

Introducing Socialtext

April 2007

What's a wiki?

- A wiki is a group-editable website
- Pages that can be edited, commented on, linked to & tagged for greater context

Wikis are used for:

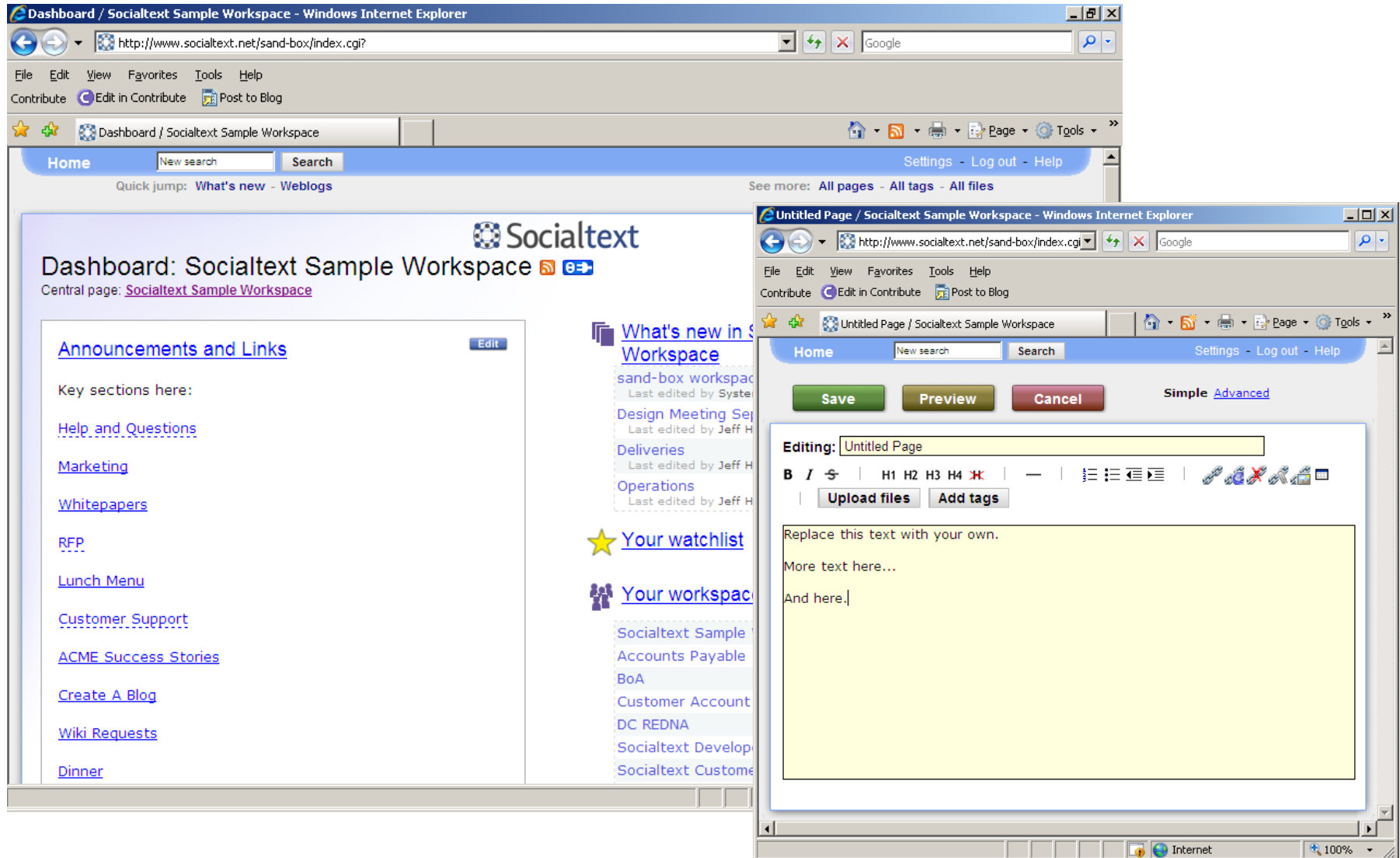
- Creating a rich knowledgebase
- Efficient process management
- Enabling dynamic intranets
- Building sticky public communities

- **Founded in 2002**
- **Headquartered in Palo Alto, CA**
- **2,000+ customers**

- **Investors**
 - SAP Ventures
 - Draper, Fisher, Jurvetson
 - Omidyar Network

- **Board of Directors**
 - Jimmy Wales (Founder of Wikipedia)
 - Tim Draper (Draper, Fisher, Jurvetson)
 - Joi Ito (GM at Technorati)
 - Ross Mayfield (CEO of Socialtext)

