

Collaboration Software Finds A New Era

Groupsite and Roundtable Clarify the Marketplace

Since its inception, the collaboration software market has perpetuated the myth that both employee productivity and community building can happen in one multi-purpose tool. This was generally accepted by CIOs whose aim was to reduce the number of applications. Only in recent years -- with the explosion of SaaS tools -- have marketing and communication professionals begun to take the reins from IT in the tool selection process. Finally, the market is rapidly realizing what some have known for years...buying a car that's also a boat means you end up with a bad car and a bad boat!



Two paths, two different purposes

The fact is that **productivity** and **community** occur in two separate environments; productivity happens in small groups while community happens in large groups. Productivity and community tools differ in both purpose and function, and should be managed by separate tools designed to embrace their unique opportunities.

- **Productivity** tools increase transparency among users and reduce the time for project updates and meetings, while improving accountability and ultimately enhancing the end results of the project. These tools should be designed to reduce the amount of noise and encourage near real-time discussion.
- On the other hand, **community** tools support the overall mission of a group and nurture relationships through sharing and networking. Community tools should offer a variety of ways to connect and encourage peer-driven sentiment to develop over time.

Now there's a solution: **Groupsite** + **Roundtable**

Groupsite was originally designed for community development for the internal and external needs of organizations. For the past six years, over 40,000-segmented Groupsites have been launched. The secret to their success has always stemmed from being a tool that is easy to get started with, easy to use, and easy to manage. It's so easy, in fact, that Groupsite has become the default answer for any company wanting to manage multiple communities from a single dashboard.

Groupsite also knows that productivity needs have been largely unmet by the current all-in-one collaboration software tools on the market. To solve that, Groupsite has created an exciting new productivity tool called Roundtable. Roundtable complements Groupsite by offering project-oriented collaboration with a simple user interface that mimics real-life communication around a virtual conference table. It's singular focus and consumer-app like ease will soon make it the most enjoyable productivity tool in the market.

Together, Groupsite and Roundtable resolve the need for separate community and productivity tools by individually providing the competitive advantage organizations need for business success.