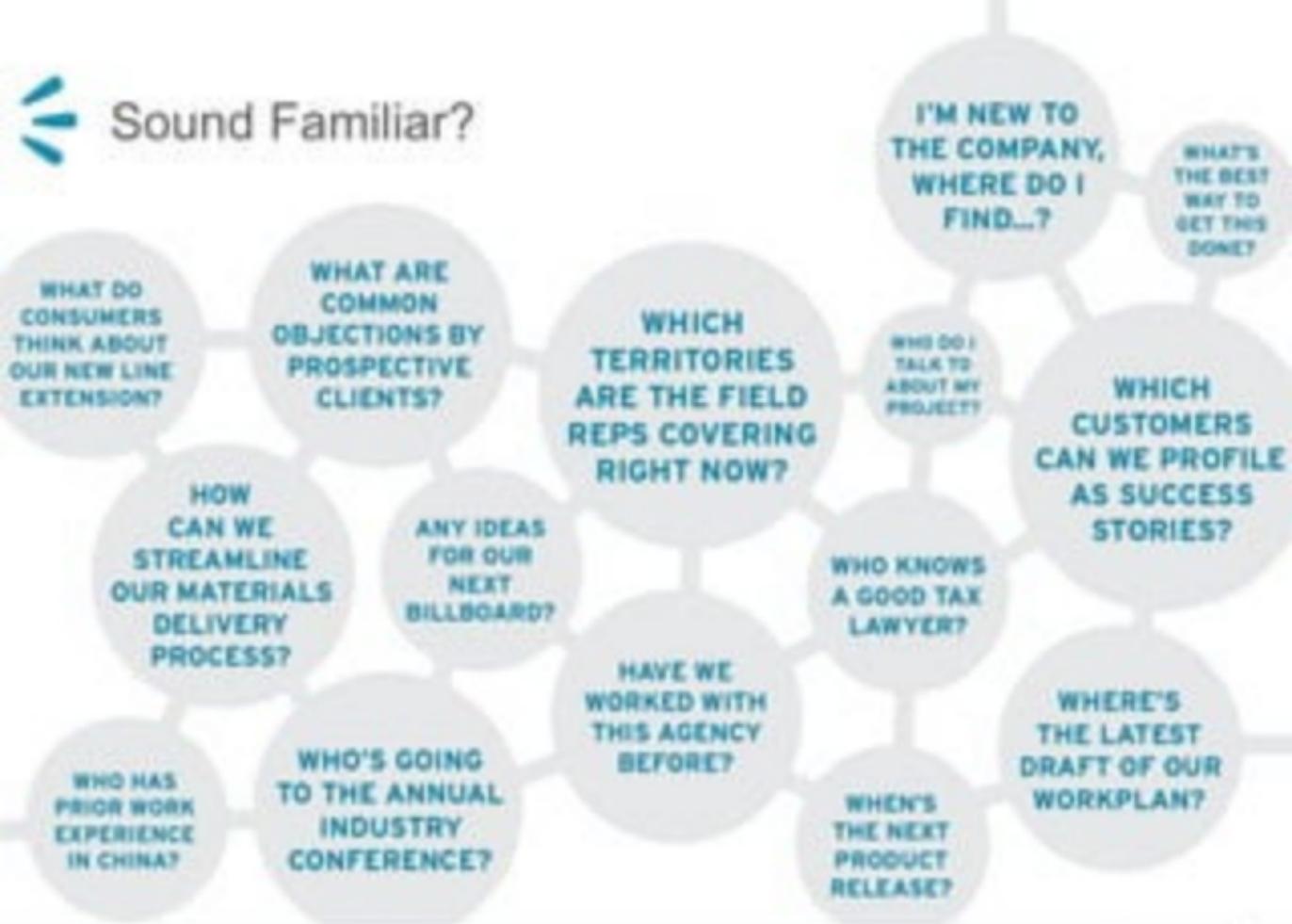




Sound Familiar?



