



The Radicati Group, Inc.
www.radicati.com

Social Networking – The Value of B2B and B2C Social Communities in Business

A Radicati Group Webconference

9:30 am, PT
April 28, 2011

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Speakers & Agenda



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Speakers:

- ▶ Isaac Garcia, *CEO, Central Desktop*
- ▶ Alan Lepofsky, *Director of Product Marketing, Socialtext*
- ▶ Megan Yunker, *Product Marketing Manager, Telligent*

Agenda:

- ▶ *Presentations from Central Desktop, Socialtext and Telligent*
- ▶ *Speaker Panel Discussion (all) – moderated by Sara Radicati*
- ▶ *Audience Q & A session*



Central Desktop Overview

Presented by:
Isaac Garcia
CEO & Co-founder

What is Central Desktop?

A complete,
cloud-based
social collaboration
platform
for business



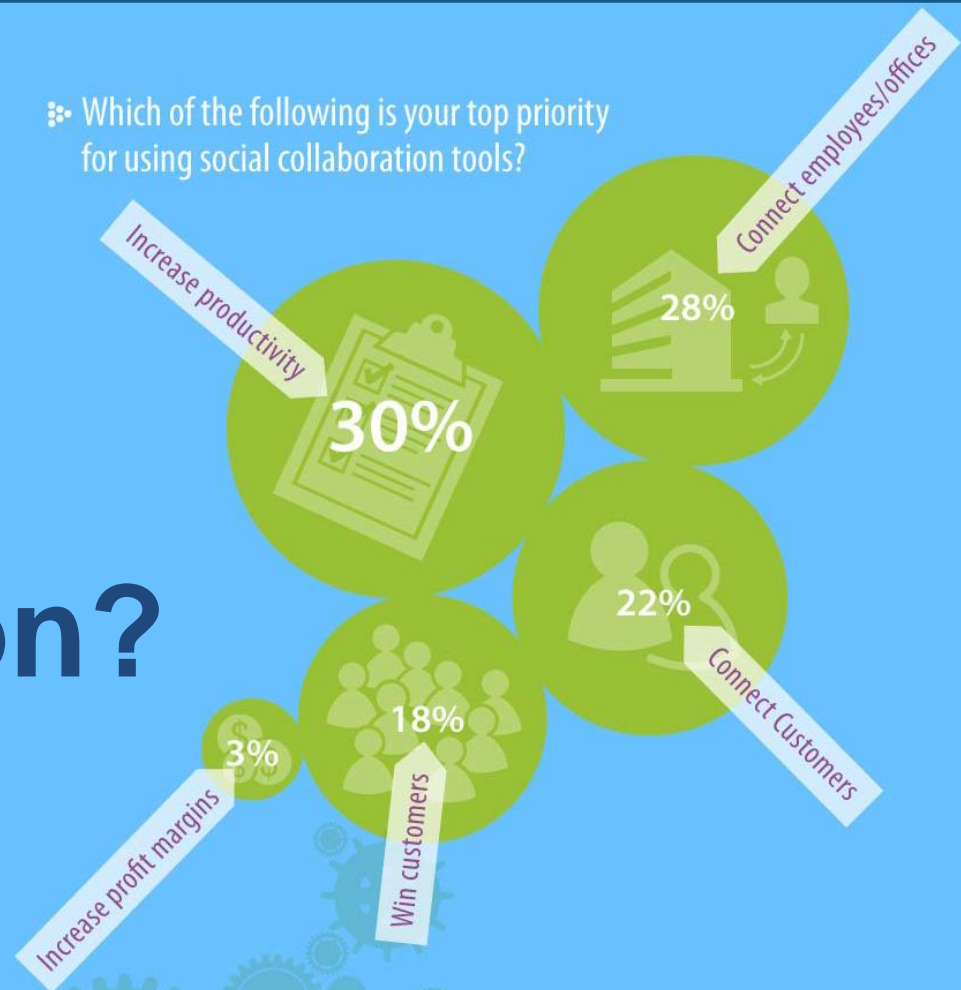
Profile

- Co-founded in 2005 by Isaac Garcia & Arnulf Hsu
- Headquartered in Pasadena, CA
- 52 employees
- 450,000+ users worldwide



Why Social Collaboration?

❖ Which of the following is your top priority for using social collaboration tools?

