



# inversoft

We **build, manage, filter & moderate** online communities.  
Discover the power of **simplicity**.

# Building Community

---



- We build online communities
- **Online community** platform includes
  - Forum
  - Filter & Moderation tools
  - User management
- Creating environments for engaging and growing your audience

# Engage Users

---



Let clients engage with your brand

- Connecting your clients with your prospects
- Identify and address problems quickly
- Utilize social logins
- Users can upload content and share how they use your product



# Online Communities

---



- The number of **online communities** has grown steadily each year
- **Online communities** are now a key strategic component for businesses
- Building a safe **online community** creates an engaged and active user base
- Research has shown that **customers in communities spend 19% more** than customers who are not in a community

(Source: Salesforce)

# What Inversoft Does



## Gather Community Platform

- Enabling community engagement
- Expand your user base
- Allow customer feedback
- Improve user experience



## CleanSpeak

- Intelligent filtering with customizable lists
- Moderation Platform
- User management interface
- Easily Integrated with other platforms



## Passport User Management

- Repository for user information
- Assign roles by application and attribute
- Authentication and authorization
- Action users



## Custom Development

- Senior developers on staff
- Professional product management
- Full overview and integration analysis
- Easy integration with Inversoft tools and products

# Why We're Different

---



- Ease of Use
  - Simple interface, simple installation, simple integration
- Customizable
  - You can customize many parts of the platform to your community's needs
- High Performance
  - We build on-premise software for security and performance
- Proven Track Record
  - We've been helping companies across industries build and moderate their communities for over 6 years

# Gather Community Platform



Typical features found on Gather include:



Forum



Avatars



SSO



Comments



User Management



Polls



Leaderboards

# Meet CleanSpeak



CleanSpeak automatically rejects content or allows moderators to take action on users or questionable content.



Profanity or Inappropriate Content: Rejection

Safe Community Content: Approval



# Filtering Types of Content



Content Source	Common Problems	Our Solution
Chat	Bullying, predator behavior, personally identifiable information (PII), profanity	CleanSpeak's filter removes all of the profanity, moderators use CleanSpeak queues to assess inappropriate behavior and quickly action users.
Posts & Comments	Bullying, predatory behavior, PII, profanity	CleanSpeak's filter removes all of the profanity, moderators use CleanSpeak to edit and delete posts/comments.  Pre-approval where necessary.
Images & Videos	Pornography, violence, other inappropriate content	CleanSpeak allows moderators to quickly review images/videos and delete the inappropriate ones.

# Passport



- 
- Manage users across applications
  - Registration
  - Login
  - Action users
    - Silence, mute, kick, ban, message, etc
  - Powerful dashboard
  - Customizable
  - API for ease of integration

# Custom Development Cycle

---

**DISCOVERY**

We will work with your team to define all of your requirements to make sure we create a product that meets your needs.

**MAINTAIN**

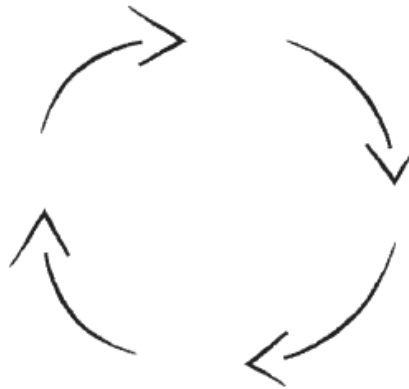
We will work with you to add new features to make sure the product continues to work for you and your community.

**DESIGN**

Our team of experienced developers will design your product and deliver on-time.

**LAUNCH**

Help you quickly and easily implement your solution



# Why Inversoft



Us	Them
Secure and Fast	Public SaaS, slow, less secure
Customizable	Call support to make any changes
Full Community Platform and Development	Just moderation

# Customers

---



Working with small startups as well as iconic brands.

# CleanSpeak Case Study

---



- **The Project**
  - Store and analyze all chat messages and forum posts. Provide moderators with the ability to quickly take actions on users.
- **Inversoft's Solution**
  - Added features to CleanSpeak to store and analyze all content. Added user actions to CleanSpeak.
- **Results**
  - Inversoft successfully built CleanSpeak 2.0 with the help of Pokemon and delivered the product **on time and on budget** over a 3 month period.

# Custom Dev Case Study



- **The Challenge**
  - The creators of Gameday Housing wanted to launch a transactional website without hiring a technical staff to execute the project.
- **Inversoft's Solution**
  - Engaged with the client to design and build a transactional vacation rental application with social components (ratings and reviews).
- **Results**
  - Inversoft successfully launched the website with social components which has actively generated revenue for the client for over three years.

# CleanSpeak Case Study



- **The Project**

- Add the ability for content to have multiple images & multiple pieces of text. Add Single-Sign On (SSO) capabilities. Integrate with Disney's Ping Federate SSO System

- **Inversoft's Solution**

- Added features to CleanSpeak to allow content in moderation queues to have multiple images and text. Added SSO capabilities to CleanSpeak. Integrated, tested and validated CleanSpeak SSO integration with Disney's Ping Federate back-end.

- **Results**

- Inversoft successfully delivered all of the Disney features **on-time and on budget** over a 3 month period.



# History

---



- Founded in 2008 to help companies moderate their virtual worlds, online games and forums
- Providing custom development since 2009
- Added consulting in 2012
- Expanded offerings to include our community platform, Gather, in 2013
- Used by some by some of the world's most iconic brands

# Contact Us

---



## Inversoft

1600 Stout Street  
Suite 850  
Denver, CO 80202

Phone: 1 888-423-7814  
Email: [info@inversoft.com](mailto:info@inversoft.com)

URL: [www.inversoft.com](http://www.inversoft.com)  
Twitter: @inversoft