Admin Guide

FUZED

March 4

2012

This guide provides a detailed description of all Administrative features for Fuzed.

Contents

Introduction 3

Setting up Your Fuzed Network 3

- Signing up for a custom URL for your Fuzed Network 3
- Signing up as an Admin for the Fuzed Network 4

Managing a Fuzed Network 4

- Manage Licensing 4
  - Fuzed Online Cost 6
  - Payment Options 6
- Managing Apps 6
- Managing Members 7
  - Membership Settings 7
  - Viewing Member History 7
  - Removing Member from Fuzed Network 8
  - Adding other members as Admins of the Fuzed Network 8
- Managing Content in Public Fuzed Activity Stream 9
  - Moderating content in public activity stream 9
  - Moderating member actions in public 10
- Managing Groups 10
  - Creating Groups from Excel 11
  - Editing Groups 11
- Do Not Contact Settings 12
- Editing Fuzed Network Profile 12

Fuzed Analytics 13

- Types of available analytics 14
  - General Analytics 14
  - Poll Analytics 15
  - Survey Analytics 16
  - Assessment Analytics 17
  - Ad Analytics 18

Fuzed Marketing 18
Ad Builder 18
Assigning Ads based on Analytics 19

Introduction

Fuzed enhances how people in your company connect, collaborate, share and discover knowledge with people internal and external to your organization. With Fuzed, you share knowledge, not just content.

Fuzed provides capability for an administrator to manage, moderate and control how people interact in the Fuzed Network.

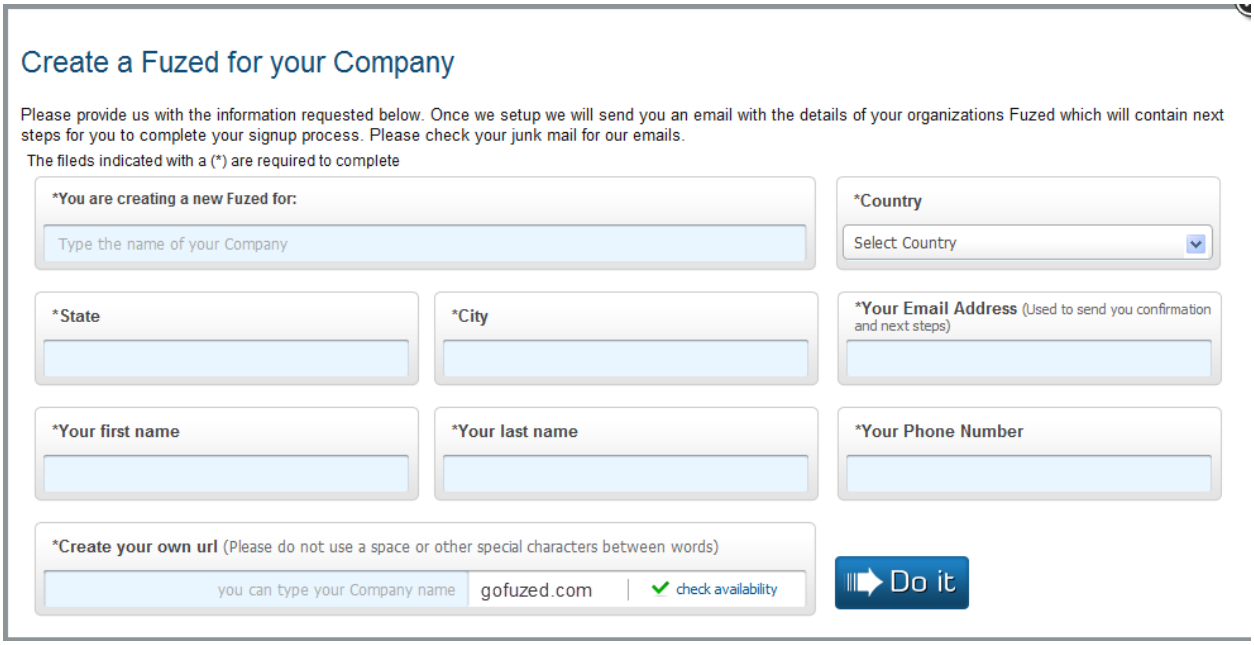
Setting up Your Fuzed Network

Fuzed offers Fuzed Online where you can set up Fuzed for your organization hosted by us or you can have one of our partners work with you to install and configure Fuzed in your own data center.

If you are planning to use Fuzed Online, you can go to the Get Started page on the Fuzed website to create a custom URL for your company.

Signing up for a custom URL for your Fuzed Network

From the Get Started page on the Fuzed website, once you click on the appropriate link to create a Fuzed Network, you will be presented with the options to specify a custom Fuzed Network address. Once you provide the information, we will confirm and approve the domain within a few hours. You will be notified once the domain is ready for you to use.



Signing up as an Admin for the Fuzed Network

Once your custom URL is created, you will need to sign up yourself as an administrator for your organizations Fuzed Network. Please make sure to pick “Admin” as member type when signing up for your own Network.

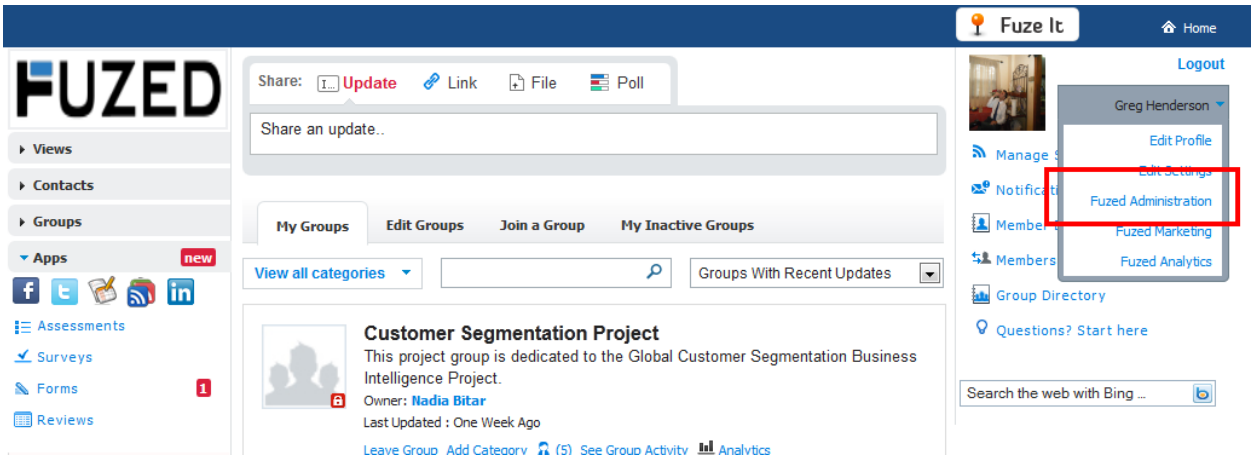
As an administrator you can be provided with a wide variety of notifications around member activity. It is therefore advisable to use a secondary email for the purposes of registering yourself as an administrator.

You will need to provide us with some kind of official documentation stating that you are officially representing the company. You can do this by either uploading a document on your companies letterhead or give us a phone number where we can reach you. We do this to ensure, the right individual is given the administrative rights to your Fuzed Network.

Managing a Fuzed Network

Once your Fuzed Network is set up, there are some fundamental administrative settings you will need to address.

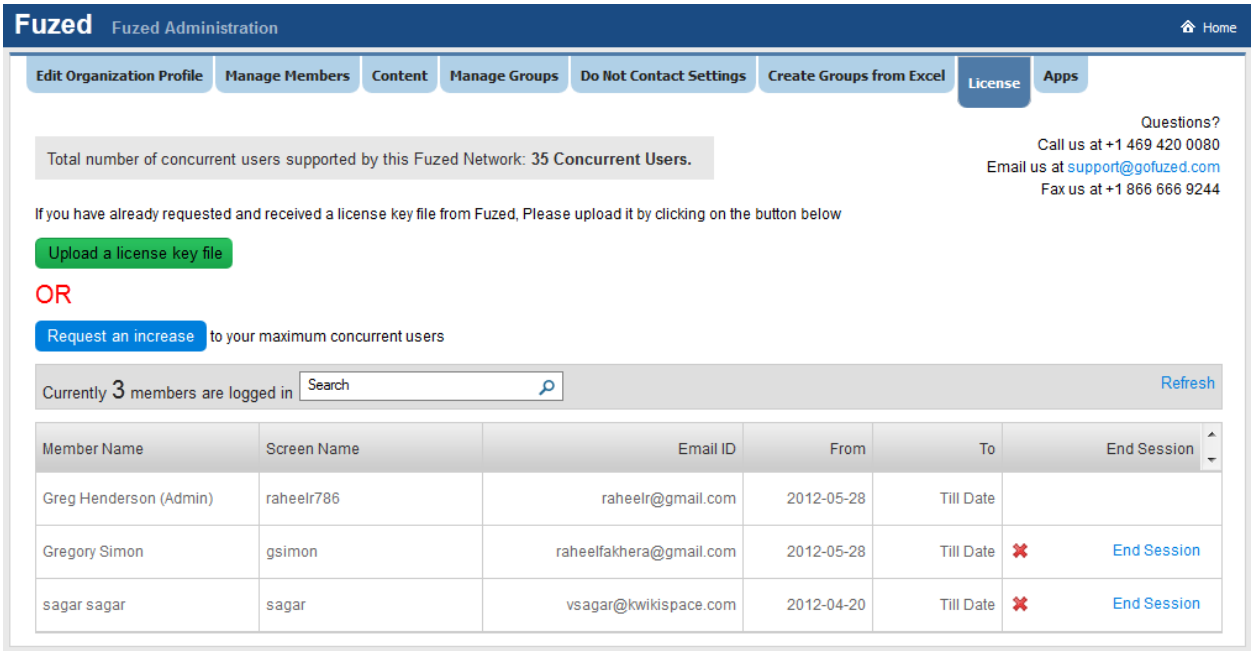
You can access Fuzed Admin Settings as shown here :



