

About BroadVision

Since the dawn of the Web, BroadVision has been a global leader in providing organizations with the rules, tools and infrastructure for doing business on the Web. On the product and technology side, we've been an innovator and market leader in solutions designed to meet the needs of the enterprise for collaboration, personalization, agile/DIY development, content creation and management, and technology for the workplace. With BroadVision Clearvale, we're now a leader in cloud-based solutions for the virtual, mobile, social enterprise.

- **1993** Company founded by Dr. Pehong Chen.
- **1995** First ecommerce and portal products introduced to the nascent Web market.
- **1996** BroadVision goes public on Nasdaq (BVSN).
- **1996-1998** BroadVision introduces personalization features for e-commerce; market expands dramatically.
- **1999** BroadVision introduces the concept of microsites, a milestone in collaborative portal technologies.
- **2000** BroadVision acquires Interleaf; later launches BroadVision QuickSilver, a high-end document creation and management tool.
- **2001-2006** BroadVision introduces a number of DIY/agile development features into its core e-commerce/portal products — another milestone for the market, extending the market to non-technical users.
- **2006-2009** BroadVision makes its first foray into SaaS-based workplace technology solutions. Launches BroadVision Clear, an HR solution for the Chinese market.
- **May 2010** Company formally launches BroadVision Clearvale, the first cloud-based "network of networks" for the virtual, mobile, social enterprise. BroadVision announces a number of horizontally focused solutions in the Fall of 2010.

BroadVision has offices throughout the world to serve our global commerce and business social networking customer base. Corporate headquarters are in Redwood City, California, USA.

- **BroadVision OnDemand Co., Ltd. (Beijing)** 1401-1406, Leftbank Community
No. 68, Northwest 4th Ring Road, (100080)
Haidian District, Beijing
People's Republic of China
- **BroadVision Worldwide Headquarters** 1600 Seaport Blvd. Suite 550,
North Building
Redwood City, CA 94063 USA
- **BroadVision Boston** 75 Third Avenue
Waltham, MA 02451 USA
- **BroadVision France S.A.** 27, avenue de l'Opéra
75001 Paris France
- **BroadVision Italy** Registered address:
Viale Toscana no. 13/B
20136 Milano Italy
Registro Imprese di Milano n. 12815880153
Capitale sociale Euro 100.000 i.v.
Società a responsabilità limitata con unico socio (BroadVision, Inc)
- **BroadVision Deutschland GmbH** Feringastrasse 6
Munchen Unterfoehring 85774
Germany
- **BroadVision Middle East and Africa** Viale Toscana no. 13/B
20136 Milano Italy
- **BroadVision Spain** Paseo de la Castellana, 135 - Planta 7
28046 Madrid, Spain
- **BroadVision United Kingdom** Davidson House,
Forbury Square
Reading RG1 3EU
United Kingdom
- **BroadVision Japan K. K.** 2F, Lune Partere Shiodome
2-18-3, Higashi Shinbashi Minato-ku,
Tokyo, 105-0021, Japan
- **BroadVision System India Pvt Ltd.** #51, Second Floor
2nd Cross, P&T Colony
RT Nagar
Bangalore, 560 032 India



clearvale

powered by BroadVision

Why Clearvale?

