Enterprise 2.0
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Executive Summary

Social network products, like Facebook and twitter, are slowly creeping into organizations, brought in heavily by the millennials, forcing them to accept and morph them to enterprise networking to increase collaboration and enhance productivity. At the same time, management has to rationally manage tools like Salesforce.com's Chatter and Yammer. Key to this adoption will be the Enterprise 2.0 strategy and execution of the vision.

What is Enterprise 2.0?

We randomly asked ten attendees the following question: What is Enterprise 2.0 and how is it different from Enterprise 1.0? We got ten different answers. The definition is probably best captured in the following table, provided by the conference organizers:

Enterprise 1.0	Enterprise 2.0
Hierarchy	Flat Organization
Friction	Ease of Organization Flow
Bureaucracy	Agility
Inflexibility	Flexibility
IT-driven technology/Lack of user control	User-driven technology
Top down	Bottom up
Centralized	Distributed
Teams are in one building/one time zone	Teams are global
Silos and boundaries	Fuzzy boundaries, open borders
Need to know	Transparency
Information systems are structured and dictated	Information systems are emergent
Taxonomies	Folksonomies
Overly complex	Simple
Closed/proprietary standards	Open
Scheduled	On Demand
Long time-to-market cycles	Short time-to-market cycles

Next-Generation Organization

Social, economic, environmental, and technological forces continuously transform the relationship between organizations and employees. The traditional "workplace" is disappearing, thanks to globalization, communications, the consumerization of IT (CoIT), and recent market upheavals. What is emerging is a *workspace* that is more social, more virtual, and more mobile. This new workspace is also more transitory, as employees skeptical of lifetime employment find themselves increasingly joined by contingent staff and outsourcing partners. Given the ascent of a new generation of workers raised in this connected, global reality, we can no longer rely on old assumptions about how work best gets done. Such transformational trends create a world where relationships are managed not by sight, but by trust and commitment. To survive, organizations must be more agile than ever before.

Recently surveys have shown only 45% of Americans are satisfied with their jobs and 28 million are grateful to be employed, but bored to death. This will probably get even worse as millennials enter the workspace with BYOD (bring your own device) to some employers that either have completely banned or provide restricted access to Facebook, Google (as in China), and twitter at work. This baby when starting a career will probably wonder what in the world are a keyboard and mouse, just as the millennials have probably never heard of or seen vinyl LPs, cassettes, 8-track, VCRs, and floppy disks!

Many enterprises are reluctant to embrace enterprise social networking because of their NIH (Not Invented Here) syndrome and hoarding nature:
- Insular culture – information should be managed and controlled
- Status gap
- Self-reliance
- Fear of losing control
- Competition
- Narrow incentives
- Too busy

For millennials, money isn't the primary motivator; *meaning* is the new money and *balance* is the new Benjamins. Employers have to realize it's not one size fits all and have to know their audiences; use behavioral economics and gaming concepts to motivate. Buy-in is no longer relevant; it's ownership and involvement.
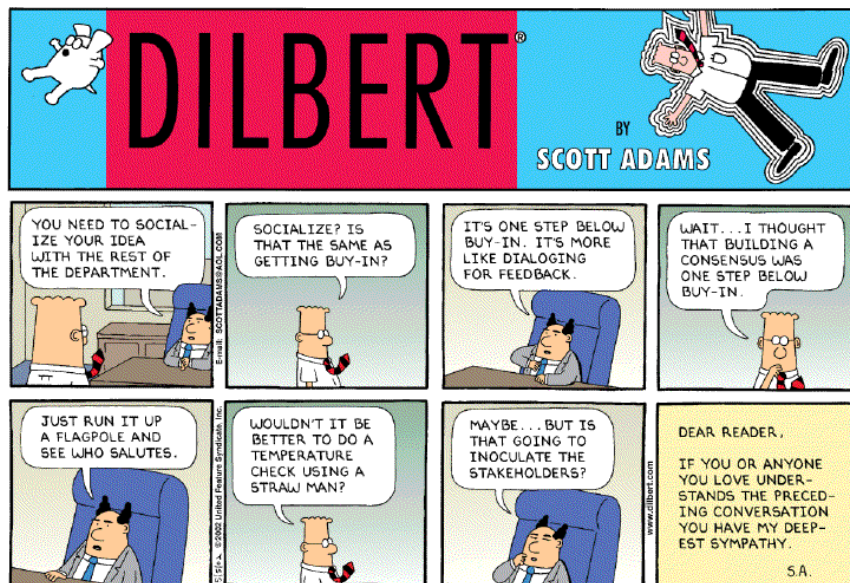
An example of the challenge ahead is the strategy of the tech giant, Cisco. Cisco is into year three of becoming a collaborative enterprise, trying to cross the chasm, built around two frameworks – one around language and one on figuring out process improvement. It is a three-legged stool – culture, process, and technology. They are on a mission into retaining their new employees until they retire. It will be interesting to see how this pans out, since a millennial starting out her career today is expected to change her job every two years.

