The Radicati Group, Inc.
www.radicati.com

Enterprise Social Media and Privacy Issues

A Radicati Group Webconference

9:30 am, PT
June 22, 2012

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Speakers & Agenda

The Radicati Group, Inc.
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Speakers:

- Richard Hughes, *Director of Product Strategy*, **BroadVision**
- Tim Zonca, *Director Product Marketing*, **Jive**
- Ganesh Kumaraswamy, *Principal Customer Success Manager*, **Yammer**

Agenda:

- *Overview Presentations from **BroadVision, Jive** and **Yammer***
- *Speaker Panel Discussion – moderated by Sara Radicati*
- *Audience Q & A session*

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BroadVision

- Founded 1993
- eBusiness pioneer
- HQ: Redwood City, California
- Global presence

Selected customers

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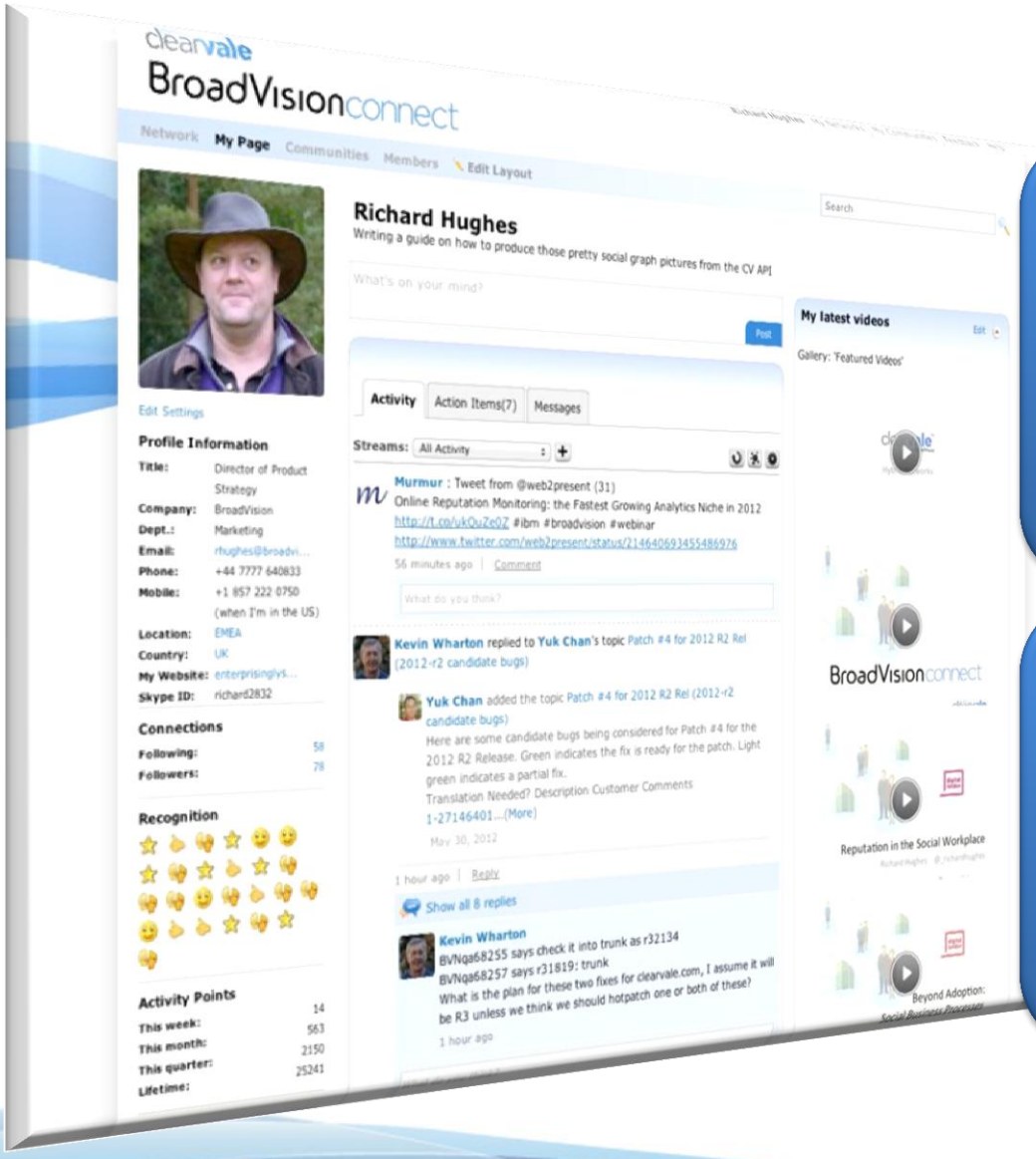
clearvale by BroadVision

clearvale™



Clearvale is a cloud-based enterprise social networking solution that helps businesses engage with employees, customers and partners

