

## Open Text Social Workplace: Executive Overview

### A real solution for real people.

Open Text Social Workplace brings groups of people together to collaborate and get the best possible results from their team-based work.

It is a social collaboration tool that is designed to meet the needs of today's information workers - easy to use, easy to connect to colleagues and partners, and quick to deploy. We've made it real: real easy, real useful, and packaged in a way that gets it in people's hands real fast.

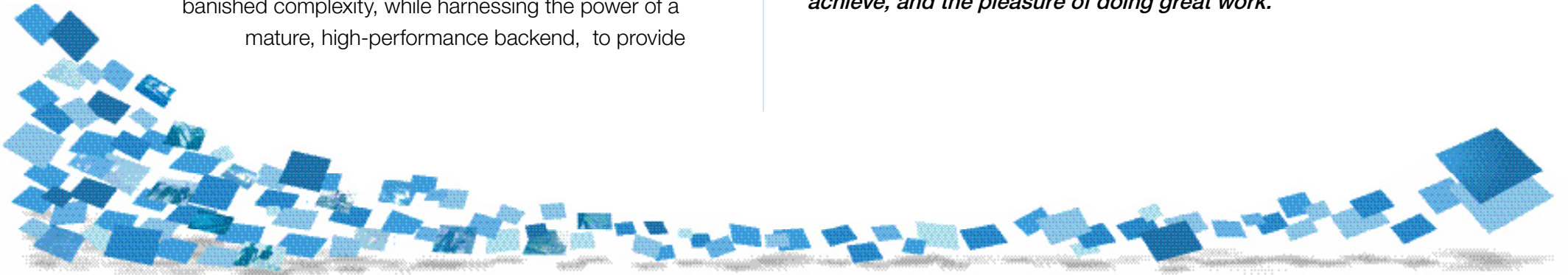
Open Text began the design process by focusing on real people and what they need (and expect) from social collaboration environments.

The impact of that focus is clear from the very first time you try it. The experience feels natural. It's convenient and it's very effective – so much so that user training is typically not required. We have banished complexity, while harnessing the power of a mature, high-performance backend, to provide

a simple yet provocatively powerful tool.



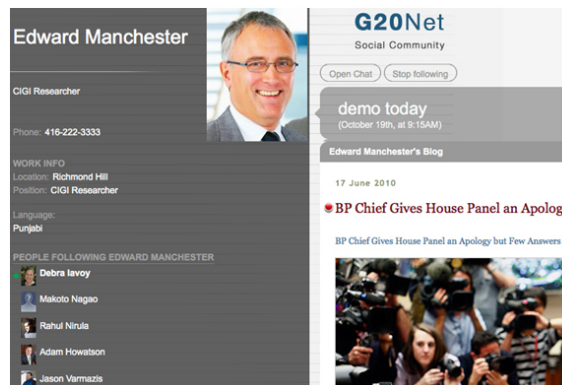
Open Text Social Workplace helps organizations become more effective by putting the expertise and effort of the entire workforce at everyone's fingertips. ***As your organization evolves, Open Text Social Workplace will engage and reinforce your sense of teamwork, your drive to achieve, and the pleasure of doing great work.***



## Social Workplace Works



Perhaps one of the most ambitious applications of the tool, the G20 Summit Meeting was able to swiftly deploy the Social Workplace to its delegates and diplomats, who just as swiftly adopted it. Security was of the utmost importance. OTSW helped them prepare more quickly and effectively for their Toronto Summit. Then something interesting happened. They made a late decision to deploy another instance. It helped them include the observer nations more deeply, and even gave the accredited media, NGOs, The World Bank, academics and the interested public, the opportunity to engage appropriately and meaningfully. The G20 Net will endure, and be used to prepare and engage at the Summit meetings to come in France and Korea.



A member profile includes contact and biographical info as well as a blog and follower list.

## Enabling Teams

What do people need to do to work more effectively together? They need to form as a team, get organized, aggregate and iterate work, deliberate issues, and deliver on objectives. When people are scattered across the organization and the globe, these basic activities burn time and opportunity. Email trails with comments, issues and versions of documents swirl around, get lost and lose business context.

Next year, when you're doing it again, all that remains is a couple of documents loosely coupled to the project. Nobody knows where the information came from and there is no record of how key decisions were made. The core resources, what problems were faced, and what solutions were found have become a mystery. And who knows who in the organization might have that insight, that missing piece of the puzzle to make it all work?

Open Text Social Workplace communities are shared workspaces that ensure that everyone on the team has

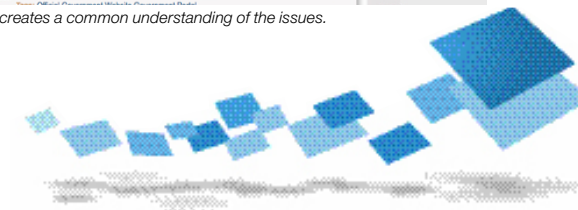
a consistent view of the current issues, discussions, documents, comments and other aspects of project collaboration.

The list of features will not surprise you. Social Workplaces include discussion and activity feeds, wikis, "bookmarklets" and content management. What distinguishes this product is the way in which these capabilities are integrated with a team list in a straightforward, but visually appealing fashion that makes forming and acting as a team simple and effective.

