

**Social Insights:**  
*Connecting People, Content &  
Communities*

May 2010

JB Holston, President & CEO

# About NewsGator

## Leader in enterprise social computing

- ▶ Founded – July 2004
- ▶ HQ in Denver – Offices in US, Canada & Amsterdam
- ▶ Over 2.5MM paid enterprise users
- ▶ Strategic Microsoft Partner
  - Depth Managed – Only 2% of partners
  - Pre-approved for SharePoint Online  
*(only social computing company)*



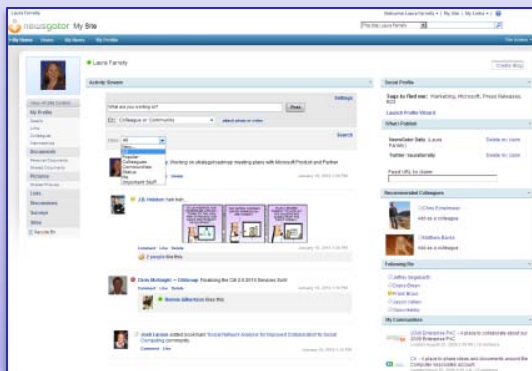
NewsGator  
Customers

# A Look At Our Customers

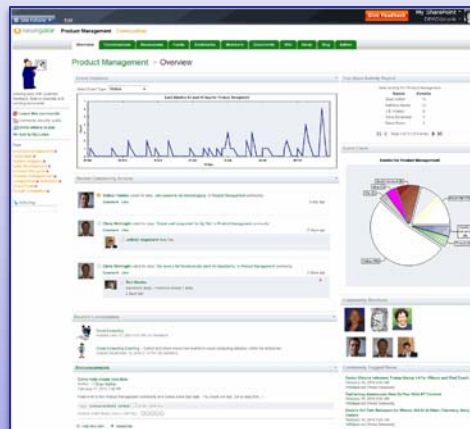




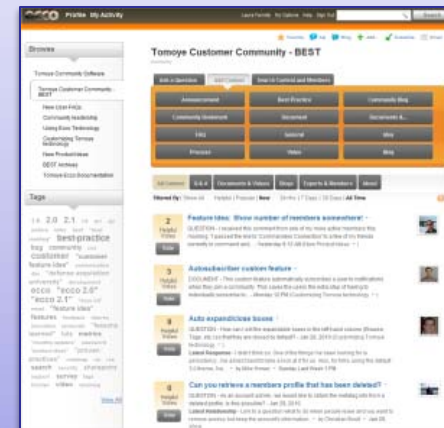
## Social Sites



## Social Sites 2010



## Social Sites Tomoye



# Insights About People

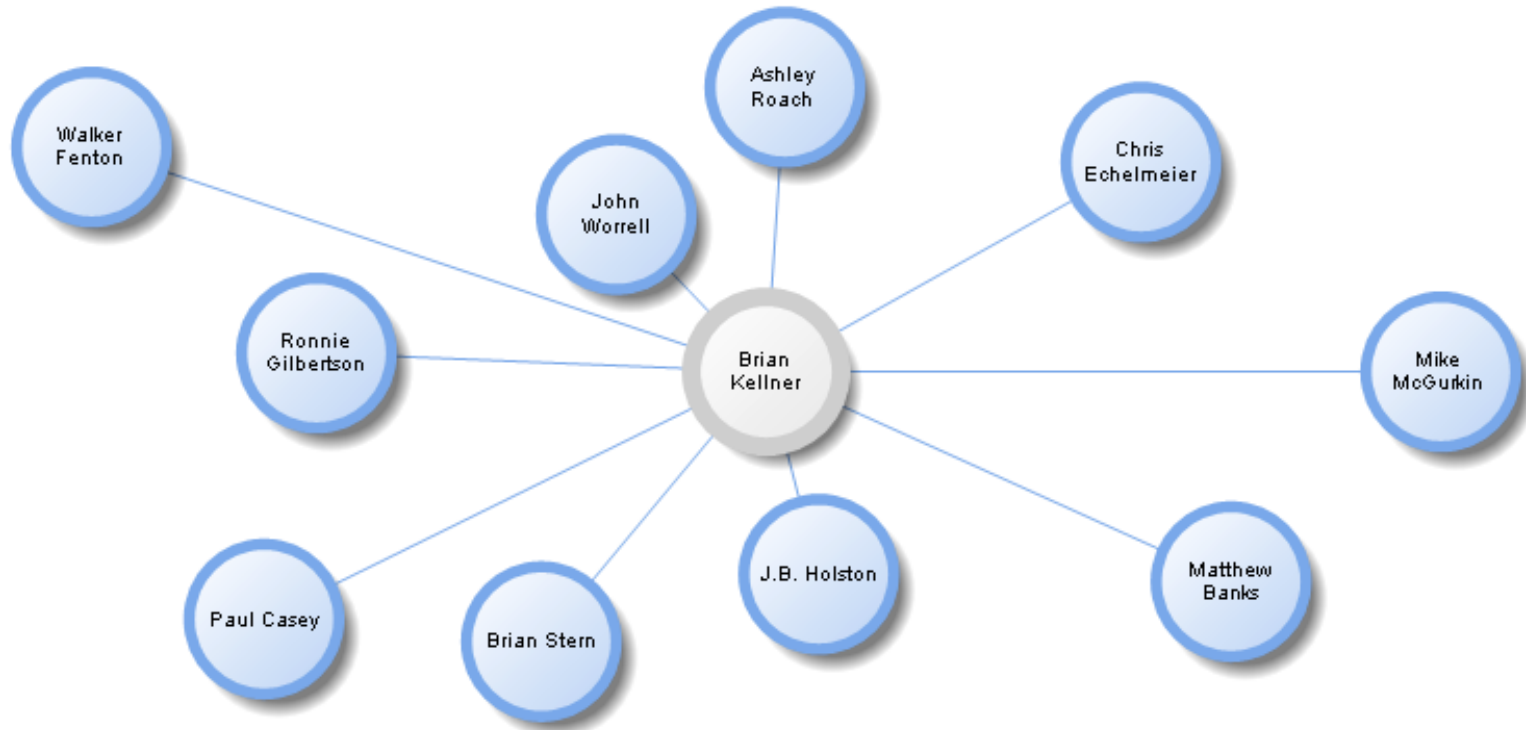
