

WebEx Social 3.0: Service Overview

Cisco WebEx® Social is a people-centric social collaboration solution delivered through the Cisco® Collaboration Cloud. WebEx Social can enable organizations to accelerate decision making, problem resolution, and innovation by quickly and more securely connecting people to the resources and information they need to get work done.

With it, employees can:

- Find experts, communities, and content from a personalized dashboard
- Share knowledge with individuals and across communities through a unified posting model
- Communicate and collaborate with colleagues in the context of a particular project or topic
- Work anywhere with out-of-the-box mobile access

An integral part of the [Cisco® Collaboration product portfolio](#), WebEx Social is designed with interoperability in mind. As a Cisco-hosted offering, WebEx Social can reduce IT costs and complexity while delivering a highly secure, high-performance collaboration experience.

Primary Features and Benefits

Table 1 lists the primary features, functions, and benefits of Cisco WebEx Social 3.0.

Table 1. WebEx Social 3.0 Features and Benefits

Feature	Function and Benefit
New Post: Easy and Fast Way to Contribute and Share Information	
Unified Post	Unified Post provides a consistent method of posting any type of content (blog, wiki, image, Q&A, etc.) with title, content, tags, file attachments, and hyperlinks. Unified Post is as easy to use as email, but is much more powerful and flexible. It allows users to create a single instance of content rather than duplicates or silos that are usually created through email. The post and its file attachments have automatic versioning. Before you submit the post, you can preview it to see exactly how it will be displayed, including the collapsible Information Panel, which consolidates all useful metadata into one place. Within this panel, you can easily see who the contributors are, to whom and to which communities the post has been shared, comments, likes, tags, etc. And if the post uses header styles, the Information Panel provides an automatically generated Table of Contents tab that shows the outline of the post for quick navigation to any heading within the post.
Share With	A post can be shared with communities, contacts, or groups. When shared, the post dynamically appears in the respective contact's or community's library of posts. Optional email notification can be sent to everyone with whom the post has been shared. Up to the previous seven "Share With" selections are automatically retrieved when you click into the Share With field.
My View: Personalized Dashboard for Accessing and Engaging People, Communities, and Information	
Activity Stream	This feature provides a centralized stream of status updates and activities from people you are following and within communities of which you are a member. The items automatically appear in the activity stream in a reverse chronological order based on their respective last participation activity (for example, added favorite, commented on, edited, etc.). The Activity Stream allows you to set up and save custom filtered views based on a tag, a person, or a community. It can enable you to discover relevant people, communities, and information - often serendipitously.
Watch List	Watch List facilitates easy tracking of content with default filtered views for content that has been shared with you, that you have posted or commented on, and that you have manually added to the Watch List. It allows you to set up and save custom filtered views based on a tag, a person, or a community. All views can be furthered filtered based on unread state or favorite marker. The Watch List has a numerical badge that shows the number of unread items that have new activities.
Suggestions	This feature suggests people to follow, communities to join, and posts to read based on tag matching and social graph analysis.
+Post	Create a unified post with one click. +Post supports rich text, image, and document embedding, and expert Q&A. Expert Q&A provides a mechanism to identify experts best suited to answer a question. Questions and answers are delivered to relevant parties using the Watch List.

