



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



# Social Networking

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A Radicati Group, Inc. Webconference

9:30 am, PT  
May 27, 2010



# Speakers & Agenda

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The Radicati Group, Inc.  
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## 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

Customers

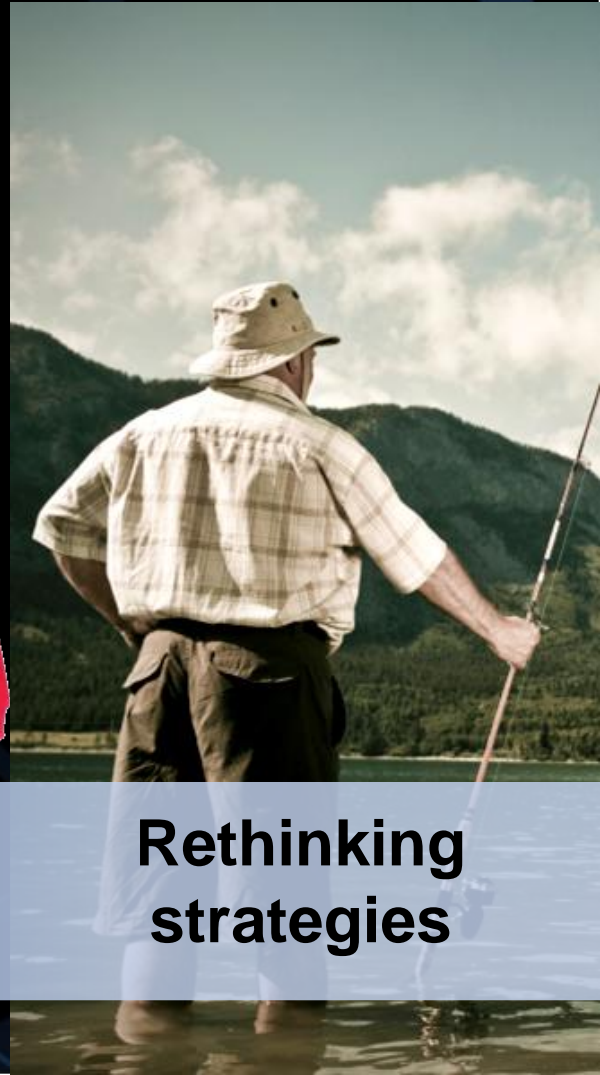
Business  
Leaders



**Disconnected &  
disengaged**

A screenshot of a CRM software interface. The top navigation bar includes tabs for Customers, Accounts, Bottles/Notes, Auto Orders / Order History, Price Book, Equipment / History, Invoices, and Log. The main section is titled 'Main Contact Details' and contains fields for Account (The Swift Foundation), Type (COOLER), Source (TELESale), Rep (2), Status (Open), and Gold (0). Below this are fields for Company, Address (Line 11 Southfield Road, Functon Road Industrial Estate, Warrick), Country (Warrickshire), Contact (Mrs P Smith), and various phone/fax numbers. A 'Routes and Delivery Instructions' table is visible, listing routes like 'BURTON ON TRE' and 'BOLEHALL' with dates. At the bottom, there are checkboxes for 'Charge VAT?' and 'Inv a/c Pricebook?'. The interface is cluttered with many fields and options, representing a data-heavy environment.

**Have voices &  
aren't just data**



**Rethinking  
strategies**



EMPLOYEE  
COMMUNITIES

SOCIAL  
MEDIA

jive

CUSTOMER  
COMMUNITIES

Only Jive Bridges Your Enterprise,  
Customers and the Social Web





**#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**



# 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

Email Print Permalink Like 59 + More Text

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

winning Mercury

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

- Wall Street Journal

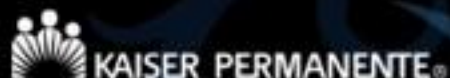
**jive**



EMC<sup>2</sup>



Lufthansa



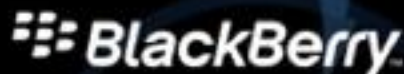
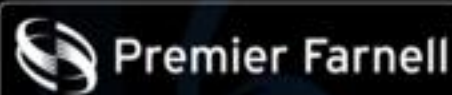
..T..Mobile..

