

mSocialEdge™ Application Guide

Introduction :

MoNimbus mSocialEdge™ is a next generation application for effectively banking on relationships through your social networks. It keeps you connected on social channels to all activities and social changes. The app is powered by MoNimbus Platform. mSocialEdge™ enables you to configure and integrate your social networking accounts from both public and private social networks like Twitter, LinkedIn, Facebook, Yammer etc. It can be integrated with any of your applications, for e.g. CRM, making them socially networked and updated with events and information and to embrace cloud and mobile. It allows your applications to dynamically sense and respond to social changes as they happen. It offers insights about your customers and for your customers more insights about your products and services. Net effect is to create new business opportunities. It can operate stand alone as well as integrated with any of your business functions.

Use **mSocialEdge™** by MoNimbus to create intelligent agents that help you track most recent information from your social networks to create new business opportunities. You can either set up an automatic agent or simply search for people or conversations in different social networks.

mSocialEdge™ services application can be well integrated with **mCRM™** to provide dynamic information from social networks to curate and generate leads to opportunities. It is all about intelligent leads management and new business development using the power of association, relationships and the real time information that is generated therein. By tight integration with **mSocialEdge™**, **mCRM™** provides real time dynamic information to improve business development efforts.

Why mSocialEdge™?

mSocialEdge™ provides intelligent, optimized mobile experience with value added integration to social networks and real time collaboration. It does not require platform installation, but only the web link to the **mSocialEdge™** application.

MoNimbus platform foundation has underlying social technologies through **mSocialEdge™** to mine historical data, and to recommend helpful contacts for new opportunities. This application will successfully extract new contacts thereby improving efficacy of sales.

With **mSocialEdge™** users can

- Extract Leads from Social Networks

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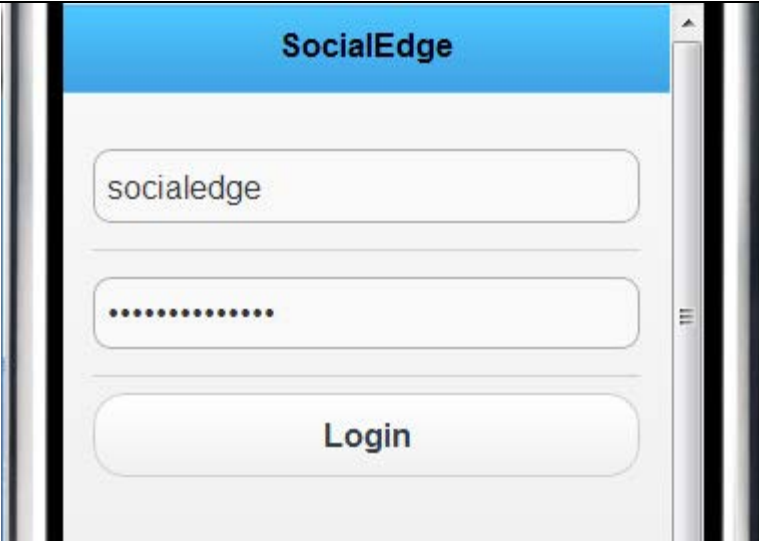
Devices that work with mSocialEdge™:

mSocialEdge™ solution currently works on, Android, Windows, Blackberry phones and tablets, iPhones, iPads, and other web-enabled mobile devices.

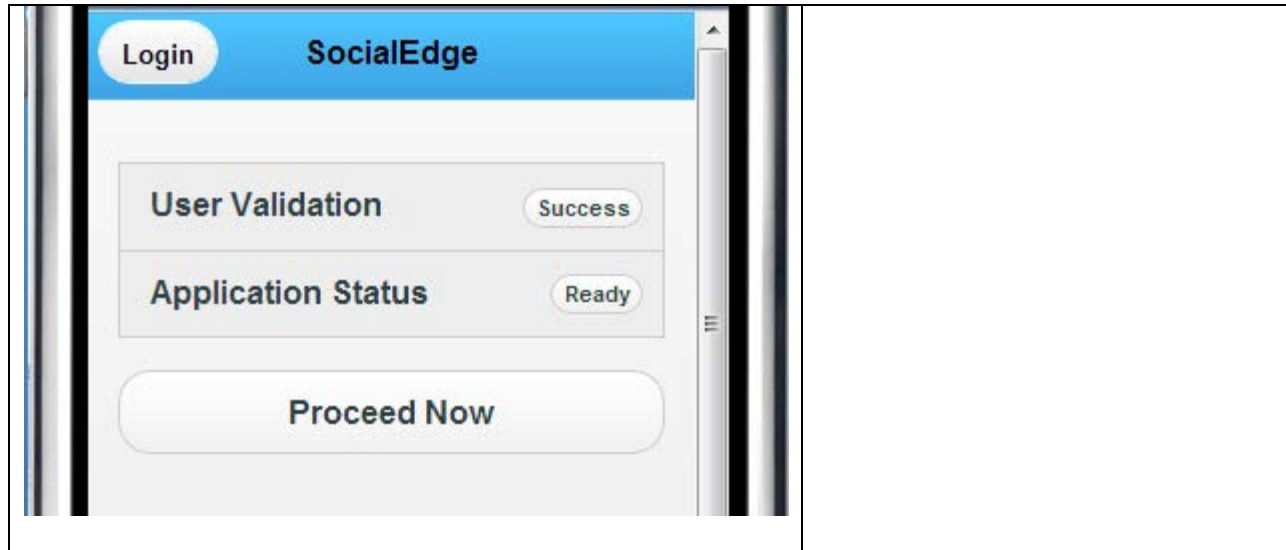
Getting Started :

mSocialEdge™ mobile application is now available to all mobile device users. After registering it for free at <http://www.monimbus.com> → **Sign Up** one can start using the application on their mobile devices or get hands on experience on the web using the registered credentials.

1. **Web Users** : Access the application at <http://socialedge.monimbus.com/> on the web.
2. **Android Users** : Go to application 'Google Play'. Download and install the application "mSocialEdge™ by MoNimbus".

