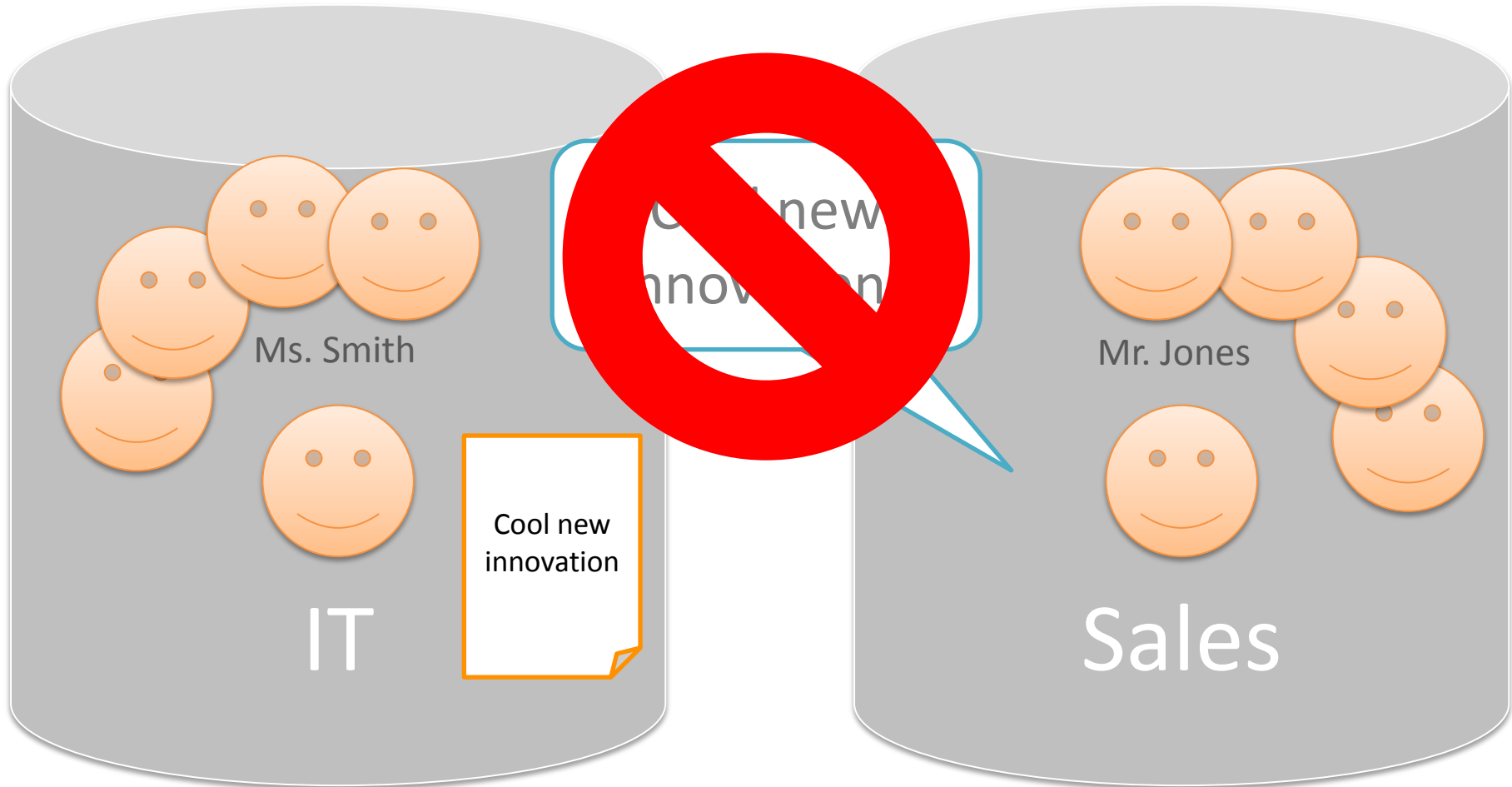


raon'a



**The problem**

# No communication!



**Web 2.0**

# What is the Web 2.0?

Web 2.0 [...] refers to the second generation of the World Wide Web.  
[...]