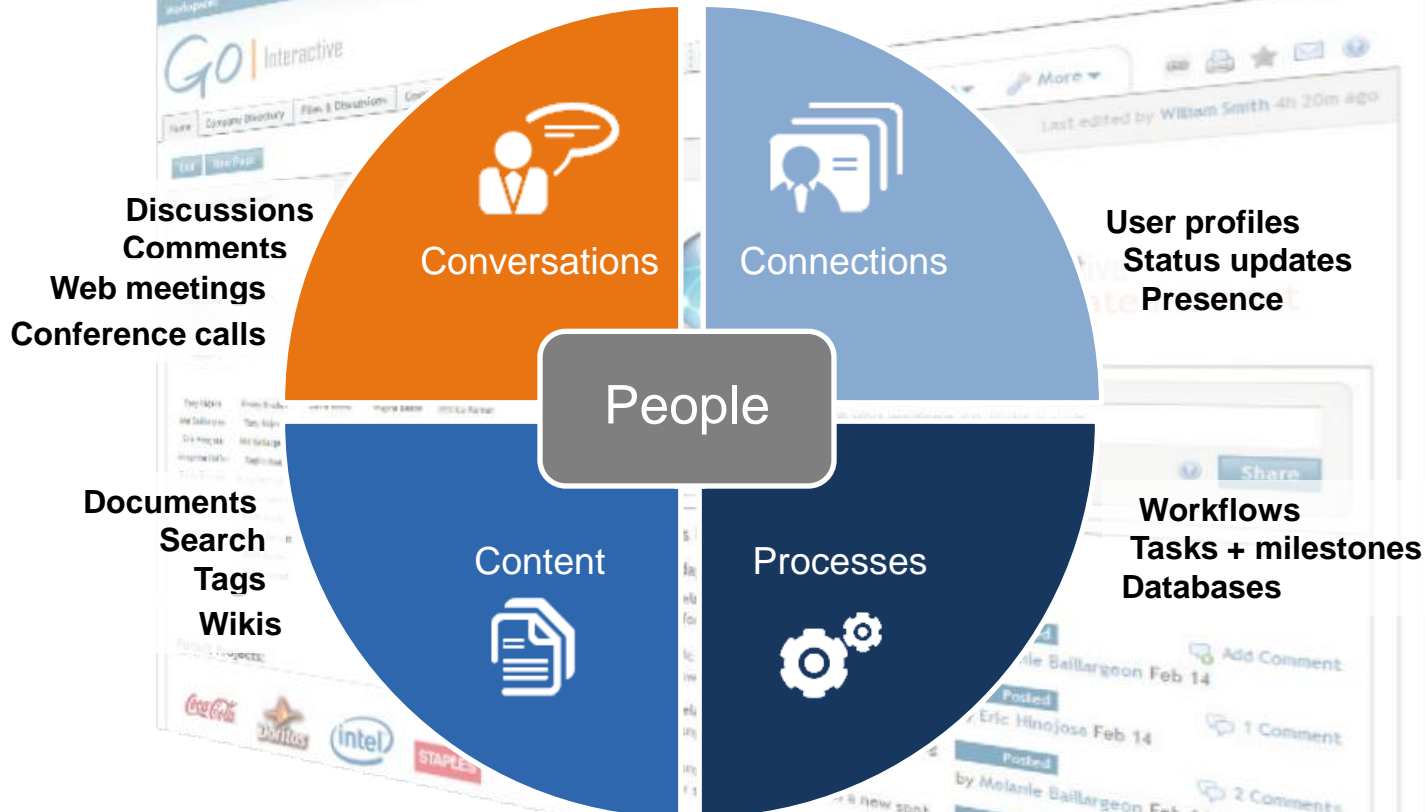


Productivity and efficiency were the expected primary benefits, with 69% of end users regularly using video and web conferencing to help them at work.

Additional benefits of using social tools:

- Improved team communication
- Improved client relations
- Stronger relationships
- Data centralization
- Increased knowledge base
- Increased client retention
- Maximize ROI

What We Do



Our Platform

- Cloud-based (SaaS)
- Focused on the “M” in SMB market
 - Companies with 100-1000 employees
- Easy-to-use and quick to deploy
- Flexible, integrated, complete
- Advanced security / permissions
- Available editions:
Basic (free), Workgroup, Enterprise, SocialBridge

Thousands of customers...

...over 450,000 users

Avid

CBS



GYMBOREE



**WHOLE
FOODS
MARKET**

equipois



McKinsey&Company



SCHOLASTIC

Questions?



