



**\*ISG** Provider Lens™

2019

# Social Business and Collaboration

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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.



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# Definition

Social business collaboration defines the business model for enterprises that are planning to have a digital outlook targeted at making employees and customers happy. Social media and collaboration technologies are increasingly becoming relevant and call for a dedicated outlook to best leverage them. Social business comprises efficient, state-of-the-art enterprise cooperation that is based on social networking principles and modern client interaction and retention solutions leveraging digital marketing channels. Enterprises with traditional intranets can claim to be pioneers in social collaboration. However, this space is truly being disrupted by the rapid growth and popularity of social media communication channels in the consumer space. End users' experiences with popular social networking channels and applications have affected and enhanced expectations for similar channels used within enterprises.

The word "social" is derived from Latin word "socii" meaning "allies." Social collaboration technologies help users identify others with similar traits and behaviors. This human behavior defines collaboration in social networking. Social Collaboration is driven by trends like crowdsourcing in which end users identify with each other on common interests and goals. In the enterprise environment, it can help teams collaborate through intranet, content or social intranet. In the customer service environment, it can relate to identifying key internet communities and the groups acting as influencers who are affecting brand image or providing social media-based customer support. Latest intelligent automation technologies like artificial intelligence/ machine learning are also strengthening solutions in this space.

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 Global, US and German 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 4 quadrants on Social Business and Collaboration.



## Enterprise Social Collaboration Software

Social-centric collaboration software provides enterprise social networks, next-generation intranet solutions, instant chat messaging and audio- and video-based collaboration. It can also expand to cover groupware, knowledge management, e-mail, conferencing, activity streams, microblogging and talent and skill management. These software solutions offer end users productivity enhancements by providing new and improved ways of communicating with peers and continuous enhancements to the enterprise knowledge-base. These solutions ensure that employees in a team or in a project are connected irrespective of device and location. They can create accessible workspaces and virtual rooms, provide collaboration over chat, audio and video channels, integrate with the enterprise ecosystem and provide knowledge orchestration and management. A social-centric collaboration solution's key strength lies in its ability to make the best use of social interactions, application integration and combined knowledge. Social-centric collaboration software provides enterprise social networks, next-generation intranet solutions, instant chat messaging and audio- and video-based collaboration. It can also expand to cover groupware, knowledge management, e-mail, conferencing, activity streams, microblogging and talent and skill management. These software solutions offer end users productivity enhancements by providing new and improved ways of communicating with peers and continuous enhancements to the enterprise knowledge-base. These solutions ensure that employees in a team or in a project are connected irrespective of device and location. They can create accessible workspaces and virtual rooms, provide collaboration over chat, audio and video channels, integrate with the enterprise ecosystem and provide knowledge orchestration and management. A social-centric collaboration solution's key strength lies in its ability to make the best use of social interactions, application integration and combined knowledge.

## Enterprise Social Collaboration (Consulting and Integration) Services

Social-centric collaboration software provides enterprise social networks, next-generation intranet solutions, instant chat messaging and audio- and video-based collaboration. It can also expand to cover groupware, knowledge management, e-mail, conferencing, activity streams, microblogging and talent and skill management. These software solutions offer end users productivity enhancements by providing new and improved ways of communicating with peers and continuous enhancements to the enterprise knowledge-base. These solutions ensure that employees in a team or in a project are connected irrespective of device and location. They can create accessible workspaces and virtual rooms, provide collaboration over chat, audio and video channels, integrate with the enterprise ecosystem and provide knowledge orchestration and management. A social-centric collaboration solution's key strength lies in its ability to make the best use of social interactions, application integration and combined knowledge.

## Social Media Management Software Solutions

Social Media Management makes it easier for organizations to monitor, listen, interact, engage and collaborate with their target audiences and within multiple departments across different social media channels. These solutions can help to effectively track, converse, monitor, analyze, report and manage various social media venues and conversations. Outbound and incoming online interactions along with other business marketing activities can be efficiently managed in this way. Besides the specific functionality, integration with the company's system environment and seamless integration of third-party functionality plays a key role.

## Social Media Management – Consulting and Integration

Social Media Management makes it easier for organizations to monitor, listen, interact, engage and collaborate with their target audiences and within multiple departments across different social media channels. These solutions can help to effectively track, converse, monitor, analyze, report and manage various social media venues and conversations. Outbound and incoming online interactions along with other business marketing activities can be efficiently managed in this way. Besides the specific functionality, integration with the company's system environment and seamless integration of third-party functionality plays a key role.

# Quadrants by Region

Quadrants	Global	US	Germany
Enterprise Social Collaboration Software	√		
Enterprise Social Collaboration (Consulting and Integration) Services		√	√
Social Media Management Software Solutions	√		
Social Media Management – Consulting and Integration		√	√

**Note:** There are some regions which are highlighted as not having a quadrant report. The data for these regions is being collected for the Candidate Provider Qualification program.

### Research production disclaimer:

ISG collects data for the purposes of writing research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing work identified by the clients.

This data is collected as part of the ISG FutureSource process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not to produce ISG Provider Lens reports.

These decisions will be made based on the level and completeness of information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.

# Schedule

The research phase is between **January - February 2019** during which survey, evaluation, analysis and validation will take place. Selected results will be presented to the media in **June 2019**.

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.

<b>Milestones</b>	<b>Beginning</b>	<b>End</b>
Launch	December 2018	
Survey (questionnaire)	January 09, 2019	February 06, 2019
Sneak previews	May 15, 2019	
Content provisioning	June 21, 2019	
Press release	June 28, 2019	

Refer to the link below to view/download the Provider Lens 2019 Research Agenda :

<https://isg-one.com/docs/default-source/default-document-library/isg-provider-lens-annual-plan-2019.pdf>



# Authors



**Mrinal Rai**  
Principal Analyst & Lead Author, Research  
Social Business and Collaboration



**Steffen Nolte**  
Global Project Manager  
Social Business and Collaboration

Do you need any further information?

If you have any questions, please do not hesitate to contact us at [isglens@isg-one.com](mailto:isglens@isg-one.com).

# List of companies being invited for Social Business study

Please check the participant list. In case you don't find yourself here but believe that your company should participate, please respond to this email to be included in the study.

Accenture	Falcon.io	Micro Focus
AgoraPulse	Flock	Microsoft
Alegri	Genesys	Mindtree
Amazon	Genpact	Mixxt
Atos	GIS	Octane.ai
Avanade	Google	Oracle
Axians IT Solutions	Happiest Minds	Percolate
Beck et al. Services	HCL	Perlrot
Bitrix	HGS	Salesforce
BPS Technology	HIRSCHTEC	SAP Jam
BroadVision	Hootsuite	Slack
Buffer	Hubspot	SocialHub
CA Flowdock	IBM	Spredfast
Capgemini	Igloo	Sprinklr
Centrestage	Infosys	Sprout Social
Cisco	Inovex	Sysomos
Citrix	IPI	Tech Mahindra
Cognizant	Jalios	TIBCO
Communardo	Jive	T-Systems/T-Systems MMS
Convergys	Jostle	Unify (Atos)
COYO	Just Software	United Planet
Deloitte	Know How Consulting	USU (unymira)
Digital Workplace Group	Lithium	VMware
DoubleYUU	LTI	WNS
Elium	Luxoft	Zoho
Facebook	MangoApps	
Facelift	Media Injection	