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A WIRETAP BUSINESS BRIEF

An Executive's Guide to Choosing an Enterprise Collaboration Platform

Ready for a collaboration platform? Find out which one is best suited for your company's needs – Microsoft® or Workplace by Facebook®

Wiretap™ – the leading innovator of solutions that ensure compliance and protect organizational culture within enterprise collaboration environments – in partnership with Loryan Strant of Loryan Strant Consulting and Daragh McGrath of Enablo, tell you what you need to know.

IN THE NOT-SO-DISTANT PAST, successful collaboration within an enterprise typically involved exclusively a fair amount of face-to-face interactions. However, given the global nature of many organizations today, this is no longer practical for most.

Hence the rise of enterprise collaboration tools and technologies.



ENTERPRISE COLLABORATION — “collaboration” for short — describes a technology-driven communications system used by employees to interact and complete work tasks within a group inside or across departments. Sometimes groups also include business partners that are part the larger enterprise.

The primary benefit of collaborating digitally is increased productivity and efficiencies across the company. But succeeding at collaboration requires your organization to be ready for it.

How do you know if you’re ready? And if you are ready, how do you decide which collaboration platform—Microsoft Office 365 or Workplace by Facebook—is best suited to the needs of your organization?

As the leading innovator of solutions designed to ensure compliance and protect organizational culture within enterprise collaboration environments, Wiretap wants to help you answer these questions.

In this guide, we share some of what we’ve learned over years of working with global organizations and various collaboration platforms.

Four Key Benefits of Collaboration

There are several reasons that companies are moving away from traditional ways of working and communicating, and turning to enterprise collaboration tools. Some of the key reasons include:



Reduced Email

The ability to collaborate in real-time tends to reduce organizational dependence on email. While email has its place, it wasn't built for collaboration. Being able to informally "chat" in a group about project plans, ideas, updates, questions and answers in real-time is much faster and more efficient than the back-and-forth of email — especially when a large group is involved.

25%-30% of time spent on email could be saved if the main channel for business communication in a company was moved to a collaboration platform.¹



More Effective Teamwork

Collaboration platforms bring teammates together in real-time and allows them to work smarter. With real-time group interaction, digital collaboration often proves more efficient than email. Collecting edits to a document via email, for example, is prone to error and confusion. Having a shared document that team members can view simultaneously and edit in real-time is far more productive.



Increased Productivity

Collaboration reduces the email burden and time spent in meetings, freeing up more time to do the work.

Having unified communications and easy access to documents creates efficiencies, speeds the workflow and makes the company more agile. It increases productivity within the enterprise, creating a competitive advantage.



Increased Transparency

Collaboration platforms make it easier and more efficient to share ideas, information and documents within a group, leading to greater transparency around the work being done. This can also create more personal accountability and a higher level of trust — inspiring individuals and teams to share ideas more openly. This type of collaboration can also reduce counter-productive activities, such as information hoarding.

The inherent metaknowledge with these collaboration platforms also makes it possible to recover otherwise lost information when an employee departs a company.

Salesforce reported that as high as 96% of CEOs have determined poor collaboration and communication as the primary causes for workplace failure.²

¹ McKinsey Global Institute, "The Social Economy: Unlocking value and productivity through social technologies," <https://wrtp.me/mcksec>

² Axero, "7 Reasons to Replace Email with Collaboration Software," <https://wrtp.me/7axero>

How Do You Know if Your Company Is Ready For a Collaboration Platform?

Enterprise social collaboration is the way of the future for businesses, pushing out email as the one-to-one and one-to-many communication tool of choice.

Thousands of organizations worldwide have already made the leap to collaboration platforms, but how do you know if *your* company is ready to do the same?

If you answer “**Yes**” to at least one of the questions on the checklist to the right, chances are you’re ready for a collaboration platform.

