

Is Less More?

Today's Enterprise 2.0 Collaborative and Social Software is Hitting Mainstream

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The **Social Networking Revolution** (mySpace, Facebook, YouTube, Flickr, Tweeter, Second Life) provide tools, technologies and platforms that are becoming the norms for peoples and professionals lives to collaborate and communicate. They are moving from the consumer sector into your business or enterprise to:

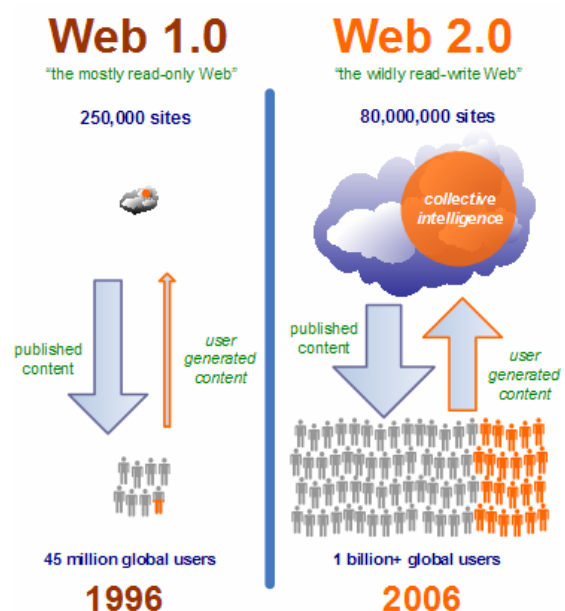
- Keep your team(s) on the same page;
- Provide transparency of information and knowledge;
- Develop new channels of communications (Blogs, Wiki, VOIP, IM, Messaging, etc.);
- Reduce emails and face-to-face meetings;
- Provide your team or project a VOICE in the company;
- Install new ways of collaboration and information sharing.

These tools are wrapped around improving **creativity, transparency, agility, motivation, collaboration and productivity**. But, enterprises are looking for ways to implement Web 2.0 tools and technologies for the promise of increased service, support, sales and customer satisfaction. New ways to reach and service your markets for a competitive advantage. New channels of communications and collaboration for better creativity, transparency, agility, collaboration and productivity not only within your enterprises organization, but with your partners and even your customers.

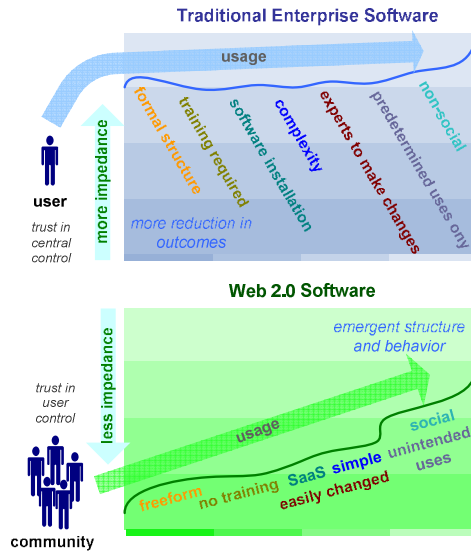
But many enterprises or businesses are unsure how to apply the technology...
What benefits they should expect?
What is the Return-on-Investment (ROI)?

Many of the solutions in the market, entering the Enterprise 2.0 space, are Web 2.0 technology tools: blogs, wikis, rss feeds, tag clouds, etc. Most of them are point solutions! To test the concept of Web 2.0 tools and its methodology, there is below a diagram that explains the evolution from Web 1.0 to Web 2.0 provided by Dion Hinchcliffe, a well-known business strategist and enterprise architect, for Hinchcliffe & Company and founding Editor-in-Chief of the respected [Web 2.0 Journal](#) and is current Editor-in-Chief of [Social Computing Magazine](#).