Only Clearvale enables businesses to create separate social networks for each of these groups, but manage them together as a whole, creating a social enterprise ecosystem

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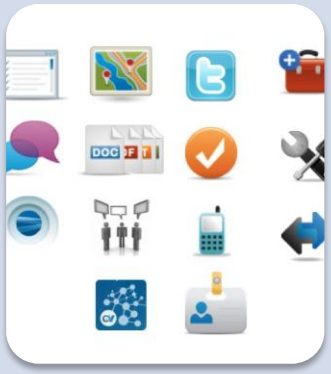
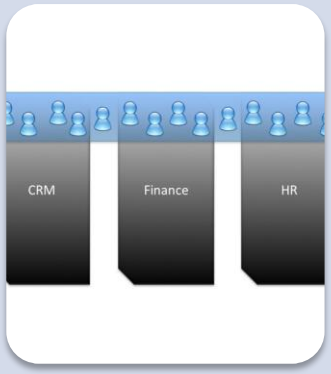
Clearvale is…



A fully-featured enterprise social networking suite

A place where real work gets done



A platform of engagement for your whole organization

A platform for your whole social ecosystem

Accessible from any device, at any time

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Enterprise Social Media & Privacy Issues

Tim Zonca
Director, Product Marketing
Jive

jive
The new way to business.™

WE HAVE ONE COMPETITOR

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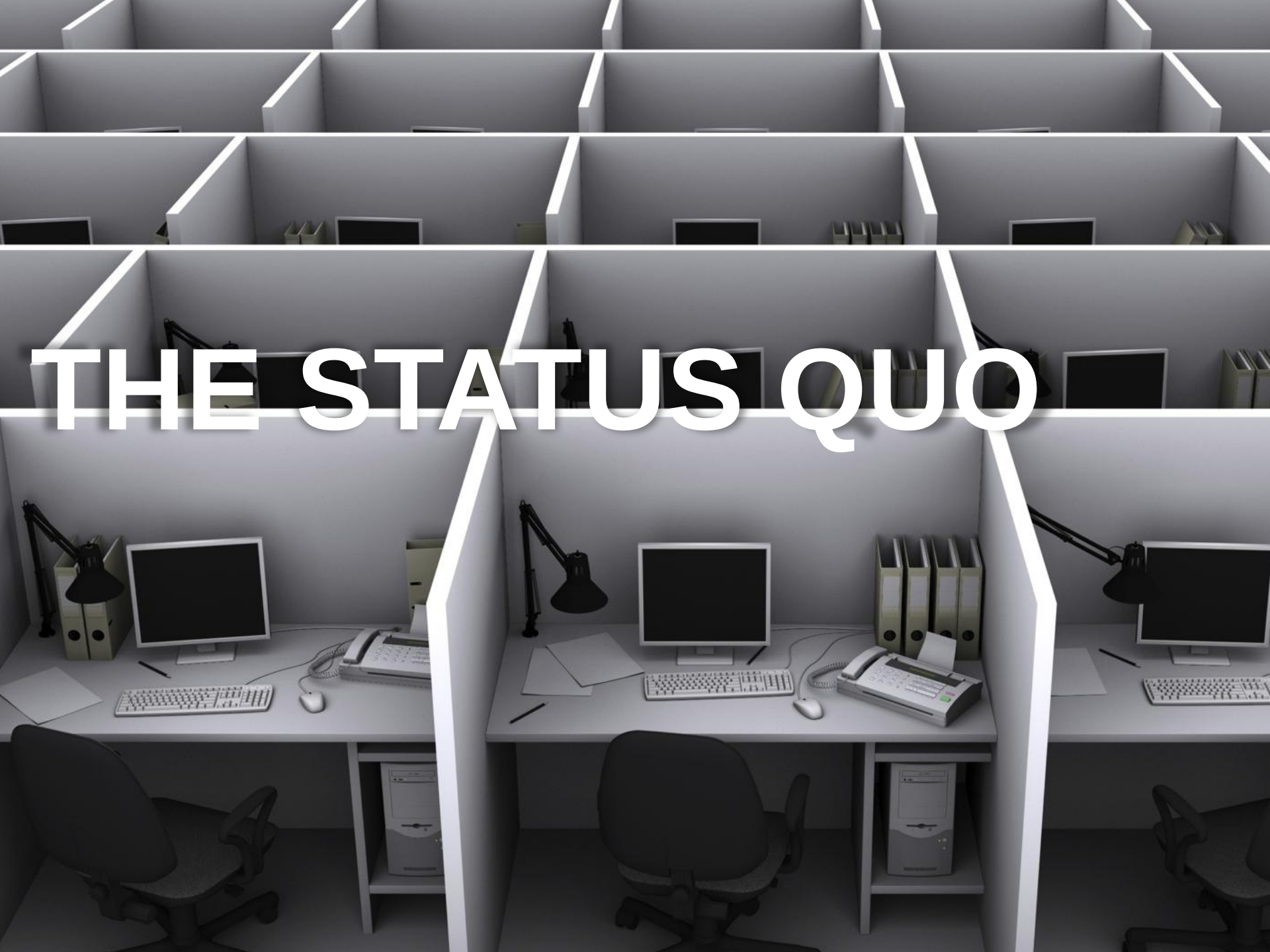
THE STATUS QUO

