

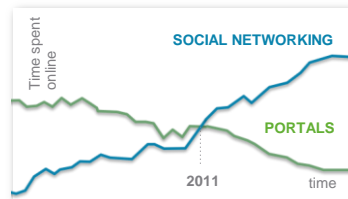
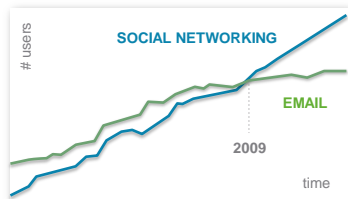
Yammer

Overview

Ganesh Kumaraswamy
Principal, Customer Success
Yammer

The Communications Revolution of Our Time

Fueled by mobile, social networking is bigger than email & portals.



- › **800** million Facebook users with over **100** billion connections
- › **300** million Twitter users with **1** billion tweets every 4 days
- › **488** million mobile devices v **417** million PCs shipped in 2011

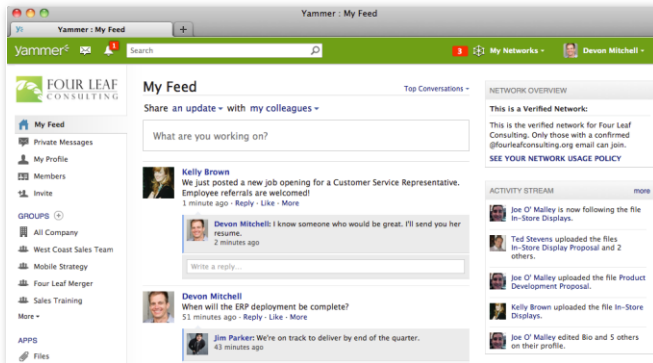
Sources: Comscore, Forrester Research

Yammer

The Enterprise Social Network

A private, secure social network for the employees of a company to collaborate and share





- › Across all departments, levels, geographies, and business applications
 - › Enabling enterprises to make transformative changes quickly



Yammer

Why Yammer?

- › **First mover** and **leader** in ESN
- › Used by **over 85%** of the **Fortune 500**
- › **200,000+** corporate networks
- › In **150+ countries** and **23 languages**
- › Raised over **\$140M** in **venture capital**
- › All-star team of investors including **Facebook**

 <p>Leader The Forrester Mobile Wave</p>	 <p>Top 50 Venture Backed Companies</p>
 <p>Winner The Forrester Groundswell Award</p>	 <p>Innovation Application Software Company to Watch</p>

"Yammer sets a new benchmark...in ESNs that others will need to match."

