

SPARROW FEATURES AND ROADMAP

The future of engagement and communications



Sparrow's focus is engagement and communications.

SPARROW

MODERN WORKPLACE



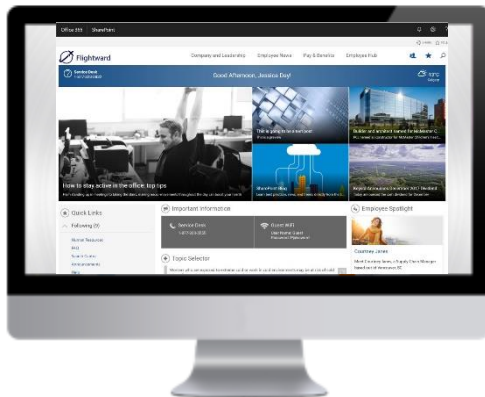
Our Mission

To make life easier for communication professionals,
to engage their audience with features that keep bringing them
back,
and to support it all with excellent analytics.

Sparrow

Three elements that work great together

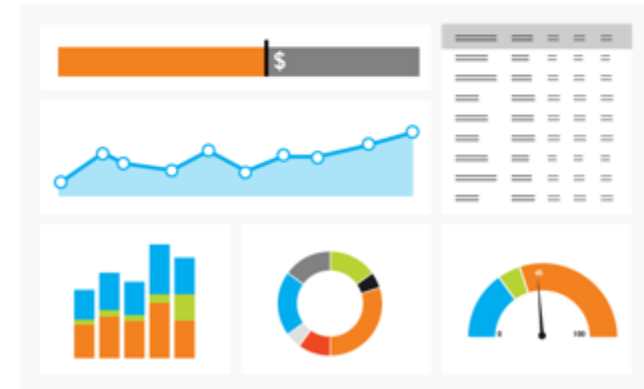
Sparrow is a corporate intranet and mobile app that empowers your organization to better communicate by securely targeting corporate information to employees on any device. Your entire team is now able to access the information that is most important to them, not just your desk-workers. Including all of the great features you've come to expect from a modern workplace, Sparrow is the platform that your employees will love to use.



