

TECHNOLOGY AUDIT

harmon.ie 3.1

harmon.ie

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SUMMARY

Catalyst

The term "Enterprise 2.0" describes a user-centric approach to corporate IT, based on the adoption of Web 2.0 software within the enterprise. A key facet of Enterprise 2.0 is a new style of enterprise collaboration software that takes its lead from familiar consumer-centric, social networking applications such as Facebook and Twitter. Microsoft SharePoint is arguably the most prevalent Enterprise 2.0 product on the market, with over 60% of enterprises deploying this business collaboration platform in some shape or form. Other enterprise social software solutions are growing in popularity, as organizations are looking for ways to deliver the most useful social capabilities, in a manner that is compatible with how people work today; thereby exploiting the nascent social capital that exists within every organization and business network.

- Because corporate email is the most common interface in the siloed world of corporate communications, Ovum believes that any attempt to move or displace email conversations with enterprise social networks must work through email.
- Surfacing SharePoint and other forms of business content, within corporate messaging clients, such as Microsoft Outlook and Lotus Notes, encourages collaboration and participation in enterprise social networks, while also aiding contextual information discovery.
- Outlook add-ins are a common way to "bring" additional functionality, information, productivity, and insight to the busy knowledge worker.

Key findings

| Table 1: Key findings | |
|-----------------------|--|
| Strengths: | <p>harmon.ie (pronounced "harmony") provides a useful bridge between the old world of corporate email and the new world of enterprise social networking. The free version of harmon.ie gives users and organizations the chance to evaluate the benefits of this tool.</p> <p>harmon.ie is introducing technology that extends full-featured SharePoint access to smartphone and tablet devices that are now being adopted by an increasing percentage of the workforce.</p> |
| Weaknesses: | <p>The business value and utility of harmon.ie is only limited by the reach and range of the social networks and repositories to which an employee can simultaneously connect.</p> <p>On the desktop, the product is entirely Windows-centric, with no support for the Macintosh operating system.</p> |
| Key facts: | <p>The harmon.ie family consists of three products: harmon.ie for SharePoint (Outlook Edition), harmon.ie for SharePoint (Notes Edition) and harmon.ie for Google Docs. A fourth product, harmon.ie Mobile, will be available in the second quarter of 2012. It introduces an HTML5 client that will become the uniform client for all platforms, including mobile and the cloud.</p> <p>harmon.ie is compatible with Microsoft Office 365.</p> |
| Source: Ovum | |

Ovum view

Microsoft Outlook is the most common interface to the siloed world of corporate email, and so any attempt to move this most common of communication mechanisms into the 21st century must work through this pervasive tool. Numerous vendors have attempted bold changes to the way people work by piggybacking on Outlook, but until now, none have managed to make the transition into the mainstream or been acquired by Microsoft. Ten years ago, Kubi Software introduced the concept of "collaborative email", with its own Outlook add-in that enabled teams to collaborate using structured folders; since 2006 Xobni has been trying to turn the email inbox on its head by providing a people-centric view of the messages contained within it. It is now harmon.ie's turn to try to capitalize on the love-hate relationship that many corporate users have with email, and with over 500,000 paid licenses deployed, it appears the product is gaining significant momentum.

Many enterprise content management companies have hooked their software into Outlook, yet no vendor has successfully gone beyond the boundaries of its proprietary information repository. harmon.ie, the product rather than the company, might just turn out to be the right tool at the right time, as end users seek a more socially-integrated way of working and, for the organizations that employ them, a better return on their enterprise collaboration investments. Ovum believes that with its cross-platform expertise, harmon.ie, the company, has the opportunity to branch out,



beyond the Outlook add-in market, into the world of mobile apps and browser-based collaborative solutions. With more than 1 million users worldwide (half of which are "freemium" users), an OEM agreement with IBM, and Gold ISV Partner status with Microsoft, harmon.ie is in a strong position with little obvious competition in this realm.

The knowledge worker is constantly bombarded with requests for their attention. Dealing with these requests often requires switching to other information management systems and in so doing the employee loses momentum, focus, and productivity. harmon.ie addresses these issues by providing a seamless desktop experience, in relation to working with email-based information and content from other repositories. In the second quarter of 2012, the company will extend its reach beyond the Windows desktop by adding support for mobile devices. We also expect harmon.ie to add support for cloud-based collaboration too, thereby encompassing both the architecture and the business social systems that reside upon it.

