

Atlas Social Collaboration

The most comprehensive suite of cloud based collaboration, mobility, and communication tools in the market, designed with latest social design principles to engage teams around information.

<http://www.hyperoffice.com/sp>

What problem does Atlas Social Collaboration address?

Collaboration sprawl

Teams today work with a confusing array of tools – Exchange for email, network drives for document management, MS Project for project management, and so on. As a result, workers need to switch back and forth between solutions, get used to multiple interfaces, and manually move information between applications. This leads to frustration, productivity-loss and information redundancy.

Disengaged teams

Communication and collaboration software provide features for transactions and passive information sharing, but ignore the human element. This takes away from true collaboration which is about encouraging workers to contribute their knowledge to each other and the organization.

A single online home for employees

Atlas Social Collaboration is a unified, fully integrated environment which includes all the communication, collaboration, and mobility tools that teams need. It is the go-to place where employees log in everyday and access everything they need to be productive, access information and work together. As a result, software becomes an enabler rather than an energy-waster, while employees can focus on performing their jobs and achieving business objectives.

Re-engage teams

Atlas avoids the traditional pitfall of “content centric” collaboration tools which are little more than repositories of information (documents, projects, contacts). Atlas applies latest social design principles to energize passive information sharing into rich conversations. The onus shifts from content to involving teams in conversations around content and contributing knowledge to each other.



COLLABORATION SPRAWL

A wide array of new cloud based team tools end up hurting productivity by creating new information silos.



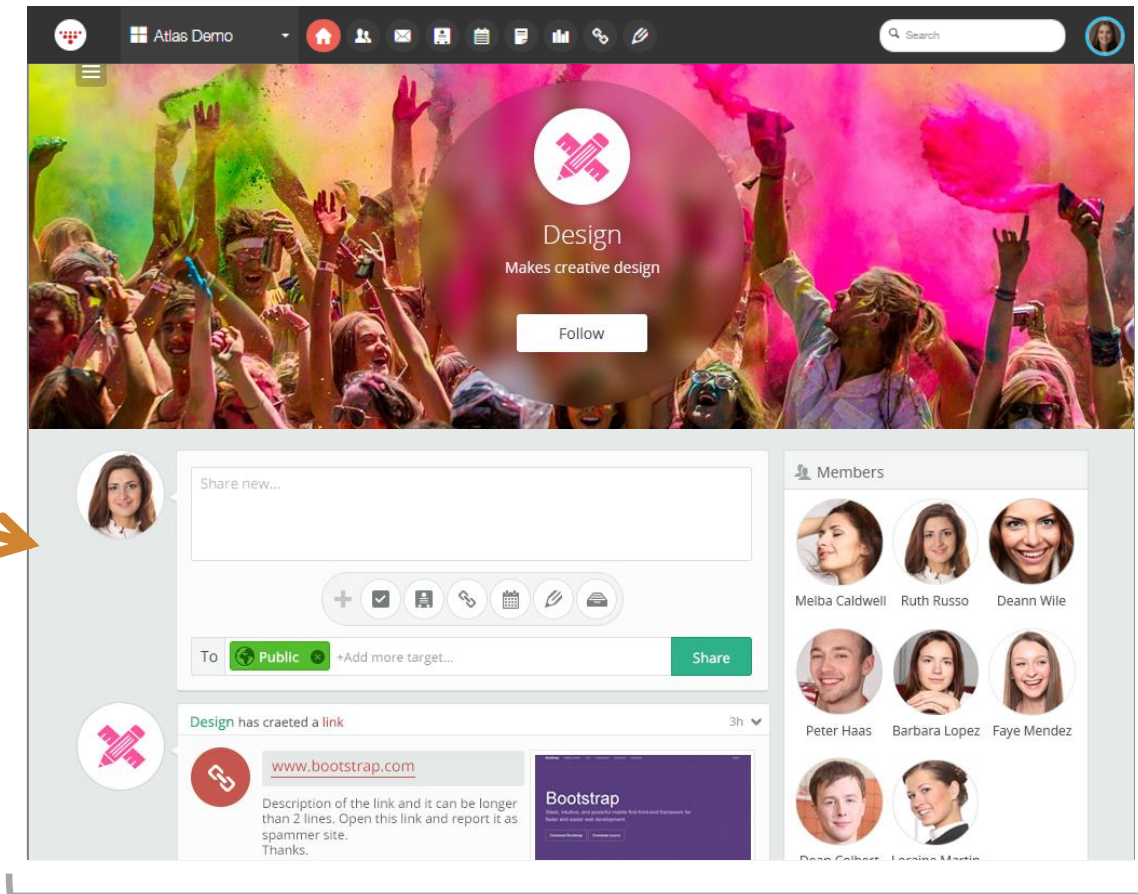
SOCIAL COLLABORATION

What features does it offer?



All the collaboration tools you need

Social
brings it all
together



Access across devices



Social Collaboration. Social design principles and features are deeply embedded in Atlas. Features include user profiles, “following” people and collaboration objects, activity feeds and social messaging.



Collaboration Core. Atlas also includes a core of “content centric” collaboration tools to help employees manage diverse day to day collaboration use cases.

- ✓ Document and Project Management
- ✓ Business Email.
- ✓ Custom Intranets/Extranets
- ✓ Shared Calendars and Address Books
- ✓ Workflow Apps and Web Forms



Device Freedom. Atlas allows native syncing and has apps for all major mobile platforms (iOS and Android). It also has desktop syncing clients for Mac and Windows. Users therefore have access to mail, contacts, calendars, tasks, documents and collaboration tools no matter what device or platform they are on.

What is the target market?

Atlas Social Collaboration is built for the needs of SMBs. These are companies with limited IT resources, but have extensive collaboration between teams in different offices and a wider network of partners, clients and vendors. These companies need a solution which will scale up with their growth. Atlas, with its simplicity, depth and scalability is a perfect fit for these companies.

- ✓ SMB
- ✓ Looking for easy to use solutions
- ✓ Looking for value – full featured & low cost solutions

What are the benefits?

Technology agnostic. Atlas is a cloud based system independent of platform and technology landscape. Our integration with major platforms (iOS, Android, Mac, Windows), a wide array of mobile devices, and popular software (MS Exchange, Outlook, Office) means service providers can piggy-back off existing systems and broaden their footprint.

Keeping it simple. Atlas has a user first approach. Even though the solution has tremendous depth, everything is presented to the user through a simple, consistent UI, which allows for single click navigation between features.

Avoid information sprawl. Atlas is a unified collaboration environment, where features seamlessly exchange information and come together in a single interface. Companies thus avoid the problem of scattering information across multiple “point” collaboration tools.

Keeping people front and center. Atlas’s social design reflects careful attention to real user behavior in terms of consuming and sharing information. It allows users go beyond passive data sharing and connect and gain from each other’s skills.

Create context around information. In a real business, every document, task, contact or conference is related to a business transaction. Atlas allows users to link anything in the system to anything else to create context. Every step of the collaboration process is captured and available for other to refer to and learn from.

Mobile Freedom. Atlas offers native syncing for all major mobile devices and has apps for iOS and Android. This allows teams to keep connected with business information whether they are on a computer, a mobile device or a tablet.

Collaborate with customers and partners. Atlas allows companies to extend their collaborative reach beyond company boundaries. Extranets, “share out” and features like public calendar links allow companies to share information with customers, partners, vendors and suppliers.

Auto-provisioned. Atlas requires minimal human intervention to configure and provision. This makes for an incredibly smooth transition for new companies coming on board which can start collaborating immediately without going through a cumbersome “implementation phase”.

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