The diagram drives home the concept of the collective awareness and intelligence and the amount of user's generated content versus just four years earlier. This was brought about by the collaborative and social networking software available online allowing everyday people to get involved and engaged with their friends and family (the social networking revolution mentioned earlier). I anticipate this very concept to enter the enterprise and allow each employee to provide key ideas, insights, opportunities as well as collaborate, share and post his/her participation as an active member of the enterprise. Creating a proactive culture beyond the email box and water-cooler or lunch room and allowing mass content creation by the employee, partner or customer community.



Enabling Richer Outcomes: Traditional Software vs. Web 2.0



Another component of the social networking revolution is the richer outcomes provided, not by the traditional enterprise software, but by Web 2.0 or Enterprise 2.0 software that provides a number of benefits to its Software-as-a-Service (SaaS) model. (see Hinchcliffe's graph to the right)

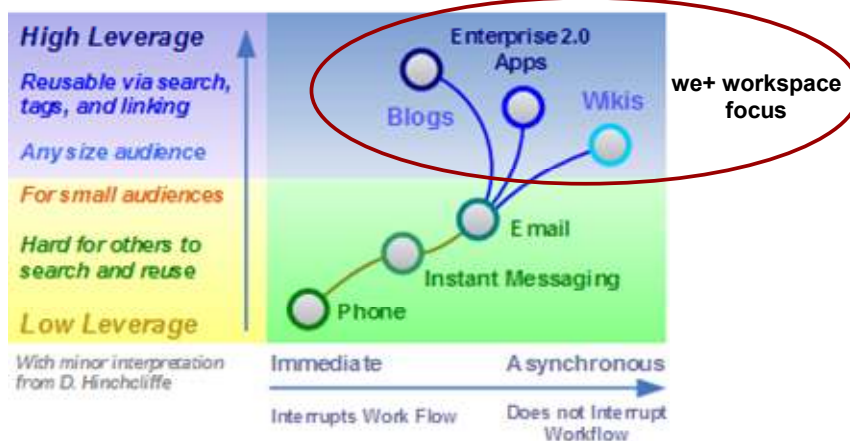
1. No training, it's intuitive and simple;
2. No maintenance fees, patches and upgrades;
3. It's social and freeform with unintended uses and benefits;
4. Low cost alternative with the ability to access with the internet anytime, anywhere.

So you begin to see the paradigm shift by the software industry to this new model. In fact, IDC predicts that over 25% of businesses across Europe uses some form of SaaS model for some of their enterprise applications today.

Enterprise 2.0 Communications

Rob Boothby produced a diagram and Dion Hinchcliffe made some minor interpretations to it to provide a look at the expanding communication channels from immediate (face-to-face, phone or voip) to "a synchronous" including instant messaging, email, blogs, web applications and wikis. Through this diagram you begin to see the opportunity across your enterprise of collaborative efforts, captured knowledge, collective awareness, transparency, agility and improved productivity.

Rod Boothby's Enterprise 2.0 Communication Continuum



Boothby is pointing out that new communication tools do not interrupt the workflow and in fact can aid in increasing the communication flow within your organization, with your partners, and to and from your customers. One other item is that the communications are reusable and continue to add value as more professionals participate and post their comments or ideas.

So what's out there?

The sheer volume of Web 2.0 applications is amazing. Below is a listing of the most well known applications by category, I only posted 5, from many sources via the web, this is by no means all of them and new ones or mash-ups are popping up everyday. My goal is to demonstrate just the sheer volume...

