



MiTeam for a community management

A secure, user friendly and adaptable integrated digital collaboration solution for your community

Introduction



Communities have been the cornerstone of our civilisation and well-organized communities have been crucial for the fastest developments in our history.

Well organized communities have used all available tools to improve communication, exchange of knowledge, promotion of ideas, distribution of ideas and more.

Physical gathering, books, radio, social media has been used to create a new intellectual and social value.

Digital communities are in the adolescent phase. We have spent last years on the explosive growth of consumer platforms such as Facebook and Instagram and initial advantage of digital tools usage has become well known as well as some real negative sides and dangers with their usage.

Professional communities such as companies, associations, projects and more are just starting to realise the potential of



advanced digital tools. In this case, many additional factors have to be taken in mind to utilize all advantages and minimize the dangers of digital age.

An explosion of digital tools for professional communities has just started to happen. Industry recognized the need to focus on specifics of professional requirements and the segment of so-called Enterprise Social Media, Enterprise Collaboration, Enterprise Video, advanced Enterprise Learning platforms are being defined as a new fast-growing segment of digital platform industry.

We have created MiTeam, a specialized tool for digital communities, which includes all the latest trends in this segment as well as poses some distinct differences, envisioned for better security, customisation and user experience, some key requirements for the advanced digital environment.

Competitive collaboration tools landscape

The tremendous growth of community-related digital solutions has happened recently. It becomes well known with the explosive growth of Slack, digital collaboration tool and in the last few years, we can observe a stampede of competitive companies trying to position themselves for the future.

After hundreds of millions spent on R&D and billions spent on Marketing we can find thousands of different tools and struggling to find the best combination for us.

There are basically two general approaches.

Hybrid approach

Collect several specialized tools such as video conferencing, content sharing, messaging, task management, knowledge management, document management and more and create workflows, in which you can use properly all of these tools and many of their features.

This approach might be perfect in the beginning and provide many problems with management in the growth phase

Integrated approach

Choose the tool, which can solve most of your needs, maybe even giving you some unnecessary complexities and add eventually some needed external functional components. This approach might be easy in the beginning from management point but create unnecessary complexity and cost on the long run.

Each community will start at some point and will have to observe its needs and eventually change the strategy as we learn more from experience

In the table below we can observe a handful of well-known tools and community management features and make our own judgement about the value versus cost of all sorts. Based on hard facts but also on emotional preferences each of the individual evaluations can be different, but it is possible to create your own matrix and decide.

Vendor Function	Webex	GoTo Meeting	GoTo Webinar	Zoom	Adobe Connect	Skype /Buss.	Moodle LMS	Canvas LMS	Workpla ce FB	MS Teams	Webex Teams	Slack	MiTeam
Video Audio Conferencing	***	***		***	***	***			**	**	**	**	***
Video Recording	***	**	**	**	**	**							***
Webcasting	***		***	**	***	**			*				***
Lecture Capture Live Studio				*									*** OBS
Screen /Window Sharing/Cobrowsing	**	***	**	***	**	**			*	**	**	**	***
Digital Asset Management													**
Content Document Sharing	*	*	*	*	**	*	**	**	**	***	**	**	***
Document Collaboration									*	**			**
Whiteboard	**	**	**	**	**	***			*	*	*	*	*** aww
Mobile Optimisation Mobile App	**	*	*	*	*	**	*	*	**	***	***	***	**
Open API	*	*	*	*	*	*	**	**	**	***	***	***	**
Messaging Chat Comments Presence	**	**	**	**	**	**	*	*	***	***	***	***	***
Mobile Email Notifications	**	**	**	**	**	**	**	**	**	***	**	**	***
Virtual Workspaces Persistent Groups							**	**	**	***	***	**	***
/Private Cloud/ On Premise/Security						*	***	**					***
Customisation Personalisation	*	*	*	*	*	*	**	**	*	***	**	**	***
Affordable	**	**	**	***	**	*	***	**	**	***	**	**	***

Table 1 – MiTeam and other tools features comparison

Introduction to Miteam Collaboration

In the recent year or two, there is a dramatic shift in the way, how companies and associations should run their business processes and create new value in faster and more in-depth creation, distribution and management of information, knowledge and insights. Digital transformation has to touch all parts of our organisations, all employees and external partners to survive and win in this global game.

