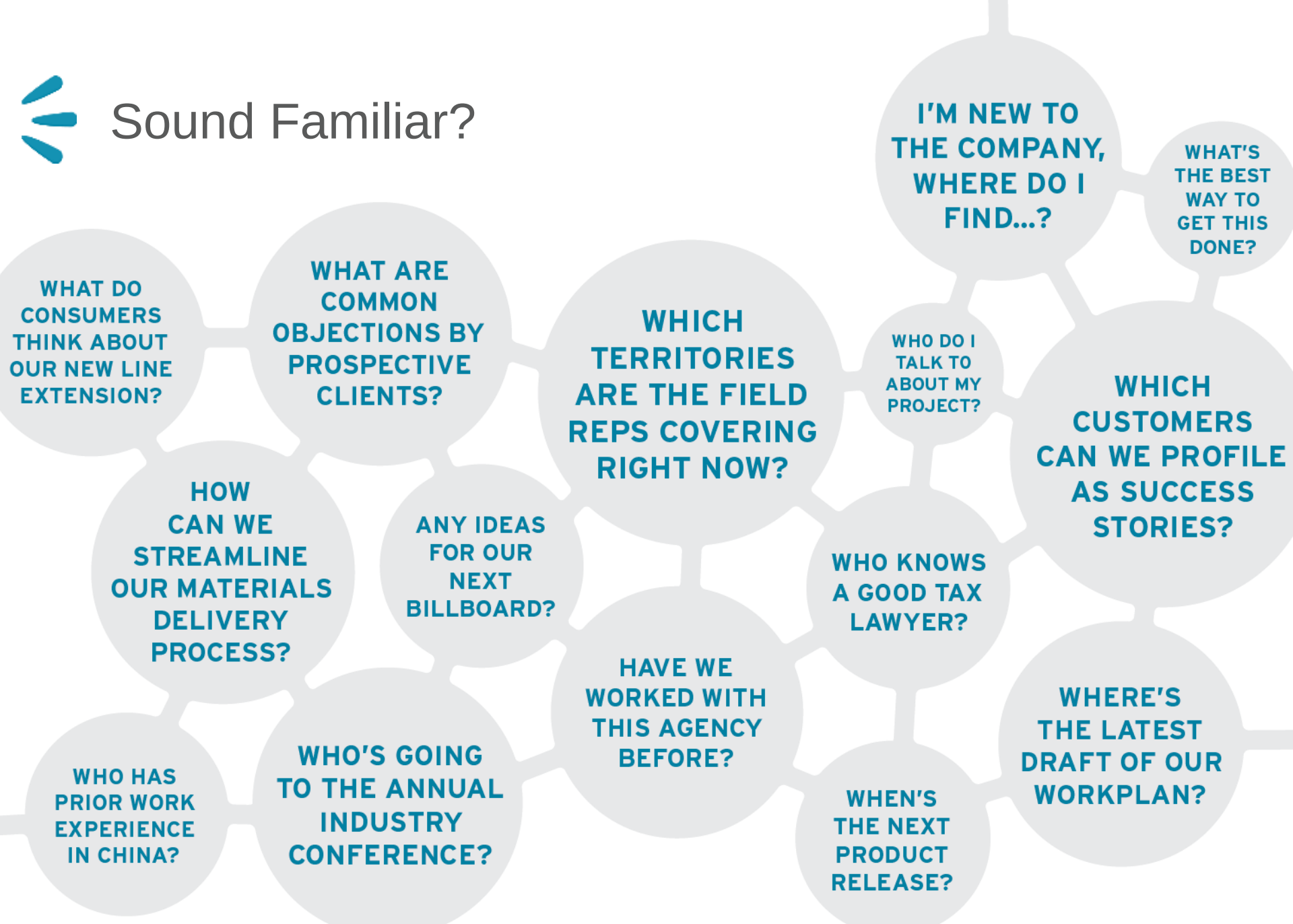


yammer[≡]

Revolutionize the Way You Work



Sound Familiar?

