Jive and Yammer compared: *enterprise collaboration vs. enterprise social networking*

Jive and Yammer represent very different approaches to communication and collaboration. Yammer is an Enterprise Social Network (ESN) and as such is focused primarily on informal connections and conversations. It functions as a "virtual water cooler" where employees can post thoughts and comments and others can respond. While this can be useful, it's a long way from the rich collaboration capabilities companies need to carry out actual business processes and projects from beginning to end. As many companies have discovered, Yammer is better for "talking about work" than getting actual work done.

Jive, on the other hand, is a full-fledged Enterprise Collaboration platform, designed to facilitate productive activity, streamline and accelerate processes, and address a wide variety of business-critical use cases. This whitepaper will explore the differences between Yammer and Jive and demonstrate how the latter not only connects employees but also drives substantial and tangible bottom-line benefits.

ESN overlay vs. integrated enterprise collaboration

Yammer and other ESNs are typically deployed as an overlay technology across the enterprise. That is, they provide a layer of conversation separate from the interactions, activities, and content generated in other systems. The result, all too often, is yet another channel to keep track of and yet another silo where information can hide.

Jive, by contrast, isn't an overlay – it's a hub. It integrates with other essential systems, such as Office 365, SharePoint, and Google G-Suite, pulling content, conversations, and information into shared collaborative spaces where everyone can see, discuss, and act on them. Instead of fragmenting different aspects of collaboration across multiple apps, Jive brings them all together. Instead of creating one more silo, it breaks down barriers. Instead of talking about work in one place and doing it in another, Jive unites conversation and action.
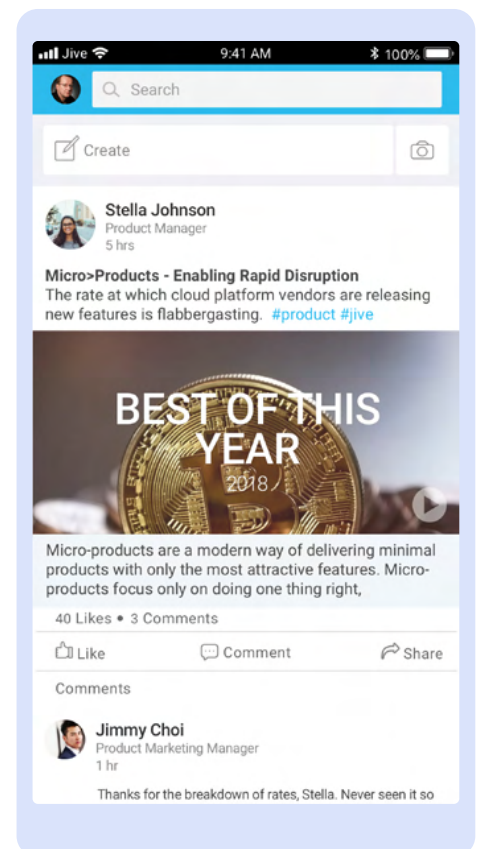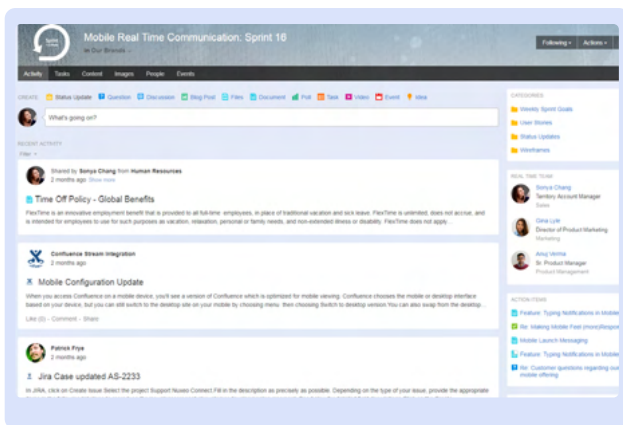

Jive puts all the power of an enterprise social network and collaboration hub in user's hands, even on the go.

Let's take a concrete example: suppose you're drafting a new policy and need to get feedback from a variety of people across the organization.

- **With Yammer,** you'd take your document and put it out on the corporate ESN, mentioning the people you'd like to review and comment on it. Since some of the people don't regularly check the ESN, you'd have to email them and ask them to participate. Since Yammer lacks integrated version control, it becomes difficult to manage the comments and requested changes. Some people add comments to the document and others send comments via separate emails. Soon, the process is a fragmented mess, with the comments, suggestions, and recommendations scattered across different channels, leaving you to piece it all together.

- **With Jive,** you simply create the draft policy document and invite others to review and collaborate. All comments are displayed in an organized thread alongside the doc, regardless of where they originate; any updates to the doc itself are automatically version-controlled. As comments and updates are made, all collaborators are notified. There's no need to chase down and assemble all the pieces. Jive keeps it all organized and in context.

Collaboration: *Where do I start?*

With multiple overlapping products, such as Yammer, MS Teams, SharePoint, and OneDrive, it's hard to even know where to begin the conversation around a document. Do you post it in Yammer where it's easy to share, or maybe put it in SharePoint because you need better version control? And what if some of the people you need to work with are using MS Teams instead? Even Microsoft struggles to explain where to begin *(1)*. It can also be difficult to move content from one place to another without leaving orphaned documents and collaborators behind. The result, almost inevitably, is disconnection and fragmentation. With Jive, it doesn't matter where you start the conversation. It's all united and in context inside Jive. There's one place to go for all the pieces of a project, with one consistent, highly engaging user experience.