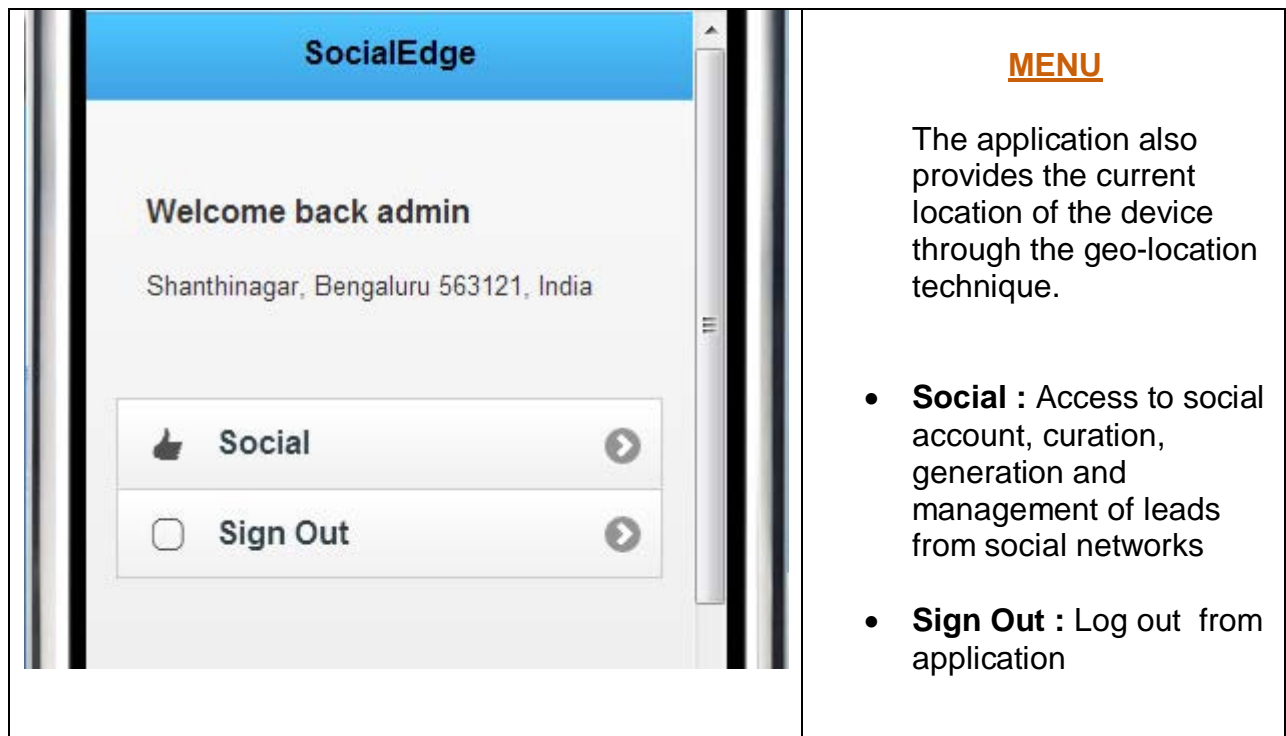
	<p style="text-align: center;"><u>LOGIN</u></p> <ul style="list-style-type: none">• Use the registered 'Username' and 'Password' to login and start using the application.• On successful user validation and the application being 'ready' continue with the application by clicking Proceed Now.
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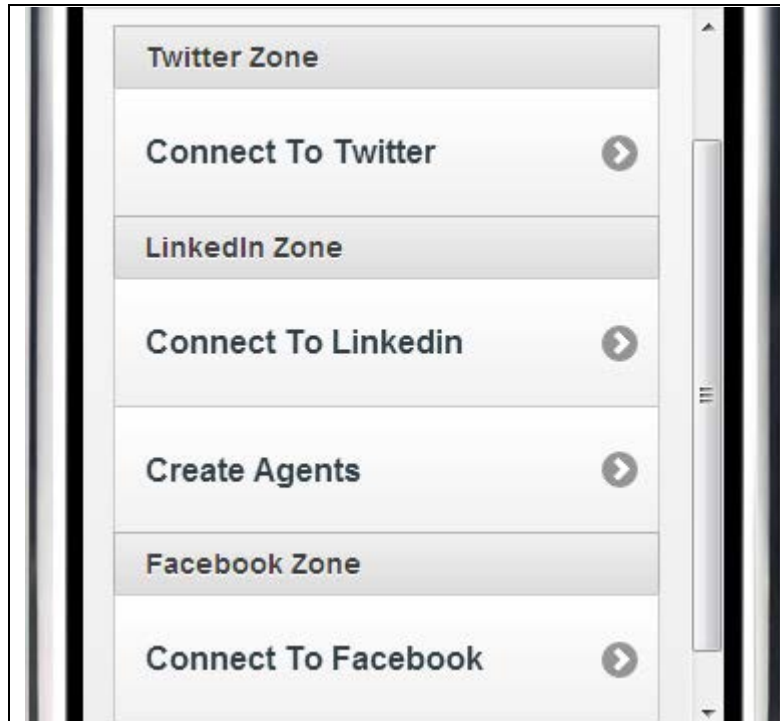


Application Navigation :

The core **mSocialEdge™** modules are as follows:



