

# IT Pro Ranking

## Enterprise 2.0 Applications

Social applications in the enterprise—business analogues of Facebook and Twitter—are beginning to move up the adoption curve. Will newcomers own the market at the expense of powerhouses Microsoft, IBM and Cisco?

By **Alexander Wolfe**

>> **Cisco**

>> **Drupal**

>> **IBM**

>> **Jive Software**

>> **Microsoft**

>> **Novell**

>> **Oracle**

>> **SAP**

>> **Salesforce.com**

>> **Socialtext**

>> **Yammer**

**InformationWeek**  
analytics

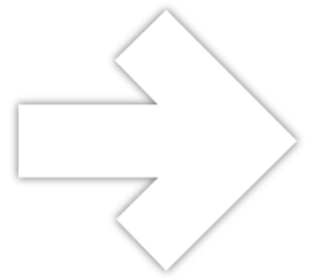
Analytics.InformationWeek.com



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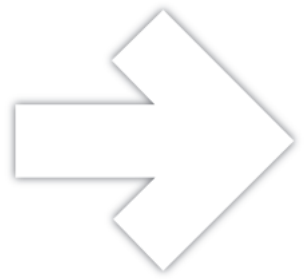
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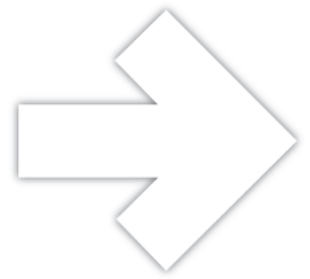


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Executive Summary

**Business collaboration** and social software—what we call Enterprise 2.0 applications—is a field that’s as hotly contested as it is rapidly growing. In the past year, Enterprise 2.0 applications have moved from the hype phase into serious consideration, assessment and adoption at most large organizations. Our *InformationWeek Analytics* Enterprise 2.0 Applications Vendor Evaluation Survey of 619 business technology professionals shows that Microsoft, with SharePoint and Office 2010, is far and away the leader in terms of which vendors’ applications are being used by our respondents. IBM, with its Lotus collaboration tools, is a distant second. It’s followed closely by Cisco, an aggressive newcomer to the space with Quad, announced in 2010.

However, when it comes to overall performance, IT pros ranked Socialtext and Jive Software as the top two products, with IBM a close third. Microsoft ranked near the bottom (see Figure 1, next page). This is strong evidence that enterprise customers are finding value in smaller and upstart vendors, despite the presence of some of the largest technology companies in the world in the Enterprise 2.0 market.



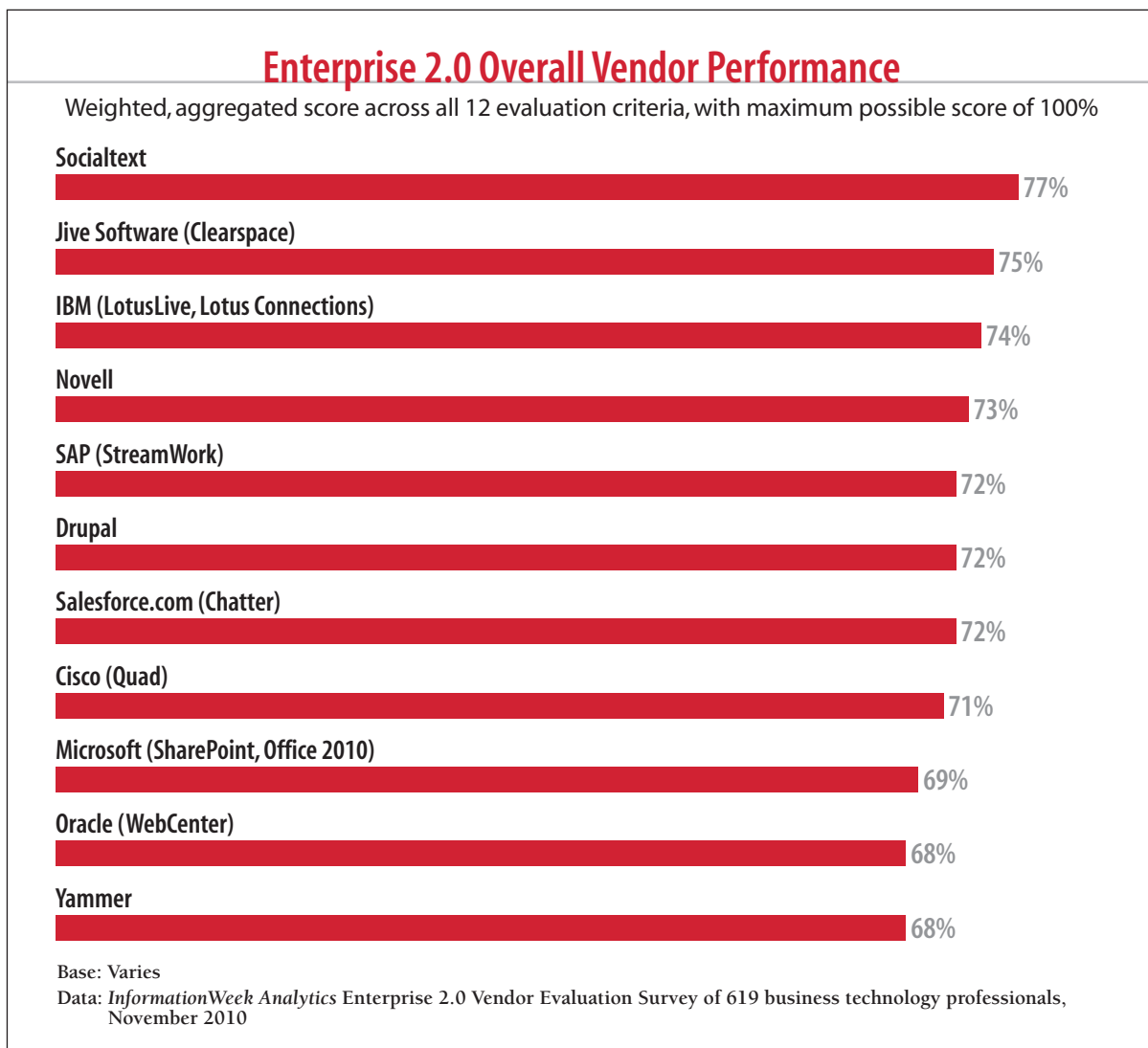
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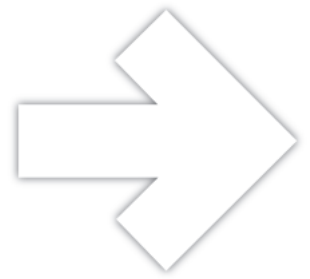
## A Nascent Market

The Enterprise 2.0 market—business collaboration and social networking tools—is still young, but that hasn’t stopped adoption of these applications. Some 68% of our survey respondents have already deployed at least one Enterprise 2.0 application (see Figure 2, next page).

As you might expect, Microsoft tops the list of Enterprise 2.0 vendors being used by our respondents by an impressive margin. Its SharePoint/Office 2010 tandem is 52 percentage

Figure 1



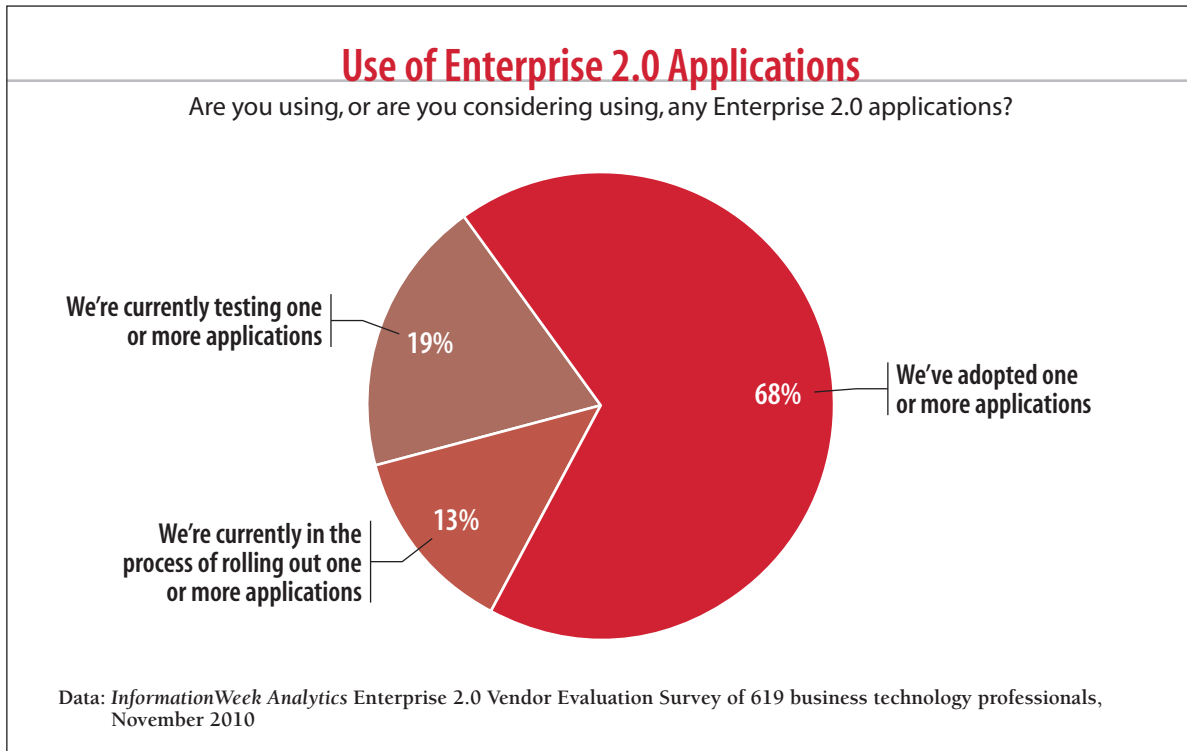


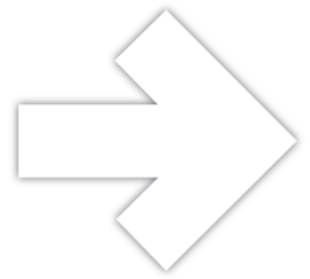
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points ahead of the nearest competitor, IBM and its Lotus products. (see Figure 3, page 7). But that hasn't stopped vendors from jumping into the market, and there's good reason. Many enterprise customers don't plan to stick with just one Enterprise 2.0 app. Thirty one percent of respondents say they're considering adding another vendor (see Figure 4, page 8). Of those, the most common reasons were a need for more advanced features and to enable new services or applications (see Figure 5, page 9). "We don't expect any one application to address all our needs," wrote one survey respondent. "Our organization is too large."

For enterprises, part of the deployment equation entails figuring out (through real-world usage) and then firming up an organization's E2.0 strategy. Are Facebook-like activity streams that expose colleagues' daily workplace events enough? How about adding Twitter-style microblogging capabilities? For ambitious installations, unified communications may also be desirable. UC's broad support for text, e-mail, voice and video access lets employees connect with colleagues near and far. And a wiki for collaborative posts and comments is typically part of any setup.