jive The new way to business.

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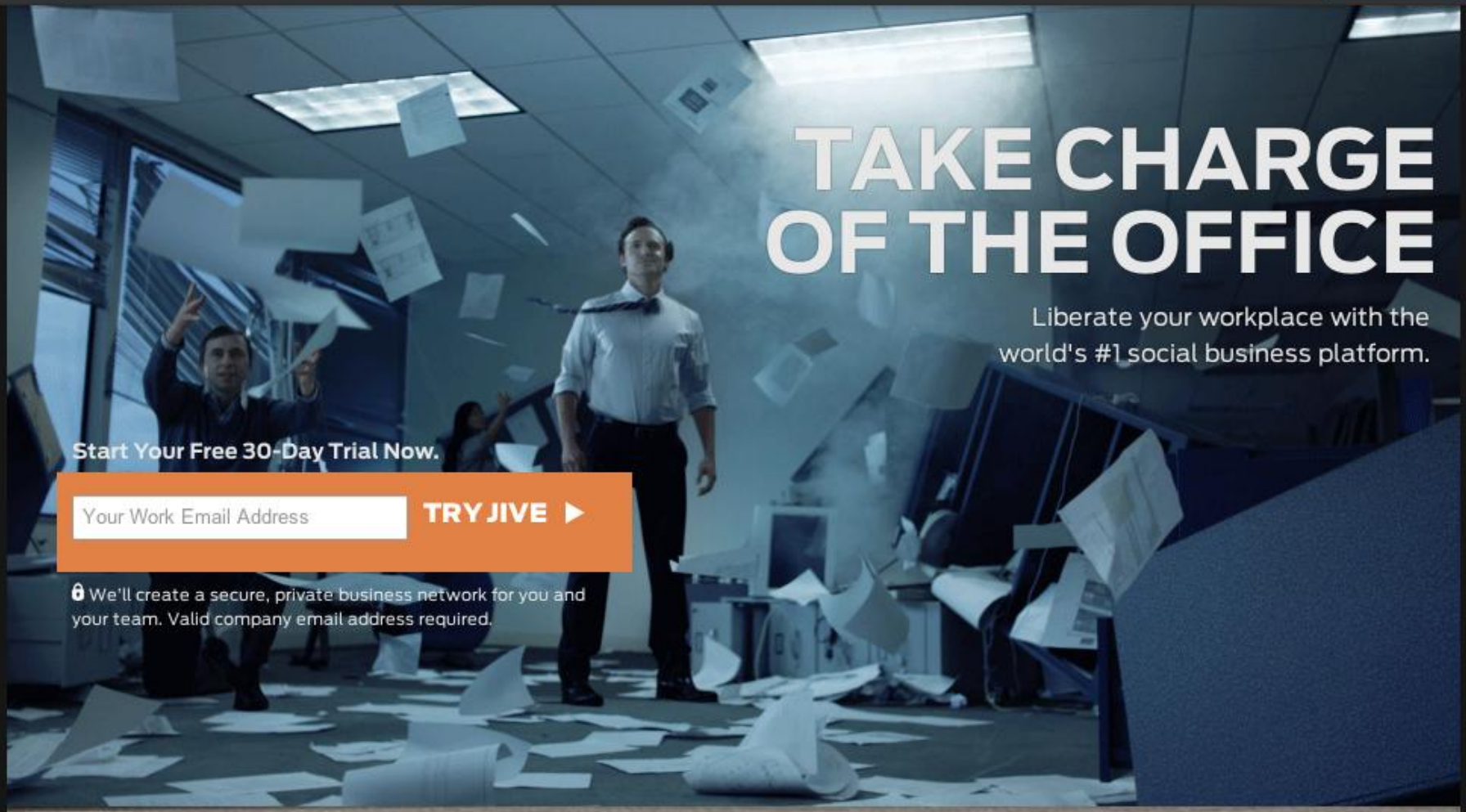


