

“A New Way to Intranet”



Contents

- **QuickLogic Introduction**
- **What is enterprise social networking (ESN)?**
- **Why and how QuickLogic implemented an ESN for global communication and collaboration**
- **How QuickLogic is leveraging communities, forums and other social tools to share knowledge and information**
- **How QuickLogic's business processes have improved and been streamlined**
- **Ideal Implementations and Game Plans**

QuickLogic Corporate

- **Founded in 1988**
- **Headquartered in Sunnyvale, California, USA; locations in 8 countries with ~85 employees**
- **Publicly traded, NASDAQ: QUIK**
- **A fabless semiconductor company with 100+ patents; majority covering patented Low Power, Non-Volatile Programmable Fabric Technology**
- **We provide complete semiconductor solutions to mobile handheld device applications such as tablets, smartphones, data cards, and mobile enterprise**

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Social Networking

- Social networking brings together friends, family, people with common interests, and even strangers



- Users share things like pictures, locations, personal status updates, web links, videos, restaurant reviews, and others...
- More broadly classified—what is being shared is information

Enterprise Social Networking

- **Enterprise social networking (ESN) takes all the business-relevant portions of traditional social networking to create a “central nerve system” of information, collaboration, and communication**
- **ESNs should enable employees to**
 - identify and connect with fellow employees for specific tasks and needs
 - form specific teams for collaboration
 - keep everyone notified with minimal time and effort

ESN Milestones and Figures

2012

- Over 50% of ESNs will use microblogging in activity streams; stand-alone microblogging will have less than 5% penetration

2012

- Over 70% of IT-dominated social media initiatives will fail; 50% of business-driven social media initiatives will succeed

2014

- Social networking services will replace e-mail as the primary vehicle for interpersonal communications for 20% of business users

2015

- 25% of enterprises will routinely utilize social network analysis to improve performance and productivity.

2015

- 70% of collaboration and communications desktop applications will be modeled after user experience lessons from smartphones

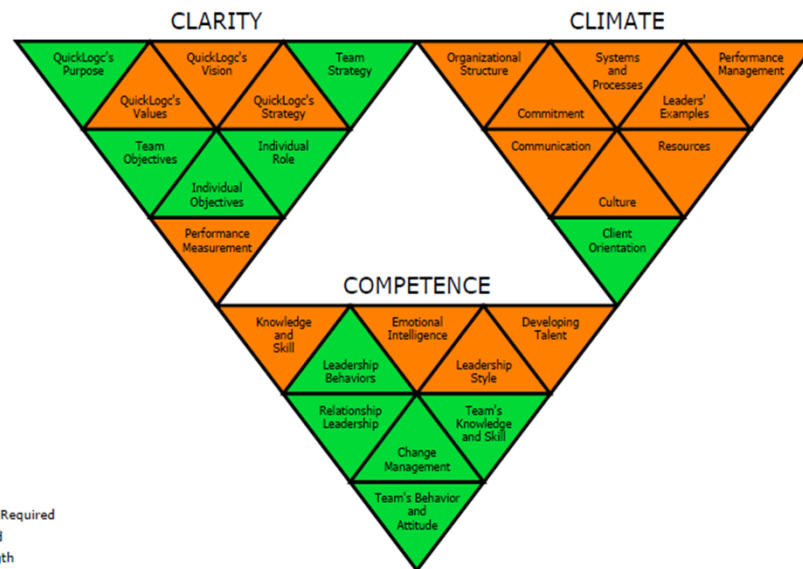
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QuickLogic's Path to ESN

- Every 18-24 months, QuickLogic conducts a thorough survey of all employees related to their opinions and views on the company, line management, executive leadership and the organization in terms of clarity, climate and competence