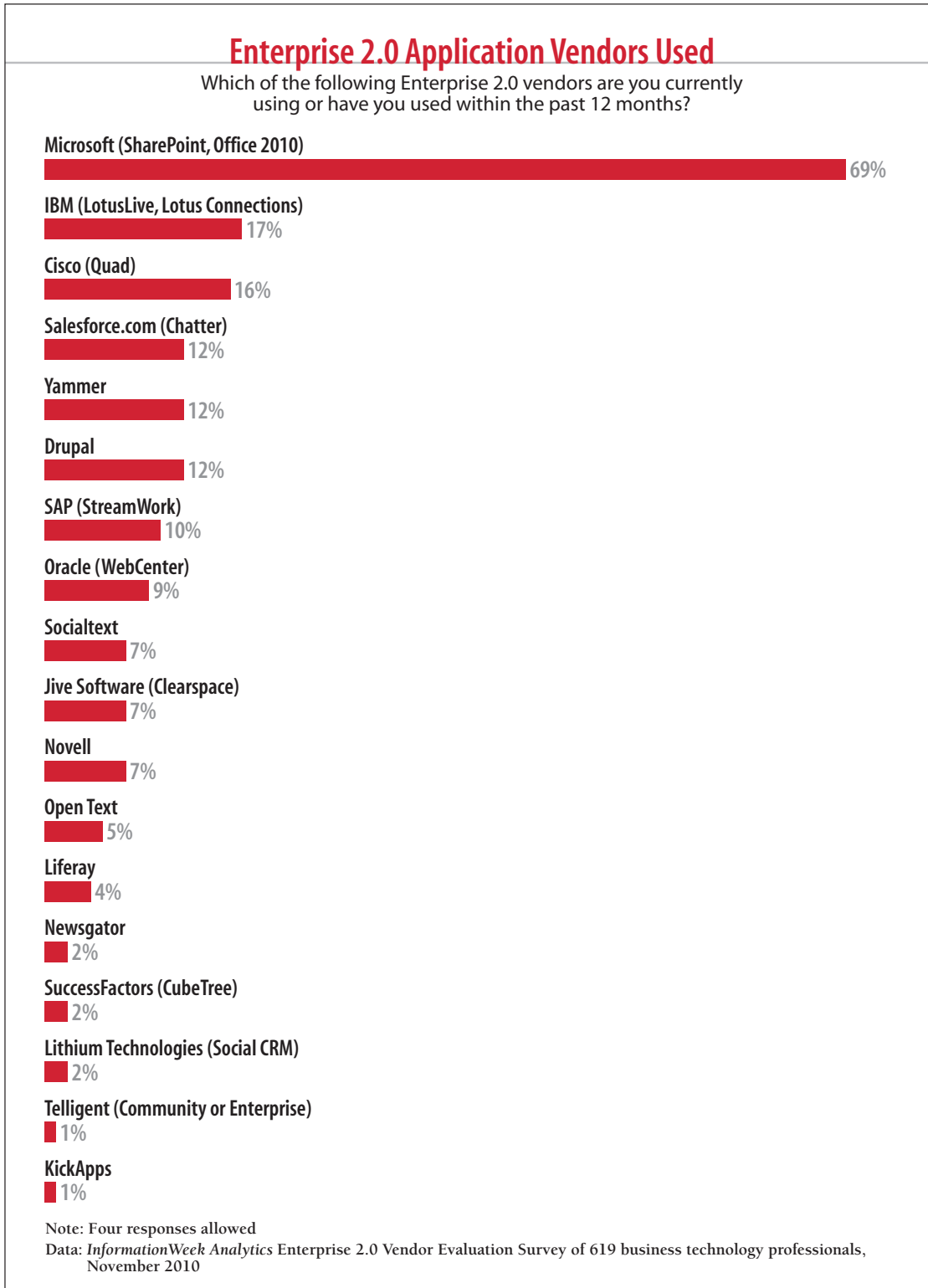
Figure 2

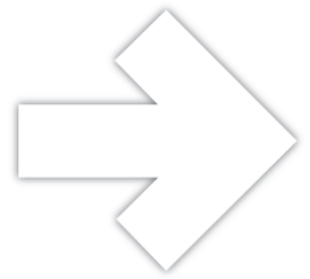




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Figure 3





VENDOR EVALUATION

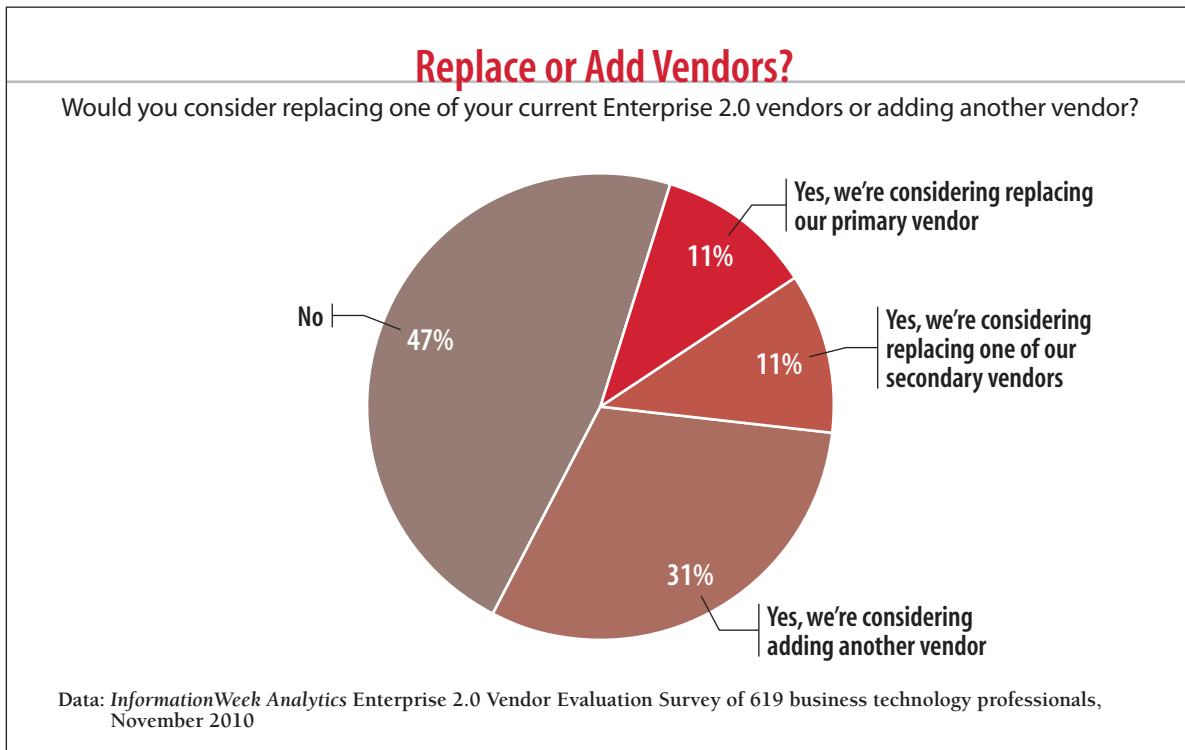
**Evaluation Criteria**

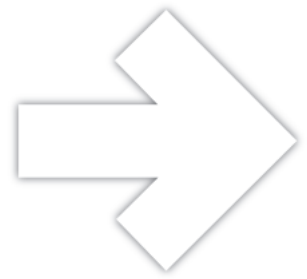
The purpose of our IT Pro Ranking survey is to determine attitudes toward vendors of Enterprise 2.0 applications from IT professionals who are actually evaluating and using these vendors' apps.

We use two sets of criteria to evaluate vendors. The first is a standard set used in all our IT Pro Ranking reports and can be applied to vendors across a variety of technology categories. We use this standard set to determine IT's overall vendor preference. To do this, we rank the relative importance of 12 criteria, and then multiply that by the ratings each vendor receives. The result is a composite score expressing respondents' overall satisfaction with that supplier. Vendors that achieve high enough scores are deemed preferred. The standard set of criteria includes ratings for elements such as reliability, performance and cost.

We also measure Enterprise 2.0 vendors against a set of criteria tailored to specific features and capabilities that customers seek in this product category. Examples of these category-specific

Figure 4



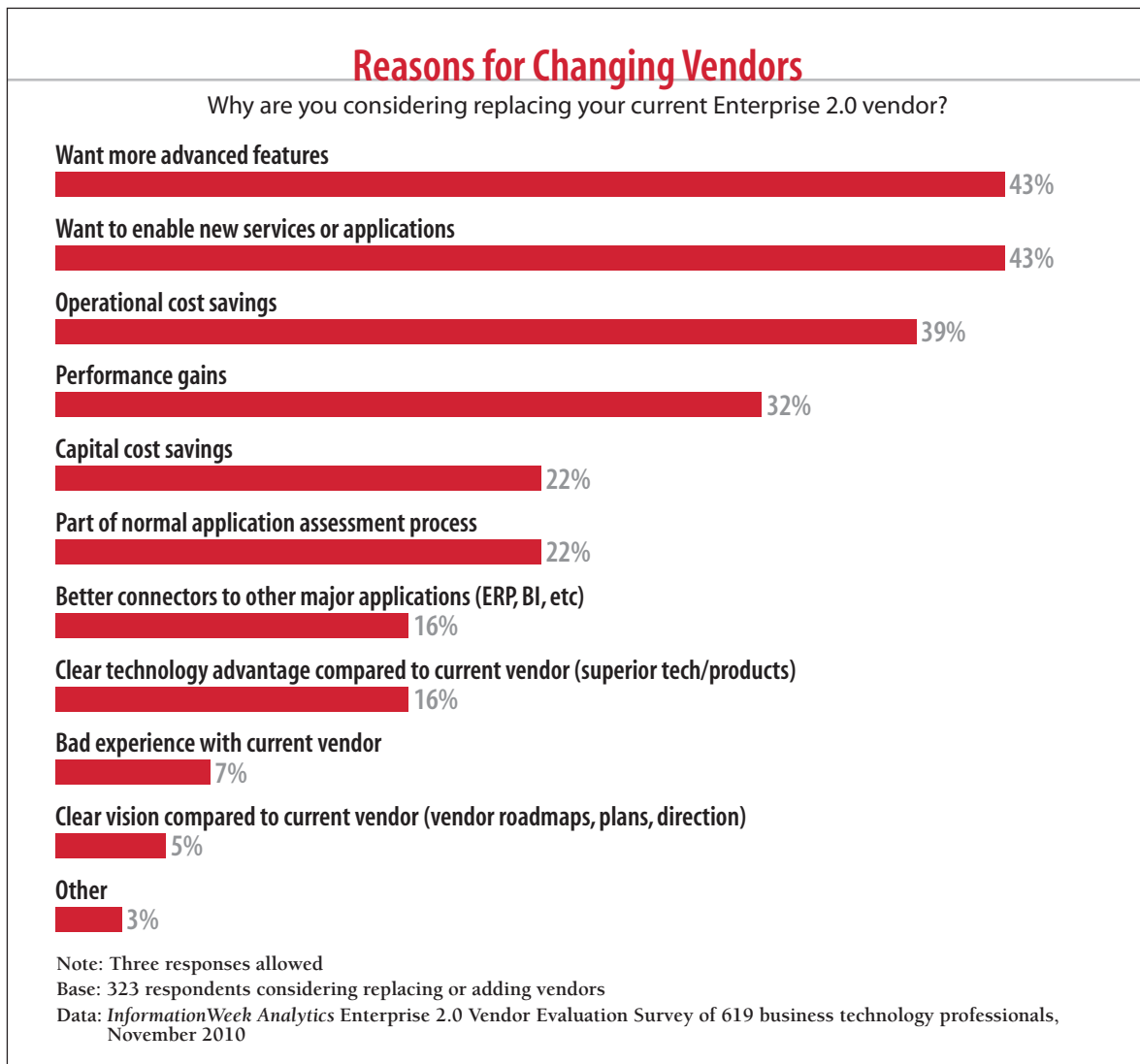


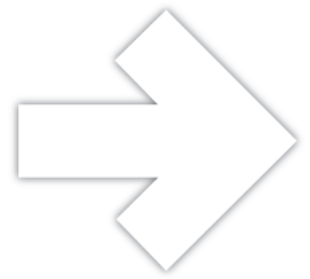
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criteria for Enterprise 2.0 include the ability to integrate with internal applications, the user interface and the completeness of the feature set.