charles SCHWAB



jive

Global social business leader



Bank of America



Swiss Re



jive



# Jive: A Partner for the Long Term



## Professional Services

- Strategic Consulting
- Technical Consulting
- Education
- Support



## JiveSpace Community

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



## Partner Ecosystem

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

**JW10**  
Sept. 14-16

## JiveWorld Conference

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

# Business Impact Delivered



## Empowering Employees

Corporate Communication

Business Collaboration

Expertise Location



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

**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.**"



## Engaging Customers

Account Management

Streamlined Support

Product Innovation



"Community members make **80% more trades** than non members."

**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.**"



## 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



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

**jive**

**Jive. The new way to business.**

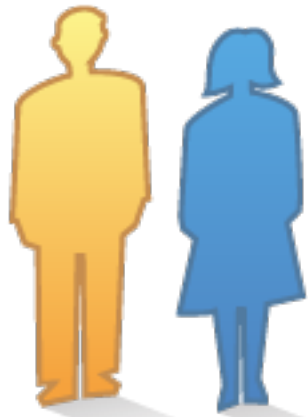
**jive**

# 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

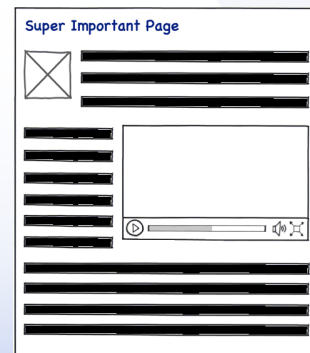


Groups bring  
together members  
with common  
interests/goals



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

★ Stop following this person

"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:

Post  
400

Showing [all events](#) from Mandy Cunningham within [Ryker \(primary, 32 users\)](#)



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

# Groups



Socialtext

Welcome **Joseph Hines** (edit) | [Mobile](#) | [Desktop](#) | [Settings](#) | [Help](#) | [Log out](#)

Search Signals:



[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 changes  
93 116

## Activities



Post to **Marketing** (7 users)

What are you working on?

Insert:

Post

400

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](#)

# Signals

A way for everyone in your organization to:

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



Socialtext

Dashboard

People ▾

Groups ▾

Signals

Workspaces ▾

## Signals



Post to [Ryker \(primary, 32 users\)](#) ▾

What are you working on?

Private to: Insert:

Post  
400

Showing signals from [everyone](#) ▾ within [All my groups](#) ▾



[Brian Lawson](#) 7 days ago to Ryker

Does anyone have information about the company Sunpowered Systems?

► 3 older replies... (click to expand)



[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?

private

[Carol Sutton](#) 7 days ago to Engineering

## Colleagues

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

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

+ New Page

Edit Comment

114 Revisions

Stop watching

Print

Email

Tools

## Ryker Marketing

SHOW



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



### Sales Tools

- Presentation
- Video
- Spec Sheet
- Pricing Guide



### Analyst Reports

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

## 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 offering for home solar based energy delivery.

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

### 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. The Helios is clearly the new standard by which all other products

### SOLAR TRAINING DIY SOLAR PANEL PV PH



### About Ryker Solar Energy

Since 1995, Ryker Solar Energy has been raising the bar for innovation in solar energy. We have field offices, research and development, and manufacturing facilities across the United States.

#### For More Information

Tessa Scott  
press\_relations@ryker.com  
1-555-123-5679

### Page Comments

Joseph, have you had engineering take a look at the specs in the release?

contributed by Mandy Cunningham on Jan 12 10:59am

Dawn, I've asked Carol to take a look and provide us her feedback.

contributed by Joseph Hines on Jan 12 11:24am

I've made a few slight corrections to the release, and I think it is now ready for review.

I've tagged the document as approved from the Engineering division.

In the future, please include Matthew Doire early on in the review process.

contributed by Carol Sutton on Jan 13 2:07pm  
here is an edit I'm making to this wiki.

