



OpenText Boosts Company-wide Collaboration with own Enterprise Social Application

Internal deployment of OpenText Tempo Social™ met with enthusiasm and evaluation of best practices for customer application

Late October 2012 was eventful for OpenText. Internally, the largest software company in Canada initiated enterprise-wide use of OpenText Tempo Social™ (formerly OpenText Social Communities) for close to 5,000 employees across the globe. Externally, OpenText released the first of many cloud-based exchange capabilities to customer organizations—of which there are 50,000 worldwide.

Both advancements demonstrate an OpenText focus on enriching the way people use information with loyalty to collaboration and innovation. And, particularly in the case of Tempo Social, a dedication to customer guidance driven by first-hand experience with the power of information—unleashed.

With expertise in content management, OpenText boasts a long history using and providing enterprise online resources. Prior to implementing Tempo Social, the enterprise realized a need for a single collaborative platform scalable for worldwide application. An effective solution would foster open communication to and from all levels. OpenText President and CEO Mark J. Barrenechea explains, “Software companies are—by design—a network, not a hierarchy. A worthwhile social technology will help professionals engage, create, and innovate across departments, countries, and generations.”

Integrated, consolidated collaboration

Organizations of all types can relate to similar challenges. They need experience and integration from an established provider. As that provider, OpenText initiated global internal deployment of Tempo Social for first-hand experience. The company set objectives for ongoing evaluation:

- Open communication channels
- Simplify with one platform
- Engage with user profiles, connections, blogs, comments, and posts
- Innovate with new idea submissions
- Integrate with cloud and mobile architecture and Enterprise Information Management (EIM) strategy
- Evaluate with analytics, metadata

INDUSTRY

Computer Software

COMPANY

OpenText

CHALLENGES

- Lack of transparency into high-level focus
- Too many ineffective channels, no single source of truth, not enough integration
- Fragmented engagement opportunities

SOLUTION

- OpenText Tempo Social™ (formerly OpenText Social Communities)

BENEFITS

- Clear, updated view of company direction
- Consolidation of social tools into a single platform
- Creation of “global village”
- Increased productivity and innovation

"Enterprise social is the next generation platform for interactions and communications and, thus, will dramatically increase productivity and insights for enterprises."

MARK J. BARRENECHEA, PRESIDENT AND CEO, OPENTEXT

With impressive turnaround, Tempo Social—built within the cloud—is enhancing transparency and collaboration; becoming the OpenText hub for real-time connections that lead to productivity. Fueling success is executive sponsorship alongside enterprise-wide adoption by employees at all levels and locations.

A CEO introduction and rally cry models executive excitement and a clear purpose—early keys to success for any enterprise social network: "The Social Enterprise is not a feature in a product; it is the future of communication and collaboration," Barrenechea shares, adding: "Social technologies will change the way millions of people work and live. It will connect people and ideas who would otherwise never meet in person." He invited OpenText employees across the globe to join Tempo Social for the following goals:

- A better OpenText: OpenText will improve connections between executives and the rest of the organization and amongst themselves.
- A better product: OpenText plans to learn fast—employee feedback and this experience will fast-track Tempo Social to world-class status and continue innovation for other OpenText offerings.

All OpenText executives pledged commitment and recognized opportunities. From Senior Vice President of Engineering Muhi Majzoub: "Our Executive Leadership Team is committed to engage and participate in Tempo Social to communicate with the OpenText family. Tempo Social brings the power of social networking to the enterprise for us to connect with colleagues, participate in communities, easily share content, and get answers."

Tempo Social features

OpenText offers Tempo Social in both on-premise and cloud-based installations. It is comprised of social applications that integrate for a secure, compliant, and transparent solution—all in one place, available anytime and anywhere. Capabilities include:

- Social community workspaces
- Profiles, blogs, wikis, ratings, and more
- Inline moderation
- Activity feeds
- Templates

Features create a front-end framework for integration with OpenText ECM suite solutions, including OpenText Content Server and OpenText Web & Social Analytics. Integration supports compliance with various industry regulations and an overall understanding that social networks are an element of purposeful corporate culture and strategies.

To build the communities, users choose among tabs for library, forum, and other capabilities. Searchable listings will eventually be categorized with sub-communities for ease of navigation.

From tasks to structure, OpenText designed its own installation of Tempo Social for easy navigation and simplified management. Following corporate directive, OpenText IT set up Tempo Social within a cloud-based architecture. "Deploying Tempo Social in a hosted environment can simplify management, enhance scalability, and remove borders around access," explains Catherine Curran, IT Director at OpenText. "For customers who choose Tempo Social in the cloud, they won't need to hire five network professionals to manage compli-

cated work just to keep their social network running. They can turn to OpenText for management, reliability, and expansion."

