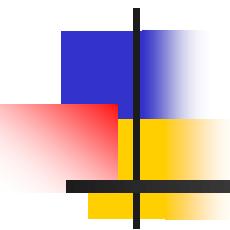




**The Radicati Group, Inc.**  
[www.radicati.com](http://www.radicati.com)



# Social Networking

## A Radicati Group, Inc. Webconference

9:30 am, PT  
May 27, 2010



# Speakers & Agenda

## Speakers:

- Adam Mertz, *Product Marketing Manager, Jive Software*
- Alan Lepofsky, *Director of Product Marketing, Socialtext*
- Rob Howard, *Founder & CTO, Telligent*

## Agenda:

- *Presentation from Jive, Socialtext and Telligent*
- *Speaker Panel Discussion – moderated by Sara Radicati*
- *Audience Q & A session*

# The end of business

as usual

**Adam Mertz, Product Marketing Manager**  
**@adammertz**  
**[www.jivesoftware.com](http://www.jivesoftware.com)**

jive

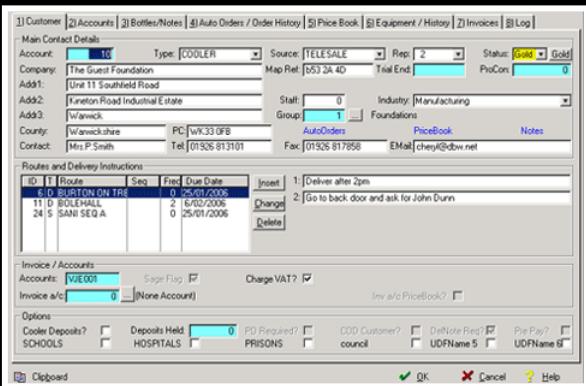
# The Challenges Opportunities

## Employees



Disconnected &  
disengaged

## Customers



Have voices &  
aren't just data

## Business Leaders



Rethinking  
strategies



The logo for Jive, featuring the word "jive" in a lowercase, sans-serif font. The letters are white with a soft, glowing gray shadow effect, giving it a metallic and modern appearance.

**#1 revenues & growth**

**#1 product footprint**

**#1 deployment expertise**

**#1 analyst rankings**

**#1 investor – Sequoia Capital**

**3,000 customers**

**15 million+ users**

**8 billion+ page views/yr**

The Jive logo, identical to the one on the left but smaller, located in the bottom right corner of the slide.

# What's got Wall Street buzzing? jive

## THE WALL STREET JOURNAL.

WSJ BLOGS

## Digits

Technology News and Insights

MAY 18, 2010, 8:05 PM ET

## Jive Software Hopes to Juke Toward an IPO

## Article

## Comments

By Ben Worthen

What's the next hot technology that will get Wall Street buzzing? Some big names in the technology industry are betting that it's social tools that help businesses communicate and collaborate.



While much of the recent IPO talk centers on social networking sites like Facebook and LinkedIn, a smaller player trying to apply the same principles to the business world is starting to talk about going public as well. That company, Jive Software, is naming Tony Zingale as its fulltime chief executive. Mr. Zingale, who had been interim basis, is an

“ ...**big names** in tech are **betting on social** tools that help businesses communicate and collaborate. ”

- Wall Street Journal

jiVe

Yum!



CAC  
CANADIAN AIRPORTS COUNCIL

NetApp  
Go further, faster

EMC<sup>2</sup>

Lufthansa

Fidelity Investments

KAI SER PERMANENTE

· T · Mobile

charles SCHWAB

Scotiabank

SAP

jive

Global social business leader

MATTEL

cisco

UBM  
UniCredit Banca Mobiliare

Premier Farnell

Disney | abc Television Group

BlackBerry

NATIONAL  
INSTRUMENTS

CSC

Bank of America



intel

Swiss Re



jive

# Jive: A Partner for the Long Term



## Professional Services

- Strategic Consulting
- Technical Consulting
- Education
- Support



## Partner Ecosystem

- Global SIs & Outsourcers
- Leading Brand & Digital Agencies
- Top Regional Service Providers



## JiveSpace Community

- Customer & Partner Community
- Real-life examples
- SBS Best Practices
- Technical & Strategic Advice



## JiveWorld Conference

- 30+ Customer Speakers & Case Studies
- Business and Technical Break-outs
- Intercontinental in San Francisco

**jive**

# Business Impact Delivered



## Empowering Employees

- Corporate Communication
- Business Collaboration
- Expertise Location



“Jive’s user experience enabled viral adoption, **now at 47,000 for us.**”

# Business Impact Delivered



## Empowering Employees

- Corporate Communication
- Business Collaboration
- Expertise Location



“Jive’s user experience enabled viral adoption, **now at 47,000 for us.**”



## Engaging Customers

- Account Management
- Streamlined Support
- Product Innovation



“Community members make **80% more trades** than non members.”