Isaac Garcia, CEO

ceo@centraldesktop.com

626-689-4421



Where Work Gets Done.
Together.

Social Software Platform



Browser



Mobile



Desktop Client

Networking



Groups

Profiles



Communication



Intranet
Dashboards

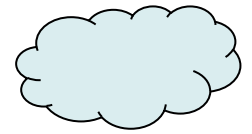
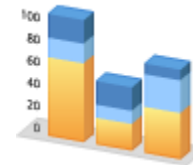
Microblogging &
Activity Streams

Collaboration



Wikis/Blogs

Spreadsheets



Cloud Hosted



On-premises



Socialtext Connect



Sharepoint



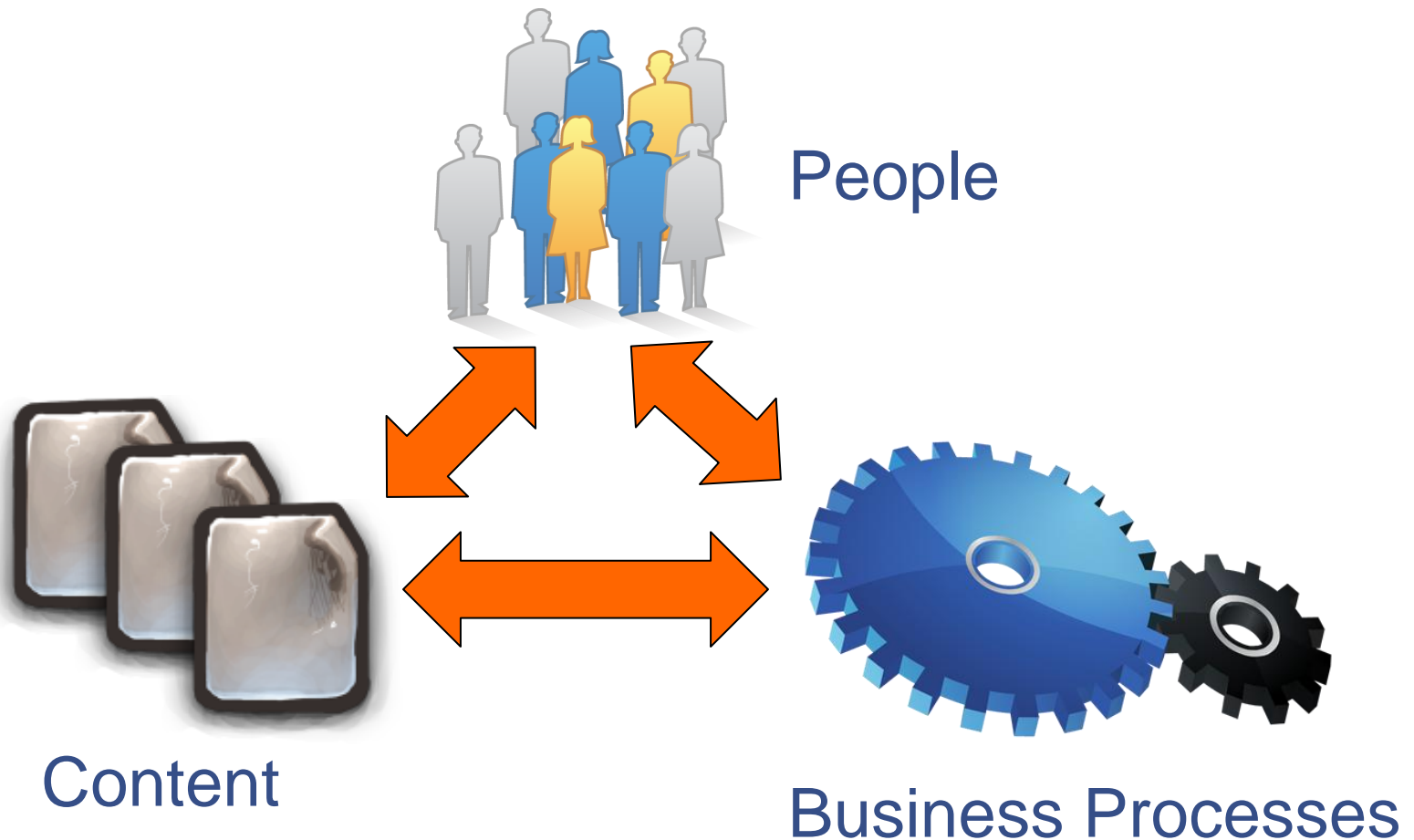
CRM



Other

“In The Flow of Work”

Social software should not be used as a stand-alone solution.



