Cisco WebEx Social:
Transform Your Business with People-Centric Collaboration

Cisco WebEx Social is a people-centric collaboration platform that goes beyond email, portals, and point social networking products to deliver a true collaboration experience – anytime, anywhere.

Achieving breakthrough levels of individual and organizational productivity requires a dynamic and flexible work model. Cisco® WebEx Social is a people-centric collaboration platform that combines the power of social networking, content creation, and real-time communications. Unlike email and other document-centric tools, WebEx® Social is designed to connect people, capture the vast knowledge and expertise within your organization, and make those resources easily available to employees anywhere.

With WebEx Social, employees can create a personalized environment for collaboration that supports their work styles, instantly form communities to achieve focused goals, and collaborate in real time using their preferred communications tools. Your employees also gain full mobile access so they can remain productive on the go. No other solution is so personalized and versatile out of the box, while also supporting enterprise-class scale and security.

WebEx Social helps organizations transform business processes for increased employee productivity and innovation, while substantially reducing IT infrastructure cost and complexity. Table 1 provides examples of how your organization can use WebEx Social to achieve your business transformation goals.

HIGHLIGHTS

- Speed results by enabling employees to quickly locate experts and share relevant information.

- Encourage employee-led innovation through collaborative sharing of ideas in communities.

- Improve workforce competencies by disseminating "tribal knowledge" as well as formal training.

- Empower mobile workers through anywhere access to resources and information.

- Create, capture, and retain intellectual capital and project history in one secure, centralized location.

- Curtail escalating costs associated with the growth of email and the proliferation of point technology products.

Table 1.   Practical Applications of WebEx Social

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Cross-Functional Teaming	Increase remote worker productivity and empower virtual work teams with anytime, anywhere access to critical resources and collaboration tools
Bringing New Employees on Board	Efficiently bring new employees on board and train them by providing one-stop access to experts, mentors, training videos and documentation, demos, and relevant communities
Employee-Led Innovation	Improve the quality and quantity of ideas by forming communities for idea generation, brainstorming, and discussions
Sales Enablement	Facilitate request for proposal (RFP) responses by creating cross-functional communities to "crowd source" answers, identify subject-matter experts, and locate documents; use WebEx Social group co-authoring and editing capabilities for efficient RFP development
Project or Program Management	Promote more visible and streamlined communication flows and transparent coordination
Crisis Management	Maintain operational continuity throughout a crisis situation with the ability to reach people, share information, and respond in a coordinated fashion

Eliminating Barriers to Productivity

Important projects can suffer unacceptable delays when employees cannot locate the resources they need. With WebEx Social, you can quickly identify subject matter experts, gather group feedback, and find relevant content and communities to complete projects and tasks much more efficiently. Instead of sending large files as email attachments, simply post them in WebEx Social and collect feedback in one place. Bring employees from remote offices together to work in virtual teams, accelerating decision making and problem resolution.

Additionally, WebEx Social helps new employees become productive immediately with access to mentors, relevant communities based on their roles, preloaded documentation, and training videos. The solution not only streamlines the process of bringing new employees on board and knowledge transfer, it can also help ensure that intellectual property is not lost when employees leave the organization.

Breaking Down Information and Communication Silos

WebEx Social helps break down information silos and combines social and real-time collaboration through integration with the leading content and document management, calendaring, email, instant messaging (IM) and presence, and unified communications solutions. The social capabilities of WebEx Social can be layered over these systems to extend your existing IT investments (Figure 1).

