

# Civic Resource Group International Launches CivicConnect Project Audience on the Salesforce AppExchange, the World's Leading Enterprise Apps Marketplace

LOS ANGELES, Calif., March 30, 2015 (SEND2PRESS NEWSWIRE) – Civic Resource Group International today announced it has launched CivicConnect™ Project Audience on the Salesforce AppExchange, empowering and enabling arts and cultural organizations and businesses operating in the public sector to connect and provide rich services and cultural experiences to citizens through a variety of digital channels.

CivicConnect™ Project Audience, a technology-enabled resource for building audience participation in arts and cultural events, is a key component of the national Project Audience initiative. It provides dynamic aggregation, distribution, and analysis of cultural data and information for local and large scale regional events and community programs, thus benefiting both organizers and the audience.

While built on the proprietary CivicConnect™ Cloud/Data/Mobile Platform, the app is fully integrated into the Salesforce1 Platform, the social, mobile and cloud customer platform built to transform sales, service and marketing. CivicConnect™ Project Audience is currently available on the AppExchange at <http://www.appexchange.com/>.

## Comments on the News:

“CivicConnect Project Audience connects arts, culture and community – all in the Cloud. This unique platform enriches both the audience experience and the cultural vitality of the community. It is a stellar example of how the broad public sector-cities, arts and cultural organizations, transit providers, tourism and economic development, etc. – can make disparate sources of data and information more useful to citizens and businesses and better engage them. The long term vision working with the National Project Audience Organization is to create a true national cultural data network by connecting regional instances of CivicConnect Project Audience. Culture in the Cloud – its time has come!” said Gregory G. Curtin, Ph.D., Founder and CEO.

“Companies are looking to transform the way they connect with customers, partners and employees to thrive in the today's connected world,” said Ron Huddleston, Senior Vice President, ISV & channel, Salesforce. “By leveraging the power of the Salesforce1 Platform, Civic Resource Group International provides customers with the proven social, mobile and connected cloud technologies to accelerate business success.”

## **Connect in a Whole New Way with Social, Mobile and Connected Cloud Technologies:**

When deployed, the Cloud/Data/Mobile platform-based CivicConnect™ Project Audience automatically imports cultural event data from wide range of existing local arts and cultural listings and feeds it into full-featured public-facing online event calendars, or integrates into existing programs/systems for data aggregation, distribution and analytics.

With this collected information the cloud-based CivicConnect™ Project Audience becomes a central portal for local/regional cultural event information. It also shares data with many popular web-based calendars, ticketing, event information, geo location and public transportation programs that serve the general public. The platform can be scaled for limited local or large-scale regional implementation.

### **Product Key Features:**

CivicConnect™ Project Audience gives people easy way not only to research information on cultural events in a particular locale, but plan the logistics around getting to the event, map, identify public transportation and research the destination area – from retail outlets and special deals to places to eat while at the event. In the near future, Civic Resource Group International plans to add new features: Mobile Teleporting, Augmented Reality and Geo-directional pointable search, patented mobile technology that will allow users to actually be able to “see” the destination and data around the event area and interact with it.

### **Additional Resources:**

- <http://civicresource.com/>
- Twitter: @CivicResource
- <http://www.projectaudience.org/>.

### **About Salesforce AppExchange:**

Salesforce AppExchange is the world’s leading enterprise apps marketplace that empowers companies to sell, service, market and engage for the Internet of Customers. With more than 2,200 partner apps and more than 2.4 million customer installs, it is the most comprehensive source of social, mobile and connected cloud apps for business.

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**About Civic Resource Group International:**

Civic Resource Group International (CRG) is one of the world's leading providers of digital government solutions. The Company pioneered highly secure Mobile/Cloud/Data solutions that touch every facet of citizens' lives. Since 2000, CRG has been "Fulfilling the promise of technology" for clients in the broad public sector, helping them harness digital advances to effectively connect with their target audiences. By leveraging the award-winning CivicConnect™ Mobile/Cloud/Data platform and deep domain expertise, CRG has delivered impactful, engaging and cutting-edge solutions that facilitate openness, transparency, safety and efficient service delivery for external and internal users alike.

CRG is a new breed of Company with a new approach, blending the best of technology, design and communications in the digital age to support Sustainable Communities, Efficient Public Services, Engaged Citizens and overall better Quality of Life. Learn more: <http://civicresource.com/>.

\*LOGO for media: [send2press.com/wire/images/15-0114-civic-resource-300dpi.jpg](http://send2press.com/wire/images/15-0114-civic-resource-300dpi.jpg)

VIDEO: <https://youtu.be/m7kgIsqJIVU>

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