



# TRANSFORM THE WAY WE WORK TOGETHER

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## BUSINESS VALUE

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At Yammer, our mission is simple: to transform the way we work together. And in a world that's constantly changing, innovative business and IT leaders need a new way to work together to drive results.



# TRANSFORM THE WAY WE WORK TOGETHER

We understand that your best resource is your people, so we designed Yammer with the end user in mind. That's why the 200,000+ organizations that use Yammer tell us that it makes them more open, transparent, adaptive and nimble.

By using Yammer, every employee has a voice, and end users have the opportunity to try before they buy, which ultimately drives adoption and engagement. Yammer is a powerful platform that doesn't require customization; it's so easy to use that it requires little to no training to get started.

That's why over 85% of the Fortune 500 use Yammer at work to foster team collaboration, empower employees, drive business agility and socialize their intranets. Yammer was built to work the way you work alongside your existing business applications. And we'll be the first to tell you that it's not about the technology or the software. It's about the people that use it.

When you focus on putting people at the center of your business, your employees, customers, and partners will have new ways to connect, communicate and collaborate.

“Yammer's a vital part of our transformation to the new Tyco.”

**IRA GOTTLIEB**  
VP of Global Communications

**tyco**

## HERE'S HOW COMPANIES ARE USING YAMMER TO TRANSFORM THE WAY THEY WORK TOGETHER

TEAM COLLABORATION	EMPLOYEE ENGAGEMENT	BUSINESS AGILITY	SOCIAL INTRANET
Drive productivity by connecting, communicating, and collaborating with your team	Make every employee feel more connected and engaged	Innovate and adapt in a world of constantly changing business needs	Bring traditional intranets to life with social

Read on to gain a better understanding of what your company can achieve with Yammer.

# DRIVE PRODUCTIVITY BY CONNECTING, COMMUNICATING, AND COLLABORATING WITH YOUR TEAM

In order to stay competitive, teams need to connect and share with each other more than ever before. 66% of CIOs from top-performing organizations see collaboration as key to driving innovation. <sup>1</sup>

Yammer improves team collaboration, spurs creativity and facilitates decision-making. These benefits can lead to increased sales, better customer service and more effective business processes.

“Yammer helps us come up with new ideas and find solutions faster and more easily. That’s the kind of cross-team collaboration that really pushes our company forward.”

**KLAUS SCHWAB**  
CEO

**different**  
Strategieagentur

## WITH YAMMER, YOU CAN:

- ▶ **Improve team project alignment.** In Yammer, teams have one place to have conversations, create and edit documents, learn from data, and plan without a single email or meeting. This makes it easy to move quickly.
- ▶ **Break down geographical and functional team silos.** With Yammer, teams across the world or in the same building can simplify collaboration by co-authoring documents and integrating their favorite collaboration applications.
- ▶ **Quickly and easily manage projects and events.** In one minute you can create a secure external workspace for your customers, partners, vendors, and agencies. Gain valuable feedback and strengthen relationships while quickly managing projects and events.

# 83%

of Yammer users feel better connected with their team <sup>2</sup>

# 20-25%

boost in productivity in social organizations <sup>3</sup>

# 20%

improvement in supplier and partner satisfaction with social <sup>3</sup>

## Westfield

Retail | APAC | 4,000 employees in 40 centers across the region

Westfield Australia’s Customer Service team needed help rolling out multiple training programs. For each training location, the company set up a Yammer group where employees could access critical documents, ask questions, and share feedback. As the roll-out spread from one shopping center to the next, Yammer helped the training teams refine the program for the next delivery. In addition to improving efficiency, the process increased the sense of ownership among the participants on the receiving end.

“Keeping up with changes and staying on trend is essential in retail, and Yammer helps us do that. It allows people to share best practices, even across functions and geographies.”

**ANDY HEDGES**  
Head of Shopping Center Management

## Nationwide®

Insurance | N. America | 33,000 Employees, founded in 1926

Nationwide was looking for a platform to maintain scale and influence while fostering stronger teams that would collaborate to deliver a more personalized experience for customers. Yammer gives the company more transparency. Conversations and ad hoc teams have exposed hidden expertise and new talent. Teams are more informed and connected than ever, sparking innovation and ideas throughout the company.

“This has dramatically improved the way our associates communicate, share and search for content, and execute their daily jobs.”