While collaboration is becoming the norm in certain industries, Nathan Bricklin of Wells Fargo Bank, which has 270,000 employees and is the nation's 11th largest employer, said many of its divisions can't even collaborate internally because of compliance and regulatory requirements.

Macrowikinomics: Rethinking the Enterprise for the Age of Networked Intelligence
Don Tapscott, a well-known consultant and author, his latest book being Macrowikinomics, said change is happening and it needs to be extended to the enterprise. Don't punish employees for mistakes, but reward them for successes. Engage them and co-create; recognize human capital could be outside your organization, create customer experiences, not just products. IBM's Tom Watson said the world needs fives computers. Watson was off by a factor of five, according to Tapscott: Today we have Amazon computer, Google computer, Microsoft computer, Salesforce computer, and Yahoo computer. Of course, this is an understatement. Today we have billions of computing devices if we include computers, smartphones, tablets, and embedded devices. These provide more choice and more risk to the enterprise than ever before. Today's kids are computer natives, their parents are computer immigrants.

There is a new OS for the enterprise, as envisioned by Tapscott:

1. **Personal Profiles (based on people)**
2. **Industrial Strength Social Networking**
3. **Blogging and Microblogging**
4. **Wikis and Document Co-creation**
5. **Ideastorms**
6. **Team Project Tools**
7. **Deliberation-Decision Making**
8. **New Generation Knowledge Management**
9. **IT Integration and Administration**

Source: Don Tapscott

Traditional societies are challenged. (Can you say Greco-Roman Tragedy?) No country can succeed if the world is failing. How to save capitalism? Is it even savable? Most governments are still struggling to reinvent themselves. The future is not to be predicted, it is to be achieved. Today's problems are not cyclical, they are secular. Many institutions today are frozen or failing. The Industrial Age is running out of gas, GM went bankrupt, and newspapers are going bankrupt.

Tapscott essentially reinforced what he has proselytized earlier. He suggested that some well-established business technologies are likely to wink out of existence if the Millennials' patterns play out:
- **Email**: "Young people see email as good for sending a thank you letter to an aunt but not much else."
- **Websites:** "The internet is increasingly about building community, not providing content."
- **Datacenters:** "They are going to move into the cloud, in much the same way that electricity companies moved away from the practice of having their own power plants onsite during the early days of electricity."

- **Land lines:** "They will be replaced by mobile devices."
- **PCs**: They will be replaced by small always-connected devices with a high degree of mobility."
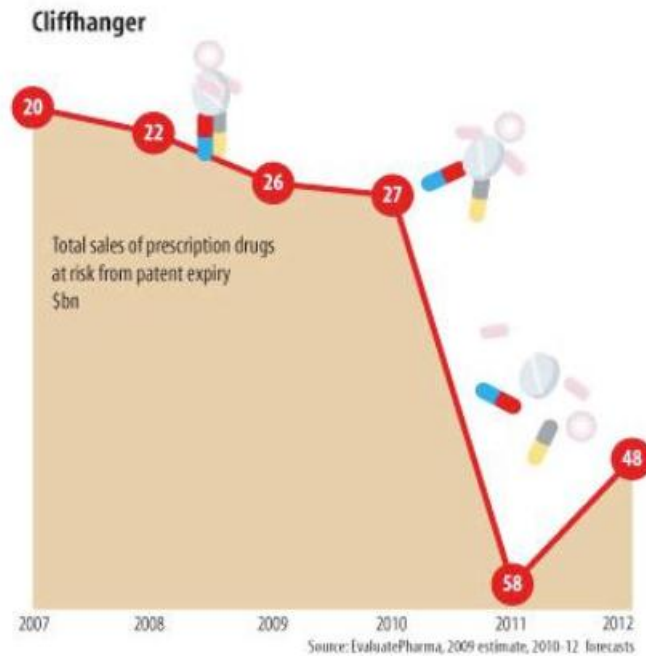
Millennials say:
- "If the news is important, it will find me," which explains the endangered newspaper industry.
- "Why should I go to an MBA school when I can learn on the web with Peter Drucker interactively?" which will force universities to reinvent themselves.

