

# GROU.PS Launches Elastic Modules

**Elastic Modules takes group customization to a new level by letting publishers, for the first time, change the way the data is displayed to their visitors in the cloud**

San Francisco, CA Dec 20, 2009 -- GROU.PS, the world's most powerful social groupware platform, has launched Elastic Modules with the aim of bringing the flexibility of open source in social publishing to the cloud. Modules are core parts of social groupware products. While generalist groupware providers like Yahoo Groups provide basic conversation functionality, GROU.PS has been focusing on a more customizable experience, also fulfilling the sharing, collaboration and collective action needs of online communities. Today's launch of Elastic Modules, puts GROU.PS into a unique position where it becomes the first and only social publishing platform in the cloud that gives its publishers the ability to change the way the data is displayed to their visitors.

To date, the highest reach of look and feel customization was at the template level; the publisher could only change the skin of their site. This forced most online communities to more or less look like tasteless products of assembly line. Elastic Modules is designed to respond to full customization needs, giving each site its own look and feel.

With this addition, GROU.PS advances its promise to provide the utter-most power to the group administrators to a whole new level. ActivityRank and Roles were the innovations that gave the publishers the ability to customize the privileges and behaviors of their members. Also GROU.PS gives its group administrators the option to bypass the template wizard and change the template at the source code level.

"We are obsessed with giving the group owners more power than anybody out there . Elastic Modules changes an era. The users will no longer have to choose from the "Model Ts" of social publishing platforms. Here we introduce an inexpensive, easy-to-use, yet fully customizable solution to the market - with all the benefits of the cloud" said Emre Sokullu, the founder and CEO of GROU.PS

Google's renowned developer advocate, Don Dodge, is among the community builders that have chosen GROU.PS as their online platform. Don has used GROU.PS to create "Don Dodge's Startup List" (which can be found on <http://dondodge.grou.ps/>), a Crunchbase for Boston area. While Don prefers to highlight the wiki and calendar modules, others may use GROU.PS simply as a forum or a combination of other modules such as videos, photo sharing, blogging and so on.

Group owners can reach the Elastic Modules functionality from the group admin panel, clicking the Views button. Detailed documentation on Elastic Modules and the accompanying intrAPI technology can be found on <http://company.grou.ps/wiki/207370> - Also GROU.PS invites its power users to earn money by joining its newly launched Valet Academy program (<http://valetacademy.grou.ps>), and helping newbie founders to set up their group.

According to Alexa, GROU.PS is today one of the world's top 6000 web properties. GROU.PS serves 1PB of data each month, has more than 1.9 million registered members and nearly 3m monthly uv. The site grows with a monthly rate of 10% - which raises the expectations for the traffic to quadruple in less than a year.

## About GROU.PS

GROU.PS is the world's most powerful social groupware platform - that allows anyone to easily create a social web site for their community, built up by modules such as videos,

photos, chat, music, subgroups, calendar, blogs, and wiki. The company is privately held and headquartered in San Francisco, CA with development offices in Istanbul, Turkey. GROU.PS was founded in early 2006 by Emre Sokullu. The site has more than 1.9 million registered members. The largest portion of its traffic comes from China, 15% from USA. For more information, visit <http://grou.ps>