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#EMS10: Enterprise Microblogging Study 2010

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Executive Summary

Enterprise Microblogging is a quickly evolving market. This study provides some guidance through the jungle of tools and vendors. Beyond 21 contacted vendors we finally could include 11 tools in our comparison. Business-ready («Plug-and-play») tools will be featured in this study. The study provides comprehensive fact sheets for each tool and a review from our vendor-neutral perspective.

Introduction

Enterprise Microblogging is a quickly evolving market. As researchers, it is fascinating to see how these small Twitter-like applications can help companies to better collaborate and share their information through short messages. So yes, based on different case studies and projects conducted by us over the last two years we strongly believe that Enterprise Microblogging is a great approach and should be included in every company's IT infrastructure.

However, choosing the right tool is anything but easy. Many vendors jumped on the train and there are huge differences in quality. The last comprehensive analysis of the market dates to 2008 (Laura Fittons "[Enterprise Microsharing Tools Comparison](#)"). The market landscape has changed significantly ever since this time and

we aim at providing an updated guidance through the jungle of tools and vendors.

Our focus is especially on enterprise. This is why we did not include Twitter clones focusing on non-business use cases or half-ready solutions.

Following these criteria based on 54 initially found microblogging tools we identified 21 business-ready vendors which have been contacted and invited to be part of our study. Eleven vendors featuring big names (i.e. Socialcast, StatusNet [former laconi.ca], Socialtext) could finally be included in the study process, 2 did not want to be included and 8 did not respond to our messages.

While most of the latter were small vendors where sufficient support/sales power can be questioned, this group also includes Lotus Connections (OK we did not really expect to get a quick answer from IBM), Present.ly and Yammer. We truly hope to be able to contact these last three companies to include them in our next update of the study. Until now we have to conclude that choosing a vendor who does not react on emails might be a bad choice for such a mission-critical application like Enterprise Microblogging.

Every participant filled a standardized questionnaire including information on the vendor, software functionality, technology and pricing. We do not choose a 'winner' as we are convinced that there are manifold use cases out there with each having its own requirements. However, there is a subjective review of each tool by our team which is aimed to give you

guidance and some hints for what tool to choose.

Nobody is perfect. So if you discover errors or want to add your opinion please post it on Twitter using the hashtag #EMS10. We will monitor this tag and get back to you. We would also like to invite companies which might have been forgotten in this version to send us a message. This is the first issue of our study and we are going to update it on a regular basis.

Tools Comparison

EMS10 team comments

Communote

Communote is a good choice for project management or other scenarios with smaller group sizes. It has strong filtering features and is built with J2EE technology.

Co-op

Co-op is a very lightweight microblogging tool with a simple UI. Due to its lack of following-functionality, we would suggest using it for smaller team sizes.

Cubetree

Cubetree is a good choice if you need a collaboration suite including wikis and blogs. If you only want to use microblogging, it could be too large for you.

Cyn.in

Cyn.in comes with lots of functionality and a special bonus: it is available as open source Community Edition. If you are planning to use a collaboration suite including microblogging and maybe are planning to develop your own extensions, this could be for you.

Elgg

Elgg's microblogging functionality is quite basic until now. However, if you are interested in a whole collaboration suite this could be for you. Elgg is established open source software for many years and there are lots of programmers and ready-to-go plugins out there.

ESME

ESME is still under development and until now especially the front-end does not seem to be enterprise ready. However, the interesting point with ESME is its background architecture, which allows you to integrate other tools and processes. Judging from the technical potential, ESME is a very promising project.

Socialcast

Socialcast has everything you expect from an enterprise microblogging tool. We especially like its Social Business Intelligence approach, which allows you to monitor your information flow.

StatusNet

StatusNet is an easy-to-use microblogging tool. Due to its Open Source licence you can customize it to your needs. Judging from the code base its technology does not fit enterprise class requirements yet. However, StatusNet is in heavy development and we expect more robust versions soon.

