

Socialcast by VMware

General Overview

Q: What is Socialcast?

A: Socialcast is a secure enterprise social networking platform used by companies to bring people, conversations, and projects together in one place. Socialcast is a modern way to connect and communicate with others in the workplace. Employees can post questions to the community, share information (including files, images and links), solicit input to ideas, and communicate instantly. Socialcast can also help teams manage projects. By pulling much of the day-to-day flow of work into a single organized location, accessible from anywhere, Socialcast makes it easy for employees to discover new people and ideas, work smarter, and focus on what is most important in getting work done.

Q: How does Socialcast work?

A: Socialcast is a secure, private social community where members post messages, such as a status update, a progress report, or a question. Fellow members can then reply or add comments to these posts. Posts can include links or attachments. These “conversations” combine to form an Activity Stream for the organization. Activity Streams can be specific to groups, such as the “Marketing Team” group, and can be either public or private. The result is a continual pulse of what’s happening now in a company. Over time, Activity Streams become a vital archive of institutional knowledge that can be filtered or searched by relevant topic or member.

Q: How do companies benefit from Socialcast?

A: Socialcast can make a significant impact on business performance by helping employees:

- Find answers faster and with less effort
- Get things done more efficiently with fewer meetings and less email
- Locate experts that can help solve problems quickly
- Share best practices and improve organizational intelligence
- Quickly validate new ideas and capture valuable feedback
- Reduce duplication of efforts by centralizing conversations and content in one place
- Focus on what matters, reducing friction within and across organizations
- Discover and connect with new people and ideas

Communicating and Collaborating With Socialcast

Q: How does Socialcast help me work more effectively?

A: Socialcast allows team members to exchange ideas, iterate on documents, or share updates in a way that does not require meetings, conference calls, or email. All community members benefit from the exchange, and can easily participate. Those with expertise can provide insights that benefit a much larger community beyond those present in a real-time conversation.

Q: I am not familiar with enterprise social networking – how quickly can I learn how to use Socialcast?

A: We have designed Socialcast so that anyone can quickly get up to speed without the need for in-depth training. We have created a Getting Started guide to get people up and running quickly with their Socialcast community. A more in-depth User Guide provides all the basics about the most commonly used features. You can find these documents and more at www.socialcast.com/resources.

Q: Isn't Socialcast yet another “Inbox,” creating more distractions and more work?

A: This perception may come from experiences with Facebook or LinkedIn. However, Socialcast is designed to create a single workspace that helps people focus on what is important as they get work done. Users can start conversations and share information around specific topics or initiatives through self-organized groups. They can create projects to plan activities and track progress to ensure work gets done on time. Socialcast users quickly realize how much less time they are spending on email and meetings. Socialcast co-exists with common business applications; messages can include links to content on intranets or other systems. In this way, Socialcast becomes a central hub for various types of business-oriented messages, reducing the need to toggle between systems and email.

Security and Compliance

Q: Is Socialcast secure?

A: Yes. Socialcast provides a comprehensive set of security and data integrity features to keep your community data safe and in compliance with company policies and industry regulations. For this reason, many companies within highly regulated industries, such as healthcare, financial services, and government trust Socialcast as their social platform. Go to <http://www.socialcast.com/product#protect> to learn more about security features.

Q: How does Socialcast help ensure sensitive company data is protected?

A: Socialcast is offered in both SaaS and On-Premise (behind-the-firewall) deployment models. Both models support Active Directory and LDAP integration for timely activation and de-activation of user accounts. Both SaaS and On-Premise deployments support Single Sign-On (SSO) using the SAML authentication method, enabling centralized control of user access and passwords. In SaaS deployments, all traffic to Socialcast is done on HTTP over SSL. Socialcast supports the new OAuth 2.0 security protocol to protect passwords and identities while interacting with Socialcast on mobile devices.

Teamwork and Projects**Q: What is Socialcast Projects?**

A: Socialcast Projects adds project management capabilities to your community. It allows teams to keep track of deliverables and action items without spreadsheets, emails, or status meetings.

Q: How does Socialcast Projects keep team members focused on what needs to get done?

A: With Socialcast Projects, team leaders can easily set objectives, define what needs to get done, assign owners and due dates, and track progress. Socialcast Projects connects team members to a project's status, shared timelines, and how each person fits in to the collective effort. To learn more about Socialcast Projects, visit www.socialcast.com.

Q: Does Socialcast support private messages?