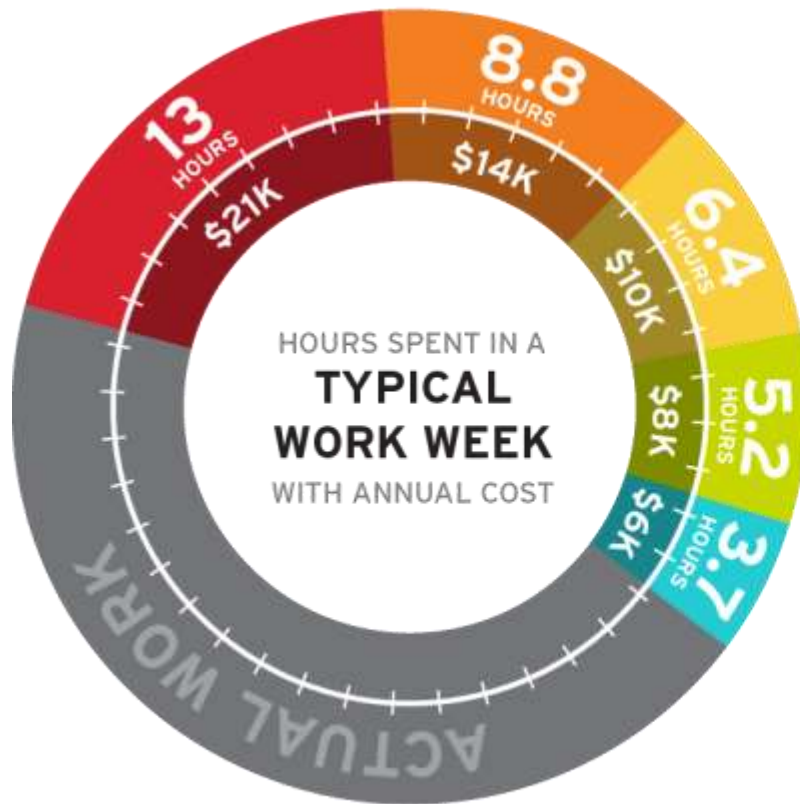




Topics

- Biggest Drains on Employee Time
- Time is Money
- The Ways We Communicate are Changing
- Introducing Yammer
- About Yammer
- Product Overview

Biggest Drains on Employee Time



A knowledge worker spends most of the week gathering and communicating information:

- READING & ANSWERING EMAIL
- SEARCHING & GATHERING INFORMATION
- COMMUNICATING & COLLABORATING INTERNALLY
- COMMUNICATING & COLLABORATING EXTERNALLY
- PUBLISHING INFORMATION
- ACTUAL WORK: MANAGING PROJECTS AND PEOPLE, ANALYZING INFORMATION, CREATING CONTENT, AND OTHER STRUCTURED TASKS

Note: Few workers perform all tasks. The number of hours per week should not add up to 40. Cost per worker per year is based on an annual salary of \$75,000, including benefits.

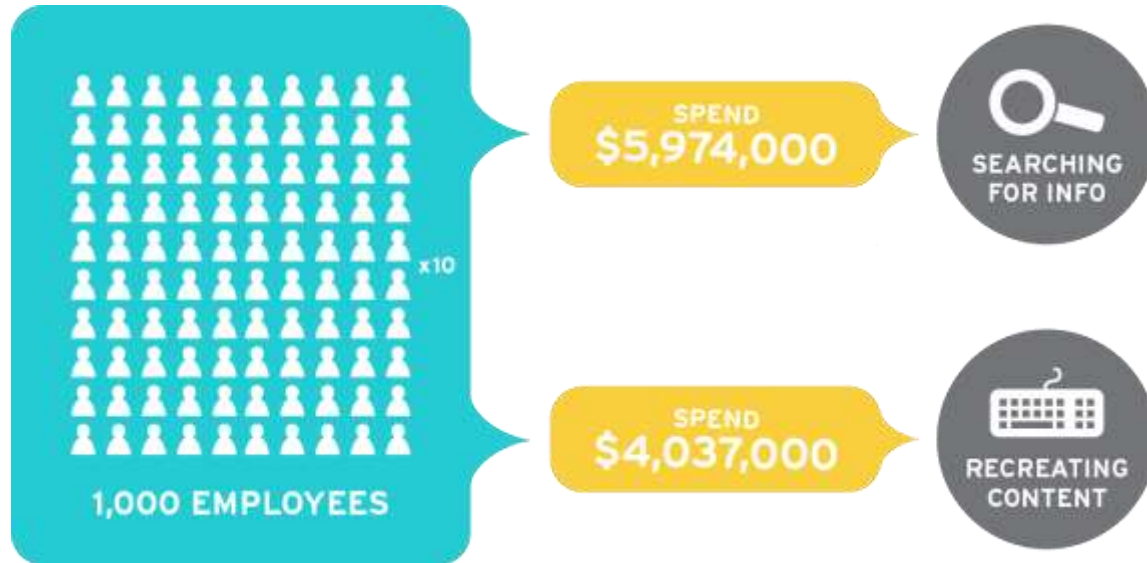
Source: IDC's Information Worker Productivity Survey, October & December 2008 and LinkedIn Survey, 2009



Time is Money

Every week, knowledge workers waste nearly **3.7 hours** searching but not finding information and **2.5 hours** recreating content that can't be found.

6.2 hours lost per week equates to **\$10,011 per worker per year** – which amounts to **nearly \$10 million total for every 1,000 employees.**