Socialtext

Socialtext is a big player in the market of collaboration tools. While its microblogging did not have many features until now, it seems to be under heavy development. Socialtext could be a very interesting option for you if you want a solid and secure product from an industry leader.

Wordpress P2

Wordpress P2 is a nice Open Source solution if you want to quickly supply a microblogging solution for small project teams. We would not recommend it for larger scenarios or long-time deployments.

Yonkly

Yonkly is another microblogging application which supports all basic functionalities. It also has a Community Edition for those wanting to modify the source code. Yonkly does not have an explicit focus on enterprises, which could be a drawback for professional scenarios.

The big picture

Our 11 enterprise microblogging software tools each have their strengths and weaknesses. It heavily depends on your use case which one is the best for you. On the next page you find our comprehensive comparison matrix including 58 different attributes:

General Information	Commune	Co-op	Cubetree	Cyn.in	Co-op	Egg	ESME	Socialcast	StatusNet	Socialtext Signals	Wordpress P2	Yonky	
Web page	http://www.commune.com	http://www.coopapp.com	http://www.cubetree.com	http://www.cynapse.com/cyn	http://www.coopapp.com	http://demo.egg.com/	http://incubator.apache.org/ome	http://www.socialcast.com	http://www.status.net	http://www.socialtext.com/	http://www.p2theme.com	http://www.yonky.com	
Basic contact	Jens Osthaus (Berlin) jens.osthaus@commune.com	Danny Weil (Baltimore) danny@coopapp.com	Romana Roy (Baltimore) romana@cooper.com	Romana Roy (Baltimore) romana@cooper.com	Danny Weil (Baltimore) danny@coopapp.com	Open Source, developed by Curveter	Yoshua B. Grynauz yoshua@gnail.com	Socialcast, San Francisco, CA (USA)	StatuNet, Montreal, QC Canada	Socialtext, Palo Alto, CA (USA)	Open Source, developed by Automattic Inc., San Francisco (USA) Open Source Community	Edward Brantley (Brynonyk & Brantley) yonky@yonky.com	
Company name and headquarter	Commune Software GmbH, Dresden (Germany)	Indico, LLC, New York (USA)	Cubetree Inc., Redwood City, California (USA)	Cynapse (India)	Indico, LLC, New York (USA)	Open Source, developed by Curveter	EMSE is an Apache Incubator project (http://www.apache.org/)	Socialcast, San Francisco, CA (USA)	StatuNet, Montreal, QC Canada	Socialtext, Palo Alto, CA (USA)	Open Source, developed by Automattic Inc., San Francisco (USA) Open Source Community	Yonky Inc., Virginia (USA)	
Capitalization	Private Corporation	Private Corporation	Private Corporation	Private Corporation	Private Corporation	Open Source Community	Open Source Community	Private Corporation, Venture Capital from True Ventures (\$1M) and angel investors (B&O)	Venture Capital from Montreal Bank and Innova Capital	Venture Capital	Open Source Community	Private Corporation	
Where does the data come from?	Vendor	Vendor	Vendor	Vendor	Vendor	EMS10 team	Open Source Community	Vendor	Vendor	Vendor	EMS10 team	Vendor	
Overview													
Self-hosted version available?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓ (dedicated appliance)	✓	✓	
Part of a suite?	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	
Number of known customer systems	-	5000	Hundreds of company networks	1200	1200	-	Since EMSE is open source, anyone can download it. We know of at least three different installations at customer sites	Several thousand	-	5000+	-	3700	
Link to demo or video	https://www.commune.com/comicblog/gist/	http://coopapp.com/signup	https://www.cubetree.com/tour	http://www.cynapse.com/cyn/ive-demo-details	http://demo.egg.com/	http://www.incubator.apache.org/ome/distribution/stevepatt	http://demo.socialcast.com/	http://status.net/create-a-site	http://www.socialtext.com/products/demo_microblogging.php	http://p2theme.wordpress.com/	http://www.yonky.com/tour		
Language support	English, German	English	English with western language support in Q110	43 Languages	Several languages including English, French and German	English and partially in Chinese	English and partially in Chinese	English, all Latin Character languages	English and partially support of other languages	English, Italian, and Japanese	English and partially support of other languages	English	
Features													
User interface													
Status updates	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Profiles	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Groups	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Search	✓ (full text, users, tags, time)	✗	✓	✓ (Live quick search, Full text search that searches within documents, User based search, faceted search, tags search and advanced search)	✓ (fulltext, tag based, users)	✓	✓	✓ (Keyword, full text, users, tags; faceted search by message type, category, attachment)	✓	✓ (postings, profiles)	✓ (fulltext, tag)	✓ (full text, users, groups, tags)	
