

# Social Strategy for Independent Software Vendors

Why and how Software vendors could offer Social Collaboration capabilities as an integrated part of their offerings and deliver higher value to customers without significant investment in engineering

# Have you heard these, lately?



# Why Social?

Add business flexibility

Enrich user experience

Workflow and process  
improvement

Increase adoption and value

Reduce complexity

## CUSTOMER PERSPECTIVE

## MARKET PERSPECTIVE

Social-enabled next gen applications are emerging

Social will transform the way people work

New breed of employees (Digital Natives) will form increasing part of workforce; apps that combine people and process more fluently will be in demand

# Social brings to your product...

Integrated document storage & versioning

Application Activity feeds

Enterprise Search

Self-managed user profiles

Content co-creation

Automatic Alerts on user actions

Handling new media

More than email: Chat, Discussions, Tweets

Messaging linked to business objects

Group collaboration

Integration with user Calendar & Tasks

Human workflow

# First-mover advantages...

## Leadership

Front runners have the chance to grab mindshare and demonstrate to customers how you recognize and solve their needs

## Marketing mileage

Social is among the hot technologies of the year and probably the next one too. Gain the marketing mileage while the novelty factor lasts

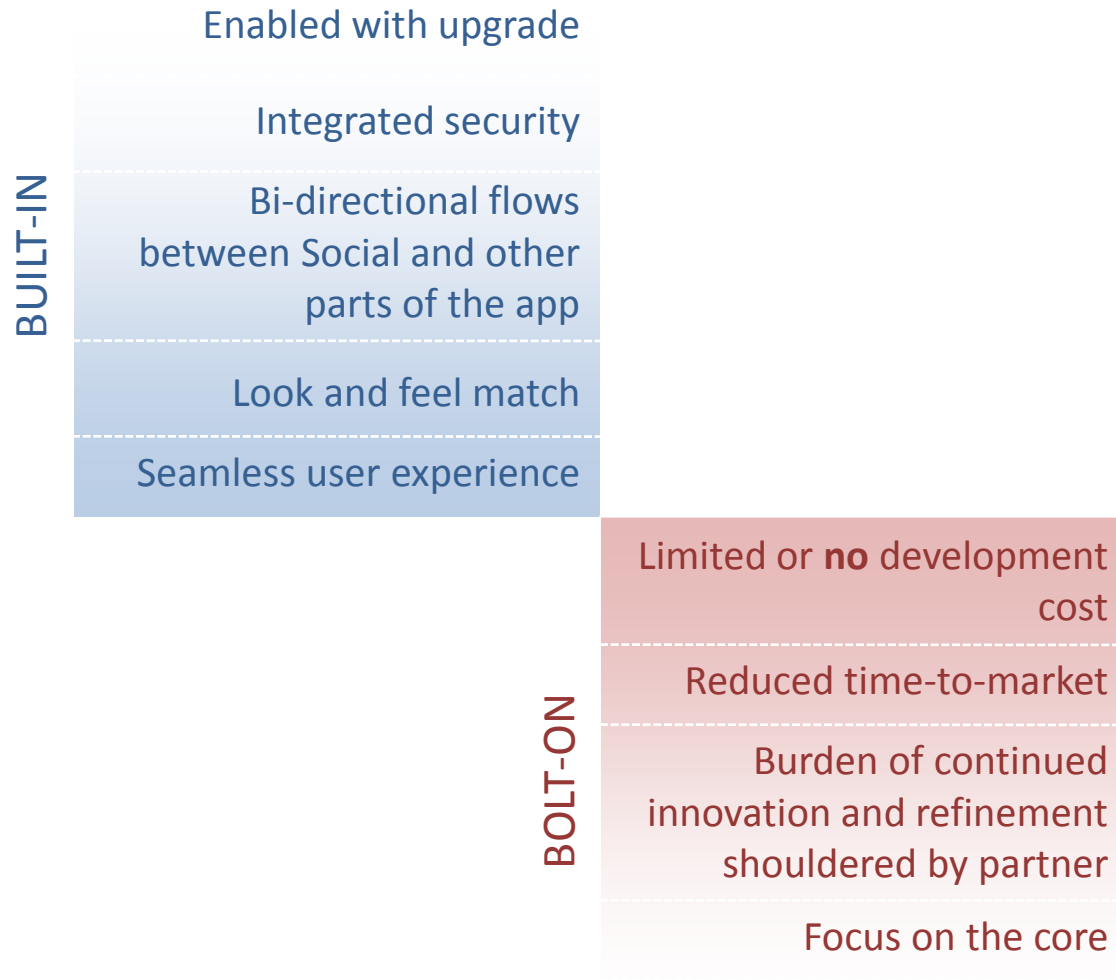
## Revenue opportunity

Whether Social supplements or complements your product, there is additional revenue opportunity with your customer base

