

Inmagic *Presto* Social Knowledge Management Platform:

Enhancing Microsoft SharePoint Within Your Social Knowledge Management Strategy

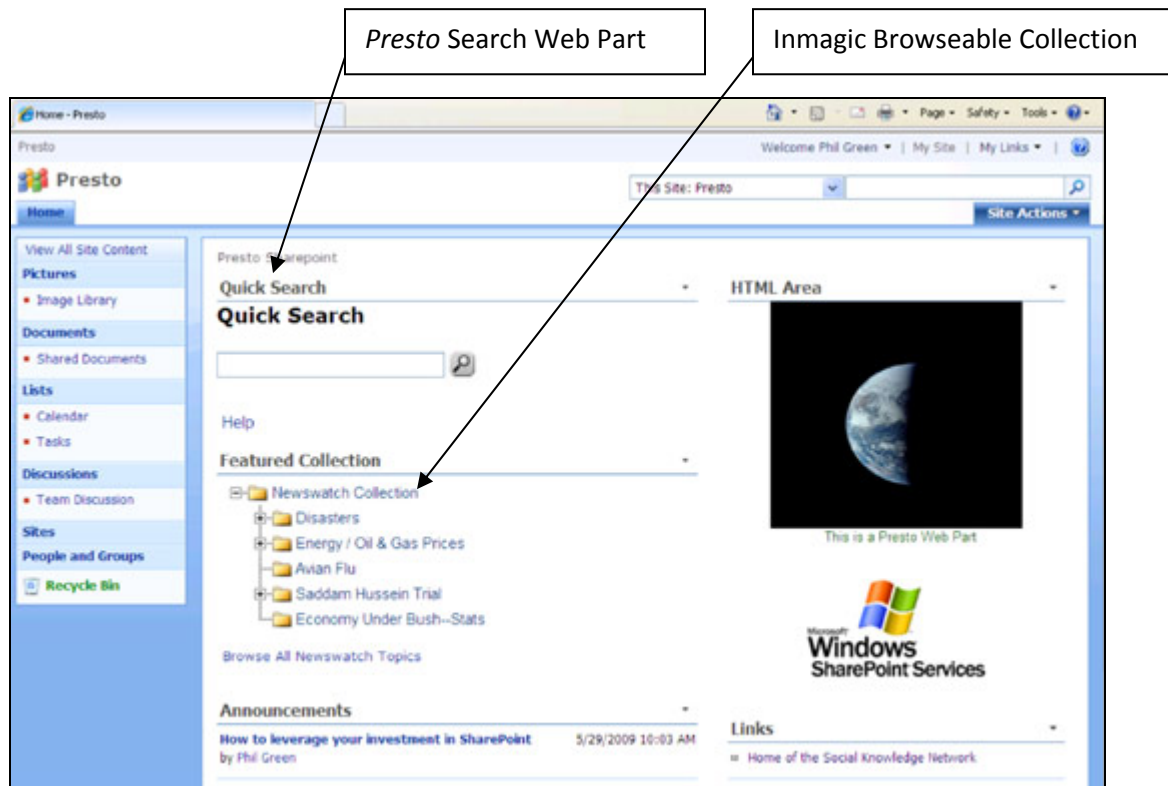
Recent changes in the Enterprise Content Management market have been driven to a great extent by Microsoft's Windows SharePoint Services (WSS) and Microsoft Office SharePoint Server (MOSS) 2007. With its infrastructure approach, MOSS is emerging as an important part of the Content Management infrastructure for many organizations seeking a 'standard' platform for collaborative content management. According to a 2008 Gartner survey, 38% of respondents claimed to have adopted MOSS in their organization while an additional 28% planned to implement it in 2009 or 2010. The survey also revealed that 57% of respondents have implemented Windows SharePoint Services (WSS). However, SharePoint implementations—whether MOSS or WSS—characteristically present other challenges including the creation of information silos, increased development and support costs, and burdens associated with tailoring SharePoint to address specific business initiatives. As a result, many organizations implementing SharePoint-based knowledge management strategies are seeking to augment SharePoint with value-added applications to address specific business or process problems. Through the use of Web Parts, solution providers such as Inmagic, OpenText, Sitecore, Spring CM, FatWire and many others allow organizations to further enhance their infrastructure investments in SharePoint.

Social knowledge management and social library solutions that incorporate the entire Microsoft stack from Web Parts to MS SQL, like those from Microsoft Gold Certified Partner, Inmagic, are in the driver's seat when it comes to extracting the most value from existing SharePoint infrastructure. By extending SharePoint with value-added applications like Inmagic® *Presto*, organizations can recognize the powerful synergies of combining a widespread infrastructural technology with a solution focused on solving specific business problems.

