

# Socialcast by VMware

## Enterprise Social Platform – Built for Business

### AT A GLANCE

Thousands of companies around the world use Socialcast® as a modern way to connect and communicate in the workplace. By organizing the day-to-day flow of work into a single location, accessible from anywhere, on any device, Socialcast allows employees to discover new people and ideas, work smarter, and focus on what is most important.

### KEY BENEFITS

#### Enrich business systems with social capabilities

Socialcast blends familiar social capabilities into the business systems already in place across your company. By adding real-time conversations to your CRM, HR, and other business applications, Socialcast provides the context team members need to work together more effectively.

#### Protect company data

Whether you deploy Socialcast On-Premise, or as SaaS hosted within trusted data centers in multiple countries, Socialcast gives you peace of mind by ensuring that your data is safe and compliant with company policies and regulatory requirements. Access is controlled, information remains secure and conversations stay protected.

#### Anytime access

Socialcast is a seamless way for employees to connect and communicate in the workplace. By unifying conversations, content, and projects into a single place, accessible from anywhere, on any device, Socialcast reaches more employees than email, and provides enterprise instant messaging.

## Trusted Foundation for the Social Enterprise

Security. Compliance. Data integrity. Socialcast was built from the ground up with a focus on delivering social tools for the enterprise. This is why Fortune 500 companies in highly regulated industries, such as healthcare, financial services, and government, trust Socialcast as their social business platform.

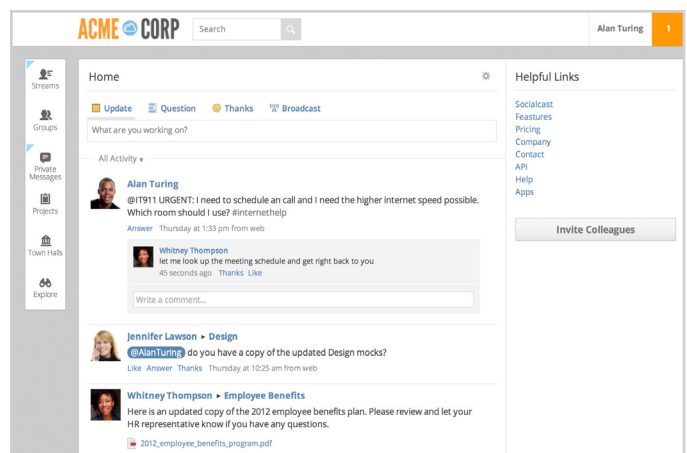
From initial setup to daily administration, managing your Socialcast community is easy. With enterprise-ready administrative tools, IT has full control of their Socialcast community settings including LDAP integration and Single Sign-On provisioning and authentication. Socialcast provides a comprehensive set of built-in security and data integrity features to keep your community data safe and in compliance with company policies and industry regulations. With On-premise or SaaS deployment options, IT can choose which solution works best for your business.

## A Better Way to Work

For knowledge-driven companies, managing information is a challenge. Traditional systems and tools create barriers that stifle innovation and drain productivity. Bloated email inboxes make it all but impossible to separate the signal from the noise.

Socialcast makes it easy to stay on track, collaborate with colleagues, and get work done. With Socialcast, you can create a common social layer across all your business applications. By integrating social capabilities into the business systems people use every day, Socialcast helps unlock the flow of ideas across your organization. Content is now discoverable across the enterprise. Conversations are quicker. And information becomes actionable.

With business applications pulled directly into Socialcast, people can instantaneously share information and collaborate on key projects. Employees can find, follow, and discuss key business activities in a meaningful context. Socialcast helps eliminate the barriers between different departmental systems so people can find things faster, work smarter, and focus on what is most important.



## Key Features

- Socialcast Projects.** Social project management capabilities allow teams to track deliverables, action items, and timelines without spreadsheets, emails, or status meetings. Socialcast Projects makes it simple for team leaders to set objectives, define what needs to get done, assign owners and due dates, and track progress.
- Socialcast Messenger** is a free mobile app that extends the functionality of Private Messages to the Apple® iPhone®. Socialcast Messenger lets users instant message anyone in their Socialcast community. Features include new message alerts, location-aware messaging, file and photo sharing, as well as a built-in community directory that opens a message with a single tap. Socialcast Messenger stays synchronized with Socialcast, so work-related communications are stored securely in one place.

