



As Agile software development becomes main stream and development teams accelerate delivery of software releases, it is critically important to connect with customers and understand their evolving needs to maximize your ROI on software development. Web 2.0 social networks bring new value that enables software-driven organizations to engage their customers earlier in the lifecycle.



Overview

With the adoption of Agile methods comes new opportunity to partner with customers and accelerate innovation while becoming a more responsive software solution provider. By adapting social networks to the needs of software-driven organizations, Rally Community Manager gives you the confidence to release software that delivers the greatest value to your users, because they actually experience your software as you build it.

Your customers are already familiar with Web 2.0 technologies in their personal lives from their use of Amazon, Netflix, Facebook, and other community-centric web applications. Rally Community Manager leverages this active communication mechanism to bring your development team closer to your customers. In addition, Rally Community Manager has been validated by its implementation of the award-winning Agile Commons community that connects Agile development teams with a broad base of Agile experts.

Benefits

Quite simply, Rally Community Manager increases your ability to maximize your software ROI by:

- Optimizing the value of software through a deep understanding of customer needs
 - Monitor your customers' needs through active discussions
 - Assess what your customers need most with feature request submission and community-driven voting and consensus
- Minimizing development rework costs and validating product design ideas earlier in the development cycle
 - Communicate product plans to gather comments and votes on your roadmap before spending a penny
- Accelerating your end-users' learning curve and nurturing a collaborative community
 - Quickly connect expert users to new users
 - Create a common body of shared knowledge about your product and service offerings

Rally Community Manager leverages HiveLive, a unique and powerful social and information networking technology, to create a vibrant community that links your customers with your subject matter experts. HiveLive's high degree of customization and robust permissioning model allow you to establish community pages that work best for your users and empower them to collaborate in ways you may not have envisioned when initially defining the community.

Scaling Software Agility®

Availability and Pricing

Rally Community Manager is available today. Contact partners@rallydev.com for a demonstration and further information and visit [Agile Commons \(www.agilecommons.org\)](http://www.agilecommons.org) for an example of what Rally Community Manager can do for you. The implementation of Rally Community Manager may be supplemented by Community Building consulting services to ensure your adoption of an enterprise social network is successful.



About Rally

Rally is the #1 partner for Agile success through its family of products, coaching and community support. With a dedicated focus on Agile practices, Rally helps organizations of all sizes shorten their development cycles, minimize risk, and collaborate across teams and silos. Rally's on-demand Agile lifecycle management products were honored with three-time Jolt Product Excellence Awards (the industry's Oscars) in 2006, 2007 and 2008 and currently support over 300 corporate customers and 12,000 subscribers in more than 30 countries. Rally's end-to-end solutions for Agile development also include Agile University, the largest source for Agile training, and Agile Commons, the largest collaborative Web 2.0 community dedicated to advancing software agility. For more information, visit www.rallydev.com.

About HiveLive

HiveLive, Inc. is the first company to deliver an enterprise social software platform that integrates social networks with information networks for business-focused communities. The company's on-demand, web-based platform is powered by a new Web 2.0 building block called a "Hive," which can be configured to support a nearly infinite range of community activities such as concept brainstorming, product feedback, design reviews, voting centers, and more. The patent-pending technology uniquely enables companies to build communities of depth, and forge tighter bonds with their customers, partners, and employees to foster innovation, creativity, loyalty, and trust. HiveLive is privately held with headquarters in Boulder, Colorado. For more information, visit www.hivelive.com.

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