Web 2.0 does not refer to a specific version of the Web, but rather a series of technological improvements.\*

# What is the Web 2.0?

Some examples of features considered to be part of Web 2.0 are listed below:

- Blogs
- Wikis
- Social Networking\*

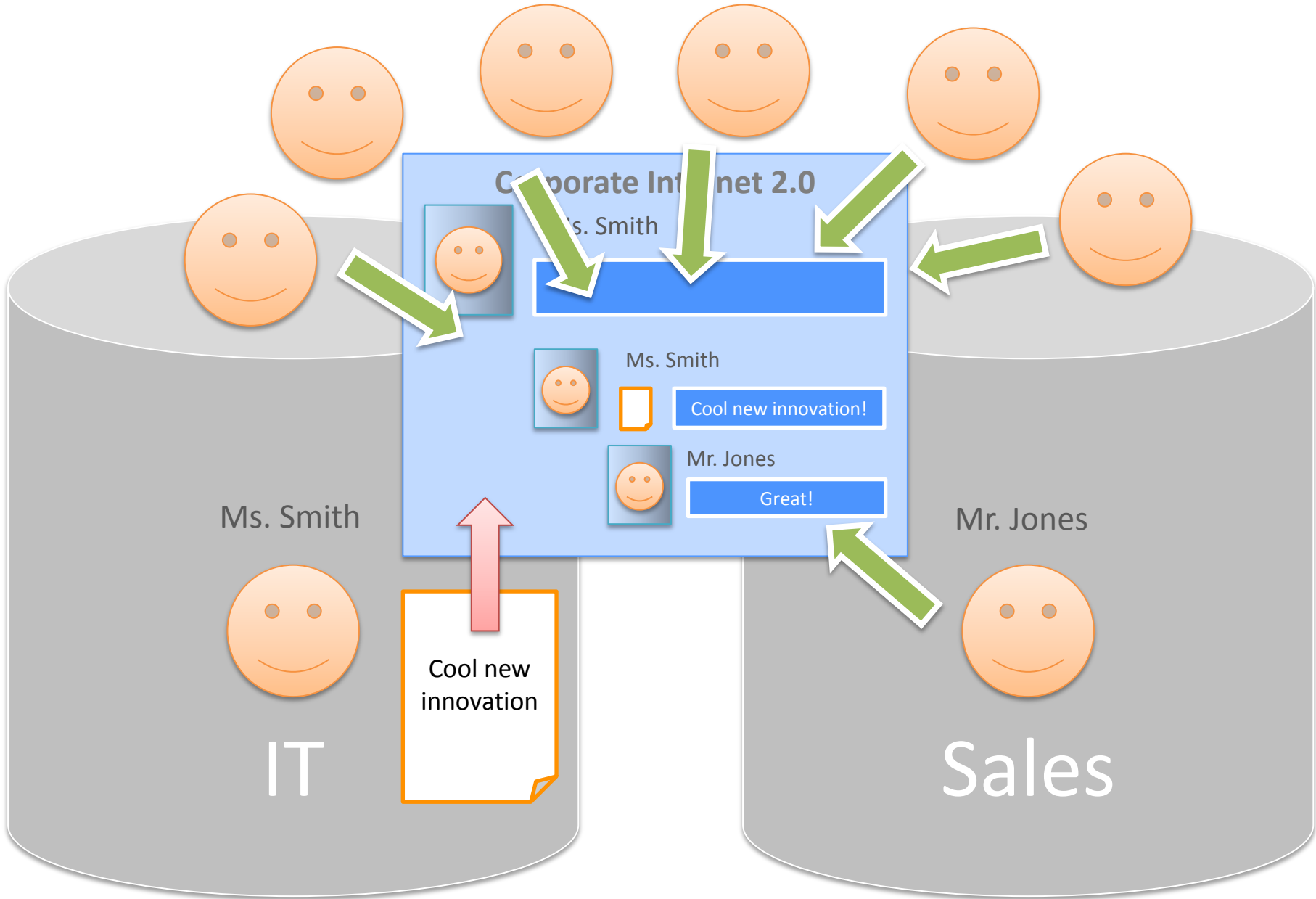
# What is the Web 2.0?

The term Web 2.0 is associated with web applications that facilitate **participatory information sharing, interoperability, user-centered design, and collaboration** on the World Wide Web.\*

# What is the Web 2.0?

A Web 2.0 site allows users to interact and collaborate with each other in a social media dialogue as creators (**prosumers**) of user-generated content in a virtual community, in contrast to websites where users (**consumers**) are limited to the passive viewing of content that was created for them.

