



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

# Speakers & Agenda



The Radicati Group, Inc.  
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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

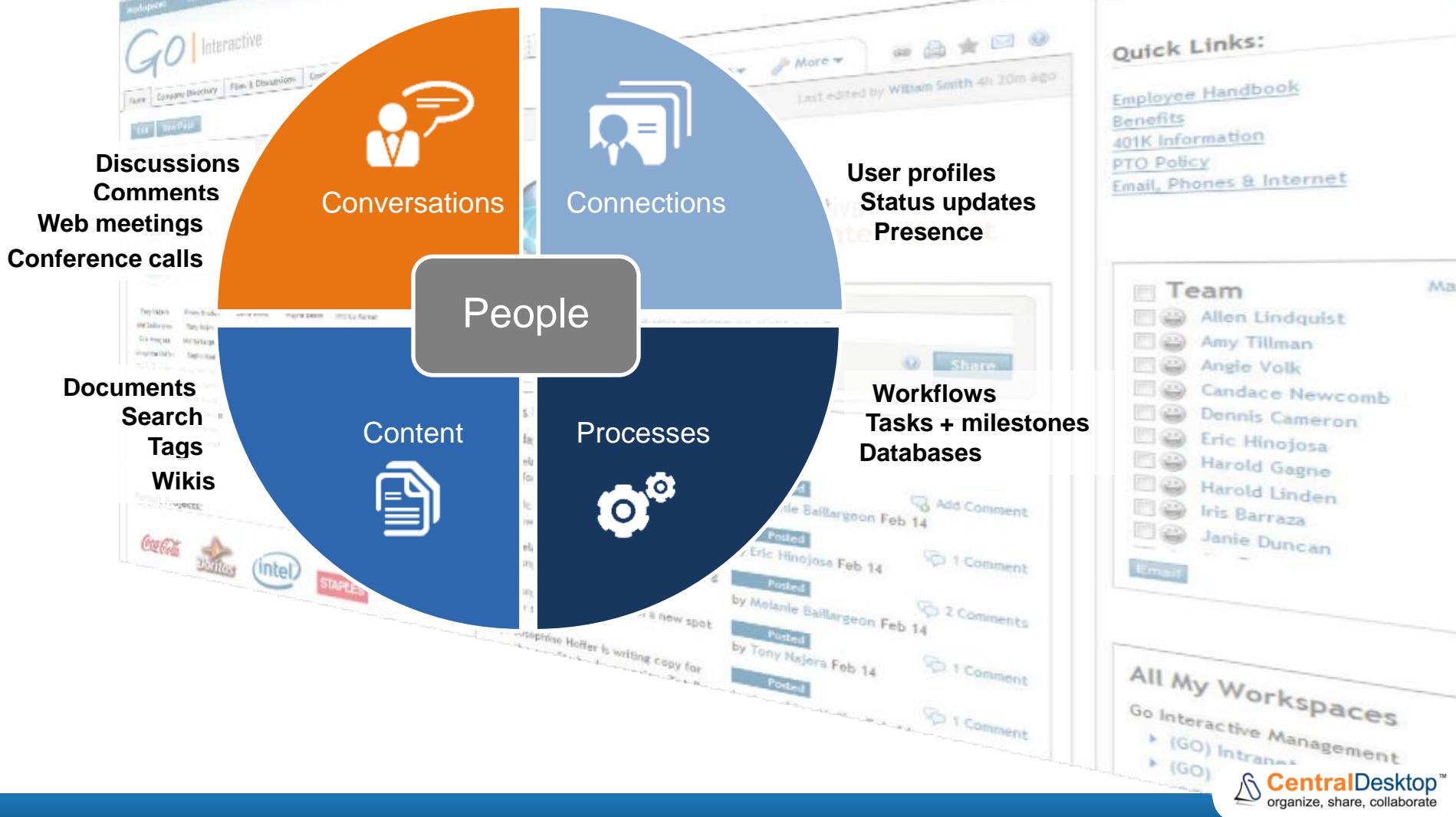


# Why Social Collaboration?

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



# 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



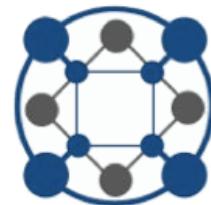
McKinsey&Company



# Questions?



Isaac Garcia, CEO  
[ceo@centraldesktop.com](mailto:ceo@centraldesktop.com)  
626-689-4421



# Socialtext

Where Work Gets Done.  
Together.