When evaluating Enterprise 2.0 applications against our standard set of criteria, our IT pros indicated that product reliability was the top-rated criterion, followed by ease of use and performance (see Figure 6, next page). Product innovation ranks relatively low. At first glance, that's surprising. However, we believe this is because IT's desire to get their initials

Figure 5

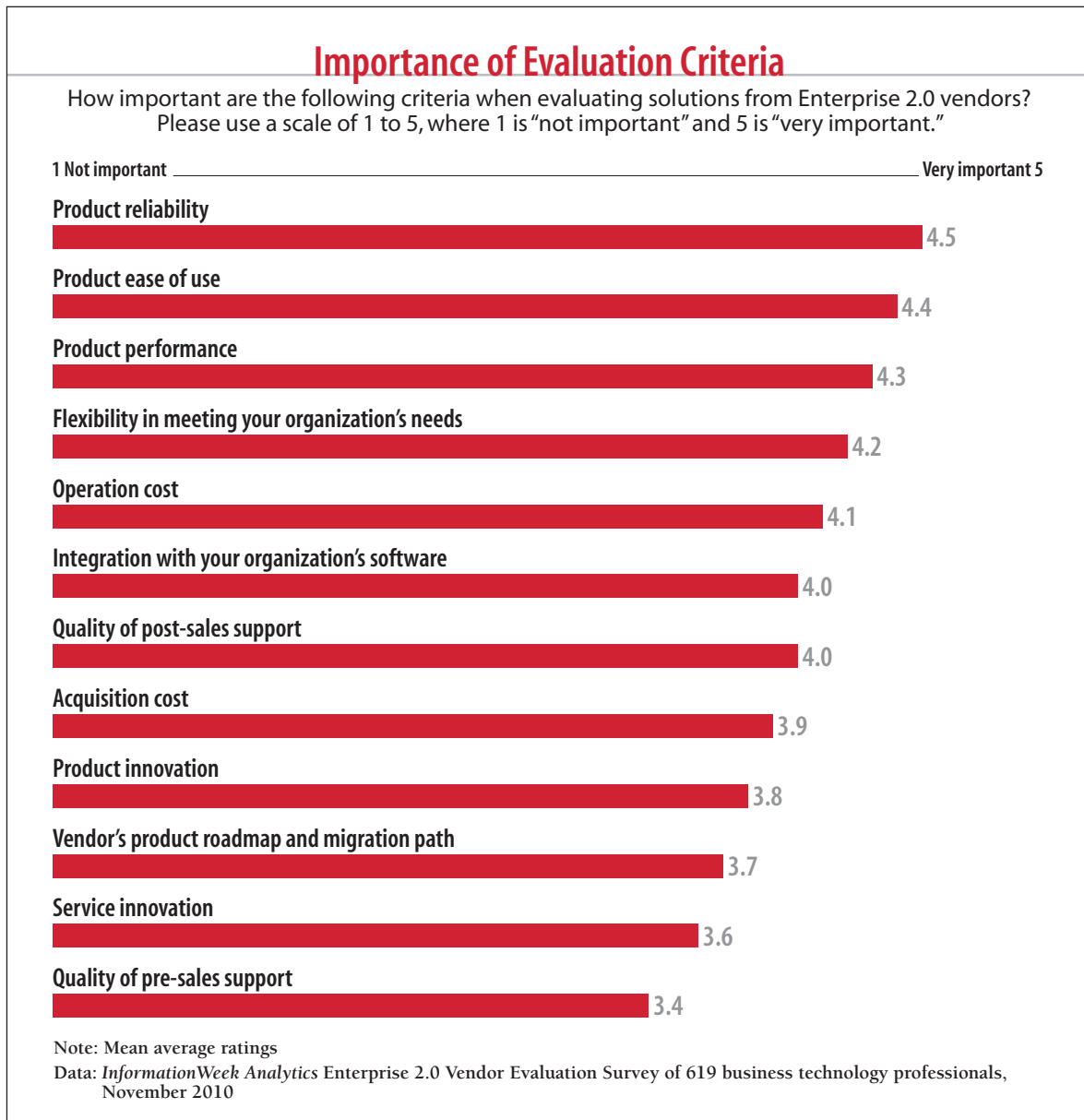


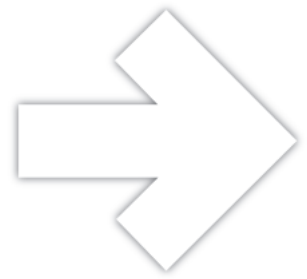


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apps up and running trumps many other concerns. In addition, in such a new market, it's likely taken as a given that most of the top-ranked products are fairly well matched when it comes to innovation.

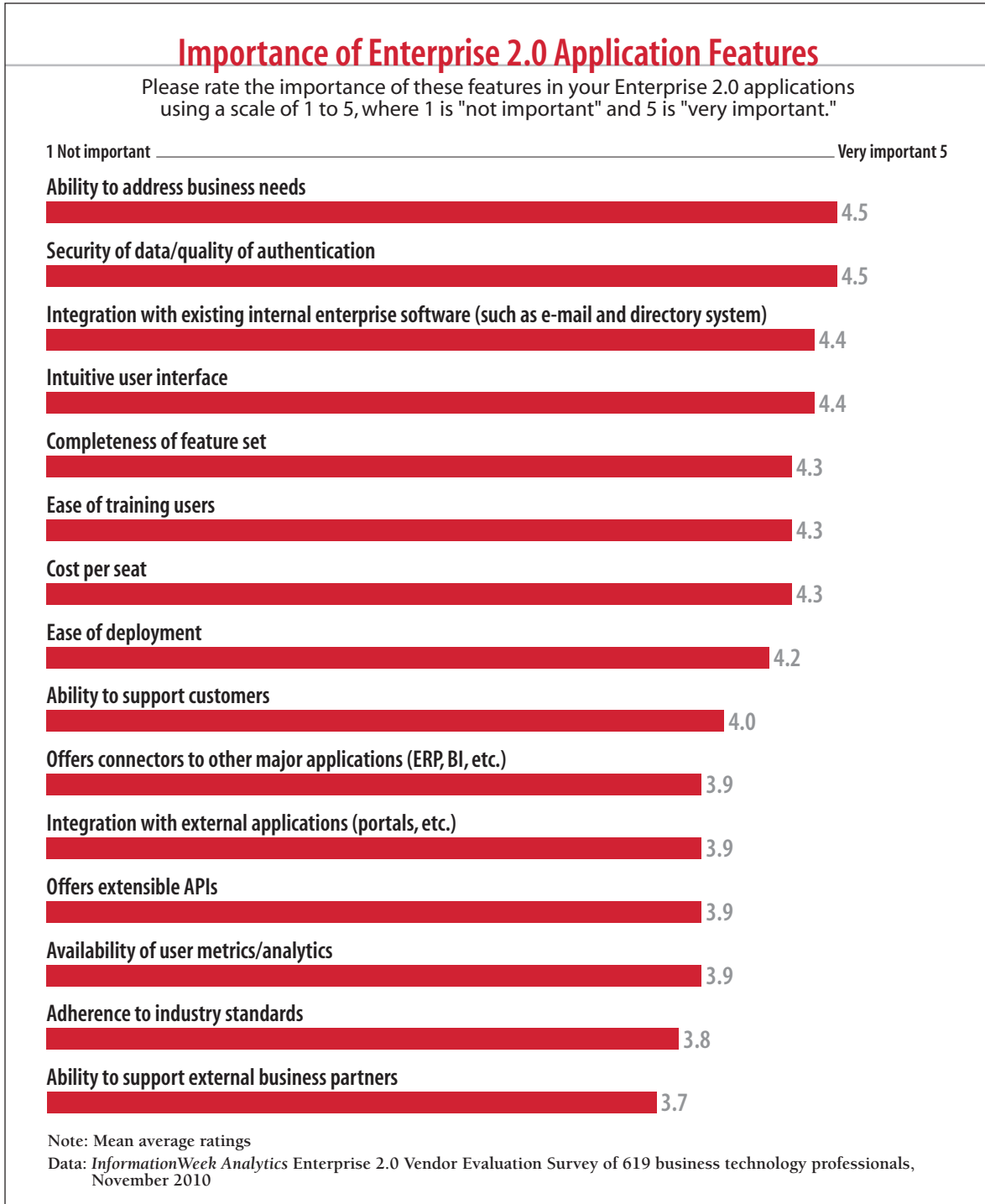
Figure 6

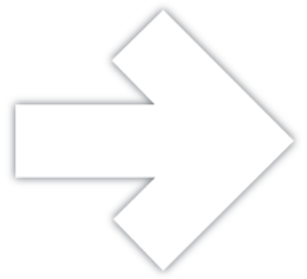




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Figure 7



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When it comes to Enterprise 2.0-specific features, our survey respondents indicated the two most important are a product's ability to address business needs and data security (see Figure 7, page 11). Integration with existing enterprise software and intuitive user interface are also considered important. However, adherence to industry standards and ability to support external business partners were the least important factors.

Because each organization's priorities are different, we provide individual graphs that show how vendors did in each evaluation area. We also provide charts showing the collective scores for each vendor. See the Appendix, starting on page 17, for these supplemental charts.

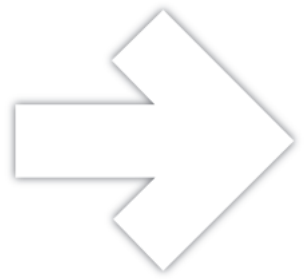
We stipulated at the outset that adoption of Enterprise 2.0 applications is at an early stage. Implicit in that statement is the fact that the product landscape is likely to change rapidly during the next few years. That's in no small part because organizations are still feeling their way toward optimum use scenarios.

In this regard, perhaps the most prescient comment on what vendors need to do to succeed in the long-term came from one of our survey respondents, who wrote: "E2.0 vendors are too often competing based upon their feature sets. Features have been commoditized and are no longer the differentiating point. Enterprise 2.0 represents a paradigm shift in how people work, not which features they use. Successful Enterprise 2.0 vendors understand this shift and provide equal assistance implementing adoption, driving change and educating users on new ways to work."

