MangoTalk

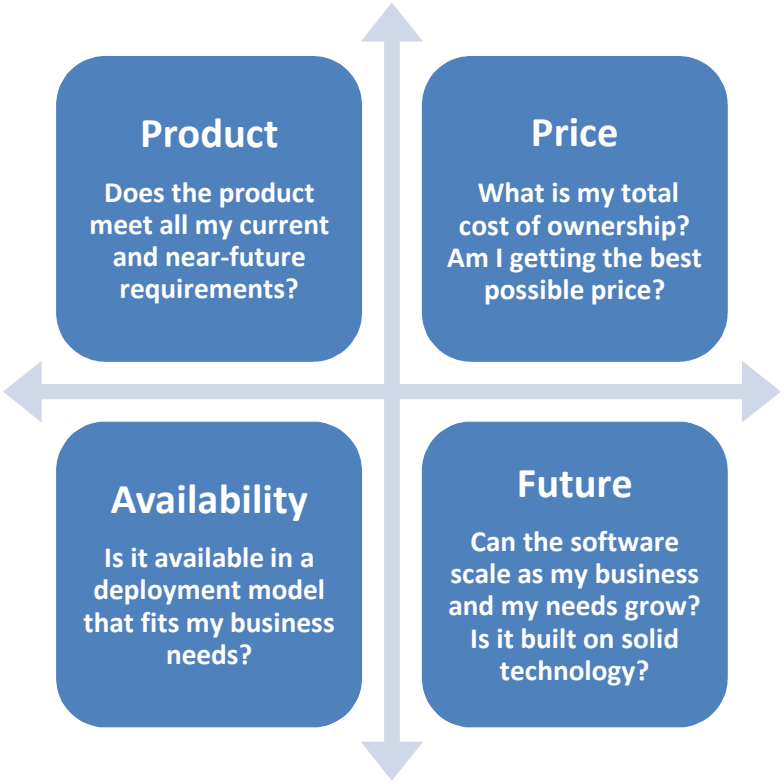
Private and secure facebook & twitter for your business

Wondering how we compare to others?

Social Business Collaboration Tools: Head to Head Comparison of MangoTalk, Chatter, and Yammer

Social Business Collaboration software is changing the way businesses communicate and get things done. This document outlines how MangoTalk compares to two of its biggest competitors – Yammer and SalesForce Chatter.

When you boil it down, there are four primary parameters that all software buyers care about:

