Social Software Maturity Benchmark

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The Technology at Focus

### Internal Social Software

- Is used **within an organization only**
- Supports intra-organizational **collaboration, communication, coordination, and knowledge-sharing**

#### Examples

- **Lotus Connections**
- **Microsoft SharePoint 2010**
- **Yammer**
- **Jive**

### External Social Software

- Is used **across organizational boundaries**
- Facilitates external interactions to create communities among employees, customers, suppliers, partners, alumni, and other **stakeholders**

#### Examples

- **Facebook**
- **Google+**
- **LinkedIn**
- **XING**
# The Benchmarking Approach

| Goal                          | Assess the maturity of your enterprise social software initiative  
|                              | Compare your social software offering to your competitors’ offerings  
|                              | Evaluate your organizational culture’s social software readiness  
| Technology at Focus          | Internal enterprise social software tools (e.g., blogs, wikis, social networks, etc.)  
| Method                       | Qualitative questionnaire-based investigation with social software responsible (one Excel-based questionnaire of about 60 minutes length per organization)  
|                              | The results will then be compared to the anonymized results of the other participating companies within a benchmarking study  
| Benefits                     | The results enable you to …  
|                              | … find out how your social software offering compares to your competitors’ offering  
|                              | … identify areas of improvement in order to enhance your social software initiative  

**IRIS.**

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The enterprise social software maturity benchmark is based on the eight dimensions of the social software framework developed by our institute.
The Benchmarking Process

Data Collection
- Data will be collected by means of one MS Excel-based questionnaire to be filled out by your organization’s social software responsible
- Expected effort: approx. 60 min.

Individual Maturity Evaluation
- Based on your responses, we will qualitatively analyze the given data according to the eight dimensions of the social software framework
- Consequently, we will provide you with the analysis results together with some first recommended actions

Comparative Benchmarking Evaluation
- After individual analyses for all participants have been conducted, we will compare your organizations’ social software maturity with the other participants’ results
- This analysis will provide you with further insights to possible action items regarding your social softw
Why is the IRIS the Right Research Partner for Conducting the Social Software Maturity Benchmark?

The IRIS has successfully conducted several benchmarking projects in the past (excerpt):

- The Knowledge Management Benchmarking Forum for Professional Service Firms (KMBF-PSF) that is being conducted on a yearly basis since 2006 *
- The Employee Portal Benchmark with 22 participating companies – most of them internationally operating large corporations – analyzed a total number of more than 10,000 respondents

The following is an excerpt of social software projects the IRIS has carried out in the past:

- Professor Smolnik is the co-initiator and editor of the social software case study platform [www.e20cases.org](http://www.e20cases.org)
- IRIS researchers investigated how social software tools such as wikis and weblogs change communication structures and lead to benefits in two large companies (one international provider of power and automation technologies and one airport company) by means of a qualitative interview study

IRIS researchers have published over 80 peer-reviewed research articles in the area of knowledge management and social software in the past (for an excerpt of research articles in the realm of social software, please refer to the appendix)

* For further information on the Knowledge Management Benchmarking Forum, please visit the project web site on [http://www.ebs.edu/kmbf.html](http://www.ebs.edu/kmbf.html)
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Confidentiality remark:
As a neutral clearing house, the IRIS is responsible for the development, undertaking and analysis of the study. All study participants' data are anonymized and neutralized for the benchmarking analyses and are not traceable to their source. The IRIS ensures the confidentiality and safety of the participants' business-related data.
IRIS Publications in the Context of Social Software (Excerpt)