**CHRIS PLESCIA**  
Leader of Enterprise Collaboration Solutions

<sup>1</sup>IBM Global CIO Study, 2011. <sup>2</sup>Yammer User Survey, 2010. <sup>3</sup>McKinsey, The Social Economy, July 2012.



# MAKE EVERY EMPLOYEE FEEL MORE CONNECTED AND ENGAGED

Studies show that top performing companies have engaged employees. They experience 18% higher productivity, 12% higher profitability, and 51% lower turnover than companies with disengaged workforces.<sup>1</sup>

Yammer unleashes the full productivity of your workforce by giving your employees a voice, as well as the information and tools they need to thrive.

“Employee engagement is a core objective we’re pursuing as a company, and Yammer is one of the best ways I know to facilitate that. It lets us leverage the power of community.”

**CHRISTIAN FLECK**  
Managing Director



## WITH YAMMER, YOU CAN:

- ▶ **Increase the effectiveness of company-wide communications.** Connect people across the organization and empower them to have a two-way dialogue - improving communication between teams, employees, managers and executives.
- ▶ **Facilitate peer-to-peer learning.** Make training an ongoing, collaborative experience by bringing together trainees with relevant content for onboarding and learning. New hires can ramp-up faster and employees will continue to develop their skills over time.
- ▶ **Improve access to information and expertise.** Yammer breaks down information silos, so you can easily search across your existing systems to find the answers and expertise you need to complete projects quickly.

**67%**  
of new employees  
get up to speed faster<sup>2</sup>

**78%**  
of Yammer users  
communicate more effectively<sup>2</sup>

**30%**  
improvement in access  
to experts with Yammer<sup>2</sup>



Professional Services | UK & Ireland | 1,200 employees in 5 offices

A global provider of business solutions for legal professionals, LexisNexis wanted to move beyond conventional and often easily ignored corporate communications. Yammer connects executives to employees across global offices helping to build enthusiasm and reinforce messages for important kick-off events. As a result, communications are now more targeted and compelling, giving everyone in the company deeper insight into workflow and operations.

“Yammer maps exactly to what we’re trying to do: build dialogue-based communications across the business. Rather than having executives just talk at people, we wanted to set up a back-and-forth with each side educating the other.”

**CHRISTIAN FLECK**  
Managing Director



Retail | United States | 250+ employees in 4 offices

A rapidly expanding boutique vintage retailer, ModCloth needed a way to reduce duplicated work and quickly onboard new hires. With Yammer, the User Experience team was able to save weeks by sharing their idea for a user survey on the network and quickly discovering that the Social Team had already completed one. Additionally, over 90% of employees are on the network and it’s helping new hires quickly get up to speed.

“Yammer has definitely helped to retain that sense of community especially when we moved into different cities and different locations.”

**RACHEL MEHL**  
Head of Employee Programs



<sup>1</sup>Gallup Consulting “Employee Engagement, What’s your Engagement Ratio?” 2008. <sup>2</sup>Yammer User Survey, 2010.

# INNOVATE AND ADAPT IN A WORLD OF CONSTANTLY CHANGING BUSINESS NEEDS

Companies that are experiencing change have one thing in common: an intense need to focus on people, culture and communication to drive results.

With Yammer, you can merge cultures and connect employees during an acquisition, crowdsource and collaborate on ideas for an innovative product, and accelerate the customer feedback loop when entering new markets.

“Yammer shortens the gap between making a decision and executing it. It reduces the time it takes to make things happen, to get products to market.”

**JASON MCCRACKEN**  
VP of Global Communication



## WITH YAMMER, YOU CAN:

- ▶ **Break down communication barriers.** Foster two-way communication at all levels of the organization. Drive alignment and speed up the feedback loop by addressing questions and soliciting responses.
- ▶ **Boost productivity.** Easily collaborate with key suppliers, partners and customers with interactive, external networks– co-create content in real-time and provide instant feedback to stakeholders. Identify the right contacts within each organization and quickly get answers.
- ▶ **Connect across cultures and geographies.** Bridge the gap between two company cultures and connect new employees during an acquisition. Garner support and buy-in during a reorganization by praising and empowering employees and reinforce key company values.

# 70%

of successful transformations enable employee engagement <sup>1</sup>

# 64%

of successful transformations involve ongoing communication and involvement <sup>1</sup>

# 80%

of successful change firms consider a strategy prior to implementing change <sup>2</sup>



Services & Technology | 140,000 Employees

Xerox has used Yammer to share information and ideas, to promote innovation, and to quickly integrate new employees after an acquisition that doubled its size. Employees save time by quickly identifying experts in the company who can answer their questions. They have gained greater visibility to customer feedback and insights which has led to improved products and services. As a result, delivery of innovative ideas and projects has accelerated, enhancing the company's competitive edge.

