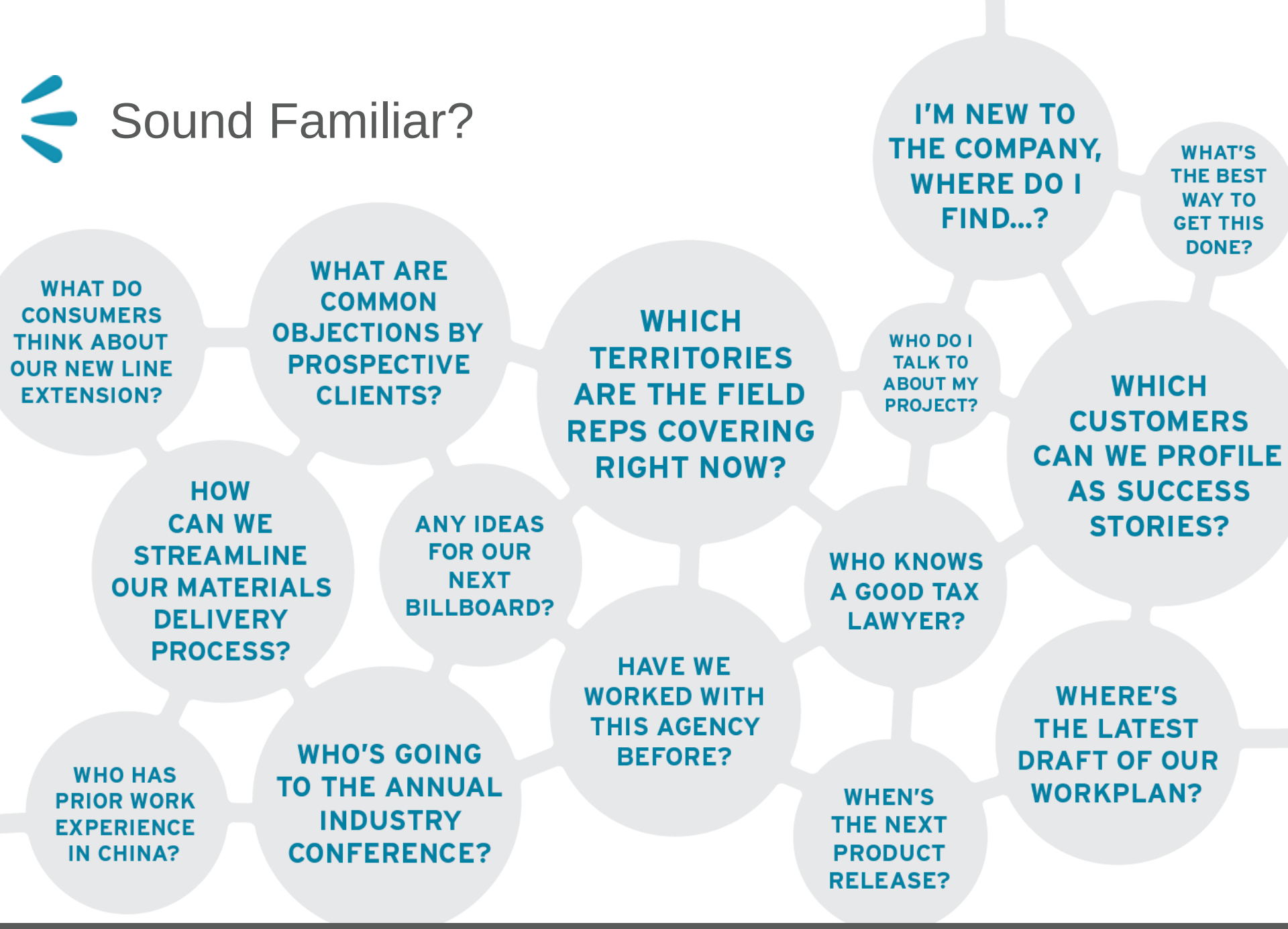
Revolutionize the Way You Work

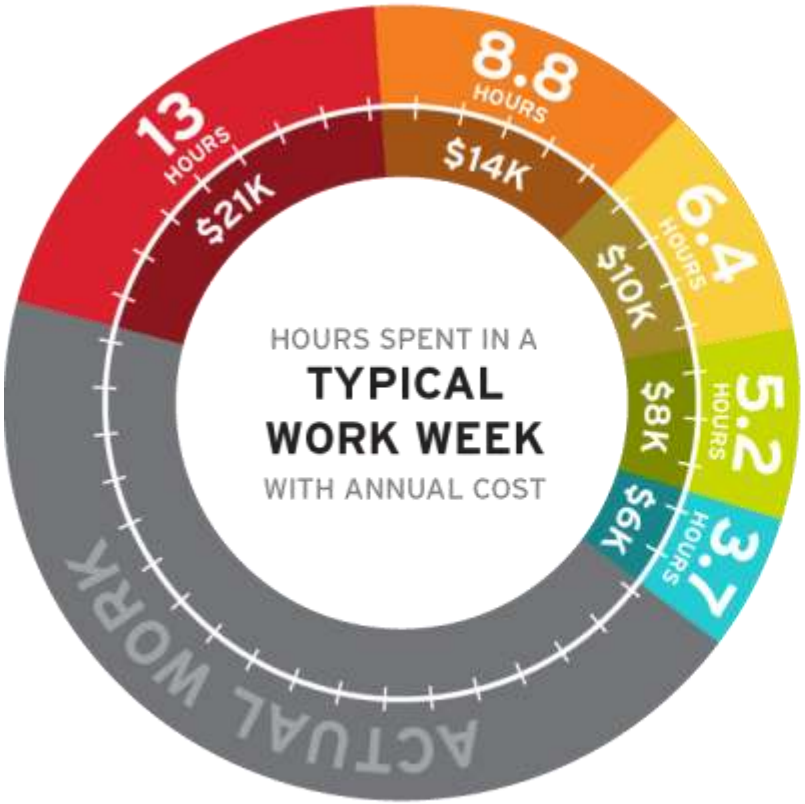
Sound Familiar?



Topics

- Biggest Drains on Employee Time
- Time is Money
- The Ways We Communicate are Changing
- Introducing Yammer
- About Yammer
- Product Overview

Biggest Drains on Employee Time



Aknowledge worker spends most of the week gathering and communicating information:

- READING & ANSWERING EMAIL
- SEARCHING & GATHERING INFORMATION
- COMMUNICATING & COLLABORATING INTERNALLY
- COMMUNICATING & COLLABORATING EXTERNALLY
- PUBLISHING INFORMATION
- **ACTUAL WORK:** MANAGING PROJECTS AND PEOPLE, ANALYZING INFORMATION, CREATING CONTENT, AND OTHER STRUCTURED TASKS

Note: Few workers perform all tasks. The number of hours per week should not add up to 40. Cost per worker per year is based on an annual salary of $75,000, including benefits.
Source: IDC's Information Worker Productivity Survey, October & December 2008 and Linkedin Survey, 2009