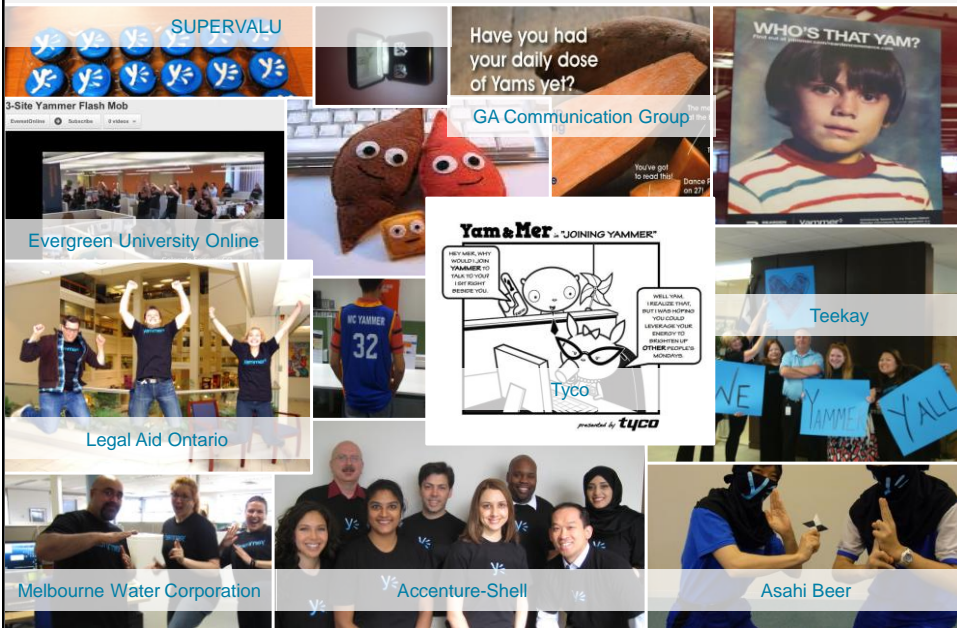
—Aragon Research

Yammer

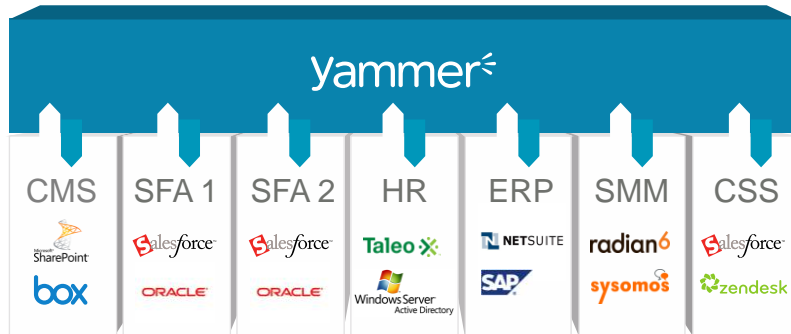
Global Leading Organizations Choose Yammer



Inspires Voluntary Adoption



Socially Connects All Your Enterprise Systems



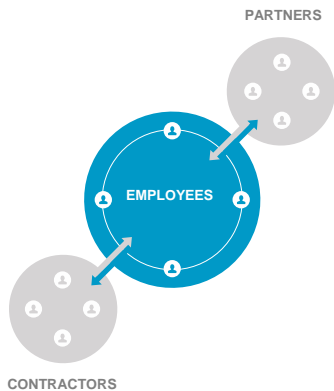
"People and data have never been so nicely woven together."

Gareth Burkhill-Howarth—Global Head of Projects, Kinetic



Yammer

Connects your Employees, Contractors, Partners



- › **Communicate and Collaborate** across silos
- › **Engage** your employees, contractors, partners
- › **Align** everyone to your mission, values, strategy
- › **Socialize** your business operations



"Social networking ups the ante in terms of getting work done. It improves how employees connect with the work they are doing and how incredibly impactful that work can be."

Chris Laping—CIO, Red Robin



Yammer

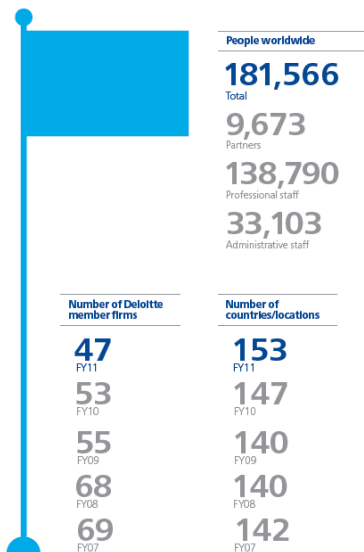
Deloitte.



Implementing Yammer A Social Business Case Study

Deloitte Consulting
March 2012

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Deloitte's implementation strategy consisted of seven work streams and two phases

	Launch	Steady State
Communications	<ul style="list-style-type: none"> Reach multiple geographies, functions, and levels with unified and meaningful messaging Publicize business value of social software tools 	<ul style="list-style-type: none"> Update website with weekly usage metrics Message success stories
Training	<ul style="list-style-type: none"> Create training materials (e.g., user guides) Provide in-person and virtual trainings 	<ul style="list-style-type: none"> Update documentation upon release of new functionalities
Technology	<ul style="list-style-type: none"> Work with Yammer representatives to establish active directory, single sign-on, and network structure 	<ul style="list-style-type: none"> Leverage API to create apps, data analytics, etc.
Risk/Governance	<ul style="list-style-type: none"> Write End User License Agreement Obtain sign-off from stakeholders on all policy decisions Establish governance processes 	<ul style="list-style-type: none"> Produce opinions/guidance on usage of new functionality Adjust moderation techniques as necessary
Policy	<ul style="list-style-type: none"> Review individual elements of Yammer functionality Decide if and how functionality should be included in network 	<ul style="list-style-type: none"> Provide Risk/Governance with information
End User Advocates	<ul style="list-style-type: none"> Defend interests of end users against organizational tendency to reduce functionality 	<ul style="list-style-type: none"> Act as vocal community to preserve and advance use of software
Program Management	<ul style="list-style-type: none"> Define implementation plan Provide centralized management and oversight of implementation milestones Communicate progress to leadership 	<ul style="list-style-type: none"> Define work streams' steady state responsibilities Communicate progress to leadership