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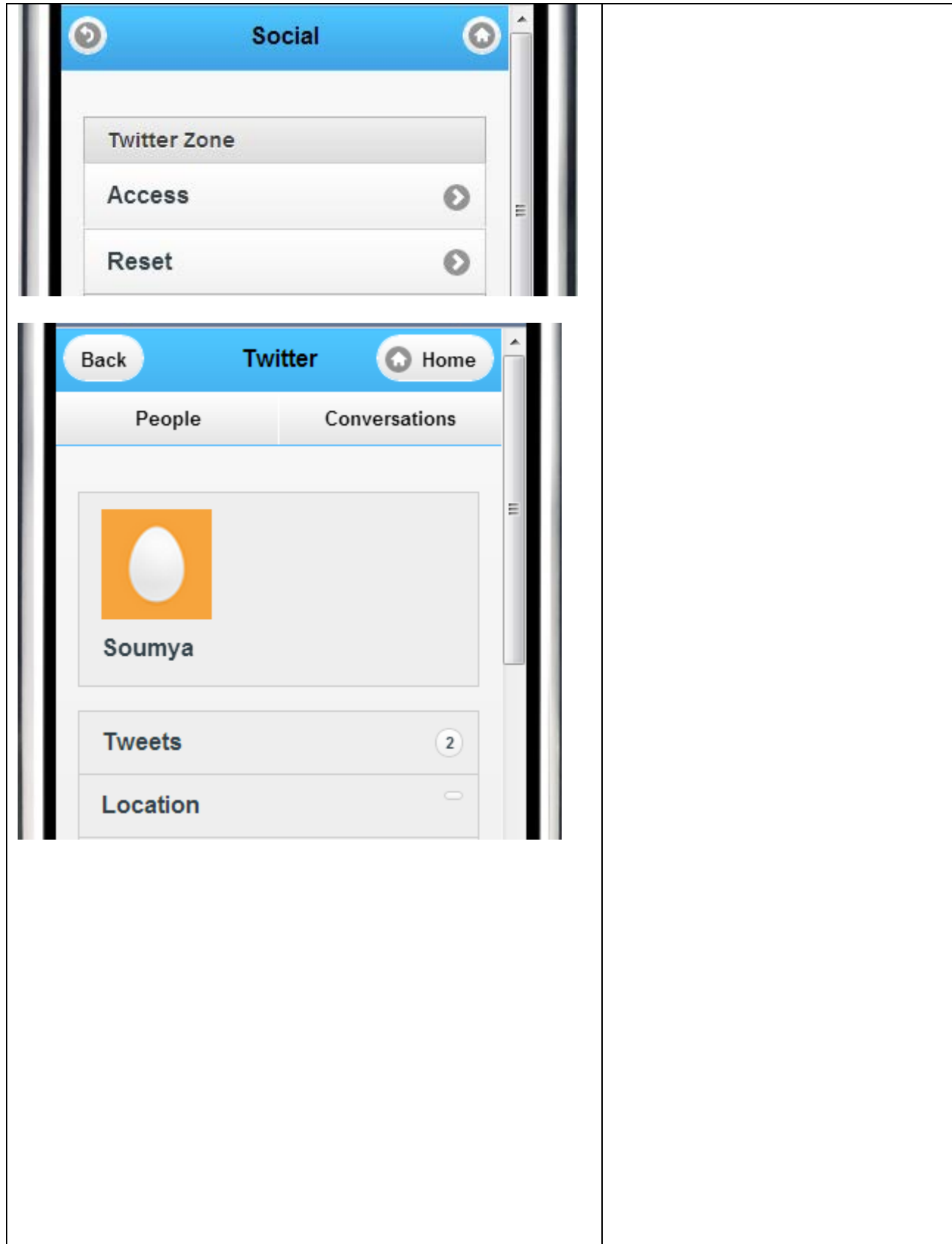
SOCIAL

- Social Accounts would want the user's authorization to gain access to the account.
- Once granted **Access** the social network accounts need not be logged in every time the application is used.
- At any point of time to log out from the social accounts or to revoke the authorization, use the **Reset** option to revoke the permissions.
- Social allows search for Contacts from Social Networks like Twitter, LinkedIn, Facebook.
- Facilitates the conversion of contacts to potential leads

