



Firestring

**ENTERPRISE 2.0**

[WWW.FIRESTRING.COM](http://WWW.FIRESTRING.COM)

**INNOVATION AND BUSINESS  
IMPROVEMENT THROUGH  
DEEP COLLABORATION**

**ARE YOUR TEAMS RE-INVENTING THE WHEEL?  
STRUGGLING TO RUN YOUR PROJECTS MORE  
EFFICIENTLY AND GET PEOPLE ON THE SAME PAGE?**

**Firestring delivers enterprise-grade social networking solutions.**

Firestring leads the field in creating virtual workspaces and social networks for business, enhancing existing Microsoft® SharePoint® solutions through our unique Semantic Knowledge Management Engine.

The Engine creates the private information interface for professional collaboration and knowledge sharing in your business – across your teams and between different business units.

**POOR INFORMATION ACCESS  
IS OFTEN THE PRIMARY CAUSE  
OF PROJECT FAILURE.**

**KNOWLEDGE FROM ONE  
PROJECT IS VALUABLE AND  
CAN BE REUSED IN OTHER  
PROJECTS.**

**KNOWLEDGE ISN'T JUST  
DOCUMENTS. IT SITS IN  
PEOPLE'S HEADS AND IN THE  
INFORMAL CONVERSATIONS  
PEOPLE HAVE.**

**TODAY'S INTRANET: WHY WEB 2.0 IS DRIVING KNOWLEDGE MANAGEMENT?**

It's tempting to think of your business's knowledge as documentation, white papers and reports. But too much formality leads to a lack of business innovation and the sharing of information in real-time, at-the-point-of-need.

Knowledge is a social process and no one can take responsibility for all collective knowledge within your business.

Since a lot of your business's knowledge is tacit and self-organising the most important way to advance it is to remove the barriers to self-organisation.

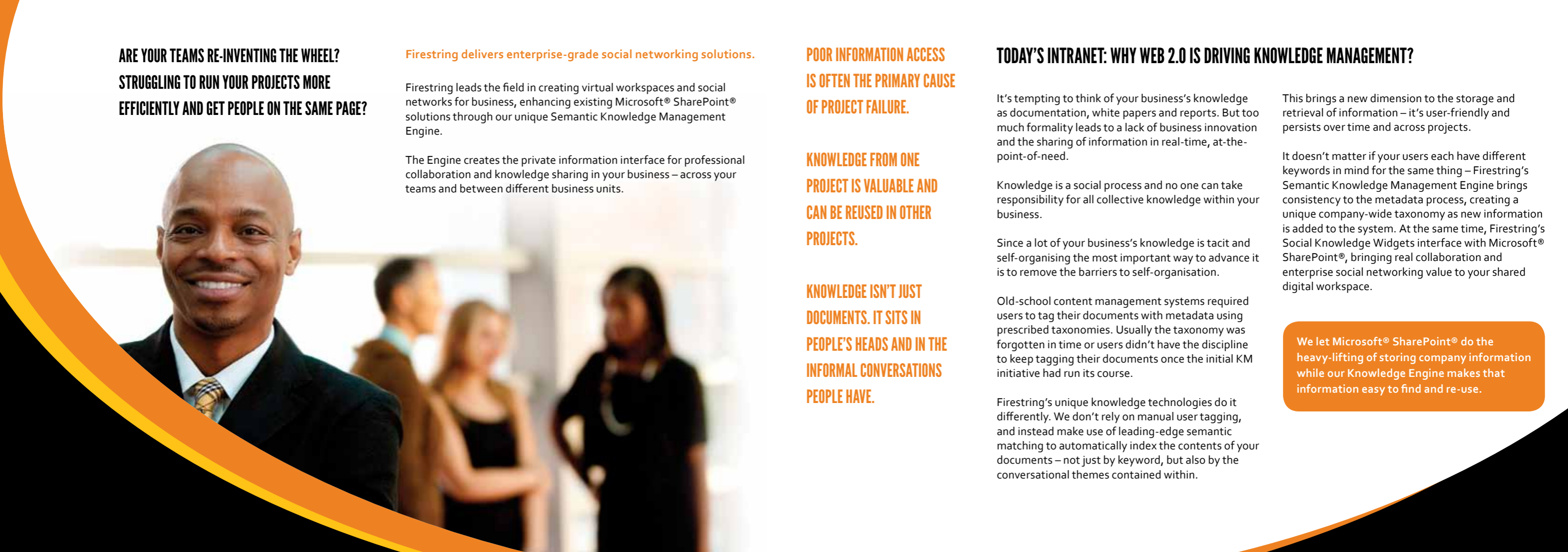
Old-school content management systems required users to tag their documents with metadata using prescribed taxonomies. Usually the taxonomy was forgotten in time or users didn't have the discipline to keep tagging their documents once the initial KM initiative had run its course.

