

# *Für Sie gesurft – Neue (und alte) Tipps aus dem WWW*

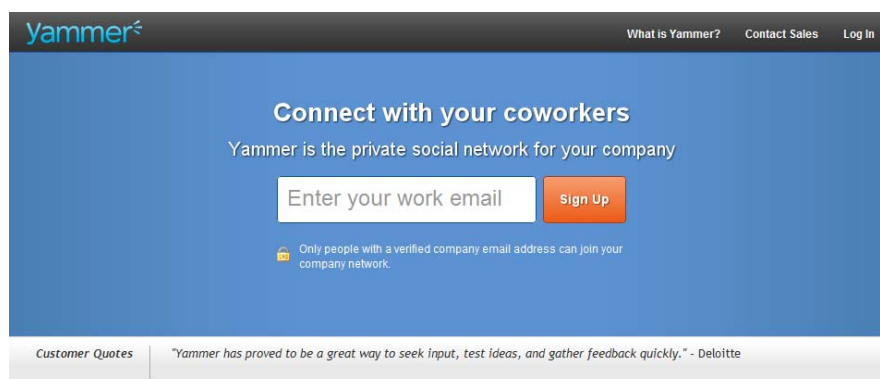
## *EMISA-Edition, Folge 23*

Gottfried Vossen, Universität Münster

Ich möchte Ihnen an dieser Stelle wieder ein paar Websites vorstellen, die mir (und anderen) in letzter Zeit aufgefallen sind. Dabei geht es diesmal um das Thema „Enterprise 2.0“, das sich inzwischen ja auch bereits zu einem geflügelten Wort (und nicht nur zu einem Titel zahlreicher neuer Bücher) entwickelt hat. Grob gesagt versteht man darunter die Anwendung von Techniken, Tools und Konzepten des Web 2.0 auf die Enterprise, also auf Unternehmen. Allerdings lässt sich das auf unterschiedliche Weisen tun: Man kann einerseits Dinge wie Wikis oder soziale Netze *innerhalb* eines Unternehmens anwenden gemäß der Überlegung, dass Mitarbeiter, die diese Dinge privat gerne nutzen, auf am Arbeitsplatz nicht darauf verzichten müssen (und natürlich in der Hoffnung, dadurch eine Produktivitätssteigerung erzielen zu können). Andererseits kann man sich fragen, wie sich die Techniken *nach außen* einsetzen lassen, also etwa für die Kommunikation mit Kunden oder anderen Unternehmen. Die im Folgenden beschriebenen Seiten beleuchten vorwiegend den ersten dieser beiden Aspekte, da sich der zweite hat vor allem auf Blogs und Werbung im Rahmen öffentlicher sozialer Netze bezieht und weniger spezieller Software bedarf.

Wie immer weise ich vorab darauf hin, dass die Inhalte sämtlicher hier beschriebenen Webseiten urheberrechtlich geschützt sind, allerdings ist nach einschlägiger Meinung das Copyright nur relevant für die Verwendung in anderen Webseiten bzw. wenn Gestaltungselemente für andere Designs übernommen würden, was beides nicht der Fall ist. Insofern betrachte ich das Beschreiben von Seiten in der hier vorgenommenen Form weiterhin als Werbung für diese.

Mein erster Tipp dieser Ausgabe betrifft Yammer, das wie auch andere der hier beschriebenen vor einem Jahr in Folge 21 schon einmal erwähnt wurde: „Yammer is revolutionizing internal corporate communications by bringing together all of a company’s employees inside a private and secure enterprise social network. Although Yammer is as easy to use as consumer products like Facebook or Twitter, its enterprise-grade software is built from the ground up to drive business objectives. Yammer enables users to communicate, collaborate, and share more easily and efficiently than ever before. It reduces the need for meetings, increases communication across silos, surfaces pockets of expertise and connects remote workers.”



