

Yammer

Developers build breakthrough Yammer corporate social networking solution with the Adobe® Flash® Platform, including Adobe Flex® Builder™, AIR®, and Flash Professional

Yammer

www.yammer.com



Industry

Corporate social networking
Technology

Challenges

- Improve customers' collaboration and productivity
- Meet companies' IT restrictions
- Provide seamless web-to-desktop data exchange

Solution

- Rich Internet Application (RIA)
 - Corporate social networking application
- The Yammer development team used Adobe Flex, AIR, and Flash CS4 Professional software to create Yammer, a popular social networking application for corporations. Yammer won the 2008 TechCrunch50 competition, and within the first six weeks of operation garnered 60,000 users in 10,000 companies.

Results

- Achieved faster time to market by reusing utilities and code
- Helped meet corporate IT requirements
- Delivered powerful, convenient solution
- Enabled seamless web-to-desktop data exchange
- Reduced frequency of unproductive meetings and e-mail overload for customers

Systems At A Glance

- Adobe Flex Builder 3
- Adobe AIR
- Adobe Flash CS4 Professional
- Adobe ActionScript®

Tens of thousands of users in weeks

It's no secret that any organization's success relies on effective communication and collaboration. But when e-mail in-boxes and meeting schedules become overloaded, productivity can suffer. That's where Yammer can help. On Yammer, co-workers exchange short, frequent answers to the question: "What are you working on?" As employees answer, Yammer delivers a company feed that lets employees discuss ideas, post news, ask questions, and share links and other information. Employees can also specify which people or topics they would like to follow.

There is such huge demand for Yammer that just six weeks after the service launched 10,000 companies with 60,000 users had signed up, from small startups to Fortune 500 companies such as Cisco, HP, and Xerox. The basic Yammer service is free. Companies can pay \$1 a month per user to administer their networks.

Fast development for web, desktop, and mobile

Yammer was originally created and used internally at Geni.com, a social network for families. But some secrets are too good to keep. Executives from PayPal, eGroups, eBay, and Tribe formed Yammer as a Geni spin-off to make the application available to companies worldwide. Essentially a corporate version of Twitter, Yammer allows employees to have more conversations without necessarily having meetings, and to reserve e-mail communications specifically for when a response is required.

The breakthrough service was developed using the Adobe Flash Platform, including Flex Builder 3, AIR, and Flash CS4 Professional software. It includes a web client, a desktop client powered by Adobe AIR, and iPhone and BlackBerry applications.

According to Senior ActionScript Engineer Brad Bouse, the Adobe solutions were chosen because they were more flexible and approachable for Yammer developers than other options, and the powerful scripting in Flex Builder 3 made development of the application, including many scrolling applications and dynamically built layouts, faster and easier. There were other important advantages to selecting the Adobe Flash Platform, including an improved customer experience and faster time to market.

"We built Yammer using Flex Builder 3 because of its tight integration with Adobe AIR, which allows users to fluidly consume content without a browser and review the application in online or offline environments," explains Bouse. "Adobe Flex Builder 3 also accelerated development by enabling us to reuse core utilities and code from the Geni application. We had a prototype in no time." The Geni application was also built using the Adobe Flash Platform.

Rich functionality for the corporate environment

Winner of the 2008 TechCrunch50 contest, Yammer offers a rich set of functionality. The application features an intuitive, interactive interface that includes animation and interactivity created with Adobe Flash CS4 Professional. It delivers automatic updates, the ability to sort conversations into threads, built-in tagging to track project-related work, and more.



An internal social networking tool for organizations, Yammer provides a knowledge base of conversations and a tool for employees to collaborate across departments and geographical distances. Built with the Adobe Flash Platform, including Flex Builder 3, AIR, and Flash CS4 Professional, the Yammer service includes a web client, a desktop client powered by Adobe AIR, and iPhone and BlackBerry applications.



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Keith McCarty,
Marketing manager,
Yammer

For More Information

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In addition to providing an internal social networking tool for organizations, Yammer serves as a company directory containing employee profiles, as well as a knowledge base where past conversations can be easily accessed and referenced. This allows employees to discover answers to questions, share knowledge, and collaborate across departments and geographical distances.

Yammer also constructs a sense of community at the workplace. Anyone in a company can start his or her Yammer network and begin inviting colleagues. At the same time, the privacy of each network is protected by limiting access to those with a valid company e-mail address.

From web to the desktop, seamlessly

In addition to rich, secure functionality, another reason Yammer is rapidly gaining ground is the innovative Flex Builder 3 desktop application powered by Adobe AIR. The desktop client offers organizations a lightweight application that minimizes the use of computer resources and helps companies comply with restrictions regarding the types of websites employees can access and the applications they can open.

The desktop client includes an HTML viewer, enabling Yammer to post content such as new help files to the Yammer website and load them seamlessly through the desktop application. Content updates are easier for Yammer, and users can enjoy a native application experience with access to the latest content—without having a browser open.

Convenience for users

Using the desktop application, employees can consume Yammer content at their convenience and interact with Yammer unobtrusively, while they continue to work. The desktop application polls Yammer every 30 seconds for new updates and floats a small, transparent window with a message excerpt on top of whatever is active on the desktop. This lets employees monitor the Yammer feed without having to be actively using the application.

“The Yammer desktop application built on Adobe AIR has surpassed the web client in terms of popularity due to its ease of use and convenience,” says Marketing Manager Keith McCarty. “When you look at the requirements of a corporate environment, the popularity of Yammer built on Adobe AIR makes a lot of sense.”

What’s next for Yammer?

The development team at Yammer is working to continuously improve the successful new service by taking advantage of Adobe solutions. Enhanced integration between Adobe AIR and the user’s file system, for instance, enables easier file exchange and management—a significant advantage for the corporate environment where sharing files is a must. The team is also developing richer interfaces and investigating integration with local databases.

“In the near future, Yammer is likely to evolve into more of an office automation tool,” says Bouse. “We’re excited about the ways we can make work life easier for people by using Adobe’s solutions.”



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