- ▶ View key colleagues and “social distance”
- ▶ Discover expertise & credible resources
- ▶ Identify the most influential contributors & connectors
- ▶ Receive recommendations on colleague connections
- ▶ Identify ‘most talked about people’ & ‘top movers’

“The Company Command Forum has given me a laboratory to test theories, a sounding board for ideas, and a support group of peers larger than I ever could have had without it. The forum saves lives on a daily basis.”

Captain Scott Shaw  
The U.S. Army

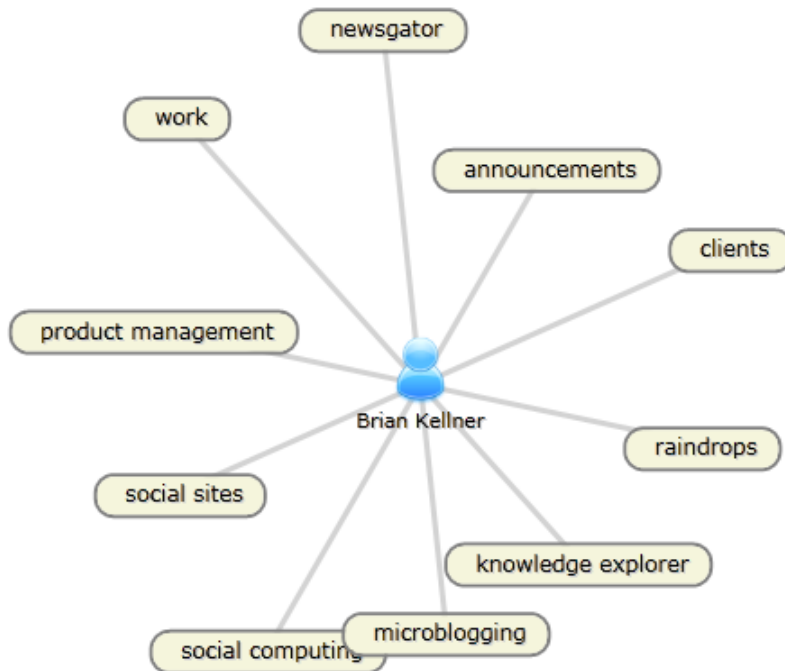
# Social Graph

## My Social Graph



Depict *social distance* from colleagues

Knowledge Explorer



Brian Kellner

[BrianK@newsgator.com](mailto:BrianK@newsgator.com)

