



IT MATTERS FORUM ENTERPRISE SOCIAL TECHNOLOGY FUTURES

Martyn Perks

Principal Business Consultant, BRIGHTSTARR
Twitter @ martynperks



WHO WE ARE

GOLD PARTNER

Microsoft Partner of the Year
2015 Finalist
Collaboration and Content

100%

Microsoft focused

9

Years in the making

400+

SharePoint projects

PLATFORMS

- SharePoint
- Office 365
- Yammer
- Azure
- Mobile

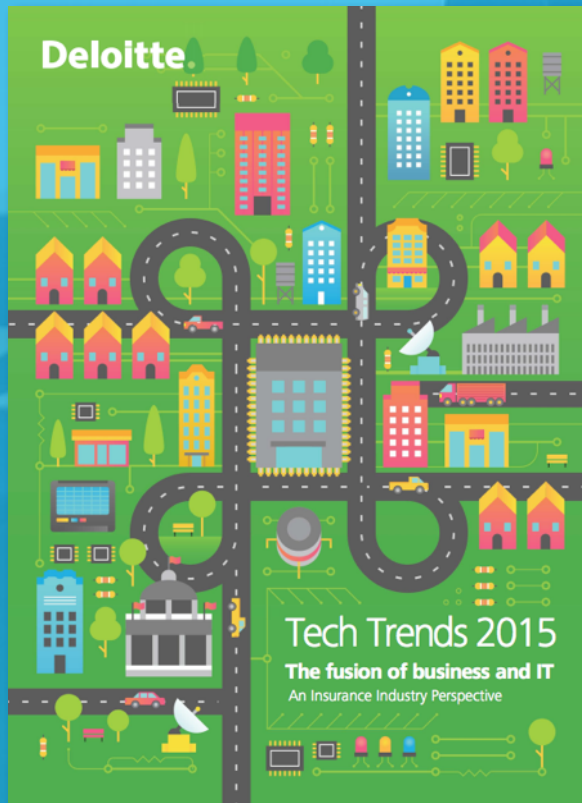
NUMEROUS AWARDS

- Nielsen Norman Intranet of the Year 2012/2014/2015
- Best Information Management Solution 2015

GLOBAL PRESENCE

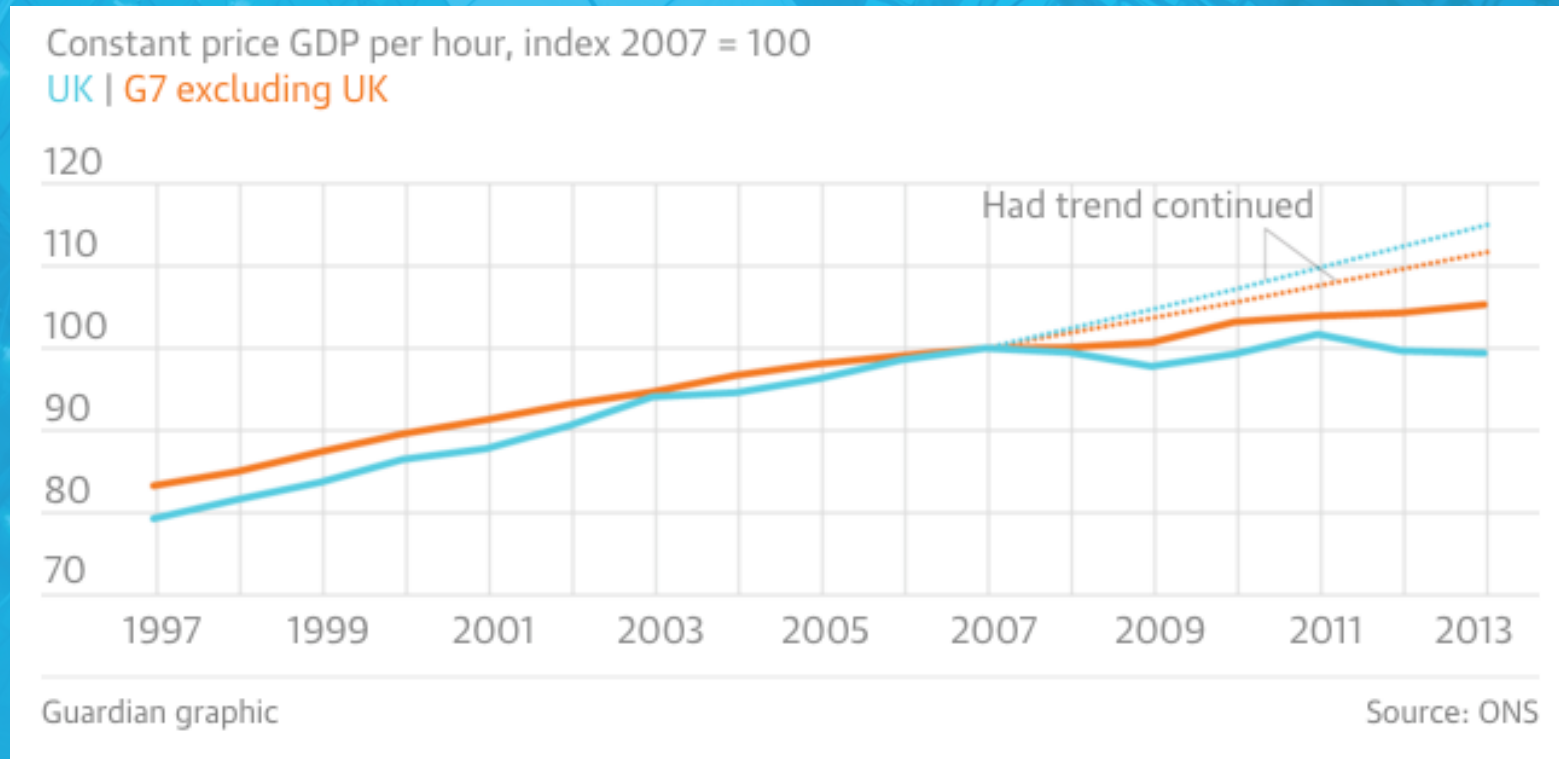
- UK-HQ
- US offices covering East, Central & West
- Argentina Dev Center



