



Bersin & Associates Study Names Mzinga a Leader in Enterprise Social Software

Burlington, MA - October 29, 2008 - Mzinga (<http://www.mzinga.com/pr/>), the leader in enterprise social media and learning solutions for the workplace, marketplace, and extended enterprise, was named a market leader in corporate social software by **Bersin & Associates** in its latest study, “ **Enterprise Social Software 2009: Facts, Practical Analysis, Trends and Provider Profiles** .”

The study is based on an in-depth analysis of the enterprise social software market and examines market trends, the applicability of social software to corporations, and 18 solution providers.

In the report, Bersin & Associates recognizes Mzinga as a provider well-positioned to meet the needs of global enterprise corporations based upon a strong market presence and customer growth rate, as well as a proven ability to support tens of thousands of users. Mzinga is also among the top providers recognized for product leadership. Companies highlighted in the report were evaluated on the ability to invest resources in developing innovative, robust application platforms and the depth of services available

“More and more businesses today are embracing the potential of social software to enhance the communication, collaboration and knowledge sharing that has always taken place in organizations,” said **Rick Faulk** , CEO, Mzinga. “Bersin & Associates’ research report further reinforces the productivity and organizational performance gains that businesses can achieve using these solutions.”

As the report notes, Mzinga provides full-service social media and talent development solutions that combine enterprise SaaS technologies with strategic consulting, moderation, member engagement and content development services. Bersin and Associates’ analysis reveals that “ Mzinga’s social media suite is very suited for any internal or external conversations and connections... and scales to any level of need.” In addition, its “moderation tools are some of the most ‘industrial strength’ in this study.”

“Social software applications have game-changing business potential. Early adopters are already using social software for customer service and support and in the coming year, we expect to see corporate HR and training becoming more involved,” said David Mallon, analyst for Bersin & Associates and primary author of the study. “Companies such as Mzinga that offer a comprehensive set of integrated social media and learning solutions, as well as domain expertise, will be well positioned to support their needs.”

About Mzinga

Mzinga is the leading provider of business social media solutions that drive growth, innovation, and learning. Its’ combination of highly scalable technology, rich domain expertise, and moderation services enables businesses to harness the collective intelligence of employees, customers, and partners to achieve tangible business results. Marketing, customer service, and human resources professionals deploy Mzinga’s “pervasive community” solutions to achieve

higher revenues, lower costs, greater workplace satisfaction, and improved customer support.

Headquartered in Burlington, Massachusetts, Mzinga services more than 1 billion monthly page requests from 40 million unique visitors in 160 countries worldwide.

Mzinga's marquee list of customers includes such global brands as ABC, AOL, CBS.com, iVillage, Chevron Corporation, Johnson & Johnson, Marsh, Inc., Mercer, Prudential Financial, Deutsche Post World Net, and Depository Trust & Clearing Corporation.

To learn more about Mzinga, visit <http://www.mzinga.com/pr/> . To join the conversation, visit <http://www.mzinga.com/blogs/>..