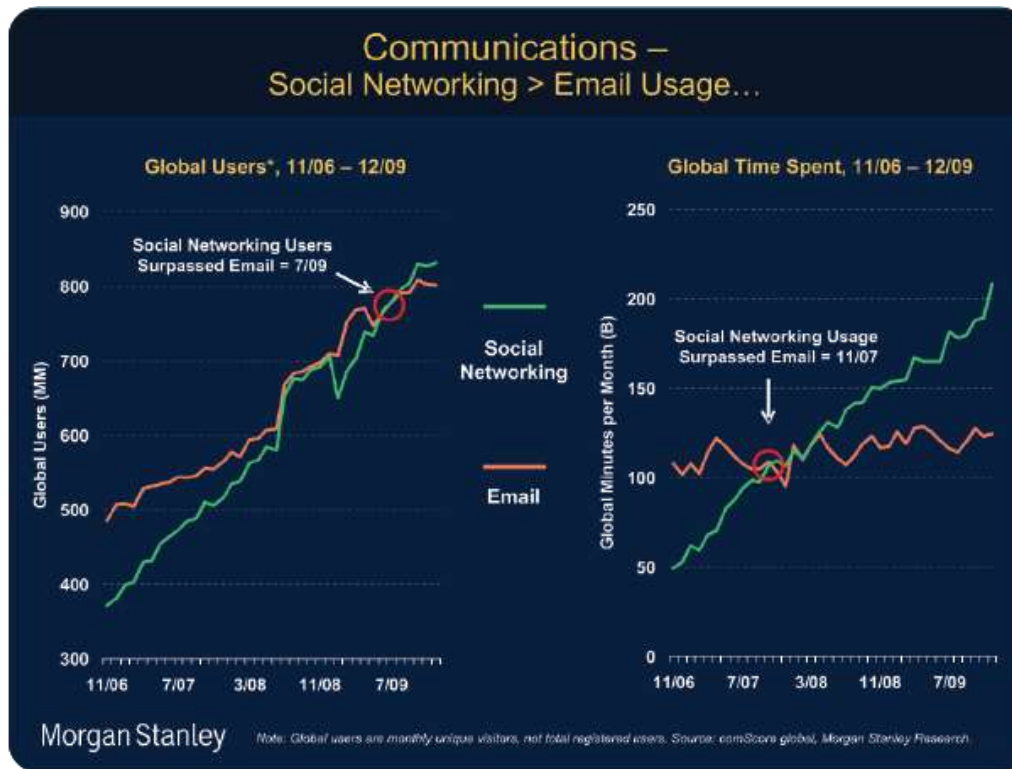


The IDC reports that the return on investment for improved access to information ranges from 38% to 600%.

Note: Cost per worker per year is based on an annual salary of \$75,000, including benefits.
Source: IDC's Information Worker Productivity Survey, October & December 2008 and LinkedIn Survey, 2009



The Ways We Communicate are Changing



“ Social networking-type applications will become as ubiquitous in the workplace as Microsoft Office tools and will likely replace e-mail as the dominant form of corporate communications.”

Bill Gates, Microsoft

Social networking now exceeds email usage



The Consumerization of Enterprise Software

- Cloud computing
- Software-as-a-Service
- Designed for, and adopted by, the end user
- No training
- Open and flexible workflow
- Spreads virally: value proven first, pay later
- Organic, serendipitous discovery of relevant content
- Leverages intra- and inter-company network effects
- Accessible everywhere: browser, desktop, mobile, tablet



Better Communications = Higher Total Returns

“Companies that are highly effective communicators had **47 percent higher total returns** to shareholders over the last five years compared with firms that are the least effective communicators.”

Communication and Financial Performance

If you invested \$100 in 2004 in companies with varying levels of communication efficacy program, the value of your investment today would be

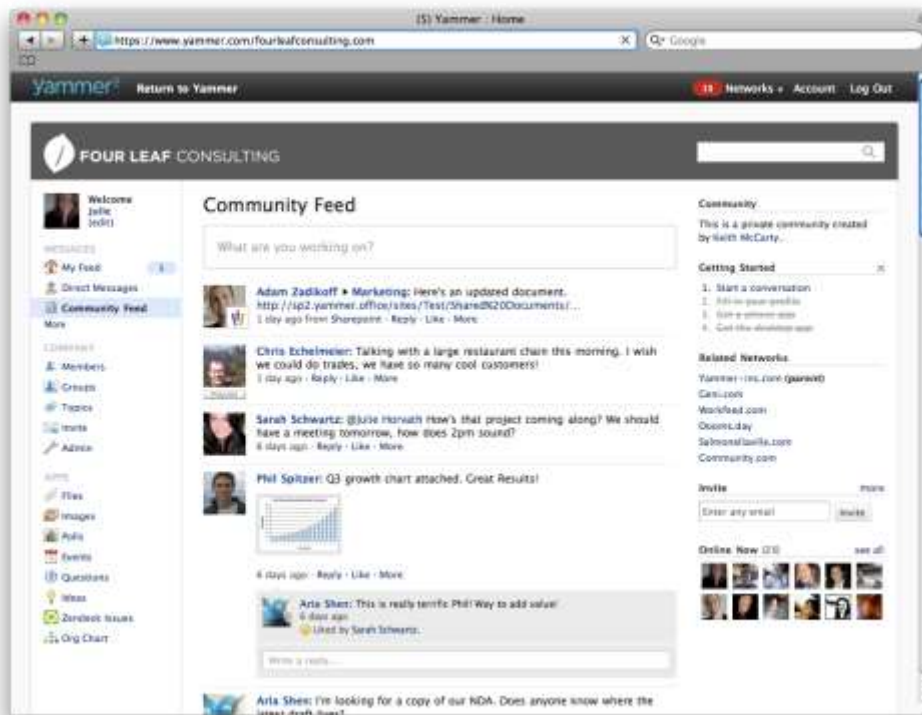


Towers Watson 2009-2010 Communication ROI Study Report, of 328 companies with a combined total of 5 million employees



Yammer: The Enterprise Social Network

Easy. Shared. Searchable. Real-time. Where your company's knowledge lives.