Signals



Post to [YourCorp \(primary, 5 users\)](#) ▾

What are you working on?

Private to:



Post

400

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



[Salesforce Bot](#) 4 minutes ago to Sales Team

New Opportunity for company [AcmeCorp](#) for \$50000.00 has been marked Qualified Prospect Meeting by [Joseph Hines](#)



[Carol Sutton](#) one minute ago

I spoke to their CEO last month at an Executive Summit in Austin. Please let me know if I can help in anyway.



Reply to conversation...



You 10 minutes ago to Marketing

"Everyone please make sure to have your tasks reviewed before the meeting on Friday" (edited [Project Tracking For Product Release](#) in Ryker Marketing)



[Mandy Cunningham](#) 8 minutes ago

[Joseph Hines](#), the web site updates may be delayed due to licensing issues with some of the images.



[Kevin Tan](#) 6 minutes ago

[Mandy Cunningham](#) I'm speaking with Legal now to work on getting everything approved.



Insert:



Post

400



[Dylan Communications](#) 22 days ago to YourCorp

Does anyone know which competitor's product this is?



[home_solar_panels.jpg](#) (22.5K)



[Alicia Engineering](#) 22 days ago

Based on the cell layout, I think it is from [Solar Days](#) product line. [#competition](#)



Reply to conversation...

Tip: Use the [Signal This!](#) bookmarklet to share any page on the web via Signals.





Social Networking

The Value of B2B and B2C Social Communities in Business

Megan Yunker
Product Marketing Manager

April 28, 2011



The Leader in Social Community Software

Why social communities?

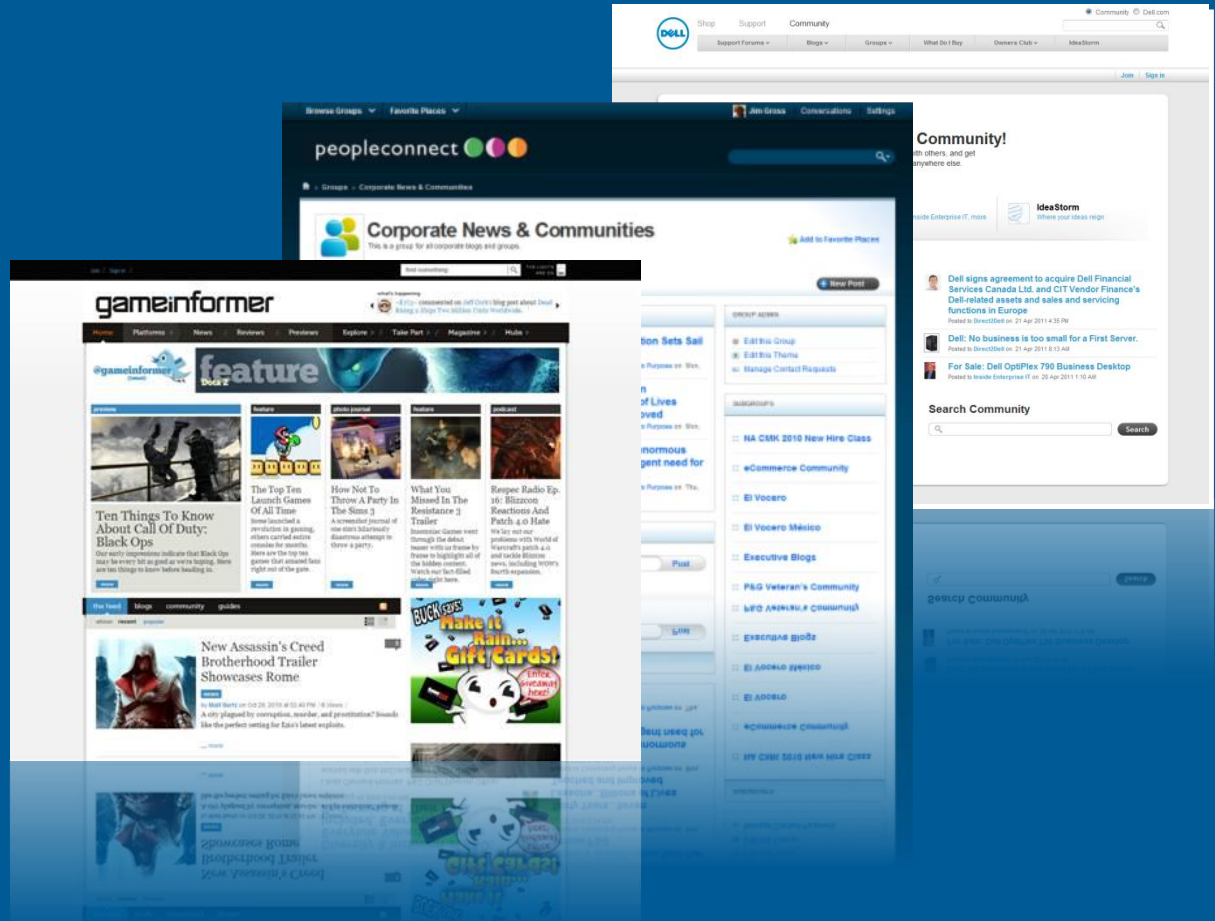
- Enhance customer support
- Empower employee collaboration
- Engage customers
- Gain valuable insight