Used at more than 100,000 businesses worldwide:



<https://www.yammer.com/>

Entsprechend umfangreich sind die Funktionen: Microblogging, Direct Messaging, File- oder Bilder-Upload und -Sharing, private sowie öffentliche Groups und Teams, Profile, Company oder Knowledge Base; zusammen also so umfassend, wie man es sonst nur von mehr als einem Werkzeug kennt. Im ReadWriteWeb wurden ferner die „Communities“ besonders hervorgehoben: „Yammer is opening up its microblogging platform. In "Yammer Community" people may now create a community without the requirement that an email address be associated with a particular domain. This is a big change for Yammer. Many companies do not have their own domains. Opening up the platform means that the service is open to a much larger audience - and has created a much wider place for itself in the enterprise.” Yammer verspricht ferner einfache Administration, hohe Sicherheit, Tagging sowie Integration von Applikationen Dritter. Mobilität wird unterstützt über Apps iPhone, BlackBerry, Android und Windows Mobile.

Mein nächster Hinweis ist Socialcast, schon etwas älter; der Hauptspruch ist hier „Socialcast is a powerful Enterprise Activity Stream Engine: A collaborative microblogging platform that unites your company’s people, data, and applications in real-time.” Darüber hinaus wird natürlich noch vieles mehr versprochen: „Collaboration has never been easier or more effective. Socialcast syncs real-time data-sharing features with enterprise-grade security. Activity Streams unite people, data and processes. Enterprise Microblogging - share status updates, questions, comments and ideas. Mobile Accessibility with iPhone & Blackberry, Outlook 2010, 2007 and 2003 integration, SharePoint Web Part, Desktop App, ferner Messaging, Polls, Profiles und Analytics, Synchronisation von User Accounts über LDAP.

**SOCIALCAST** Home Features Pricing Resources Company Blog

Get Reach **FREE** for 6 Months

Introducing **Socialcast Reach**  
Teach Your Apps New Tricks

From CRM to SharePoint to intranets to ERP, Reach brings everyone in. Reach breaks down silos and boosts productivity by connecting people across the enterprise through the business systems they use every day.  
[Learn more](#)

**Intranets** Eliminate Work About Work

**CRM** Bring Collaboration Into Existing Applications

**ERP** Deliver Work Where Employees Need It

Get started by signing up for Socialcast now.

Already have Socialcast?

**Powering smarter, better collaboration at thousands of companies worldwide**

PHILIPS sense and simplicity | Avaya | FACTSET | UC Irvine

<http://www.socialcast.com/>

Der Dritte im Bunde dieser neuen Generation von Software-Werkzeugen ist Socialtext, auf das ich bereits in Folge 17 einmal hingewiesen habe (aber das liegt drei Jahre, also eine Internet-Ewigkeit zurück): „Chances are you only know what’s going on in your company when someone else decides you should. You probably spend 1/3 of your day in your e-mail

client, and 500 hours a year hunting for stuff. You can't find someone with a particular expertise, leadership and employees are out of touch, and people re-create work. Socialtext 4.0 addresses these problems. With Socialtext, everyone knows what's going on. People and teams are synchronized, engaged and informed. Socialtext provides a broad social software platform that has the ease of SaaS and the security of an on-site appliance. You get a quick deployment that focuses on your people, not on the software code. And you get real business value, fast. Socialtext unlocks the knowledge, expertise, ideas and data that drives superior business performance. Socialtext accelerates business performance by making it easier for employees to find the colleagues and information they need to solve challenges new and old. By simplifying people's ability to share expertise, ideas and corporate data, Socialtext removes knowledge silos that have traditionally hampered companies' ability to respond to change and serve customers efficiently. With Socialtext, people collaborate openly around key business processes in a secure, internal environment, and work together to drive new business opportunities.”

