social
business

Why customers need

Vmoso *?*

White Paper by Experton Group on behalf of BroadVision

BroadVision

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1. Customer Demands and Pain Points regarding Collaboration

Email is still the preferred method for business communication in many companies worldwide. Nearly as wide spread as telephony, customers told us that email is the most important communication tool nowadays with a reported 108.7 billion emails sent and received per day in 2014 and an average per business user of 121 emails per day (source: Radicati Group, 2014). It is simple and easy to use; the click of a mouse enables fast, convenient, one-to-one or one-to-many communication. On the other hand, the ease of use and ubiquity of email leads to "misuse" of the email-tool. Email is not as effective as a collaboration tool and many organisations are finding that this results in mis-communication, a lack of accountability, and communication overload.

Furthermore, virtual teams have transformed the workplace today and effective communication and collaboration is even more critical in achieving business objectives. Project teams are often geographically spread – at subsidiaries, at home offices, or as mobile workers – and often include employees of external (partner) companies. With changing work structures, such as outsourcing of services and ever more complex supply chains, cross-company communication and collaboration gains more and more relevance. And whilst face-to-face-communication is preferred in these situations, it is often impossible; therefore, teams require effective business communication and collaboration tools.

Globalization and the need to be close to the customer have also contributed to organisations having an increasing share of mobile, remote and home-based employees. In addition, the office-based employees who also require more flexible working hours and a better work-life balance have also contributed to this trend. Thus, growing mobilization accelerates the use of mobile clients, especially smartphones. But "traditional" communication tools like email, whilst readily available and used on the latest smartphones, present the user with challenges

when trying to manage long email threads, attachments such as office documents, bursting inboxes, and the inconvenience of reading long emails on a smartphone display.

So, many companies told us that their management and employees are unsatisfied with how they communicate and collaborate today: Team coordination is too slow, problem-solving and time to market take too much time; common access to corporate information is often inhibited; too many information silos isolate employees from each other which obstructs effective team collaboration (especially in larger companies); effective engagement with business partners and customers is often impaired.

The consumer world has adopted alternative approaches to email through the use of instant messaging and social networking and, as a solution to these communication and collaboration challenges, more and more companies often try to improve the situation by adopting and implementing social collaboration tools (around 40 percent of European medium and large companies). Taking a 'pull' approach to the sharing of information and knowledge – instead of sending emails ('push') – managers wanted to contain the flood of emails and enable better collaboration. Witness the market for social collaboration solutions that showed strong double-digit growth in 2014.

However, IT managers often told us that they had refused to implement social collaboration tools, either because their organizations had not justified the business need for these types of tools (55 percent of refusing IT managers) or they were concerned about potential IT security problems especially with cloud-based solutions (37 percent of refusing IT managers). This reluctance to adopt social tools encouraged a lot of employees, especially users of self-owned mobile clients (bring your own device or BYOD), to choose and use alternative communication and collaboration tools that met their individual needs and demands rather than their own organization's requirements. Such circumstances – called "bring your own application" (or BYOA) – only compounded the problem:

a landscape of diverse solutions, with restricted interoperability (a fragmentation of communication), not being integrated into the company's IT system, uncontrolled and unmanaged by the IT department – a gateway for IT security threats. Meanwhile, more and more users report that they suffer from a "tool overload", similar to information overload, which entails managing different communication / collaboration tools (like instant messaging, content sharing, and social networking), often missing important details and losing time searching for the required information in different tools.

But even if there is a central implementation of social collaboration tools, the pure presence of such a solution inside a company does not automatically lead to better communication and collaboration. In most cases there is a need for a "cultural" transformation in order to realize the advantages of more effective communication and collaboration. Less than 10 percent of European companies believe that internal email solutions could be replaced totally by social tools. Thus, in most companies there will still be a heavy reliance on email as well as another alternative, more social, solution in the future. Unless there is real integration between these solutions – a fragmentation of communication – employees might get the impression that there is just an additional "inbox" which has to be checked, without any clear benefits.

A number of companies that we spoke to had conducted trials into different communication and collaboration solutions, but, after the trial period, many employees often returned to their habitual way of communication – i.e. email – accepting the disadvantages and problems their organization was trying to resolve.

