



Socialtext
Enterprise Social Software

Wikimania 2005



Stub

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Socialtext

From Wikipedia, the free encyclopedia.

For the postmodern cultural studies journal, see [Social Text](#).

Socialtext Incorporated is a company that produces "enterprise social software", including a software platform by the same name. It is run by CEO [Ross Mayfield](#) and CTO [Peter Kaminski](#). It counts the [Omidyar Network](#) and [Draper Fischer Jurvetson](#) among its investors.

Socialtext is a sponsor of [Wikimania](#).

The **Socialtext** software is an enterprise wiki and [weblog](#) based on [Kwiki](#). It is available as a hosted service (from Socialtext Incorporated) or as a hardware appliance.

[\[edit\]](#)

External links

- [Socialtext Website](#) 



*This [corporation](#) or [company](#) article is a *stub*. You can [help](#) Wikipedia by [expanding it](#).*

[Categories: Corporation stubs](#)



WIKIPEDIA
The Free Encyclopedia

navigation

- [Main Page](#)
- [Community portal](#)
- [Current events](#)
- [Recent changes](#)
- [Random article](#)
- [Help](#)
- [Contact us](#)
- [Donations](#)

search

toolbox

- [What links here](#)
- [Related changes](#)
- [Upload file](#)
- [Special pages](#)
- [Printable version](#)

Enterprise Social Software

- Socialtext group productivity solutions are enterprise strength, wiki simple.
- +100 customers, 20 Global 1000s
 - Nokia, Veritas, Kodak, JM Family, DrKW, Ziff Davis...
- Market leader, founded in 2002

Enterprise Software is too Complex

Innovation is competitive advantage

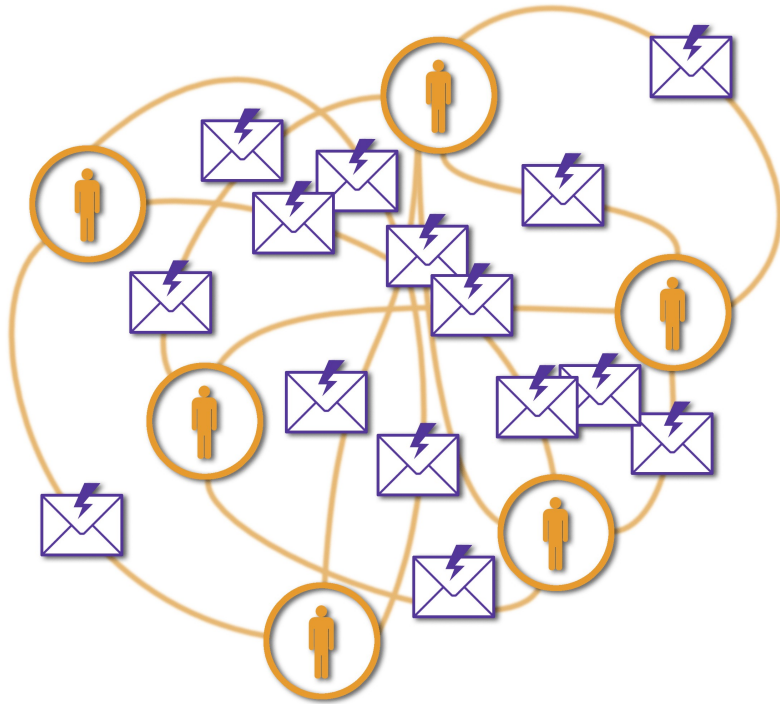
- 95% of IT supports business process
- 60-80% of employee time is exceptions to process
- Innovation happens with productive friction

And people need simple tools

- 90% of collaboration exists in email
- 75% of knowledge assets exists in email
- Social Software adapts to the social fabric

