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Open Text Social Media: Unlocking Human Potential

The most valuable information within any organization often resides within the minds of its knowledge workers. This powerful "intellectual asset" has remained relatively untapped because there has not been an effective way for organizations to capture this knowledge base, allow it to grow, and share it company-wide. Until now.

Open Text Social Media moves the conversation from the water cooler directly to your secure corporate network, creating a historical knowledge base of ideas, opinions, experiences and content that can be easily accessed by anyone, with permissions, at any time. This is a new era of collaboration, of community-based workplaces where great minds meet, share, network, and experience the power of collective knowledge.

Challenges of the information-rich, distributed enterprise

The vast volume of unstructured content generated by an increasingly mobile and distributed workforce has brought with it some significant communication and collaboration challenges for organizations.

The increasing burden of email

Workers are becoming increasingly over-burdened with the volume of email they receive on a daily basis. Many of these emails are not specifically relevant to the worker (i.e. cc's, bcc's) or are simple Q&A requests which are often duplicated due to the lack of a common knowledge base.

Employees can spend several hours per day simply responding to, forwarding, filing, deleting, and searching for messages in their email inbox, resulting in significant productivity losses for an organization.

Finding internal expertise

The popularity of Web 2.0 technology has enabled people to easily search for, identify, and network with others who share similar interests and goals. Social networking sites like Linkedin, Facebook, and others have provided a successful mechanism to locate people or groups by simply searching on a topic of interest. In the workplace, however, people

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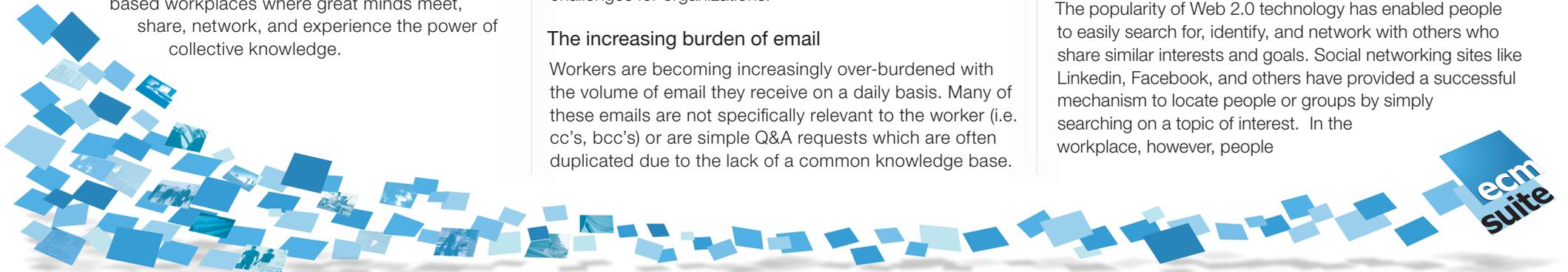
are frustrated with the lack of a similar capability. Traditional organization charts are often outdated and provide limited details. Employees struggle to find the right people in their organization who can help them do their job – "Do you know who manages the ABC account?" or "Do you know who I can contact to get European market share data for a report I'm writing?" are common types of questions.

Corporate memory and competitive advantage walking out the door

With staff turnover, organizational restructuring, and the retiring workforce (Baby Boomers), organizations often struggle to retain valuable knowledge and use it to educate new team members and quickly get them up to speed on projects. This usually involves the lengthy process of forwarding email threads and documents that can result in increased storage costs, information overload for the employee, and a waste of valuable time. Discussions, documents, and project history is effectively preserved in Open Text Social Media, enabling new staff to easily review this content and quickly transition to an active and knowledgeable participant.

Lack of transparency

Experiences, opinions, and ideas are often not shared in a way that is accessible to a wide audience. Many workers have to rely on "water cooler discussions" or casual conversations by the coffee machine in order to stay in the loop. Across distributed organizations with virtual teams, face-to-face encounters are often not possible and there is no easy way for employees to simply ask "what's going on?"

Risky use of unsanctioned social networks

People are using freely available social networking tools to manage their personal networks, and there is an increase in those who are expanding their use of these tools to

also manage their business networks – identifying and networking with experts and engaging in business-related discussions and projects outside the firewall. What if an employee makes an unauthorized statement that results in damage to their employer's reputation? What if confidential information is inadvertently leaked through an innocent interaction between employees on a public site? These are real challenges that are driving organizations to ask: "How can we manage and control the content our employees are posting on the public Web?"

