

Introducing

Incentive

Enterprise 2.0 platform for your organization

www.incentivelive.com



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Introduction

Incentive is a combined wiki, blogging, feeds and widget platform based on the principles of Enterprise 2.0. Suddenly you can search the "knowhow" within your organization.

Incentive offers a great set of features to help groups and individuals in your organization communicate more freely using well-known channels - blogs and wikis. **Incentive** can be closely integrated with your business critical systems (eg. CRM, OLF) which will create a central communication platform with up-to-date information fed from both employees and internal systems.

Incentive can be thought of as an information hub for a group, a company or an organization.

Compared to a traditional intranet with few editors and many idle consumers **Incentive** becomes a living knowledge base where everyone can contribute. Most companies believe their employee's knowledge is one of its most important assets but very few have a good strategy how to maintain and spread that knowledge over time. **Incentive** is the foundation for such a strategy.

Incentive has been around since 2006 before the Enterprise 2.0 was an established term. The current generation is our second, and our third is planned to be released in Q2 2010.



The benefits

Everyone is talking about Enterprise 2.0 and its benefits, but can they walk the talk?

What is about to be said here are not estimates from reports or theoretical calculations, these are real numbers from real customers - namely ours. What will be in it for you?

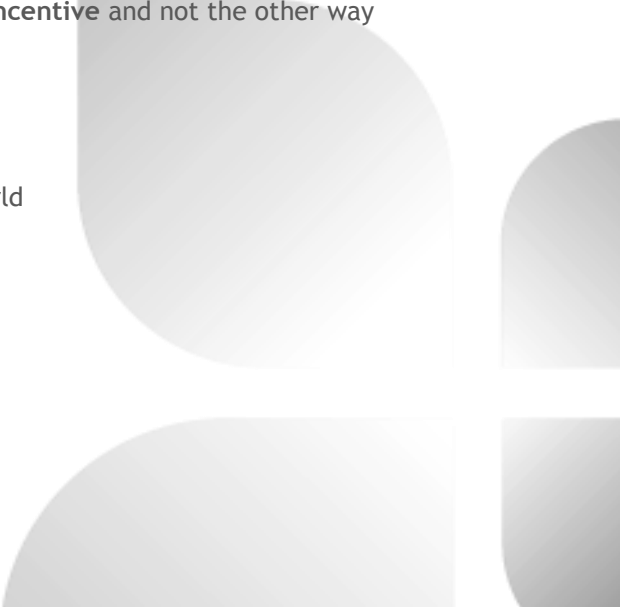
For the management

1. Radical changes in internal e-mail behavior,
2. People spend less time searching file servers for documents and knowledge
3. Employees come and go but their knowledge stays inside your organization
4. Strengthen the brand, values and the culture within the organization
5. Updated and relevant information due to collaboration instead of publishing
6. 10 % increase in your employees efficiency

For the CIO

1. A revolution in your internal communications
2. See trends among your co-workers, build networks
3. Connect with departments and people you wouldn't normally find
4. Discover new stars among your employees
5. Stimulate your co-workers to share their innovations and idea,
6. Reduce the annoyance among your work force when searching internally