Time is Money

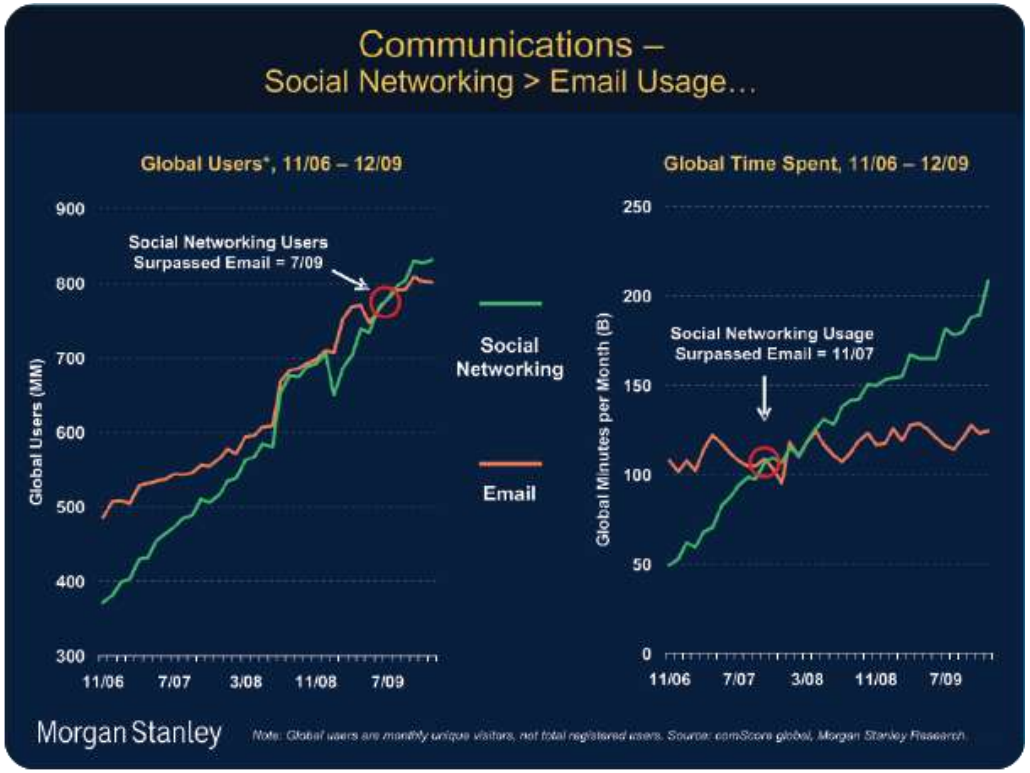
Every week, knowledge workers waste nearly 3.7 hours searching but not finding information and 2.5 hours recreating content that can't be found.

6.2 hours lost per week equates to$10,011 per worker per year – which amounts to nearly $10 million total for every 1,000 employees.

The IDC reports that the return on investment for improved access to information ranges from 38% to 600%.

Note: Cost per worker per year is based on an annual salary of $75,000, including benefits.
Source: IDC's Information Worker Productivity Survey, October & December 2008 and Linkedin Survey, 2009

The Ways We Communicate are Changing



Social networking now exceeds email usage

> "Social networking-type applications will become as ubiquitous in the workplace as Microsoft Office tools and will likely replace e-mail as the dominant form of corporate communications."
>
> Bill Gates, Microsoft

The Consumerization of Enterprise Software

- Cloud computing
- Software-as-a-Service
- Designed for, and adopted by, the end user
- No training
- Open and flexible workflow
- Spreads virally: value proven first, pay later
- Organic, serendipitous discovery of relevant content
- Leverages intra- and inter-company network effects
- Accessible everywhere: browser, desktop, mobile, tablet

Better Communications = Higher Total Returns

"Companies that are highly effective communicators had 47 percent higher total returns to shareholders over the last five years compared with firms that are the least effective communicators."

Communication and Financial Performance

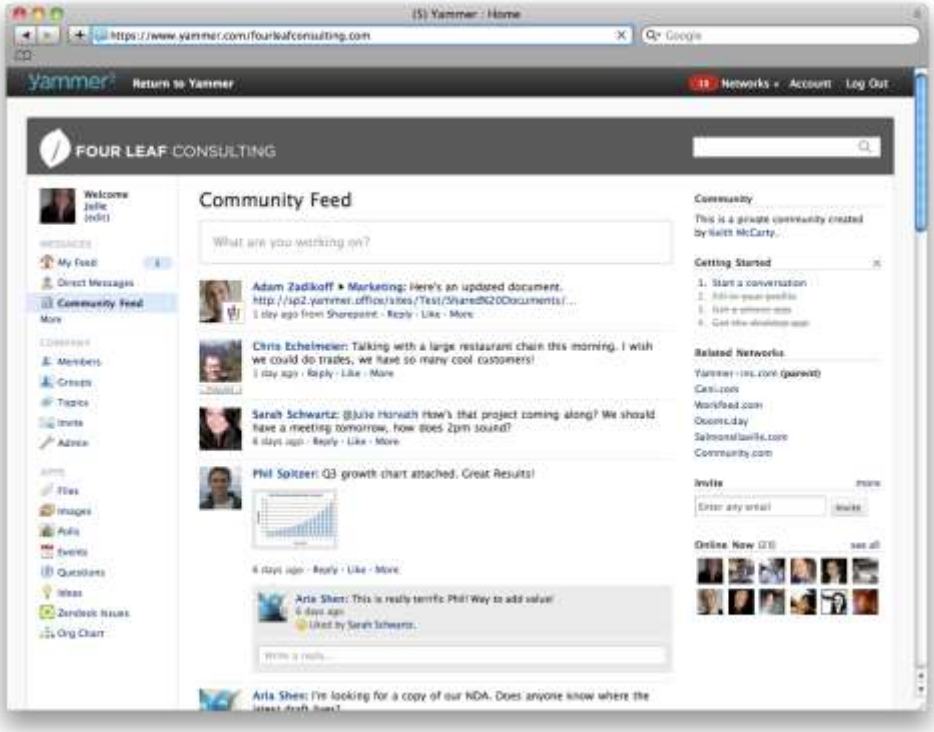
If you invested $100 in 2004 in companies with varying levels of communication efficacy program, the value of your investment today would be

"Highly effective communicators **are using social media tools 2-3 times more** than the low-effectiveness group of companies to reach employees."

Towers Watson 2009-2010 Communication ROI Study Report, of 328 companies with a combined total of 5 million employees

Yammer: The Enterprise Social Network

Easy. Shared. Searchable. Real-time. Where your company's knowledge lives.



- Messaging and Feeds
- Direct Messaging
- User Profiles
- Company Directory
- Groups (Internal)
- Communities (External)
- File Sharing
- Applications
- Integrations
- Desktop, Mobile, Tablet
- Translations
- Network Consultation and Support

About Yammer

- Launched September 2008
- Won TechCrunch50
- Leader in Enterprise Social Networking
- Based in San Francisco, CA
- $40 MM funding from Tier 1 VC's
- Founded by David Sacks, former COO of PayPal
- We use Yammer every day, all day for our own operations and releases

"We believe that every company, of every size, in every industry, in every country needs its own private social network around which its people, communication, and culture revolve."

- David Sacks, CEO

Customer Success = Proven Value

100,000+ companies, including 82% of the Fortune 500 – and growing.

Accolades

- TechCrunch50 Winner (2008)
- One of Lead411's "Hottest Companies in San Francisco" (2010)
- Extensive press coverage and recognition

Yammer's Business Value in Practice

Increases productivity, reduces ramp, and improves employee engagement.

Finding Ideas and Expertise

AAA uses Yammer to surface ideas and find pockets of knowledge within the organization. Usage took off after the CIO mentioned Yammer in a town hall meeting.

Global Cooperation

After attempting to develop a solution internally, Intuit chose Yammer to break down organizational barriers, connect offices globally, and encourage more collaboration.

Learning and Development

Pitney Bowes calls Yammer a "learning goldmine" and uses it to facilitate informal learning. The company also discovered it was a great place to recruit evangelists for its external social media initiatives.

Crisis Communication

The U.S. Department of the Interior and U.S. Department of Fish & Wildlife Services chose Yammer as its platform to communicate with the various entities involved in the Deepwater Horizon oil spill clean-up efforts.

Flattened Hierarchy

Nationwide chose Yammer as its primary communication channel for its push toward flattened hierarchy and better management. The results: a more transparent culture, greater innovation, and better knowledge sharing.

Active Users Enjoy 7.5% Increased Productivity

"Regular users at LG estimate that it saves them **approximately three hours a week** by getting answers faster, developing solutions more quickly and more effectively connecting with colleagues."
– Laurence Smith, Vice President of Global Learning and Development, LG Electronics

LG Electronics

Time Savings and Financial Impact

Three more hours per week equates to a 7.5% productivity increase on the typical work-week, or approximately $7,500 saved per employee per year.

		PER EMPLOYEE		COMPANY-WIDE	
Total No. of Knowledge Workers	1,000				
Average Salary Per Knowledge Worker[1]	$100,000				
Hours Per Week	40	Hours saved per week	Cost savings per year	Hours saved per year[2]	Cost savings per year
Total Annual Compensation	$100,000,000				
LG Electronics		3.0	$7,500	150,000	$7,500,000

[1] Average per Knowledge Worker salary is fully burdened with benefits.
[2] Hours per year based on 50 week work-year.

Save Time. Boost Collaboration. Build Community.