**The Vendor Landscape**

The Enterprise 2.0 space is a mixed bag of vendors. The behemoths of Cisco, IBM, Microsoft, Oracle, SAP and Salesforce.com command the most public attention. However, the smaller vendors are more numerous, including the likes of Novell, Open Text, Socialtext, Successfactors, Telligent, Newsgator and Yammer. (We included all these smaller vendors in our survey. However, only Socialtext and Yammer toted up enough users to qualify for inclusion in our detailed vendor evaluations.) Jive, which also made our cut, is a midsize company with 350 employees as of January 2011. However, it is often grouped with the big Enterprise 2.0 vendors because it counts among its customers many large enterprises.

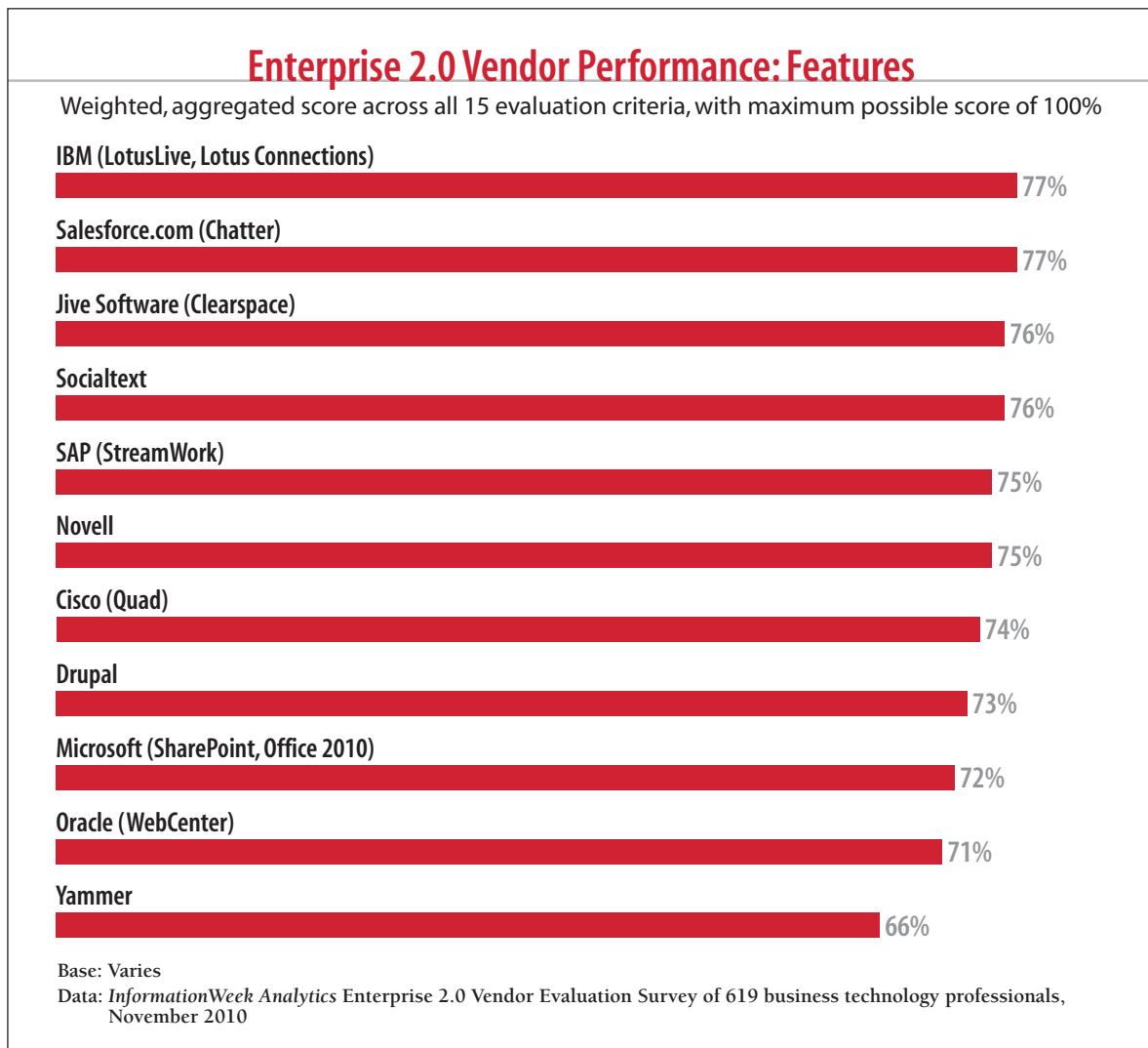
All vendors have their adherents among our respondents, as evinced by these selected survey comments:

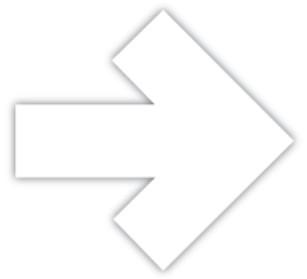


V E N D O R E V A L U A T I O N

- “Jive has been a spectacular partner.”
- “SAP Streamwork is possibly the most innovative application in years.”
- “SharePoint getting high marks as we continue to migrate toward full deployment.”
- “Excellent product and service from Socialtext.”

Figure 8



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While the smaller players in our survey aren't as widely deployed as Microsoft or IBM, it's interesting to note that a few of them bested the bigger boys in certain areas. In the ranking of overall vendor performance, Socialtext and Jive Software took the top slots, outpacing Microsoft, IBM, Novell, SAP and Cisco. We believe this indicates that the market is new enough that smaller vendors may be able to accumulate a sustainable customer base before larger vendors such as Microsoft can snuff them out.

It's also an indication that customers are willing to take a chance on smaller vendors if those vendors can demonstrate real value. And it appears the vendors are. Our respondents ranked Jive Software and Socialtext third and fourth, respectively, in terms of Enterprise 2.0 features: ahead of Microsoft, Oracle, Cisco and Novell (see Figure 8, page 13).

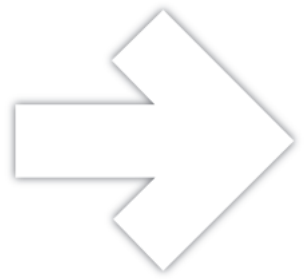
So what does this mean for the market's direction? One scenario is a whale-and-minnow model, where smaller vendors provide plug-ins that add functionality to broader application platforms. This lets IT integrate features without having to wait for the primary platform to roll them out. For example, Newsgator integrates its microblogging and activity tools into Microsoft's SharePoint.

However, the smaller vendors also have their own ambitions. Jive Software, which morphed its wiki into Jive SBS (Social Business Software), has embarked on a platform strategy through which developers can build third-party add-ons and offer them through the Jive Apps Market.

Another path is that vendors who dominate a particular application market will add social and collaboration features to their products. Users who spend most of their day in these applications can take advantage of social and collaboration tools without having to switch to a separate interface. This is the approach of Salesforce with Chatter and SAP with Streamwork.

That said, it's not yet clear what the Enterprise 2.0 landscape will look like when the marketplace becomes more mature. Currently, we believe most organizations are focused on revving up internal collaboration than they are with more traditional buying metrics such as cost-per-seat, which ranked seventh on respondents' list of important application features. Drupal, which is an open-source content management system typically used for wikis, is an exception, for an obvious reason—it's often free. A commercially supported version of Drupal is available from Acquia.

As collaboration becomes a habit in the enterprise, we believe several key issues will play

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into customers' adoption decisions. Perhaps the most serious is security, which ranked second on our respondent's list of important feature considerations. As one survey respondent wrote: "Collaboration and security are equally important, so user settings must be very easily adjustable."

Collaboration makes it much easier to share and transfer information, both with internal employees and external business partners. In the long term, organizations will want robust controls around their employees' information-sharing capabilities and permissions. In our survey, IBM rated highest among respondents in security of data/quality of authentication, followed by Socialtext.

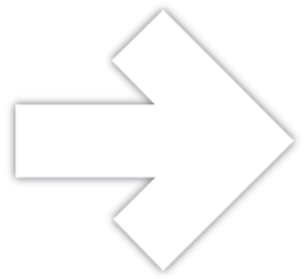
Another key issue is the kinds of features the majority of users want to see integrated into a single product. The vendors covered in our survey span the business-collaboration taxonomy, with most providing some combination of features drawn from the palette of microblogging, Facebook-like profiles and activity streams, wikis, and e-mail/video communication.

It's possible that today's relentless impetus to add features will hit a wall, with users rebelling against clutter at some point. As one respondent wrote: "The industry has over-complicated its products and needs to take a hard look at a more simplistic approach to the design and functionality. Customers always want the latest and greatest feature, but there comes a time when enough is enough. Every feature has a soft cost of sustaining, support, training and deployment. Keep it simple; just provide enough to get one's job done."

**Looking Ahead**

There are as yet few firm signposts in the Enterprise 2.0 applications space. Given its emerging and rapidly changing nature, users would be well advised to focus on their immediate needs, and less on trying to guess where the market may be headed over the next 24 to 36 months.

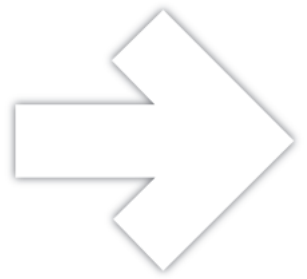
We believe that, ultimately, Enterprise 2.0 is as much a way of thinking as it is any product or application. As social-business tools become more tightly integrated into an organization's cultural DNA, Enterprise 2.0 will fade as a standalone category. Communications, CRM, document-creation, e-mail and ERP platforms will all seamlessly assume an Enterprise 2.0 orientation.



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Consequently, one “squishy” requirement during the initial assessment and deployment phase—not evident in mature technology arenas—is the need for the business owners who make the adoption decisions to also serve as evangelists and advocates. Sometimes that’s not easy. We’ve often heard of CIOs who have to twist their employees’ arms to use these apps, before the apps can win employees’ hearts.