[announcements](#) [clients](#)  
[knowledge explorer](#)  
[microblogging](#) [newsgator](#)  
[product management](#)  
[raindrops](#) [social computing](#)  
[social sites](#) [work](#)

My Tags: [microblogging](#)

Brian Kellner: Still trying to test #microblogging updates influencing knowledge explorer

Brian Kellner: I will talk quite a bit about #microblogging on the webinar next week with MSFT

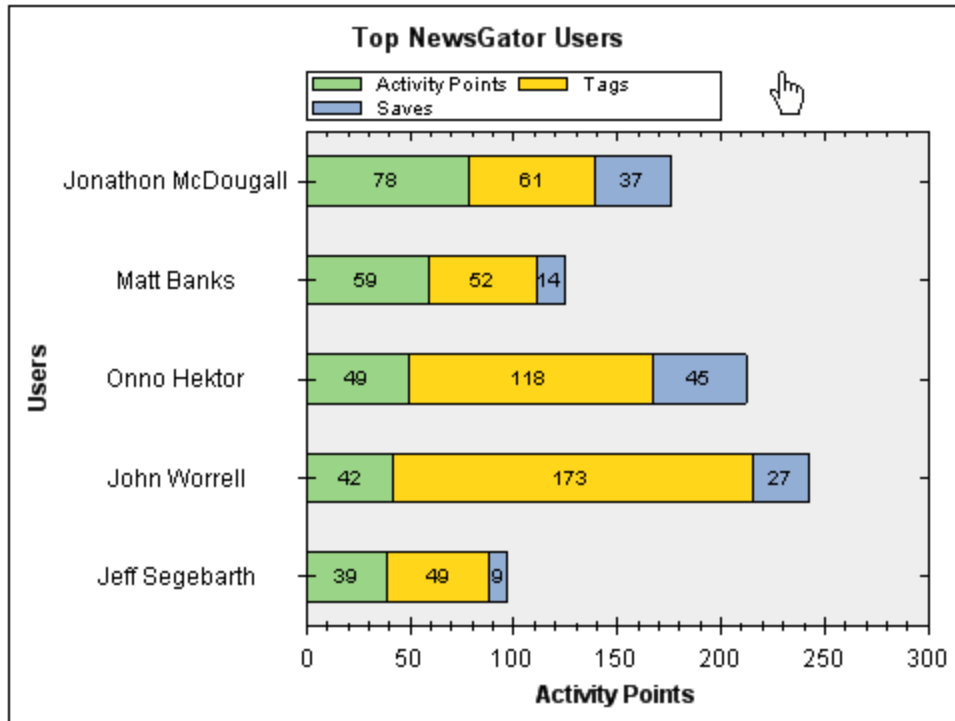
Brian Kellner: New contest! Put in a status with #microblogging in it!

Brian Kellner: Grabbing some new screenshots to show #microblogging capabilities

Link *knowledge & expertise* to people

# Popular, Recommended, Related

## Top Users



User	Activity Points	Items Tagged	Items Saved
Jonathon McDougall	78	61	37
Matt Banks	59	52	14
Onno Hektor	49	118	45
John Worrell	42	173	27
Jeff Segebarth	39	49	9

**Recommended Colleagues**

● **Brian Stern** Ignore

Add

● **Melis**

Add

**Popular Communities**

- Aerospace and Defense - Aerospace and Defense Practice Vertical  
created May 11, 2009 7:19 PM | 18 members
- Energy - Energy Practice Vertical  
created May 11, 2009 7:23 PM | 17 members
- Media and Entertainment - Media and Entertainment Practice Vertical  
created May 11, 2009 7:26 PM | 17 members
- Social Computing - Discuss and collaborate on social computing  
created June 19, 2009 3:11 PM | 16 members
- Automotive - Automotive Practice Vertical  
created May 11, 2009 7:21 PM | 12 members