Blogs (25+)

1. WordPress
2. FeedBurner
3. Blogger
4. Moveable Type
5. BlogSite

Wikis (30+)

1. SocialText
2. WikiSpaces
3. Wetpaint
4. ZiWiki
5. Near-Time

Tags (30+)

1. TagMyCloud
2. Taglocity
3. GoogleCloud
4. ZoomCloud
5. TagCloudCreator

VIOP/IM (15+)

1. Skype
2. Yahoo
3. Microsoft
4. ICQ
5. AOL

RSS Feeds (45+)

1. NewsGator
2. Netvibes
3. NewsMonkey
4. MetaRSS
5. KickRSS

Project Management (60+)

1. eProject (Daptiv)
2. Wrike.com
3. ZohoProjects.com
4. Google Docs/Calendar
5. Quickbase

Collaboration Tools (25+)

1. CentralDesktop
2. TeamWorkLive.com
3. BaseCamp
4. ActiveCollab
5. Grouptivity

Content Management (100+)

1. Clickability
2. ConnetSite
3. Easy Site Manager
4. eDocuments Live
5. Norvax

So, what other options exist in today's market, without forgetting about the large enterprise players: IBM, Microsoft, Google and Intel each with its development product suites, high cost, large project integration, resources demands and maintenance and upgrade fees. In this case, the Total Cost of Ownership or (TCO) is much more than the initial software and training costs.

But what if there was a way to reduce the selection and approval process, resource drains, integration time and effort, training and user acceptance, and increase benefits while capturing your return-on-investment?

What if, we propose the Software-as-a-Service (SaaS) model, but allow you to have it behind your firewall? Allowing you complete control and enhanced security as you move away from patches and updates, maintenance fees and downloads to continuous improvement and collaborative development participation.

The we+ workspace from Yooplus.

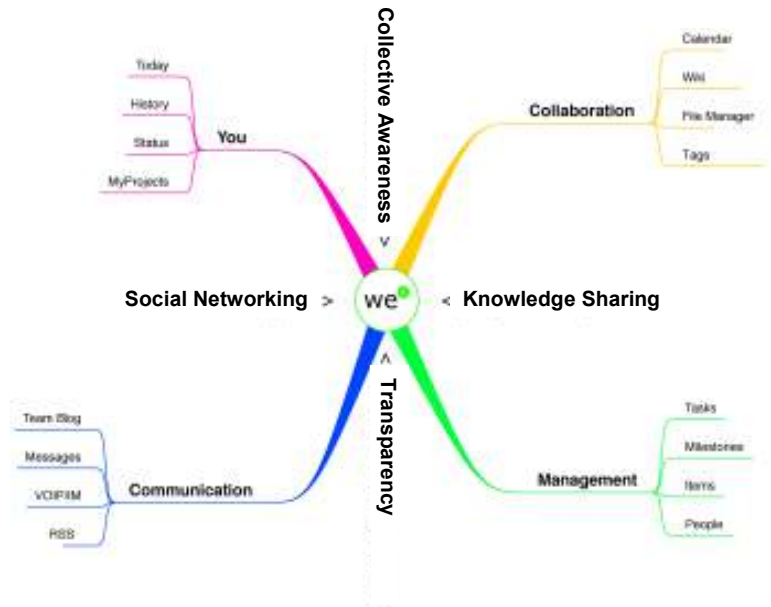


Let me introduce the **we+ workspace** from Yooplus srl. An innovative social collaboration and communication platform that provides all the point solutions you just reviewed into one state-of-the-art platform. (see diagram to the left) Allowing the customer to configure it to their processes, projects or structure versus you having to conform to it. The platform is also, multi-lingual, servicing an international market, currently supporting; English, Spanish, Italian, French and German, with other languages soon to follow. The we+ workspace allows for customization per user and provides all the Web 2.0 tools and technologies as well as collaboration and communication tools (blogs, wikis, tags, RSS, VOIP, IM, messaging system, collaboration, file/calendar sharing, content management, and project management lite) to empower your social enterprise.

The diagram to the right depicts the four major focuses of the platform:

1. YOU, as an active participant;
2. Communication vehicles;
3. Collaboration tools;
4. Management methodology.

It provides the “**social networking**” among your team, employees, partners and customers creating a “**collective awareness**” of the team and company as everyone works from the same page. It allows “**knowledge sharing**” from files, calendar, wiki and tags providing information at your fingertips and the “**transparency**” breaking down the barriers of departments, divisions, offices, regions and other silos built to keep information in and others out.