In last ten years, we have seen many innovative digital platforms such as Google, Facebook, Twitter, Instagram, Slack, Zoom and many more to be created and deployed from Silicon Valley all across the globe. We started to realize the enormous influence on private and business live these platforms can generate combining state of the art technology and wide-open doors to almost all nations around the world.

The number of mostly US innovative companies in the field has grown dramatically, then came Microsoft with gigantic Teams marketing push and many corporations started to realize, that email, website and telephone will not be sufficient for Digital Transformation Age.

In spite of tens of billions of taxpayers' money spent in EU, we are struggling to cope with this trend and only recently we have recognized full value of social influence, technology, data, algorithms of this platforms. We have to create an environment, in which EU companies and institutions will be able to put the EU fully back to the digital platform leadership map.

Mediainteractive and MiTeam

Our company Mediainteractive has been created about 10 years ago after we have recognized, that video and mobile will change the world. Inspired by the success of Slack and availability of WebRTC open source technology we have upgraded our focus to video collaboration and learning platform. We received MiTeam™ from EUIPO for Mobile, Multimedia, Interactive Team-oriented collaboration solution.

MiTeam integrates a number of advanced tools such as:

- Virtual workspaces, workgroups and communities with messaging, posts, notifications
- Advanced video conferencing, webinars and live streaming
- Automated and personalized notifications, emails, newsletters, posts to SM, mobile apps
- Document sharing and collaboration
- Powerful media library as a central and secure repository of documents, video and interactive content
- Integrated Learning Experience Platform with microlearning and course creation support
- Powerful usage tracking, analytics and open API for external AI.

Our products have to carefully differentiate to compete efficiently and grow:

MiTeam is production-ready open collaboration, communications and digital learning platform designed in Europe and ready to be adapted to the most demanding functional, security, scalability and affordability needs, a great tool to become a part of different EU projects and critical collaboration infrastructure. We are determined to work with trustful partners to create optimized solutions for a variety of workflows and requirements.