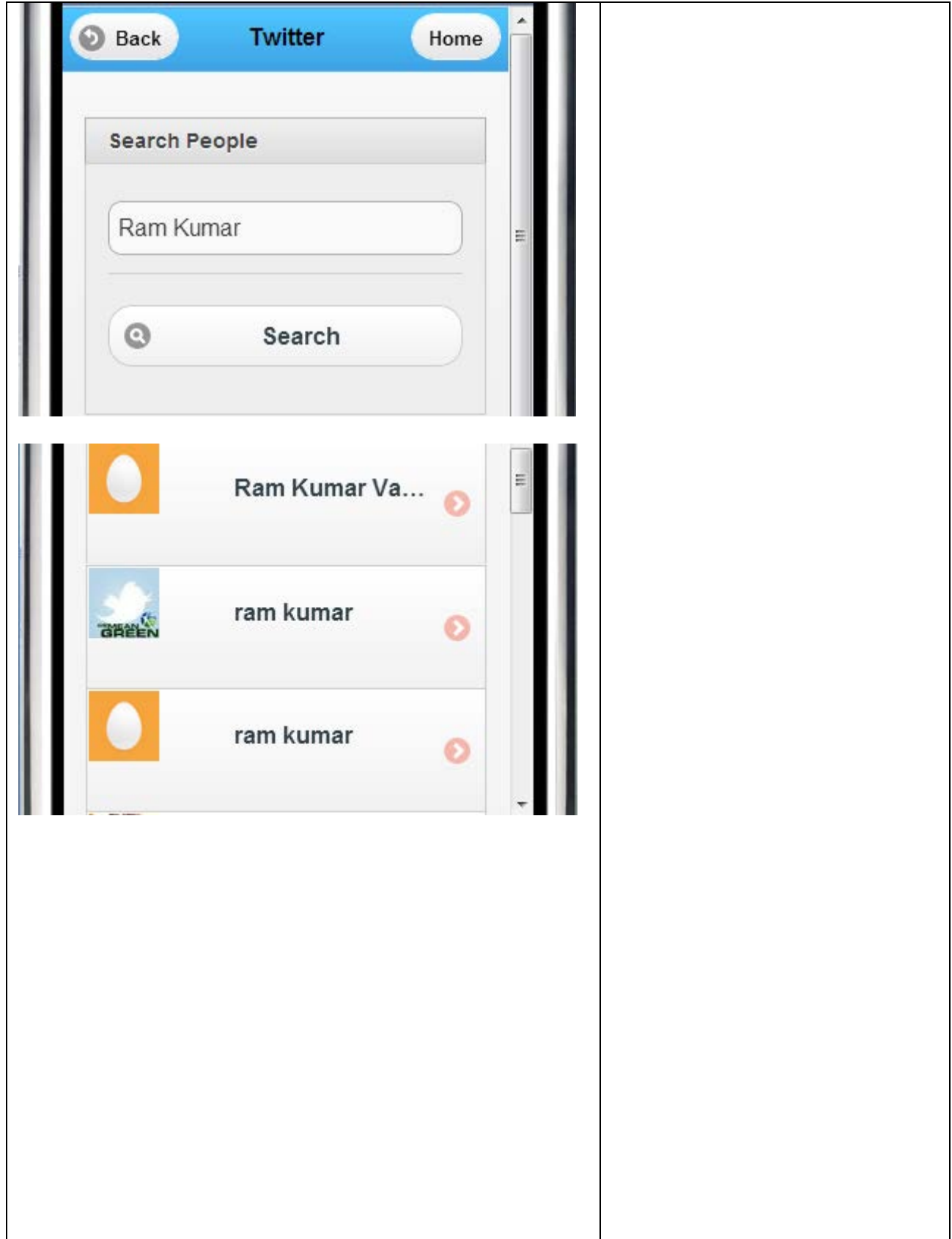
mSocialEdge™ Application Guide

<p>Authorize Mobicrm to use your account?</p> <p>This application will be able to:</p> <ul style="list-style-type: none">• Read Tweets from your timeline.• See who you follow, and follow new people.• Update your profile.• Post Tweets for you. <p><input type="text" value="ksoumya@yahoo.com"/></p> <p><input type="password" value="....."/></p> <p><input type="checkbox"/> Remember me · Forgot password?</p> <p><input type="button" value="Authorize app"/> <input type="button" value="Cancel"/></p> <p>This application will not be able to:</p> <ul style="list-style-type: none">• Access your direct messages.• See your Twitter password. <p>You can revoke access to any application at any time from the Applications tab of your Settings page.</p>	<p><u>TWITTER</u></p> <ul style="list-style-type: none">• The application will access the social network account using the ID and password.• Once the authorization is provided the user will be able to access all the account details. <p>This module allows the search for contacts from Twitter accounts by name or conversations.</p> <ul style="list-style-type: none">• People – Search for people based on Twitter name• Conversations – Search for contacts having a specific topic related discussion in twitter.
<p>Twitter Connect</p> <p>Yes !</p> <p>Your Twitter has been configured with us. Please close this window to proceed</p> <p><input type="button" value="Close and Proceed"/></p>	

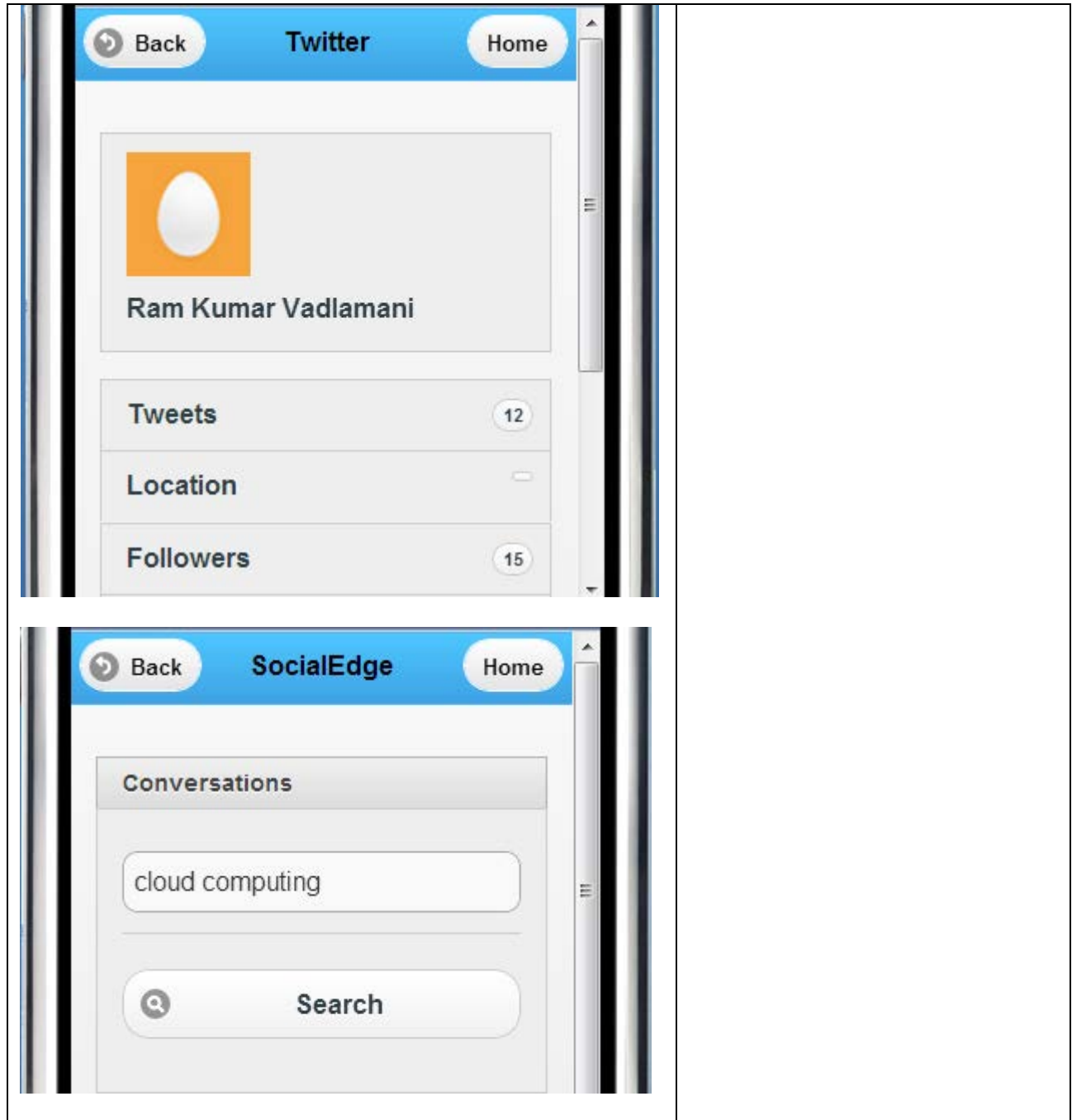
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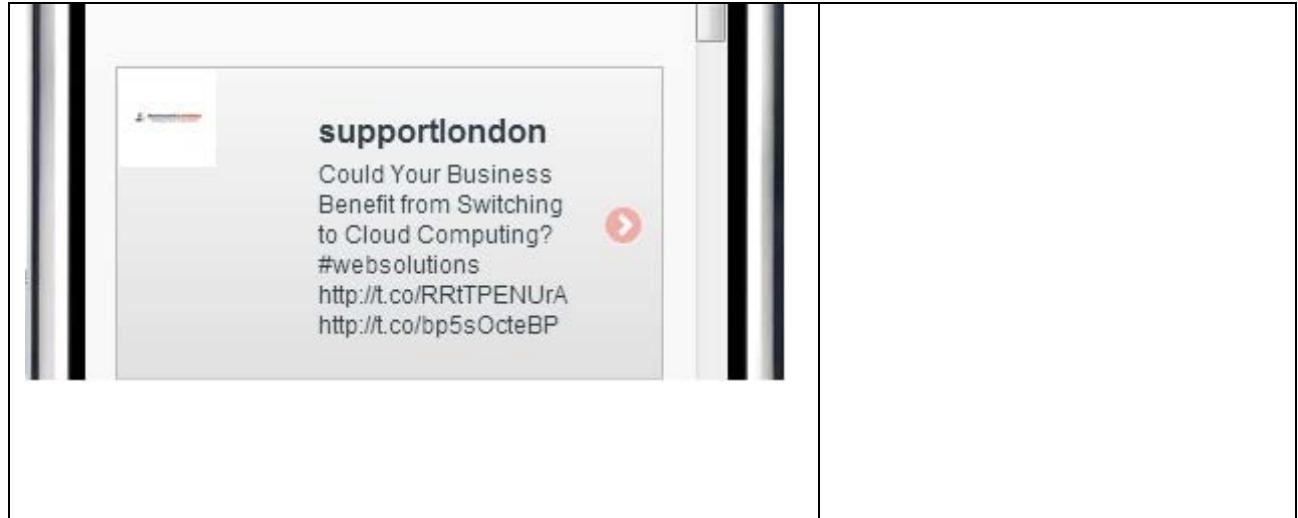
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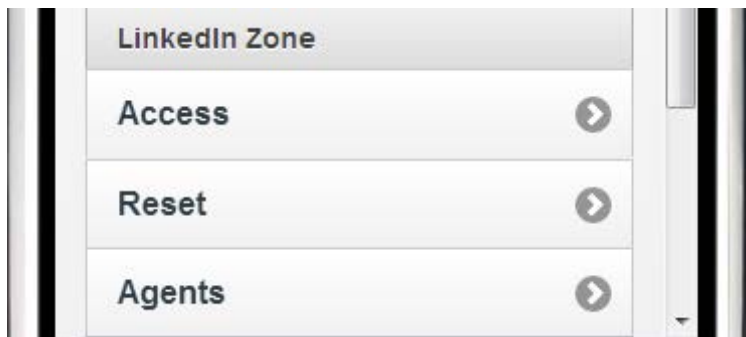
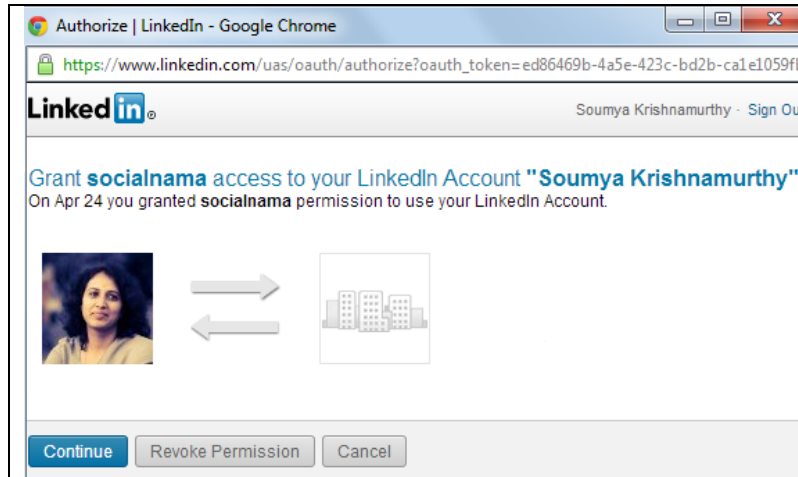
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LINKEDIN