**Related Communities**

- Aerospace and Defense - Aerospace and Defense Practice Vertical  
created May 11, 2009 7:19 PM | 18 members
- Media and Entertainment - Media and Entertainment Practice Vertical  
created May 11, 2009 7:26 PM | 17 members
- Social Computing - Discuss and collaborate on social computing  
created June 19, 2009 3:11 PM | 16 members
- Communications - Communications Practice Vertical  
created May 11, 2009 7:22 PM | 12 members
- Automotive - Automotive Practice Vertical  
created May 11, 2009 7:21 PM | 12 members



# Insights About Content

- ▶ Organically capture & display topics graphically
- ▶ Discover contributed artifacts
- ▶ Aggregate & filter content based on explicit & implicit behaviors
- ▶ Identify hot topics at any point in time
- ▶ Monitor targets & alert on spikes of activity


*“Reuse = Pure ROI  
Innovation = Growth”*

-T.J. Theodore  
IT Fellow at Raytheon

Welcome J.B. Holston | My Site | My Links | 
Site Actions

newsgator My Home Home My Feeds My Profile

Set as default My Site Create Blog



## J.B. Holston

View All Site Content  
**My Profile**  
 Details  
 Links  
 Colleagues  
 Memberships  
**Documents**  
 Personal Documents  
 Shared Documents  
**Pictures**  
 Shared Pictures  
**Lists**  
 Discussions  
 Surveys  
 Sites  
 Recycle Bin

Activity Stream

What are you working on? Settings  
 Post  
 Cc: Colleague or Community  attach photo or video  
 Filter: Status  Search

Recommended Colleagues

No colleagues to recommend. You can join communities or add terms to your My Tags profile properly help find new colleague recommendations.

Tabbed My News Reader

Searches Subscriptions  Add New

enterprise social computing <sup>22</sup> x enterprise social computing <sup>20</sup> x Jive <sup>20</sup> x jive software <sup>17</sup> x leverage software <sup>13</sup> x newsgator <sup>24</sup> x SharePoint <sup>25</sup> x telligent <sup>20</sup> x tomye <sup>25</sup> x

**Smart Feed: enterprise social computing** x

Show read items  Mark all on page read  Page 1 of 3 (22 posts)

**Smart Feed: enterprise social computing**  
 Smart Feed: enterprise social computing


Echo hitting the big time. Now running real-time comment streams of Time, Newsweek, Forbes, others  
 May 12, 2010 6:58 AM [Chad Catachio]

Mesh Conference: Toronto, May 18th - 19th  
 May 12, 2010 6:52 AM [Joey deVilla]

Mesh Conference: Toronto, May 18th - 19th  
 May 12, 2010 6:50 AM [Joey deVilla]

tibbr - TIBCO Software Inc  
 May 12, 2010 6:42 AM [iTunes Store]

RT @KurzweilAI News HP App Lets You Pin Any Webpage to a Location: HP Social Computing Lab has built a prototype au...  
<http://bit.ly/dgQ8P3>  
 May 12, 2010 4:58 AM [FriendFeed]


**Enterprise 2.0**  
 RT @KurzweilAI News HP App Lets You Pin Any Webpage to a Location: HP Social Computing Lab has built a prototype au...  
<http://bit.ly/dgQ8P3> -  
<http://twitter.com/FLindus...>  
 4 hours ago from "social computing" - Twitter...  
 Comment - Like

Actions: Mark Read | Save | Add Tag |

J.B. Holston -> Enterprise Competition: "SharePoint's commoditization of ECM"... more on EMC retooling its #ECM biz into "IG" @realstory group - link  
 Comment - Like - Delete 7 minutes ago

Ashley Roach -> J.B. Holston: just testing BB client  
 Comment - Like about an hour ago

Tester6  
 testing coment with link link  
 about an hour ago

Tester6  
 testing a link link as well as a #HASHTAG with a #TAG one more link link yes, lets see how that works.  
 14 minutes ago

J.B. Holston  
 do you want me to do anything with this?  
 7 minutes ago

Tester6  
 I'm just trying to rip out all the html...  
 6 minutes ago

Ashley Roach  
 no, you were just conveniently at the top of the list  
 6 minutes ago

Ashley Roach -> Product Management: testing  
 Comment - Like about an hour ago

Ronnie Gilbertson likes this.