Firestring's unique knowledge technologies do it differently. We don't rely on manual user tagging, and instead make use of leading-edge semantic matching to automatically index the contents of your documents – not just by keyword, but also by the conversational themes contained within.

This brings a new dimension to the storage and retrieval of information – it's user-friendly and persists over time and across projects.

It doesn't matter if your users each have different keywords in mind for the same thing – Firestring's Semantic Knowledge Management Engine brings consistency to the metadata process, creating a unique company-wide taxonomy as new information is added to the system. At the same time, Firestring's Social Knowledge Widgets interface with Microsoft® SharePoint®, bringing real collaboration and enterprise social networking value to your shared digital workspace.

**We let Microsoft® SharePoint® do the heavy-lifting of storing company information while our Knowledge Engine makes that information easy to find and re-use.**





**“79% OF THE TOP 100 COMPANIES IN THE FORTUNE500 ARE USING SOCIAL MEDIA TO IMPROVE COMMUNICATION WITH CUSTOMERS, PARTNERS & EMPLOYEES”**

### FIND PEOPLE AND DOCUMENTS, INTELLIGENTLY

Our Semantic Knowledge Management Engine is an enterprise platform plug-in for Microsoft® SharePoint® and forms the back-engine engine that drives our Enterprise Social Network. The Engine can also run as a standalone platform in your organisation.

The Semantic Knowledge Management Engine radically enhances information sharing across the organisation, with built-in intelligence it's able to tell what's been stored in Microsoft® SharePoint® and display it to your employees automatically based on their profiles.

**Knowledge comes looking for you.**

Search is also accelerated – not limited to keywords – we offer semantic search so you can find information with a meaning similar to your original search term. If you're in the IT Department, the word 'network' should return different results from those shown to someone from the Marketing Department.

Blog Metadata

**Companies(-s) or Subjects**  
The New York Times , the Times

**Organizations**  
University of Manchester , New York hospital , School of Languages , Linguistics and Cultures , Yale University

**People**  
Vladimir Ilyich Lenin , Edward Sapir , Vladimiro , Guy Deutscher , Benjamin Lee Whorf , Guy Deutscher , Martin Heidegger , Ariel Dorfman , Kevin Bloom

**Positions**  
chemical engineer , century anthropologist , speaker , writer , anthropology lecturer , early 20th century anthropologist

**Keyword Tags**  
Cognitive science , Anthropology , Linguistic relativity , Linguistics , Philosophy of mind , Relativism , Benjamin Lee Whorf , Science , Academia , Psycholinguistics

**City**  
New York

**Country**  
Australia , Argentina , United States , South Africa

**Facility**  
University of Manchester , Yale University

**Published Medium**  
the Times , The New York Times

## FIRESTRING'S ENTERPRISE SOCIAL NETWORK

**Social Widget 1.** Our Knowledge Management Engine automatically creates metadata when you upload content to the Network.


**Social Widget 2.** Each time you log on you're shown content and people on the Network that match your interests.

And once a user finds information or has information 'pushed' to them, they can rank it and rate it, influencing the system's profiling of that user and the kind of information that will automatically be shown to them and to their community of contacts on the Network.