**The solution**



# Why?

- Retain knowledge
- Information flows freely
- One big water cooler

The screenshot shows the Raona social network interface. At the top, there's a navigation bar with the Raona logo, notification icons, and a user profile dropdown. Below this, a user profile section for 'Raona Wall' is visible, showing a grid of project categories (Equipo, Subequipo, Proyecto 1-4) and a 'Gestionar grupos' button. The main content area features a 'Think to advance...' input field with icons for search, share, and post. Below this, several posts are displayed, each with a user profile picture, name, and text. The posts include:
 

- Denis Paiva:** 'Aplicació desenvolupada sobre plataforma Microsoft Surface, per a la signatura digital de documents provinents d'un gestor documental, implementada per Raona per a la Diputació de Girona.'
- Firma digital con Microsoft Surface:** 'Aplicació desenvolupada sobre plataforma Microsoft Surface, per a la signatura digital de documents provinents d'un gestor documental, implementada per Raona per a la Diputació de Girona.'
- A David Ferrucci le interesa:** 'Miriam Vilella Me parece increíble! Una aplicación muy atractiva...'
- Cristina Martiner:** 'Webs públicas corporativas cob SharePoint - Roadmap'
- Web's públicas corporativas con SharePoint - Roadmap:** 'Normalmente se asocia SharePoint con entornos de Intranet, gestión documental o colaboración, pero pocas personas saben que SharePoint es la plataforma utilizada por muchas de las principales webs corporativas de nuestro país.'
- A Pablo Peris le interesa:** 'Marc Aguilar Veremos una demostración práctica de la migración de una web http/https a SharePoint?'
- Miriam Vilella:** 'El Brochure resume perfectamente las posibilidades de SharePoint - Download PDF Brochure.'
- Magda Teruel:** 'PluPoint - Enterprise Social Software'
- PluPOINT - Enterprise Social Software:** 'PluPOINT es una Red Social Corporativa para tu empresa, departamento o grupo de trabajo, que se puede crear fácil y rápidamente. Con PluPoint, harás feliz a mucha gente en tu organización.'
- A Pablo Peris le interesa:** 'Marc Aguilar Perfecto para descubrir el talento de tus empleados! Pueden relacionarse como en sus redes sociales privadas.'
- Miriam Vilella:** 'Me ha encantado el vídeo. Muy explicativo. Ya veo que PluPoint aporta mucho valor.'

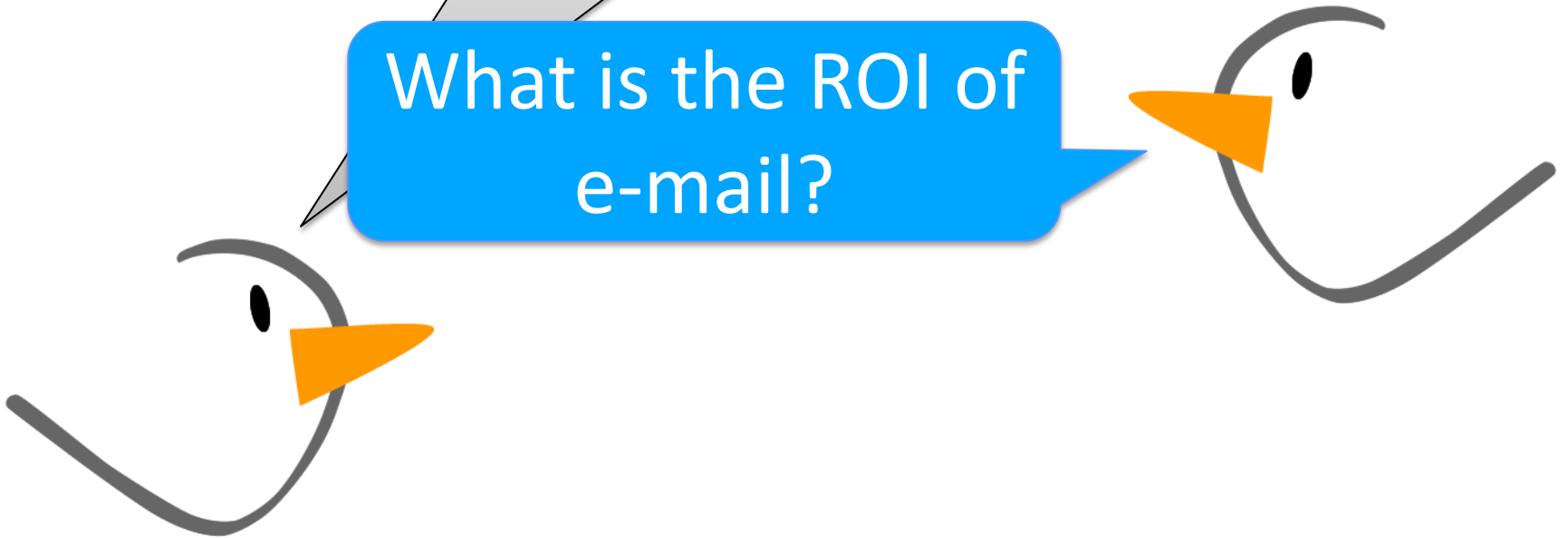
 On the right side, there are several utility sections:
 

