

Social Information Management

Unlock the real value that is behind your information.

Social is becoming the new normal

Today the usage of social networks is ingrained into our day to day live. Platforms such as Facebook will soon reach one billion registered users, more than 50 million professionals engage with each other on LinkedIn, the Google +1 button is starting to influence the purchasing decisions that we make based on our friends' recommendations and Twitter motivates people to post an average of 50 million tweets a day.

The story so far in social networking has been the incredible growth in the numbers of people using them. But in the future the biggest impact will come from the increasing amount of time people are spending on them. Already today, people spend more than 25% of their online time in social networks.

So social is clearly becoming the new normal for how we make decisions in our consumer life but does the same also apply to our professional life?

Why is the adaption of social for the enterprise today important?

The use of social networks is pervasive and it is transforming the way how people find and share information and how they connect and collaborate with each other, so social is affecting people's behavior – now, since employees are those same people this changed behavior is going to have an impact on the way employees work and businesses operate.

Younger people familiar with a whole new generation of social network experience are entering the business. Businesses find themselves working with partners, customers and other external organizations more and more often. They bring the innovations of the social consumer world to the enterprise. These innovations make it easy for employees who may otherwise never cross paths to share ideas, best practices, and business relevant information that helps to eliminate the need to solve the same problems over and over again.

The use of social network technologies enable employees to work more efficiently, it engages them more fully in the work they do and studies show that highly engaged employees get more done, have more ideas, and stay with the company longer. Engaged employees also build stronger customer and colleague relationships. More engaged employees are more valuable employees in many ways.

Enterprise software, traditionally they reinforce hierarchies and create siloes, is starting to reflect the collective social experience. But most companies have been slow to recognize the potential of putting social tools to work for their organization. In many companies, employees are creating improvised internal professional networks through external solutions like Facebook and blogs, but the collaboration is neither visible nor coordinated enough to create much value for the company.

SharePoint trends in Social Software

As recent studies show, the proportion of SharePoint deployments is continuously growing. Put in any context, SharePoint is a truly amazing player in the content management space. In that spirit, let's look at some of the numbers that Microsoft has provided:

- 125 million licenses;
- 65,000 customers; and
- 67 percent of customers reported rolling out SharePoint to the entire organization.

While the majority still uses SharePoint mainly for collaboration and static content repositories there's a growing number of businesses that plan to use SharePoint as an enterprise business processes platform, so SharePoint becomes more and more the central platform for information and collaboration. Those businesses will want to use SharePoint in an enterprise social context, too.

SharePoint challenges related to Social Software

But while Microsoft SharePoint contains many of the ingredients of a social application, by itself it doesn't get businesses all the way there--not without extensive customization and coding or the addition of third-party products. The list of things customers are often dissatisfied with includes the activity stream, the blog, the wiki, and the discussion forums in SharePoint. Also amongst those businesses 'end user adoption' is mentioned as one of the biggest challenges for success when deploying SharePoint as a social enterprise platform. The user interface is not as intuitive for users who do not post content frequently and SharePoint's implementation of activity streams is much weaker than that of most products in this market.

SharePoint is strong with workflows and files, but social enterprise software fosters informal collaboration that usually falls outside the scope of transactional applications, formal workflows, or engineered teams.

Also the SharePoint's page-based model and versioning capabilities simply don't make the grade for companies that need to share content across multiple sites but manage that content once, rather than multiple times.

Will Social Business Software solve all businesses problems?

Pure play social software competitors may disregard SharePoint for not providing a complete enterprise social media environment but still trying to benefit from SharePoint's enterprise-scale and world-class content management. They're often claiming that they "bring rich social interaction to SharePoint content, so businesses can easily find, track and work with the documents and information the business depends on".

So is this solving the problem of information silos the enterprise still has?

Quite the contrary!

The problem with the majority of social software is that it creates little "social software silos" and businesses end up with these social software silos encapsulating AND keeping separated in ADDITION to the information silos. And we may have these social software silos for employees, partners, customers, data, information etc.

So the challenge is getting the "social software silos" and "information silos" to become "one". Allowing a flow of interactions between them and let the information, processes and other existing assets be the point to start and to do collaboration is critical for success. "It's not about real time. It's about right time. And that means getting information to you when it's contextually important." To see a real business value for your Social Enterprise initiative – you need to put together both worlds – Social Software and Information Management.

How can QuePort for SharePoint help?

This challenge is solved by the award winning QuePort for SharePoint social information management solution that is fully integrated into SharePoint. With this solution the company is pioneering in a new field of social software.

The QuePort for SharePoint solution dynamically aggregates information from all silos and publish those to the individual users in the right context and at the right time via dynamic and highly topical information cockpits that are out-of the box integrated into MySites, TeamSites or externally facing websites.

So QuePort for SharePoint delivers relevant information in the right social context to each user, improving employee productivity and communication with customers, suppliers and partners. QuePort is combining personalized information management with social software, allowing a flow of interactions between them.

Boost your employee productivity

Stay informed about things that are important and relevant for your everyday business with **QuePort for MySite**.

So with QuePort for SharePoint MySites are becoming the central hub for the daily work for the user. With the Activity Streams he e.g. gets a feed of all new information and activities from his active team sites; his company's news; events and activities of his projects – all which is relevant to him at a glance.

Increase the efficiency of your cross-organizational teams

Aggregate, surface and promote all information, activities and experts with **QuePort for TeamSite**.

QuePort for SharePoint TeamSite provides a quick and consolidated overview of all relevant information and activities of the team. With the TeamSite Browsing important information can be easily located through an intuitive graphical navigation.

Drive business value by improved business communication

Simplify collaboration with partners, suppliers or customers with **QuePort for External Communication**.

QuePort for SharePoint provides an easy way to enable direct and targeted communication and collaboration with customers, partners and suppliers and thus to have a better integration with them in the business processes.