



The Power of Community Building, ChangeWave Alliance

"We had looked at a lot of software vendors, but it was only with Euclid that we were able to find the right combination of powerful software, a thorough implementation approach and a dedicated project team to make it happen."

- Mark Anderson
Director of Operations, ChangeWave

Euclid's Community Building Capabilities

Euclid's community building tools enable its clients to establish, build, and leverage communities and their collective knowledge. Using ClearVantage, you can effortlessly create online applications, analyze member profiles, survey community members, manage message boards, host virtual "invite-only" events, facilitate communication between members and perform many more community building and harvesting functions.

Building an Internet-Based Community Intelligence Network

The power of real-time, independently provided and unbiased intelligence information- whether used for business intelligence, investing intelligence, or philanthropic causes- is only now beginning to be understood.

Think, for example, if you could have instant access to a worldwide network of experts- segmented by area of expertise- with which you could easily and securely communicate, gather and analyze responses and ideas, and instantly convert data and information into "actable" intelligence on a daily basis.

In the past, the cost and complexity of building such intelligence networks made it impossible to realize even for large-scale organizations. Today, Euclid's community intelligence building tools are being used to create the most unique internet-based intelligence networks in the world.

The information that follows shows how a worldwide networked community has been organized to harness the power of real-time "actable" intelligence, and how top quality community building tools can be successfully coupled with advanced community mobilization strategies to guarantee maximum participation in the intelligence network.

The Power of Community Intelligence Networks

There is a huge market for real-time, independent, business intelligence information for use by consumers and organizations.

Euclid's ClearVantage community building tools have been used by ChangeWave Investment Resources to build the "ChangeWave Alliance," a unique investment intelligence network composed of 3,000 highly qualified, credentialed business executives and technology professionals representing over 20 different industry sectors worldwide.

ChangeWave surveys its Alliance members on a range of business and investment research and intelligence topics, collects feedback from them electronically, interprets and reconciles the information in a cohesive manner and converts the information into meaningful reports and investment advice.

Customer Profile:



The ChangeWave Research Network is a group of 25,000 highly qualified business and technology professionals — as well as early adopter consumers — who work in leading companies of select industries. They are credentialed professionals who spend their everyday lives on the frontline of technological change. ChangeWave surveys its network members weekly on a range of business and consumer topics, and converts the information into a series of proprietary quantitative and qualitative reports.

Building the ChangeWave Alliance

A human-based intelligence network is only as good as its participants-and how well participants' skills and knowledge are classified.

As an example, Euclid's community intelligence building tools have been used to automate all aspects of the ChangeWave Alliance's worldwide community intelligence network, including its membership application and accreditation process.

About Euclid Technology:

Located in Bethesda, Maryland, Euclid provides premier enterprise software solutions, content management systems, and mobile web solutions to associations and other member-based organizations. Established in 1997, Euclid delivers superior products and services to such clients as: the American Forest Foundation, the South Carolina Bar Association, the National Association of College and University Attorneys, the California Medical Association, the Educational Theatre Association and more.

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