



# OpenText Social Workplace: Executive Brief



OpenText Social Workplace (OTSW) helps people collaborate in a fast, easy, and effective way. OTSW enables people to quickly define business goals, organize around those goals, and work collaboratively to achieve them – to form, think, and act as a team.

Regardless of their location – whether in the same office or on different continents – people in your organization will use OTSW to form highly focused teams on the fly; pull together ideas, information, past work, and other resources; tap the expertise of the team and organization; and deliver exceptional work.

Not just another social media application, OTSW supports the needs of the business and IT with a great user experience on the one hand, and information governance, the right level of security, and support for mobile workers on the other.

## OTSW Scenarios

### Mergers and Acquisitions (M&A)

- Help people navigate the new organization and identify their new colleagues; support a common culture

### Research and Development (R&D)

- Form multidisciplinary teams and work through problems while leveraging expertise throughout the organization
- Help teams get aligned

### Government and NGOs

- Enable inter- and intra-agency collaboration on initiatives
- Support military and intelligence collaboration, identify expertise, solve highly complex problems

### Multilateral meetings and committees

- Prepare agendas, documents, and other materials in preparation for events
- Execute and manage events
- Increase engagement between events and maximize the ability to build upon prior work

### Sales and consulting organizations

- Gather project and client information in one spot so that the team is organized and coordinated
- Learn from past engagements

### Multilateral Law Firms

- Facilitate attorney-client communications, practice-area collaboration, and knowledge management and retention

## Supporting a purpose-driven approach

Today's organizations need nimble, "purpose-driven" teams—cross-organizational groups of people that assemble for a specific purpose. Purpose-driven teams (and purpose-driven organizations) may include customers and partners in addition to people from different departments or business units, and they are not limited by geography, function, hierarchies, or management structures. These "virtual" teams need new ways of collaborating and getting work done. Enter OTSW.

OTSW is purpose-built to do one thing: help people and organizations define and achieve goals through collaborative teamwork. OTSW enables purpose-driven teams to assemble, stay connected, define and manage fluid processes, and accomplish projects that require expertise beyond the individual or local office.

## Focus on real business

In designing OTSW, we began by focusing on real people and what they need (and expect) from social collaboration environments. The impact of that focus is clear from the very first time you try it. The experience feels natural. It's both intuitive and effective—so much so that user training is typically not required. We have rejected complexity while harnessing the power of a mature, high-performance backend, to provide a simple yet provocatively powerful tool.

Make no mistake: this is not simply a social networking tool for the enterprise. And it's not another social media application that introduces new security vulnerabilities or weakens information governance. Instead, OTSW is nothing if not practical. We've taken the best lessons from social media applications in the consumer world and the web and built them into OTSW.



## The power of social collaboration

While collaboration can be as simple as two people talking about how to accomplish a goal, the true power of collaboration within large organizations is discovered when people in numerous locations and time zones can come together to define an objective, get organized, aggregate and iterate, resolve issues, and use each person's unique talent and expertise to fulfill the team's purpose. To support this model of collaboration, OTSW includes discussion and activity feeds, wikis, "bookmarklets," and content management, presented in a straightforward and visually appealing application that makes forming and acting as a team simple and effective.

With OTSW, people aren't left wondering where the latest version of a document is, or if they have all the latest discussion prints and decisions documented. A newcomer to the team has the chance to catch up quickly without the guesswork typically associated with interpreting the project status. The team also has a reliable, real-time, and shared view of project work, which is extremely important not only for team productivity but also for information governance mandates.

One great advantage of working in a shared workspace, like OTSW, is that all the work and communication are automatically captured and saved. Now you have a record of the resources, decisions, ideas, contributors, and processes. This is important not only for information governance and records management, but also as a template for future projects. A new project can start not only with relevant documents, templates, and checklists, but also all the materials, ideas, decisions, feedback, results, and lessons learned from a previous, similar project, so a new team isn't starting from scratch and reinventing the wheel. You're also using your organization's collective expertise and learning from your experience.

## On premise or in the cloud—ready to go

Although the benefits of collaboration may be well understood by your organization, requiring a large software investment to enable collaboration is a non-starter. As a cloud-based offering, OTSW is ready when and where you need it. OTSW requires little or no maintenance, training, or support, and minimal upfront investment. Business users can open a new project, invite other members to the team, and start working immediately, without IT support or involvement. Deploying this cloud-based solution to your entire organization is nearly as simple as giving employees a username and password.

## Enabling access and mobility

Today's workforce is anything but desk-bound. Whether they have a physical office or not, people must be able to work remotely on their laptops, tablets, and smartphones. OTSW can be accessed from any web browser on any device. Prebuilt BlackBerry®, iPhone®, and iPad® apps mean that for mobile users, information, and expertise is just a click away. People on the go log in from any location, check tasks, review project details, update status, conduct research, initiate impromptu meetings, and keep projects moving without skipping a beat.

## Ensuring governance and security

Often times, project teams piece together collaboration applications with whatever happens to be available. Generally, these applications are designed to be small, independent programs, unconnected to your corporate repository. Most teams actually try to get by using tools like Microsoft® Outlook® and Excel® spreadsheets. The result is corporate assets scattered in numerous locations.



delegates and diplomats. The G20 collaborative workplace enabled the delegations to arrive at the conference better prepared and enabled to work more effectively and capture more value from the meetings. Because it was so well received, meeting organizers extended OTSW to include the observer nations, accredited media, NGOs, The World Bank, academics, and the interested public, which provided an opportunity for these groups to engage appropriately and meaningfully.

Security was of the utmost importance and one of considerations for selecting OpenText. G20 organizers were delighted with the minimal training requirements, the fast time to deployment, and the ability to support mobile access. Because of its success, this OTSW solution will now be used to support collaboration at future G20 Summit meetings in France and Korea.

Get more info and a 3-minute video demo: [www.opentext.com/otsw](http://www.opentext.com/otsw)  
Or email us at [OTSW@opentext.com](mailto:OTSW@opentext.com).

OTSW provides a secure, hosted, or on-premises work environment that can start small and scale to meet the needs of the entire organization—helping to bridge silos, rather than create new ones. OTSW also integrates with OpenText ECM Suite, meaning content created during a project can be automatically archived in compliance with your organization's regulations and policies. Where appropriate, you can apply records management and access control to ensure content is governed, managed, and secure.

### Real-world success: G20 summit

In perhaps one of the most interesting applications of OTSW, the G20 Toronto Summit Meeting in 2010 deployed OTSW to

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