

CDW PARTNER REVIEW GUIDE

SOCIAL COLLABORATION



JOINING THE CONVERSATION

Collaboration is critical to the success of any organization, and we've long had tools in place to help make it happen, such as telephony, e-mail and chat. But the rise in popularity of social networking is opening up new avenues in how we can connect people and information, both inside and outside the office. This consumerization of IT means that employees have grown accustomed to the instant access of tools like Twitter, Facebook and LinkedIn, and now organizations are applying those same capabilities to their communication.

As part of a comprehensive unified communications (UC) solution, social collaboration can tear down the barriers to communication, helping you to:

- Keep employees in touch no matter where they are
- Quickly bring in the right experts to resolve issues
- Be more accessible to internal and external parties
- Bring new innovations to market quickly and efficiently
- Cut travel and telecommunication costs
- Unify all messaging within a single interface
- Respond and service customers quicker



Because of these widespread benefits, there is no shortage of technologies available that will integrate social collaboration into your daily processes. But this can have a downside: the options can be overwhelming, and the quality of the vendors – a mix of established and brand-new companies – can vary drastically. It's important to approach social collaboration thoughtfully so you get the capabilities and results you want without sacrificing security.

Plus, it's not simply a matter of buying the right solution. For many organizations, social collaboration is not just another tool in the toolbox but a cultural shift in how they work. Everyone must buy in to the idea and actually use the solution for it to be of value. If user adoption is low, the investment will be wasted. But with support from the experts at CDW, you can make sure you're getting the right solution, help train your teams on adoption strategy and assist your workforce in taking full advantage of social collaboration.

ASKING THE RIGHT QUESTIONS

It all begins with looking at what you want social collaboration to accomplish for your organization, and proactively addressing any potential roadblocks, both from a technical and personnel standpoint.

CDW can provide an initial assessment of your collaboration needs, asking the right questions to help you design a truly effective solution, such as:

Will adding social networking tools just be a distraction or will they complement the processes you already have in place?

What areas of the organization will benefit most from social collaboration?

What kind of social branding do you want to deploy or take on?

What factors are critical to a successful deployment?

What resources will be required to manage this new platform?

How can you integrate social networking into your daily workflow?

How can you ensure that important information doesn't get lost in the conversation?

How can you build a productive community?

How can you get coworkers to adopt collaboration as part of their daily routine?

How do you utilize social tools to better service your clients?



50% of user organizations saved up to 20 minutes per employee daily from more efficient message management.*

By addressing these issues beforehand, you can gain a better understanding of how social collaboration can enrich your organization. You can identify where stronger connections can be made between departments and individuals. And you can see how to prevent ideas from being trapped in organizational silos so your company can become truly nimble, able to quickly act on innovations and respond to changing conditions.

PARTNERING WITH EXPERTS IN MAKING CONNECTIONS

CDW works with leaders in social collaboration and unified communications to provide you with options that will best meet your specific needs. As you begin evaluating vendors, consider the following experts as a starting point: Cisco, IBM, Microsoft and Salesforce.



The **Cisco WebEx Social** enterprise collaboration platform is designed to combine the power of social networking, content creation and real-time communications. It is available on-premises or as a cloud-based delivery model. Collaboration and productivity benefits are driven by a variety of easy-to-use communication and networking options, such as unified post, bidirectional e-mail notifications and virtual community features.



IBM Connections software is designed to provide the full spectrum of social components for people to communicate, collaborate and take action across an extended network. Developed specifically for how people like to work, it provides a usable, engaging experience, and is available in configurations for the cloud, on-premises or in hybrid models. Connections can be integrated with IBM's portal, content management and business intelligence solutions so users can gain the full potential of social collaboration.



Yammer from Microsoft is a cloud-based architecture that is designed to provide instant access to coworkers, conversations, shared files and notifications. Collaboration is simplified with an inbox that gives users a single place to read and track mentions, announcements, conversations and private messages. Yammer also integrates Microsoft SharePoint, which lets you create websites to share information with others, manage documents and projects and publish reports to help your team make better decisions.



Salesforce Chatter is a flexible, cloud-based solution that's designed to support real-time communication and collaboration, file sharing and community development with social intelligence. It supports desktop and mobile communication, and it integrates social collaboration with your processes by enabling workflow management to drive organizational efficiency, improved effectiveness and higher user engagement.

GETTING READY TO GET SOCIAL

CDW is uniquely qualified to help you develop a plan and choose the right technology to achieve the benefits of social collaboration. We provide a broad portfolio of collaboration solutions, and our experts are ready to help you explore ways to incorporate them into a larger UC strategy.

We also offer business transformation workshops to help you identify opportunities to leverage social collaboration. From there, we can assist you every step of the way:

- An initial discovery session to understand your goals, requirements and budget
- An assessment of your existing environment and definition of project requirements
- Detailed vendor evaluations, recommendations, future designs and proofs of concept
- Procurement, configuration and deployment of the final solution
- Training and adoption of platform
- Ongoing product lifecycle support

Whether you turn to CDW for an end-to-end services engagement or just a little extra help choosing the right collaboration solution, you'll have experienced, knowledgeable professionals to support you the entire way.

UC partnerships and certifications

- Cisco Master Gold Partner in Unified Communications
- Cisco Master Telepresence and Video Certification
- IBM Premier Partner Certified for Sametime Unified Telephony
- IBM Social Software and Unified Communications Authorized Partner
- Microsoft Gold Partner in Communications and Messaging
- Microsoft Lync Voice MVPs
- Salesforce.com partner

Learn more:

Please contact your account manager
or visit CDW.com/collaboration



**"State of Unified Communications," InformationWeek, December 2011.

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