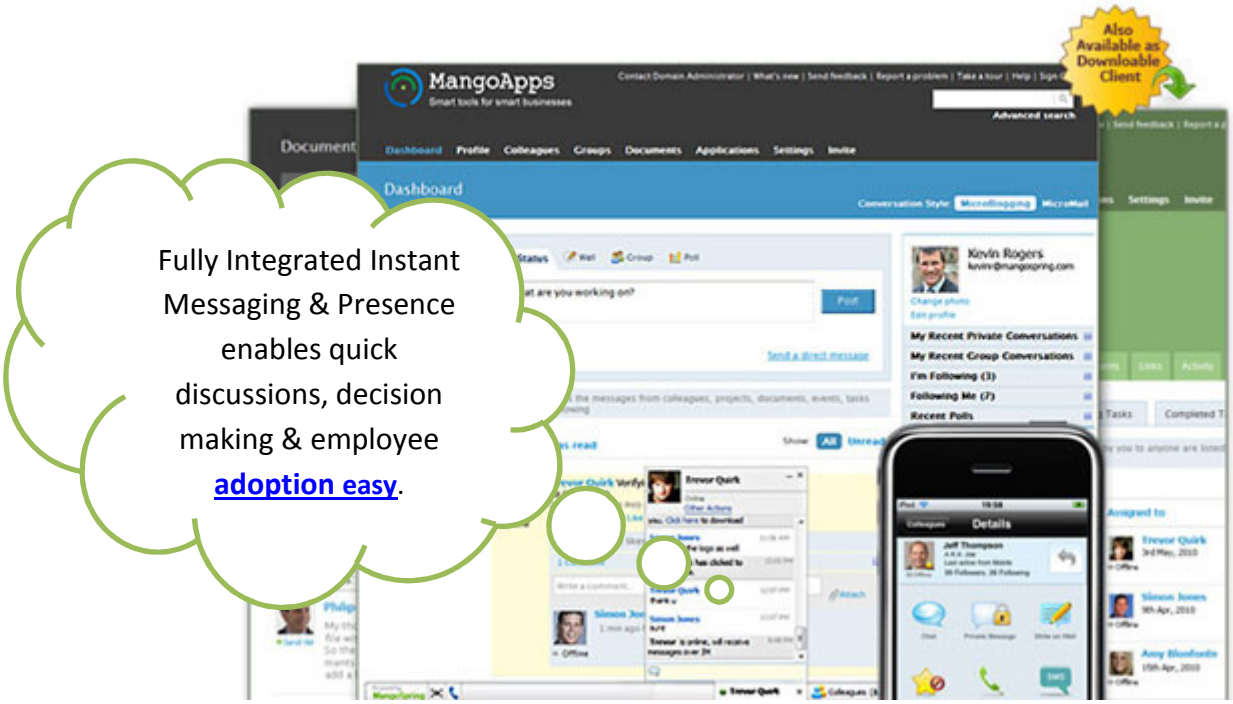


The following tables compare MangoTalk, Yammer and Chatter with an eye towards answering the four questions above.

1. MangoTalk Product Differentiation:

We believe that **real-time communication silos (social or not) are BAD for collaboration and productivity** and create more new problems then they solve. MangoTalk combines **existing real-time communication methods** with new **social messaging paradigms** to bring a seamless, socially aware, communication experience. **MangoTalk is the richest social communication tool there is**. Don't take our word for it - take a look at Table - 1: Summary MangoTalk, Chatter & Yammer Feature Comparison Chart and see for yourself how we outperform both Yammer and Chatter on over 100 points.

- **Add liquid workflow to your conversations:** MangoTalk is built on MangoSpring's real-time engagement platform. This ensures that out-of-the-box MangoTalk is fully integrated with all the other workflow focused MangoApps. So as you are ready to integrate workflow to your communication, you are sure to find a MangoApp that fits the bill.
- **Rich support across all platforms**: MangoTalk is the only product that is certified to work across all 7 major web browsers, offer a native desktop application for PC, Mac and Linux based systems, and native applications for Android, Blackberry, and iPhone mobile devices and a native iPad application to keep you connected no matter where you are and what you use.



2. MangoTalk Price Differentiation:

We believe that for social business software to be successful it needs to be available to everyone in the company and not just a select few. MangoTalk is priced to flatten the typical software pyramid and there are no hidden costs.