"Regular users at LG estimate that it saves them approximately three hours a week by getting answers faster, developing solutions more quickly and more effectively connecting with colleagues."
– Laurence Smith, Vice President of Global Learning and Development, LG Electronics

"[Yammer] is helping us accelerate collaboration and internal communications across our 20,000 employees in 300 offices in 30 countries. We're seeing all kinds of serendipitous connections across projects, cultures, and time zones."
– Brian Robbins, Chief Marketing Officer, Sungard

"Yammer has enabled us to harness the wisdom of our people who are spread across multiple teams, geographies, and brands to help achieve our purpose of delivering business solutions for competitive advantage.
– Jeff Smith, Chief Intelligence Officer, Suncorp

"Yammer has gone beyond all of our expectations and has become embedded in the way that we're doing things. It's helped drive innovation and build community at Deloitte, and we're finding new value in the tool every day."
– Peter Williams, Chief Executive Officer, Deloitte Digital Australia

Accessible Anywhere

Web

Desktop App

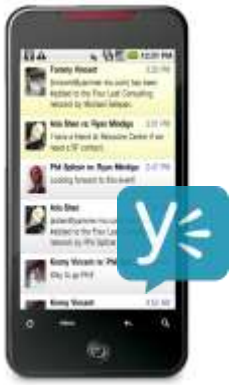
SharePoint

Twitter

iPhone

Blackberry

Android



SMS

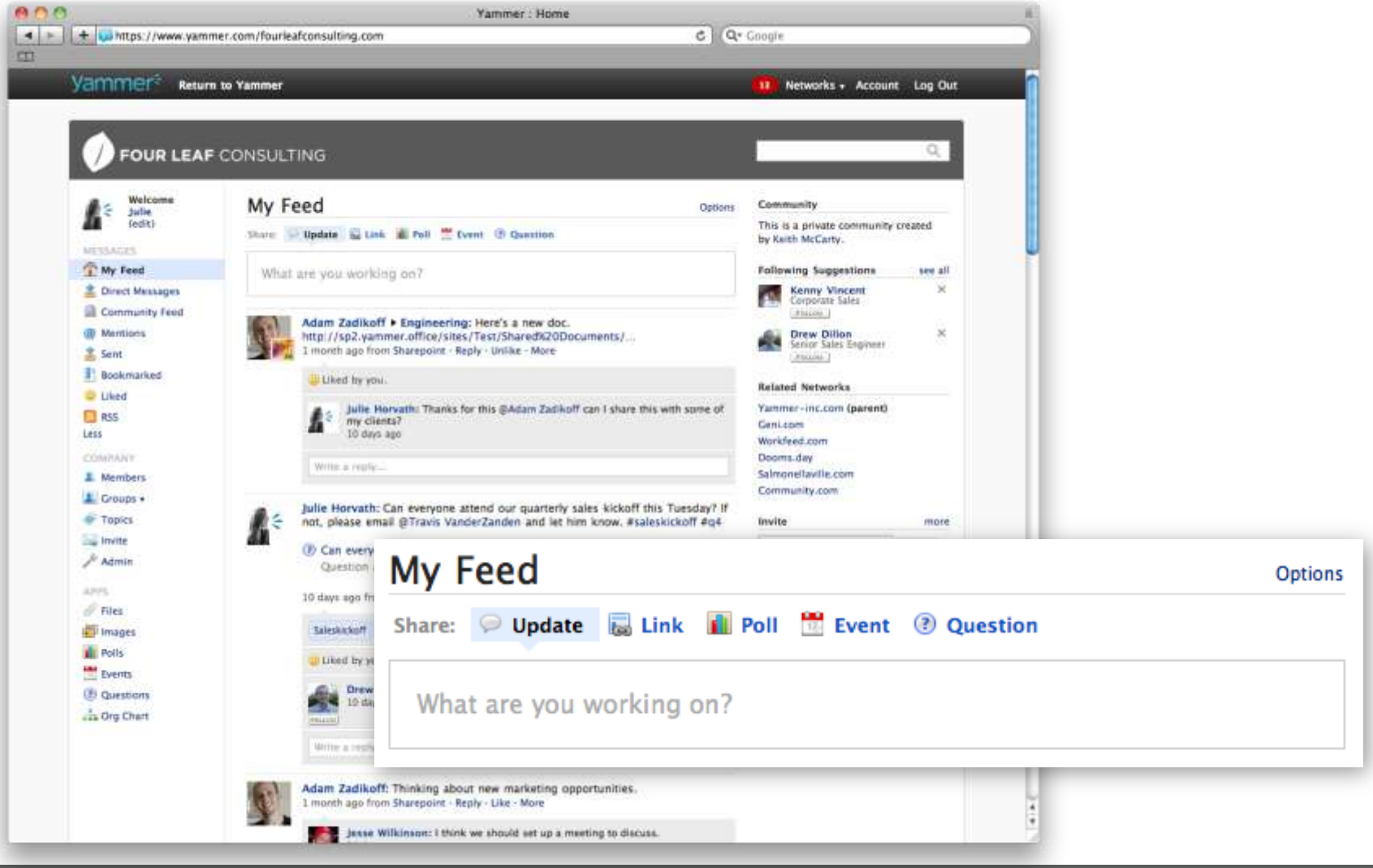
iPad

yammer

Product Overview

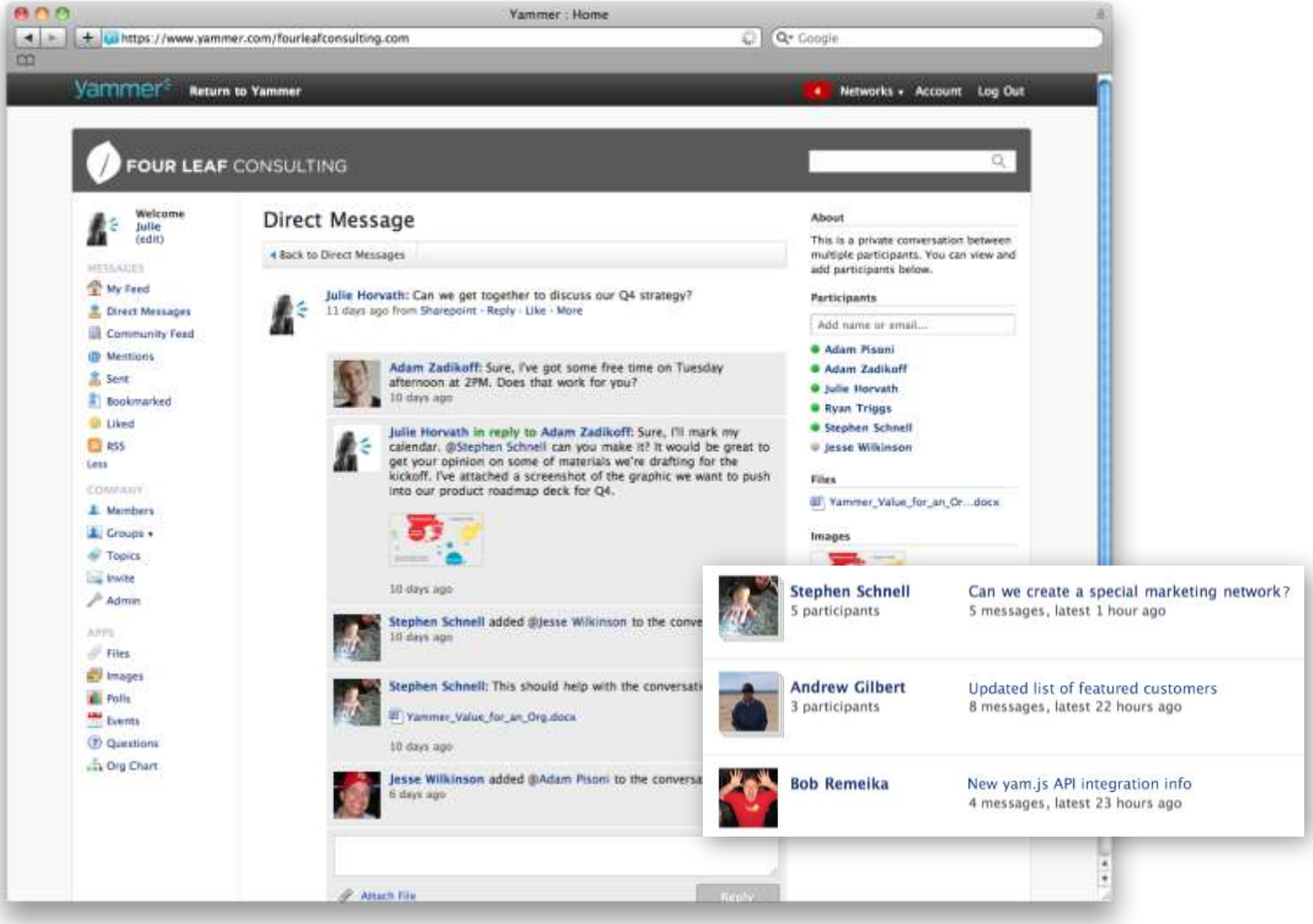
Feeds

Post messages, follow threads, ask questions. Contribute to the conversation.