Surfacing SharePoint content within Outlook or Lotus Notes can encourage collaboration and participation, while also aiding contextual information discovery. However, boosting productivity and understanding requires more visual integration: it requires deep contextual subject matter and relationship analysis. Desktop search technology is now a commodity, but social analytics is still in its infancy and is a server-side process. Ovum believes that a combination of these two technologies could be the key to unlocking the "social capital" that is often buried within email inboxes and SharePoint sites. harmon.ie offers some client-side analytics in its current products and could enhance its offering by further exploring this potential.

Harmon.ie is a first step in drawing the hitherto unconnected repositories of email and corporate documents together. harmon.ie's "social email" sidebar enables users to collaborate on documents stored in a shared location, such as SharePoint or Google Docs. For dyed-in-the-wool Outlook and Lotus Notes users, this mechanism negates the need to switch to another application in order to collaborate, and so encourages adoption of document-collaboration sites. But, the world of business collaboration is on the move, with both Microsoft and IBM losing ground to new entrants. Therefore, harmon.ie must be swift to embrace emerging enterprise social software solutions and give consideration to the creation of its own knowledge worker information portal, one that enables the user to pivot around contacts, activities, and content within the context of socially-oriented, community collaboration.

Outlook and Notes add-ins are a common way to "bring" additional functionality, information, productivity, and insight to the business user. A personal portal, accessed via a web browser, that presents email alongside documents, collaborative discussions, and presence information might appear to be the most "sensible" approach to the problem, but the power of the familiar email



client, combined with the responsive drag-and-drop nature of a desktop application, is what appeals to most users, until they switch to a mobile or tablet device, that is.

Another challenge that harmon.ie must address is the reach and range of its products. Today, knowledge workers are as likely to collaborate across the corporate boundary as they are to work within it, which means collaborating across multiple systems. Understandably, harmon.ie has gone after the SharePoint and Google Docs markets with its current offerings, but now the vendor must try and engage with additional players in the market, if it is to succeed and sustain in the longer term. Whether this can be successfully accomplished through the leading email clients' current add-in architecture remains to be seen, but the industry has little choice until someone comes up with a better alternative with such a pervasive footprint.