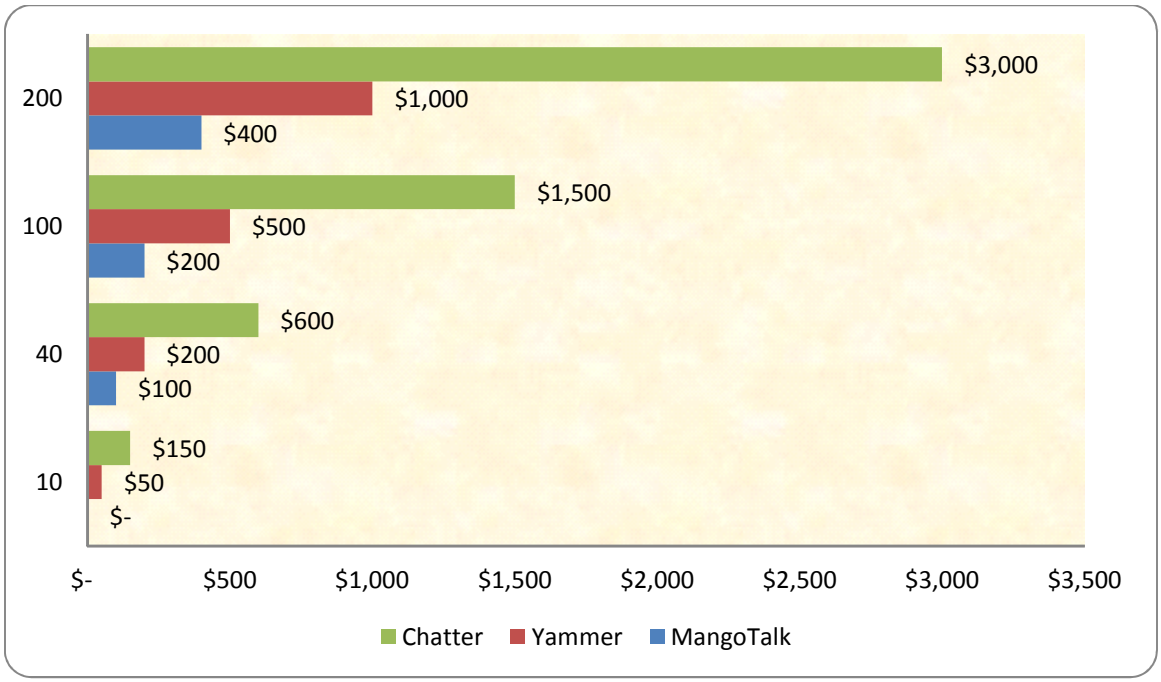
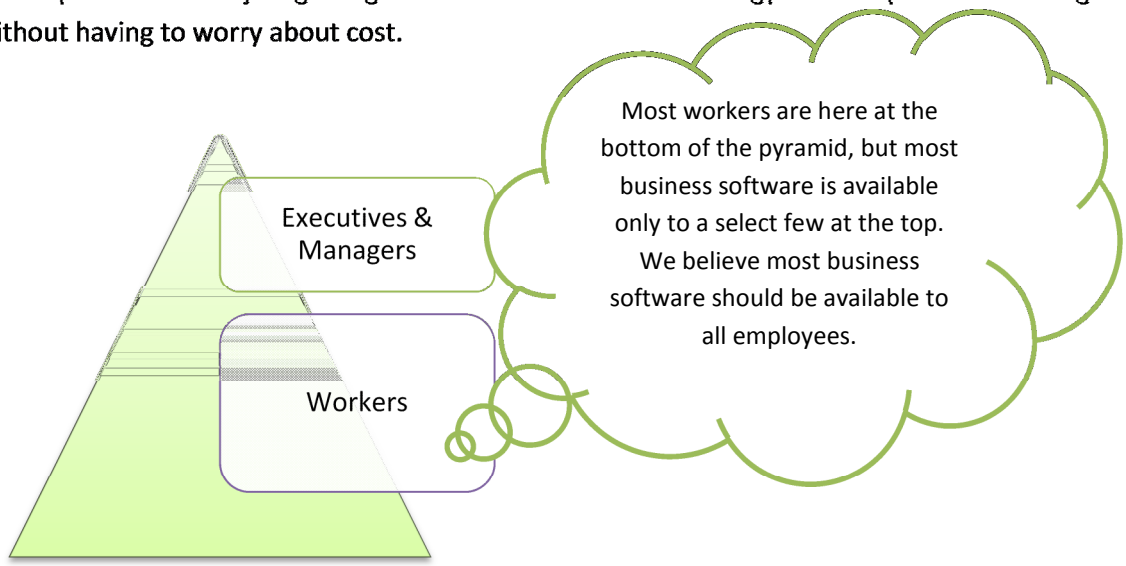


Figure 1: MangoTalk, Yammer and Chatter Price Comparison based on published prices from respective websites.

In addition to being **1/3rd** of Yammer's cost and almost **1/10th** of Chatter's cost, MangoTalk is the only product that gives the **first 10 users full administrative access for FREE**. This is our way of helping companies that are just getting started use the latest technology and compete with the big boys **without having to worry about cost.**

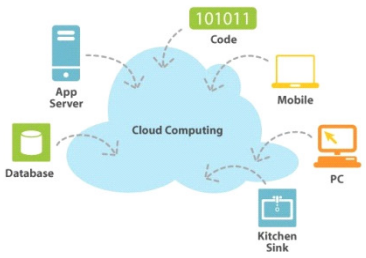


3. MangoTalk Availability (Deployment Model) Differentiation:

Deployment model that meets YOUR needs - As different customers have varying needs and comfort levels, MangoTalk is the only product that supports **all 3 deployment models** – Multi-Tenant SaaS, Single-Tenant SaaS and On-Premise (behind the firewall).

- **Source code**: In addition to the 3 deployment models, to provide additional integration flexibility, we make full source code available to our on-premise customers so that integration with other business systems becomes a breeze.