# Business Impact Delivered



## Empowering Employees

- Corporate Communication
- Business Collaboration
- Expertise Location



“Jive’s user experience enabled viral adoption, **now at 47,000 for us.**”



## Engaging Customers

- Account Management
- Streamlined Support
- Product Innovation



“Community members make **80% more trades** than non members.”



## Growing Markets

- Brand Management
- Market Growth
- Competitive Advantage



InterContinental Hotels Group

“We saw a **24% increase in bookings** from user-generated content.”

# Jive. The new way to business.

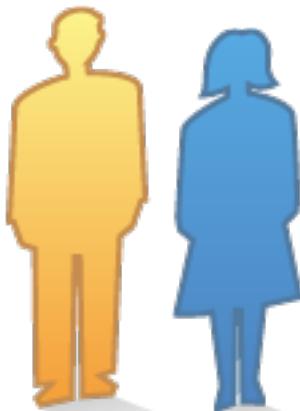
jive

# Learn How Socialtext Can Help Your Business

*Bringing the best of web  
technologies to the Enterprise*



# Helping People Work Together



Each person has a profile

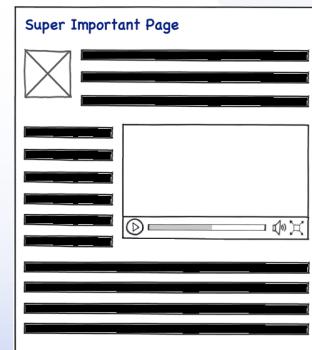


Groups bring together members with common interests/goals



What are you working on?

Share information openly via short messages



Share more detailed content via wiki pages and spreadsheets

# Profiles

A way to learn about your colleagues, find experts, and keep in touch with what people are working on.

 **Socialtext**

Dashboard | People | Groups | Signals | Workspaces | Invite

Mandy Cunningham

"I'll try and dig up some details for you."

**Profile**

 **Mandy Cunningham**  
Senior Marketing Manager  
San Francisco, CA  
[socialtextdemo2@gmail.com](mailto:socialtextdemo2@gmail.com)

**Phone**  
Work phone: 555-123-4567  
Mobile phone: 555-123-9876

**Organization**  
Manager: [Valerie Parise](#)

**IM**  
AIM™: [dcunningham](#)  
Skype™: [dcunningham](#)

**Web**  
Blog: <http://www.dawncunninghamwrites.net>  
LinkedIn®: <http://www.linkedin.com/dcunningham>  
Twitter: [dcunningham](#)

**Custom**  
Six Sigma Level: Green Belt

**Tags**

[Blogger](#) × [Helios](#) × [hiking](#) × [Launch Team](#) × [Long Term](#)  
[Care Expert](#) × [marketing](#) × [SalesForce](#) × [San Francisco](#) ×  
[SEO](#) × [Social Media](#) × [speaks French](#) × [Twitter](#) ×

[Add Tag](#)

**Activities**

 Post to [Ryker \(primary, 32 users\)](#) ▾  
What are you working on?  
Insert: 

 Mandy Cunningham 2 days ago  
commented on [Brainstorming for web site redesign](#) in [Ryker Marketing](#), saying, "We need to provide a place for two-way communication with our customers regarding product feedback."

 Brian Lawson 7 days ago to Ryker  
Does anyone have information about the company Sunpowered Systems?  
▶ 2 older replies... (click to expand)  
 Brian Lawson 7 days ago  
Thanks everyone  
 Mandy Cunningham 7 days ago  
I'll try and dig up some details for you.  
 Reply to conversation...

 You 7 days ago to Ryker  
"Team, please make sure the status of your items are up to date"  
(edited [Project Tracking For Product Launch](#) in [Ryker Marketing](#))  
▶ 1 older reply... (click to expand)  
 Mandy Cunningham 7 days ago  
Will do.  
 Reply to conversation...