February 2011



BroadVision

BroadVision



Founded 1993

eBusiness pioneer

HQ: Redwood City, California

Global presence

Employees: 250

Selected customers

 SoftBank

sky



IRCTC
www.irctc.co.in

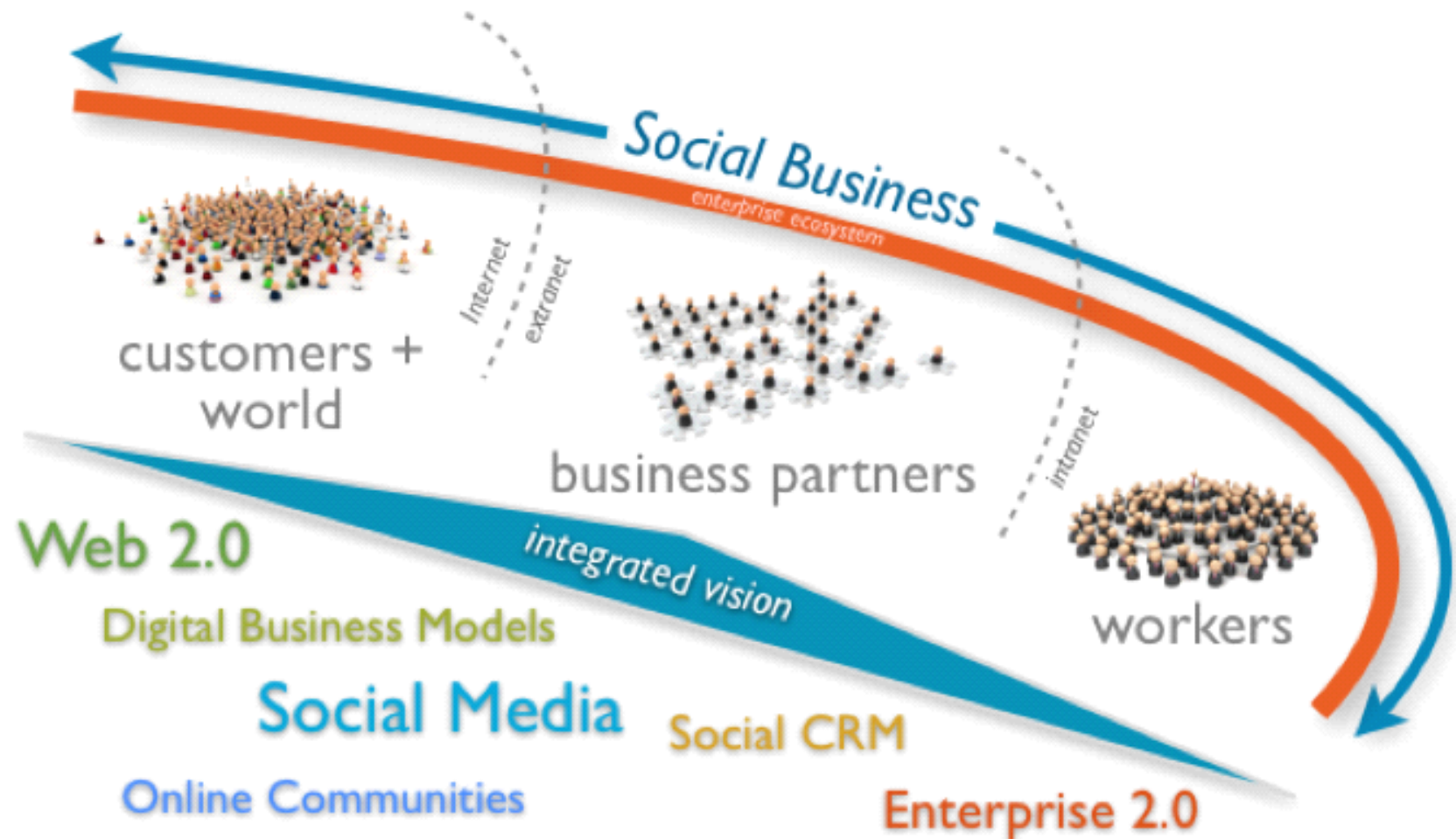


TOSHIBA



BroadVision

Turning Social Media Into Results: Social Business



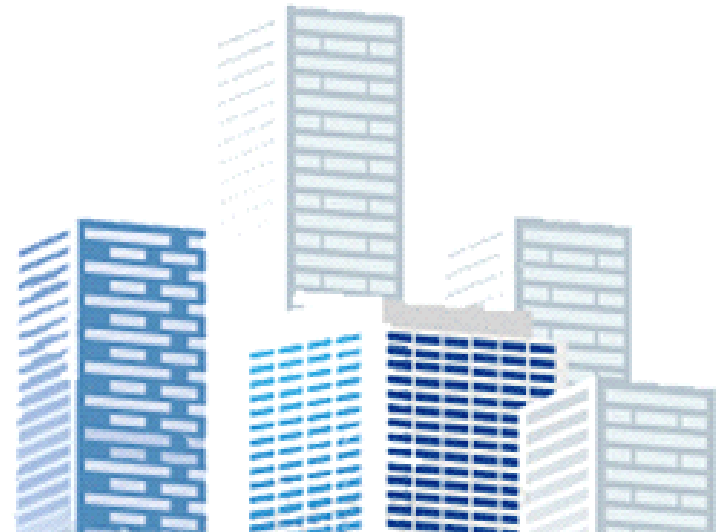
*Social Media is a consumer activity.
When applied to business objectives we call this Social Business.*

Introducing Clearvale



Clearvale — where knowledge flows, business accelerates.

