

NewsGator Social Sites 2010 dramatically improves your business performance by transforming SharePoint 2010 into a vibrant social computing hub that spawns new ideas, better decision-making and higher productivity. Social Sites consists of a base model offering powerful foundational Enterprise 2.0 capabilities such as microblogging, an aggregated activity stream, easy-to-create communities, rich desktop and email clients, and insights/analysis. Add-on solution packages optionally stream internal and external news, foster innovation, help surface expertise, recognize and rewards users, enable on-the-fly video sharing, and provide mobile access to your geographically-dispersed knowledge workers.

Either way, integrating Social Sites 2010 into your SharePoint 2010 deployment lets you deliver value to your users without building custom applications, introducing additional technologies, or creating disparate silos of data. Increase SharePoint adoption among stakeholders, streamline communication, improve employee retention, shorten time to proficiency, and boost overall productivity.

## Leverage and Maximize SharePoint with Social Sites

Social Sites 2010 is built into SharePoint 2010 as a scalable, managed service application allowing you to maximize the benefits of your SharePoint investment. As a managed service application, Social Sites 2010 can accommodate your growing needs with simple plug-and-play solution packages that extend the solution's capabilities. NewsGator, with its continued leadership in the social computing industry, can guide you down the path towards Enterprise 2.0 success, helping you reap the benefits of social networking and collaboration.

## Social Sites 2010 Base Solution

### SharePoint 2010

We leverage SharePoint document repositories, security and authentication model – as well as wikis, blogs, tagging and rating, and bookmarking – out of the box. Seamlessly integrated, we extend the SharePoint collaboration platform with E2.0 capabilities that drive adoption and improve user experience.



### Social Profiles

NewsGator eliminates the friction and fear of social networking by jump-starting adoption, participation, contributions, and collaboration with a simple profile-building coach to help your workforce create and maintain individual social profiles – their face to the organization.



### Aggregated Activity Stream

The activity stream aggregates and pumps a continuous flow of user-generated content and system level activity to provide users with relevant and timely insights. It collects and filters events from Social Sites with those from SharePoint, external social media streams (e.g., Twitter, LinkedIn), and other internal and third-party applications.



### Microblogging

This intuitive tool is the consummate way to allow for spontaneous knowledge sharing. Built specifically for professional use, it helps your organization avoid the costs and overhead of another third-party solution while also providing peace of mind. You know your organizational conversations are secure and housed in your SharePoint environment.



### Q&A

Create your questions directly within the activity stream from the Web, email, your mobile device, or desktop client. Target users and groups directly, or let Social Sites intelligently alert users who have declared particular areas of expertise. Questions and answers are automatically stored in SharePoint lists and indexed for search.



### Communities

Communities establish and cultivate a collaborative setting for your internal and external stakeholders. Turn SharePoint groups into Social Sites communities of practice for projects and initiatives, or create places for colleagues to connect about common interests and best practices. Templates are available to kick-start your community planning.



### Social Insights

Protect and expand your investment by measuring and tracking activity by community, type, and user. Easy-to-consume dashboards and monthly activity reports allow you to evaluate user adoption and participation levels.



### Desktop and Email Clients

Our desktop client allows you to participate in the Social Sites environment without being inside the platform. Filter activity stream by top news, questions, ideas, topics, communities, or colleagues to quickly find the information you need. Similar to accessing the activity stream through your Web browser, the desktop client allows you to ask and answer questions, post, comment, and like.



## Add-on Solution Packages

### Mobile

Keep your road warriors connected to their colleagues and communities by providing them with a lifeline to the organization through Social Sites mobile clients – powering the iPhone, iPad, and BlackBerry®. Easily access and reply to all of the events and activities in Social Sites.



### News Stream

NewsGator continues to pioneer RSS feeds to streamline and structure enterprise communications. Integrated, secure social media monitoring from news sites, blogs, wikis, external social streams (e.g., Twitter, LinkedIn, etc.), and enterprise applications are delivered where your employees need them.



### Idea Stream

Social Sites provides a user-friendly interface to gather, evaluate, nurture, and prioritize fresh, new ideas that can transform your organization. The intuitive Idea Stream capability supports the crucial capture of input, feedback, and conversations from your customers, partners, and employees. Ideas can be submitted on the fly via the activity stream or via the Social Sites desktop, email, or mobile clients.



### Video Stream

Video Stream enables employees to quickly post videos to internal communities for on-the-fly training, product demos, new concept explanations, customer stories, or any of a multitude of real-life scenarios. Colleagues immediately see posted videos in their activity stream, and they can “like” them, start a discussion, and easily browse the most recent, most viewed, and most liked videos.



### Spotlight

Spotlight provides a combination of expertise discovery, and badging and recognition. Source the right talent for your initiatives, tap into the collective intelligence of your organization, and recognize and reward knowledge workers for their authority and participation.



## Implementation, Professional, and Business Consulting Services

NewsGator offers a series of unique services that allow us to guide you down the Enterprise 2.0 path to arrive at a solution perfectly tailored to your needs. By customizing Social Sites to meet your specific requirements, you can increase your business results. If you have ideas to further differentiate your organization from the competition, we can help make those ideas a reality with our customization services. Services include consulting for pilot success, enterprise deployment, and user adoption. NewsGator can also help with data integration and migration, custom development, user experience enhancements, reporting, user documentation, and user training.

### With SharePoint 2010 and Social Sites, your organization will seamlessly:

- Operate as a single unit by bridging silos to connect people across regions, lines of business, projects, and interests
- Nurture and retain employees by encouraging on-demand professional networking, development, and e-learning
- Capture, store, and leverage knowledge, data, and resources across the enterprise
- Locate subject-matter experts and resources to accelerate situational awareness and decision making processes
- Adhere to security, privacy, and compliance regulations, while improving transparency throughout the organization
- Store a single, full-featured collaboration hub that is extensible with all Microsoft and .net platforms
- Deliver 24/7 access via reliable, award-winning mobile and desktop clients to all on-premise and remote employees

### Learn More

For pricing and to learn how NewsGator can enable your organization with social collaboration, learning, and knowledge management tools, contact us at 800-608-4597 or at [insidesales@newsgator.com](mailto:insidesales@newsgator.com). For outside the US and Canada, please contact us at +31 (20) 561-7038 or at [eu-info@newsgator.com](mailto:eu-info@newsgator.com).

## About NewsGator Technologies

NewsGator, a Microsoft Gold-Certified and Depth-Managed Partner, offers award-winning enterprise social computing solutions. Direct integration with SharePoint's business collaboration platform means NewsGator Social Sites runs hassle-free on thousands of organizations' existing computing infrastructures. Capabilities familiar to consumer-oriented social software, such as microblogging, activity streams, social profiles, mobile clients, and expertise location, ensure users extract real business value from collaboration and knowledge management activities. Founded in 2004 and with over 2.5 million paid users, NewsGator serves Fortune 200 and government knowledge workers across the globe - including Accenture, Biogen Idec, Charles Schwab, Deloitte, Edelman, Fujitsu, General Mills, JPMorgan Chase & Co., Kraft Foods, Novartis, Unisys Corporation, the United States Air Force, and the United States Army.

Together, SharePoint and Social Sites are propelling the future of productivity – [www.newsgator.com](http://www.newsgator.com).