

# THE POWER OF MOVABLE TYPE

Blogs provide everyone with the power to easily publish and share information. Organizations and individuals have the ability to connect with audiences that matter and to share ideas on a local or global scale. For more than five years, Movable Type (MT) has powered the most influential personal, media, and business blogging communications.

Now, Movable Type takes a giant leap ahead with new features that will enable you to build, drive, and manage entire blogging websites and communities. With MT, you'll be able to turn your site's readers into members and your audience into communities.

Movable Type powers blogs across many industries and the not-for-profit world, including:

BOEING

BOINGBOING.NET

CONDÉ NAST

GENERAL MOTORS

GOTHAMIST.COM

HUFFINGTON POST

INTEL

NBC UNIVERSAL

NEW YORK UNIVERSITY

NISSAN MOTORS

ORACLE

ORGANIC

WASHINGTON POST

TBWA\CHIAT\DAY

## Movable Type Features and Benefits

### EASY SET UP AND USE

Get your blog up and running in minutes and use powerful new configuration tools to expand it into thousands of blogs with a few clicks—vital if your business wants to maintain conversations with customers or employees. Automated management capabilities make deployment of MT's completely revamped templates and themes a snap. And a new rich text editor lets you incorporate photos, audio, and text into your blog, making it easy to reuse your files and media assets in the future.

### TURN YOUR BLOGS INTO A COMMUNITY

Create neighborhoods of readers—and benefit from their input—through easy comment registration and advanced editing controls that help you manage registered members. Promote your best commenters to full-fledged authors, leveraging user-generated content.

### ADVANCED USER MANAGEMENT

Install and manage dozens, hundreds, or even thousands of blogs—and authors—in minutes, and effortlessly aggregate content from multiple blogs into a single page for easier viewing and faster reading. Movable Type's dynamic user permissions system is now even more powerful, giving administrators fine-grained controls over common permissions and roles for users. Developers can easily extend permissions, making it possible to further customize control over content.

### POWERFUL WEBSITE MANAGEMENT

Create, deploy, and reuse photo and audio files, documents, and more with easy-to-use template and asset management tools. Design standalone web pages that automatically inherit the design and layout of the original blog, resulting in a seamless, cohesively designed website and blogging platform. Draft content for review or schedule publishing based on your editorial or communications requirements.

### FLEXIBLE CUSTOMIZATION

Extend the power of Movable Type to meet the needs of your growing business with functionality packs and plugins that will allow you to expand your community and enterprise usage. MT fully integrates into your organization, and can serve as the center of your complete social media strategy.

### HANDS-ON SECURITY

Your blog is safe with Movable Type. Six Apart's expert quality assurance and security teams respond to security issues immediately, identifying problems, and proactively sending out updates and patches whenever they're needed.

## Drive Marketing Communications

Are you looking for ways to drive more visitors to your site? Want to connect with your customers in order to hear what they have to say about your brand? Chances are your customers are already blogging about you. With Movable Type, you have an easy way to join in and influence the conversation.

### CREATE A DYNAMIC CORPORATE SITE

Immediately engage readers, easily keep your site up to date with new content, and understand what your customers think about your organization and its products.

### BOOST SEARCH ENGINE RANKINGS

Increase your rank and visibility on search engines, making it easier for your customers to find you.

### EXTEND YOUR REACH

Reach readers with RSS feeds to deliver fresh, relevant content and keep them engaged with your site.

### PROMOTE CUSTOMER DIALOGUE

Create a community of active readers and learn what's important to them; their comments can provide you with invaluable insights into product innovation and ways to improve loyalty.

### CREATE CLIENT AND PARTNER CHANNELS

Use blogs to create a direct conduit to your best customers and partners. Create a blog per client or partner and use it to share updates and news, and answer key questions.

*"Organizations customarily spend \$40,000-\$50,000 for their initial website, plus more for a content management system. Without Movable Type, we could not have afforded the marketing, communications, and community building we achieved in the last two years. It would have been impossible." – Andy Sernovitz, Founding CEO, Word of Mouth Marketing Association*

## Harness the Power of Your Employees

Your employees are your greatest asset—and many of them are already blogging outside of the office. Movable Type enables massive collaboration and authentic dialogue through blogging to greatly enhance internal communications. Using Movable Type inside of your business provides them with a familiar tool—and you with an invaluable resource that can unite teams, enhance productivity, and reduce communication costs.