Innovation with a Twist

There is a burning need for change. Goldcorp is a 50-year old mining company with tons of its proprietary data on potential gold mines. But it had difficulty pinpointing the exact place to mine. So, it 'opened up' its data and launched a contest on the web awarding $500,000 to anyone who could solve the problem. Today, Goldcorp is a $35 billion company. Moral? It is getting harder and harder to innovate unless you change your business model.

Remember, 80% of new jobs come from startups, so $1 trillion of toxic assets created by Wall Street 'geniuses' won't help us.

- We have an industrial-age medical model. Pharmas are heading towards a patent cliff (see graphic below). Collaboration among global R&D teams can help accelerate drug development.

Cliffhanger

Total sales of prescription drugs at risk from patent expiry
$bn

20   22   26   27   58   48

2007   2008   2009   2010   2011   2012

Source: EvaluatePharma, 2009 estimate, 2010-12 forecasts

Source: Don Tapscott

- You can't fix a bank unless you fix the entire financial services industry.
- The music industry was too late to change and never foresaw an entire atom-based industry being replaced with zeros and ones; take a look at REMIX.

Other innovative initiatives worth looking at are [GreenXchange](#), [ligh trail in Bordeaux](#), France, [Local Motors](#), and, of course, [ZipCar](#). Interestingly, the Occupy Wall Street movement has leadership, but no leader.

How Facebook uses technology to manage its users, Molly Graham
Within the last seven years Facebook has changed the way the world communicates. But has it changed how companies manage and motivate their employees? Founded by a Millennial, the now-famous Mark Zuckerberg, about half the Facebook staff comprises Millennials. Facebook uses technology (social and otherwise) to manage its 3,000-person culture.

Facebook made it easier for people to share pictures, content, etc. Millennials are the worst generation, said the speaker, quoting *BusinessWeek*. Millennials have integrated the use of computer networking into the fabric of their lives. Examples abound: looking at the computer to see what the weather is, instead of looking out the window and constant texting with their social network groups to the exclusion of human interaction around them. Facebook counts its users at 800 million if they visit Facebook at least once a month. Fifty percent of them log on every day. Average Facebook employee age is little over 28.

Facebook's principles are:
1. You can make anything better. It has over 218 million photos uploaded (218,788,847 to be exact) so users can have a better experience.
2. Question everything. Why? Because every process must serve a purpose; otherwise, it shouldn't exist.
3. Fast failure leads to fast learning. Facebook changes every six months and most great things are the result of many past failures. Technology gets old pretty fast.
4. Openness: Mark's conference room, called the Aquarium, is open. It has drapes that are never drawn.
5. Ownership is essential.
6. Work is personal. Facebook employees have blurry lines between their personal and professional lives. We hope they have a life!

Scaling Social Computing in the Enterprise
Social computing is slowly starting to take hold inside corporations, but employees are still very entrenched in their current approaches to work. One recent survey showed 70% of employees resist bringing social networking into the enterprise. In fact, many unions in Europe are fighting these initiatives for fear of losing their jobs, adding additional duties not specified in their contracts, or fear of losing their privacy. Remember, European countries value privacy more than Americans do. Sun Microsystems' Scott McNealy oft-quoted, "You have zero privacy, get over it," won't fly well in Europe. There are exceptions, though. General Mills successfully planned, piloted, and deployed large-scale social computing inside their enterprise. Key use cases and benefits include HR, innovation, learning, and process improvement, as well as the "pilot" process and roll-out strategies, best practices, and lessons learned.

Got Strategy? How to Capitalize on the Mobile Revolution
Companies know they need mobile strategies, but where should they begin? Mobile can change how your business operates and create strategic advantage, but firms need a strategy to capitalize on this opportunity. Three components that any mobile strategy should have include: deciding what goes mobile; understanding how to mobilize applications and services; and designing a framework for managing mobility.