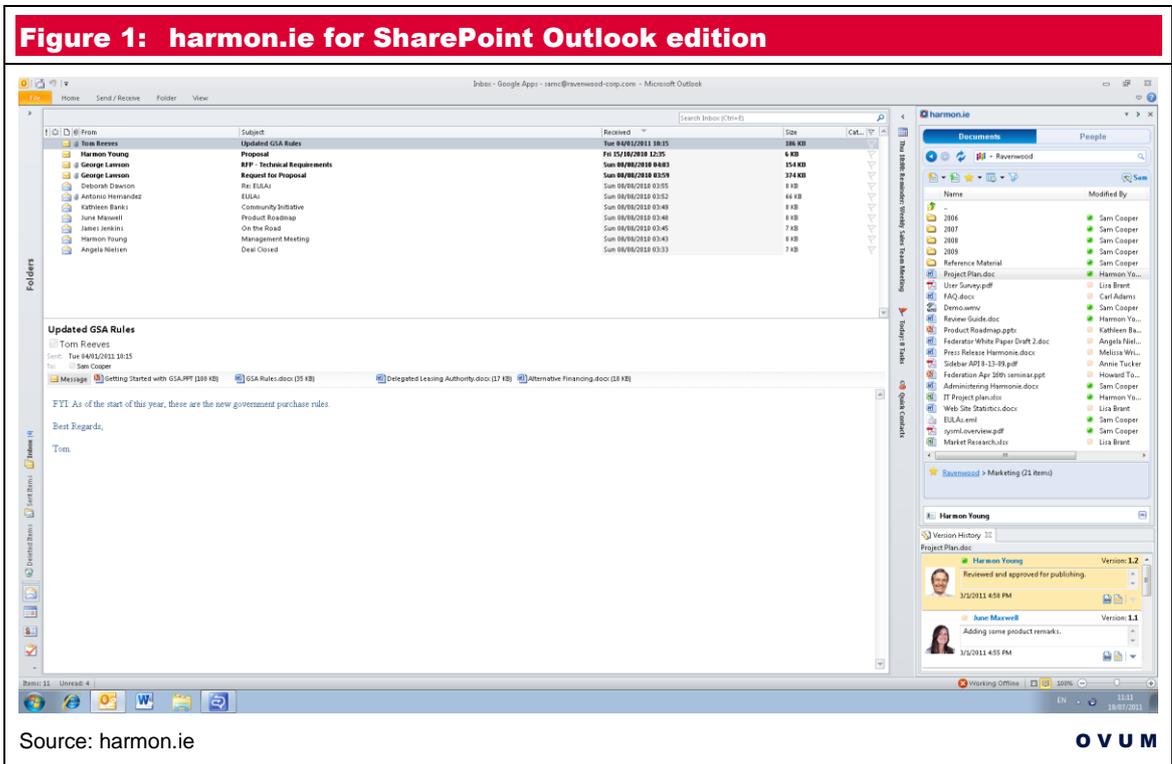
Recommendations

- Organizations using SharePoint or Google Docs should download the free version of harmon.ie from the company's website in order to evaluate its business value and utility. Up to 250 people per organization can download the product, which includes a perpetual license.
- IT departments should test the stability of harmon.ie alongside other Outlook or Notes add-ins and desktop tools commonly used within the business.
- CIOs should consider the benefits of integrating corporate email with other community collaboration tools and enterprise social networks, as Ovum believes they are significant.

FUNCTIONALITY

Solution overview

harmon.ie brings document collaboration and social networking to Outlook and Lotus Notes users. It amalgamates business collaboration tools and social enterprise networks into a sidebar within these familiar applications, and eliminates SharePoint's multi-step navigation, thus removing some of the barriers to user adoption. The product adds an important social component to the document-creation process while also socializing email in a manner that fits the way that many knowledge workers currently engage in their day-to-day activities.



Solution analysis

User experience

Having better visibility of collaborative activity is one thing, but being able to act on this information, quickly and efficiently, is another. The disjointed nature of today's collaborative tools and technologies does not make for a very fluid working environment, and Ovum believes that there is plenty of room for improvement in the overall user experience.

harmon.ie simplifies the document and email sharing experience by providing a familiar drag-and-drop interface for the otherwise cumbersome task of working with Microsoft SharePoint. The product eliminates the need for users to switch to the SharePoint web interface in order to check out, open, edit, email, or check in a file. harmon.ie engages users who continue to use email attachments, asking if they want, instead, to upload them in SharePoint and send document links. This automated use allows users to adopt SharePoint and gain its benefits without requiring a change in behavior. These capabilities may sound trivial, but they make for a much better user



experience and drive employees to make much more use of SharePoint than might otherwise be the case.

Users can drag-and-drop documents from harmon.ie directly into an email message, calendar appointment, task, or chat session. Users can also publish email attachments or email messages to SharePoint by dragging and dropping them from an email window to the harmon.ie sidebar. Email headers are saved as SharePoint metadata and mapped to SharePoint columns, thus enabling more granular search and retrieval capabilities through SharePoint search.

Corporate employees use a mixture of Windows-native applications, such as Microsoft Office, and browser-based applications, such as SharePoint. Although we are starting to see integration across these two architectures, it is not yet seamless. Tools such as harmon.ie provide a much needed "link layer" to the end-user's interface, and thereby surface more functionality as a result. Anyone who spends a great deal of time in email and uses SharePoint (or Google Docs) will benefit from this product.

Collaboration and enterprise social networking capabilities

A great deal of collaboration takes place within the context of documents; harmon.ie makes it much easier to track these documents and to view document-related activities. This information is displayed as an activity stream within the harmon.ie email sidebar and enables the user to see at a glance when colleagues have amended documents.

The enterprise edition of harmon.ie enables users to connect with colleagues from a document, SharePoint profile, or activity stream via a number of unified communications solutions, such as Microsoft Lync/OCS, IBM Lotus Sametime, and Cisco UC. harmon.ie removes the need to switch between windows to initiate phone, chat, video or email discussions, and so enhances productivity, while improving ease of use. By preserving the context of the business task, harmon.ie makes it easy to focus on work, and not on toggling between application windows.

Social-networking solutions are now finding their place in the enterprise and harmon.ie makes it easy for employees to tap into these networks. Users can search for colleagues based on department, skills, expertise, and other attributes; view complete SharePoint profiles; update their profiles and status; and sort documents by ratings to find popular content, all directly from within their email client. harmon.ie also helps users expand their enterprise social graph by recommending connections based on their contact history, including email, chat, and document co-editing. Users can also arrange colleagues into project teams.



Microsoft's own Outlook Social Connector was launched at the end of 2009 and it was anticipated that connectors to a wide range of social networks would be developed. Although Facebook and LinkedIn connectors are available for download from Microsoft's website, no other mainstream vendor has yet added to the list. Email is a social tool, and so it makes perfect sense to present some information from enterprise social networks within the email client. Indeed, the mobile market is already converging on this idea, and so Ovum expects the corporate employee will be open to the idea of adding this capability to their email client.

