

Entando Composable Communities

powered by **SelfCommunity**



Entando Composable Communities is a powerful solution for organizations looking to create a comprehensive online platform for building and engaging with their communities.

This platform enables businesses to connect with their users, customers, partners, employees, and other stakeholders. Available from the **Entando Cloud Hub**, it is a solution to better support, engage, and collaborate within a community. By integrating various features and functions, such as content management, social media, analytics, and gamification, the platform offers a customizable cohesive experience that can meet the unique needs of each community.

Entando Composable Communities has social features, though it is not simply a social media platform in the traditional sense. Instead, it is a solution to build and manage community platforms designed to help organizations create and guide customers' own private communities, and to engage with their audience in a more personalized and meaningful way.

Entando Composable Communities offers a range of **pre-built modules** for social engagement around interests or practices, as well as the ability to **create custom modules** tailored to specific **business needs**.



What you can do

Entando Composable Communities builds digital experiences for:



Customer

Use the platform to create a community of interest where customers can interact with each other and share experiences, tips, and advice. This can reduce the number of support requests and improve customer satisfaction.



Employee

Create communities of practice to support employee learning and development. By providing a platform where employees can share knowledge, collaborate on projects, and ask questions, businesses can improve employee engagement and foster a culture of continuous learning.



Marketing

Use the platform to create a community of interest around your brand or product. By providing a space where customers can discuss your products, share reviews, and provide feedback, you can build brand loyalty and generate buzz around your offerings.



Sales

Use the platform to create a community of interest for prospects and leads. By providing a space where potential customers can interact with your brand and learn more about your products or services, you can nurture leads and build relationships that can lead to sales.



Innovation

Use the platform to create communities of practice where employees can collaborate on innovation projects, share new ideas, and provide feedback. This can help businesses stay ahead of the curve and drive innovation

Integrating **Entando Composable Communities** with other **Entando Cloud Hub** applications or your existing platform enables you to leverage social interactions more effectively, enhancing your business applications.

For example, you can create a Social Loyalty platform by integrating your reward system with Entando Composable Communities. This application can incentivize customers to engage with your brand in the branded community, increasing engagement and thereby helping to build customer loyalty.

Similarly, you can build an application for businesses to sell their products or services directly in your community by integrating your e-commerce system with **Entando Composable Communities**. This application can provide customers with a seamless shopping experience, allowing them to browse, purchase, and share product recommendations with their peers while providing valuable business feedback.

Merging **Entando Composable Communities'** capabilities with other such symbiotic applications allows you to **leverage social interactions** to **enhance your business applications**, **drive engagement**, and **increase revenue**.

Features and Capabilities



Community Management

Manage each community, including user registration and profile management, content moderation, and engagement tracking. Allow organizations to tailor the community experience to their audience and for their goals.



Engagement and Gamification

Employee engagement and gamification features such as rewards and leaderboards to encourage participation and create community among members.



Analytics and Insights

Collect data and provide analytics and insights to help organizations understand their audience, engagement, and marketing effectiveness. The data can inform business decisions and improve community experience.



Integration

Leverage Entando Capabilities and integrate all the out-of-the-box Entando Capabilities (CMS, BPM, etc) and integrate with other enterprise applications and systems, including CRM, marketing automation, and social media management, to provide a seamless experience and streamline workflows.



Composable and Evolutionary

Design with the organization's brand and their unique set of needs. The platform includes a library of pre-built modules and components that can be added or customized based on the organization's goals.

Benefits

Improved Engagement

The platform enables organizations to engage with their community members in a more personalized and relevant manner, leading to increased engagement levels and a stronger sense of community.

Increased Collaboration

The platform fosters collaboration among community members, enabling businesses to tap into the collective knowledge and expertise of their stakeholders.

Enhanced Brand Awareness

The platform provides businesses with a powerful tool for building and promoting their brand, and increasing brand visibility and awareness among their community members.

Greater Customer Insight

The platform provides advanced analytics capabilities that enable organizations to gain insight into the behavior and preferences of their community members, informing their business decisions and strategies.

Data Sovereignty

By using an Enterprise Composable Communities Platform, organizations can ensure that data remains under their control and is secure from unauthorized access or use.



Why Are We Different? We are Composable.

Entando Composable Communities platform is designed to be modular and composable, allowing organizations to **build and customize their community platform** to meet their specific needs and goals. Here are some reasons why a composable application is better than a monolith:

Flexibility

A composable platform allows organizations to create communities that meet their specific requirements rather than being limited to a one-size-fits-all solution. Organizations can build engaging and effective communities by tailoring the community experience to their members' unique profiles and interests.

Cost-effective

Using pre-built modules and components, a composable community platform can reduce development costs and time-to-market. Additionally, it can help organizations avoid vendor lock-in as they can swap individual modules as needed, without having to replace or rebuild the entire platform.

Integration

A composable platform can be easily integrated with other enterprise systems and tools, such as customer relationship management (CRM) and marketing automation systems. This can help organizations to better understand and engage with their community members and leverage community data to inform their broader business strategies.