UC + Social Computing = Best of Both Worlds?

"Unified Communications," the intersection of voice, video, messaging, and conferencing, and social computing (SC), largely exist in silos. The former (UC) is largely driven by telecom managers looking to simplify services or better meet the needs of distributed workers, while the latter (SC) evolves, often organically driven by individual line-of-business needs. But integrating SC's ability to help people locate subject matter experts with UC's ability to see availability in real-time represents the chocolate-meets-peanut butter moment in collaboration. Enterprise collaboration strategies are evolving to integrate UC and SC and vendors are increasingly adding real-time and social collaboration capabilities to their products.

Aaron Levie, Co-founder & Chief Executive Officer, Box, had some interesting perspectives:
- 2011 has been a great year; we survived the Rapture.
- 566 billion objects are stored in Amazon S3.
- $630 million has been spent on social software.
- Procter & Gamble is using social software extensively both internally and in promoting its product sales.
- Enterprise software isn't sexy yet and has long ways to go.
- "Mo' money, mo' problems," used to say the late rapper Notorious B.I.G.
- ECM, ERP, CRM, and files are all still stuck in silos.
- Enterprises are changing faster than technology is evolving. The solution can't be 'Throw away all software and start all over again,' says Steve Ballmer.
- Social computing must be pervasive, not just a single application.
- A world that was dominated by few, large vendors lacked innovation.
- Cloud brings a new set of values to the enterprise.
- We must balance security and privacy.

Serendipity Economy

Daniel W. Rasmus explored his new theory of the Serendipity Economy, which postulates we can't pre-determine the outcome of technology investments that don't fit the industrial age model. When the only economic framework comes from the industrial age, everything looks like a factory. Time is now an important element in understanding value – a framework is need to help organizations discover, rather than forecast, the value obtained from social media, marketing, and other non-linear, knowledge-based activities. The role of technology as a tool for increasing the number of serendipitous encounters is driving up returns from horizontal technology investments. But this view of economics requires new instruments, new approaches, and a new sense of patience in order to understand the impact of technology. IT professionals struggling with industrial age pressures to justify technology investments based on traditional ROI formulations and business leaders seeking to better understand how the connected world affects management should pause and reflect on tangibles.

Beyond a Game Player: IBM Watson Opens Doors for Organizations to Take Advantage of Social and Enterprise Content

Social and enterprise content are exploding at exponential rates. Forward-looking organizations are recognizing new opportunities to optimize their business operations through insights gained from this information that resides inside and outside the firewall. IBM's customers are using these new insights to improve customer care, better assure product quality, and detect and mitigate fraud by analyzing business interactions using Content Analytics, the same natural language processing technology found in Watson, to unlock valuable business insights from their social and enterprise content.

Securing Social Business for Compliant Collaboration
It took the telephone 89 years to reach 150 million users, but Facebook achieved in just five. From sales and marketing, to research and development, everyone is using social media in the workplace. However, its rapid uptake by end users has also left many enterprises inadequately prepared from both a data leakage and a compliance perspective. Organizations should be aware of the specific security and compliance issues that social media bring in.

Is this the Year Crowdsourcing Goes Mainstream? How Online Communities are Changing the Way Work is Done
Anyone can build a loosely affiliated, unstructured crowd – a mob. The key to successfully employing a crowdsourcing model in a B2B/professional services-type space is to advance beyond the realm of a mob…to create an engaged, interactive community of diverse and skilled professionals. With the help of reputation and compensation systems, community recruitment and engagement, public profiles and social media, crowdsourcing has the potential to take the services industry to new heights. The label 'crowdsourcing' has been misapplied to many online activities. While some businesses have been correctly identified (Amazon's Mechanical Turk, LiveOps, and Innocentive among others), other activities such as simple online polls, intranet sites, or the use of social media blur the definition and meaning of crowdsourcing. Crowdsourcing doesn't mean the end to in-house staffs and it is NOT just another marketing buzz word.

Interesting Vendors
We visited quite a few exhibitor booths and, after a while, pondered, "So many vendors doing the same thing, wonder what their differentiators and value propositions are."