We're powering the world's first network of networks for the social enterprise. We give businesses the rules, tools and infrastructure to engage with staff, partners and customers more effectively, while building a more meaningful presence on the open social web.



BroadVision

Why Clearvale?



1. Full Enterprise Social Networking suite
2. Cloud-based software as a service
3. Native people-centric social application
4. Empower users
5. Control the appearance
6. Integrate existing systems
7. Extend beyond the enterprise
8. Pay for what you use

clearv**v**ale

BroadVision

Full Enterprise Social Networking suite



Blogs	Photos
Discussion forums	Videos
Activity streams	File sharing
Wikis	Teamwork
Personal profile pages	Social bookmarking
Microblogging	LDAP / OpenID
Communities	Twitter & RSS
Polls	iPhone app
Events	Ecosystems
Polls	Network & community cloning

Cloud-based software as a service



No IT
Footprint

Global
Network

Regular
Updates

Secure

Scalable

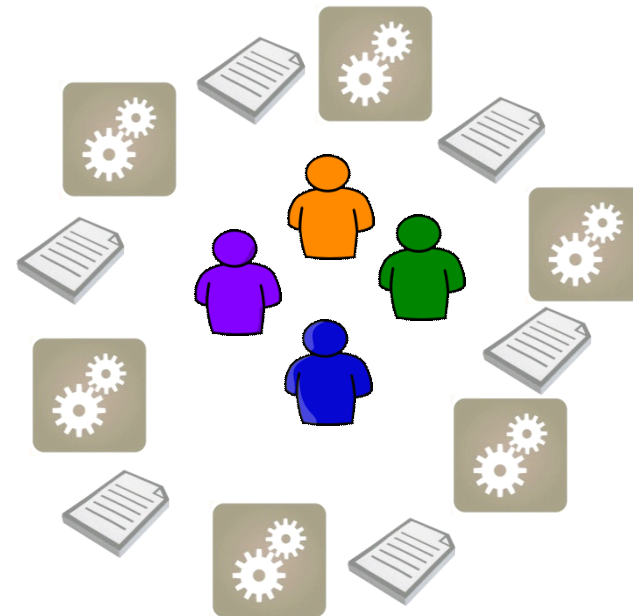


BroadVision

Native, people-centric, social application



Content/Process-centric



People-centric

Empower users



Share files

Write blogs

Create communities

Customize profile page

Comment on content

BroadVision

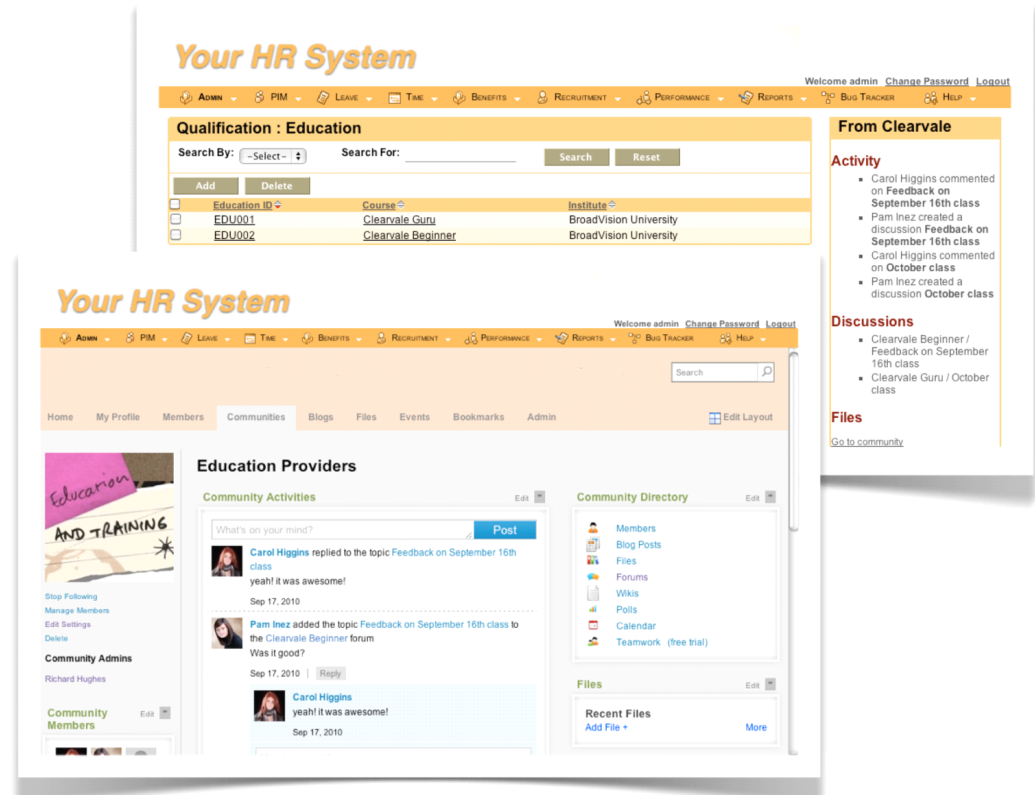
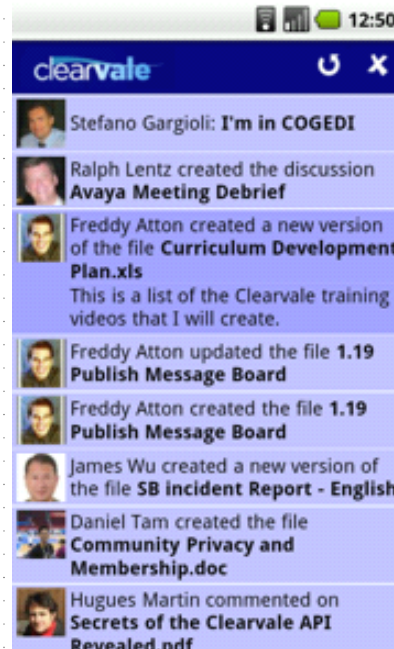
Control the appearance



Build custom themes and layouts with HTML and CSS

BroadVision

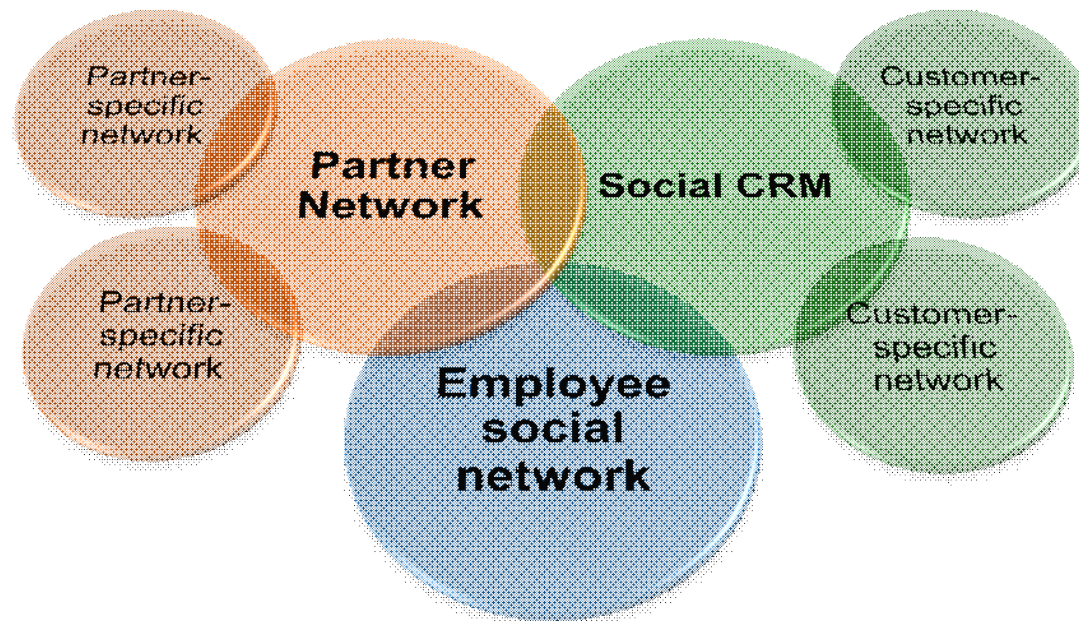
Integrate existing systems



RESTful API enables Clearvale to be used to add a “social layer” to existing systems, create alternative clients, etc