YOUR CHECKLIST FOR

Collaboration Platform Readiness

- ✓ Is there a desire to transform communication across your organization?
- ✓ Does email consume too much of your employee’s time every day?
- ✓ Would instant, open collaboration benefit your company’s workflows?
- ✓ Is it difficult to get answers quickly and stay on top of every project?
- ✓ Do information silos exist that block productivity or knowledge sharing?
- ✓ Would your company’s employees prefer less formal, more transparent communications?



Starting the Evaluation Process

Too often, companies start the evaluation process by researching available collaboration solutions. Instead, the process should begin with *understanding the why* behind adopting collaboration.

Take time to learn and map out how people in your organization are communicating:

<p>1 Discover Your Users' Needs</p>	<p>Ask questions, create surveys, document the needs and force-rank them based on a set of criteria that makes sense for your company. For example:</p> <ul style="list-style-type: none"> • Financial impact • Impact on productivity • Risk vs. reward
<p>2 Determine if Any Collaboration Tools Are Already in Use</p> <p><i>Note: According to Gartner, by the year 2020, one-third of successful cyber-attacks on businesses will be against their shadow IT resources.¹</i></p>	<p>It is not unusual for a small group to use a tool without others knowing. Nor is it uncommon for various groups to use different tools. Getting this shadow IT out in the open not only allows you to gather user input on the tools, but also properly secure them.</p>
<p>3 Create a Cross-Functional Team</p>	<p>Create a trial period with this team, document your successes and failures, and determine potential areas for improvement.</p>
<p>4 Test Before You Launch</p>	<p>Provide direct input into collaboration options. Start by evaluating the tools that are already in use, then expand the scope to other options.</p>
<p>5 Keep Your Initial Rollout Small</p>	<p>Once key stakeholders agree on a solution, start small and gain some successes before rolling out to other groups or departments.</p>



Address Regulatory Concerns

Regulatory concerns (*i.e. GDPR, HIPAA, PCI, PHI, SOX, CJIS, etc.*) can sometimes stall organizational moves to collaboration. A tool like **Aware by Wiretap** can define rules that govern collaboration tools to maintain regulatory compliance.

¹ Gartner, "Top 10 Security Predictions 2016," <https://wrtip.me/topgart10>

THE BREAKDOWN

THE TWO LEADING PLAYERS



THOUSANDS OF COMPANIES today use collaboration platforms from Microsoft and Facebook to improve their communications and productivity. Which one(s) will work best for you depends on your organization's needs, culture, strategies and compliance processes.

Aware by Wiretap's monitoring and governance tool works equally well with platforms from both companies to provide AI-infused compliance and culture protection, enhanced visibility into public & private messages, increased security against insider threats, and user data management & retention.

FEATURING



WHY MICROSOFT?



Professional Familiarity

It's likely that your organization is already using the suite of Microsoft Office 365 tools — making Microsoft collaboration tools accessible to the everyday user. You may even be paying for licenses already for one or more of these tools.



Complete Integration

As stated previously, Microsoft is in nearly all enterprise environments, and so as Microsoft continues to build collaboration tools into its suite of applications, your organization's operations can stay technologically up-to-date.



Easy Deployment

Microsoft collaboration tools are fully integrated within Office 365 and relatively simple to deploy. It doesn't take much work to turn desktop software on your computer into a rich collaborative experience.



Multiple Options

Users need to use what works for them. Microsoft always provides multiple choices to work, including more ways to collaborate depending on what you need to accomplish.



About Loryan Strant

As an 8-year Microsoft Office 365 MVP, Loryan Strant has helped hundreds of organizations evaluate and adopt Microsoft collaboration tools, so he knows a thing or two about what to look for, what to look out for, and how to avoid common roadblocks when evaluating and adopting these tools.



Evaluating Microsoft Collaboration Tools

Microsoft offers a variety of collaboration tools through Office 365. While some are similar in nature, they differ in their approach. Significant documentation exists describing the differences between these tools, but here is a brief overview of each:



Office 365 Groups

Groups provides a centralized membership service for organizational groups, as well as collection of common services and functionality they would use. It helps drive employee engagement by fostering a more social experience across the organization.