Feature	Function and Benefit
Email Notifications	End-user configurable preferences for email notifications are available with support for instant notification, daily, and weekly digest. Users can individually control the receipt of notifications triggered by the following events: When someone follows them, when they are @mentioned in a post, when a post is shared with them, when someone comments on their post, when someone shares their post with others, when someone edits or comments on a post they have contributed to or have added to their Watch List, or when community membership invites and requests are updated.
WebEx Social for Microsoft Office	Update documents and sync to WebEx Social from Microsoft Word, Excel, or PowerPoint. Easily track and update to the latest version; merge edits with a single click. View and submit comments while working in the document using the WebEx Social for Office sidebar.
Change Layout	Change Layout allows instant change of page layout to one, two, or three columns.
Manage Page	Manage Page allows you to add one or more custom pages to My View.
Add Application	Add Application enables instant addition of portlets (Calendar for WebEx Meetings, Content Publisher, Documents, IFrame, Images, Links, My Communities, OpenSocial App [add one or more OpenSocial-compliant gadgets], RSS Feeds, Recently Viewed Documents, Streams, Suggestions, Tag Cloud, and Wiki) to the user's home page, community dashboard, and user profile featured post page.
Library	Library lists all posts (New Posts, My Posts, Favorites, and Deleted Items) that you have created or that have been shared with you. They are sortable by title, last modified date, number of changes, and author. It also provides separate lists of documents, images, and bookmarks. You can create custom views to filter for a specific user, tag, or community.
Profile: Unified View of a User's Personal Attributes and Online Activities Governed by Privacy Settings	
User's Contact Card	The contact card appears when you hover over a user's photo or name anywhere it appears in WebEx Social. The contact card provides the user's name, large profile photo, presence status, job title, following status, and last status update. The following click-to actions appear on the contact card: Follow, add favorite, start web or native OS IM, email, start a WebEx meeting, share a post.
User Profile Page	The user profile page provides a progressive disclosure mechanism for discovering information about a given user. Information is available on a set of four tabs.
User's Core Profile Attributes	The following attributes are available on all profile tabs: Name, presence, avatar or photo, job title, latest status message, location, time zone, mobile and work phone numbers, primary and secondary email addresses, and instant messaging (IM) addresses; attributes can be imported and synchronized with any Lightweight Directory Access Protocol Version 3 (LDAPv3)-compliant directory.
User's Click-to Actions	The following click-to actions are available on all profile tabs. Each user's profile page and contact card provides the following click to interact capabilities: Follow, add favorite, chat using web or native OS instant messaging client, send an email, start a WebEx meeting, share a post.
User's Activities Tab	This tab shows a centralized stream of a user's public activities visible to the viewer. It shows an interactive list of connections, people the user is following, people following the user, and mutual followers. It also shows a list of shared communities.
User's Featured Content Tab	This tab shows the user's featured content (blog), sorted in reverse chronological order. System administrators can enable end-user customization of this tab on their profile page with the following out-of-the-box applications: Content Publisher, Documents, IFrame, Images, Links, OpenSocial App, RSS Feeds, Recently Viewed Documents, Streams, Tag Cloud Wiki.
User's About Tab	This tab shows the user's personal biography. It also shows the expertise and interest tags, detailed contact information, including mailing address, email, phone and IM handles, shared communities, and alternate contacts.
User's Reporting Structure	This feature shows the hierarchal organizational reporting structure as defined in LDAP.
Expertise	This feature shows a user's expertise as keywords, each of which is hyperlinked to a search results page of people, communities, and content that match the keyword.
Interests	This feature shows a user's interests as keywords, each of which is hyperlinked to a search results page of people, communities, and content that match the keyword.
Shared Communities	Shared communities is a list of public communities that users are members of and have selected to be shown on their public profiles.
Contacts	Available using the WebEx Social dock, the contacts feature provides one-click access to the people in the user's network from any page in WebEx Social. Contact search updates as you type, providing directory access to all users with hover-over functionality. It provides contact card details and click-to-collaborate capability.
Following	This feature lists people you are following and what people are following your public activities.

Feature	Function and Benefit
People: Directory for Browsing and Finding People and Contacts	
People Page	WebEx Social provides a full page user interface for searching and navigating contacts. Search based on name, title, and expertise provides instant access to anyone in the system. Filters on the People page provide a simple navigable layout for All Contacts, My Contacts (the current user's contacts), Recent, Favorites, Following, Followers, and custom-defined user lists. Contact cards available when hovering over a user's profile picture or name provides one-click access for click-to actions.
Invite User to WebEx Social	WebEx Social detects if a defined user has not logged into the application and provides an "invite" feature that enables you to easily send an email to invite the user to access WebEx Social, and to start collaborating with you and others.
Communities: Containers for People Who Share Common Interests or Objectives and Information	
Community Page	<p>WebEx Social provides a full-page user interface for creating, searching, and navigating communities. Search based on name, description, and tags provides instant access to communities the user is allowed to see in the system. Filters on the Community page provide a simple navigable layout for "Communities I'm a Member of," "Communities I Manage," "All Communities," "Recent Communities," "Favorite Communities," and communities by system administrator-defined categories.</p> <p>Within each community, the community contact card is available upon hovering over the community name or image. The page also provides a click-to-join/request membership/leave option; for communities to which you have an Owner role, there are options for one-click Edit, Leave, Delete, Assign User Roles, and Assign Members options.</p> <p>A "Create New Community" button provides access to a three-step wizard which walks the user through the creation of a new community.</p>
Community Contact Card	This contact card appears when you hover over a community image or name anywhere it appears in WebEx Social. The contact card provides the community name, large community logo image, membership status, community description, number of members, created date, owners, tags and a link to visit the community's profile page.
Community Types	<ul style="list-style-type: none"> • Open: Anyone can join; name and content area are visible in search results • Restricted: Only those allowed by a community owner can join; name is visible in search results; content is visible in search results only for members • Hidden: Only those invited are allowed to join; name is not visible in search results; content is visible in search results only for those who are members
Within a Community: Share and Collaborate with People of Like Minds and Endeavors	
Community Home	This is a community owner-administered page with an out-of-the-box community's private activity stream and membership list. This page is available only to community members. It is configurable using the same "Add Application" feature as a user's home page. The page and layout is controlled by the community owners in the same manner as a user's home page.
Community Library	The Community Library lists all posts (New Posts, My Posts, Favorites, and Deleted Items) created in or shared with the community. They are sortable by title, last modified date, number of changes, and author. The library also provides separate lists of documents, images, and bookmarks; you can create custom views to filter for specific user, tag, or community.
Community News	This feature allows for a community-specific news feed.
Community Discussions	This is a community-specific online discussion forum with support for multiple categories, rich-media threads, email notifications, pinned threads, and filters on the current user's content.
Community Public Profile	An open or restricted community's public profile is available to all users on WebEx Social. Configurable by the community owner in the same manner as a user's home page, this page provides a rich-text and multimedia description of the community, the community's public activity stream, and the community's owner and member lists. Hidden communities' profile pages are visible only to invited users.
Manage Community	This feature provides the ability to edit the community name, descriptions, and tags. With it you can change membership and membership roles, and add and remove community pages.
Invite User(s) to Community	This feature allows you to invite up to 20 users at a time by email to join a community.
Search: Find and Filter Relevant People, Communities, and Information	
People Communities and Content	Search results are separated into three categories, providing quick visibility to experts in a field, related communities, and matching content.
Security Trimmed Search Results	Protect sensitive information by showing only search results for which a user has at least read permission.
Faceted Search Results	Enable easy and fast filtering of search results through facets such as Mine, People Profiles and Expertise, Communities, Information Types, File Types, and Date Range.
WebEx Social Dock: Easy and Quick Access to Recent Activities, Real-Time Collaboration, Contacts, and Calendar	
WebEx Social Dock	This is a floating dock that appears at the bottom of every page in WebEx Social; it provides one-click access to Activity Stream, Instant Messaging, Contacts List, Directory Search, and Calendar for WebEx meetings from any page in Cisco WebEx Social.
Mobility: Take the Cisco WebEx Social User Experience With You	

