Yammer:

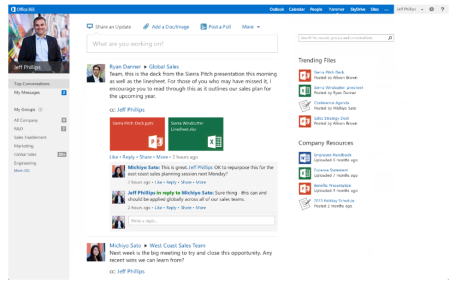
I deal with as much as 750 million data

Including

Aggregate data

Microsoft wants to make [**Yammer**](http://yammer.com/) the social layer across all of its products and today, at[**Convergence 2013**](http://www.microsoft.com/dynamics/convergence/), the company announced a more detailed roadmap for how it plans to do so. Earlier this year, it started by[**integrating**](http://www.zdnet.com/microsoft-dynamics-crm-online-users-get-option-for-ipad-yammer-support-7000011983/) Yammer and [**Dynamics CRM**](http://www.microsoft.com/en-us/dynamics/crm.aspx), but the company obviously has larger plans for the former [**TechCrunch50 winner**](http://techcrunch.com/2008/09/10/yammer-takes-techcrunch50s-top-prize/) it acquired for over $1 billion. This summer, Microsoft will roll out an update to [**Office 365**](http://office.microsoft.com/) that will allow its customers to replace the SharePoint newsfeed with Yammer. This fall, it will expand this integration with support for single sign-on and seamless navigation right inside of Office 365′s global navigation bar.

As Microsoft’s senior director of its Office Division [**Jared Spataro**](https://twitter.com/jared_spataro) told me earlier today, this first integration of Yammer and Office 365 will be a “very simple integration.” This means, for example, that users still have to sign in to Yammer separately, as the single sign-on will only launch in the fall. The update simply replaces the “Newsfeed” link on Office 365 with a link to [**Yammer.com**](http://www.yammer.com/) for now.



The version the company plans to launch in the fall will also provide “rich document capabilities, integrating the Office Web Apps to add editing and co-editing of Word, PowerPoint, and Excel documents,” Spataro writes in today’s announcement.

Come 2014, Microsoft plans to move to a 90-day update cycle for the social enhancements it plans to add to Office 365. It will continue to deepen the connections between Yammer and Office 365 and Spataro expects that these incremental enhancements will “combine social, collaboration, email, instant messaging, voice, video, and line of business applications in innovative new ways.”

For on-premise installs of Sharepoint Server 2013, Microsoft will launch the option to replace the Sharepoint Newsfeed with Yammer, creating what is essentially a hybrid service that mostly runs on-premise but uses Yammer in the cloud. This new hybrid deployment, Spataro, told me, should feel very natural to users. Obviously, this will remain a choice for the time being, though, and Spataro noted that the company remains “committed to the on-premise install base,” but that a number of users have asked for this integration.

In his blog post today, Spataro notes that he believes companies want to use Yammer for social. It is, he writes today, “our big bet for enterprise social, and we’re committed to making it the underlying social layer for all of our products.” For those who can’t move to the cloud and/or aren’t comfortable with multi-tenant cloud services, Microsoft says it is “realistic” and “committed to future releases of the server.”

For now, Yammer is only part of the Office 365 Enterprise edition, and Spataro wasn’t ready to announce its integration with other SKUs. But if Yammer is the social spine of Microsoft’s productivity suite, it’s probably a fair bet that it will move downstream to other editions soon, as well.

Microsoft has issued a roadmap for Yammer that includes a drop in pricing and deeper integration with Sharepoint and Office365. The news comes as Microsoft holds its annual Sharepoint conference in Las Vegas this week. Jared Spataro, senior director of the Office Division at Microsoft, wrote a[**post**](http://blogs.technet.com/b/microsoft_blog/archive/2012/11/12/putting-social-to-work.aspx) on the topic explaining the role Yammer is having on the company.

The Yammer service can still be purchased as a standalone product, though it’s clear that Spataro sees making Yammer part of a unified communication strategy that packages Skype, SkyDrive and Office products into one experience.