MangoSpring
Its product MangoApps does for enterprises what social networks like Facebook have done for consumers – help them communicate and collaborate among friends and family. Employees can communicate, share, and collaborate internally in a private, secure environment. Employees also have the option of inviting partners, suppliers, and customers into the network to share and collaborate with them.

With its easy-to-use interface, a variety of features, and security, MangoApps comes standard with a suite of business applications including Document Management, Project Management, Task Management, Knowledge Management, Idea Management, Event Management, Instant Messaging and more.

The following tables from MangoSpring website provide a comparison of its product and its competitors'.

MangoApps Exclusive Features

Compared Features	MangoApps	Yammer	Chatter	Jive	Box
Enterprise Microblogging	●	○	○	○	○
Feeds can Require a Read Receipt / Feed Acknowledgement	●	○	○	○	○
Huddle, Instant Messaging, and Group Chat	●	○	○	○	○
Huddle Real-time Video Conferencing with up to 50 participants.	●	○	○	○	○
Instant message a colleague from the web, on the desktop, or on mobile	●	○	○	○	○
Multiuser Group & Project Chat that can be reviewed by others later.	●	○	○	○	○
Real-time presence to see when colleagues are online and available	●	○	○	○	○
Web Social IM Bar to communicate with colleagues, projects, and groups.	●	○	○	○	○
Document Management	●	○	○	○	○
Inline doc viewer for 300+ file types without additional download	●	○	○	○	○
Task Management	●	○	○	○	○
Bulk create tasks and milestones from an import file to save time	●	○	○	○	○
Tasks can be categorized and reprioritized to manage their completion	●	○	○	○	○
Tasks can be viewed as a Gantt Chart ordered by configurable parameters	●	○	○	○	○
Ability to Drag & Drop tasks for prioritization or move between categories	●	○	○	○	○
Projects and Groups	●	○	○	○	○
Real-time multi-participant chat for groups and projects	●	○	○	○	○
Project and Group Chat that can be reviewed after the session completes	●	○	○	○	○

Compared Features	MangoApps	Yammer	Chatter	Jive	Box
Event Planning	●	○	○	○	○
Categorize events by preset event types	●	○	○	○	○
Promote events with pictures, links, and feeds available to invited guests	●	○	○	○	○
Invitees can RSVP and automatically be tracked within the event	●	○	○	○	○
Manage or Print the guest list with their indicated RSVP	●	○	○	○	○
Event privacy settings for Public, Private and Secret events.	●	○	○	○	○
Customizable event settings determined by the event creator	●	○	○	○	○
Upcoming and Past Event Calendars	●	○	○	○	○
Project Management	●	○	○	○	○
Gantt Chart representation of project	●	○	○	○	○
Project Task Pool for members to assume responsibility for unassigned tasks	●	○	○	○	○
Project Member-only events can be scheduled and linked to the project	●	○	○	○	○
Project Reports for custom date ranges can be generated	●	○	○	○	○
Create Reusable Project Templates to save time creating similar projects	●	○	○	○	○
Social Applications	●	○	○	○	○
Employee Recognition: Publicly praise others for their good work	●	○	○	○	○
Birthday Gifts: Wish colleagues well on their special day with a "gift".	●	○	○	○	○
Office Poke: Add a little levity to the workplace with some good, clean fun.	●	○	○	○	○
Mobile Client Platforms	●	○	○	○	○
IM Chat with Presence in Mobile Clients	●	○	○	○	○
Windows Phone 7 Native Client	●	○	○	○	○
Profiles for Colleagues	●	○	○	○	○
Quickly Import your LinkedIn Profile Information	●	○	○	○	○
Deployment Options	●	○	○	○	○
Dedicated Hosted	●	○	○	○	○
Source Code Licensing	●	○	○	○	○