2. Evaluating the Vmoso Strategy by Means of Customer Demands and Pain Points

Vmoso by BroadVision is a cloud application for conducting virtual enterprise communication, mobile workgroup collaboration, and social business engagement. It is an integrated suite of communication and collaboration solutions designed to increase workplace productivity through improved teamwork with colleagues, business partners and customers – wherever, whenever and on whatever device they are using.

(Source: BroadVision)

Vmoso addresses the following key business areas for more effective communication and collaboration:

- Personalized Communication
- Unified Work: both internally and with external participants
- Integrated Systems
- Organized Information
- Corporate Data Security
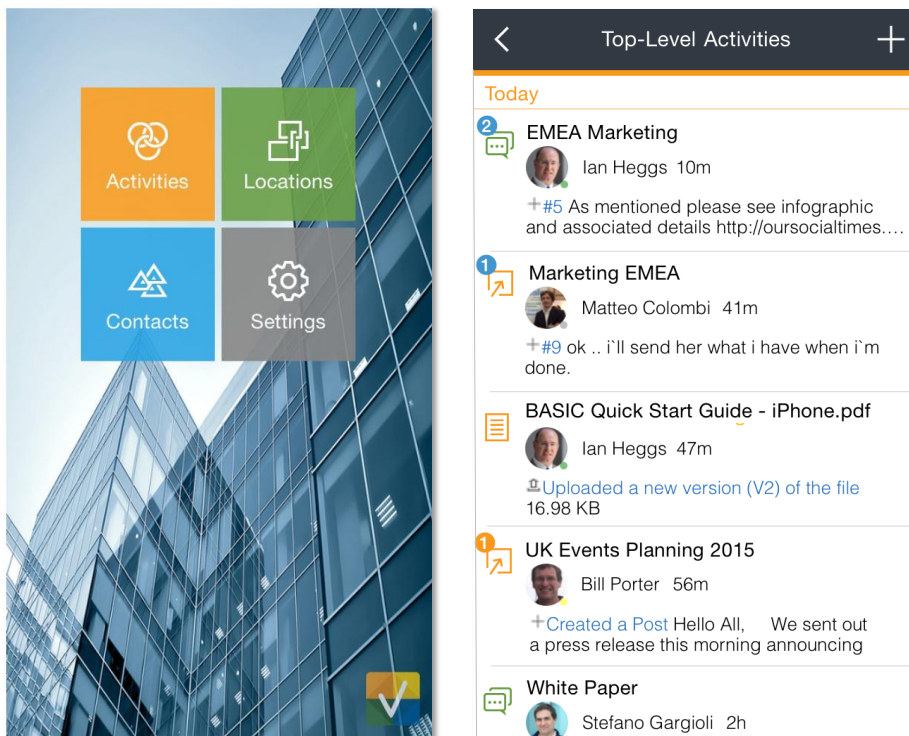
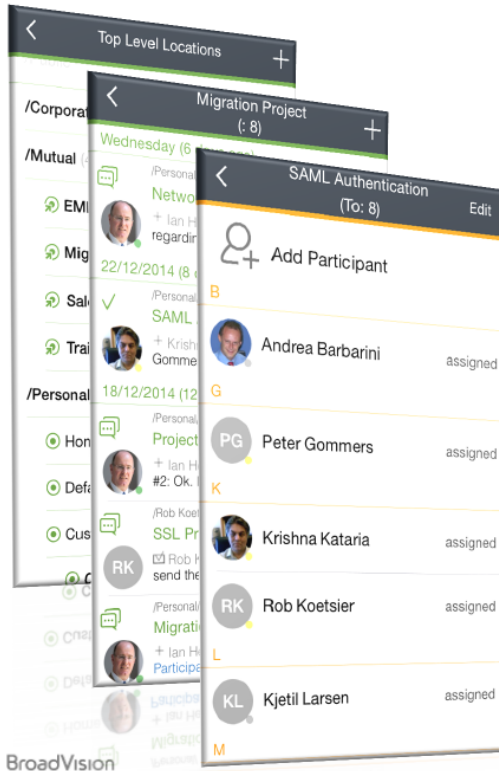(Source: BroadVision)

Personalized Communication

Personalized communication frees users from the duplication and frustration caused by unwanted, unseen, or "reply all" emails. The ability to "push" information to — as well as "pull" information from — this customizable environment allows users to decide what information they see and receive. This personalized approach helps keep employees engaged and focused on key work objectives. Vmoso reduces time spent sorting through messages that aren't relevant, or searching through emails for the latest version of projects. The

organization of the tool allows to get more work done in less time, while the Vmoso mobile applications provide a seamless transition between desktop and mobile devices for efficiently working on the go.