Users are granted permissions to access Group folders, files, calendar, notebook, messages, task management, and so on.

These are powered by Azure Active Directory, Exchange Online, and SharePoint Online. Microsoft Teams can be added on top of Office 365 Groups, and Yammer-integrated groups can be created, both of which deliver chat and social functionality.



Microsoft Teams

Microsoft Teams is a threaded chat-based workspace within Office 365, which means it integrates naturally with other Microsoft Office products, like Word, Excel, PowerPoint, SharePoint and OneNote.

Teams provides integrated voice, video and meeting capabilities, and supports third-party applications and bots working inside the interface. Employees can direct message or be grouped together to discuss a topic and share and collaborate on documents.

Teams is seen as a meta operating system, in that it becomes a hub for teamwork and productivity.



Yammer

Yammer was an early forerunner in the business collaboration space, allowing employees to compile messages, files and updates in a single destination and increase information sharing through conversation groups.

Users can interact in either open public groups or private ones for sharing sensitive information. Microsoft acquired Yammer in 2012 and recently integrated the platform with Office 365 Groups, a hub for teamwork and productivity allowing users to access both Office 365 and third-party services from a single interface.

WHY WORKPLACE BY FACEBOOK?



IN 2016, riding on the massive popularity of the consumer platform, Facebook launched an enterprise collaboration platform for business. Workplace by Facebook is designed to get employees talking, sharing openly and working differently.

It offers all the essential functionality you'd expect from an enterprise collaboration network, including chat (both one-to-one & group-based), a customizable news feed, message translation and more.



About Daragh McGrath

Daragh McGrath is Co-Founder and Head of Growth at Enablo, which specializes in helping organizations evaluate and implement Workplace by Facebook. Enablo believes in a workplace that's more networked, more devolved, more mobile, more team-based, more project-based, more collaborative, more real-time, and more fluid.





Personal Familiarity

For employees, there's comfort in using software you already know, with over 2.2 billion people around the world frequently accessing Facebook in their personal life. Workplace was built with Facebook DNA, making it an easy transition for anyone who uses Facebook on a regular basis. The fact that Facebook is consumer-based and Workplace is business-based is inconsequential. There's no need to build awareness, and training time is all but eliminated.



Fast Implementation & Deployment

Workplace by Facebook is an out-of-the-box solution. Facebook and Enable have proven that deployment is fast & easy, typically taking just 6-8 weeks to roll out enterprise-wide (1,000+ users).



Rapid Product Development

Facebook has a culture of rapid development and seeking feedback from their customers. Thousands of software engineers work on enhancing their products every day. Releases and improvements occur frequently, which benefits Workplace users.



Robust Integrations Directory

Workplace recently announced the launch of its integrations directory, which includes some of the most popular SaaS tools like **Aware by Wiretap**, Jira Cloud by Atlassian, Microsoft Office, Microsoft Sharepoint, ServiceNow, Share from Box, Adobe Sign and SurveyMonkey. The directory currently lists over 50 integrations, with plans to add more.



Social & Mobile Expertise

Facebook knows how to build platforms that people across the world enjoy using. It knows that whether they're at home or work, people are social creatures that want to communicate informally and on-the-go, and this is what Workplace offers. In addition, the company has more mobile users than any other provider of collaboration platforms.



New Way of Working

Workplace offers conversational interfaces that support a new way of working. Chat bots can interact with other tools you are using to get tasks done more efficiently. For example, you can use a digital assistant to book travel, update the calendar and file expenses, all through conversational interfaces.

Is There a Case for Choosing Both Microsoft and Facebook?

Most likely. When it comes to collaboration tools, one size rarely fits all. Each tool has its own strengths and weaknesses, and the needs and preferences of different teams and groups across the enterprise vary widely.