 Mandy Cunningham 9 days ago  
commented on [Brainstorming for web site redesign](#) in [Ryker Marketing](#), saying, "We need to provide a place for two-way communication with our customers regarding product feedback."

**Colleagues**

[Followers](#) [Follows](#)

 [Carol Sutton](#)  
 [Joseph Hines](#)  
 [Matthew Doire](#)  
 [Valerie Parise](#)

**Workspaces**

	views	changes
<a href="#">Ryker Engineering</a> (new page)	86	4
<a href="#">Ryker Intranet</a> (new page)	85	25
<a href="#">Ryker Marketing</a> (new page)	932	116
<a href="#">Ryker Sales</a> (new page)	58	4

# Groups

Welcome Joseph Hines (edit) | Mobile | Desktop | Settings | Help | Log out

Search Signals:  

**Socialtext**

Dashboard | People | Groups | Signals | Workspaces | Invite |

**GROUP Marketing**

**Information**

 **Marketing (Edit)**  
The Ryker Marketing team is responsible for the creation of sales tools, PR, lead generation, and public messaging.

**Administrators**  
Joseph Hines  
Mandy Cunningham

**Workspaces**

Ryker Marketing (new page) views 93 changes 116

**Activities**

Post to Marketing (7 users)  
What are you working on?  
Insert: 

Showing all events from everyone within Marketing (7 users)

You 2 hours ago performed action watch\_add on [Helios press release](#) in [Ryker Marketing](#).

Mandy Cunningham 3 hours ago commented on [First Post in Saveen's Blog](#) in [Ryker Marketing](#), saying, "Nice post!"

You 3 hours ago edited [First Post in Saveen's Blog](#) in [Ryker Marketing](#).

Valerie Parise 3 hours ago

**Membership**

Christel Dickinson  
Ellie Albright  
Joseph Hines  
Mandy Cunningham  
Michael Kieran  
Scott Schnaars  
Valerie Parise

People with similar goals or interests can securely communicate with one another and work together on projects

communication with our customers regarding product feedback."

More 

Socialtext: Enterprise Social Software v4.1.0.6 | Community | Mobile | Desktop | Settings | Help | Log out

# Signals

A way for everyone in your organization to:

- openly share information
- ask questions
- provide status updates.

The screenshot shows the Socialtext Signals interface. At the top, there is a navigation bar with links for Dashboard, People, Groups, Signals (which is the active tab), and Workspaces. A large green callout box on the right side contains the text: "A way for everyone in your organization to: • openly share information • ask questions • provide status updates." Below the navigation bar, the main area is titled "Signals". It displays a list of posts from various users:

- Brian Lawson 7 days ago** to Ryker: Does anyone have information about the company Sunpowered Systems?
  - Mandy Cunningham 7 days ago: I'll try and dig up some details for you.
  - You 6 days ago: I have their latest sales sheet posted in the marketing workspace
  - Reply to conversation...
- Valerie Parise 7 days ago** to Ryker: A great customer reference story was just published by [Joseph Hines](#) in the [Alternative Energy Tech](#) journal. Kudos!
  - You 7 days ago: Thanks but it really was a team effort, so applause to everyone involved.
  - Reply to conversation...
- You 7 days ago**: edited [Project Tracking For Product Launch](#) in [Ryker Marketing](#), saying "Team, please make sure the status of your items are up to date".
  - Mandy Cunningham 7 days ago: Will do.
  - Carol Sutton 7 days ago: I'm waiting to hear back on one item before signing off on pricing.
  - Reply to conversation...
- Matthew Doire 7 days ago** private to [Joseph Hines](#): Could you please come by my office as soon as you get in?

On the right side, there is a sidebar titled "Colleagues" with tabs for "Followers" and "Follows". It lists the following users:

Followers	Follows
Brian Lawson	
Carol Sutton	
Mandy Cunningham	
Matthew Doire	
Valerie Parise	

# Workspaces

A place for people to collaborate on content creation, share ideas and gather feedback.

