



ISG Provider Lens™

Social Business and Collaboration

Definition

Past few years have seen the rise of Social Enterprise where small and large-scale businesses are looking for ways to leverage the rapidly evolving social collaboration space. With increasing usage of social media and introduction of team collaboration solutions and their continuous expansion in terms of technology and client base this trend is gaining more traction. As enterprises are moving towards a digital workplace, a collaborative social enterprise is a natural extension. Enterprises are adopting a socially collaborative workplace by either selecting a comprehensive enterprise social software which provides different teams or businesses to collaborate over their projects and tasks, or they are selecting cloud-based content storage and management solutions to enhance collaboration over shared workspaces. These initiatives are new-age intranet, email alternatives, cost effective and contribute to end users' productivity.

Emergence of social media channels has also presented a unique opportunity for enterprise marketing function. Enterprises can now focus on digital and social media channels for many marketing initiatives like new product development idea generation, marketing and branding and analyzing feedback from customers. Emergence of social media communities and influencer environment presents an opportunity for digital marketers to make best use of them. Many software solutions in the market are available to track, analyze and manage the social media marketing initiatives. In addition, many traditional IT service providers and consulting houses provide dedicated offerings around social media strategy development, analytics and social media content management. Some service providers also provide dedicated solution platform for the same.

The ISG Provider Lens™ study offers IT-decision makers:

- Transparency of strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments
- Focus towards the US Market

Our study serves as an important decision-making basis for positioning, key relationships, and go-to-market considerations. ISG Advisors and enterprise clients also leverage information from these reports in evaluating their current vendor relationships and potential new engagements.

Quadrant Research

As part of the ISG Provider Lens™ Quadrant Study, we are introducing the following 5 quadrants on Social Business and Collaboration.

Simplified illustration



Source: ISG 2018

Schedule

The research phase is between **February - May 2018** during which survey, evaluation, analysis and validation will take place. Selected results will be presented to the media in **June 2018**.

We will roll out the survey on an online platform called Qualtrics. The invites will be sent with links to fill in the responses and submit.

| Milestones | Beginning |
|------------------------|----------------------------------|
| Launch | January, 2018 |
| Survey (questionnaire) | February 7, 2018 - March 7, 2018 |
| Sneak previews | May 11, 2018 |
| Content provisioning | June 15, 2018 |
| Press release | June 21, 2018 |

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About ISG

ISG (Information Services Group) (NASDAQ: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including 75 of the top 100 enterprises in the world, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; technology strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data.