



Die Zukunft von Enterprise Social...

Microsoft's Roadmap für Enterprise Social
09. April 2014

Informationen von der SharePoint Conference 2014



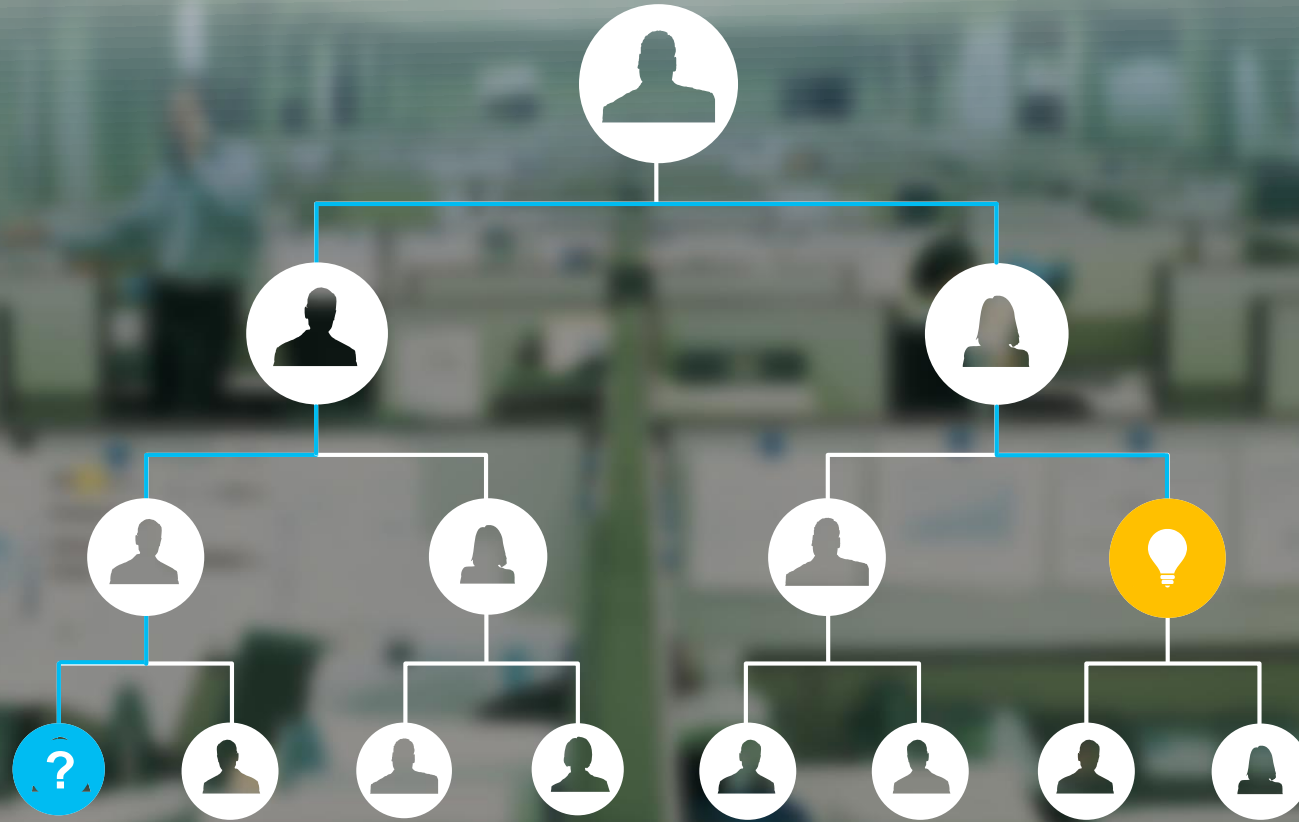
Insgesamt ca. 250 Sessions

- ca. **125** Sessions zu Office 365
- ca. **45** Sessions zu Yammer

The world has become a giant network.



Yet, we continue to work like we always have.



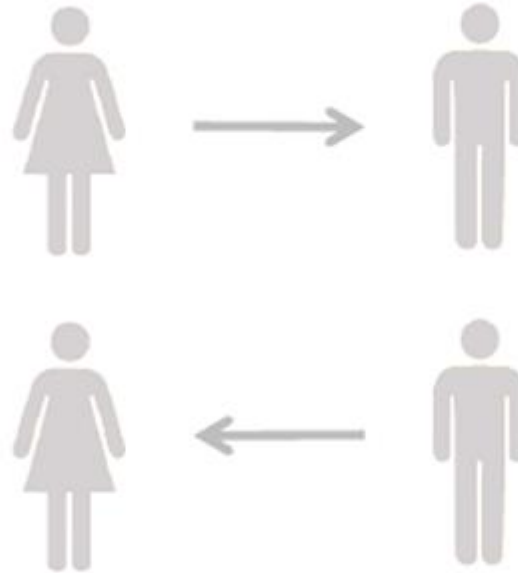
Was ist Social Collaboration?



