Bringing Social and Consumer Intelligence into Enterprise Collaboration

SDForum Event
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2010: Enterprise becoming more social

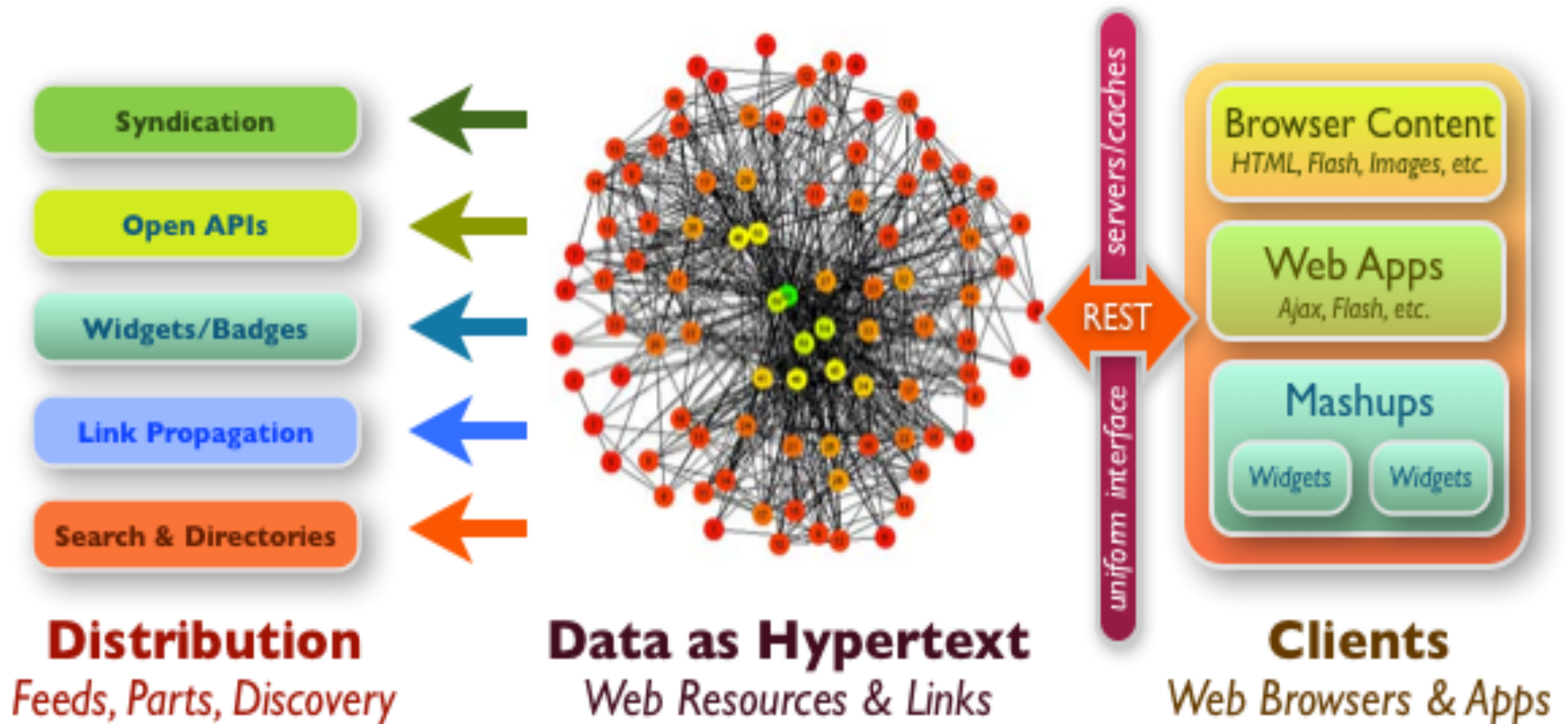**"Ten Technologies That Will Rock 2010" by Techcrunch**
- Social CRM. Turning real time data stream from social media into business tools. Salesforce, Yammer.

"10 Enterprise Trends to Watch in 2010" by Alex Williams, ReadWriteEnterprise
- Collaboration:
- Real-Time Enterprise: real-time services integrated with business intelligence.
- API's: web-oriented architectures using social technologies as communication and productivity applications. Opensocial.
- Community Management: Social media.

A View of Web-Oriented Architecture

circa 2009-2010

Distribution
Feeds, Parts, Discovery

- Syndication
- Open APIs
- Widgets/Badges
- Link Propagation
- Search & Directories

Data as Hypertext
Web Resources & Links

servers/caches

REST

uniform interface

Clients
Web Browsers & Apps

Browser Content
HTML, Flash, Images, etc.

Web Apps
Ajax, Flash, etc.

Mashups
Widgets Widgets

Source: Dion Hinchcliffe, 2009. http://hinchcliffe.org

[Dion Hinchliffe](#): [WOA "un-manifesto"](#)

Soware Tools

<u>Free or Open Source</u>

- **Opensocial**: Apache Shindig (Reference Implementation); Google client libraries; Eclipse plugin for development.
- **Force.com**: platform for apps + salesforce CRM,
- **MindTouch**: wiki and collaboration platform
- **CubeTree**: Enterprise Social Network

<u>Commercial</u>

- Salesforce Chatter
- Tibco Software tibbr
- Socialtext
- Jive SBS
- Socialcast Social Business Intelligence