from JIVEON.COM

KEY FEATURES

Stellar Teamwork

You'll be amazed what your team can do when nothing gets in the way. Tap your best minds. Make better decisions. Co-author documents, fast. Unleash your

Always Informed

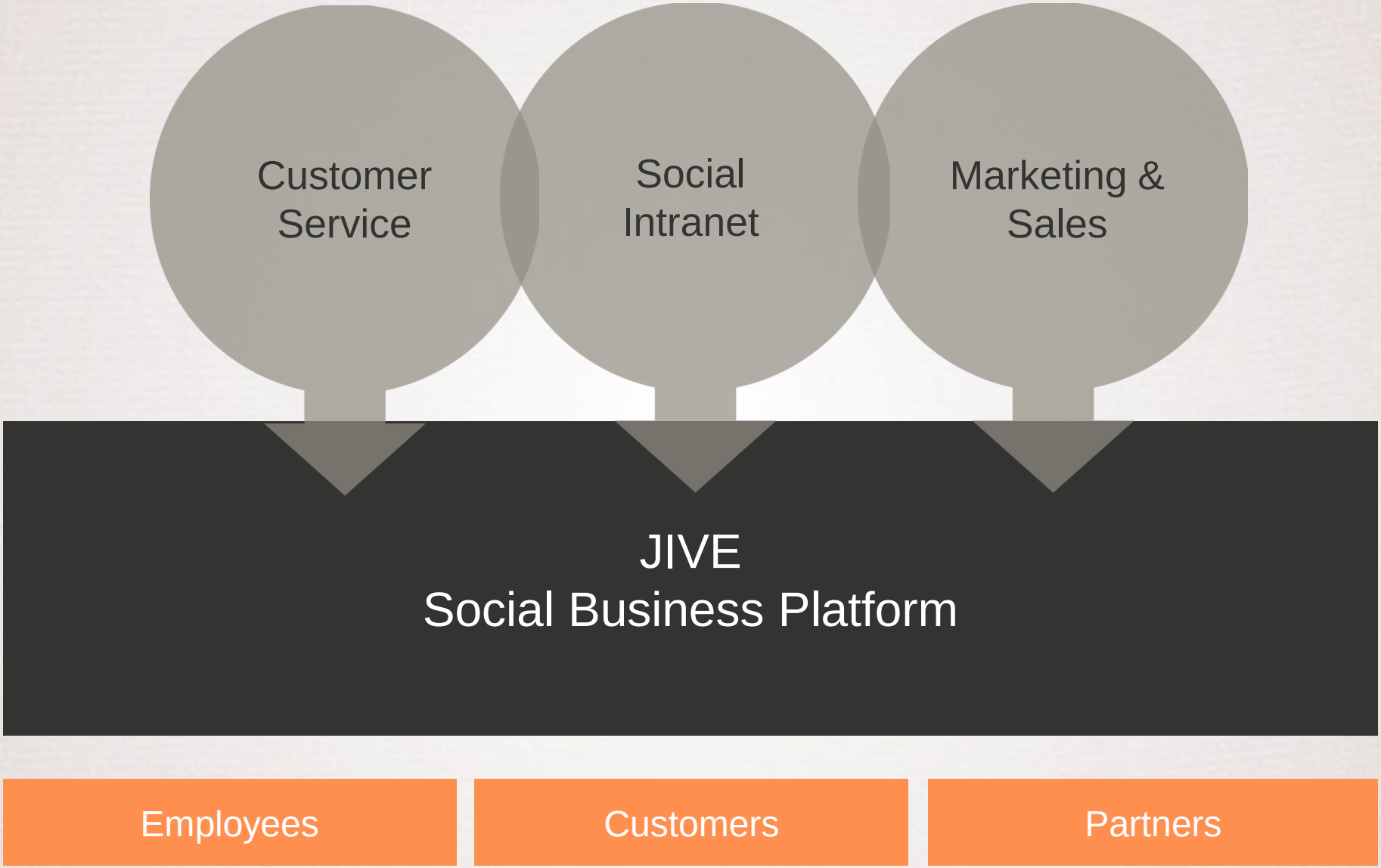
You'll never be out of the loop. Jive keeps you and your teammates in sync at all times. And Jive doesn't bug you with irrelevant updates. It cancels the

