

# What You Need to Know About Microsoft, Oracle, Salesforce and SAP's Social Applications for CRM

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## Summary

One of the greatest challenges of social customer strategies and technologies is reconciling them with legacy CRM strategies and technologies. We help buyers understand the social CRM capabilities of key megavendors in this area.

## Overview

### Key Findings

Oracle and Salesforce continue to have the widest breadth of social application capabilities today.

Despite having their own capabilities, megavendors continue to partner with independent social CRM vendors for more robust or specialized solutions.

Social commerce capabilities are the weakest area of development for megavendors when it comes to CRM capabilities; social media engagement is where all of the megavendors have a solution.

## Recommendations

Decide what your vision is for social as a part of CRM before deciding on a social application provider. This will help guide your decision to look at either a megavendor or independent social CRM vendors.

If you are looking at a combination of megavendor and social software vendors to support CRM, evaluate new social capabilities in the context of your legacy CRM vendors' applications.

## Strategic Planning Assumption

By 2018, 15% of social CRM business will be owned by Microsoft, Oracle, Salesforce or SAP, up from an estimated 11% in 2015.

## Analysis

*This research takes into account product portfolios as of August 28, 2015. Any product announcements made after August 28 will be reflected in future versions of this research.*

The social applications of Microsoft, Oracle, Salesforce and SAP (the megavendors) are now sufficiently evolved to warrant a closer look. The integration plans for social and CRM software, and the vendor vision for both their acquired and homegrown functionality, have become clearer.

## More on This Topic

This is part of two in-depth collections of research. See the collections:

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### *SERIES OVERVIEW*

Roundup of Gartner's Essential Research on Oracle, 2015

(<http://www.gartner.com/document/code/292339?ref=grbody&refval=3151717>)

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The Salesforce Vendor Rating Companion Guide, 2016

(<http://www.gartner.com/document/code/301215?ref=grbody&refval=3151717>)

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Social functionality is being built into the core CRM products and practices of each vendor. This is a welcome progression and a capability that is unique to legacy vendors, because they own traditional customer engagement channels. As interest in multichannel CRM increases, it becomes increasingly important for the megavendors to assume visionary positions for the combination of social and traditional CRM (see "The Nine Types of Social Applications to Consider for Your CRM Team" (<http://www.gartner.com/document/code/276507?ref=grbody&refval=3151717>)).

By 2018, 15% of social CRM business will be owned by Microsoft, Oracle, Salesforce or SAP – up from an estimated 11% in 2015. That said, there are more than 100 social media suite solutions and social media point solutions in the market and the megavendors' product positioning must contend with the often superior functionality being offered by these point solutions. Also, other large vendors outside of Microsoft, Oracle, Salesforce and SAP – such as Adobe and IBM – are building and acquiring their own social functionality. Despite acquisition and organic development, the megavendors continue to partner with other social software vendors for clients looking to leverage their existing social media investments while bringing them into the megavendor's multichannel CRM strategies. This happens because point solutions are often considered to be best-of-breed and more robust when it comes to tackling social use cases.

There are pros and cons to choosing either a megavendor solution or a point solution in this space today. Table 1 shows the general pros and cons, based on client feedback (recognizing that there are always exceptions to such observations).

**Table 1.** Pros and Cons of Megavendor and Social Media Suite/Point Applications

Capability Sought	Megavendor Pros	Megavendor Cons	Point Solution Pros	Point Solution Cons
<b>Cross-channel integration</b>	Ability to provide CRM functionality across channels	Cross-channel capabilities are not always well-integrated, resulting in what is often referred to as "frankensoftware." This can be seen in multiple development tools, or in the complexity in designing and changing workflows.	Commonly best-of-breed in the functional group the application serves	Vendors must provide APIs to extend the use of their information beyond a single channel, to provide eventual consumers with a holistic customer experience
<b>Continuous development of social and cross-channel capabilities</b>	Opportunity to purpose-build social applications to complement existing CRM capabilities	Many vendors choose to buy rather than build, to achieve faster time to market, and obtain best-of-breed offerings that are not easy to integrate into existing capabilities, resulting in frankensoftware.	User interface purpose-built for social CRM, with a workflow that, by design, supports social media communications	The social application workflow does not seamlessly extend outside of social media – only troubleshooting or recognition of opportunity
<b>Access to capital for growth</b>	Capital to fund continued development of acquired social applications	Often, development is stalled after acquisition and once-rapid update cycles slow their frequency; plus many employees of the acquired company are lost.	Typically small, agile vendors that can rapidly innovate and release updates	Resources can be tight at small vendors, and client-critical roadmap items often get pushed further back in the development timeline

