

Browse: Home / Tibbr 3.0: Making The Activity Streams Actionable

## Tibbr 3.0: Making The Activity Streams Actionable

By Krishnan Subramanian on June 28, 2011

SHARE AND ENJOY!



Tibco, the enterprise infrastructure software company, today announced an upgrade for their enterprise social networking product Tibbr (previous [CloudAve coverage](#)). I was very impressed with Tibbr when they launched in January because they brought together people, process and context in a way to drive efficiency in the enterprise workflow. With this release, they are taking it a notch higher by letting users act on the activity stream without moving away from the interface. In order for enterprises to embrace social in a big way, it is important that the activity streams are actionable rather than just getting the relevant actionable intelligence in place.



Some of the interesting features of this release are:

- ➔ **Unified Communications:** They have brought in voice, video, screen sharing, whiteboarding, etc. inside Tibbr. This is interesting because Salesforce has already acquired DimDim and they are expected to integrate these features into Chatter soon. The interesting part about this is that it is easy to integrate with any third party services offering similar features as long as they support SIP protocol, essentially opening up the communications to people outside of the organization like partners, customers, etc..
- ➔ **Act on Activity Streams:** As I mentioned above, this is interesting from the enterprise point of view and makes social tools more useful. For example, you can approve a purchase order or expense report or order additional inventory without even leaving Tibbr. After integrating business processes into social tools, this is the next iteration where the activity streams are actionable.
- ➔ **Making Legacy Apps Social:** The biggest obstacle for enterprises looking to adopt modern technologies like cloud computing, social computing, etc. is the presence of legacy applications in their IT. This version of Tibbr adds a social layer around these applications and making them part of modern day enterprise workflow.
- ➔ **Document Management:** This version of Tibbr integrates with document management tools like Sharepoint and others. In other words, this version gives a fresh lease of life to socially inept Sharepoint (relatively speaking). The integration goes beyond the ability to search documents in Sharepoint and adds a two way process. Users can even add and edit documents to Sharepoint sites. It is not restricted to Sharepoint and the architecture is flexible enough to integrate with modern day document management services like Box and others.
- ➔ **Tibbr Communities:** Enterprise users always work with communities beyond their organization like partners, customers, etc.. Tibbr communities will allow enterprises to manage multiple communities in a single platform but with the access control expected in the enterprise environment.

Tibco has really heated up the competition in the Social market segment. It will be interesting to see how the competitors respond. I am especially curious to see how Salesforce puts DimDim acquisition to use. Competition in this space has increased the pace of innovation and I am loving it.

### Related articles

- ➔ [Driving Adoption of Social Collaboration Tools](#) (enterpriseirregulars.com)
- ➔ [Tibco: Creeping into Social Content Territories](#) (arnoldit.com)
- ➔ [Chatting Cars and Enterprise Software](#) (enterpriseirregulars.com)
- ➔ [Yammer Ups Its Enterprise Game with NetSuite Integration](#) (readwriteweb.com)
- ➔ [JSON Activity Streams Spec Hits Version 1.0](#) (carpetbomberz.com)
- ➔ [Social Business Strategy: The CIO Shortlist](#) (enterpriseirregulars.com)


SHARE AND ENJOY!



Posted in Application Software, Featured Posts | Tagged collaboration, enterprises, insights, social, social computing, social networks, tibbr, tibco | Leave a response

### Articles in this series

- ➔ [Tibbr, the new OS. Integrating is the new Operating.](#)
- ➔ [Tibbr 3.0: Making The Activity Streams Actionable](#)



**Krishnan Subramanian**  
[in](#) [t](#)  
**Research Analyst And Editor**

Krish is an analyst and researcher focussed on high impact topics in the areas such as Cloud Computing, Open Source and the interface between them. Krish also evangelizes Open Source and Cloud Computing on various media outlets, public speaking and blogs. Krish is part of a boutique analyst firm that offers strategic advise to both Cloud Computing and Open Source vendors. They also help buy side businesses take advantage of Open Source and Cloud Computing. More information about Krish and his research can be found in his personal website. Krish's disclosure statement is available [here](#).