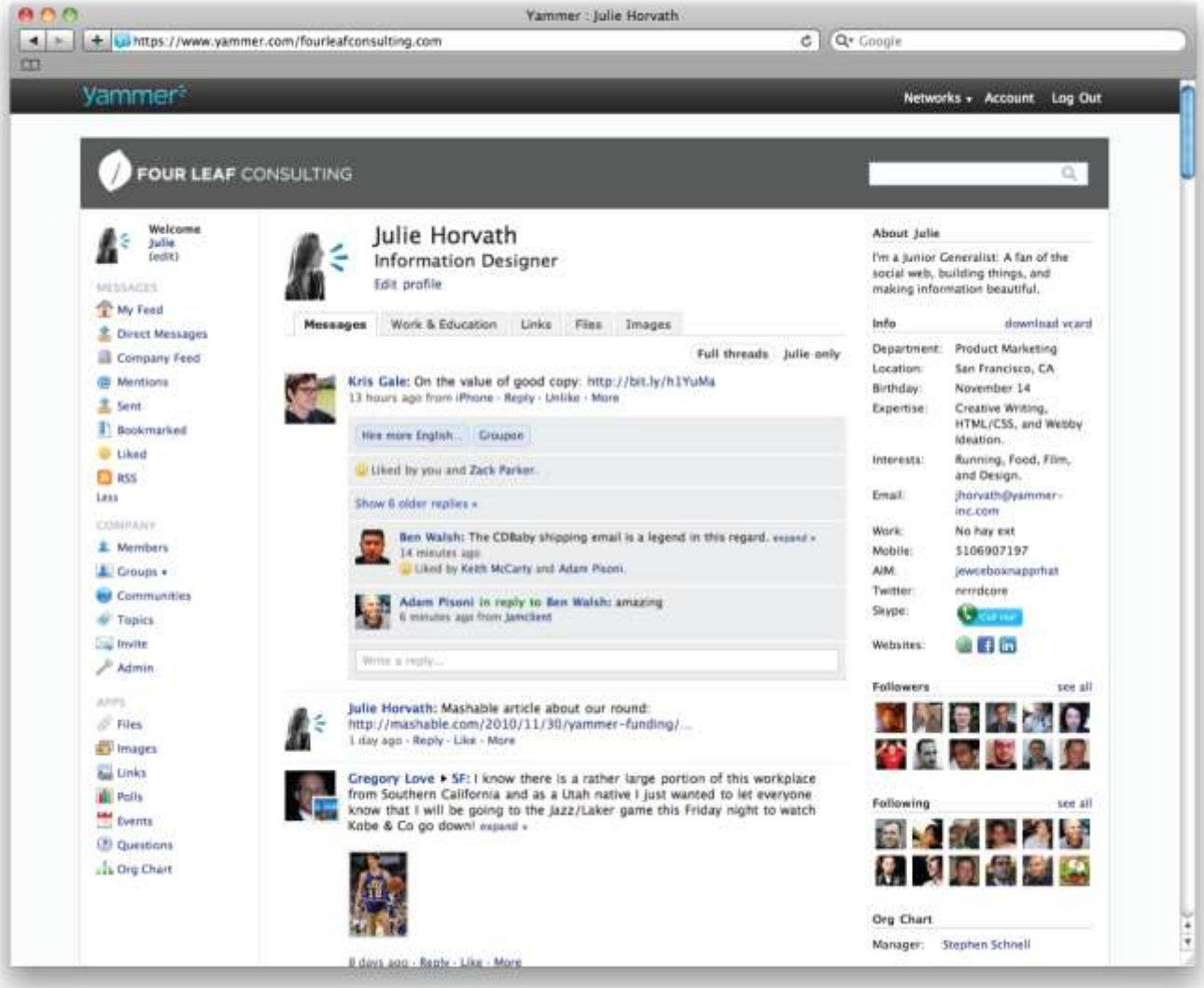
Direct Messaging

Hold private conversations with one colleague or many. Loop others in later on.



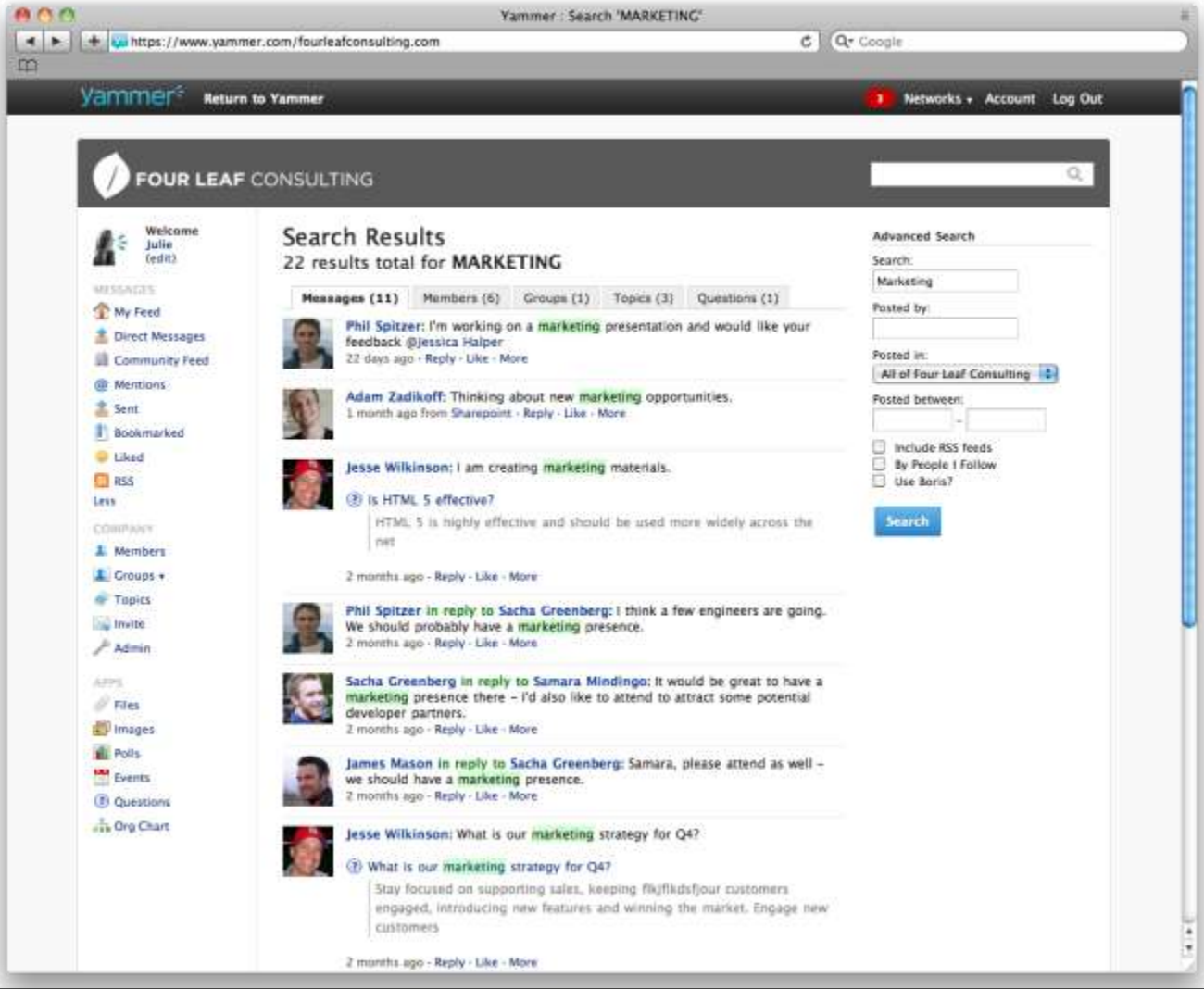
Profile

Create a profile, share your background and expertise. Get to know colleagues.



