GSX

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GSX 365 Insights

Master your impact on Yammer Networks

Microsoft Partner

Gold Messaging

About GSX Solutions

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- Founded in **1996**, Headquartered in Switzerland
- **600** large to very large customers
- **5 support offices:**
  2 offices in the USA,
  2 offices in Europe
  and 1 team in India
- **3 technical sales teams:**
  Technical sales team in USA, Europe and India
- **3 development teams:**
  Development team in Europe, USA and India

Follow the Sun Support

GSX Solutions Expertise

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SKILL CENTER

- Members of Microsoft TAP
- Unified Communication & Exchange Certified experts
- Business Intelligence Analyst
- Sharing center for customers
- Feedback & experiences

REFERENCES

- 600 customers in 40 countries
- Finance, energy, government, and more
- Medium, large and very large
- Growing number of global monitoring references

TOOLS

- 20 years in monitoring & reporting development tools
- Designed for cloud, hybrid & on-premise service monitoring
- Infrastructure and end user performance focused
- Office 365 management solutions

TEAM

- Follow the Sun support
- Offices in USA, Europe & APAC
- Headquartered in Geneva
- Development in France

GSX Solutions Complete Offering for Office 365

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A complete set of solutions for **Office 365 Management**

GSX Monitor & Gizmo

End-to-end Performance **Monitoring**

GSX 365 Usage Reports

Advanced Usage Reporting

GSX 365 Security Audit

Simplify Office 365 Audit

GSX 365 Insights

Yammer & SharePoint Social Analytics

GSX 365 Enterprise Management

User and License Administration

What are you using Yammer for?

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Internally

- As a tool for collaboration
- Divided in network or group work for specific projects
- Announcing important company messages
- Improving collaboration on transversal topics
- Delivering key documents for your business to your employee

Externally

- Communicating your company message
- Engaging your customers and prospects
- Identifying new opportunities
- Building your brand
- Building your credibility
- Improving your customer relationships

But…

- How do you evaluate the value of your work on Yammer internal and external network and groups?
- How do you know:
  - If your critical Sites are used and how?
  - If your announcements are read?
  - If your documents are really used and shared?
- How can you improve your impact if you don't measure it?

The GSX Solutions Value Proposition

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Value

- Identify your strengths and weaknesses
- Measure the value of your work
- Assess the impact of your actions
- Understand how Yammer is used in your company, by who, how and when

Target

- Identify key users within your networks and groups
- Understand who the influencers of your groups are to target them
- Be aware of the hot topics within your networks and groups
- Identify what you should focus on

Objectives

- Benchmark your work and value with other companies in your industry
- Know your ranking on engagement, announcements, group popularity and much more
- Define your objectives to improve your value compared to others

Improve

- See the results of all your actions
- Know if your communication is working
- Know if your announcements are read, by who, and if people like them
- Know if people are using the documents you share
- Improve your ROI on Yammer