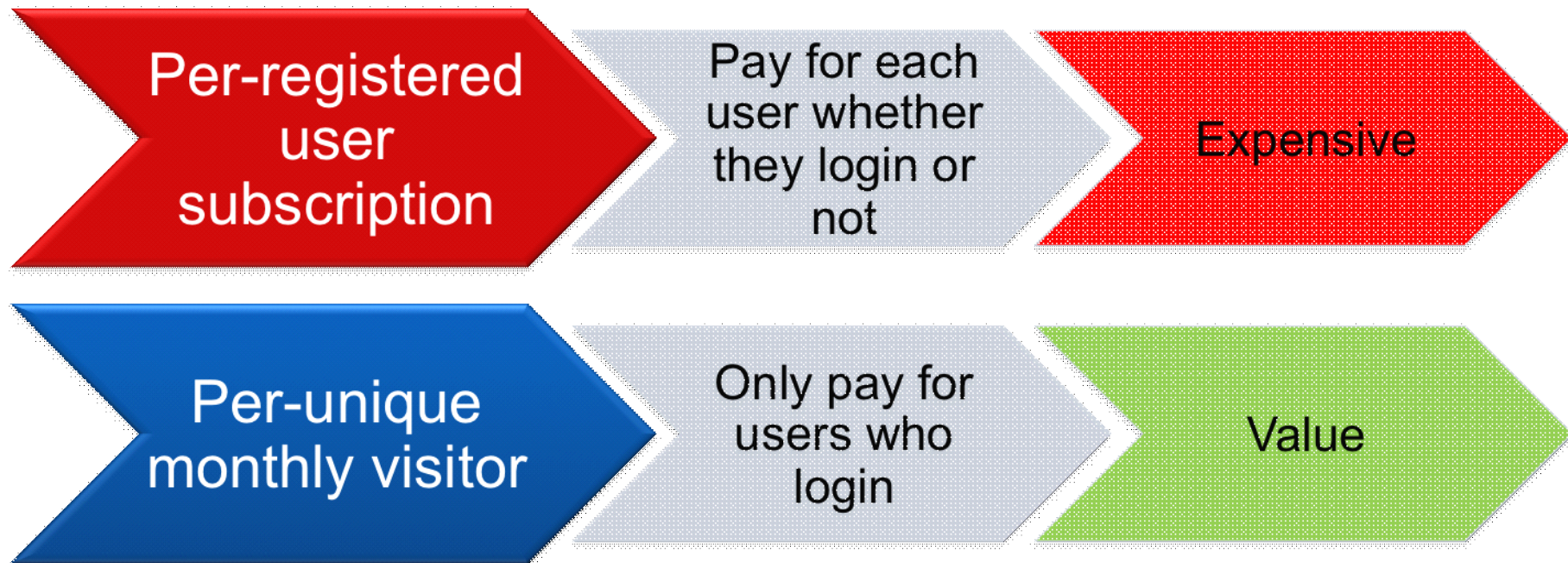
BroadVision

Socialize beyond the enterprise



Ecosystems enable several networks to be interconnected, share content and users

Pay for what you use



Example



SoftBank

"Clearvale PaasPort is unique in that it enables companies to build new businesses — and sell new services — in an environment that promotes the adoption of those services. There's no question that the social network has become the place where many new and innovative services are discovered, shared, and sold. What Facebook did for the world of consumer social networking, BroadVision is now doing for the world of enterprise social networking."



BroadVision

Resources



- Clearvale.com: Clearvale - Features:
<http://www.clearvale.com/clearvale/mkt-eco/en/features.php>
- CVC.clearvale.com: New to Clearvale?:
http://cvc.clearvale.com/pg/cv_blog/content/view/43137/network?cindex=2&cvview=42285&c_type=blog&cnetwork=1&container=1
- Clearvale.com's CVHelp:
<http://www.clearvale.com/cvhelp/>



clearv^{ale}

powered by **BroadVision**

www.clearvale.com

www.broadvision.com



BroadVision