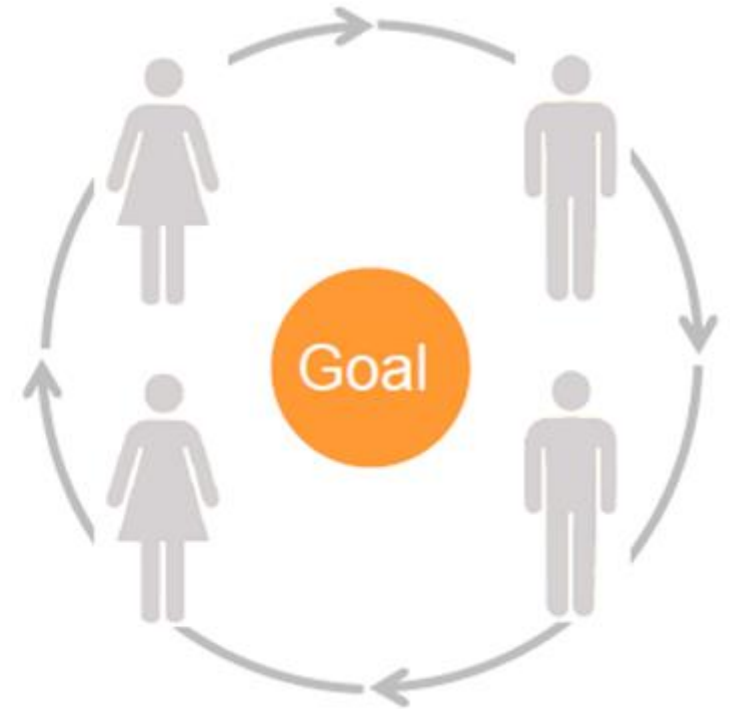
Kommunikation



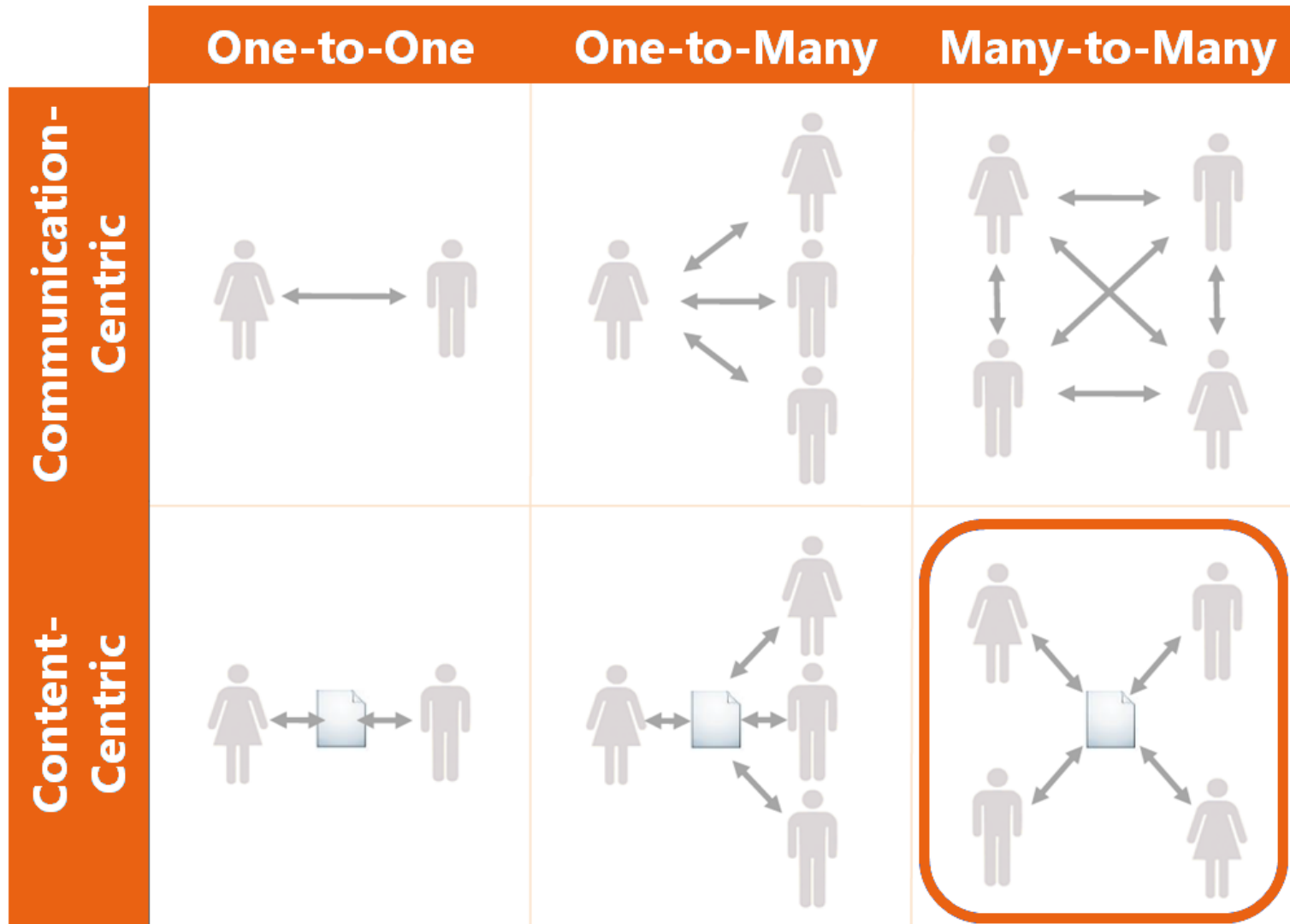
Interaktion



Kollaboration

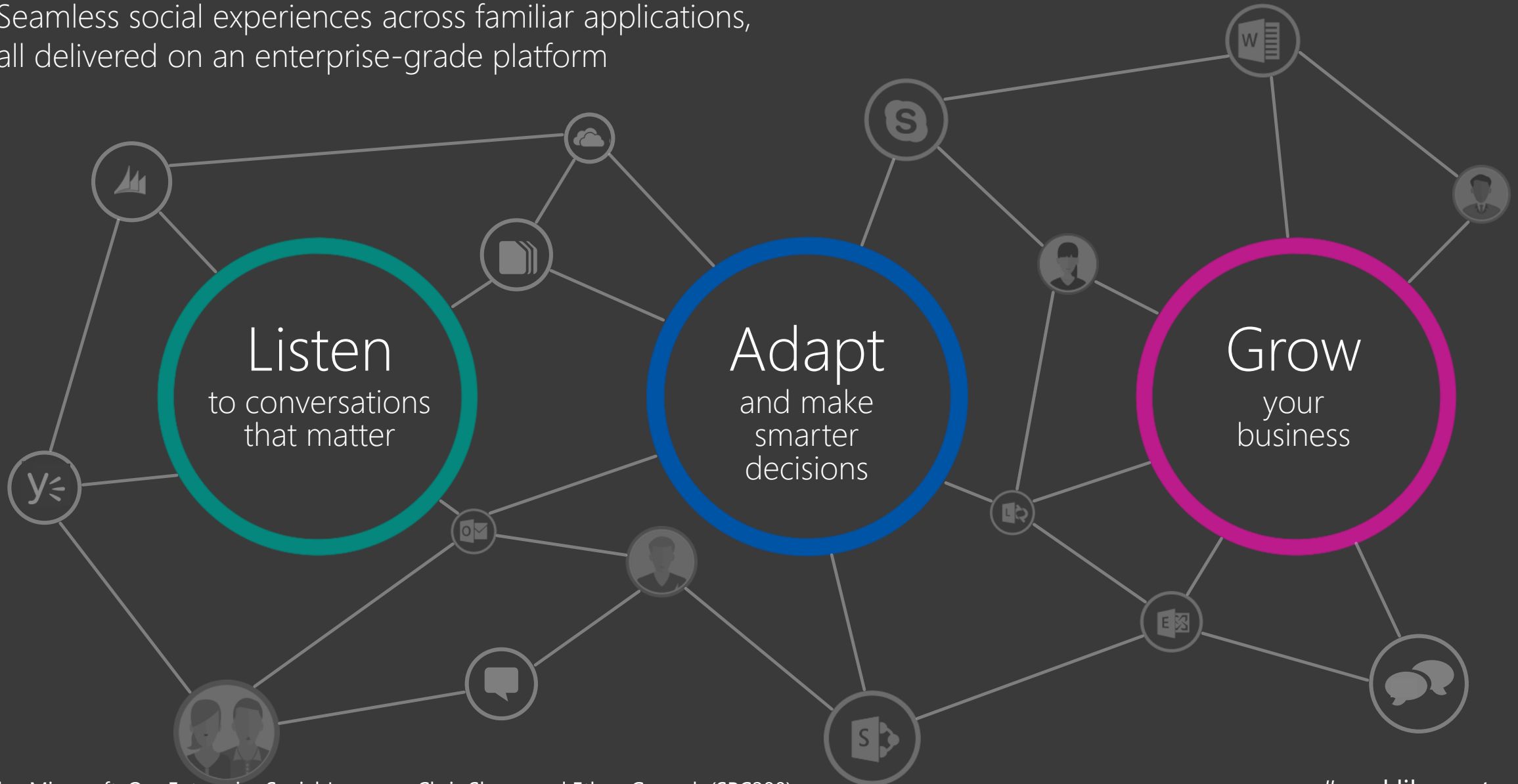


Interaktionsmodelle



Work like a network.

Seamless social experiences across familiar applications,
all delivered on an enterprise-grade platform

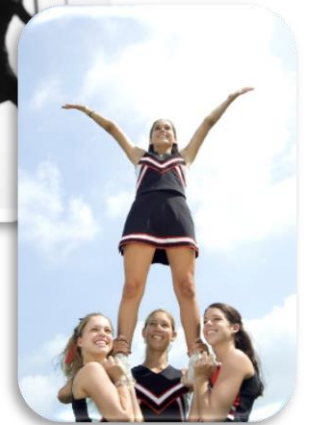


Becoming a Responsive Organization



Hierarchies to
Networks

Control to
Empowerment



Rewards to
Motivation

Customer
to Community



Microsoft's Roadmap für Enterprise Social



SharePoint Social oder Yammer?



Quelle: http://www.portalsolutions.net/News/Events/Pages/Sharepoint-2013_vs_Yammer.aspx

SharePoint Social oder Yammer?



➤ Go Yammer

- Immediate adoption
- Rapid innovation
- Connect everyone

➤ SharePoint on-premises and Yammer

- Service Pack 1 & Yammer app for SharePoint

➤ SharePoint Social futures

- Committed to another SharePoint on-premises release
- Social capabilities will be maintained
- Don't plan on adding new features