Filtering	✓ (time, user, tags, blogs)	✗	✓	✓ (backed filtering with user, date range, tag, content type)	✗ (user, tag)	✓	✓	✓ (Time, tagged messages, mentions, message type, category, attachment)	✓	✓ (all vs. followed, active type (edit, comment, signal, etc))	✓ (Paging)	✗	
Tag cloud	✓	✗	✓	✓	✓	✓	✓	✓	✓	✗ (for pages/people only, coming soon for Signals)	✓ (Paging)	✗	
File attachments	✓	✗	✓	✓	✓	✓	✗	✓ (multiple uploads, also permitted for comments)	✓	✓ (via file integration)	✓ (Paging)	✗	
Microblogging-specific functionality													
Number of characters per posting	unlimited (specified by admin)	unlimited	unlimited	140	140	unlimited	unlimited (specified by admin)	140	140	unlimited (specified by admin)	unlimited (specified by admin)	unlimited (specified by admin)	
Tagging	✗ (#hashtags, 'classic' tagging)	✓	✓	✓ (classic tagging)	✗ (#hashtags)	✓	✓	✓ (#hashtags)	✓	✓ (classic tagging)	✓ (#hashtags)	✓	
@-reference	✗	✓	✓	✗	✗	✓	✓	✓	✓	✓ (as well as a UI for addressing for those that don't know)	✗	✓	
Following-functionality	✗	✓	✓	✗ (users, blogs)	✗ (users, topics)	✓	✓	✓ (users, groups, and custom streams with topics, etc)	✓	✓	✓	✓	
Retweet-feature	✗	✓	✓ (liking)	✗	✗	✓	✗	✗	✓	✗	✗	✗	
View Threaded discussions	✗	✓	✓	✗	✗	✓	✓	✓	✓	✓	✗	✗	
View Chronological order	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
WYSIWYG editor	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Link shortener	✗ (shorten link view)	✗	✗	✗	✗	✓ (own)	✗	✓ (Link breaks supported)	✓ (url.co)	✗	✓ (Paging)	✗ (byurl)	
Administration and security													
Rights management	✓ (by groups)	✓	✓	✓	✓ (by groups)	✓	✓	✓ (by groups)	✓ (by groups)	✓	✓	✓	
Access management	✓ (by groups)	✗	✓	✓	✓ (by groups)	✓	✓	✓ (Color and logo)	✓ (hooked version)	✓ (Color and logo)	✗	✗	
Customizable layout	✓ (blogs)	✗	✓	✓ (dashboard)	✓ (dashboard of users can be designed by widgets)	✗	✓	✓ (Color and logo)	✓ (hooked version)	✓ (Desktop client UI)	✗	✗	
Tag management	✗	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	
Analysis functionality	✓ (trending topics)	✗	✓ (dashboard view and admin view)	✓ (graphical statistics: comment types, highest collaborators)	✓ (LIMX)	✓	✓ (Social Business Intelligence® suite of analytics that	✓	✓	✓ (usage, monthly trending, most active signifiers)	✓ (trending topics, list of search terms)	✗	
RSS Atom Feeds	✓	✓	✓	✓ (search, filters, micrologs etc.)	✓ (blog posts)	✓	✓ (import and export)	✓	✓	✓ (tags, authors, search)	✗	✗	
Integration													
Widgets (for integration in other apps)	✓ (Microsoft SharePoint, Atlassian Confluence)	✗	✗	✗	✗	✗	✓ (Sharepoint Web Parts)	✓	✓	✓ (Sharepoint, Lotus Connections)	✗	✗	
Desktop client	✓ (Windows Sidebar Widget)	✓ (Co-op)	✓	✓ (Dedicated Adobe AIR based desktop client)	✗	✗	✓	✓	✓	✓ (Adobe AIR based)	✗	✗	
iPhone client	✓ (web based)	✗	✓	✓	✗	✗	✓	✓	✓	✓ (web UI)	✗	✗	
Other Mobile client	✓ (Java e.g. BlackBerry)	✗	✓	✓	✓ (view for mobile application)	✓ (All mobile clients which support location also support	✓ (BlackBerry client)	✓	✓	✓ (web UI)	✗	✗	
SMS integration	✗	✗	✗	✗ (only through email gateway)	✗	✗	✓	✓	✓	✓	✗	✗	
XMPP integration	✓	✗	✓	✓ (for enterprise solutions only)	✗	✗	✓	✓	✓	✗	✗	✗	
Email posting	✓	✗	✓	✓	✗	✗	✓ (via James Mailer)	✓	✓	✓	✓	✗	
Cloud notification	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	
Costs													
SaaS version													
Costs	0 - 4 per user per month free service for up to 10 users, volume discount on request	Free	0 - \$5 per user per month different editions available http://www.cubetree.com/pricing , Discounts available over 500 seats	\$499/month for unlimited users Amazon Web Services based Infrastructure with Dedicated EC2 appliances (Virtual servers) in the cloud http://www.cynapse.com/price/cyn-on-demand	-	-	Free SaaS usage is free for an unlimited number of users, including administrative controls and data ownership. Fees incurred for SaaS directory integration, Service Level Agreement, and Social Business Intelligence®	Free Support and Maintenance subscriptions and Professional support and customization services	\$0-\$6/Usamonth	\$0-\$6/Usamonth	\$0 - \$24.95/month	\$0 - \$24.95/month	
Pricing in detail													
Self-hosted version													
License	commercial license	-	-	Open Source Community Edition (GPL v3), Commercially On-Premise Edition starts at \$6250/year for unlimited users	Open Source (GPL v2)	Open Source (Apache 2.0)	Commercial licenses	Open Source (Creative Commons Attribution 3.0)	Commercial licenses	Open Source (GPL)	Open Source and Commercial License		