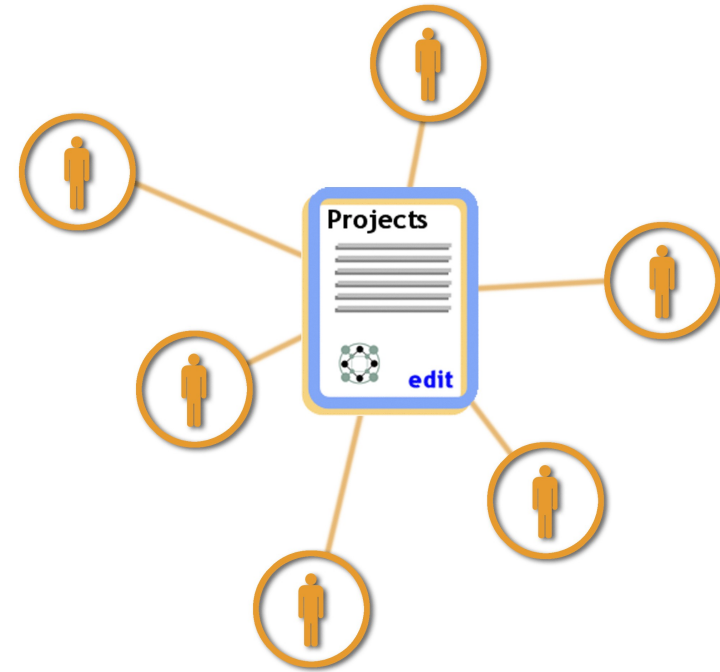
(go read *The Only Sustainable Edge* by John Seely Brown and John Hagel)

Something Simpler



Email

VS.



Socialtext

- The quickest way to get everyone on the same page

Simple Group Productivity

Wiki
Weblog
Email
IM

The screenshot shows a web browser window titled "Socialtext Customer Exchange - Socialtext Customer Exchange" with the URL "http://www.socialtext.net/exchange/". The browser's address bar and tabs are visible. The main content area is titled "Workspace: Socialtext Customer Exchange" and includes navigation links for Home, Recent Changes, New Page, Help, Weblogs, Categories, Attachments, Settings, and People. Below this, there is a "Socialtext Customer Exchange" header with links to edit the page, add comments, and view history. A "Welcome" section announces "Socialtext 1.6 released" and notes that the workspace often runs experimental versions of the software. It provides a link to the People Directory and offers an introductory tour. An "Announcements" section lists updates like "What's New With 1.5?" and "Socialtext 1.4 Released with Simple Visual Editing". A "Success Stories, Best Practices and Tips" section links to Best Practices, Guided Demos, Success stories, and Praise for Socialtext. A "Talk to Socialtext" section links to Questions for Socialtext, Report a bug, and Create Weird Ideas. On the right side, there is a "Socialtext" sidebar with a search bar, workspace navigation links (People Directory, Socialtext 1.6 alpha for review, Socialtext Product Roadmap, Best Practices, Help, Guided Demos, Project Page, Simple Templates), a user directory (rossdmayfield, peter242kaminski, aslevin, evielmat, RickKlau, ybtodd, adina_levin, hansvrts, hansvrts), and a "Socialtext Weblog" section. At the bottom of the browser window, a status bar indicates "Transferring data from opi.yahoo.com...".

Business Model

- Enterprise Collaboration at Scale
 - Appliance, Directory, Monitoring, Storage & Backup



- Hosted Service at \$10/user/month
- Open Source: Kwiki.org



3 General Use Case

The screenshot shows a web browser window with the URL <http://www.socialtext.net/informative/>. The page content includes:

- Workspace: Informative Internal** with navigation links: Home, Recent Changes, New Page, Help, Weblogs, Categories, Attachments, Settings, People.
- Informative Internal** section with links: Edit This Page, Add Comment, History (119), (more). Categories and Attachments links are also present.
- Informative Wiki Workspace** table:

Project Development and Management	Sales Support	Consulting
AE Central Training docs, how-tos, lists of servers, and other random things that are helpful for AE's.	Collateral Central Presentations, Documents, Demos and so forth	Consulting (Blueprint Generic)
Client Team Meetings Schedule	Links to Influence Impact Assessment Demos and information about IIA	-
Development Docs All of the planning docs for all projects.	Links to Client Applications on Staging Servers All the staging servers.	-
Professional Services Process documents and information on project development	Sales Sales process support & reports	-

- Corporate** section: Corporate information and documents.
- About Us** section: Bios, Resumes and other stuff about folks who work here. Includes some fun stuff.
- In the News** section.

At the bottom, it says "Transferring data from www.socialtext.net...".

The right sidebar contains the Socialtext logo, a search box with "New Search", and a "Workspace Navigation" menu with links: Informative Internal Home, AE Central, Development Docs, Collateral Central, Clients, Sales, Professional Services, Consulting, In The News, About Us. Below this are sections for My Favorites, Recent Changes, Backlinks, Recently Viewed, and My Workspaces.