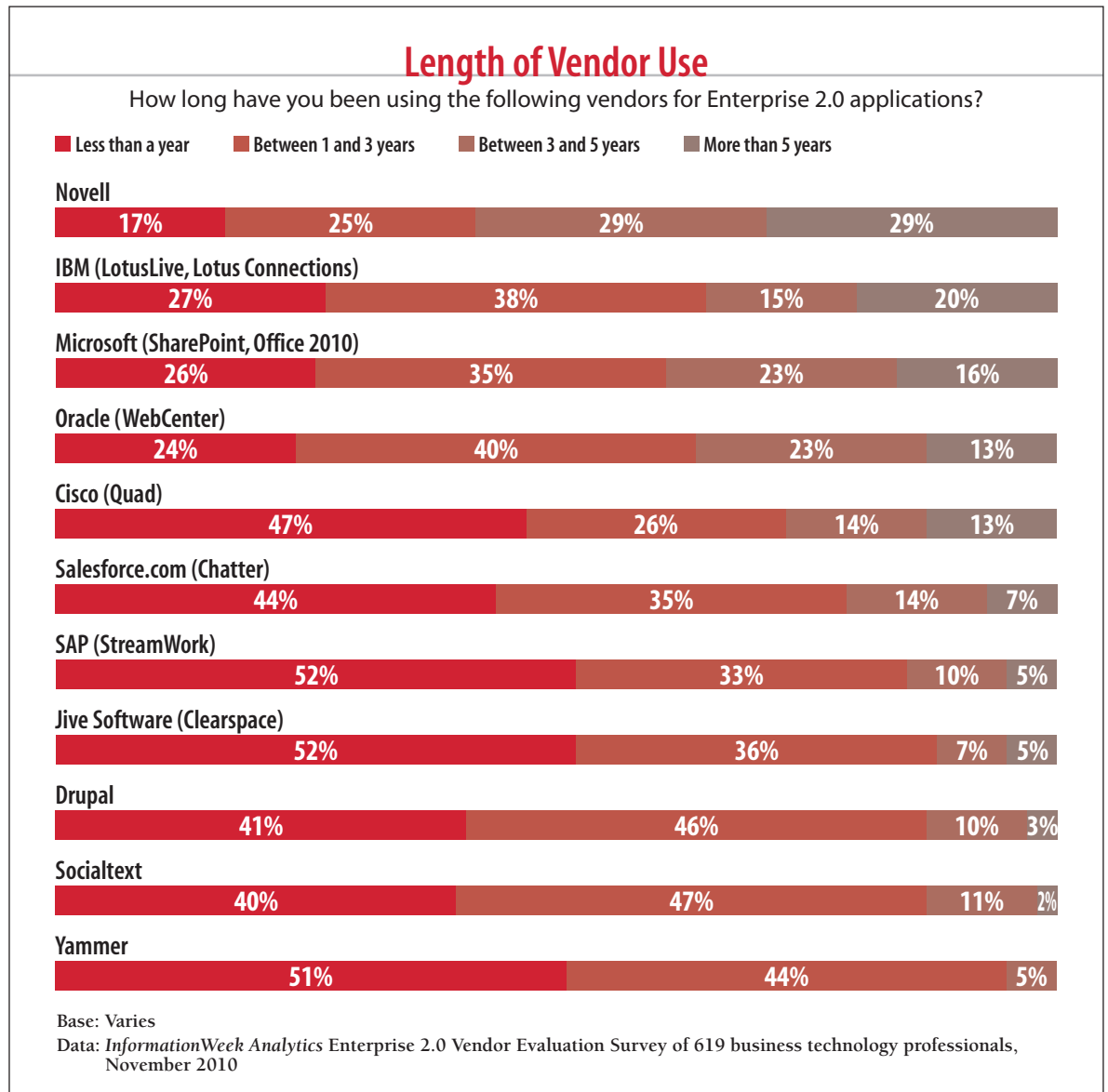
None of this makes the task of rolling out those apps any easier. However, there may be some comfort in the fact that today’s environment is analogous to the early days of personal-computer office software. That’s not to minimize the importance of vendor selection, just to realistically point out that the road to success will be highly iterative, with changing apps and partners as users and providers alike navigate their way to the promised land of impactful collaboration.

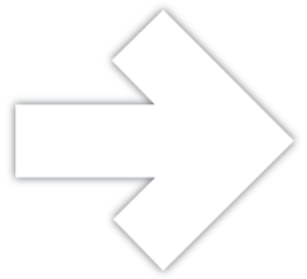


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Appendix

Figure 9

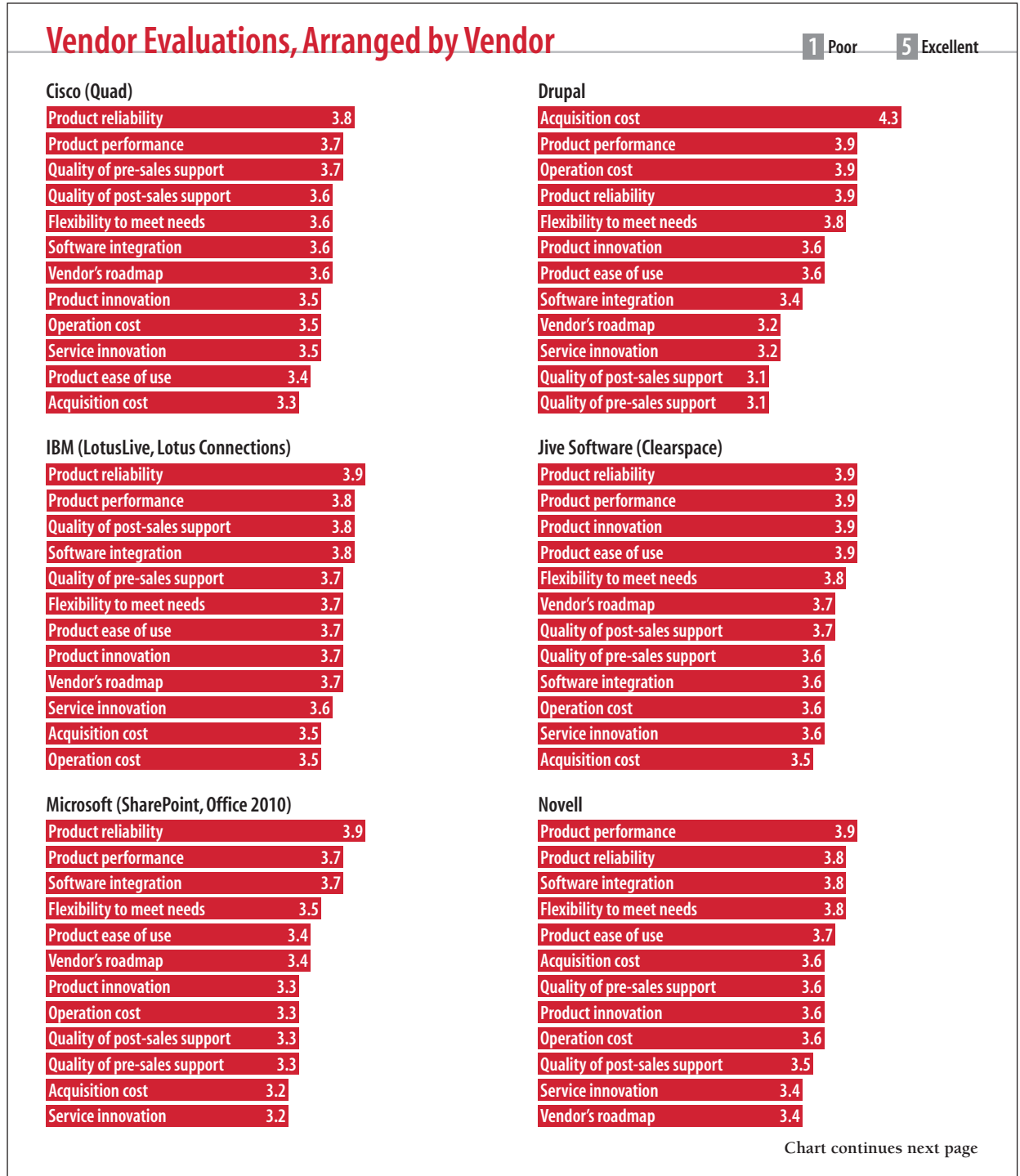


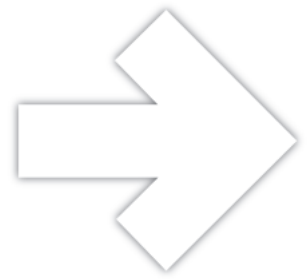


VENDOR EVALUATION

Appendix

Figure 10





V E N D O R E V A L U A T I O N

Appendix

**Vendor Evaluations, Arranged by Vendor (continued)**

1 Poor 5 Excellent

**Oracle (WebCenter)**

Product reliability	3.6
Product performance	3.5
Software integration	3.5
Product innovation	3.5
Quality of pre-sales support	3.5
Flexibility to meet needs	3.5
Quality of post-sales support	3.4
Vendor's roadmap	3.3
Acquisition cost	3.3
Service innovation	3.2
Operation cost	3.2
Product ease of use	3.2

**SAP (StreamWork)**

Product reliability	4.0
Product performance	3.8
Product innovation	3.6
Flexibility to meet needs	3.6
Vendor's roadmap	3.6
Product ease of use	3.6
Software integration	3.6
Operation cost	3.5
Quality of pre-sales support	3.5
Service innovation	3.5
Quality of post-sales support	3.5
Acquisition cost	3.5

**Yammer**

Product ease of use	3.9
Product reliability	3.9
Acquisition cost	3.8
Product performance	3.8
Operation cost	3.8
Product innovation	3.1
Service innovation	3.1
Quality of pre-sales support	3.1
Flexibility to meet needs	3.1
Quality of post-sales support	3.1
Vendor's roadmap	3.1
Software integration	2.8

**Salesforce.com (Chatter)**

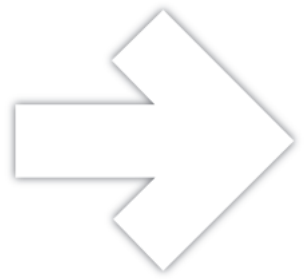
Product reliability	4.0
Product performance	3.9
Product ease of use	3.8
Product innovation	3.6
Quality of pre-sales support	3.5
Flexibility to meet needs	3.5
Operation cost	3.5
Service innovation	3.5
Vendor's roadmap	3.5
Quality of post-sales support	3.5
Acquisition cost	3.4
Software integration	3.2

**Socialtext**

Product reliability	4.2
Product performance	4.0
Product innovation	4.0
Product ease of use	4.0
Quality of post-sales support	4.0
Operation cost	3.9
Quality of pre-sales support	3.8
Acquisition cost	3.8
Flexibility to meet needs	3.7
Vendor's roadmap	3.7
Service innovation	3.6
Software integration	3.4

Note: Mean average ratings

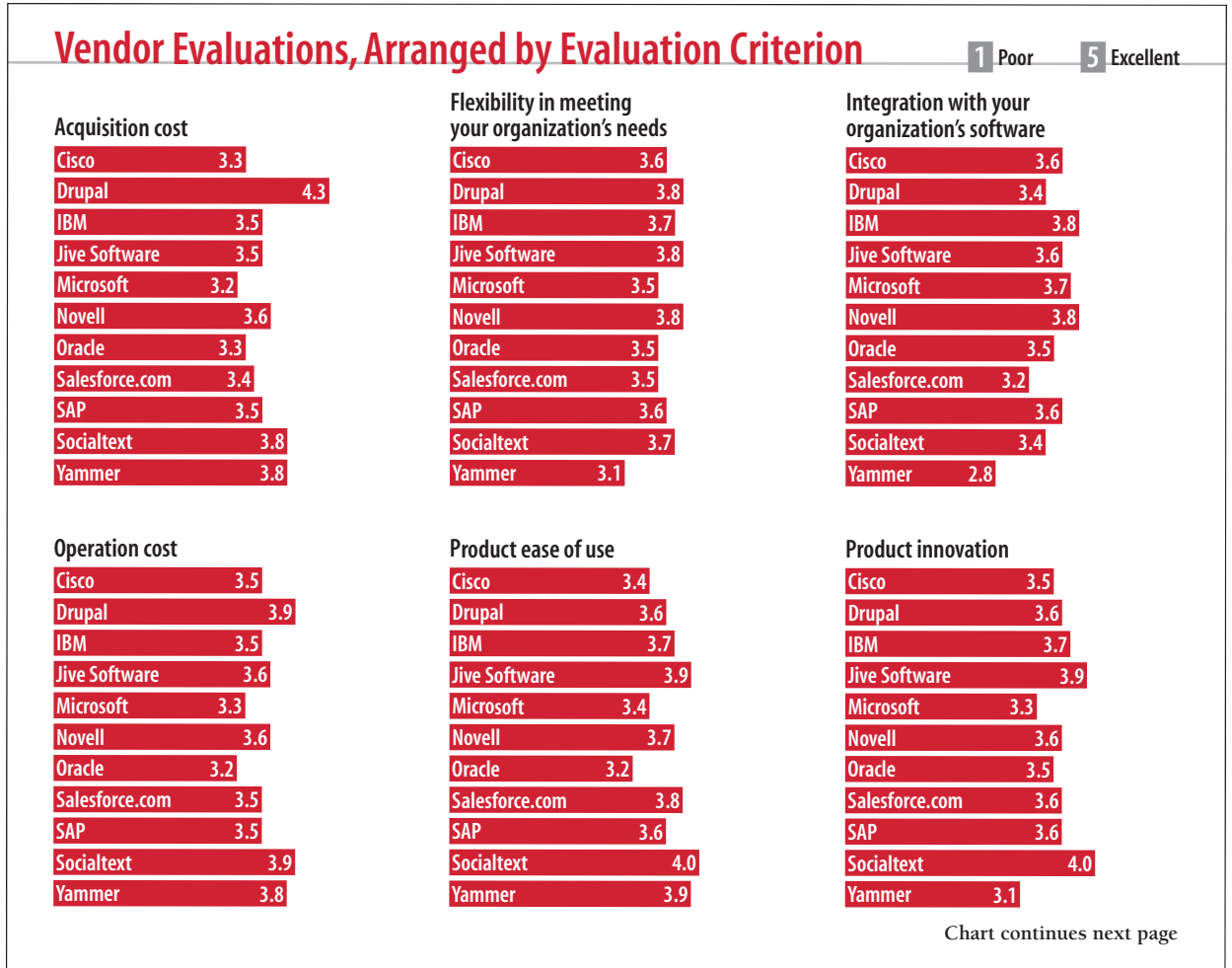
Data: *InformationWeek Analytics* Enterprise 2.0 Vendor Evaluation Survey of 619 business technology professionals, November 2010