For the end user

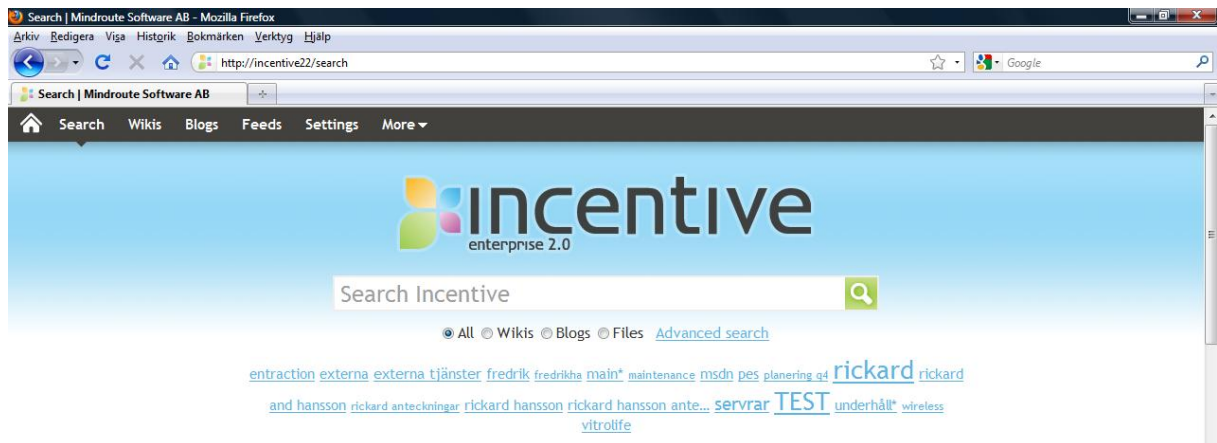
1. Hugely reduce the time spent reading e-mails
 2. Truly personalized way of communicating - you control **Incentive** and not the other way around
 3. Easy to share ideas and thoughts with others
 4. No more pointless looking for knowledge - it's all there
 5. Connect and collaborate with co-workers around the world
 6. Got something to say? Share it!
- 

Summed up

Google your own Wikipedia. That's the goal for our clients. The feeling they look for (and achieve) is one where you search and find high-quality stuff that they and their colleagues have created. Together.

It is known that co-workers tend to spend 15% to 35% of their time searching for information - and in 50% or less cases they are successful in their searches (source: IDC).

This is what Incentive solves for you. Not by indexing existing content, but by helping you adopting new ways of generating content resulting in better searches!



Features

Enterprise 2.0 is a flow - a flow of trends, discussions, thoughts, ideas - the list can go on forever.

Incentive has the features to keep the flow going and we continuously add new ones that pop-ups and shows true powers in enhancing collaboration.

Search

Incentive let you search for everything – profiles, tags, files, wikis, comments – everything.

“Google it”

The search is centric in **Incentive** - the majority of your users will end up there, that’s the facts. We aim on acting like Google as far as possible - all so that you can Google your own Wikipedia.

Indexing

Incentive indexes all files as-well attached - PDF, Excel, Word, text files.

Advanced search

Combine words, find content excluding specific keywords, limit the search to date

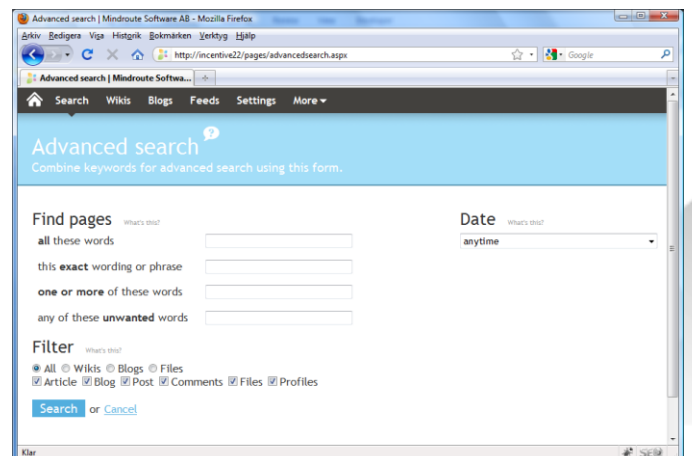
intervals - all adding up to refining your search to get the best result.

Subscribe

All searches done can be subscribed through RSS, giving you the opportunity to real-time monitor your keywords of interest.

Suggestions

When searching - **Incentive** suggest what you be looking for based on previous searches from others. This speeds up the search process tremendously.



The screenshot shows a web browser window with the URL <http://incentive22/pages/advancedsearch.aspx>. The page title is "Advanced search | Mindroute Software AB - Mozilla Firefox". The search interface includes a navigation menu with "Search", "Wikis", "Blogs", "Feeds", "Settings", and "More". The main content area is titled "Advanced search" and contains the following sections:

- Find pages** (with a "What's this?" link):
 - all these words:
 - this exact wording or phrase:
 - one or more of these words:
 - any of these unwanted words:
- Date** (with a "What's this?" link):
 - anytime (selected)
- Filter** (with a "What's this?" link):
 - All Wikis Blogs Files
 - Article Blog Post Comments Files Profiles

At the bottom, there are "Search" and "Cancel" buttons.