Shared Cloud



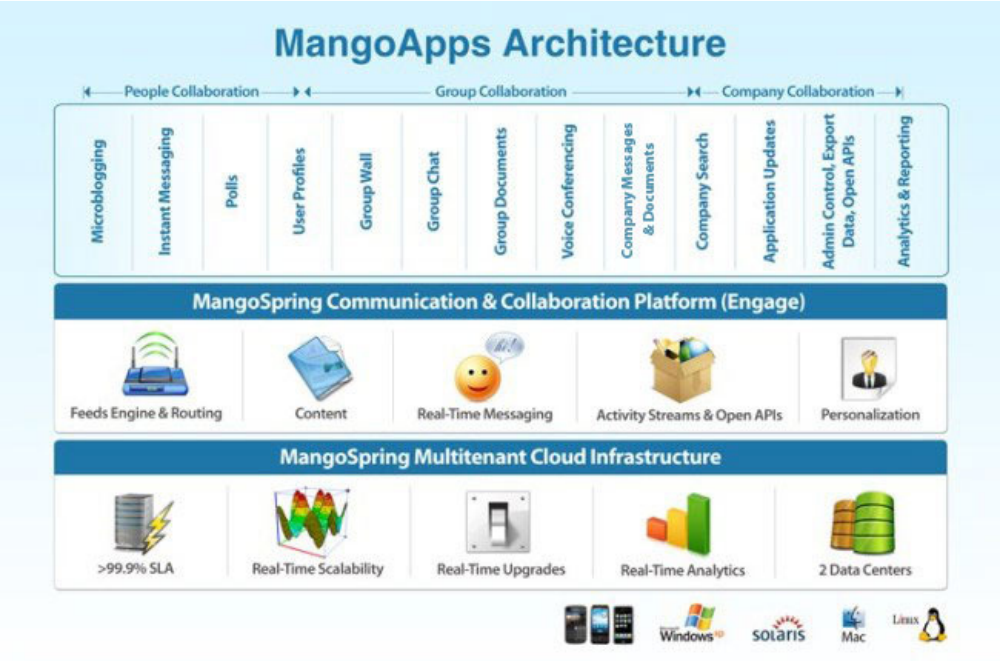
Private Cloud

On-Premise

4. MangoTalk Platform & Technology Differentiation

MangoTalk's platform-centric approach ensures longevity - MangoTalk is built on MangoSpring's real-time engagement platform. This ensures that out-of-the-box MangoTalk is fully integrated with all the other MangoApps built on the same platform. Other MangoApps can be easily written and existing apps customized to suit an individual businesses need.

- **Built for the cloud with state of the art technology stack**: Ruby on Rails, Java & Apache on the Linux platform make for a perfect combination of state of the art technology that is bound to be around and supported for a long time to come.
- **Full featured API**: In addition, MangoTalk comes with a full-featured API set that you can use to integrate other applications or write your own MangoApps.



We invite you to take MangoTalk for a spin and experience it for yourself. To experience a fully setup live domain, please visit Live Demo, or to watch a live overview video click here. You can even create your own business network for FREE!.

Table - 1: Summary MangoTalk, Chatter & Yammer Feature Comparison Chart

Legend: ● **Fully Supported** ◐ **Partially Supported** ○ **Not Supported**

Features & Sub Features	MangoTalk	Chatter	Yammer
Profile	●	●	◐
Import Data from LinkedIn	●	○	○
View Info as PDF	●	○	○
Aggregation of all user Centric activities in one place	●	○	○
Colleagues	●	◐	●
Full AD & LDAP Integration and sync	●	◐	○
Bulk Invite	●	○	●
External Domain Members	●	●	◐
Microblogging for Enterprise	●	◐	◐
Rich Status Updates Messages	●	◐	◐
Read Receipt	●	○	○
Move a Feed	●	○	○
Dashboard / Home	●	●	●
1-Click Composition UI	●	○	○
Upcoming Birthday Announcements	●	○	○
Itemized Count of Unread Feeds	●	○	○
Colleague Directory	●	●	●
Colleague Office Card	●	○	○
Enterprise Grade Instant Messaging	●	○	○
Phone-to-Phone Conference Call	●	○	○
Full Group Chat Support	●	○	○
Document Sharing	●	◐	◐
Post on Wall	●	○	○
Attach to IM	●	○	○
Upload directly	●	○	○
Groups	●	◐	◐
Real-Time Group Chat	●	○	○
Security	●	◐	◐
Allow, Moderate or Restrict New User Invites	●	◐	◐
Restrict Access Based on Device/Access Types	●	◐	○