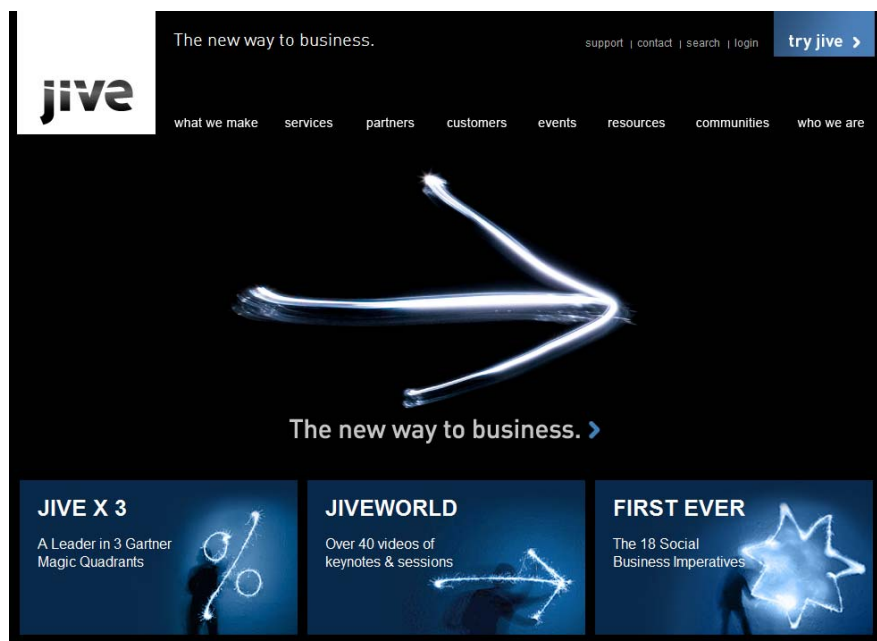
<http://www.socialtext.com/>

Auch hier findet man weitgehend gleichartige Funktionalität:

<p><b>Social Networking</b> People profiles with live activity streams ensure people discover expertise across the organization, get to know each other much better, and stay highly engaged.</p>	<p><b>Microblogging</b> Secure microblogging with group channels ensures everyone knows what's going on. People and teams move fast, and leadership and staff stay connected.</p>	<p><b>Groups</b> Tools for group productivity, that let teams form instantly, stay in sync, and work fast. Groups get energized, cycle times get shorter, and business results come faster.</p>	<p><b>Social Spreadsheets</b> Distributed spreadsheets that stay in sync. Info is updated in one place, and everyone sees the latest. Spreadsheet information is discoverable, findable and secure.</p>	<p><b>Dashboard</b> Social intranet home page. IT gets a dynamic intranet, users get a home page they can personalize, and leadership gets a vehicle for the voice of the company.</p>
<p><b>Wiki Workspaces</b> Group-editable web pages that let people work openly. Expertise and work output are visible across the organization, discovered by others, and highly leveraged.</p>	<p><b>Internal Blogs</b> Used for two-way, open dialog between leadership and employees, and to create hubs of knowledge, ideas and expertise on important topics.</p>	<p><b>Desktop App</b> A dynamic desktop application built on Adobe AIR technology that provides a rich and intuitive interface into Socialtext from any desktop platform.</p>	<p><b>Mobile</b> Stay productive and effective, using your mobile device. Get updates and fast answers from colleagues just like you do when you're in the office.</p>	<p><b>Integration</b> Integrate your CRM, ERP, document management and other enterprise applications with Socialtext, and get more business value from them.</p>

Erst Anfang November wurde im ReadWriteWeb darauf hingewiesen, dass Socialtext in der neuen Version 4.5 u. a. einen Connector für Salesforce enthält sowie Socialtext Explore zum Browser von Status-Updates mittels Metadaten.

Der nächste Kandidat in dieser Reihe ist Jive: „We're the largest and fastest growing independent Social Business Software company in the world. Our next-generation software is the only truly enterprise-scale social business solution on the market. Our platform integrates the best features of social networking and collaboration software, community software, and social media monitoring to extend a layer of social capabilities across every level of your business.“



<http://www.jivesoftware.com/>

Die Features von Jive sind denen der zuvor genannten ähnlich, aber die Webseite lässt erkennen, dass man wohl auch weiterdenkt:

<p><b>Collaboration &amp; Corp Comm</b></p> <p>Tear down hierarchies, connect, and produce results in a fun and productive way.</p> <p>▶ Learn how</p>	<p><b>Customer Support</b></p> <p>Give customer product discussions a home. Improve satisfaction as a result.</p> <p>▶ Learn how</p>	<p><b>Social Media Monitoring</b></p> <p>Listen, measure, and engage with conversations across the social web.</p> <p>▶ Learn how</p>
<p><b>Social Marketing</b></p> <p>Create communities of interest that translate engagement into revenue.</p> <p>▶ Learn how</p>	<p><b>Sales &amp; Channel Enablement</b></p> <p>Arm your team with community-enabled tools, support, intelligence.</p> <p>▶ Learn how</p>	<p><b>Open Government</b></p> <p>Foster citizen participation, reduce wasted effort, make expertise easy to find.</p> <p>▶ Learn how</p>

Themen wie Kundensupport oder das Monitoring sozialer Medien, ferner Hinweise darauf, wie auch z. B. Regierungsabteilungen diese Software einsetzen können, finden man in dieser Form bei den anderen noch nicht.

Mein nächster Tipp in der immer noch gleichen Kategorie ist SimplyBox: „SimplyBox was originally created as a free Web 2.0 service, with a focus on usability and visual simplicity. After the recommendation of multiple Enterprise analysts, the company made the decision to re-focus its solutions towards the Enterprise space. Today SimplyBox is a company that sees the Enterprise as its natural present and future. Our passion for simplicity brings a unique value proposition to enterprise software, which we have observed over many decades of cumulative experience to be insufficiently user-centric. At SimplyBox, we believe in the power of Human Intelligence. We create solutions that take the friction out of sharing and harnessing the knowledge that traditional enterprise applications and collaboration systems don't adequately deal with, because they are not people-centric in their design. Communication must be fast, ubiquitous, and simple. SimplyBox develops technology that empowers human beings with simpler, more effective communication in the context of their activities within the enterprise.”

Zur Arbeitsweise der Software gibt SimplyBox folgende Hinweise: “The reality is that e-mail still dominates most of the collaboration that takes place in the Enterprise. Don't blame e-mail. The blame should be on the shoulders of collaboration vendors that have not come up with something that truly provides the user with a better alternative. SimplyBox changes enterprise communications by merging ease of use with a decentralized approach to collaboration. During a regular day, users in the Enterprise interact with multiple Enterprise systems, e.g. HR, ERP, CRM, Portals, Dashboards, Reports. Most of these systems provide virtually no collaboration mechanisms. So, when it is time to collaborate, users go to e-mail or to a centralized collaboration application. And as they move to collaborate somewhere else, they lose the context the systems they are interacting with provide. The result: collaboration without context, which equals to slower and less effective collaboration. SimplyBox empowers the user to communicate impulsively, anywhere. Allowing them to collaborate from within the multiple systems they interact with daily.

SimplyBox *Think Inside the Box*  [About](#) [Contact](#) [Product Overview](#) [Videos](#)

What's all the noise about? *SimplyBox announces "App Remix", as featured on ReadWriteWeb.* [Learn More](#)

Enterprise Users  
work with many apps...  
Don't force them to leave to  
Communicate!

Dashboard  
Portal  
Service & Support  
HR  
Sales  
Business Intelligence  
CRM

Watch  Try [Free 30 Day Trial](#)

**Analysts**  
[Latest Gartner Hype Cycle: Activity Streams take top spot on 'Expectations' curve. SimplyBox is 'Company to watch'.](#)  
Klint Finley, ReadWriteWeb Enterprise

**Latest News**  
["Silo Smasher" ... ReadWriteWeb](#)  
Ecenta showcases SimplyBox at Expo in Nuremberg, Germany.  
SimplyBox now part of Oracle's Fusion CRM Partner Program.  
"Ideal for educational use"... Tech&Learning

**What Customers Are Saying**  
"SimplyBox is an exciting complement to our CRM implementation."  
  
"SimplyBox is so user-friendly that user adoption is greatly enhanced."