## Keeping up

The catch up game is a difficult climb. With commoditization, social will start to become the norm and increasingly higher effort is needed to stay on top of the expectation

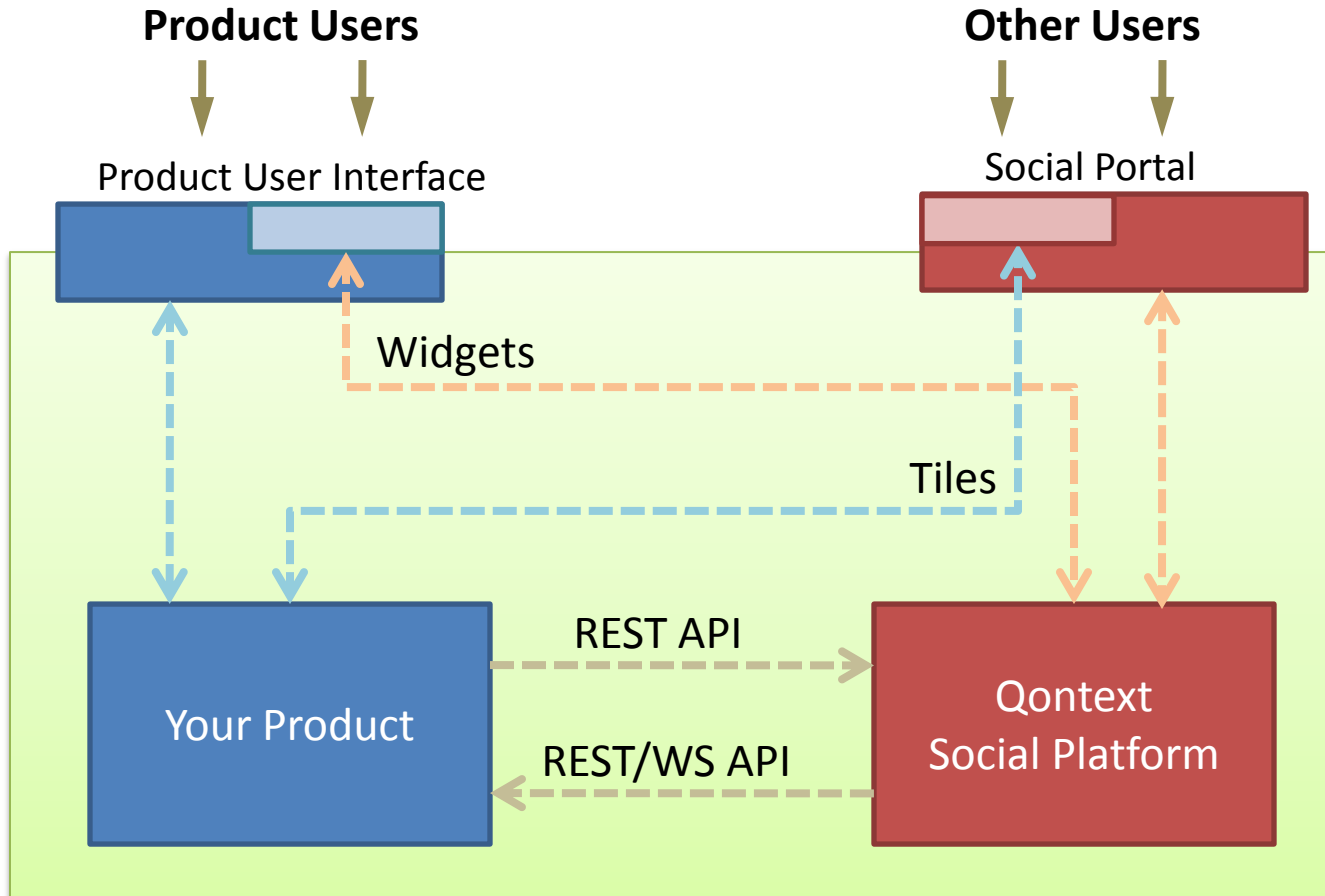
# Making the 'build' or 'buy' decision...