Source: Gartner (October 2015)

When we mention functional areas in Table 1, it is critical to understanding the market that clients recognize that social for CRM offerings from both the point solution vendors and megavendors span nine general technology categories that can serve a variety of business use cases. These nine functional technologies supporting social for CRM are:

Social publishing applications

Social media engagement applications

Social analytics applications

External community software

Internal community software

Contact enrichment applications (not applicable to the megavendors, as this is functionality required when using point applications and reconciling customer records from multiple applications)

Product reviews applications

Social network selling applications

Product advocacy applications

Examples of popular point solution applications in each of these spaces are included in Table 2.

**Table 2.** Social Media Suite/Point Applications

Functional Technology	Sample Vendors
Social publishing applications	Falcon Social, Percolate, SocialFlow, Spredfast, Sprinklr
Social media engagement applications	Conversocial, Engagor, Hootsuite, Sparkcentral, Tracx
Social analytics applications	Brandwatch, Crimson Hexagon, NetBase, Synthesio, Sysomos
External community software	Dimelo, DNN, Lithium, Vision Critical, Voycer
Internal community software	Acquia, Huddle, Jive, Zimbra, Zyncro
Contact enrichment applications	Ecquire, Gigya, Janrain, Kitedesk, Kitewheel
Product review applications	Bazaarvoice, Feefo, PowerReviews, Reevoo
Social network selling applications	Chirpify, Fluid, Mixpo, Offerpop
Product advocacy applications	Needle, ReadyPulse, ShopSocially

Source: Gartner (October 2015)

Microsoft, Oracle, Salesforce and SAP are being pressed to deliver on all types of social functionality. In this research, we review their social application product portfolios and product highlights, and note where partner relationships are used to fill functionality gaps. A brief overview is given in Table 3.

**Table 3.** Native Functional Social CRM Technology by Vendor

Functional Technology	Microsoft	Oracle	Salesforce	SAP
Social publishing applications		X	X	
Social media engagement applications	X	X	X	X
Social analytics applications	X	X	X	X
External community software		X	X	X
Internal community software	X	X	X	X
Product review applications				X
Social network selling applications		X		X
Product advocacy applications				

Source: Gartner (October 2015)

## Microsoft

Table 4 lists Microsoft's social portfolio by functionality.

**Table 4.** Microsoft Social Portfolio by Functionality

Functionality	Application(s)
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Publishing	No offering
Engagement	Microsoft Social Engagement * Insights for Microsoft Dynamics CRM powered by InsideView ( <a href="http://www.insideview.com/microsoft-insights/">http://www.insideview.com/microsoft-insights/</a> ) * LinkedIn Sales Navigator ( <a href="https://business.linkedin.com/sales-solutions">https://business.linkedin.com/sales-solutions</a> )
Analytics	Microsoft Social Engagement * Insights for Microsoft Dynamics CRM powered by InsideView ( <a href="http://www.insideview.com/microsoft-insights/">http://www.insideview.com/microsoft-insights/</a> ) * LinkedIn Sales Navigator ( <a href="https://business.linkedin.com/sales-solutions">https://business.linkedin.com/sales-solutions</a> )
External Community	* Lithium Online Communities ( <a href="http://lithium.com/">http://lithium.com/</a> )
Internal Community	Microsoft Yammer
Product Review	No offering
Social Network Selling	No offering
Product Advocacy	No offering

\* Partnership

Source: Gartner (October 2015)

## Microsoft Social Engagement

Microsoft Social Engagement (MSE) is the result of internal research and development atop of Microsoft's 2013 acquisition of SaaS social analytics provider Netbreeze. The product runs on Azure and can be purchased as either a stand-alone product or as a component of the larger Microsoft Dynamics CRM package. Existing and new Microsoft Dynamics CRM online customers with more than 10 seats are given MSE for free, up to 10,000 social posts/mentions per month.