# Social Software Platform



Browser



Mobile



Desktop Client

## Networking



Groups



Profiles

## Communication



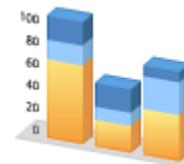
Intranet  
Dashboards

Microblogging &  
Activity Streams

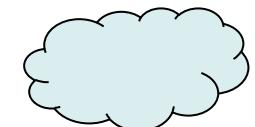
## Collaboration



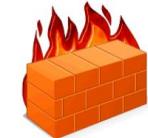
Wikis/Blogs



Spreadsheets



Cloud Hosted



On-premises



Socialtext Connect



Sharepoint



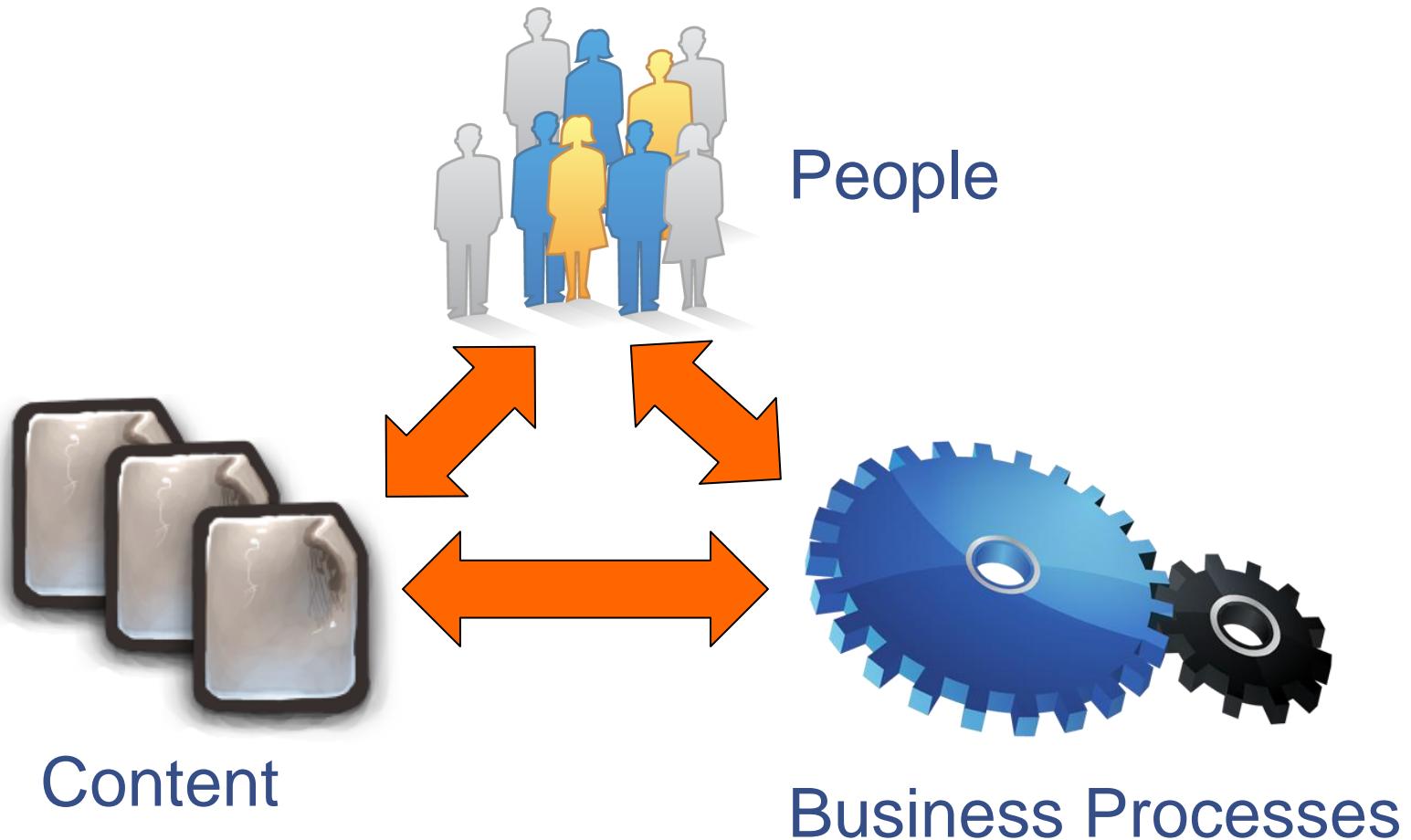
CRM



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

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**



## 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

# The Leader in Social Community Software

The screenshot shows the Dell.com community page. At the top, there are navigation links for Shop, Support, Community, and a search bar. The main content area features a "peopleconnect" group for "Corporate News & Communities". Below this, there are news items and a sidebar for "GROUP ADMIN". The right side of the page displays a "Community" section with posts from users like Jim Gross, and a "IdeaStorm" section for "inside Enterprise IT".

The screenshot shows the GameInformer website. The main page features a "feature" section with a large image of a video game character. Below it is a news feed with several articles, including "Ten Things To Know About Call of Duty: Black Ops", "The Top Ten Launch Games Of All Time", and "How Not To Throw A Party In The Sims 3". To the right, there are sidebar sections for "GROUP ADMIN", "Community", and "Search Community".