- The application will access the social network account using the ID and password.
- Once authorization is provided the user will be able to access all the account details.

This module helps search for people on LinkedIn based on name or professional qualification.

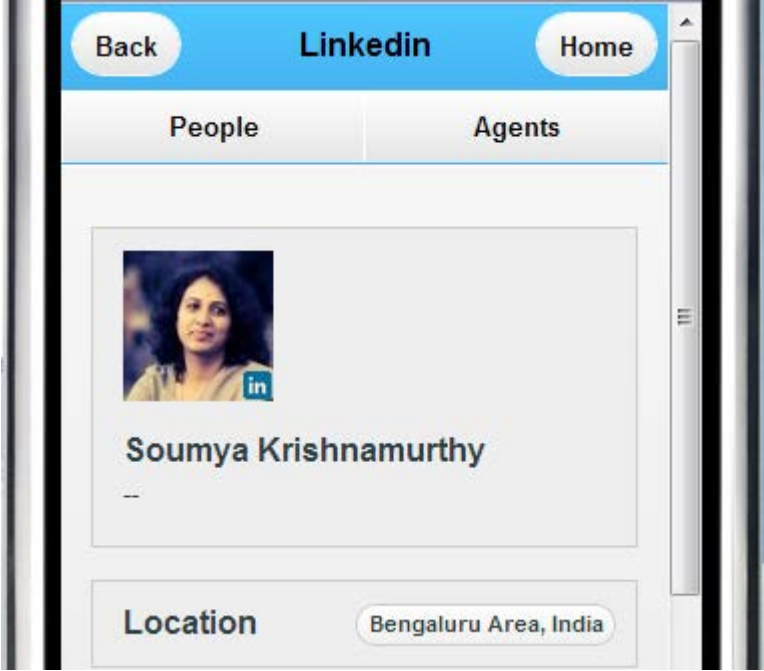
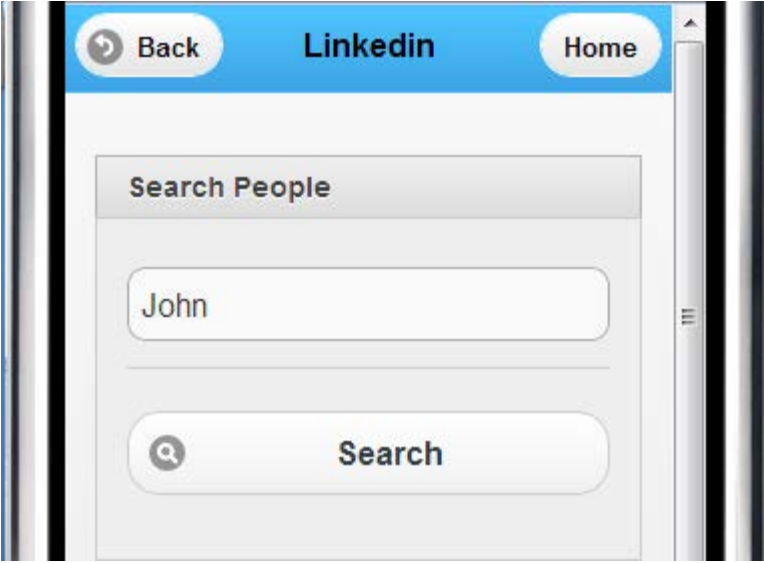
- **People** – Search for people based on LinkedIn name
- **Add Agent** – Store the query criteria related to professional qualification.
- **View Agents** – View the contact details based on the agent criteria.