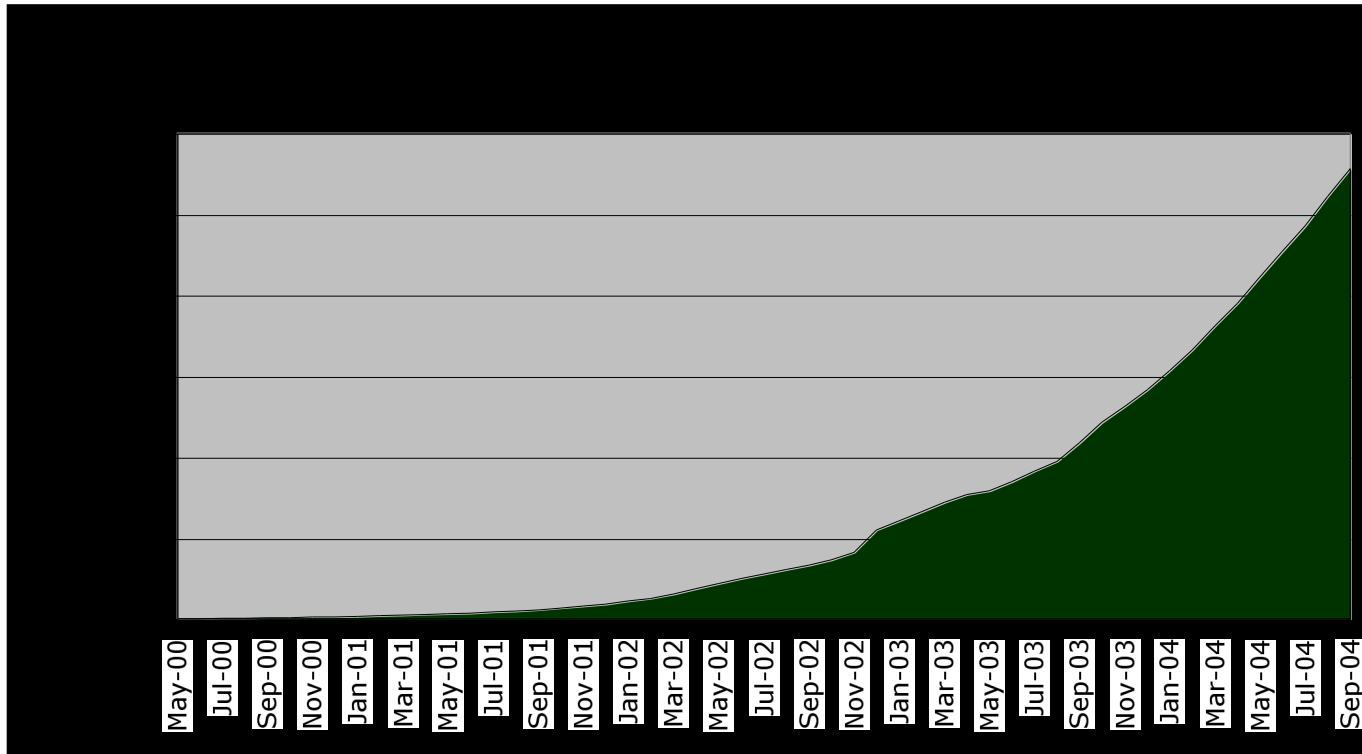
Projects
Intranets
Extranets

Soartech: traditional wiki use

- **Defense subcontractor**
 - Advanced technology R&D
- **Project lifecycle**
 - Proposal funding
 - Bring team members up to speed
 - Develop project deliverables
- **Build group memory**
 - Engineering logbook for daily progress
 - Team members, management, partners
 - Maintain group memory and repurpose

