

FONTERRA

IS COMMUNITY ONLINE PROJECT

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BTECH 451 A – END OF SEMESTER REPORT

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TABLE OF CONTENTS

INTRODUCTION	3
COMPANY	3
PROJECT OVERVIEW	3
CUSTOMER VOICE	4
REQUIREMENTS TO MEET CUSTOMER VOICE	5
PROPOSAL	7
LARGE ORGANIZATIONS AND SOCIAL NETWORKING/ COLLABORATION	8
BNZ	8
VODAFONE	8
TELECOM	9
DELL	10
SOCIAL NETWORKING AS A FONTERRA I.S SERVICE	12
WHAT IS SOCIAL COLLABORATION?	12
HOW WOULD THIS IMPROVE IS CUSTOMER EXPERIENCE?	13
BENEFITS TO IS OF COMMUNITY HELP TOOL	13
WHY ADOPT SOCIAL NETWORKING FEATURES?	13
CURRENT CHALLENGES	14
COMMON SOCIAL NETWORKING/ COLLABORATION TOOLS	14
YAMMER IN FONTERRA	15
COLLABORATION MARKET	17
ANALYST VIEW OF SOCIAL MARKET	17
VENDOR OVERVIEW	18
PURE PLAY SOCIAL VENDORS	18
COLLABORATION SUITE VENDORS	28
FUTURE WORK	29
REFERENCES	30

INTRODUCTION

A social enterprise tries to find the careful usage and operation of social technologies such as Enterprise social software to reinforce company culture, improve current infrastructure, allow interactive communication, improve engagement, allow collaboration, manage knowledge, and foster innovation within the workplace — all vital factors that allow employees to learn, strategize and do their work.

The overall goal of this project is to present and put into operation a IS Community Online Help tool within Fonterra to help resolve IS related needs and queries. This project can be broken up into three sections – researching, prototyping and set up of the online community and following report outlines the steps taken to complete the first section. The research aspect involves evaluating the benefits that social networking and collaboration brings to Fonterra and how an online IT Help Tool can be delivered in conjunction to this. Enterprise Social Software that are able to provide a solution to their social collaboration needs are evaluated and details of the proposals made are presented in the following report.

COMPANY

For the BTech 451 Project, the company I will be working with is Fonterra. Fonterra is a New Zealand dairy co-operative which is owned by nearly 11, 000 New Zealand farmers who provide over 14 billion liters of milk per year [2]. They are the sixth largest dairy company in the world and are also accountable for roughly 30% of the global dairy exports [1].

The IS Team at Fonterra delivers an IS platform and foresees requirements of the business that support Fonterra's dedication to be the biggest global dairy exporter and to achieve their vision to be the natural source of dairy nutrition for everybody, everywhere, everyday.

PROJECT OVERVIEW

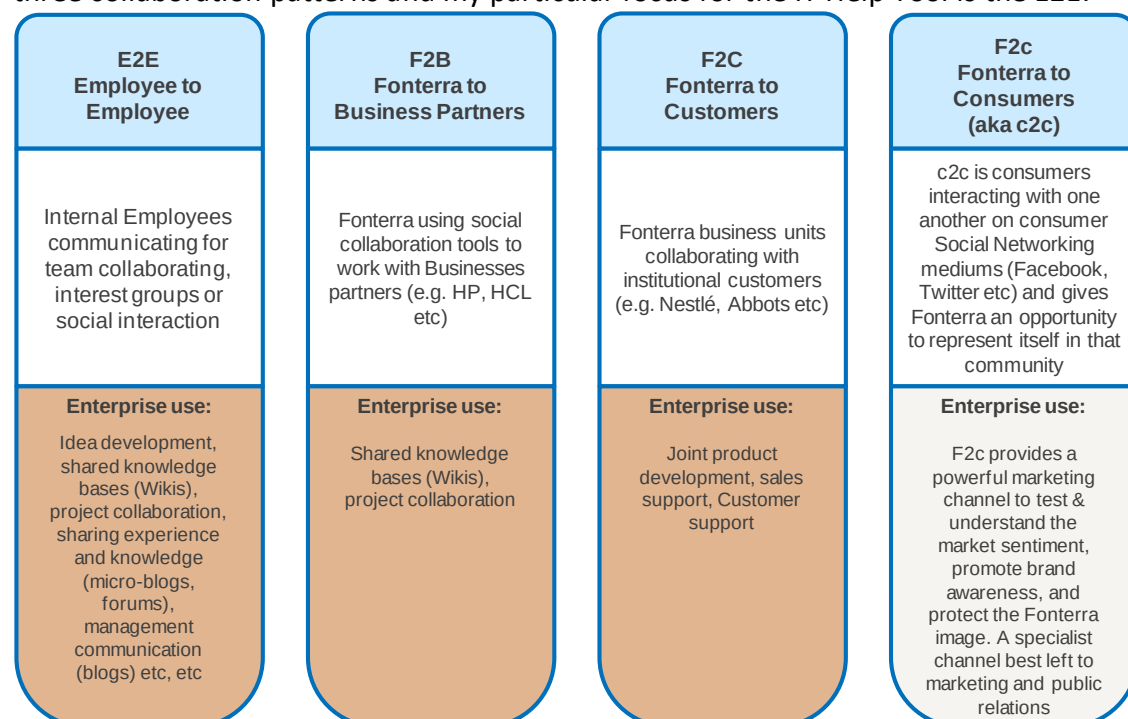
The aim of my project is to introduce and operationalize an online IT help tool to Fonterra in alignment with the Fonterra enterprise social networking strategy. This includes researching, prototyping and “setting up” a community help for IS to be part of the IS Help Online Intranet presence.

The reason or business objectives for the project are that Fonterra IS do not have a mechanism for our global customers to collaborate and get guidance on IS needs and queries. For example customers are unable to quickly resolve basic requests by using the knowledge of their global community and/or specialist IS knowledge and expertise. There is also currently no way of leveraging community knowledge in real time or otherwise.

The expected outcomes are that there needs to be further development of existing strategy, framework and operational model that will deliver reduction in certain type of calls to the helpdesk, less complaints received regarding finding answers to needs and create opportunities to collect data for the future. Once the tool is set up, and the volume of new and repeat users (followers) increase a clear case documented and provided for implementation strategy plan and supported by results of research.