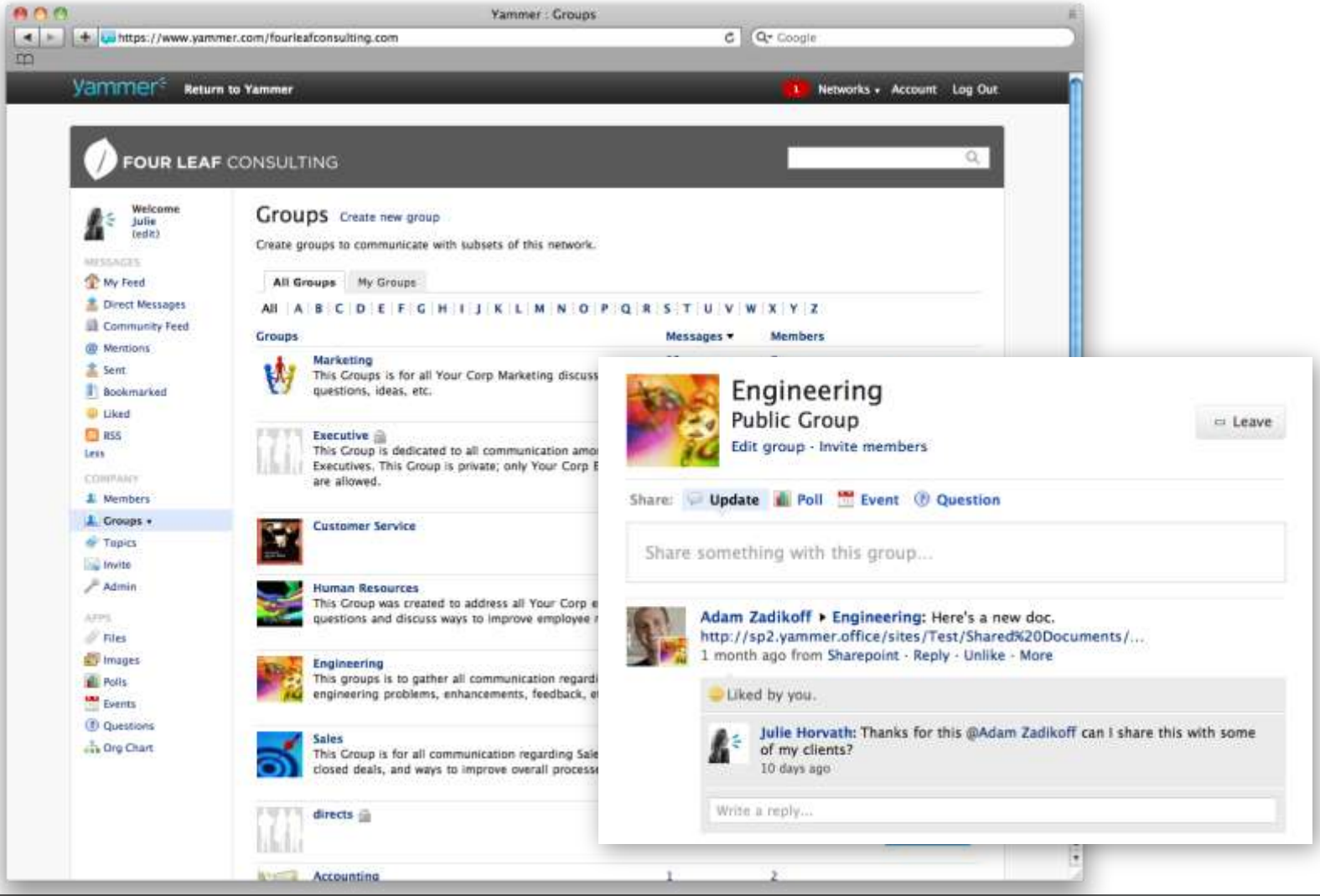
Search

Find archived knowledge, questions, and answers by searching your network.



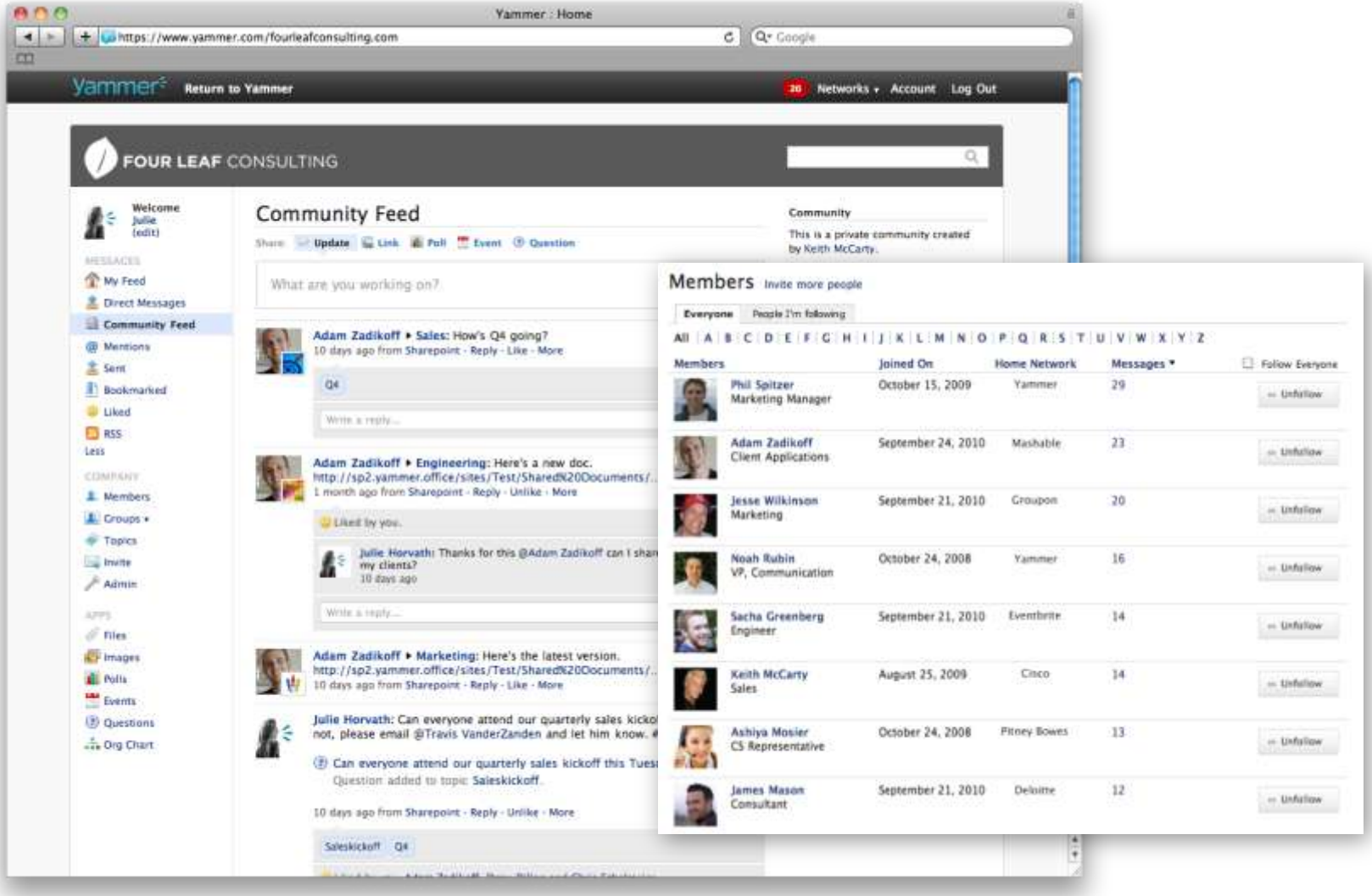
Groups

Create and join public and private groups. Collaborate within your network.



Communities

Collaborate with partners outside your network. Align internal communications.



The Yammer Apps Platform

A host of business application tools to expedite work and increase productivity.

Questions
Ask questions, get answers, and find them in asearchable knowledge base.

Polls
Create a quickpoll and ask coworkers to indicate the best option.