Case Studies: <http://www.socialtext.com/customers/>

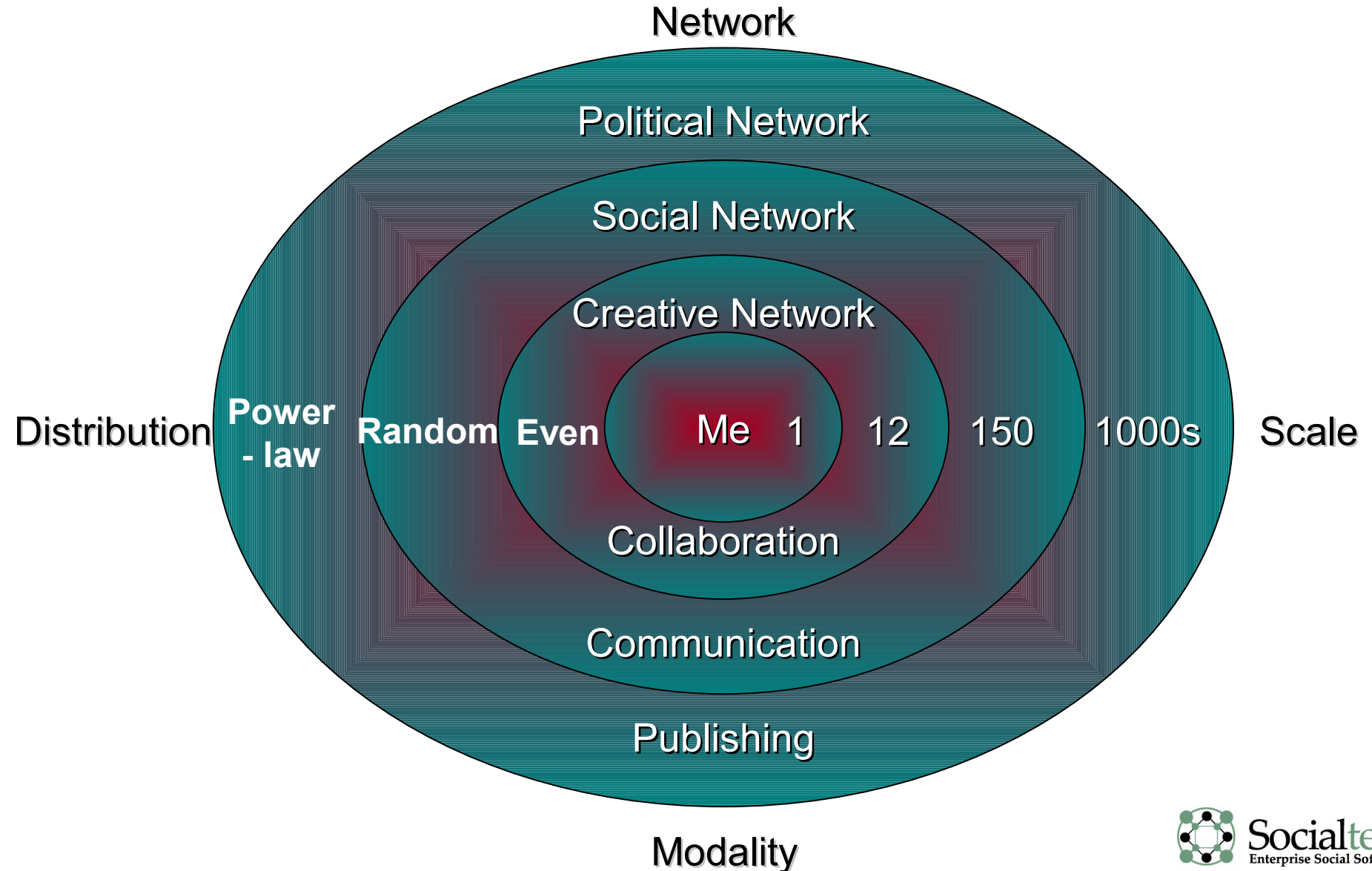
Open Source Wiki Market



- Major platforms growing more than 200% past two years
- Socialtext is built on the open source Kwiki



Ecosystem of Networks



Collaboration at Scale

WIKIPEDIA

English

The Free Encyclopedia

470 000+ articles

Deutsch

Die freie Enzyklopädie

200 000+ Artikel

日本語

フリー百科事典

100 000+ 記事

Svenska

Den fria encyklopedin

60 000+ artiklar

Nederlands

De vrije encyclopedie

51 000+ artikelen

Italiano

L'enciclopedia libera

34 000+ articoli

Português

A enciclopédia livre

30 000+ artigos

Français

L'encyclopédie libre

85 000+ articles

Polski

Wolna Encyklopedia

55 000+ haseł

Español

La enciclopedia libre

41 000+ artículos



search / suche / 検索 / rechercher / sök / szukaj / zoeken / buscar / ricerca /
busca

Wikipedia inside as an Outboard Brain

- Main method of contribution is by email
- Easy knowledge sharing, just CC the Wiki
- Replacing mailing lists
- Emergent folksonomy, searchable and renewable archive

Case Studies: <http://www.socialtext.com/customers/>

Informative Inc.

