An Enterprise Social Network Reference Architecture

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Essential Components

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based on work in Federated Social Web group
Block Architecture

All contributions merged; no technologies

Human interactions

Sharing/ Collaboration
- Text
- Document
- Links
- Images
- Video
- Audio
- Tasks
- Events
- Workflow
  - *Routing
  - *Signatures
- Location
- Bookmarks
- Status
  - *Presence
  - *Microblog

Messaging
- E-mail like
- Text chat (includes 1:1 and 1:many, also includes “Live Chat” such as with Helpdesk person)
- Voice chat
- Video chat
- Forward / reply (might be part of others or part of “Sharing”)

Group Dynamics
- (e.g., Community, Team)
  - Create
  - Join / Un-join
  - End / Close
  - Membership list(s)
  - Group list(s)
  - Distribution list(s)

Collaboration / Newsfeed
- Data structures
- Subscription
- Embedding
- Alerts / Notifications

Reactions
- Comments
- Re-share
- Like / rating
- Recommendations
- Tags

Ubiquitous attributes
- Threading
- Sorting (by ‘likes’, ‘most recent’,…)
- Hyperlinks
- Variable device display
- Variable security settings
  - Search
  - Biz/Minning intelligence (??)
  - …

About the human *
- Identity
  - *Given/family name
  - User name(s)
  - Assigned number(s) (e.g., governmental)
  - …
- Social Graph
  - Contacts
  - Groups
  - Brands
- Addressing
  - *snail mail address
  - *email address
  - URI

Technical foundations

Client APIs
- JavaScript
- REST

Widgets
- Embedded
- External

Analytics
- Engagement
- Scoring
- Recommendations
- Trends

Real-time Notifications
- Mobile

Login credentials
- Discovery

Data structures
- *Structures
  - *Wiki
  - *Blog
  - *HTML
  - *Microblog

* Note: professional profile, inside corporate firewall, is separate from one’s personal profile.
Adding Technology, Standards and who is doing them
Reference Architecture
High Level Capabilities

- Human/System Integration
- Enterprise Social Network Platform
- Information Systems Integration

Collaboration Tools
Administration & Configuration
Analytics