

SelectMinds and Sonoa Systems Partner to Bridge the Gap Between Corporate and Consumer Social Networks

Partnership Enables Private Corporate Networks to Connect with Popular Social Sites Including Twitter and Facebook

SANTA CLARA, CA and NEW YORK – May 12, 2009 – Sonoa Systems, Inc., an innovative provider of analytics, management, and [cloud governance](#) solutions for APIs, feeds, and services, and SelectMinds, a leading provider of corporate social networking [solutions](#), today announced a partnership to provide secure connections between corporate social networks, business applications and public Web 2.0 communities. This partnership enables companies to eliminate silos between a corporate social network and related business processes.

SelectMinds builds powerful SaaS-based corporate social networks that meet the toughest security and compliance needs of companies of all sizes. These solutions, such as alumni or affinity-based employee networks, are closely tied with business processes, including recruitment or new business development. With Sonoa's technology, SelectMinds now offers the added capability for their corporate social networks to securely integrate with outside applications such as Twitter, Salesforce.com or Facebook, providing new analytics around these solutions and their usage.

“As the adoption of both public and corporate social networking continues to grow, we are committed to providing customers with business solutions that are extremely secure and easy to integrate with these and other applications to improve organizational effectiveness,” said Michael Richardson, CTO, SelectMinds. “Our partnership with Sonoa is further proof of this commitment. We see companies benefiting from social networking and want to break existing barriers between systems to make their business processes more efficient, enabling seamless social computing.”

In addition to securing the APIs between SelectMinds' solutions and outside networks or applications, Sonoa is also increasing the visibility of interactions taking place throughout an extended network without compromising a company's security or governance policies. Using Sonoa's analytics, SelectMinds now offers clients additional insight and data on how their social networks are being used by members. Enterprises will now be able to tap into the secure communication that is not only taking place within a corporate social network, but also across Internet or third-party applications.

“SelectMinds is bringing the social network to the enterprise in a way that is smart and new,” said Chet Kapoor, CEO of Sonoa Systems. “Today more than ever it is vital for organizations to maximize their existing resources to grow business. At

Sonoa we see this partnership as a crucial way to allow the enterprise to use social networking to uncover and identify opportunities to drive new revenue streams.”

About Sonoa Systems

Sonoa Systems provides a cloud service gateway that solves critical visibility, control, and governance challenges for enterprises that are using cloud-based business applications. Leading customers such as Pfizer, Warner Music, and IntraLinks use Sonoa to create new revenue channels, reduce costs, and innovate faster. The company is based in Santa Clara, CA, privately held, and backed by leading investors including Norwest Venture Partners, Bay Partners, Third Point Ventures, and SAP Ventures. For more see www.sonoasystems.com.

About SelectMinds

SelectMinds is the leading global provider of secure, corporate social networking solutions. Using the power of Web 2.0, SelectMinds helps organizations build connections among and between groups of employees, alumni, retirees, women, and other constituencies. These powerful connections drive increased knowledge sharing and collaboration, enable strategic talent sourcing, and foster employee development and retention. The result is a higher performing organization with the ability to innovate quickly, increase productivity, and hire and retain key talent. SelectMinds clients consist of leading organizations including J.P. Morgan, Dow Chemical, Lockheed Martin, Latham & Watkins, Schlumberger, and Deloitte. For more information, visit www.selectminds.com.

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