Manage Users Exclusively through Corporate Security Policy	●	○	○
Unified Search	●	◐	◐
Social Applications	●	○	○
Employee Recognition, Birthday Gifts/Office Poke, Quick poll	●	○	○
Multi-Platform Support	●	◐	◐
Desktop Application for PC/Mac/Linux	●	○	●
Native iPhone / iPod Touch App	●	○	◐
Native iPad Mobile App	●	○	○
Native Android & Blackberry App	●	○	◐
Network Administration Capability	●	◐	◐
Org Chart	●	○	●
Application Management	●	○	○
Content Management	●	○	◐

Table – 2: Detailed MangoTalk, Chatter & Yammer Feature Comparison Chart

Legend: ● **Fully Supported** ◐ **Partially Supported** ○ **Not Supported**

Features & Sub Features	MangoTalk	Chatter	Yammer
Profile Each network member maintains a personal profile for other colleagues to learn their work experience, expertise and educational background. The Profile feature commonly associates sub features per colleague to each network member including wall posts, group and feed memberships, activity, and organizational hierarchy	●	●	◐
Change Photo A profile picture may be set or reset to visually identify users.	●	●	●
Import Data from LinkedIn Integration to populate the Personal Profile with professional information already stored on LinkedIn.	●	○	○
Edit Profile Manually update Personal Profile information as contact information, work experience, education, and personal information change.	●	◐	◐
View Info as PDF Format a Personal Profile into a PDF document that can be shared external to the application.	●	○	○
Wall Public Wall posts are listed with Profile.	●	○	○
Groups Public and Private Groups that you belong to are shown.	●	○	○
Documents / Files Documents posted by the owner of the profile.	●	○	●
Links Links posted by the profile's owner are shown in Profile.	●	○	○
Activity A list of activity by the user.	●	○	○
Contact & Background Info Contact information and work experience, educational experience and general expertise is listed in Profile.	●	◐	●
Org Chart The organization reporting structure per user.	●	○	●
Colleagues A list of people that the owner of the profile is following.	●	○	○
Awards Awards or recognitions that the owner of the profile has received.	●	○	○

Polls The polls that the owner of the profile has initiated.	●	○	○
Mentions The feeds where the colleague is “mentioned” are filtered in the Profile.	●	○	○
Private Chats Visible to the owner of the profile only, the list of private chats participated in.	●	●	●
Messages The messages in the main feed belonging to the owner of the profile.	○	●	●
Download vCard An action to generate and download a vCard with contact info.	○	○	●
Invite Colleagues Invite workmates in the organization to join the network.	●	◐	●
AD & LDAP Integration Users can be imported and maintained through existing Active Directory and LDAP security policies.	●	◐	○
Bulk Invite Users can be invited via a formatted CSV file or other file type.	●	○	●
External Domain Members Users that are not part of the registered domain can join the network.	●	●	◐
Microblogging for Enterprise Broadly open communication between peers that is designed for a professional environment.	●	◐	◐
Email to Feed Specify an email address to which colleagues send mails that will be converted to feeds in the client.	●	◐	◐
Status Updates Post a message of what you’re working on.	●	◐	◐
Following & Followers Feeds that you follow and peers that are following your feeds.	●	●	●
Chronological Comments / Replies Comments have some sort of time stamp and are nested within the originating feed.	●	●	●
Read Receipt Require an acknowledgement when followers read a feed you've posted.	●	○	○
Mentions Mention a colleague by using their user ID in a feed.	●	○	●
Watch / Bookmark Feeds that you want to track can be watched through their resolution.	●	○	●
Move Feed Reposition the feed from the general audience to a defined group audience.	●	○	○

