Catch The Vision

Novell Collaboration Vision: Roadmap to Higher Levels of Innovation and Productivity

*T*he newest generation of workers has never known a world without the Internet. These computer-savvy "digital natives," as they are sometimes called, don't typically rely on e-mail as their primary means of communication. They interact using a wide variety of real-time and socially enabled collaboration tools such as Twitter, Facebook, LinkedIn, instant messaging and cell phones.

Novell's collaboration vision provides a roadmap for leveraging your existing IT infrastructure and strategies to securely, simply and cost-effectively converge the best of traditional collaboration environments and the latest real-time, social interactions

If harnessed properly, the emerging real-time and social collaboration tools this generation uses in their personal lives can present organizations with new collaboration opportunities that increase innovation and productivity. Unfortunately, some organizations may struggle to see how they can successfully and securely integrate these new interactions into their traditional collaboration environments and evolving data center plans without introducing higher costs, complexity and risk.

Novell's collaboration vision provides a roadmap for leveraging your existing IT infrastructure and strategies to securely, simply and cost-effectively converge the best of traditional collaboration environments and the latest real-time, social interactions.

The key pieces of the Novell collaboration vision include:

- An open, enterprise-ready architecture for bringing together disparate collaboration systems, tools and technologies
- Enterprise-level security, compliance and management applied to converging traditional and innovative next-generation collaboration environments

A world-class, new and innovative collaboration user experience.

Figure 1: *Novell is building its next-generation open collaboration architecture on modern technologies that leverage Novell's core technical strengths and bring together the right people, tools and interactions.*
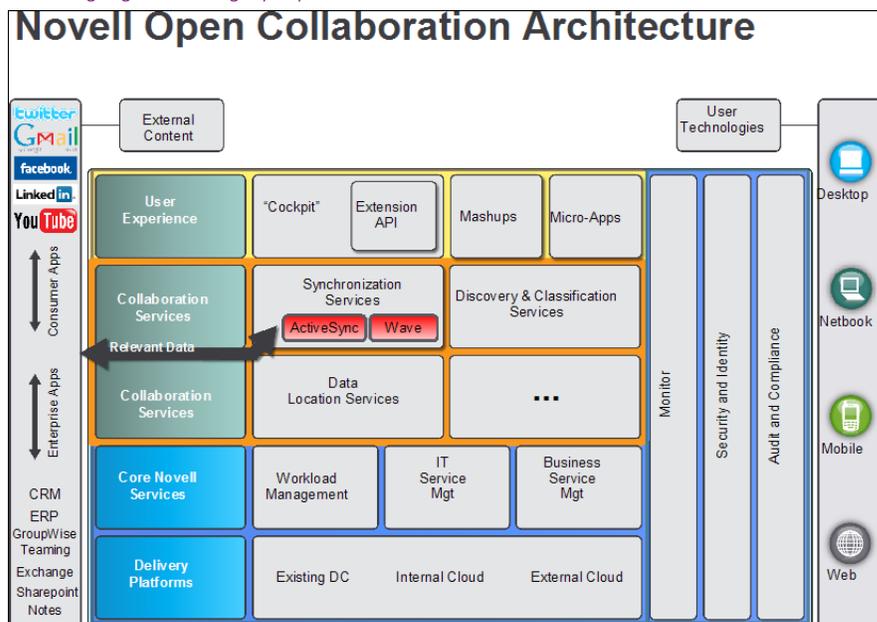
> Emerging Technologies, Powerful Foundation

Interoperability is at the core of everything Novell delivers. Novell recognizes that there are many great technologies that can contribute key pieces to your organization's collaboration ecosystem. The truth is there are many more to come, too. All of those social networks can be hard to track and synchronize. Novell helps bring together all those pieces in a secure and compliant enterprise collaboration solution that drives innovation and growth for your business. So, instead of trying to make e-mail and office suites the center of its collaboration strategy as other vendors are doing, Novell is building its next-generation open collaboration architecture on modern technologies that leverage Novell's core technical strengths and bring together the right people, tools and interactions. (See Figure 1.)

The Novell collaboration vision provides a long-term strategy that brings those tools and interactions together in a way that allows your people and technology to work as one—even while the market grows and evolves. To serve as the foundation for this vision, Novell will deliver an open collaboration architecture—one that encompasses all of the other elements discussed in this article. This architecture will ultimately include a number of new capabilities; however, Novell will be delivering critical elements of its collaboration architecture in the short-term as well.

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For example, Novell soon plans to deliver Novell DataSync, a key architectural element that resides at the Collaboration Services layer. Novell DataSync is a bidirectional, many-to-many synchronization engine that connects disparate collaboration solutions, business-critical applications and mobile devices. Novell DataSync will play an integral role in seamlessly bringing together the people, tools and interactions that drive greater innovation and productivity.

