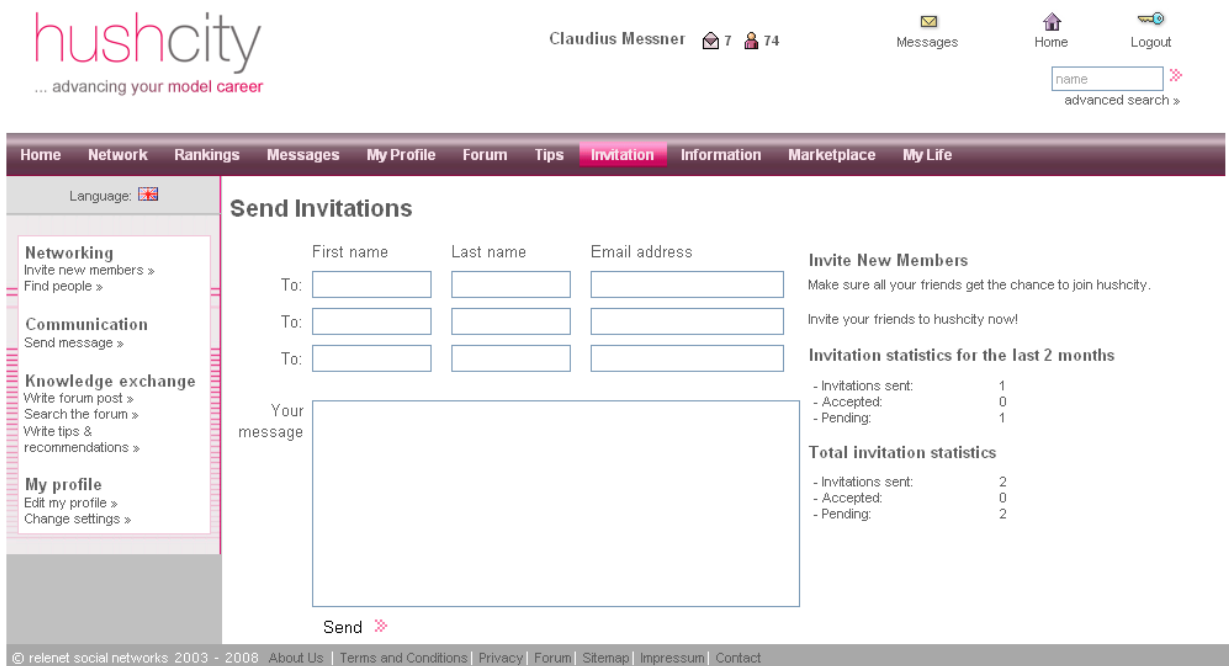


**Case Study: Specialized Industry Communities**

The phenomenon Web 2.0 stands for profound changes in economy and society. Life with and within the Internet of the second generation has created a completely new form of social interaction and knowledge sharing. The new paradigms of this global trend are sharing, linking and openness both in a private and in a business context. National boundaries no longer apply in this world of worldwide connectivity. To emphasize the advantages these developments can create for your industry sector with the use of relenet social network community software this short case study will highlight important experience with specialized communities in the industry sectors of modeling ([hushcity.com](http://hushcity.com)) and law ([Juriforum.com](http://Juriforum.com)). The main advantages of industry social network communities are described with examples of some of the communities built with the relenet software.

**Representation:**


Increase in memberships gives your community growing representative power. This is especially important when the community represents a special industry sector or industry players. With the relenet software members in the communities **introduce and invite new members** to the communities and help growing the community. In due course, the social network community for the international modeling industry [hushcity](http://hushcity.com) rewards successful invitations by allocating free premium memberships and services.



















**Figure: Screenshot of the invitation feature to new members on [www.hushcity.com](http://www.hushcity.com)**

**Cooperation:**

In the industrial world cooperation and collaboration is of utmost importance. The right contacts can open doors and offers shortcuts for faster progress in the industry sector. The **social pages** functionality of relenet social networks allows other companies and institutions to present themselves in an industry community. This not only enables them to access their unique customer base directly and offers new opportunities for direct marketing but also creates **new revenue streams** for the operator of the community. On [Juriforum.com](http://Juriforum.com) law firms can present themselves to clients and recruit personnel for their companies or offer specialized services to members. For [hushcity](http://hushcity.com) this is an essential feature as it allows new models in the industry to get in contact with photographers and model agencies.