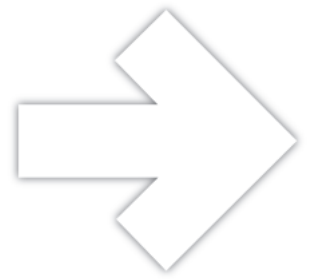


VENDOR EVALUATION

Appendix

Figure 11





VENDOR EVALUATION

Appendix

**Vendor Evaluations, Arranged by Evaluation Criterion**  
 (continued)

1 Poor 5 Excellent

**Product performance**

Cisco	3.7
Drupal	3.9
IBM	3.8
Jive Software	3.9
Microsoft	3.7
Novell	3.9
Oracle	3.5
Salesforce.com	3.9
SAP	3.8
Socialtext	4.0
Yammer	3.8

**Product reliability**

Cisco	3.8
Drupal	3.9
IBM	3.9
Jive Software	3.9
Microsoft	3.9
Novell	3.8
Oracle	3.6
Salesforce.com	4.0
SAP	4.0
Socialtext	4.2
Yammer	3.9

**Quality of pre-sales support**

Cisco	3.7
Drupal	3.1
IBM	3.7
Jive Software	3.6
Microsoft	3.3
Novell	3.6
Oracle	3.5
Salesforce.com	3.5
SAP	3.5
Socialtext	3.8
Yammer	3.1

**Quality of post-sales support**

Cisco	3.6
Drupal	3.1
IBM	3.8
Jive Software	3.7
Microsoft	3.3
Novell	3.5
Oracle	3.4
Salesforce.com	3.5
SAP	3.5
Socialtext	4.0
Yammer	3.1

**Service innovation**

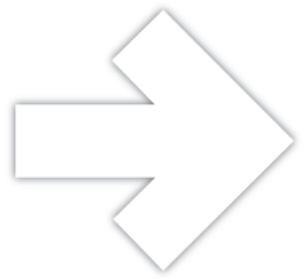
Cisco	3.5
Drupal	3.2
IBM	3.6
Jive Software	3.6
Microsoft	3.2
Novell	3.4
Oracle	3.2
Salesforce.com	3.5
SAP	3.5
Socialtext	3.6
Yammer	3.1

**Vendor's product roadmap and migration path**

Cisco	3.6
Drupal	3.2
IBM	3.7
Jive Software	3.7
Microsoft	3.4
Novell	3.4
Oracle	3.3
Salesforce.com	3.5
SAP	3.6
Socialtext	3.7
Yammer	3.1

Note: Mean average ratings

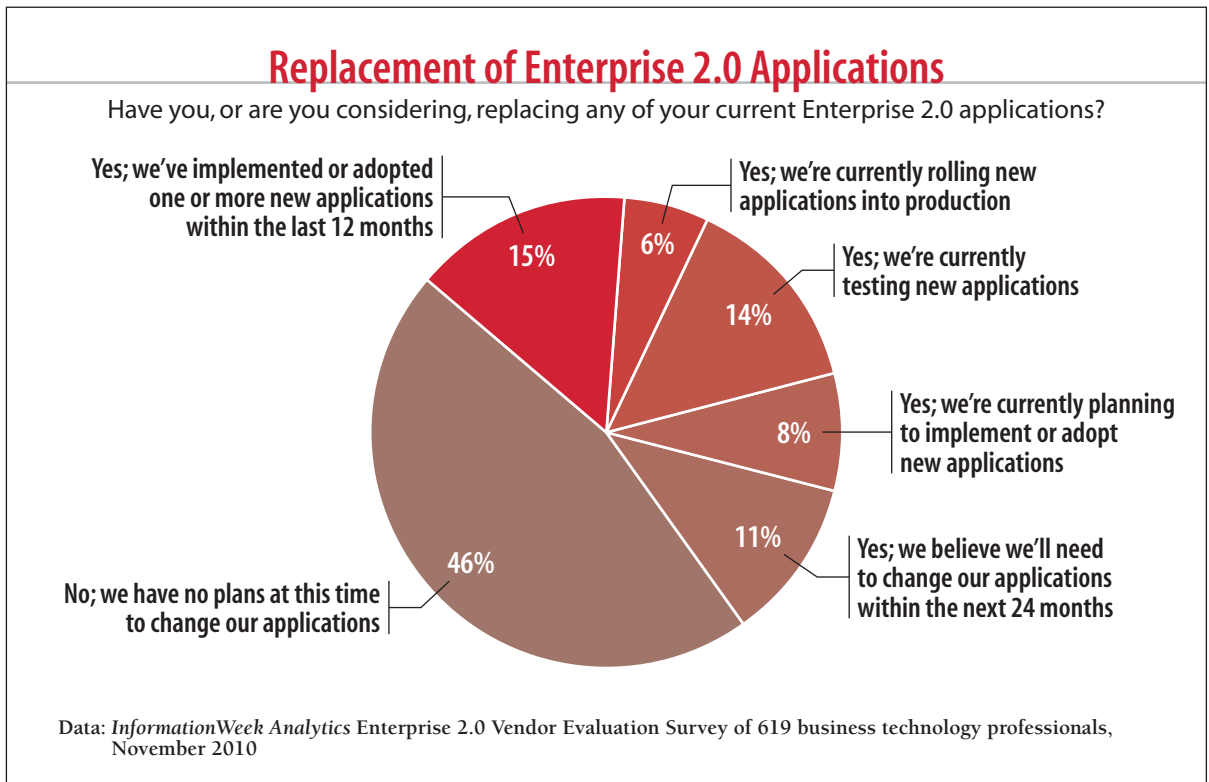
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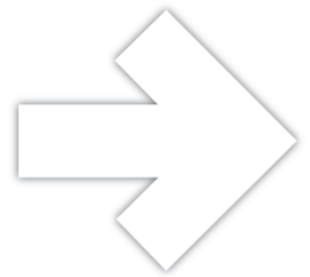


V E N D O R E V A L U A T I O N

Appendix

Figure 12





VENDOR EVALUATION

Figure 13

Vendor Feature Evaluations, Arranged by Vendor

1 Poor 5 Excellent

Cisco (Quad)

Enterprise software integration	3.8
Data security/authentication	3.8
Adherence to industry standards	3.8
Ability to address business needs	3.8
Completeness of feature set	3.8
Ease of deployment	3.7
Offers extensible APIs	3.7
External app integration	3.7
Ease of training users	3.7
User metrics available	3.7
3rd-party app connectors	3.7
Intuitive user interface	3.6
Ability to support customers	3.6
Support external partners	3.6
Cost per seat	3.6

IBM (LotusLive, Lotus Connections)

Enterprise software integration	4.1
Data security/authentication	4.1
Completeness of feature set	4.1
Ability to address business needs	3.9
Adherence to industry standards	3.9
Ability to support customers	3.9
Offers extensible APIs	3.8
External app integration	3.8
Support external partners	3.8
Intuitive user interface	3.8
User metrics available	3.8
Ease of deployment	3.8
Ease of training users	3.7
Cost per seat	3.7
3rd-party app connectors	3.7

Microsoft (SharePoint, Office 2010)

Enterprise software integration	4.0
Data security/authentication	3.9
Ability to address business needs	3.8
Completeness of feature set	3.8
Ability to support customers	3.6
Offers extensible APIs	3.6
External app integration	3.6
Support external partners	3.6
Adherence to industry standards	3.5
Intuitive user interface	3.5
3rd-party app connectors	3.5
Ease of deployment	3.5
Ease of training users	3.5
User metrics available	3.4
Cost per seat	3.3

Drupal

Cost per seat	4.3
Offers extensible APIs	3.9
Ability to address business needs	3.8
Completeness of feature set	3.8
Adherence to industry standards	3.7
Data security/authentication	3.6
Ease of training users	3.6
Ability to support customers	3.6
Intuitive user interface	3.6
External app integration	3.6
User metrics available	3.6
Ease of deployment	3.6
Support external partners	3.5
Enterprise software integration	3.5
3rd-party app connectors	3.3

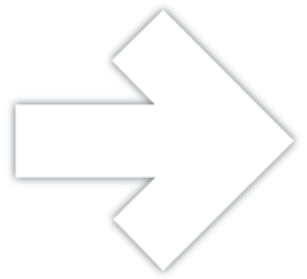
Jive Software (Clearspace)

Intuitive user interface	4.1
Ease of training users	4.1
Ability to address business needs	4.0
Completeness of feature set	3.9
Adherence to industry standards	3.9
Data security/authentication	3.9
Ease of deployment	3.9
Ability to support customers	3.9
Support external partners	3.8
Enterprise software integration	3.8
Offers extensible APIs	3.6
User metrics available	3.6
Cost per seat	3.6
External app integration	3.6
3rd-party app connectors	3.4

Novell

Enterprise software integration	4.0
Data security/authentication	3.9
Ability to address business needs	3.8
Completeness of feature set	3.8
User metrics available	3.8
External app integration	3.8
Intuitive user interface	3.8
Ease of training users	3.7
Ease of deployment	3.7
Adherence to industry standards	3.7
Offers extensible APIs	3.7
3rd-party app connectors	3.7
Support external partners	3.6
Ability to support customers	3.5
Cost per seat	3.5