- Accelerate project cycle times by 25%
- Reduce email overload by up to 75%
- Cut search costs by 50%
- Unleash ideas trapped in email
 - 90% of collaboration occurs inside email
 - 75% of knowledge assets stored in email messages
- Tap social networks of enterprise
 - Sharing of expertise
 - Learning through participation
 - Greater innovation

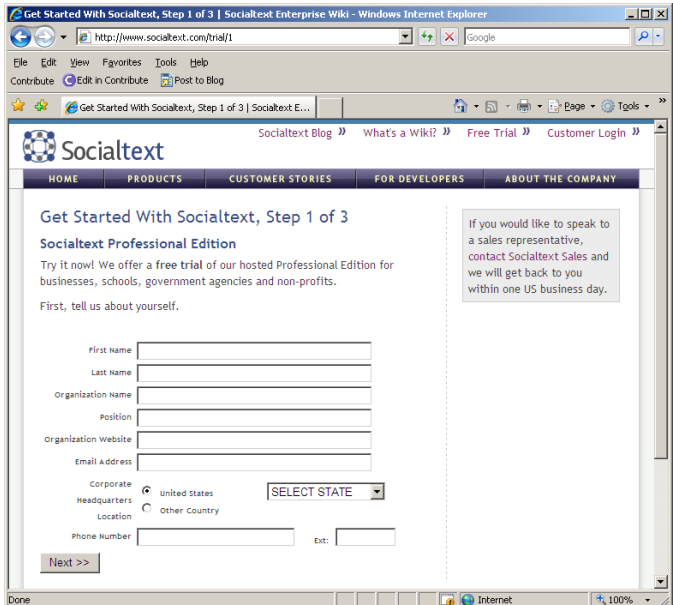


The image shows a screenshot of a web browser displaying the Socialtext Sample Workspace dashboard. The browser window is titled "Dashboard / Socialtext Sample Workspace - Windows Internet Explorer" and shows the URL "http://www.socialtext.net/sand-box/index.cgi?". The dashboard includes a navigation bar with "Home", "New search", and "Search" buttons, and a "Quick jump" section with links to "What's new" and "Weblogs". The main content area features the Socialtext logo and the title "Dashboard: Socialtext Sample Workspace". A sidebar on the left lists various sections such as "Announcements and Links", "Help and Questions", "Marketing", "Whitepapers", "RFP", "Lunch Menu", "Customer Support", "ACME Success Stories", "Create A Blog", "Wiki Requests", and "Dinner". A central column displays "What's new in Socialtext Sample Workspace" with a list of recent updates, including "sand-box workspace", "Design Meeting Sep", "Deliveries", and "Operations". A "Your watchlist" and "Your workspace" section are also visible. An inset window shows the "Untitled Page / Socialtext Sample Workspace - Windows Internet Explorer" editing interface. This window includes a "Save", "Preview", and "Cancel" button bar, a rich text editor toolbar with options for bold, italic, strikethrough, and text alignment, and a text area containing the placeholder text "Replace this text with your own.", "More text here...", and "And here.|".

- **Wiki collaboration**
- **Blog publishing**
- **Integration with email, RSS & more**
- **Advanced search, tagging & organization**
- **Simple file management**
- **Personalized & customizable navigation**
- **Access control & administration**
- **Advanced features for flexible, remote access**
- **Enterprise IT integration & co-existence**

Next Step

- Try 30-day, on-site appliance evaluation
- Or sign-up for free 14-day trial of hosted service
- Email – jeff.brainard@socialtext.com

A screenshot of a web browser displaying the Socialtext website. The page title is "Get Started With Socialtext, Step 1 of 3 | Socialtext Enterprise Wiki - Windows Internet Explorer". The browser address bar shows "http://www.socialtext.com/trial/1". The page content includes the Socialtext logo, a navigation menu with "HOME", "PRODUCTS", "CUSTOMER STORIES", "FOR DEVELOPERS", and "ABOUT THE COMPANY", and a main heading "Get Started With Socialtext, Step 1 of 3". Below this is the "Socialtext Professional Edition" section, which offers a free trial and asks for user information. The form includes fields for "First Name", "Last Name", "Organization Name", "Position", "Organization Website", and "Email Address". There are also radio buttons for "Corporate Headquarters" (selected) and "Other Country", a "SELECT STATE" dropdown menu, and "Phone Number" and "Ext:" fields. A "Next >>" button is at the bottom of the form. A sidebar on the right contains a message: "If you would like to speak to a sales representative, contact Socialtext Sales and we will get back to you within one US business day." The browser status bar at the bottom shows "Done" and "Internet" with a 100% zoom level.