

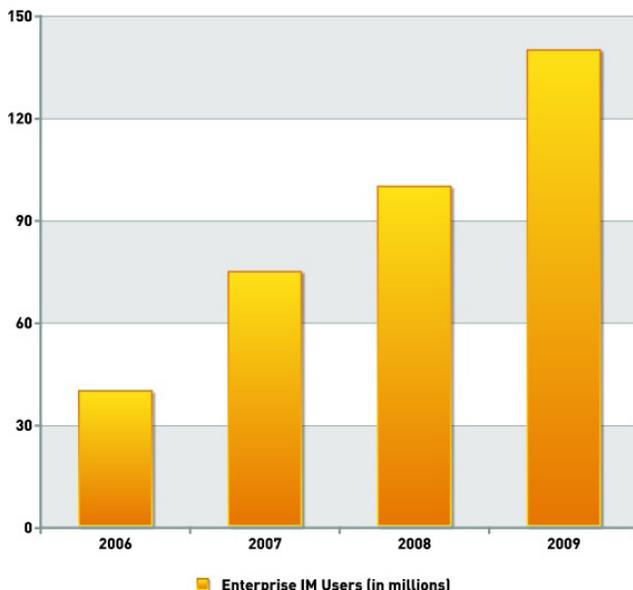


## Why Your Business Should Use Enterprise Instant Messaging Now

### The Fastest Growing Communication Medium in History

Instant messaging is poised to be the fastest growing communication medium in history, reaching the 50 million user milestone in less than half the time of email. In spite of this phenomenal growth, relatively few companies have officially sanctioned IM as part of their overall communication strategy. Ironically, a significant number of companies have already been using IM in the workplace for quite some time. Using personal accounts from the major public networks, millions of professionals are able to view the availability (presence) of peers, partners, clients and prospects and engage them in real-time conversations. A recent Osterman Research report found that IM is currently used by 93% of all North American companies and should reach 100% by 2009 [source: SearchVoIP, "IM boom brings security concerns," 09/06]. And a recent Gartner report predicts that by the end of the decade, all employees with business e-mail accounts will also have business IM accounts (0.7 probability) [source: Gartner "Market Scope for Instant Messaging, 2006"]. What started as a consumer-driven phenomenon has now heavily infiltrated the corporate world and is rapidly expanding. So what is driving this grass roots movement? The simple answer is that both users and their respective organizations are experiencing legitimate productivity gains through more timely communications and an acceleration of business cycles.

### 350% Growth in the Next 3 years



### Enterprise IM vs Consumer IM

The unregulated use of public IM services, such as AOL Instant Messenger (AIM), MSN Messenger, Yahoo! and ICQ, introduce significant risks within a corporate environment. For starters, all of these services require access to their external domains, access which falls outside the relative safety of corporate firewalls and expose the entire organization to malware, spam and viruses, not to mention intrusion access from malicious individuals. Without any way to regulate, audit, or archive these IM conversations, there is no way for a company to prevent the disclosure of intellectual property or other sensitive information. **This is a critical concern for any organization required to meet specific compliance requirements such as Sarbanes-Oxley or HIPAA.**

For the same reasons that corporations do not rely on free email services (such as Hotmail or Yahoo!) for corporate email accounts, enterprises are rapidly distancing themselves from free IM services. As part of this transition, each business should create an Enterprise Instant Messaging (EIM) strategy for assessing, selecting, deploying and managing IM technologies within their enterprise. The first step in that process is to understand the business benefits that EIM solutions can provide.

### Concise Messages Are More Efficient

IM is the text equivalent of a real conversation, which means the information exchanged has the potential to be highly relevant, concise and effectual. Questions can be answered in a matter of seconds. Important decisions can be made without the need for yet another face-to-face meeting. This is the essence of real-time collaboration. Less time wasted on information roadblocks, more time available for actual work. An INT Media Research report found that 81% of companies that are using IM say their employees are more productive. The study also found that email traffic was reduced by up to 40% and overall voice mail was down 10%. Ironically, the majority of email sent each day is really nothing more than a simple question or two, which may only require a 30 second response. Unfortunately, it may take hours or even days for the recipient to read it, if at all. Senders can help their chances of an acceptable response time by flagging messages with a

**IDC estimates that enterprise IM will grow from 40 million users today to more than 140 million by 2009, making it the fastest growing communications medium of all time.**



“high priority” or “urgent” status, but this practice has become so commonplace as to have lost most of its intended benefit. Ironically, flagging messages with priority indicators could be viewed as an attempted instant message, albeit a poor one. Email is still a valid form of communication, but it can never escape its asynchronous nature and therefore never make the leap to real-time collaboration.

### Resolve Issues Much Faster

IM enables the real-time dissemination of information across the entire enterprise, which can significantly reduce the amount of time required to complete critical business processes. For example, a customer service representative (CSR) can dramatically expedite the resolution of critical customer issues that require expert assistance. Using presence awareness, IM and message routing, the CSR can quickly locate an internal expert and receive an immediate response to their question, all while the customer is still on the phone. Without IM the support representative would be forced to send an email request to multiple experts, or place the customer on hold while attempting to find an available expert over the phone. A recent Gartner report noted that providing Web site visitors IM access to sales experts increases successful Web transactions (source: Gartner “Justifying Instant Messaging Investments?” 03/06). Furthermore, when members of the sales team have instant access to expertise, close rates can be boosted by 1 percent to 5 percent.