## More Key Features

- **Private Messages** allows users to send secure, instant messages to individuals or groups in the Socialcast community. Ad hoc conversations can be viewed in one centralized place, reducing the need for email or rogue 3rd-party IM or mobile messaging apps. Users can attach files, photos, videos and links to Private Messages.
- **Socialcast Mobile App** gives users anytime, anywhere access to your Socialcast community from Apple iPhone, iPad, Android or Blackberry devices. Users can stay in touch with their teams, post messages from the road, view documents, photos, search the entire network for important information, and launch calls and emails directly from employee profiles.
- **Socialcast Reach.** Embed social collaboration directly within your intranet, Microsoft® SharePoint® or other CRM, Help Desk, or HR business systems to create a unified platform for getting work done. With Socialcast Reach employees can share, discuss, and stay up to date on what is happening in the company without interrupting the flow of work. Socialcast Reach allows companies to embed real-time activity stream feeds into any business system that accepts an HTML or JavaScript snippet.
- **Socialcast Business Intelligence.** Socialcast includes built-in analytics capabilities that highlight important people, conversations, and topics in your Socialcast community. Dashboards and tools provide real-time feedback and actionable insights into how information flows and how people behave on the network by role.
- **Groups** connect people with shared interests so they can work smarter and find information faster. Group members participate in discussions, share group-related documents and images, and keep up with the group's activities. Groups can be public or private. Externally facing private groups can be created to include contributions from vendors, customers, partners or consultants.
- **Town Halls** brings executives and employees together in a moderated, real-time conversation directly inside the Socialcast community, automatically notifying employees of a session and providing a context-rich forum for them to ask questions and get answers in an open setting that can be archived for future viewing.
- **Community Administration.** Socialcast makes it easy for administrators to set up and manage their Socialcast community. A robust set of tools allows admins to customize the interface, determine parameters for appropriate content and sharing, and analyze usage patterns for deeper insight into ways to improve community dynamics and employee engagement.
- **REST API.** Customize Socialcast to make your community more engaging and meaningful. The Socialcast REST APIs provide programmatic access to all of the functionality available in your company's Socialcast platform, allowing developers to create even deeper social integrations with business systems. Create applications in any programming language and take advantage of the OAuth 2.0 authentication protocol for increased security.



Socialcast Projects

## Multiple Deployment Options

Socialcast can be deployed in one of three ways: On-Premise, single-tenant cloud, and multi-tenant SaaS. Regardless of the option you choose, you gain a private social network that's highly scalable, secure, can support tens to hundreds of thousands of users, and can be provisioned and authenticated via SSO or Active Directory.

**On-Premise.** Deployed on-site for total control of the company's social network. Offered as a VMware virtual appliance in a pre-installed, pre-configured solution stack. Deploy, install, and setup within a matter of hours, often on existing hardware. An update server enables monthly self-service software updates.

**Private Cloud.** Hosted in a Tier 1, SSAE 16, SOC 1 and SOC 2 compliant data center in the U.S. or Europe, deployed in a single-tenant environment. All software, hardware, and updates are managed for you by Socialcast.

**Multi-Tenant SAAS.** Hosted in a SSAE 16, SOC 1 and SOC 2 compliant data center in the U.S. or Europe. This deployment option is secure, flexible, and scalable.

## Find Out More

Create a free community for up to 50 users. Visit [www.socialcast.com/signup](http://www.socialcast.com/signup) and get started today.

For up-to-date insights and information about enterprise social networking, visit the Socialcast Blog at [blog.socialcast.com](http://blog.socialcast.com)

Visit the Socialcast Developer site at [developers.socialcast.com](http://developers.socialcast.com) for documentation on setting up and administering your Socialcast community, developing applications using Socialcast APIs, and for embedding Socialcast into existing business applications using Reach.

For additional product, business and technical information, visit the Socialcast Website at [www.socialcast.com](http://www.socialcast.com)