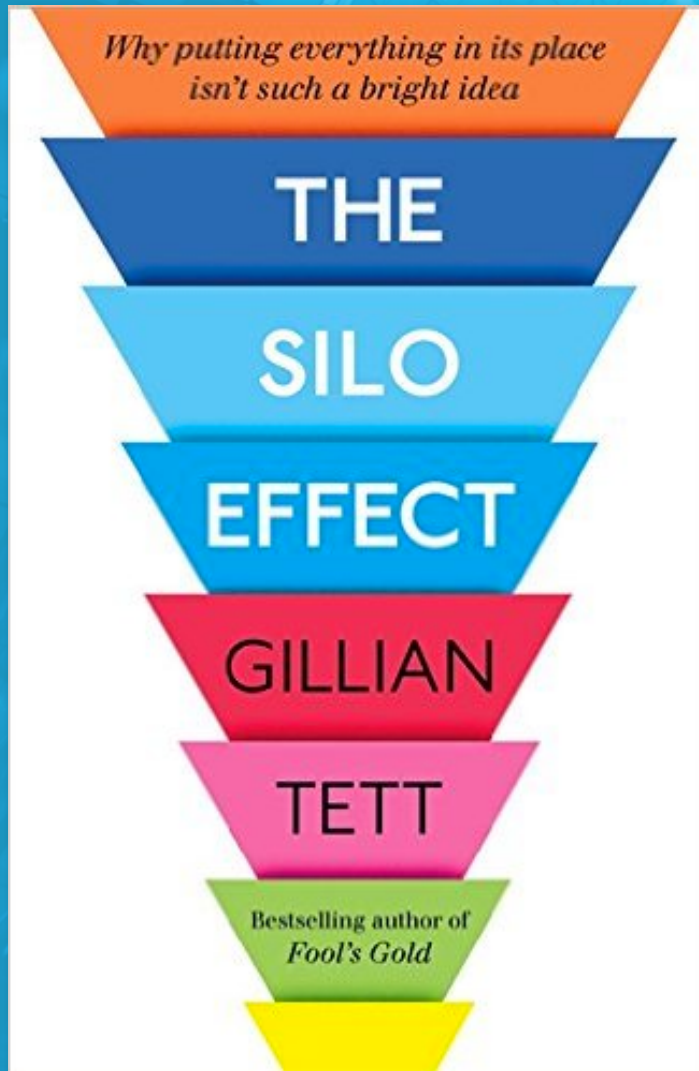


CIO as chief integration officer
“Harness emerging technologies and scientific breakthroughs to spur innovation”

Social technology will help solve major business issues, yet it can also expose organisational weaknesses



Today cheap, ubiquitous, mobile technology coincides with low levels of productivity and investment (R&D)



“People were trapped inside their little specialist departments, social groups, teams, or pockets of knowledge. Or, it might be said, inside their silos.”