The product is (in its vision) an extension of Microsoft Dynamics CRM online, so 90% of its current customer base comes to the product that way. Microsoft's per-seat, and per-volume by tier, pricing model for MSE encourages organizations to make the solution a part of their CRM solution; organizations looking for more than 10 seats of MSE will find it more cost-effective to buy Microsoft Dynamics CRM Online and take the bundled MSE seats.

During the past year, Microsoft has made a lot of progress in transitioning Microsoft Social Listening to MSE, which enables customers to listen and respond rather than just analyze. On the engagement side, MSE's user interface is column-based, a familiar format to many legacy digital marketers. MSE's engagement and workflow capabilities are built with responsive design for mobile browser support. As of its latest release, MSE enables users to create support cases or leads from directly within MSE to be digested in Microsoft Dynamics CRM. On the analytics side, MSE has recently released machine learning capabilities for more custom sentiment analysis, and Social Segmentation – which is a separate, add-on piece of software used to create lists of people exhibiting specific behaviors on social media, to be used within Dynamics Marketing for campaigning.

## Microsoft Yammer

Yammer was acquired by Microsoft in June 2012. It became generally available as a Microsoft product in February 2013, and is integrated into Microsoft Dynamics CRM Online or on-premises. Yammer is sold as both a stand-alone product and as part of a larger package, and is offered via SaaS.

Prior to being acquired, Yammer was considered a Leader in our "Magic Quadrant for Social Software in the Workplace," (<http://www.gartner.com/document/code/262774?ref=grbody&refval=3151717>) and continues to be a successful application under the Microsoft umbrella. Clients credit Yammer with being user-friendly and mobile-capable.

The Yammer integration with Microsoft Dynamics CRM can be turned on or off and is an add-on rather than something that is included at a base level. When the applications work together, rules can be created within Dynamics CRM to autopublish to Yammer when a deal status is changed, or to create a new page in Yammer when a new record is created in Dynamics CRM. Yammer can be embedded in CRM records, or users can visit Yammer as its own destination. When a user posts to Yammer from the embedded activity stream in an account record, the post will appear with a link to that account record, so that those using Yammer as a destination outside of Dynamics CRM can see the context.

# Oracle

Table 5 lists Oracle's social portfolio by functionality.

**Table 5.** Oracle Social Portfolio by Functionality

Functionality	Application(s)
Publishing	Oracle Social Marketing Cloud Service
Engagement	Oracle Social Engagement & Monitoring Cloud Service Oracle Service Cloud Social Monitor
Analytics	Oracle Social Marketing Cloud Service Oracle Social Engagement and Monitoring Cloud Service
External Community	Oracle Service Cloud Community Self Service Oracle Service Cloud Self-Service for Facebook
Internal Community	Oracle Social Network
Product Review	No offering
Social Network Selling	Oracle social commerce solution
Product Advocacy	No offering

Source: Gartner (October 2015)

## Oracle Social Marketing Cloud Service

Social Marketing Cloud Service is an offshoot of Vitruve, which was a leader in the social publishing space when Oracle acquired it in 2012. It is a SaaS-based offering focused on social marketing and includes components to create and manage social marketing campaigns in global environments.

The application provides what clients look for in a social publishing application – from basic calendaring and content sharing to approval workflows by job role. However, its integration with Oracle's Customer Experience (CX) applications (including Oracle Marketing Cloud, Oracle Service Cloud, Oracle Commerce Cloud and Oracle Data Cloud) is what gives it an advantage in the marketplace. Oracle must continue to work on developing a similar user experience across applications, taking integrations beyond just data. For example, the Oracle Marketing Cloud (via Eloqua and Responsys) integration makes it possible for custom audiences and segments to be brought into Social Marketing Cloud Service – enabling marketers to better target their communications, including Dynamic Link Tracking (DLT). DLT is a component of the application's social analytics offering and is used to analyze how impactful social publishing has been.

Integration with Oracle Commerce has made Social Marketing Cloud Service a core component of Oracle's Social Commerce Solution as catalog views are brought to life on sites such as Facebook.

