



## Mzinga Debuts with On-Demand Workplace & Customer Communities

*New leader emerges to deliver business process-focused  
SaaS solutions for HR and marketing professionals*

**Boston, MA – Nov. 16, 2007** – Mzinga (<http://www.mzinga.com/pr/>), the new leader in providing workplace & customer community and Learning 2.0 solutions, today announced its official launch and the availability of its business-focused Web 2.0 offerings. Mzinga solutions harness the power of community and social learning to extend the reach and impact of critical HR, sales, and marketing business processes.

Mzinga is the result of a merger between learning industry pioneer KnowledgePlanet and Shared Insights, a fast-growing company with demonstrated community success. By combining KnowledgePlanet's on-demand learning suite with business social networking, Mzinga brings to market the industry's first family of SaaS community and learning offerings focused on improving essential business processes.

"Enterprises are increasingly using community solutions to transform their business processes because online communities are so efficient at sharing and prioritizing information," said Rachel Happe, Research Manager at IDC. "Companies that foster business communities will realize both competitive and cost advantages."

"Community and business social networking have emerged as major trends within the enterprise," said Barry Libert, co-CEO of Mzinga, and author of the recently released book on business community, *We Are Smarter Than Me*. "It's become clear to corporate leaders that crowdsourcing is the next frontier after outsourcing."

Designed to meet the wide-ranging needs of mid-size to enterprise companies – particularly those that are geographically dispersed – Mzinga's solutions help elevate workforce performance, improve customer loyalty, enhance product innovation, and drive word-of-mouth marketing.

"To thrive in today's competitive world, companies must invite participation from their communities of employees, customers, and partners," said Rick Faulk, co-CEO of Mzinga. "By actively engaging these communities, businesses are able to speed innovation, grow revenue, and enhance learning. Our unique combination of software-as-a-service and best practice service offerings allows our customers to rapidly deploy community solutions to improve business performance."

Mzinga community solutions include technology, content, and professional services to address specific business process requirements:

- **Community** – to permit the free exchange of ideas and information:
  - Web 2.0 collaboration tools – Blogs, wikis, discussion forums, idea-sharing, polls, podcasts, tag clouds, file library, and calendar
  - Social networking – User profiles, presence monitoring, buddy lists, member search, private messaging, alerts

- **Learning** – to facilitate employee development & performance:
  - Fully hosted learning & performance management, software simulation, collaborative authoring tools, virtual classroom, and eLearning course catalog
- **Services** – to ensure optimal performance to meet business objectives:
  - Customer needs assessment, design & deployment, ongoing moderation, training & knowledge transfer, reporting & business intelligence, optimization & tuning

These product offerings enable greater workplace effectiveness in the form of employee recruitment & retention, workplace communication, and training & development. Marketing effectiveness is improved in the areas of market research, customer acquisition & retention, and greater product innovation.

“As workforce demographics change, and tools like Facebook, LinkedIn, and MySpace become more widespread, corporations know that they must foster social networking in the workplace,” said Josh Bersin, CEO of Bersin & Associates, a premier research and advisory services firm focused on enterprise learning and talent management. “With its dual focus on learning and business social networking, Mzinga is in the best position to fill this need for the corporate buyer.”

Mzinga plans to celebrate its official launch at the TechCrunch Meetup Friday night in Boston. (<http://www.techcrunch.com/techcrunch-meetup-11-with-idg-ventures-boston/>)

### **About Mzinga**

Mzinga is the new leader in providing on-demand workplace & customer community and Learning 2.0 solutions to transform business processes. Mzinga solutions combine social networking and Web 2.0 technologies with an award-winning comprehensive learning suite to help companies achieve competitive advantage and industry differentiation by leveraging their customer and workplace communities.

Headquartered in Burlington, MA, Mzinga has more than 2.7 million registered users in 160 countries worldwide, 100 employees, and the backing of leading later-stage investors, including GE, HarbourVest Partners, W Capital Partners, and Arcadia Partners. For additional information, visit <http://www.mzinga.com/pr/>.

### **About We Are Smarter Than Me**

In the Summer of 2005, leaders from Wharton, MIT, Pearson Education, and Mzinga came together with the idea of creating the world's first crowdsourced book, "We Are Smarter Than Me: How to Unleash the Power of Crowds in Your Business." Using Web 2.0 technologies, the "We Team", powered by Mzinga, leveraged this crowdsourced content to produce the first book based on the ideas of 4,375 contributors.

Published in October, 2007 *We Are Smarter Than Me* has already received major press coverage from NPR, XM and Sirius Radio, Financial Times, Forbes.com and Investor's Business Daily. To join the discussion, please visit [www.wearesmarter.org](http://www.wearesmarter.org).

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