

Qontext Social Solutions

an overview

Go

“Empower your employees
to solve the problems of

empowered customers.”

Social

*Josh Bernoff & Ted Schadler, in the book **Empowered***

3 reasons why Social is valuable at work

Social empowers your organization by helping you...

Integrate Globally

- By connecting employees, customers, and partners across the globe
- By enabling sharing of knowledge and expertise

Lead in Innovation

- By bringing collective intelligence and tribal knowledge into play

Be Change-Ready

- By empowering people to participate
- By finding information and expertise easily when you need it

Why Qontext

“Business demands are driving collaboration services to be integrated into business process applications. This emergence of contextual collaboration will alter how organizations exploit collaborative technologies.”
- Matthew W. Cain, VP and Analyst, Gartner

Qontext is the **only business solution** that empowers off-the-shelf and custom applications **at once** with state-of-the-art social collaboration features and consistent capabilities for all users.

Comprehensive Social

- Supports **selective business collaboration** between individuals, standard or ad-hoc groups, and guests from outside the company
- Enables **collaboration across departments, geographies and applications**, and **eliminates non-productive “social silos”**
- Powerful **role-based security** and **information privacy** options

Lightning-fast Integration

- Specifically architected to social-enable any application out-of-the-box
- **Integrates with enterprise applications in only days.** (Integrating similar competitor software with enterprise applications involves months of writing custom code to their API)

Why Qontext (cont'd.)

Bridges Generational Gaps

- **Bridges the gap between the email generation and the Facebook generation**
- Leverages the best of both worlds to provide a familiar, instantly productive user interface and tools
- Adoption is effortless and easy

Visibility Controls

- **Well-designed visibility controls** for corporate conversations, without making them overly cumbersome (read/write/share permission for every item) for users
- Rides on the security and permission mechanisms already deployed in the organization and strikes the **right balance between information access and open participation**

Integrated Product Suite

- **Designed to configure social services for numerous uses** such as customer communities, partner collaboration, internal collaboration, intranet and contextual collaboration
- Common platform ensures **interoperability**

Application Integration

- Integrates with enterprise applications (including custom applications) **without the complexities of programmatic integration**
- Social-enables applications **without touching any application business logic** or data layer code
- Elements such as widgets, feed syndication, visibility controls, and permalink for all conversations enable **easy integration and uniform user experience**

