



## Aurea Brings Jive Collaboration Center Stage

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### IDC's Quick Take

Jive by Aurea collaboration users saw a "rebirth" of their platform at Aura Experience in Europe and, most recently, New Orleans, on December 3 and 4, 2018. Breakout sessions, many led by larger brands using Jive, focused on employee engagement, significant business impact from the new digital workplace, and customer intelligence. Key announcements included the long-awaited road map to demonstrate the investment Aurea is making in the platform.

### Event Highlights

This was a rebirth event in the minds of many of the attendees.

It's been 19 months since the Jive Software faithful got together. Last time, over 1,000 people were in Las Vegas to hear that it was acquired by Aurea through ESW Capital LLC (see *JiveWorld17: Acquisition, Strong Features Steal the Show*, IDC #US42551717, May 2017).

Two smaller focused user conferences with several hundred people each heard Aurea's recommitment to the Jive platform and the road map for the next few years that add more cross-platform functionality and AI. Key announcements made at the event include:

- **Corporate health and revenue:** Aurea has 35 products in its portfolio, the largest is clearly Jive, which creates a collaborative intranet community. It has grown to be a \$500 million company with 4,000 customers around the globe. The event was focused on Jive customers, but its products range from CRM, marketing management, distribution, and SMB solutions. Its new pricing model is buy one, get access to all the "unlimited possibilities."
- **Aurea PeopleGraph:** The most exciting announcement was the introduction of [PeopleGraph](#). Designed to help companies accelerate their pace of content creation and reduce duplicate work, Jive will recommend related experts and documents in real time as people work. By partnering with [Amazon Neptune](#), PeopleGraph will leverage an understanding of people, profiles, and their abilities; organizational relationships, explicit relationships, and personal and professional affinities, as well as time, content, and activities.
- **Intent-based search:** To help people quickly find what and whom they are looking for, the PeopleGraph search engine will go beyond keywords to truly understand the real intent of each search. Jive's new discovery experience will leverage advanced content semantics and valuable intelligence about each person's interactions to deliver better results.
- **Intelligent news feeds:** PeopleGraph will also eliminate digital crowding in Jive news feeds by leveraging its relationship web to prioritize the information people care most about.
- **Reimagined digital diary:** Jive's new mobile-first personalized assistant will save people time and ensure more successful, productive meetings. PeopleGraph will enable this by instantly merging a user's calendar appointments with recommendations of related people and information from multiple digital tools.

- **Road map summary:** In the coming year, users will see premium video and improved mobile performance for Jive Daily:
  - **First half of 2019:** Additional video features (including editing), the integration of intelligent feeds, and improved functionality for Jive Daily
  - **Second half of 2019:** Improved search experience, content life-cycle management features, intelligent engine, and digital diary features
  - **2020:** Expanding with more intelligence, greatly improved framework which will enable a series of new functionality including People Mobile App, Automatic Network features, deeper insights, improved team messaging framework, and series of more intelligent features

## IDC's Point of View

This was a good and much needed gathering for Jive and Aurea. They successfully communicated their intent not just to play in the collaborative enterprise social network market but to try and win it in a unique way that leverages their developing strengths.

Their "all you can eat" product pricing for the rest of the Aurea catalog was mentioned but was not the focus. Some users wanted more information about the other 34 products, and that will be coming. Aurea tried to be respectful of the Jive users in the day and a half conference and keep the focus on Jive.

Rewind 19 months ago when over 1,000 people were at JiveWorld (see *JiveWorld17: Acquisition, Strong Features Steal the Show*, IDC #US42551717, May 2017) in Las Vegas for the last user conference and learned that Jive was being acquired. Having been there, I'm not sure Aurea knew *then* what it bought. Instead of flying out after the announcement, much of the executive team spent the next few days asking lots of questions of the users. They learned they didn't have users, per se, but a fan base who owed their new digital career to Jive, and their opportunity started to come into focus.

When Jive sold its external-facing communities Jive-x to Lithium (see *Jive Sells External Jive-x Solution to Lithium*, IDC #lcUS43014717, August 2017), people wondered what they were doing divesting themselves of that value — but now it's a lot clearer. There were acquisition challenges that affected development and customer support, some painfully. The admins I spoke to that attended said there had been recent significant improvement. And now they had what they needed to hear: a financial commitment and a road map that demonstrates that Jive will continue to grow. Many are taking a "wait and see" approach but continuing to build out on Jive.

The road was bumpy, but that seems mostly in the past and users validated the road forward. One challenge left is the 17-year-old code base — another area they are tackling, starting with a move to AWS.

While still supporting some on-prem installations, most users have already been migrated to AWS, which should be completed early in 2019. This will open the door to faster development and deployments. It also allows the roll out of PeopleGraph, based on Amazon Neptune to leverage integrations and extend AI into the solution. This feature was well received, but users would have liked to see it shown and operational.

Given Jive's history of admirable usage of APIs, I have high hopes of seeing something good here. This is also the opportunity to create a new, easier-to-use API for companies that want to develop their own custom internal apps. Now doubt AWS will facilitate that as well.

One of the surprises was how good some enterprises were at leveraging a combination of web analytics and Jive analytics to create truly actionable metrics from communities. This has been a big problem for some other vendors. Yet this will also improve for Jive users next year.

The acquisition was not perfect, but none are. Users told me about recent improvements, and they like what they heard on the road map. Now, they want to see it. And so do I.

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