John Worrell: 60 minutes to get to Dulles, return my rental car, get through security ... What's the over/under on making it/getting a later flight / getting home tomorrow?  
 Comment - Like about an hour ago

J.B. Holston -> Enterprise Competition: jive does video; YouTube video - Jive Software: Now Business is Social link  
 Comment - Like - Delete about 2 hours ago

# Tag Cloud & Knowledge Explorer

The screenshot displays the Knowledge Explorer interface. On the left is a tag cloud with various terms, where 'social computing' is circled in blue. A large blue arrow points from this tag to a central knowledge graph. The graph features a central node labeled 'social computing' connected to several user nodes: Ashley Roach, Karyn German, Laura Farrelly, Rich Hawks, Christy Schoon, Chris Echelmeier, Brian Kellner, Josh Larson, and Mike McGurkin. On the right side, there are three detailed profiles for Josh Larson, Laura Farrelly, and Brian Kellner, each listing their 'My Tags' and associated content items.

# Monitoring, Filtering, Alerting

## [Netflix Inc \(NFLX\)](#) Alert

Detail

Alerted 04/22/2010 06:16

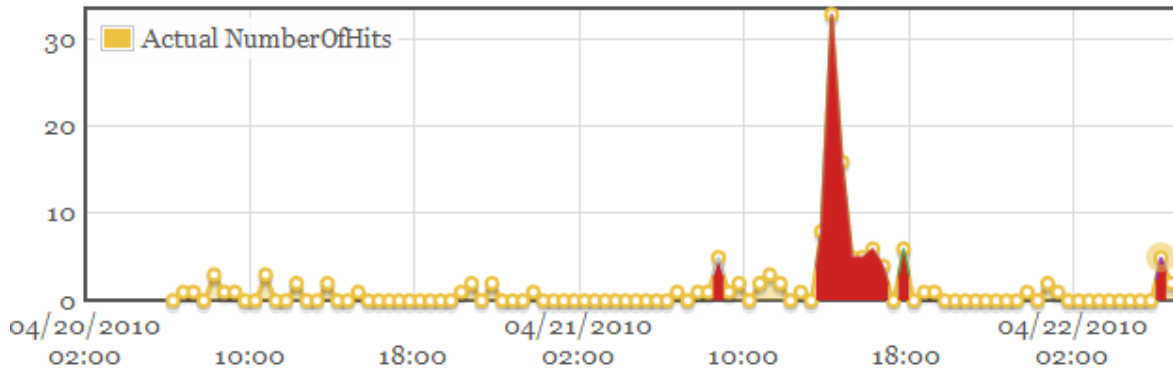
Expected value is .29, current value is 4.

Discover what's being discussed *right now* on your company of interest

Enter a company name or ticker symbol to start

[All Recent Alerts](#) | [Download Alert Data](#) | [Help](#)



Bloomberg Velocity alerts are triggered by unusually large volumes of postings about companies on StockTwits, Twitter, Yahoo! Finance message boards, Google Finance message boards, or other social media platforms. Click on the chart to see postings for a particular time slot.