Manage Licensing

Fuzed is unique in terms of licensing. Instead of charging by member, Fuzed charges by number of concurrent members. Organizations can keep costs low by estimating maximum number of members at any given time. One member using multiple devices counts as one concurrent member.

The licensing screen can be accessed from Fuzed Administration.

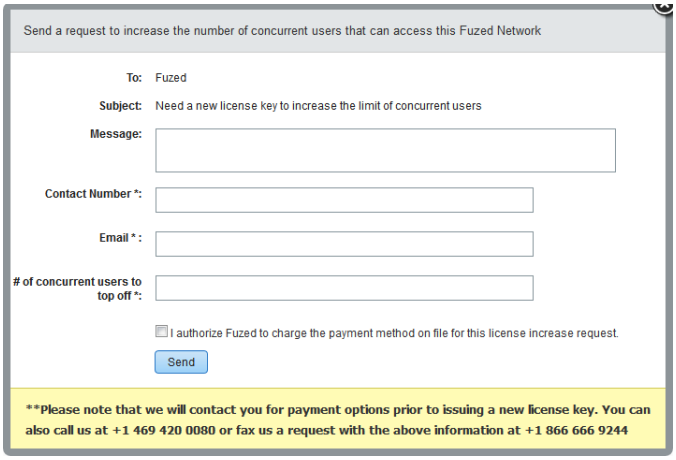


Licensing screen provides access to:

1. Number of concurrent members licensed to use the Fuzed Network
2. Name and session information for members currently logged in
3. Contact information to contact Fuzed with any questions

Actions you can take on this screen:

1. Request an increase in the concurrent members by clicking on the “Request an increase” button. Once you request an increase, Fuzed will contact you for payment options prior to issuing a license key. Monthly recurring charges will be billed to the payment method on file. For additional licensing you will be able to provide a new payment method or advise Fuzed to charge the payment method on file.



2. End session of any member currently logged in. This will reduce the number of concurrent members currently logged in.

Fuzed Online Cost

Fuzed charges per concurrent member per month. Current monthly subscription pricing is available here

Payment Options

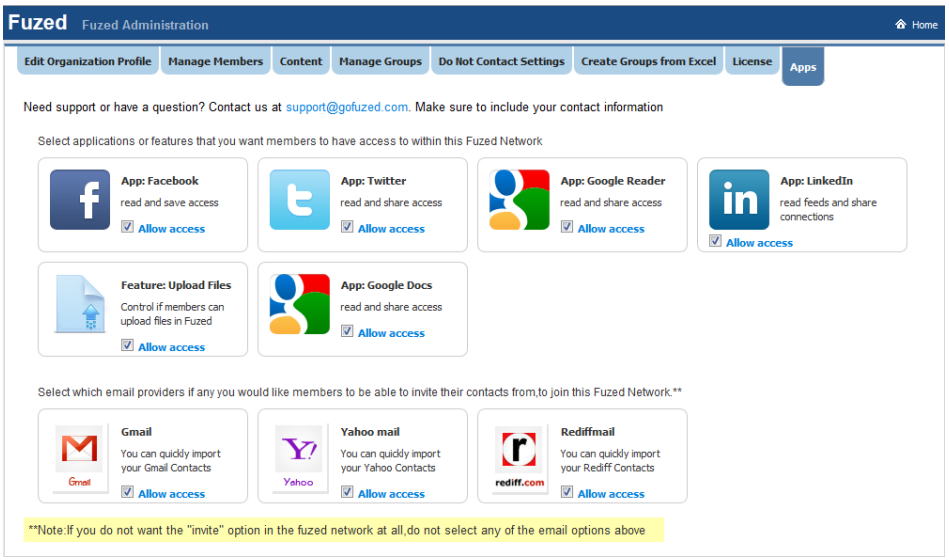
Credit Cards : Fuzed accepts Visa, MasterCard and Discover. We also accept checks. Please contact us at support@gofuzed.com if you have any questions.

Managing Apps

You can specify the apps you would like to allow your members to access within Fuzed. To manage apps, click on Fuzed Administration and then Apps.

Actions you can take on this screen:

1. Control which apps (Facebook, Twitter, Google Reader, Google Docs or LinkedIn) members will be able to view and share information from. If you do not select LinkedIn, then members will not be able to login to Fuzed with their LinkedIn ID
2. Control if members can upload files in Fuzed. This is important if you don't want Fuzed to act as a repository of unstructured information and rather members use any other solution you may already have internally.
3. Decide if you want members to invite others to join the Fuzed Network via email. If you do not want the "Invite" option to show up in Fuzed, do not select any options here.

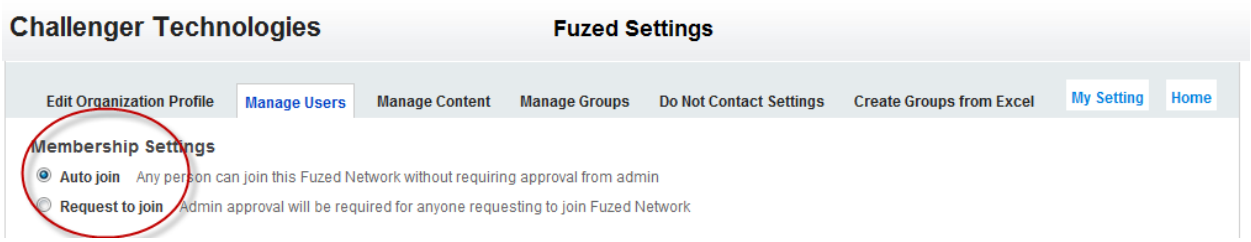


Managing Members

Do you want potential members to freely join your Fuzed Network or you want to moderate who gets to join. This depends on the purpose of your Fuzed Network. If you are trying to reach a broad audience then it would be advisable to allow anyone to join your network. If you want very specific people, including employees, partners or customers, then you should consider keeping your network moderated.

Membership Settings

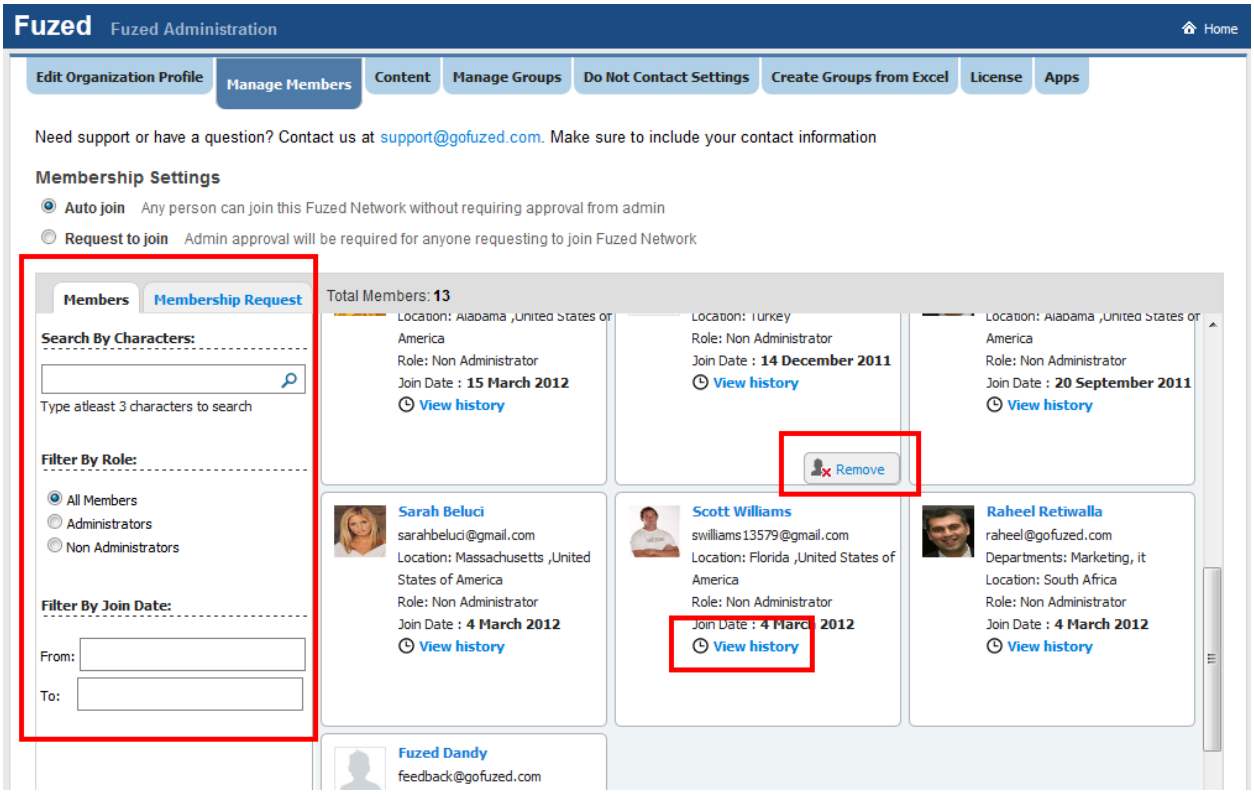
From the Admin Screen, click on "Manage Members" to specify how you would like members to be admitted in your Fuzed Network