Go Mobile

Keep up with critical conversations, updates and activities, wherever you are. Read, post and reply from your iPhone, Android, BlackBerry or

Next-Generation Platform

Experience the power of the world's most advanced social business platform: all the latest tools for collaboration and communication to help you excel



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PROMISES PROVEN

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Success in every industry.

TECHNOLOGY

Adobe
ArcSight An HP Company
CSC
ELOQUA
EMC²
Hitachi Data Systems
Juniper Networks
National Instruments
NetApp Go further, faster
SAP

GOVERNMENT

Military HOMEFRONT
NASA
U.S. Army
EXCHANGE
Australian Government Department of Defence

FINANCE / INSURANCE

BNP PARIBAS
charles SCHWAB
E*TRADE
Fidelity Investments
IFC
Putnam INVESTMENTS
Scotiabank
Swiss Re
UBS

HEALTHCARE / PHARMACEUTICAL

Abbott A Promise for Life
Allscripts
blue of california
Boston Scientific
Bupa
Cerner
Genentech
KAISER PERMANENTE
life technologies

TELECOMMUNICATIONS

Alcatel·Lucent
BANDWIDTH.COM
Sprint
T-Mobile
vodafone

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Company Overview

Ganesh Kumaraswamy – Yammer, Inc.

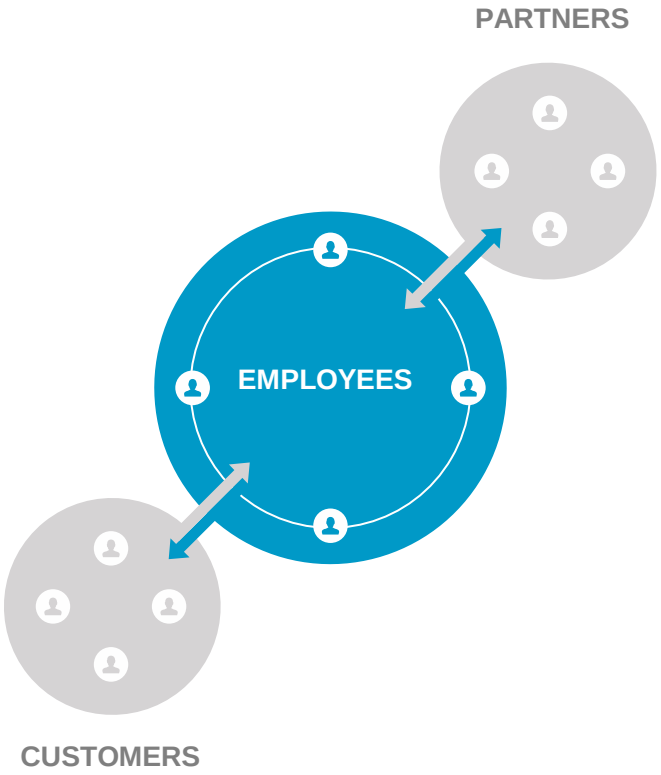
The Enterprise Social Network

A private, secure social network for the employees of a company to collaborate and share

- Across all departments, levels, geographies, and business applications
  - Enabling enterprises to make transformative changes quickly

yammer

Connecting Your Employees, Customers, Partners



- **Communicate and Collaborate** across silos
- **Engage** your employees, customers, partners
- **Align** everyone to your mission, values, strategy
- **Socialize** your business operations

"Social networking ups the ante in terms of getting work done. It improves how employees connect with the work they are doing and how incredibly impactful that work can be."