Click & drag chart area to zoom, right click chart to reset zoom

## Articles 04/22/2010 06:00 - 04/22/2010 06:30 [Download Articles](#)

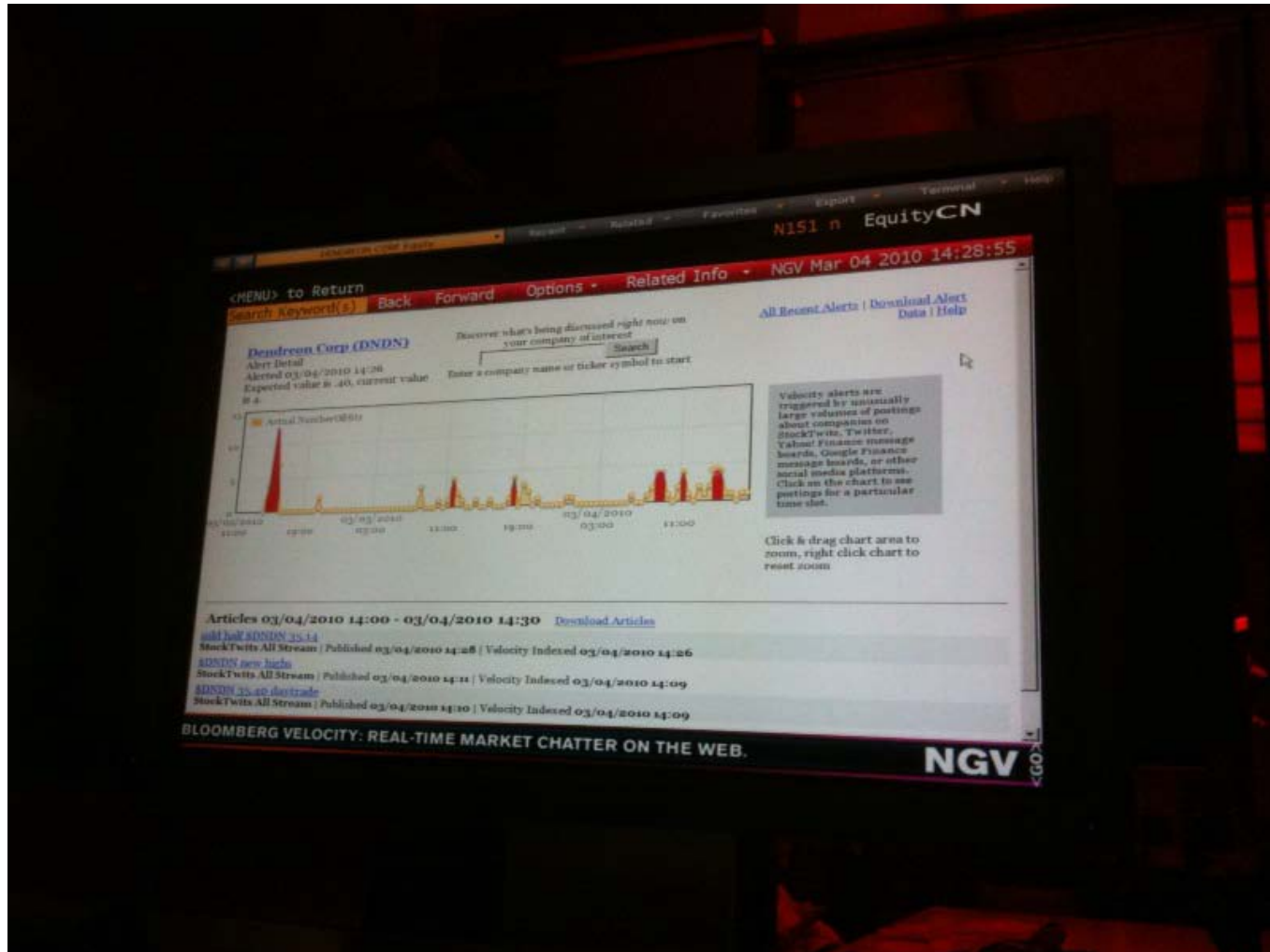
[@portfoliomonkey , \\$nflx , dont fight the TREND , FRIEND](#)

StockTwits All Stream | Published 04/22/2010 06:31 | Velocity Indexed 04/22/2010 06:28

[I can't believe \\$NFLX is a \\$90 stock... I have this sick feeling in my stomach like when \\$ODP fell under \\$1](#)

StockTwits All Stream | Published 04/22/2010 06:19 | Velocity Indexed 04/22/2010 06:16

# Customer Case Study



# Insights About Communities

- ▶ **Access reports to track adoption of community member activity**
- ▶ **View dashboards to track usage & trends of community activities**
- ▶ **Discover communities that might be of interest to you**

“This effort increased awareness as people were able to join communities and interact. We’ve received explicit feedback from our users like...

I didn’t even realize there was a community of practitioners in that particular area.”