- Messaging and Feeds
- Direct Messaging
- User Profiles
- Company Directory
- Groups (Internal)
- Communities (External)
- File Sharing
- Applications
- Integrations
- Desktop, Mobile, Tablet
- Translations
- Network Consultation and Support



About Yammer

- Launched September 2008
- Won TechCrunch50
- Leader in Enterprise Social Networking
- Based in San Francisco, CA
- \$40 MM funding from Tier 1 VC's
- Founded by David Sacks, former COO of PayPal
- We use Yammer every day, all day for our own operations and releases



“We believe that every company, of every size, in every industry, in every country needs its own private social network around which its people, communication, and culture revolve.”

- David Sacks, CEO

Customer Success = Proven Value

100,000+ companies, including 82% of the Fortune 500 – and growing.

SUNGARD[®]



Nationwide[®]

Deloitte.



Alcatel-Lucent



intuit.



AMD 





Accolades

- TechCrunch50 Winner (2008)
- One of Lead411's "Hottest Companies in San Francisco" (2010)
- Extensive press coverage and recognition



The New York Times



WALL STREET JOURNAL

VentureBeat

TechCrunch



ITBUSINESSEDGE

Bloomberg





Yammer's Business Value in Practice

Increases productivity, reduces ramp, and improves employee engagement.



Finding Ideas and Expertise

AAA uses Yammer to surface ideas and find pockets of knowledge within the organization. Usage took off after the CIO mentioned Yammer in a town hall meeting.



Global Cooperation

After attempting to develop a solution internally, Intuit chose Yammer to break down organizational barriers, connect offices globally, and encourage more collaboration.



Learning and Development

Pitney Bowes calls Yammer a “learning goldmine” and uses it to facilitate informal learning. The company also discovered it was a great place to recruit evangelists for its external social media initiatives.



Crisis Communication

The U.S. Department of the Interior and U.S. Department of Fish & Wildlife Services chose Yammer as its platform to communicate with the various entities involved in the Deepwater Horizon oil spill clean-up efforts.



Nationwide®

Flattened Hierarchy

Nationwide chose Yammer as its primary communication channel for its push toward flattened hierarchy and better management. The results: a more transparent culture, greater innovation, and better knowledge sharing.



Active Users Enjoy 7.5% Increased Productivity

“Regular users at LG estimate that it saves them **approximately three hours a week** by getting answers faster, developing solutions more quickly and more effectively connecting with colleagues.”

– Laurence Smith, Vice President of Global Learning and Development, LG Electronics



Time Savings and Financial Impact

Three more hours per week equates to a **7.5% productivity increase** on the typical work-week, or approximately **\$7,500 saved per employee** per year.

Total No. of Knowledge Workers	1,000	PER EMPLOYEE		COMPANY-WIDE	
		Hours saved per week	Cost savings per year	Hours saved per year ²	Cost savings per year
Average Salary Per Knowledge Worker ¹	\$100,000				
Hours Per Week	40				
Total Annual Compensation	\$100,000,000				
LG Electronics		3.0	\$7,500	150,000	\$7,500,000

¹ Average per Knowledge Worker salary is fully burdened with benefits.

² Hours per year based on 50 week work-year.



Save Time. Boost Collaboration. Build Community.



“Regular users at LG estimate that it saves them approximately three hours a week by getting answers faster, developing solutions more quickly and more effectively connecting with colleagues.”

– Laurence Smith, Vice President of Global Learning and Development, LG Electronics



“[Yammer] is helping us accelerate collaboration and internal communications across our 20,000 employees in 300 offices in 30 countries. We’re seeing all kinds of serendipitous connections across projects, cultures, and time zones.”

– Brian Robbins, Chief Marketing Officer, Sungard



“Yammer has enabled us to harness the wisdom of our people who are spread across multiple teams, geographies, and brands to help achieve our purpose of delivering business solutions for competitive advantage.

– Jeff Smith, Chief Intelligence Officer, Suncorp



“Yammer has gone beyond all of our expectations and has become embedded in the way that we’re doing things. It’s helped drive innovation and build community at Deloitte, and we’re finding new value in the tool every day.”

– Peter Williams, Chief Executive Officer, Deloitte Digital Australia



Accessible Anywhere

Web



Desktop App



SharePoint



Twitter



iPhone



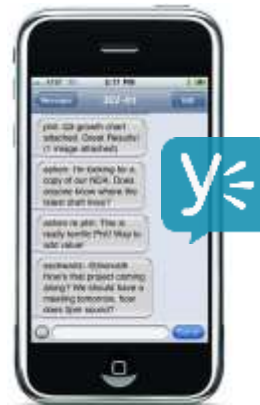
Blackberry



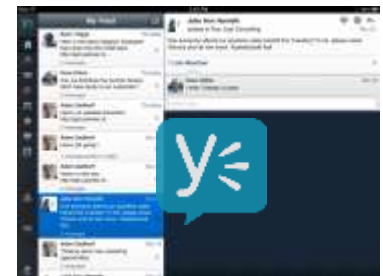
Android



SMS



iPad



yammer[≡]

Product Overview



Feeds

Post messages, follow threads, ask questions. Contribute to the conversation.