Viewing Member History

A Fuzed Network provides the administrators to understand the member's activity in the network specific to groups they have joined or requested to be part of. From the Manage Members tab in Fuzed Administration, click on "View History" under a member name to see their group participation activity.

In addition, you can also filter members based on when they joined or their role.

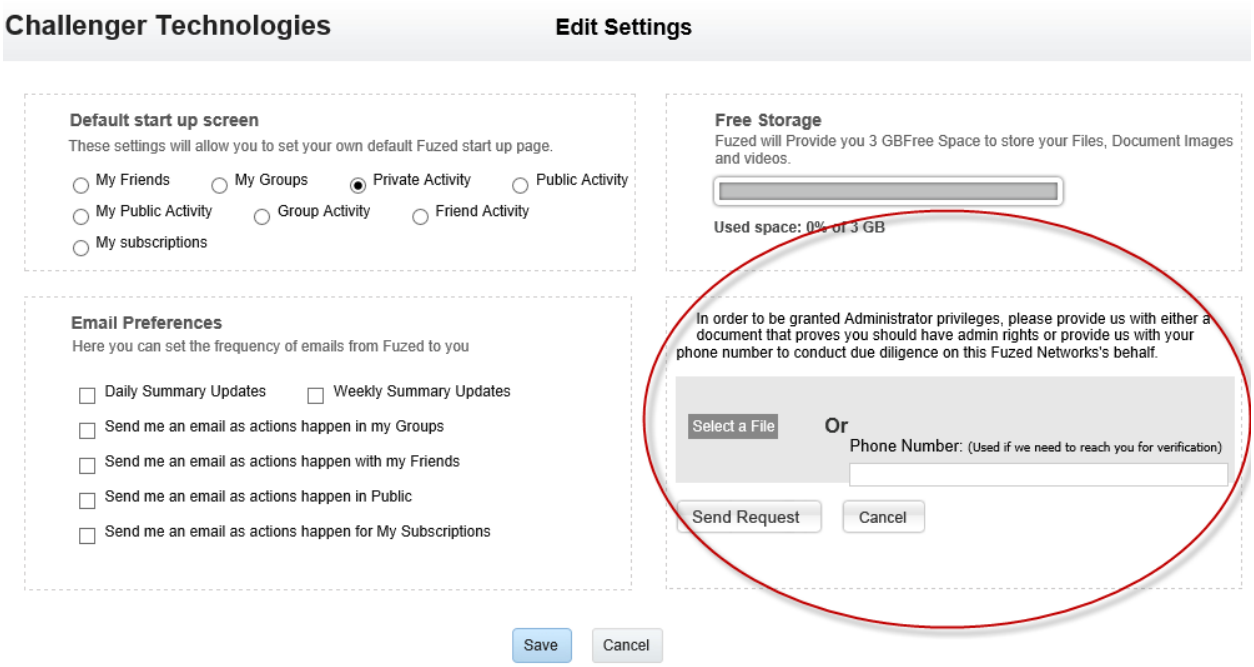


Removing Member from Fuzed Network

As an administrator you can remove any member from the Fuzed Network. The member will get an email notification letting them know that their member rights for your Fuzed Network have been revoked.

Adding other members as Admins of the Fuzed Network

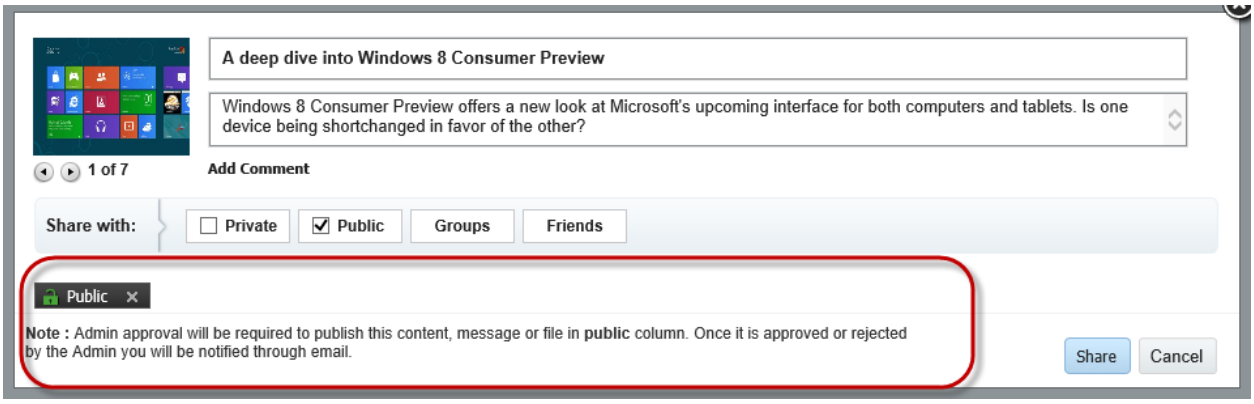
Other members who want to have Admin privileges can request Admin privileges from the “Edit Settings” Menu. Every member requesting Admin privileges will need to provide supporting documentation or phone number for verification purposes.



Managing Content in Public Fuzed Activity Stream

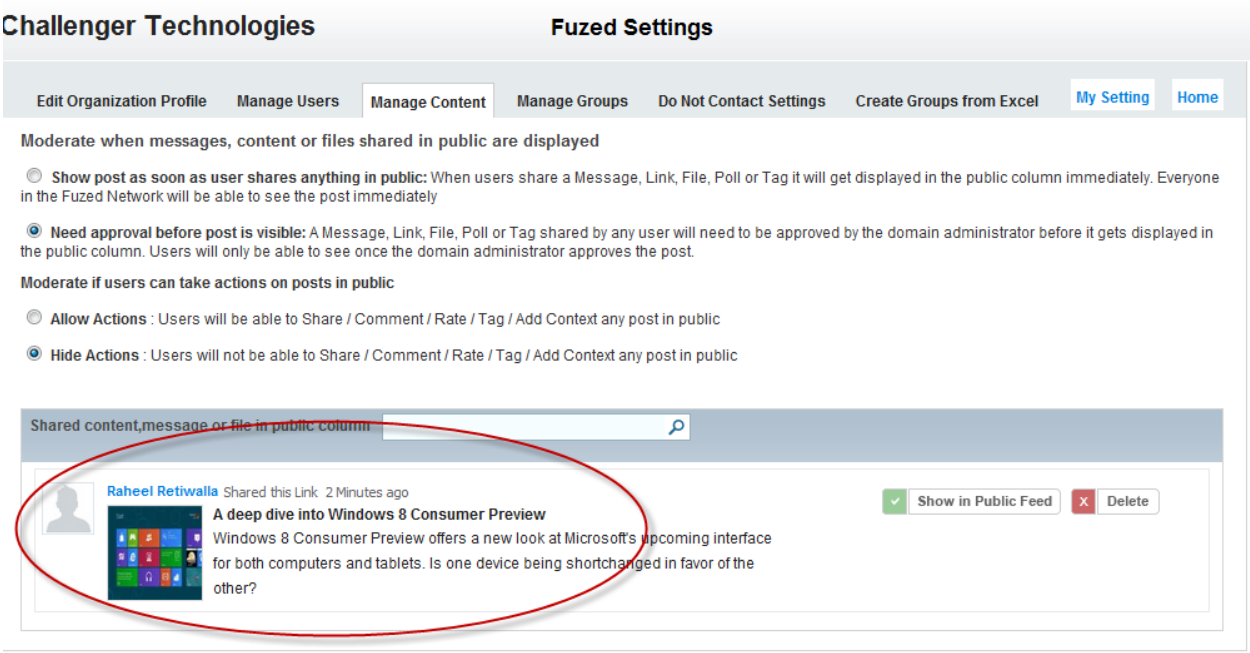
Fuzed offers a public activity stream where all members can share content and knowledge for everyone in the Fuzed Network. Because this is a feature that enables everyone including potential customers and partner's access to your Networks public stream, as an Admin you have the option of setting up your Network such that anything shared with public is put in a holding area until you approve the content to be published in the public stream.