Below is a screen shot of the “home” page. Our patented format and simple single click navigation makes it the most robust and easy to use social enterprise platform on the market today. A few of our functions are listed below....



- Social Enterprise Platform
- SaaS Model(s)
- Web 2.0 Tools Built In
- Team Collaboration
- Flat Project Management Approach
- Intuitive to Learn/Use
- Share Files/Calendar
- Time-Based/Driven
- Customizable by User
- Intergratable API
- Military Level Security
- Multi-Lingual/Localization

Since the we+ workspace is adaptable to your business and processes It also includes:

- Integrated Web 2.0 tools (blog, wiki, tags, pm, voip, im) versus disparate point solutions.
- the capability of all users to use all components within the intuitive platform
- The *plus*, within we+, is that it manages all the information and knowledge, provides transparency and follows the goals and objectives of your company or organization.

We wanted to show you what a few of our current clients are doing with the application.

So you are probably thinking cool technology, but how do I apply it to my situation, my team, my business or organization? What benefit can I expect for me, my team, my employees, my partners and ultimately my customer? Here are just a few ideas....

- Business Project Management
- IT / Automation Project Management
- Department/Team Management (Sales Support, Field Support, etc.)
- Functional/Team Management (Marketing, Operations, HR)
- Customer Service and Support
- Corporate Internal Collaboration and Communications
- Corporate External Communications
- Multi-national Offices to Collaborate and Communicate
- Knowledge Repository and Social Enterprise Empowerment

Real-World Examples

So lets see some real-world examples and their benefits;

Below are highlights of four we+ implementation overviews and benefits.



Fondazioni di Comunità della Fondazione Cariplo

Project description

La Fondazione Cariplo is an onlus-community foundation settled in Milan. Since 1998 Fondazione Cariplo promotes social and public health activities, sports and professional qualification programmes. In addition to that, Fondazione Cariplo supports the development of arts and sciences, the maintenance of cultural and artistic assets, and the protection of natural areas. This onlus foundation promotes projects, actively searches for sponsorships in order to fund social activities whose aim is the enhancement of life quality in particular areas.

The foundation needed to create a common source of knowledge for all its volunteers and employees. All volunteers had to be trained in the use of a central system of information, the fund raising and distribution had to be efficiently monitored and managed, the communication between the headquarter in Milan and the other offices around the country had to be improved as well.

Our **We+** platform has been implemented by Fondazione Cariplo to achieve all these goals. Nowadays **We+** is used to manage 23 branch offices mainly settled in the Northern of Italy. Knowledge and wiki are currently used to manage the IT system for philanthropy, the blog is an

important tool used by Fondazione Cariplo to share information and give feedbacks. Tasks and milestones are used to manage all marketing and advertising projects, to manage the web sites and the fund raising activities.

Benefits

Thanks to **We+** Fondazione Cariplo has now achieved a standardization of all internal procedures and a better time management which is essential in an organisation largely formed by volunteers. A very important goal which has been accomplished is the creation of a common source of information which is extremely useful for the evaluation of the financed activities and the fund raising.

Link:

<http://www.fondazione cariplo.it/portal/page36.do?link=oln212.redirect&seu169a.oid.set=87>



Idea Agenzia per il Lavoro

Project description

Idea Agenzia per il Lavoro is an Italian personal recruitment agency composed by several branch offices around the country. Idea Agenzia per il Lavoro provides employees recruitment, pre-selection and training for people who are applying for private corporations and public agencies. In addition to that, Idea Agenzia per il Lavoro, is specialised in the placement of handicapped people into the job market. The challenge they had to face was the enhancement of the communication between the branch offices including allowing every employee to access to all information and knowledge. Idea Agenzia per il Lavoro wanted to reach significant improvements with the help of an highly intuitive platform, easy to use and which could have provided a better tasks and deadlines management. Thanks to **We+** which is currently used by 22 employees, Idea Agenzia per il Lavoro is now able to:

- manage the CV's database (more efficiency in the database update and in the publication of the candidates CV's on national data banks);
- manage the pre-selection and the participation to the training courses (better communication towards participants and teachers as well);
- manage sales and advertisements' activities;
- manage internal procedures and files storage.