### ENHANCE COLLABORATION

Movable Type is a convenient way to update groups, employees and customers, and motivate teams to share ideas and increase productivity. Blogs offer an easy and effective way to connect partners, initiate group conversations, and share information across departments.

### SIMPLIFY INFORMATION CAPTURE AND SEARCH FUNCTIONS

Find the information you want in moments with Movable Type's aggregator and flexible content archiving, which stores

entries by category, by date, by author, or by user-created tags. And built-in functions let you search, archive, organize and discover information immediately when it's published, or at any point in the future.

### DECREASE INFORMATION "SPAM"

With one-to-many distribution, you control who gets what information and cut down on system-clogging communications, email "storms," and outdated attachments.

*"Because of what we've built with Movable Type, I'm guessing that we'll save close to a million dollars this year on the physical publishing we didn't have to do, and the meetings we didn't have to have." – Laurie Coots, Chief Marketing Officer Worldwide, TBWA*

# INTRODUCING MOVABLE TYPE 4

Blogging makes it easy to publish and share information. With more than 50 new features, MT4 will enable you to quickly and easily start a blog, manage entire blogging websites and build an engaged community of readers and customers.

Expand your online presence and better connect with your audience through Movable Type 4's array of functions and features:

- Easy to install and easy to start
- Easily insert text, video, files, and more into your blog with a powerful web editor
- Get an at-a-glance summary of your blogging activity, from content to comments to tags
- Enjoy powerful content management and flexible publishing abilities
- Control who posts and comments with built-in registration
- Efficiently manage all your blogs in one place and aggregate them in portals

## What's new in Movable Type 4:

Whether you're a passionate individual publisher, a small business owner, or a global enterprise, you can use MT4 features to connect with your audience.

### EASY SET-UP AND USE

You'll be up and running in minutes with MT4's easy setup. Once installed, you'll be prompted to select from dozens of new professionally designed default templates and themes, or to import blog content directly from another blog platform.

### ENJOY ALL THE POWER OF RICH MEDIA

MT4's core authoring functions allow you to manage assets with greater ease. A rich web editor offers "What You See Is What You Get" functionality to allow insertion of not just text, but audio, photos, and other files as well. And you can easily reuse any of those rich media assets with MT4's new built-in asset management system.

### GET A VIEW OF YOUR BLOG'S SUCCESS WITH THE MT4 DASHBOARD

MT4 offers a powerful summary of your blogging activity via a single convenient screen. Dynamic graphic displays let you see what's happening with your blogs; which posts, comments, and tags are driving conversations, and provides smart starting points for you to manage your site.

### CREATE A DYNAMIC WEBSITE WITH POWERFUL CONTENT MANAGEMENT

MT4's powerful templating system lets you output content in any format, without requiring any programming or scripting. You can create standalone pages that automatically inherit the design and layout of your blog, and publish any content with the new posting interface, including rich media.



### LET YOUR READERS JOIN IN THE CONVERSATION

MT4 offers a powerful built-in registration system, letting you use your own authentication for commenter's and users—giving you greater control over who posts what. It's easy to integrate authentication with other platforms and services through OpenID, the industry-standard single sign-on system pioneered by Six Apart and currently used by millions of people.

### VIEW MULTIPLE BLOGS ON ONE WEBSITE, WITH EASY ARCHIVING

With the MT aggregator, you can now easily pull posts from some or all of your blogs into one page for easy viewing. You can present those blogs in even more ways, with expanded options for archiving content by date, organizing content by category or tag, and archiving blog content by author.

## TURN YOUR READERS INTO MEMBERS OF YOUR COMMUNITY.

Blogs are not just about communication—they're about conversation. And organizations know it is just as important to listen to the community as it is to speak to them. With the Movable Type Community Solution (MTCS), you can use your blog platform as the center of your social media strategy to attract a larger audience, increase engagement with your site, and improve the loyalty of your community.

