# W3C Social Business Community Planning Matrix

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|  | **Near (6 – 12 Months)** | **Medium (12 - 24 Months)** |
| **Goals** | 1. Increase recognition and credibility of the SBC group
2. Bring vendors together to share visions of SB outlook
3. Share case studies between vendors
4. Drive heterogeneous solutions between vendors and communities
5. Helping connect technology communities with business use-cases
6. Mature the social business architecture, helping identify technology gaps
7. Define what Social Business means; what does it mean in relation to collaboration
8. Engage complimentary communities and leverage their expertise and focuses
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| **Objectives** |  | 1.
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