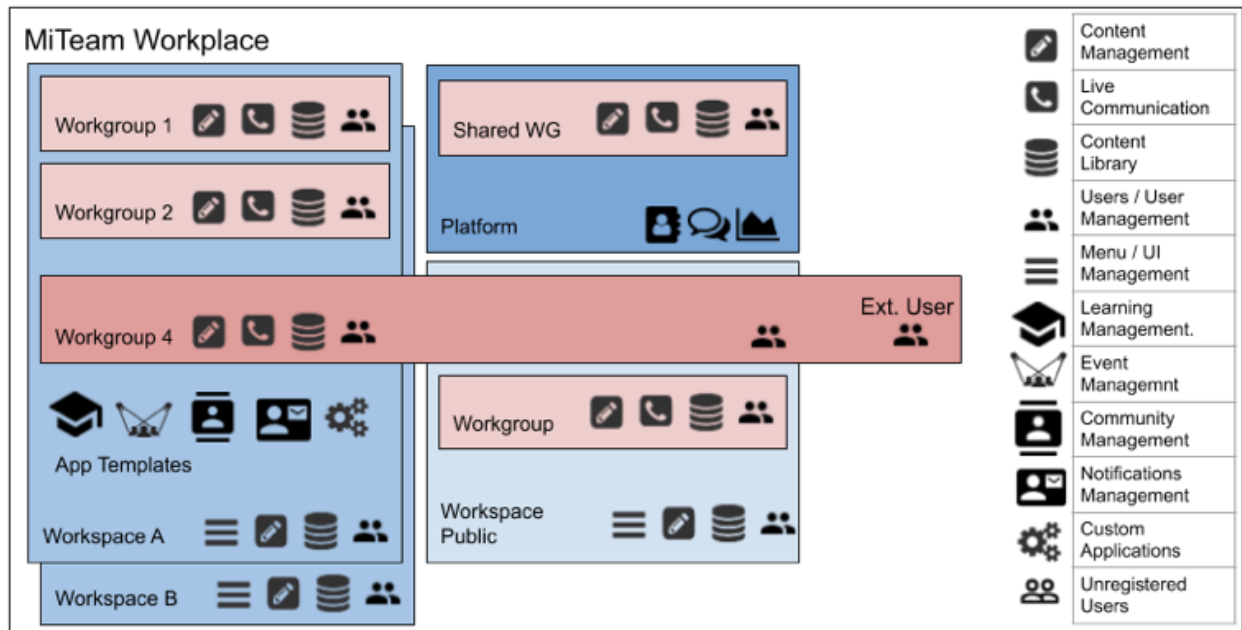
Key Community collaboration features

While in-depth description of features in later in this document, here we describe some of the key community collaboration and management characteristics.

Types of communities

Internal and External communities

To support a large variety of community security and content access differences we have created a secure and flexible structure of workspaces and workgroups



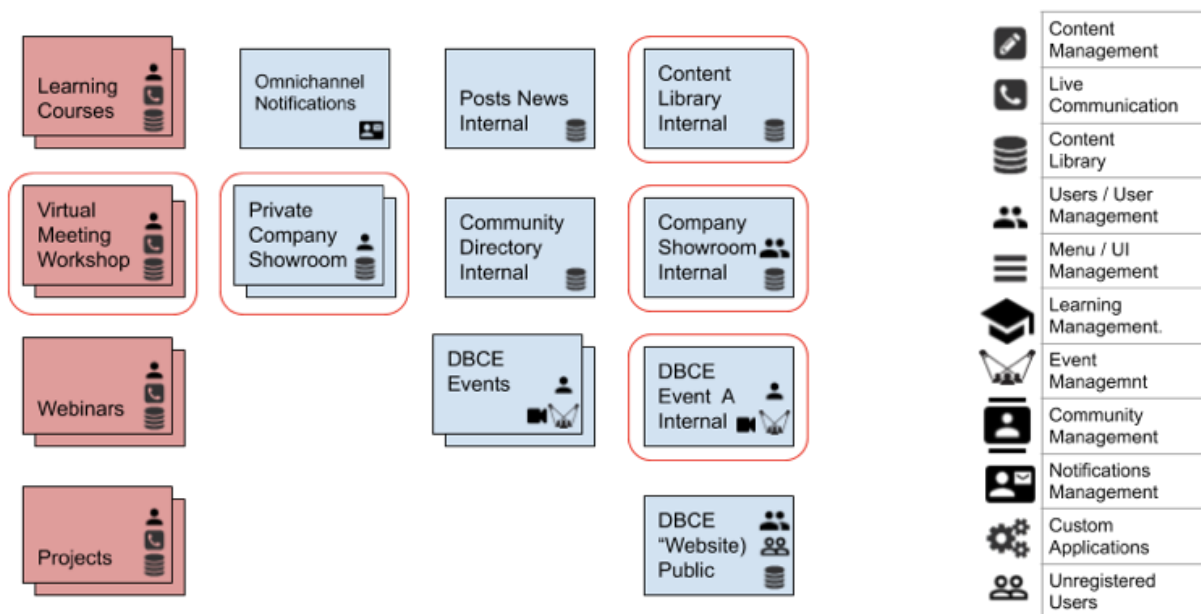
Within this structure aw can configure a variety of different user groups and access permissions.