Hide Dismiss a specific feed from a colleague from your feed queue without unfollowing that colleague.	●	○	○
Dashboard / Home Centralized location for viewing feeds and performing client actions.	●	●	●
Getting Started New users are presented with suggested steps to follow to begin using the product.	●	◐	●
Status Update Composition UI Compose a short message about what you are working on and share it with followers.	●	●	●
Colleague Wall Post Composition UI Write on a colleague's wall without leaving the Dashboard / Home.	●	○	○
Group Wall Post Composition UI Compose a message and post it to a group's wall without leaving the Dashboard / Home.	●	○	○
Create a Poll UI Design a short question and answer poll for followers to complete.	●	○	○
Direct / Private Message Composition Send a private (usually offline) message to a specific colleague.	●	○	◐
Recent Activity Tracking See personal recent client activity to quickly find feeds, posts, and colleagues.	●	○	○
Upcoming Birthday Announcements Company-wide announcements of upcoming birthdays based on Personal Profile information.	●	○	○
Itemized Count of Unread Feeds Quickly find feeds from different categories that remain unread.	●	○	○
RSS Feeds Subscribe to internal RSS feeds and see the posts.	○	○	●
Colleague Directory Find colleagues in your organization to communicate with.	●	●	●
Search Colleagues by Name, Email ID and First Initial	●	◐	◐
Filter Colleagues Segregate the list of all colleagues into filtered lists.	●	○	○
Compose Colleague Wall Feed Quickly open a UI to compose a wall post to a colleague from their directory listing.	●	◐	◐
Send IM Begin an instant messaging conversation with a colleague from their directory listing.	●	○	○

View Colleagues' Profiles Open the profile page of a colleague found in their directory listing.	●	◐	◐
Search for Colleagues' Public Content Quickly find the feeds, documents, links and recent IM's of a colleague from their directory listing.	●	◐	◐
View Following & Followers Display the lists of colleagues that are being followed and are following a colleague in the colleague directory.	●	◐	◐
Follow / Unfollow Setting Choose to follow or unfollow colleagues from the directory list.	●	●	●
Follow Everyone A toggle setting to follow all the network's colleagues with one click.	○	○	●
Instant Messaging Communicate with colleagues via a built in instant messaging client.	●	○	○
Switch to Peer-to-Peer Voice Chat Communicate computer-to-computer using a microphone and speakers.	●	○	○
Phone-to-Phone Conference Call Bridging Instantly initiate a landline or cell phone conference call to a workmate or anyone.	●	○	○
Initiate Group Chat Network members can invite online colleagues to join a group chat. The session is saved so that offline members can review.	●	○	○
Message Confirmation Status See a list of all instant messages that were delivered, or never reached their destination to close the loop on communication.	●	○	○
Email Recent Chat History Send the chat transcript as an email to a colleague.	●	○	○
View Chat History Review the IM history of a specific colleague.	●	○	○
Search Chat History Search for keywords in chat history of colleagues.	●	○	○
Share File Send a file via the IM client as an attachment.	●	○	○
Follow / Unfollow Without leaving IM, choose to follow or unfollow the colleague you are IM'ing.	●	○	○
Report Abuse Send a transcript of abusive instant messaging sessions from a specific colleague.	●	○	○
Document Sharing Distribute documents within the organization	●	◐	◐

Attach to Feed Share a document with the organization by attaching it to a feed.	●	●	●
Post on Wall Document attachments to public wall posts are discoverable by the entire organization while private wall post attachments are private to the originator and the recipient.	●	○	○
Attach to IM Share a file with a colleague over IM.	●	○	○
Upload directly Without initiating a communication, users can upload documents to the repository.	●	○	○
Groups Fully communicate, manage, and maintain privacy with members of a group.	●	◐	◐
Create a Group Users and Admins can create a group.	●	●	●
Filter Groups Groups and group messages can be filtered into a single view	●	○	◐
Search Groups Ability to search for groups by name and group messages by keyword.	●	◐	●
Public & Private Groups Groups can be marked as public or private to potential members.	●	●	●
Real-Time Group Chat Send an instant message to all group members that are online.	●	○	○
Security Built-in security to keep your organization's data and network secure.	●	◐	◐
Secure Data Center All data is housed at our secure data center.	●	●	●
Connect over SSL Client securely connect to your community network over SSL	●	●	●
Password Length / Strength Policy Configurable password policy to specify strength and length settings for default user password	●	●	●
Allow, Moderate or Restrict New User Invites Admins set whether network members invite users.	●	◐	◐
IP Range Restricted Connections The IP range for client user can be restricted to a specified IP range	●	●	●
Restrict Mobile Connections per Device Type Administrators can choose to restrict certain supported mobile devices from connecting.	●	◐	○