The screenshot displays the Yammer web application interface. At the top, a browser window shows the URL <https://www.yammer.com/fourleafconsulting.com>. The Yammer logo and navigation links like 'Return to Yammer', 'Networks', 'Account', and 'Log Out' are visible. The main content area is titled 'FOUR LEAF CONSULTING' and features a 'My Feed' section. On the left, a sidebar lists navigation options: 'Welcome Julie (edit)', 'MESSAGES' (My Feed, Direct Messages, Community feed, Mentions, Sent, Bookmarked, Liked, RSS, Less), 'COMPANY' (Members, Groups, Topics, Invite, Admin), and 'APPS' (Files, Images, Polls, Events, Questions, Org Chart). The 'My Feed' section includes a 'Share:' bar with options: Update, Link, Poll, Event, and Question. Below this is a text input field with the placeholder 'What are you working on?'. The feed itself shows a post by Adam Zadikoff about a new document, followed by a reply from Julie Horvath. A second, semi-transparent 'My Feed' window is overlaid on the bottom right, showing a similar layout with a 'Can every' question post and a 'Saleskickoff' event. The bottom right corner of the image features the Yammer logo.



Direct Messaging

Hold private conversations with one colleague or many. Loop others in later on.

The screenshot displays the Yammer web application interface. At the top, the browser address bar shows the URL <https://www.yammer.com/fourleafconsulting.com>. The Yammer logo and navigation links like 'Return to Yammer', 'Networks', 'Account', and 'Log Out' are visible. The main content area is titled 'Direct Message' and shows a conversation between Julie Horvath and Adam Zadikoff. Julie's message asks about a Q4 strategy meeting, and Adam's reply suggests a Tuesday afternoon meeting. A screenshot of a product roadmap deck is attached to Adam's reply. On the right, a list of participants in the conversation is shown, including Adam Pisoni, Adam Zadikoff, Julie Horvath, Ryan Triggs, Stephen Schnell, and Jesse Wilkinson. Below this, a list of active conversations is displayed, each with a profile picture, name, number of participants, and a brief description of the conversation topic.

Participant	Participants	Message Preview
Stephen Schnell	5 participants	Can we create a special marketing network? 5 messages, latest 1 hour ago
Andrew Gilbert	3 participants	Updated list of featured customers 8 messages, latest 22 hours ago
Bob Remeika		New yam.js API integration info 4 messages, latest 23 hours ago



Profile

Create a profile, share your background and expertise. Get to know colleagues.

The screenshot shows a web browser window with the URL <https://www.yammer.com/fourleafconsulting.com>. The page displays the Yammer interface for the 'FOUR LEAF CONSULTING' network. The user is logged in as Julie Horvath.

Profile Header: Julie Horvath, Information Designer. Edit profile.

Left Sidebar (Navigation):

- MESSAGES
 - My Feed
 - Direct Messages
 - Company Feed
 - Mentions
 - Sent
 - Bookmarked
 - Liked
 - RSS
 - Less
- COMPANY
 - Members
 - Groups
 - Communities
 - Topics
 - Invite
 - Admin
- APPS
 - Files
 - Images
 - Links
 - Polls
 - Events
 - Questions
 - Org Chart

Main Content Area:

- Messages:** A thread from Kris Gale discussing the value of good copy, with a link to <http://bit.ly/h1YuMa>. It includes a reply from Ben Walsh and a reply from Adam Pisoni.
- Julie Horvath:** A post sharing a Mashable article about company funding: <http://mashable.com/2010/11/30/yammer-funding/>.
- Gregory Love:** A post mentioning a large portion of the workplace from Southern California and a plan to watch the Kobe & Co game.

Right Sidebar (About Julie):

I'm a Junior Generalist. A fan of the social web, building things, and making information beautiful.

Info:

- Department: Product Marketing
- Location: San Francisco, CA
- Birthday: November 14
- Expertise: Creative Writing, HTML/CSS, and Webby Ideation.
- Interests: Running, Food, Film, and Design.
- Email: jhorvath@yammer-inc.com
- Work: No pay ext
- Mobile: \$106907197
- AIM: [jeweeboxnapphat](#)
- Twitter: [nmrdcore](#)
- Skype: [skype icon](#)
- Websites: [g+](#) [f](#) [in](#)

Followers: see all

Following: see all

Org Chart: Manager: Stephen Schnell



Search

Find archived knowledge, questions, and answers by searching your network.

The screenshot shows a web browser window with the URL `https://www.yammer.com/fourleafconsulting.com`. The page title is "Yammer : Search 'MARKETING'". The Yammer logo and "Return to Yammer" link are in the top left. The top right has links for "Networks", "Account", and "Log Out".

The main content area is titled "Search Results" and shows "22 results total for MARKETING". Below this, there are tabs for "Messages (11)", "Members (6)", "Groups (1)", "Topics (3)", and "Questions (1)".

The search results list several messages, each with a user profile picture, name, and text snippet. The snippets include phrases like "I'm working on a marketing presentation", "Thinking about new marketing opportunities", "I am creating marketing materials", "Is HTML 5 effective?", "HTML 5 is highly effective and should be used more widely across the web", "I think a few engineers are going. We should probably have a marketing presence.", "It would be great to have a marketing presence there - I'd also like to attend to attract some potential developer partners.", "Samara, please attend as well - we should have a marketing presence.", and "What is our marketing strategy for Q4?".