COLLABORATION PATTERN

The figure below demonstrates a number of different social patterns, each of which has their own requirements (particularly security) and best-fit tool. Analyzing these social patterns and enterprise use helped give me an idea of the audience my tool was intended for. The focus of the Social Networking Strategy is to enable the first three collaboration patterns and my particular focus for the IT Help Tool is the E2E.



CUSTOMER VOICE

A quick study was then conducted with a few employees both within and outside of IS about the related current problems in Fonterra and how this could be resolved and the following is the feedback received: -

Comments

- "Share information so users don't have the same problem several times"
- "Hard to find useful information"
- "Good to be able to discuss IS issues with a person-on-the-ground"
- "Takes too long to get simple answers"

Examples of the questions that they would ask on a platform such as IS Community Help Online:-

- I need to build a SharePoint workgroup, has anyone got a template they can share?
- I have an excel spreadsheet and my macros have stopped working, can anyone help me?
- I want to use Outlook tasks but am not sure how, can anyone help me?
- How do I print an STO from SAP?
- How do I delete quality units that have been manufactured incorrectly?
- How do I print bin labels?
- How can you manage your own DL groups through Activate?
- Does anybody know where the Security Policy is held? I can't find it

REQUIREMENTS TO MEET CUSTOMER VOICE

This is a table that is put together so that all the requirements that need to be included for the Online Help Tool can be analyzed.

Voice of the Customer	User Requirements	Solution Requirements	Priority
"Share information so users don't have the same problem several times"	User Interface	- Simple, logical layout - clean - <5 click tax	- must have - must have - good to have
	User Profile	- view your own questions - notification when response posted - discussion threads - linked to Milkyway* profile	- good to have - good to have - must have - good to have
"Hard to find useful information"	Knowledge Base	- Search – posts, IS Help Online, user guides - Document repository for all IS help docs - Helpdesk top 20 questions asked	- must have - must have - must have
"Good to be able to discuss IS issues with a person-on-the-ground"	Content	- Recommendations based on questions asked/ answered - you may be able to help answer (notify relevant network user) - forward to others "share" (tag others interested) - ratings – rate the information given - rate the responder – earn "badges"	- good to have - good to have - good to have - good to have - good to have
"Takes too long to get simple answers"	Service Delivery	- global reach - system access 24/ 7 - moderator availability (business hours)	- good to have - must have - must have
	Access	- desktop icon - link off Milkyway - link off IS Help Online	- must have - must have - must have

	Use tags (metadata)	- applies to user profile, knowledge base and content - categories	- must have - must have
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- Milkyway is the Fonterra Intranet Home

Once this table was constructed, a quick mockup of what some of the features the IS Community Online Help tool could have were put together as shown by the Figure in the following page. The green boxes outline potential ways that users could specifically search what they are looking for and the purple boxes indicate features that give feedback to the users about the sites.

It was then decided that it would be more appropriate to use a social networking or collaboration tool as the base for the IT help tool so this mockup was not further developed.

PROPOSAL

[Ask a question](#) [Share an idea](#) [Report a problem](#) [Give praise](#)

[Ask a question](#) [Share an idea](#) [Report a problem](#) [Give praise](#)

Log in problems with IS Help Online

Someone might have already asked your question. Do any of these match?

- [I can't log into IS Help Online](#) ✓ Answered
- [My outlook doesn't connect with Microsoft Lync](#) ✓ Answered
- [I can't log into SAP](#) ✓ Answered
- [Can't access Milkyway](#)
- [Syncing audio with your Prezi](#)

[Nope. Finish posting my question](#) [Start over](#)

Ask a question. We'll see if other people have this question, too.

Continue

Highlights

Recent Activity (53 new topics today)

On Twitter

FREQUENTLY ASKED QUESTIONS

 **[My outlook doesn't connect with Microsoft Lync](#)**
Llama1983 asked · 160 replies · Last reply 8 days ago by Ian
✓ Answered

116

 **[I can't log into IS Help Online](#)**
Fred asked · 66 replies · Last reply 12 days ago by Reed Hollett
✓ Answered

76

 **[I have been taken off the Directory List](#)**
crystal asked · 135 replies · Last reply 6 days ago by NathL
✓ Answered

63

[Frequently asked](#) [Answered](#) [Needs answer](#) [Recent](#)

IDEAS UNDER CONSIDERATION

 **[Updating Social Profile](#)**
sturmgeist42 shared · 128 replies · Last reply 13 days ago by John
Under Consideration

197

 **[Automatic log in on Milkyway](#)**
Llama1983 shared · 61 replies · Last reply 27 days ago by Marcel
Under Consideration

143

 **[Better Sharepoint access on iPhone](#)**
Jimmy Gunawan shared · 45 replies · Last reply 28 days ago by Guillermo Delgado
Under Consideration

77

[Under consideration](#) [Completed](#) [Not planned](#) [Recent](#)

COMMON PROBLEMS

 **[Outlook Integration Error](#)**
Peter Ferrari reported · 56 replies · Last reply 19 days ago by Alessandro Rancati
In Progress

38

 **[Error #2038](#)**
Mihail Garchev reported · 58 replies · Last reply 12 days ago by Alyssa Puhacz
In Progress

33

 **[Have to continuously log into Milkyway](#)**
Theresa Stadermann reported · 37 replies · Last reply 3 hours ago by ruraltourismmarketing
Acknowledged

28

[Common](#) [Solved](#) [Being worked on](#) [Recent](#)

🕒 24-04-2011 07:43 PM
★ 1 Kudos
👤 67 Replies
👁 1907 Views

COMMUNITY STATS	TOTAL
Topics posted	19,948
People	26,507
Employees	44

Welcome to our new members

 oskam.jeroen joined 18 minutes ago	 Josh Adams joined 33 minutes ago
 Isis joined 38 minutes ago	 joannalada.work joined 1 hour ago

By location

By author

By date

- ☒ All
- ☐ A day ago
- ☐ A week ago
- ☐ A month ago
- ☐ A year ago

By solutions or kudos

- ☐ Solved
- ☐ Kudoed

By type of post

- ☐ Forums
- ☐ Blogs
- ☐ Ideas

By contents

- ☐ Images
- ☐ Videos
- ☐ Attachments

Advanced Search Options

With all the words

With the exact phrase

With one or more of the words

Without the words

View results by

Topics

Results per page

10 results

☐ Topics with no replies

LARGE ORGANIZATIONS AND SOCIAL NETWORKING/ COLLABORATION

The research below indicated how social media is embraced by various large organizations to enhance their business models and to also allow for more co – operation, collaboration, communication and connection. This research helped give me an idea of how Fonterra might be able to adopt social media to their own advantage. What needs to be kept in mind is that Fonterra is not a consumer centric company and the main interest is to enhance internal collaboration and to drive productivity through this and also in the case of the online help tool, to provide solutions to IS needs and queries.