**My Contacts** 

krystal carreon 30 picture(s) in gallery					
	model	New face	Online	Disconnect	Message
	none	manila			
Sarah Columna 5 picture(s) in gallery					
	Architect	Want to start	Online	Disconnect	Message
		Santo Domingo			
Juan De Roock 10 picture(s) in gallery					
	Hardware and Software Manager	Working model	Online	Disconnect	Message
	3dmodelagency	Cape Town			
Halil Dogan 1 picture(s) in gallery					
	Software Developer	Internet & IT Services	Online	Disconnect	Message
	Relenet GmbH & Co.KG	Konstanz			

**Figure: Screenshot off the contact list in [www.hushcity.com](http://www.hushcity.com)**

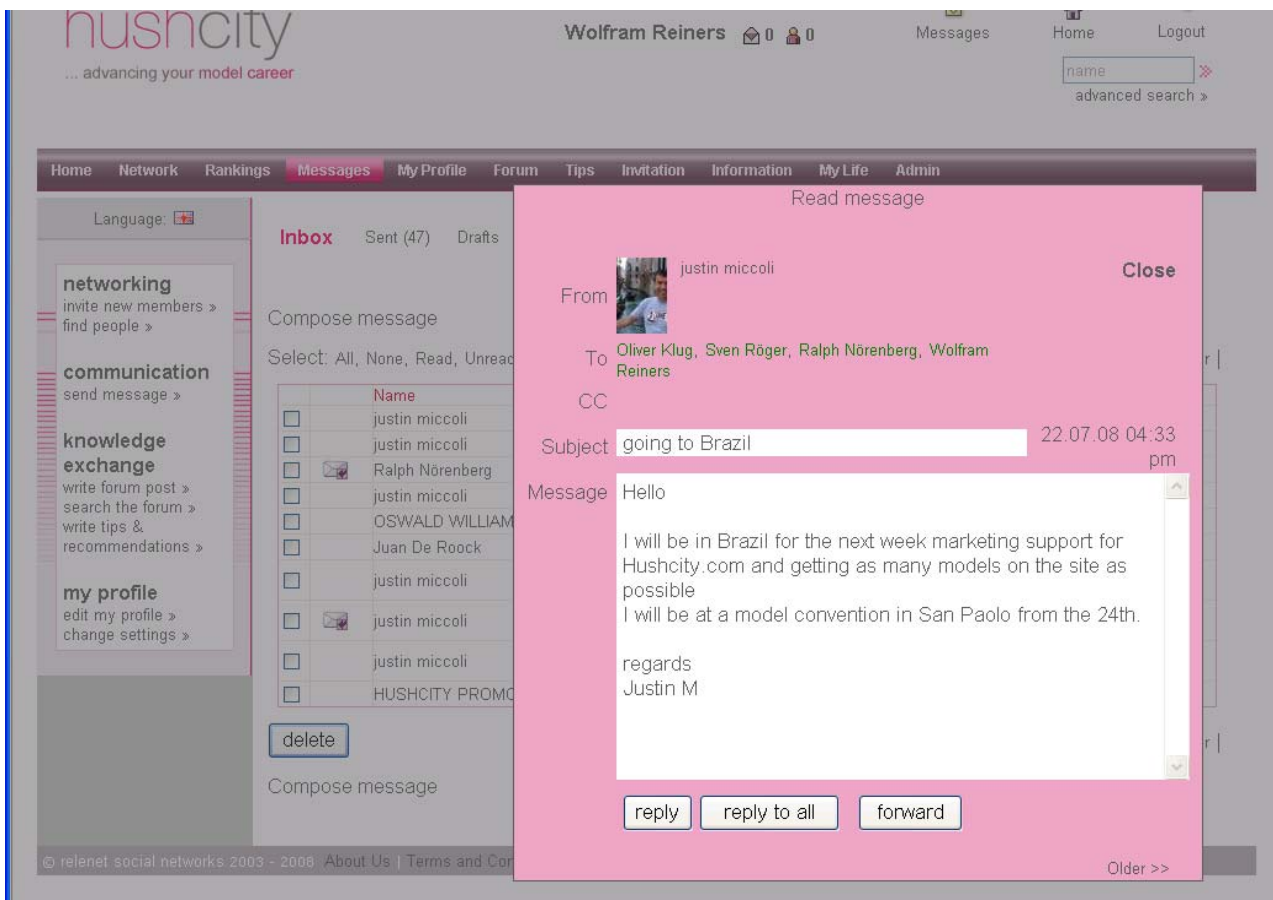


**Justin Miccoli, managing director at 3d Model Agency**

*Justin Miccoli, managing director at 3d Model Agency and partner at [hushcity](http://hushcity.com) comments: "The hushcity model community is starting to change how all players in this industry work together. Starting from recruiting and casting processes up to the way, how we present models to our clients. The whole value chain is now much more efficient with this industry social network."*

**Knowledge exchange:**

Contribution to knowledge management is a key feature of industry network communities. It enables users to exchange and share knowledge and turns users into knowledge generators instead of simple knowledge consumers. This benefits the industry as not only as new ideas and thinking are fostered. The shared knowledge will also be stored in the community and is henceforth accessible to all community members and through search engines 24/7. The relenet software provides an **internal messaging system** that allows direct contact between members - spam-free and secure. The **forums** allow members to generate content for all community users to see. Again for **hushcity** this is an essential factor as it helps new faces to start their modeling career by informing themselves about the do's and don'ts and experience of others. Members or model agencies can get feedback on their services and products and also connect with their fellows or experienced people to gain social support. The security and comfort of a specialized niche community guarantees peace and a sheltered room to also talk about their private issues. The relenet software allows the administrator of the different communities to authorize members only and ensure this shelter of the community.



**Figure: The messaging system as implemented in [www.hushcity.com](http://www.hushcity.com) allows members direct contact to each other. All messages are secure for members-only and spam-free.**

With [Juriforum.com](http://Juriforum.com) the requirements are especially high on security of the membership data and communication data as legal discussions take place. Again the relenet software enables the administrator to delete unwanted members and refuse entry to companies unauthorized by him/her. Also members can act as surveyors by identifying problematic members to the administrator.