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



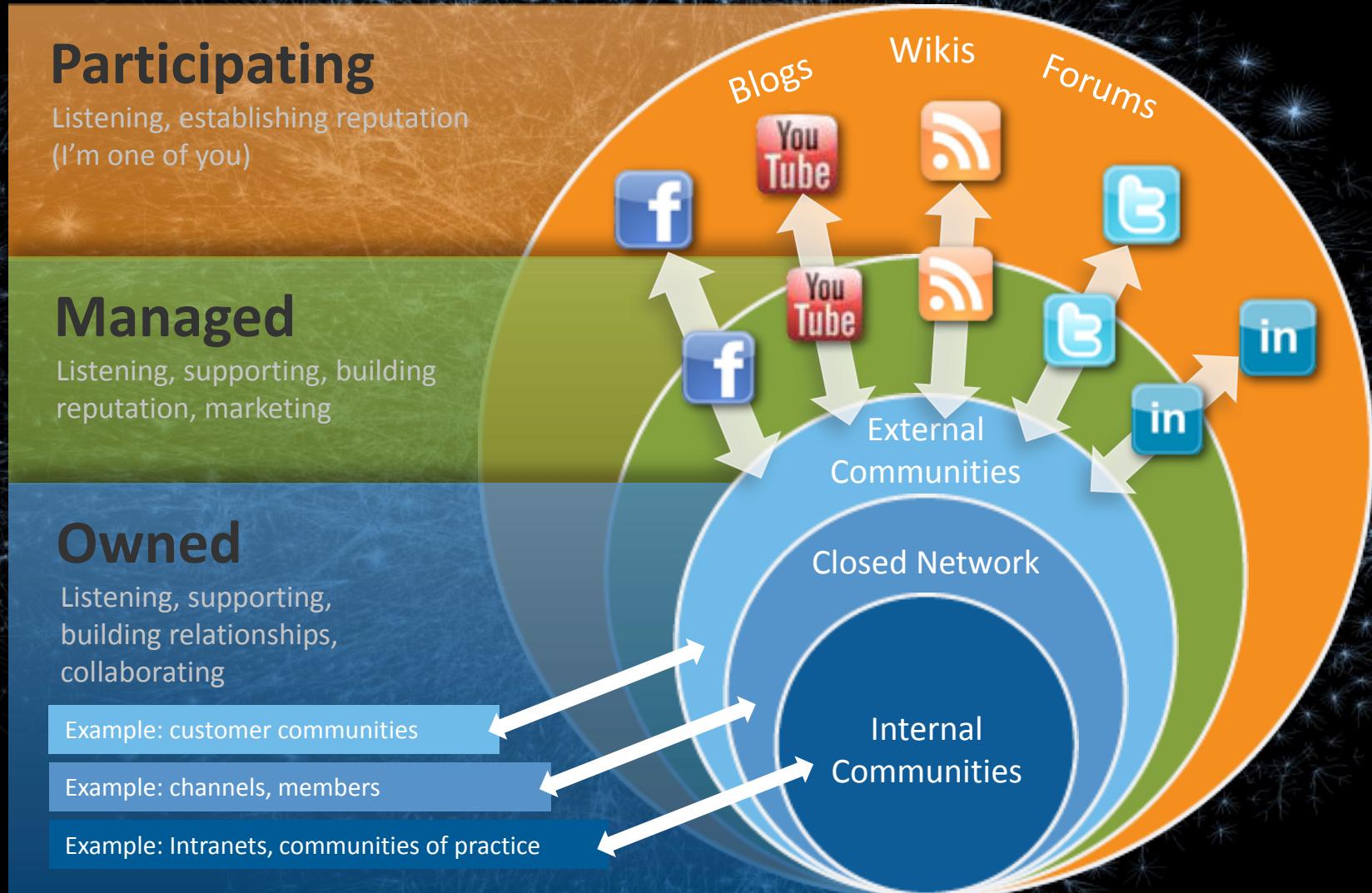
Broadridge



Microsoft

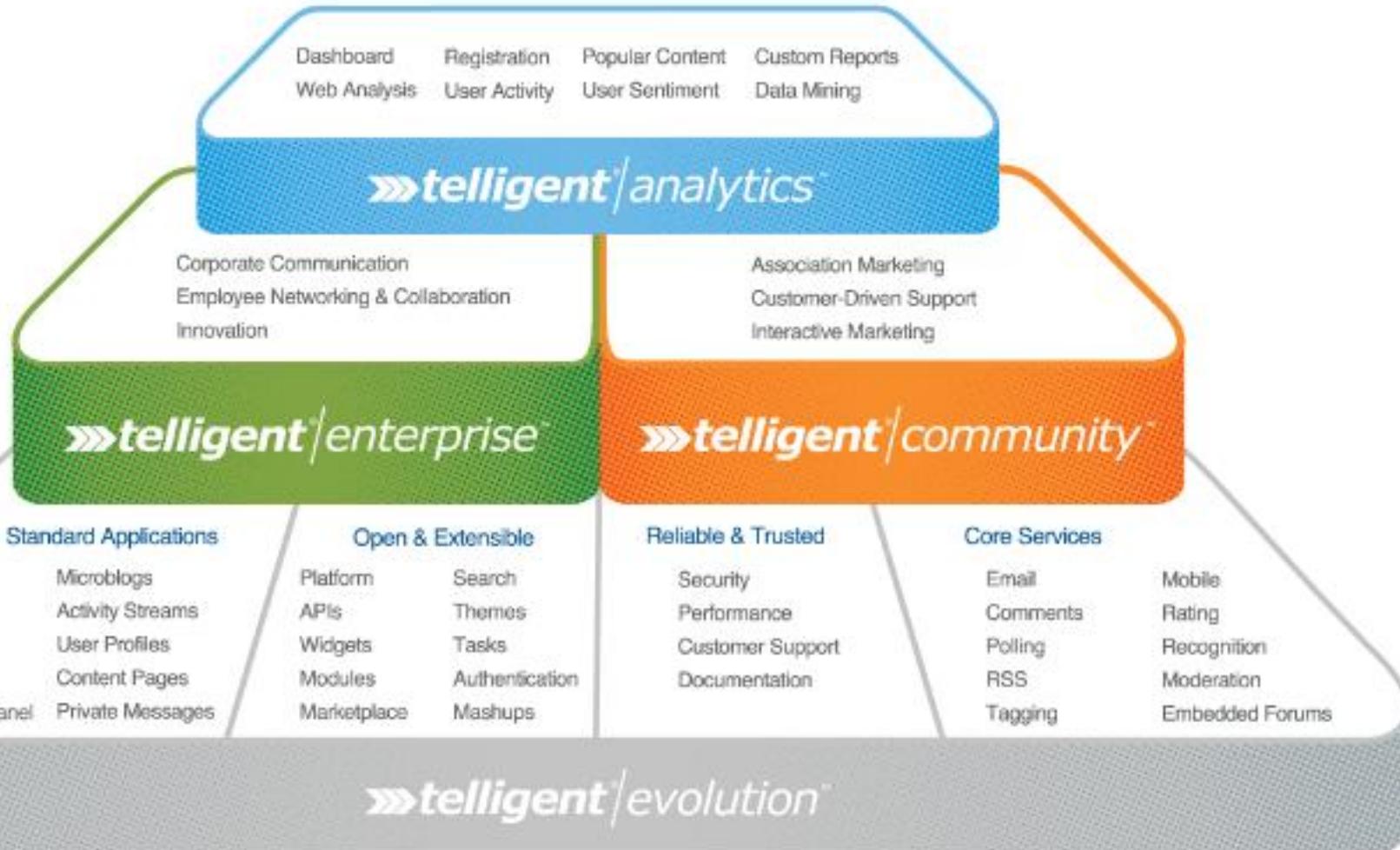


# The Social Ecosystem



# The Telligent Platform

**telligent®**



# Community Use Cases (80% of clients)



## Internal Communities



**Corporate  
Communication**

**Employee Networking &  
Collaboration**

**Innovation**

## External Communities



**Customer-Driven  
Support**

**Interactive Marketing**

**Association Marketing**



## 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.

# Connect Employees and Increase Productivity

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

IT Innovation Manager, Procter & Gamble

The screenshot shows a web interface for 'digital BUSINESS'. At the top, there are navigation tabs: 'e home', 'e consumer', 'e marketing', 'e commerce', and 'e capability'. Below the tabs, a sidebar on the right is titled 'EXPERT ADVICE' and lists 'Digital Dose', 'Expert Library', and 'Ask The Experts'. Another sidebar titled 'COMMUNITY KNOWLEDGE' lists 'Discussion Forums' and 'Digital Wiki'. The main content area features a