- **Influencer Marketing Technology Company**
 - Company-wide Intranet
- **Accelerates sharing cycles**
 - Eliminated 30-day process to post content
 - From customer request to swarm response to generic development of a sales tool in 24 hours
- **Accelerates sales cycles**
 - VP of Sales Alan Flohr:
“Socialtext makes the web accessible to everyone and shortens sales cycle compared to email.”

Case Studies: <http://www.socialtext.com/customers/>

Workspace: Informative Internal

» [Home](#) • [Recent Changes](#) • [New Page](#) • [Help](#)
» [Weblogs](#) • [Categories](#) • [Attachments](#) • [Settings](#) • [People](#)

[Informative
Internal]



Search

Workspace Navigation

[edit](#)

- [Informative Internal Home](#)
- [AE Central](#)
- [Development Docs](#)
- [Collateral Central](#)
- [Clients](#)
- [Sales](#)
- [Professional Services](#)
- [Consulting](#)
- [In The News](#)
- [About Us](#)

► My Favorites

► Recent Changes

► Backlinks

► Recently Viewed

► My Workspaces

Informative Internal

[Edit This Page](#) • [Add Comment](#) • [History \(119\)](#) • [\(more\)](#)

Categories: [\(edit\)](#)

Attachments: [\(edit\)](#)

Informative Wiki Workspace

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AE Central Training docs, how-tos, lists of servers, and other random things that are helpful for AE's.	Collateral Central Presentations, Documents, Demos and so forth	Consulting (Blueprint Generic)
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Development Docs All of the planning docs for all projects.	Links to Client Applications on Staging Servers All the staging servers.	-
Professional Services Process documents and information on project development	Sales Sales process support & reports	-

Corporate

Corporate information and documents.

[About Us](#)

Bios, Resumes and other stuff about folks who work here. Includes some fun stuff.

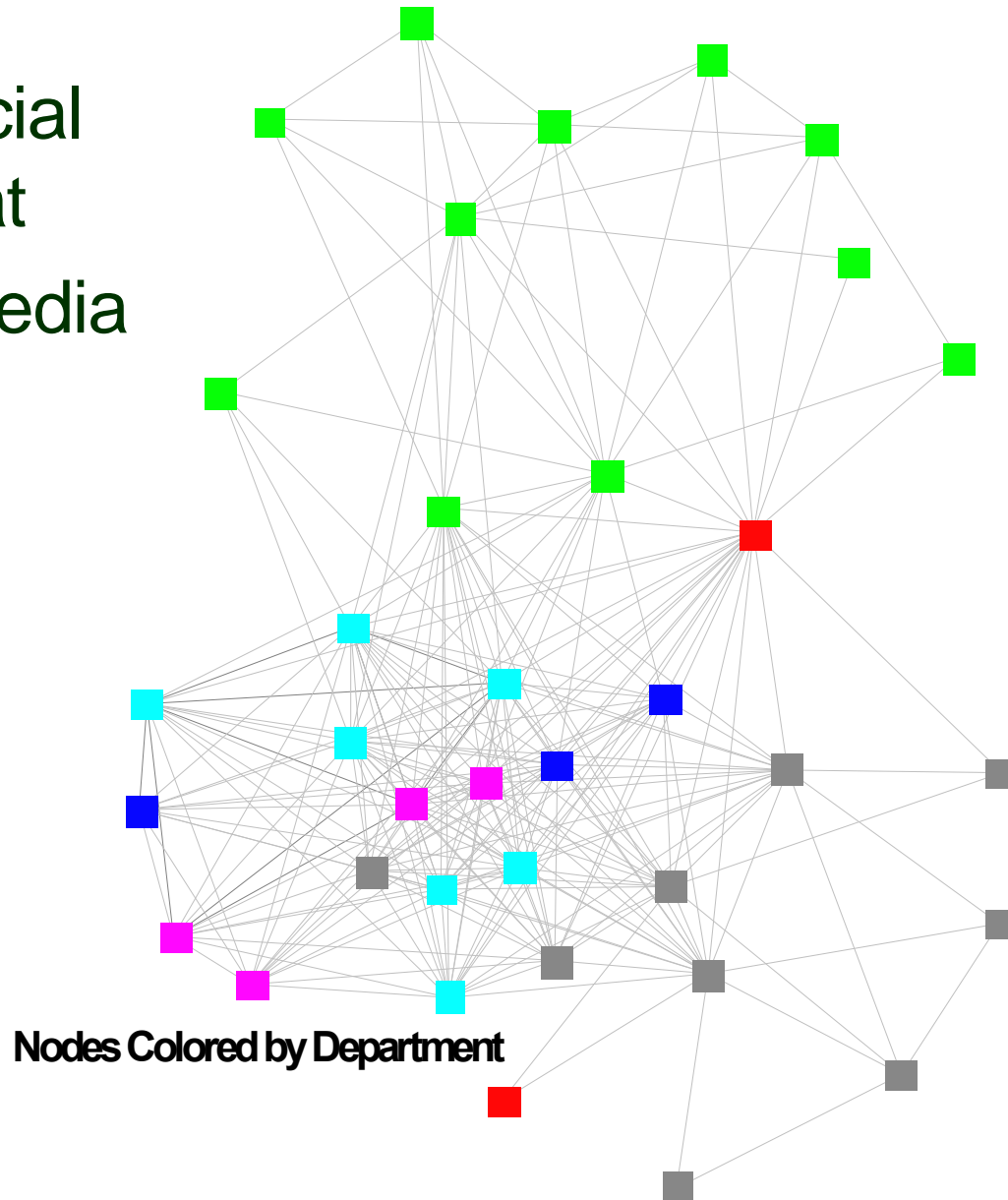
[In the News](#)