### The Center of the Community

Designed to work with the new Movable Type 4 blogging platform, the Movable Type Community Solution will benefit both you and your readers.

**YOUR READERS** will become more engaged with content that is more timely, relevant, and useful for them. They can share their favorite posts and stories with the rest of the community, start conversations and track them on your member profile page.

**YOUR SITE** can turn visitors into a community of engaged, active members. Drive repeat visits with the MTCS's community, profile, and recommending tools. Attract casual visitors into your site with "most popular" views of your stories and posts, and offer commenting and other rich interaction as a benefit of becoming a registered member.

### MEMBER BLOGGING



Member blogging provides all the interactivity of a web forum, allowing your registered members to easily create their own posts and start discussion threads without the management burden for your staff. This feature powers smart communities like the Talk section of [serioueats.com](http://serioueats.com).

### COMMUNITY BUZZ



Show your visitors the content that receives the most "recommendations" over the last day, week, or all time. Your community can assist your editorial team in discovering and promoting the best content on your site, increasing the value of archived content and encouraging exploration of additional pages. Sites such as [gothamist.com](http://gothamist.com) use this capability to engage a vibrant community.

### MEMBER REGISTRATION AND AUTHENTICATION

With this function, you reduce the potential for comment spam by providing publishing privileges as a benefit of becoming a registered member of your site. Movable Type's built-in reporting tools let you generate spreadsheet reports about the growth of your membership.

### RECOMMENDATIONS

Allow your members to quickly show what content they like with one click and easily recommend it to others. Large sites, from Amazon to Netflix, use ratings and recommendations to create compelling community content. With MTCS you can do the same.

### MEMBER PROFILES

Now every member of your community can create a personalized profile page filled with information they feel is most important to them. Automatically generated profile pages keep track of member comments, blog posts, and recommendations on your site and may also be used to keep up with posts and comments from favorite users, building connections between the members of your site.

## TBWA\CHIAT\DAY

Customer:  
TBWA\CHIAT\DAY

Industry:  
Advertising

Business Challenge:  
Connecting thousands of employees worldwide to increase collaboration and bridge communication silos.

Results:  
Movable Type has shifted TBWA's communication paradigm and resulted in:

- Increased collaboration and communication among employees
- Reduced communication costs
- The creation of new client communication channels
- More effective delivery of company news

For more information, visit:

**TBWA**  
[www.tbwa.com](http://www.tbwa.com)

**Movable Type**  
[www.movabletype.com](http://www.movabletype.com)

**Contact Us:**  
Marissa Levinson, Director of Sales  
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**“Compared to the intranet we had before, Movable Type has given us a better solution in a fraction of the time, and we already have a 20-fold increase in participation.”**

— Laurie Coots, Chief Marketing Officer Worldwide, TBWA

### Movable Type Connects 258 Worldwide TBWA Offices

A leading advertising agency adopts Movable Type to foster collaboration, and open new lines of communication among its 9,700 employees.

#### Customer Profile

TBWA is a global advertising network that provides brand management, communications and marketing solutions. The company is a recognized leader in the industry, winning countless awards for its innovative work. Named Global Agency of the Year 2006 by ADWEEK, TBWA's clients include Absolut, Adidas, Apple, Mars, McDonald's, Michelin, and Nissan.

#### The Challenge

With 258 offices in 77 countries, TBWA continually strives to grasp its collective knowledge, and encourage collaboration among its employees. They were searching for a way to easily connect thousands of employees worldwide, to help increase collaboration and bridge communication silos. “We want working at our 9,700-person company to feel like working at a 25-person company, with the same level of intimacy and connection,” says Chief Marketing Officer, Laurie Coots.

Until adopting Movable Type, TBWA communicated internally in a way similar to that of many large organizations today: with a lot of duplicative publishing. Employees spent hours compiling work data and thought leadership articles, which were then copied and distributed to peers around the world.

To conduct coordinated employee meetings, the company shipped DVDs and talking points to every one of the agency's 258 offices, at a very high cost. “It felt very one-way,” says Coots. “Plus it didn't allow us to tap into the pool of talent we have in our company.”