Gillian Tett

The screenshot shows the BrightStarr interface with a dark header containing navigation links: Home, Workspaces, Documents, Directory, Conversations, and Stories. A user profile for Martyn Perks is visible in the top right. Below the header is a search bar labeled 'Search All Company' and buttons for 'New post' and 'Manage Groups'. A 'Select group' dropdown is set to 'All Company', and a 'Conversations' section has a 'Select Conversations' dropdown. The main content area features three posts:

- By Anthony Woo** (9H ago, 1 Like, 0 Comments): "A trip to London in June me thinks! [How We're Celebrating 10 Years of BrightStarr](#)" with an image of colorful balloons.
- By Katy Smith** (16H ago, 1 Like, 0 Comments): "This is great news - exactly the type of recognition we need from such a notable publication. [Wiggle's Unily Intranet Shortlisted for Retail Week Award](#)" with an image of a tablet displaying a website.
- By Katy Smith** (16H ago, 1 Like, 0 Comments): "Great to have you here, Amadeo! [El Clásico - We all won!](#)" with an image of three men standing in front of a 'brightstarr' logo.

Enterprise social tools have begun to solve this problem by breaking down silos, connecting expertise with talent

Useful site:
www.goodemailcopy.com

cc: Nanette Murray, Maggie Gibson, Maggie Gibson, Katy

a day ago - 1 Likes - 0 Comments
Posting to - All Company

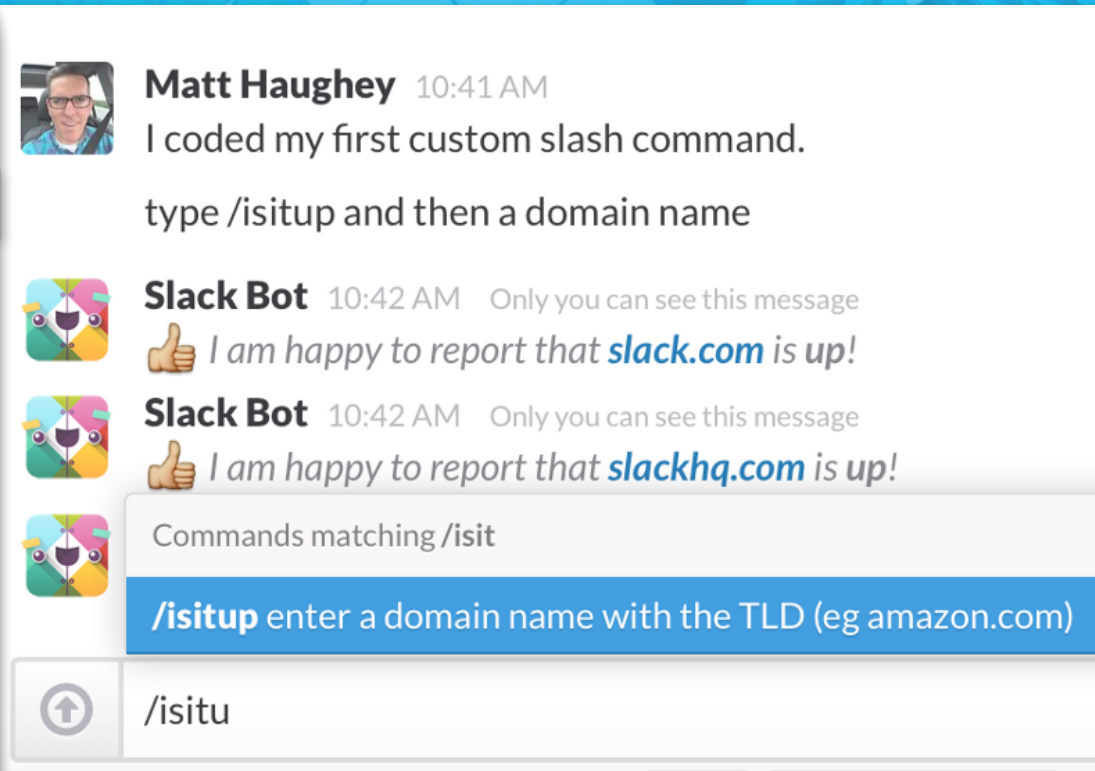
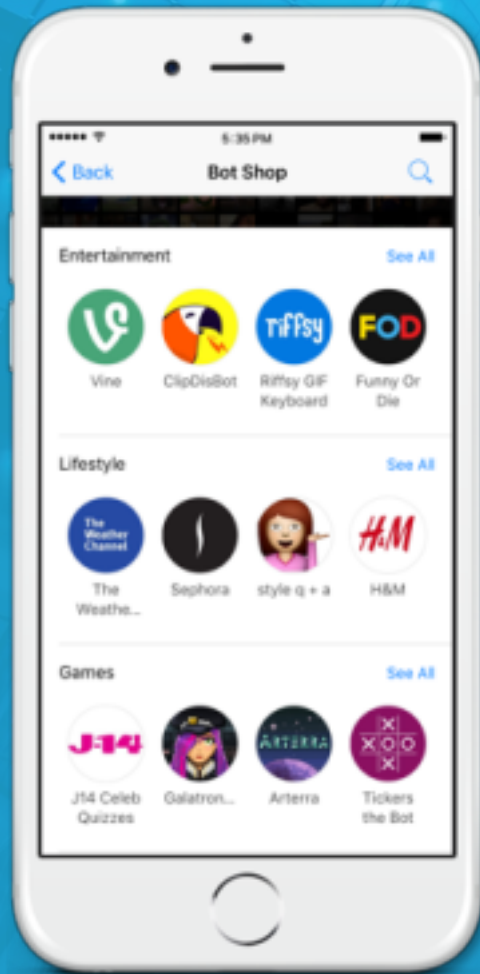
Congratulations !!