 **Socialtext**

Dashboard | People | Groups | Signals | Workspaces | Invite | Log out

Workspace: Ryker Marketing | What's New | My Watchlist | Weblogs | Add Members | + New Page

 Edit |  Comment | 114 Revisions | Stop watching | Print | Email | Tools

## Ryker Marketing

 Powering your home, one sunny day at a time

 Is everyone ready for the launch of the Helios home solar system? Keep your project status up to date [here](#)

---

### Leads By Source



- Contact Request
- Online
- Trade Show
- Trial
- Webinar
- Other

### Web Site Metrics



Search Engines	9,816.00 (36.53%)
Direct Traffic	9,067.00 (33.74%)
Referring Sites	7,991.00 (29.74%)

### Upcoming Events

- [R.energy](#), Buenos Aires, Argentina
- [Solar Praxis](#), Madrid, Spain
- [ICSC](#), Palm Desert, CA, USA
- [Clean Energy Council](#), Gold Coast, Australia

### Launch Status

#### Ryker Marketing Projects

Project	Owner	Status	Link
Helios	 Joseph Hines		<a href="#">Helios Launch Overview</a>
Apollo	 Mandy Cunningham		<a href="#">Apollo Launch Overview</a>

### Sales Tools

- Presentation
- Video
- Spec Sheet
- Pricing Guide

### Analyst Reports

- [Greentech Media](#)
- [NREL](#)
- [Reason EIA](#)
- [Energy Quest](#)

Welcome Joseph Hines (edit) | Mobile | Desktop | Settings | Help | Log out

Search This Workspace:

Dashboard | People | Groups | Signals | Workspaces | Invites |

Workspace: Ryker Marketing What's New My Watchlist Weblogs Add Members

Helios press release

May 14, 2010 - Austin, TX - **Today Ryker Solar Energy** is launching their new home solar panel system.



Today marks the next step in home solar energy production. Expanding our product line to include the Helios marks the next step in home solar energy production. Expanding our product line to include the Helios marks the next step in home solar energy production. Expanding our product line to include the Helios marks the next step in home solar energy production.

With today's troubled economy and growing concerns about the environment, the Helios is clearly the new standard by which all other products are measured.

**Packaging and Pricing**

Watts	Pricing	SKU Number
250	\$1400	hsp-2985-06
150	\$950	hsp-2985-02
100	\$625	hsp-2985-04

The new Ryker Helios will redefine the standard for home solar energy production. The Helios is clearly the new standard by which all other products are measured.

**SOLAR TRAINING DIY SOLAR PANEL PV PH**



**Project Tracking For Product Launch**

**Marketing Tasks & Assignments**

Target launch date: 4/30/2010

Item	Owner	Due Date	Status	Complete
Product messaging	Mandy Cunningham	4/27/2010		3/25/2010
Web site update	Mandy Cunningham	3/26/2010		
Press release	Matthew Doire	3/26/2010		3/25/2010
PR interviews	Carol Sutton	3/29/2010		
Reference customers	Carol Sutton	3/29/2010		
Customer communication	Brian Lawson	3/30/2010		3/25/2010
Blog post	Matthew Doire	3/30/2010		
Competitive comparison	Mandy Cunningham	4/1/2010		
Sales and Support training	Joseph Hines	3/30/2010		
Social media blitz	Carol Sutton	4/1/2010		

Created by Joseph Hines on Mar 26 11:37am. Updated

Socialtext: Enterprise Social Software v4.1.0.6 | Community

Examples: marketing material, project tracking, budget reports and sales projections

**Socialtext**

Dashboard | People | Groups | Signals | Workspaces | Invites |

Workspace: Ryker Marketing What's New My Watchlist Weblogs Add Members

Projections FY2010 California

**Sales Projections For: California FY2010**

**Sales Rep:**  
user: socialtextdemol@gmail.com

**Projection Assumptions**

	Default	Explicit	Value
Units Last Year			19,800
Projected Change	+7.0%		+7.0%
Units This Year			21,186
Ryker6			6,356
Ryker7			12,712
Ryker8			2,119
Ryker Does Installation			18,008
<b>Product Mix Factors</b>			

J3

# Dashboards

Customizable intranet home page that helps you keep up with important information from multiple resources all in one convenient location

Welcome Joseph Hines

Ryker Report - Company News

From The Leadership Team

Ryker Solar sets record 1st quarter sales. Do you want to be on the Green Team? Read more on [Eugene's Blog...](#) alan

From Human Resources

Preparing For Performance Reviews  
Benefit Enrollments  
Susan Wilson appointed new VP Marketing  
more...