BNZ

- uses a social networking strategy both internally and externally. Most of the internal is lightweight and most of the BNZ staff are process users.
- BNZ has an RSS feed which gives it's employees updates on anything that could affect the bank, it's staff or it's customers. For instance, when the first of the Christchurch earthquakes struck, the RSS feed would constantly update staff on which branches were not operational. Bank robberies will also be reported on the RSS feed as well as things like attempts by hackers to hack into internet banking, credit card compromises etc.
- has it's own Facebook-like intranet where employees have their own profile pictures and can tag their banking capabilities (e.g. investments, wholesale banking, wealth management etc). The purpose of tagging certain words is so that if an employee wants to find the best department/staff member to deal with a customer all they need to do is type one or two words into the search function and then the relevant staff members will appear. Within the facebook-like intranet, employees have the ability to go onto other employee pages and comment, say hello, or read other posts by other employees.



VODAFONE

- Vodafone Australia use Facebook to provide an additional layer of customer support
- Users can respond to other user's queries
- Users can search previous posts and documents
- User driven



TELECOM

The screenshot shows the Facebook interface for Telecom NZ's Customer Service page. The top navigation bar includes the Facebook logo, a search bar, and a 'Like' button. The page header features the 'telecom nz' logo and the title 'Telecom NZ Customer Service' with a 'Like' button. Below the header, a main banner reads 'Help is just a click away' and 'Send us your queries or suggestions and we'll get back to you within 24 hours where possible.' with an 'Email us' button. The main content area is divided into three columns: 'Mobile' (with a mobile phone icon), 'Broadband and Internet' (with a laptop icon), and 'Home Calling' (with a cordless phone icon). Below these are three more sections: 'Billing' (with a stack of bills icon), 'Hot topics' (with microphones icon), and 'Useful Links' (with a hand clicking a mouse icon). The left sidebar contains a list of links: Wall, Info, Friend activity (1), Home, Customer Service, and Links.

facebook Search

telecom^{nz} **Telecom NZ Customer Service** Like

Telecommunication · Auckland, New Zealand

Help is just a click away
Send us your queries or suggestions and we'll get back to you within 24 hours where possible.
[Email us](#)

Mobile **Broadband and Internet** **Home Calling**

Billing
Account Information
Get your bills online
Pay your bill
Disputes with your bill

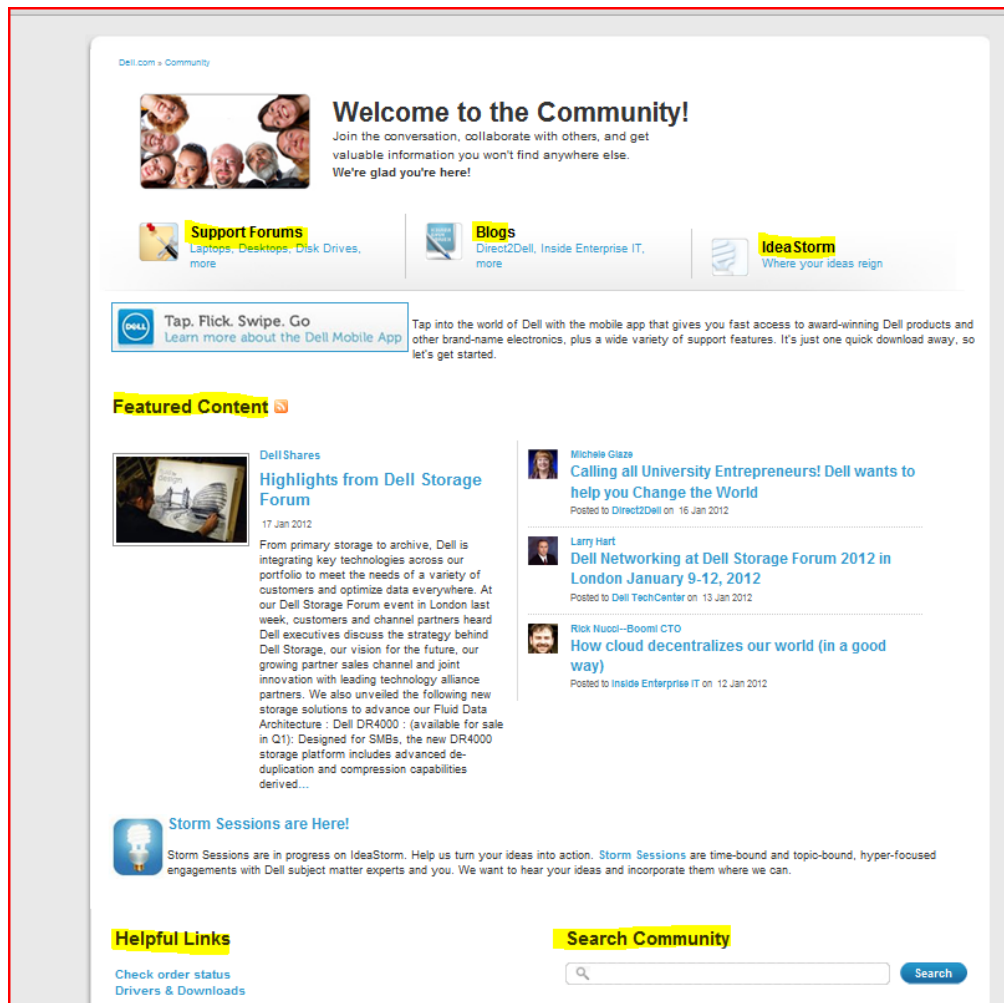
Hot topics
XT Mobile Network
Faster Mobile Broadband
Total Home
Telecom media releases

Useful Links
Get information by phone
Tools and User guides
Check your current usage
Telecom Business Hub

