



**Partner:** Formicary

**Website:** [www.formicary.net](http://www.formicary.net)

**Partner Size:** 100 employees

**Country or Region:** United Kingdom

**Industry:** Cross-sector

#### Partner Profile:

Formicary is an ISV that specializes in building integrated applications/solutions to maximize business efficiency and streamline business processes. Founded in 2000, Formicary brings together a world class team of talented and dedicated professionals with industry experience covering Unified Communications, business integration and trading and risk systems integration.

Formicary Intelligent Collaboration Group has spent the past 10 years extending the value of IM & Persistent Group Chat, working with many of the primary adopters of Group Chat, global Tier One Investment Banks. Our expertise includes software development and support, implementation, integration and migration.

Our solutions are delivered with full support, upgrade assurance and maintenance.

For more information about Formicary products and services, visit the website at: [www.formicary.net/microsoft](http://www.formicary.net/microsoft)

“As Microsoft announces the next generation of its unified communications software, applications such as Persistent Group Chat will become more widely adopted by businesses looking to increase knowledge sharing while reducing operational costs”

Gavin Adam, UC Evangelist, Formicary Ltd

#### Business Needs

Social networking, online chat, blogs and mobile services are among the leading-edge communication and networking technology phenomenon that have become increasingly embedded in the fabric of daily life for many people.<sup>1</sup>

Combining the immediacy of instant messaging (IM) with the multi-party outreach offered by e-mail, **persistent group chat** brings efficiency, improved communication, and greater cohesion.

Group chat boosts **knowledge sharing**. Chats contain a wealth of expertise and interests that may not be formally captured by traditional methods. Chat discussions are used to source industry experts on a given subject, or be used as a resource on a previously resolved problem by bringing like-minded people together to discuss a common subject, helping to create and strengthen working relationships in the process.

Group Chat offers an intuitive interface that enables users to organize cross-functional, virtual team discussions into topic based chat rooms.

#### Get global

Many large organizations do not have all of their employees in one location. Persistent group chat can break down geographic borders and integrate teams worldwide to share critical information in a timely and efficient manner.

#### Keep on moving

Information often has a limited time value. Staying updated via mobile or web portal allow users to remain fully connected with their teams on group chat to share and access information while on the move or working remotely.

## Solution

Formicary's core products include:

[Formicary Mobile Chat](#) is a mobile access client for Microsoft Lync 2010 Group Chat and IM. Mobile Chat is currently available for BlackBerry version 4.5 and above.

[Formicary WebChat](#) is a web access client for Microsoft Lync 2010 Group Chat and IM. WebChat provides Group Chat access for Mac or Linux users and is available on all major web browsers. Designed as a modular toolkit, WebChat can also be customized and embedded within other thin-client applications and portals including Microsoft Office SharePoint Server.

[ChatSeer Exporter](#) seamlessly connects your IM, group chat, and web conference systems to a legally compliant long term storage device (including Microsoft Exchange Hosted Archive), archiving the message data and file attachments in both native and email format. The stored data provides information containing who said what, when, to whom and who has access to this information, in accordance with the requirements set forth by the respective financial governing bodies including the SEC, NASD, FSA, MiFID and Sarbanes-Oxley legislation.

[Executive Chat](#) is a global collaboration tool that extends the value of chat rooms by providing the opportunity to have open discussions in a controlled environment. Executive Chat facilitates enterprise briefings by allowing users to privately post their questions to the executive team who then decide which questions to answer. Answered questions will be posted in the chat room and questions deemed inappropriate can be rejected.

[Formicary RSS](#) publishes the content of each feed into a specified Group Chat room as a user defined URL. The RSS2 can also publish new channel content via its own RSS feeds allowing internal users to subscribe to channel updates. Users can share news and information in a channel with a summary and include a link to the complete document.

[Formicary Email Connector](#) allows email to be sent directly to chat rooms and chat room content to be sent directly to other users (or systems) via email world.

## Benefits

- Formicary's solutions allow better collaboration for both internal and external users, and enable clients to reap additional benefits from Group Chat.
- Group Chat allows users to retrieve data such as messages and attachments. These help reduce the amount of one liner emails, mass mailing, and emails with large attachment, minimizing the load on your network bandwidth.
- Extending chat rooms via web access allows external contacts to join in chat rooms without the need of a native Group Chat client present on their desktop.
- While Group Chat facilitates multi-way dialogue, large open chat rooms can become uncontrolled if inappropriate messages are posted. Executive Chat provides the opportunity for senior management and employees to discuss topics in a controlled environment where statements or questions are reviewed prior to being posted in an open chat room.

## References

<sup>1</sup>Social Networking for Commercial Banking: An Opportunity and a Challenge for Banks (Pub Date : 29 September 2009, ID No : G00170492) Douglas McKibben