Integration with knowledge worker tools

SharePoint is the "low-hanging fruit" in the enterprise collaboration market, and harmon.ie has provided an additional "proof-point" for its technology by providing integration with Google Docs. These two collaboration platforms currently register the highest amount of interest amongst Ovum clients. Other platforms and social networks increasing in popularity include BroadVision Clearvale, Cisco Quad, IBM Connections, Jive, Oracle Social Network, Salesforce Chatter, Socialtext, and Yammer. Subsequently opportunities clearly exist for other OEM arrangements and integrations. In March 2012, harmon.ie announced an OEM agreement with IBM, to integrate IBM Connections with Outlook. IBM will sell the cross-platform product directly to its Connections customers.

The harmon.ie sidebar for Microsoft Outlook and IBM Lotus Notes covers a significant proportion of the enterprise email client market, and Ovum believes that other applications could benefit from this approach too, as authors working on Word documents or Excel spreadsheets often have to switch to and from email in order to transfer information, and so there is clearly a market opportunity here.

Integration with corporate intranets and enterprise applications

The primary market for harmon.ie is undoubtedly the SharePoint user base, and so the product fits well with today's corporate intranets. However, many organizations are also looking for solutions that are aligned to specific line-of-business applications and enterprise applications. harmon.ie plans to add additional back-end systems through an open platform for including and aggregating multiple social updates and activity streams. This could benefit organizations as they attempt to "socialize" business processes and activities.

Vendors such as IBM, Oracle, and Salesforce have already announced or demonstrated their intent to support social integration and collaboration, at the enterprise application level. This may dissuade some organizations from investing in harmon.ie as they consider other modes of social integration.



Governance and information security management

Despite huge investments in enterprise collaboration solutions, document management systems, and corporate portals, most employees still collaborate on documents by sending them to one another as email attachments. Not only does this present potential issues for data leakage, but it also means that copies of unmanaged documents are circulating around the organization and beyond. Businesses and institutions operating under strict regimes may well find themselves non-compliant if they were to be audited, and it can present an issue in cases of litigation. Using harmon.ie, users only email document links to one another, and thus audit trails and governance are improved significantly.

Using the corporate email system as a document distribution and workflow system is not making best use of technology, especially when significant sums of money have been spent on licensing products such as SharePoint. Moreover, using the email system in this way can present problems when it comes to email backup, restoration, and archiving operations. Using harmon.ie, organizations can return the corporate email system to its original purpose, although some thought must be given to mobile users and their desire to have every file they ever authored, either on their laptop, hard drive, iCloud, or stored within their corporate email folders.

Administration, reporting, and analytics

The Enterprise Edition of harmon.ie provides IT administrators with the kind of deployment options one would expect, ranging from a single install via a MSI package, to centralized and remote installation using Windows' Group Policy Object. IT administrators can centrally deploy harmon.ie to Outlook users and preconfigure users' SharePoint sites, thereby ensuring efficient use of resources and providing the user with a good experience. harmon.ie connects to the SharePoint servers either on-premise or in the cloud, and users authenticate against SharePoint using their Windows credentials, custom credentials, or browser-side authentication.

harmon.ie supports Microsoft Office 365, including browser-side authentication, and is well positioned to make use of Microsoft Office's web apps. The appropriate web app (of the associated file type) is used when users author or view documents.

harmon.ie tracks SharePoint operations from the email window and, in combination with SharePoint, IIS logs and Outlook email logs, its reports help gauge the increase in SharePoint usage with harmon.ie.



harmon.ie's "Suggested Colleagues" and "Follow Documents" features are client-side analytics features that help people cut through the noise, enable the user to accomplish tasks much more easily, and makes for a tool whose value is greater than the sum of its parts.

PRODUCT STRATEGY

harmon.ie (previously called Mainsoft) has been delivering cross-platform enterprise solutions since 1993. The company has generated more than \$120m in revenues through OEM relationships with vendors such as Oracle Siebel, SAP Business Objects, IBM Rational, IBM Cognos, Mentor Graphics, Cadence Design, and ESRI. In June 2008, harmon.ie launched its first enterprise collaboration product, SharePoint Integrator for Lotus Notes. After successful adoption by hundreds of enterprise customers, harmon.ie extended its offering to include Microsoft Outlook and Google Docs in March 2010.

In Q2, harmon.ie will launch a mobile product that extends full-featured SharePoint access to the tablet and smartphone, enabling users to access and share documents, get realtime document updates, and point-and-click to communicate with SharePoint document collaborators using email, text, or phone calls while on the go.