- Enlaces:** Directory, Offices, Notes, Tasks, Groups, Organigram.
- Repositorio:** Events, Documents, Ideas, Knowledge Base.
- Mi Ficha:** Opportunities (Ganadas: 5, Perdidas: 2), Business Units (Invoice: 345,567 €, WIP: 76,789 €, Work: 67,888 €), and a 'Ver mi Ficha' button.
- Contactos:** A grid of user profile pictures with tabs for 'Todos', 'Ingenieros', and 'Clientes'.

# ROI?

What is the ROI of a social intranet?

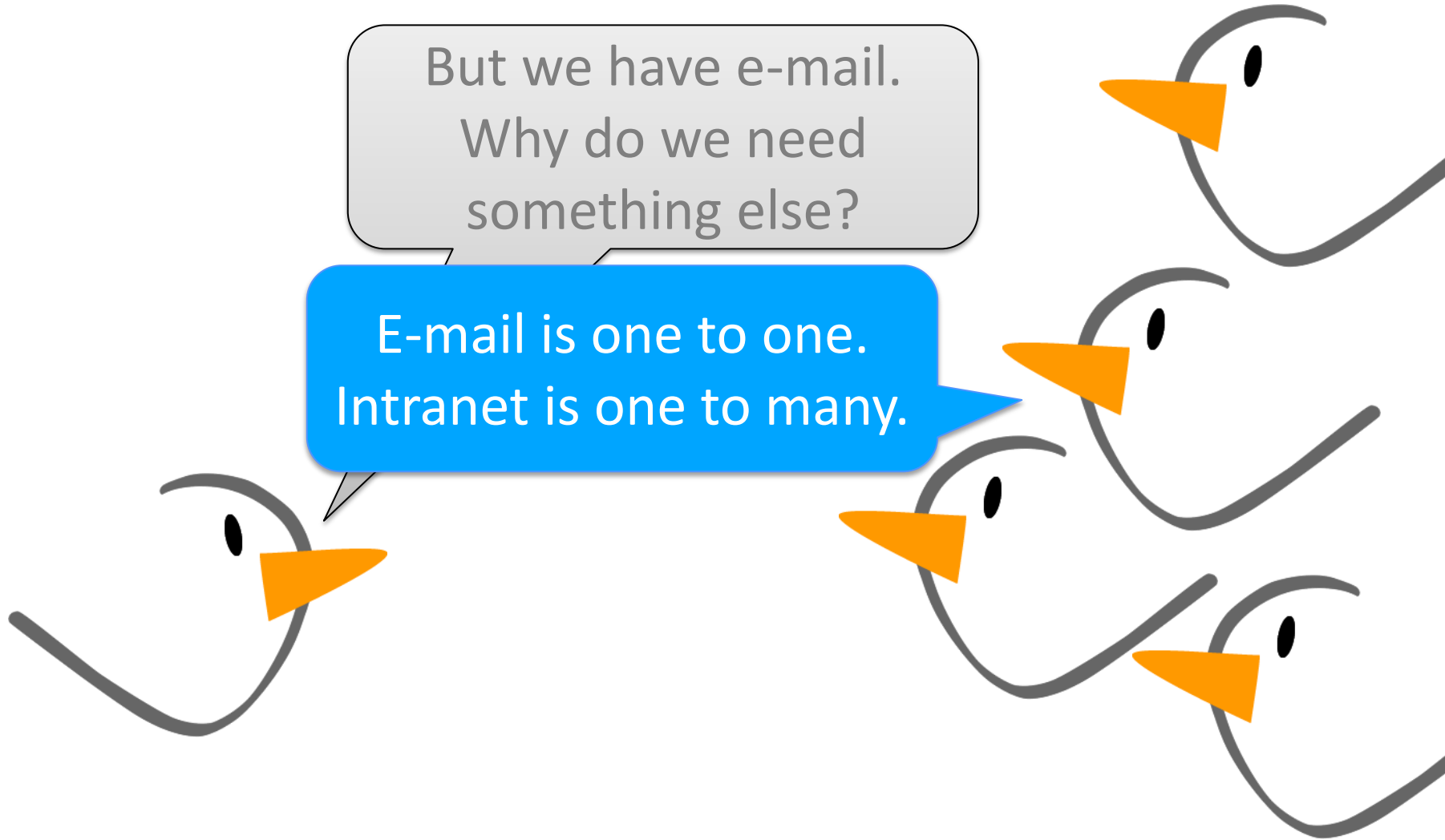
What is the ROI of e-mail?



