

ConnectFood Case Study

AnswerHub Gives Your Organization the Power to Create Themed, Scalable and Highly Customized Q&A Communities That Are Fully Integrated into Your Web Infrastructure



"We wanted to provide one location where people can go to understand how the drought will affect their business or crops. This accomplishes a foundation of a community oriented knowledge base where neighbor can help neighbor."

– Matt Botos, CEO of ConnectFood

AT A GLANCE

Industry
Illinois Food

Corporate Headquarters
Illinois, USA

AnswerHub Users
128 and growing

Website
www.ConnectFood.com

IN BRIEF

Business Challenge

ConnectFood wanted to provide an open environment for users to ask questions and find answers, but also needed a way to keep conversations about a very complex topic organized and relevant.

AnswerHub Solution

Flexible, social knowledge sharing platform with Q&A format and built-in voting system that makes the best answers easy to find that can power ConnectFood's entire site.

Business Impact

By sharing the experience, expertise and knowledge of those actively engaged in the Illinois food industry, users can realize actual economic benefits.



ConnectFood is a community-based, farm-to-fork knowledge exchange platform and learning destination where a community of food specialists can hold "truthful exchanges" to deal with today's issues and tomorrow's concerns. By sharing the wealth of experience, expertise and knowledge of those engaged in the complex and interdependent food industry, community members can realize actual economic benefits, ensure greater food safety and experience multiple "ah ha" moments.

Based in Illinois, ConnectFood serves a diverse, yet interconnected and interdependent membership including Universities, small to large companies, government agencies, food service operations and individuals.

Business Challenge



ConnectFood launched itself to be recognized as the single one-stop information collaboration and dissemination platform for the food industry in its entirety and for its varied interdependent segments.

To achieve this, ConnectFood knew it would need a flexible platform that could keep information and conversations organized by topic. So ConnectFood began looking for a Question and Answer solution.

AnswerHub Solution



One of the most important factors for ConnectFood in deciding on a knowledge sharing solution was the ability to keep the information within the community organized by topic.

What ConnectFood found in AnswerHub was a question-based knowledge sharing platform that offered the scalability and extensibility they desired to create their community while the option to have the site hosted in the cloud meant ConnectFood would not have to worry about maintenance, backups and updates or purchasing any additional hardware.



"DZone is proud that AnswerHub can help and be involved in improving communication, especially during a time when information sharing directly impacts the well-being of an entire industry."

– Matthew Schmidt, President and CTO at AnswerHub

Business Impact



CEO of ConnectFood, Matt Botos, immediately realized the potential to connect a community that thrives on collaboration and knowledge sharing.

ConnectFood's new knowledge sharing community allows users to ask, answer and rate content dedicated to the global food industry while interacting in and around it.

Launched in June 2012, the community quickly grew into the single most inclusive knowledge portal responding to the needs of the food communities by aggregating information from universities, non-profits, food and agriculture companies, government agencies and individuals.

"We have owners and experts that are on this site helping to provide content that will make the food industry stronger and more innovative. That is ConnectFood," said Botos.

AnswerHub was deployed just as Illinois was in the midst of the worst drought in 25 years.

ConnectFood is an essential tool for understanding the varied interdependent segments of the Illinois food industry. Questions on the site range from "What can I do to help those affected by the drought?" to "What are the best farm insurance providers?".

One of the biggest benefits AnswerHub delivered was the sense that the users were part

of a greater community effort working towards a safer, more innovative and more efficient food industry.

What has really impressed the community the most is the speed with which they can receive correct answers to their questions that are then vetted by the entire community.

ConnectFood unites hundreds of organizations and individuals from across the national food industry through AnswerHub.

Custom badges and awards encouraged users to make positive contributions to the community and helped identify experts on specific topics. Those experts could then be tapped to answer questions

within their area of expertise by other community members, shortening the response time and ensuring high quality information.

The combination of AnswerHub's features, scalability and extensibility have helped ConnectFood connect beginners and experts alike while answering hundreds of questions on a variety of topics in an effective and efficient manner.



About AnswerHub:

AnswerHub is a division of DZone, a company that leads in producing and publishing valuable content for software architects and developers worldwide. AnswerHub is a knowledge-sharing platform that gives your organization the power to create themed, scalable, and highly customized Q&A communities that are fully integrated into your web infrastructure. Turn your knowledge into power by making it available when and where your organization needs it.

For more information, visit www.AnswerHub.com

AnswerHub

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