How? World-class social suite

- Online customer communities
- Enterprise employee communities
- Social analytics

Why Telligent?

- Experience serving more than 3,000 customers
- Proven track record serving the industry since 2004
- Global reach with offices in Dallas, London and Paris



World-class Brands Trust Telligent with their Customers, Partners and Employees



Lufthansa



Broadridge



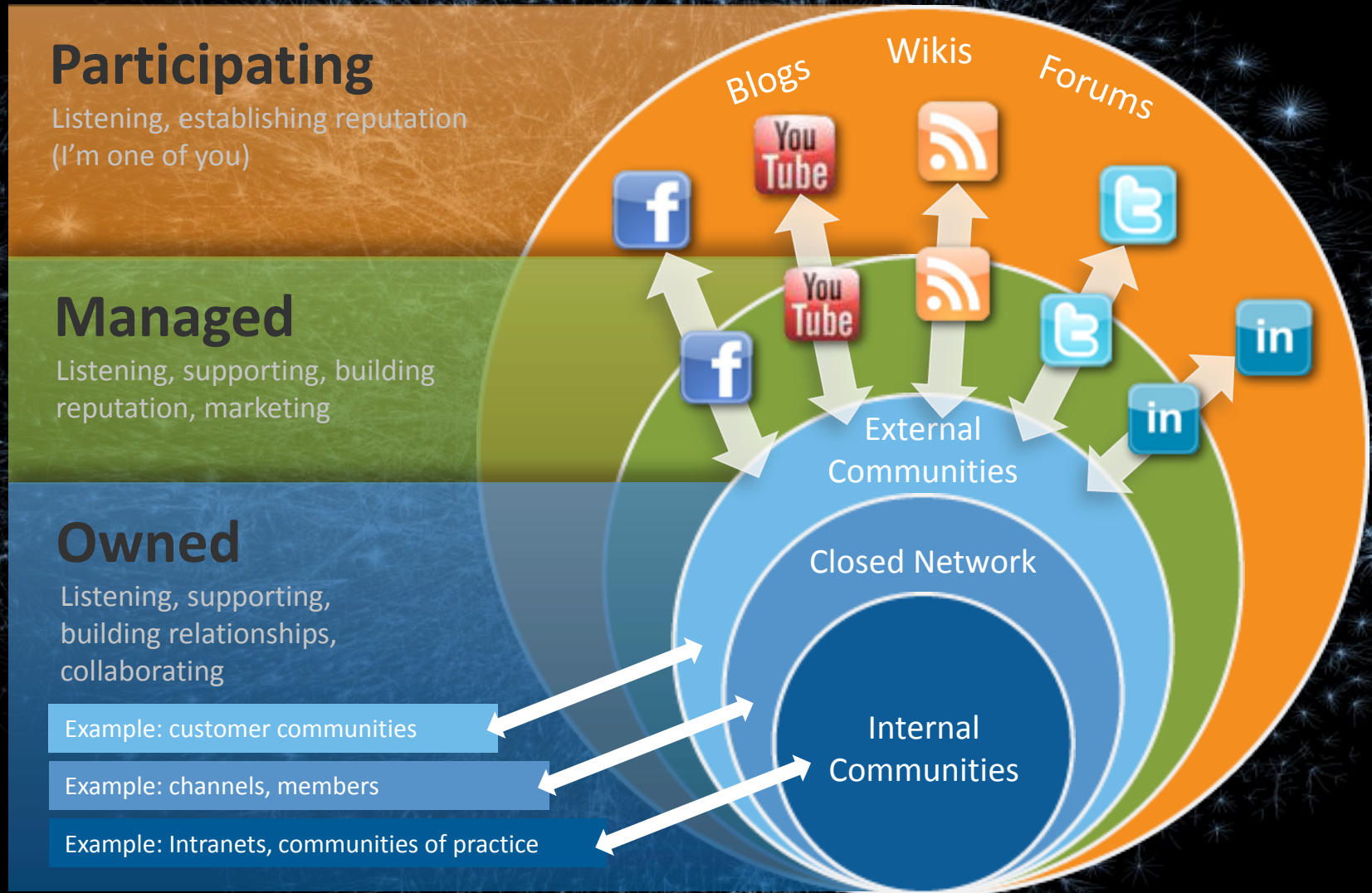
LexisNexis



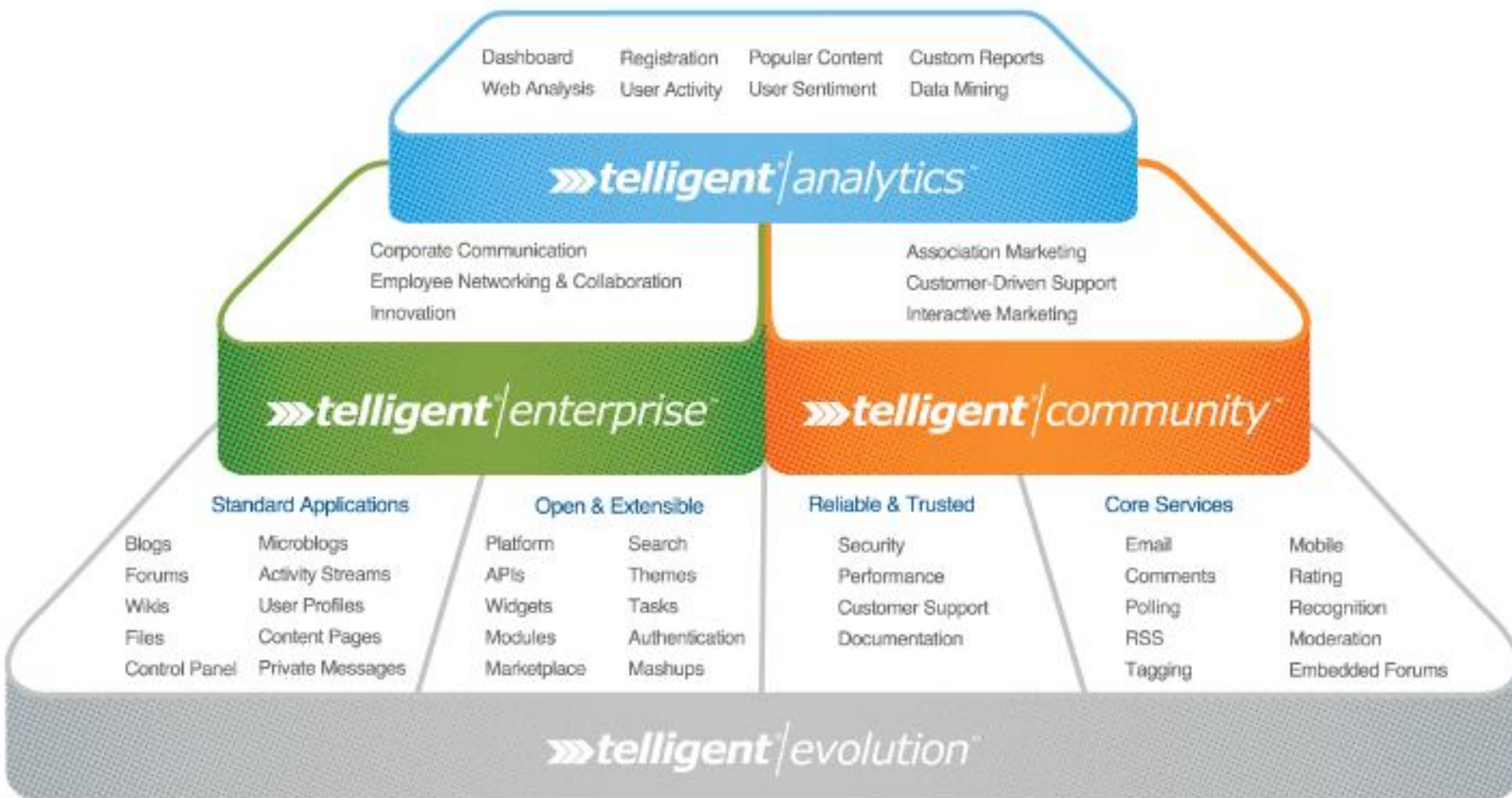
Microsoft



The Social Ecosystem



The Telligent Platform



Community Use Cases (80% of clients) **»telligent®**

Internal Communities



**Corporate
Communication**

**Employee Networking &
Collaboration**

Innovation

External Communities



**Customer-Driven
Support**

Interactive Marketing

Association Marketing



Connect Employees and Increase Productivity

Listen

Improve collaboration and productivity across the enterprise by connecting employees and integrating applications.

Engage

PeopleConnect unlocks weak and potential ties by making it easy for people with common goals and interests to form groups.

Measure

With 12,000 employees opting-in prior to any internal marketing, early success drove company-wide implementation.

"We already have some departments utilizing PeopleConnect as the sole means of distributing content to employees."

IT Innovation Manager, Procter & Gamble

