

Mzinga OmniSocial Launch

Matthew Lees, Vice President and Analyst

Patricia Seybold Group

Matthew Lees

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Mzinga's approach to "pervasive" community cuts to the core of what the social media phenomenon is all about. Forward-thinking organizations are no longer treating online communities as programs that may be interesting, but non-essential to the bottom line or to the company's future. So, rather than relegating their communities to a side area of their Web site, these organizations are featuring them front and center. And they're also integrating them with their business processes, connecting them to the rest of the social Web, and taking action on the ideas and information generated there. Mzinga gets this. Its OmniSocial platform is designed to make it easier for organizations to enable and leverage the collective knowledge, ideas, and passion of their customers, business partners, and employees.

The release of OmniSocial illustrates that Mzinga's overarching focus is on the business needs of its clients. The company is clearly not interested in social media for social media's sake, but in how it supports the goals and needs of its clients, as well as—and this has been a core Mzinga tenet from its inception—how it makes organizational change possible. Step one in achieving this is matching its platform's feature set and deployment mode to its clients' business goals.

Toward this end, one of OmniSocial's strengths—beyond its extensive feature set—is that it can be deployed either as a standalone, SaaS community, or integrated into an existing Web site through the use of embed code and widgets. Most other community platforms support one, but not both, of these modes. Providing both options puts Mzinga on the leading end of an industry trend toward giving more control to organizations over their communities, and it will also make OmniSocial appealing to a wider range of organizations. And Mzinga has the track record to ensure that each standalone or integrated community is safe, secure, and can scale as the community grows.

We like that OmniSocial has been customized around three common use cases: marketing, employee collaboration, and customer support. This not only exemplifies Mzinga's understanding of how organizations use social media, but also allows the company to create and launch communities efficiently. Rounding things out are OmniSocial's enhanced analytics and business intelligence capabilities, and Mzinga's professional service offerings, which support and complement its product line.