



PRESS RELEASE

SOCIALCAST INTRODUCES “REACH” TO EXTEND SOCIAL CONTEXT INTO ENTERPRISE BUSINESS SYSTEMS

Industry-leading Integration Drives Organizational Efficiency by Providing an In-Context View of Relevant Interactions Across the Company

SAN FRANCISCO, CA – 10/19/2010 -- Socialcast, the company that unites people, information and applications in real time across the enterprise, today announced the immediate availability of Socialcast Reach, a powerful extension to the core Socialcast enterprise activity streams and microblogging platform. Reach enables industry-first in-context views of valuable, relevant conversations across critical business systems like SharePoint, Intranets, ERP and CRM systems, providing cross-functional visibility into the organization’s key interactions.

Socialcast’s Reach allows companies to bring the conversation into applications that employees are most familiar with—the first such capability introduced in today’s collaboration landscape. Employees are now able to focus on their work while having a view into relevant interactions or an opportunity to find expertise. Software vendors today want to introduce new applications with the expectation that users will shift their behavior and constantly shift work context. Reach combats that challenge by bringing relevant conversations and information into the systems where employees are the most comfortable and productive.

“Like enterprise portals which bridged end-user computing and business applications, we see today the beginning of another evolutionary step in business computing that aims to bridge the gap between end-user social computing and business applications. The value of blending social context with transactional context when it comes to getting things done is already recognized both by business application vendors as well as by social platform providers,” said **Nikos Drakos, Research Director, Gartner, Inc.**

Socialcast Reach is an entirely new Socialcast offering consisting of powerful extensions that fit with minimal hassle into existing business systems. Examples of these extensions include:

Reach Stream – the Stream extension brings the conversation to you within the enterprise application you are working in by integrating your key Socialcast streams into any SharePoint, Intranet or business system environment that supports html/javascript.

Reach Discussion – the Discussion extension allows you to focus discussions around key resources within your business system environment. Employees can engage in specific conversations related to customers, projects and operational metrics that live in a number of systems. Examples include CRM accounts, leads opportunities; Issue Tracking of customers; Project Management for projects and resources; and Knowledge and Content Management of documents and categories. These discussions live inside Socialcast and are visible both in the Socialcast community and the business system.

Reach Recommend – the Recommend extension creates a view into the critical connections of your employees as they search for and leverage content across the enterprise. Once a user clicks on a “recommend” button on any resource in the enterprise, a rich message is immediately inserted into the Socialcast platform, surfacing that person’s recommendation. All recommendations on an object will be aggregated, providing a relevance-driven view into the organization’s most valuable content.

Select Socialcast customers have been previewing and testing Reach as a part of its Customer Beta Innovation program. Humana (NYSE: HUM), one of the nation's largest publicly traded health and supplemental benefits companies, has been exploring the capabilities of Reach for its Socialcast deployment. "One of the values I see in Reach is that it takes the collaborative conversation to where the users are rather than requiring them to open yet one more tool," said **Jeff Ross, Enterprise Innovation Consultant at Humana**. "This will help tremendously in making the use of Socialcast a part of the daily workflow process of our users. I've very excited about the possibilities."

All Reach extensions are created and maintained through a simple configuration tool that walks users through the selection, formatting and installation of the extension. Not only will they be provided with exact code to install into business systems, users will also be able to leverage the new Open Graph Protocol markup that will be provided to drive a very rich experience with stream messages coming from these extensions.

"Reach attains that 'holy grail' of in-context collaboration within enterprises that have so much information, they can't surface it for the greater good when employees really need it," said **Tim Young, CEO and Founder, Socialcast**. "Reach solves the 'not another application' problem within corporate work structures by providing a new paradigm where employees can collaborate in context within their existing workflows and applications. Reach truly makes Socialcast the leader in extending enterprise social context by providing solutions that employees can leverage to interact with real time data in pursuit of enterprise goals."

About Socialcast: Socialcast – the company that unites people, information, and applications across the enterprise via Activity Streams – brings everyone in with its real-time enterprise activity stream engine. Behind the firewall or in the cloud, Socialcast's software enables instant collaboration in a secure environment. Backed by Menlo Ventures (www.menloventures.com) and True Ventures (www.trueventures.com), Socialcast is headquartered in San Francisco, California. For more information visit www.socialcast.com or call 1-888-779-3220.

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