Annenberg Center/USC

- **Grant proposal collaboration**
 - Multi-disciplinary contribution
 - Extensive peer review
 - Team on one page
- **Event organization**
 - People and presentations
 - Venues and logistics
- **Collaborative research**
 - In-house Wikipedia
 - Build content over time
 - Publish to extended organization

Emergent Network

Implicit social
network at
Ziff Davis Media

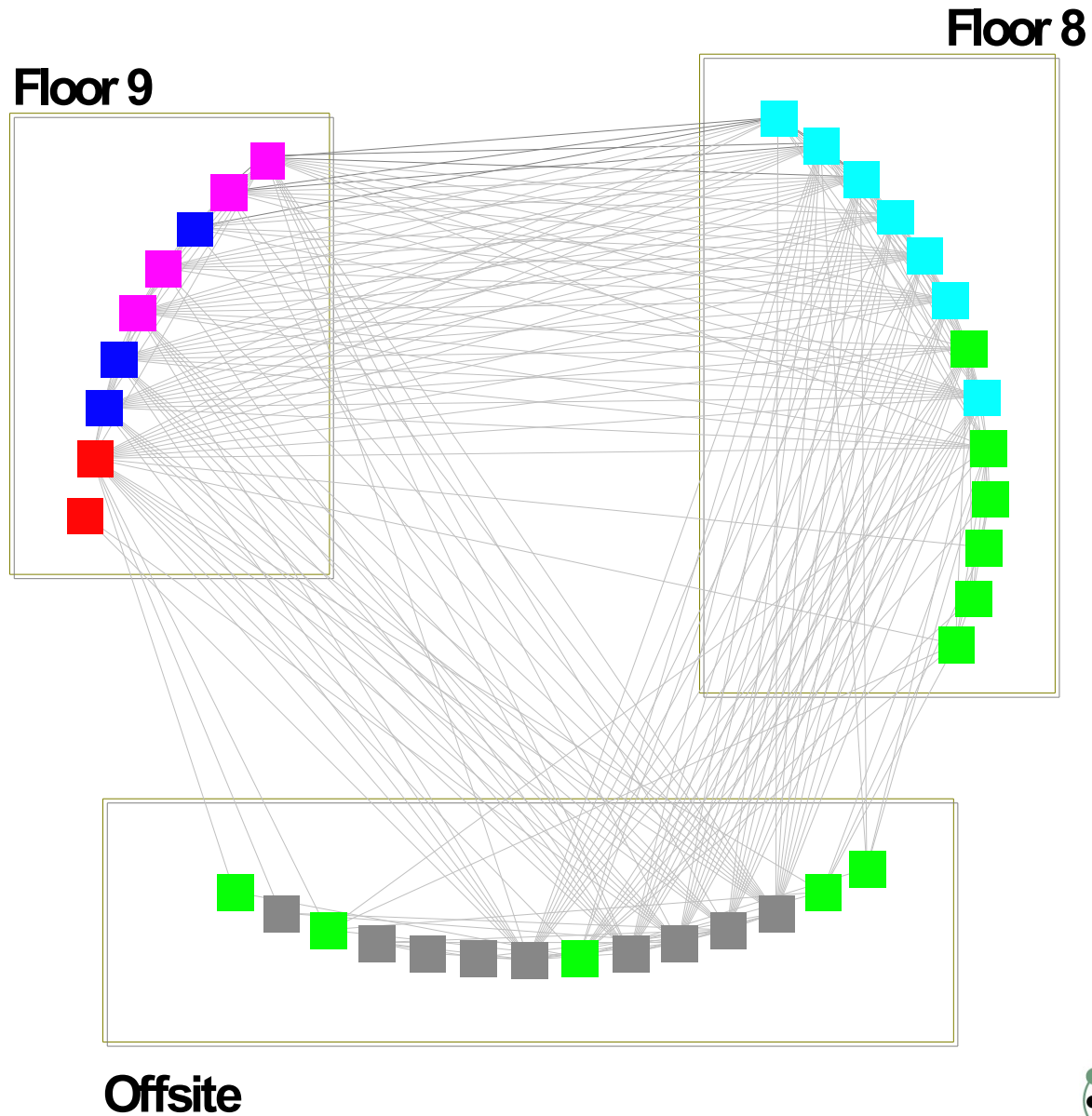


Ziff Davis

- **Project Management**
 - Accelerated Software Development by 1/3
- **Editorial, Art, Production & Sales Collaboration**
 - Eliminated 100 group emails a day for 50 people (occupational spam is 30% of email)
 - \$1 million soft cost savings per year
- **Collaborative editing**

Case Studies: <http://www.socialtext.com/customers/>

Location Network



Simple Group Productivity

Value Proposition

- Accelerate Project Cycles by 1/4
- Reduce occupational spam (30% of email)
- Foster innovation


Lingering Questions

- When should something be free?
 - There is no buy vs. build framework like transaction cost analysis for opening IP
- When do you share control?
 - Email pioneered heterarchy issues
 - Wikis foster trust by sharing control

Thank you!

- Mention you heard about us at Wikimania and get a free 5 user license for 1 year at www.socialtext.com
- ross.mayfield@socialtext.com



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[Discuss this Page](#) | [Create a Page](#)

wikiHow by How

The How-To Manual That Anyone Can Write or Edit

