



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

LOCATION:
Fairfax, VA, US

ORGANIZATION:
Open SGP

YEAR:
2011

ORGANIZATION URL:
<http://www.OpenSGP.com>

STATUS:
Laureate

PROJECT NAME:
The Social Genome Project

CATEGORY:
Emerging Technology

PROJECT OVERVIEW

Under the Social Genome Project, the Liger framework allows for open, user friendly, and secure social media for Enterprises that are non-profit and charitable in nature and do not have the budget and technical smarts to take advantage of these innovative technologies that is otherwise costly (e.g. commercial-of-the-shelf) and difficult to implement. Our social DNA engine (R) will assess the current footprint of the organization against their mission/outreach audience and Liger dynamically builds against these deficiencies. Liger provides open source equivalent features of 80% of today's major social media applications (e.g. Facebook, Twitter, LinkedIn, Buzz, Foursquare, etc.) within a box and is highly sensitive to privacy and security needs (e.g. charity donations using web-based bank/credit card transactions). Once deployed, Liger continues to provide real-time analytics and assesses the value and need for features that could be negated (removed) or added in order to add value to the organization's social DNA for continually improvement. *Social DNA - is the genome or presence of a organization in the social internet grid. *Framework - in this context the term framework is used as a substitute for software, because we believe software typically has a commercial and profit persona to it.

SOCIETAL BENEFITS

The goal of the project is to allow non-profit and charitable organizations to increase their social DNA and presence, create buzz networking on their missions and services, raise social awareness, and rapidly stand-up social campaigns with minimal effort and at no cost.

PREVIOUS PROJECT UPDATED/EXPANDED?

This has not been previously submitted, however, I wanted to take this opportunity to discuss our current challenges: The user interface (UI) of this effort is the most difficult and time consuming piece we've encountered. Our goal is to create a UI that allows anyone with minimal internet and social media knowledge to stand-up Liger. We are working hard to make this the



most user-friendly social media framework. We are targeting a rapid on-the-go implementation of Liger in less than 15 minutes with beginner knowledge of the internet and social media. Additionally, another layer of challenge is the infrastructure which Liger will reside on (e.g. the server that Liger will be stored on and it's communication to the Internet). Because of the nature of most charitable and non-profits ground work being in areas that are technologically challenged, the idea of compressing Liger so it is still functional and still communicating with the outside world in such scenarios is our current focus.

PROJECT IMPLEMENTATION COMPLETE?

No

PROJECT BENEFIT EXAMPLE

The Liger framework was used to help Rivers of Recovery (a non-profit dedicated to helping the young wounded U.S. military veterans) create their social buzz, raise awareness and donations for the March 3rd, 2011 charity event. The result led to the creation of www.RockNDC.com - which is powered by OpenSGP.

IS THIS PROJECT AN INNOVATION, BEST PRACTICE? Yes

ADDITIONAL PROJECT INFORMATION

Liger mobility - we will also provide a Free Liger mobile app on the Google Android smartphones that will complement the Liger framework. Security - Liger meets all current industry data transmission, data at rest, and encryption standardizations. The security customization takes less than 5 minutes and is natively built into the application.