The Cloud ist the Game Changer



➤ **Yammer + Office 365 = Social Productivity**

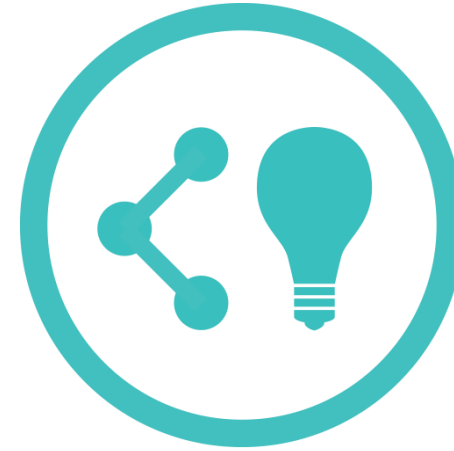
New Social Experiences



Inline Social



Groups



Office Graph

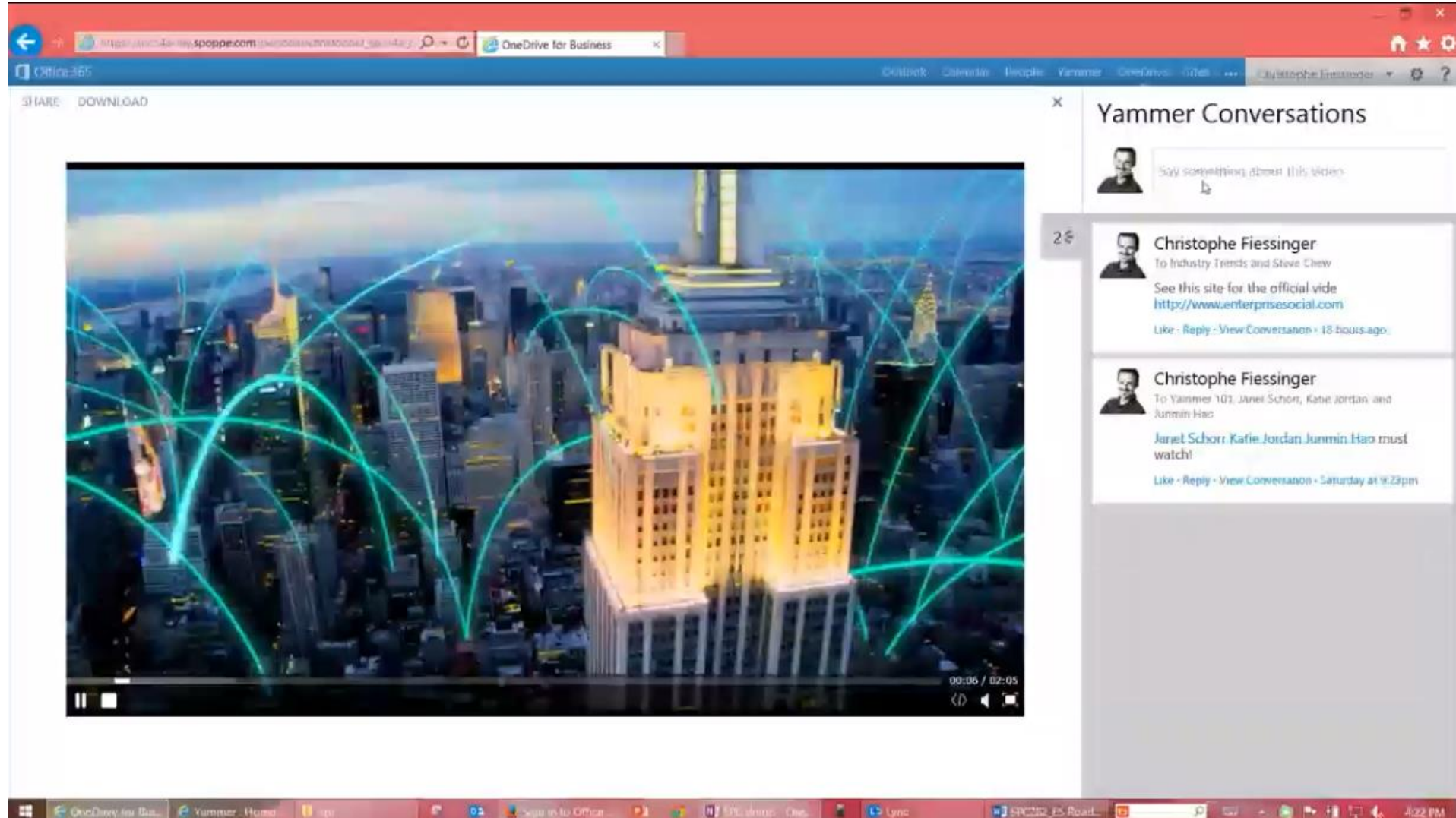


Inline Social

- **Integration der “Inline Social Experiences“ in alle für das Tagesgeschäft wichtigen Anwendungen**
- **Yammer-Integration in:**
 - SharePoint Online / OneDrive
 - Yammer in Word, Excel, PowerPoint, Bilder, Videos
 - Dynamics CRM
 - Outlook Web Access
 - Lync
 - Skype

Extends social collaboration to Office 365, Dynamics, and other apps, services, and line-of-business systems.

Yammer-Integration in Dokumente

A screenshot of a web browser window displaying a video player. The video shows a city skyline at night with glowing green lines connecting various points, representing a network or social graph. The browser's address bar shows a URL from "spoppe.com". The browser's top bar includes "Office 365" and "OneDrive for Business". The right sidebar, titled "Yammer Conversations", shows a list of conversations. The first conversation is from "Christophe Fiessinger" to "Industry Trends and Steve Chew" with a link to "http://www.enterprisesocial.com". The second conversation is also from "Christophe Fiessinger" to "Yammer 101, Janet Schorr, Katie Jordan and Junmin Hao" with the text "Janet Schorr, Katie Jordan, Junmin Hao must watch!". The video player has a progress bar at the bottom showing "00:06 / 02:05". The Windows taskbar at the bottom shows several open applications including "OneDrive for Business", "Yammer - Home", "Sign in to Office", "SPC282 - ES Road...", and "Lync".

Dynamics CRM – Yammer-Integration



Microsoft Dynamics CRM | SALES | Dashboards | Create | Terry Adams Contoso

SAVE AS NEW SET AS DEFAULT REFRESH ALL ADVANCED FIND

Sales Rep Social

Pipeline by Sales Stage

My Open Opportunities

Sales Stage	Value
0	\$4,390,000.00
	\$3,420,000.00
	\$6,810,000.00
	\$1,720,000.00

YAMMER SYSTEM POSTS

Share something with this group

Jay Hamlin praised Terry Adams. ▶ SPC14
"Thanks for rescuing me at the party and the free drink! I owe you one."
Like · Reply · View Conversation · 15 hours ago

Walter Harp ▶ SPC14
Northwind is looking for a new product designer for their entire organization. I met them in Vegas and they're looking for detailed product info. Sounds like a big fish to fry!
cc: Terry Adams
Like · Reply · View Conversation · 15 hours ago from Dynamics CRM