Yammer has historically offered four different options. Microsoft has reduced them to two: a free version called Yammer Basic and a paid version called Yammer Enterprise. Yammer Enterprise, which will be offered with Office 365 Enterprise, will drop from $15 per person per month to $3 per month.

Like Salesforce.com and others, Microsoft is talking about unified identity. That’s a fancy way of saying Microsoft will make Yammer, Sharepoint and other tools accessible through a single identity. We heard a bit about this at Build. The idea is to make it possible to log in, use Yammer as an activity stream, Skype for calls, and Office365 to manage documents.

Striking is how important Yammer has become to Microsoft. In an interesting revelation, Spataro talks about the claims Yammer made when Microsoft pursued the purchase:

*When we first started our discussions with Yammer, one of the things that caught my attention was the claim that their customers were “transforming their businesses” with social networking. It’s not uncommon for technology vendors to make claims, but what surprised me was that they had clear evidence that something extraordinary was happening to the companies that were embracing social. After spending more time with the team, I learned the secret. Customers were driving real business results with Yammer, but it wasn’t because there was some inherent magic in a newsfeed. It was because they had embraced the idea that open conversations and personal connections could help them with their most important strategic initiatives.*

Keep in mind that Microsoft bought Yammer less than a year ago. Prior to that, social networking apps like Yammer had boomed in popularity, largely driven by Twitter, Facebook and other apps that use activity streams as the main basis for how people use them.

But now Microsoft is prioritizing social. It will take some time to make the shift, but the news is wake-up call to the market that Microsoft is now more in the game and will invest all resources necessary to build its market share.

Background information of the staff in analyst team:

# Prasad Wagle (Business Intelligence Architect at Yammer, Inc)

### Summary

Results driven, hands-on architect with the ability to translate business needs into technical solutions and communicate effectively with business users, technical staff and management.  
  
Over ten years experience in the design and delivery of business intelligence and data mining solutions.   
  
Database Systems, Query processing and optimization, Multidimensional Databases, Scalable computing technologies like MPP data warehousing (Vertica) and MapReduce (Hadoop, Hive, Pig).  
  
Social Network Analytis, Statistical modeling and machine learning techniques including regression, decision trees, support vector machines, Bayesian data analysis, association rule mining and collaborative filtering.  
  
Specialties:Statistical Software: R, SAS, Excel Data Analysis, Mahout.  
  
Programming languages: SQL, Ruby, R, Java, Python, Perl, C++, C#, Lisp, Haskell

### Experience

##### [Yammer, Inc. (Acquired by Microsoft)](http://www.linkedin.com/company/260901?trk=prof-exp-company-name)

#### [Business Intelligence Architect](http://www.linkedin.com/search?search=&title=Business+Intelligence+Architect&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

##### [Yammer, Inc. (Acquired by Microsoft)](http://www.linkedin.com/company/260901?trk=prof-exp-company-name)

2011 – Present (2 years)San Francisco Bay Area

Yammer provides social networks for enterprises. It was recently described by CNN as “Facebook for the Workplace” and is aiming to revolutionize workplace communication with a social media approach. Over 100,000 organizations are using Yammer including Groupon, IGN, Razorfish and Paypal.  
  
We are developing best-of-breed analytics solutions using Vertica, Hadoop, R and cloud computing (Amazon AWS and Microsoft Azure). We are looking for senior engineers or data scientists. Please see https://www.yammer.com/jobs for more information.

##### [PlaySpan (Acquired by Visa)](http://www.linkedin.com/company/167602?trk=prof-exp-company-name)

#### [Business Intelligence Architect](http://www.linkedin.com/search?search=&title=Business+Intelligence+Architect&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

##### [PlaySpan (Acquired by Visa)](http://www.linkedin.com/company/167602?trk=prof-exp-company-name)

March 2010 – July 2011 (1 year 5 months)

PlaySpan is the global leader in monetization solutions for over 1,000 online games, virtual worlds, and social networks. PlaySpan's patent-pending in-game commerce and micropayment platform enables game publishers to generate new revenue streams and extend the loyalty of existing users.  
  