Wikis

Create. Collaborate. Share. All in one place.

Our clients says that our wiki feature in particular is very strong - easy to set up & fast to learn - the two most important qualities a wiki should have.

One installation

In contrast to similar products you only need one installation of **Incentive** to host unlimited wikis and through themeing you can set up unique styles and URL's for each wiki.

Fast & easy - straight to the point

It takes less than 60 seconds to set up a new wiki and start collaborating with your co-workers or customers.

Easy editing

Create and edit content in **Incentive** is a breeze, if you master Word you master **Incentive**. No need to know plight wiki syntax.

Notification & subscription

Monitor content you have created either through RSS or e-mail notifications. You can even subscribe to search keywords to monitor all information created within your interest.

Powerful linking

Through shortcut key commands or the context menu you can link to everything - crosslink between wikis, to a user profile, to a comment on a blog post, to a page not yet created, and more.

Link backs

Get an overview of what content links to your article - blog posts, comments or other articles. It's transparent and works both within and outside the **Incentive** installation.

Versioning

Every edit results in a new version logged with user and date for the change. You can easily compare two versions and rollback to a prior version.

Attachments

Attach any file you like to a wiki: images, movies, documents, etc. You can of course crosslink files from all articles.

Comment

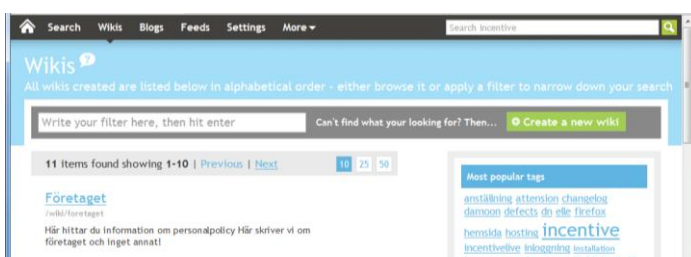
Want to give input to the authors? Post a comment! Threaded discussions are of course supported.

Tagging

Tag the content to make it easier for the users to find the right information at the right time - especially related content.

Customize

You can develop your own wiki applications in .NET fetching information from third-party sources and more.



Blogs

Post. Elaborate. Comment. Get your voice through.

The square

Instant view of what's hot and what's not - popular blog postings, recent blog posting and shortcuts to all blogs you are involved in. All from one place.

Fast & easy

It takes less than 60 seconds to set up a new blog and start communicating your words to the organization.

Your voice, your style

Personalize your blog with an avatar, themeing and widgets to make the presentation exactly the way you want.

Invite

You can easily invite co-writers to your blog making it a group blog.

Easy editing

Create and edit blog posts in **Incentive** is a breeze, if you master Word you master **Incentive**.

Notification & subscription

Monitor the activity on your blog either through RSS or e-mail notifications.

Powerful linking

Through shortcut key commands or the context menu you can link to everything - create links to articles, to a user profile, to a comment on a blog post and more.

Link backs

Get an overview of what content links to your article - blog posts, comments or other articles. It's transparent and works both within and outside the **Incentive** installation. For example if a blog posting done in Wordpress links to your article it is registered as a link back.

Comment

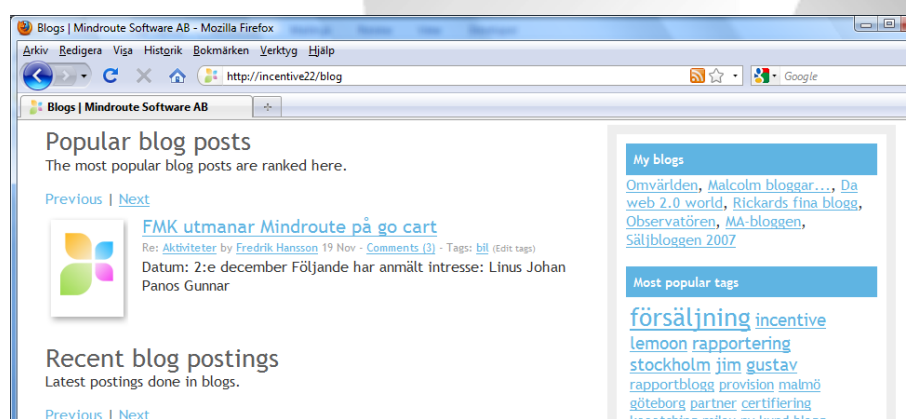
Want to communicate with your readers? Allow comments and get interactive!

