

about us

condiminds[®]
value among your people

We are a company born and based on the 2.0 philosophy. We believe in transparency, collaboration, open dialogue and engagement as the main value generation resources within communities. We specialize in internalizing these values within the environmental culture. Our goal is to maximize the human interconnections and to improve primary asset of any affinity group, its people.



our values

Collaboration

Collective intelligence.

Participation is the main idea. Every single member of the organization will be part of what happens to it. They should collaborate, suggest and comment. The goal is to get everyone involve on the internal communication.

Engagement

Stronger Connections

This perspective involves appreciating the importance of direct and personal communication between members of the organization. Also the relevance of having **committed employees** that participates making communication easier.



Transparency

Listen, listen, listen

There's **mutual trust** bond that grows by having every member of the organization connected at the same platform. The communication should be a priority for every company. It should be a way to make things work, to make decisions, not only a tool to send information.

Open Dialogue

Different directions

The information flow becomes **bidirectional** vertical and horizontally making easier interacting trough dialogue. That way the company gets a more **communicative character**.



open source

Open Source.

Open Source is today's business model. It gives liberty to organizations, users and developers **fomenting innovation** and genuine collaboration. Developers from around the world contribute actively with new functionalities, fixing errors and giving solutions to the open source program that we use as a starter platform for building the web solution we develop for you. Our **experience on building and customizing** this platform becomes your business benefit. You reach more value on a participative and competitive environment.

Innovation.

CIO's from around the world are choosing open source technologies in order to increase their **business growing**, optimize their system performance and reduce their costs. Open source brings executives the opportunity to **innovate and add value** to their projects without the problems they have to deal with traditional software.

Safer and with more quality.

As open source software its available for everyone, there are thousands of developers around the world working on the platform codification. They reassure it's **quality and the excellence** on the design revision process.

Low Property Costs.

It doesn't exist any cost on an open source software license. The annual license cost **disappears**.

Continuity.

Open source software **does not depends** on an entity and allows users the advantage of being part of a **community**. Any developer can take the software from where it was left.



What´s Elgg?

Elgg- <http://www.elgg.org>- is an open source social engine which powers all kinds of social environments.

At Condiminds we use this platform as a starter for the products we offer to companies. Either for **internal communication** or for getting in touch with clients, dealers or any member of the production chain, as a **marketing tool**.

Elgg is highly configurable, customizable and extensible in terms of functionality and aesthetics.



online marketing 2.0

The last five years internet evolved in a significant way. New technologies allowed the development of solutions with a **participative and dynamic** focus. Today's consumer is more exigent wants to be involved, to participate. The consumer that used to be a receptor is now a producer that judges, gives ideas, advice and share experiences. This is the web 2.0, this is internet evolution. Many people says 2.0 is not just a name for new technologies, but also represents the **change of attitude**.

VIRAL AND BUZZ MARKETING.

The Viral Marketing is the online version of the traditional 'word of mouth'. It uses an strong image or video that will be passed between a network trough internet giving the message the possibility to be seen by a large amount of people that will resend it again.

Inside Viral Marketing there is a new discipline called 'Buzz Marketing'. This discipline focus on the key factors of the new paradigm: traditional advertising is losing credibility. The 'Buzz' is the reason of whatever success or failure of a product launching.

Consumers trust more on their own social network. On what it thinks and the trends and habits it approves or decline.

Internet becomes a reliable and influential information source for companies. It's a giant see of discussions in which a communication expert can study and analyze messages, argumentations and good or bad opinions about an specific service or product.



Achieving Objectives.

Marketing objectives can be reached efficiently installing a Corporate Social Network. Possibilities are endless. If you can dream it, we can develop it!

You will find here some examples on uses of an Elgg's social network:

- Open community of a product or service consumers.

Customers and company build value together inside a space specially designed for constantly feedback, learning and collaboration. The social network can be develop for a new product launching or for monitoring an existent product market. (o target)

- Post-Sale Service Social Network

At this space consumers will find questions to their answers, suggests or complains.