The OpenText IT team deployed Tempo Social within the cloud for internal use within a few weeks; Curran considers the deployment a useful model that will speed replication in hosted environments for customers. "Cloud application is becoming a tier one requirement that reflects on a provider and how innovative and scalable they are into the future," she says.

Other forward-thinking is displayed by an OpenText commitment to multi-channel delivery. "Whether on-premise or mobile, all solutions are designed by OpenText with a mobile mind," Curran notes. "We work to be agile and always plan how applications will function on a small screen."

A better way to work for a better OpenText

OpenText exceeded objectives for its own deployment of Tempo Social. IT delivered a stable, single platform to the entire enterprise and outpaced its own timelines to do so by 40 percent. High rates of corporate adoption confirm interest and need. In fact, "information unleashed" paints an accurate portrait of user response within the corporation; within the first three weeks, Tempo Social welcomed profiles from more than 3,000 users and created almost 250 communities.

Though in early stages, benefits already include connectivity, consolidation, and productivity. "In reality, all business processes will be impacted when we stir 5,000 employees together in a social interactive environment," says OpenText CIO

"We all have a 360 degree peripheral vision from seeing and collaborating on what is transpiring around us."

STEVE HUNT, OPENTEXT CIO

Steve Hunt. "Part of the thrill is that you don't know what will be affected, but you know we all will be."

Corporate connectivity

The OpenText Executive Leadership Team and users across the enterprise report a clearer view of company direction as well as enhanced engagement across all operations. "We all have a 360 degree peripheral vision from seeing and collaborating on what is transpiring around us," Hunt notes. "We learn, grow, and contribute in ways we have not done before from a global team perspective. We become a global village." Barrenechea illustrates, "Consider engineers collaborating with support, pre-sales communicating and sharing across countries, customer needs flowing more quickly and product management reinvented. As a secure, integrated element within a solid EIM strategy, Tempo Social unlocks the value of social collaboration for OpenText and its customers."

Consolidation

Social media already holds venerated standing in the consumer space, particularly for the generation of employees now entering the workplace. Tempo Social will be the new gateway into OpenText and its complete platform for communication and collaboration. It will eventually replace other outlets or shift their application into usage better suited to the medium. For example, employees can move one-to-many or many-to-many conversations previously tackled via email replies and forwards into the more transparent and engaging environment within Tempo Social. Quite simply, social technologies in the enterprise offer a new way to work.

Productivity

Response and results for OpenText users could revise "a new way" to "a better way" to work, especially when working together. In addition to greater transparency, users are finding they save time.

According to Barrenechea, "Enterprise social is the next-generation platform for interactions and communications and, thus, will dramatically increase productivity and insights for enterprises." Many would find it difficult to imagine handling job tasks before the advent of email. In the future, for collaborative efforts, it will likely be just as difficult to imagine work without an enterprise social platform.

For the OpenText Business Continuity Planning (BCP) Community, Tempo Social was installed just in time—a few days before Hurricane Sandy hit the U.S. eastern seaboard, impacting OpenText locations in the region. "We had a major BCP event about to unfold, a new option for mass communication through multiple devices and a real business challenge to solve," says Terry Weirick, Global Fulfillment Director for Customer Support. "Tempo Social takes much of the guesswork out of the information cycle. Social features make it much faster to respond to information needs. Also, it is mobile for employees in affected areas, so they can get real-time information, regardless of their hardware communication choice." The BCP Community received 3,700 views within its first three days.

As other communities are developed, OpenText is tracking best practices to improve its social offering for customers. Curran says, "We are working to capture feedback, even frustrations. Then, we can funnel information to developers to make the platform, messaging, and support even better." OpenText employees mention a few early lessons learned, such as the following:

- Encouragement, participation, and listening from top-tier leaders is imperative for broad corporate adoption.
- Freedom to create profiles, communities, and blogs helps to establish a corporate culture that celebrates the individual, then gains value in collective content and interaction.
- Supply of a collaborative space is more important than perfection. "Don't hesitate," advises Hunt. "It will get better and better; the beauty is in the interaction and the evolution of the global village."
- Analytics are powerful for understanding and influencing behavior.

Future plans for Tempo Social include extending sections of the OpenText platform for external access among partners and users. Combined with internal use as well as other EIM applications, OpenText itself is an example of a company tying people, information, and technologies together for an overall strategy that unleashes all for innovation. ■