

Press release

## **blueKiwi and CrossKnowledge sign a partnership agreement in the field of Social Learning**

*Paris, 18 June 2009* – **blueKiwi, the leading European provider of Enterprise Social Software, and CrossKnowledge, the European expert in the development of managerial and leadership skills through new technologies, have combined their expertise to offer their customers a totally integrated and extremely innovative solution in the field of Social Learning.**

Of all the Web 2.0 technologies, social networking represents one of the greatest changes and one of the main sources of innovation in the use of the Internet over the last few years. While social networks may have first resulted in the general public adopting new behavioural patterns (Facebook, Twitter, LinkedIn, Viadeo...) and alone represent almost 10% of time spent on the Web by Internet users, their reach is even more widespread than that of e-mails and they are now pervading the very heart of business transformation strategy.

Numerous business activities can today benefit from the advantageous uses of social networking which is becoming a new, cross-functional and key component of Information Systems: customer relations, innovation and R&D, sales and marketing, as well as HR and training.

Within the framework of this partnership, blueKiwi and CrossKnowledge have decided to collaborate in order to better integrate their solutions and thereby provide the customers they share with a more streamlined package. CrossKnowledge already offers a first series of **Learning Widgets** – small programmes that allow blueKiwi communities access to a range of educational content from the Knowledge Communities developed by CrossKnowledge.

Thanks to these widgets, the training managers become co-coordinators of these communities and they can very easily provide targeted, "just-in-time" training. Indeed, the **Knowledge Communities** solution developed by CrossKnowledge integrates powerful editorial management functions that can be shared via data streams, known as **Knowledge Feeds**. These feeds greatly facilitate the dissemination of new developments in the CrossKnowledge catalogue, as well as any content that learners deem to be the most popular.

The entire range of educational resources in the CrossKnowledge catalogue will therefore enliven and enrich the conversations in the blueKiwi groups via the Learning Widgets.

*"The scope for innovation in the field of Social Learning is vast", said **Jérôme Coignard, Chief Technology Officer at CrossKnowledge.** "We are delighted that this agreement will allow us to establish gateways between the formal and informal methods of learning".*

*"Knowledge transfer and exchange lie at the heart of social networking", said **Arnaud Poujardieu, VP Strategic Alliances at blueKiwi.** "It is therefore clear to us that we*

*must collaborate in such an initiative which takes an innovative approach to learning techniques and uses by combining simplicity and effectiveness, with the aim of adding value to the individual, as well as to the company”.*

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**About CrossKnowledge Group:**

Founded in 2000, CrossKnowledge is the European leader in remote development of leadership and managerial skills, using new technologies. CrossKnowledge designs, develops and markets the fullest catalogue on the market, with more than 300 multilingual training programmes, tackling all management and leadership topics. Its “Faculty” comprises the best authors, professors and Management professionals from the most renowned Business Schools in the world, such as Harvard, Stanford, IMD and HEC. CrossKnowledge has offices in the United Kingdom, France, Belgium, Italy, the Netherlands, Spain and Switzerland, and thanks to strategic partnerships, in Morocco, India, China, Japan and Canada.

CrossKnowledge already has 1.5 million users.

For further information please refer to: <http://www.crossknowledge.com>

**About blueKiwi:**

blueKiwi Software is the leading European provider of Enterprise Social Software. Our solutions enable organisations to create and run powerful communities where employees, partners and customers can easily and securely share their ideas, knowledge and best practices with one another.

blueKiwi promotes a culture of collaboration and openness that helps all businesses, whatever their size, to increase their sales productivity, foster innovation and improve staff satisfaction and retention. blueKiwi Software has a track record of successfully enabling social networking for some of the world’s leading companies.

Find out more at: <http://www.bluekiwi-software.com>

**CrossKnowledge and blueKiwi are founding members of the Soft RH Association.  
For further information please refer to: [www.soft-rh.org](http://www.soft-rh.org)**

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