Discipline: Customer Engagement

Category: Online Communities

September 2014

By: Kristen Maida, Research Analyst
With: Clare Price, VP Research

TABLE OF CONTENTS

ABOUT DNN

Overview: DNN's core products and services are based on open source platform designed to integrate a Content Management System (Evoq Content) with an Online Community solution (Evoq Social).This vendor profile will provide vendor information, key features & functionality, unique strengths & differentiation, opportunities for improvement and a real-world use case of an active customer solution.

Offices	Contact Information	Key Facts & Figures
Corporate Headquarters 155 Bovet Road, Ste. 201 San Mateo, CA 94402 United States **Other Offices** #211-9440 202nd Street Langley, BC V1M 4A6 Canada	Website: www.dnnsoftware.com Email: sales@dnnsoftware.com Phone (US): +1 650 288 3150	Year Founded: 2006 Ownership: Private Revenue Range: Private Employees: 51-200 Global Presence: Worldwide Total Funding: $10.3M (2008-2012) Industries: Communications & Media, Education, Energy, Pharmaceuticals, Retail, Software & Technology Customers: Cornell University, Valvoline, TOMS, Comcast, Coinstar, Hilton, BP, Motorola, Kia, Kaiser Permanente, Lockheed Martin, Motorola, Nascar, Verizon, Samsung, Pfizer, NASA

MANAGEMENT TEAM – KEY EXECUTIVES

Navin Nagiah
President & CEO

Education:
University of Mysore
Kansas State University (graduate)

Professional Background:
Business Advisor, DNN Corp.
President & CEO, CIGNEX
CEO, Xisource

Lee McGrath
CFO

Education:
Pepperdine University (graduate)

Professional Background:
CFO, Librato, Inc.
CFO, Panta Systems
CFO, Versant Corporation

Bob Kruger
SVP, Engineering

Education:
University of California, Los Angeles

Professional Background:
SVP of Engineering, SmApper Technologies
SVP of Engineering, Mimosa Systems
SVP of Engineering, Mendocino Software

MANAGEMENT TEAM – KEY EXECUTIVES

Will Morgenweck
VP, Product Management

Education:
Charleston Southern University

Professional Background:
President, Active Modules, Inc.
Web Developer, Optio Software, Inc.
Web Developer, A4 Health Systems

Joe Brinkman
VP, Technology & Community
Relations & Co-Founder

Education:
United States Naval Academy

Professional Background:
Technical Fellow, DNN Corp.
Senior Architect, DNN Corp.
CTO, DataSource Inc.

CORE PRODUCT/SERVICE

Name: Evoq Social and Evoq Content

Description: DNN offers Evoq Social, an Online Community software, and Evoq Content, a content management system (CMS), for a complete content & social community platform.

**Customer Engagement Category:** Online Communities

Function: To offer organizations the ability to create dynamic, social environments directly on their proprietary websites that will enable more customer engagement, interaction and feedback.

Pricing Range: The Evoq solutions vary in price based on organizational needs. Evoq Content pricing starts at $2,999/year and Evoq Social pricing starts at $11,999/year. For more information on pricing, request a quote from DNN.

Target Audience: Evoq solutions were developed for professionals in Marketing, Customer Care and Human Resources. Customer Care Directors, Content Owners/Managers and Community Managers are among some of the key job roles targeted by DNN.

Training, Support & Implementation: Both solutions offer users unlimited tech support as well as an online knowledge base for easy access to typical support questions. Evoq Social also offers users unlimited phone support for on-demand customer service and assistance with installation and upgrades of the platform.

Integration: Evoq Social and Evoq Content both integrate with Google Analytics and Microsoft SharePoint. Evoq Social also enables users to connect social media accounts with their platform. Currently, the Evoq solutions do not integrate with any CRM, Marketing Automation or other Enterprise-level systems. However, DNN does offer an Open API for custom integrations.


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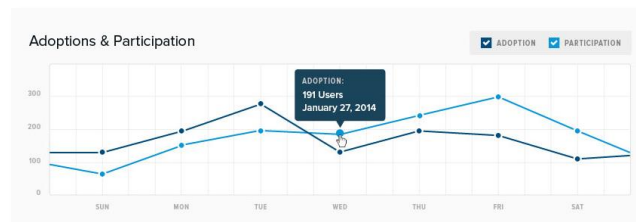
KEY FEATURES & UNIQUE STRENGTHS

- Offers strong social online community management with a gamification engine.

- Is built on DNN's CMS strengths, giving it rich content management functions.

- Includes a range of content marketing functions to support marketing, developers and content creators.

- Incorporates website group management for Enterprises, solid content and document management and workflow.

- Provides a fully-functioning dashboard for communities with social analytics, native gamification engine, ideation and crowd sourcing.

- Includes health cards, tools and reports that are tailor-made for the Community Manager.

- Enables all community features as mobile-ready with responsive design.

Opportunities for Improvement in the Future

- Offer direct integrations with CRM, Marketing Automation and other Enterprise systems.

- Provide advanced analytics that show cross-functional metrics between Enterprise systems.
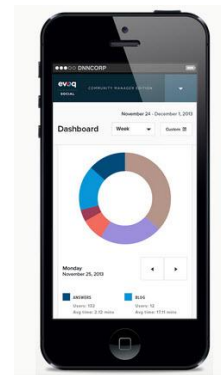
INDUSTRY & MARKET

Competitors: Jive, Lithium, Socious

Benefits to the Customer Engagement Discipline:

- Provides a complete solution for a social community combined with the power of a strong content management system.