- Private social network for dealers

Dealers will be updated of any new content related with the product and connected with each others making communication of the channel easier.

- Private social network for exclusive clubs

It allows to build customers loyalty by having them being part of a club. On this social network, or Club, the common factor will be that members identify themselves with the brand

There are many others options for using Elgg on online marketing such us: a social network to promote an event, a private online focus group or a community for recruiting talentes, among others.

internal communication 2.0

The importance of the **human factor** shows that the **most important assets** of an organization are their people. They have not only critical information but also a will that should be motivated and taken care of. A new model of organization based on dialog, transparency, commitment and collaboration of every member places internal communication as a **basic management tool**. It happens on an environment on which communications are getting stronger inside the corporations structure.



The new paradigm of the **Social Web** and the new technological applications made their way inside internal communication generating new channels of communication like employees blogs, wikis, intranets and newsletters.

Managing complex organizations and internalizing the corporation culture its **easier** by using this new tools.

The use of a 2.0 web platform demands changes inside the company's philosophy . A **new organizational model** appears in which relationships between employees and their relationships with outsiders gain prominence.

Actually, the conception must change. Companies should be seen as a network full people and **workgroups getting connected**.

Internal Communication 2.0 represents a model based on a company's principal objectives. Every action related with internal communication will **reach to that goal**: the mission, vision and values of the company. That objectives are no longer set by the superiors, they will be **discuss constantly** inside the company to feel the needs of the environment.

benefits

Significant Benefits.

The development of a Social Network for internal communication allows the companies to improve efficiently its activity, what will impact on the organizations performance.

- The **relationship** between coworkers will increase. Either on a professional level –related with work issues- or on a personal level –related on personal relationships-

- On one hand it will **help the circulation** of information inside the organization to be fluid and quick. On the other side, it will **help the coordination** of tasks and efforts between different areas or units.

- The organization will become more **dynamic and agile**, adjusting quickly to different situations that may come across.

- A social network will encourage **synergy** between the employees by making them get to know each other.

- It will also increase the **identification** of employees with the organization by **sharing the values** established by the directory.

- That will definitely have impact on relationships, the **sympathy** between partners will grow not only on a professional field but also on the personal one. The group will be **more united** and the **sense of belonging** will grow among the employees.

open source

Open Source.

The Open Source is today's business model. It gives freedom not only to institutions but also to users and developers. It **encourages innovation** and genuine collaboration. Developers from around the world contribute actively, they correct errors and generate new and innovative functionalities for the open source product we use as a platform for developing your web solution.

Our **experience on developing and customizing** this platform and its community becomes your benefit. This higher value is achieved in an environment that allows greater participation and competition.

Innovation.

Open source technologies allows the implementation of developments as a social network efficiently, optimizing the system performance and reducing costs. The open source gives the possibility of **innovate and add value** to organizations without common problems brought by traditional software.

Low Copyright Budget.

There are **no license costs** on an open source software. The annual licenses cost get **reduced to zero**.

Continuity.

The Open Source software **does not depends** on one entity and gives users the community advantage. Any developer can take the platform and continue it from where it was left.

Better Quality and Safest.

Open source software is available for everyone. Developers from around the world works on its codes constantly reassuring it's better quality and the process excellence in design review.



powerful features

Activity

New to Elgg 1.5 is a comprehensive activity stream which provides an at-a-glance look at activity from across the site, as well as your friends' activity and your own actions.

You can filter the activity stream to only include particular tools or types of action, making this a powerful addition to your social network.

Optionally, your activity stream can be the first port of call for users logging into the site - or you can use it alongside Elgg's widget-based dashboard. Users will be presented with the site's newest members and can post directly to the wire.



The screenshot shows the Elgg 1.5 activity stream interface. On the left, there is a 'New wire post' form with a character count and a 'Recent members' section displaying a grid of user avatars. The main content area is titled 'Welcome Dave Tosh' and features a filter menu with 'All', 'Friends', and 'Mine' options. Below the filter, a list of activity items is displayed, each with an icon and a timestamp, such as 'like updated their profile (2 minutes ago)' and 'Hisham posted on HIToll's message board (8 minutes ago)'. The interface is clean and modern, with a focus on user activity and social interaction.

powerful features

Profile.