On the right side of the search results, there is an "Advanced Search" section with a "Search:" input field containing "Marketing", a "Posted by:" input field, a "Posted in:" dropdown menu set to "All of Four Leaf Consulting", and a "Posted between:" date range selector. There are also checkboxes for "Include RSS feeds", "By People I Follow", and "Use Boris?". A blue "Search" button is at the bottom of this section.

The left sidebar contains a "Welcome Julie (edit)" message, a "MESSAGES" section with links to "My Feed", "Direct Messages", "Community Feed", "Mentions", "Sent", "Bookmarked", "Liked", "RSS", and "Less", and a "COMPANY" section with links to "Members", "Groups", "Topics", "Invite", and "Admin". At the bottom of the sidebar, there is an "APPS" section with links to "Files", "Images", "Polls", "Events", "Questions", and "Org Chart".



Groups

Create and join public and private groups. Collaborate within your network.

The screenshot displays the Yammer Groups interface. The top navigation bar includes the Yammer logo, a 'Return to Yammer' link, and links for 'Networks', 'Account', and 'Log Out'. The main header shows 'FOUR LEAF CONSULTING' and a search bar. The left sidebar contains a 'Welcome Julie (edn)' message and a list of navigation options: My Feed, Direct Messages, Community Feed, Mentions, Sent, Bookmarked, Liked, RSS, Less, COMPANY, Members, Groups (selected), Topics, Invite, Admin, APPS, Files, Images, Polls, Events, Questions, and Org Chart. The main content area is titled 'Groups' and includes a 'Create new group' button. Below this, there's a section for 'All Groups' with a list of groups: Marketing, Executive, Customer Service, Human Resources, Engineering, Sales, directs, and Accounting. The 'Engineering' group is highlighted, showing its description: 'This group is to gather all communication regarding engineering problems, enhancements, feedback, etc.' A modal window for the 'Engineering Public Group' is open, showing a 'Leave' button, a 'Share' button, and a list of recent posts. The first post is by Adam Zadikoff, titled 'Engineering: Here's a new doc.' and includes a link to a document. The second post is by Julie Horvath, replying to Adam Zadikoff and asking if she can share the document with some of her clients.



Communities

Collaborate with partners outside your network. Align internal communications.

The screenshot shows the Yammer web interface for a community named 'FOUR LEAF CONSULTING'. The browser address bar shows 'https://www.yammer.com/fourleafconsulting.com'. The interface includes a sidebar with navigation options like 'My Feed', 'Direct Messages', 'Community Feed', 'Mentions', 'Sent', 'Bookmarked', 'Liked', 'RSS', 'Less', 'COMPANY', 'Members', 'Groups', 'Topics', 'Invite', 'Admin', 'APPS', 'Files', 'Images', 'Polls', 'Events', 'Questions', and 'Org Chart'. The main content area displays a 'Community Feed' with posts from Adam Zadikoff and Julie Horvath. A 'Members' sidebar on the right lists community members with their profiles, roles, join dates, home networks, and message counts.

Members

Members	Joined On	Home Network	Messages *	Follow Everyone
Phil Spitzer Marketing Manager	October 15, 2009	Yammer	29	Unfollow
Adam Zadikoff Client Applications	September 24, 2010	Mashable	23	Unfollow
Jesse Wilkinson Marketing	September 21, 2010	Groupon	20	Unfollow
Noah Rubin VP, Communication	October 24, 2008	Yammer	16	Unfollow
Sacha Greenberg Engineer	September 21, 2010	Eventbrite	14	Unfollow
Keith McCarty Sales	August 25, 2009	Cisco	14	Unfollow
Ashiya Mosier CS Representative	October 24, 2008	Pitney Bowes	13	Unfollow
James Mason Consultant	September 21, 2010	Deloitte	12	Unfollow



The Yammer Apps Platform

A host of business application tools to expedite work and increase productivity.



Questions

Ask questions, get answers, and find them in a searchable knowledge base.



Polls

Create a quick poll and ask coworkers to indicate the best option.



Events

Create events, invite co-workers, collect RSVPs. Add events to calendars.



Ideas

Solicit, find, and categorize the best ideas in your company.



Links

Turn standard URLs into news stories that pre-view the linked information.



Tasks

Assign action items and track completion without leaving the conversation.



Document Mark Up and Review

Collaboratively edit and comment on files attached to Yammer messages.



Customer Support

Attach a Zendesk ticket to a Yammer message so key stakeholders can collaborate and resolve issues quickly.



Enterprise Content Management

Share and store files using Box.net's cloud content management software.



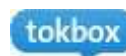
Online Expense Report Management

Send notifications when an expense report requires action and track its progress along the way.



Social Customer Relationship Management

Enable employees to share and discuss feedback from customer conversations that take place in Lithium.



Video Chatting and Conference Calls

Hold video-based group conference calls and chats with co-workers around the globe.



Questions

Ask questions, get answers, tag topics, and revisit for ongoing learning.

