OPENTEXT | Tempo Social™

Creating an Even Better Way to Work

www.opentext.com

Sales Scenarios

- Build more effective sales channels.
- Cultivate customer relations in a community environment.
- Stay connected with mobile access anytime and anywhere.
- Connect with experts and partners to collaborate in real time.
- Monitor, react, and respond to the social customer to gain a competitive edge.

Knowledge Worker Scenarios

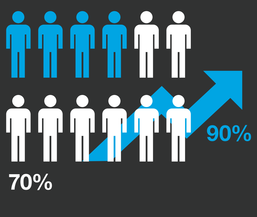
- Enable conversations around content to help encourage collaboration and build transparency.
- Create a connected company by enabling more meaningful connections between people, process and their content.
- Innovate faster, improve efficiencies, and become a smarter and more agile business.
- Open new channels safely for knowledge sharing externally to help showcase the company in a more humanized way.

Corporate Communications Scenarios

- Uncover tacit knowledge and easily locate the experts within the organization
- Dramatically improve collaboration by tapping into the collective intelligence.
- Flatten the barriers of information sharing and increase transparency across the organization.

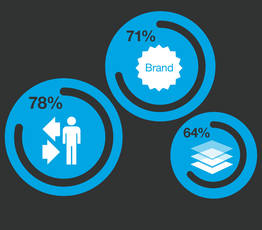
When companies use social media internally, messages become content; a searchable record of knowledge can reduce, by as much as 35 percent, the time employees spend searching for company information.

MGI's report, The social economy: Unlocking value and productivity through social technologies.



By 2011, 70% of companies reported using some form of social technology in their businesses, of these 90% said they have seen business benefits from social technologies.

The Mckinsey Quarterly 2011.



78%, said CEO participation in social media leads to better communication, while 71% said it leads to improved brand image and 64% said it provides more transparency.

eMarketer.