A: Yes. With Private Messages users can send secure instant messages to individuals or groups in the community. Ad hoc conversations can be viewed in one centralized place, reducing the need for email or 3rd-party IM or mobile messaging apps. You can attach files, photos, videos and links to private messages and have spontaneous conversations without creating a Socialcast group or resorting to email.

Q: Can Socialcast communities include external members?

A: Yes. Socialcast allows users to form a group that includes members from outside their company. Externally Facing Groups are by default private. Non-company members are referred to as External Contributors and their access to the community is limited to those groups to which they are specifically invited. To learn more about groups for external contributors go to developers.socialcast.com/admin/external-contributors.

Q: What languages does Socialcast support?

A: Socialcast is available in English, French, German, Spanish, Brazilian Portuguese, and Simplified Chinese.

Integrating Systems and Applications**Q: What does it mean to “socialize” a business application?**

A: To socialize a business application is to add key networking attributes of a social application. From within almost any business application, users can “share” comments and files with the community. Even messages or alerts generated by business systems can be added to the community; for example automatically updating Socialcast when inventory levels have reached a certain threshold, or posting a message to the marketing and sales group when an account opportunity has been reclassified in a CRM system. To learn more, visit developers.socialcast.com/reach.

Q: How does Socialcast integrate with business applications?

A: Using Socialcast Reach extensions, companies can bring conversations into commonly used business applications. Once a Reach extension has been installed in an application such as Salesforce.com, Microsoft SharePoint, JIRA, or Gmail, the application becomes a “business system” within the Socialcast community. A business system is similar to a community member, with a profile and the ability to publish messages. To learn more, visit developers.socialcast.com/reach.

Mobility Features**Q: Is Socialcast accessible from mobile devices?**

A: Yes. The Socialcast mobile app allows users to post messages from the road, search the network for information, send emails directly from profiles, and more. Check out the appropriate download page for each app to get detailed information on features supported.

Q: Where can I get the Socialcast app?

A: You can download the Socialcast apps from the respective Apple iTunes® App Store, Google Play Store, and Windows Phone Store.

Q: Is access to Socialcast secure from mobile devices?

A: Yes, Socialcast uses OAuth 2.0. The Android mobile app uses HTTPS and doesn't store the user's password.

Q: How do I get push notifications on my mobile device?

A: When you log into the app, opt-in to receive push notifications under the Settings menu.

Deployment Options

Q: How is Socialcast deployed?

A: Socialcast offers three deployment options to address a range of customer requirements.

- **On-Premise:** Offered as a VMware virtual appliance in a pre-installed, pre-configured solution stack. Deployment, installation, and set-up can be accomplished within a matter of hours. On-Premise is a highly secure and scalable solution that can support hundreds of thousands of users.
- **Private Cloud:** A single-tenant SaaS deployment hosted on dedicated hardware in a Socialcast Tier 1, SSAE 16, SOC 1 and SOC 2 compliant data center for enhanced security. Hardware, software, and maintenance are provided by Socialcast. Also includes 128-bit SSL data encryption, NIDS, and transaction audit trails.
- **Multi-Tenant Cloud:** A standard SaaS deployment hosted in a Socialcast Tier 1, SSAE 16, SOC 1 and SOC 2 compliant data center. Hardware, software, and maintenance are provided by Socialcast. Also includes 128-bit SSL data encryption, NIDS, and transaction audit trails.

Licensing

Q: How can I get started with a free Socialcast community?

A: Go to <http://www.socialcast.com/pricing#free-signup> and get started using a free Socialcast community for up to 50 users.

Q: How do I upgrade to an Enterprise License?

A: To grow your Socialcast community beyond 50 users, you will need to purchase a Socialcast subscription. If you are interested in purchasing a SaaS subscription, go to the VMware online store at vmware.com/vmwarestore. You may also contact sales directly at (404) 478-7500 or email us at sales@socialcast.com for additional pricing and deployment information.

Documentation

Q: Where can I access Socialcast technical documentation?

A: Visit 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.

Visit kb.vmware.com for support solutions and troubleshooting guides available for the Socialcast product.

Q: Where can I access free online resources?

A: Visit www.socialcast.com/help for answers to frequently asked questions and <http://www.socialcast.com/resources> for user documentation.

Visit blog.socialcast.com for up-to-date insights and information about Socialcast products.

For additional product, business and technical information, visit the Socialcast Website at www.socialcast.com.

