeNETWORK expects to connect in a social networking setting with thousands of these subscribers.

"When you have multiple thought leaders and multiple audiences, as the BeyeNETWORK does, you need exceptional control over member access and group

permissions," remarks John Kembel, CEO of HiveLive. "That's why HiveLive was such a good fit in this case."

The LiveConnect platform gives businesses the tools they need to engage customers throughout the lifecycle, helping them capture insights, strengthening loyalty and creating mutual benefit. The platform was designed with the assumption that businesses need more than typical social networking functions such as blogs and forums. HiveLive communities are capable of supporting a much broader variety of activities, including online events, knowledge sharing, user group interaction, product idea generation, and concept testing.

About HiveLive

HiveLive, a leading social software provider, helps product owners, brand managers, and market research professionals use online communities to better connect with and understand their customers. Through HiveLive-powered communities, businesses can more rapidly and cost-effectively tap into the preferences, motivations, and ideas of customers - and use those insights to fuel product innovation, increase marketing effectiveness, and enhance customer experience.

With unparalleled audience precision and the richest set of community applications available, HiveLive's community platform enables companies to engage the right customers in focused activities that are aligned with business goals.

HiveLive is privately held with headquarters in Boulder, Colorado. For more information, visit hivelive.com.

About the BeyeNETWORK™

The BeyeNETWORK is an online network of sites that provide free resources for business intelligence professionals. The Network offers media in a variety of formats to fit the needs of Network subscribers and visitors, leading the industry with news, articles from industry experts, newsletters, executive spotlights, podcasts, expert-hosted channels and blogs. The Network's coverage extends beyond business intelligence to include information management, data warehousing, analytics, performance management, data integration, information quality and data governance. For more information, visit the Network's flagship website at www.BeyeNETWORK.com.