

The Enterprise Social Challenge

Becoming a Connected Business in a Social World



The Enterprise Social Challenge

Becoming a connected business in a social world

Ask any organization about social media and social collaboration, and they will likely tell you how important it is to them and their business. Ask them exactly what their strategy is and the picture often quickly becomes less clear. While consumer social networking of one form or another has been an unprecedented success - Facebook, Twitter, and LinkedIn have over a billion users between them - many businesses have found it more difficult to translate this success into an enterprise setting. Yet the opportunities for business are enormous.

According to [research](#)¹ conducted by Yammer people can spend 61% of their time coordinating collaboration, and can lose 38% of their time duplicating work or searching for information. These are both areas that 'enterprise social' can positively address. The [McKinsey Global Institute](#)² estimate that employee productivity could be increased by up to 25% by adopting social technologies and becoming 'networked enterprises'. Microsoft's own [research](#)³ indicates that companies with 'socially engaged' employees are 18% more productive, and see 51% lower staff turnover.

Indeed so convinced is Microsoft of the importance of 'social enterprise' that they have made it one of the four pillars of their current business plan⁴. Colligo are firmly aligned with this Microsoft vision - all our tools are designed to deliver on the wider vision of employee engagement, team collaboration, and connected organizations.

What exactly is 'enterprise social'?

Many companies make the mistake of assuming 'social networking' is simply an extension of marketing. While it is true that social tools have a big role to play in marketing (how many of us have 'liked' a brand's Facebook page or followed a hashtag on Twitter?) 'enterprise social' has much more to offer. Some define 'enterprise social' about building and improving the following areas within a business:

- Employee Engagement
- Team Collaboration
- Connected Organizations
- Business Agility

Employee Engagement

Employee engagement is about giving employees a voice, and a means to make a difference in their workplace. It is about giving people the tools to work more effectively together. One of the great benefits of a tool like Yammer is it gives employees a place to post questions, comments, and thoughts on work related topics.



Team Collaboration

As employees adopt increasingly varied working patterns and locations, effective collaboration becomes more difficult to achieve. Companies are looking to applications and technology to help. Microsoft's own research³ suggests that social tools can help to boost team productivity by 20%-25%.

Connected Organizations

Employees now expect Intranet systems to be much more than just static content, or a simple document store. They expect an easy to use, social tool that connects employees and systems across the enterprise.

Business Agility

Companies going through change or transformations have one thing in common: A need to focus on people, culture and communication. This might involve working online with external stakeholders on important projects, using CRM (customer relationship management) systems to track customers and partners, or quickly collecting feedback and on new products.

Building a social connected business with Microsoft

Microsoft provide a number of tools that enable enterprises to use the power of social to win customers, keep employees engaged, and meet their business objectives. Chief amongst these are Yammer and SharePoint. Yammer is the enterprise social networking tool purchased by Microsoft in June 2012, and currently used by over 200,000 companies and 8 million people worldwide⁵. Microsoft also plays an active role in building a third party ecosystem of partners, and Colligo in particular have built up a strong application portfolio to support social enterprises using SharePoint.

Yammer and SharePoint

Since Microsoft purchased Yammer it has been hard at work integrating the network with its own enterprise tools, specifically SharePoint and Office 365. Yet it is already clear that Microsoft sees Yammer as much more important than simply just another product feature. Rather it sees Yammer as the social layer powering its entire enterprise offering:

- **SharePoint integration.** Microsoft is baking Yammer right into SharePoint. This will allow enterprises using SharePoint as a document or information management tool to take easily take advantage of the Yammer feature set. The potential to extend Intranets and Extranets in this way is very exciting indeed.
- **External communication.** Yammer is very effective inside an organization, but Microsoft has now allowed the creation of external Yammer networks. These facilitate social interaction between a mix of employees and non-company staff (such as clients) opening up a large number of ways to interact with customers.