Responsible for the design and implementation of the enterprise data warehouse and business intelligence solutions for PlaySpan's customers and internal business users.  
  
PlaySpan was acquired by Visa in March, 2011.

# Josh Ferguson(Director of Data Services at Yammer, Inc.)

### Summary

Software engineer with plenty of experience working in startups and small businesses. Expertise in ruby and it's accompanying frameworks and tools. Interests include social networks, internal platforms and architecture, large scale data systems, and scalable systems in general.  
  
Specialties:Large scale Ruby on Rails architecture and development, Javascript/CSS/HTML production, Facebook and OpenSocial applications.

# Benn Stancil (Analytics at Yammer)

[**Analytics**](http://www.linkedin.com/search?search=&title=Analytics&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

[Yammer, Inc.](http://www.linkedin.com/company/260901?trk=prof-exp-company-name)

March 2012 – Present (1 year 2 months)San Francisco Bay Area

**[Carnegie Endowment for International Peace](http://www.linkedin.com/company/162903?trk=prof-exp-company-name)**

[**Researcher**](http://www.linkedin.com/search?search=&title=Researcher&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

[Carnegie Endowment for International Peace](http://www.linkedin.com/company/162903?trk=prof-exp-company-name)

August 2010 – March 2012 (1 year 8 months)

International Economics Program

# Otis Anderson ([Senior Product Intelligence Manager](http://www.linkedin.com/search?search=&title=Senior+Product+Intelligence+Manager&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title))

[Microsoft (Yammer)](http://www.linkedin.com/company/1035?trk=prof-exp-company-name)

September 2012 – Present (8 months)San Francisco Bay Area

[**Quantitative Product Analyst**](http://www.linkedin.com/search?search=&title=Quantitative+Product+Analyst&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

[Yammer](http://www.linkedin.com/search?search=&company=Yammer&sortCriteria=R&keepFacets=true&trk=prof-exp-company-name" \o "Find others who have worked at this company)

February 2011 – September 2012 (1 year 8 months)San Francisco Bay Area

Worked to find simple and effective answers to complicated questions.  
  
Ran and maintained A/B testing tools. Helped product managers and engineers use data to make development decisions

**[Google](http://www.linkedin.com/company/1441?trk=prof-exp-company-name)**

[**Sourcing Data Specialist**](http://www.linkedin.com/search?search=&title=Sourcing+Data+Specialist&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

[Google](http://www.linkedin.com/company/1441?trk=prof-exp-company-name)

April 2010 – February 2011 (11 months)

Assessed potential hires based on job criteria. Used Boolean search to track down relevant information on potential hires.Resolved issues in applicant tracking system and maintained data on resolutions.Assisted analytics team in tracking project results.

# Derek Steer (Data Slayer @ Yammer/Microsoft)

**[Sr. Product Intelligence Manager, Yammer](http://www.linkedin.com/search?search=&title=Sr%2E+Product+Intelligence+Manager%2C+Yammer&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title" \o "Find others with this title)**

[Microsoft](http://www.linkedin.com/company/1035?trk=prof-exp-company-name)

October 2012 – Present (7 months)San Francisco Bay Area

Working at Microsoft as a result of their acquisition of Yammer.

**[Yammer, Inc.](http://www.linkedin.com/company/260901?trk=prof-exp-company-name)**

[**Analytics**](http://www.linkedin.com/search?search=&title=Analytics&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

[Yammer, Inc.](http://www.linkedin.com/company/260901?trk=prof-exp-company-name)

May 2011 – October 2012 (1 year 6 months)San Francisco Bay Area

Q4 2011 Hackday: Sales Enablement Award  
Q3 2012 Hackday: Best Hack

**[Facebook](http://www.linkedin.com/company/10667?trk=prof-exp-company-name)**

[**Data Analyst, Monetization**](http://www.linkedin.com/search?search=&title=Data+Analyst%2C+Monetization&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

[Facebook](http://www.linkedin.com/company/10667?trk=prof-exp-company-name)

September 2010 – April 2011 (8 months)

Worked on various analytical projects associated with direct-sale pricing, market sizing, and measuring performance of new ad products.