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### Keep Employees Connected

Teams are more distributed now than ever before. Common sense says the further apart individuals are, the harder it is to have ad-hoc interactions. While this is true, it certainly doesn't guarantee that individuals in the same building will always find it easy to have a face-to-face meeting either. IM can dramatically increase both the likelihood and frequency of ad-hoc exchanges between all members of an organization, thereby raising the level of spontaneous productivity for the entire company. For those individuals that do happen to be remote, IM provides an important link that can help them feel much more connected to their peers in the office. The availability of presence information, mobile clients, and locality features like language and time conversions help keep teams united and efficient.

### Get Back in Control

One of the most obvious reasons a company should deploy an on-premise EIM system is control. If a company relies on free IM services, there is no control over the performance, reliability, features, or even user experience. In addition, it is often impossible to enforce corporate policies with external IM systems. EIM solutions allow complete control over all of these areas, including the complete IM experience. For example, administrators can dictate which client features are enabled, such as the ability to send broadcast messages or transfer files. The organization also reclaims control over the corporate identity of their employees when they communicate with external users, ensuring a consistent address with the company domain name (e.g. john.smith@jivesoftware.com) is displayed rather than the name of a free service provider (e.g. john.smith@yahoo.com).

### Protect yourself against Viruses and Spam

EIM solutions provide greatly enhanced security features, such as restricting which clients can connect to the server and which client features are enabled. Client and server connections can be secured using TLS/SSL encryption, and additional IM hygiene can also be applied to further reduce the risks associated with viruses, spam and other malware.

### Integrate with your company's Software investments

Most EIM solutions support integration with existing LDAP directory services, such as Microsoft's Active Directory. Profile information within the enterprise IM domain can be customized to follow corporate guidelines and be automatically pulled in real-time from a directory server, reducing redundant data storage between the directory and enterprise IM system. In addition, some enterprise IM clients (including Jive Software's Spark client) support single sign-on, eliminating extra login steps for users in a single sign-on environment.

### Compliance with security and auditing regulations

The compliment to security is auditing and regulatory compliance. Many industries, including financial and health services, must comply with various message archiving, data access, and communication monitoring requirements. Jive's Wildfire Enterprise supports customizable archiving capabilities, compliance monitoring tools, and archive search capabilities to help organizations meet specific compliancy requirements such as HIPAA and Sarbanes-Oxley.

### Features built for the workplace

Consumer IM features are focused on social interactions, while enterprise IM is built as a business productivity tool with features focused on making conversations in the workplace more efficient and effective. With enterprise IM, “buddy lists” are auto-populated with your co-workers and their contact information. Questions can



be sent to departments when it's not clear who the best person to ask is and those questions can be routed based to the best person to answer. Interruptions can be managed through deeper presence information (i.e. on-phone, in meeting). Sales inquiries and customer support questions can be routed to the right person. Reliable file transferring, screen sharing and conversation history make working faster. Enterprise IM is more than security, it's an application built for a smarter, faster, more productive workplace.

### "Whisper Support" During External Communication

IM is a great way to compliment other forms of communication. For example, during a conference call with a prospective client, members of the sales team can launch an IM chat to simultaneously discuss the active conversation and make on-the-fly changes to their strategy if necessary (such as guiding the conversation away from price and toward long-term TCO).

### Customize for practical use

The future of real-time communications is being heavily influenced by advances in technology, the need for increasingly sophisticated process and application integration, and by the unique business needs of organizations everywhere. Companies will increasingly need the ability to customize their EIM solution to enable the real-time exchange of business critical data, as well as presence-enable other applications and processes. An EIM solution such as Jive's Wildfire provides an extensible platform to help organizations keep pace with this rapidly changing landscape.

### The ROI of EIM

Estimating an up-front return on investment for enterprise IM is a difficult task for nearly every organization. The fundamental benefits of IM - knowing the presence status of another user and the ability to quickly disseminate information - are very difficult to quantify in terms of cost benefit. It is not unlike the early days of corporate e-mail adoption, when many organizations attempted to prove a positive ROI before actually implementing an enterprise e-mail solution. The majority could not yet discern the full potential of e-mail and therefore only focused on anticipated cost savings, such as reduced long-distance phone calls, faxes and postage. As a result, very few companies were able to justify the initial investment on paper, even though the ultimate success and impact of email would prove to be unprecedented. Many companies are facing a similar dilemma today as they attempt to justify an investment in an enterprise IM solution. Presence awareness and real-time collaboration sound promising, but most companies are still striving to understand the fundamental value proposition.

### Summary

The proliferation of IM in the corporate world will continue to increase, driven in large part by employees who are users of public IM services. Companies need to accept this reality and take steps to embrace IM as a legitimate and integral part of their overall communication and collaboration strategy. Implementing an on-premise enterprise IM solution is paramount for giving organizations the control and manageability necessary to realize the full potential of IM while also mitigating the risks.

### About Jive Software

Jive Software builds next-generation collaboration solutions. We are the developer of Wildfire and Spark, two leading professional Open Source projects for EIM, presence, and XMPP-based communications. Built using pure Java, Wildfire is a scalable, secure, cross-platform XMPP server that can be easily and quickly customized using simple plugins. Wildfire installs in a matter of minutes and provides enterprise-class features such as message auditing, archiving and LDAP integration. An enterprise edition of Wildfire is also available under a commercial license. Wildfire Enterprise is implemented as a standard plugin to the Open Source edition and provides an expanded set of features such as real-time reporting, advanced archiving and granular client control.

Spark, a full-featured XMPP client, provides an exceptional IM user experience and is tightly integrated with the Wildfire Server. Spark's plugin architecture allows you to buy or build plugins (Sparkplugstm) that add new application features tailored for your business. Spark is centrally managed from within the Wildfire administration console, making it easy to provision and update all clients on your network.

Jive Software has over 1,400 customers globally, including IBM, Sun, Oracle, BEA, Deutsche Telekom, USJFCOM, Citrix and Toshiba.