For a Fuzed network whose public content is being moderated, when a member tries to share content with public this is what they will see:



Moderating content in public activity stream

To moderate content, click on "Manage Content" tab from Fuzed Administration. You will also use this same screen to approve or delete content shared in Public.

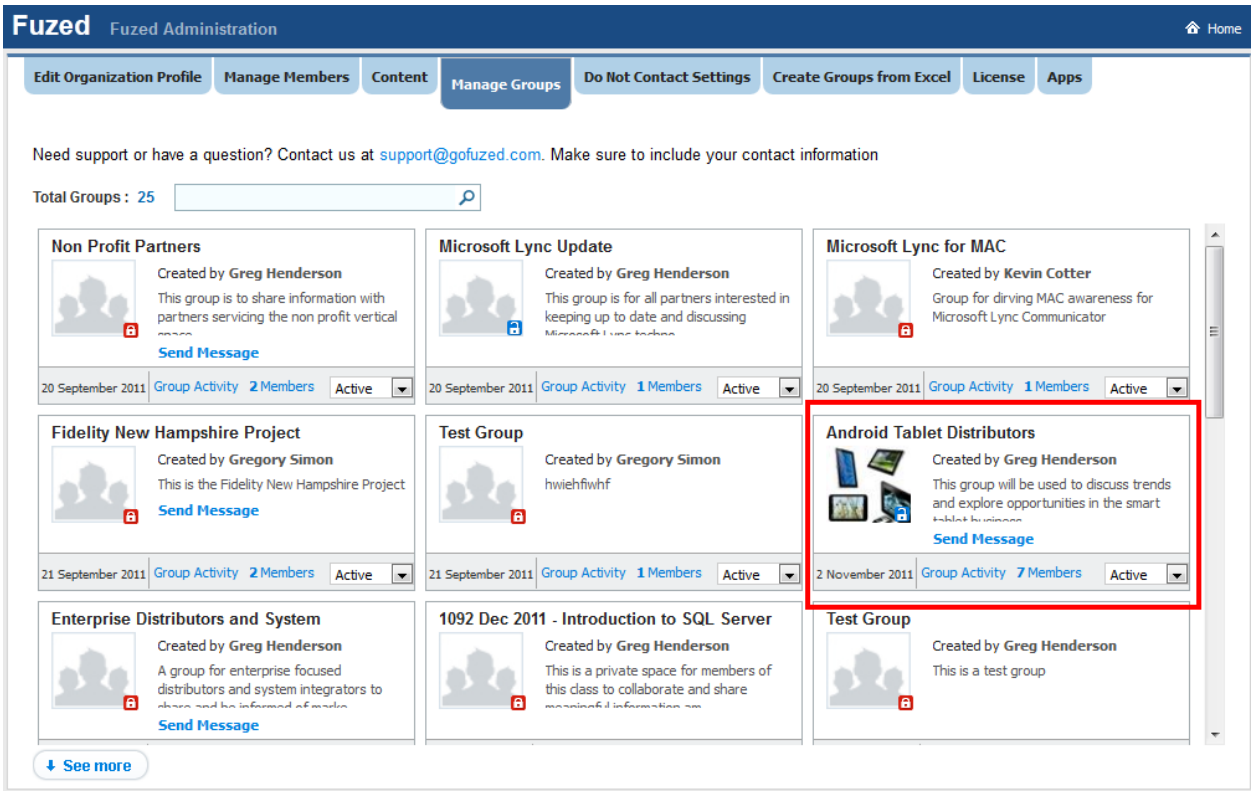


Moderating member actions in public

As an Admin you can also decide if members can conduct activity on content shared in public from the same screen showed above.

Managing Groups

One of the core value propositions of Fuzed is the ability for groups of members inside or outside your organization to come together and share content and knowledge instantly. As an Admin of the Fuzed Network you hold the responsibility for ensuring activity in your organizations Fuzed Network meets the policies of your organization. In that regard, Fuzed allows you to get a list of all current groups created in the Network, get a snapshot of their activity, see who are the members of the group and also change the group to Inactive if it is found to violate any specific company policies. To manage groups, click on the “Manage Groups” tab in Fuzed Administration



Creating Groups from Excel

There may be scenarios where you need to create groups in bulk. Fuzed provides you the ability to create bulk groups by uploading a group names in a spreadsheet. To do this, click on "Create Groups from Excel" tab under Fuzed Administration. An example format of the spreadsheet is provided on that screen.

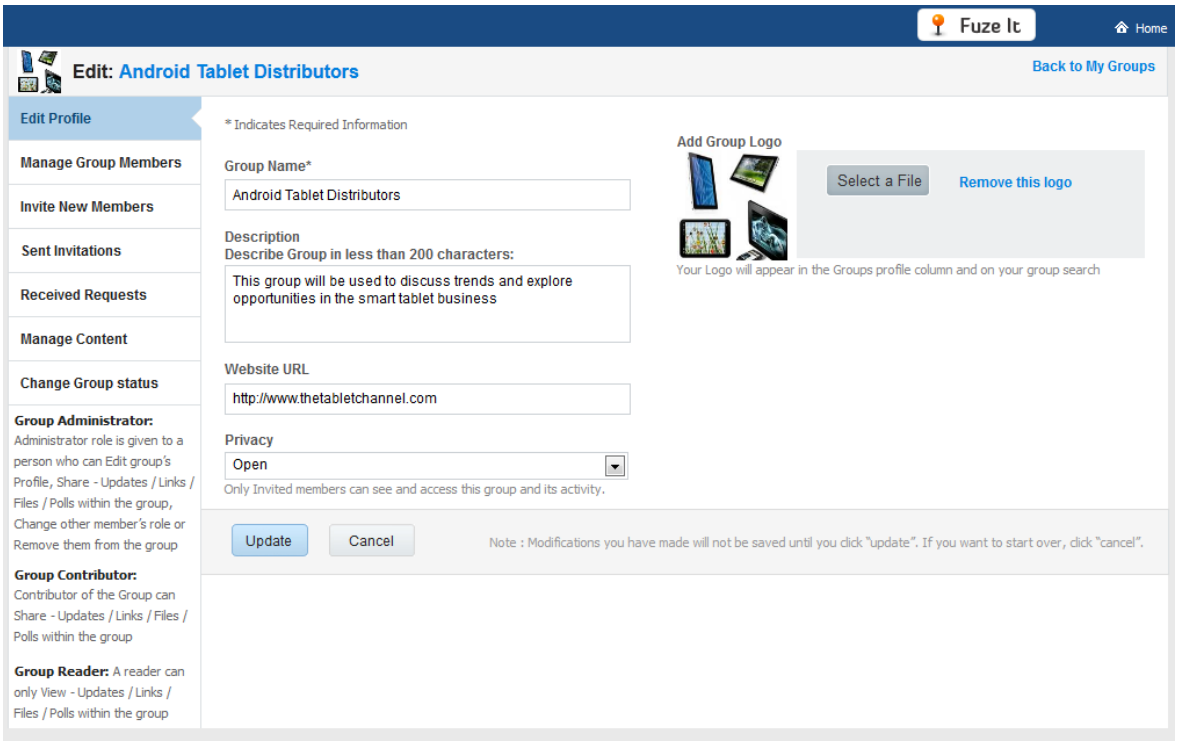
Editing Groups

If you are the owner or an administrator of a group, you will see the option to "Edit Group" under the group name in the "My Groups" view. Clicking on "Edit Group" will launch the Group Editor. Here, you will be able to:

1. Edit the profile of the group by changing the name of the group, its description, whether it is private or public. If your group is setup as "Public", you can control if members can auto join the group or joining requires approval from group owner and administrator (s).
2. Manage Group Members – Change the rights of any member of the group
3. Invite New Members – Here you can invite Fuzed members, entire Fuzed groups as well as new people via email. To make it convenient for you, we provide a bulk upload facility where you can submit a list of email IDs in an Excel file and we will automatically invite the members on your behalf. Fuzed makes it easy to see all the invites you have sent and their status as well as the requests to join your group if the group is a public group

4. Moderating Content – If you are the owner or the administrator of the group, Fuzed gives you the option to moderate content posted by any member before all members see that post
5. Manage Group Status – If you are the owner or the administrator of the group, Fuzed gives you the option to make the group inactive which automatically disables the ability for any member of the group to further share any content previously shared in the group or perform any activity on content shared in the group.