QuickLogic Pyramid Analysis Report - Overall

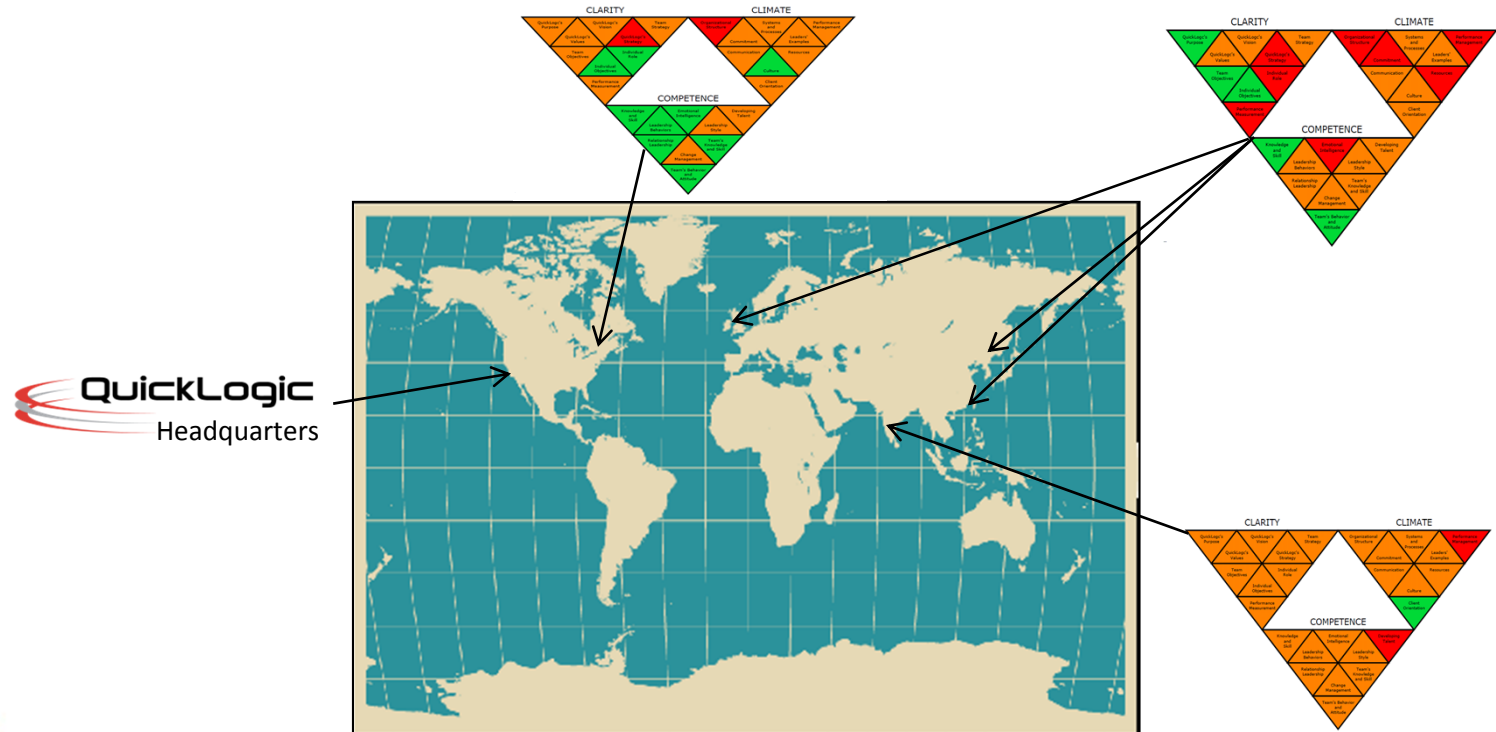


- ▲ Urgent Action Required
- ▲ Work Required
- ▲ Area of Strength

The colour 'rules' for these triangles are as follows:
 RED (urgent action required) - at least 20% of respondents have answered either strongly disagree or disagree.
 ORANGE (work required) - at least 20% of respondents have answered either strongly disagree, disagree or slightly disagree or slightly agree.
 GREEN (area of strength) - at least 80% of respondents have answered either agree or strongly agree.