Disallow Desktop Client Access Access can be narrowed to the web client only.	●	○	○
Manage Users Exclusively through Corporate Security Policy LDAP or Active Directory security can be the sole method of user management.	●	○	○
Dedicated Network Admins Changes to the network can be made by designated admin users only.	●	●	●
Communities Communities are separate networks used to communicate with external groups, like customers, partners, contractors, and fans of your domain.	○	○	●
Search Capability Find feeds, wall posts, colleagues, documents, links, or instant message sessions by keyword, tag, or colleague name.	●	◐	◐
Applications Add on utilities to extend usability and bring some fun to the workplace.	●	○	○
Employee Recognition Peer recognition of good work that can be awarded to any colleague by other members of the network.	●	○	○
Birthday Gifts Choose an appropriate "gift" image to include with your well-wishing of colleagues' birthdays.	●	○	○
Office Poke Bring levity to the workplace and poke some fun at colleagues' unique personalities.	●	○	○
Quick Poll Ask a quick question and get a quick answer from followers, then track their responses.	●	○	○
Multi-Platform Support Stay connected with your organization while on mobile device, on your desktop computer or from any web browser.	●	◐	◐
Desktop Application Designed for PC Keep in touch with your colleagues' notifications with a PC background client.	●	○	●
Desktop App Designed for Mac Keep in touch with your colleagues' notifications with a Mac background client.	●	○	●
Desktop App Designed for Linux Keep in touch with your colleagues' notifications with a Linux background client.	●	○	●
Native iPhone / iPod Touch Mobile App Full-featured native iPhone application available in the App Store.	●	○	◐
Native iPad Mobile App Re-designed client specifically designed to	●	○	○

maximize the screen size and common usage on the iPad			
Native Android Mobile App Client for Android devices available in the Android Market.	●	○	◐
Native BlackBerry Mobile App Stand-alone desktop client that runs on different popular OS platforms.	●	○	◐
Multi-Browser Support including MSIE, FF, Safari and Chrome A web client that is certified to work properly in the world's most used internet browsers.	●	●	●
Configurable Client Settings Personalization of feature settings and aesthetic display for desktop and web clients.	●	◐	◐
Theme Personalization Customize color and visual appearance settings of your client.	●	◐	◐
Email Notification Settings Control the level at which you are notified via email of colleague communications and activity.	●	◐	●
Micro Mail Setting View Feeds in a familiar email-esque layout format.	●	◐	●
Network Administration Capability Authorized users may change the configuration and feature set of the application.	●	◐	◐
Domain Management Upload your network or company logo and setup your network specific configuration.	●	◐	●
Group Management Create a new group, edit group properties or delete a group from the network. Upload a picture for the group or setup role based administration.	●	◐	◐
Org Chart View and Setup the organizational hierarchy of your network.	●	○	●
Security Secure your network by specifying an IP range allowing employees to access the application only from your office network or behind a VPN, control access from Desktop and Mobile clients and configure password policy for employees.	●	◐	◐
Application Management Manage all applications from here. Add your company branded awards and gifts to give that personal touch that makes an award more special.	●	○	○
User Management Manage users within your network. This includes ability to add new users, remove users, set manager/ employee, reset password or suspend a particular user from your network.	●	◐	◐
Content Management	●	○	◐

Use this simple unified search interface to moderate messages and files in the network.			
Integrations Set up external LDAP directory based authentication, IMAP server setup to fetch emails which get converted to feeds and 1 click voice-over-IP calling.	●	●	●
Reporting & Analytics Monitor your network statistics. Get detailed activity reports on users, projects, messages/IM and much more.	●	●	●
Account Management Make changes to your subscription plan and view payment history.	●	●	●
Inline Help Web or pop-up based help files.	●	●	●
Extensible API Developers can create complete custom clients based on the exposed API to ensure legacy support or best fit with organizational workflows.	●	◐	●
Third-party Application Integration Ability to utilize 3rd-party applications to extend functionality.	◐	◐	◐
LinkedIn Import profile data from LinkedIn	●	○	○
SharePoint Integrate document management with Microsoft SharePoint	○	◐	●
Export Content Receive the content that has been entered into the application in a compatible format.	●	●	●