

SOLUTION OVERVIEW

Organization Size: 5 Employees

Organization Profile: Located in Northern Virginia on the outskirts of Washington D.C., The Greater Reston Chamber of Commerce is the catalyst for business growth and entrepreneurship by providing quality programs, education, connections and advocacy for its 600+ members and organizations in the Dulles Corridor.

TidWiT Services Rendered: TidWiT helped the chamber produce some of its content and transform it for online consumption deploying a Media Bank using TidWiT's C3[®] Social Learning platform

Case Study: Greater Reston Chamber of Commerce

The Greater Reston Chamber of Commerce (the Chamber) is a catalyst for business growth and entrepreneurship providing quality programs, education, connections and advocacy for its members and organizations in the Dulles Airport Corridor. The Greater Reston Chamber of Commerce is the leader of a thriving business community that positively impacts the growth and prosperity of a vibrant community in No. Virginia.

Challenge: Having recently updated its web site, the Chamber needed to be able to share much more vibrant content to keep its community abreast of its latest initiatives and educational activities. Because of IT staff limitations as well as budgetary restrictions, the Chamber needed a solution that would integrate seamlessly with its new website, be easy and intuitive to work with, provide social media capabilities, and it all needed to be hosted on the Cloud.

Benefits: The solution that TidWiT delivered was based on its C3[®] Social learning platform bringing together Content, Communities, and Commerce providing the Chamber the following tangible benefits:

- TidWiT's C3[®] Social Learning platform was fully hosted on the cloud, which meant that the Chamber did not need to purchase or maintain any hardware or software.
- TidWiT's C3[®] Social Learning platform provided e-learning and media bank capabilities, which allowed the Chamber to post digital content online with immediate global access via its site.
- TidWiT's C3[®] Social Learning platform allowed seamless integration with the Chamber's web site. Users did not require any specific training on usage; and
- TidWiT's C3[®] platform allowed for full social media integration with tools such as Facebook, Twitter, Blogger, ...

Solution: The solution was provided on TidWiT's C3[®] Social Learning platform running on the cloud. In less than 30 days, TidWiT helped the Chamber seamlessly deploy a full e-learning and digital content media bank, which included.

- Customization of "Look and Feel" with full integration with the Chamber's web site
- Educational Series Content development; and
- Tutorial creation, production, and online posting.

Results: The successful implementation which took less than 30 days now provides the Chamber with a full e-learning and digital content hosting dozens of educational series recordings, tutorials, and demonstrations relevant to its community.

"Working with TidWiT has been an incredible success because we are partnering with one of our incubated companies to provide an outstanding technology solution for our staff and members. TidWiT's created a high-quality product that will serve as an ongoing and interactive educational resource for the area business community. From the start I was impressed with their expertise and commitment to delivering an outstanding result."

- Mark Ingrao, President and CEO, Greater Reston Chamber of Commerce