AGENTS

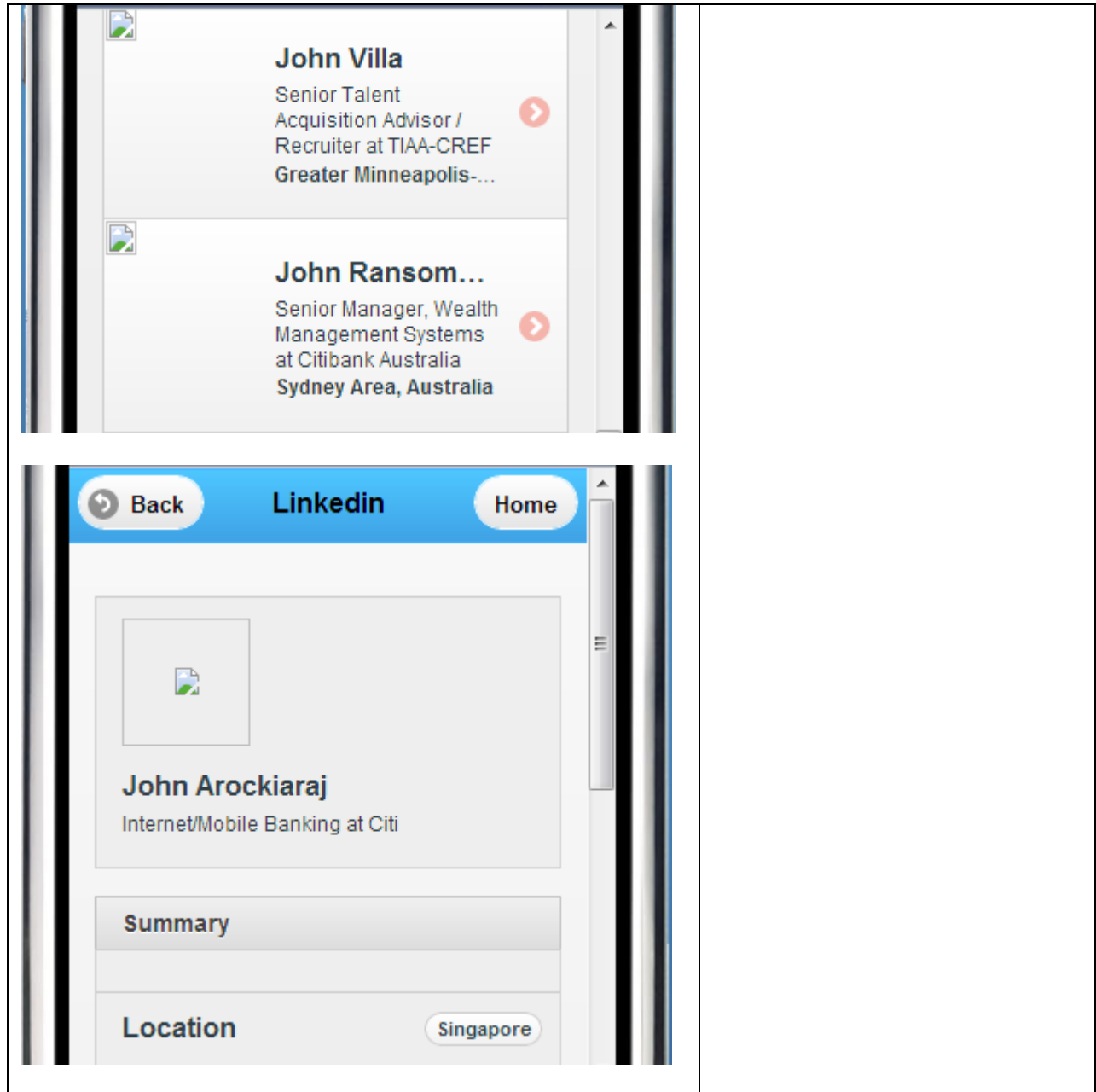
This module allows search for leads from social networks using the query information.

- **Create** – add new agents
- **Refresh** - clear all the

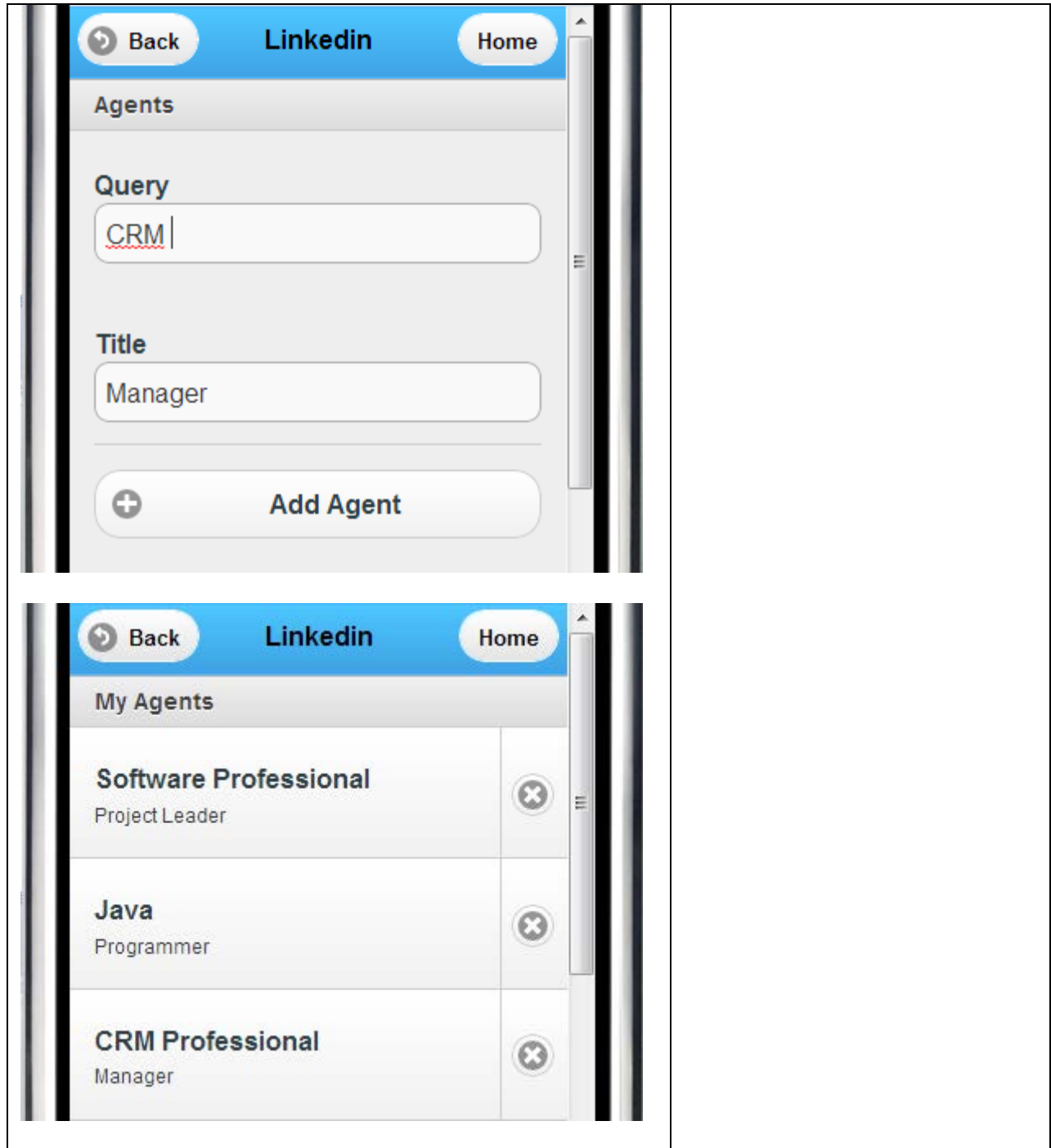
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	<p>agent criteria results</p> <ul style="list-style-type: none">• All – View all the agents
	