Events
Create events, invite co-workers, collect RSVPs. Add events to calendars.

Ideas
Solicit, find, and categorize the best ideas in your company.

Links
Turn standard URLs into news stories that pre-view the linked information.

Tasks
Assign action items and track completion without leaving the conversation.

Document Mark Up and Review
Collaboratively edit and comment on files attached to Yammer messages.

Customer Support
Attach a ZenDesk ticket to a Yammer message so key stakeholders can collaborate and resolve issues quickly.

Enterprise Content Management
Share and store files using Box.net's cloud content management software.

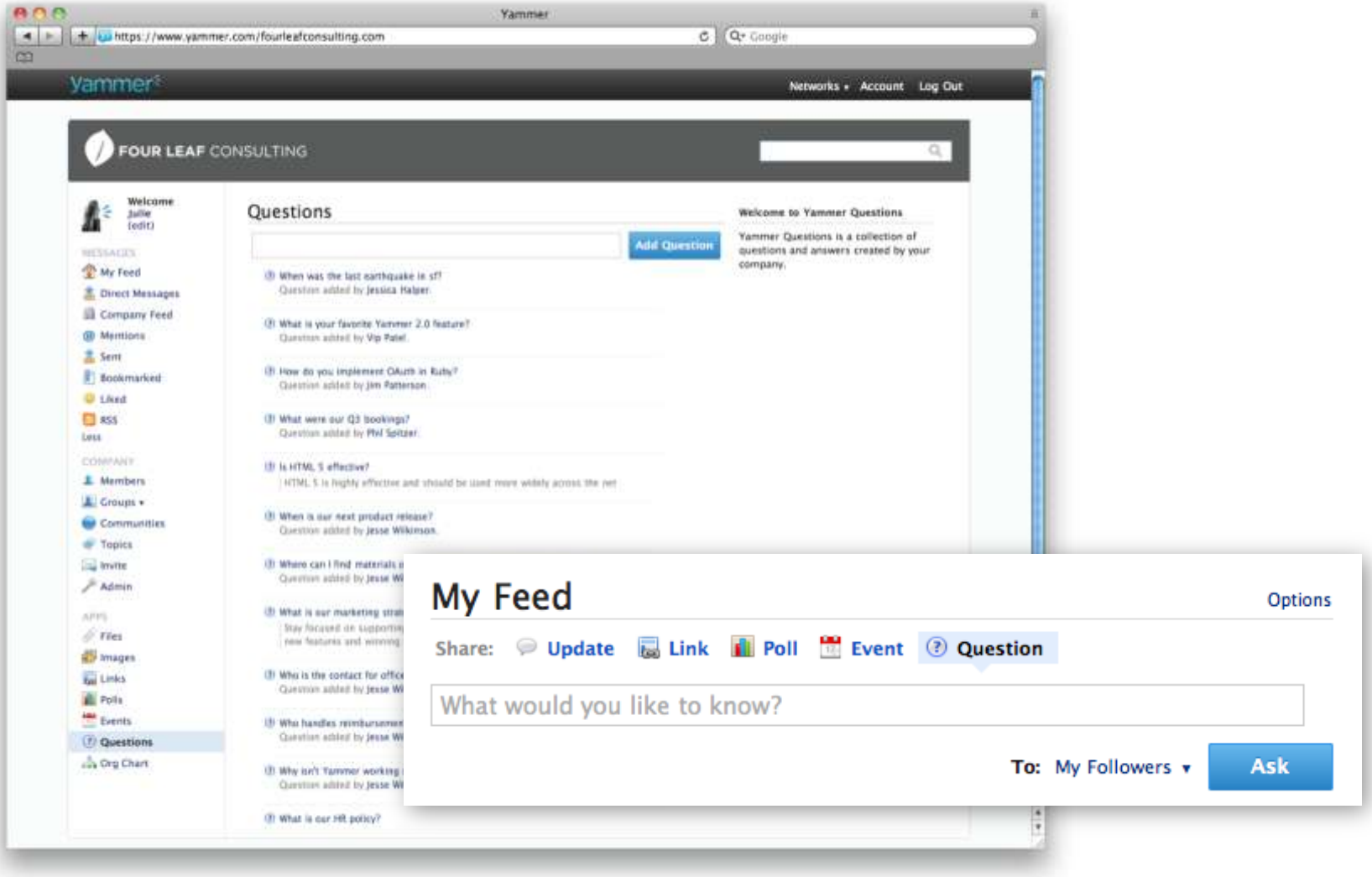
Online Expense Report Management
Send notifications when an expense report requires action and track its progress along the way.

Social Customer Relationship Management
Enable employees to share and discuss feedback from customer conversations that take place in Lithium.

Video Chatting and Conference Calls
Hold video-based group conference calls and chats with co-workers around the globe.

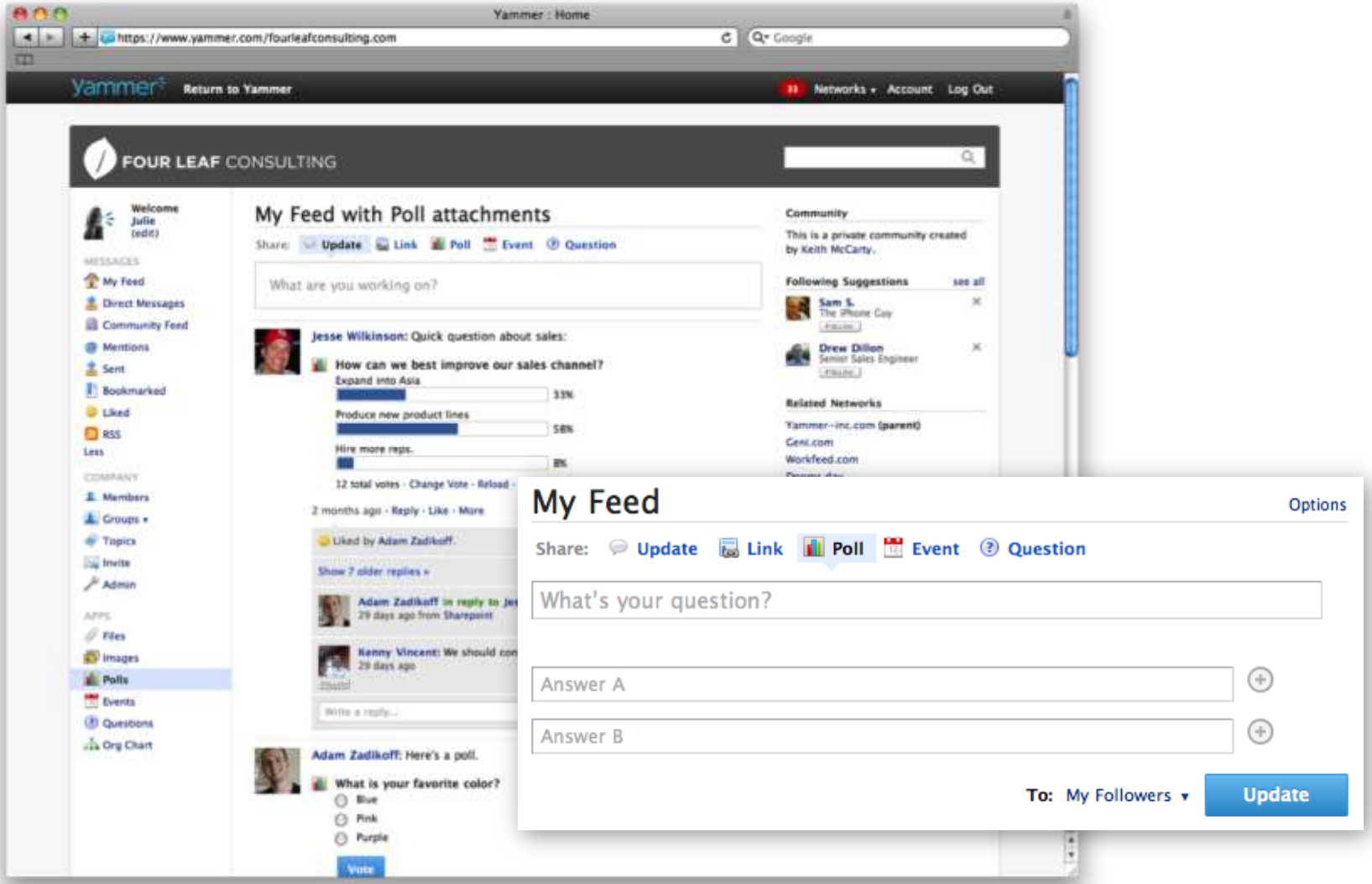
Questions

Ask questions, get answers, tag topics, and revisit for ongoing learning.



