GOOD MORNING!!

Ellen Feaheny, AppFusions, CEO

August 8, 2013 presentation/reference example demo

W3C and OpenSocial Social Business Workshop, SF, CA

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Why Enable OpenSocial with your Platform *(Developer Perspective)*

"It's one thing to have a great platform… It's quite another

to have a platform that attracts developers!"

OpenSocial attracts developers AND customers!

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Incorporate OpenSocial API native support in a platform

Allows for:

1. Semi-portable for rapid integration and application development in multiple platforms
2. Open standards and open platform, draws an open community
3. Nice folks, those OpenSocial folks..

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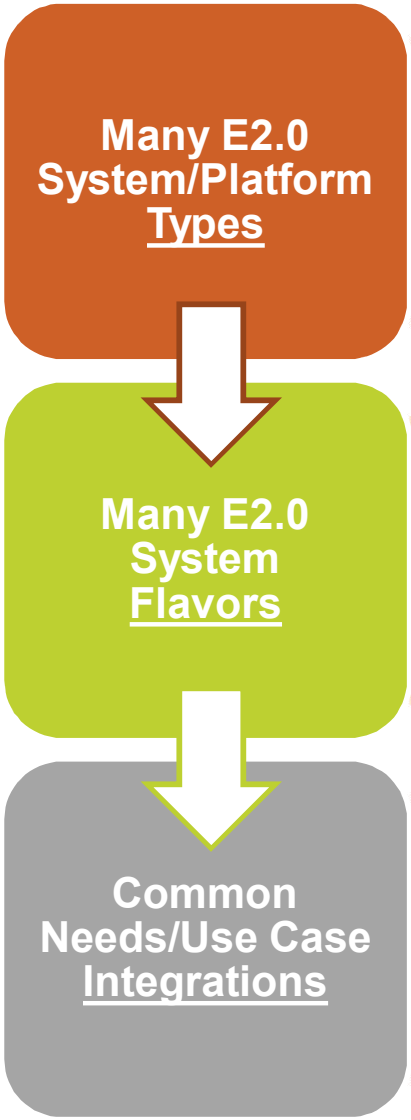
Semi-Portable Solutions Given Common Use Cases



- Enterprise Collaboration (Intranets, Wikis é)
- File Repositories, Document Mgmt. (DMSsé)
- Issue Tracking, Case and Customer / Sales Mgmt.
- Prototyping, Idea/Feedback Mgmt., eLearning
- Engagement Analytics, Instant Messaging, Translations

- Jive, Confluence, IBM Connections, Salesforce, Sametime...
- iRise, Spigit, JIRA, UserVoice, Desk, Zendesk ...
- Sharepoint, Box, Dropbox, GoogleDocs, SugarSync, Alfresco,é
- Google Analytics, Webtrends, MixPanel, Coremetrics é

- File sharing, document mgmt, mixed-system collaboration
- Workflow data extensions (cross-system shared/push data)
- Analytics and engagement tracking
- Niche (people dirs., content translations, FDA compliance, etc.)

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How we are putting OpenSocial APIS to work (so far)

(2) platforms

jive

IBM Connections

6 unique Atlassian product integration applications (per platform), bringing in:

JIRA

Stash

FishEye

Confluence

Bamboo

Crucible

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Incorporated OpenSocial specification features:

- Gadgets
- Activity streams
- Embedded experience
- Canvas

In addition, we incorporated oAuth or OAuth2 for seamless UX experience

Additional custom workflow features incorporating data pushes, data pulls

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Customer Deployments / Trials / Presales

Liberty Mutual INSURANCE

Mutual of Omaha

Sapient

jive

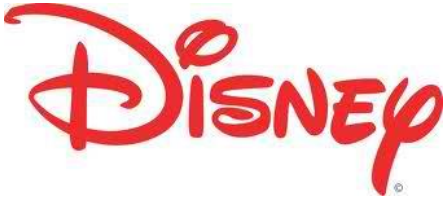
shutterfly

NUANCE

Logitech

AT&T

URBAN AIRSHIP



Disney

freescale™ semiconductor

THOMSON REUTERS

And more…

Packaged OpenSocial Solutions

Who's next? Let's go!

EMC²

ORACLE®

SAP successfactors™ BUSINESS EXECUTION SOFTWARE

tibbr®

yammer

BroadVision

Or YOUR COMPANY ?

AppFusions
...bringing it together.

Endless opps, use cases, flavors…

OpenSocial Enterprise Integration “Smores”

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