Recognizing Performance

Employee Spotlight: Brian Lawson

Nominated By: The Sales Team

Outstanding Achievement: After closing our most successful quarter ever, the Sales team wanted to recognize their manager, for the inspiration and guidance he provides day in and day out. Whether it is in team meetings, individual calls, or meeting with customers, Brian is always supportive of his staff, and offers to help in anyway he can to close a deal.

Previous Winners

Learning & Development

View or Edit this page from Ryker Intranet

Home Solar Panels

Garden Lighting Made Easy With Solar Power

Anyone who has ever visited a public garden will know that they are usually illuminated after dark. The garden designer will often use accent lights to highlight specimen trees and shrubs, or to create a certain mood or tone in the garden space. Such ...

Saving Energy with Solar Power: Are we Going Backwards in Time?

Active Content

Viewed | Edited | Watched | Emailed

Most viewed pages in the last 6 months from Ryker Marketing

Page	Views
Ryker Marketing	823
Helios press release	528
Project Tracking For Product Launch	119
Projections FY2010 California	79
Brainstorming for web site redesign	71
Projections FY2010 USA	64
Projects: Joseph Hines	51
2010 Marketing Budget	40
Total Company 2010 Budget	34
Employee Project Tracking Sheet	30

Active People

Viewed | Readers | Edits | Signals

Most active contributions in the last 1 month from Ryker

User	Contributions
Joseph Hines	378
Valerie Parise	50
Mandy Cunningham	4
Carol Sutton	4
Brian Lawson	3
demo impersonator	1
Ellie Albright	1

YouTube Video Player

SOLAR TRAINING DIY SOLAR PANEL ...