The relenet community software also enables the administrators to keep their members on the cutting edge of information about their industry sectors by **newsletters** directed to all members or to special member groups. Surveys and polls are very easy to implement.



**Christophe de Rassenfosse,**  
business owner of  
**Juriforum.com** and online  
platform director at world-  
renowned publishing house  
**Wolters Kluwer**

*Christophe de Rassenfosse, business owner of [Juriforum.com](http://Juriforum.com) and online platform director at world-renowned publishing house Wolters Kluwer is enthusiastic about this industry social network: "We will see an entirely new form of knowledge exchange between actors in the legal industry. Discussions and exchange of knowledge just in time and at the point of need will be equally common as searches in the huge historical knowledge tree that will develop inside the community. The main beneficiary will be the lawyers' clients, who will not only be able to locate the most suitable legal practitioner to help them faster and easier than ever before on [Juriforum.com](http://Juriforum.com), but they will also obtain better service from our socially networked professional members".*

### **Access point for special interest groups:**

The communities built by relenet are special interests or niche communities. Therefore they are **first information points** for actors within these specialized fields. Companies, individuals or the press access these communities to gain information about the industry sectors. The communities offer the opportunity for members to easily get in contact with other representatives of the industry and to inform themselves on the fields of the industry community. Experts within the different communities share their knowledge with the members and guarantee that information is always up to date. For newcomers the

communities can function as a job exchange, as well-established actors share their knowledge. Also the forums functions as a database for information about the industry.

### **Services:**

Our specialized industry communities offer different service levels to its members. **Premium membership models and payment gateways** enable the operators of the communities to charge members for additional services. **hushcity** charges members for special information and support services, such as access to detailed search functionality or specialized tools and systems that are relevant for their business.

