


#EntRTW

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Signals Talk at Enterprise Real-Time Web Meet-Up

 Christopher Lynch to talk on Dec. 14, 2009. 379 Lytton Ave Palo Alto
Signals -**

Released as part of Socialtext 3.0 in September, 2008.

The idea was to deepen our platform as a fully integrated social software offering.

Benefits of microblogging:

- Ability to ask questions without interrupting people.
- Status with context
- Searchable
- Succinctness
- Opt-in

The benefits of Signals and Activity Streams in general is that it brings real-time technology to the enterprise.

St. Louis NPR example: (from CIO Magazine)

For example, SLPR's receptionist received a call from a listener who heard an announcement on the radio about an event at a local high school and wanted to know more about it. Instead of sending an e-mail blast to all staff members, the receptionist used Socialtext's app to poll the staff, and received an answer in less than five minutes. There was an immediate response, and we didn't have to clutter e-mail inboxes to get it, Eby says.

Other examples, , Davies Public Affairs. McGraw-Hill .

Technology:

Utilizing the Socialtext rest API, you can connect Socialtext with other enterprise systems of record and connect it with Socialtext.

Eventually, we see customers utilizing the Socialtext ^{post} API to surface events from other systems.

Example: A publisher that uses Socialtext used the Rest API to send a Signal to people when inventory within an ERP system got too low.

More real-time tech: Adobe AIR

→ Socialtext ^{Post} _{Setup}