# ROI?

But we have e-mail.  
Why do we need  
something else?

E-mail is one to one.  
Intranet is one to many.



# How valuable is a network?

## *Beckstrom's Law*

The value of a network equals the net value added to **each user's** transactions conducted through that network, summed over all users.

**What does that  
look like?**



- Raona Wall
- Equipo
- Subequipo
- Proyecto 1
- Proyecto 2
- Proyecto 3
- Proyecto 4

 Gestionar grupo

Think to advance...



Post



**Denis Paiva** 

Aplicació desenvolupada sobre plataforma Microsoft Surface, per a la signatura digital de documents provinents d'un gestor documental, implementada per Raona per a la Diputació de Girona.




**Firma digital con Microsoft Surface**

Aplicació desenvolupada sobre plataforma Microsoft Surface, per a la signatura digital de documents provinents d'un gestor documental, implementada per Raona per a la Diputació de Girona.

Hace 3 min - [Me interesa!](#)

 A **David Ferrucci** le interesa



**Miriam Vilella**  Me parece increíble! Una aplicación muy atractiva...

Hace 1 min - [Me interesa!](#)



**Cristina Martinez** 

Webs públicas corporativas cob SharePoint - Roadmap



**Webs públicas corporativas con SharePoint - Roadmap**

Normalmente se asocia SharePoint con entornos de Intranet,

## Enlaces



Directorio



Oficinas



Notas



Tareas



Grupos



Organigrama

## Repositorio



Eventos



Documentos



Ideas



Knowledge Base

## Mi Ficha

Hace 5 min - [Me interesa!](#)

✓ A **Pablo Peris** le interesa



**Marc Aguilar** Veremos una demostración práctica de la migración de una web http/https a SharePoint?

Hace 4 min - [Me interesa!](#)



**Miriam Vilella** El Brochure resume perfectamente las posibilidades de SharePoint - [Download PDF Brochure](#)

Hace 3 min - [Me interesa!](#)



**Magda Teruel** ✓

PiuPoint - Enterprise Social Software



**PIUPOINT - Enterprise Social Software**

PiuPoint es una Red Social Corporativa para tu empresa, departamento o grupo de trabajo, que se puede crear fácil y rápidamente. Con PiuPoint, harás feliz a mucha gente en tu organización.

Hace 12 min - [Me interesa!](#)

✓ A **Pablo Peris** le interesa



**Marc Aguilar** Perfecto para descubrir el talento de tus empleados! Pueden relacionarse como en sus redes sociales privadas.

Hace 9 min - [Me interesa!](#)



**Miriam Vilella** Me ha encantado el video. Muy explicativo. Ya veo que PiuPoint aporta mucho valor.

Hace 7 min - [Me interesa!](#)

Ganadas

5

Perdidas

2

## Business Units

Invoice

345.567 €

WIP

76.789 €

Work

67.888 €



Ver mi Fich

## Contactos

**Todos**

Ingenieros

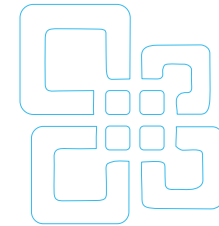
Ciente





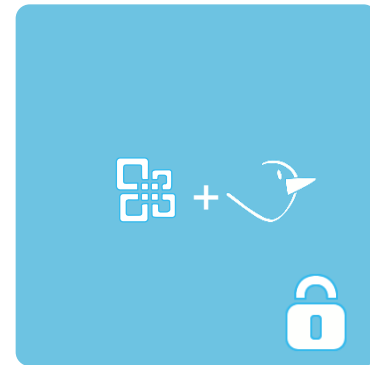


It is a simple,  
secure and powerful  
***SharePoint*** Add On





It is a simple,  
secure and powerful  
**SharePoint** Add On  
for creating **internal**  
social **networks**  
(enterprise employees)





