

Jive and Microsoft 365: *better together*

Microsoft 365 provides industry-standard tools for a wide range of productivity tasks. Jive provides an open collaboration hub that integrates these tools – along with solutions from other vendors – in one cohesive communication and collaboration fabric that links people, information, and systems across the enterprise. By combining Microsoft 365 and Jive, companies can turn a patchwork of separate apps into a fully connected digital workplace that drives new levels of productivity, makes life simpler for employees and IT departments, and helps organizations maximize the return on their Microsoft investment.

Just as important, integrating Microsoft 365 and Jive brings valuable knowledge out of isolated apps into a common environment for easy discovery, sharing, and reuse. This is a critical advantage at a time when proliferating apps and communication channels are creating more fragmentation and silos, hampering companies' ability to tap collective knowledge. A Jive-powered hub provides organizations with much-needed institutional memory and knowledge discovery, enabling them to learn and get smarter over time.

Jive and Microsoft 365: complementary solutions

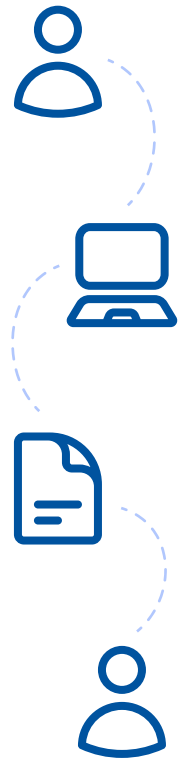
The best way to describe the relationship between Jive and Microsoft 365 is “complementary.” They are very good at different things. When combined, they complete each other.

Microsoft provides an array of discrete tools focused on specific functions. These include document-centric productivity solutions like Word, Excel and PowerPoint; calendaring and email via Outlook; content management via SharePoint; realtime conversation and collaboration via Microsoft Teams, Yammer, and Skype for Business; and file hosting by OneDrive.

These tools are extremely useful, and they're downright indispensable for many companies. But together they create a complicated patchwork, rife with feature gaps and overlaps, reflecting the fact that they were designed at different times for different purposes (and in some cases by different companies).

User experiences vary from tool to tool. Conversations about a specific topic or project are often split across many apps and channels with little or no linkage between them. Content and vital information are similarly spread across many tools, which have to be searched separately to find and piece things together. Analytics, too, are splintered, with no single, aggregate view of users and activities across all the tools.

Jive, on the other hand, is holistic. It's designed from the ground up for cohesive end-to-end communication and collaboration at every level: team-based, departmental, enterprise-wide. Conversations take place in context alongside the content and projects being discussed, instead of being scattered across multiple tools.



There's one consistent, consumer-style user experience across all functions; one search spanning all people, content, places, and information; and one 360-degree view of users and activity, powering broad and deep analytics.

These analytics, in turn, enable Jive to intelligently help employees discover people and expertise within the organization. Whereas O365 helps employees connect with people and information they're already aware of (i.e., they have to know what they're looking for and where to look), Jive proactively creates new relationships and surfaces knowledge that employees were previously unaware of. (For more information on how Jive does this, see sidebar "Building Relationships, Surfacing Knowledge.")

Contrasting Capabilities

Microsoft 365 Jive

Collection of discrete, function-specific apps	Integrated hub
Closed, vendor-specific suite	Open, vendor-agnostic
Functional gaps and overlaps among apps	Holistic design
Inconsistent UX	Uniform UX
Siloed conversations, search and analytics	Unified conversations, search and analytics
Access to familiar people and knowledge	Drives new relationships and knowledge discovery

Getting the best of both worlds with an integrated hub

Jive's holistic capabilities aren't confined to the Jive platform alone. Jive is what Gartner Research calls an "activity hub," a central destination that creates a common work experience across multiple applications and systems.

When Microsoft 365 and other apps are connected to Jive, they become part of a seamless communication and collaboration environment. Pieces of content, conversations, and information are no longer isolated in separate apps; they're pulled into Jive and organized in collaborative spaces, where everyone can see, share, and act on them, and where the context and purpose are clear. By the same token, people working in external systems can directly access and interact with content, colleagues, and conversations in Jive. Jive automatically syncs information and interactions across all environments, so everyone works in lockstep.

A single search in Jive can be used to quickly find information no matter where it resides – in Jive or connected systems. User and activity data is aggregated from all systems, too, providing global visibility and analysis across the enterprise.