Summer 2010 Results

- We saw clear evidence that collaboration and communication issues grew with the distance from headquarters; “Tyranny of Distance”



“Tyranny of Distance”

- **The familiar ways of communication and collaboration simply were not effective enough in our organization**
- **Questions posed to and by the executive leadership staff:**
 - *“How can we better and more effectively transmit and share information across the organization?”*
 - *and... “How can we get the same in return?”*

Solution: QuickHub

Company-Wide Goal Statement

Leadership Team Messaging Area

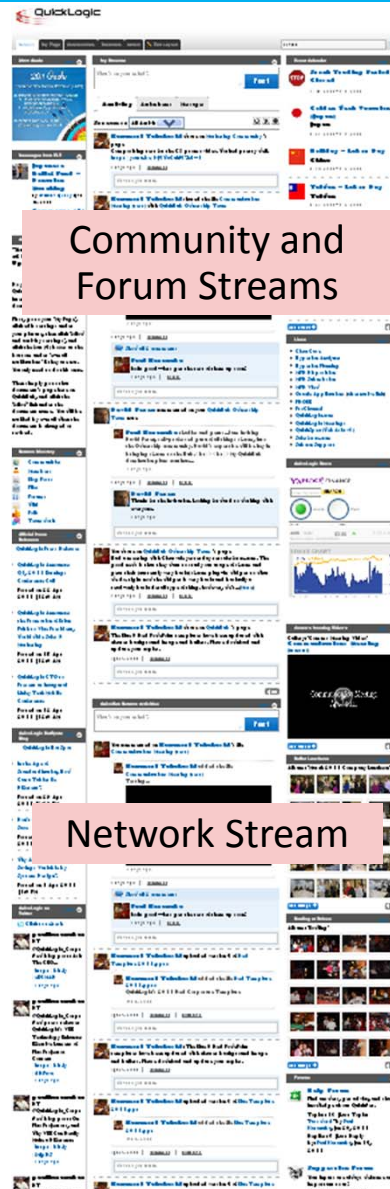
Helpful Hints Section

File, Forum, Wiki, Site Directories

Official Press Releases (RSS)

Public Blog Site (RSS)

Twitter Feed



Worldwide Company Calendar

Important Company Links

Company Stock

All-Employee Meeting Video's

Images from External Company Events

Images from Internal Company Events

Help & Suggestion Forums

ESN: How?

- **QuickHub is built in BroadVision's Clearvale cloud-based ESN system**
- **It is controlled and owned by Marketing and Human Resources, not I.T.**
- **The system is designed around simplicity and usability**
 - No programming knowledge is required – creation is via a 'widget' system
 - The QuickHub look and feel is dynamic; it has changed as usage has increased, and is easily tailored towards the intended use of the site

Contents

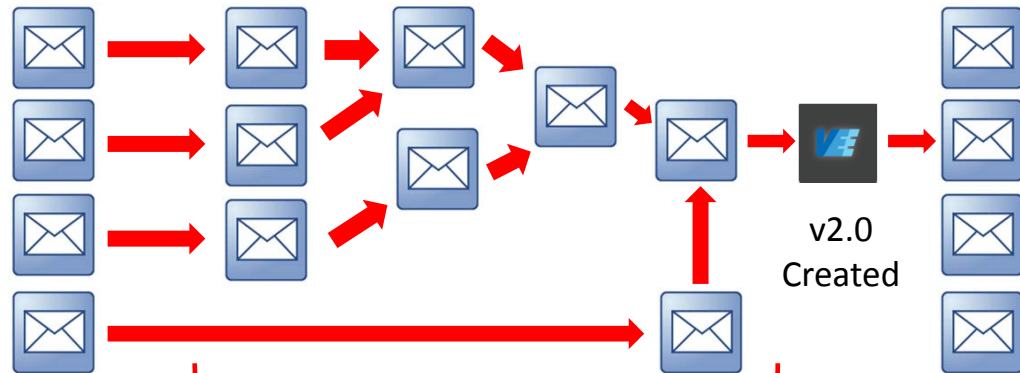
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Information Sharing

- **An obvious question at this point: *“Even with a tool in place, how do I drive employees to use it in a way to share knowledge and improve communication?”***
- **Create Communities**
 - Job functions, projects, geographies, products, interests, etc...
- **Support Forums**
 - Best practices, advice, past experiences
- **Enable Wiki’s**
 - Knowledge bases around products and projects

ESN Collaboration

Traditional Method



Repeat again...?