Feature	Function and Benefit
Apple iPhone, iPad and Cisco Cius™ App	Enjoy high-fidelity mobile access to Profiles Presence, Activities, Watch List, Communities, and Search. Update status, share posts, and upload images directly from your device.
Security and Policy Management: From Granular Protection to Role-Based Governance	
Groups	Allows one or more users to be assigned into a group.
Roles	Allows one or more users or groups to be assigned to a role, which can in turn be assigned with permissions.
Granularity	Allows assignment of security permissions to each dashboard page, community, library, folder, document, or post.
Policies	Allows for defining policies as one or more business rules at the user level that can override security permissions at the content level.
Entitlement	Allows you to globally enable or disable product functions.
Integration and Interoperability: Transparent User Experience and Extensible Functions	
WebEx Messenger Presence and Instant Messaging	Provides seamless one-click to activate IM with users and displays user device presence. Supports Cisco WebEx Messenger, Microsoft Office Communicator, and IBM Sametime.
WebEx Meeting Center Integration	Provides seamless initiation of WebEx Meeting Center instant meetings.
OpenSocial Gadget Container App	Provides easy consumption of OpenSocial -compliant gadgets.
Real-Time Notification Service	Provides built-in support for Extensible Messaging and Presence Protocol (XMPP) standard and Bidirectional Streams over Synchronous HTTP (BOSH) extension, which enable real-time notifications outbound and alerts inbound.
Scalability and Fault Tolerance: Reduces Risk for Enterprise-Class Deployments	
Customer Support Using Cisco WebEx Cloud Services	24 x 7 x 365 customer success and technical support services provided by WebEx Cloud Services.
High Availability and Disaster Recovery	Cisco WebEx Social provides a resilient, highly available, and redundant infrastructure focused on the retention of a customer's data and business continuance.
Systems Management: Data Center-Grade Monitoring, Alerting, and Analytics	
Real-Time Monitoring	Monitors status, metrics, performance, alerts, and events.
Performance and Health Analysis	Facilitates service-level tracking, transaction tracing, and database query analysis.

Licensing

Contact your local Cisco account representative for licensing information.

Product Specifications

Table 2 lists the relevant product specifications for Cisco WebEx Social 3.0.

Table 2. Product Specifications

Protocols	HTTPS/SSL, LDAP, OAuth, XMPP, and BOSH
Application Programming Interfaces (APIs)	OpenSocial API integration using WebEx Social OpenSocial Portlet
Language Support	English Additional languages support will be available in late 2012

System Requirements

Table 3 lists the system requirements for Cisco WebEx Social 3.0

Table 3. System Requirements

Hardware	Customers will need to provide a server for LDAP Cloud Connector software installation
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Browser Support	Microsoft Windows and Mac OSX platform support Microsoft Internet Explorer 8.0, 9.0 Firefox 11.0 Safari 5.1 (Mac OS only) Chrome 17.0
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Ordering Information

Cisco WebEx Social 3.0 will be available July 31, 2012. Contact your local Cisco account representative for ordering information.

For More Information

For more information about Cisco WebEx Social, visit <http://www.cisco.com/go/webexsocial> or contact your local Cisco account representative.



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