Thank you Carol. I will make sure to add Matthew to our list of reviewers.




contributed by Mandy Cunningham on Jan 14 2:30pm











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

## Project Tracking For Product Launch

### Marketing Tasks & Assignments

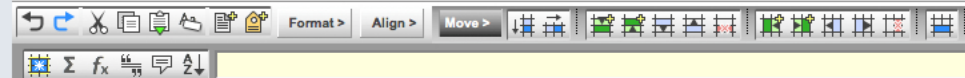
Target launch date: 4/30/2010

 = Completed, 
  = On target, 
  = Risk of being overdue

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		

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

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



A	B	C	D	E	F	G	H	I
1	<b>Sales Projections For:</b>			Sales Rep:				
2	California			user: socialtextdemo1@gmail.com				
3	FY2010							
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								

# Dashboards

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

The screenshot displays the Socialtext intranet dashboard. The top navigation bar includes links for Dashboard, People, Groups, Signals, Workspaces, and Invite. The main content area is divided into several sections:

- Ryker Report - Company News:** Features a post from the Leadership Team about Ryker Solar's record 1st quarter sales and a section for Human Resources with links to performance reviews and benefit enrollments.
- Recognizing Performance:** Includes an Employee Spotlight for Brian Lawson, nominated by the Sales Team, and a section for Previous Winners.
- Learning & Development:** Lists resources such as Aligning Personal Goals With Business Direction, Education Calendar, Certification Courses, and Back to school programs.
- Activities:** A central feed of user activities, including comments on brainstorming for web site redesign and editing the Master Customer List.
- Active Content:** A table showing the most viewed pages in the last 6 months from Ryker Marketing.
- Active People:** A table showing the most active contributions in the last 1 month from Ryker.
- YouTube Video Player:** A video player showing a solar training DIY solar panel installation.

**Active Content Table:**

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 Table:**

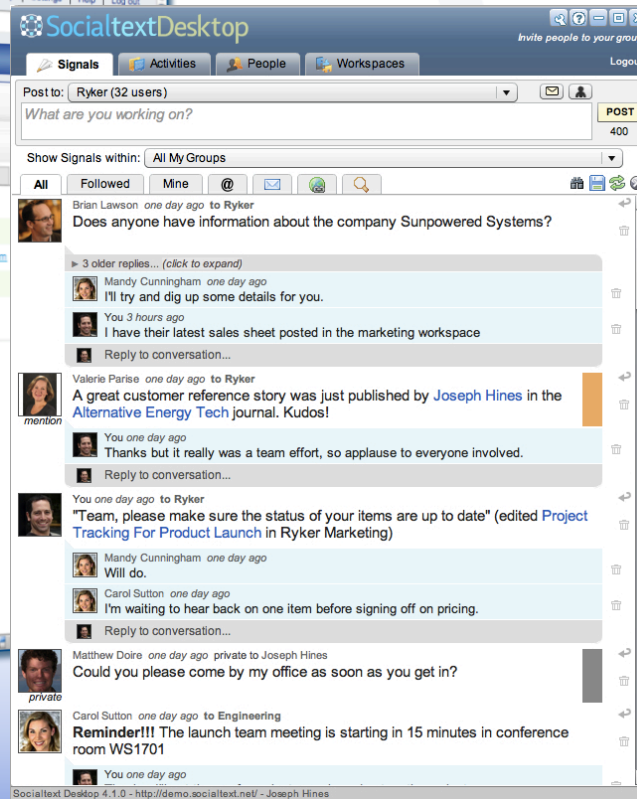
Person	Contributions
Joseph Hines	378
Valerie Parise	50
Mandy Cunningham	4
Carol Sutton	4
Brian Lawson	3
demo impersonator	1
Ellie Albright	1

