

## TRILLIUM SOLUTIONS GROUP

### Case Study: Technology Association Social Networking Vendor Selection

*Our client is one of the oldest technology associations in the US.*

*The organization sought help to identify a partner to launch a new online community*

*We identified qualified firms, wrote and distributed a Request for Proposals (RFP) and conducted preliminary analysis of the responses*

#### **The Client:**

Our client is a 50-year old technology association that began as a user group for mainframe computers.

#### **The Challenge**

Our client sought help launching a new online community. The community, which was aimed at attracting IT professionals who specialized in integration, was the client's first foray into social networking, presenting organizational, as well as operational, challenges. The client wanted to identify a community development partner that would be able to

- Assist in the development of identity and messaging;
- Recommend methods for attracting and retaining members to the new community;
- Build a community platform that was capable of supporting a growing online community.

#### **The Results**

Trillium Solutions Group managed the vendor selection process to support the launch of the new online community. As a result, the client was able to:

- Identify community development partner within 60 days
- Refine its business plan in order to obtain funding from its Board of Directors to begin development.

#### **How We Helped:**

Our client, a highly respected technology association, was looking to attract a new segment of members primarily using social networking tools and tactics. For most of its history, it relied on annual membership fees and attendance at its annual events to generate revenue. The client embarked on an initiative to

identify opportunities to attract non-dues revenue and extend its value proposition to a new audience. Research identified an under-served audience of IT professionals, those who specialized in integrating systems, applications and data. Further research indicated that these professionals had no place online to gather and collaborate with other integration professionals. Our client recognized the opportunity to serve these professionals and began developing plans to build an online community for them. Trillium was approached to identify and recommend a platform vendor for this new community.

In seeking a platform vendor, we felt the client was going to solve a business problem with a purely technical solution. A platform vendor could build a community site, but without a recognized brand or compelling content, the new community would likely not be successful. Recognizing this, the Trillium team suggested a different approach—identifying and soliciting proposals from agencies that could address both the marketing and technology challenges of the community.

The client wanted to act quickly and maintain momentum towards the launch of a beta version of the new community. In less than 30 days after being engaged by the client, Trillium drafted an RFP, identified & qualified a field of 20 national, regional and local vendors. Despite a list of complex requirements and an aggressive schedule, Trillium was able to generate significant interest for the project with the vendor pool.

#### **The Benefits:**

Trillium's work in identifying a community development partner helped the client take its first critical step

*"I continue to be impressed with their ability to get up to speed and to seamlessly integrate with our teams to provide immediate value and leadership. Their approach to managing projects demonstrates an appreciation of research, identifying practical resources and leaving the project ready to move to the next step."*

*-Client Research  
Director*

towards building a new online community, which enabled it to expand its revenue-generating capability.

The experience managing the development of other social networking initiatives allowed Trillium to quickly capture the client's requirements and identify a pool of vendors best suited to meet those requirements.

Finally, Trillium was able to accurately set the client's expectations on the investment needed for this endeavor to be successful. Trillium's analytical models gave the client data it needed to spend its community development budget wisely and effectively.

**About Trillium:**

Trillium Solutions Group is a professional services firm devoted to helping associations with

- Member Acquisition & Retention
- Non-Dues Revenue
- Decision Support
- Social Media

We strive to provide solutions to help you focus on your mission. Call us today at 847.272.2202 to find out how we can deliver results for you.

Visit us online at <http://www.trilliumsg.com/associations>

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