

## Why Social Enterprise?

Social applications such as Facebook and Twitter have changed the way we interact with each other. With nearly a billion users, these social applications have had a profound impact on our personal lives and the world at large.

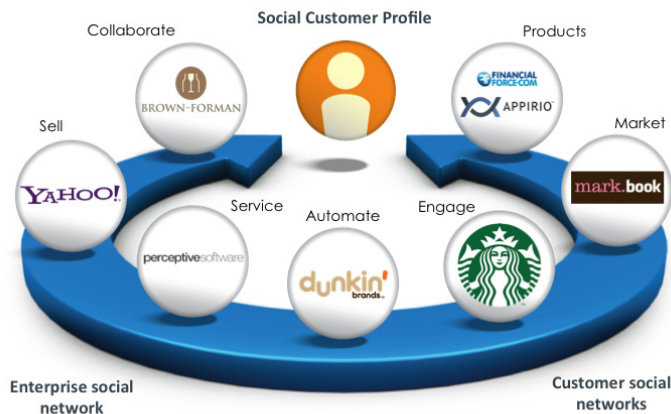
To be competitive in this new world, companies can no longer operate in silos, disconnected from customers, partners, or even just colleagues in different departments. Enterprises must find new ways to increase employee productivity and customer engagement to drive higher revenues, profits, and shareholder value. The benefits to companies who embrace the social enterprise are just as enormous as the risks to companies who don't.

## Appirio and the Social Enterprise

Appirio has helped leading companies achieve the promise of the social enterprise. We helped Brown Forman improve employee collaboration, helped Yahoo and Perceptive make their sales and support operations social, helped Dunkin' Brands build custom franchisee apps on Force.com, helped Starbucks and Avon engage with customers on Facebook, and helped Financial Force and others make their own products social.

## Why Appirio?

- **Strategic Partnerships:** Appirio has the right partnerships in place to make the social enterprise real.
- **Technical Innovation:** Appirio was the first partner to build a Chatter-enabled application. Appirio was also the first to connect social technologies from Salesforce, Google, and Jive.
- **Expert Team, Backed by CloudSpokes Developer Community:** Appirio's team of social cloud experts has access to the global developer community on CloudSpokes to handle your specific social enterprise requirements.
- **First Hand Experience:** Appirio operates itself as truly social enterprise, connecting our distributed team of over 400 cloud experts using a combination of social platforms, and extending that collaboration to over 25,000 cloud developers through our CloudSpokes community.



Appirio offers a comprehensive set of technology, services, and communities to help companies achieve the promise of the social enterprise:

- **Social Enterprise Blueprint:** Define a comprehensive social blueprint for your enterprise across sales, marketing, customer service and operations to take advantage of social technology platforms like Salesforce (Chatter, Radian 6) and Jive.
- **Enterprise Chatter Implementation:** Chatter is more than a nice feature—it's a collaboration platform that requires a carefully managed implementation project using the Appirio Way.
- **Social Platform Integration:** Appirio connects and extends the social cloud with integrated solutions for the public social web (Facebook, Twitter, LinkedIn), the private social web (Jive, Yammer), and the Salesforce platform (CRM, Chatter, Radian 6).