Jeff Phillips: They're a very strategic customer. Don't screw this up Terry Adams.
15 hours ago · Like · Reply

Terry Adams ▶ SPC14

yammer

Terry Adams (log out)

YOU FOLLOW (12)

10 users

1 account

1 opportunity

Dynamics CRM – Yammer-Integration



Microsoft Dynamics CRM

SALES

Leads

Adam Carter

Create

Terry Adams Contoso

+ NEW

DELETE

QUALIFY

DISQUALIFY

ADD TO MARKETING LIST

LEAD

Adam Carter

Lead Source: Web

Rating: Hot

Status: New

Owner: Terry Adams

Qualify (Active)

Develop

Propose

Close

Next Stage

Existing Contact? Adam Carter

Existing Account? Northwind Traders

Purchase Timeframe: click to enter

Estimated Budget: click to enter

Purchase Process: click to enter

Identify Decision Maker: mark complete

Capture Summary: click to enter

Summary

CONTACT

Topic: Interested in Product Designer

Name: Adam Carter

Job Title: VP of Engineering

Business Phone: 1-555-555-0104

Mobile Phone: 1-555-555-0111

Email: adam@northwindtraders.com

Product Details

Lead Product: Product Designer

Est. Value: \$434,987.00

Est. Close Date: 10/17/2013

Open

YAMMER

SYSTEM POSTS

ACTIVITIES

NOTES

Who really knows what our products can do?

Notify specific people...

Post to My Colleagues

Post

Walter Harp

SPC14

Northwind is looking for a new product designer for their entire organization. I met them in Vegas and they're looking for detailed product info. Sounds like a big fish to fry!

cc: Terry Adams

Like · Reply · View Conversation · 15 hours ago from Dynamics CRM

STAKEHOLDERS

Name

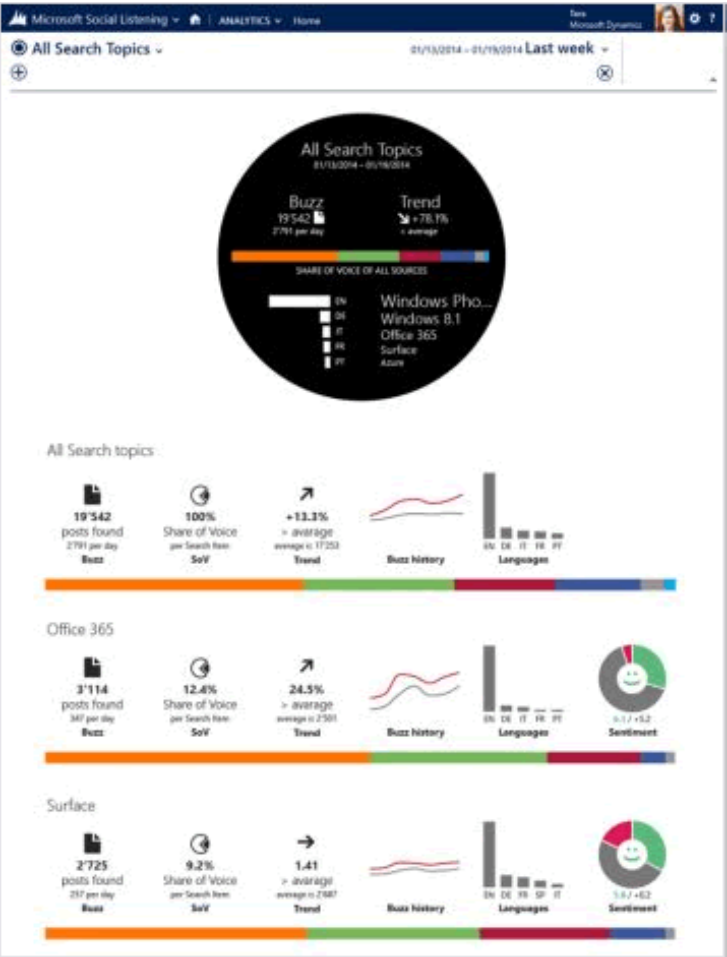
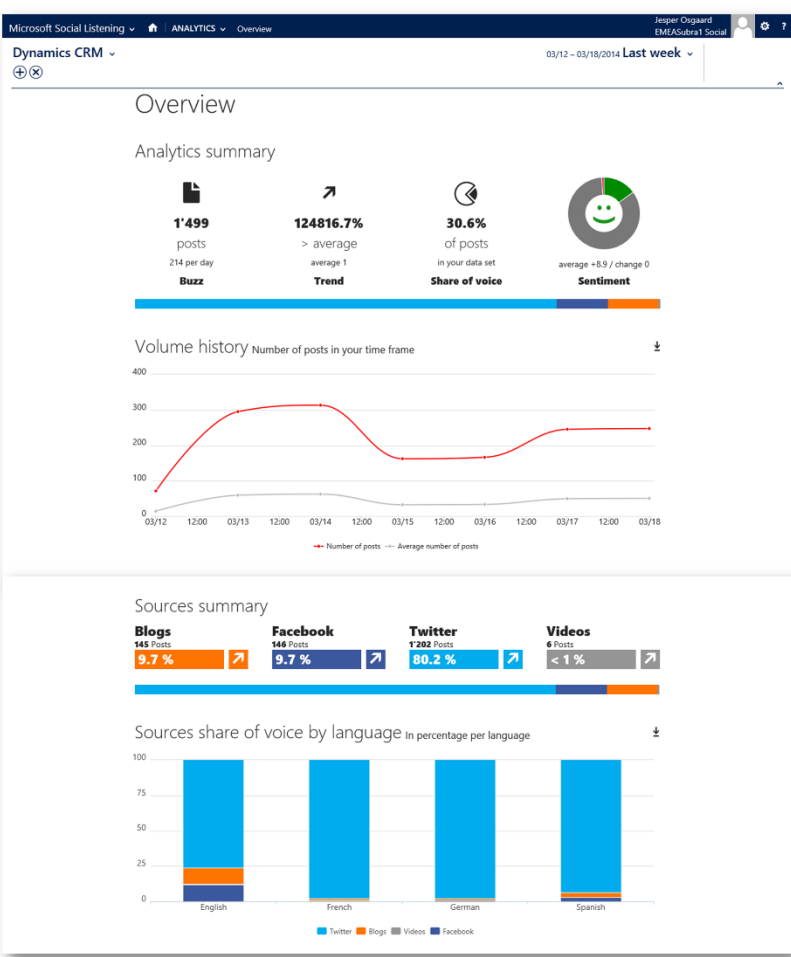
Role