Feel free to add a group logo and a website to personalize your group.

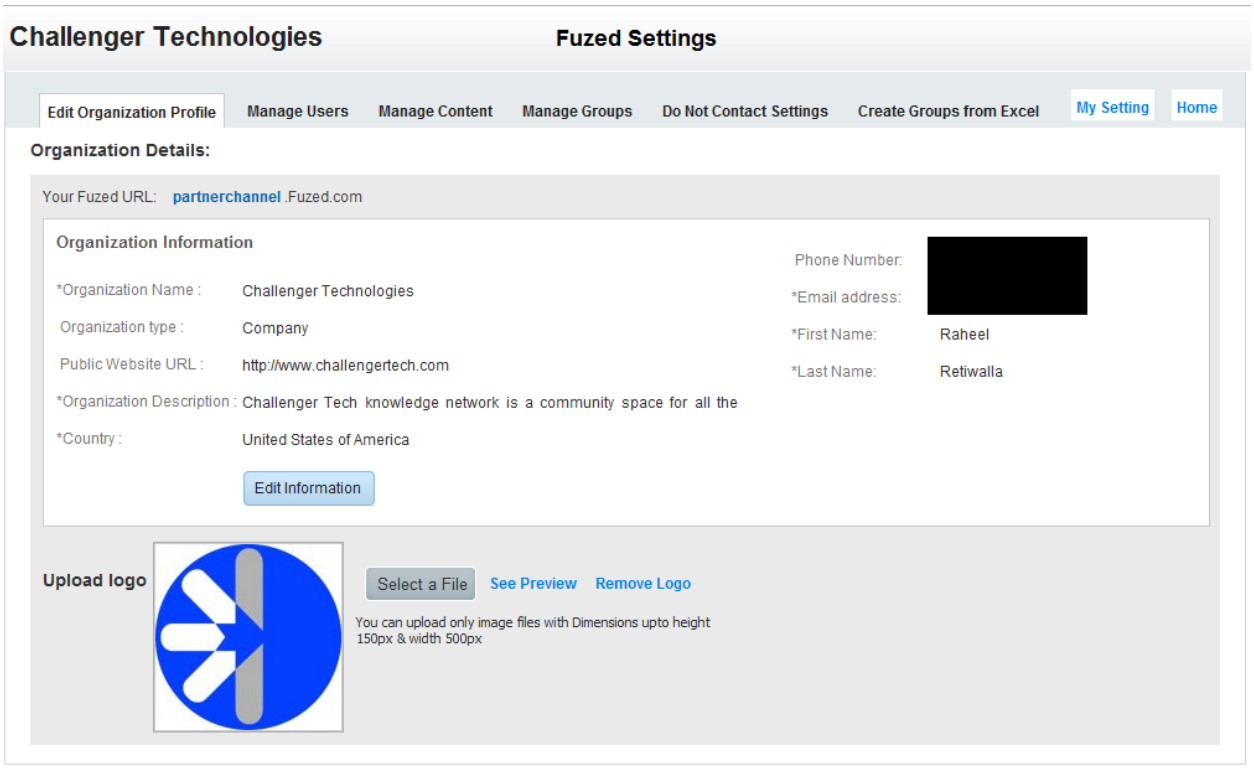


Do Not Contact Settings

With Fuzed Marketing, you can take engagement with your community to another level. In order to support ability to contact members via private messages based on analytics, Fuzed provides ability to maintain a Do Not Contact List. You can add any existing member to the group or pick from Zip Codes to ensure you are reaching your intended audience with the personal message.

Editing Fuzed Network Profile

You can change the information about your Fuzed Network using the "Edit Organization Profile" tab in Fuzed Administration.

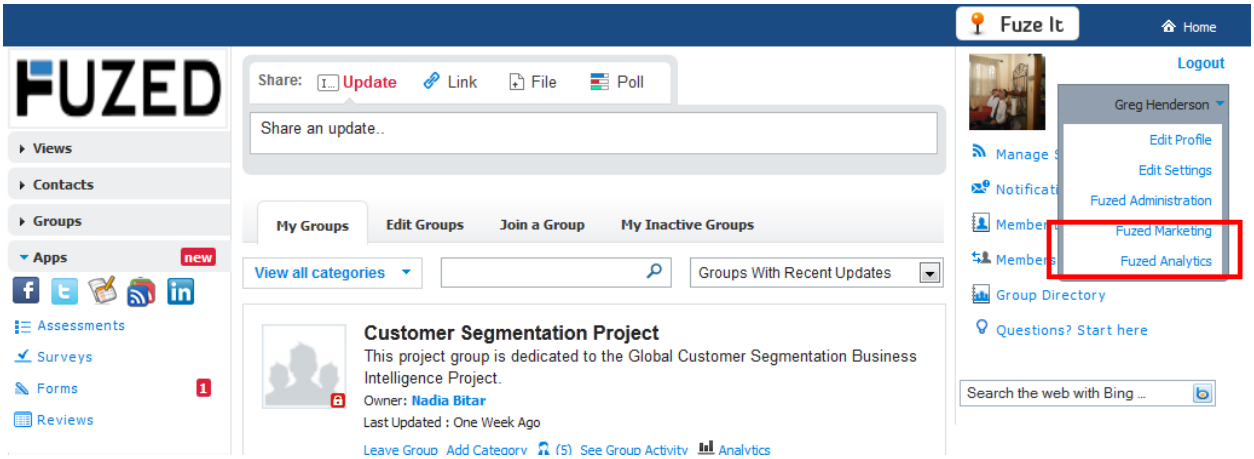


Fuzed Analytics

Fuzed Analytics identify a set of members and/or groups within the Fuzed network to engage more deeply using Ads and Private Messages. Analytics from Fuzed are key source in

understanding trends and patterns highlighting potential opportunities or risks emerging within your community. While Ads are displayed to the member when they visit your Fuzed Network, private messages provide a means of one on one engagement and allow attachments and inclusion of links to support your message.

Fuzed Network Administrators can access Fuzed Analytics as shown below. As Administrators, Fuzed provides access to key analytics that span and aggregate information across groups, friends and public.



Types of available analytics

General Analytics

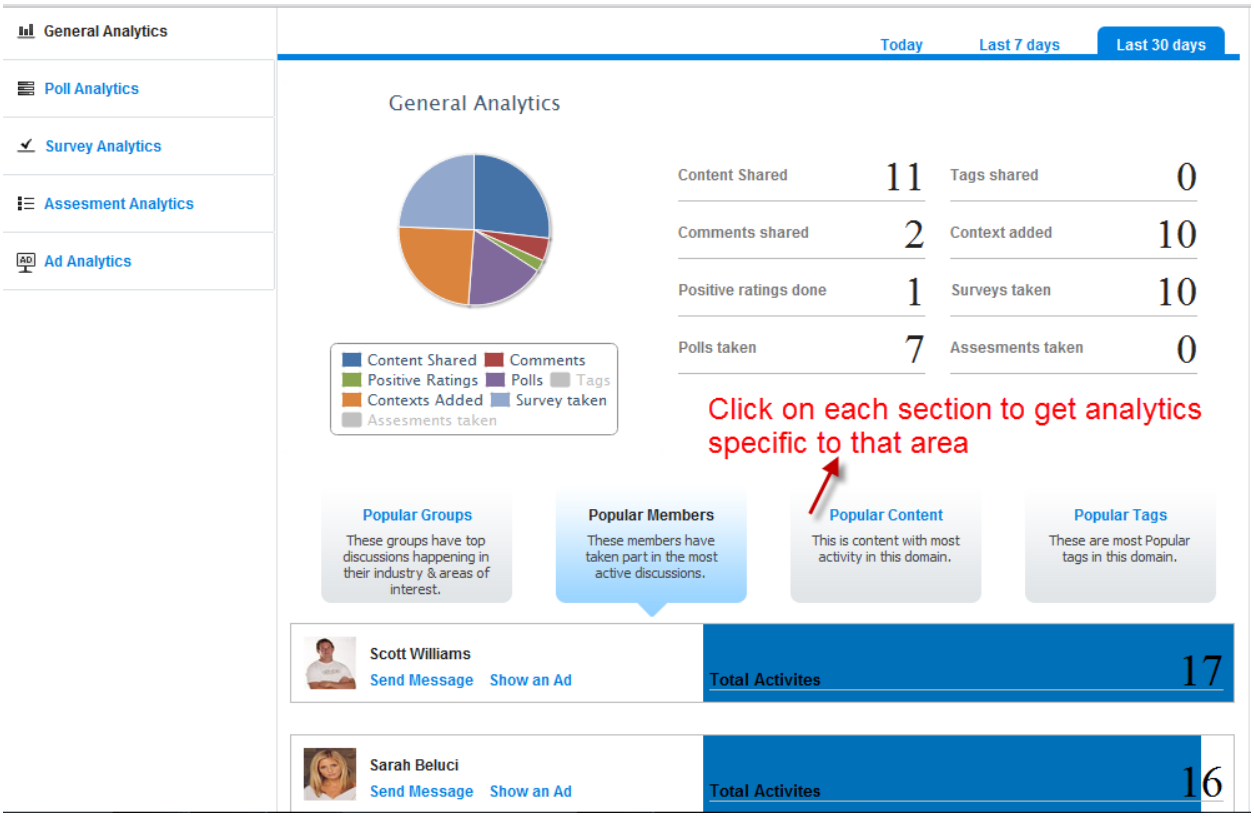
For every analytical view, Fuzed allows you to view information for the last 30 days, last 7 days and today. General Analytics provide the following types of analysis:

Popular Groups identifies Groups that have the highest number of activity with list of members available with a single click.