Unified Work

Vmoso brings together in one consolidated application the key work activities that every employee engages in. Vmoso enables users to transform email communication into Vmoso activities; provides the immediacy of instant messaging and the richness of content sharing; enables effective and accountable task management, all within a more social business environment consolidating activities that often require several programs, platforms and apps. Vmoso provides users the freedom to perform nearly any function seamlessly from their desktops, tablets or smartphones; sharing information and collaborating in this way is central to today's interconnected workplace. Vmoso's unique design and unified work platform creates an ideal online environment for collaborative work between colleagues, partners and customers and helps all users to overcome the "tool overflow" and "message overload" issues.

Collaborate with Others

- Create mutually shared spaces for collaboration and communication

- Accessible to both Vmoso members and non-Vmoso members through chats, tasks, and posts
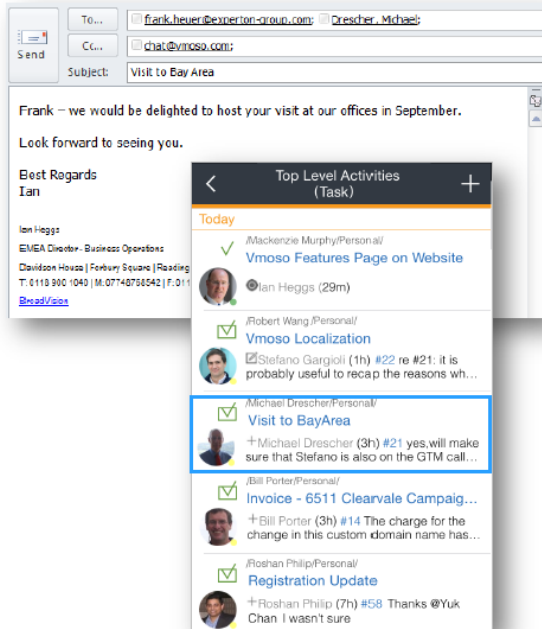
- Share content

(Source: BroadVision)

Integrated Systems

Vmoso is not a walled environment. Vmoso integrates with users' email inboxes and existing systems of record allowing one-dimensional messages to be transformed into an organized and archived conversation, acting as a universal inbox of business engagement, Vmoso allows users the freedom to collaborate in one interconnected environment — even in collaboration with non-Vmoso users – while enjoying improved productivity, accountability and transparency. This opportunity to integrate non-Vmoso users allows for modern teams, often geographically spread and often including employees of external (partner) companies, to seamlessly communicate and collaborate across company boundaries.
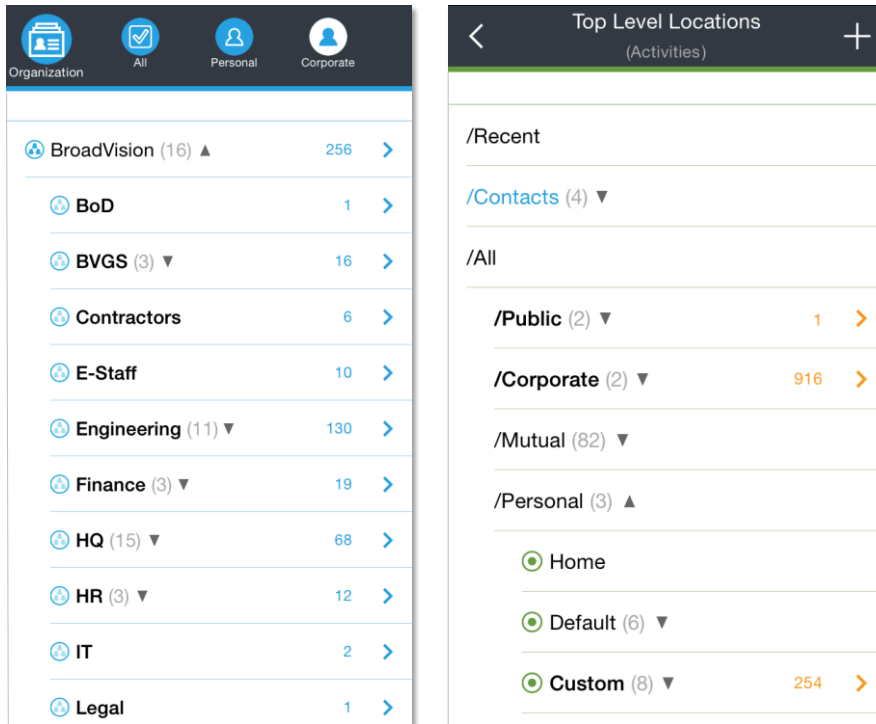
(Source: BroadVision)

