

VMware Socialcast Community Optimization Service

AT A GLANCE

Through our Community Optimization Service, VMware will provide guidance and share best practices to help optimize your company's use of VMware Socialcast, maximizing employee adoption and the value to your organization. VMware Consultants will provide analysis of how employees are using Socialcast, highlight key trends, and provide strategies for improving employee adoption and use.

Socialcast Community Optimization Service can help your organization foster the culture change needed to ensure your network grows from emails to activity streams, individual contributors to social collaboration, and from conference rooms to virtual global teams sharing ideas and solving problems.

BENEFITS

- Expert guidance on your launch strategy for VMware Socialcast based on your company's goals and key performance indicators (KPIs).
- Monthly analytical reports that highlight key usage trends in your network.
- A quarterly deep-dive meeting to review how VMware Socialcast is being used by employees, with strategic recommendations to maximize the value to your organization.

goals and launch strategy. In addition to sharing best practices, we will work with you to define key performance indicators (KPIs) for your community. VMware will use advanced analytics and statistical analysis to provide monthly reporting of key trends in your community and will lead a quarterly deep-dive meeting to discuss strategies to maximize employee adoption and overall value to your organization.

The VMware Socialcast Community Optimization Service can help customers who are new to VMware Socialcast understand the basics of driving participation and interactions in the new community, along with best practices to more quickly realize the business value and competitive advantage of a more engaged and motivated workforce. Participants will walk away with knowledge and tools to help drive the culture change necessary to move from emails to activity streams, individual contributors to social collaboration, and conference rooms to virtual global teams sharing ideas and solving problems.

Customer Profile

- Customers who are new to VMware Socialcast and are interested in maximizing employee adoption, productivity and ROI.
- Companies that want to capitalize on the power of a well-designed social layer that can be integrated with existing business tools to foster greater agility and drive greater business value.
- Companies seeking to identify trends and experts, tie social networking activities to goals and rewards programs, understand the social graph of their employees more deeply, and measure the impact of their social networking investment.

Overview

VMware Socialcast enterprise social software connects people to the knowledge, ideas, and resources they need to drive new levels of business performance. By integrating a robust social layer within the business applications and systems people use every day, Socialcast creates a contextual flow of ideas and involvement around today's complex business processes.

The VMware Socialcast Community Optimization Service begins with an initial meeting to discuss your company's

Deliverables

- **Kick-off meeting** including sharing best practices on VMware Socialcast, a review of the company launch strategy and goals, and identification of key performance indicators (KPIs) *See note at the end of this document about the use of personally identifiable information (PII)*
- **Monthly reports highlighting key trends** in the customer's VMware Socialcast community
- **Quarterly deep-dive sessions** to review detailed reports of customer's VMware Socialcast community and strategies to improve employee adoption and productivity in order to drive greater ROI for the company.

Topics Covered

- Engagement kick-off, including:
 - Review company goals and launch plans
 - Knowledge transfer on the Socialcast platform and all key features
 - Collaboration to determine key performance indicators (KPIs)
- Monthly reports, highlighting key trends such as adoption rates, departmental usage, cross-collaboration, and visitation rates
- Deep-dive review of network trends, including analysis and recommended strategies, tactics, and adjustments for optimizing VMware Socialcast for your organization

Roles and Responsibilities

- VMware Consultant: Conducts launch meeting, monthly trend reports, facilitates quarterly deep-dive sessions to review detailed reports, and provides strategies for optimizing the company's use of VMware Socialcast
- Workshop Participants: Socialcast Administrator, Data Center Authentication System Administrator, and others responsible for the implementation, adoption, and support of VMware Socialcast within the organization.

Scope and Pricing

- Kick-off Meeting (Web Conference)
- Monthly trend reports
- Quarterly detailed reports covering three months of data
- Quarterly deep-dive sessions to review detailed reports and provide suggested strategies for optimizing the use of VMware Socialcast
- Up to 5 participants
- 12 months duration from purchase date

VMware Socialcast Community Optimization Services are delivered by a VMware Consultant.

Contact your local VMware representative for pricing. PSO Credits are redeemable for this offering.

Key Activities

Engagement Kickoff
Monthly reports highlighting key trends in Customer's VMware Socialcast community
Quarterly detailed report covering three months of data on Customer's VMware Socialcast network
Quarterly deep-dive sessions to review current trends and provide strategies for optimization
Engagement Wrap-Up

Requirements

Production license of VMware Socialcast

Related Services

VMware Professional Services provides end-to-end services to help customers of all sizes and across all industries drive greater value from VMware Socialcast implementations. In addition to the VMware Socialcast Community Optimization Service, you may be interested in the following:

- VMware Socialcast Configuration and Integration Design Service - Integrated Cloud Service
- VMware Socialcast Configuration and Integration Design - On Premises Service
- VMware Socialcast Reach System Integration Service
- VMware Socialcast Single Sign-On Configuration Service
- VMware Socialcast Assigned Client Account Representative Service

For More Information

Visit Socialcast.com for more information about Socialcast software and services, or contact your local VMware representative.

About VMware Professional Services

VMware Professional Services, the largest services organization of experienced IT professionals focused solely on virtualization, provides industry-leading consulting, education, and technical account manager services that enable customers to transform IT environments through virtualization and realize greater value from flexible, agile IT service delivery models sooner, with less risk.

Terms and Conditions

This datasheet is for informational purposes only. VMWARE MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS DATASHEET. All VMware service engagements are governed by the [VMware Professional Services General Terms and Conditions](#).



VMware SKUs:

Community Optimization-SaaS: CON-SC-DAS-FF

Community Optimization-Dedicated Cloud: CON-SC-DADC-FF

Important note about the use of Personally Identifiable Information (PII)

Please review the Socialcast Personal Identifiable Information process listed at

http://www.socialcast.com/pii_policy.html