License in detail	http://www.commune.com	-	-	Commercial Edition comes with Certified bug security updates and upgrades for the entire appliance stack. http://www.cynapse.com/price/cyn-on-premise-appliance	-	-	Annual fee applies. Priced per deployment for an unlimited number of users (no per-user pricing). SMB package available for companies with <500 employees.	-	-	-	http://www.yonky.com/combine		
Technology													
Technology	Java, PostgreSQL	Ruby on Rails	Ruby on Rails	Python, Zope Application Server, Oracle Database, multiple different editions available	PHP, MySQL	Scala (uses the JVM framework), can be deployed in any J2EE container (Tomcat, Glassfish, Jboss, etc)	Ruby on Rails, MySQL	PHP, MySQL	-	PHP, MySQL	ASP .NET MVC (C#)		
API	JSON API available on request, to be released in future version	✓	✓	✓ XML-RPC	✓	✓	✓	✓	✓	✓ (Paging)	✗		
Twitter API support	planned for future version	✗	✓	✗	✗	✗	✓	✓	✓	✓ (XML-RPC)	✗		
Supporting other APIs and protocols	✗	✗	✓ (via email or comma delimited data file)	✓ (XML-RPC/WeirdAPI/Others)	✗	✗ (only via database tools)	✓ (XML, SQL exports for users and data, XLS and JPD exports for Social Business Intelligence®)	✓	✓	Open/Social Widgets	✗		
Full export	✓ (RTF)	✗	✓	✓ (MS Active Directory, Open LDAP)	✗	✗	✓	✓	✓	✓ (XML)	✗		
LDAP integration	✗ (but LDAP, Confluence & Sharepoint User Integration)	✗	✓ (SFDC and custom integrations possible)	✓ (LDAP, ticket cookie e.g. Cynapse.com)	✓ (open id)	✓ (OpenID)	✗ (but LDAP integration)	✓	✓	✓ (Paging)	✗		
Single sign-on	✗	✗	✓	✓ (daily with auto rotating 10-Phish)	✗	✗	✓	✓	✓	✓ (Paging)	✗		
Automated backups	✓	✗	✓	✓ (SSL/TLS/VPN)	✓ (SSL)	✓	✓	✓	✓	✓	✗		
Encrypted communication	✓ (SSL, 256 bit)	✗	✓	✓	✓	✓	✓	✓	✓	✓	✗		
Vendor comments													
What makes your tool unique?	Strong business focus, providing license for installation behind the firewall, integration toolkits for enterprise portals, providing consulting services.	Co-op links up with our time tracking tool, Harvest, which enables seamless time tracking with updating portals.	People centric, social collaboration suite with the most complete app and rich feed.	Cyn.in is the only free open source software that enables unified collaboration for the enterprise, out-of-the-box.	-	-	Enterprise Social Messaging Experiments (ESME) is a secure and highly scalable microblogging and messaging platform that allows people to discover and meet one another and get connected across to other sources of information, all in a business process context. Our focus is integration in processes.	Socialcast is truly designed for the Enterprise, featuring the best interface, powerful analytics, and integration with legacy systems.	-	Socialtext Signals can be used standalone, but is also part of the larger Socialtext collaboration platform which includes dashboard, activity streams, wikis, blogs, online spreadsheets.	-	White label, flexible, open source, self-hosted or SaaS, with SL, multiple photo uploads, integrates with third process, feedback, banner.	
What is your vision of your tool in 2 years?	Implement other "signals" e.g. from production and financial data, full integration in business communication environments.	We will continue to ensure that teams have access to a "super-simple" tool which will help them collaborate in real-time with each other while minimizing distractions.	Changing the way companies communicate by making all business processes social.	Cyn.in will become the default collaboration, communication middleware system for businesses and institutions.	-	-	However, if you are interested in a whole collaboration suite this could be for you. Egg is established open source software for many years and there are lots of programmers and ready-to-go plug-ins out there.	Socialcast will provide powerful activity stream servers for the Enterprise, sourcing data from across the company & employees in real-time.	-	Socialcast is a big player in the market of collaboration tools. While its microblogging did not have many features until now, it seems to be under heavy development. Socialcast could be a very interesting option for you if you want a solid and secure product from an industry leader.	-	Wordpress P2 is a nice Open Source solution if you want to quickly setup a microblogging solution for small project teams. We would not recommend it for larger scenarios or long-time deployments.	