The screenshot shows the 'digital BUSINESS' interface. At the top, there's a navigation bar with tabs for 'home', 'consumer', 'marketing', 'commerce', and 'capability'. Below this, the 'DIGITAL BUSINESS' header is visible. The main content area displays a blog post titled 'DIGITAL BUSINESS Consumer Reviews June 2010' by 'C. Neil Harrison, Jr.' dated 'Mon, Jul 26 2010 4:05 PM'. The post includes sections for 'Monthly highlights' and 'Brands measuring the value of R&R seeing promising results'. On the right side, there's a sidebar with 'EXPERT ADVICE' (Digital Dose, Expert Library, Ask The Experts) and 'COMMUNITY KNOWLEDGE' (Discussion Forums, Digital Wiki). A 'L'ys logo is also visible in the bottom right of the main content area.

**1,500+ new members
per month**

**138,000 employees in 160+ countries
receive information through executive blogs**

**2 months rather than 6 to 12 months
amount of time now needed to form a 150-
person, geographically dispersed workgroup**



Listen

Provide a global community solution that allows Dell to monitor its brand and users across the board.

Engage

Numerous community sites that support multiple languages and provide rich analytics on user influence and brand sentiment.

Measure

Utilize the data gleaned from the community to improve customer experience and quell potentially harmful issues.

Customers Helping Customers

"Dell community is a catalyst for becoming attached to our brand, learning more, and becoming a more active customer."

Bill Johnston, Head of Global Community