Elgg comes with a set of default profile fields which can be extended or completely changed by the site administrator.

Using Elgg's powerful widget framework, **USERS** can select from a bank of available widgets to **create a full and rich profile.**

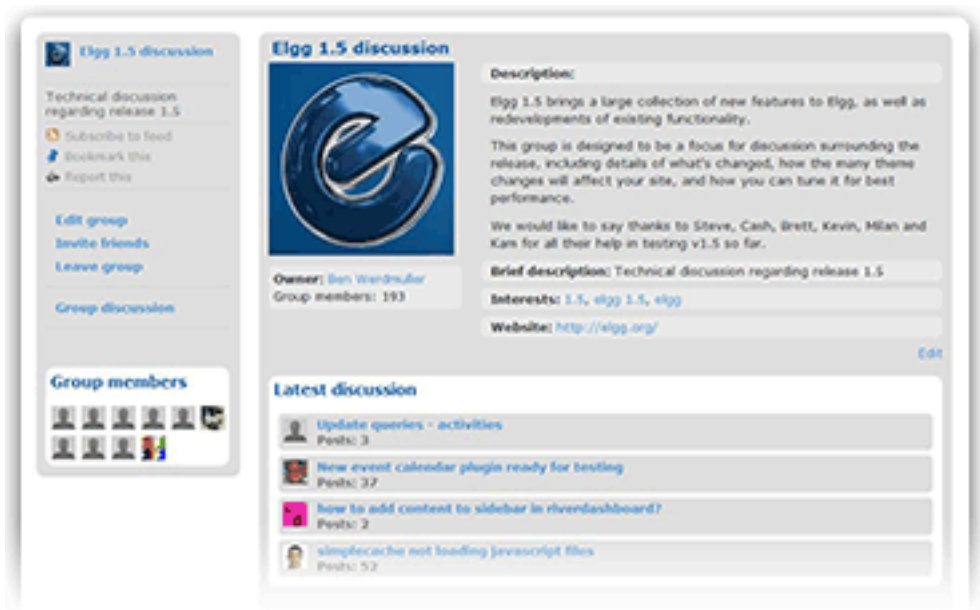


An Elgg profile **acts as a great overview** of a site member, pulling together their activity from the site, as well as from external sources.

powerful features

Groups.

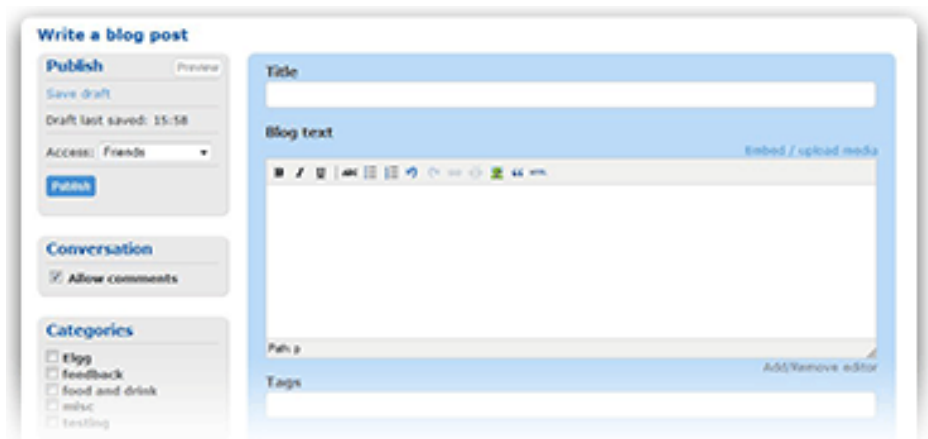
Users can create groups around a particular topic and take advantage of a collaborative group discussion area, group files and group pages. You can create open groups that anyone can join, and closed groups, where membership is requested first and accepted or denied by the group owner.