The community operators introduce special experts as advisors who can support members and establish a trusted connection to the members. This not only is a service for them but also ensures **member loyalty** and attracts new members to join the community.

The advantage of the relenet software is that it is **open to additional add-ons** requested by our clients. This flexibility ensures customer satisfaction as well as member satisfaction when the community is in operation.

### **Groups:**

Although the communities powered by the relenet software are already placed in specialized industry sectors there is always the need to form additional **special groups within the community**, in order to reflect on sub-segments of the industry. With the relenet software these groups can be easily created by members as a self-service and therefore offers further platforms for knowledge exchange in the communities. For **Juriforum.com** this is an important feature as it allows members to discuss sensitive topics within a closed group.

### **Member loyalty:**

Member loyalty is a key factor for it leads to a community's success and its high value. With the relenet software features such as frequent **ratings** of members and content contributed by members, the network navigator, network updates, etc. are implemented to ensure that members can enjoy their stay in the community. They can present multimedia contents to other members and comment on the content of other members. This meets the social interaction needs of humans that are increasingly moved to an online presence. In the **hushcity** model community members can display their modeling portfolio and other members can rate the looks of them. The community operator emphasizes this pattern of

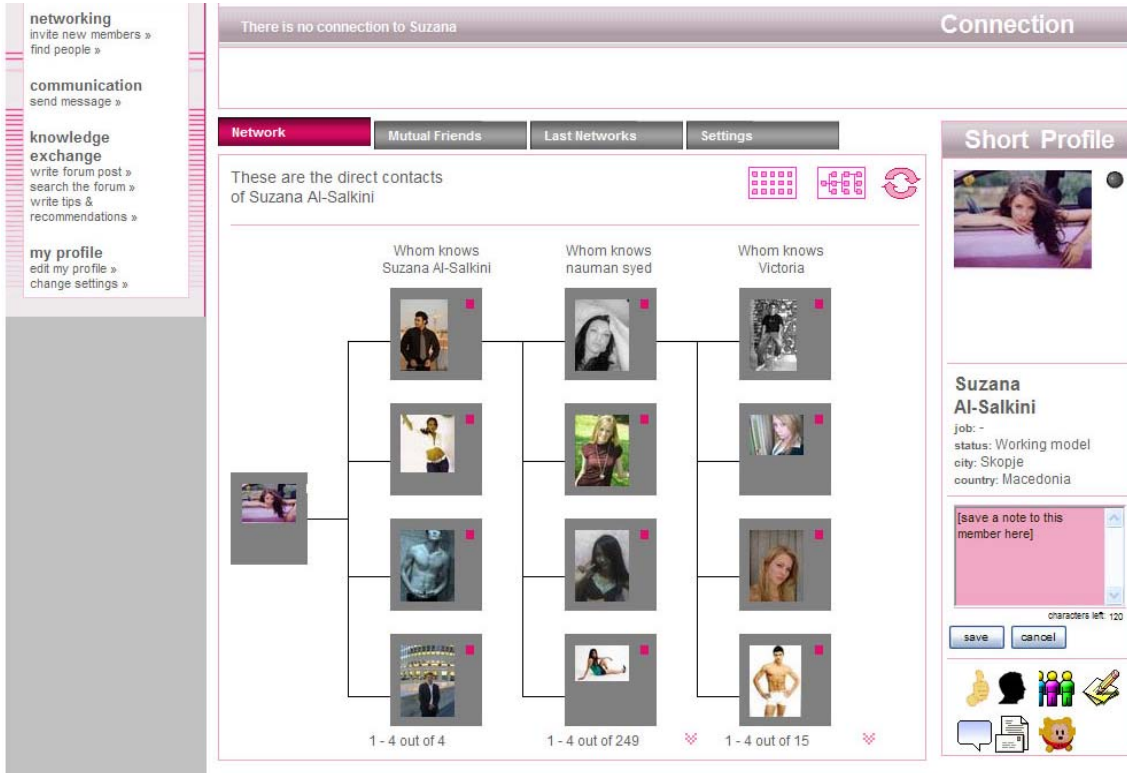
behavior simply by offering premium services for users most active in rating and contributing to the community.