-Kevin Dana  
Director of Social Computing &  
Collaboration, Accenture

# Community Adoption Measures

Welcome Melissa Risteff | My Site | My Links |  Advanced Search

Site Actions ▾



Home Sites ▶ Social Sites Communities My Feeds Idea Center Conversations Knowledge Explorer Pedia

Overview Discussions Feeds Bookmarks **Members** Documents Wiki

## Social Computing > Members

Search



A place to share information about E2.0 in general. (Info specific to E2.0 implementation/adoption should go to the Social Computing Coaching community.)

Join this community

Community security: public

Add to My Links

Tags:

Innovation Releases  
Enterprise 2.0  
social computing in the enterprise adoption

	Name	Community Role	Documents	Bookmarks	Discussions	Ideas
<input type="radio"/>	Brian Kellner	Owner	5	44	3	1
<input type="radio"/>	Ashley Roach	Owner	0	8	3	0
<input type="radio"/>	Christy Schoon	Owner	4	22	1	0



# Community Usage Dashboards



Working area with customer feedback, feature requests and working documents

- Leave this community
- Community security: public
- Invite others to join
- Add to My Links

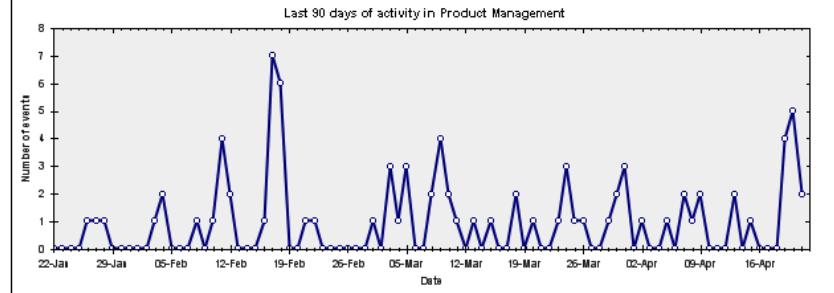
- Tags:
- product management x
  - roadmaps x
  - feature request x
  - agile development x
  - product life cycle x
  - release management x
  - competition x
  - Releases x
  - SharePoint x
  - Social Computing x

Add a tag:

## Product Management > Overview

### Event Statistics

Select Event Type: **Status**



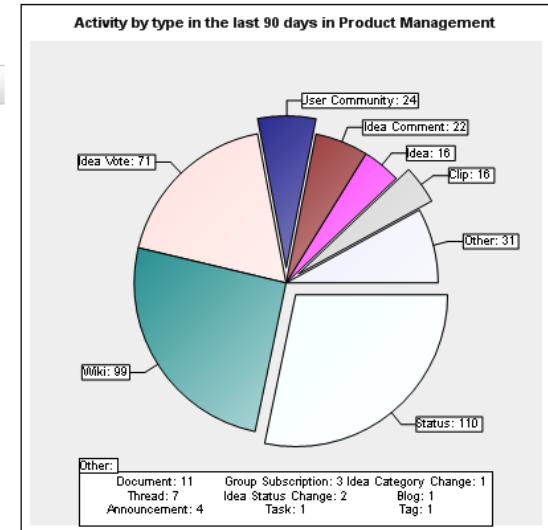
### Top Users Activity Report

#### Most Active Users in Product Management

Name	Events
Brian Kellner	34
J.B. Holston	26
Matthew Banks	19
Ashley Roach	5
Chris Echelmeier	5

Page 1 of 5

### Activity By Type



### Community Conversations

Filter conversations by tag: **All Tags**

What are you working on?

Post



**J.B. Holston** -> **Product Management** owyang on docs.com announcement today, " This is huge, docs.com is Microsoft facebook competing against nemesis Google Docs #fB" [Comment](#) [Like](#) [Delete](#) about 24 hours ago



**J.B. Holston** -> **Product Management** Microsoft Taps Into Facebook's Open Graph To Launch Docs.com - link by @erickschonfeld [Comment](#) [Like](#) [Delete](#) a day ago



“In 18 months, D Street has become a very popular application at Deloitte. An average of 2,300 of the 26,000 active profiles are viewed by over 850 visitors per day. D Street now hosts 3,000 blogs, 60,000 photos and 11,000 resumes and is the place to connect at Deloitte.”

-Patricia Romeo  
VP, Talent Innovation at Deloitte

[www.newsgator.com](http://www.newsgator.com)

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