

## Why Add Social?

In 2010, Facebook traffic exceeds Google traffic. Gartner declares social communication and collaboration, cloud computing, and context-aware computing to be in the “Top 10 Strategic Technologies for 2011.” Forrester’s *Empowered* directs companies to “empower your employees to solve the problems of empowered customers.”

### Cutting-edge Social Features

- Communications (ex., discussions, short messaging)
- Integrated doc storage and versioning
- Content co-authoring via wikis, blogs
- Activity feeds for following groups, people, content
- Priority alerting
- Multimedia (ex., photos, videos, slideshows)
- Consensus tools (ex., polls, quizzes, surveys)
- Email-integration
- Mobile support (ex., iPhone)
- State-of-the-art UI design (ex., AJAX, Tag clouding)
- Powerful searching and filtering, including document contents

### Enterprise-grade Features

- Scalability: Proven with 35,000+ concurrent users
- Cross browser: Internet Explorer, Firefox, Safari
- Role-based security
- Localization/Multilingual
- Full admin console
- Federated guest access
- Born from same technology serving 5 billion widgets/year

## Social for Your Business Customers

As operating environments turn increasingly dynamic and unpredictable, businesses are feeling the need to respond with agility or risk being left behind. Organizations are seeking to democratize internal decision-making to stimulate collaboration and drive awareness, innovation, and growth. As the baby-boomer generation exits the workforce, and a new breed of Gen-Xers and Gen-Yers (Digital Natives) enter it, social collaboration at the workplace is seen as the means to reduce costs, improve innovation, flexibility, insight, competitiveness, knowledge management, information and expertise search, employee attraction and retention, and an overall “connect” within organizations. At the same time, enterprise social collaboration technologies must also be powerful, flexible, robust, private, and secure.

## Social for ISVs

ISVs offer best-of-breed applications for their customers’ critical business workflows. However, most customers presently handle exception/ad-hoc workflows that require cross-departmental collaboration via email. These exception workflows are typically voluminous and/or disproportionately expensive to the organization. Social features can provide ad-hoc workflow collaboration features with added benefits such as central knowledge management, retention and sharing, search, and self-service subscriptions. Consequently, ISVs are now scrambling to add social features to their applications to meet customer demand. There are additional advantages such as:

- **Innovation:** Maintain your product’s leadership position.
- **Marketing opportunity:** Social buzz is now.
- **Stickiness:** Keep users in your application.
- **Revenue:** Create up-sell/upgrade opportunities.
- **Synergies:** Provide collaboration integrated with your partners’ or prospects’ existing apps.

## Select ISV Partners



## Qontext Provides Best of Both Worlds

“Build or Buy”? Get the best of both. Qontext is architected to easily and deeply integrate with any ISV application and offers upgrades, integrated security, bi-directional flows between social and the application, customized look and feel, and seamless user experience. Get the benefit of a tightly integrated solution with best-of-breed social features (as you would when building in-house) plus the speed to market with no development costs. Additionally, enjoy continued product innovation and refinement by way of new tools, integrations, usability, social adoption features, and analytics capabilities.

### Integrating Qontext with your product will provide the following benefits:

- **Speed-to-market:** Leverage early mover advantages in your market.
- **State-of-the-art:** At Qontext, ‘social’ is all we do, everyday. Our enterprise-grade solution offers a comprehensive list of features including Single Sign-On, versioning and comparing, media file management, rich text editing, security and access privileges, federated guest access, admin controls, directory sync, content searching and filtering, tag clouding, etc.
- **Keeping up:** Social capabilities are evolving rapidly. Playing catch-up would be very difficult.
- **Spanning applications:** As ISVs rush to add social features to their apps, they are creating “social silos” where social interactions are restricted to each application. Instead, Qontext enables 2-way social collaboration between users and non-users of your apps.

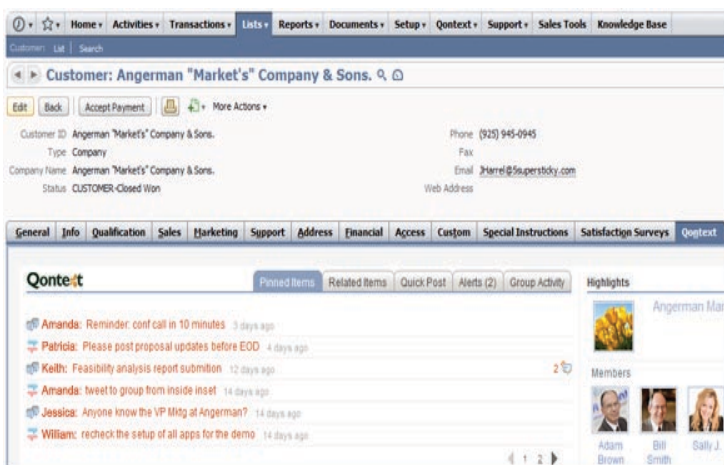
## Contextual Collaboration

Users do not need yet another destination or application. They need their existing applications to be social-enabled. Qontext is the only social solution to provide contextual collaboration, which delivers the following benefits:

- **Pin to any object:** Social interactions (discussion, documents, anything) can be “pinned” (linked or associated) to any object within your application. For example, in CRM, discussions can be pinned to an account, an individual contact, or even a specific opportunity. This enables users to spawn social interactions right within the applications they already use.
- **Contextual recall:** By pinning these social interactions to the relevant business objects (ex., account, purchase order, and/or support ticket), relevant information is easily recalled at any time within the context where it is useful, instead of being buried deep inside an individual’s email inbox.
- **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. 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.

## Integration Choices

“Integration” is not a checkbox. For flexibility and a seamless user experience, you need the comprehensive integration capabilities that only Qontext provides.



- **Data integration, bi-directional:** Everyone has an “API”, but Qontext’s comprehensive REST API provides ultimate data integration options including two-way access, security, events, feeds, alerts, etc. Qontext also provides IDsync for synchronization with custom or standard directories like LDAP or MS Active Directory.
- **User interface integration:** Qontext includes a “skin-able” portal as well as skin-able widgets for quickly integrating UI components such as activity feeds, alerts, or content creation tools into existing web-based interfaces.
- **Out-of-the-box integration:** Qontext is the only solution provider to literally provide an out-of-the-box, no programming option to quickly social-enable your web applications.

To integrate Qontext with your products, contact us at: [partners@qontext.com](mailto:partners@qontext.com).