

openBC launches Premium Groups: The premium solution for online community management

Hamburg - May 16, 2006 - The global business network openBC today announces the launch of a new community management solution: the openBC Premium Groups, developed for major global communities, from university and corporate alumni groups to leading business magazines and multinational organizations. This new social software offering enables effective management and growth of existing communities within the professional context of openBC. As well as creating stronger ties with the people that matter and brand exposure to an international business network, Premium Groups also offer sustainable business models for operators.

Access to all communities with master openBC login

Even major organizations face difficulties forming and maintaining close communities online, with users reluctant to register with dozens of different websites. openBC Premium Groups provide a solution here, as Sarik Weber, openBC's VP Corporate Sales, explains: "The new Premium Group technology integrates larger online communities into the open and secure environs of openBC. This is a major development in openBC's offering – it enables premium group members to access all of their various communities with one master openBC login and just one personal profile to maintain." And this is not just networking for networking's sake: "It was important for us to give external operators the opportunity to actually make money from their openBC Premium Group as well," emphasizes Weber.

Brand exposure to over 1 million professionals

Premium Groups are closed branded areas on openBC, enabling communities to present their group with individual logos and graphics. Besides strengthening communities' identity, this online brand presence is an invaluable way of boosting visibility, building awareness and credibility within the wider openBC community. Premium Group logos are displayed on members' openBC contact page as well, giving communities the option of promoting themselves and acquiring new targeted professionals via the platform.

Increased activity for closer ties

Figures detailing the level of openBC activity speak for themselves: 70% of members have logged in to the platform within the past 30 days, generating over 200 million page impressions during this period. Premium Group operators can reach their members on openBC, rather than waiting for them to log in on their site. And what's more: Members' data is kept automatically up-to-date, as openBC users update their individual profiles on a continuous basis. This is advantageous for companies, organizations and institutions, allowing them to connect and remain in contact with their entire community on a permanent basis.

Genuine innovation for members' networking potential

It is no coincidence that openBC is one of the fastest-growing business

networking communities on the web – with members benefiting from new features and technologies launched on a weekly basis. Premium Groups will be continuously adapted and optimized to meet community's individual needs in precisely the same way.

The first Premium Groups - Client views on the product

Accenture

"Accenture places focus on building a dynamic (alumni) network, which is why we decided to launch an openBC Premium Group. We continuously strive for success on the German market together with our employees and clients. We saw the potential for further enhancing these efforts by means of the efficient networking activity that is enabled in our Premium Group. We have found an ideal partner in openBC - a leading provider in the international business networking sector. This partnership puts our company policy "High performance. Delivered" into practice."

Dr. Stephan Scholtissek, spokesperson for the management board, Accenture Germany

McKinsey

"For both students and young professionals it has become increasingly more important to connect through networks across disciplines and industries. For this, the "Studentenspiegel" Premium Group offers the ideal platform. Its members come from a wide range of academic and professional backgrounds and form an international and dynamic community. In this respect, members will benefit greatly from being part of the network – throughout their studies, leading into the start of their careers and during their future professional development."

Dr. Nina Wessels, Director of Recruiting, McKinsey & Company

AIESEC

"AIESEC has been offering a platform for exchange for students and companies around the globe for over fifty years. The openBC Premium Group is the ideal platform connecting our active and former members with one another on a worldwide scale."

Larissa Mischke, Chairman of AIESEC in Germany

About openBC - openBC is one of the world's leading online business networking communities. More than a million networkers around the globe use openBC to deepen their professional relationships across all industries and expand their network. openBC enables its active members to discover interesting contacts and new business opportunities, as well as maintaining their professional contacts. The most varied cultures from around the world – united by the 16 languages available on openBC – together with the community's open networking philosophy, creates a unique environment for enhancing the success of each and every openBC member. www.openbc.com

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