The Social Marketing Cloud Service offering is a core part of Oracle Social Relationship Management (SRM). SRM also encompasses Oracle Social Engagement & Monitoring Cloud Service and Oracle Social Network, along with related SRM services. It can be sold stand-alone or with the rest of the SRM package. SRM is built with responsive design and is also available via a mobile application that can be downloaded from the Apple App Store.

## Oracle Social Engagement & Monitoring Cloud Service

The roots of the Oracle Social Engagement & Monitoring Cloud Service lie in two products that the company acquired in 2012. Social Engagement & Monitoring Cloud Service is another core product of Oracle SRM, and can be offered in a unified dashboard with Oracle Social Marketing Cloud Service.

Oracle Social Engagement & Monitoring Cloud Service aggregates social content based on queries set up by the user and allows organizations to understand what is being said about their brands, products and services. The engagement functionality is similar to what users might see in traditional engagement vendors such as Hootsuite, but the analytics functionality is the strength of this application. One



differentiating feature of its analytical capabilities is the ability for users to train the system to recognize their preferences by using a "more like this" and "less like this" component. In addition, the application has a Custom Data Source Analyzer (CDSA) that allows customers to pull their private data sources (such as email or surveys) into the Oracle Social Engagement & Monitoring Cloud Service listening engine.

The product is generally available, but is still under improvement – particularly when it comes to having a unified customer experience across Oracle SRM. Clients have said that Oracle has been receptive to customer feedback and has provided good customer service for Social Engagement & Monitoring Cloud Service.

This is Oracle's flagship social engagement and analytics application for both marketing and customer service. Oracle clients who use Oracle Service Cloud can either escalate posts out of Oracle Social Engagement & Monitoring Cloud Service into Oracle Service Cloud, as cases; or can use Oracle Service Cloud Social Monitor, a rudimentary social media engagement tool that exists within that application, if they do not work with high volumes of social customer service requests.

Social Engagement & Monitoring Cloud Service also integrates with Oracle's customer experience applications, such as Oracle Marketing Cloud (including Eloqua and Responsys), Service Cloud, Commerce Cloud and Siebel CRM. Again, this is advantageous in a marketplace that is point-solution heavy.

The Social Engagement & Monitoring offering can be sold stand-alone or with the rest of the SRM package. Again, SRM is built with responsive design and is also available via a mobile application that can be downloaded from the Apple App Store.

## Oracle Service Cloud Social Monitor

In 2012, Oracle began to integrate the components from the RightNow Technologies acquisition into its CX solutions. Cloud Monitor was RightNow's social media engagement application, developed prior to the acquisition. It still remains in the market today – as Oracle Service Cloud Social Monitor – for users who want integrated social media engagement as a channel for customer service.

The solution has not been well-developed or well-invested in since the acquisition, and we suspect Oracle Social Engagement & Monitoring Cloud Service will remain the dominant, if not the only, social media engagement application offered by Oracle during the next two years. That said, Oracle Service Cloud Social Monitor has capabilities for aggregating posts from social media – including recent enhancements enabling threaded conversations and support for private Facebook messages – and, most importantly, maintains a central contact record for customers being supported by agents across Oracle Service Cloud's serviceable channels.

## Oracle Service Cloud Community Self Service

With its RightNow acquisition, Oracle acquired both peer-to-peer community and self-service capabilities. In August 2015, Oracle launched Oracle Service Cloud Community Self Service, as a culmination of past development and new research and development, which closed the gap between traditionally independent peer-to-peer customer service communities and self-service portals.

This is an important progression in the customer experience of agentless customer service, which was split in two according to technology rather than customer need. Oracle Service Cloud Community Self-Service can combine community discussions and traditional curated knowledge as part of a package when licensing for Oracle's Web customer service offering.

Oracle had appeared to be somewhat dormant in the peer-to-peer community space since the RightNow acquisition, and this new packaging may bring new life for it in this market. It should be noted that while major competitors for customers in this space will continue to be Lithium, Jive and Salesforce, Oracle will be taking a different approach to the market in that it will no longer sell communities as a stand-alone offering, but only as part of its Service Cloud package.