Blog.

Elgg 1.5 has a fresh new blogging tool with some useful added features:

- * Save a draft (with autosave).
- * Categories.
- * Conversation toggle.
- * Preview.
- * Rich media embedding.

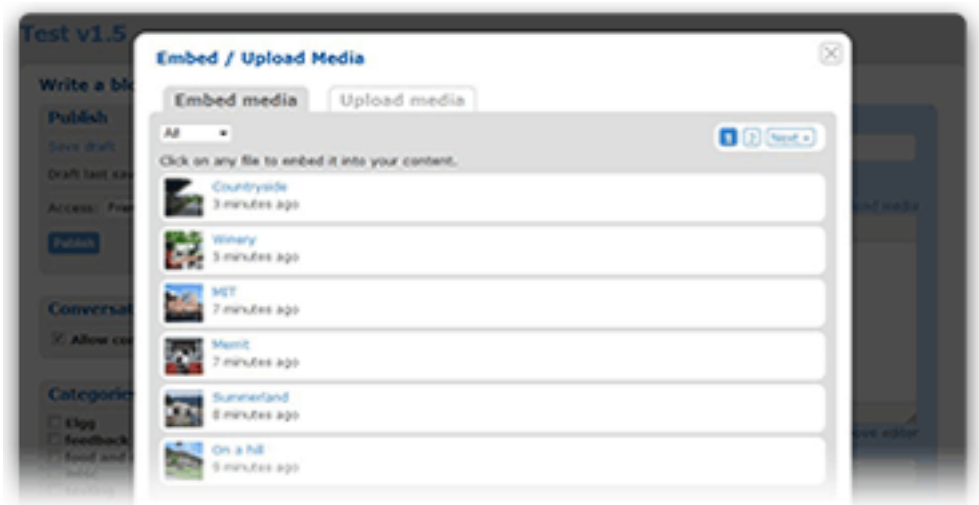
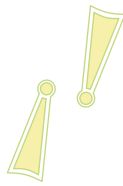


powerful features

Embed media.

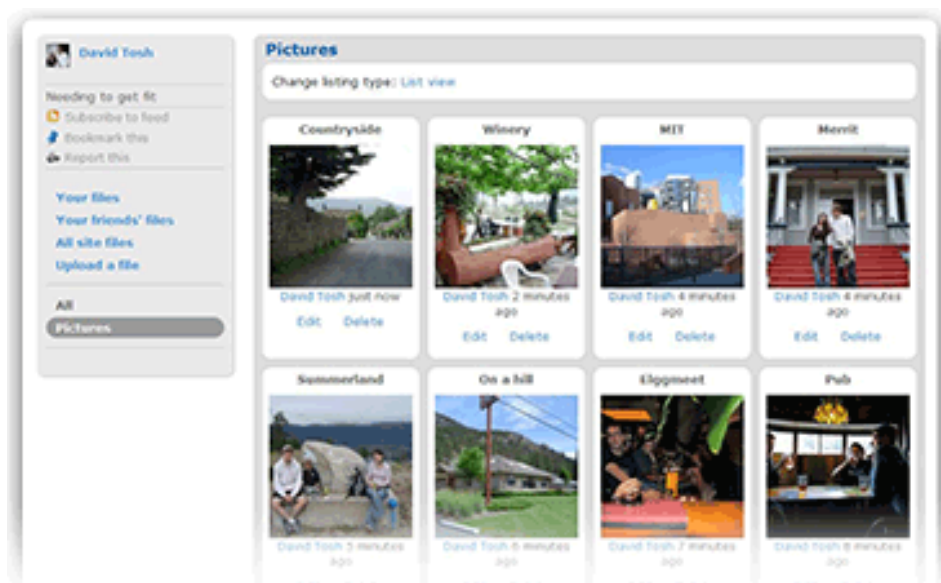
The new media embed feature allows users to **easily** include their photos, audio snippets and files within blog posts, pages, comments, discussion topic and profile fields.