Scalability

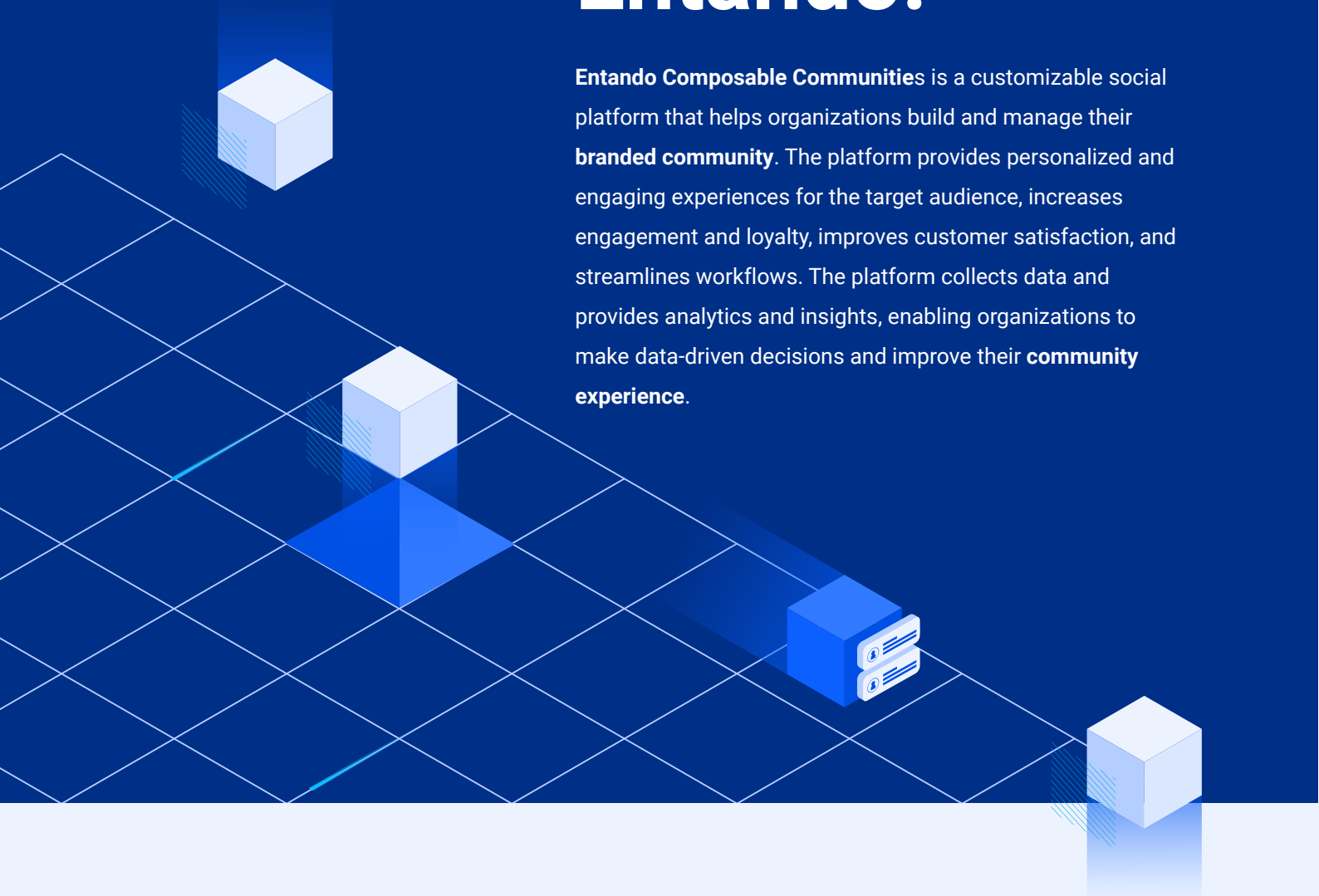
As organizations grow and evolve, their community needs may change. A composable platform allows organizations to easily add or remove modules, to improve a function, and to upgrade the scope of engagement, ensuring the community can adapt and scale to meet these changing needs.

Innovation

A composable platform supports innovation and experimentation, allowing organizations to test new ideas and features in a sandboxed environment before rolling them out to the entire community.

Ultimately, a composable platform can provide organizations with the flexibility, scalability, and innovation they need to build and grow thriving communities that drive business value.

What's Next? Entando.



Entando Composable Communities is a customizable social platform that helps organizations build and manage their **branded community**. The platform provides personalized and engaging experiences for the target audience, increases engagement and loyalty, improves customer satisfaction, and streamlines workflows. The platform collects data and provides analytics and insights, enabling organizations to make data-driven decisions and improve their **community experience**.

About Entando and SelfCommunity

Entando is an Application Composition Platform that streamlines the development and maintenance of cloud-native applications using **modular business components**.

It enables collaboration between fusion teams and business users, while providing a cohesive and flexible developer environment supporting multiple popular runtime frameworks and architecture patterns. Entando is an open source platform, available with enterprise support and services.

Entando Composable Communities uses **SelfCommunity's Business Capabilities** to offer a comprehensive and certified solution conveniently downloadable from the **Entando Cloud Hub**.

SelfCommunity is entirely designed and developed by the **Quentral team**, ensuring a high level of customization. **SelfCommunity** is owned and operated by **Quentral Srl**.

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