It is a simple,  
secure and powerful

**SharePoint** Add On  
for creating **internal**

social **networks**

(enterprise employees)

and connecting them

with **external**

**networks** (customers)

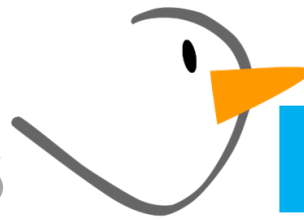




# Components



# Components



# PiuPoint

server



## PiuPoint publisher

With just one click, publish any content from your intranet to the most common social nets (private Twitter and Facebook account), and to your corporate wall. Automatically or manually.



## Secure PiuPoint wall

Share your ideas, start conversations, and receive feedback in real time. This is a collaborative environment available only to the employees of your company, on mobile handsets as well as on more common social apps such as Tweetdeck, etc..

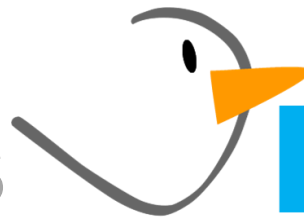


## PiuPoint promoter

An indispensable tool for the Community Manager.  
View, edit and promote any information on the corporate wall to social networks with just one click.



# Components



# PiuPoint

server



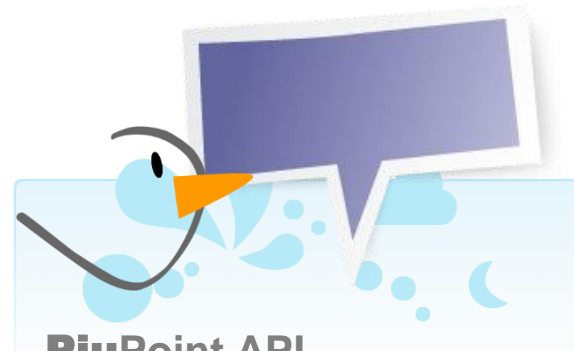
## Statistics

Know who your most active users are, which content has been most successful, the users with the most likes, etc. This is Business Intelligence applied to the social world.



## Wizard for Sharepoint

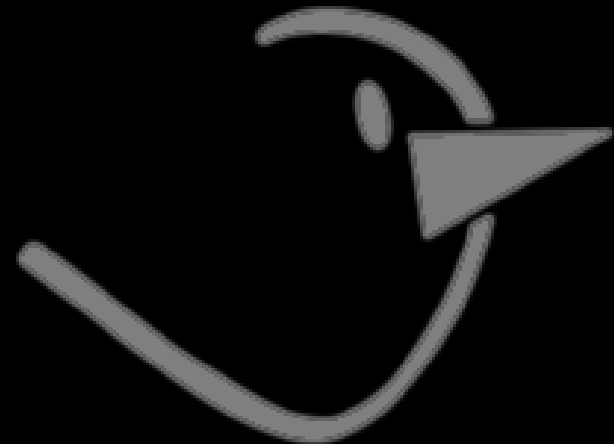
Create PiuPoint pages anywhere on your SharePoint with our wizard. It allows you to easily add social templates to your pages.



## PiuPoint API

Connect your communities with other applications and systems (CRM, ERP) as well as external sources (employee's blogs, SharePoint lists, news, etc.)

**And last but not least...**



# Why PiuPoint ?

## Gartner\* predicts:

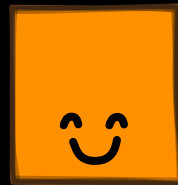
**Through 2012, over 70 percent of IT-dominated social media initiatives will fail.**

When it comes to collaboration, IT organizations are accustomed to providing a technology platform (such as, e-mail, IM, Web conferencing) rather than delivering a social solution that targets specific business value. Through 2013, IT organizations will struggle with shifting from providing a platform to delivering a solution.

\* <http://www.gartner.com/it/page.jsp?id=1293114>

# Thanks

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Raona – passion for software