Biggest Drains on Employee Time



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

Note: This content is not intended to be used as a substitute for professional advice. Please consult your attorney for more information on your specific situation.
Source: 2015 Harvard Business Review Survey, Harvard Business School Research Center, 2015



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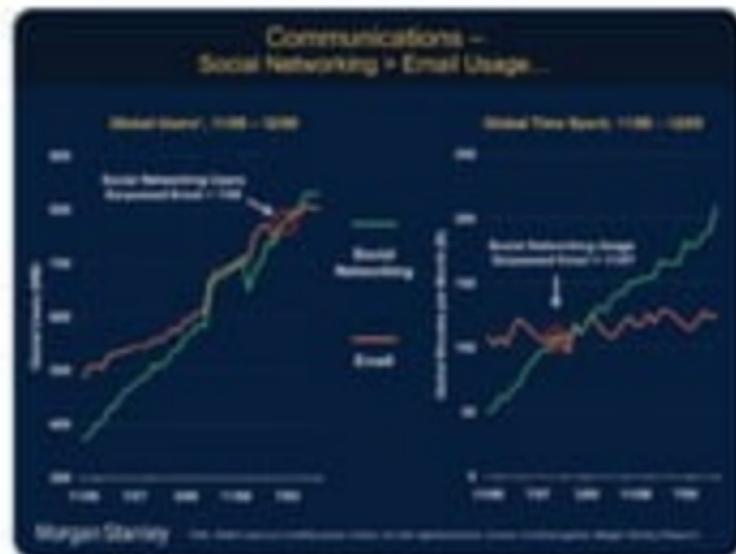
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The Ways We Communicate are Changing



Social networking now exceeds email usage

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



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"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



Source: Zinnov 2008-2014 Communication ROI Study, based on 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.

unicef

Alcatel-Lucent

intuit



AMD

MOLSON *Cools*

Boehringer
Ingelheim

AstraZeneca



ca

invent

Cargill

Pitney Bowes



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

BusinessWeek

CIO INSIGHT



IT BUSINESS EDGE

Bloomberg

GIGAom

Inc.

The Economist



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

 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.

		PER EMPLOYEE		COMPANY-WIDE	
		Hours saved per week	Cost savings per year	Hours saved per year ¹	Cost savings per year
Total No. of Knowledge Workers	1,000				
Average Salary Per Knowledge Worker ²	\$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 52 week work year.



Save Time. Boost Collaboration. Build Community.



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"[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

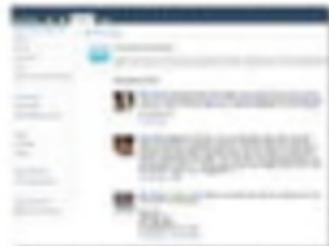
Web



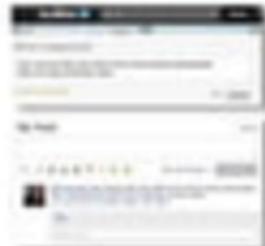
Desktop App



SharePoint



Twitter



iPhone



Blackberry



Android



SMS



iPad





Feeds

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

The screenshot displays the Yammer 'My Feed' interface. The main view shows a feed with a post by 'John Smith' asking 'What are you working on?'. A smaller, semi-transparent version of the same feed is overlaid in the foreground, showing the 'My Feed' header and the text input area with the question 'What are you working on?'.



Direct Messaging

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

The screenshot displays the Yammer web interface. At the top, there is a search bar and navigation links. The main content area is titled "Direct Message" and shows a conversation between two users. The messages include text and a file attachment. On the right side, there is a sidebar with a list of contacts. A pop-up window in the foreground shows a list of suggested contacts for the message, including names like Stephen Schmidt, Andrew Elliott, and Bob Schwartz, along with their profile pictures and some statistics.



Profile

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

The screenshot shows a web browser window displaying a Yammer profile for Julie Harrold, Information Manager. The profile includes a profile picture, a cover photo, and a bio. The bio states: "Julie Harrold is the chief of information for the University of North Carolina at Chapel Hill. She has a B.S. in Information Systems from the University of North Carolina at Chapel Hill and a M.S. in Information Systems from the University of North Carolina at Chapel Hill. She is currently working on her Ph.D. in Information Systems from the University of North Carolina at Chapel Hill. She is also a frequent speaker at industry conferences and is a member of the Information Systems Society of the American Psychological Association." The profile also shows a list of recent posts, including one from Julie Harrold about the University of North Carolina at Chapel Hill's information systems strategy. On the right side, there is a sidebar with sections for "About", "Work", "Education", "Skills", "Interests", "Groups", and "Connections". The "Work" section lists the University of North Carolina at Chapel Hill. The "Education" section lists the University of North Carolina at Chapel Hill and the University of North Carolina at Chapel Hill. The "Skills" section lists Information Systems, Information Management, and Information Technology. The "Interests" section lists Information Systems, Information Management, and Information Technology. The "Groups" section lists Information Systems, Information Management, and Information Technology. The "Connections" section lists a list of people connected to Julie Harrold.



