ENTERPRISE SOCIAL

Everything today is social… What does it mean to be Enterprise social!?

Examples

- RSS
- Facebook, Google+, etc.
- Blogs
- Some Instant Messaging Clients:
  - BigAnt
  - Bopup
  - Dbabble
- Yammer (recently acquired by microsoft)

Usually Includes

- Ability to log messages
- Security plugins or encryption
- Group Chat features
- Hooks
- Licensed (internal server bound applications)
- File transfer ability
- Terminal server

Why Use It?

Don't want to get up from your desk!

Sending sensitive material

Asking a simple question may be time consuming.

Keep remote locations tied together

Log he said/she said

Who's Using It?

- Everyone almost!
- 90% of Fortune 500 companies
  - A 70% increase from 2011 according to wired mag
- Apple
- Oracle
- Google
- Microsoft
- Nationwide

…and the list goes on…

Where Is It Going?

- Automated ads
- Consulting
- Virtual Team Rooms, cubicle walls that make the desk look longer… Change channel -> Change teammates!
- Customer collaboration

Microsoft Says…

- 6 stages of collaboration
  - 1. Basic, 2. Standardized, 3. Rationlized, 4. Internal Integration, 5. Holistic Integration, 6. Innovative

- There are obstacles at each stage that must be overcome. In order to hit the Dynamic stages (4-6) you must begin to use enterprise worthy social mediums.

Someday

Similar to how the all computers ended up using a keyboard and mouse. All social media platforms are going to move toward a uniform social experience. The end goal is to keep enterprise companies open to growth eliminating barriers and getting work done.

Questions?

- Questions? <= French…
- ¿Preguntas?
- الأسئلة؟
- Вопросы?
- Fragen?
- Ερωτήσεις;
- Pitanja?
- 質問？
- 有問題嗎？