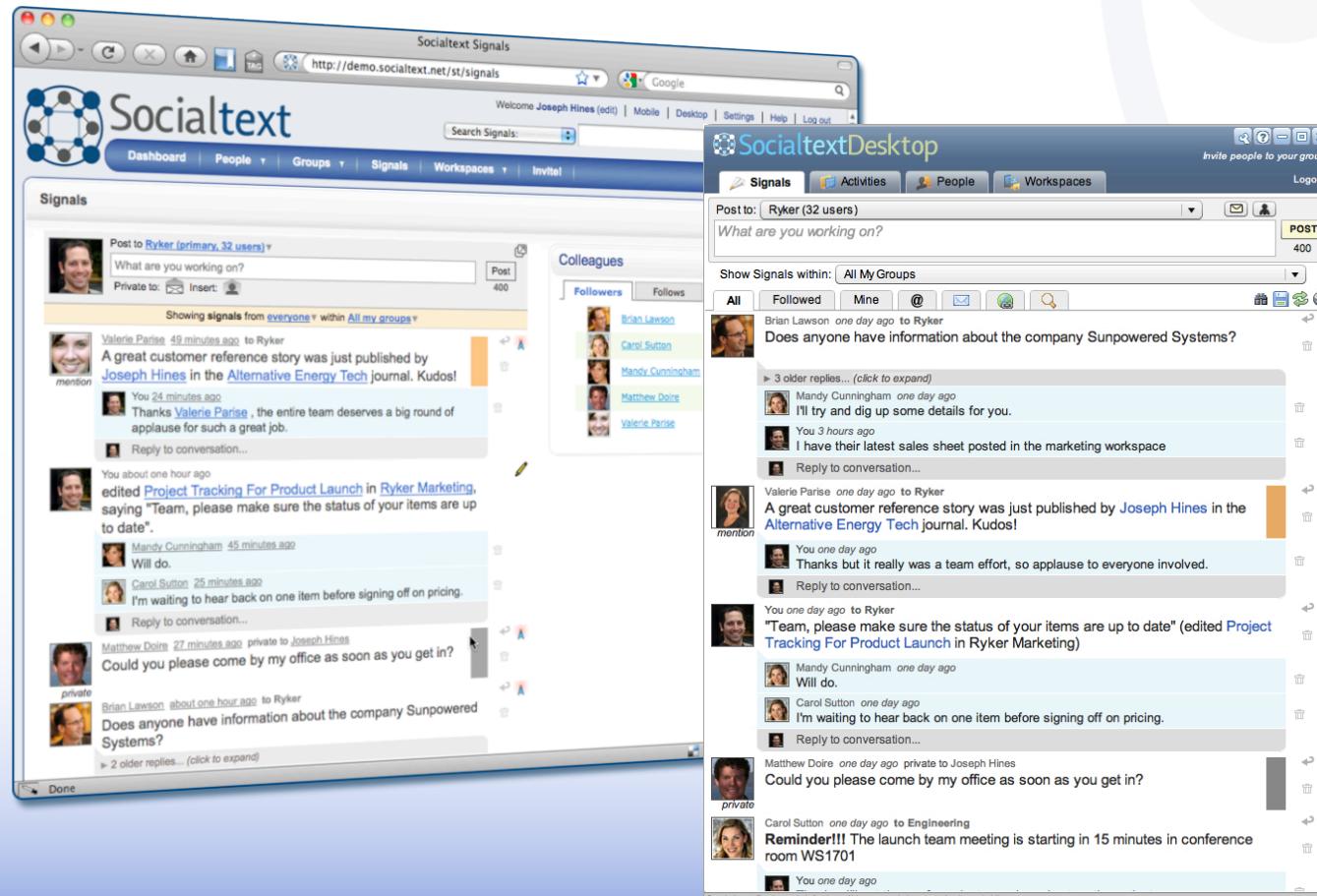
0:00 / 5:17

# Accessible Anytime Anywhere

Browser

Desktop

Mobile

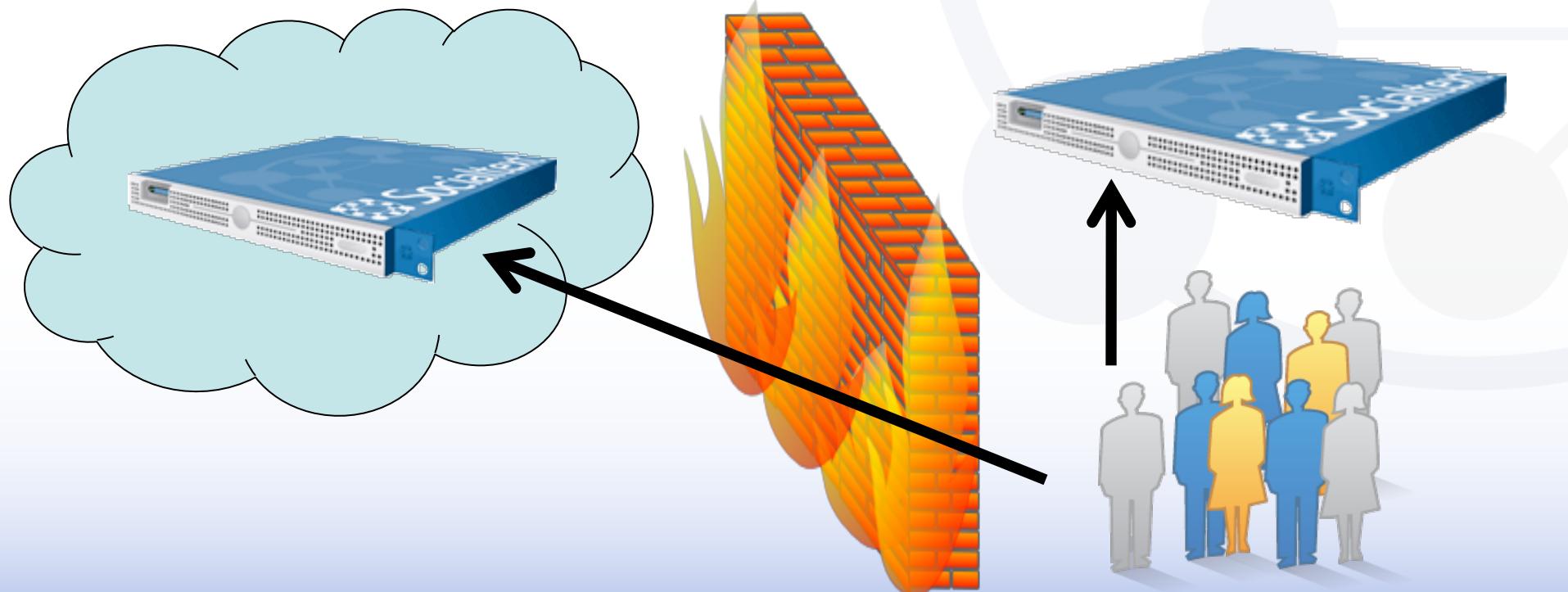


 Socialtext

# Secure Hosting Options

Hosted In  
the Cloud

Hosted Appliance  
Behind Your Firewall



# Helping People Work Together



Profiles  
Groups  
Microblogging  
Workspaces  
Intranet



## SOCIAL NETWORKING WEB SEMINAR

Rob Howard, Founder and CTO  
Thursday, May 27, 2010





Telligent is an **enterprise collaboration and community software company** providing a fully-integrated platform with rich analytics and essential integration capabilities to companies worldwide.