### Leave a Reply

Name \*

Email \*

Website

Comment

Post Comment

« Previous


Next »



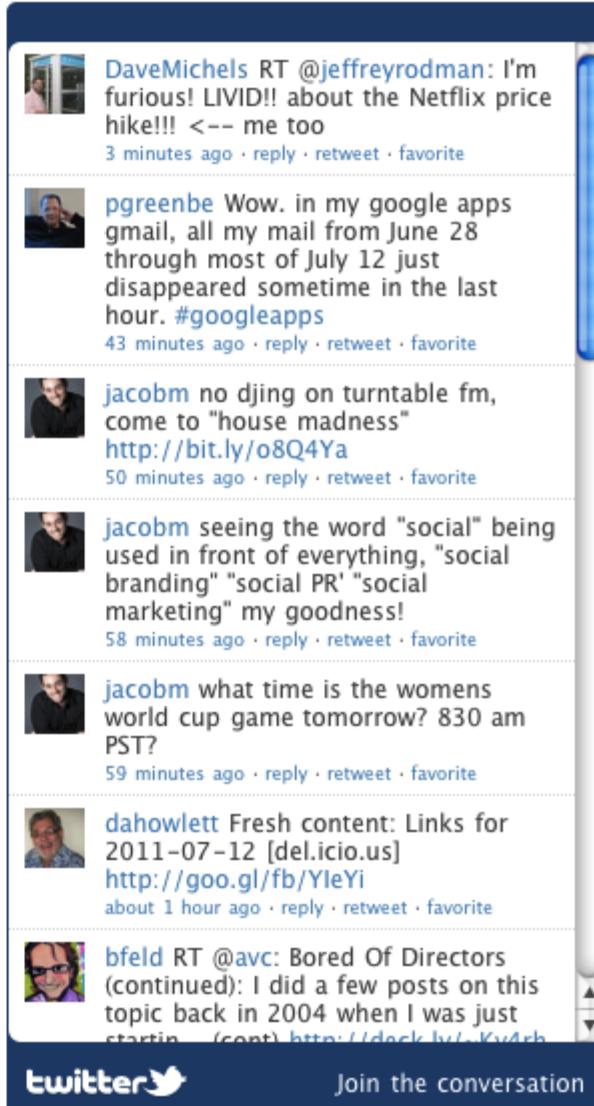
Tags Calendar Comments

accy2 amazon android Apple AWS briefs cloud cloud computing collaboration conferences defragcon e20 Enterprise enterprise 2.0 Entrepreneurship facebook google humor iaas innovation integration ipad iphone marketing microsoft open source paas SaaS salesforce.com sap Security smb Social CRM social media Start-up Advice Startup Advice startups Tech Market Analysis Technology twitter vc funding venture capital web 2.0 xero zoho

### Sponsored Content



Reporting from Cisco Live! 2011: Energy Efficient Ethernet



Join the conversation

**CloudAve**  
8,757 followers [Follow](#)

Showing recent Twitter visitors

**Your name here!**  
Add your Twitter profile

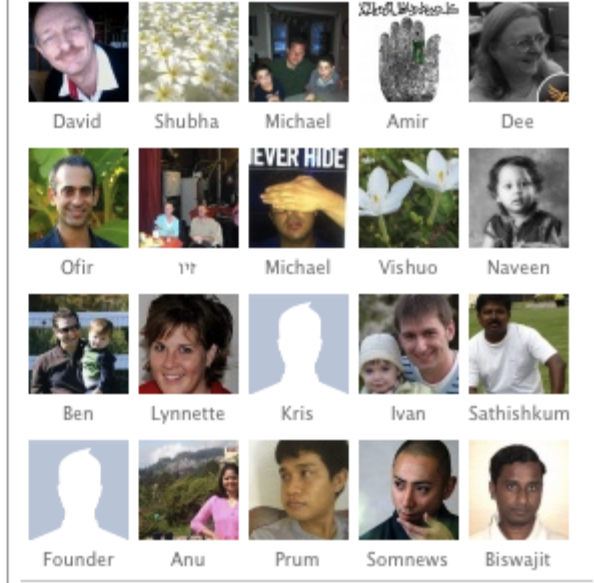
- Florent Darrault** 344 followers [Follow](#)
- Bertrand Duperrin** 4,371 followers [Follow](#)
- Freschetta** 6,052 followers [Follow](#)
- Sameer Patel** 4,653 followers [Follow](#)
- microadvert** 323 followers [Follow](#)
- PCM** 2,144 followers [Follow](#)

[Show more recent Twitter visitors](#)

Put this Twitter widget on your site

**CloudAve on Facebook**  
[Like](#)

1,003 people like **CloudAve**.



Facebook social plugin

**Authors**

- ➔ Adron Hall
- ➔ Chirag Mehta
- ➔ Chris Yeh
- ➔ Christian Reilly
- ➔ Dan Morrill
- ➔ Dave Michels
- ➔ David Terrar
- ➔ Hutch Carpenter
- ➔ Jacob Morgan
- ➔ Joel York
- ➔ John Taschek
- ➔ Krishnan Subramanian
- ➔ Maksim Ovsyannikov
- ➔ Mark Fidelman
- ➔ Mark Suster
- ➔ Martijn Linssen
- ➔ Paul Miller
- ➔ Raju Vegesna
- ➔ Sadagopan
- ➔ Zoli Erdos

**Archives**

Select Month