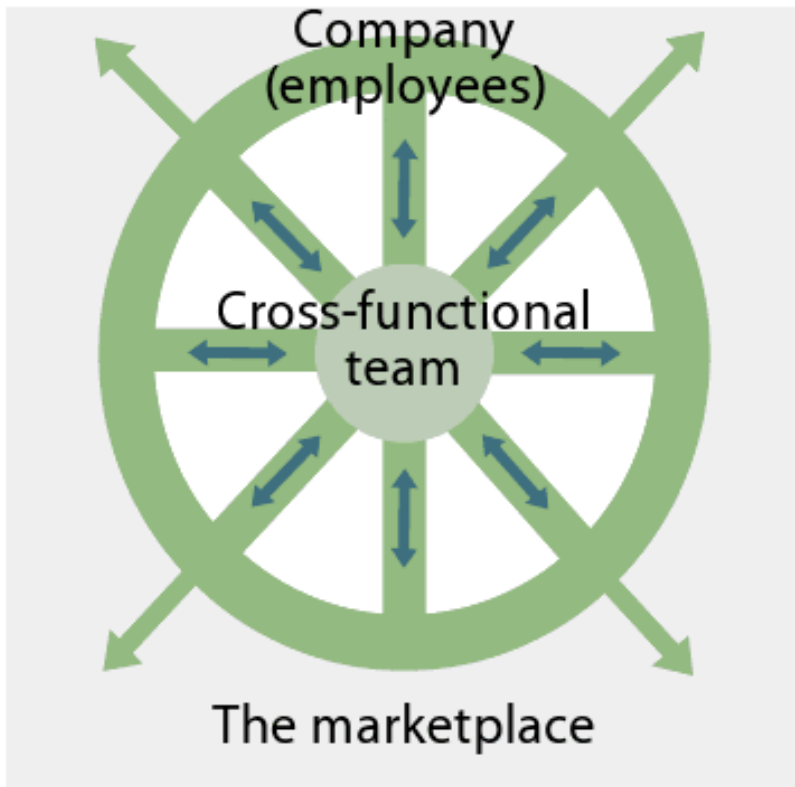# Enterprise Social Computing

AJ Chen
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Hub and Spoke Model

Company (employees)

Cross-functional team

The marketplace
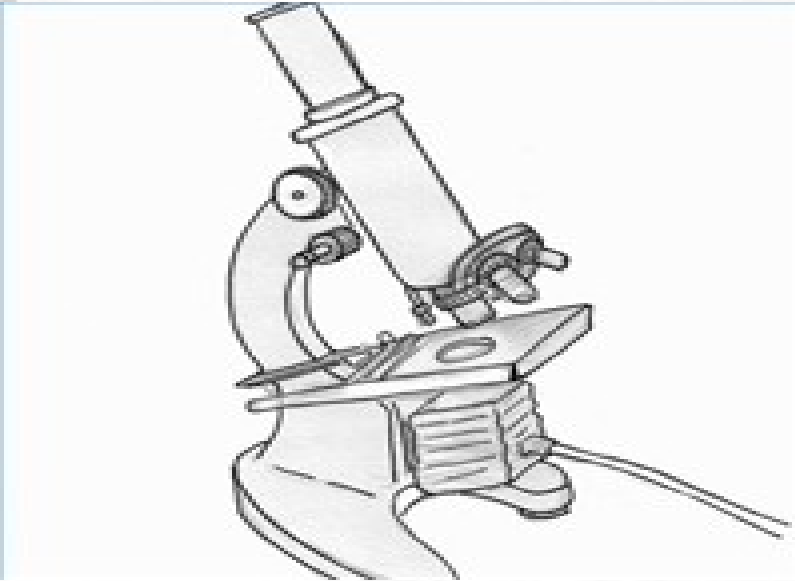
Forrester report (2009): How To Organize Your Company For Social Computing

- Build an internal sandbox.

- Establish your social strategy internally.

