

Open Text Social Media

Work faster. Work smarter. Work **together**.

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.

Open Text 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 environments where great minds meet, share, network, and experience the power of collective knowledge.

Unleash the productivity power of professional networks

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



Access people, process, and content – at work, at home, or on the road

content important to them within a secure, collaborative, community-based environment.

Relieve the stress of email overload

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

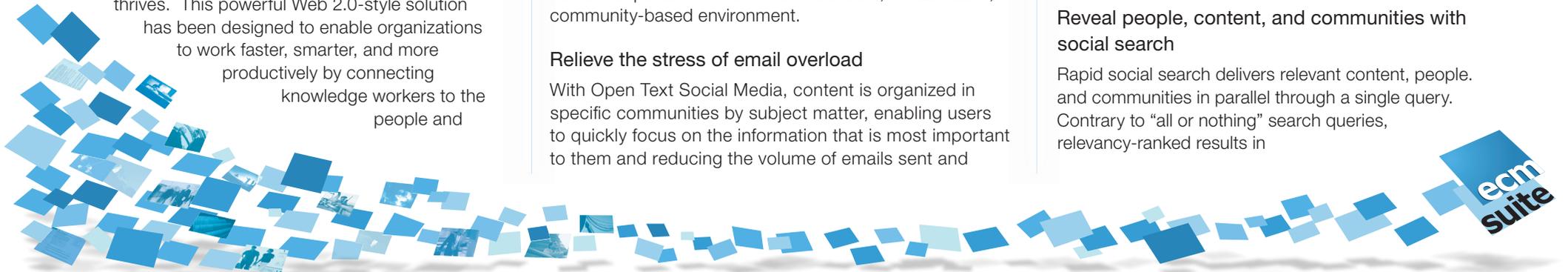
forwarded among small groups. Generated content such as discussions, ask/answer queries, documents, and so on are immediately accessible to a wide network of stakeholders, significantly reducing the email burden and opening up new communication channels.

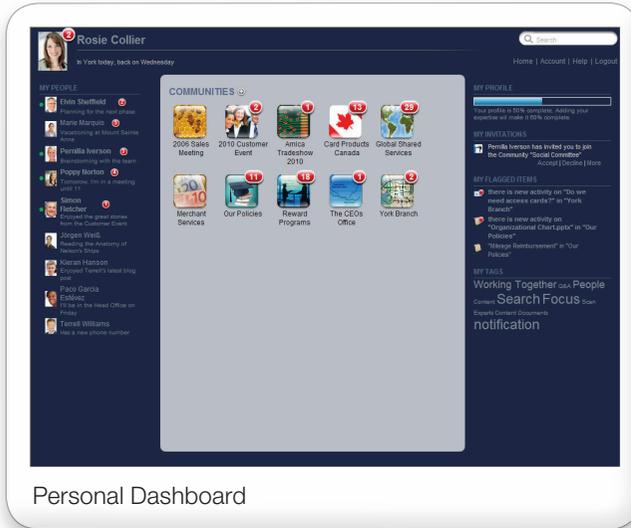
Let ideas and content flow between internal and external stakeholders

At the core of Open Text Social Media are communities. Communities are easily created to bridge virtual teams and enable access to relevant content — anytime, anywhere. 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.

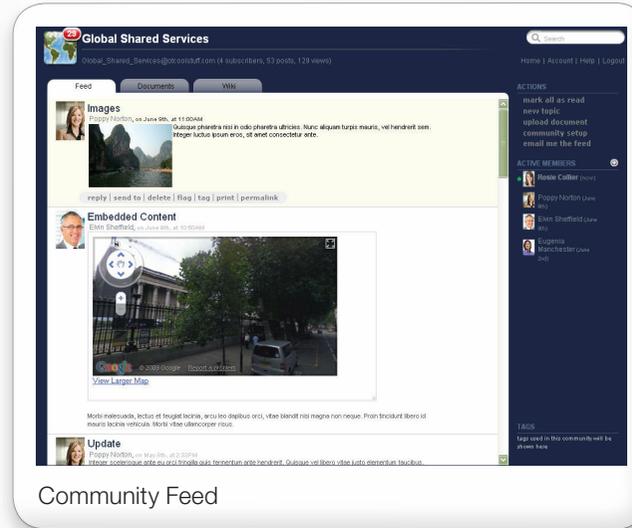
Reveal people, content, and communities with social search

Rapid social search delivers relevant content, people, and communities in parallel through a single query. Contrary to “all or nothing” search queries, relevancy-ranked results in