- **Mobile apps.** Yammer is available on iPad, iPhone, Android, Windows Phone 8, and as Windows 8 apps. These apps complement, and are starting to include features from, the latest round of Office 365 and SharePoint apps. Microsoft's push in this area really allows a company stay connected, no matter where its users are based.

The Colligo application portfolio

One of the key strengths of the Microsoft enterprise ecosystem is the partner and application community that exists to support it. Companies like our own have for a long time been building applications and services to support Microsoft enterprise products, and we have a number of exciting applications to support the Microsoft vision for the connection social enterprise. These include:

- **Briefcase for Windows.** Colligo [Briefcase for Windows](#)⁶ is designed from the ground up to offer a productive SharePoint desktop experience, both online and offline. Featuring a familiar and easy to use interface, Briefcase for Windows can help drive adoption, counter slow connectivity to SharePoint, and help to replace desktop shares.
- **Briefcase for iOS.** This dedicated [iPhone and iPad app is the perfect way to interact with SharePoint](#)⁷ on the move. Including support for offline content, and InfoPath forms, Briefcase is the essential mobile companion for employees of a socially connected enterprise.
- **Email manager.** Here at Colligo we recognize that email has a lot to offer the modern enterprise. However we also recognize its shortcomings. So we built Colligo [Email Manager](#)⁸ to help organizations combine the power of email with their SharePoint systems. Email Manager is a powerful Windows application that helps to drive collaboration by seamlessly integrating SharePoint inside Outlook. Version 6.0 adds powerful offline and mobile features, meaning productivity doesn't have to suffer on the road. Email Manager is a great way of giving emails social credentials a turbo boost, linking it right into all that is good about SharePoint.

Putting people first

A successful social enterprise does not come from the use of technology alone. Organizations need to think carefully about user engagement, business objectives, and the internal working culture. With these things carefully considered Microsoft can provide really powerful tools like SharePoint and Yammer. When augmented and supported by the Colligo [range of products](#)⁹, this approach can be a perfect starting point to becoming a great social enterprise.



The [Colligo website](#)¹⁰ offers a number of case studies, demonstrating just how Colligo has helped companies harness the power of 'enterprise social', such as:

[ITI Scotland Ltd](#) - Using [Contributor Pro](#) for Outlook to increase the productivity of project teams both online and off-line. With the help of Colligo the company has been able to:

- Drive 100% adoption of SharePoint among project teams and consultants
- Increase the productivity of mobile workers with offline access to SharePoint content
- Reduce the risk of loss, theft, and data corruption of intellectual property
- Optimize the return of its SharePoint investment

[National Grid](#) – One of the largest energy companies in the world, the National Grid wanted to improve how its teams collaborated on internal projects. These projects included both documents and emails. Colligo helped by:

- Giving users an easy way to move emails into SharePoint
- Facilitating easy capture of email metadata to ensure proper search indexing
- Improving collaboration and knowledge sharing amongst legal staff

References and sources

1. Yammer Enterprise Social Business Case
<http://www.slideshare.net/avisuj1/yammer-enterprise-social-from-microsoft-business-case>
2. McKinsey Global Institute
<http://www.mckinsey.com/insights/mgi>
3. Microsoft Enterprise Social presentation
<http://www.slideshare.net/avisuj1/enterprise-social-from-microsoft>
4. Microsoft Worldwide Partner Conference 2013
<http://www.digitalwpc.com/Sessions/Pages/Core-Pillars.aspx#fbid=FegFQ43jmaQ>
5. Yamer.com
<https://about.yammer.com/who-we-are/>
6. Colligo.com
<http://www.colligo.com/products/colligo-briefcase-for-windows/>
7. Colligo.com
<http://www.colligo.com/products/sharepoint/colligo-briefcase-enterprise-for-ios/>
8. Colligo.com
<http://www.colligo.com/products/sharepoint/colligo-email-manager/>
9. Colligo.com
<http://www.colligo.com/products/>
10. Colligo.com
<http://www.colligo.com/resources/case-studies/>