What else should we know about you?	Commune [www.commune.com] is an enterprise microblogging platform with strong business focus offering features like team & topic orientation, superior tagging and retrieval, partner integration, enterprise authentication, access control, secure SaaS and in-house installation. Besides mobile access from BlackBerry, iPhone and Android smartphones, Commune provides integration toolkits for enterprise portals, e.g. Microsoft SharePoint and Atlassian Confluence. Commune is focused on the needs of German and European enterprises providing consulting, integration and reseller for microblogging behind the firewall.	Co-op is a product of the team which built Harvest, a leading time tracking and invoicing with application.	Cynapse Rocks	-	-	Although ESME was associated initially with SAP, our community has now grown to include a variety of other individuals from different organizations. This breadth combined with the standardized structure of the Apache "new" projects will an excellent foundation for success.	Socialcast is the real-time conversation system designed specifically for the Enterprise. More than just microblogging, Socialcast powers the information flow of a company across geographic boundaries, corporate divisions, and employee roles. It provides a peripheral vision system for employees who give leaders access to real-time information from the front lines. Our goal is to enable real-time conversations with content, help people connect easily to build relationships, enhance processes and support business objectives. We achieve this through Enterprise Integration. On-premise deployment, robust API, multiple data input sources, Workflow Integration, Desktop application, Sharepoint integration, Outlook and Lotus Integration, Analytics, Social Graph analysis, measuring insights/trains, identify opportunities and Mobility (iPhone and BlackBerry apps, email and IM integration). Socialcast creates a strong business mix to drive business value. We offer threaded, rich streams with filtering to promote conversations, custom topic and people/subject matter tracking, idea generation for all employees, mobile accessibility (shared to "Sharepoint in your pocket"), and Social Business Intelligence™ - the first social/organizational analysis product on the market.	-	Socialtext is the original Enterprise 2.0 company. We've been ranking in the Gartner visionary quadrant 3 years in a row.	-	Wordpress P2 is a nice Open Source solution if you want to quickly setup a microblogging solution for small project teams. We would not recommend it for larger scenarios or long-time deployments.		
EMS10 team comment	Commune is a good choice for project management or other operations with smaller group sizes. It has strong branding features and is built with J2EE technology.	Co-op is a very lightweight microblogging tool with a simple UI. Due to its lack of following functionality, we would suggest using it for smaller team sizes.	Cubetree is a good choice if you need a collaboration suite including wikis and blogs. If you only want to use microblogging, it could be too large for you.	Cyn.in comes with a lot of functionality and a special bonus: it is available as open source Community Edition. If you are interested in a whole collaboration suite this could be for you. Egg is established open source software for many years and there are lots of programmers and ready-to-go plug-ins out there.	-	-	Egg's microblogging functionality is quite basic until now. However, if you are interested in a whole collaboration suite this could be for you. Egg is established open source software for many years and there are lots of programmers and ready-to-go plug-ins out there.	ESME is still under development and until now especially the front-end does not seem to be enterprise ready. However, the interesting point with ESME is its background architecture, which allows you to integrate other tools and processes. Judging from the technical potential, ESME is a very promising project.	Socialcast has everything you expect from an enterprise microblogging tool. The especially like its Social Business Intelligence approach, which allows you to monitor your information flow.	-	StatuNet is an easy-to-use microblogging tool. Due to its Open Source license you can customize it to your needs. Judging from the code base its technology does not fit enterprise class requirements yet. However, StatuNet is in heavy development and we expect more robust versions soon on the market.	-	Socialtext is a big player in the market of collaboration tools. While its microblogging did not have many features until now, it seems to be under heavy development. Socialtext could be a very interesting option for you if you want a solid and secure product from an industry leader.