Popular Content identifies popular content across the entire Fuzed Network and within specific groups. Popular content is based on a number of factors like number of activities, ratings and connections made to that content

Popular keywords identifies and tracks tags that are used throughout the application

Popular Members are identified for specific communities or for the entire Network based on activity performed in the network

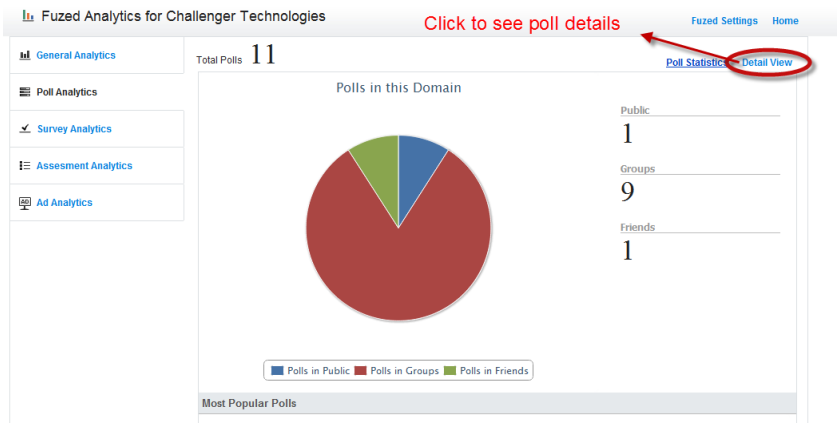


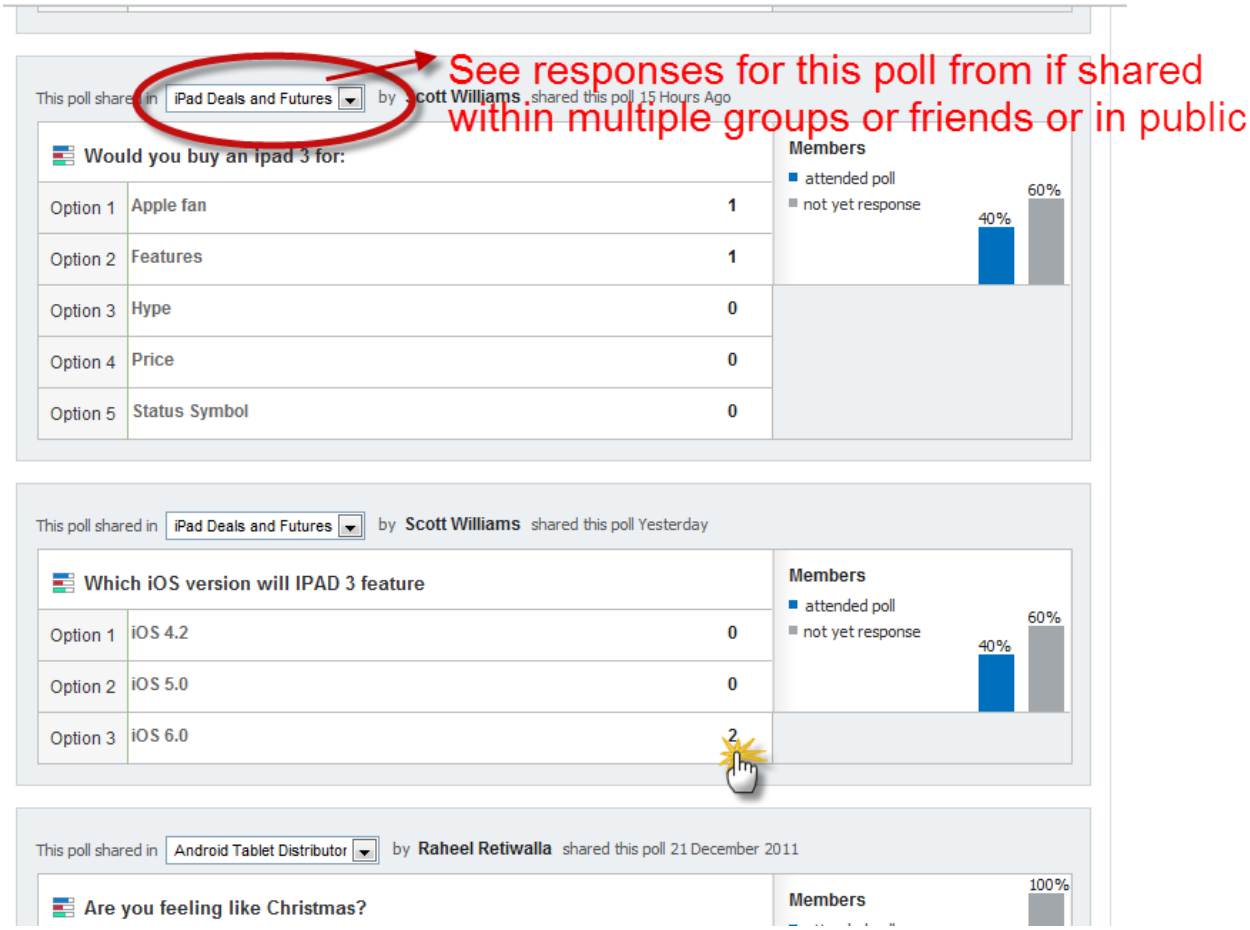
Poll Analytics

Poll Analytics identifies members based on responses to polls. Polls shown represent polls shared across all groups, friends and in public. As Administrators the results of all polls are available from Fuzed Analytics.

This allows Administrators to truly understand community sentiment. In addition to responses, Administrators can see who already has and who has yet to respond to a poll.

When you click Poll Analytics, you will be presented by a Poll Summary. Click on “Detail View” as shown below to analyze separately.