[Search wikiHow](#)

Toolbox

----- Choose One -----

[Home](#) > [Categories](#)



Welcome

wikiHow is a [collaborative writing project](#) to build the world's largest how-to manual. With [your contributions](#), we can create a free resource that helps people by offering clear, concise solutions to the problems of everyday life. Please join us by [writing a new page](#), or editing a page that someone else has started.



Categories

Arts & Hobbies	Finance & Business	Personal Care & Style
Automotive	Food & Entertaining	Pets
Careers & Education	Health	Sports & Fitness
Computers & Electronics	Holidays & Traditions	Travel
Family & Relationships	Home & Garden	Other



Featured Articles

[How to Make Water in the Desert](#)

The desert is hot and dehydration can set in quickly.

[Read More...](#)

Sample Articles

[How to Build a Hot Tub Platform](#)

[How to Switch from Yahoo Mail to Gmail](#)

[How to Drink Water for Health](#)



Socialtext
Enterprise Social Software

wikiHow - New Page Creation Template

JackHerrick How wikiHow

wikiHow

by How

The How-To Manual That Anyone Can Write or Edit

Toolbox
----- Choose One -----

[Home](#) > [Categories](#)

Title "How to

Categories
(Optional) Categorize your article.
[More Info.](#)

Summary
A 2-4 sentence overview of the task that pulls the reader in. [More Info.](#)

Steps
The main section of the How To article. Numbered step-by step instructions clearly explaining how to do it. [More Info.](#)

1.

