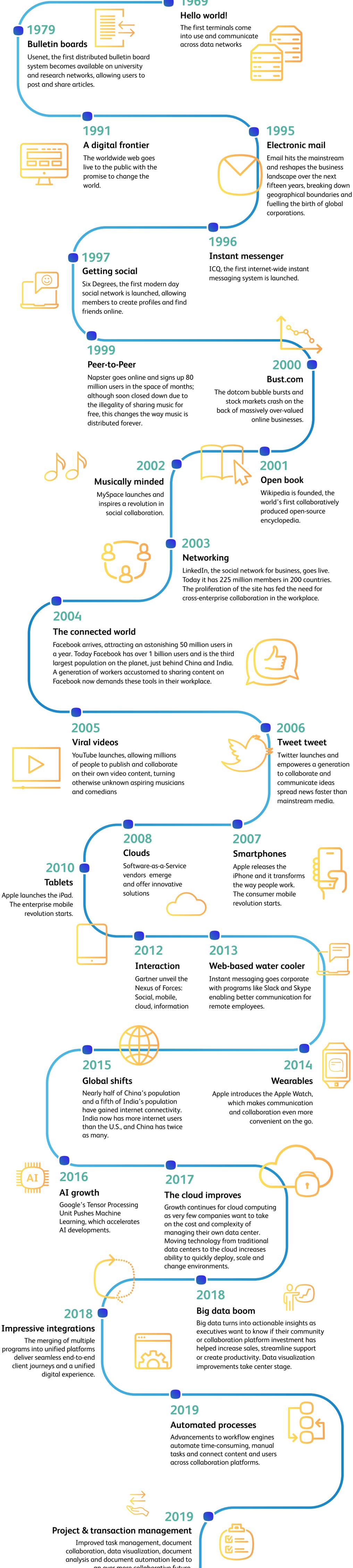


The History of Social Collaboration

Social collaboration is fundamentally changing the way that businesses operate. This shift wouldn't be possible without a range of innovations that have changed the world over the last 50 years.



90%

of companies using social technologies report business benefit from them.

\$1.3 trillion

annual value could be unlocked by using social technologies in the enterprise.

25%

potential improvement possible in knowledge worker productivity.

Source: McKinsey Global Institute