Enterprise Social Adoption

Overcoming the Final Barrier

According to International Data Group's "Worldwide Enterprise Social Software 2012-2016 Forecast," businesses will spend nearly $4.5 billion on enterprise social software in 2016, up from $767.4 million in 2011. But before you spend a dime on enterprise social software, make sure you have a sound enterprise social strategy in place.

The Forbes.com article 10 Guidelines For Choosing An Enterprise Social Network offers advice on how to assess your enterprise social needs before deciding what social platform is right for your company. Even if you have your strategy mapped out, you might be interested to know why some companies are all ready on the social bandwagon, while others are still afraid to make the leap. The following article offers some insight into why there is still lingering doubt about Enterprise Social Networks.

What's driving the increased spending in enterprise social software?

A recent report from McKinsey Global Institute (MGI) may provide the answer. After interviewing 4,200 executives from companies around the world, McKinsey predicts that as much as $1.3 trillion in untapped value awaits companies that deploy a social collaboration network. Most of that unrealized value lies in the power of social collaboration to raise the productivity of high-skill knowledge workers, including managers and professionals, by 20 to 25 percent, according to MGI estimates.

"The industries with the highest percentage of interaction workers have the highest spread of profits per employee," said Michael Chui, one of the report's authors. "It's low in mining, but can vary by nine times more in banking. If you can make these people more effective, you can make the biggest difference."

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- McKinsey Global Institute

Why isn't every company launching a social collaboration network?

With that kind of boost in productivity, it seems that enterprise social networks would be as common in the business world as email. Yet many companies are still reluctant to test the social waters. According to IDC's report, the main factor holding back universal adoption of enterprise social networks is network security.

Almost all enterprise social products on the market today offer employee profiles, activity streams, microblogging, discussion forums, content tagging, and document sharing and other features to help make people more productive and informed. But most vendors only offer hosted or cloud versions of their social collaboration software. While the cloud offers many benefits, security is not necessarily one of them.

Security is the main factor holding back universal adoption of enterprise social networks.
- International Data Group

How can executives and IT leaders be confident that users of their enterprise social network won't inadvertently share sensitive company data. Those who put security first should find one of the few vendors that offer an on-premise deployment option for their product. By deploying your social network on-premise, behind the firewall, you'll be able to maintain exclusive ownership of your data.

Other factors to consider when choosing enterprise social software

Most products with on-premise deployment options to help you maintain data ownership are out-of-the-box, one-size-fits-all solutions that offer little or no flexibility. If you want to customize some features or expand a particular capability to fit your unique business needs, you're probably going to be out of luck.

Those same products also typically offer limited integration capabilities, a crucial factor that can spell the difference between a well-received social collaboration network that increases worker productivity, and a failed social experiment that saps productivity by disconnecting users from information.

If users aren't able to collaborate directly within the system and line-of business applications they use everyday, and across various mobile devices and platforms, they will never fully adopt any enterprise social software, no matter how easy to use and feature packed it may be.

Look for a social product that's secure, flexible and integrates easily

We may be biased. But Neudesic Pulse is currently the only enterprise social collaboration software that offers an on-premise deployment option that keeps your data secure, provides nearly unlimited configuration options that allow you to customize features to fit your needs, and delivers comprehensive integration capabilities that leave virtually no system, platform, device or application out of the social collaboration equation.

Don't take our word for it. Do your homework. Visit the Pulse website. Check out the many Business Benefits of Pulse 3.0. Read some of our customer success stories. Download more information from our Resource Center. Or take a self-guided video tour of Pulse features.

When you're ready to see Pulse in action, sign up for a Free Trial. Our enterprise social experts will come to your site and install an on-premise trial of Neudesic Pulse, creating a custom Pulse environment that you can invite up to 25 of your co-workers to join.

Neudesic Pulse in the News

Neudesic Pulse has been identified as a "Strong Performer" and one of five "top-of-mind" activities streams providers in the The Forrester Wave™: Activities Streams, Q2 2012" report.