#### Platform

- Telligent Evolution

#### Flagship Products

- Telligent Community
- Telligent Enterprise
- Telligent Analytics

#### Leadership

**Patrick Brandt**, CEO  
pbrandt@telligent.com

**Rob Howard**  
Founder and CTO  
rhoward@telligent.com

#### Core Values

1. Customers come first. Period.
2. Honesty. Always.
3. Accountability for all we say and do.

#### Corporate Office

Dallas, TX USA  
17950 Preston Road, Suite 310  
(877) 492-9484

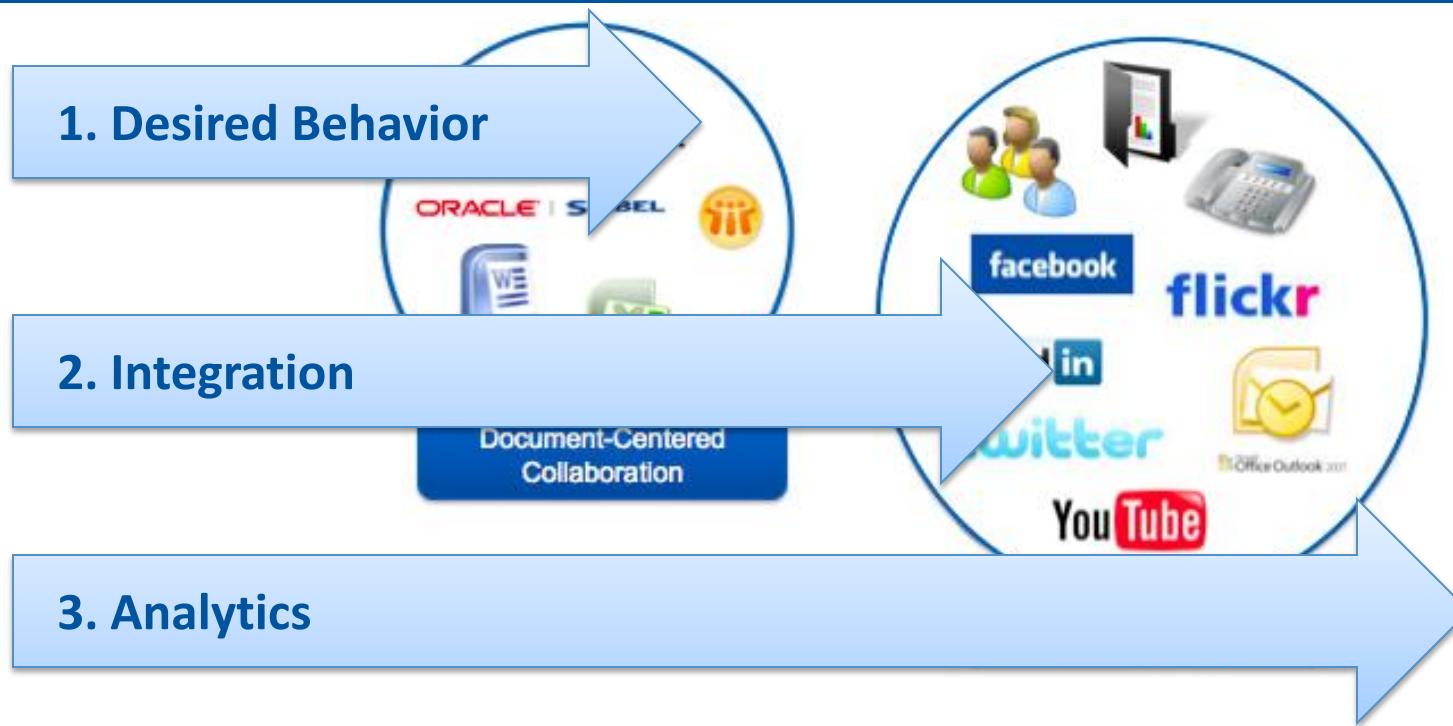
**Europe Office**  
271 Regent Street  
London, England, W1B 2ES  
+44 (0)203 178 3010