Tagging

Tag your blog posting to make it easier for the users to find the right information at the right time

Customize

You can develop your own blog applications and appearance through .NET and XHTML.



Widgets

Bring together. Get updated. Share

With widgets you can bring together, share information and get updated - all in one place.

Personalize

With widgets you can create your own experience, mixing both critical business information with entertainment - it's your choice!

Drag & drop

Place the widgets in the exact order you want by just simply drag & drop the widget.

Tabs

Categorize your widgets into different views through tab sheets - one for business, one for private.

Columns

Each tab can be divided in up to four columns - maximizing the experience!

Share

Build the perfect view of widgets and share it with your colleagues!

Use everywhere

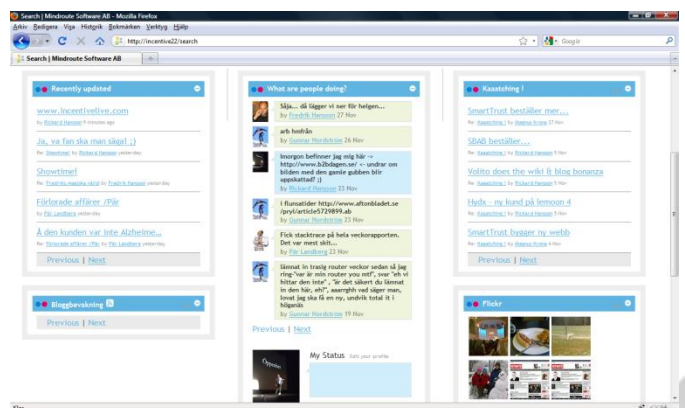
Widgets can be used throughout Incentive - on the start page, in the wiki central or on your blog.

Create your own widgets

Build your own widgets integrated with any service - both private and public. Fetch popular videos from You Tube, get photos from Flickr, and use Google Maps for way descriptions - no limits!

Available widgets

Already there are a set of widgets to access, and some of them are: Latest Updates, What are people doing, Flickr, Bambuser, Gmail, Feeds, Ranking, Tag Cloud, Subscriptions, Facebook, Twitter and more.



Feeds

Collect. Assemble. Share.

Collect your favorite feeds, assemble them into one view, apply optional filters to narrow the feed and share with your colleagues. It's simply a tool that monitors your surroundings but a lot cheaper than others.

Create your ultimate custom feed

Combine feeds from unlimited sources, apply filters for each source or the complete combination - in return you get ONE feed with your interest. We call it feed packages.

Share

It has never been easier to share feeds with others - simply provide it as a widget or distribute the feed address for anyone to subscribe on in their favorite reader.

Search

All items aggregated are indexed and included in the search. This gives a completely new

possibility to search for past information.

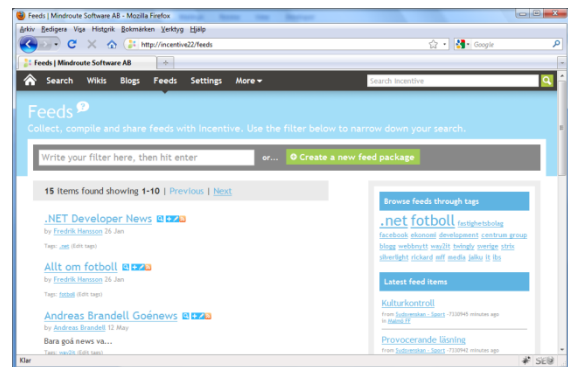
Commonly a feed is "fresh" and gives no opportunity to find old posts but in Incentive everything is stored and therefore searchable.