- Generates deep analytics down to the user-level to provide organizations with information on individual customer engagement and influence.

- Facilitates a connection between Digital and Customer Engagement technologies with a range of functionality for content marketing.

Benefits to the Customer Engagement End-User:

- Offers tailor-made, practical tools that enable a Community Manager to work efficiently and effectively.

- Includes various content marketing features to enable an ease of sharing for Content Owners, Community Managers and other job functions.

- Enables customers with mobile-ready community features that provide a dynamic user experience anytime, anywhere.

CUSTOMER CASE STUDY

Study Participant Information

Company: SchoolDude

Company Information: Founded in 1999, SchoolDude is the market-leading provider of cloud applications that help educational institutions better manage their facilities, maintenance and IT operations.

Product/Service Purchased: Evoq Social and Evoq Content

Problem/Challenge: SchoolDude has a track record of success in developing and maintaining traffic to their website as well as generating quality sales leads. However, SchoolDude was interested in creating a more enagaging website that could increase customer engagement, interaction and loyalty. The goal of implementing an Online Community on the SchoolDude website was to enable users to create their to own content in order to attract new users and, ultimately, more brand advocates.

Reasons for Product Selection: Steve Roth, who helps manage SchoolDude's website and Online Community, states that:

"Integrating Evoq Social onto our Evoq Content website was really straightforward. Other online community platforms required 12-18 month implementation cycles, couldn't easily be integrated onto our website and were too expensive on a per user basis. Evoq Social was simple and turnkey: our community was activated in a matter of weeks."

CUSTOMER CASE STUDY

Results

Four months after implementation, SchoolDude was already seeing positive results from the platform, including:

- **New users registering at a rate of 10 per day**

- 39% increase in unique visits

- **38% increase in new visitors**

- 54% increase in page views

- **35% increase in page views per visit**

- 73 new Q&A entries and 30 new discussion topics

SchoolDude was also able to obtain customer feedback that ultimately lead to new developments for their offerings, such as mobile apps for iOS and Android phones.

"Evoq Social has been a win/win for us. We've increased engagement with existing customers and are generating awareness to an entire universe of potentially new customers. And best of all, we accomplished this within the context of our existing website."

– Steve Roth, SchoolDude

ANALYST PERSPECTIVE

Based on independent research, use cases and interviews conducted with DNN, Demand Metric believes that DNN offers a comprehensive Social Online Community solution. **DNN offers a sophisticated platform that enables an efficient integration between DNN's CMS and Online Community solutions as well as an abundance of community and content management features.**

The DNN platform presents customers with a unique approach to community development and management. DNN offers a strong CMS solution with cutting-edge functionality for Web Content Management, including advanced social analytics and mobile sharing capabilities. Since the CMS and the Online Community solutions work in tandem, Community Managers have a wealth of content building and sharing capabilities at their disposal in order to generate activity on and grow their private communities.

While DNN is already offering an advanced Online Community platform, they have potential for more growth in the market. DNN should consider developing direct integrations with CRM, Marketing Automation and other Enterprise systems as well as cross-functional analytics in order to provide users with an even more well-rounded solution.

Given the above criteria, Demand Metric would encourage companies seeking a comprehensive Online Community platform with advanced content management features to consider the DNN platform during their vendor selection process.

ABOUT THE RESEARCH ANALYSTS

Kristen Maida, Research Analyst – Demand Metric

Kristen has worked with Demand Metric for the past 4 years, learning about and gaining experience in all aspects of the organization. She has developed job functions in almost every department to help with Demand Metric's rapid growth. Her specialties include: social media marketing, digital marketing, content marketing & management and business process development.

Clare Price, VP Research – Demand Metric

Clare is an expert in marketing strategy, branding, strategic communications, sales enablement, social media marketing, content marketing and leveraging marketing technologies. Clare is a former Gartner Research Director and helped build their Internet Strategies Services division with clients such as Microsoft, IBM, HP, Cisco, Proctor & Gamble and Wells Fargo. Her specialties include: brand strategy, brand development, customer acquisition and relationship development, content and digital marketing strategy, sales enablement and social media marketing.

OUR VENDOR PROFILE METHODOLOGY

Demand Metric Vendor Profiles combine analyst insight, customer perspective and vital statistics about vendors that are the subjects of these profiles. They provide the hype-free, need-to-know information about vendors at a glance, enabling more objective consideration of vendors and their offerings.

Each vendor profile is the product of hours of analyst research, which typically includes interviews with vendor executives and established vendor clients. Demand Metric analysts use their experience and insight to ask the penetrating questions to fully expose vendor strengths and weaknesses. The resulting vendor profile is formatted in a consistent and accessible way, making it easy for readers to quickly grasp each vendors value proposition.

ABOUT DEMAND METRIC

Demand Metric is a global marketing research & advisory firm serving a membership community of over 38,000 marketing professionals, CEOs, and business owners with advisory services, custom research & benchmarking reports, solution studies, consulting methodologies, training, and a library of 500+ premium tools and templates.

Using Demand Metric resources, members complete projects faster and with greater confidence, boosting respect for the marketing team and making it easier to justify needed resources. Our 1,000+ clients range from start-ups to members of the Global 1000.

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