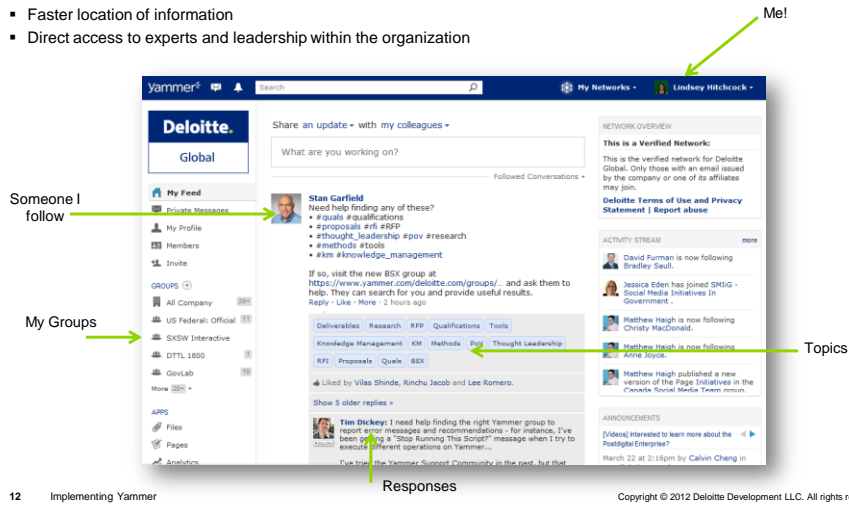
The organization was required to navigate numerous challenges throughout implementation process

	Launch	Steady State	
Communications	<ul style="list-style-type: none"> Reach multiple geographies, functions, and levels with unified and meaningful messaging Publicize business value of social software tools 	<ul style="list-style-type: none"> Update website with weekly usage metrics Message success stories 	Tailored training to all ranks and levels
Training	<ul style="list-style-type: none"> Create training materials (e.g., user guides) Provide in-person and virtual trainings 	<ul style="list-style-type: none"> Update documentation upon release of new functionalities 	
Technology	<ul style="list-style-type: none"> Work with Yammer representatives to establish active directory, single sign-on, and network structure 	<ul style="list-style-type: none"> Leverage API to create apps, data analytics, etc. 	Determined alignment between performance indicators and analytics
Risk/Governance	<ul style="list-style-type: none"> Write End User License Agreement Obtain sign-off from stakeholders on all policy decisions Establish governance processes 	<ul style="list-style-type: none"> Produce opinions/guidance on usage of new functionality Adjust moderation techniques as necessary 	
Policy	<ul style="list-style-type: none"> Review individual elements of Yammer functionality Decide if and how functionality should be included in network 	<ul style="list-style-type: none"> Provide Risk/Governance with information 	Confronted with issues of abandoning legacy Networks and merging existing user base
End User Advocates	<ul style="list-style-type: none"> Defend interests of end users against organizational tendency to reduce functionality 	<ul style="list-style-type: none"> Act as vocal community to preserve and advance use of software 	
Program Management	<ul style="list-style-type: none"> Define implementation plan Provide centralized management and oversight of implementation milestones Communicate progress to leadership 	<ul style="list-style-type: none"> Define work streams' steady state responsibilities Communicate progress to leadership 	Develop EULA in accordance with multiple international legal constructs

Deloitte implemented Yammer throughout the organization in 90 days to transform the way employees engage with each other and the firm

Formally launched on 11/11/11 with a Global "YamJam," the Deloitte Global Yammer network now exceeds 43,000 members, who have exchanged 150,000 messages. The network is constantly providing new insights into how social software transforms organizations. Some of the most remarkable improvements include:

- Increased knowledge sharing across country and function lines
- Improved networking between practitioners
- Faster location of information
- Direct access to experts and leadership within the organization



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Deloitte's implementation of Yammer has yielded results that demonstrate the business value of social software

Engaged Users	<p>The Deloitte Global Network has experienced growth month-over-month double digit growth.</p> <ul style="list-style-type: none"> • ~43,000 members (adding 3-4k/month) • ~1,900 groups • 150,000 messages posted
Enhanced Services	<p>Client teams are leveraging Yammer to increase the speed of solution development</p> <ul style="list-style-type: none"> • Teams are able to communicate and collaborate in a open, transparent, and efficient environments • Crowdsourcing, polling, and micro-tasking are all supported in Yammer
Knowledge Management	<p>The organization has been able to share information across previously siloed departments</p> <ul style="list-style-type: none"> • Yammer provides a knowledge stream instead of storing knowledge stocks • Yammer has increased the speed it takes to locate a industry or functional expert • Information dissemination has become collaborative and unobtrusive
Ownership	<p>Groups have grown organically throughout the firm, exemplifying and advocating for Yammer's usefulness</p> <ul style="list-style-type: none"> • Digital Mentorship Programs across the globe • Local Champion Model • Leadership Yam Jams

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Questions about Social Business?



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