GSX 365 Insights: Measure the value of your work

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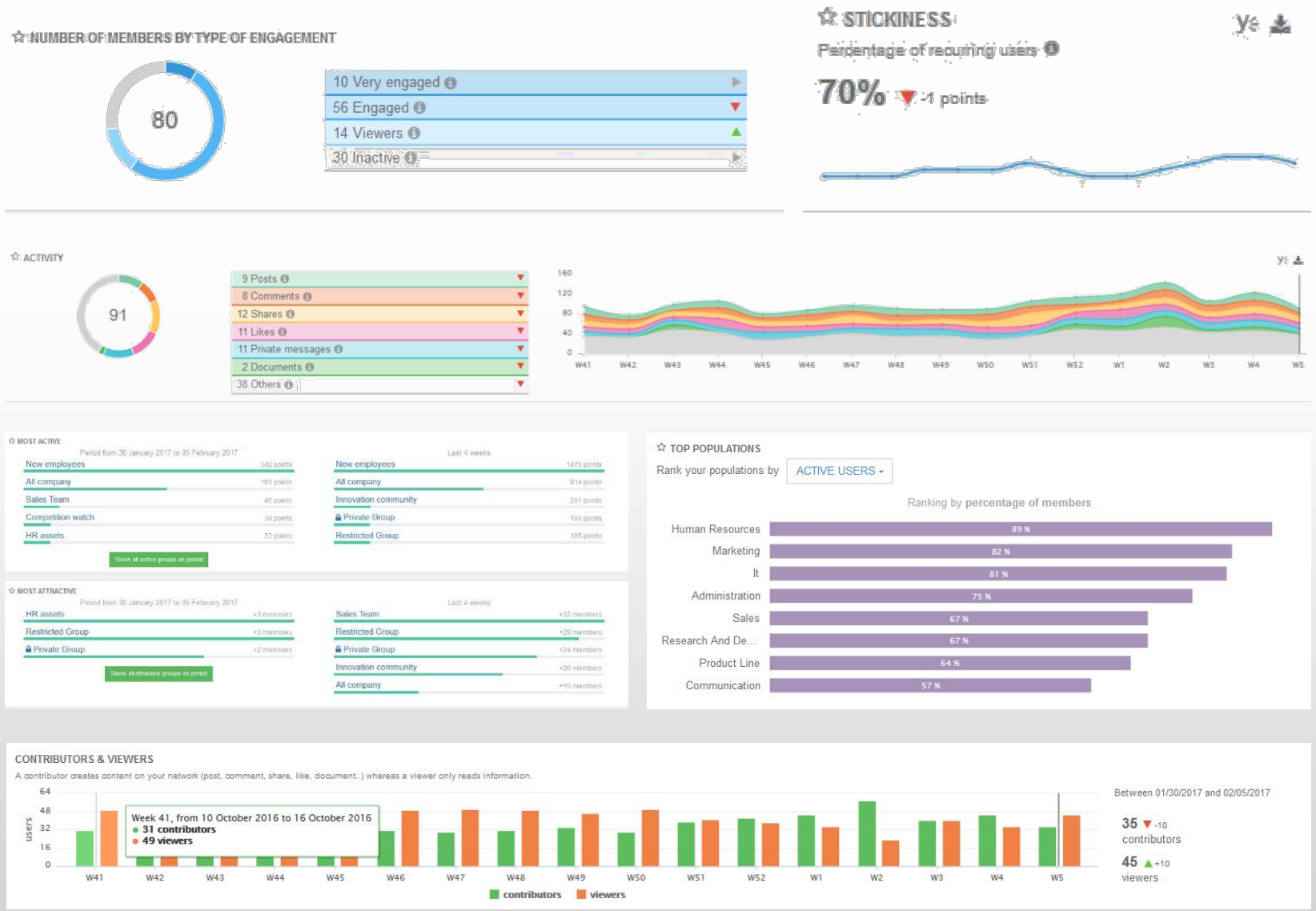
- What is the adoption of the tool, of your network, of your groups?
- What is the engagement of your users?
- In which department? Which team?
- See the performance of your groups internally and externally
- Get all the statistics you need
- Get intelligence and insights to quickly identify how your company is using Yammer