Open and Close communities

We can create a wide range of multi-level access rights. Each workspace, group or single content can be closed or opened for public access. A large variety of registration forms and workflows, as well as controlled learning modules, can assist with onboarding for new community members.

Communities of distributed business/personal entities

Different entities can create their own branded and secure workspaces within a virtual community with common navigation, content search and collaboration tools.



Single and Multi-level communities

Within MiTeam elaborate structure tools you can create multi-level organisation with needed branding, administration and security, yet provide common information distribution, search for content and people and navigation

MiTeam as Open Community Collaboration Platform

Open Collaboration Platform follows closely the key principles of efficient community collaboration, it fully supports an efficient exchange of a vast amount of personal value, knowledge and experience from the community field, distribution to different stakeholder groups, bringing together experts and information seekers and provides an efficient collaborative virtual workspace for your community operations and for the long term growth of your community.

While later we will describe elementary functional components, here we show top-level overview.

It consists of several main usage blocks:



Repository module

This is a smart content library and provides advanced content aggregation, curation, management, distribution and dissemination using a variety of »omnichannel« based mechanisms. It is built on the

latest principles of Learning Experience Platforms and fully supports mobile devices, multimedia and interactive content, personalisation, domain-specific rich metadata and workflows, distributed management, user-generated content, customisation, advanced search and notifications, full usage tracking and related analytics and AI support.

In addition to collected content, the repository can also provide »curated« links to external content repositories such as Youtube with attached ratings, tracking and classification.

Information distribution

The repository can provide content distribution in many different yet synchronized forms using »omnichannel principles*.

Wiki describes omnichannel as: »Omnichannel is a cross-channel content strategy that organizations use to improve their user experience. Rather than working in parallel, communication channels and their supporting resources are designed and orchestrated to cooperate. Omnichannel implies integration and orchestration of channels such that the experience of engagement across all the channels someone chooses to use is as, or even more, efficient or pleasant than using single channels in isolation.«

Based on centralized repository content created in distributed editorial workflow dynamically created project »websites« will be established with minimized administration, personalisation and tracking support.

Powerful automated mailing options of selected content and posts, such as news, announcements, polls, etc will be generated. Personalized mailing options are available to optimize user interactions. Personal posts are available.

Multimedia newsletters, live video channels, blogs, webinars, posts to Social Media such as LinkedIn, Twitter and more.

A mobile »push« notifications area available based on personal selection for immediate information distribution.

The platform can provide different content to different stakeholders in a secure and user-friendly way and supports video transcripts/subtitles with free text search, bookmarks, commenting etc.

An equivalent of project internet (public), intranet (internal private) and extranet external private parts and channels can be created.

OCP integrates an advanced Learning Record Store to collect and publish precious user interaction tracking management and has an open API to enable a variety of analytics and AI like support tools.

Community management

The community management module is a smart directory of community members, external users and their profiles. Users can provide information about their interest areas, skills, needs and other personal characteristics and can post content on their »microsites« like »private LinkedIn«. Community members can search for other members using a rich set of metadata and can easily create special interest groups using collaboration tools. Community member posts can be included in general

Collaboration and workflow

It is based on an elaborate structure of customizable virtual workspaces and workgroups, where different groups of users can have access to related content and collaboration tools in a secure and efficient manner. A number of advanced collaboration tools are fully integrated with OCP in a native way such as advanced video and web conferencing in HD, webinars, live streaming support, direct conference calls, an advanced screen and window sharing, server-based video recording (if enabled), online whiteboard, group and personal messaging (chat), document sharing and group document collaboration, posts, user presence information etc. All collaboration tools are installed in private cloud form of on-site installation and conforms to GDPR regulations.

Collaboration tools are fully integrated with Repository and Community module to provide a secure virtual environment such as virtual meeting room, a project collaboration room, classroom, showroom, interactive library, virtual consultation space and more.

Community collaboration

While team collaboration of products like Slack, Teams etc is optimized for those groups, which spend together hours each day, MiTeam community collaboration optimisation is optimized for users, which will meet and interact in a more informal way, different periods and locations.