Adam Carter

Stakeholder

COMPETITORS

Dynamics CRM – Social Listening (Monitoring)



Groups

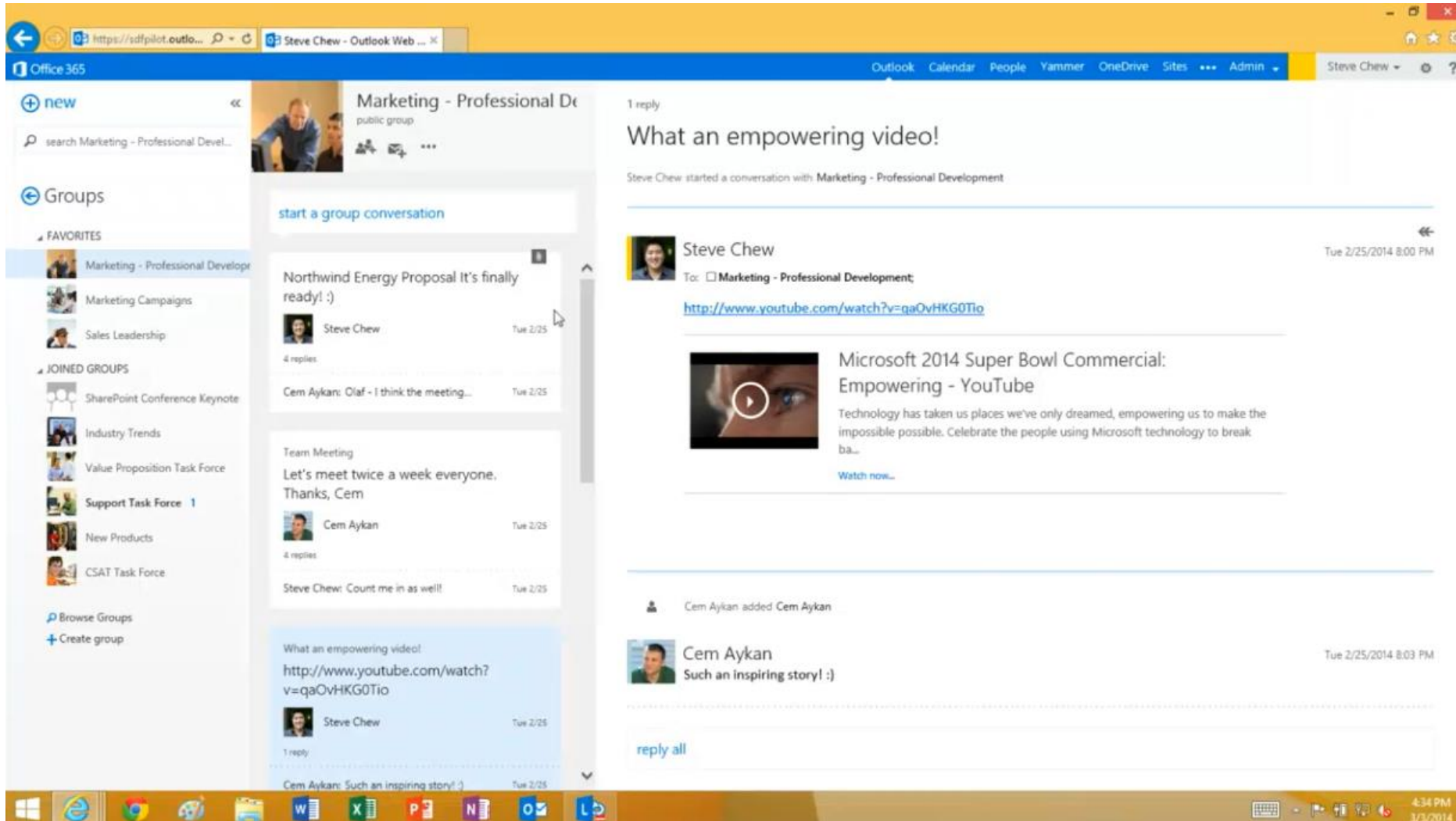


Groups

- **Office 365 Groups (Workspaces)**
- **Integriert Yammer-Gruppen in Outlook Web Access**
 - Activity Stream (Feed)
 - Kalender
 - Mitglieder
 - Dokumente
 - OneDrive Dokumentenbibliothek
 - Ersatz für Attachments – Upload to OneDrive → Link
 - Gruppenseite
- **Auch für Mobile Devices inkl. iPad**

Unifies People, Profiles, Conversations, Emails, Calendars, and Files across Office 365 and beyond.

Yammer-Gruppen integriert in Outlook

The screenshot shows the Outlook Web App interface with the Office 365 ribbon at the top. The left sidebar contains a 'Groups' section with a list of groups under 'FAVORITES' and 'JOINED GROUPS'. The main content area is divided into two panes. The left pane shows a 'Marketing - Professional Development' group conversation with a post by Steve Chew about a Northwind Energy Proposal and a link to a YouTube video. The right pane shows a detailed view of the conversation, including the post by Steve Chew and a reply by Cem Aykan. The bottom of the screen shows the Windows taskbar with various application icons and the system clock.