“There's no question that Yammer has helped us reduce the time it takes to go from new idea or call to action to execution. It accelerates innovation.”

**GREGORY NORTH**  
Vice President of Business Transformation



Restaurant | 22,000 Employees | 465 locations in N. America

Yammer has helped Red Robin to crowdsource ideas during new product launches and quickly act on guest feedback. The company has shared best practices across locations, including recipes and time savers. Yammer has helped accelerate Red Robin's feedback loop, enabling them to kitchen-test recipe tweaks from guest suggestions. As a result, the company can implement feedback in a few days versus six months or longer.

“Yammer makes it possible for us to act faster on product improvements based on what our guests want. This is competitive advantage.”

**CHRIS LAPING**  
SVP Business Transformation & CIO

# BRING TRADITIONAL INTRANETS TO LIFE WITH SOCIAL

Corporate intranets help employees find the information they need to do their jobs. They are still the “knowledge hub” in many enterprises. Businesses today are investing in a new kind of intranet that is social, easy to use, and can connect employees and systems across the enterprise. It’s no surprise that 49% of companies will have investments in social networking solutions in 2012.<sup>1</sup>

“ To have a platform where everyone can share information is invaluable. When I get onto Yammer, I feel empowered, energized, and that this platform really works for me.”

**JASON WICKER**  
Human Resources

**tyco**

## WITH YAMMER, YOU CAN:

- ▶ **Get work done with Yammer as your intranet.** Yammer is a platform that brings together all of your people, conversations, content, and business data. It is the one place your employees go to get information and collaborate to get work done.
- ▶ **Drive productivity and engagement by making business applications social.** With Yammer, you can search for information across multiple applications. Companies realize the full benefit of their existing investments as Yammer integrates them into one platform.
- ▶ **Get the best of both worlds with Yammer and SharePoint.** Turn business collaboration into a social, mobile, and engaging experience. Whether it’s My Sites, Team Sites, or Office 365, Yammer deeply integrates with SharePoint and adds a real-time social layer.

**65%**

of Yammer users find answers to questions faster <sup>2</sup>

**25%**

time savings when using Yammer <sup>2</sup>

**40%**

greater ROI when using Yammer & SharePoint together <sup>3</sup>

## Initiative

Professional Services | 2,500 Employees | 89 offices | 71 countries

Initiative turned to Yammer to work with its existing intranet, which was expensive to build and maintain, and was underutilized. With employees working across the globe, teams were not collaborating and used many different disjointed systems. The company used Yammer to replace internal communication tools such as wikis, blogs, and content management systems. Additionally, employees could now access relevant information in minutes instead of hours.

“ As soon as you start exposing the underlying knowledge of your whole network, you start seeing connections made that translate to huge value for the business. Yammer has an incredible value to cost ratio. It is becoming our company intranet and then some.”

**LAWRENCE DE VOE**  
Senior Vice President & Chief Technology Catalyst

## Telefonica O<sub>2</sub>

Telecommunication | EMEA | 11,000 employees | 450 retail stores

Telefonica had a mobile, distributed workforce that turned to Yammer to improve communications, boost innovation and foster collaboration. The company has increased productivity by using Yammer together with SharePoint to create a more social and engaging experience. Additionally, IT problems are solved in 24 hours instead of weeks and support issues are closed in minutes, while freeing up resources for priority projects.

“ Yammer has given our people a platform for open conversations, enabling us to share more ideas and solve problems faster across our business.”

**DEREK MCMANUS**  
COO

**85%**  
**of the Fortune 500<sup>®</sup>**  
**USE YAMMER<sup>1</sup>**

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Get started today at [yammer.com](http://yammer.com)

### About Yammer

Yammer ([www.yammer.com](http://www.yammer.com)) is a best-in-class Enterprise Social Network used by more than 200,000 organizations worldwide—including 85% of the Fortune 500—to foster team collaboration, empower employees, drive business agility and socialize their intranets. Yammer's freemium business model lets customers see the value of Yammer before upgrading to the premium offering. Founded in 2008, Yammer is now part of the Microsoft Office Division.

Contact [sales@yammer-inc.com](mailto:sales@yammer-inc.com) to learn more.

Yammer<sup>®</sup>

