



# Jive 5 Apps Market Inside Implementation

## Company Overview

Founded in 2001 in Portland, Oregon, Jive Software Inc. (NASDAQ:JIVE) is the first company to bring the innovation of the consumer web to the enterprise, and, in doing so, are making work great. Jive is breaking down the barriers separating employees, customers, and partners and making it possible for the first time to engage socially and authentically around what matters most to all of them. This engagement is driving breakthroughs in revenue, cost, and innovation. Jive software brings the best of social networking, social media, and collaboration and community software to enterprise. The company has been hailed by Gartner as being a leader and a visionary in the fields of social CRM, externally facing social software, and social software for the workplace and is constantly working to remain innovative and retain this leader status.



## Challenge

Jive set out to create a new customer experience in the enterprise space with the launch of the Jive 5 Application Marketplace. Their stated goal for the marketplace was to bring the simplicity of buying and installing consumer apps to enterprise. So the initial challenge was to find a way to allow enterprise customers to easily browse, buy, and install software and, most importantly, be up and running with a single mouse click.

Jive's customer base was also increasingly comprised of multi-national corporations that needed to be able to translate content from inside the Jive application itself. As a company who is always looking over the horizon and never afraid to adopt new technology, Jive saw the Lingotek – Inside integrations as a way to provide their customers with the convenience of being able to translate content inside the Jive application framework.

Jive's goal was to launch the apps marketplace at the same time they were releasing the Jive 5 Application in July of 2011, which presented a particularly short window of opportunity during which the implementation needed to be written, tested, and deployed.

## Solution

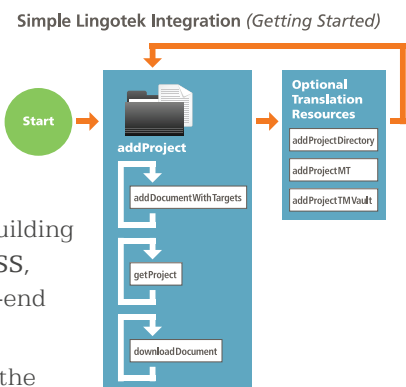
Jive honored Lingotek by asking it to be one of its first five Jive 5 Apps Marketplace partners. As one of its first offerings on the Jive 5 Apps Marketplace, Lingotek created the Lingotek – Inside Jive 5 App which allows Jive customers to translate content inside of the Jive application framework. This was designed to provide Jive's increasing customer base that required the ability to handle localization tasks inside of the Jive framework. Providing this seamlessly integrated capability was accomplished by using a robust set of APIs that allow developers to imbed any of our Collaborative Translation Platform functionality into their 3rd party application.

## Implementation

The scope of the project was set to create an app that allowed Jive 5 customers to localize content from inside of the Jive framework. The design process settled on building the system using HTML, CSS, and JavaScript as the front-end technologies.

**OpenSocial** was chosen as the software container due to several calls available in the component hosting environment.

**OAuth** was used for authentication, allowing the Jive software to connect Lingotek securely as well as to identify which users were handling which parts of the translation process. OAuth was also responsible for





recognizing that a Jive customer was already associated with a Lingotek community or, in the cases where the user isn't already associated with a community, automatically provisioning a new Lingotek account and associating them with it.

**Activitystrea.ms** was adopted as the streaming format for information coming from Jive, providing Jive community users with updates about activity inside of Jive.

And, finally, the **Lingotek API v4** was used to serve all of the translation-related data to the Jive platform as well as for various integration activities.

In a total development time of between 6-8 weeks, the software was completed. The software then underwent rigorous testing and was found to be stable and ready for deployment.

### Results

Not only was the software ready for deployment, but due to some intense and efficient collaboration between Lingotek and Jive, the app was completed in time for the launch of the Jive 5 application market. In fact, the app was one of the first five apps available in the marketplace.

And the success since then speaks volumes about the



high quality of the easy-to-use and simple app: Jive has added a half dozen customers because of the availability of simple translation solutions available inside of the Jive framework. Over 100 Lingotek communities have been created through the app since it was launched, and requests for support have been almost non-existent.

### Project Data

**Length of development:** 6 weeks

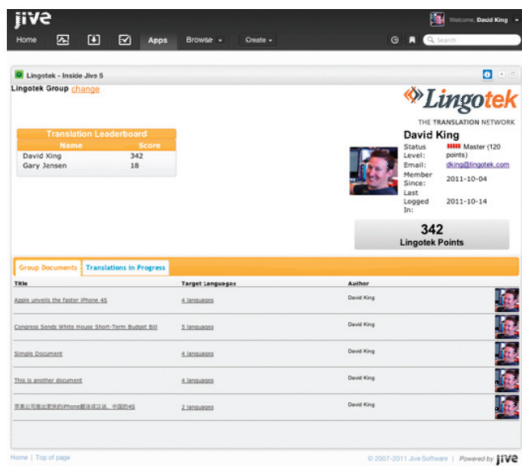
**Developers:** 1 developer half time

**Languages:** HTML, CSS, JavaScript, OpenSocial, OAuth, OpenID, Activitystrea.ms, Lingotek 4.0 APIs

**Lingotek's Collaborative Translation Platform (Inside)**

### About Lingotek

Lingotek is the industry-leading provider of Collaborative Translation Technology. By harnessing the power of communities, products and services can now be distributed around the world in the native language of each market, while simultaneously increasing product loyalty among users. The Lingotek Collaborative Translation Platform brings Machine Translation, Translation Memories and terminology management together with a social network to enable the social production of localized content. Lingotek puts you in business everywhere. More information is available at [www.Lingotek.com](http://www.Lingotek.com).



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