Chris Laping—CIO, Red Robin

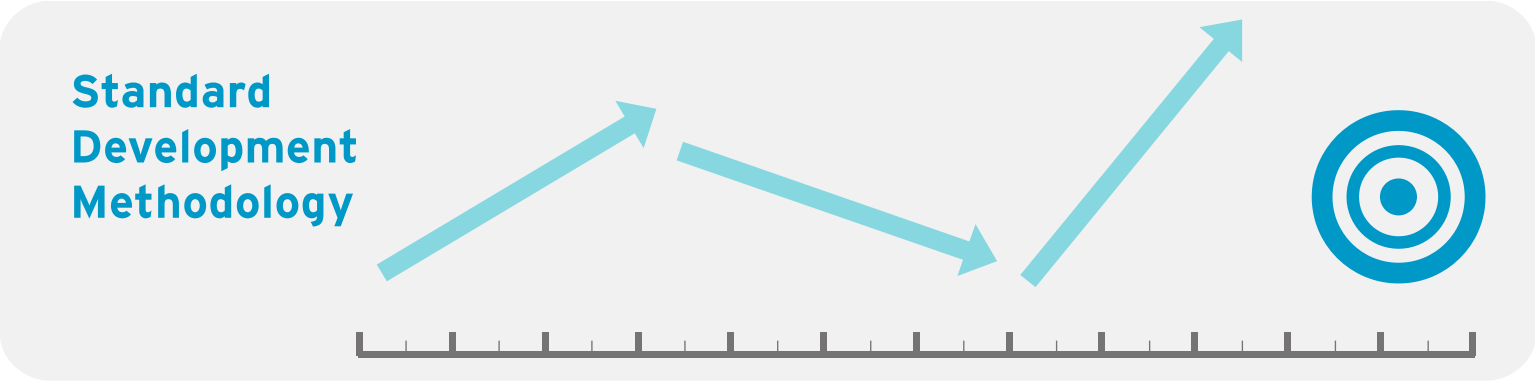
RED ROBIN AMERICA'S GOURMET BURGERS & SPIRITS

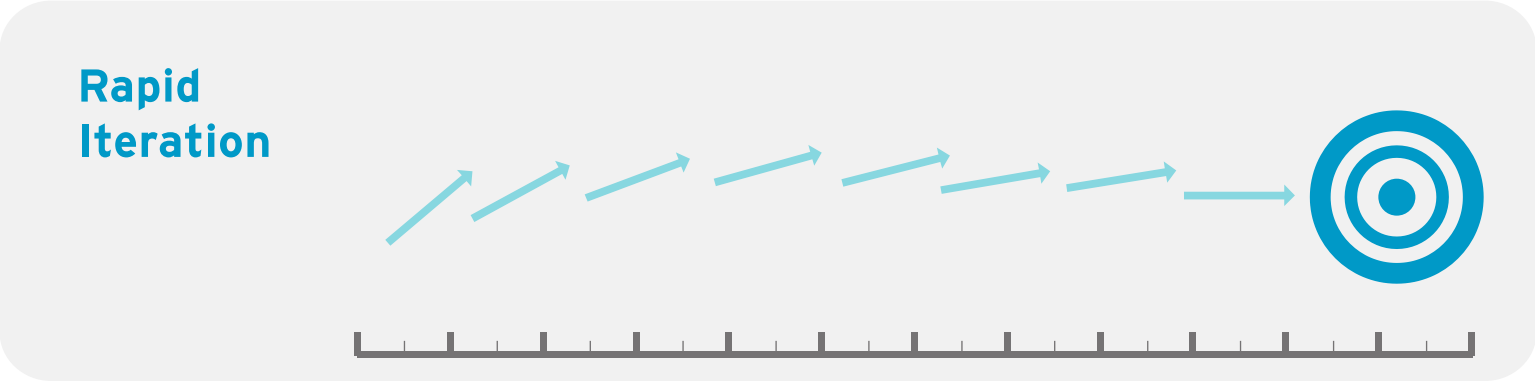
yammer

Built Like The Best Consumer Software

Yammer's data-driven design employs rapid iteration

› Quickly observe, orient, decide, act.