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The screenshot displays two user profiles in a list view. The first profile is for Sharon Kong, a Senior Business Analyst at Westpac in Australia. The second profile is for Ramkumar G, a Program Manager at Standard Chartered Bank in Singapore. Sharon Kong's profile is selected and expanded to show a detailed summary of her experience as a Certified Business Analyst Professional (CBAP).

Sharon Kong
Senior Business Analyst - CRM & Marketing Services at Westpac
Sydney Area, Australia

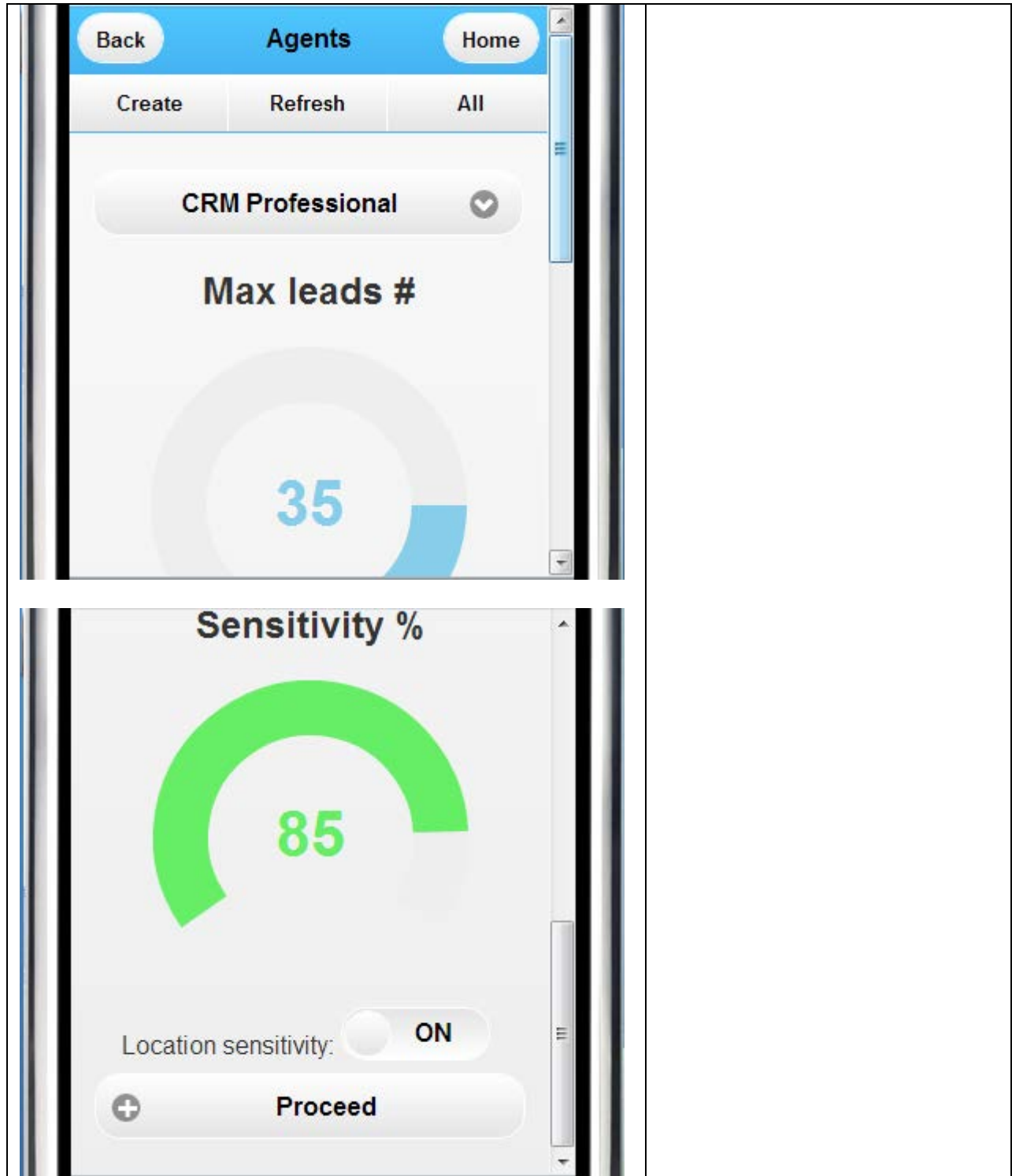
Ramkumar G
Program Manager, CRM systems, Consumer Banking at Standard Chartered Bank
Singapore