# Accessible Anytime Anywhere

Browser

Desktop

Mobile

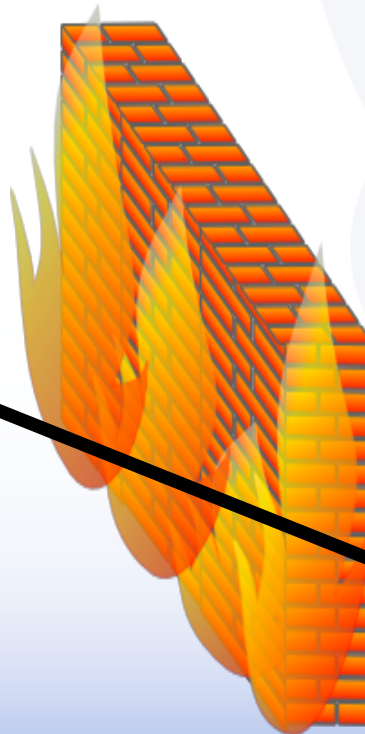
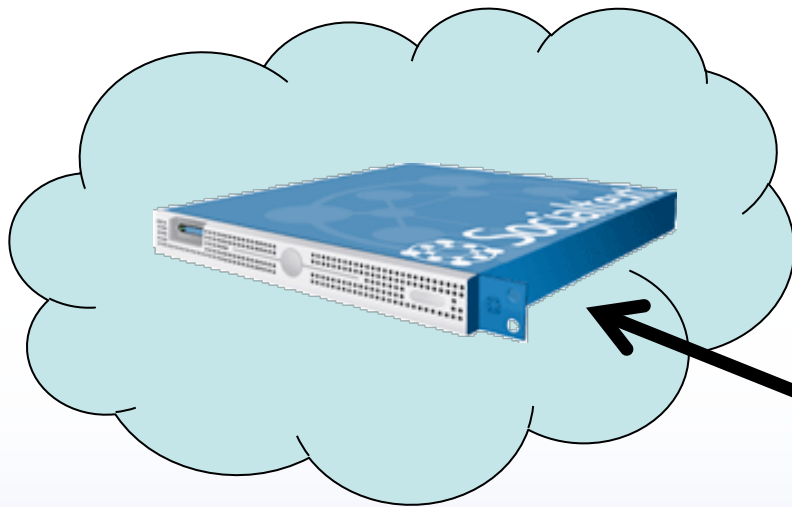




# Secure Hosting Options

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

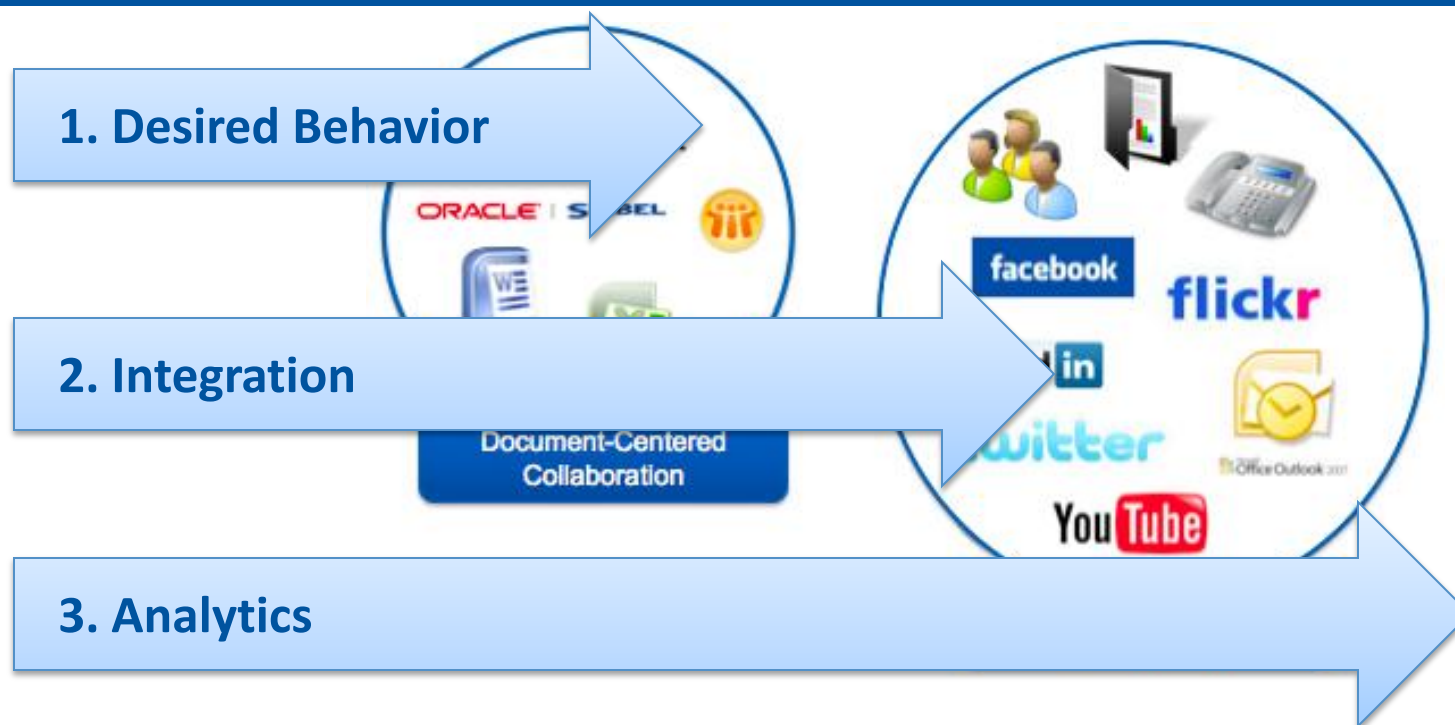
271 Regent Street  
London, England, W1B 2ES  
+44 (0)203 178 3010