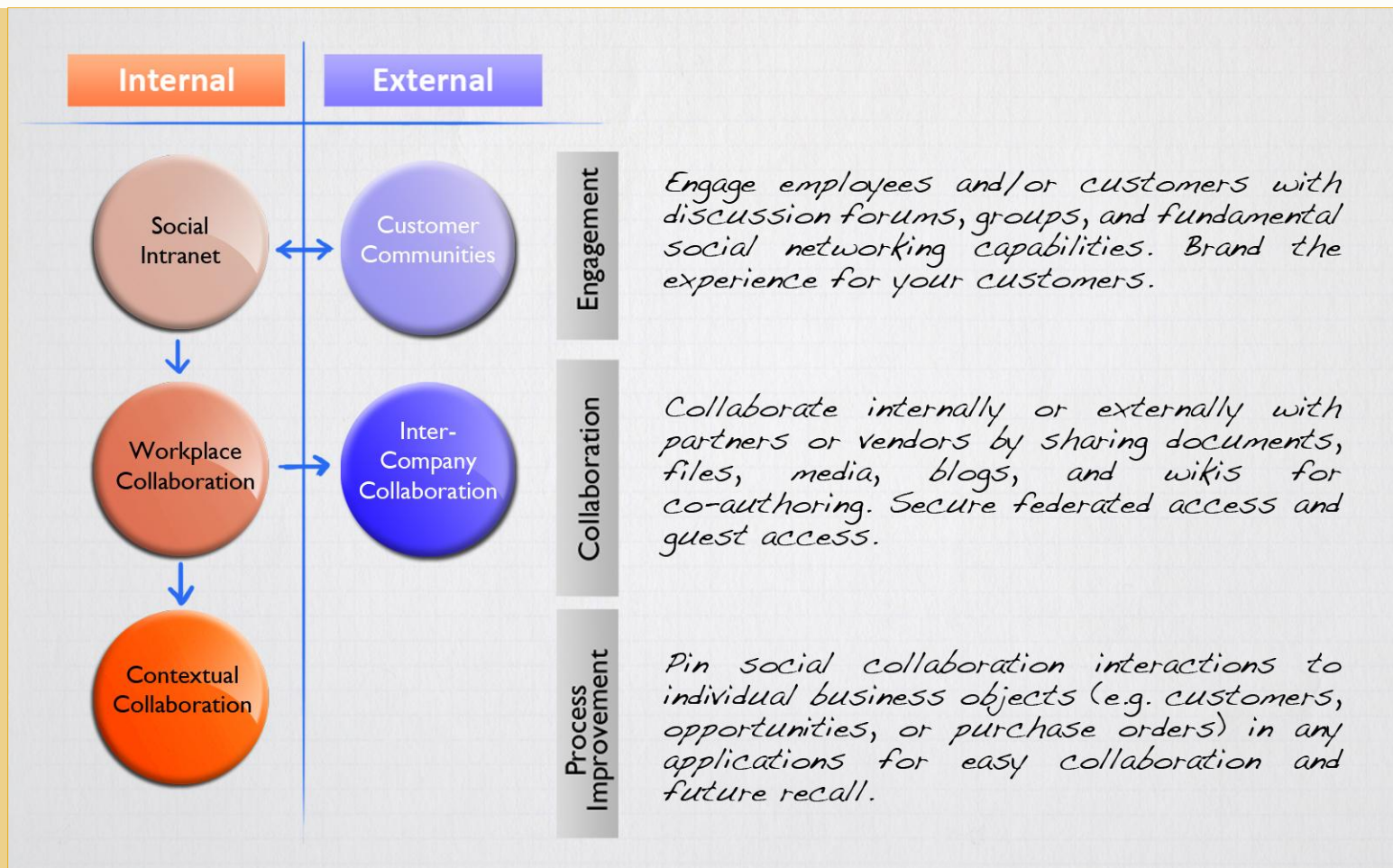
Qontext

enables internal and external social collaboration

and helps improve

employee and customer engagement,
work-place and partner collaboration,
and business processes.

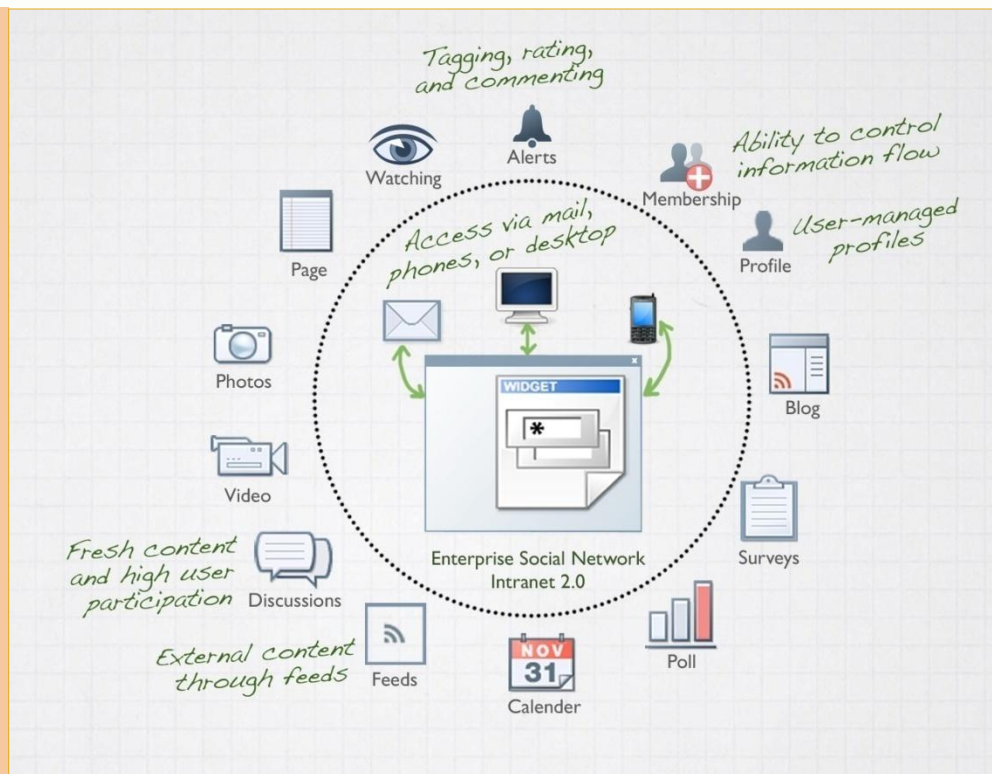
The Qontext internal and external collaboration suite includes...