#### Key Statistics

- Founded in 2004
- History of innovation
- Secured Intel as an investor in 2008
- Privately-held

Powers collaboration for more than 3,500 companies including:





Organizations re-think how they deliver Enterprise services, while traditional technologies – how we think of communication today – is changing rapidly.

## ***telligent*** / *community*™

An external-facing community application that enables organizations to listen to, learn from and improve conversations with customers.

## ***telligent*** / *enterprise*™

An internal collaboration software application that promotes a productive and efficient corporate culture.

## ***telligent*** / *analytics*™

The first comprehensive analytics program that allows organizations to quantify user engagement both inside and outside of their communities.

## System Integrators / Telligent Partners

### Value Added Resellers

Ogilvy, Accenture Interactive, General Dynamics, Booz Allen, and more

### Platform Vendors (3<sup>rd</sup> Parties)

Microsoft, Facebook, Twitter, Sitecore, and more

### Application Exchange

A marketplace for customers to find 3<sup>rd</sup> party applications and utilities that are available on the Telligent platform.

***telligent*** / *analytics*™

***telligent*** / *community*™

***telligent*** / *enterprise*™

***telligent*** / *evolution*™

Robust APIs and Extensions for connecting and extending the platform within the enterprise and to existing IT investments.

	HTML / Embedding	JavaScript / Embedding	Java, PHP, .NET	Microsoft .NET
Implementation	<code>&lt;object&gt;...&lt;/embed&gt;&lt;/object&gt;</code>		<b>REST APIs</b>	
Type	Widget	<code>&lt;iframe /&gt;</code>	Open	Internal
Level of Effort	Low	Low	Medium	High
Purpose	Simple	Embed	Extend	Integrate

# Engagement Analytics – The New ROI

»telligent®



## Customer? Prospect? Expert?

Explore and answer the “why”

TOP INFLUENCERS		Options
User	Influencer Percentile	
Tony Johnston	100% <span style="color: green;">▲</span> (54%)	
Anna Van Sligtenhorst	99% <span style="color: green;">▲</span> (10%)	
Josh Ledgard	97% <span style="color: red;">▼</span> (1%)	
Alissa Parshall	96% <span style="color: green;">▲</span> (63%)	

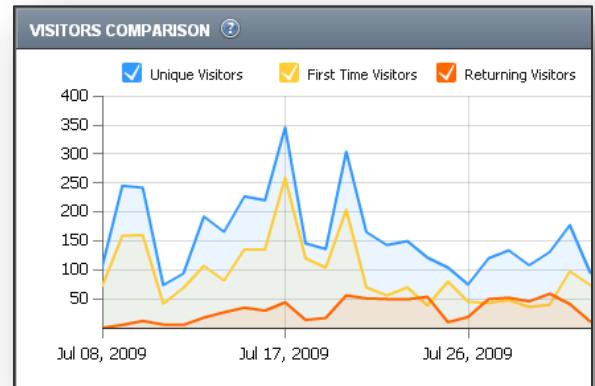
## Drill Down into the Data

Explore and answer the “why”



## Visitor Analysis

Detailed insight. True engagement.



## Collaboration technology is invaluable

- Deeper insight into customer/employee/partner interactions
- With metrics provides the how and why, not just the what

## Must be measurable

- Sales and support metrics for customer interactions / support
- Metrics for Digital Marketing, Support, Internal Networking

## Successful Organizations:

1. Create a clear strategy
2. Implement technology that fits the strategy
3. Measures with analytical tools

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# Thank You!

New Reports just published by The Radicati Group:

- **Social Networking Market, 2010 – 2014**
- **Email Security Market, 2010 – 2014**
- **Microsoft Exchange Server and Outlook Market Analysis, 2010-2014**
- **Corporate Web Security Market, 2010-2014**
- **Microsoft SharePoint Market Analysis, 2010-2014**

You can view all our reports at [www.radicati.com](http://www.radicati.com)