Microsoft Collaboration Tools

- Integrates with existing Office software
- Multiple ways to collaborate allows user groups to customize their workflows
- Seamlessly integrates with Aware by Wiretap for *AI-Infused Compliance and Culture Protection*



Workplace by Facebook

- User experience similar to Facebook creates an easily adopted platform
- Mobile solution allows for collaboration on-the-go
- Seamlessly integrates with Aware by Wiretap for *AI-Infused Compliance and Culture Protection*



Fortunately, both Microsoft and Facebook know the advantages of playing nice with other software. Workplace by Facebook doesn't replace Microsoft functionality, but it can be used to complement it and be the place where conversations occur in a familiar interface.

Microsoft, meanwhile, has learned its lessons about building a 'walled garden': its collaboration tools also play nicely with other technologies. For example, in Microsoft Teams, you can work on documents that aren't in Office 365.

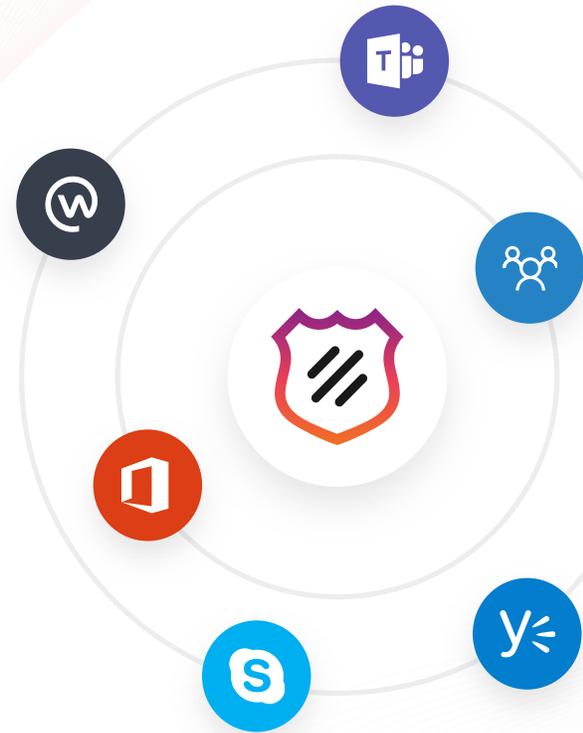
Microsoft Office 365 and Workplace by Facebook each boast a lengthy list of third-party integrations, that continues to grow constantly. Additionally, both tools are changing daily, continuing to add features that enhance the user experience.

No Matter Your Choice, We've Got Your Back

Organizations looking to implement a collaboration tool may be able to create a justifiable business case for adopting multiple tools. In addition to gaining the benefits that multiple tools, companies can conduct user testing, see what works, and adjust their strategy based on real-world usage and feedback from users.

Regardless of which collaboration tool(s) an organization implements, governance and compliance cannot be overlooked. By leveraging Aware by Wiretap's AI-infused compliance and culture protection platform, organizations minimize human behavior risk within collaboration content.

Additionally, Aware's *Deep Scan* technology provides visibility into public and private messages for enhanced monitoring and organizational awareness. Most importantly, Aware is proven to work effectively with both Microsoft collaboration tools and Workplace by Facebook.



Tips on Implementation and Adoption



Follow the Culture

As stated throughout, your organization's culture should inform the collaboration tools it uses, not the other way around. There's no reason why you couldn't roll out both Microsoft and Facebook technologies in small user groups to determine the best fit for business units.



Gain Employee Support

A groundswell of employee support can play a big factor in overall adoption. Get key employees and influencers involved early, listen to their opinions, and allow them to help guide the process.



Understand Collaboration Adoption

To increase your chances of success, download this complimentary business brief — **A Field Guide to Collaboration Adoption: The Six E's of Success Revealed**. It's a fast read containing valuable information based on real-world experiences with enterprise collaboration adoption.



Gain Executive Support

Having an executive-level sponsor to champion collaboration is important. One thing collaboration does is give a voice to those not previously engaged. Management that is used to sending one-to-many messages without much feedback may be delighted to receive instant feedback from a widespread group, illustrating employees' desire to be engaged and have a voice in the organization.