## Oracle Service Cloud Self Service for Facebook

Oracle Service Cloud Self Service for Facebook Cloud Service was derived from RightNow Technologies. Self Service for Facebook allows clients to extend their self-service environments beyond traditional website bounds and embeds Service Cloud's self-service capabilities into a Facebook application page.

## Oracle Social Network

Oracle Social Network (OSN) was developed internally by Oracle as a SaaS product, and has been available since the end of 2011. It can be purchased as part of the Oracle Social Cloud service package and is included within the various pillars of Oracle's cloud application suite, including Sales Cloud, Service Cloud, Marketing Cloud and Human Capital Management (HCM).

The primary differentiator for OSN in the internal community space is its deep integration with Oracle's Cloud CRM and HCM products. For

example, activities occurring in Oracle Sales Cloud generate posts in OSN, and activity streams are available as a tab in account records rather than sales users having to open up a separate application to collaborate. This type of contextual collaboration is something that can help companies that have struggled with getting employees to adopt internal community software in the past.

OSN allows for real-time shared document markup, a general differentiator in even the internal community point solution market. The application also has capabilities for real-time chat, Web conferencing and classic internal community functionality such as file sharing and groups.

## Oracle Social Commerce Solution

Oracle's social commerce functionality is achieved through the Oracle social commerce solution, which is a part of the broader commerce package that includes:

- Oracle Endeca Commerce products

- Siebel Loyalty

- Oracle Social Marketing Cloud Service

- Oracle Social Engagement and Monitoring Cloud Service

Oracle's Social Marketing Cloud Service enables product catalog merchandising on sites such as Facebook. Customers who view products placed by the service are ultimately directed to stand-alone Oracle Commerce sites outside of social networks to complete transactions.

## Salesforce

Table 6 lists Salesforce's social portfolio by functionality.

**Table 6.** Salesforce Social Portfolio by Functionality

Functionality	Application(s)
Publishing	Salesforce Social Studio – Publish
Engagement	Salesforce Social Studio – Engage Salesforce Service Cloud
Analytics	Salesforce Social Studio – Analyze Radian6 Analysis Dashboard
External Community	Salesforce Customer Communities
Internal Community	Salesforce Employee Communities Salesforce Chatter
Product Review	No offering
Social Network Selling	No offering
Product Advocacy	No offering

Source: Gartner (October 2015)

## Salesforce Social Studio

Social Studio is the company's social marketing suite. The product is the result of the vendor's acquisitions of Radian6 and Buddy Media, along with internal research and development to bring the formerly separate application interfaces into a single user experience – with a single login, single mobile application and single API. It was made generally available as a Web-based application in May 2014; a departure from the legacy Radian6 tool, which was offered as a downloadable application for engagement but had a Web-based application for listening.

Social Studio is a SaaS offering that is sold stand-alone within the Salesforce Marketing Cloud. The solution has three primary components: Publish, Engage and Analyze.

## **Publish**

As the publishing component of the Social Studio solution, Publish provides capabilities for creating, planning and measuring campaign success. It includes features such as content calendars for scheduling and editorializing, link shortening, in-line image editing, and integration with third-party content management applications such as TrendSpottr, Kontera and Shutterstock. Publish has corollary analytics functionality that can help marketing teams determine how successful their posts have been based upon metrics such as shares and comments.

## **Engage**

As the engagement component of the Social Studio solution, Engage provides capabilities for routing and responding to social media conversations. The user experience is reminiscent of early freemium tools (such as TweetDeck) and Hootsuite's column-based design, which has become the de facto standard for social media engagement applications.

Engage is primarily used for marketing and communications purposes – to build relationships and retain customers – but is used by some organizations as an independent tool or component of their social customer service technology strategy. Organizations that use Salesforce for social customer service are encouraged to use Social Studio Engage in combination with Service Cloud, enabling marketers to manually or automatically route service-related social media posts from Social Studio to a Service Cloud case.

## **Analyze**

The Analyze module was the last to be added to Social Studio, in early 2015, and serves as the social media filtering and automation foundation of the application. Analyze is used for the monitoring and analysis of social media posts and leverages Radian6's historic Insights program to glean advanced analysis via Insights partners that specialize in enhanced demographic analysis, sentiment analysis, intent-based analysis, emerging trend analysis and influencer analysis. Analyze's queries and administrative settings are still managed via the legacy Radian6 Social Hub.