blog post titled 'DIGITAL BUSINESS Consumer Reviews June 2010' with a small profile picture of a person. The post is dated 'Mon, Jul 26 2010 4:05 PM' and has a link to 'Full details here...'. The post discusses 'Monthly highlights' from June, including a 200% increase in reviews vs. June 2009, an average rating of 4.1 stars per brand purchased, and a 100% increase in the submitted review volume recorded from June 2009. It also mentions the 'Luv's continuing to feel the LOVE from users when soliciting reviews' section, which shows a 100% increase in reviews and reviews received overall. The post concludes with a note about the success of P&G's 'Ask the Experts' feature. Below the blog post, there is a section titled 'Brands measuring the value of R&R seeing promising results' with a list of brands and their success rates. Further down, there are sections for 'Ogilvy Fresh results' and 'Claimed results', each with a list of bullet points. On the right side of the main content area, there is a sidebar with a 'Luv's' logo and a message to 'CHRISTINA'.

**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.com Community homepage. At the top, there is a navigation bar with links for Shop, Support, and Community, along with a search bar and user account links for Community and Dell.com. Below the navigation, a large banner features a group of diverse people and the text "Welcome to the Community! Join the conversation, collaborate with others, and get valuable information you won't find anywhere else. We're glad you're here!" Below the banner, there are three main sections: "Support Forums" (with a link to Laptops, Desktops, Disk Drives, more), "Blogs" (with a link to Direct2Dell, Inside Enterprise IT, more), and "IdeaStorm" (with a link to Where your ideas reign). At the bottom of the page, there is a "Featured Content" section with a post from "Ed4Good" titled "Social Media Can Do Some Social Good this Month" dated 25 Feb 2011 5:33 PM.

## 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



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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



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# Thank You!

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](http://www.radicati.com)