- Process customer comments / opinions from social programs.

- Measure the effects of social media beyond routing customer issues.
Integrate with other customer systems.

Search vs. Monitoring

- Search engines in the social media era

- Impacts of social media on business
- Social Media Monitoring
- Social CRM
- Social Enterprise Platform
- Monitoring in Clouds

Example: Social Customer Support Workflow

- ## Salesforce Chatter:

customer with-complaints → tweet → monitored and captured → problem-resolution case → routed → customer support people → tweet answer → customer

- ## Social Media Monitoring Pipeline

customer with-complaints → tweet → monitored and captured → auto-categorized → auto-routed → CRM (problem-resolution case) → CRM (customer support people) → tweet answer → customer

Difference: Pipeline is open for any CRM

Cloud Computing Platforms

Software as a Service (SaaS)
Monitoring, CRM, BI, ERP, Text Analytics ...

Platform as a Service (PaaS)
AppScale, WSO2

Infrastructure as a Service (IaaS)
EC2/S3, Eucalyptus

Servers

Google Cloud and AppEngine

- Write apps with PHP or Java
- Use object datastore, memcache

Example:
- Realmon9: First social media monitoring app in Google cloud

Limitations:
- appengine-specific design and coding
- limited java supports

Salesforce Cloud

Example: Social2leads

Limitation: Apex code (support java later)

Cloud Computing at UCSB

Open-source implementations of popular cloud systems

Eucalyptus

- Infrastructure-as-a-service (IAAS) framework
- Web services based implementation of elastic/utility/cloud computing infrastructure
- Linux image hosting via virtualization
- Emulates the **Amazon AWS interface** – applications and tools can't tell the difference
- Real use, real users, real impact
    - Distributed with Ubuntu
    - Large international user community

http://eucalyptus.cs.ucsb.edu

Lead: Rich Wolski

AppScale

- Platform-as-a-service (PAAS) framework
- Web services based implementation of **Google AppEngine APIs**
- Runs over Eucalyptus, Amazon EC2, and virtualization layers (Xen/KVM)
- Implements multiple database backends (Hbase, Hypertable, Cassandra, MySQL,...)
- Real use, real users, real impact
    - International user community

http://appscale.cs.ucsb.edu

Lead: Chandra Krintz

- Open, extensible, easy to install/use/maintain, transparent, scalable
- Enables investigation of and experimentation with
    - Real applications in real settings
    - IAAS + PAAS interoperation and integration
- Frameworks for investigation the next generation of *energy efficient* distributed systems *technologies, languages, applications, and services*

UCSB

Summary: Enterprise2.0 Conference

- Lotus Knows Enterprise Collaboration and Productivity (from IBM): Breaking down the walls between employees, customers, partners and suppliers is now considered a 'mission critical' initiative that you can't afford to ignore.

- Keynote - Collaboration Within Context (from SAP): what is possible when you marry traditional enterprise software with newer enterprise 2.0 thinking?

- Engaging with Customers Through the Cloud (from Microsoft): This session explores ways that the cloud, social, mobile, data, and BI can converge in a way that helps organizations and digital agencies engage consumers at scale, gain insight, and do it at a reasonable cost.

My Research

Web2express.org Open Lab:

- Free implementation of social media strategy: SWI + SugarCRM + Japersoft BI

- SWI server: first free server for social media monitoring

- Realmon9: first Google app for social media monitoring

- Digest website: for consumers to follow topics; auto-discover hot topics

SDForum Semantic Web SIG: Connection to Silicon Valley

Organizing forums to explore new web technologies for social media, search engine, enterprise software.

- May 5, 2010: Making Social CRM Smarter and Scalable

- March 3, 2010: Intelligence from the Cloud

- January 6, 2010: Bring Web Intelligence to Enterprise Collaboration

- November 4, 2009: Real time Social Media Monitoring and Marketing

Building a routine channel for introducing Silicon Valley's new technology trends to the research communities in China.