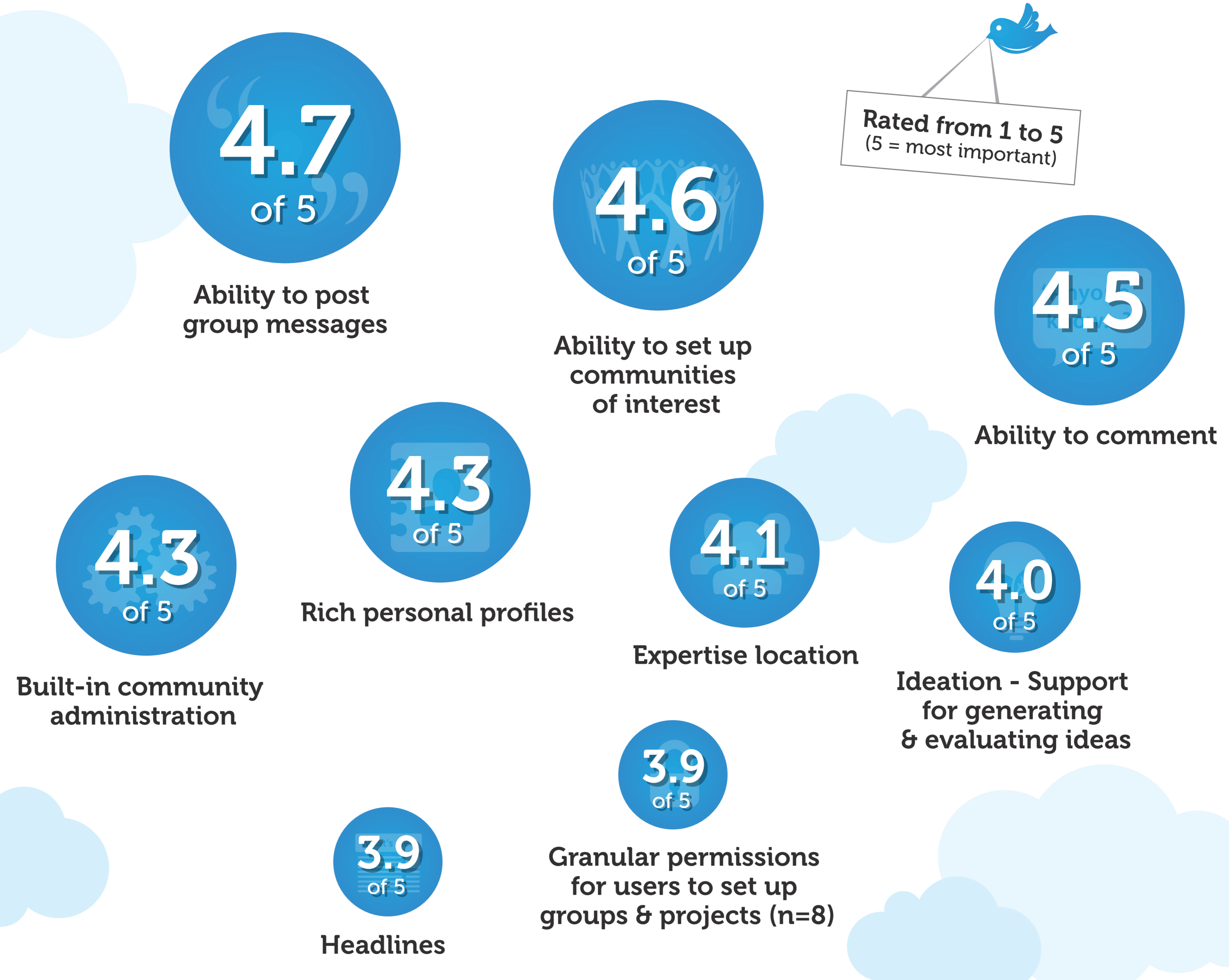


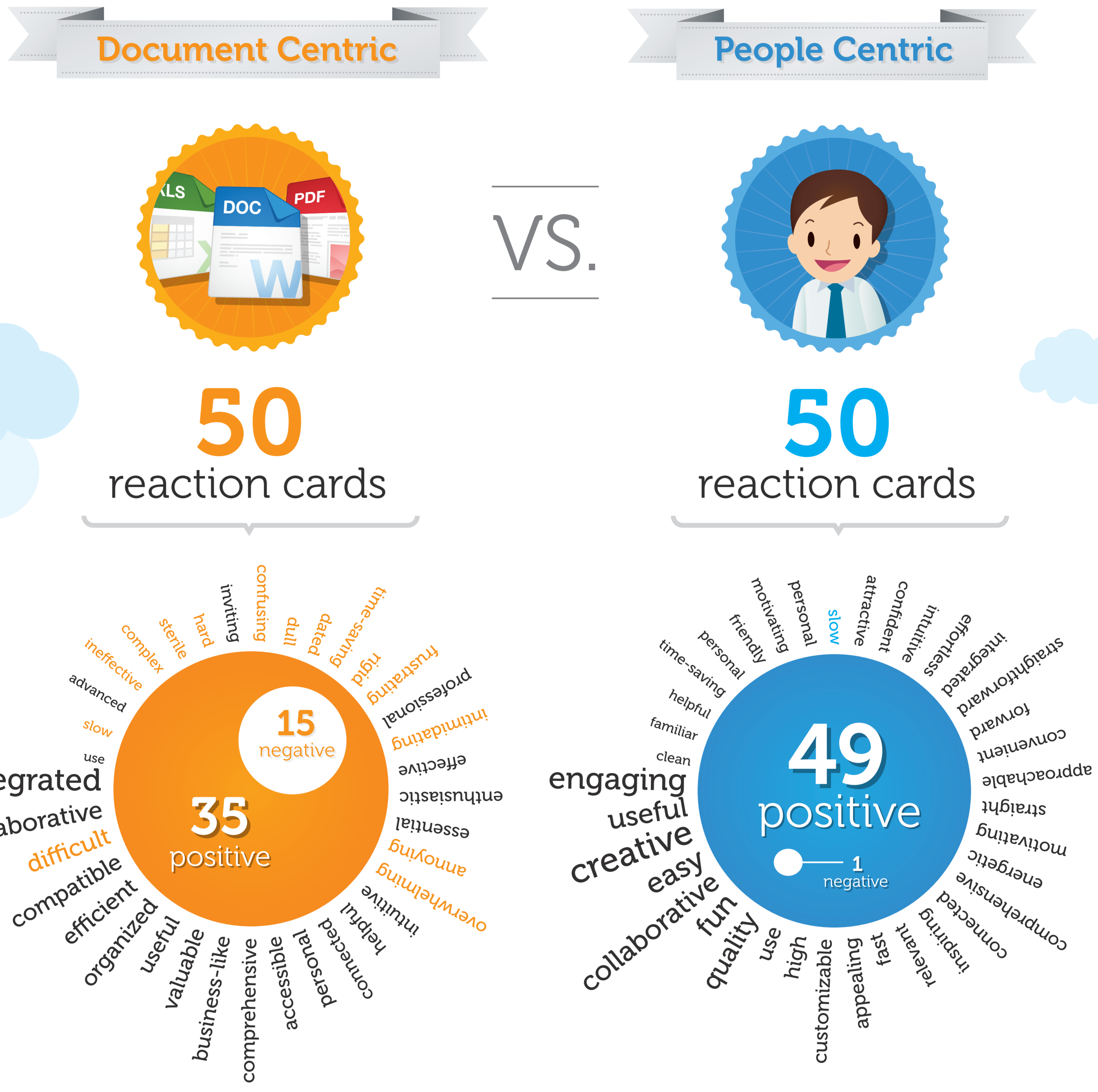
How Much Does Design Matter for Enterprise Social Software?

A recent usability study conducted by the independent firm Usability Resources, Inc., which analyzed and compared Moxie's Software people-centric approach to enterprise social software versus the document-centric approach from Microsoft's SharePoint, found that online community managers rated the following features in order of importance to drive enterprise social software adoption:



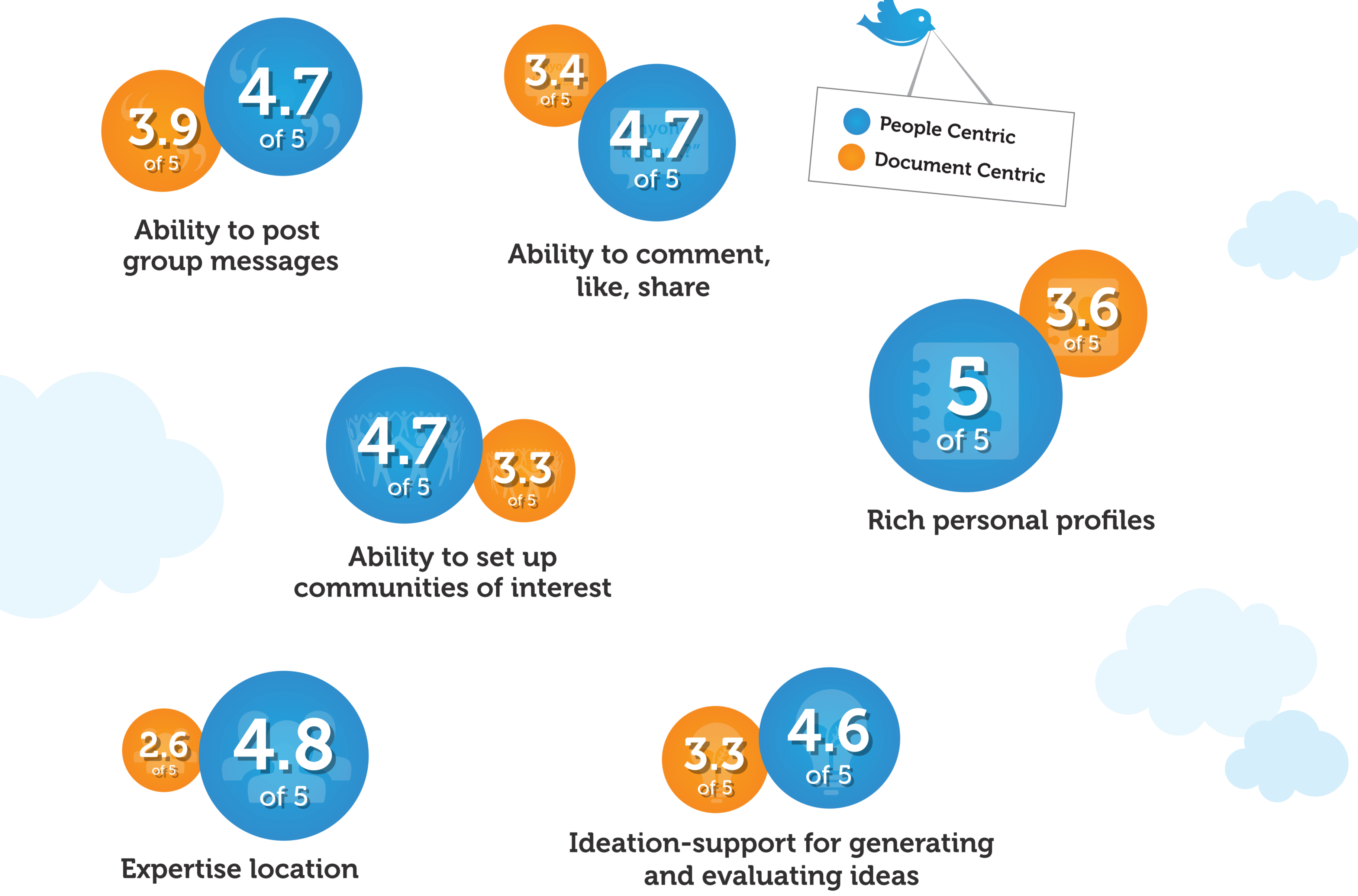
Document Centric vs. People Centric Enterprise Social Software

When the participants of the study were given reaction cards to list positive and negative attributes to differentiate Sharepoint's document-centric technology versus Moxie's people-centric, enterprise social software technologies, these were the results:



People Centric Enterprise Social Software Drives Collaboration

Participants were also asked to rate the ease of use of people-centric, enterprise social software technologies versus document centric. In all feature categories, Moxie's people-centric design delivered a much superior ease of use, driving enterprise collaboration:



The Key Findings

Among the key findings, the usability study also revealed that users of enterprise social software technologies want:

1. A design that provides an easy transition from Facebook, LinkedIn and Twitter, and allows for the creation of rich profiles.

2. And a platform for Ideation as users can benefit from getting a large group of people to create and vet ideas that can have huge impact in their organizations.

3. The ability to find information through people, groups, and via a content search.

4. A powerful recommendation engine that brings awareness to related content, groups and employees that a user might not have known.