E-mailed to Team

Reactions on v1.0 returned, along with comments on reactions
...what is the current working version?

E-mailed to Team

Document v1.0 Created

Day 1

Day 2

Day 3

Day 4

Day 5

ESN

Posted to ESN

Reactions and revisions in real-time on ESN

Agreement reached on final version

Examples of Collaboration

- Update of document within a community

Marketing Community [Report](#) | [Bookmark](#) | [Subscribe to feed](#)

Files

[Community Files](#)
[Owned by Me](#)

Community Folders [Edit]

- Uncategorized Files
- Costing
- Logos
- MBO
 - Current Quarter
 - Previous Qtr Archive
- Market Studies
- Meeting Minutes
- Misc
- Projects
- Teardowns

Internal Roadmap HIGHLY CONFIDENTIAL.pptx [In Progress](#) [None](#)

v5, 1.26MB Owned by: Paul Karazuba, updated Apr 26, 2011
Shared With: Marketing Community

[Add to My Folders](#) | [Add to Community Folders](#) | [Download](#) | [Comments \(3\)](#) | [History](#) | [Edit](#) | [Update](#) | [Delete](#) | [Add To Task](#) | [Unshare](#)
[Show on Network Page: Yes](#)

0 0

[< Previous](#) [Next >](#)

the third of the roadmaps we talked about
Paul Karazuba Apr 25, 2011
[Delete](#)

Few comments on Technology Roadmaps slide
1) ██████████ should be Exploring not Development
2) ██████████ should have the tiles for Hard logic and not fabric
3) Add the production box
Nehul Kochhar Apr 25, 2011
[Delete](#)

thanks...will update presentations upon arrival of data from Kazu, should be today
Paul Karazuba Apr 25, 2011
[Delete](#)

Comment

Community and Forum Discussions

Collaboration

- All community and forum members have access, not just those who were copied on e-mail or were on the conference call

Communication

- By bringing the discussion to a central forum, all parties are on equal footing to express opinions and provide inputs

Real-Time Updates

- The latest information is always at the top of the stream; no more wild-card e-mails about topics asked and answered days before

Interest and Relevancy

- Members who are interested in particular discussion can engage; less relevant parties can choose to ignore

Search and Retention

- The discussion is archived permanently
- Discussion can be recalled by searching for title or contents of discussion

Our Treatment of Communities and Forums

- **We encourage group discussions within the ESN**
 - ESN doesn't eliminate meetings or phone calls; it supplements them (but can eliminate redundant activities)
 - Our e-mail churn is significantly reduced—especially at the cc: level
- **We let employees create, moderate and run them – management monitors, but doesn't dominate**
- **We recognize that this is social networking, and not everything is or should be a memo**
- **We recognize that younger employees may find normal ESN mannerisms more familiar than older employees**

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Business Process Improvements

- **Group editing and approval processes has been streamlined, e.g.:**

Marketing

- Product fliers, press releases, product collateral

Human Resources

- Candidate evaluation roundtables and assessments

Legal

- Non-standard NDA's, Statement of Works

Engineering

- Program status updates

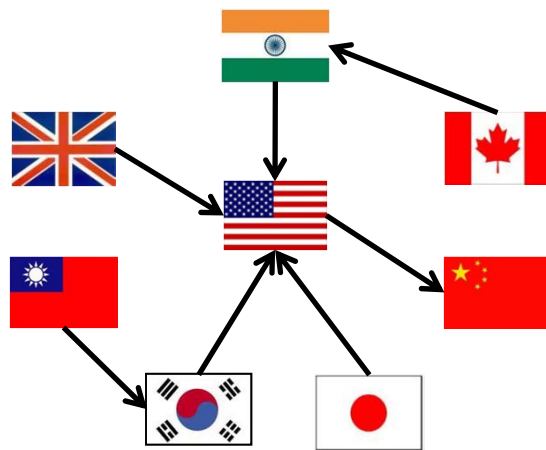
- **Documents are edited and approved quicker and more efficiently**