What else is out there?

Twitter's success evokes many other attempts to develop tools and introduce services for Microblogging. Some are more ambitious than others. Hence, it is not easy to monitor them all. In this section we give some information about those tools that we did not include into our study. As there is a lot of motion in the field of Microblogging we assume that some of the following tools may, in future versions of our survey, move up to our well investigated candidates.

Open Source

With ESME, elgg and Wordpress P2 we included in the study what we found to be the most active and enterprise-ready open source projects related to microblogging. Next to them, there are a lot of other projects which might be useful for you in special use cases or technical requirements.

Buddypress (based on Wordpress MU)

Buddypress is an assembly of themes and plugins for Wordpress MU (Multi User version) that enables social networking features.

<http://buddypress.org>

Jaiku

Jaiku, a Microblogging environment developed and introduced by a Finnish company, is now part of Google. "The service is maintained by volunteer Google engineers on their spare time", says Google. It remains to be seen whether this service is sustainable

<http://www.jaiku.com/>

<http://jaikido.blogspot.com/2009/03/jaikuengine-is-now-open-source.html>

<http://code.google.com/p/jaikuengine/>

Jisko

Jisko is still a beta. There is a service as well as an open-source version that can run behind the firewall. It also interfaces with Twitter and Wordpress.

<http://jisko.org/>

openmicroblogger (based on Wordpress)

Another collection of themes and plugins for Wordpress. The developing community seems to be rather inactive as the last version dates from March 2009.

<http://openmicroblogger.org/>

Rask (based on Wordpress)

Rask is another theme for Wordpress that enables Microblogging.