#### The Solution

To shift the company's internal communication paradigm, TBWA selected Movable Type to create a new online communication portal. Movable Type's authentication controls are popular with the project's administrators. The robust permission tools make it easy for large companies to identify different types of users and groups and provide them with selective access to the channels. Just four months after adopting Movable Type, TBWA launched its new internal communications hub with 27 channels and several hundred posts on each one—almost 5,000 pages of information.

**TBWA\CHIAT\DAY**

**“Thanks to Movable Type, we’ll save hundreds of thousands of dollars this year alone on publishing we didn’t have to do, and meetings we didn’t have to have.”**

– Laurie Coots, Chief Marketing Officer Worldwide, TBWA

**The Change**

“Compared to the intranet we had before, which took over a year to build,” says Coots, “Movable Type has given us a better solution in a fraction of the time, and we already have a 20-fold increase in participation.” Movable Type’s easy-to-use interface has provided a format that employees really like to use and it has resulted in participation numbers that far exceeded TBWA’s expectations. “Our CIO, Ted Colgate, has a very strict rule, and that is, ‘Any technology solution we introduce must simplify and amplify the use of what we already offer.’ Movable Type has achieved this,” says Coots.

Movable Type has significantly reduced TBWA’s communication costs. The worldwide choreographed meetings carried a high price tag. Coots says, “Thanks to Movable Type, we’ll save hundreds of thousands of dollars in this first year alone on physical publishing we didn’t have to do, and meetings we didn’t have to have.”

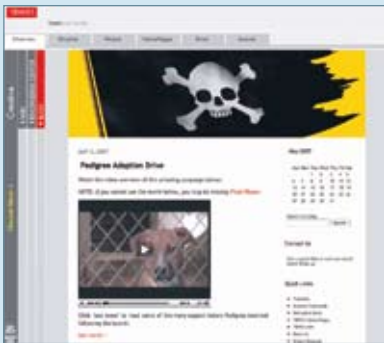
Finally, TBWA has achieved a new level of community engagement among its employees. Movable Type now provides the structure for a “virtual hallway” that TBWA employees pass through every morning. “Everyone experiences the portal everyday,” says Coots. “They come in, get their coffee, log in, and access all the tools they need. What was once a myriad of bookmarks and applications is now a unified experience and destination.”

**Future Uses**

TBWA is now starting to provide clients with limited access to portions of the portal, dedicated to the client. Says Coots, “What clients find most impressive is being able to log into a channel dedicated to their project and seeing a large number of postings from TBWA employees around the world. It’s more than a tool—Movable Type helps us build a unique community experience for our clients. Our clients believe Movable Type is the new gold standard in client communication.”

**The Bottom Line**

TBWA connects thousands of its employees worldwide to share ideas and information, and more effectively communicates with their clients.



## Fast Retailing's UNIQLO



**“We were aware the system we selected would only be useful if our entire staff, including part-time employees, could easily use it.”**

Customer:  
UNIQLO, USA

Industry:  
Retail

Business Challenge:  
Deploy an easy-to-use system to collect real-time feedback from local stores, including part-time employees with no computer access.

Results:  
Movable Type has:

- Connected over 700 local stores worldwide
- Created an easy-to-use system to collect feedback
- Allowed part-time employees to participate and post via their mobile phones

For more information, visit:

UNIQLO  
[www.uniqlo.com](http://www.uniqlo.com)

Movable Type  
[www.movabletype.com](http://www.movabletype.com)

Contact Us:  
Marissa Levinson, Director of Sales  
[mlevinson@sixapart.com](mailto:mlevinson@sixapart.com)

### Movable Type Connects UNIQLO Headquarters with over 700 Local Stores Worldwide

A network of internal blogs allows UNIQLO to collect real-time feedback from its local stores. With mobile phone posting, UNIQLO for the first time can tap into the intelligence of its large number of part-time employees who have no computer access.

### Customer Profile

UNIQLO is among the top 10 specialty apparel retailers in the world, and is often described as the “Gap” of Japan—designing, manufacturing and selling trendy clothing for men, women, and children since 1963. UNIQLO is Japan’s leading clothing retail chain in terms of both sales and profits and operates over 700 stores in Japan alone. Over the past five years, UNIQLO has expanded internationally and has opened stores in the U.S., United Kingdom, China, Hong Kong and South Korea. This expansion was marked in November 2006 with the opening of UNIQLO’s global flagship store in SoHo, New York.