Market opportunity

Today's knowledge worker has to deal with an array of stand-alone collaboration, communication, and social tools, and productivity takes a hit every time the user switches applications. Most corporate users often have to toggle between multiple desktop windows to accomplish quite simple tasks and activities. Ironically, the addition of browser-based enterprise social-networking tools has added to the problem; requiring users to add extra steps and to modify their work routines to use them, and as a result most users simply ignore them.

Anecdotal evidence from Ovum's clients suggest that a large percentage of end users ignore SharePoint for daily document exchange because of the need to navigate through multiple web pages in order to complete SharePoint tasks. By addressing these basic usability issues, harmon.ie believes that it can offer a better experience to corporate email and collaboration users, without the need for users to change their work habits.

Go-to-market strategy

harmon.ie's "freemium B2B" business model allows typical business users to access SharePoint or Google Docs from Outlook, thus helping drive enterprise sales when they recommend the product to IT decision makers.



In November 2010, the company released harmon.ie for SharePoint, Enterprise Edition, introducing "social email" to drive enterprise collaboration and SharePoint adoption from both Outlook and Lotus Notes. In August 2011, the company introduced "social documents" which unites document collaboration with enterprise social-networking interactions.

With company headquarters in California, US, and offices in Israel, the UK, Germany, and France, harmon.ie continues to drive approximately 80% of its business through direct sales, with the remaining 20% of sales driven through value-added resellers and systems integrators, in markets where harmon.ie does not employ direct sales representatives and/or where customers work exclusively with a technology partner or reseller.

harmon.ie has established relationships with IBM and Microsoft and is in the process of developing relationships with social-networking companies. harmon.ie for SharePoint is offered on an annual subscription basis at a price of \$50 per user. harmon.ie for SharePoint Notes Edition is offered via a \$125 per user, perpetual license. Volume discounts are available.

IMPLEMENTATION

harmon.ie provides SharePoint adoption services that include deployment assistance, adoption analytics and training services for internal help desk and end users. harmon.ie also offers technical expertise and product support services to assist organizations with the harmon.ie deployment and ongoing use. For enterprise deployments, harmon.ie provides training to enable help-desk employees to provide efficient first-level support to end users. This training is delivered in a single, two-hour onsite session.

harmon.ie is supported on computers running Windows 7, Windows Vista, or Windows XP Professional with Microsoft Outlook 2010 or 2007. The Notes Edition of harmon.ie is compatible with IBM Lotus Notes v6.5.x onwards. The Microsoft .NET Framework 2.0 or later is also required. On the server side, harmon.ie is compatible with Microsoft SharePoint Server 2010, Microsoft Office SharePoint Server 2007, and Windows SharePoint Services version 3.0. SharePoint Online (part of Microsoft Office 365) as well as hosted solutions are also supported.

Deployment examples

A power and automation technologies company

ABB has initiated a global collaboration program to facilitate interaction and information sharing among its 124,000 employees. A cornerstone of the program is "You@ABB," a personal productivity portal, within the email window, that provides one-stop access to corporate and team

documents; a calendar merging all personal and team meetings, events, and tasks; a social and professional directory; and access to communications such as chat for fast collaborative work. Other components include team spaces, a basic content management system, and unified communications. Enabling technologies include Microsoft SharePoint, IBM Lotus Notes and Sametime, EMC Documentum, and harmon.ie.

While not yet fully deployed, the ABB implementation has already improved team communication and cooperation. In the first year after rollout, 2,400 team sites were set up for project, departmental, and regional work, and the collaboration tools were being used by more than half of SharePoint users – nearly a quarter of the total workforce. Participation increased significantly when the harmon.ie deployment began midway through the year, with a doubling of team sites and a 35% rise in unique weekly users in the ensuing four months.

A global automotive supplier

In 2009, Continental Corporation launched a corporate-wide collaboration initiative designed to drive innovation and efficiency by facilitating knowledge exchange among the company's global information workforce. A linchpin of the project is harmon.ie for SharePoint. With harmon.ie bridging the gap between email and SharePoint for 60,000 information workers, Continental is enabling seamless document collaboration that is critical to building the network culture mandated by senior management.

| Table 2: Contact details | |
|---|--|
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| Source: harmon.ie | OVUM |

APPENDIX

Further reading

Enterprise Collaboration 2011/2012 (Technology Evaluation Report), May 2011

Microsoft - SharePoint 2010 for Enterprise Content Management, October 2011

Google - Google Apps for Business, April 2011

2012 Trends to Watch: Enterprise Collaboration, December 2011

Methodology

Ovum Technology Audits are independent product reviews carried out using Ovum's evaluation model for the relevant technology area, supported by conversations with vendors, users, and service providers of the solution concerned, and in-depth secondary research.

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We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at consulting@ovum.com.

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