While MiTeam also supports close collaboration of teams during their focused collaborative activity, more loose community collaboration is a crucial differentiator.

Community collaboration is a well-balanced set of features from all three main blocks integrated into common user experience and focus.

Event management

Events are a very important component of community existence and operations. Small and large, focused and general brings together community members, improves community “glue” and engage future members as well. Well, functioning community represents a positive emotional experience for its members and events are key for that.

While in the past events were typical gatherings in a nice place, in the future we will see more hybrid and online-only events, which can become an efficient addition, if organized within a well designed virtual community workplace. MiTeam provides a number of tools and templates to create a virtual and hybrid event as part of a general digital collaboration strategy. These tools are described as additional document.

Key MiTeam OCP Community solution usage areas

1. OCP will provide an extensive, user, creator and admin friendly knowledge aggregation and distribution solution with online collaboration support tools. A vast quantity of created content will be stored and published in a highly efficient manner.
2. OCP will provide secure and efficient community operations support for community members with secure collaborative workspaces and groups replacing and sometimes integrating a number of

collaboration platforms such as Slack, Dropbox, Google Drive, Zoom, Hangouts, GoToWebinar, Moodle, Youtube, LinkedIn, Facebook and many more with a single, user friendly, secure and easy to manage platform. All content will remain private until publishing and will be in full ownership of project stakeholders. Project administrators will be able to save precious information distribution time.

3. OCP will provide a virtual digital learning environment with efficient self-assessment, certificates, usage tracking, badges and more
4. OCP will provide an integrated community/project dissemination platform with highly efficient management and attractive user experience
5. OCP might become a showcase of the usage of Next Generation knowledge, talent and project management approach promoting the further extensions of project Cobbling

Above all OCP will enable project members to collect precious experience from digital operations and provide input for continuous enhancements of OCP during project duration

Integrated community management platform must provide a well-integrated set of core features as well as well defined

Differentiation factors

In such global competitive landscape we positioned MiTeam in a well-defined way, which will satisfy some user segments more than others, but provide consistent positioning in the future.

Security and flexible deployment

There will be an important share of customers with stringent security requirements. We will be able to create an affordable “Private” cloud solution for them with guaranteed ownership of data by installing the solution to their servers.

Integrated experience

There will be an important share of customers, which will look for a pre-integrated solution with a full set of collaboration tools with a simple user experience as possible as an alternative to a mesh of many specialized platforms. Increased security, manageability and lower cost will be possible.

Customized solutions

While all platforms claim to be adaptable, there is an opportunity for a real tailor-made solution composed of well-architected components. Such an approach might not work for tens and hundreds of thousands of customers but will be perfect for hundreds or thousands.

Customizable architecture allowed us to create a very special flavour of collaboration. As an example, we have created an integrated mobile collaboration solution for emergency medicine on daily interventions as well as digitalized Mass incidents collaboration including user-friendly UX, data exchange, video conferencing, IoT, operations centre, digital learning and simulation.

The first digitally managed “paperless” Mass incidents training exercise end of last year in our part of Europe happened last year.

As a confirmation of successful projects, we have received **Gold Award for Best Innovation** in Slovenia last year and **Horizon 2020 SME Phase 2 support** for internationalisation last year.

Open source based

We have taken great care to architect the solution using a number of advanced open source technologies without any licenced or closed code core components. This is a great advantage from security, affordability, customisation and partner developments enabling important customers to review the solution codebase.

Open licencing

Licencing takes into account the specific needs of the customer use cases and is optimized for associations, local communities, agriculture sector and a wide variety of NGO needs

Differentiation conclusions

MiTeam is production-ready open collaboration, communications and digital learning platform designed in Europe and ready to be adapted to the most demanding functional, security, scalability and affordability needs, a great tool to become a part of different EU projects and critical collaboration infrastructure. We are determined to work with trustful partners to create optimized solutions for a variety of workflows and requirements.