We've also adopted the powerful matching and referral approaches found at Amazon.com – linking information and other people to users based on their profile and semantic matches. If you're reading a blog, our Social Widgets will let you know which other blogs you might be interested in – as well as other users that share interests with you.


With the Firestring Semantic Plug-In for Microsoft® SharePoint® – you can provide your users with an enterprise-grade Facebook-like interface commonly adopted by knowledge workers today.

### RECENT ITEMS ON THE NETWORK THAT MATCH YOUR INTERESTS

 **TED Talk: Amber Case: We Are A...**  
**Blog Author:** Rachel Marks  
★  
moments ago

 **EIP Development**  
**Group:** Design ideas, suggestions and updates. This group is for BDSOL and Firestring  
6 days ago

 **13 December Status Update Mtg**  
**Wiki Contribution:** Mark Johnson  
1 day ago

 **Home**  
**Wiki Contribution:** Tal Nathan  
6 days ago

 **Minutes**  
**Author:** Alison Jacobson  
**Document Description:** ... 23 hours ago

## PRIVACY PERMISSIONS AND PRIVATE GROUPS

Firestring's Enterprise Social Network has project-based groups that offer public and invite-only facilities for the exchange of information according to real team structures. This is particularly useful when these teams have permissions different to AD (Active Directory), where content sharing and permissions need to be set up dynamically in alignment with specific, and sometimes changing, project requirements.

The Firestring Semantic Knowledge Management Engine and Semantic Microsoft® SharePoint® Plug-In provides advanced search capabilities – employees can proactively look for the information while our widgets also continuously deploy matching algorithms notifying you when new people or content is added to the system with tags that match your interests.

**Social Widget 3.** Up-to-date news feeds and walls allow your employees to quickly communicate with each other and get a view of the activities of other people on the Network.

1 week ago  
Bridget-Anni is attending CoP: Organisations Providing After-Hours Tutoring -  
This event is hosted by the LEAP Science and Maths School Boardroom.  
1 member is attending.  
Agree With | Disagree With

1 week ago  
Carlene Gorzo contributed to a wiki page called Home in the group Focus Group: Tertiary Access  
Agree With | Disagree With

1 month ago  
Carlene Gorzo contributed to a wiki page called Home in the group Education Innovators in KwaZulu Natal  
Agree With | Disagree With

1 month ago  
Penny Abbott contributed to a wiki page called Home in the group Coaching And Mentoring in Education  
Agree With | Disagree With

Navigation Pane: group | Document Library | Tech Directs |

Scribd. Free Fullscreen

Firestring Wildfire Technical Specification

The Wildfire Social Network - a private professional, social learning and collaboration platform.

The Wildfire Social Network is a highly scalable, Java enterprise platform designed to give different organisations to create their own customised professional networks under their own brand identity for their own organisation.

Wildfire enables organisations to recruit and retain scarce knowledge workers and increase the speed at which information and knowledge flows within organisations. Wildfire connects people and gets them sharing information across their own blogs, photo galleries, news feeds, events, Wiki and Groups.

Professional networks make use of Wildfire's Document Library enabling a highly flexible and powerful knowledge management workflow with user to user social network links. Wildfire's embedded search engine offers search capabilities that are extensive - members can proactively look for the information they require while Wildfire also continuously deploys automatic matching algorithms to notify members when new people or content are added to the system with tags that match their specified areas of interest.

