

EnhancedAlliance

The business technology ecosystem

Factsheet

Enterprise Social Collaboration

Just as social media networks have changed the way we share news and ideas in our personal lives, so there is a similar wave of new collaboration practice sweeping through the workplace.

The trend is backed by spend. Conservative estimates by analysts predict that total spending on enterprise social software will exceed \$2 billion by 2016, with usage more than doubling in Western Europe and the US over the preceding five years.

Despite this strong growth, many enterprises today are still finding their way with the relatively new world of enterprise social collaboration. This is not surprising when you consider its roots.

For many organizations, social collaboration in the enterprise began as a crossover from the employee's personal life - seeded as more of a guerilla productivity movement than a formal strategy.

It's time to break away from fixed workflows and adopt a freer approach to communication and discussion. Social collaboration now enables employees to find effective ways to solve new challenges. It frees creativity, empowers decision-making and drives greater productivity and job satisfaction.

Does strategy matter?

If enterprise employees can be empowered to collaborate and communicate through commonly available social networking platforms, do you even need a strategy?

We think you do. In social collaboration discussions with our clients, strategic objectives always come before technology decisions. For an enterprise to reap the real benefits of social collaboration, vision and strategy are essential for three reasons:

Inclusion	Social collaboration impacts all employees - and especially those whose performance depends on sharing ideas and intelligence. You cannot leave adoption and inclusion to chance.
Risk	Social collaboration, like every other means of business communication, must be covered by security and compliance policies. You cannot risk the legal or reputational damage associated with uncontrolled adoption.
Cost	Social collaboration is not a free option - even if the true costs can initially remain obscured. Social collaboration will impact network and storage requirements, for example, or may require new applications for fixed and mobile participation. You cannot ignore ROI analysis - you need to know how the time employees spend pays business dividends.

The Enhanced Alliance is expertly positioned to help you define and implement effective social collaboration across your enterprise. All four alliance members have implemented successful social collaboration practices - and we are ready to help you do the same:

1. Understand what the opportunities mean for you
2. Clarify all associated regulatory and compliance implications
3. Maximize productive integration with existing business applications
4. Monitor and measure usage and return
5. Promote adoption and manage evolutionary change.

Options and alternatives

As always, there are options for you to consider. The Enhanced Alliance sees two main approaches today. The one which is right for you will depend on your culture, your desired level of business integration and, in particular, on your regulation and security policies.

On-premise	<p>Your employees will use their social collaboration platform to exchange ideas and experiences of value.</p> <p>In some geographies and industry sectors, the physical location of stored data associated with social collaboration activity is stipulated by regulation.</p> <p>To maximize the benefits from social collaboration, it may also be necessary to achieve a high degree of integration with the applications, processes and data managed within your own network.</p> <p>In this scenario, we can create an on premise social collaboration platform, using Socialcast® by VMware®.</p>
Cloud-delivered	<p>If your organization has already made a significant shift towards cloud delivery, there is no reason why you should not make the same choice for your social collaboration platform.</p> <p>In this situation, the Enhanced Alliance can offer in-cloud social collaboration products via Canopy, the one stop shop for cloud services formed by Atos, EMC and VMware.</p> <p>The Canopy social collaboration platform is built on the Atos blueKiwi product as is offered ready to run 'as-a-service'.</p>

Introducing Socialcast by VMware

The success of your social collaboration strategy will increase in direct proportion to the degree of integration you achieve with the tools and processes your workforce relies on.

Socialcast by VMware makes it easy to stay on track, collaborate with colleagues, and get work done at any location, on any device. With Socialcast, you can create a common social layer across all your business applications. By integrating social capabilities into the business systems people use every day, Socialcast helps unlock the flow of ideas across your organization. Content is now discoverable across the enterprise. Conversations are quicker. And information becomes actionable.

With business applications pulled directly into Socialcast, people can instantaneously share information and collaborate on key projects. Employees can find, follow, and discuss key business activities in a meaningful context. Socialcast helps eliminate the barriers between different departmental systems so people can find things faster, work smarter, and focus on what is most important.

Combined value

Of the four Enhanced Alliance members, Atos and VMware take the lead in our social collaboration proposition.

Atos business technologists provide comprehensive consultancy and change management services, providing practical guidance on how to gain the greatest benefit from social collaboration.

Atos draws strongly on its own experience and in its depth of industry-specific knowledge of the sectors it serves. Sector perspective adds real value, for example, in helping determine the regulatory implications of social collaboration practice. Atos has made social collaboration the foundation of its own zero email strategy.

Social Collaboration features prominently in Atos discussions with its clients, and is central to considerations of the future of work and the design of the workplace. The Enhanced Alliance proposition complements the broader Atos vision and offer for the fast-evolving workplace.

As the owners and developers of the Socialcast suite, VMware provides not just the product for the Enhanced Alliance on-premise proposition but also the best practices and case studies that help clients get the most out of an enterprise-wide social platform.

Behavior first - technology second

Putting social collaboration at the heart of your organization does have technology implications. If you select an on-premise approach, for example, you will need to consider the implications of changes in network usage and demand; the impact on storage; and on the diminished use of email.

But the real shift is in culture and behavior. In Atos, for example, we have seen how communication and collaboration become more spontaneous, and with that spontaneity we see a corresponding rise in the way that teams form and reform in response to challenges and opportunities.

The strict hierarchies which were the rule in most organizations just a few years ago have almost disappeared. The arrival of enterprise-focused social collaboration now gives you the means to take the next step in intelligent empowerment.

Next steps

Social collaboration is a natural subject for discovery and experiment. As a first step, we are keen to learn about your experiences to date - and will in turn show you how these new practices have changed the way our own companies think and behave.

It's easy to start. It's more challenging to start well. The success of social collaboration is strongly influenced by the degree of integration with existing processes and practices and, even more importantly, by the enthusiasm of the target community of users.

The Enhanced Alliance is equipped to help you explore and evolve right now, boosting success from the start. Atos takes the lead with its consultancy services, framing initial strategic discussions, helping you envision the contribution that Social Collaboration will make to your way of working.

For more information, contact: enhanced-alliance@atos.net