Organized Information

Vmoso reflects the organization of a company's corporate structure and knowledge-sharing networks. Whether sharing within an enterprise happens from the top down, from the bottom up, or horizontally across functions, these exchanges are captured and organized in order to provide users with the most relevant information for their work. This underlines that Vmoso is an enterprise-ready solution created for business use, and not a consumer tool brought into company domains.

(Source: BroadVision)

Corporate Data Security

Vmoso is a secure, integrated communication and collaboration platform, with enterprise-grade security features, that safeguards corporate knowledge and data. It places businesses back in control of their corporate data security. Enterprise-grade security features control who can access what information, while state-of-the-art authentication such as LDAP / PKI / SAML and multi-factor log in, keeps information secure.

Vmoso is a cloud-based solution, and BroadVision operates through a variety of local partners and a private and public cloud infrastructure, to ensure compliance with local data privacy requirements with customer data landing in the organization's local country.

3. Bottom Line: Why Customers need a Solution like Vmoso

Every day, people are bombarded by messages in the workplace and messaging overload. We need to challenge bad communication habits and a reliance on email to transform the way we work in an interconnected age. Vmoso is neither an improved email system nor another additional social tool, but it is a bridge between "old email" and the new world of integrated business communication. Vmoso promotes optimum workplace communication and collaboration and is able to address the user's communication and collaboration pain points, especially in relation to both messaging overload and 'tool overload'.

Furthermore, Vmoso addresses the concerns of IT managers by being first and foremost an enterprise-ready solution with important built-in security features that puts the organization back in control of corporate data and knowledge.

In today's interconnected world the office is not just the building where the majority of employees work; rather, the office is any location where an individual works. Keeping remote workers engaged is paramount in today's economy. Vmoso is a platform for connecting dispersed colleagues and cross-departmental or cross-company virtual teams.

Vmoso integrates seamlessly into normal routines, and existing email and additional workplace applications help to improve workplace output as more people become better engaged with content, discussions, and workflow — saving time and speeding up knowledge transfer and decision making – whether they are in the same organization or collaborating across company boundaries.

Vmoso is not only able to support "common" communication and collaboration within and outside of company boundaries. There is also the opportunity to use Vmoso as a tool for service optimization with customers. One use case might be well organized and documented customer care by support centers. Another option is cost-effective remote maintenance.

Vmoso is designed for the business mobile environment and BYOD is here to stay. Many companies encourage, allow and provide support for employees to bring their own mobile devices to the job; Vmoso is optimized for the use on mobile devices with the available app supporting the market-leading platforms iOS and Android.

Experton Group recommends a deployment that includes comprehensive employee training. The cultural transformation required to shift from old email habits to new ways of working should not be underestimated. It is crucial that employees see Vmoso as a fully integrated solution that simplifies daily business and workflows, and not just as an additional tool that they need to manage. This approach is vital to ensure that the solution is used to deliver real business benefits. In recent years this has often not been the case with many social business implementations. In addition, product training will support employees in acquiring advantages and functions so that the belief in Vmoso contributes to its application and its benefits will be displayed.

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