## **Salesforce Service Cloud**

Service Cloud's social customer service capabilities are largely engagement-focused, with two spins on the offering.

The first is meant to satisfy Service Cloud customers who are curious about social customer service or have small volumes of social customer service requests; it is a starter pack included with Service Cloud contracts at no additional charge. With the starter pack (included with the Service Cloud license), Salesforce clients can listen and respond to posts coming from two social media accounts; however, filtering to tag/categorize posts or remove duplicates is not included so the feed is likely to be quite noisy.

The second is meant to satisfy Service Cloud customers who need to scale their social customer service operations to meet the needs of their marketing, customer service, and/or customer experience teams. In this scenario, Salesforce customers would need Service Cloud and Social Studio licenses. Social Studio would technically be ingesting the queries that users set up using Radian6 Social Hub, applying tags and filters, and then either manually or automatically sending relevant posts to Service Cloud.

If doing this automatically, rules would be set based upon tags or keywords that would route a post detected as being service-related to Service Cloud, ostensibly circumventing the need for the Social Studio dashboard completely. If doing it manually, posts would come into Social Studio and be manually triaged by social media managers into queues for departments around the organization. Any time something is customer-service-related, the social media managers can either click to create a case in Service Cloud or apply a tag that will push the post into Service Cloud based upon a set of rules.

## **Radian6 Analysis Dashboard**

Radian6 Analysis Dashboard can still be purchased stand-alone, despite the new Social Studio packaging. Salesforce encourages new customers to use Social Studio, and encourages existing customers to migrate. That said, some existing customers have opted to continue using Radian6 because they are familiar with its UI. Gartner would advise clients who are net new to move to Social Studio, because that is where we anticipate future research and development will be focused.



Radian6 has two primary capabilities – engagement, via Radian6 Engagement Console, and analytics – and can be integrated with both Sales Cloud and Service Cloud. Business rules created in Radian6 Social Hub can automatically topic-tag social posts, then route those posts to sales or customer service teams through custom business logic enabled by Force.com.

Radian6 Engagement Console, which enables organizations to respond to customers on social media is a downloadable application, while Radian6 Analysis Dashboard is Web-based.

## Salesforce Community Cloud

Community Cloud was developed by Salesforce's research and development and became generally available in June 2013. Communities is the vendor's dual internal and external community software and is designed to serve customer communities, business partner communities and employee communities.

Customer Community is being used for peer-to-peer customer support, idea management and relationship management, often as a next-generation customer portal. Partner Community is primarily being used for channel sales, franchise management or partner relationship management (PRM) for things such as lead-sharing and deal registration. Employee Community is being used for intranets and help desks – which assist with task management and event management, provide space for ideation and enable sharing.

Unlike Salesforce Chatter (which we'll address below), Employee Community is meant to be a destination rather than a social component or an activity feed embedded in other enterprise applications, as is the case with Chatter.

Customer Community can be branded and customized, historically via existing templates and components or by writing code that many clients have said is not flexible enough to meet their needs. In August 2015, Salesforce launched the Component Exchange – where partners and customers can provide additional components they've developed, such as ones for e-commerce to scale along with customer demands for customization. Salesforce Community Cloud has also gone live with something called "Lightning Components," which are personalized to community members using their community history. Clients with multiple communities share a single platform, so membership across multiple communities can be condensed into a single member record.

It should also be noted that Customer Community can integrate data from third-party systems: letting customers who may be in the community for follow-up support know the status of their support tickets, because they exist in something like Salesforce Service Cloud.

Other notable Communities functionality includes:

- The ability to integrate with Salesforce App Cloud-supported applications and business processes, as well as third-party platforms

- Recommended connections, groups and content based on individual members' interests and behaviors

- Mobile accessibility via the Salesforce1 Mobile App or mobile browser.

## Salesforce Chatter

Salesforce Chatter was developed internally by Salesforce and was further developed following the acquisition of a small company called GroupSwim, in 2009 (which was based out of San Francisco, in the U.S., and Sweden). Salesforce Chatter was made generally available in 2010.

