



Equalis is an innovative, online community for those interested in math (and math-centric endeavors), free flow of ideas, cutting-edge research, open source software, problem solving, open innovation and career opportunities.

Private, Online Community First

Equalis approached the YourMembership.com product from a slightly different angle than most of our customers. They were looking for a provider that could create a dynamic website with an integrated social networking community (the membership management tools were a bonus). The focus was on creating a community that would allow its members to easily interact and collaborate with one another.

YourMembership.com's software offered multiple options in terms of functionality and design, all of which could be personalized to fit their business needs.

The idea behind the creation of the Equalis mathematics community was to foster an interactive, online community that would allow members to first connect with each other, share their ideas, and then solve problems together. They needed a community platform that was designed around interaction. YourMembership.com's SaaS-model (Software as a Service) community provided the right solution and collaborative functionality that brought the Equalis mathematics community together – creating an online community where like-minded individuals can connect and learn from one another.

Integrating Your Private Online Community with Public Ones

Equalis maintains a presence on Facebook®, twitter and LinkedIn. They employ YourMembership.com's SocialConnect® plug-in for single sign-in access via Facebook and Twitter. The plug-in also allows members to post updates to their personal Facebook walls of activities performed on the Equalis site.

Equalis values innovation and writes, "YourMembership.com is very progressive and is constantly adding functionality and tools that help us stay ahead of the social networking trends." They know that by integrating their private community with their profiles on public social networks, members will be able to come to the website as a one-stop-shop for all of their social networking needs. Equalis embraces social media and recognizes social networking sites as a free-form environment to share information and news about what they find interesting, not only about their private community site, but also about what is going on in the math and open source world.

Favorite Thing

Equalis appreciates YourMembership.com's (unlimited) customer service and support. The Equalis team has done a lot of customizing to its website and YourMembership.com "never hesitates to make the extra effort to call and help get the problem solved, and we greatly appreciate that. YourMembership.com has truly helped our website become a solid foundation that will help our business to grow."