Wall
Info
Friend activity (1)
Home
Customer Service
Links

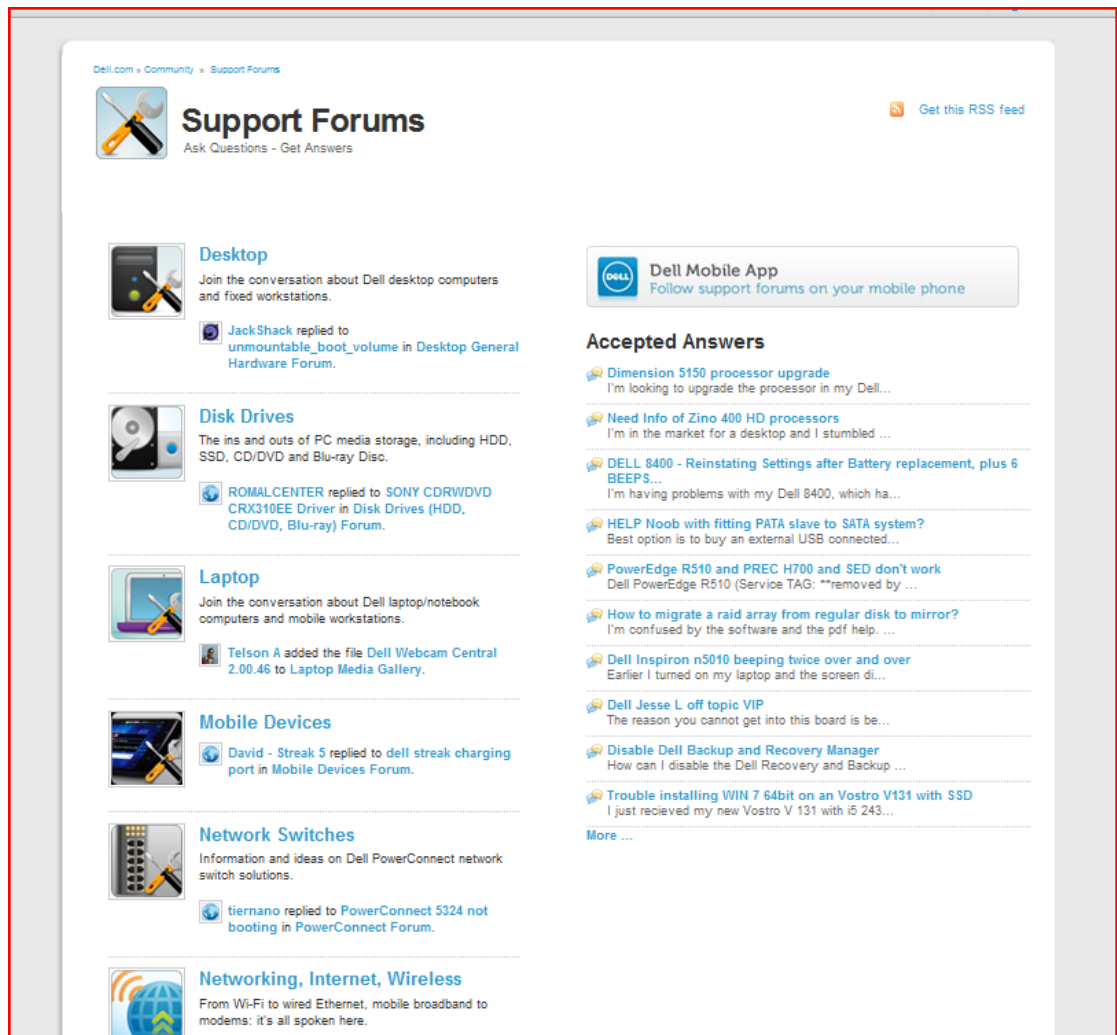
- Telecom use Facebook to interact with their customers
- Customers can search through links of information
- Instead of having a “live wall feed” of customer help the invite customers to send in an email
- Focused more on the customer support process aspect so use tools such as twitter, forum sites such as GeekZone
- Not much of their social collaboration is internally focused but their focus is instead on understanding and responding to the market process.

DELL



The screenshot shows the Dell Community homepage. At the top, there's a 'Welcome to the Community!' banner with a group photo of people. Below this, there are three main navigation links: 'Support Forums' (Laptops, Desktops, Disk Drives, more), 'Blogs' (Direct2Dell, Inside Enterprise IT, more), and 'IdeaStorm' (Where your ideas reign). A promotional banner for the 'Dell Mobile App' is also present. The 'Featured Content' section includes a 'Dell Shares' article titled 'Highlights from Dell Storage Forum' dated 17 Jan 2012, and three user posts: Michele Glaze's 'Calling all University Entrepreneurs! Dell wants to help you Change the World', Larry Hart's 'Dell Networking at Dell Storage Forum 2012 in London January 9-12, 2012', and Rick Nuoli-Boomi CTO's 'How cloud decentralizes our world (in a good way)'. A 'Storm Sessions are Here!' announcement is also visible. At the bottom, there are 'Helpful Links' (Check order status, Drivers & Downloads) and a 'Search Community' bar with a search button.

- Dell use social networking technologies to provide a support community to their customers.
- Forums with open discussions, questions and answers by the community.
- Each answer is rated by a Dell staff member and receives a status of “approved” responses.
- Blogs are available to discuss products, topics
- Ideas platform, for users to make suggestions.
- News feature – item of interest
- Links
- Search function – search the knowledge base



- Forums are identified by categories
- Answers are moderated and rated as “accepted answers”

CONCLUSION

The research above indicated how social media is embraced by various large organizations to enhance their business models and to also allow for more co – operation, collaboration, communication and connection.. Tools used by these companies help them reach out to the customer base and offer support where needed. This research helps give an idea of how Fonterra is able to adopt social media to their own advantage.

SOCIAL NETWORKING AS A FONTERRA I.S SERVICE

My next step was to look at the benefits Social Networking and Collaboration provide to Fonterra.

The objective of Social Collaboration in Fonterra is to enable improved collaboration of Fonterra employees through the appropriate use of social networking technologies

WHAT IS SOCIAL COLLABORATION?

Social Networking is a set of online technologies that facilitate the building of dynamic communities, any time, anywhere, around relationship themes: shared interests/activities, common relationships. [3]

One of the keys to the success of Social Networking, is its ability to move communication modes to be more natural, and reduce the “cost” (effort) of communicating, while at the same time allowing the possibility of a richer user experience, closer aligned to the way humans naturally communicate.

By its very nature, social networking is open and interactive, relying on open participation by anyone who wants to join the community.

