BRIGHTSTARR'S PREDICTIONS FOR ENTERPRISE TECH IN 2015:

BRIGHTSTARR BUILD DIGITAL SOLUTIONS FOR THE ENTERPRISE ON MICROSOFT TECHNOLOGY, BUILDING BEST OF CLASS SOLUTIONS THAT INCREASE EMPLOYEE PRODUCTIVITY, ELEVATE BRANDS AND CREATE MULTI-CHANNEL OPPORTUNITIES.

WEAVING TOGETHER DISPARATE APPS

In 2015 we are going to see some really interesting developments in Microsoft technology as many features of its disparate apps are combined to unleash exciting new functionality. We have already seen some announcements along this line in 2014 and we believe that this is a trend that will continue to grow. Office graph and Delve are a great example; combining Office 365, Yammer, and SharePoint and applying powerful machine learning to deliver the most relevant and important information and connections from across your work life, in a quick and accessible way. On top of this Jared Spataro, Microsoft General Manager of Enterprise Social, has already stated that Microsoft wants to weave social utility into pretty much every application where it can add value. This means we can expect to see Yammer further integrated with Office 365, perhaps even in Outlook and Lync. Yammer might even find its way into the desktop Office applications, Microsoft Dynamics and Skype in the near future. The Microsoft technology stack is coming together in new and fascinating ways and we can't wait to see what we can do with it for our clients next year.

STRONGER MOBILE SECURITY

Flexible working and BYOD environments have led to significant productivity gains for organisations in 2014 and remain hot topics in the enterprise. However, these growing mobile trends also result in a growing number of devices becoming access points to important and potentially confidential information. With this rising challenge we expect to see a big increase in mobile security improvement and investment in 2015. Microsoft has already shown an awareness of the need for stronger mobile security through its recent announcement of the new mobile device management (MDM) features built in to Office 365. These new MDM capabilities, arriving early 2015, will help you manage access to Office 365 data across a diverse range of phones and tablets, including iOS, Android and Windows Phone devices. In addition Microsoft is bolstering its data loss prevention (DLP) capabilities. At the start of 2015 we will see DLP arrive for SharePoint Online, OneDrive for Business, Office apps and Windows classified content. As the number of ways we can access data and collaborate with it increases, Microsoft will offer us better ways to operate more securely.
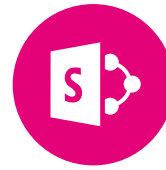
REGULAR SHAREPOINT ALIVE AND KICKING

This year Microsoft Office 365 and SharePoint Online has taken the enterprise by storm, but it is important to remember that the vast number of organisations are still using on-premises deployments of SharePoint. With this in mind it is great to know that Microsoft has already committed to at least one more release of SharePoint on-premises. This means that businesses using this technology will still be able to do everything they always have. There is no cause for alarm as the growing Office 365 platform won't take from their features or capabilities, but it will however provide a new opportunity in the space of hybrid deployments. IT departments working with on premises SharePoint deployments are already often integrating third party cloud services to support greater business productivity but they are also beginning to recognise that employees need to be able to quickly and easily create content, access it on mobile devices and consume it. Having Office 365 alongside your big enterprise SharePoint environment on-premises allows both the management and control to exist, but also the flexibility users are seeking when working. So yes, SharePoint on Office 365 is changing as Microsoft is offering a very strong Office 365 Collaboration solution that integrates more seamlessly with your own in a hybrid scenario.

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www.brightstarr.com

Marc Wright
Chairman
simply-communicate

SIMPLY-COMMUNICATE'S TOP THREE FORECASTS FOR 2015:

SIMPLY-COMMUNICATE IS THE ONLINE MAGAZINE FOR INTERNAL COMMUNICATIONS. AT THIS TIME OF YEAR THEY ASK THE INDUSTRY THEIR PREDICTIONS AND HERE ARE THE THREE TOP FORECASTS FROM THE USERS AND MANAGERS OF SOCIAL INTRANETS.

1

THE EMAIL RENAISSANCE

Communicators have struggled to wean their colleagues off email as the primary channel they switch on in the morning. Despite the benefits of 'working out loud' people still default to Outlook – particularly the more senior managers. So in a realisation that if you can't beat them, join them – IC managers are now looking for a smarter kind of inbox that integrates email with all the glories of social: discussions, groups and context. And since half of all corporate emails are now opened on a mobile device, they want smart, social email on the move.

2

THE CONFEDERATED INTRANET

Our readers want integration – but they also want Apps. These shiny toys are irresistible, particularly if they can be deployed without IT knowing. And then there are the ideation tools and crowd-sourcing applications that are sprouting up like mushrooms in September. Wherever they find their SharePoint, Jive or IBM Connections platforms not up to the job communicators promiscuously bolt on these trendy tools into their ESNs. We will see more patchwork ESNs in 2015, which means a high premium on those who have the expertise to connect.

3

THE PRODUCTIVITY PARADOX

According to the O2 Individual Productivity Index, office worker productivity per hour has increased by 480% since 1970 as a result of investment in computers, mobile phones and software. But our readers feels that in the Noughties the rate of return was flat-lining: in fact people were finding their private IT more useful than that supplied by their company. Corporate intranets in particular were seen as productivity killers. 2015 is when we are going to see a sharp improvement in that trend thanks to the effectiveness of social tools that can be implemented quickly and relatively cheaply.

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