The screenshot shows the Dell Community website. At the top is the Dell logo and navigation links: Shop, Support, and Community. Below these are tabs for Support Forums, Blogs, Groups, What Do I Buy, Owners Club, and IdeaStorm. The main content area has a 'Welcome to the Community!' message with a photo of diverse people. Below this are links to Support Forums, Blogs, and IdeaStorm. A 'Featured Content' section highlights a post from Ed4Good about social media's role in social good.

The Challenge

1. Original approach was tool centric
2. No metrics or measurements
3. Desired a platform

Benefits Today

1. Consolidated customer community
2. One platform
3. Measure, analyze, and predict
4. Part of the sales process

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Your Speaker Panel



The Radicati Group, Inc.
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Sara Radicati

President and CEO, The Radicati Group

Isaac Garcia

CEO, Central Desktop

Alan Lepofsky

Director of Product Marketing, Socialtext

Megan Yunker

Product Marketing Manager, Telligent

Thank You!



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New Reports just published by The Radicati Group:

- ▶ IBM Lotus Notes and Domino Market Analysis, 2011–2015
- ▶ Corporate Web Security Market, 2011–2015
- ▶ Microsoft SharePoint Market Analysis, 2011–2015
- ▶ Microsoft Exchange and Outlook Market Analysis, 2011–2015
- ▶ Corporate Web Security – Market Quadrant, 2011

You can view all our published and upcoming reports at www.radicati.com