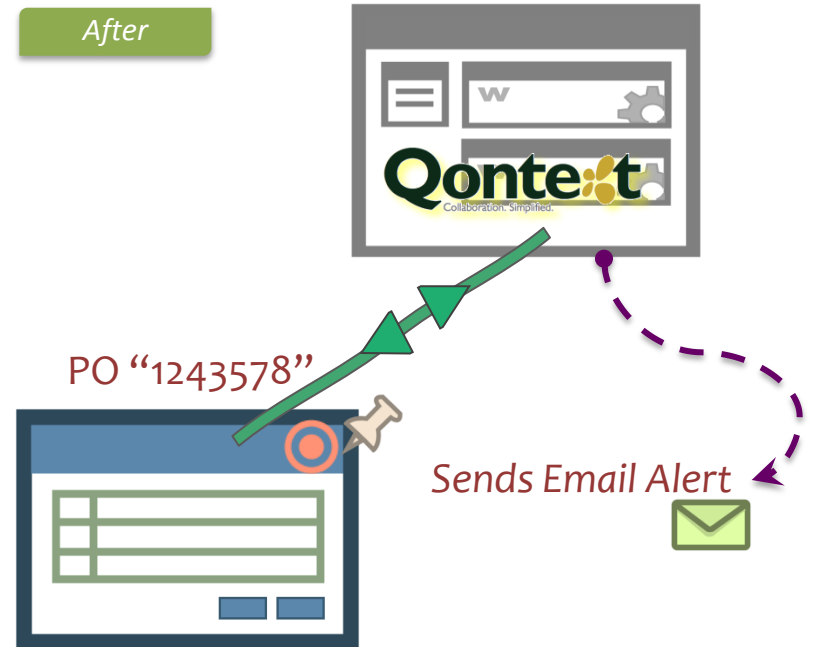
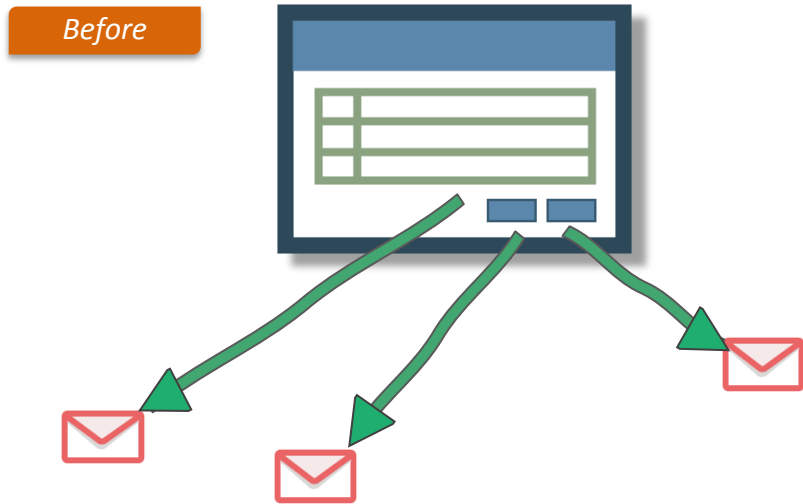
# Qontext – the best of ‘build’ and ‘buy’

		Qontext
BUILT-IN	Enabled with upgrade	Just like another module you would provide
	Integrated security	Security and access controls inherited
	Bi-directional flows between Social and other parts of the app	Activity of the app can show in the social portal and widgets of the portal can be shown inside the app
	Look and feel match	White labeling with style matching
	Seamless user experience	Automatic user provisioning, single-sign-on
BOLT-ON	Limited or <b>no</b> development cost	Social designed as service (not a standalone product) with proven integration capabilities
	Reduced time-to-market	Matter of weeks
	Burden of continued innovation and refinement shouldered by partner	New tools, integrations, usability, social adoption features, analytics are out responsibility
	Focus on the core	Outsource the rest

# Your product, Social-enabled...



# Contextual collaboration



*Emails handle all exceptions, decision support and other human process. Creates silos of information distributed in inboxes. Little record of conversation in the application*

*Conversations started inside the applications are recorded and saved for future recall. They also flow as Activity feed from the application, which could result in a email alert*

**Your product is now an activity workspace – a virtual “Deal Room”!**

# Social layer: Key features

- ❖ *Flawless user interface integration with white Labeling, CSS matching*
- ❖ *Metadata driven portal/tiles*
- ❖ *Easy user provisioning, SSO and Active Directory/LDAP integration*
- ❖ *Application Activity and Feed/RSS generation*
- ❖ *Sophisticated Group collaboration*
- ❖ *Associate conversation objects with business objects of your app (Qontext Points)*
- ❖ *Widgets provide easy way to plug-in without needing for serious reprogramming*
- ❖ *Wide set of collaboration, content, messaging tools with social design that enhances participation*
- ❖ *Roles, security and information architecture that can piggy-back on application-defined access model*
- ❖ *Can be deployed with on-premise/Licensed product or SAAS*

# Qontext is now integrated with...



CRM



CRM



ERP



Channel Management



Lean Manufacturing



Lead Management



HRM

# Summary

- ❖ *Inexpensive and the fastest way to bring social features; time-to-market advantage*
- ❖ *Best-of-breed, high usability, features, and tools can now be an integral part of your product*
- ❖ *Core product not modified to accommodate them; does not disturb stability of your working system*
- ❖ *Stickiness of your product increases*
- ❖ *Customers see higher value and ROI from your product*



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