

## **Knowledge Infusion Transforms Its Customer Interaction With Jive Social Business Software**

Portland, OR; April 16, 2009 -- Jive, the Social Business Software leader, announced that Knowledge Infusion transformed the way it connects, interacts and works with its customers and the HR community using Social Business Software from Jive.

Knowledge Infusion, a leading Human Capital Management (HCM) consultancy, looked to Social Business Software to help deliver crucial research and information to customers as well as to engage with customers to capture insight, knowledge and feedback related to clients' critical business strategies. The result is Knowledge Infusion's community named Center of Excellence where employees, customers, partners and the HR community discuss initiatives, share best practices and track the evolution of their innovative strategies.

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Knowledge Infusion evaluated a variety of collaboration software platforms before selecting Jive for its Center of Excellence. The company chose Jive Social Business Software for its breadth of functionality, ease of use, security and flexibility. This ensured rapid adoption as well as helped maintain a consistent experience for customers as they interacted with Knowledge Infusion across its various web properties. By leveraging Social Business Software, Knowledge Infusion is transforming its consulting practice from one dependent on email, phone calls and onsite meetings to an "on-demand" firm that leverages social technology to speed service delivery and increase success of its customer's initiatives.

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"We are excited by Knowledge Infusion's success," said Dave Hersh, CEO, Jive Software. "Social Business Software improves the way the company interacts with its customers and facilitates the sharing of information among consultants, resulting in better service and greater customer success."

#### About Knowledge Infusion

Knowledge Infusion is a leading provider of strategic advisory and consulting services focused on human resources, talent management, and emerging technology solutions that drive human capital management business value. Formed in 2004, the firm works with over 200 global clients. Services include advising and creating technology strategy and execution plans to tie HR technology to business results and transforming people, process, and technology to align with business objectives, Knowledge Infusion offers an unparalleled source of services and information for the HCM community with a common goal in mind--maximizing the strategic direction HR has on an organization. Knowledge Infusion was named a Top 25 HR Influencer of 2007 by HR World, was recognized by IHRIM with the 2007 Partner Award, and was ranked #3 on the Minneapolis-St.Paul Business Journal list of fastest growing private companies.  
[www.knowledgeinfusion.com](http://www.knowledgeinfusion.com).

#### About Jive Software

Jive Software is the global leader in Social Business Software. For more information, visit Jive Software online at [www.jivesoftware.com](http://www.jivesoftware.com).