Compared Features	MangoApps	Yammer	Chatter	Jive	Box
Enterprise Microblogging & Direct Messages	●	◖	◖	◖	◖
Frequent, Informative Status Updates from Colleagues	●	●	●	●	○
Open, Linear public or private conversations with colleagues	●	●	◖ No Private	●	◖ Only About Files
Feeds segmented by Groups, Projects, Documents, Events, and Colleagues	●	●	●	●	●
Direct Message intended to replace email for internal communication	●	◖ 1-to-1 Private	○	●	○
Create and participate in custom, short answer polls.	●	●	○	●	○
Mentions in feeds notify colleagues on their dashboard.	●	●	●	●	○
Centralized, Feature Rich, Action-Oriented Dashboard	●	●	●	●	●
Quick Compose to Create Feeds of All Types on the Dashboard	●	◖ No Group Compose	◖ No Group Compose	●	◖ Only About Files
Attach and Share Documents within Feeds	●	●	●	●	●
Like, Watch, and Link to feeds	●	◖ No Link To	◖ No Watch or Link To	◖ No Link To	◖ No Watch
Share Feeds with others over Email, Facebook and Twitter	●	○	○	○	●
Colleagues' Personal Wall Feeds for Anytime Communication	●	●	●	○	○
Blogs, Posts, and Wikis	●	○	○	◖	○
Blog for more in-depth discussions than with status updates	●	○	○	●	○
Wikis, Blogs, and Posts are composed with an easy WYSIWYG editor	●	○	○	○	○
Blogs and Posts are intended for single pages while Wikis have sub pages	●	○	○	◖ Blog Only	○
Profiles for Colleagues	●	◖	◖	●	◖
Maintain your current professional experience, education and expertise	●	●	◖ Single Text Field	●	○
A centralized, ordered location for your aggregated network content.	●	◖ No Docs	●	●	●
Project Management	●	○	○	◖	○
Milestone creation to add phases to projects and task scoping	●	○	○	●	○
Public, Private and Secret Privacy Settings	●	○	○	◖ No Secret	○
Keep the visibility of documents within the project based on privacy settings	●	○	○	●	○
Project archival for historical audit trails	●	○	○	●	○
External email correspondence arrives directly in the project activity stream	●	○	○	●	○

Compared Features	MangoApps	Yammer	Chatter	Jive	Box
Task Management	●	○	○	◐	○
One time, repeating, and recurring tasks can be created	●	○	○	◐ Recurring	○
Tasks can be reassigned to other colleagues	●	○	○	●	○
Tasks can be searched by name, assignee, assigner, or responsible colleague.	●	○	○	●	○
Start and End Dates can be defined for all tasks	●	○	○	●	○
Flexible views with custom filters to generate PDF reports	●	○	○	◐ PDF?	○
Convert any feed into a task assigned to yourself or a colleague	●	○	○	○	○
Attach any size file of any file type to a task.	●	○	○	◐ Size?	○
Document Management	●	○	○	○	◐
"No Download" Inline Document Viewer supporting hundreds of file types	●	○	○	○	◐ Limited File Types
Browse & Search Documents with Custom Result Filters	●	○	○	○	●
Document Collaboration Control through Privacy Settings	●	○	○	○	●
Share Links to Internal Documents with Colleagues	●	○	○	○	●
Document Version Control with "overwrite" or "new version" settings.	●	○	○	○	●
Document Activity Log tracking edits with date and time	●	○	○	○	●
Mobile Client Document Management and Viewing	●	○	○	○	●
Document Sharing w/ Everyone, Chosen Colleagues, or Not Shared Settings	●	○	○	○	●
Projects and Groups	●	◐	◐	◐	◐
Ability to invite external guests to collaborate on specific projects and groups.	●	◐ No Projects	○	●	●
Create Public, Private and Secret Groups and Projects	●	◐ No Secret	◐ No Secret	◐ No Secret	◐ No Secret
Event Planning	●	◐	○	○	○
Event invitees can be internal or external to your domain	●	●	○	○	○
Getting Started, Training, Videos, Documentation & Support	●	◐	◐	◐	◐
Simple quick answer videos and streaming on-demand training available.	●	○	●	●	●
Extensive FAQ's taken from customer feedback and questions.	●	◐ Limited Answers	●	●	●
Whitepapers describing key features and benefits in detail available online.	●	○	○	●	●
Quick start "Cheat Sheets" describing first steps of using the system	●	○	○	○	○
Live, Staff-led Webinars to Individuals or Entire Organizations	●	○	○	●	○
Idea & Innovation Management	●	○	○	●	○
Appoint Decision Makers to manage the idea lifecycle	●	○	○	●	○
Quickly author and socialize ideas to receive feedback and make refinements	●	○	○	●	○
Idea contributors and followers are alerted with idea status categories	●	○	○	●	○