Sharon Kong
Senior Business Analyst - CRM & Marketing Services at Westpac

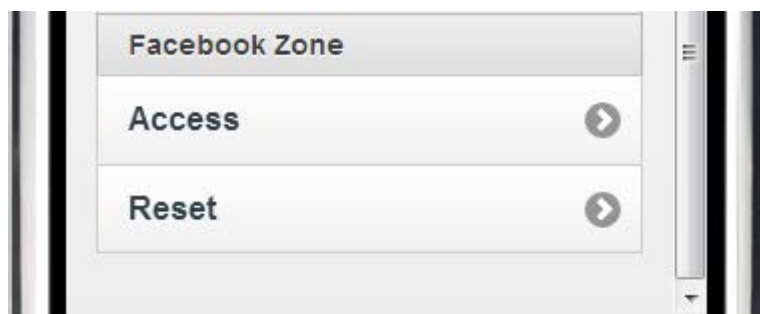
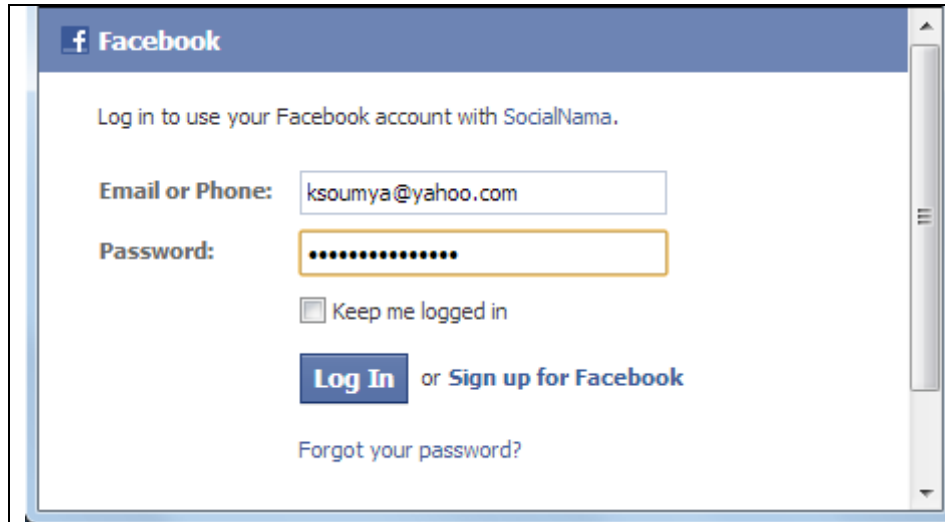
Summary

I am a Certified Business Analyst Professional (CBAP), a recognition awarded by the International Institute of Business Analysis (IIBA). I have more than 8 years of experience in Business Analysis acquired in various organisations including Pinpoint Marketing, IBM, Citi (Retail Banking), ASX (Australian Securities Exchange), CBA (Retail Banking) and currently, Westpac (Online Transformation Program & Websites Team). I am interested in harnessing the power of online technologies to deliver value to organisations and subsequently achieve business goals and objectives. I have

mSocialEdge™ Application Guide



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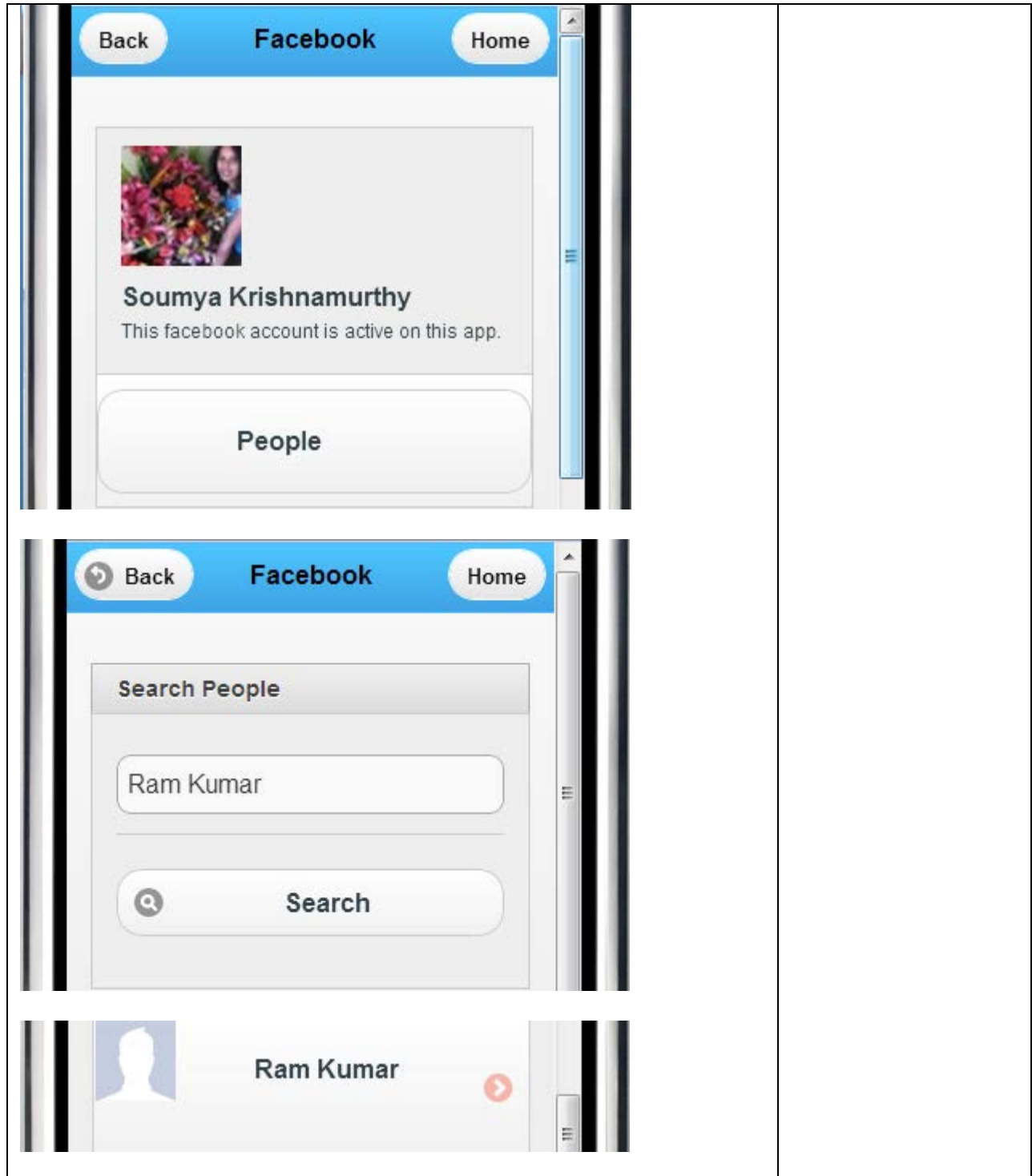


FACEBOOK

- The application will access the social network account using the ID and password.
- Once the authorization is provided the user will be able to access all the account details.

This module helps to search for people on facebook based on name.

mSocialEdge™ Application Guide



mSocialEdge™ Application Guide

