

Discover what others are working on right from your email



BENEFITS

- Leverage the pervasive nature of email to spread information virally via internal social connections
- Extend existing your email communication investments
- Know who is who prior to engaging in an email thread
- Expand your knowledge of colleagues naturally just by using Outlook as usual
- Reduce redundant email requests for information saving significant amounts of time across the organization
- Gain insight and reach into the organization from Connectbeam Spotlight without leaving Outlook

Microsoft Outlook™ is the number one personal productivity tool in use today, more widely adopted than any other enterprise application. Extraordinarily convenient, email is the leading tool for getting information to employees.

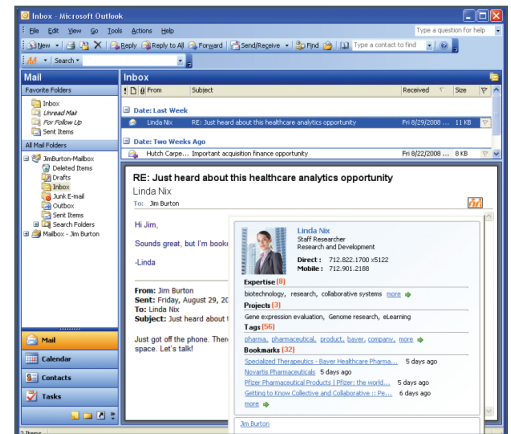
Corporate email also has some attributes of today's social network applications. Employees' most frequently emailed colleagues are their implicit social network. A core component of social networks is interaction, and email is the home for that inside companies.

The challenge for organizations is this: *How to increase visibility into knowledge and activities outside the Inbox, leveraging employees' existing social connections?*

Spotlight Connect for Outlook™ answers this question. It adds three powerful new dimensions to email:

1. Provide a 360° view of the sender and recipients' social graph on all emails
2. With a click, users easily access enterprise knowledge and activities of others without another round of emails
3. Enable search of the enterprise knowledge and expertise repository right from Outlook

Through Spotlight Connect for Outlook, employees gain greater visibility for knowledge and activities of their colleagues and the overall enterprise, in the flow of their daily work.



With Spotlight Connect for Outlook, dynamic social profiles for the sender and others on the distribution list are available right from Outlook, allowing employees to better identify participants and determine how best to respond.

How Spotlight Connect for Outlook Works

Connect for Outlook incorporates user Social Profiles generated by Connectbeam Spotlight™. Spotlight is the enterprise social search and collaboration application, tying together employees' content and social workstreams from inside and outside the enterprise.

In Spotlight, each employee has a Social Profile, which displays their expertise, interests, activities and projects. Users catch up on others' activities at-a-glance, and click to learn more about items of interest.

Users can also search the collective enterprise knowledge, activity and expertise right from Outlook.

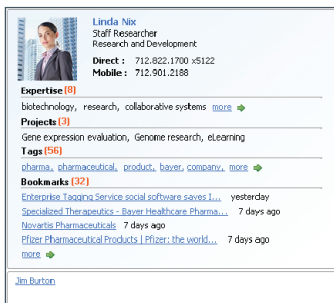
Spotlight Connect for Outlook provides a set of features that plug into your employees' email social network to make knowledge much more accessible:

- Social Profiles
- One click access to people's knowledge and activities
- Outlook search toolbar

Social Profiles

Employees produce valuable work-streams throughout the day. Social Profiles capture this work and make it visible to a larger audience.

Social Profiles are maintained on Connectbeam's Spotlight application, which ties together knowledge and activities for a person from across the enterprise.



Social Profiles are accessed by clicking a button from the header of an email.

Contact Information – Contact information for each person is pulled from LDAP or Active Directory.

Expertise & Projects – Employees self-identify their areas of knowledge and work. Other users can quickly understand the context of an email sender.

Tags & Bookmarks – The recent activities and information of an employee are displayed for at-a-glance understanding of what a person is focusing on.

View Others – At the bottom of each Social Profile are links to the Social Profiles of everyone else included on the email. Users can quickly scan the work, expertise and interests of everyone on an email thread.

One-Click Access to Content

All bookmarks and tags shown in the Social Profile are clickable.

Activity – Users are taken directly to the source content. A fast and easy way to read something that has caught a user's interest, without interrupting either person's workflow.

Tags – Tags show an employee's areas of interest. Tags in the Social Profile can be clicked, taking a user to a Connectbeam Spotlight page showing all content and activities sharing that tag.

Social Search from the Inbox

Users can quickly run a search of the Spotlight Central Tag Repository™ (Spotlight CTR) from Outlook via the Connectbeam Outlook Toolbar.

Social Search – The search term is run against the Spotlight CTR, and results are presented via a separate browser window.

Search Scope – Users can run searches on bookmarks and activities, people and groups.

Lightweight and Enterprise-Ready

Spotlight Connect for Outlook is built as a lightweight plug-in for Outlook. It provides users with significantly more power from within Outlook, without tracking confidential email communications or private behavior.

The Intelligence Behind Spotlight Connect for Outlook

Connectbeam Spotlight provides collaborative information sharing for the enterprise, using the familiar features of Web 2.0 applications. Spotlight intelligently aggregates tags, bookmarks and activities from other Enterprise 2.0 applications such as wikis, blogs and RSS feeds, making them accessible via any enterprise application.

Outlook becomes significantly more valuable as it is transformed into a truly robust collaboration environment. Colleagues can now provide assistance to one another whether planned or through sheer serendipity.

What all of this adds up to is a solution that lets you build and harness the collective intelligence of your company, inexpensively and within a framework that scales with your needs and changing IT landscape.

Collectively, Spotlight makes the experiences and knowledge of each employee available to others, helping every employee – and the enterprise itself - become more productive.

Yes, collective intelligence can and does exist with Connectbeam Spotlight.

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