<http://www.simplybox.com/>

Putting communication in context. SimplyBox's "Boxes" are key to enabling decentralized contextual collaboration. A "Box" includes conversations and content about a topic. And a box can be shared with as many people as needed. SimplyBox users tend to have multiple boxes, about different topics, and shared with different groups. SimplyBox 2.0 allows users to place boxes on top of pages of Enterprise systems. A user will have some boxes on top of ERP, others on top of a Portal or a Report, and so on. And as they place these boxes on top of these systems they are bringing content and collaboration within the context of the different systems they are interacting with. And as they re-visit these systems, their boxes and their content will be there available to enable collaboration."

Der letzte Hinweis in dieser Reihe ist Yakabod mit ihrem zentralen Tool Yakabox: „The Yakabox™ is a secure knowledge-sharing appliance that incorporates four applications: collaboration, social networking, content management and search. A nimble, robust alternative to traditional enterprise knowledge management systems, the Yakabox™ deploys in one-tenth the time, scales from a few dozen to tens of thousands of users with no downtime, and is so easy to navigate that users are productive immediately. The Yakabox™ is delivered with four pre-installed, ready-to-use secure applications. Simply plug it in and go to work. Create user profiles, build teams, assign tasks, track projects and workflow, create blogs and microblogs, schedule events and send reminders, manage content, search for information, send messages, upload and download links, build your own custom applications (without waiting in line for the IT department), leave comments, conduct polls and more. The Yakabox™ accepts your structured and unstructured information of any type from virtually any source you permit, including assets from Microsoft Office and SharePoint®, shared drives, scanned ink-on-paper archives, electronic repositories...you name it. Since the Yakabox™ is user-centric rather than data-centric, it also captures the good stuff— ideas, opinions and lessons learned—that traditional systems don't recognize.”

The screenshot shows the Yakabod website with a purple header. The logo on the left says "DO STUFF THAT MATTERS" and "YAKABOD Secure Knowledge Sharing Systems". The navigation bar includes: THE YAKABOX, APPS, COMPARE, INSTALL, COMPANY, RESOURCES, NEWS, and LOGIN. The main content area features a "blogtalkradio" widget for "Collaboration Pizza" with a play button and social sharing icons. Below it is a text snippet: "Tune in to Collaboration Pizza Thursdays at 3:30 pm ET." Another section titled "ANALYST NAMES YAKABOD 'COOL VENDOR'" includes a megaphone icon and text: "The 2010 High-Performance Workplace list. Available here." A "NEWEST YAKABOX FEATURES" section has a star icon and text: "Framework for slick custom apps, microblogs, search shortcuts, task options. Read more." A "SUBSCRIBE TO THE ROI REPORT" section includes a document icon and text: "Curious about how other organizations collaborate? Get The ROI Report. Subscribe." The central focus is a large image titled "Meet the Yakabox, the knowledge sharing system that can keep a secret." It shows a desktop dashboard with a sidebar, a main content area with a list of items, and a mobile phone displaying the same interface. Below the image is a quote: "So robust you can't outgrow it. So straightforward you're productive day one. So secure your secrets are safe. Nothing comes close to the Yakabox. Collaborate with co-workers and business partners. Manage events and workflow. Find, share and create stuff that matters without plowing through stuff that doesn't. And do it all on the platform certified by the U.S. government to handle top secret information. The industry's top analyst calls the Yakabox 'the secure workspace for high-performance teams' for good reason."

<http://yakabod.com/>

Die Funktionalität erklärt sich auch hier fast von selbst:

## This is what you can do with a Yakabox.



Interessant ist hier ein Vergleich, den Yakabod selbst anbietet und der vor allem die o. g. etablierte Konkurrenz einbezieht:

	Yakabox 3.3	SharePoint 2010	Lotus Connections 2.5	Jive SBS 4.0
7-10 day custom app turnaround	✓			
Browser support for IE, Firefox, Chrome, Safari	✓			Partial
Native web 2.0 architecture	✓			✓
Customization and extensibility	REST/SOAP	SP-proficient developers required	Websphere App Server, plug-ins to IBM & MS	REST/SOAP
Mobile access	✓	✓	✓	✓
Content management, collaboration, social networking, search	✓	✓	✓	✓
Limited/no training needed for routine tasks	✓			✓
Internal & external community integration				✓
Project management	Basic	✓	Basic	Basic
Workflow/task management	Basic	✓	Files & tasks only	Add-on
Follow favorites (topics, people, etc.)	✓			✓
Integrated IM, chat, presence, microblogs, tags	✓		Extra	
Live, unified search: find anything in the repository from a single interface	✓		People only	✓
Filter, refine and save searches by date range, content type, teams, people, tags	✓			
Keyword search generates suggestions for related material	✓		People only	✓
User-defined open and closed workspaces	✓	✓	Limited access control	✓

Man darf gespannt sein, wann deutsche Unternehmen diese Art von Software umfassend einsetzen. Übrigens gibt es nicht nur Werkzeuge, welche die gesamte Bandbreite sozialer Software für den Enterprise-Bereich abdecken, sondern manche bieten nur bestimmte Funktionen, so z. B. StatusNet nur Microblogging: „The StatusNet platform enables

communities, brands and organizations to incorporate micro messaging into their own web domain. StatusNet's plug-in architecture provides a feature-rich platform with functionality that you control. Flexible and customizable, StatusNet delivers a micro messaging solution that helps you maintain brand identity and a unique user experience. StatusNet offers two product options: a hosted version and a software download. The Status.net hosted service enables organizations to get up and running quickly on our secure servers, while the software download version provides the maximum in control and customization.”

The screenshot shows the StatusNet website homepage. At the top left is the StatusNet logo, which consists of three colored circles (green, blue, red) above the text 'status.net'. To the right of the logo is a navigation menu with links for 'Company', 'Products', 'Services', 'Partners', 'Blog', 'Support', and 'Open'. In the top right corner, there is a dark grey box with white text that reads: 'We want to hear from you! Please take a moment to answer a few questions in our new Enterprise Customer Survey.' Below the navigation menu, the main content area features a heading 'Bring the conversation to your domain.' followed by two paragraphs of text. To the right of the text is a video player with a light blue background. Below the text and video are two buttons: a blue button labeled 'Download StatusNet now (It's free!)' and a green button labeled 'Sign Up for a Cloud Account (It's free tool)'. To the right of these buttons are logos for 'creative commons', 'MOTOROLA', 'mozilla FOUNDATION', and 'CANONICAL'. Below these logos is a button that says 'Find out about our Enterprise Network and Partner Program!'. At the bottom left, there is a Creative Commons Attribution 3.0 License logo and text. At the bottom right, there are logos for 'Drupal' and 'RSS'.

<http://status.net>

Bei den sozialen Netzwerken für den eher privaten Gebrauch tut sich auch etwas, insbesondere durch die Neuentwicklungen Path und Diaspora: Path ist derzeit nur als App erhältlich. Die Webseite ist dementsprechend wenig informativ; man muss schon auf andere Quellen ausweichen um zu erfahren, was hier Sache ist. Gründer sind der ehemalige Facebook Platform Manager Dave Morin sowie Napster-Gründer Sean Fanning. Aus dem Stealth-Modus hervorgetreten entpuppt sich Path als mobile soziale Foto-App, die laut ReadWriteWeb erheblich weniger kann als erwartet.

The screenshot shows an advertisement for the Path app. The background is a blurred image of a person's face. In the top right corner, there is a white box with a smartphone icon and the text 'Available on the App Store'. Below this, it says 'or at path.com on your iPhone' and 'No iPhone? Sign Up'. In the bottom left corner, the word 'Path' is written in a large, red, stylized font. Below the logo, there is a play button icon and the text 'Watch "Nervous at Home"'. At the very bottom, it says 'Take a fun peek at Path. We think you'll enjoy it.'