Figure 1.   Cisco WebEx Social With Browser-Based HD Video Calling
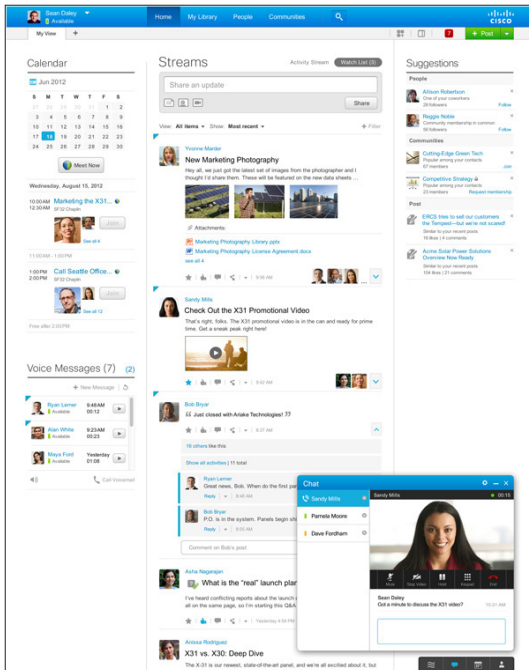

Reducing Infrastructure Complexity and Keeping Up with Mobile Devices

The proliferation of new technology introduces a host of IT complexities, including:

- Integrating multiple solutions from multiple vendors
- Dealing with added management burden and growing licensing costs
- Keeping up with new mobile devices and the latest versions of software to support them

Cisco WebEx Social helps you reduce IT complexity and cost by reducing the number of overlapping social collaboration tools and their associated licensing and maintenance costs. Native support for the latest tablets and smartphones eliminates the need for separate mobile apps or middleware (Figure 2). WebEx Social also lowers data replication, storage, and backup costs by reducing the volume of messages with large attachments sent through email. Instead, users go to one highly secure, centralized location–WebEx Social–to share content and receive feedback.

Figure 2.   Native Mobile Device Support
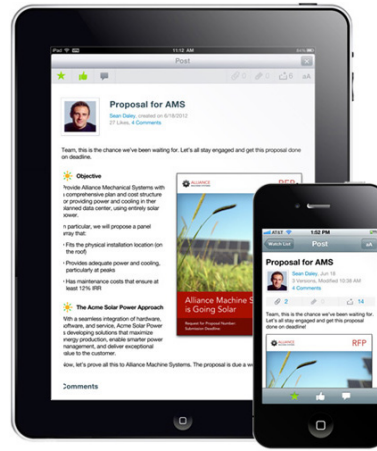
Enforcing Compliance and Security

Cisco WebEx Social is built for highly secure collaboration with individuals and groups. It allows users to define who can view posted content and control how recipients can act on the post, such as share, comment, or edit. WebEx Social comes equipped with embedded policy management capabilities that also support integration with external compliance and records management systems. All activities within WebEx Social are logged and recorded, so there is always an audit trail of views, comments, and forwards.

Features and Benefits

Cisco WebEx Social is a complete social collaboration platform, incorporating both social and real-time collaboration tools. Table 2 lists the features and benefits of WebEx Social.

