

PRODUCT FAMILY
SOCIALTEXT APPLIANCE
SOCIALTEXT HOSTED
PROFESSIONAL SERVICES

SOCIALTEXT HOSTED

“ Socialtext has slashed the company’s tech-support workload, saved every person three to four hours a week, and given Angel.com a 10% boost in productivity... That’s worth about \$500,000 a year, while the wiki cost less than \$10,000 over the same period. ”

SAM APARICIO, CTO


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 Hosted?

Software as a Service (SaaS) is a proven software distribution method because of advances in data center security, networking equipment and performance. Socialtext Hosted is Socialtext's SaaS offering designed to completely offload in-house IT resources so they can focus on the tasks that directly relate to their company's mission. They should not be bothered with the ongoing maintenance, data backup, security and monitoring of the company's enterprise social software solution. Leave that to us.

Socialtext Hosted 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 Hosted Features

User Features

- ▶ WYSIWYG editing
- ▶ Embeddable media including audio, video and RSS feeds
- ▶ Up to 10GB of 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 at the Socialtext data center
- ▶ Application auto updating

“ 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

Up and Running Right Away

No IT skills are required to set up and maintain Socialtext Hosted. A simple web interface allows a non-technical person to initially set up the service, create workspaces, procure user accounts and assign privileges. You get all the great features of Socialtext enterprise social software – even mobile device access. For any licensed user to get started, all he needs is an internet connection and a popular web browser (no client installs required). And, if you need additional services such as look and feel customization or adding your corporate branding, Socialtext offers professional services for an additional fee.

Highly Secure Hosting

Socialtext partners with a global data center leader that supports several Fortune 500 companies. They are an enterprise-grade, tier 1 data center and network provider with SAS-70 certification. From their facilities, we offer multi-tenant security on shared infrastructure with a service level agreement (SLA) that includes a 99.9% uptime guarantee and quick response times. Our systems are constantly monitored and updates are applied at times of the day that result in a minimum interruption of service. Furthermore, when you are logged into Socialtext Hosted and using the applications, your data is secure thanks to 256 bit SSL connections between the browser and the Socialtext servers in the data center.

Any Time Access to Your Data

When you or your collaborators are editing wiki pages, sharing files and blogging, your data can be exported at any time for use in other applications. Socialtext output includes printing, HTML, Adobe PDF, rich text format (RTF) for use in MS Word and other word processors, and email. A reports generator web application is also included for each user so if you need to measure the performance of your wikis or learn usage behavior, you have full control. Whether you are running reports, using the wiki or exporting data, Socialtext web application browser sessions are SSL-enabled so your exchanges between the browser and the Socialtext data center are always secure.

Deploying Socialtext Hosted is easy but making sure it solves serious business problems is a different story. That is why we include 24x7 access to Socialtext support and make world class professional services available for all customers. For an optional fee, we will train your business users, customize the look and feel of your wikis and kick start the applications to ensure consistent, ongoing usage. We have staff across North America and Europe ready to serve you.

For More Information

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