<https://www.path.com>



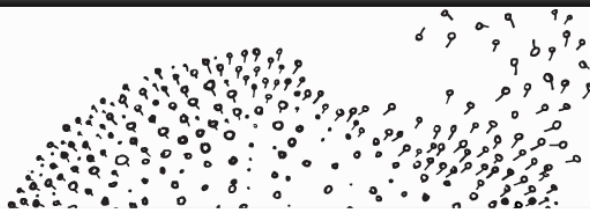
So war denn dort auch nachzulesen, was Path nicht kann:

1. You can't comment on or Like photos.
2. You can't publish photos from your phone's camera roll.
3. You can't publish to other networks like Flickr (for archiving), Facebook (for broader social sharing) or Foursquare (for location check-ins).
4. You can't find friends via your accounts elsewhere, like Facebook, Twitter or Gmail.
5. You can't navigate by the tags you've added to photos - it's unclear whether you can even add more than one Thing tag to a photo.
6. You can't see tags or captions once you've got a photo expanded.
7. You can't opt-out of email notifications from Path - and though emails say you can "pause" individual users, it's not clear how to do that.
8. You can't visit a person's Path profile page if you're not already friends with them.
9. You can't apply any filters or crop photos.
10. You can't add friends on the web site, not even if they've already added you.

Man fand die App dennoch interessant; für uns gilt, dass man nur mit amerikanischer Kreditkarte im App-Store Path herunterladen kann. ☹

Ein „Facebook-Killer“ könnte Diaspora werden, das soziale Netzwerk, das als Open Source daherkommt und Mitte September seine Software freigegeben hat. Am 16.09.2010 war im ReadWriteWeb unter der Überschrift “Startup Versus Goliath: When Your Competition is a Giant” zu lesen: „As promised, open source social network and Facebook alternative Diaspora released its source code yesterday. And while it's a developer release meant to be hacked on and is by no means a finished, there are already of plenty of predictions that Diaspora will fail – or at the least, that the project represents no threat to Facebook. Diaspora is hardly unique as a startup that faces major challenges by entering into a market or an industry where big companies are well-established.

DIASPORA\* ALPHA @joindiaspora github Blog Anmelden



**Teile was du willst, mit wem du willst.**

<b>Entscheidungsfreiheit</b> <p>Diaspora ermöglicht es dir, deine Kontakte in sogenannten Aspekten zu verwalten. Das Besondere an Diaspora ist, dass du mit Aspekten kontrollieren kannst, mit welchen Menschen du deine Fotos, Geschichten und Witze teilst.</p>	<b>Eigentum</b> <p>Deine Bilder gehören dir und du solltest das nicht aufgeben müssen, um sie zu teilen. Bei Diaspora gehört dein Bild immer dir und du hast die volle Kontrolle, wie es vervielfältigt wird.</p>	<b>Unkompliziert</b> <p>Diaspora macht das Teilen einfach und strukturiert - das gilt ganz besonders für deine Privatsphäre. Diaspora ist von sich aus privat; es gibt deswegen keine komplizierten Einstellungen um dein Profil sicher zu machen.</p>
---	---	--

<https://joindiaspora.com/>

On a recent TechZing podcast, for example, hosts Jason Roberts and Justin Vincent asked Gabriel Weinberg, founder of the search engine DuckDuckGo if being in the same realm as Google "isn't that, like, crazy?" But as Weinberg points out, he's able to "do things that Google can't copy easily." For example, DuckDuckGo is able to deliver more satisfactory search results than Google, contends Weinberg, because he can actively address questions of spam without facing charges of censorship or anti-trust - something Google can't do because of its size. . . . Going up against major companies can be daunting for a startup. And perhaps, as TechZing suggests, it's crazy. But too often, when we pit startups against their big business competitors, we assess them on whether or not they're a Facebook or Google "killer." DuckDuckGo needn't "kill" Google. Diaspora needn't "kill" Facebook. They need to fill a niche, and do it in a way that their giant competitors cannot."

Zum Abschluss noch ein Hinweis auf einen Blog-Eintrag meines St. Galler Kollegen Hans-Dieter Zimmermann, den man unter <http://networkedblogs.com/9khJm> findet: Das berühmte Schweizer Messer gibt es mittlerweile auch in elektronischer Form (aber auch die anderen Blog-Einträge sind lesenswert).

