

Aragon Research

Author: Jim Lundy

Topics: Social Software

Issues: How will Social Software technologies evolve?

Who are the Social Software providers and how will they navigate a crowded market?

Yammer Takes Activity Streams to the Next Level

Summary: On November 9th, Yammer announced new Wiki and Content support for its flagship enterprise social networking platform and Ticker, which incorporates activity feeds from a variety of partners, including Salesforce.com and Microsoft.

Event: At a customer and partner event in San Francisco, Yammer announced a new Wiki (Pages) and improved integration of content into its Yammer Enterprise Social Network platform. It also announced that 9 partners will be able to integrate their respective activity feeds with Yammer.

Analysis: By continually enhancing the feature set of its core Enterprise Social Networking (ESN) platform, Yammer is demonstrating that it is ready to tackle the enterprise. Yammer's new activity feed integration product, Ticker, is a repeatable approach to activity feed integration that allows enterprises to select the feeds they need to be part of their ESN. This sets a new benchmark for Activity Feed integration in ESNs that others will need to match.

With Ticker, Yammer is leveraging the Open Graph Protocol that Facebook uses. Because of the API approach, this gives enterprises choices on the applications they want to take feeds from. Others, such as Salesforce and even SAP offer Feed integration, but Yammer's announcement allows for 9 partners initially

(see Note 1), and we expect others to be announced in the future.

Yammer's introduction of Pages (a full Wiki, with solid usability) and support for Content means that it is now positioned to compete with other providers to become the Enterprise Social Networking Platform of choice in an enterprise.

On the Content front, along with the ability to preview and mark-up documents uploaded to Yammer, files are also indexed for easy access via Search. Aragon Research feels that content sharing and retrieval is the secret sauce for increasing usage of Social Networks in enterprises.

With this kind of capability that Enterprise Social Networking (ESN) Platforms are now begging to offer, intranets are going to be start to be retired and replaced by ESN platforms offered by Cisco, IBM, Jive, Microsoft, Saba, Salesforce.com, Successfactors, Telligent, Yammer and others.

The combination of activity feed integration with a full ESN will put pressure on many application software providers who don't have the resources to offer a full ESN. Additionally, the shift to more of a full-featured ESN is what is needed to enable the real sharing of knowledge.

Aragon Advisory: Enterprises need to begin looking at Enterprise Social Networking more strategically, including evaluating providers

Copyright © 2011 Aragon Research Inc. and or its affiliates. All rights reserved. This publication may not be distributed in any form without Aragon Research's prior written permission. The information contained in this publication has been obtained from sources believed to be reliable. Nevertheless, Aragon Research provides this publication and the information contained in it "AS IS," without warranty of any kind. To the maximum extent allowed by law, Aragon Research expressly disclaims all warranties as to the accuracy, completeness or adequacy of such information and shall have no liability for errors, omissions or inadequacies in such information.

This publication consists of the opinions of Aragon Research and Advisory Services organization and should not be construed as statements of fact. The opinions expressed here-in are subject to change without notice. Although Aragon Research may include a discussion of related legal issues, Aragon Research does not provide legal advice or services and its research should not be construed or used as such. Aragon Research is a private company and its clients may include firms or financial institutions that have financial interests in entities covered by Aragon Research. Further information about the objectivity of Aragon Research can be found at aragonresearch.com

that offer a full social platform, not just piece parts.

Enterprises should evaluate Yammer's new capabilities and its ESN platform, particularly the new open approach to activity feed integration.

Note 1: The Ticker Activity Feed Partners.

Yammer announced activity feed integration with the following providers: Badgeville, Box, Expensify, NetSuite, Salesforce.com, SharePoint, Spigit, TripIt and Zendesk.