### The Challenge

Collecting real-time information and feedback from local stores is mission critical for the business units at UNIQLO’s headquarters. However, gathering feedback from hundreds of stores across the globe is a challenge. Each store has only two computers linked to headquarters, but these are mainly used for office work and are not accessible to most floor staff, a large portion of whom are made up of part-time employees. Until recently, UNIQLO’s primary method of collecting feedback was during twice yearly conventions held for over 700 store managers. The drawbacks of the conventions were their low frequency and the absence of a majority of the floor staff.

### The Solution

In March 2006, UNIQLO unveiled a new blog content management system built on the Movable Type platform. A network of blogs now connects over 700 stores to UNIQLO’s headquarters and allows all floor staff to communicate real-time customer feedback. Importantly, the Movable Type blogs allow staff members to access and comment on the blogs via their mobile phones, dramatically increasing participation.

# Fast Retailing's UNIQLO



**“Because Movable Type blogs are easy to grasp and allow posting via mobile phones, we are able, for the first time, to collect timely and critical feedback from our in-store employees, including part-time workers.”**

The primary reason UNIQLO selected the Movable Type platform was for its ease of use. “We were aware the system we selected would only be useful if our entire staff, including part-time employees, could easily use it,” said Mr. Mori, of Fast Retailing, UNIQLO’s parent company. “Because Movable Type blogs are easy to grasp compared to other tools and allow posting via mobile phones, we are able, for the first time, to collect timely and critical feedback from all our in-store employees, including part-time workers.” The first implementation of Movable Type produced inconsistent results. Business information that should have been input via alternate business processes was inadvertently submitted via the blogs. To address this issue, UNIQLO adjusted the blog formats, and posed relevant questions in the form of posts. All employees were allowed and encouraged to respond through the comments feature. This minor change allowed UNIQLO to streamline the information collected from the blogs.

### For Example

Before the Movable Type deployment, headquarters would design and print out newspaper advertising inserts with no ability to collect feedback on the inserts from the local stores. Today, drafts of the inserts are posted to the blog. Headquarters collects feedback in near real-time from the local stores and adjustments can be made based on this collective intelligence. The result is a more effective insert with little delay in the process.

### Customizations

UNIQLO significantly customized their Movable Type installation so that the internal weblog network interface looks more like their brand.

In addition, UNIQLO also added a unique comment status feature. When suggestions are posted from local stores, a customized “Follow Up” area allows headquarters to indicate whether action will be taken on the suggestion. “With most bulletin boards, users submit their opinions but there is no follow-up,” said Mori. “We created this additional feature to show the status of each suggestion.”

### The Bottom Line

The UNIQLO headquarters can now easily gather feedback from over 700 local store managers, allowing them to understand the needs of their customers and employees.





## Management Team



**Mena Trott**  
Co-founder and President  
**Ben Trott**  
Co-founder and CTO



**Chris Alden**  
CEO and Chairman  
of the Board



**Tod Harmon**  
Chief Financial Officer



**Andrew Anker**  
EVP of Corporate  
Development



**David Tokheim**  
EVP and GM,  
Consumer



**Nobuhiro Seki**  
Representative Director and  
GM of Japan



**Olivier Creiche**  
VP and GM of Europe,  
Middle East and Africa



**Aaron Emigh**  
EVP and GM,  
Core Technologies

## Board of Directors

- Chris Alden** Chairman and CEO of Six Apart
- Mena Trott** Six Apart Co-founder and President
- David Hornik** Partner of August Capital
- Reid Hoffman** CEO of LinkedIn
- Jun Makihara** Chairman of Neoteny
- Dave Marquardt** Co-founder of August Capital

- Employees** 150 employees with offices in San Francisco, Paris, and Tokyo
- Investors** August Capital, Intel Capital, Focus Ventures and Neoteny
- Headquarters** San Francisco, California
- Corporate site** [www.sixapart.com](http://www.sixapart.com)
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