Enterprise Social Collaboration (Enterprise Social networking) uses many of the same techniques as consumer Social Networking to enable collaboration within the enterprise and with selected external stakeholders. [4]

While Enterprise Social Collaboration tools may bear a resemblance to Consumer Social Media, the value proposition for enterprise social tools quite different.

Social Networking	IS Context/ Benefits
Social networking is a form of collaboration using social network technology	- Reduce Reliance on email - Minimise certain types of calls to Helpdesk - Grow IS knowledge base - Encourage IS customers to use knowledge base - Users will receive a faster turn around of resolution to common queries - Maximise the potential of our current technical toolset - Align IS customer service experience with wider Fonterra social networking roadmap - IS customers can grow their networks across systems and application knowledge - Advanced system user groups will be able to network and share in real time - Linking “like” users together to build ongoing working relationships - Real time information to our IS customers about incidents, outages - Real time information and discussion on common
Social networking links users together by sharing and building their networks	
Micro blogging about events, incidents, topics of interest are common uses	
Posting video clips, photos and images to share amongst networks	

Computer users are wanting technologies they are familiar with at home to communicate at work	events, issues and areas of interest (application specific, task specific, process) - Using video clips, photos and images to enhance the learning “how to” experience for users - Increase user adoption speed of new technologies - Increase the success of collaborative ways of working by using familiar look and feel - Will build an expert finders (SMEs) network - Familiar to most users, easy to use - Can improve employee/ department/ project productivity
Social networking provides a communication channel which is natural and easy for users	
It is open and interactive and relies an open participation in the community	

HOW WOULD THIS IMPROVE IS CUSTOMER EXPERIENCE?

So as the table above states, there are many benefits that Social Networking can bring to Fonterra such as general queries being answered quickly by the community, customers building their networks to improve their systems and application knowledge and advanced system user groups being able to network and share in real time. Social networking is also able to build ongoing working relationships by linking “like” users and communities will be able to share knowledge and learning, educating and empowering each other.

BENEFITS TO IS OF COMMUNITY HELP TOOL

- Creating online, real time customer support
- Reduce reliance on email
- Minimize certain types of calls to Helpdesk
- Grow IS knowledge base
- Build an expert finder (SMEs) network
- Maximize the potential of our current toolset
- Increase user adoption speed of new technologies
- Improve employee/department/project productivity

WHY ADOPT SOCIAL NETWORKING FEATURES?

- Building a knowledge base
- Brainstorming and vetting new ideas
- Social networking enables large scale collaboration
- Putting a question out there for looking for a SME to answer it
- Keeping employees better connected
- Social Networking enables the formation of communities of common interest regardless of location or time-zone

CURRENT CHALLENGES

The current communication/collaboration mechanisms available to Fonterra staff (email, IM, telephone conversations and meetings) are seen to be inefficient in some cases, particularly in enabling innovation, sharing ideas and problem solving. Some reasons given are that they;

- Aren't suited to free-form conversations between large groups
- There's no record of the dialog or limited access to the information (e.g. sharing info by email which is not then widely available)
- Lack of leveraging known information and insights across the business

COMMON SOCIAL NETWORKING/ COLLABORATION TOOLS

Employee profiles

- Employee profiles function as a single place for appropriate information provided by the employee about their skills, knowledge and interests.
- Social collaboration tools offer the capability to incorporate employee profiles into searches means you are able find out employee expertise from various inputs unlike the traditional way where the majority of this information is stored in a HR skills database. For example, a team member looking for a SME in a specific matter is able to process a profile search to match them with an expert in the organization. [4, 5]

Activity Feeds

- group various data about employee and process activities to subscribers of the feed who are generally team members and other interested co-workers.
- Information that comes up in employee activity feeds may be intentionally produced by the user or produced robotically by enterprise applications. [4]

Blogs

- Blogs are a form of diary or commentary maintained by an individual with regular entries of points of view, descriptions of events, or other material such as graphics or video. Entries (posts) appear in reverse chronological order. Blogs are useful for sharing individual knowledge and experience, as well as spurring discussion, but not ideal for project-oriented collaboration. Blogs typically include the ability for readers to comments to increase user interactivity. [6]

Wiki

- A website that allows users to create and collaboratively edit any number of interlinked web pages via a web browser. Wikis are well suited to the task of creating shared documentation over time. Without maintenance however, they can become chaotic and lose their usefulness.

Microblog

- Microblogs allow users to exchange small elements of content such as short sentences, individual images, or video links. [7]
- Microblogging is better suited to group interaction than instant messaging.
- Consumer examples are Twitter and Facebook, with products like Yammer, Socailtext & Socialcast provide similar features to the enterprise.
- Microblogging is not well suited for more complicated discussions and has little inherent context for the conversations to be useful over time.

YAMMER IN FONTERRA

Yammer has become popular within Fonterra as the unofficial micro-blogging application that employees can use to quickly generate content:

The screenshot shows the Yammer web interface for the Fonterra network. The top navigation bar includes the Yammer logo, a search bar, and notification icons. The left sidebar contains navigation links for 'Fonterra' (with a 'Welcome Sneha' message), 'My Feed', 'Private Messages', 'Activity Stream', 'GROUPS' (All Company, Fonterra KiaKaha..., Groups Directory), and 'COMPANY' (Members, External Networks, Topics, Upgrade, Invite, More). The main 'My Feed' section displays a list of posts. The first post is from Samantha Rogers asking about health and safety on sites. The second is from Nakul Riswadkar about customer feedback. A notification states that Shannin Christensen has joined the network. Below this, a post from Shannin Christensen expresses a wish about an email. The final post is from Belinda Allan discussing a computer monitor disposal question. Each post includes a profile picture, name, text, timestamp, and interaction options like 'Follow', 'Reply', 'Like', and 'More'.

Yammer Search

Fonterra

Welcome Sneha

My Feed

Private Messages

Activity Stream

GROUPS

All Company

Fonterra KiaKaha ...

Groups Directory

COMPANY

Members

External Networks

Topics

Upgrade

Invite

More

My Feed Top Conversations

Share an update with my colleagues

What are you working on?

Samantha Rogers
Is there anybody out there from Hautapu, Tirau or Lichfield who tell me a little about Health and Safety on you sites?
8 hours ago · Reply · Like · More

Nakul Riswadkar
Voice of the Customer - utilising feedback from our customers to drive improvement activities
8 hours ago · Reply · Like · More

Liked by Michael J Butler.