Chart continues next page



V E N D O R E V A L U A T I O N

Appendix

**Vendor Feature Evaluations, Arranged by Vendor** (continued)

1 Poor 5 Excellent

**Oracle (WebCenter)**

Data security/authentication	3.8
Completeness of feature set	3.7
Enterprise software integration	3.7
Ability to address business needs	3.7
Offers extensible APIs	3.7
Adherence to industry standards	3.6
Support external partners	3.6
Ability to support customers	3.6
External app integration	3.6
3rd-party app connectors	3.5
User metrics available	3.5
Intuitive user interface	3.4
Ease of deployment	3.3
Ease of training users	3.3
Cost per seat	3.1

**SAP (StreamWork)**

Ability to support customers	4.0
Ease of deployment	3.9
Data security/authentication	3.9
Support external partners	3.9
Ability to address business needs	3.8
Adherence to industry standards	3.8
Completeness of feature set	3.7
User metrics available	3.7
Ease of training users	3.7
Offers extensible APIs	3.7
Intuitive user interface	3.7
3rd-party app connectors	3.7
Cost per seat	3.6
Enterprise software integration	3.5
External app integration	3.5

**Yammer**

Ease of deployment	4.0
Intuitive user interface	4.0
Ease of training users	4.0
Cost per seat	3.7
Adherence to industry standards	3.3
Ability to address business needs	3.2
Data security/authentication	3.2
Completeness of feature set	3.2
Support external partners	3.2
Offers extensible APIs	3.1
User metrics available	3.1
Enterprise software integration	3.0
Ability to support customers	2.9
External app integration	2.8
3rd-party app connectors	2.7

**Salesforce.com (Chatter)**

Ease of deployment	4.0
Ability to support customers	4.0
Support external partners	4.0
Ability to address business needs	4.0
Ease of training users	3.9
Intuitive user interface	3.9
Data security/authentication	3.9
Completeness of feature set	3.9
User metrics available	3.8
Adherence to industry standards	3.8
Offers extensible APIs	3.7
External app integration	3.7
3rd-party app connectors	3.6
Enterprise software integration	3.6
Cost per seat	3.5

**Socialtext**

Ability to address business needs	4.0
Ease of deployment	4.0
Data security/authentication	4.0
Ability to support customers	3.9
Offers extensible APIs	3.9
Completeness of feature set	3.9
Intuitive user interface	3.9
Adherence to industry standards	3.9
Support external partners	3.9
Ease of training users	3.7
Cost per seat	3.7
Enterprise software integration	3.7
External app integration	3.6
3rd-party app connectors	3.6
User metrics available	3.4

Note: Mean average ratings

Data: InformationWeek Analytics Enterprise 2.0 Vendor Evaluation Survey of 619 business technology professionals, November 2010



VENDOR EVALUATION

Appendix

Figure 14





VENDOR EVALUATION

Appendix

**Vendor Feature Evaluation, Arranged by Feature Criterion** (continued)

1 Poor 5 Excellent

**Integration with existing internal enterprise software (such as e-mail and directory system)**

Cisco	3.8
Drupal	3.5
IBM	4.1
Jive Software	3.8
Microsoft	4.0
Novell	4.0
Oracle	3.7
Salesforce.com	3.6
SAP	3.5
Socialtext	3.7
Yammer	3.0

**Integration with external applications (portals, etc.)**

Cisco	3.7
Drupal	3.6
IBM	3.8
Jive Software	3.6
Microsoft	3.6
Novell	3.8
Oracle	3.6
Salesforce.com	3.7
SAP	3.5
Socialtext	3.6
Yammer	2.8

**Intuitive user interface**

Cisco	3.6
Drupal	3.6
IBM	3.8
Jive Software	4.1
Microsoft	3.5
Novell	3.8
Oracle	3.4
Salesforce.com	3.9
SAP	3.7
Socialtext	3.9
Yammer	4.0

**Offers connectors to other major applications (ERP, BI, etc.)**

Cisco	3.7
Drupal	3.3
IBM	3.7
Jive Software	3.4
Microsoft	3.5
Novell	3.7
Oracle	3.5
Salesforce.com	3.6
SAP	3.7
Socialtext	3.6
Yammer	2.7

**Offers extensible APIs**

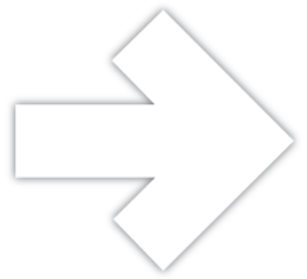
Cisco	3.7
Drupal	3.9
IBM	3.8
Jive Software	3.6
Microsoft	3.6
Novell	3.7
Oracle	3.7
Salesforce.com	3.7
SAP	3.7
Socialtext	3.9
Yammer	3.1

**Security of data/quality of authentication**

Cisco	3.8
Drupal	3.6
IBM	4.1
Jive Software	3.9
Microsoft	3.9
Novell	3.9
Oracle	3.8
Salesforce.com	3.9
SAP	3.9
Socialtext	4.0
Yammer	3.2

Note: Mean average ratings

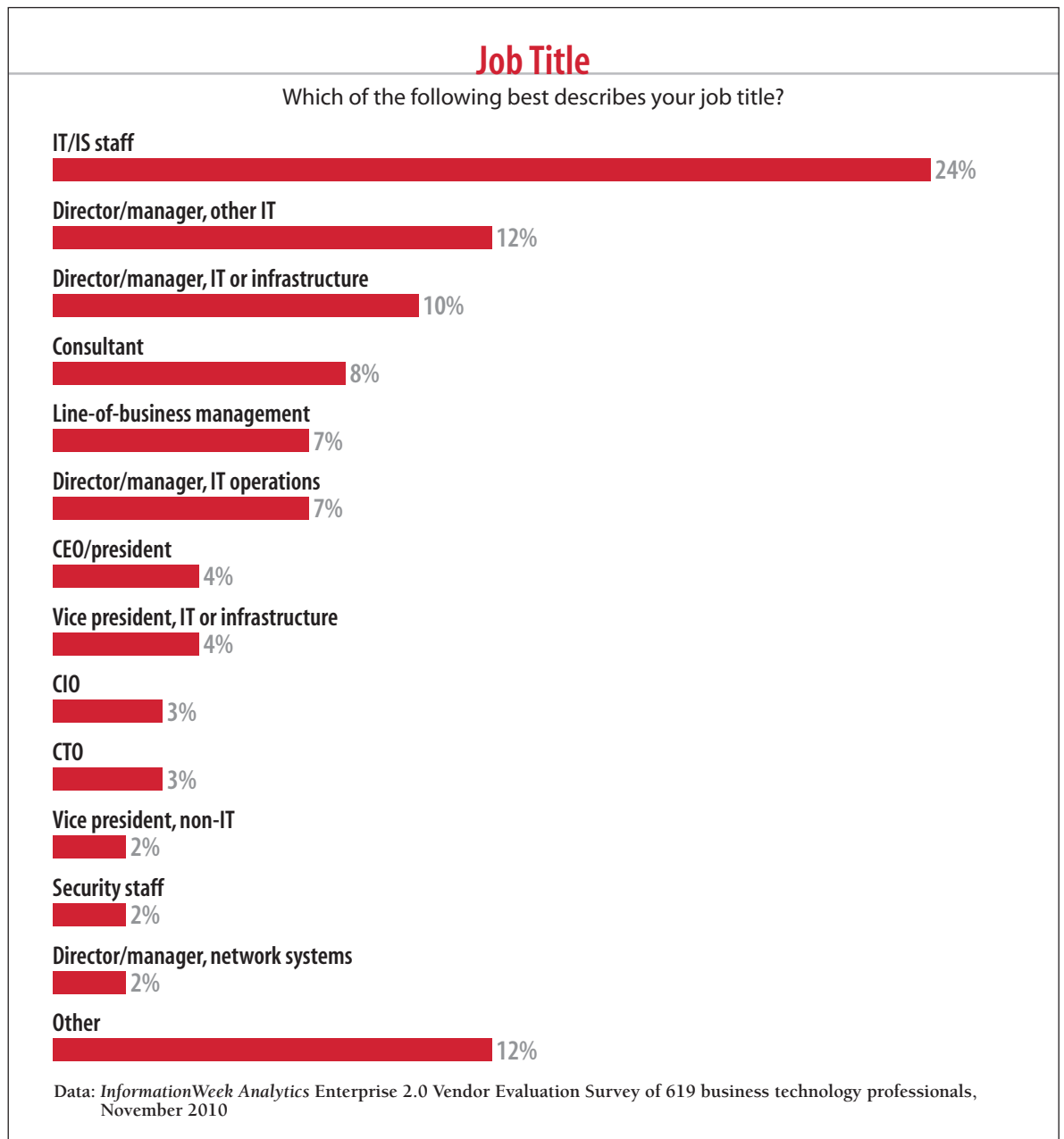
Data: *InformationWeek Analytics* Enterprise 2.0 Vendor Evaluation Survey of 619 business technology professionals, November 2010

