

Why Social Contextual Collaboration

an introduction

Popular technologies such as **cell phones** and **GPS** devices were not invented to satisfy any deeply felt consumer needs.

However, once invented, they found **exceptional adoption**.

People today find it very difficult to go about their daily tasks without cell phones or GPS navigators.

Email is like the traditional **land-line phone** while

Qontext is the **cell phone**.

Qontext does not replace email; it just augments it by dramatically reducing the email overload.

Why Social Collaboration?

Shared Repository

- With Qontext, you do not have to go back and forth through your email Inbox.
- **All past correspondence is available both centrally and contextually** within the projects, groups, or applications where you expect to find them.

Information Discovery

- Qontext makes **information available to initial intended recipients and also to those that can benefit or contribute.**
- With Qontext, you can watch people, groups, or items and seek **assistance with key problems.**

Why Social Collaboration? (contd.)

Document Versioning

- Versioning is a unique Qontext feature. No more hunting for the latest document version or editing a wrong document version.
- Qontext **saves all document versions contextually**. Document versioning works with all file types, including MS Office documents.

Co-authoring

- While Office software is preferred for document creation, Blogs and Wikis have exploded in popularity for collaborative authoring.
- Qontext's **Blog and Wiki features have state-of-the-art rich text editing and versioning** and does not require you to purchase any software.

Why Social Collaboration? (contd.)

Delete Dilemmas

- No more worrying about what messages to keep and what to delete.
- **Qontext stores all master versions.** Delete as many alerts as you want; you will always be able to find the master versions.

Centralized Benefits

- Qontext settles the “centralized content” versus “email silos” debate once and for all.
- With Qontext, **all information is automatically backed up.**
- On-boarding new employees is faster and replacing a dead PC takes only minutes!

Why Social Collaboration? (contd.)

Contextual Reference

- With Qontext, Social collaboration interactions are located where they can be easily found or discovered, either **in relevant contextual groups and/or pinned to specific application objects** (for example, the CRM account or opportunity record).

No Internal Spam

- With Qontext, you will no longer send unnecessary Reply-All emails.
- Qontext **eliminates the need to “CC” people** in case they need to know. Post **messages** to a group and they **will show in the feeds of people with self-subscribed interest**.

Why Social Collaboration? (contd.)

Guaranteed Delivery

- No more “I never got the email”.
- Unlike email messages that get routed through numerous independent email servers, **Qontext messages are centrally posted for guaranteed delivery.**

Connectedness

- Qontext provides the ability to see photos, put faces to names, watch individuals, and actively or passively participate in company conversations. This **keeps employees much more connected with the company** and its business objectives.

Why Contextual Collaboration?

Pin to Any Object

- Social interactions such as **discussions, documents** etc. can be “pinned” (linked or associated) to any object within your application.
- For example, in CRM, discussions can be pinned to an account, a specific opportunity, or even an individual contact. This enables users to **spawn social interactions right within the applications they already use.**

Contextual Recall

- Pinning social interactions to business objects enables recall of relevant information at any time within the context where it is useful, instead of being buried deep inside an individual’s email inbox.

Why Contextual Collaboration? (contd.)

Spans 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.
- See Qontext's growing list of partners for opportunities to tap into social interactions with other key applications such as NetSuite, Salesforce.com, SugarCRM, LeadFormix, et. al.

Leading analysts such as **Gartner** are predicting a major decrease in email usage due to the obvious benefits of social solutions such as Qontext.

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