Table 2. Features and Benefits of Cisco WebEx Social

Feature	Description and Benefits
Unified Post	More powerful and flexible than email, blogs, or wikis, Unified Post is a simplified way to share content and receive feedback. With it, employees can: · Create and post any type of content (including text, documents, images, hyperlinks, and videos), and attach large files · Share with individual(s), community(ies), or contact groups · Control whether the recipients can view, comment, edit, or share · Receive threaded comments, likes, tags, and contributor information · Get automatic versioning of all posts and file attachments · Access and contribute to posts from the web or mobile device · Locate posts in their personal libraries or through the built-in search function
Bi-Directional Email Integration	Participate in social collaboration while in email. Use this functionality to: · Create a post or start a discussion forum directly from email · Reply to a post or discussion thread using email · Receive an email notification when somebody sends or replies to a post · Set preferences to receive automatic email notifications of important events in WebEx Social
Unified Communications Integration	Get one-click access to real-time collaboration tools without leaving the WebEx Social application. WebEx Social offers: · Prebuilt integration with Cisco Unified Communications, Cisco Jabber™, Microsoft OCS, IBM Sametime, and WebEx web conferencing · The ability for users to initiate and participate in browser-based high definition video calls (Windows only) · Compatibility with Cisco IP video phones, telepresence endpoints, mobile solutions, and soft clients
Enterprise Social Networking	Take advantage of a broad set of social capabilities to connect people, find experts, and gather tribal knowledge. Capabilities include: · Social Graph — Employees can see the connections to the people they are following or are following them · Search — Quickly find experts, communities, and content · Expert Q&A — Crowdsource answers with intelligent routing of questions to identified experts · Suggestions — Analyzes WebEx Social activities to make personalized recommendations on people, posts, and communities · Tagging — Supports tagging for organizing content and retrieval of relevant information
Personalized User Experience	Easily personalize the WebEx Social user experience to match specific workflows and deliver priority information to the Watch List. Employees can: · Customize page views and add approved business applications and tools, including visual voicemail, Exchange calendar, JSR 168 and 286 portlets, and OpenSocial gadgets · View a consolidated activity stream of updates from their network, communities, and people they are following · Monitor their Watch List to keep up to date with important content that has been shared, manually added, or commented on
Microsoft Office Integration	Simplify collaborative co-authoring and group editing of Microsoft Office documents. With WebEx Social, employees can: · Update and publish to WebEx Social from Microsoft Word, Excel, or PowerPoint · Easily track and update the latest version and merge edits with a single click · View and submit comments while working in the document using the WebEx Social for Office sidebar

Feature	Description and Benefits
Content Integration	Protect investments and break down information silos through built-in Microsoft SharePoint and EMC Documentum integration. · Layer the social collaboration capabilities (search, share, and comment) of WebEx Social on top of existing stored content. Expose relevant folders and files from content management systems in WebEx Social · WebEx Social supports the Content Management Interoperability Services (CMIS) standard for straightforward integration with CMIS-compliant content management systems
Dynamic Communities	Instantly form virtual communities for sharing content, brainstorming, and focused project work. · Set up Hidden, Restricted, or Open communities using built-in policy settings · Customize the community dashboard using provided templates, and add a community library, profile, and discussion forum · Easily manage communities, including inviting additional owners, inserting or deleting pages, and adding applications · Join or leave communities with a single click
Profiles	Share expertise and interests through an online profile. · Display name, avatar, title, presence, phone numbers, email address, and other published attributes that are synchronized with any Lightweight Directory Access Protocol (LDAP)-compliant directory · Show expertise, featured posts, activities, interests, communities, following and followers
Native Mobile Support	Connect to colleagues, content, and applications while traveling or working remotely. · Enjoy a consistent, optimized experience across devices, including the Apple iPhone and Apple iPad · Work anywhere, with the ability to post comments, images, and video as well as find experts and information · Click to start a video call, IM, or WebEx conferencing session · Publish custom mobile applications to the WebEx Social mobile client
Video Integration	Share video as easily as text through prebuilt integration with the Cisco Show and Share® video sharing application. · Provides highly secure and scalable video sharing, streaming, and storage · Enables video files to be tagged and searched as easily as any other content · Embeds video thumbnails in Posts with one-click playback
Security and Compliance	Enforce secure and compliant social collaboration. · Protect sensitive content through roles-based policy management at the administrator and user levels · Apply granular security permissions at the content level to each post, page, and community · Use the compliance application programming interface (API) to support integration with third-party compliance systems
Flexible Deployment Options	WebEx Social can be deployed as an on-premise or Cisco cloud-based solution.
Integration with Existing Applications	The WebEx Social SDK enables developers to extend social capabilities to existing IT and business applications. · The WebEx Social SDK, available in the Cisco Developer Network (CDN), offers extensive developer support, including sample code, documentation, a developer sandbox, and technical assistance

For More Information

To learn more more about Cisco WebEx Social please visit www.cisco.com/go/webexsocial.

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