Unlike Employee Community, Chatter is not meant to be a separate destination, but something inherent in existing applications. Chatter activity streams are embedded in existing applications to infuse contextual collaboration into sales, marketing and customer service employees' day-to-day tasks. Chatter is bundled with any Salesforce CRM license. For every Salesforce Org up to 5,000, Chatter logins are included.

Chatter functionality includes features such as groups for collaboration, mobile accessibility, file sharing from Salesforce Files and third-party file repositories such as Microsoft SharePoint and OneDrive, and Google Drive.

Chatter Plus is for customers who are not already using Salesforce's core CRM applications and includes capabilities for accessing contacts, reporting and workflow as well as custom objects. Chatter Plus has its own per-user cost per month.

## SAP

Table 7 lists SAP's social portfolio by functionality.

**Table 7.** SAP Social Portfolio by Functionality

Functionality	Application(s)
Publishing	No offering
Engagement	SAP Cloud for Social Engagement
Analytics	hybris Marketing
External Community	SAP Jam
Internal Community	SAP Jam
Product Review	hybris Social Commerce Module
Social Network Selling	hybris Social Commerce Module
Product Advocacy	No offering

Source: Gartner (October 2015)

## SAP Cloud for Social Engagement

SAP Cloud for Social Engagement was developed internally by SAP research and development as a SaaS offering within SAP's portfolio of cloud-based CRM solutions. The product has been generally available since June 2012.

SAP Cloud for Social Engagement is part of SAP's Cloud for Customer offering. Users can purchase SAP Cloud for Social Engagement as a single module for SAP Cloud for Customer, essentially rendering it a point solution, or as one of several modules, making it part of a CRM suite solution. The application is mobile-accessible via responsive design.

Gartner hasn't seen much traction with this product, but organizations could use SAP Cloud for Social Engagement for solving customer service problems over social media or for building relationships with their customers over social media.

Because SAP Cloud for Social Engagement is well-integrated with SAP Cloud for Customer, customer service agents can transition social media conversations offline and into a different service medium (such as email) as needed. Additionally, it allows for customer profiles from social and traditional channels to be merged through the matching of master data.

## hybris Marketing

hybris Marketing combines structured, transactional data with unstructured, behavioral data – to bridge the gap between traditional CRM and digital systems of engagement – and can be applied to social media. It is primarily used to determine the performance of owned social content and to identify social media influencers.

## SAP Jam

SAP Jam is a community software platform offered via SaaS and became generally available in the fourth quarter of 2012. Today, SAP Jam is sold as a stand-alone product and is part of the SAP Hana Cloud Platform framework.

SAP Jam serves both internal and external audiences:

Internally, its community functionality is embedded within SAP business applications such as SAP CRM and SAP Cloud for Customer. This allows employees to collaborate contextually around specific opportunities or support issues, rather than being another communication silo.

Externally, we do not see SAP Jam commonly used as a peer-to-peer public community. It is more commonly used as a next-generation portal allowing business stakeholders to engage in a secure environment with customers and/or partners.

SAP Jam offers mobile clients for iOS and Android, as well as responsive design within browsers.

## hybris Social Commerce Module

SAP's social commerce functionality is delivered through the hybris Social Commerce Module, which provides native ratings and review functionality to hybris Commerce customers who are selling in both business-to-consumer and B2B environments. The social selling functionality within the hybris Social Commerce Module also allows hybris Commerce customers to merchandise products on Facebook pages.

Mobile is supported by enabling the commerce website to render optimally for the mobile Web browser. SAP hybris also provides a toolkit for customers to build commerce applications that could include social capabilities.

## Gartner Recommended Reading

"The Nine Types of Social Applications to Consider for Your CRM Team" (<http://www.gartner.com/document/code/276507?ref=ggrec&refval=3151717>)

"Top Use Cases and Benefits of Social for CRM in 2015" (<http://www.gartner.com/document/code/272494?ref=ggrec&refval=3151717>)

"Technology Overview for Social Analytics Applications" (<http://www.gartner.com/document/code/273268?ref=ggrec&refval=3151717>)

## Document Revision History

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Evaluating Microsoft, Oracle, Salesforce.com and SAP's Social for CRM Application Strategies - 16 January 2013  
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