I have a Unily product Q:

As a CSM, I often field questions about Department, Project, Product, and Team sites, and "best practices" for



The growth of the digital workplace and end of the There-Is-No-Alternative (TINAs) software model



“Chat is going to be the next great operating system. Apps will come to be thought of as the new browsers; bots will be the new websites.”
KiK CEO Ted Livingston

Where’s it all going? Smarter apps, lots of data, combined with machine learning (AI)



17th February – 23rd Feb
new additions are in **bold**

A LIST

A Great Big World & Christina Aguilera
Alesso vs OneRepublic
Bombay Bicycle Club
Clean Bandit featuring Jess Glynne
Ellie Goulding
Foxes
Imagine Dragons
Jake Bugg
Le Youth featuring Dominique Young
Lorde
Sam Smith
The 1975
Tiësto
Wilkinson featuring Detour City
Zedd featuring Hayley Williams

B LIST

A\$AP Mob featuring A\$AP Nast & P
American Authors
Arctic Monkeys
Bastille
Bruno Mars
CHVRCHES
Dan Croll
Deaf Havana
Disclosure featuring Mary J Blige
Kodaline
Lily Allen
Nick Mulvey
Route 94 featuring Jess Glynne
Rumour featuring Bebe Rexha

Music choice should not be ruled by data, says BBC Radio 1 chief

Christopher Price says global streaming services are inherently biased towards popular artists

“What we need are powerful independent editorial voices at the local level that are driven by passion and not data, that can reflect the full diversity of local music scenes.”

Air
Cucurucu
My Love
Rumour

But is it over-hyped? We need a balance between smart social tools and human curated knowledge to drive change

IN NEW MUSIC WE TRUST LIST

Chlöe Howl
George Ezra
James Blake featuring Chance The Rapper

Rumour
Cassy O'
Life Round Here



GET IN TOUCH

UNITED STATES

+1 888 777-6850

usa@brightstarr.com

UNITED KINGDOM

+44 1483 239 240

uk@brightstarr.com

www.brightstarr.com

brightstarr