

# KM PRODUCT REVIEW Yammer

- Business social networking platform used for internal communication
- Launched in 2008 and acquired by Microsoft in 2012
- Integrates with most of the M365 tools like SharePoint, MS Teams & Outlook
- Generally sold as bundled solution in M365 package

## About

- Has all the relevant features of a typical enterprise social networking platform
- Supports common interest groups, forums
- Enables 1-1 and 1-many communication
- Asynchronous communications supported
- Very good integration with M365 solutions (Mainly SharePoint and MS Teams)

## Functionalities

## Improvements

We feel the following features can be added or improved

- Discussion boards
- Q&A features
- Blogs
- Rewards and Recognition
- Contests



## Our View

- Positioning of Yammer continues to be weak
- Not able to clearly differentiate between MS Teams and Yammer
- Could be offered at better pricing to stay ahead in the market
- Should be positioned separately and not clubbed with SharePoint and MS Teams
- Across competitors there is limited understanding of how to enable social networking within organisations and Microsoft comes out as no different in this