Novell DataSync enables seamless back-end synchronization of e-mail, calendar items, tasks, events and any other collaboration data to multiple systems. It will allow external enterprise applications such as CRM, ERP and other business systems—along with content

Figure 2: Novell DataSync is a bi-directional, many-to-many synchronization engine that connects disparate collaboration solutions, business-critical applications and mobile devices.
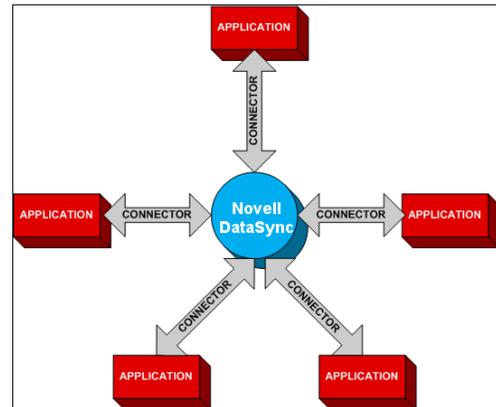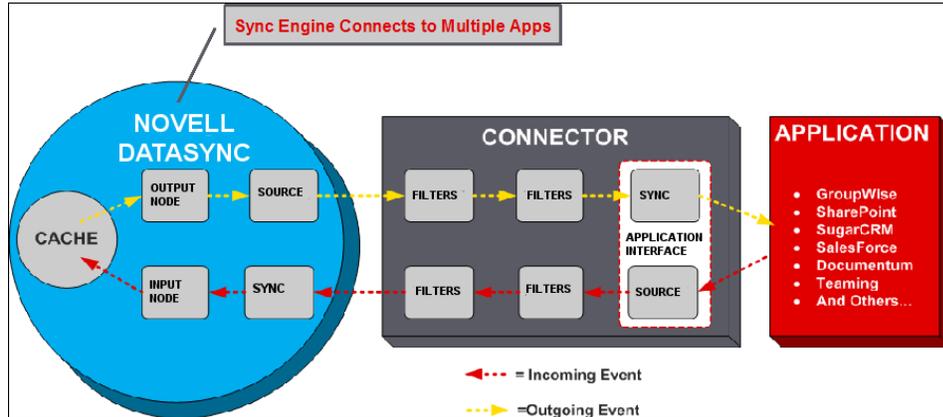
from traditional products such as GroupWise, Novell Teaming, Exchange and SharePoint—to be synchronized across systems. As changes occur in the systems connected to the synchronization engine, Novell DataSync stores those changes in real-time and allows other connected systems to access them. (See Figure 2.)

As a multisource, multitarget synchronization engine, Novell DataSync is not necessarily tied to any specific collaboration solution. However, its integration benefits will first be seen through connectors for Novell GroupWise and Novell Teaming. In addition to the GroupWise and Teaming connectors, Novell will soon release connectors for SharePoint, SugarCRM, salesforce.com and ActiveSync with plans to release connectors for Documentum and SAP in the near future. (See Figure 3.)

Additionally, Novell partners will be able to deliver custom connectors for their own and other third-party solutions through the Novell DataSync SDK and its open API. This will enable users to share relevant content from an even wider variety of collaboration and enterprise systems, including CRM, ECM and document management systems; cloud-based social applications and even competing collaboration solutions. Novell DataSync essentially enables you to link all your diverse silos of information so that workers can be more productive and capable of utilizing the information at their disposal.

Many of the architecture's collaboration services will take advantage of technologies found in both current and future versions of the existing Novell product lines, including Novell Open Enterprise Server and SUSE Linux Enterprise Server. Technologies such as Novell Storage Manager and Dynamic Storage Technology will provide data location and lifecycle management services that deliver policy-based file distribution, enabling organizations to use policies to optimize how data is stored and accessed. Novell

caching technologies will provide the foundation for enabling offline collaboration experiences and the architecture's indexing and discovery capabilities will be key to allowing users to quickly find relevant information from within the system, across corporate data repositories or from the Internet.

At the Core Novell Services layers, Novell is delivering—and will continue to deliver in new ways— fully virtualized and orchestrated workload services that can run on traditional infrastructures, internal clouds or the external cloud. Utilizing Novell PlateSpin and Managed Objects offerings, the Novell collaboration architecture will also provide organizations with world-class workload management as their data centers grow and evolve. These workloads will be able to run in existing data centers, internal clouds or external clouds.

