



Case Studies

Stories of how the introNetwork platform has unleashed the power of creativity, helping people make stunning new connections, by empowering collaboration and communication.

Strategic Sites

These sites have a single goal in mind and are strategically imperative to the organizations that have deployed them.

Tactical Sites

These sites had extremely specific goals that may have been time sensitive or short term deployments, like at an event.

If you would like to have a discussion about the specifics of any of these stories, we would love to have that conversation. Please contact us at 805 722 1040.

Strategic Networks



When Congress was confronted with raising the Science, Technology, Engineering and Math (STEM) scores of our nations students, they turned to NASA and PENN State to create a platform that would match NASA's experts with K-12 teachers throughout America. Using profiles that highlight aspects of STEM education, the introNetwork system allows teachers to find mentors, lab exercises and share best practices as they seek to improve their ability to lead and teach and by extension improve our nation's overall STEM competence.



SONY Pictures Digital Marketing group needed to show the international press that they really understood 'social media' and would be using it extensively in promoting their movies globally. They engaged introNetworks to build a community for the international press so that they could see how a custom experience could match them with key characters in the upcoming years' slate - this proved to be just the unique edge SONY needed, and proved that SONY was thinking outside the box.



One of the outreach programs at Brown University is called the Brown International Advanced Research Institutes (BIARI). The introNetwork system was designed to foster communication among this worldwide scholars and experts in their respective fields and provide a place for them to connect based on research topics. These connections improve many aspects of their careers including access to funds, collaborators for academic projects and finding co-authors for publishing.



With more than 20,000 creative professionals in more than 30 countries, McCann wanted to unlock the massive potential and capture the talent, creativity and passions of its employees to better serve its clients and be perceived as a 'cutting edge innovative company' as a result. The introNetwork platform hosts Practice Area Leadership groups, Brand specific Groups and hosts conversations on topics relevant to ongoing business development as well as issues that can transform a brand's perception.

Tactical Networks



To prepare for a global marketing summit, Coca Cola constructed an introNetwork system wherein the profile contained 30 big ideas the company was considering implementing. Each executive weighed in on these concepts in their profile so that the matching engine could show what ideas resonated and with whom. This gave the meeting a focus that would have been impossible otherwise and allowed like-minded executives across the globe an opportunity to constructively communicate on major global initiatives well in advance of the summit.



Research executives at Polaroid saw a unique capability in using the introNetwork matching engine to see how their brand was perceived by various demographics in six countries. Consumers created profiles of what they thought various brands represented, as if the brands were people. Attributes included characteristics such as masculine, innovative, stodgy and sexy. introNetworks mapped this data into a visualization with the 'ideal brand' at the center, which gave Polaroid executives a clear view of how they needed to change perception of their brand in each market.







When Adobe and Macromedia merged they turned to introNetworks to create a 'merger network' so that they could capitalize on the diverse talents of the combined marketing teams. Using profiles that captured experience, skills and professional interests, the team in charge of integrating the two organizations was able to see trends and gain valuable insight within weeks of the network going live and make key strategic decisions that aided in the successful merger.



Imagine a network of high-net worth individuals that are adrenaline junkies, all racing to be the first in space. Virgin responded to their requests to meet one another by creating an introNetwork system, which asked questions that catered specifically to these very unique individuals in an effort to build community and camaraderie among them. This network also needed to be extremely private and secure as the contact information for these future astronauts is extremely confidential.

Tactical Networks

	<p>Each year hundreds of global dignitaries and business leaders converge on NYC to discuss how they can change the world. The Clinton Global Initiative team picked introNetworks to make more effective matches between attendees specifically around common charitable interests. Of special concern to planners was privacy and security. Special RFID badge identification codes automatically logged in the users as they approached the kiosks to access the introNetwork system.</p>
	<p>The planners hired to produce the Zeitgeist events for Google wanted an innovative approach to the networking of Google's top clients assembled at the event. They created oversized colorful kiosks outside the main tent and encouraged attendees to use the introNetworks private messaging system to reach out to others. It's interesting to note that Google came to introNetworks three days before the event and we launched Google's event community a day early.</p>
	<p>For the One Team Connect reseller conferences, Autodesk wanted to graphically illustrate the idea of 'one team' and 'connect' in a novel way. The introNetwork platform did this by connecting the various resellers, channel partners, and Autodesk sales and business development personnel visually. The introNetworks system focused them on specific product and market interests, allowing bonds to be built that had previously not existed, resulting in stronger relationships that led to increased sales.</p>
	<p>For the past five years the Fortune Sales/Marketing and Growth Summits have connected small and medium sized business leaders to focus on the myriad of issues related to operating their 'gazelle-like-fast growing' companies. The introNetwork platform adds unique value to the conference by alerting attendees to the Top Five People they must meet. Acting as a recommendation engine, the introNetworks system automatically determines whom to meet based on a profile that was custom designed with the C-level executive in mind.</p>