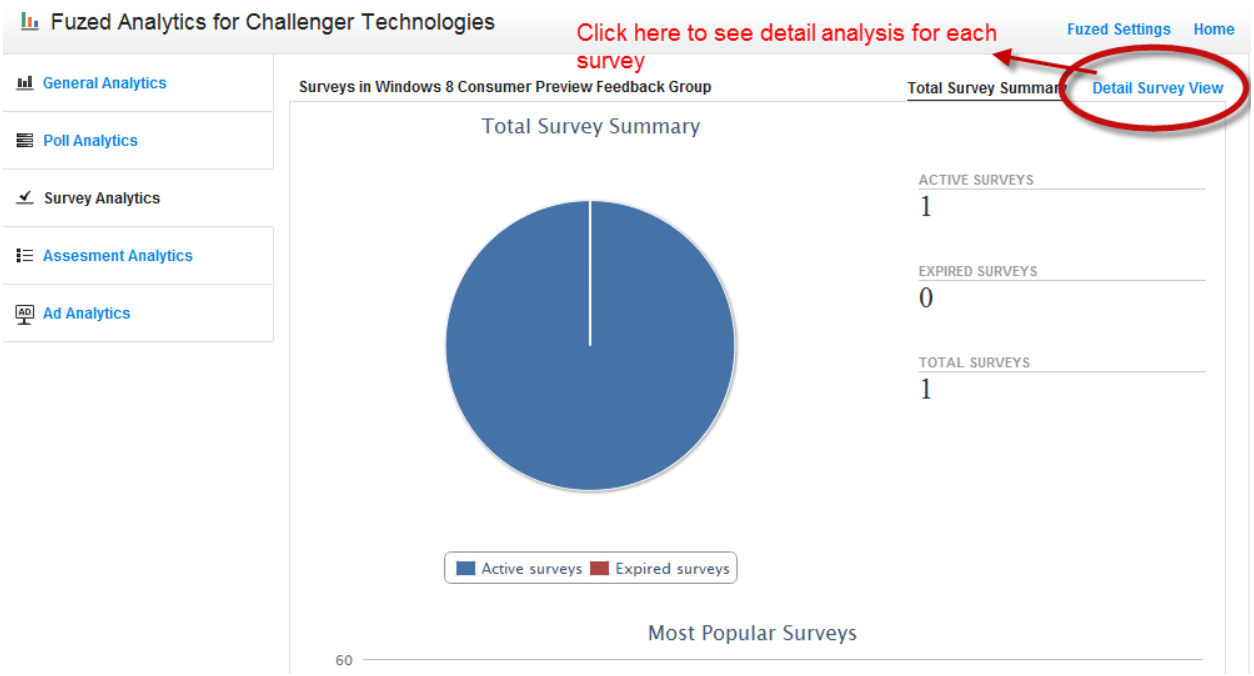


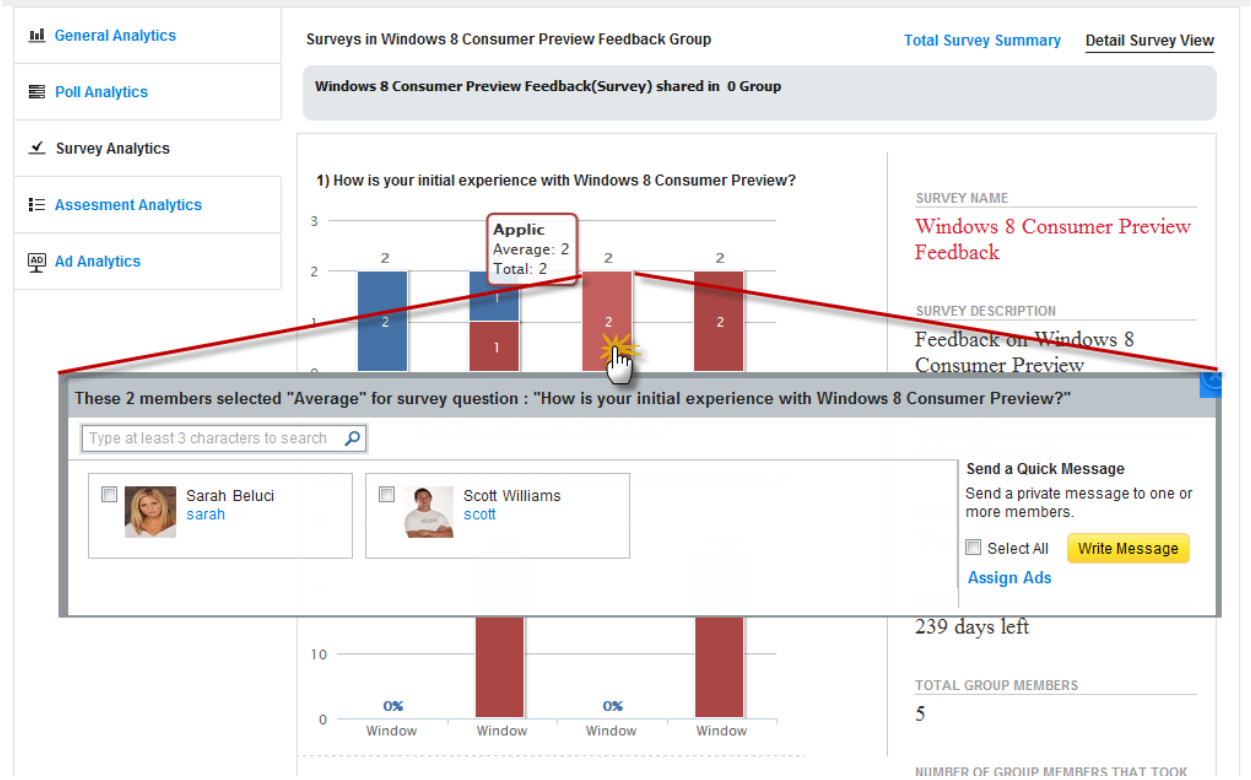


Survey Analytics

Survey Analytics identifies members based on responses to every question in a survey. Survey Analytics are by far the best method for getting instant feedback from your community. Fuzed Analytics provide easy to understand and actionable insights into the responses given by your community.

Analyze Rating Scale questions as well as free form text. Clicking on any response provides with the member information of those members that gave that response.





Assessment Analytics

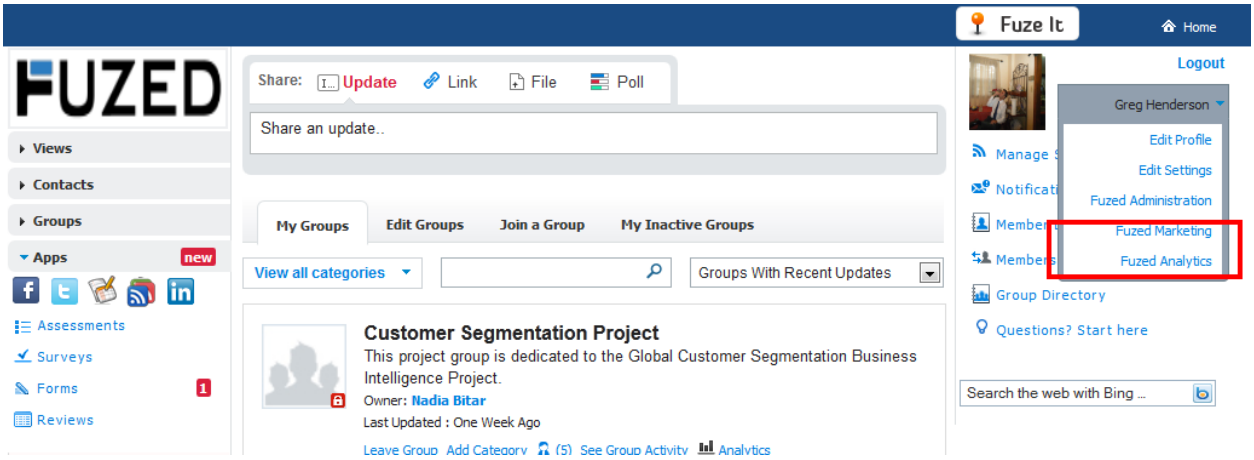
Assessment Analytics identify members based on responses given in an assessment Analytics. Very much like Polls and Surveys, each response is available for analysis purposes.

Ad Analytics

Ad Analytics show popular ads and which members have clicked on those ads. It is a great way for you to measure how effective your engagement is with your community.

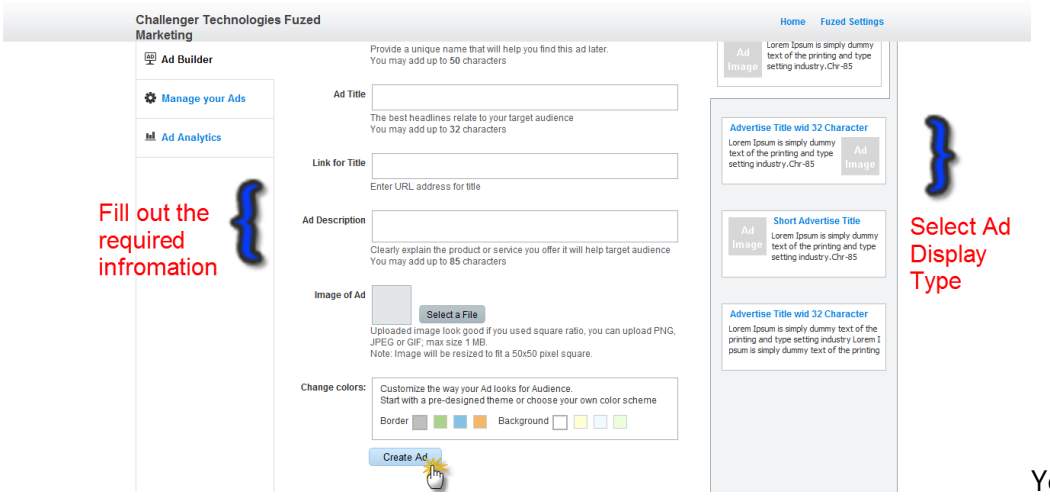
Fuzed Marketing

Fuzed Marketing lets you respond to your community based on the interactions happening in your Fuzed Network using Ads and Private Messages. Assign custom ads or send private messages that represent offers, notices, invitations, bulletins, news, alerts, discounts and more that are displayed to specific members in the Fuzed Network based on analytics.



Ad Builder

Ad Builder is an easy to use application to create Ads. Follow the instructions in the Form to create your own ad as shown below.