Yammer Overview

- **First mover** and **leader** in ESN with **5+ million** registered users
- Used by **over 85%** of the **Fortune 500** (300,000+ corporate networks)
- **350 employees**, with offices in US, UK, and Australia
- In **150+ countries** and **23 languages**
- Raised over **$142M** in **venture capital**
- All-star team of investors including **Facebook**
- Acquired **oneDrum** to bring **desktop sync** and **real-time collaboration** to MS Office

Global Leading Companies Choose Yammer

yammer

Transformation through “Radical Transparency”

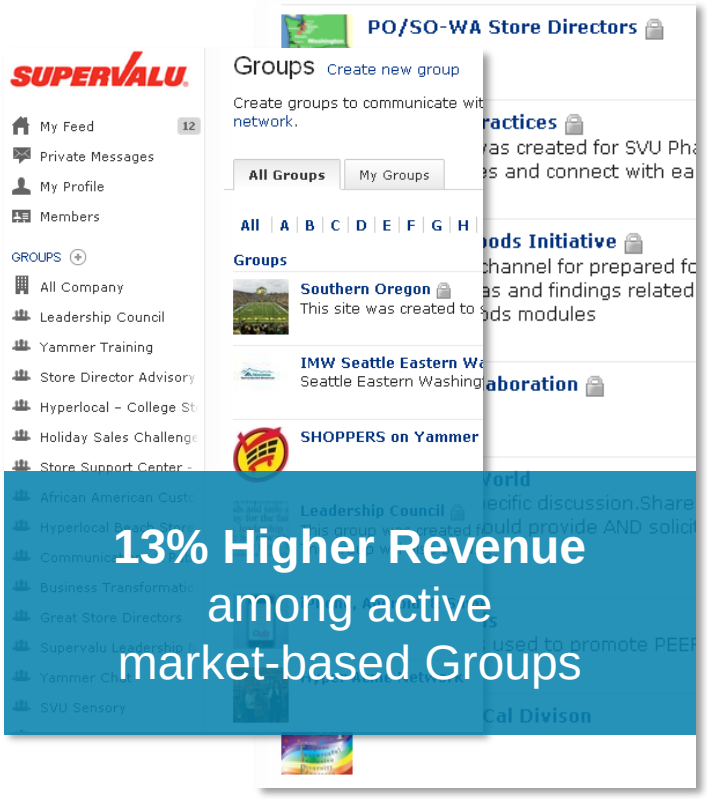
SUPERVALU®

“America’s Neighborhood Grocery Store”
135,000 Employees with **2,500 stores.**

135 year-old national retail outlet brought in a new CEO to re-invigorate the company. He saw an opportunity to de-centralize and improve decision making and shape the culture across multiple brands using Yammer.

With Yammer, SUPERVALU

- Shares best practices across markets, improving merchandising, retail, and service at the store level
- Crowdsources and act on the best ideas while fostering camaraderie and healthy competition
- Achieves stronger alignment and better performance company-wide



“Yammer has made my life easier, and my life as a CEO better – better because I’m able to listen and converse with all of our associates in real time, all the time.”

Craig Herkert—CEO, SUPERVALU

yammer

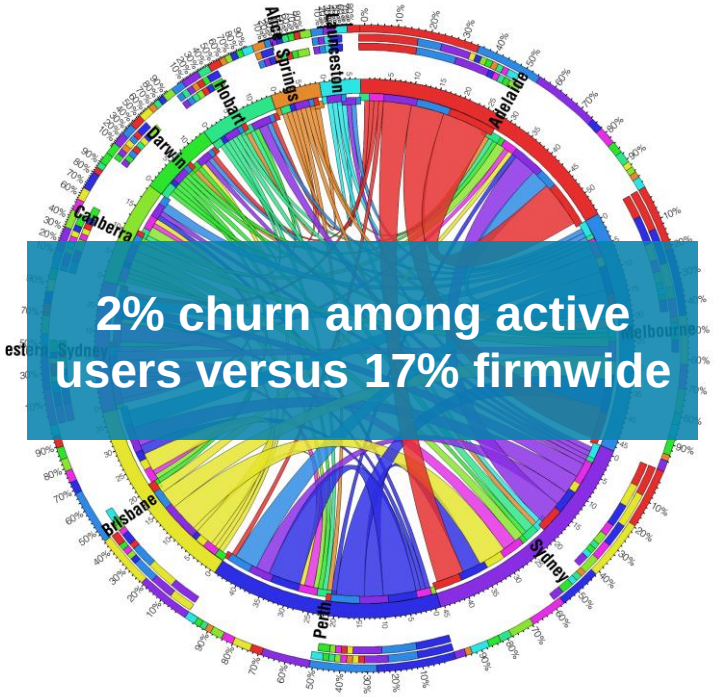
Connecting Talent, Teams, Expertise, and Ideas

