



# COMMUNITIES HAVE PURPOSE, PERSONALITY & POWER.

**Higher Logic builds dynamic online communities for leading organizations.**

Higher Logic is an industry leader in cloud-based community platforms, with over 25 million engaged users in more than 200,000 communities. Organizations worldwide use Higher Logic to bring like-minded customers all together, by giving their community a home where they can meet, share ideas, answer questions and stay energized. We aim to empower customer relationship building and foster community evolution, which we believe are the fundamental elements to the long-term relevance of any organization.



## HIGHER LOGIC CORE FEATURES

There's no denying the power of community—by fostering its growth, you can open up a world of possibility for your customer loyalty, happiness and retention. Tap into the power your community can generate with Higher Logic's multi-faceted suite of community tools and services.



### Directories

Create a private social network where users manage their industry profile, form communities and connect with friends and colleagues.



### Discussions

Give your customers a place to collaborate, ask questions, give answers and discuss the hot topics of the day.



### Resource Library

Build a knowledge base of best practices, sample documents, spreadsheets, meeting minutes, pictures, videos, podcasts and more.



### Automation Rules

Stay organized and active with rules-based logic to improve communications with your users.



### Integrations

Higher Logic community solution seamlessly integrates with your existing CRM, marketing automation and other platforms.



### Mobile Friendly

Your online community adapts to virtually any mobile device.

## ADDITIONAL MODULES & SERVICES



### Microsites

Let core staff and community leaders easily create and manage branded websites for product councils, events, ad hoc groups and affiliates.



### Event Manager & Calendar

Offer community leaders the tools to schedule and administer any type of meeting or event—from free webinars to complex multi-day conferences with paid registration.



### CMS

Simple and efficient, the CMS makes it easy for non-technical organization leaders to manage website content, and even launch new microsites.



### Volunteer Central

Promote volunteer opportunities directly to those looking for them. Search the volunteer database for people with the skills, time or location needed.



### Mentor Match

Connect experienced mentors and ambitious mentees to share experience across generations and facilitate professional development.



### Mobile Apps

Engage your users while they're mobile, letting them search contacts, participate in discussions, check their messages and stay current with association news.



### Speakers Bureau

Search for and reach out to industry experts and speakers for any of your organization's events, meetings and conferences.



### Community Management Services

Dedicated support for community management responsibilities including strategy, engagement, reporting and full-time communications.



To see Higher Logic in action, please visit [www.higherlogic.com](http://www.higherlogic.com).