GSX 365 Insights: Define your objectives

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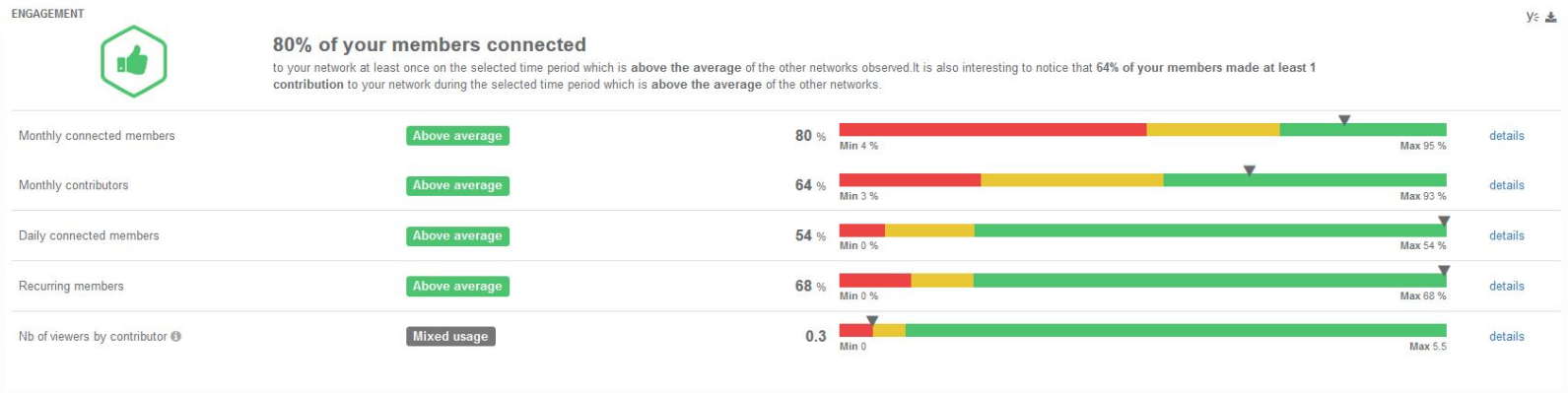
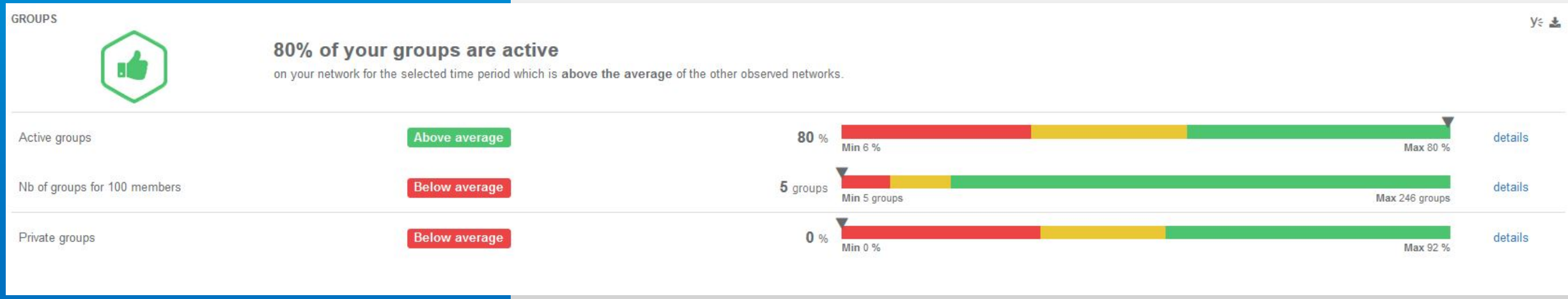
- Compare across your industry
- See where you stand and what other companies are doing better
- Define your objectives to improve your influence and stay at the top