JackHerrick

How wikiHow

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wikiHow

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The How-To Manual That Anyone Can Write or Edit

[Search wikiHow](#)

Toolbox

- Recent Changes on Site [Go](#)

[Home](#) > [Categories](#) > [Outdoor Recreation](#)

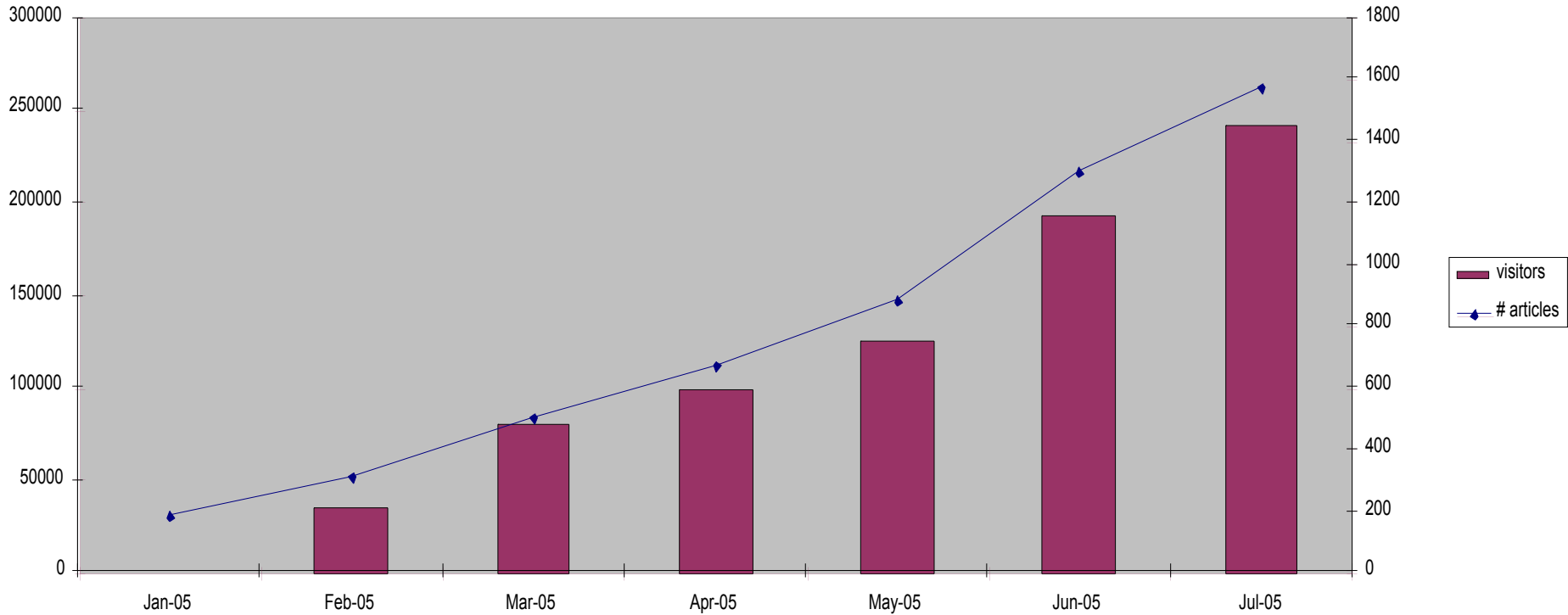
How to Make Water in the Desert

The desert is hot and dehydration can set in quickly. If you are stuck or stranded in the desert, you can use the sun to generate a sufficient amount of water for yourself.

Steps

1. Dig a few curved holes (the more the better) about two feet deep so that the moist subsoil is clearly visible.
2. Place an open coffee can, mug, cup or canteen in the center of each hole.
3. Lay a taut piece of clear plastic wrap across the top of the hole. To create a seal, pour sand in a circle around the hole along the outside of the plastic wrap. Pour the sand an inch or two from the edge of the plastic wrap.
4. Place a small to medium sized rock in the center of the plastic wrap so that the plastic wrap dips to a point above the can.
5. Sit back and wait for the sun to evaporate water out of the moist soil. The water

wikiHow – Traffic and Page Counts



Kodak/Ofoto

- Ofoto Strategic R&D
 - Geography and organizational silos
 - Extensive travel schedules
- Research group collaboration
 - Team logbook
 - Personal and team memory
- Controlled visibility across organization
 - Corporate HQ
 - Cross-disciplinary-software and hardware
 - International research partners

Case Studies: <http://www.socialtext.com/customers/>