Jive weaves Microsoft 365 and other apps into a cohesive collaboration fabric spanning content, people, knowledge, and systems.

Jive's open, vendor-agnostic framework and out-of-the-box integrations provide interoperation with a wide range of tools from Microsoft (O365, SharePoint, Skype for Business), Google (Docs, Drive, Groups), Salesforce (Chatter), Cisco (WebEx, Jabber), and other leading vendors. Beyond that, Jive's robust APIs support an unlimited range of deep integrations with other apps and systems.

Workplace stats

More than **1/3 of US workers** will be remote in 10 years

— *Flexjobs*

70% of worldwide workers are “deskless”

— *StaffBase*

67% of employees are using their own devices at work

— *Microsoft*

The average enterprise uses **329 apps**

— *Vanson Bourne Research*

Embracing the future of work

An integrated hub and digital workplace provides an urgently-needed remedy for an increasingly complicated, fractured workscape. In recent decades, businesses have become more decentralized, global, and virtual. Employees are working in more places, with more people and more kinds of information, at a faster and faster pace. Apps and communication channels have exploded. In addition to an ever-growing number of official, company-sanctioned tools, employees are bringing their own devices and apps to work.

Conversations, content, people, and projects are splintered across dozens or hundreds of systems, threads, and locations. Employees spend more of their time navigating a jumble of overlapping tools, tracking down information, connecting the dots. Vital knowledge is trapped and invisible, locked in silos and the heads of individual employees. Ideas, insights, discoveries, and decisions are quickly lost and forgotten – especially when people leave the company or change roles. The result is an epidemic of “corporate amnesia.”

Unable to retain and reuse critical ideas and know-how, companies are unable to learn and innovate to their full potential. They end up reinventing wheels and making the same mistakes over and over again. A huge investment in intellectual capital is going to waste.

Building relationships, surfacing knowledge

Jive is all about creating new relationships and connections, and introducing employees to colleagues and information they don't already know, but should. It includes features designed to surface and recommend experts and knowledge based on users' individual behavior and interests. These are powered by several proprietary technologies:

- The **Jive work graph** is a graph-based data structure that captures information about users, their work patterns, and the things (people, information, places, content) they interact with across the enterprise and within Jive. Coupled with AI, it can be used to analyze and anticipate user's information needs.
- **Jive's deep content analysis engine** applies sophisticated AI and natural language processing to understand what's inside any content or document. This enables semantic search – search based not on mere matching of words and character strings, but on a deeper understanding of the searcher's actual intent.

Together, these technologies enable the system to figure out what each person needs and where to find it. The platform uses this information to deliver highly relevant search results and to proactively connect workers with the right people, the right content, and the right knowledge at the right time.

Now consider what happens when Jive, Microsoft 365, and other essential systems are connected in a state-of-the-art collaboration hub and digital workplace:

- **Collaboration gets much simpler:** employees have one place to find information, connect with colleagues, access content and resources from multiple tools, communicate, and work together from anywhere (using computers or Jive's full-featured mobile app). There's less confusion, more productivity, and higher engagement.
- **IT gets simpler, too:** IT departments can choose which applications and functions to include in the hub and which to exclude, streamlining their application landscape and making it easier to manage, maintain, and secure.
- **Organizations come together:** Jive gives companies a single high-visibility channel for reaching and aligning their entire workforce (see sidebar: "A Turnkey Intranet, too.").
- **Corporate Amnesia is cured:** all the content, conversations, and interactions in Jive and attached systems is captured and preserved, turning transient activity into permanent institutional memory that's visible, searchable, and reusable.
- **Knowledge discovery soars:** Jive disseminates know-how and expertise from across the enterprise and connected systems, helping employees discover the people and knowledge they need to make better decisions, solve problems faster, and innovate more successfully (see sidebar: "Building Relationships, Surfacing Knowledge").

These advantages aren't nice-to-have; they're increasingly imperative as work evolves from routine, structured tasks to a world that's fast, fluid and improvisatory, requiring the ability to quickly form teams, harness new knowledge, and work cross-functionally to solve problems and create workflows on an ad-hoc basis.