Unleashing the power of the connected enterprise

Employees are burdened with spending hours a day scanning through hundreds of emails trying to identify what's important, scheduling endless conference calls and meetings to stay informed or to update others, and looking for ways to easily share content and collaborate on documents and projects. This often results in "corporate paralysis" – the inability to find information, connect with relevant people, and make informed decisions quickly – which can be devastating to the productivity, growth, and bottom-line of an organization.

Businesses today need the technology that can help them realize the full potential of their people – by providing a community-based environment where experts are discovered, relationships are developed, ideas and opinions are shared, and group collaboration is supported.

Providing the productivity tools employees **want**, while ensuring the compliance and security that organizations **need**

Open Text Social Media brings together all of the social tools that have defined the modern Internet into a safe organizational framework, where ideas prosper, knowledge

is enhanced, and employee productivity thrives. This powerful Web 2.0-style solution has been designed to enable organizations to work faster, smarter, and more productively by connecting knowledge workers to the people and content important to them within a secure, collaborative, community-based environment.

Relieve workers from email overload and communication bottlenecks

With Open Text Social Media, content is organized in specific communities by subject-matter, enabling users to quickly focus on the information that is most important to them and reducing the volume of emails sent and forwarded among small groups. Generated content such as discussions, ask/answer queries, documents, and so on are accessible to a wide network of stakeholders and enables new employees or team members to quickly get up to speed on the history of projects and people.

Create communities that bridge the gap between internal and external stakeholders

At the core of Open Text Social Media are communities. These virtual spaces are easily created to securely bridge teams across distributed geographies. Groups of people can work together electronically by sharing thoughts, opinions, and information through a combination of discussions, document/file sharing, and wikis. Communities are not limited to internal employees. Members of a community, with permissions, have the ability to invite external stakeholders (contractors, suppliers, partners, customers, etc.) into a specific community. Group projects are enhanced by the participation and contribution of external stakeholders and all discussions are captured and easily referenced by members.

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Work faster:
- Free yourself from the daily burden of email overload
- Put an end to "corporate paralysis"
- Quickly find the right information, make decisions, and execute

Work smarter:
- Be in the know
- Leverage internal subject matter experts
- Make informed decisions
- Make fewer mistakes

Work together:
- Bridge distributed teams
- Collaborate on documents and projects, anywhere, anytime
- Network and build relationships with peers, customers, and partners

Discover people, content, and communities with social search

Rapid social search delivers relevant content, people, and communities simultaneously through a single query. Contrary to "all or nothing" search queries, relevancy-ranked results in Open Text Social Media are displayed while fully respecting permissions to ensure users are only presented with results from the communities to which they have access.

Create and reuse content with peer communities

Your organization has many types of content. Preserving corporate memory – the content, context and discussions that lead to decisions and actions – is essential for continuity of operations, consistency of goals, and education of employees. Simply capturing content, however, is not sufficient. Within Open Text Social Media, both structured and unstructured information is captured, stored, and broadly accessible. Users can not only generate new content, but also bring existing documents from your content management system into the secure social community. By ensuring valuable knowledge is not just "filed

and forgotten," organizations can maximize their existing document and records management investments by revitalizing and repurposing legacy content.

Foster innovation and agility through broad decision support

Strategic errors and poor decisions can be very costly to an organization. Many mistakes are made when employees simply do not have access to the knowledge or people necessary for them to make informed decisions, or they have difficulty locating this content within the time constraints of their deadlines. Open Text Social Media enables organizations to capture and share opinions, expertise, and experience from a wide range of individuals to guide and support strategic decision-making, innovation, and identification of thought leaders.

Empower mobile workers with support for BlackBerry® and iPhone™

Recognizing the increasingly mobile nature of today's workforce, Open Text Social Media enables organizations to

provide "anywhere, anytime" access to content and people. Support for Apple® iPhone and RIM® BlackBerry mobile platforms delivers an enriched user experience to this next generation of smart handheld devices.

Engage the next generation workforce

The Gen Y workers entering the workforce today have not just become accustomed to Web 2.0 technologies for communicating, collaborating and networking – they've grown up with them. As a result, these next generation employees do not just desire, but *expect* to have similar networking productivity tools that provide an on-demand, self-service approach to accessing information and interacting with people. Open Text Social Media helps organizations unlock the potential of this new generation of employees and minimize turnover by providing the social networking and collaboration tools these workers understand and want to use.

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