Write a reply...

Shannin Christensen (senior process operator) has #joined the Fonterra network.
August 10 at 7:32am · Reply · Like · More

Joined

Shannin Christensen: wish i never opened the email to yammer
13 hours ago

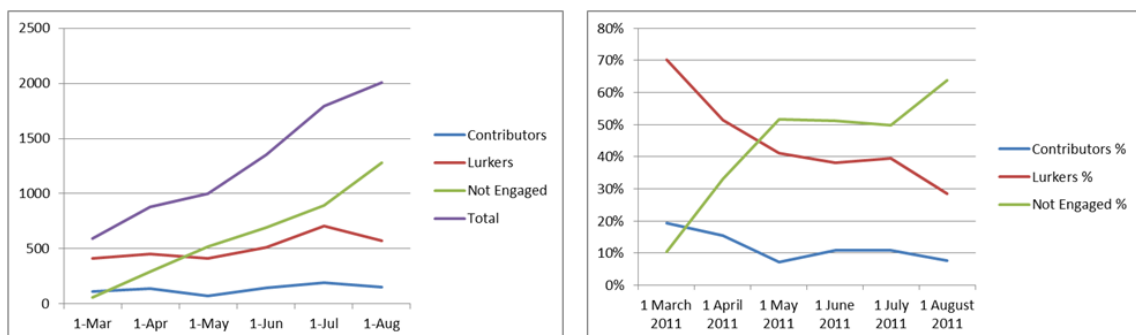
Write a reply...

Belinda Allan
I had a great question from someone today.... "what do I do with an old computer monitor that IS do not want back? I don't want to put it in the normal bin." I was impressed that people to hear people are thinking about these things. Next step is to find a standardised Fonterra solution! My interim suggestion was to find a local e-waste provider... however being in Country Victoria I'm not sure how readily available they will be! Any ideas people??

There is currently no governance on the way that Yammer is used within Fonterra and is currently not set up appropriately to enable its potential but it does voice that there is an interest among employees for an enterprise social networking platform. The following figure shows some statistics comparing the months from March to August in both 2010 and 2011.

Yammer in Fonterra

- Network started in march 2010
- Only those with a confirmed @fonterra.com email can join.
- Registered users: 2006. 35 groups

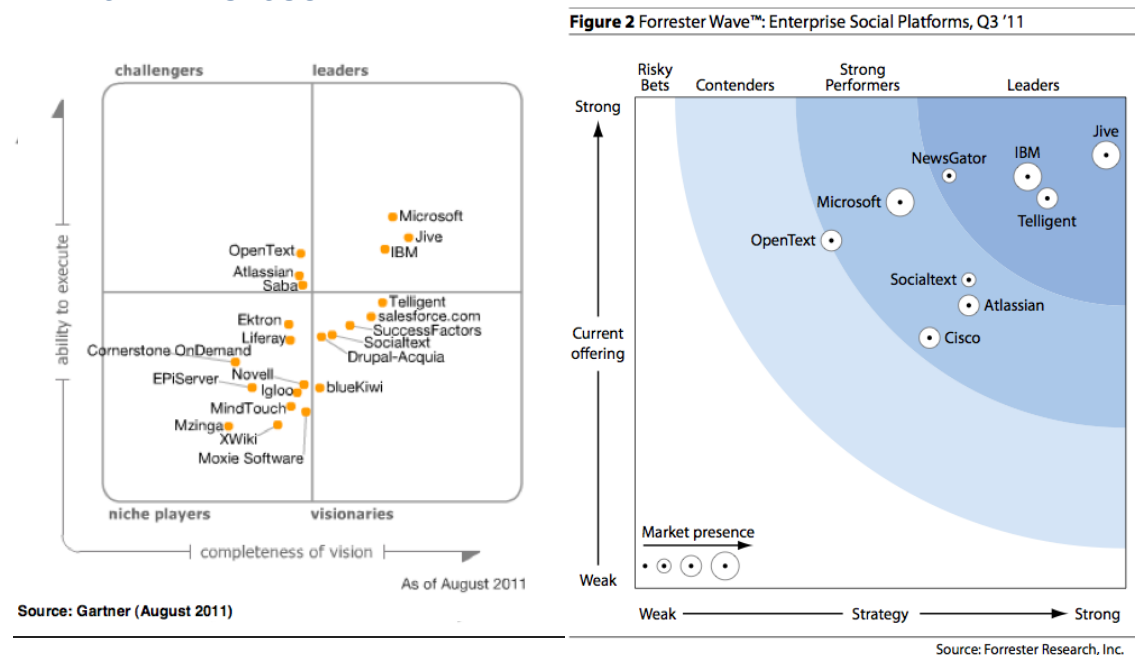


COLLABORATION MARKET

The collaboration market is split between suite and pure-play vendors. Collaboration suite vendors offer comprehensive collaboration platforms that include both traditional features (i.e. content management) and social tools. [4]

Pure play Social Vendors provide tools that mainly focus on the social aspects of collaboration for example, activity feeds, microblogging and so forth. [4]

ANALYST VIEW OF SOCIAL MARKET



I used the diagrams above to shortlist some of the key players in the social market [9, 10, 11, 12].

The following are players in the market for

Collaboration Suite Vendors

- Microsoft SharePoint 2010
- OpenText
- Jive
- Lotus

Pure play Social Vendors

- Socialtext
- Newsgator
- Telligent
- SocialCast
- Chatter
- Yammer
- Cisco Pulse

VENDOR OVERVIEW

Vendor/Product	Highlighted Features	Lowlights
Microsoft SharePoint 2010	• Employee profiles, blogging, wiki and activity feeds. Real-time collaboration capabilities via integration with Microsoft Lync. • Content management and library services standard.	• No microblogging. • Only mobile support Windows Mobile
NewsGator	• Suite of social tools, heavily integrated with Microsoft SharePoint.	• On premise only • Microsoft SharePoint integrated only • Does not support non-staff users
Yammer	• Enterprise microblogging • Searchable profiles and activity feeds. • Integration with enterprise applications such as SharePoint & AD.	• Does not support non-staff users
Socialtext	• Enterprise microblogging (Socialtext Signals), wikis. • Searchable profiles and activity feeds. • Integration with enterprise applications such as SharePoint.	• No native mobile applications
Telligent	• Enterprise microblogging, employee profiles, blogging, and activity feeds. • Integration with enterprise applications such as SharePoint & AD.	• Perceived as expensive
OpenText Social Workplace	• Profiles, blogs, wikis, feeds, etc. • Compelling user interface based on many familiar smartphone metaphors.	
Jive	• Collaboration suite that often competes with SharePoint. • Profiles, blogs, wikis, feeds, etc.	• Perceived as expensive

PURE PLAY SOCIAL VENDORS

The evaluation includes 4 vendors considered strong in the social networking market, with a broad product capability and who offer strong integration with SharePoint; Yammer, Telligent, NewsGator and SocialText.