Search

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

The screenshot shows a web browser window displaying the Yammer search interface. At the top, there is a search bar with the text "SEARCHED" entered. Below the search bar, the page is titled "Search Results" and shows "22 results found for SEARCHED". The results are listed in a vertical column, each featuring a profile picture, a name, and a snippet of text. The interface includes a left-hand navigation menu with various options like "Home", "My Profile", and "Groups". On the right side, there are filters for "Relevance", "Date", and "Status". The overall layout is clean and professional, typical of a corporate social network.



Groups

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





Communities

Collaborate with partners outside your network. Align internal communications.

The screenshot displays the Yammer Communities web interface. At the top, there is a navigation bar with the Yammer logo and a search bar. Below this, the main content area is divided into two sections: a 'Community Feed' on the left and a 'Membership' list on the right.

Community Feed: This section shows a list of posts from community members. Each post includes a profile picture, the member's name, and the text of the post. The posts are arranged in a vertical list, with the most recent at the top.

Membership: This section displays a list of all members in the community. The list is organized into columns, including member names, profile pictures, and other details. A table-like structure is used to present this information.

Member Name	Joined	Role	Member ID
John Smith	October 10, 2014	Member	123456
Jane Doe	October 11, 2014	Member	234567
Bob Johnson	October 12, 2014	Member	345678
Alice Brown	October 13, 2014	Member	456789
Charlie White	October 14, 2014	Member	567890
Diana Green	October 15, 2014	Member	678901
Frank Black	October 16, 2014	Member	789012
Grace Blue	October 17, 2014	Member	890123
Henry Red	October 18, 2014	Member	901234

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 Lifium.



Video Chatting and Conference Calls

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



Polls

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

The image shows a screenshot of the Yammer web interface. In the background, a user's feed is visible with the title "My Feed with Poll attachments". In the foreground, a modal window titled "My Feed" is open, showing the process of creating a poll. The poll question is "What's your opinion?". Below the question, there are two answer options, "Answer A" and "Answer B", each with a radio button. At the bottom right of the modal, there is a "To: My Followers" dropdown and a blue "Create" button.



Events

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

The image shows a screenshot of the Yammer web interface. The background displays a user's feed with the heading "My Feed with Event attachments". A modal window titled "My Feed" is overlaid on the screen, showing the event creation form. The form includes a text input field with the placeholder "What are you planning?", a date and time selector (set to December 1, 1:00 pm), a "Where" field, and a "Description" field. At the bottom right of the modal, there is a "Go to My Followers" link and a blue "Continue" button.



Ideas

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

The screenshot shows the Yammer 'My Feed' interface. On the left is a navigation sidebar with options like 'Home', 'My Feed', 'My Messages', 'My Connections', 'My Groups', 'My Recent', 'My Alerts', 'My Settings', and 'My Profile'. The main content area is titled 'My Feed' and displays a list of posts. An 'Add Idea' modal window is overlaid on the feed, containing the following text:

Add Idea (optional)

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.

Comments

Check out the article about narrative branding in Communication Arts!

At the bottom right of the modal is a blue 'Add' button.



Links

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

The image shows a screenshot of a social media application interface. The main content is a 'My Feed' section with several posts. Overlaid on the bottom right is a 'Links' feature window. This window has a title bar with 'Options' on the right. Below the title bar are icons for 'Update', 'Link', 'Post', 'Event', and 'Question'. A text input field contains the text 'http://'. To the right of the input field is a blue button labeled 'Preview'.



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.

yammer[®]

Revolutionize the Way You Work



Sound Familiar?

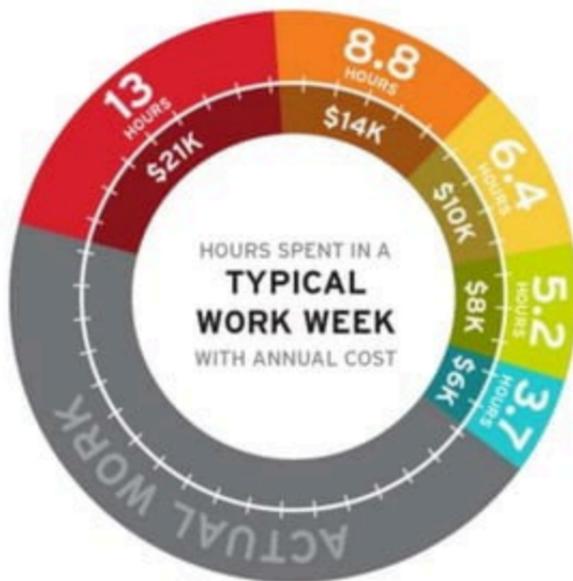




Topics

- 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



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Note: Free 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



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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



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