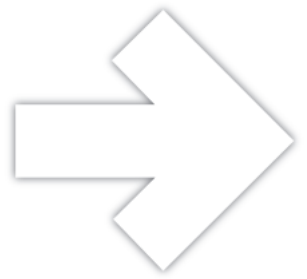


V E N D O R E V A L U A T I O N

Appendix

Figure 15

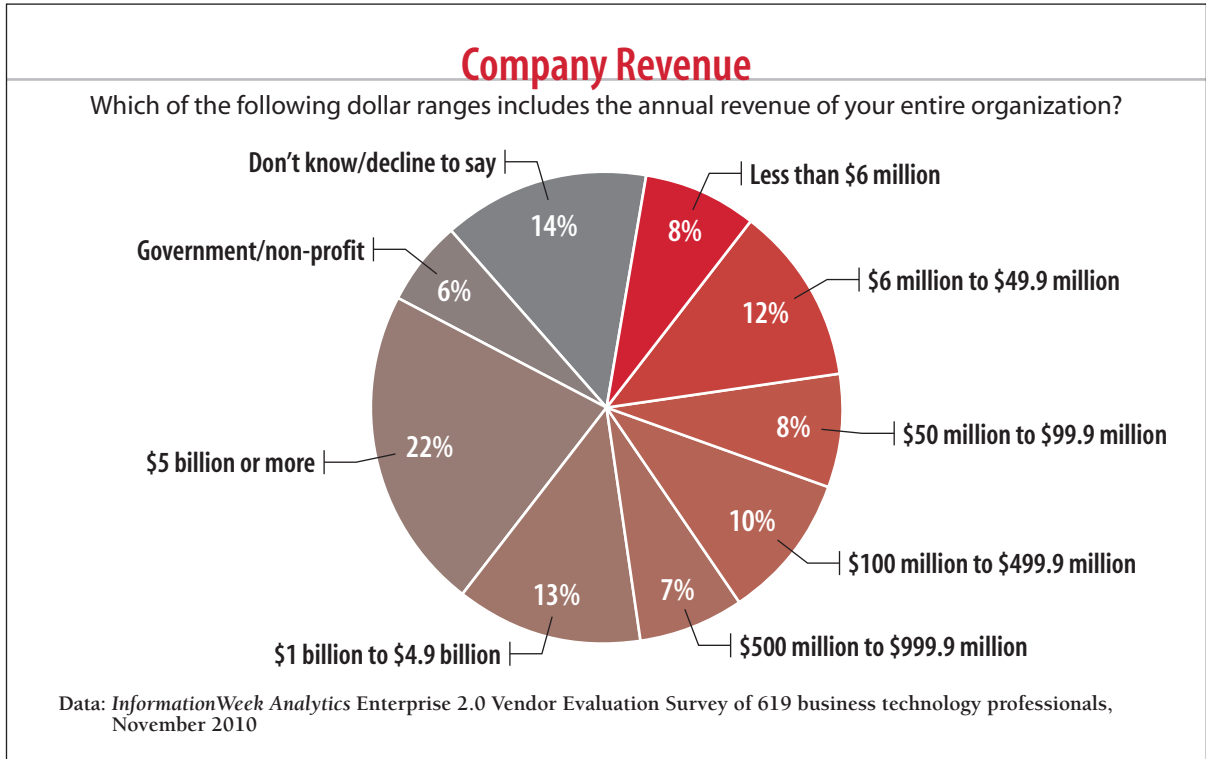


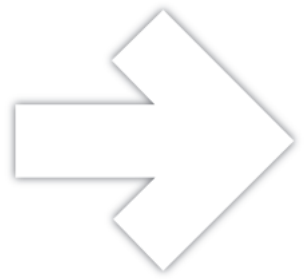


V E N D O R E V A L U A T I O N

Appendix

Figure 16

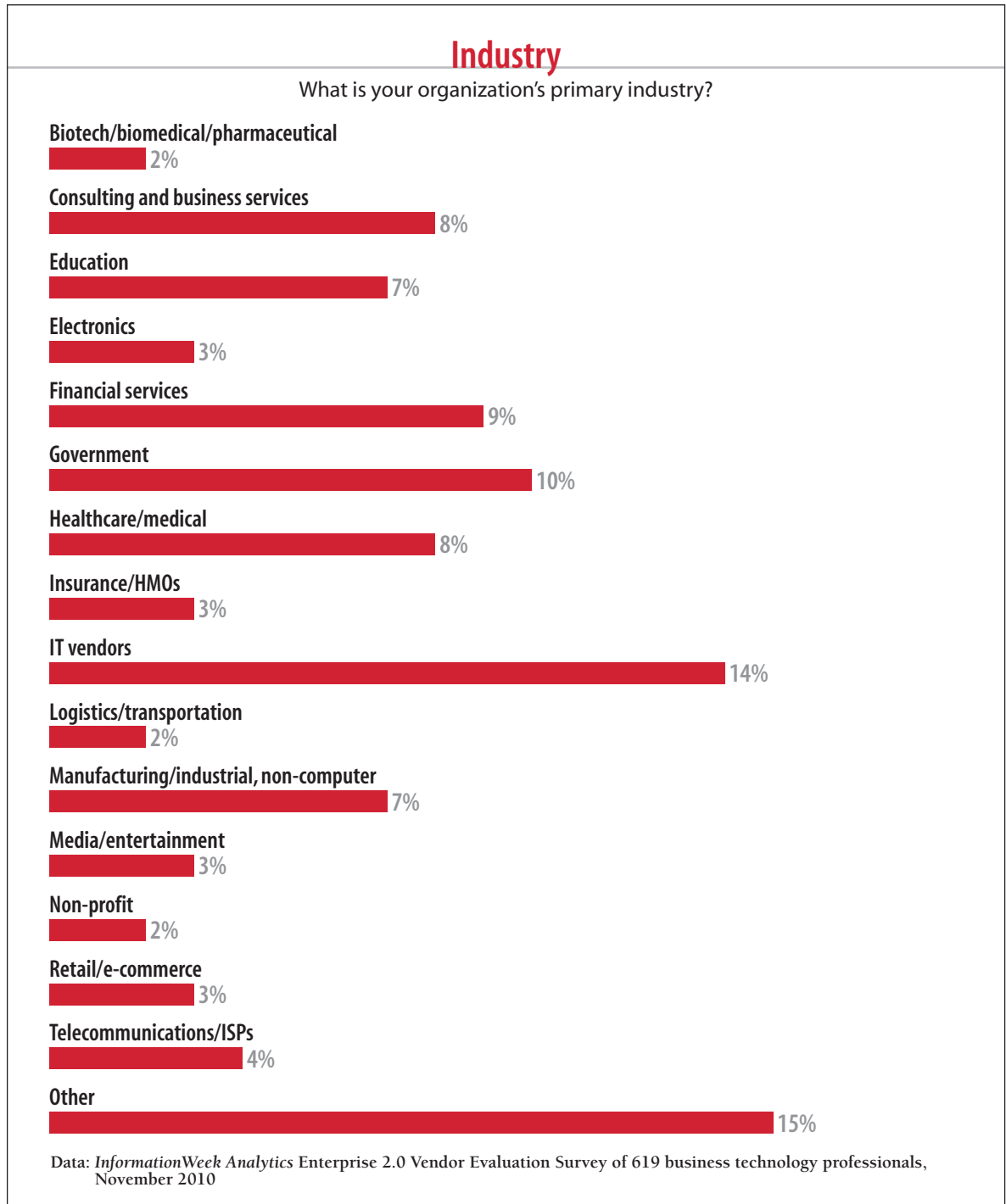


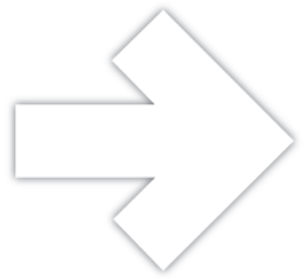


V E N D O R E V A L U A T I O N

Appendix

Figure 17

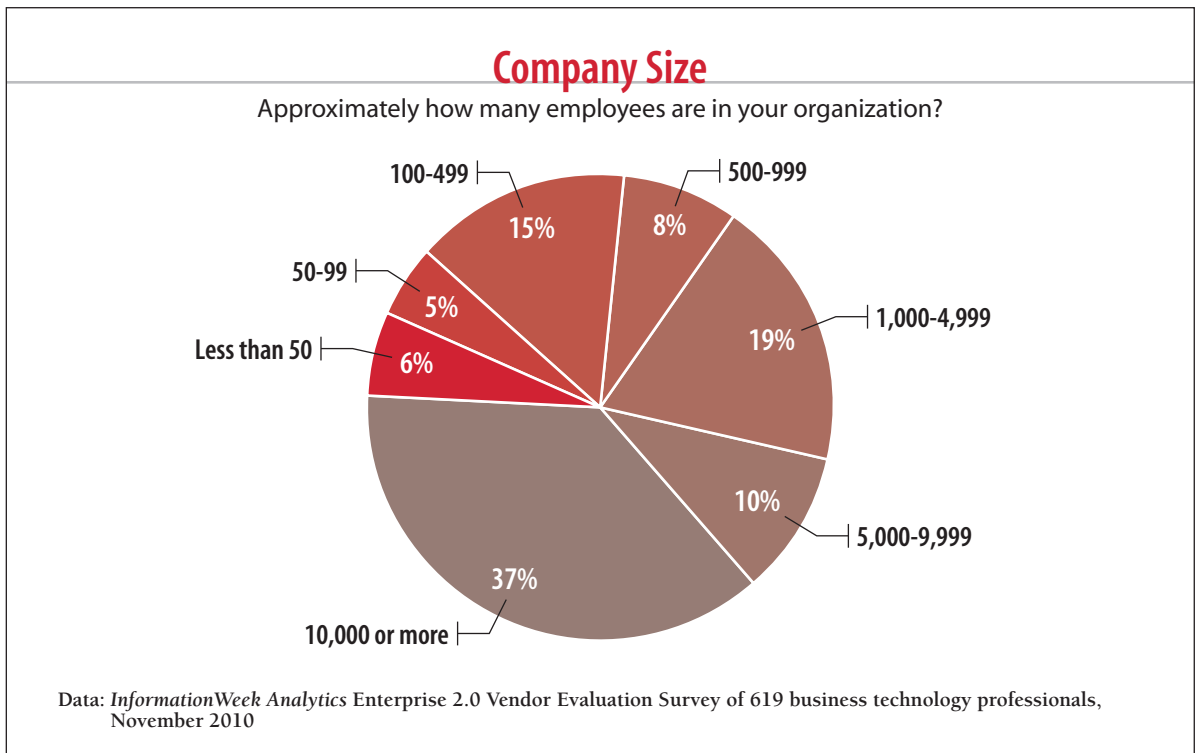


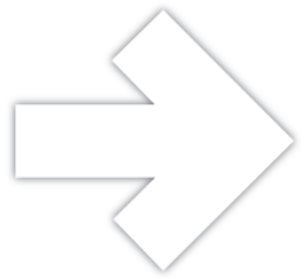


V E N D O R E V A L U A T I O N

Appendix

Figure 18





V E N D O R E V A L U A T I O N

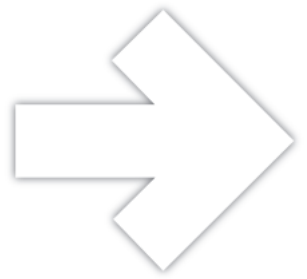
**Alexander Wolfe**  
*InformationWeek  
Analytics*



**Alexander Wolfe** is editor-in-chief of *InformationWeek.com*. His coverage of Intel, Microsoft and cutting-edge technologies has been recognized for its deep insight and forward-thinking analysis. On the business collaboration front, Wolfe is a member of the Advisory Board for the Enterprise 2.0 Conference and moderated the CIO keynote panel at Enterprise 2.0 Boston 2010.

In his two decades as a technology editor, Wolfe has written for *IEEE Spectrum*, *Byte.com*, *Electronics Magazine* and *TechWeb*. At *EETimes*, Alex broke the acclaimed 1994 story of the Intel Pentium floating-point division bug.

Wolfe holds a bachelor's degree in electrical engineering from Cooper Union in New York City. In his engineering days, he wrote real-time software for antisubmarine warfare systems and worked on radar systems software. He is a regular technology conference panelist and has appeared on CNN, Fox News and MSNBC as a tech industry analyst.



V E N D O R E V A L U A T I O N

Research Synopsis

**Survey Name:** *InformationWeek Analytics* IT Pro Ranking: Enterprise 2.0 Applications

**Survey Date:** November 2010

**Region:** North America

**Number of Respondents:** 619

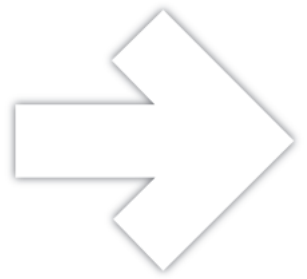
**Purpose:**

To determine preference for vendors supplying Enterprise 2.0 applications to enterprise organizations.

**Methodology:**

*InformationWeek Analytics* surveyed business technology decision-makers at North American companies. The survey was conducted online, and respondents were recruited via an e-mail invitation containing an embedded link to the survey. The e-mail invitation was sent to qualified *InformationWeek* subscribers.

**ABOUT US** | *InformationWeek Analytics*' experienced analysts arm business technology decision-makers with real-world perspective based on a combination of qualitative and quantitative research, business and technology assessment and planning tools, and technology adoption best practices gleaned from experience. If you'd like to contact us, write to managing director **Art Wittmann** at [awittmann@techweb.com](mailto:awittmann@techweb.com), executive editor **Lorna Garey** at [lgarey@techweb.com](mailto:lgarey@techweb.com) and research managing editor **Heather Vallis** at [hvallis@techweb.com](mailto:hvallis@techweb.com). Find all of our reports at [www.analytics.informationweek.com](http://www.analytics.informationweek.com).

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