

PRODUCT FAMILY
SOCIALTEXT APPLIANCE
SOCIALTEXT HOSTED
PROFESSIONAL SERVICES

SOCIALTEXT APPLIANCE

“Socialtext was a solution that added little to no IT workload. Socialtext is upgrading nearly constantly, so we don't have to worry about it... Plus it was definitely easy to teach people to use Socialtext. People can understand the basics within almost five minutes.”

TOM BIRO
Director of New Media



Why Socialtext?

As the first wiki company, Socialtext leads the industry in applying next-generation Web 2.0 technologies to the critical challenges facing businesses. Web 2.0 holds the promise of dramatically increasing business productivity, stimulating greater innovation, and creating tighter connections between employees, and with partners, suppliers and customers. Socialtext wikis and social software solutions are designed for any organization that wants to accelerate team communications, better enable knowledge sharing, foster collaboration, and build online communities. The Socialtext solution includes a well orchestrated suite of secure workspaces, wikis, tagging, search, blogs, personal profile pages, file sharing, document management, discussions, synchronous communications, email, RSS and support for mobile devices and off-line access.

Gartner estimates that 50% of all corporations will have wikis and complementary social software applications up and running by early 2009. In their October 2007 Team Collaboration and Social Software Magic Quadrant report, Socialtext was honored with the most visionary position (beating out Microsoft, BEA and IBM) and a leading ability to execute on that vision. As an early leader in this rapidly growing space, Socialtext has been providing solutions for customers since 2002. With 4000 global customers today, Socialtext offers a feature-rich platform backed up by REST and SOAP APIs for extensibility, world class professional services for adoption and technical integration, plus premium support services. Keeping in line with its founding principles, Socialtext is built on open-source code with licensing terms certified by the Open Source Initiative (OSI).

Socialtext customers – including Symantec, Humana, CondéNet, Nokia, Ogilvy PR, Washington Post, Epitaph Records, SunGard/BRASS, BASF, SAP, Intel, MWW Group, USA Today, MicroStrategy, IKEA, among others – span more than 20 industries including financial services, healthcare, legal, technology manufacturing, media, publishing, PR/advertising, professional services, education, consumer packaged goods and retail.

What is Socialtext Appliance?

Just like performance race cars designed with a single function in mind, Socialtext offers enterprise appliances that provide a highly tuned solution optimized for a single function – enterprise collaboration using wiki technology. These purpose-built hardware appliances provide significant benefits from a performance, security, and ease-of-maintenance perspective.

Socialtext Appliance Use Cases

Collaborative Intelligence

- ▶ Securely communicate and share dynamic information across the enterprise
- ▶ Great for sales and marketing teams comprised of employees and contractors

Participatory Knowledgebases

- ▶ Capture and organize content from customers and internal experts
- ▶ Great for technical support, customer service and other public internet sites

Flexible Client Collaboration

- ▶ Efficiently manage complex projects with geographically dispersed teams
- ▶ Great for extranets where connecting with partners and suppliers is crucial

Business Social Networks

- ▶ Discover the expertise of employees, partners and customers and foster community
- ▶ Great for connecting people on intranets, extranets or the public internet

Socialtext Appliance Features

User Features

- ▶ WYSIWYG editing
- ▶ Embeddable media including audio, video and RSS feeds
- ▶ Unlimited file attachments
- ▶ Tagging
- ▶ Search
- ▶ Email input, output and notifications
- ▶ Watch list notifications
- ▶ Unlimited pages
- ▶ Built in blog publishing
- ▶ Built in profile page publishing
- ▶ User-generated navigation widgets
- ▶ Complete revision history with rollback
- ▶ Personal dashboard
- ▶ Unlimited RSS feeds
- ▶ HTML, Microsoft® Word and PDF export
- ▶ Offline editing with synchronization
- ▶ Mobile device access (e.g., Palm® devices, BlackBerry® smartphone, iPhone™, and Treo™ smartphone)

Administration Features

- ▶ Unlimited workspaces
- ▶ Fine-grained access control
- ▶ Look and feel/skinning customization
- ▶ Web-based management console
- ▶ Usage reports
- ▶ Backup and restore
- ▶ Application auto-updating
- ▶ Corporate directory integration for user authentication (LDAP, Active Directory®)
- ▶ Microsoft SharePoint® integration
- ▶ IBM Lotus® Connections integration
- ▶ Enterprise search engine integration
- ▶ Storage and backup integration
- ▶ Dedicated server for deployment behind the corporate firewall or at the Socialtext data center

“ Vendors in the enterprise Web 2.0 space, like Socialtext, not only understand security, privacy, policy management & integration requirements of enterprises, but they also are ready to demonstrate their offerings can exceed the new needs of enterprises.

Forrester Research
January 2008

Simple to deploy and maintain

When customers order a Socialtext appliance, they get a complete solution that is up and running in minutes, so they can immediately start using wikis, blogs and personal profile pages to foster team collaboration, build online communities and facilitate knowledge sharing. In comparison, deploying a software-only wiki solution requires significant IT resource to setup the OS, patch the database and/or application server, configure the server hardware, and integrate storage before adding the actual wiki application components. After this is done, then performance tuning is required, another time consuming task. With the included centralized management console and auto-updating services, the Socialtext appliance supports either hands-on or hands-off ongoing maintenance.

Ultimate performance

Appliances have by nature a purpose-built design, including pre-integrated and tuned hardware and software components. For the Socialtext appliance, we have selected the underlying OS, server hardware and storage components to yield the best possible reliability and performance. Similar work is done to tune the whole solution, including optimizing the software and hardware components. Compared to approaches where a wiki software-only application is deployed on a general-purpose OS and integrated with off-the-shelf hardware and storage, the Socialtext appliance offers far superior reliability and performance. This translates into more concurrent users, more responsive publishing and collaboration functions, faster searching, and quick notifications.

Ultimate security

Socialtext appliances contain pre-installed software components on a pre-hardened OS to ensure maximum protection. In sharp contrast, wiki software-only packages deployed on a general-purpose platform require the IT administrator to modify the OS to turn off ports and disable services to prevent common security vulnerabilities during configuration. With general-purpose software, IT may also need to go through a regular process of updating the different components (e.g., web server, application server, database) as vulnerabilities are discovered and patches are made available. The Socialtext

appliance form factor removes this time consuming process for IT and provides an immediate baseline level of security against exploits starting on day one.

Single vendor solution

The Socialtext Appliance is a complete solution that provides a single accountable point of contact, Socialtext, to ensure maximum responsiveness. In comparison, when evaluating support with a software-only wiki solution, customers will find that they will inevitably have to deal with multiple vendors for full support of their solution. This might include one support resource for the wiki application software, another contact for the server hardware and OS components, and maybe a third for storage-related issues. The complexity around support for software-only issues not only lengthens the amount of time for issues getting resolved and creates headaches for IT staff, but also in some instances creates ‘finger pointing’ between vendors assigning blame for the support issue. Lastly, the multi-vendor approach to support often translates into higher costs, since the customer will need to renew their contract for updates, patches and support (typically between 15-20% per year) with multiple vendors and not get to consolidate this cost and related discounts with a single vendor. The Socialtext appliance provides a complete wiki solution and a corresponding single vendor to address all support and maintenance issues.

Deploying the Socialtext Appliance is easy but making sure it solves serious business problems is a different story. That is why with every Socialtext appliance, we include a healthy amount of service from our world class professional services and 24x7 access to our Socialtext support team. We will integrate Socialtext with your existing systems, train your IT and business users, customize the look and feel and kick start the applications to ensure consistent, ongoing usage. We have staff across North America and Europe ready to serve you.

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