Deloitte. AU

"Let's Go"

4,500 employees and 11 offices with global projects.

Professional services firm chose Yammer for its mobile, global, fast-moving employee community to run projects, identify expertise, find answers, and solve problems.



With Yammer, Deloitte AU

- Unites employees across locations to improve collaboration, support formal and ad hoc teams
- Taps into its talent pool to crowdsource ideas; in one instance gathering 1500 taglines in 24 hours
- Reduces costs, e.g. $2M through Facebook Integration

FORRESTER® groundswell 2011 AWARD WINNER

"Yammer has gone beyond all our expectations and become embedded in how we do things. It's helped drive innovation and build community, and we're finding new value in the tool every day."

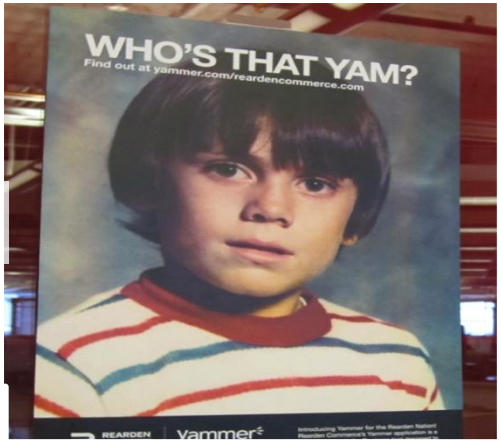
Pete Williams—CEO, Deloitte Digital AU

yammer

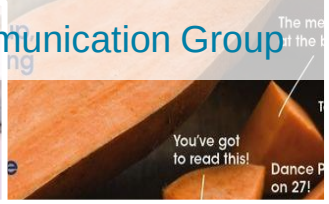
Inspires Voluntary Adoption

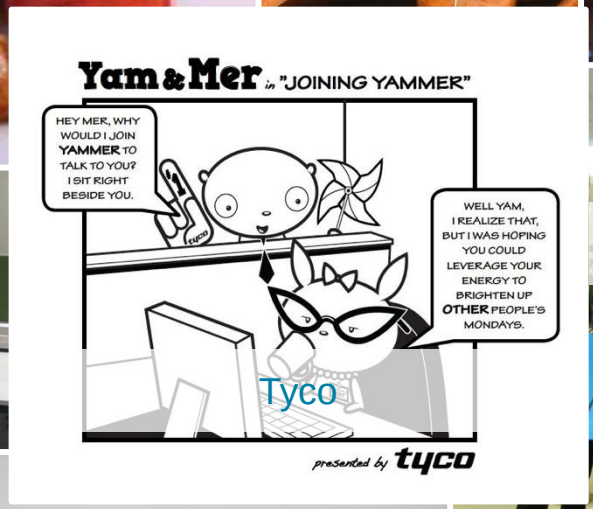
SUPERVALU

GA Communication Group



Evergreen University Online





Tyco

Legal Aid Ontario

Teekay

Melbourne Water Corporation

Accenture-Shell

Asahi Beer

Socially Connects All Your Enterprise Systems

"People and data have never been so nicely woven together."

Gareth Burkhill-Howarth—Global Head of Projects, Kinetic

kinetic

yammer

Your Speaker Panel

The Radicati Group, Inc.
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- **Sara Radicati**
  President & CEO, The Radicati Group
- **Richard Hughes**
  Director of Product Strategy, BroadVision
- **Tim Zonca**
  Director Product Marketing, Jive
- **Ganesh Kumaraswamy**
  Principal Customer Success Manager, Yammer

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