Jive delivers real value:

80%

Decrease in development costs

2-4%

Average increase in revenue

17%

Reduction in support tickets

34%

Less time to find knowledge, expertise and best practices

15%

Increase in productivity

38%

Reduction in onboarding time

Actual results from hundreds of Jive's customer organizations, confirmed by independent researchers

Guidelines for integration: *Creating an optimal mix*

Deciding which Microsoft 365 applications you should deploy, turn off, or integrate with Jive depends on your specific business objectives. Here are some simple guidelines that will help you select the right building blocks.

1 Start with your key business processes

Planning your solution architecture should be driven by your strategic priorities, not by features. Start by outlining the key business use cases you need to support, then evaluate how the different products and features add value to those processes by improving the way that your people work.

2 Keep the user experience simple

When combining Jive and Office 365, establish a clear, simple, and engaging user experience. Ideally, employees should enjoy using the collaboration hub and derive immediate, tangible benefits from it. If it's off-putting, awkward, or confusing, adoption will suffer, and the platform will likely underperform or fail.

3 Avoid unnecessary customization

By letting Jive organically fill the gaps in Office 365 needed for core use cases such as corporate communications and employee support, you can avoid complications or difficult customizations. Prebuilt business templates and integrations to the Microsoft stack, out of the box, also simplify integration.

A turnkey enterprise collaboration tool

By adding Jive to Microsoft 365, companies can create not only a unified collaboration hub, but also a complete enterprise social network, filling a central need that Microsoft 365 alone doesn't address. Jive delivers all of the ingredients of a best-of-breed enterprise collaboration tool in one turnkey package:

- **Easy set-up and deployment:** users can configure and launch a complete enterprise social network in a matter of days or weeks. Cloud deployment and automatic updates reduce the load on IT departments.
- **Integrations with external systems:** Jive can fully leverage documents stored in systems such as SharePoint without the need to migrate any content. Users can view, discuss, and interact with the content transparently just as if it resided in Jive.
- **Pre-built experiences:** Jive provides core intranet experiences out of the box, including pages and spaces for onboarding, employee support, and departmental portals that business users can easily configure and launch without IT help.
- **High-impact corporate communications:** Jive cuts through the noise and reaches all employees – even deskless workers using mobile devices – with beautiful news pages, announcements, personalized news streams, and executive blogs. Unlike traditional intranets, which support only one-way communications, Jive enables recipients to discuss, comment, and give feedback, igniting valuable dialogue.

Examples: *Jive and Microsoft 365 in action*

Jive and Microsoft 365 have been used together by companies in a wide range of industries, with breakthrough results.

- **Oil and gas:** a company planned to use Yammer to unify its business and 7,000 employees. However, despite spending millions of dollars to customize Microsoft's tools, it failed to achieve the desired engagement and business results. The company switched to Jive, which it integrated with Outlook, Office, SharePoint, and Skype and successfully deployed to all employees.
- **Mining:** a company with more than 25,000 employees invested heavily in a SharePoint-powered intranet. Business units within the company weren't satisfied with its features and usability, as well as the high internal cross-charge. The company then installed Jive as its digital workplace, integrating it with SharePoint and Microsoft 365 along with third-party apps.
- **Pharmaceutical:** a large pharmaceutical company with 100,000+ employees chose Microsoft 365 for document collaboration and email. It then spent several months prototyping a SharePoint intranet before discovering it could achieve the same results with Jive in just one week. Jive now serves as the company's digital workplace and corporate communications platform, integrating with SharePoint, Outlook, and Microsoft 365.
- **Financial services:** a company with 100,000+ employees chose Microsoft 365 for document collaboration and structured document management, while using Jive for employee support and services, corporate communications, and employee collaboration.

Conclusion

Many companies that use Microsoft 365 for office productivity also use Jive as their collaboration hub and enterprise social network. There's no contradiction there. Each solution is very good at what it does. But the two together are more powerful than either alone, and the benefits of integrating them can be game-changing. They include:

- Improved employee productivity.
- Higher employee engagement through enhanced work experiences, communications, and connections.
- A bigger return on Microsoft investments through increased adoption and better utilization.
- Unprecedented visibility into people and processes across multiple apps and systems.

Enhanced institutional memory and increased access to corporate knowledge. What all of this means for businesses is that they can have their cake and eat it, too. They can continue using their Microsoft tools – along with all the content they've created using those tools – but far more easily, transparently, and productively than ever before. Combined with Jive, the Microsoft stack becomes part of something bigger: a unified digital workspace and enterprise social network in which everything – and everybody – works better together.

Interested in learning how a Jive can help you
advance and enhance your business?

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