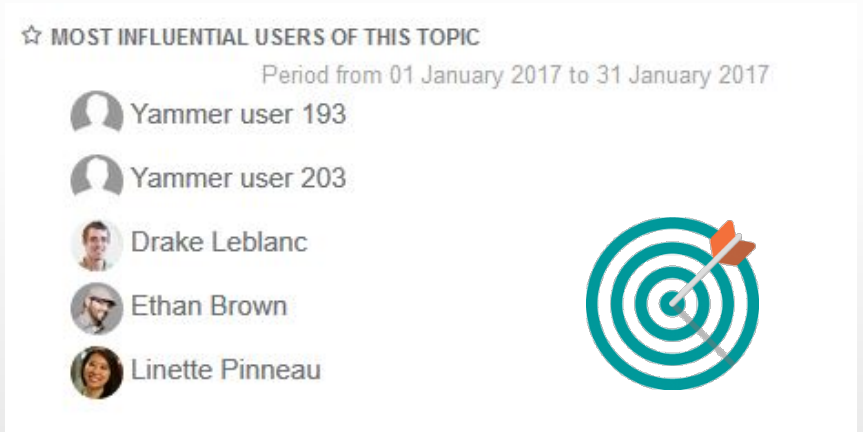


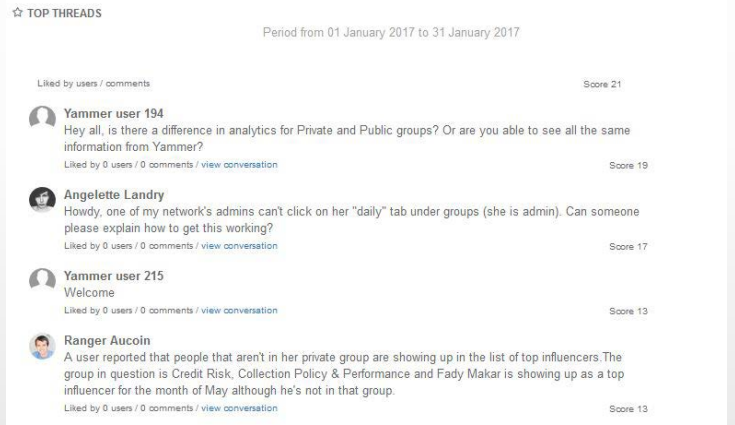


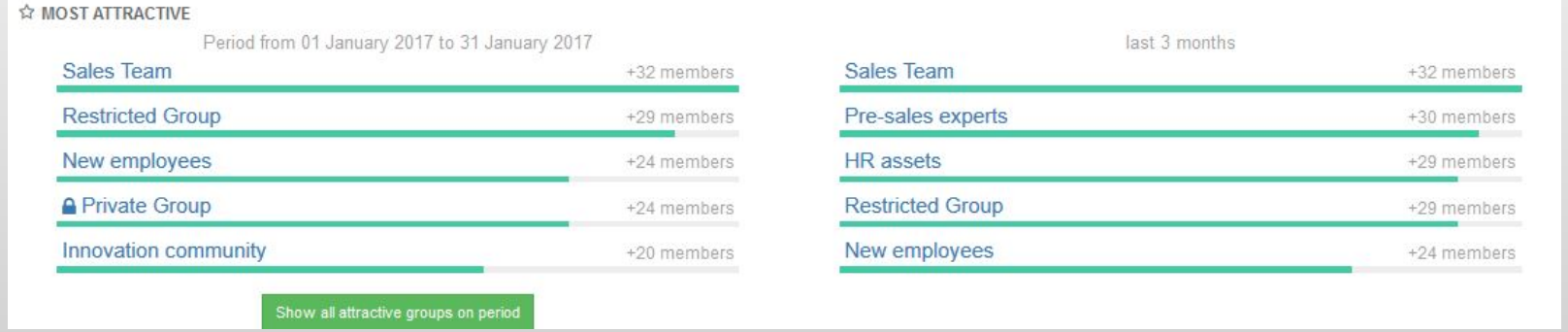
GSX 365 Insights: Define your target

Target key users and key topics

- Identify influencers, per group, in the network
- Test messages on them, see if they read them, if they like, comment, if they see your docs, share them, etc.
- See instantly what people are discussing
- Define your focus in terms of communications, people and topics.







GSX 365 Insights: Improve your Yammer ROI

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GSX 365 Insights enable you to increase your productivity on Yammer, across all your teams, Groups and Networks

Test & Measure, Improve

Build your ROI

☆ TOP ANNOUNCEMENTS CREATED: RANKED BY NB OF VIEWERS

Name	Viewers	Like	Comments	Owner
[NEW RELEASE] AD 365 synchro, new user management page and much more! 02 January 2017	33			Yammer user 213
[NEW RELEASE] Secret groups, supervisor mode, daily view on SharePoint and much more! 02 January 2017	29			Ethan Brown
New confcall number 08 January 2017	20			Drake Leblanc
Tryane night on March 30! 07 January 2017	17			Linette Pinneau
New group on Tryane customer network : Tips & Features Onboarding 08 January 2017	17			Yammer user 203

☆ TOP DOCUMENTS

Name	Viewers	Downloaders	Owner
Technical diagrams.doc	31	24	Felix Lee
user_doc_en.doc	31	23	Cameron Jones
CR_2015-10-12.doc	23	28	Brooklyn Chan
SampleVideo_720x480_2mb.mp4	24	23	Michel Quenneville
Yammer_logo.png	22	23	Henry Morin

- See the results of your announcements
- See the results of your White Paper and documents strategy
- Define your message, and see how people in your group and network react
- Enable A/B testing on key influencers and more

GSX 365 Insights: Providing Flexibility

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SaaS or on-premises deployment

Monitor as many networks as you like

Build your own dashboard

Get machine learning capabilities

What are you using GSX 365 Insights for?