Gruppen-Kalender



Office 365 | Outlook | Calendar | People | Yammer | OneDrive | Sites | Admin | Steve Chew

new | March 2-8, 2014 | day | work week | week | month | SHARE | PRINT

Marketing - Professional Development x Marketing Campaigns x Sales Leadership x Calendar x

2 SUNDAY 3 MONDAY 4 TUESDAY 5 WEDNESDAY 6 THURSDAY 7 FRIDAY 8 SATURDAY

7a

8a Weekly Marketing Review
Online Meeting Julia White

9a Sales Meeting Building 17 Steve Chew Sales Building 17 Steve Chew Sales Meeting Building 17 Steve Chew Sales Building 17 Steve Chew

10a

11a New Products Update Building 32 Steve Chew Support Review Building 36 Steve Chew

12p

1p Strategy Meeting Marketing Campaigns Team Meeting Building 1 Cem Aykan Team Meeting Building 1 Cem Aykan

2p Cem/Steve 1:1 Cem's Office Steve Chew Tejas/Steve 1:1 Tejas's Office Steve Chew Olaf/Steve 1:1 Olaf's Office Steve Chew

3p

4p

5p

MY CALENDARS

Calendar

OTHER CALENDARS

GROUPS

Marketing - Professional Development

Marketing Campaigns

Sales Leadership

SharePoint Conference

Industry Trends

More

Gruppenseite



Office 365

Outlook Calendar People Yammer OneDrive Sites ... Admin

Steve Chew Edit ?

BROWSE PAGE

EDIT LINKS

Marketing - Professional Development

+ new upload edit share

Name	Modified	Modified By
2014 Marketing Campaign Report	6 days ago	Michal Gideoni
2014 Northwind and Contoso Partnership	6 days ago	Steve Chew
California Q3 and Q4 Marketing Campaign	6 days ago	Steve Chew
Cross Cultural Marketing Campaigns	6 days ago	Steve Chew
Marketing Campaign Effectiveness	6 days ago	Olaf Hubel
XT2000 Marketing Campaign	3 days ago	Michal Gideoni

Home Documents Mail Calendar EDIT LINKS

Public group: 9 members

Highlights

Marketing - Professional Development

About this group

9 members

Add lists, libraries, and other apps.

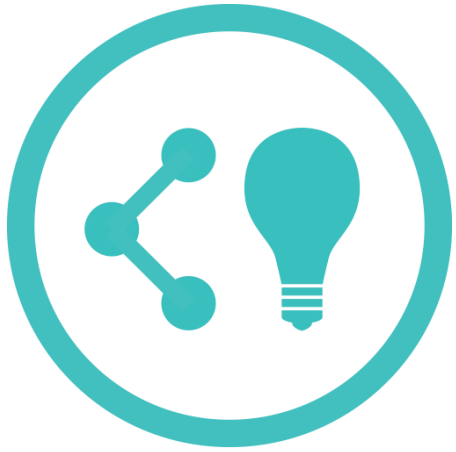
2014 Northwind and Contoso

California Q3 and Q4 Marketing

XT2000 Marketing Campaign.docx

2014 Marketing Campaign

Cross Cultural Marketing



Office Graph

- **Intelligente Graph-Anwendung zur Visualisierung von Beziehungen zwischen Menschen und Informationen**
 - Exchange
 - SharePoint
 - Yammer
 - Lync
- **Project Oslo – Office Graph Anwendung als Windows 8 App**
- **Weitere Anwendungen geplant**
 - Web-Browser
 - Mobile Apps (iPad, Smart Phones)

Content and signals across Office 365 auto-populating the Office Graph for teams.

Office Graph



What is The Office Graph?

KAT



Documents



People



Conversations



Office Graph



What is The Office Graph?



Project Oslo



Draft SPC Oslo - Demo Script

Word

Demo Storyline for Deep Dive 2 ...
 Demo Storyline for Keynote Demo 3 ...
 Keynote demo as part of Jeff Teper's keynote at SPC - about 5-10 min max ... There is a Yammer group created by Keshav ...

Information Experiences

2 4 136 views

6 of your colleagues viewed this recently

Luxembourg and Austria

PowerPoint

SPC44A Team Site

21 views

Belinda Newman
Modified 34 days ago

Modified by me

Trending around me Viewed by me

Journey to the Cloud

00:02:03

There's a new world of work out there. See what the cloud can do for you.

Office 365 Video Portal

7 384 views

Cem Aykan
Modified 19 days ago

Shared with me Modified by me

Trending around me Viewed by me

Microsoft customer engagement

Word

Our shared core values and a vision of the future has benefited us over the course of...

Julia White

1 views

Cem Aykan
Modified 15 days ago

Modified by me Viewed by me

Transforming Work, Transforming Office

Word

Our customers have always counted on the Office family - SharePoint, Exchange, Lync, Yammer, Office and Office 365 - to deliver exceptional experiences that enable individuals and organizations to be more productive.

www.microsoft.com

23 11 108 views

8 of your colleagues viewed this recently

Shared with me

Trending around me

Paris Marketing Campaign

PowerPoint

Sales and Marketing Over Budget IN ...
 Advertising Jul Aug Sep Oct Nov Dec 1400 7200 5700 6900 3800 0 Digital Marketing Jul Aug Sep Oct Nov Dec 3400 2300 9400 ...