Wildfire Modules

- Wildfire Social Network
- Scalability Semantic Knowledge Matching Engine

Wildfire Hosting Model

- Staff provided by Firestring
- Reduced the firewall limitations at your organisation

Minimum System Requirements (Open hosting)

- Quad Core 2.0 GHz processor
- 4 GB of RAM
- 30 GB storage
- MySQL Server 5.0
- Java Runtime Environment 1.6
- Apache Tomcat 5.5.20
- Web server port to be open to the Firewall, ideally port 80 or 8080
- SMTP server to allow Wildfire to occasionally send emails
- Email account for Wildfire to use. See example account@wildfire.com

Document Information

Wildfire Tech Spec

File Type: doc

Description: Wildfire Technical Specification, work in progress

Uploaded by: T. T. T. T. T. 3 months ago

0 page views from 2 people

25% popularity ranking

Location > group > Wildfire Technical

DOWNLOAD

(399 KB)

Document Taxonomy

Companies(s) or Subjects

Apache, Facebook, Feed, Major Companies, CVS, Firestring

Industry Terms

The advertising, study networks, search engine offers, social networking platform, web cams, professional

**Social Widget 4.** All documents within Firestring's Semantic Knowledge Management Engine, including PDFs, are rendered for the Web – making it easy to view information, comment on it and edit it. Users can also upload supporting documentation in the form of MS PowerPoint presentations, PDFs, MS Excel spreadsheets etc.

## FEATURES WE ENHANCE IN MICROSOFT® SHAREPOINT®

- Automated Content Matching
- Semantic search through keywords and context
- Media Libraries
- Blogs and Collaborative Wikis
- Photo sharing
- Quick status updates
- Reporting Analytics
- Web Rendition for viewing documents, spreadsheets and project plans online (including PDF format)
- Events
- Tag Clouds for Network 'mood' analysis
- Inbox for quick messaging to people or to all of the members of a Group
- Email notifications
- Integration into your existing file sharing Directories, within Microsoft® SharePoint® and other applications



GARETH JANE,  
INDEPENDENT SOFTWARE  
VENDOR (ISV) ADVISOR,  
MICROSOFT SOUTH AFRICA

“Firestring have an excellent grasp of the complexities involved with managing semantic data in the Enterprise. Their Enterprise Social Network leverages the existing strengths of SharePoint and adds further value through the collaboration, semantic matching and knowledge management features of their product. The combination of these two products changes the Knowledge Management game by bringing together social collaboration and document management. They are taking the concept of the Intranet to the next level...”

## WE DON'T ASK: DOES YOUR BUSINESS NEED A SOCIAL NETWORK?

### WE ASK:

Do the teams in your business keep re-inventing the wheel? Are you struggling to run your projects more efficiently and get people on the same page?

### WE ASK:

Do you need to stay competitive and accelerate innovation and efficiencies in your business?

### WE ASK:

Do you need to see a Return on Investment in your Interactions?

Firestring's roots are in e-learning and knowledge management and we effectively incorporate this perspective within our enterprise collaboration solutions.

Our software implementations are supported by our specialized consulting capabilities – addressing adoption strategies and change management for effective and sustainable software implementations.

Largest Group		Most popular content (based on rating)		
Group Name	Members	Name	Type	Positive Ratings
Applications for Social Networks	50	Firestring Company Profile	Document	10
Future	55	Clay Shirky: How cognitive surplus will change the world	Blog	7
Social Networking Trends	48	Steve Jobs: How to live before you die	Blog	4
Business & Social Media	42	Maslow's Hierarchy of Enterprise 2.0 ROI	Blog	3
Social Learning & Learning Organizations	39	Why Best Practices Are Hard to Practice	Blog	3
Change Management	33	How Agile is Influencing the Traditional Business Analyst Role? Part 2	Blog	3
Consciousness & Cognition	28	Developer Watching Usability Test	Picture	3
Wildfire Partner and Customer Feedback Group	27			
Jobs	22			
Mobile & Social Media	21			



*Who's sharing what content and how is it being rated by other members of the team? Our reporting analytics help you to identify your knowledge sharing champions, focusing your collaboration efforts so that they meet your project objectives.*

## SOFTWARE MODULES

- Firestring Enterprise Social Network
- Serendipity Semantic Knowledge Matching Engine
- Firestring Microsoft® SharePoint® Plugins