The modal window allows your users to upload resources and get access to the files they need while constructing their content.



Files.

Elgg comes equipped with a **full file repository** that will handle a wide variety of data including photos, word documents, audio files, videos, PDFs and more. You can easily flip between lists of files and image galleries, in order to comfortably find the item you're looking for.



Users can display their latest files on their profile and embed any file into their content.

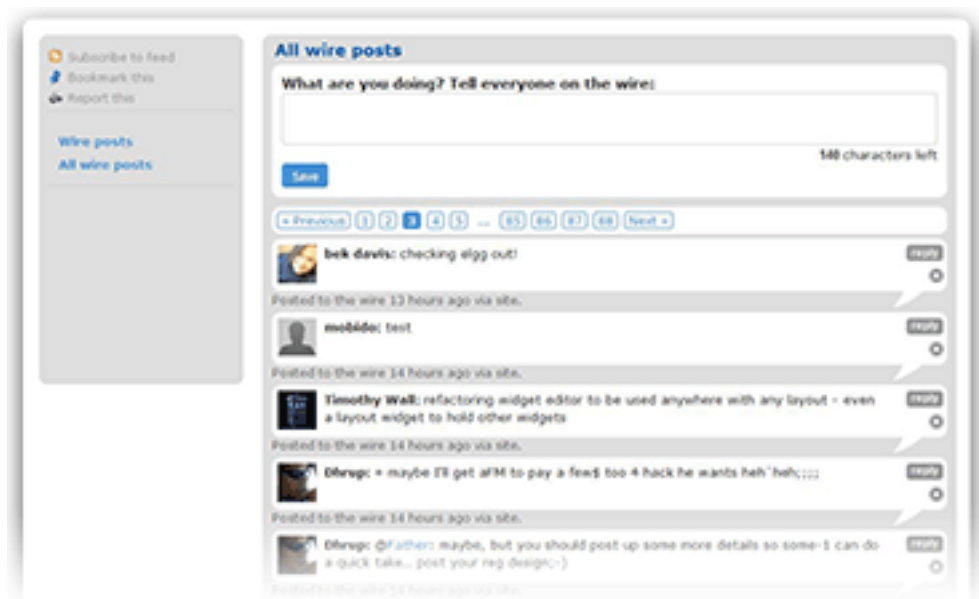
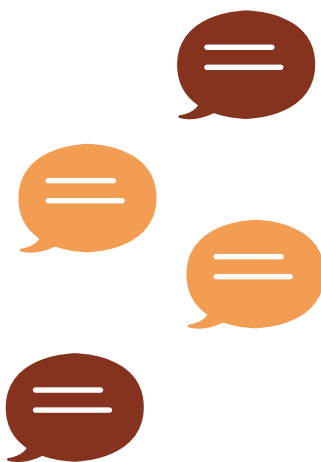


powerful features

The Wire.

The wire brings **microblogging** to the core Elgg package - like having your own personal Twitter service.

You can push wire posts out to Twitter so your users can localise usage while still taking advantage of their Twitter account - or you can deploy this to your intranet in order to allow your students to **keep up to date** with their colleagues' current status.



extra features

Pages.

The pages plugin allows you to **save and store** hierarchically-organized pages of text, and control who can read and write to them. This means that you can **collaboratively** create a set of documents with a loose collection of people, participate in a writing process with a formal group, or simply use the functionality to write a document that only you can see, and only choose to share it once it's done.

External Pages.

External pages is a simple way for site admins to populate the About, Terms & Conditions and Privacy Policy pages for their Elgg powered site. If used with the custom index plugin, it is possible to add frontpage content from an easy to manage WYSIWYG editor.

Dashboard .

Elgg ships with a flexible user dashboard, which can be replaced by the activity view if required. The dashboard acts as a **user's personal portal** to the site, displaying information - both from the site and external sources - that they select.

Social Bookmarking.

Elgg provides users with a simple social bookmarking tool. Using a button that users can place on their browser toolbar, it is easy to bookmark and share resources from all over the web.