The screenshot displays the Yammer web interface for 'FOUR LEAF CONSULTING'. The top navigation bar includes 'Yammer', 'Networks', 'Account', and 'Log Out'. The main content area is titled 'Questions' and lists several questions with their authors. A 'My Feed' overlay is positioned in the foreground, featuring a search bar, a list of actions (Share, Update, Link, Poll, Event, Question), and a large text input field asking 'What would you like to know?'. The overlay also includes a 'To: My Followers' dropdown and an 'Ask' button.

Yammer

https://www.yammer.com/fourleafconsulting.com

Google

Yammer

Networks • Account Log Out

FOUR LEAF CONSULTING

Welcome Julie (edit)

MESSAGES

- My Feed
- Direct Messages
- Company Feed
- Mentions
- Sent
- Bookmarked
- Liked
- RSS
- Less

COMPANY

- Members
- Groups
- Communities
- Topics
- Invite
- Admin

APPS

- Files
- Images
- Links
- Polls
- Events
- Questions
- Org Chart

Questions

Add Question

Welcome to Yammer Questions

Yammer Questions is a collection of questions and answers created by your company.

- 1 When was the last earthquake in sf?
Question added by Jessica Halper.
- 2 What is your favorite Yammer 2.0 feature?
Question added by Vip Patel.
- 3 How do you implement OAuth in Ruby?
Question added by Jim Patterson.
- 4 What were our Q3 bookings?
Question added by Phil Spitzer.
- 5 Is HTML 5 effective?
HTML 5 is highly effective and should be used more widely across the net.
- 6 When is our next product release?
Question added by Jesse Wilkinson.
- 7 Where can I find materials?
Question added by Jesse Wilkinson.
- 8 What is our marketing strategy?
Stay focused on supporting new features and winning.
- 9 Who is the contact for office?
Question added by Jesse Wilkinson.
- 10 Who handles reimbursement?
Question added by Jesse Wilkinson.
- 11 Why isn't Yammer working?
Question added by Jesse Wilkinson.
- 12 What is our HR policy?

My Feed

Options

Share: Update Link Poll Event ? Question

What would you like to know?

To: My Followers ▼ Ask



Polls

Quickly poll your co-workers and colleagues for opinions and feedback.

The screenshot displays the Yammer web application interface. The top navigation bar includes the Yammer logo, a search bar, and links for 'Return to Yammer', 'Networks', 'Account', and 'Log Out'. The main content area is titled 'My Feed with Poll attachments' and shows a poll by Jesse Wilkinson asking 'How can we best improve our sales channel?'. The poll has three options: 'Expand into Asia' (33%), 'Produce new product lines' (58%), and 'Hire more reps.' (8%). A modal window titled 'My Feed' is overlaid on the right, showing a form to create a new poll. The form includes a 'Share:' section with options for 'Update', 'Link', 'Poll', 'Event', and 'Question'. Below this is a text input field for 'What's your question?'. There are two text input fields for 'Answer A' and 'Answer B', each with a plus icon to its right. At the bottom of the modal, there is a 'To:' dropdown menu set to 'My Followers' and a blue 'Update' button.

Yammer : Home

https://www.yammer.com/fourleafconsulting.com

Google

Return to Yammer

Networks Account Log Out

FOUR LEAF CONSULTING

Welcome Julie (add)

MESSAGES

- My Feed
- Direct Messages
- Community Feed
- Mentions
- Sent
- Bookmarked
- Liked
- RSS
- Less

COMMUNITY

- Members
- Groups
- Topics
- Invite
- Admin

APPS

- Files
- Images
- Polls
- Events
- Questions
- Org Chart

My Feed with Poll attachments

Share: Update Link Poll Event Question

What are you working on?

Jesse Wilkinson: Quick question about sales:

How can we best improve our sales channel?

Expand into Asia 33%

Produce new product lines 58%

Hire more reps. 8%

12 total votes · Change Vote · Reload

2 months ago · Reply · Like · More

Liked by Adam Zadikoff.

Show 7 older replies

Adam Zadikoff in reply to Jesse Wilkinson 29 days ago from Sharepoint

Kenny Vincent: We should con 29 days ago

Write a reply...

Adam Zadikoff: Here's a poll.

What is your favorite color?

- Blue
- Pink
- Purple

Vote

My Feed

Options

Share: Update Link Poll Event Question

What's your question?

Answer A

Answer B

To: My Followers

Update



Events

Create events for teams or the company. Get RSVPs and add to calendars.

The screenshot displays the Yammer web application interface. At the top, a browser window shows the URL <https://www.yammer.com/fourleafconsulting.com>. The Yammer logo and navigation links (Return to Yammer, Networks, Account, Log Out) are visible. The main content area is titled "My Feed with Event attachments" and shows a feed of posts. A sidebar on the left contains navigation links like "Welcome Julie", "My Feed", "Direct Messages", "Community Feed", "Mentions", "Sent", "Bookmarked", "Liked", "RSS", "Less", "COMPANY", "Members", "Groups", "Topics", "Invite", "Admin", "APPS", "Files", "Images", "Polls", "Events", "Questions", and "Org Chart".