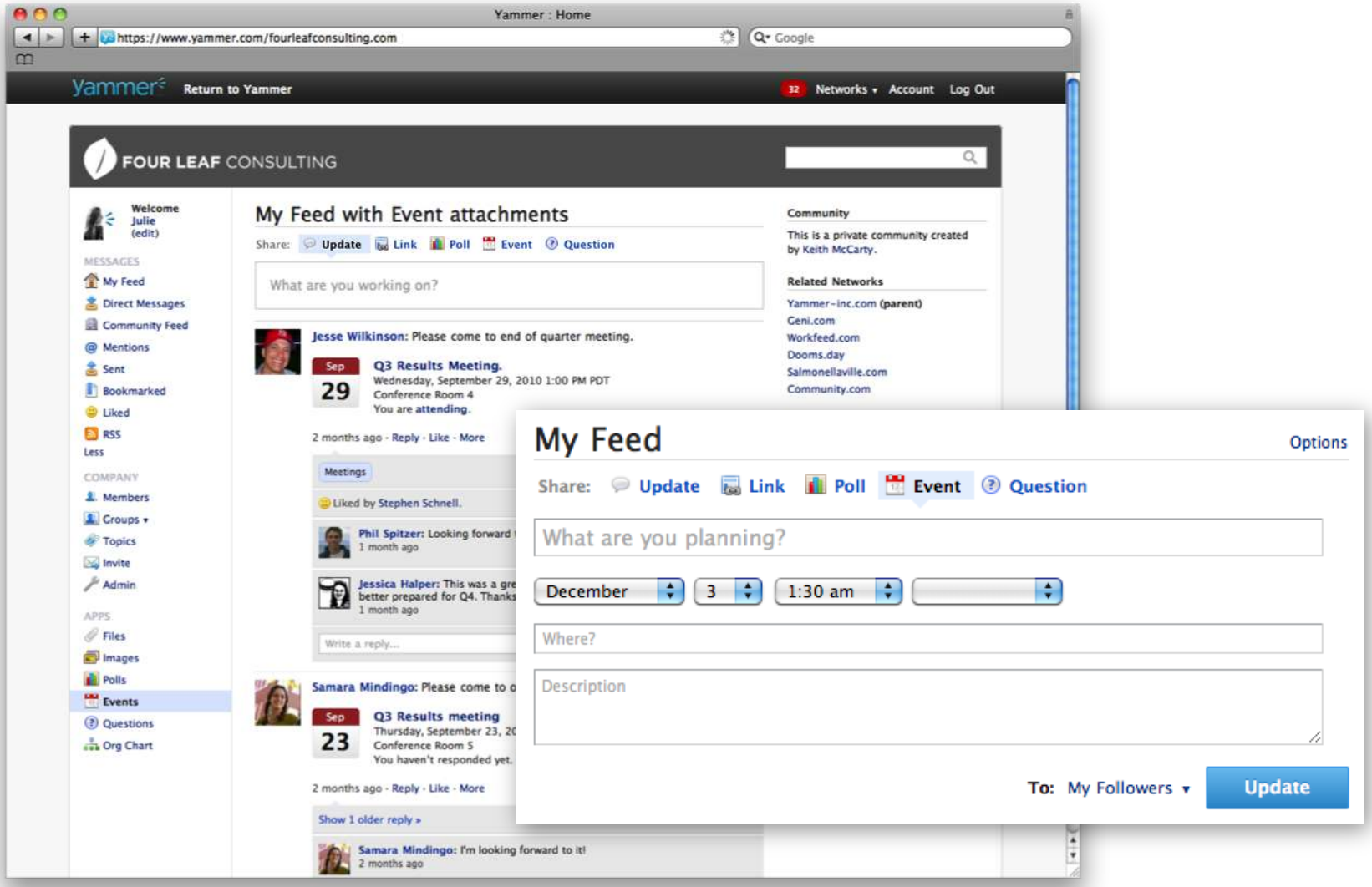
Polls

Quickly poll your co-workers and colleagues for opinions and feedback.



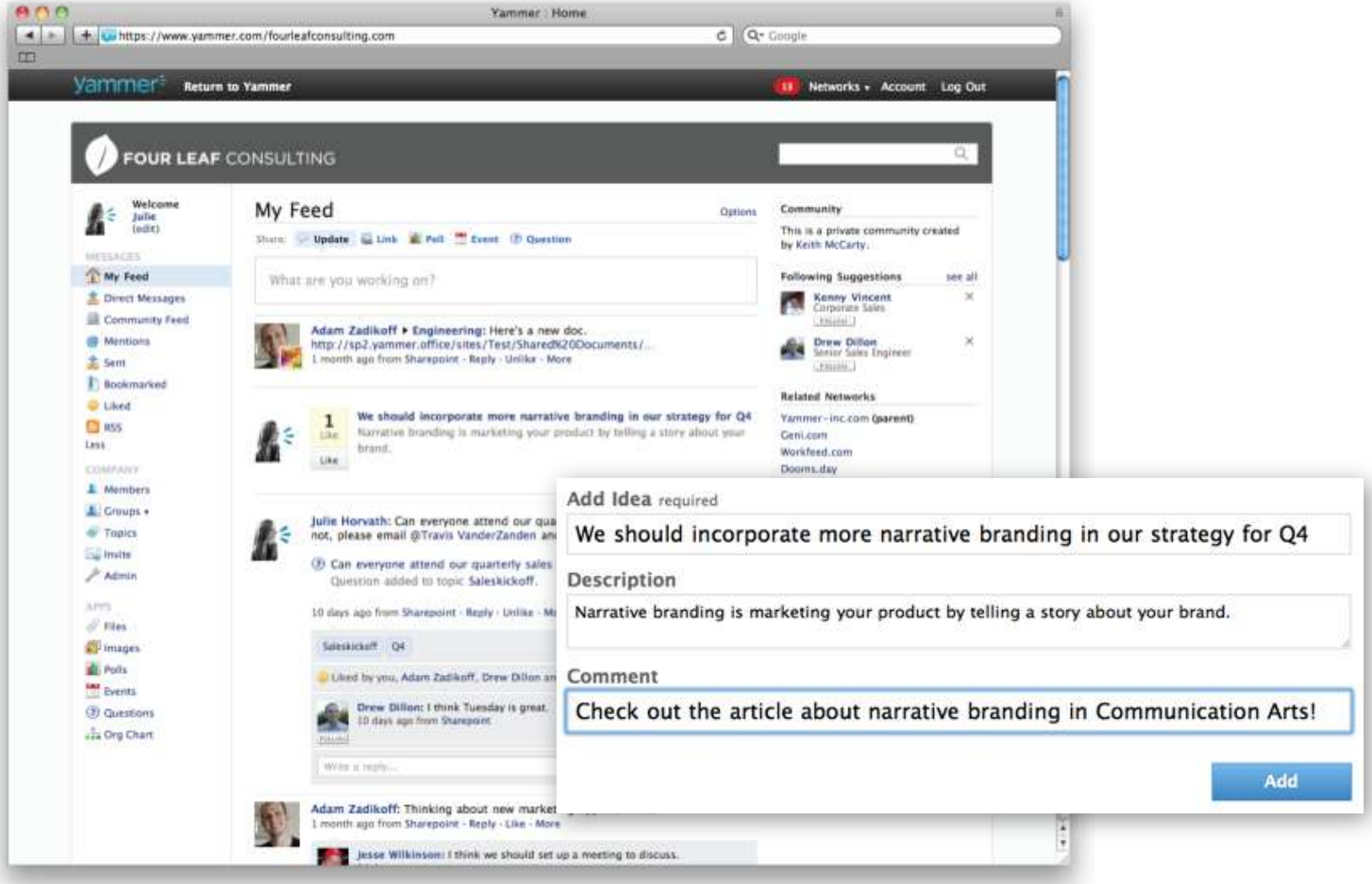
Events

Create events for teams or the company. Get RSVPs and add to calendars.