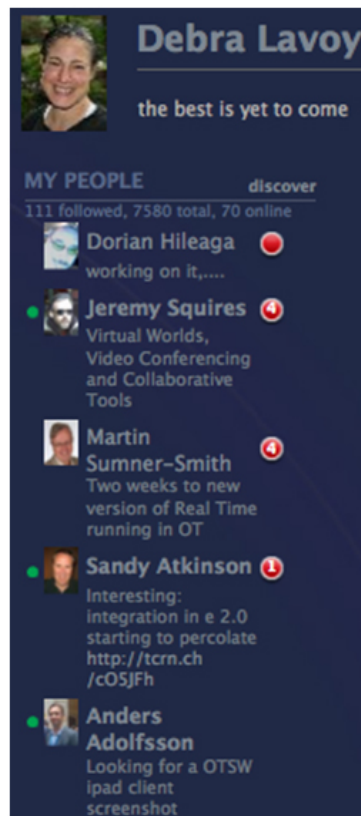
Social workspaces allow team members to aggregate work, share resources, and benefit from the feedback and insight of the entire team. It means that people aren't left wondering where the latest version of a document is, or if they have all the latest discussion pints and decisions documented. A newcomer to the team has the chance to catch up quickly without the guesswork typically associated with interpreting the project status. The team also has a reliable, real-time and shared view of project work, which is extremely important not only for team productivity but also for information governance mandates.



A community creates a common understanding of the issues.



## Connecting the Dots



Your organization is rich with expertise and insight – but it's often hard to find it and tap into it at the right time. Everything from “has anyone worked with this technology before?” to “who handles our...” to matters of core capabilities, such as mutual research, account or project activity. Time is wasted, opportunities lost. The goal is to maximize the likelihood that relevant information, activity and expertise is connected at the right time. Open Text Social Workplace has several ways of addressing this issue.

Keys to connecting dots

- Ambient Awareness:

Status updates and notifications keep you aware of what's going on.

- Expertise search

type in search phrases, and get results. What's special is that the result set is organized based location, and contributor. So you don't just find information, you find the right people and teams to refer to.

## Compounding Capabilities.

**The great upside of working primarily in shared workspaces is that the work and communication - the resources, decisions, ideas, contributors and processes - that lead to the end product are captured.** Little things that many people may consider insignificant and don't bother to catalog can add up to something extremely valuable. For example, imagine when an information worker looks up “launch plan.” Without leading edge capabilities they may be presented with a template or other product launch plan documents. With Open Text Social Workplace, information workers not only get relevant documents, templates and checklists, but also all the materials, ideas, decisions, feedback and more associated with launch plans. This enables them to take advantage of the collective knowledge gained across prior launches, thereby minimizing the chance of repeating mistakes and optimizing the launch process by capitalizing on lessons learned. When work (not just documents) is captured and indexed, users can leverage it to the greatest extent possible and never have to worry about reinventing the wheel.

## Access and Mobility

**Today's workforce is anything but desk-bound.** They work remotely and on the move from laptops, iPads, and smartphones.



Open Text Social Workplace can be accessed via any Web browser at any time and on any device. Not at the desk? **Native Blackberry, iPhone and iPad apps mean that the information and expertise you need are always available.** What's more is that the underlying architecture of Social Workplace guarantees that no matter how these devices evolve, you will be at the forefront of it.

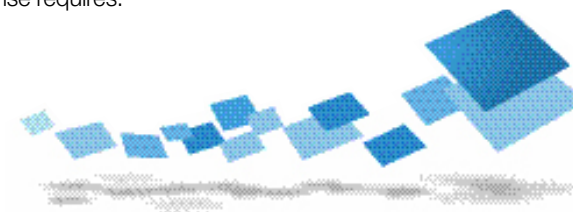
## Governance and security

Often times, project teams are forced to piece together collaboration spaces with whatever they can get their hands on – sometimes these tools are designed for consumers, and they're generally designed to be small, independent programs – which means that you now have corporate assets that are scattered and silo-ed. Open Text Social Workplace provides a secure, hosted or on-premise work environment that can start small and scale to meet the needs of the entire organization; helping to bridge silos, rather than create new ones.

Social Workplace also integrates with Open Text ECM Suite, meaning that organizations can archive and manage all communications to comply with the organization's regulations and policies and extend investments in existing document and records management systems.

## Get what you really want

Information workers today know what they want – easy to use, powerful and flexible tools that leverage the emerging capabilities of the Web and the consumer apps they use in their personal lives. Open Text Social Workplace delivers. Ease of use and intelligent design mean that information workers get the usability and convenience they demand, while maintaining the scalability, performance, security and governance that the enterprise requires.





## Open Text Social Workplace Scenarios

### Strategic Client Support

- Build convenience, trust and value
- Execute and manage events
- Increase engagement between events, and maximize the ability to build upon prior work.

### Multi-Lateral Meetings and Committees

- Prepare agendas, documents and other materials in preparation for events.
- Execute and manage events
- Increase engagement between events, and maximize the ability to build upon prior work.

### Government and NGOs

- Inter and Intra-agency collaboration on initiatives
- Military and Intelligence issue collaboration, expertise identification, problem solving.

### Legal (Multi-national law firms)

- Attorney-Client communications
- Practice area collaboration
- Knowledge management and retention

### Mergers and Acquisitions

- Help people navigate the new organization and identify their new colleagues. Build a common culture.

### Research and Development

- Multidisciplinary teams form, identify and work through problems, while leveraging expertise throughout the organization.
- Help teams get aligned and understand the new world

### Sales and Consulting organizations

- Gather project and client information in one spot so that the team is organized and coordinated. Learn from past engagements.



Get more info and a 3-minute video demo:

[www.opentext.com/otsw](http://www.opentext.com/otsw)

Email us at [OTSW@opentext.com](mailto:OTSW@opentext.com)