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Internally

- Improve Yammer usage and ROI within your company
- Improve collaboration on transversal topics
- Make sure your key documents are shared and used
- Make sure your employees have seen the critical information you share

Externally

- Improve the engagement of your customers and prospects
- Identify more opportunities
- Improve your brand recognition and credibility
- Master your customer relationships
- Measure your success compared to others

GSX 365 Insights: Improve your SharePoint ROI too!

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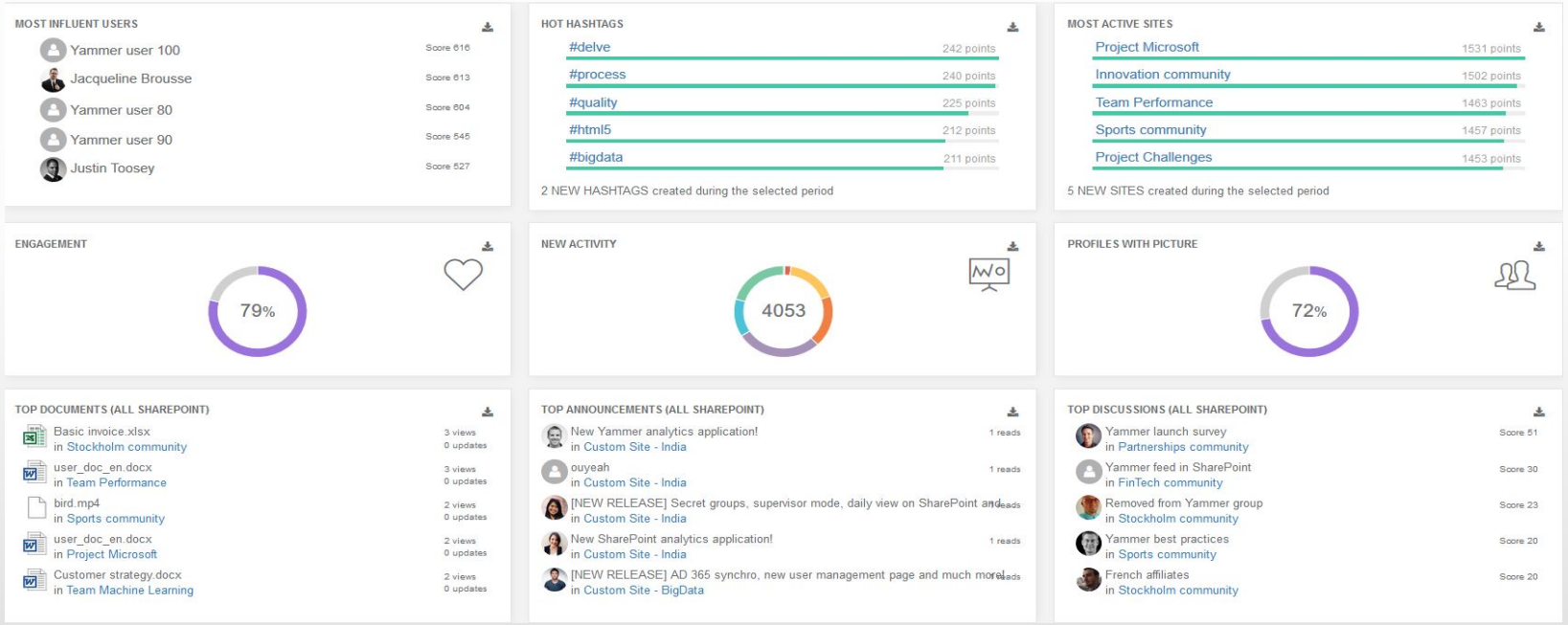
Measure the adoption of your SharePoint sites and content

Measure the impact of your SharePoint extranet

Define your target for training, communication and messaging

Improve your SharePoint ROI



Some of our References

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Consulting & IT Services

Atos

BUREAU VERITAS

IBM

BAE SYSTEMS
INSPIRED WORK

Transportation & Logistic

ALSTOM

PORSCHE

CLIPPER

DACHSER
Intelligent Logistics

RoyalCaribbean INTERNATIONAL

Healthcare

BAYER

KAISER PERMANENTE

Virbac
SANTÉ ANIMALE

EVONIK
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DKNY
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Financial

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