A limitation to this evaluation was the score was just totalled but it would have been better if I scored them based on the priority or importance of each aspect being evaluated. For example the Security, Functionality and Integration aspects are more important than the Mobility aspect and if this was done it would have been a better rating system even though it wouldn't change the final outcome that Newsgator is the leading tool.

Yammer is included in the evaluation due to a strong existing Fonterra mindshare rather than the inherent merits of the product, or market perception.

SalesForce.com's Chatter, was also considered due to close integration with the SalesForce CRM.

Two obvious omissions from consideration are Jive and IBM's Lotus Connections, omitted because they are broad capability platforms, targeted at companies as an alternative to SharePoint rather than as an enhancement to its capabilities.

NewsGator Social Sites for SharePoint 2010

NewsGator is a social platform built on top of the native SharePoint 2010. It's designed specifically to augment SharePoint by filling functionality gaps such as Microblogging, and enhances other SharePoint social features. Social Sites aims to supplement and extends, the SharePoint platform rather than replace it. [8]

NewsGator has deep integration into the SharePoint user interface, and has minimal capability overlap. It improves usability and adds wizards for profiles and expertise discovery, ideation, tagging, video, self-service community subscriptions, and activity streams with filtered views.

NewsGator Social Sites 2010 installs as a service on the SharePoint 2010 servers and becomes a web part that can be activated/configured on a site by site basis by the site administrator. NewsGator was named NewsGator named Microsoft's 2011 US Partner of the Year.

Mobile access for iPhone, iPad, Android and Blackberry is a licensable feature. Access for Blackberry is via the BES infrastructure. Access for iOS and Android devices is over HTTPS via Webseal (or ISA).

NewsGator	Score	Description	Pro	Con
Functionality	4	Full suite of features, including Microblogging, activity streams, profiles ideation, desktop clients, and polling		
Architecture	3.5	On premise: Integrates directly into SharePoint		
SharePoint integration	5	Near seamless SharePoint integration	It's designed specifically to augment SharePoint by filling functionality gap. Embeds directly into sites	Installs directly onto the SharePoint server, which raises concerns over capacity & stability
Security	4.5	Directly leverages the SharePoint security and permissions model to a site/community level		
Mobility	4	Mobile support available as an optional module.	Support for all major OSs	
Integration	5	Integration with		

		SharePoint, AD, Outlook and Lync presence		
TCO	4	Subscription based per user pricing: Volume list pricing for 1-9,999 users: US\$1.46 or \$1.04 for >10,000 10,000 users US\$125K/pa	Options available for perpetual licensing rather than subscription	
	30			

Yammer

Yammer offers a social networking and microblogging platform targeted at the Enterprise for internal company communication. The service is SaaS/Cloud based hosted in the US only.

Yammer has been relatively successful at marketing itself with a highly featured freemium model, and has been very popular with many end users who have introduced it into their organisations inviting colleagues and friends to join, bypassing IS involvement. They claim penetration into 80% of Fortune 500 companies, but it's unclear what percentages of those are using the paid version of the product. The premium version of the product operates under a per user subscriber model.

Yammer is primarily a microblog, styled similar to a private version of Facebook. It ensures a degree of security by allowing communication only between members who share the same company's email suffix. Users can read/post to a companywide feed, or establish private invitation only groups.

The freemium version of the product includes all the key functional features; company microblog feeds, groups, private messaging, personal profiles, file, video, and image sharing etc. The premium paid version adds support and SLAs, advanced management, single sign-on, & integration with Active Directory, branding customisation, export of data for e-discovery and integration with SharePoint and other web sites.

Yammer's SaaS product can link to SharePoint and allows Yammer comment feeds to display on any SharePoint page. Users can post messages and files to Yammer from within SharePoint.

Yammer	Score	Description	Pro	Con
Functionality	3.5	Yammer focus primarily on microblogging	Simple, easy to use interface	
Architecture	3.5	SaaS/Cloud only		
SharePoint integration	3.5	Yammer feeds, private messages, and notifications tabs		Implementation is quite lightweight, essentially just an embedded HTML frame.
Security	3	Requires identity federation	Only users with a	US based SaaS service

		technologies to achieve single/same sign-on	Fonterra email address can access activity streams	(sovereignty issues)
Mobility	3.5	Support for all main OSs; iOS, Android, Blackberry, Windows Mobile + SMS integration		
Integration	3.5	Integration with SharePoint and AD for single sign on		No AD user profile information or Lync presence info
TCO	1	Subscription based per user pricing: List Price US\$5/user/month Annual Subscription US\$600K*		The Yammer licensing model is inflexible. Once we activated AD integration, all Fonterra staff would need to be classified as a user.
	21.5			

- Assumes 10,000 users. Yammer were unwilling to discuss anything but list pricing without a strong stated commitment to their product and their engagement process (signing MSA, security signoff, providing details of the Social Networking Strategy, and NDA). The expectation is that volume would probably be somewhere between US\$1.50-\$2 per user for a volume of 10,000 users

SocialText

SocialText was one of the pioneer into the “social” market and among the first to offer an enterprise-grade wiki and to respond to new social trends like Microblogging, and now has a relatively rich integrated suite of web-based social software applications including microblogging, user profile, directories, groups, personal dashboards using OpenSocial widgets, and shared spread sheet, wiki, and weblog collaboration tools. They target the mid-market with aggressive pricing and a business-focused professional services offering.

SocialText is available as either a SaaS/Cloud service or as an on premise virtual appliance. If used in Fonterra, the virtual appliance is likely best fit.

