



ThoughtWorks Thinks Big with HiveLive

New HiveLive-Powered Online Community Launches

Boulder, CO (3/02/09) – HiveLive™, Inc., a leading business social software provider, announced the launch of an online [community](#) for ThoughtWorks®, a global consulting firm that specializes in Agile and Lean software development.

“ThoughtWorks has some exciting things planned for their new community,” says HiveLive CEO John Kembel. “Collaboration, innovation, knowledge sharing, support — it’s all there. It’s a great example of how the HiveLive platform meets a wide range of business needs.”

Built on the HiveLive LiveConnect™ community platform, the new online community is designed to connect the major aspects of ThoughtWorks’ business: three popular software products (Mingle™, Cruise™, and Twist™), a tech-savvy customer base, and a large network of 1,100 consultants in seven different countries.

The LiveConnect platform gives marketers the tools they need to engage customers throughout the lifecycle, strengthening loyalty and creating mutual benefit. The platform was designed with the assumption that marketers 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.

Through the online community, ThoughtWorks customers and consultants will be able to find a wide range of resources, including company news, product information, best practices, training tools, and technical support. In addition, users of Mingle, Cruise, and Twist will be able to interact with development teams and with each other to exchange their own product templates and extensions, contribute to the product roadmap and share best practices. The ultimate vision is for the community to become the platform upon which customers tap into the expertise of the broader ThoughtWorks ecosystem.

“The platform’s flexibility was a big selling point,” says Adam Monago, Product Manager for Mingle at ThoughtWorks. “We were able to design the types of interactions that we want to have with our user base. Our users know what they want, and previous tools did not give them the power they needed to communicate with us via the web.”

The ThoughtWorks community launched on February 19. To view or join the community, visit <http://community.thoughtworks.com>.

About HiveLive

HiveLive, Inc. offers custom-fit online customer communities that help marketers build stronger connections with customers. The HiveLive LiveConnect platform can be tailored—through clicking, not coding—to support a virtually limitless variety of community interactions that go well beyond the typical social networking activities of blogging and discussing. The platform’s orientation toward business goals and its adaptability allow HiveLive-powered communities to grow organically and evolve as the needs of the business and its customers change. HiveLive is privately held with headquarters in Boulder, Colorado. For more information, visit hivelive.com.

About ThoughtWorks

ThoughtWorks kick-started the Agile business era with pioneering software delivery practices and world-leading open source software. Today, clients approach ThoughtWorks to solve their toughest business problems, and the company delivers some of the world’s most sophisticated custom applications to over a hundred world-class companies. Its products division, ThoughtWorks Studios, was established in 2006 to make cutting-edge Agile software development tools such as Mingle (Agile Project Management), Cruise (Continuous Integration and Release Management), and Twist (Functional Testing).



Founded in 1993, ThoughtWorks is headquartered in Chicago, and has offices in Australia, Canada, China, Hong Kong, India, Singapore, Sweden, the United Kingdom and the United States.

More at www.thoughtworks.com and www.thoughtworks.com/studios.