The screenshot shows the hushcity website interface. At the top, the logo 'hushcity' is displayed with the tagline '... advancing your model career'. The user 'Wolfram Reiners' is logged in, with icons for messages and home. A search bar is visible on the right. A navigation menu includes Home, Network, Rankings, Messages, MyProfile, Forum, Tips, Invitation, Information, MyLife, and Admin. The 'Rankings' section is active, showing a list of members ranked by 'OVERALL APPEARANCE'. The top three members are:

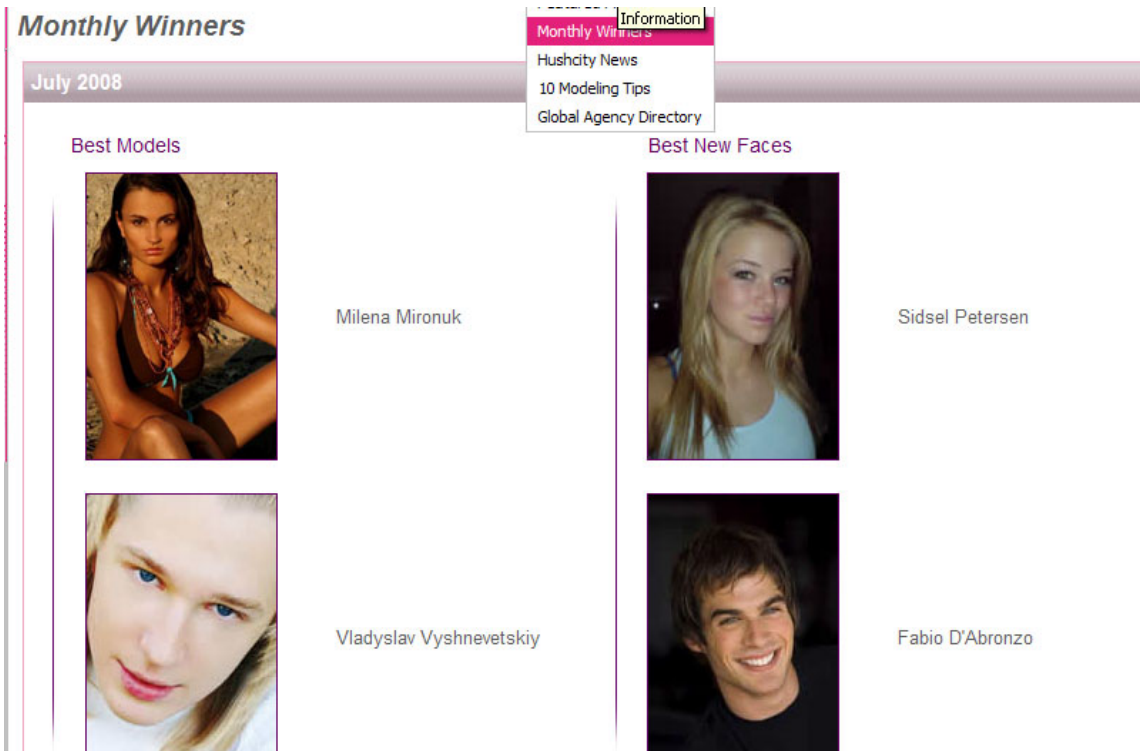
Rank	Name	Pictures	Rated by
1.	Rebecca Ronda	30 pictures in Gallery	Rated by 222 members
2.	Milena Mironuk	30 pictures in Gallery	Rated by 187 members
3.	eva navratilova	30 pictures in Gallery	Rated by 138 members

Each member profile includes a profile picture, a star rating for 'OVERALL APPEARANCE', a 'Working model' status, location, and options to 'Add as contact' or 'Message'. A sidebar on the left offers navigation for networking, communication, knowledge exchange, and my profile.

**Figure: The rating of members and the resulting ranking lists allows members and model agencies to easily choose the “best” in different categories**



**Figure: With the Network Navigator users can check out how other members are connected and find new direct contacts to add. Private notes about other members are also possible.**



**Figure: Winners of ratings can be awarded special prizes such as a free upgrade to premium membership or entering a "hall of fame"**