



## Create a Secure Space for Knowledge Exchange

Private social networking for user groups enhances member value year-round

### CLIENT PROFILE | THE MICROSOFT DYNAMICS USER GROUPS

Microsoft Dynamics User Groups are independent organizations that help individuals and companies maximize the value they receive from Microsoft Dynamics products and solutions. These user groups exist to help users connect, innovate and share solutions through a variety of member benefits, including educational webinars, face-to-face regional chapter meetings and an annual conference.

### THE CHALLENGE

CRMUG members needed a place for users to engage outside of the current face-to-face regional meetings and popular online educational webinars. Additionally, with a large and geographically scattered membership across the world, CRMUG also identified a challenge to maintain accurate and actionable member data.

### THE SOLUTION

In 2012, CRMUG determined the need for a private social network to serve as the hub of user group communications, resource sharing and networking. CRMUG chose Higher Logic's online community platform, an industry leader in cloud-based community platforms for networking, collaboration and member membership tools for member-based organizations.

### IMPLEMENTATION & LAUNCH

CRMUG soft-launched their private social network, CRMUG Collaborate, in August 2012 to a beta test group of 60 members and then rolled out to the entire community in an official launch in October 2012 at the annual conference, CRMUG Summit.

“We've had an ideal experience working with the Higher Logic team—they provided more than simply the software. Integration was a quick and painless process, especially for a non-technical professional with a small staff. If I had to do it again, I would pick Higher Logic in a heartbeat.”

~ Michelle Spitzer  
Director of Marketing  
Dynamic Communities

### AT A GLANCE:

#### The Microsoft Dynamics User Groups (CRMUG)

- Headquartered in Tampa, Florida
- 30 staff members
- Member profile: 70,000 individuals representing 11,000 organizations
- 100+ global branches and regional chapters
- 1,000+ events each year
- Over 70 special interest groups
- AXUG Community site: Collaborate, [www.axug.com](http://www.axug.com)
- CRMUG Community site: Collaborate, [www.crmug.com](http://www.crmug.com)
- GPUG Community site: Collaborate, [www.gpug.com](http://www.gpug.com)
- NAV Community site: Collaborate, [community.navug.com](http://community.navug.com)
- Dynamic Partner Connections site: [www.dynamicpartnerconnections.com](http://www.dynamicpartnerconnections.com)



To announce Collaborate, members received an e-communications campaign featuring user tips as well as a series of three complimentary webinars designed to educate and showcase the community highlights.

Within four weeks of launch, Collaborate had 935 members log in with an average visit time of eight minutes. There were 132 unique discussion threads started containing 402 posted messages. The resource library contained over 746 content contributions and there were 1,309 blog views.

### THE BENEFITS

Today, members are accessing CRMUG Collaborate to:

- Join forces with other users to find technical solutions and solve problems
- Plan local and regional chapter meetings and network in conjunction with the annual CRMUG Summit—before, during and after the meeting
- Get targeted information based on individual preferences and special interest groups
- Navigate and customize their membership experience
- Subscribe to conversations on hot topics and issues in the discussion forums
- Search, share and post files/training documents in the resource library

### THE RESULTS

There have been over 27,110 community logins since inception, with nearly 4,000 logins in September. There are 67 communities to support all of CRMUG's local and regional chapters and more than 132 unique blog posts.

The Collaborate resource library—a place where members can search by keyword, rate or tag content—has over 3,889 content contributions. The resource library contains 143 entries with over 2,200 views/downloads. As a result of the quick adoption, Dynamic Communities decided to launch communities for each of their users groups.

### BUILDING ON PAST SUCCESSES

In the future, Microsoft Dynamics plans to use the Higher Logic platform to:

- Give members access to all of their user group benefits in one place
- Increase the visibility of and participation in the Volunteer Program
- Improve the efficiency of regional chapters by giving volunteer leaders more self-service options within their chapter communities

### HIGHER LOGIC

Higher Logic provides an industry-leading, cloud-based community platform, with over 25 million engaged members in more than 200,000 communities. Organizations worldwide use Higher Logic to bring like-minded people together in secure communities, designed to ignite knowledge sharing, drive content creation, solve problems and improve performance.

“ I use Collaborate to stay abreast of issues with Microsoft Dynamics CRM that are affecting other users and to post questions on issues I am encountering. The back and forth of messages as contributors explore options and nuances to the question can lead to great advancements in technology, efficiency, and options. ”

~ Todd Brotzman  
CRM Admin  
Shelby Systems, Inc.