Inmagic *Presto* Social Knowledge Management Platform

Inmagic *Presto* is a social knowledge management (SKM) platform designed to improve productivity and effectiveness within information-dependent communities. *Presto* represents a fundamentally new approach to information and knowledge management by tightly integrating into a single environment, a knowledge repository, information search, access and discovery tools and the "wisdom of the community." *Presto's* unique approach yields an ideal application platform for integrating "top down" vetted information with "bottom-up" social knowledge to address an organization's most critical business problems. With *Presto*, organizations can build internal, secure knowledge communities around business content while at the same time utilizing sophisticated search and security capabilities.

Inmagic *Presto* supports a Web Parts architecture, laying a foundation for using *Presto* Web Parts in SharePoint and other ASP.NET applications, and also for third party ASP.NET Web Parts to work within *Presto*.



One example is the *Presto* Search Web Part. This Web Part allows users within SharePoint to query *Presto* directly and to see search results. Inmagic continues to develop Web Parts for SharePoint and many *Presto* features will work within a SharePoint environment -- such as Collections, Alerts, etc.

Increased Organizational Productivity and Content Quality at Lower Cost

Whether as an augmentation to an existing SharePoint implementation *or* as a standalone solution, *Presto* adds significant value to an organization by delivering the increased organizational productivity and content quality of a true Social Knowledge Management platform.

- Provide rapid, single-source access to vetted information that is informed and enhanced for quality by the wisdom of the community
- Enable a single, secure environment for building community wisdom and retaining knowledge by combining social technologies with content
- Provide an effective means for content administrators to ‘weed and feed’ the system, ensuring higher quality, and more relevant information in the repository
- Deliver a rapid Return on Investment through a lower cost, lower footprint, targeted solution implemented quickly and efficiently

Delivering A Social Knowledge Management Strategy With:

	SharePoint Alone	SharePoint enhanced by <i>Presto</i>
Solution Approach	A content management foundation and infrastructure with tools and components for constructing , managing and distributing content.	An easily customized SKM application platform designed to be implemented quickly and efficiently with low total cost of ownership.
Information Management and End-User Integration	Information is housed in data silos throughout the organization requiring ad hoc consolidation outside the system. End-user applications are “assembled” typically by technically oriented staff.	Designed for end-user self-sufficiency. Brings information together into a single environment to facilitate end-user access and discovery through a single access portal.
Library Workflow	Has no native Library Workflow capabilities. Workflow must be developed or integrated through 3 rd party tools.	Library Workflow capabilities integrated into the SKM platform (<i>Presto</i> for Social Libraries).

Presto is a valuable augmentation to SharePoint because of key functional enhancements in data management, query, and security, as well as the social capabilities *Presto* brings to the solution:

- Content Types are full records in *Presto* with meta data that can be secured and related to one another
- Sophisticated search capabilities in *Presto*:
 - Phrase searches
 - Term searches
 - Near/Proximity searching
 - Stemming
 - Wildcard searches
 - Query builder/Advanced Search screens
- ‘Content Centric’ Social capabilities in *Presto* that are fully searchable/indexable, and thereby provide ‘Social Search’
- Secure Social Capabilities in *Presto* allows full control to enable/disable social features for groups of users
- ‘Push’ data capabilities in *Presto*:
 - RSS feeds
 - Automatic email
- Record and field level security in *Presto*
 - *Presto* supports permission at the record level and at the field level; SharePoint supports permissions only at the list and site level
- Collections/Categories in *Presto* are ‘virtual’, allowing for one record to be associated with multiple categories
- *Presto* for Social Libraries brings together library workflow management, social technologies, and content publishing in a secure Web-based environment.

Conclusion

The rapid adoption of SharePoint raises questions within an organization about how to extract the most value from its use while at the same time avoiding issues of information silos and large ongoing internal development costs. Organizations embracing SharePoint as part of their content management strategy and infrastructure must also look at value-added applications and solutions to augment their SharePoint strategy and maximize value to their organization. Rather than custom building end-user applications within SharePoint, Inmagic *Presto* Social Knowledge Management platform enables organizations to leverage their investments in SharePoint while at the same time delivering, quickly and cost effectively, the high value SKM applications their end-users demand. Organizations can utilize *Presto's* unique capabilities targeted for building internal, secure knowledge communities around business content while at the same time providing sophisticated search and security capabilities. And through its use of Web Parts, *Presto* and SharePoint can easily and effectively co-exist, adding tremendous value to both solutions.

About Inmagic

Inmagic, Inc. has been the industry leader in knowledge management and library automation applications for over 25 years. Today, Inmagic is at the forefront of the move to new generation knowledge management, creating Social Knowledge Networks that combine top-down, vetted information with bottom-up, social “wisdom of the community” to address critical research and business objectives. Over 5,000 companies in 100 countries use Inmagic solutions, including Inmagic[®] *Presto*, Inmagic[®] *Presto* for Social Libraries, and the DB/Text product family, to gain unprecedented insight into customers, markets, competitors, research, intellectual properties, and more. Inmagic is a Microsoft Gold Certified Partner. Visit Inmagic at www.inmagic.com.

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