Benefits

Rafaela Violino, manager of the branch office settled in Turin says: *“Thanks to **We+** we have improved all processes of our internal organisation. Now we can really share information about our training programmes. The possibility which **We+** has given to us to put information and take information from our online recruitment is essential to us and make all our activities shorter and easier. Moreover the platform scores a large satisfaction range among the users, this success is due to its uncomplicated way to use which makes it easy even for the ones who are not very skilled with the PC..”*

Link: <http://www.ideaagenziaperillavoro.it>



Client :Quadrifoglio S.P.A.

Project description:

Quadrifoglio s.p.a. is a Florence based solid waste and recycling utility. Quadrifoglio is in charge of the rubbish removal in the city of Florence and in other municipalities of the surrounding area.

We+ has been implemented by Quadrifoglio in order to manage all public relation and Communication activities. At the moment the platform is used by 7 employees working in internal departments and by over 20 customer care operators of an external firm. Thanks to the support given by **We+**, Quadrifoglio has been achieved a better communication within its flat project teams. Each member of the team is perfectly informed and updated about the tasks and the deadlines concerning the production of leaflets, press releases and other communications going out to the media and to its customers. In this particular case blog and wiki are used to create a common source of information which is essential to be aware and keep updated about the current operational norms, while task are used to manage the deadlines and the communication with external suppliers like, for instance, graphic designers and printing offices.

Benefits:

According to Mrs. Paola Sighinolfi, director of the PR department **We+** has simplified the work of the department and improved the efficiency and the motivation of the employees. Mrs Sighinolfy says: *“In a public utility you can get better results if everyone is actively participating to the projects sharing knowledge and information. Thanks to a platform such a **We+** we are able to easily communicate within the team, to share files and information. We believe that a flat project team brings more efficiency and better results in comparison to the rigid hierarchic structure of a traditional working team organisation. “*

Link:<http://www.quadrifoglio.org>



Loesher Editore

Project description

Loesher Editore is one of the largest and well known Italian book publisher. Loesher is specialised in the production of school and university books and manuals . Loesher decided to implement our **We+** platform in order to get some significant improvements in the communication between the authors teams, the production and the external suppliers. The Italian book publisher wanted a tool which could allow them to meet the strict publishing deadlines imposed by the Ministry of Education achieving, at the same time, the publication of excellent books. **We+** is currently used for the management of all production steps including the enhancement of the communication flow between authors, proof readers, graphic designers and producers.

Benefits

Since **We+** has been implemented at Loesher Editore everyone is satisfied about more transparency and efficiency within the working teams. Mr. Bombaci, who decided to implement the **We+** platform in the corporation says: *“the results we have got are absolutely excellent and to tell the truth they even exceed our expectations. We are expecially surprised about the large number of employees who use **We+** every day and about the diffusion of the platform among our suppliers.”*

Link: <http://www.loescher.it/>

Let's Recap

We entitled this article, “Is Less More?” and I think from our review of the market, the volume of point solutions, the promise of substantial benefits and returns from the Enterprise 2.0 movement, and our real-world examples we can honestly say.... Yes! That with the **we+ workspace**, your social collaboration and communication platform, you can agree it is a simpler, intuitive and cost-efficient approach to gaining the benefits of social networking and collaboration revolution within your enterprise.

Allowing you to adapt the platform to your needs versus having to conform to it and providing a multi-lingual support for your teams, offices, divisions, or regions across the globe.

For additional information:

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