

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

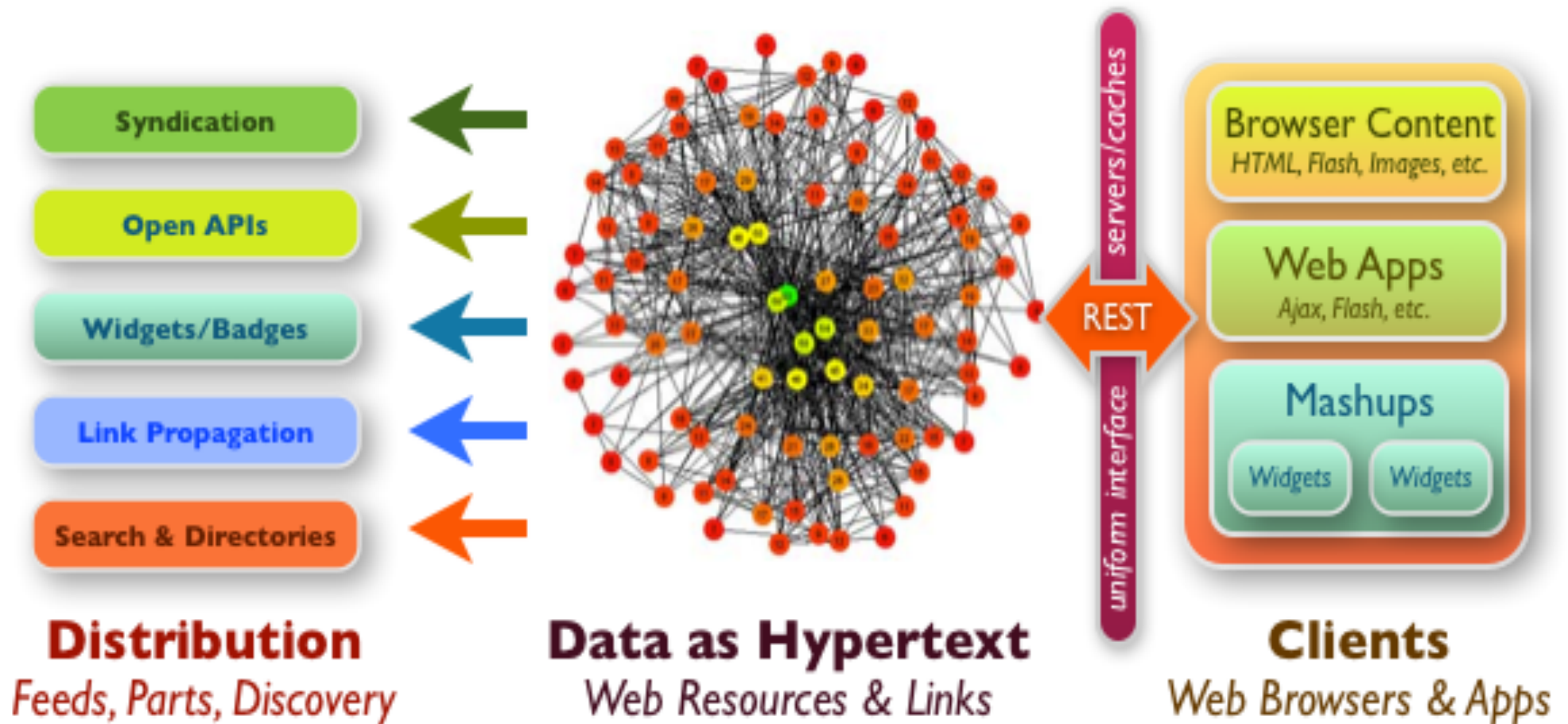
- Social CRM. Turning real time data stream from social media into business tools. Salesforce, Yammer.

"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



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

Soware Tools

Free or Open Source

- **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

Commercial

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