Productivity Improvements

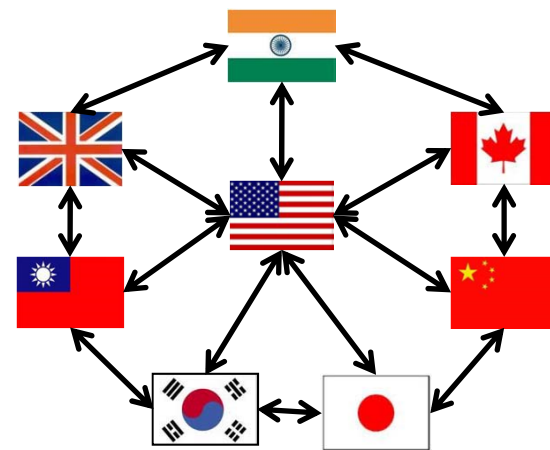
- **We drive information, communication and knowledge-sharing in a central location--it allows our team members to be much more efficient and timely**
- **No more**
 - *“I had those meeting notes on my PC, but I lost it in when my hard drive crashed”*
 - *“Bill Johnson knew a lot about that, but he quit 3 months ago and took the knowledge with him”*
 - *“Jane Smith faced that same problem with a customer, and I seem remember she resolved it pretty smartly. However, she’s on vacation now, so you’ll have to wait until she gets back to explain what she did”*

Employee Improvements

- The “tyranny of distance” is eroding...
 - Remote office employees have commented that the social aspects of ESN makes them feel more connected with HQ
 - We are seeing improved communication and collaboration as a result of forums and communities



Before ESN...



...After ESN

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The Ideal ESN

- **The...goal should be to duplicate Facebook's News Feed and profiles and almost nothing else**
- **It should be absolutely obvious and brain-dead simple for anyone to use**
- **Users...post things, and anyone following would see...(users) should be able to "retweet" the posts of others, for flexible discoverability and easy information sharing...the whole system should be searchable**
- **This...would transform enterprises. It would eliminate countless existing barriers to internal communication and problem solving...(it) makes redundant countless meetings and "Reply-All" e-mail threads**
- **The information flow...would be self-organizing, fast and efficient**
- **An enterprise social networking solution should be fun to use, with simplicity and minimalism its conspicuous attribute**

Credit: *Enterprise Social Networking: 4 Ways You're Probably Doing It Wrong*, by Mike Elgan
(<http://itmanagement.earthweb.com/netsys/article.php/3887256/Enterprise-Social-Networking-4-Ways-Youre-Probably-Doing-It-Wrong.htm>)

Confidential

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Personal Game Plan for Implementers

- **Demonstrate the value of ESNs**
 - Where and how can ready-access to information and fellow employee expertise and wisdom drive value in your organization?
 - Can an ESN improve customer service? Speed product development? Better product design? Make workers more efficient?
- **Embrace the risk**
 - Develop policies and procedures (with HR, Legal, etc...) that will safeguard the organization **BUT** drive broad information sharing that fuels people-centric collaboration
- **Prepare yourself for pushback**
 - *“We can’t share that”*
 - *“We’ve never done things like that”*
 - *“The unique things I know make me invaluable to the organization. I am not going to share that knowledge and risk my job”*

Final Thought

- **"Organizations that embrace a new way of working will in fact, foster new businesses, technology offerings and social structures. If you don't provide the capabilities to your workers, they may well go and provision it for themselves. And that might well be a whole different kind of trouble"**

--Rob Koplowitz, Forrester Research

Presenter Information

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BroadVision Contact

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