**[Compass Lexecon](http://www.linkedin.com/company/21384?trk=prof-exp-company-name)**

[**Analyst/Senior Analyst**](http://www.linkedin.com/search?search=&title=Analyst%2FSenior+Analyst&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

[Compass Lexecon](http://www.linkedin.com/company/21384?trk=prof-exp-company-name)

July 2007 – March 2010 (2 years 9 months)San Francisco Bay Area

Led teams of analysts performing highly quantitative research and writing reports for presentation in major antitrust litigation for Fortune 500 companies including IBM, Google, GlaxoSmithKline, Oracle, BEA Systems, AMD, and Marvell. Compass Lexecon is a division of FTI Consulting.

**[Kaplan Test Prep and Admissions](http://www.linkedin.com/company/3345?trk=prof-exp-company-name)**

[**Teacher**](http://www.linkedin.com/search?search=&title=Teacher&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

[Kaplan Test Prep and Admissions](http://www.linkedin.com/company/3345?trk=prof-exp-company-name)

June 2006 – May 2007 (1 year)Greater Los Angeles Area

# Hilarie Mazur (Quantitative Product Analyst at Yammer, Inc.)

### Summary

Experienced in experimental design, statistical analysis, and scientific communication. Advanced Excel user with experience using SPSS and SQL.

### Experience

##### [Yammer, Inc.](http://www.linkedin.com/company/260901?trk=prof-exp-company-name)

#### [Quantitative Product Analyst](http://www.linkedin.com/search?search=&title=Quantitative+Product+Analyst&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

##### [Yammer, Inc.](http://www.linkedin.com/company/260901?trk=prof-exp-company-name)

May 2012 – Present (1 year)San Francisco Bay Area

# Jessica Kirkpatrick (Data Scientist at Yammer, Inc. (Microsoft) )

### Summary

Yammer is hiring, pass it on to your friends: http://tinyurl.com/9wn3j9u

### Experience

##### [Yammer, Inc.](http://www.linkedin.com/company/260901?trk=prof-exp-company-name)

#### [Data Diva](http://www.linkedin.com/search?search=&title=Data+Diva&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

##### [Yammer, Inc.](http://www.linkedin.com/company/260901?trk=prof-exp-company-name)

August 2012 – Present (9 months)San Francisco Bay Area

I solve problems.

# Vincent Yates(Data Diviner at Yammer, Inc)

### Experience

##### [Yammer, Inc.](http://www.linkedin.com/company/260901?trk=prof-exp-company-name)

#### [Product/Monetization Intelligence Manager](http://www.linkedin.com/search?search=&title=Product%2FMonetization+Intelligence+Manager&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

##### [Yammer, Inc.](http://www.linkedin.com/company/260901?trk=prof-exp-company-name)

October 2012 – Present (7 months)San Francisco Bay Area

Help internal customers understand relevant data, and how it should impact their decisions.   
Work with Product and Engineering teams to define criteria and measure success of new features.   
Help determine priorities by estimating the potential impact of projects.   
Triage problems with our product using user engagement data.

# Kenneth Pascual(Quantitative Product Analyst at Yammer, Inc)

Data, data, data. I'm all about data. Whether it's getting data, organizing data, extracting meaning from data, or explaining what all that data means (or doesn't mean).  
  
But data can't explain everything. I believe in balancing analysis with intuition, especially in attempting to predict the future.  
  
The world can be a lot smarter with just a little data analysis, but only when used responsibly.

### Experience

##### [Yammer, Inc.](http://www.linkedin.com/company/260901?trk=prof-exp-company-name)

#### [Quantitative Product Analyst](http://www.linkedin.com/search?search=&title=Quantitative+Product+Analyst&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)

##### [Yammer, Inc.](http://www.linkedin.com/company/260901?trk=prof-exp-company-name)

September 2012 – Present (8 months)San Francisco Bay Area