## SOFTWARE HOSTING MODEL

- SaaS provided by Firestring on servers hosted in SA or internationally as per requirements
- Behind your firewall installation – either within your on-site server architecture or on other nominated hosted servers locally or internationally



LOUISE CLAASSEN, MANAGING CONSULTANT,  
ACADEMY, UCS SOLUTIONS (PTY) LTD

“Working with Firestring over the past few months to rethink models of learning in the age of new media has been a valuable, invigorating experience. They have a singular ability to focus on what is core, what carries value and design for impact. There is no doubt in my mind that we are entering a new era in the way people share information, learn, and co-create; an era heralded by new media tools. Innovative platforms like Firestring that allow people to make the connections with people and content in the workplace in unprecedented ways will in the medium term create a competitive edge for businesses driven by their people as it improves their ability to harness their collective intelligence.”



AMELIA VAN RHEEDE, MARKETING MANAGER  
ADVANCED CHANNEL TECHNOLOGIES

“Having embarked, over the last 18 months, on a Social Media (engagement) strategy which included staff and customers, I was looking for a new partner who understood the learning and challenges we had encountered and could add value in reworking our strategy, communication plans and deliver technology to achieve our goals. I needed a partner who understood that cutting-edge technology was required but that focus was also required to take our staff and customers on a change management path – a necessity to ensure we would realise the investment we were making, not just in the technology platform but to facilitate the change in behaviour that would be crucial for our business. Firestring understood our requirement immediately and has added immense value from the first meeting right through to development and implementation of our now improved strategy!”

## FIRESTRING’S ENTERPRISE SOCIAL NETWORK

- Supports team sharing and innovation
- Drives project communication and centralized collaboration
- Promotes silo-busting across divisions and territories
- Blogs and Collaborative Wikis
- Turns your company into a Learning Organization
- Sustains your business conversations before and after workshops and conferences
- Stores IP and business-critical conversations
- Delivers a secure, persistent and centralized knowledge base for your business

### FIRESTRING’S SOCIAL KNOWLEDGE MANAGEMENT ENGINE

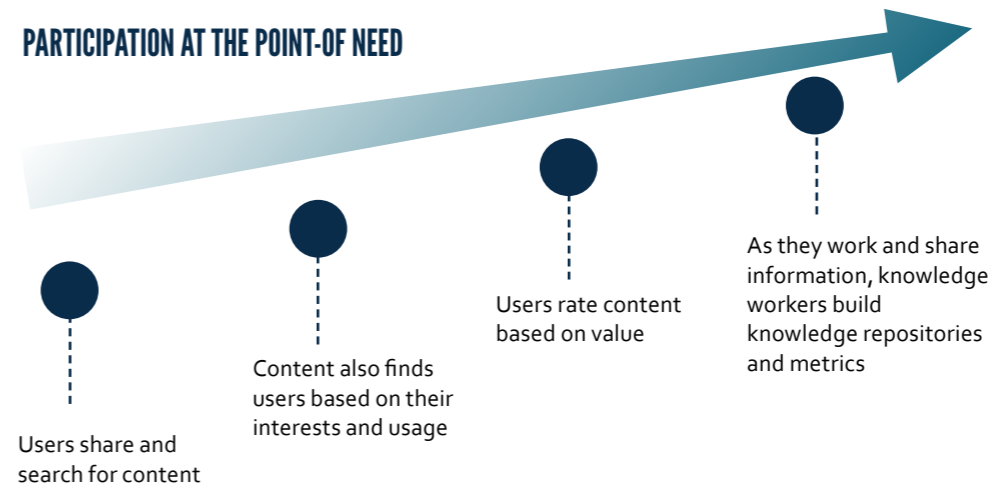
Natural Language Processing

Semantic Matching

Pattern-Matching KM Algorithms

Social Ranking

### PARTICIPATION AT THE POINT-OF NEED





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For sales information : [sales@firestring.com](mailto:sales@firestring.com)

**[WWW.FIRESTRING.COM](http://WWW.FIRESTRING.COM)**