Respect Change Management

Thoughtful, deliberate change management is critical. It involves more than communications, flipping a switch on day one and having a launch party. It requires understanding the psychology of the organization and tailoring the adoption process to match it.



Let the Business Drive

Although IT may start the collaboration conversation — especially with regard to Microsoft Office 365 tools — allow the business to drive the solution. After all, if users' needs aren't met, you will experience low adoption of the platform.

CONCLUSION

ORGANIZATIONS ARE DISCOVERING that digital collaboration is increasingly more efficient and effective, and often how employees prefer to work.

Once you determine that your organization is ready to make the move to collaboration, you need to evaluate and examine the available platforms to understand which fits best with your organization's culture and goals – there is no one-size-fits all.

You will likely discover that the best tools for one group or department are not the same for another. Try various platforms in small groups before deciding and follow the tips included herein to ensure successful implementation and adoption.



THE SIX E'S OF SUCCESS

Ready to Start Collaborating?

Take the next step and read *A Field Guide to Collaboration Adoption* →

<https://wrtp.me/adopt6e>

About **Wiretap**

Wiretap's flagship Aware by Wiretap platform delivers secure collaboration, monitoring and governance for enterprise organizations deploying today's leading collaboration and messaging platforms, including Microsoft Teams, Microsoft Yammer®, and Workplace by Facebook.

Aware by Wiretap encourages and facilitates safe collaboration and compliance by monitoring files and conversations, as well as preventing communication that could place organizations at risk.

The editors of Columbus Business First recently named Wiretap one of the Best Places to Work in Columbus, and leading research analyst firm CB Insights cited Wiretap as a leading early stage cybersecurity startup to watch in the Insider Threat Detection category.

The company is headquartered in Columbus, Ohio – a city recognized in 2015 as Intelligent Community of the Year by the Intelligent Community Foundation, and ranked #1 for scaling startups.

FOR MORE INFORMATION, VISIT:

-  **Our Website** | wiretap.com
For up-to-date details on products, case studies and blog posts.
-  **Twitter** | [@AwareByWiretap](https://twitter.com/AwareByWiretap)
Get timely articles and conversations around collaboration and security.
-  **LinkedIn** | [linked.com/company/wiretap](https://www.linkedin.com/company/wiretap)
Follow for networking opportunities, job openings and industry news.
-  **Facebook** | [facebook.com/AwareByWiretap](https://www.facebook.com/AwareByWiretap)
Like us for posts from our live events, conferences and company culture.
-  **Other Inquiries** | hello@wiretap.com
Contact us for product demos, partnership opportunities, and sales.



About **Loryan Strant**

Loryan Strant is a twenty-year veteran of web and network technologies. He has spent the last decade and a half building digital relationships for businesses and organizations. Loryan blogs and writes articles about the cloud and co-authored two books on Office 365. He is also known by his previous social persona of “The Cloud Mouth”.

Loryan was also the founder of Paradyne (which was acquired in 2015), helping to deliver innovative solutions through the cloud and enabling businesses to reduce IT costs. He is passionate about enabling people and organizations using technology the right way, enabling them to become more productive.

Loryan is a Microsoft Office 365 MVP (Most Valuable Professional) 8 years running, an award created by Microsoft to recognize the best and brightest from technological communities around the world.

About **Enablo**

Enablo is a pure-play Workplace by Facebook partner. Each of its founders has a decade of experience in assisting enterprises with the adoption of consumer-based communications and collaboration platforms.

At Enablo, we are constantly exploring ways to apply modern digital solutions to drive essential breakthroughs in organisational culture and business value. We believe that the future of work needs to be more networked, more devolved, more mobile, more team-based, more project-based, more collaborative, more real-time, and more fluid.

This is why we have partnered with Workplace by Facebook. Workplace is a familiar, business ready communications and collaboration platform powered by Facebook. And we believe it is the future of work, today.