MiTeam Collaboration Tools

Work/Project Collaboration



MiTeam represents a complete and well-integrated set of tools for collaboration, creation of workplaces and workgroups, multipoint video conferencing with screen sharing, messaging, commenting, blogging, document management and sharing, mobile and email notifications, calendars, whiteboards and external Cloud Application integration, such as Google Drive, Smartsheet etc.

All communication and document exchange activities can be recorded and instantly replayed. Access rights to documents and collaboration tools are personalized and related to established workflow with full attention to security issues. Adaptation and customisation allow the implementation of a variety of enterprise workflows to enable dispersed team collaboration as being in the same room.

Multimedia Library

Multimedia Library is used for Digital Asset Management of large quantity and variety of video, image, text, interactive content and other documents, which will be collected in a community.

Using media-specific and custom metadata enables efficient search, versioning and archiving. Personalized access rights enable secure operation. Complex work environments and hybrid internal/external groups can share the content in an optimized way.

A complete history of content changes can be accessed and past versions of content can be revoked.

Video Conferencing System



Distributed teams and the need for instant response require the best collaboration tools. Audio and video conferencing in High Definition moved from corporate boardrooms into meeting rooms of all sizes, to personal desktops as well as to mobile devices. Locations have changed to homes, coffee shops, airports and more.

HD picture quality, fantastic audio, sharing of the screen or individual application windows, collaboration of a small or large group of people, connection to existing mobile and fixed phones are readily available. There is no need for specialized equipment or desktop application, the modern browser will do the job.

Stand-alone Miteam mobile and desktop applications are available with additional features such as instant availability, powerful notifications etc.

Webinars and live stream



In large conference calls, which can include hundreds of participants, moderators can take full control of the flow and select individual cameras, screen share or audio in efficient and attractive manner. There is no gap between video conference, webinar and live stream to thousands of viewers, all can be organized and managed from the same virtual cockpit.

Sharing your desktop or individual application windows to other participants, connecting document camera or external video source can make your conference even more efficient.

Participants can share their documents on a common virtual desktop and even perform cobrowsing to speed up collaboration. Document management and collaboration, described in another chapter, can further improve your efficiency

The most advanced video transmission technology enables video communication using a mobile network with variable quality. All communications are secure and can be recorded on the server for later access.

The latest WebRTC technology, invented by Google and supported by all key browser vendors including Microsoft and Apple is integrated into MiTeam advanced collaboration environment making seamless collaboration experience. No need to switch applications, manage your groups on different platforms, struggle with multiple platform upgrades and worry about security and personal data protection.

Video call is always one click away and simultaneous access to shared documents and messaging tools supports the creation of efficient virtual and persistent meeting room.

Room based MiTeam videoconferencing system is complemented by desktop and mobile collaboration solution. To support different collaboration scenarios from meeting to the presentation, several types of cameras, wireless and conference microphones are available for MiTeam collaboration room from the huddle to the larger size. Existing audio conference equipment can be integrated.

Multiple screen LCD or projector can provide an immersive collaborative environment

Video Capture and Distribution

Besides video conferencing tools, which are used for collaboration within groups of tens of users, MiTeam offers also video capture and distribution functionality, which can be used by hundreds and thousands of simultaneous users. It includes different video capture configurations as well as distribution using advanced Live Streaming technology and is optimized also for mobile devices and networks.

Webinars, lectures, conferences and all sorts of events can be transmitted in HD quality to different user devices including Smart TV and Digital Signage Displays. All transmissions can be recorded for instant review or long term archiving.

During the live event streaming other collaboration tools can be used for enriched communication, such as messaging, polls, quizzes with instant statistics and even integration with video conferencing for distributed Live Studio participants.

Variety of event video capture solutions are available within MiTeam, from simple mobile phone camera with MiTeam App to multiple HD camera desktop studio solution for advanced event media production. All solutions allow instant live streaming, recording and graphics insertion.