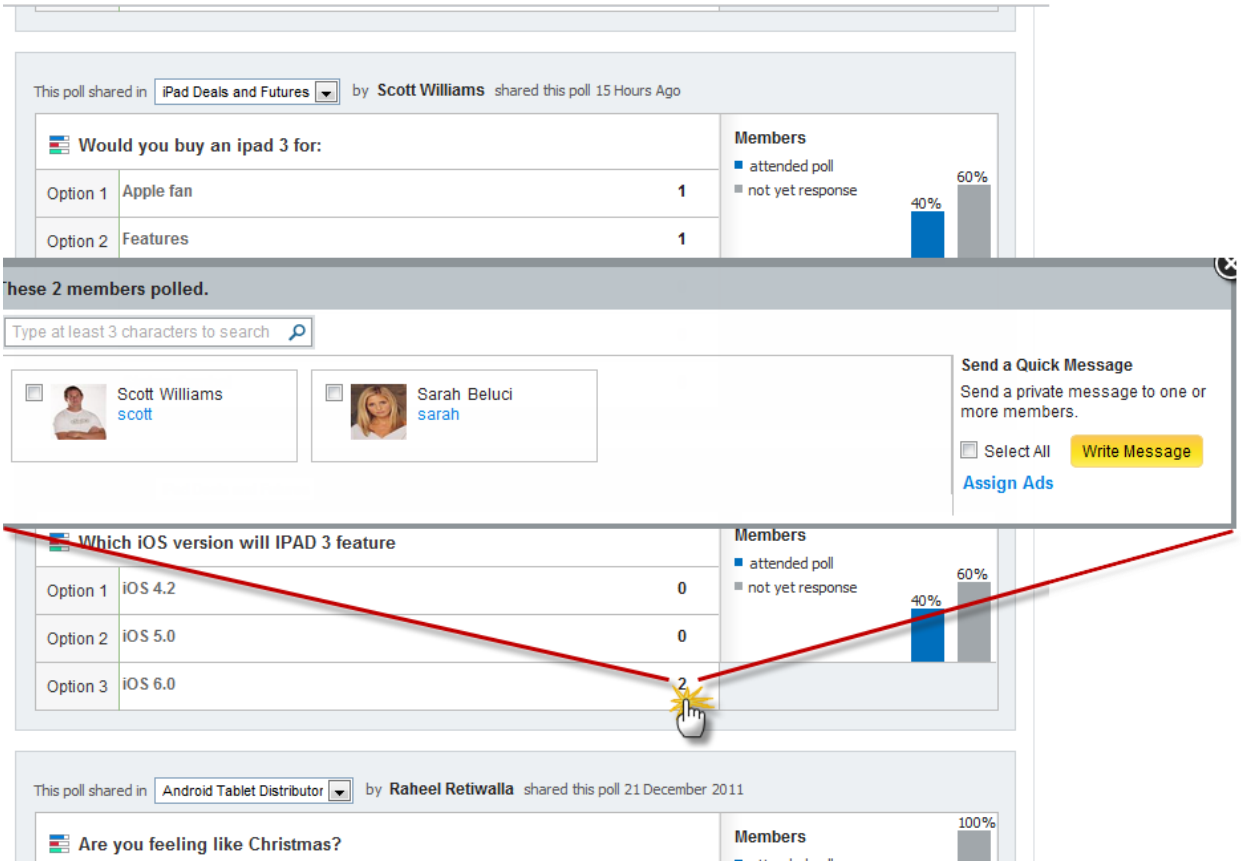


You can Edit Ads once they are created by going to “Manage Your Ads” from the Fuzed Marketing Menu and clicking on “Edit” under the As you would like to change.

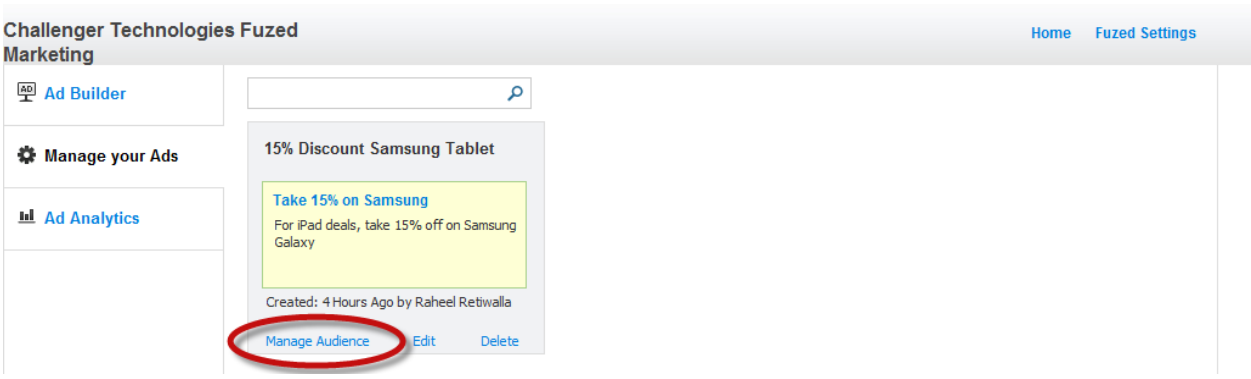
Assigning Ads based on Analytics

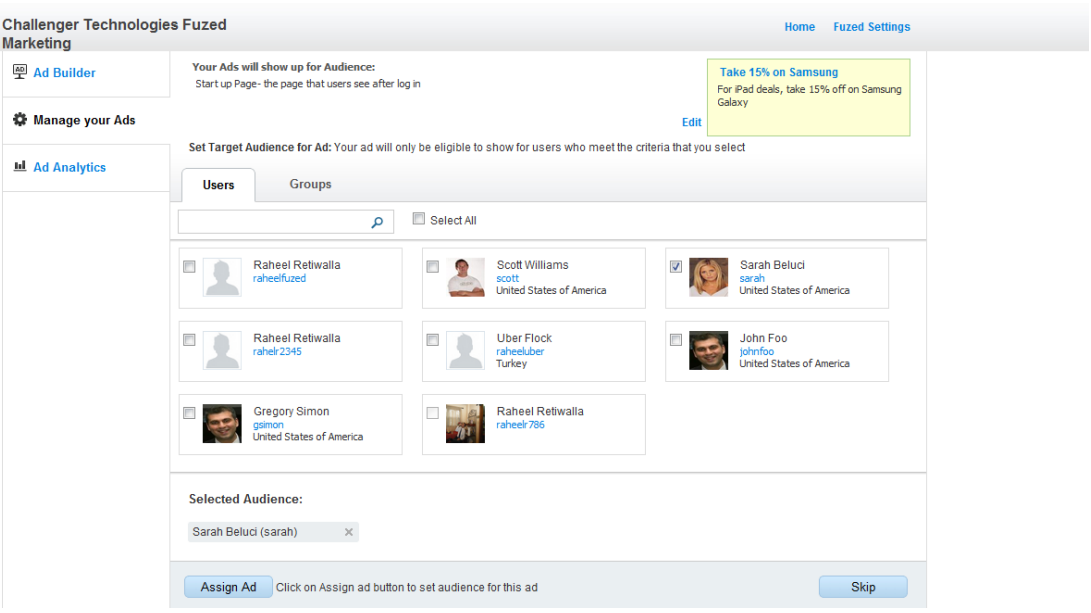
There are two main methods for assigning Ads or sending private messages:

1) When viewing any kind of analytics, double click on any number to show members who took that action. Whether it might be analyzing polls, analyzing Ad performance, analyzing responses to a survey, you can instantly get access to members who did that action in a pop up as shown below. Once you have the list of members, feel free to select all or few and choose to either assign an Ad or write a personal message.



2) Click on "Manage Your Ads" from the Fuzed Marketing Menu. For the Ad you would like to manage, click on "Manage Audience". In the screen that opens, you will be able to pick individual members and/or one or more groups for you to choose to display this ad to.


Challenger Technologies Fuzed Marketing
Home
Fuzed Settings
Ad Builder
Manage your Ads
Ad Analytics
15% Discount Samsung Tablet
Take 15% on Samsung
For iPad deals, take 15% off on Samsung Galaxy
Created: 4 Hours Ago by Raheel Retiwalla
Manage Audience
Edit
Delete


Challenger Technologies Fuzed Marketing
Home
Fuzed Settings
Ad Builder
Manage your Ads
Ad Analytics
Your Ads will show up for Audience:
Start up Page- the page that users see after log in
Take 15% on Samsung
For iPad deals, take 15% off on Samsung Galaxy
Edit
Set Target Audience for Ad: Your ad will only be eligible to show for users who meet the criteria that you select
Users
Groups
Select All
Raheel Retiwalla
raheelfuzed
Scott Williams
scott
United States of America
Sarah Beluci
sarah
United States of America
Raheel Retiwalla
raheelr2345
Uber Flock
raheeluber
Turkey
John Foo
johnfoo
United States of America
Gregory Simon
gsimon
United States of America
Raheel Retiwalla
raheelr786
Selected Audience:
Sarah Beluci (sarah)
Assign Ad
Click on Assign ad button to set audience for this ad
Skip