Achieving Enterprise Collaboration

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Drivers for Enterprise Collaboration

- Discover market opportunities
- Amplify internal expertise
- Capture, support, and promote innovation
- Mitigate risk
- Reduce duplication of effort

Harness the collective intellectual capital of the enterprise
Framing the Discussion

- Team vs. Enterprise Collaboration
- Role of leadership, culture, approach, technology
- Content
  - Access to knowledge / expertise
  - I have something to contribute, where should I put it?

Drawing on my experiences

- Semlr, Co-Founder (past 3 years)
  - Single platform for documentation, on-demand eLearning, and in-person presentations
  - Use cases in internal knowledge sharing, training, and client/partner education
- Morgan Stanley (14 years in a variety of roles)
  - Relevant projects – Client Information System, research portal, India offshore center
### Characteristics of Collaboration

<table>
<thead>
<tr>
<th></th>
<th>Team</th>
<th>Enterprise</th>
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</thead>
<tbody>
<tr>
<td>Activity</td>
<td>Outcome Based</td>
<td>Knowledge Based</td>
</tr>
<tr>
<td>Collaborators</td>
<td>In Network</td>
<td>Extended Network</td>
</tr>
<tr>
<td>Sharing</td>
<td>Context based</td>
<td>Content based</td>
</tr>
<tr>
<td>Consumption</td>
<td>One-size-fits-all</td>
<td>Customized</td>
</tr>
<tr>
<td>Structure</td>
<td>Hierarchical (Tree)</td>
<td>Graph</td>
</tr>
<tr>
<td>Adoption</td>
<td>Productivity Driven</td>
<td><strong>Network Effect</strong></td>
</tr>
</tbody>
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An enterprise collaboration platform can generally support team collaboration activities and use cases, but not vice versa.
Achieving Success

Success factors:
- Organizational culture
- Change Management
- Leadership support
- Platform choice, system design

Adoption is a leading indicator of success

- Metrics for Adoption: Content consumption, Active users
- Understanding drivers of adoption are critical
5 Key Insights for Enterprise Content Collaboration

Borrowing from software collaboration

- Modular software, object oriented
- Low coupling – high cohesion
- Reuse without copying

1. Content is key

2. Decouple creation from consumption

3. Consumers drive structure

4. Think networks not hierarchies

5. Analytics required to enhance value
Concluding Thoughts

Be clear about what success looks like...
- What does “done” look like?

Understand the stages and drivers to get there...

Enterprise doesn’t mean top-down, “big-bang”...
- Can start at a team level and grow virally

Content is key!
Happy to Connect

I welcome your thoughts and am always happy to discuss further

• Stop by the Semlr table (booth #409) in the Showcase area
• Email me
• Connect via LinkedIn

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