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File Storage: *What to put where?*

Yammer is just one of nine overlapping collaboration tools currently offered by Microsoft (others include One Drive for Business, Outlook Email, Skype for Business, Office 365 Groups, Microsoft Teams, Delve Boards, SharePoint, and Office 365 Video) *(2)*. So what do you put where? There's no easy answer. Most companies try to address this problem through policies, but the fact that you have to write policy is itself a problem, and getting everybody to follow the policy creates additional challenges. (There's also the question of where you post the policy itself!). With Jive serving as hub, it doesn't matter where you store your files. They're all surfaced and accessible in Jive.

Search: *How do I find it?*

If your files are scattered across a landscape of loosely integrated systems, finding things can get very complicated. Yammer search is limited to Yammer content. The same goes for other Microsoft and non-Microsoft apps. You either have to remember where you put everything, or conduct numerous time-consuming searches of separate systems.

With Jive's integrations and semantic search everything is findable with a single, speedy query. Jive search not only surfaces content (documents, videos, conversations, Q&A) it also surfaces relevant people and places, making it simple to locate and gather all the pieces you need for successful collaboration.

External collaboration

There are many instances where a project requires outside collaborators such as vendors and contractors. With Yammer you have to set up a separate group for outside collaboration, fracturing your project between two areas. This results in duplicate information and confusion for all the project team members.

With Jive you can easily open up an internal group to external collaborators. You can be assured that all the required security and privacy controls are in place so external persons can only see the areas you give them access to. External collaborators are also clearly identified in the system so everyone on the project knows who they are. There is no redundant information or confusion over what's where or who's who – just seamless collaboration allowing you to keep your project moving forward.

Events

Yammer is a place for online discussions, but like other limited ESN products, there's no standard functionality for managing and promoting internal events.

With Jive it's simple to create events and use Jive's powerful news features to effectively promote them across the organization. In addition, users can share, comment, and RSVP directly in the system, making it easy to track participants and answer questions.

Enterprise collaboration: *key ingredients*

Integrated hub

Users should be able to start a conversation and collaborate around content (documents, videos, etc.) in context, without having to jump from application to application (Yammer, Teams, SharePoint).

Universal search

A single search should surface all content regardless of storage location. Search should also highlight relevant people and places, connecting users to all the elements they need for effective collaboration.

Support for external collaborators

Businesses should be able to work with external participants without having to create multiple groups (internal and external).

Knowledge discovery

Analytics should do more than just show activity data; they should drive connections and provide insights into the organizational culture.

Knowledge discovery

Whereas Yammer helps employees connect with people and information they're already aware of (i.e., they have to know what they're looking for and where to look), Jive is designed to surface people and knowledge that employees don't already know, but should. For example, it proactively recommends experts and content based on users' behavior, interests, and relationships. This capability is powered by Jive's relationship graph, coupled with AI and machine learning. Jive's search capabilities likewise draw on graph-based user data along with semantic algorithms to understand the searcher's actual intent and quickly deliver precise, accurate results.

Governance

Basic ESN applications like Yammer can create governance issues because they're used primarily for informal employee conversations, similar to consumerbased social media tools.

With Jive, governance is built into the platform, including abuse reporting, keyword filtering, and optional real-time monitoring. Jive also provides functionality for formal corporate communications where commenting can be turned off or require approval before posting, depending on the sensitivity of the information.

Open hub

Yammer isn't fully integrated even with the Microsoft stack, not to mention the many solutions from other vendors that enterprises rely on for various forms of collaboration and communication. This disconnected patchwork makes work enormously complicated, and renders the idea of a unified digital workplace little more than a pipe dream.

With its vendor-agnostic framework and out-of-the-box integrations, Jive offers a clear alternative: an open collaboration hub that knits a wide variety of systems into a cohesive fabric. Jive provides interoperation with a wide range of tools, including not only Office 365, but also products from other vendors such as Google (Docs, Drive, Groups), Salesforce (Chatter), Cisco (WebEx, Jabber), and other leading companies. Beyond that, Jive's robust APIs support an unlimited range of deep integrations with other apps and systems.

User adoption

As with most basic ESN solutions, adoption of Yammer tends to be limited to the most vocal of employees. It typically spikes soon after implementation then drops off quickly once users recognize that all of their daily work-related information is someplace else.

Jive provides a complete work-centered collaboration platform including a full enterprise social network, driving substantial, sustained adoption and usage. Jive customers report average daily user rates of 71-83%.

Conclusion

Yammer is a simple solution for social discussions at work. Jive goes much further, providing a complete collaboration hub and enterprise social network that dramatically improves productivity and business outcomes.

The numbers speak for themselves:

15% *Higher productivity*

34% *Less time finding experts and knowledge*

24% *Reduction in turnover*

34% *Improvement in employee job satisfaction*

30% *Reduction in onboarding time*

*Actual results from hundreds of Jive customers, verified by independent researchers.

Sources

(1) 🔗 CMS Wire, "Microsoft Is Sending Collaboration Loopy"

(2) 🔗 CMS Wire, "Don't Know Which Microsoft Collaboration Tool to Use? You're Not Alone"

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advance and enhance your business?

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