Internal/external - doesn't matter

Combine internal feeds from Incentive or other applications in your enterprise with external.

Tagging

Tag your feed package to make it easier for the users to find.



People

Connect, share and socialize with your colleagues like never before.

In every organization there are common people with similar interests. Let them connect and interact - let them tell their everyday story - let them build their social networks.

Personal profile

Upload a photo of yourself, update your personal description and let people know who you are. You also have your own dashboard where you can scribble down your private notes.

Start micro blogging

What are you doing? Let everyone know what you do in real-time by updating your status, if you use it frequent enough you are micro blogging.

Ranking

Get an overview of your participation - do you add a lot of information, or do you revise and comment more? Compare yourself with the rest.



What are people doing?

-  <http://hdmt.net> - da shit, om ni får igång det!
by [Rickard Hansson](#) 16 Nov
-  arb hemifrån idag och skicka en wawwe till mig så får jag se eländet in action
by [Gunnar Nordström](#) 12 Nov
-  Gustav & I - in Geermany - följ oss på Twitter och e20-blog.com där vi slänger upp lite bilder..
by [Rickard Hansson](#) 11 Nov
-  34 år sedan jag föddes - Allmän sorg påbjuds.
by [Rickard Hansson](#) 6 Nov
-  me my self and i kommer att hänga hemifrån idag
by [Gunnar Nordström](#) 6 Nov
-  Gustav och jag kommer numera hänga på www.e20-blog.com - lanserad idag!
by [Rickard Hansson](#) 4 Nov

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Technology

Incentive is built upon Microsoft .NET Framework 3.5 with Microsoft SQL Server 2005 or 2008 as storage.



Server

The server software supported is Microsoft Server 2003 or 2008 configured as a Web server running Microsoft Internet Information Services (IIS) 6 or 7 with common files, Simple Mail Transfer Protocol (SMTP) service, and World Wide Web service.

The application and database server can be separated and scaled if necessary.

Login & security

Incentive is natively integrated with Active Directory allowing single-point-user-administration.

Search

For searching both full text search is used in SQL Server 2005 or 2008 for native Incentive generated content and Indexing Service 6+ for files.

User interface & browsers

The user interface is fully customizable through themes. You can setup several layouts based on the URL - one for mobile usage, for example. Everything is done in XHTML and CSS2.



All of the well-known web browsers can be used including Internet Explorer, Firefox, Safari, Google Chrome and more.

Development

Incentive is built on standard Microsoft .Net 3.5 technology and nearly everything is customizable.

SDK & reference documentation

The developer has access to a full SDK (<http://help.Incentivelive.com/wiki/sdk>) to access and a complete reference documentation (<http://help.Incentivelive.com/reference/21/index.html>).

Widgets, wikis and blogs can be enhanced and further developed by third-party.

Widgets

Widgets are based on ASP .NET User Controls (<http://msdn.microsoft.com/en-us/library/y6wb1a0e.aspx>) that allows you create your own custom, reusable controls using the same techniques you use for creating ASP.NET Web pages. Use the code language of your choice - VB or C#.

For more information on how to develop widgets: <http://help.Incentivelive.com/wiki/create-widgets>

Wikis

In wikis we call it “custom page” - it means that you have the possibility to create your own input forms for creating articles in the wiki. You have full control of both the edit and render mode of the article.

Just as widgets it is based on ASP .NET User Controls and allows you to create any integration you want with the code language of your choice.

For more information on how to develop custom pages: <http://help.Incentivelive.com/wiki/create-custom-pages>

Theme

You can both create a theme that changes the whole appearance of **Incentive** but also blog themes giving the opportunity for the blog owner to select the style of their choice.

Everything can be overridden and it has built in fallback if you are missing some images in your own theme. No need for duplication of icons and fully compatible when **Incentive** is upgraded.

For more information on how to set up your own theme: <http://help.Incentivelive.com/wiki/how-to-create-a-new-theme> & <http://help.Incentivelive.com/wiki/how-to-create-a-blog-theme>

For more information

Please pay a visit to www.incentivelive.com for constant updates and contact details.

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