Compared Features	MangoApps	Yammer	Chatter	Jive	Box
Full Administration Capabilities	●	◑	◑	◑	◑
Specify your Language Choices (localization)	●	●	●	●	○
Network Content Export capabilities for increased backup and security	●	●	○	●	●
Initiate Subscription Plan Changes Online	●	○	●	○	●
Custom domain branding for Logo / Colors / Workflow / Culture	●	◑ Not All Plans	○	●	◑ Not All Plans
Enhanced Security Features	●	◑	◑	◑	◑
100% EU Safe Harbor Compliance	●	●	●	○	●
LDAP / Active Directory Authentication	●	●	●	●	○
Customizable Password Strength enforcement	●	●	○	●	●
Admin-configured IP Range settings	●	●	○	●	◑ IP Range
Full Administration Capabilities for User & Content Management	●	◑ Must Call Sales	●	●	◑ Not All Plans
Client Access Settings to restrict / enable specific client types	●	○	○	●	○
Multiple Client Platforms	●	◑	◑	◑	◑
PC, Mac and Linux Desktop Client	●	●	●	●	○
iOS client supporting iPhone, iPad and iPod platforms	●	●	●	●	●
Android Native Client	●	●	●	●	●
BlackBerry Native Client	●	●	●	●	●
IM Chat with Presence in Mobile Clients	●	○	○	○	○
Windows Phone 7 Native Client	●	○	○	○	○
Open API Capabilities	●	●	◑	◑	◑
Free API's to extend capability or develop complete clients	●	●	◑ Client Authoring	◑ Client Authoring	◑ Client Authoring
Deployment Options	●	◑	◑	◑	◑
Shared Hosted	●	●	●	○	●
Dedicated Hosted	●	○	○	○	○
On-Premises	●	○	○	●	○
Source Code Licensing	●	○	○	○	○

Symbol Legend	
●	FULLY SUPPORTED
◑	PARTIALLY SUPPORTED
○	NOT SUPPORTED

Source: MangoApps

SocialText

SocialText 5.0 offers highly intuitive capabilities to generate and edit content, such as blogs, wikis, and activities, and automates the ability to create pages and track their progress along the way. SocialText People and Socialtext 360 allow for rich user profiles and help employees find the most relevant people in their network to connect and collaborate with.

Sococo

Standing for social communications company, its main product Team Space competes against Microsoft Skype and Citrix GoToMeeting, among others. Following is a comparison of these three vendors' offerings:

	SOCOCO	skype	GoToMeeting
Spatial User Interface	Yes - View a sample	No (Contact list only)	No (Attendee list only)
Communication Types	Person-to-person	Person-to-person	
	Group	Group	Group (only)
Breadth of Communications	Voice	Voice	Voice and Phone (Group only)
	Phone	Phone	
	Text Chat	Text Chat	Text Chat
	Multi-application Sharing	Single-application Sharing	Single-application Sharing
	IM using AIM, GTalk, MSN, Yahoo!		
	Persistent Application Integration		
		Video	Video
Application Integration	Development tools	No	No
	Project Management Tools		
	Collaboration Tools		
	Productivity Applications		
	Enterprise Applications		
Software	Downloadable Client	Downloadable Client	Downloadable Client

Source: Sococo

Yammer

Calling itself The Enterprise Social Network, the company claims over 100,000 as its customers worldwide, most notably 7-Eleven, Deloitte, Ford, LG and Pitney Bowes. 7-Eleven launched its Yammer initiative for its employees in April 2011; however, there were no takers until July 11, 2011. On 7/11 every year 7-Eleven hands out free Slurpees (which we were not aware of). One franchisee in Massachusetts blogged about how his giving away freebies hugely impacted the sales of other items. The blog was widely read among 7-Eleven's employees and franchisees and Yammer took off like wildfire.

Conclusions

Millennials starting their careers are challenging the way traditional enterprises are managed. At the same time, a growing number of young professional women who seem to "have it all" are burning out at work before they reach 30. Social networks creeping into enterprises pose huge challenges in terms of security, privacy, employee productivity, and abuse of these privileges. Smart organizations will fully exploit the benefits of these new media, while short-sighted ones may partially block them or ban them completely, losing out to agile enterprises.