Marketing Campaigns

California Q3 and Q4 Marketing Campaign

PowerPoint

Has Seen Success in Beijing, Hong Kong, Jakarta ... Tokyo Behind Due to Delayed Shipment ... Asia Q4 Marketing DataCSAT Tokyo Hong Kong Jakarta Beijing 4600 3335 3111.5 9007 Sales ...

Marketing Campaigns

Field Office Expansion

PowerPoint

Sales Shape Color Words Symbols Other 48 26 13 7 6 ... Is the Price of our competitors ...

Equals Customers With Color Dark for 13488 ... Personal competitors with 13488

FY2014 Budget Projection

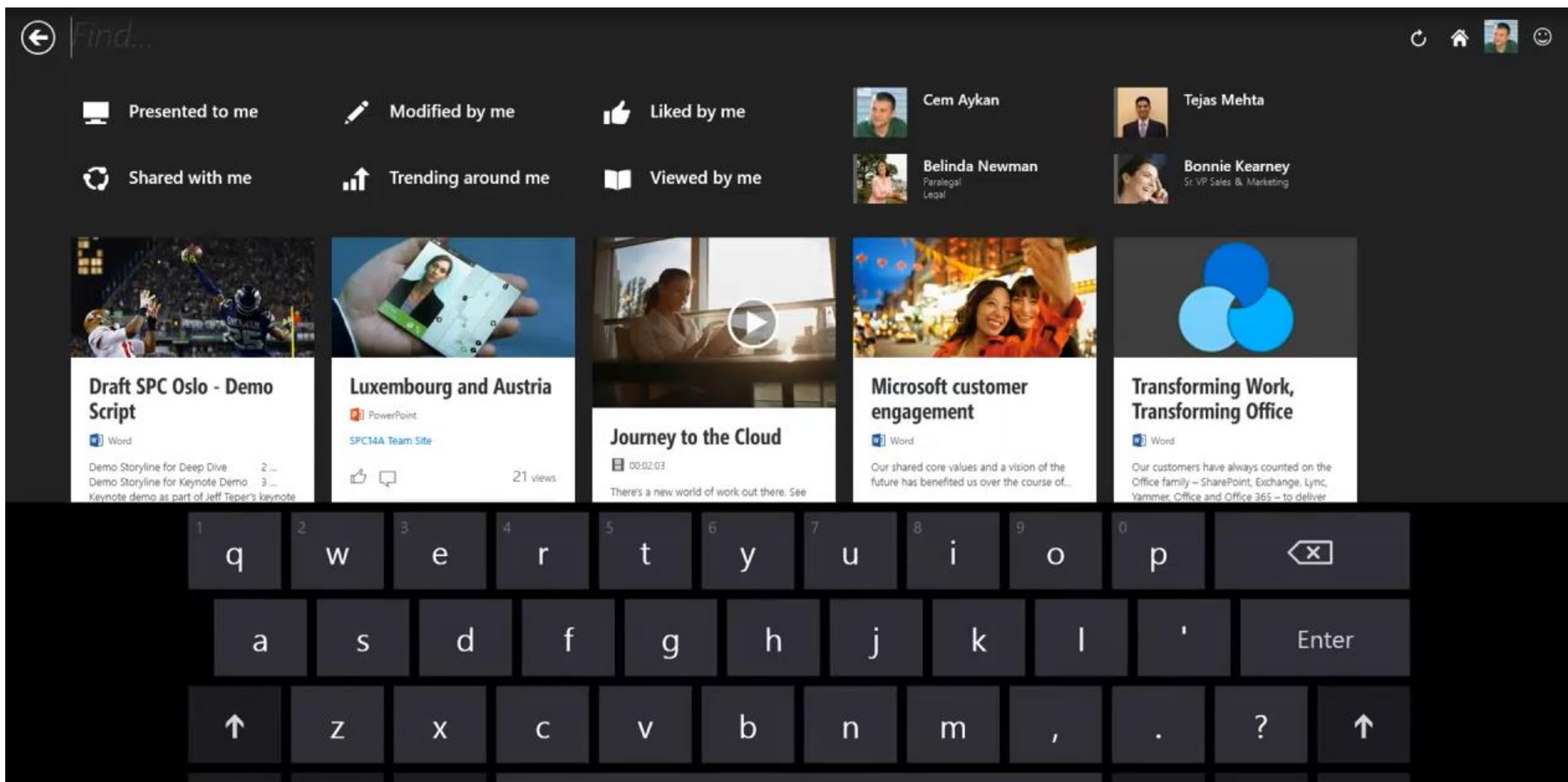
Excel

Belinda Newman

2014 Packaging Project Report

Word

Project Oslo



Project Oslo



← Bill Baer 🔍

Bill Baer
Manager

Michal Gid...

Peers

Arpan Shah, Cem Aykan, Jeff Teper

Show all 8

Directs

Tejas Mehta, Steve Chew

We both work with

Bonnie Kea..., Allie Bellaw..., Garret Var...

Working with

Denis Deh..., Alex Darrow..., Annie Wall..., Karl Furse, Katie Jordan, Belinda Ne...

Journey to the Cloud
00:02:03
There's a new world of work out there. See what the cloud can do for you.
Office 365 Video Portal
384 views

Q3 and Q4 Expense Trends By Month
Excel
Bill Baer
Modified 16 October 2012
Modified by Bill Baer
Trending around me

FY14 Market Research
PowerPoint
Karen Berg | March 2014 Exclusive Partner Agreement Analysis ... Contoso and Northwind have a long and trusted relationship that spans more than three decades ... A prime example is 3D TVs ...
Julia White
3 views

Employee Evaluation Form
Word
End of the year review form ... This is a working reference document for use by the project team ... Please add or reply to comments where you have changes, queries, or action items ...
Bill Baer

Microsoft customer engagement
Word
Our shared core values and a vision of the future has benefited us over the course of...
Julia White
1 views

Besten Dank