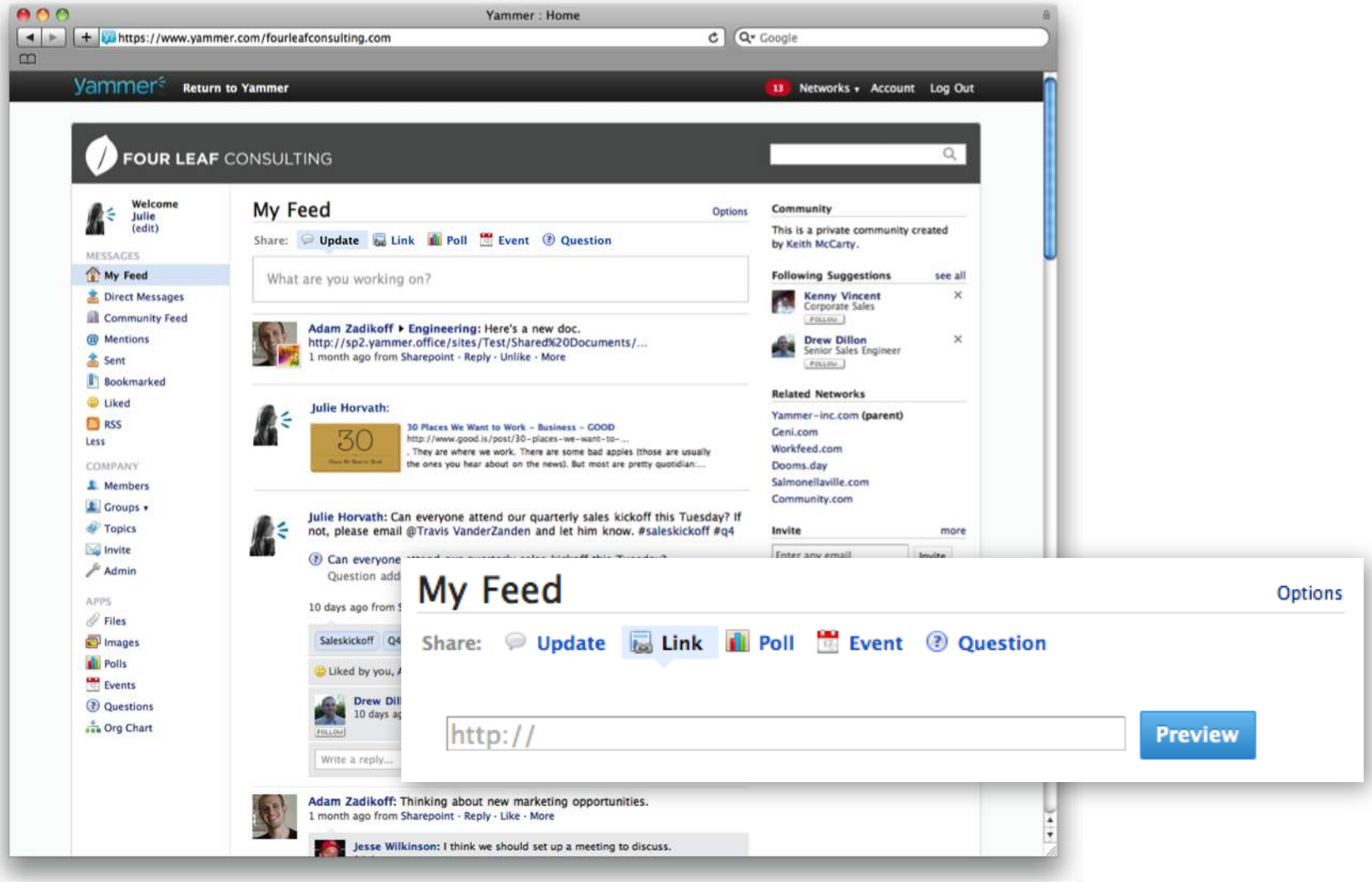
Ideas

Find, collect, categorize, and rank the best ideas in your company.



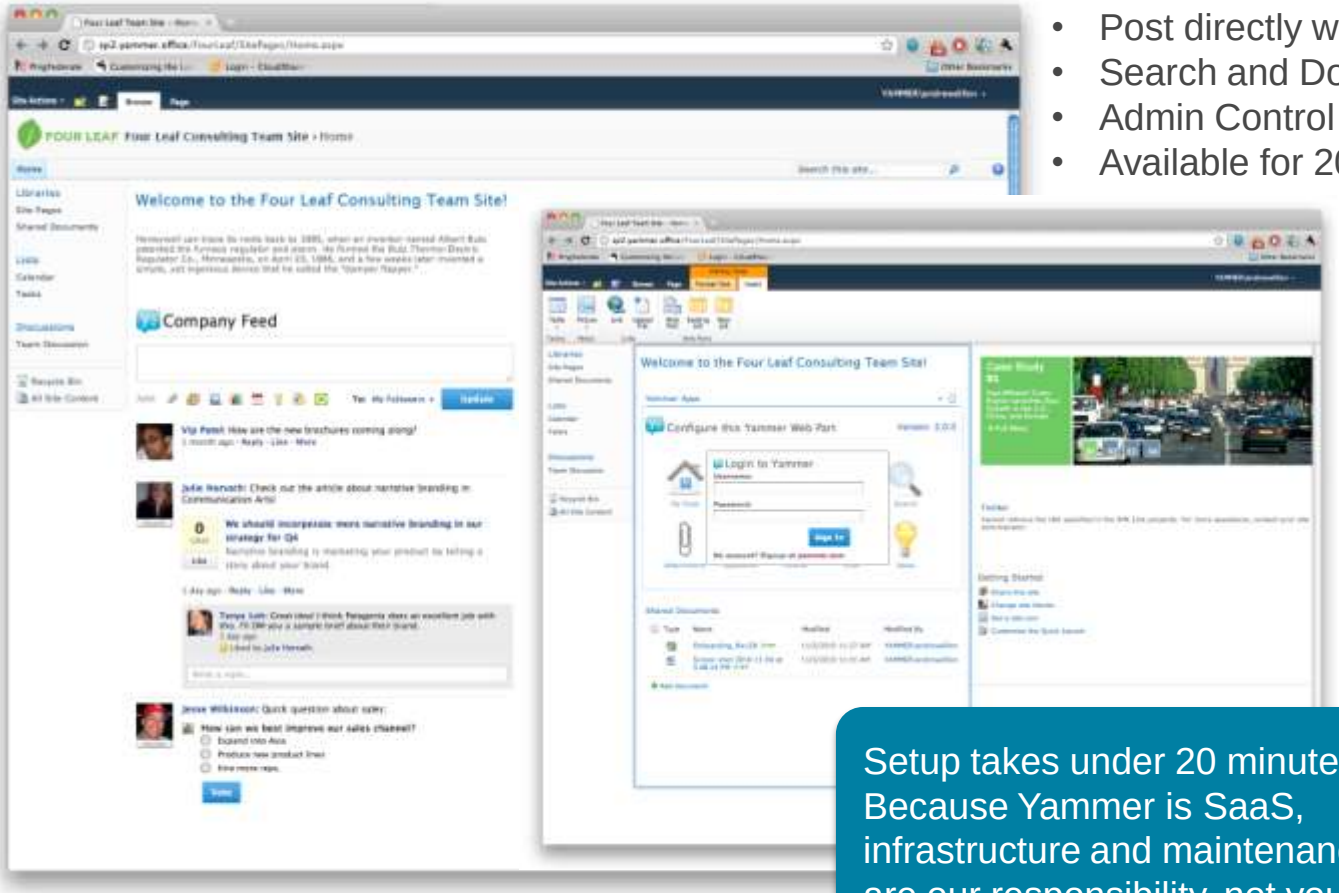
Links

Turn standard URLs into news stories that preview the linked information.



SharePoint Integration

Add Enterprise Social Networking that is Real-time andMobile for less than 5% of your SharePoint costs.



- Post directly within SharePoint
- Search and Document Integration
- Admin Control
- Available for 2007 and 2010 (shown)

Setup takes under 20 minutes. Because Yammer is SaaS, infrastructure and maintenance are our responsibility, not yours.

Translations

Yammer is now in 135 countries and will soon be in the languages to match.

Yammer will soon be available in over 100 languages.

Messages are written by users in their native language, as set for the network by each company.