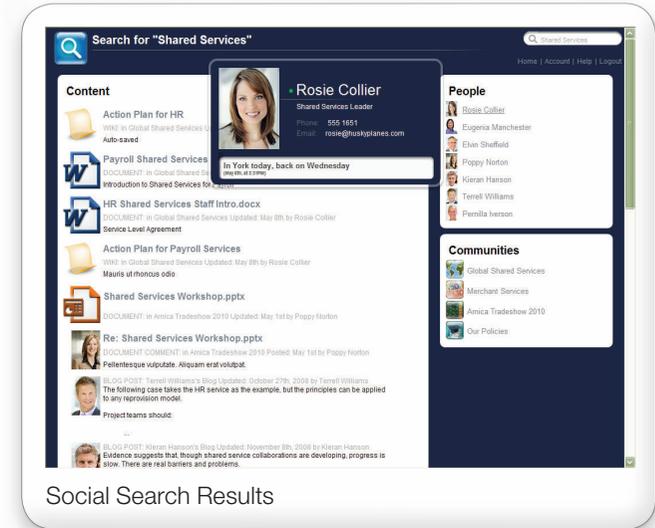




Personal Dashboard



Community Feed



Social Search Results

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.

Make your content a social object

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.

Fast track knowledge transfer and productivity

With staff turnover, organizational restructuring, and the retiring workforce (Baby Boomers), organizations often struggle to educate new team members and quickly get them up to speed on projects. This usually involves the inefficient process of forwarding email threads and documents that can result in 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.

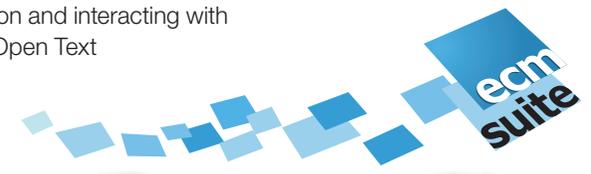
Reduce the risk of inappropriate disclosure

If effective networking productivity tools are not available inside the organization, employees will seek it elsewhere. Open Text Social Media provides employees with the tools they want to use to communicate and network with

peers, locate internal experts, and manage their day-to-day collaboration on projects. For organizations, this ensures that the security of corporate content is not compromised and all intellectual property is effectively controlled, managed, captured, and preserved.

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.

Empowering the Social Workplace and Marketplace

Open Text Social Media delivers on the promise of experience, empowerment, and inclusion. The enterprises that have a vision to reach a more mature level of collaboration pervasiveness will look beyond the traditional definition of the information worker as glued to a computer monitor. Easy access to collaborative communities via Web or mobile devices opens the door to content sharing, information exchange, and mentorship with a broader range of people, including field employees or remote locations, trusted advisors, customers, and partners.

Feature Summary

- **Personal Dashboard** — Drive personal productivity with easy access to the user's profile and current status message. Create a list of "My People" with their status and presence indicators, an icon view of the communities that the user has access to, and a list of pending community invitations and "My Watches."
- **Communities** — Provide community spaces to bridge distributed teams, both inside and outside the organization. A Community provides a virtual space where a group of people can work together electronically by sharing thoughts, opinions, and information through a combination of discussions, document/file sharing, and wikis.

Unlock human potential

- Put an end to email overload
 - Bridge distributed and cross-functional teams
 - Discover internal subject-matter experts
 - Collaborate on documents and projects – anytime, anywhere
 - Empower mobile workers with support for BlackBerry® and iPhone™
- **Profiles** — Automatically generate a rich, descriptive profile for every user. Users can edit their own profiles, add a photo, update their status, and view other people's profiles. Mini-Profiles are also generated, allowing a zero-click contextual display of a user's name, photo, contact, information and presence status.
 - **Blogs and Microblogs** — Offer information workers the opportunity to contribute their knowledge and experiences. Each user has a personal blog that is published in tandem with their personal profile. Users can create, edit, and delete their own blog postings and also view and comment on other people's blogs. The blog feature enables users to email blog content conveniently via their preferred email client.
- **Wikis** — Encourage collaborative content creation and capture information from the users in a community. The Wiki tab within a community provides a simple WYSIWYG wiki system. Page linking is supported and an automatic navigation pane expands as new pages are created. Users can edit, comment, view past versions, email out, tag, and watch wiki pages.
 - **Documents** — Bring content into the social space. A Documents tab provides a place for users to work collaboratively on posted content. Users can comment, view history, and subscribe to a Watch to be notified of document changes and updates.
 - **Social Search** — Discover people and content in context. Rapid search delivers relevant content, people, and communities simultaneously and displays relevancy-ranked results. Search fully respects permissions ensures users find results from only the communities they have access to. Real-time indexing delivers immediate search results and handles all community data as well as many common file types.
 - **Mobile Access** — Support for Apple® iPhone and RIM® BlackBerry mobile platforms is available, bringing an enriched user experience to this next generation of smart handheld devices.

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