### 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*<sup>™</sup>

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

## ***telligent***/*enterprise*<sup>™</sup>

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

## ***telligent***/*analytics*<sup>™</sup>

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.

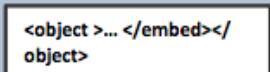



**telligent**/*analytics*<sup>™</sup>

**telligent**/*community*<sup>™</sup>

**telligent**/*enterprise*<sup>™</sup>

**telligent**/*evolution*<sup>™</sup>

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

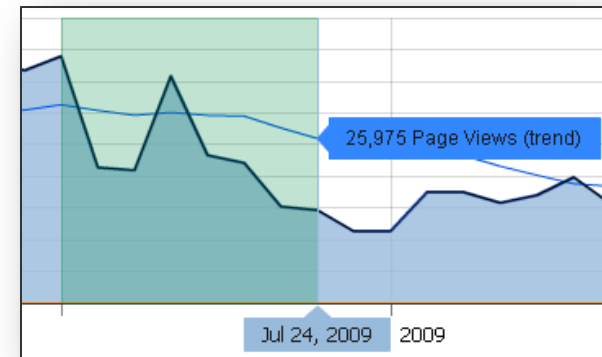
	HTML / Embedding	JavaScript / Embedding	Java, PHP, .NET	Microsoft .NET
Implementation				
Type	Widget	<iframe />	Open	Internal
Level of Effort	Low	Low	Medium	High
Purpose	Simple	Embed	Extend	Integrate

# Engagement Analytics – The New ROI



## Drill Down into the Data

Explore and answer the “why”



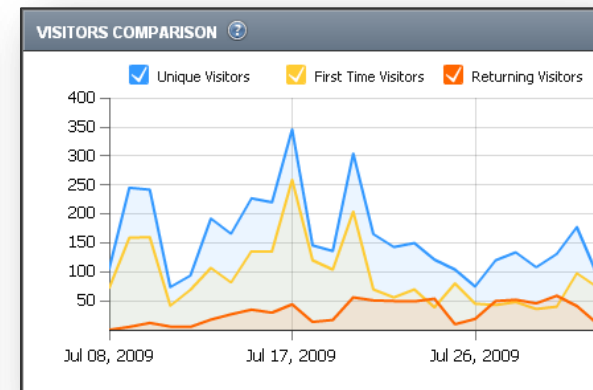
## Customer? Prospect? Expert?

Explore and answer the “why”

TOP INFLUENCERS ?		Options ▾
User ▾	Influencer Percentile ▾	
Tony Johnston ?	100% ↑ (54%)	
Anna Van Sligtenhorst ?	99% ↑ (10%)	
Josh Ledgard ?	97% ↓ (1%)	
Alissa Parshall ?	96% ↑ (63%)	

## 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

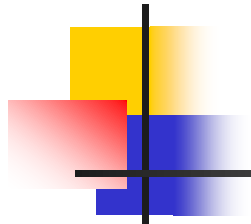
- Sales and support metrics for customer interactions / support
- Metrics for Digital Marketing, Support, Internal Networking

## 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!



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*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)