Virtual Classroom



Efficient knowledge capture and transfer is one of the cornerstones of the Digital Workplace. Immediate learning and training is part of most projects and the necessity of any corporation.

Modern eLearning methods such as Flipped Classroom, Blended Learning, just in Time Skills, Remote Learning, Lifelong Learning, Micro Learning, Social Learning and Gamification are becoming a necessity in the modern working environment, where full-day learning events are no longer feasible for all learning needs. All these methods are supported in MiTeam.

Beside advanced set of collaboration tools, MiTeam Virtual Classroom includes also efficient Learning Management Tools, such as Courses, Quizzes, Learning Path, Certificates, Learner Profiles, Learner Generated Content, detailed tracking of all learner activities and advanced XAPI protocol. ELearning

Content Creation Tools such as Adobe Captivate, Storyline, iSpring Suite are integrated with MiTeam into perfect Learner and Teacher experience.

Lecture Capture, Webinars and content recording, learner collaboration and mobile experience are outstanding MiTeam features.

Automated Notifications



Digital Signage and Interactive Kiosks

Creative content, stored in MiTeam Library can be enhanced within Project Collaboration tools and distributed on Digital Signage displays. Bringing the important information to such displays is no longer used only in Retail, on airports etc, but is becoming an important communication tool of any corporation, being installed in the reception area, production hall, meeting place, water cooler place, marketing and sales presentation rooms. Interactive content can be used by salespeople as well as for internal communication.

Analytics and tracking



MiTeam uses the most advanced technology and standards such as XAPI to track and analyse content usage and user interactions. Each content access is recorded in detail. This includes interactive content such as quizzes, surveys and polls, created with advanced interactive creation tools. While different tools can be used, MiTeam fully integrates and supports iSpring Suite, a great Powerpoint based toolbox enabling the creation of interactive content with zero training time.

Real-time reporting, export to EXCEL and open API for external analytical tools are provided to enable the community to analyse and optimize its content in-depth

Information channels, Digital Signage and Interactive Kiosks

Creative content, stored in MiTeam Library can be enhanced within Project Collaboration tools and distributed on Digital Signage displays, interactive channels on your mobile app or embedded another website. Bringing the important information to such displays is no longer used only in Retail, on airports etc, but is becoming an important communication tool of any corporation, being installed in the reception area, production hall, meeting place, water cooler place, marketing and sales presentation rooms. Interactive content can be used by salespeople as well as for internal communication.

Management of Digital Signage devices and content is simple and can be established using different connection methods. The devices can be internal or outdoor. Interactive kiosks can be in the form of large selfstanding totems, touchscreen-enabled desktops as well as simple tablets.

Creation of Digital Signage content can be performed with MiTeam tools, including Live streaming or can be done by professionals as well as casual users. Digital Signage, integrated into MiTeam collaboration environment will become an integral part of your corporate communications strategy.

Mobile App

While MiTeam fully supports mobile browsers and mobile user experience, a customized MiTeam mobile App, can be easily created for Google Play and Apple Store for more branded community user experience.

Customisation

MiTeam platform has outstanding customisation capabilities. The ease of customisation is one of the key MiTeam advantages comparing to other available solutions.

Customisation to existing workflows, interfacing to existing IT solutions and authentication systems is extended with ease of customisation into a diversified experience for different workplaces and workgroups, the addition of custom metadata and GUI logic, custom mobile apps for iOS and Android and differentiated Branding. White label installation is enabled.

Security and Management

MiTeam is based on an efficient and highly granular system off Access Rights and Roles. Authentication is based on Oauth, Active Directory, Google, Facebook, Linkedin and Email with authentication token.

All communication is encrypted using HTTPS, DTLS, SRTP and other protocols. All data access is registered.

Installation can be provided in Private Cloud and under local Data Jurisdiction.