Qontext Social Intranet

heightens **employee engagement** by **enhancing participation, self-expression, collective intelligence, and conversations.**



“Employee engagement is the most robust and beneficial approach to get results in the age of co-created work and conversation.”

- David Zinger



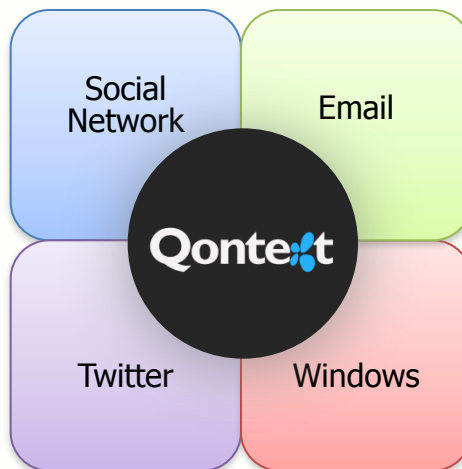
Qontext Workplace Collaboration

overcomes the shortcomings of the Windows-Office-Email (WOE!) paradigm. Its **push-enabled social design** reconciles the needs of the email generation and the Facebook generation and enables them to seamlessly form project teams (groups), manage access, and locate resources and expertise.

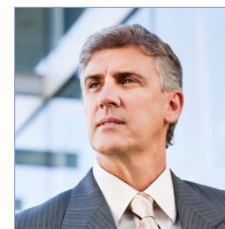
Social Generation



- Younger generation
- Proficient in using Facebook and Twitter, sending text messages, and Tag searching
 - Accustomed to a collaborative (push and pull) working style



Email Generation



- Older generation
- Comfortable with the Windows-Office-Email (WOE!) paradigm
- Accustomed to a linear (push) working style



Qontext for Contextual Collaboration

contextually pins (links or associates) social interactions (discussions, documents etc.) **to any business object** within your application. For example, in CRM, **discussions can be pinned to an account, an opportunity or even a contact.** This enables users to spawn social interactions within the applications they use.



Contextual Recall: By pinning social interactions to business objects (account, purchase order, support ticket etc.), *relevant information is easily recalled at any time within the context where it is useful* and not buried deep inside individuals' email inboxes.

Span Applications: *With Qontext, social interactions can be pinned to multiple objects.* This means you can enable social collaboration across your own suite of applications and/or with other 3rd party applications.

Qontext for Customer Engagement

creates a **closed network for customers** to voice their opinions. This helps quickly **identify and resolve customer issues** and isolates customer grievances from getting escalated into public domains such as online customer service review sites where they are read by prospective buyers.

The customer engagement community **facilitates conversations** between prospects and the company and can be used to measure, assess, and evaluate customer feedback to **gain insights into customer behavior**. It works as a platform to market new products and services and **build your brand**.

It can also be used to create a **self-supporting customer network** where customers answer questions that other customers have.