<http://bizzartic.com/2009/06/16/rask-publishing-news-wordpress-theme/>

SiXX (based on Wordpress)

Yet another Wordpress theme. It restricts posts to 140 characters (like Twitter). Compatible with iPhone browser.

<http://sixx.se/nextgen/wordpress-microblog-theme/>

Trillr

Trillr is a development by the German Content Management vendor CoreMedia. Interfaces with Twitter.

<https://trillr.coremedia.com/>

<https://contributions.coremedia.com/trillr1>

Twoorl

A small Open Source microblogging tool created with Erlang.

<http://www.ohloh.net/p/twoorl>

TypePad Motion

TypePad Motion is a Microblogging environment, developed by the professional blogging vendor Six Apart. It is free and open-source. Similar to Twitter, it allows to publish and subscribe («follow»).

<http://www.typepad.com/go/motion/>

Exots and Promising New

Arrivals

During our research process we discovered a number of interesting tools which deserve to be discussed here. They did not fulfill our requirements for study but they show some very interesting developments and concepts.

Akibot

Akibot provides semantic analysis of tweets in an enterprise environment and interfaces with enterprise applications. Could enable microblogging-based artificial intelligence.

<http://www.akibot.com/>

Edmodo

Edmodo is a microblogging service especially designed for teachers and students.

<http://www.edmodo.com/>

Snipia

Snipia is an enterprise microblogging tool with nice ideas like task management and integrated polls.

<http://www.snipia.com/>

Socialwok

Socialwok is a collaboration tool running in the Google Cloud. They have really cool integration scenarios with Google Apps.

<http://www.socialwok.com/>

Open Atrium

Open Atrium is a Drupal-based collaboration platform featuring blogs, wikis and microblogging. Microblogging comes as simple shoutbox till now.

<http://openatrium.com/>

Salesforce Chatter

Something to watch: Salesforce Chatter could combine features of Activity Streaming and Microblogging to combine collaboration and process management.

<http://www.salesforce.com/chatter/>

Google Wave, 12sprints.com and Flowdock

Google Wave, SAP's 12sprints and Flowdock are not really microblogging tools. Their focus is real-time collaboration and decision making. Still, they could be useful for some scenarios.

<https://wave.google.com/>

<http://www.12sprints.com/>

<http://flowdock.com/>

Background

Study Process

Step 1 (October-November): Establish selection criteria and develop data sheet

Step 2 (November): Identify Candidates (N=54) and select enterprise-ready tools (N=21)

Step 3 (November-December): Send "Call for Participation" notes to these candidates (including 2 reminders after 7 and 14 days)

Step 4 (November-December): Give access to standardized Data Sheets via Google Docs

Step 5 (January): Data analysis and survey writing

The Candidates

The original list of 21 identified Enterprise Microblogging tools reads as follows:

Co-Op (included)

Communote (included)

Cubetree (included)

cyn.in (included)

elgg (included)

ESME (included)

Heart of Co. (no response)

HeadMix /Work Simple (no response)

Lotus Connections (no response)

Obayoo (no response)

Presently (no response)

Socialcast (included)

Socialtext Signals (included)

Rypple (did not want to be included)
Stacion (no response)
Status.net/laconi.ca (included)
Wizehive (did not want to be included)
Wordpress P2 (included)
Yammer (no response)
Yonkly (included)
YoolinkPro (no response)

The team behind #EMS10

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Disclaimer

The authors are vendor-neutral. The core team including Martin, Lutz, Stefan and Antje is associated with Chemnitz University of Technology (Germany). Marcelo is associated with Akibot (which has been featured in the "Exots and Promising New Arrivals" section) helped us with language lecturing in the English edition of this study but did not have influence on the study process.

The core team initiated and contributed to the #ubimic initiative, a research project around an approach called "Ubiquitous Microblogging". In #ubimic we work together with 2 vendors featured here: Communote and ESME. Again, they did not have influence on the study process and the results.

Further reading

Please find further publications and presentation on Enterprise Microblogging at <http://ubimic.org> (#ubimic website).

Contact

#ubimic initiative

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