Two event posts are visible in the feed:

- Jesse Wilkinson:** Please come to end of quarter meeting. **Q3 Results Meeting.** Wednesday, September 29, 2010 1:00 PM PDT. Conference Room 4. You are attending.
- Samara Mindingo:** Please come to... **Q3 Results meeting** Thursday, September 23, 2010. Conference Room 5. You haven't responded yet.

A modal window titled "My Feed" is open, allowing the user to create a new event. It includes a "Share:" section with options for Update, Link, Poll, Event, and Question. The "Event" option is selected. The modal contains a text input field "What are you planning?", a date and time selector (December 3, 1:30 am), a "Where?" input field, and a "Description" input field. At the bottom right, there is a "To: My Followers" dropdown and an "Update" button.



Ideas

Find, collect, categorize, and rank the best ideas in your company.

The screenshot displays the Yammer web application interface. At the top, the browser address bar shows the URL <https://www.yammer.com/fourleafconsulting.com>. The Yammer logo and navigation links like 'Return to Yammer', 'Networks', 'Account', and 'Log Out' are visible. The main content area is titled 'My Feed' and shows a list of posts. A modal window titled 'Add Idea required' is overlaid on the feed, containing the following text:

Add Idea required

We should incorporate more narrative branding in our strategy for Q4

Description

Narrative branding is marketing your product by telling a story about your brand.

Comment

Check out the article about narrative branding in Communication Arts!

Add



Links

Turn standard URLs into news stories that preview the linked information.

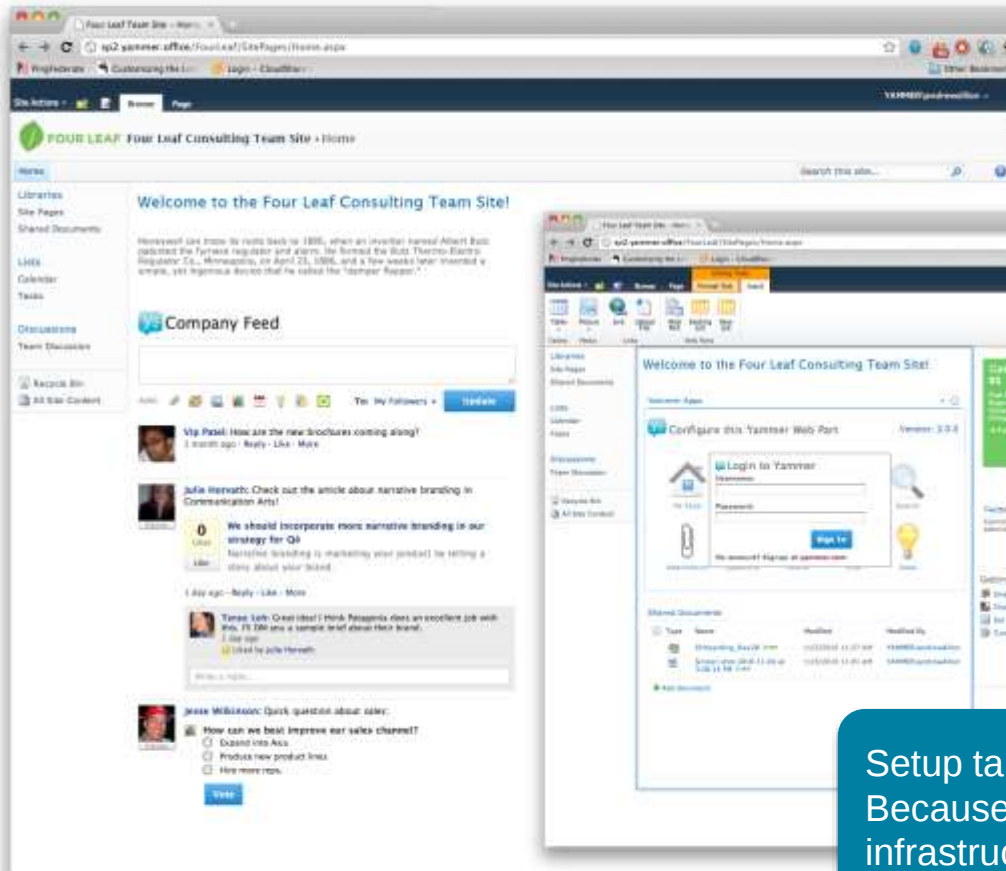
The screenshot displays the Yammer web interface for a community named 'FOUR LEAF CONSULTING'. The main content area is titled 'My Feed' and shows a post by Julie Horvath. The post includes a link to a document and a preview of the linked content. The preview shows a search bar with the text 'http://', a 'Preview' button, and a 'Share' button. The interface also includes a sidebar with navigation links like 'My Feed', 'Direct Messages', and 'Community Feed', and a right sidebar with 'Following Suggestions' and 'Related Networks'.



SharePoint Integration

Add Enterprise Social Networking that is Real-time and Mobile for less than 5% of your SharePoint costs.

- Post directly within SharePoint
- Search and Document Integration
- Admin Control
- Available for 2007 and 2010 (shown)



Setup takes under 20 minutes. Because Yammer is SaaS, infrastructure and maintenance are our responsibility, not yours.



Translations

Yammer is now in 135 countries and will soon be in the languages to match.



Yammer will soon be available in over 100 languages.

Messages are written by users in their native language, as set for the network by each company.