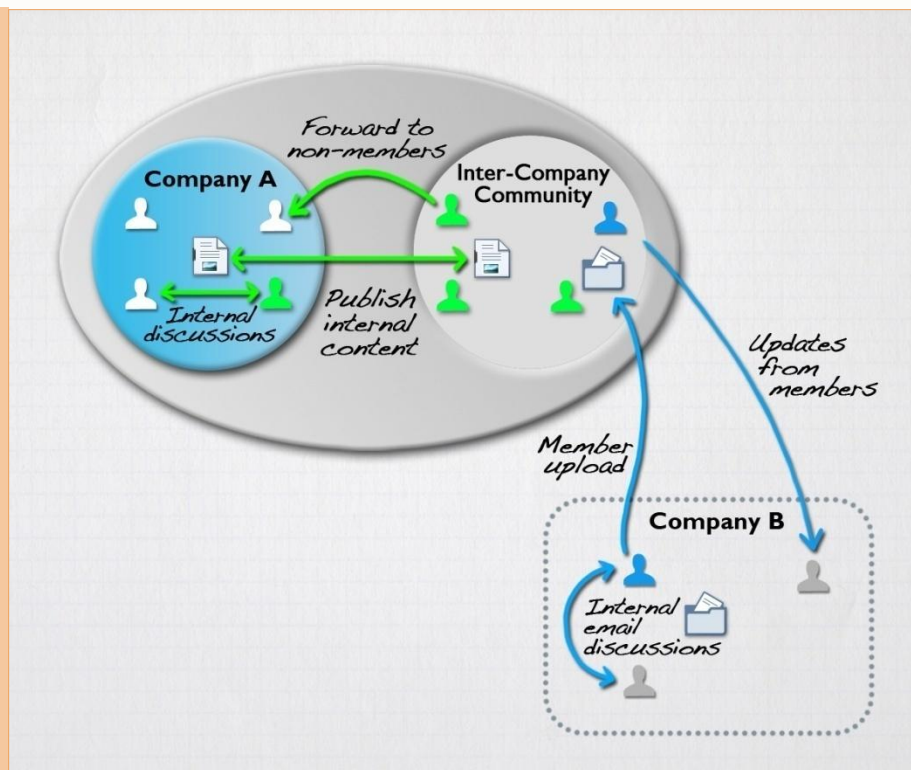
Qontext for Inter-company Collaboration

enables external collaboration in addition to the internal collaboration.

Users can first collaborate internally within the organization and then collaborate with external users to trigger subsequent actions.

The Inter-company Collaboration Community **addresses critical needs such as security, isolation, and ease of use.**

External collaborators do not need to install Qontext to collaborate over the inter-company community.



Business Value with Qontext

across enterprise
functions

Qontext builds value across all functions in the enterprise.

Human Resources

- Better **teamwork** and **knowledge sharing** due to high levels of trust and cooperative spirit
- **Lower turnover** rates, reducing severance costs, hiring and training expenses
- **Fewer personnel changes** increasing 'institutional knowledge' and greater coherence of action due to workforce stability and shared understanding
- Ability to leverage your social network to **help with career goals**.
- **Attract and retain Next Gen talent** by meeting their Web 2.0 expectations.

Sales & Marketing

- **Boost productivity**
- **Improve responsiveness** to your clients & value chain partners
- **Improve utilization** of SMEs and leverage "social capital" across your enterprise (sales best practices)
- **Decrease sales cycles**
- **Improve win rate**
- **Ramp up new hires** quickly
- Leverage expanding social network to execute a winning sales campaign
- Remote access to SMEs via handhelds for sales/marketing professional on the go

Engineering / R&D

- **Improve R&D staff moral** & 'institutional knowledge' contribution regardless of work location and demographic profile
- **Idea development** leads to better products, services and go-to-market strategy
- **Innovate faster** and accelerate time-to-market of your best ideas
- Remote access to SMEs via mobile devices for the R&D staff professional on the go

The Qontext Social Collaboration platform is

Highly Scalable

- **Load tested** with 35,000 concurrent users, 10,000 groups and terabytes of data with 2-second response time per community
- **Built by Java innovators and experts** and follows enterprise Java standards (including clustering)
- **Cloud-enabled**, multi-tenant or dedicated (with Virtual Private Cloud)

Extendible

- Through Widgets and Portlets
- API-accessible, metadata-driven

Integration-ready

- **Visual layer integration** technology for easy and inexpensive integration
- Many different applications (SAAS, deployed) including Salesforce.com, SugarCRM, etc.

Qontext is a business division of Pramati Technologies, an enterprise software leader founded in 1998 with offices in Mountain View, CA and Hyderabad, India. Qontext launched in the US in 2010.

Our Vision

To provide comprehensive business solutions using social software.

Our Brands



Some of Our Clients



Qontext.com