> ### **Secure, Controlled and Compliant**
Designed for on-premises or cloud-based environments, the unique Novell approach blends traditional and social collaboration tools in a secure and controlled manner by wrapping them within the safety of Novell security solutions. By leveraging the strengths of Novell's enterprise-proven security and compliance capabilities, the Novell collaboration architecture will enable your workers to take advantage of all their preferred interactions—whether traditional or next generation—in a secure manner. These capabilities will work hand-in-hand with the architecture to safeguard interactions, meet compliance requirements and allow collaboration tools to work harmoniously with robust identity and security services.

For example, Novell Identity Manager automates user provisioning and account management by synchronizing users' identities between systems, such as corporate applications and collaboration tools. To facilitate security and compliance within the collaboration sphere, Novell will extend this capability to include Web services such as social networking systems. Within these identities, administrators will be able to store all the policies that control how, when and where users interact. As a result, with just a single identity, users will be able to access all their different systems—whether enterprise or social, or whether on-premise or in the cloud.

Specific to Novell DataSync, Novell Identity Manager will leverage content policy and identity controls to ensure that only relevant and authorized external content will be synchronized to and from the platform. Relevant data from personal e-mail, Twitter, Facebook and much more can also be synchronized based on identity and policy.

As another example, collaboration solutions could leverage Novell Access Manager to allow workers to invite people they trust to join their teams. Novell event monitoring technology could be used within the framework of the collaboration architecture to enable authorized agents to track everything that takes place online. As part of the Novell collaboration architecture, all of these core identity and security services will be delivered seamlessly across enterprise installations— whether they're located on the premises or in the cloud.

> **Novell is uniquely positioned to deliver the next-generation collaboration environment that will best drive business innovation and productivity, while helping IT to fulfill its responsibility to protect and safeguard corporate assets.**

> New User Experience, New User Innovation

At the user experience layer of the Novell Collaboration vision and architecture, Novell will introduce a new user interface that will be completely extensible and open to third-party applications. The new interface will deliver a revolutionary user experience that blends all the elements of authoring, collaboration and communication in a simple and powerful new way.

As a real-time, unified social and document collaboration environment, the new user experience promises to deliver the following functionality:

- A unified In-box for e-mail, social networking tools, chat and documents that combines personal, business, team and social interactions
- "Easy as e-mail" team creation and greater awareness of team presence
- Real-time commenting, activity monitoring and notifications
- Instant, fail-safe, real-time document co-browsing
- Collaborative authoring
- Synchronization and filtering of information from enterprise and consumer cloud services to deliver "live," relevant information from many sources and formats

The new user interface will address head-on the growing problem that organizations and users face in having to use a multitude of collaboration tools. If you're like most users, you often end up switching from a rich desktop application for e-mail and calendaring, to a browser for workspaces and back to other desktop applications for creating documents, presentations and spreadsheets. To join an online meeting or instant messaging session, you switch to a different rich client. Then you switch to yet another client or browser to access your enterprise applications. This frequent change in environment drains your productivity and increases the risk of errors. The new user experience from Novell will eliminate this application switching by providing a single, unified context where users can access all the tools, people and interactions they need to be productive.

This innovative user experience will also enable new collaborative interactions with a broader set of participants. Rather than relying solely on a push model that sends information out to an explicit audience, it will let you easily identify the most relevant and helpful target audiences. It will also enable the quick, ad hoc creation of distributed teams comprised of members that offer unique and innovative insights, expertise and experience.

For example, the user interface will provide an environment for ad-hoc swarming that solicits inventive solutions from customers, partners and suppliers when an urgent crisis or difficult business issue develops. This can enable productive new interactions among the right people inside and outside of the business.

Reducing reliance on the antiquated and bloated "attach-and-send" document collaboration model, the new Novell user interface will enable you to share, co-browse and co-author documents in the cloud without requiring e-mail or a Web meeting. The new user interface will leverage context filtering to help you reduce information overload and minimize the time and effort you spend finding the resources you need and ignoring those you don't. It will let you follow people, groups and tags so you can easily get the information you are most interested in. The new interface will also provide the ability to monitor people and groups for updates—similar to the way you can monitor who's online in chat.

> New Integrated Interactions, New Business Success

Through its collaboration vision and strategy, Novell is uniquely positioned to deliver the next-generation collaboration environment that will best drive business innovation and productivity, while helping IT to fulfill its responsibility to protect and safeguard corporate assets. This new model promises to enable interactions that are more intuitive and designed for the way people collaborate today. Through the execution of its collaboration vision, Novell aims to help you bring together the right people, tools and interactions—empowering your people to collaborate as one and achieve the highest levels of innovation, productivity and success.