SocialText	Score	Description	Pro	Con
Functionality	3.5			User interface is slightly “cluttered”
Architecture	4.5	On premise: Integrates directly into SharePoint	The on premise appliance makes the solution independent of other sites (non-disruptive upgrades)	
SharePoint integration	4			
Security	4	Onsite deployment, AD integration for single sign on		
Mobility	3.5	Native Support for iOS just released, with support for Android and Blackberry following in December. HTML5 support for all other devices.		
Integration	4.5	Integration with SharePoint AD and Lync		

		presence. Can be embedded/intergrated into any web site.		
TCO	5	Volume list pricing for 10,000 users for the onsite virtual appliance: US\$80K PA, US\$15k setup costs including design, install and training	Licensing for users not regularly participating can be deactivated so that they do not count against your user count for billing purposes.	
	29			

Telligent Enterprise

Telligent Enterprise is an on premise solution targeted at large organisations. It's full featured, with a broad range of capabilities for document sharing, rich editing, full email integration, user profiles, sophisticated analytics and a recommendation engine.

Telligent maintains a strong relationship with Microsoft and offers deep integration with Lync for real-time collaboration, SharePoint for document management, and Outlook for user-level integration.

Telligent	Score	Description	Pro	Con
Functionality	4.5	Full suite of features, including Microblogging, activity streams, profiles, desktop clients, polling, extensive development capabilities and advanced network analytics	Telligent is effectively a development platform to deliver advanced social networking capability. The out of the box network analytics features particularly strong	
Architecture	4.5	On premise: Integrates directly into SharePoint		
SharePoint integration	4	Bidirectional Web part integration		
Security	4			
Mobility	2			Mobile support is only via mobile browser, rather than via

				native applications.
Integration	4	Integration with SharePoint AD and Lync presence		
TCO	2	Perpetual licensing, server + per user Licensing*: US\$700K + 20% annual maintenance US\$140K		
	25			

*Pricing is List for required servers and 10,000 users

SalesForce.com Chatter

Chatter is a standalone, pureplay social networking tool, the primary selling point being tight integration with the SalesForce other business applications such as CRM platform. Chatter provides Microblogging, Instant messenger, file sharing, user profiles, idea capture and Workflow approvals. A basic version of Chatter is available free

Chatter is typically deployed in organisations that have a wide deployment of SalesForce applications. The CRM integration allows business events such as contract updates or customer interactions to appear in the user/group activity streams.

Chatter for SharePoint is available as a free, open-source component, allowing users to view Chatter feeds inside SharePoint and read, comment, & post files and links into the Chatter feed.

Chatter is available as from any web browser, X86 desktop application or as a native application most mobile platforms.

Chatter is available only as SaaS/Cloud service.

Chatter	Score	Description	Pro	Con
Functionality	4	Microblogging, Instant messenger, file sharing, user profiles, idea capture and Workflow approvals		Many of the features compete in functionality with other strategic products e.g. Chatter has messaging and web-conferencing features already provided by Lync. Stand alone
Architecture	4.0	SaaS/Cloud only		
SharePoint integration	3.5	Loose integration with SharePoint though Chatter for SharePoint component.		Integration module only currently in beta. Limited implementation of SharePoint's security hierarchy

Security	3.5	Identity federation provided by SAML 2 authentication		Requires identity federation technologies to achieve single/same sign-on. US based SaaS service (sovereignty issues)
Mobility	4	Native Support for iPhone, iPad, Android, or BlackBerry.		
Integration	3.5	Integration with SharePoint AD and most SalesForce applications		
TCO	4			
	26.5			

COLLABORATION SUITE VENDORS

MICROSOFT SHAREPOINT 2010

- Microsoft SharePoint remains the dominant collaboration platform in the market with over 70% of the install base (across it's different version).
- has achieved wide market acceptance as a broad platform for enterprise collaboration, content management, portals, search and includes a number of robust social features;
 - Employee profiles,
 - Blogs
 - Wiki
 - Activity feeds.
- Real-time collaboration capabilities via integration with Microsoft Lync
- This broad feature set, as well as a familiar workflow and strong integration with the Office suite is likely to see Microsoft remain the dominant player for the foreseeable future.
- Two major omissions from SharePoint 2010s capabilities however are the lack of microblogging capability and broad mobile support. This capability will not be available natively till SharePoint 2013

- A number of the “pure-play” social vendors have SharePoint connectors that deliver these and more advanced collaboration features so that users can continue to use SharePoint as their default social environment and for content management.

OPENTEXT ECM SUITE

- Profiles, blogs, wikis, feeds, etc. Content management and library services standard.

It was decided that if there was an upgrade Microsoft SharePoint 2010 would be the choice so no further evaluation of OpenText was conducted.

FUTURE WORK

Pure-Play Social product:

It is recommended that NewsGator be deployed in parallel to the SharePoint 2010 upgrade to fill a capability gap within SharePoint 2010. It is also anticipated that using a social networking tool integrated directly into the SharePoint workflow, will encourage wider adoption due to its strong integration with the SharePoint workflow, and capabilities that are a close match to key use-cases. Assuming licensing for 10,000 users, the solution would have an operational cost of the solution would likely be US\$125K per year, approximately NZ\$166k (depending on feature options deployed).

Platform recommendation:

SharePoint already has wide user acceptance as the default traditional document collaboration platform and the new version, SharePoint 2010, includes a number of robust social features known as “SharePoint Communities” so its recommended that SharePoint 2010 form the foundation to Fonterra’s social enablement for E2E

This means that if the proposal for the upgrade of Sharepoint 2010 is approved, so is Newsgator so this combination will be used for my online help tools. But if the proposal is declined, I am going to be using Sharepoint 2007 in conjunction with either Chatter or Yammer.

Once the decision has been made, more investigation needs to be done on the tool and how both its features and that of SharePoint’s can be adopted to provide the most effective and efficient solution to the problem. Further analysis also needs to be done on how the Community Online platform can be integrated yet be separate enough to be recognized as a different tool. If possible, I would like to integrate some of the features outlined in my initial proposal.

For example, how Employee Profiles will be linked to the tool and their Milkyway profiles, how users are able to view the questions they have posted. More

exploration also needs to be conducted on the Search aspect and how information linked to posts, IS Help Online, user guides and so forth are going to be retrieved from the Knowledge Base. Features mentioned in Requirements to meet Customer Voice table need to be met and integrated into this tool. This will be a challenge as there is a limited time frame for this project and the decision on the tool has not still been made.

Once the tool is set up, usability studies and testing need to be conducted until it meets the requirements and satisfaction of the users.

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