SharePoint

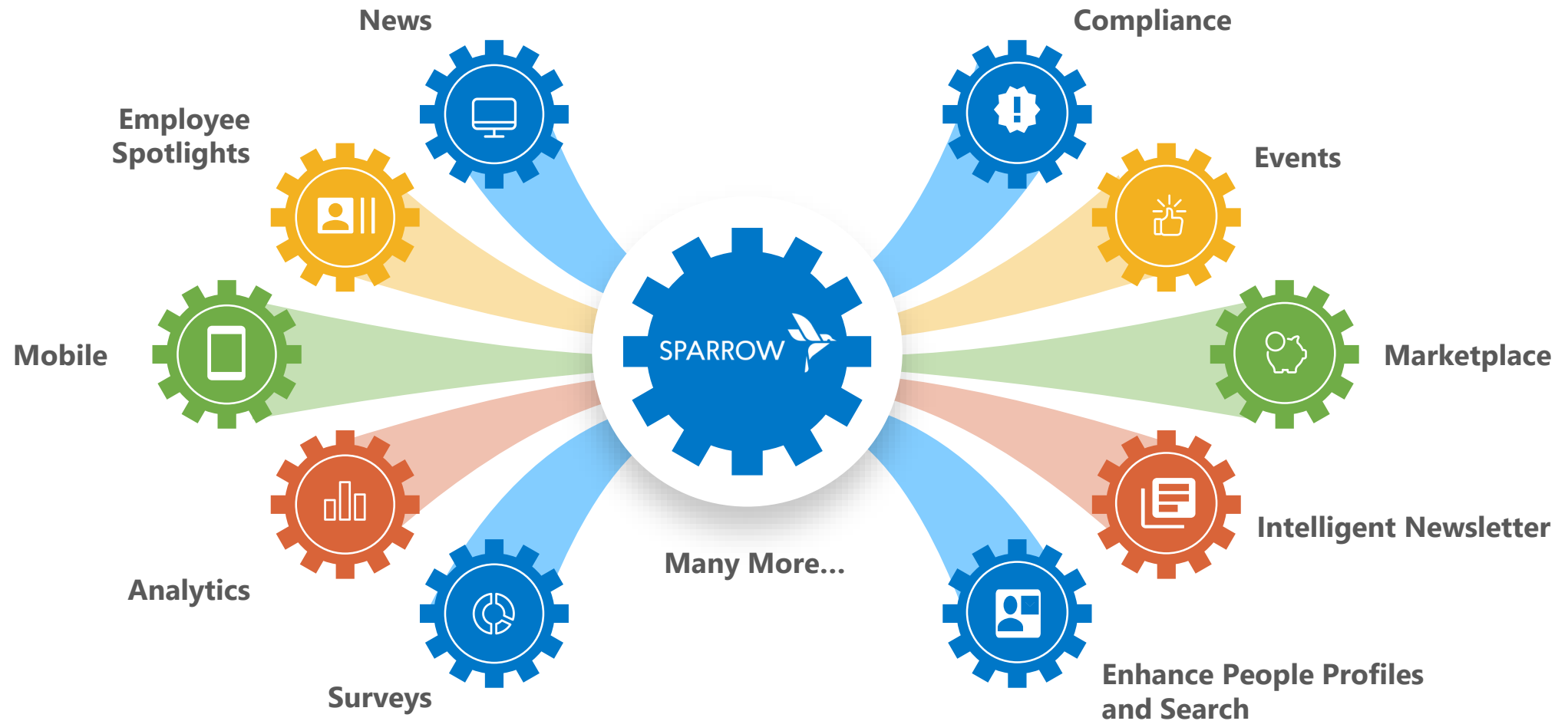


Mobile



Analytics

High Level Feature List



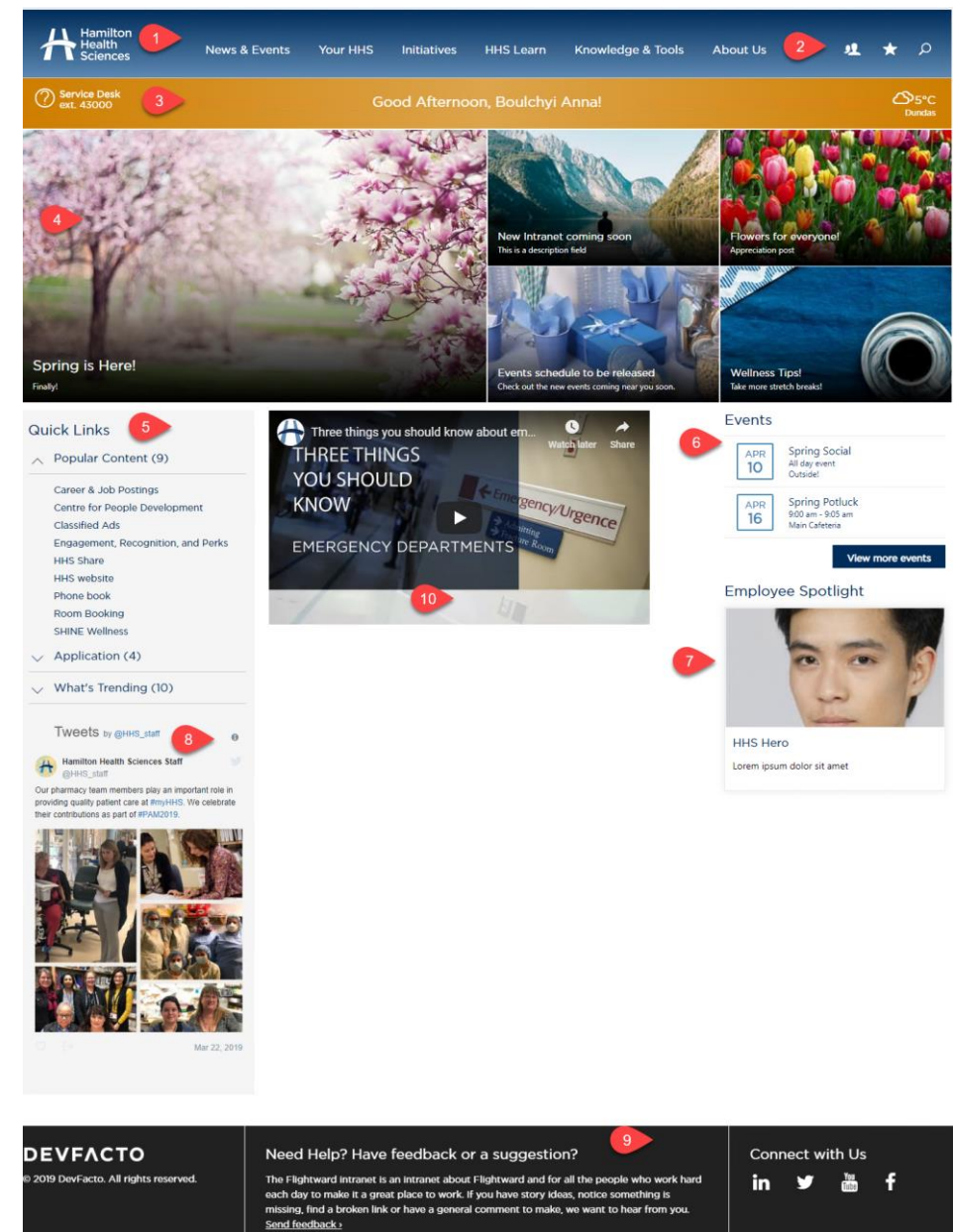
INTRANET

(SHAREPOINT)

Key Features

Example Home Page

1. Top Navigation
2. People Search, Quick Links, Search
3. Welcome Banner
4. News Tiles
5. Quick Links
6. Events Summary
7. Employee Spotlight
8. Social Feed (Twitter)
9. Footer
10. Embedded YouTube video



News Articles

News articles are the primary means of communicating. Corporate updates are prominently displayed on the home page. All News Article pages lie within the News Centre sub site.

This page type is unique as it allows publishers to show News items as a Mosaic layout on the home page.

The mosaic will display the 5 most recently published news articles. If there is a featured article, it will display the featured article along with the 4 most recently published news articles.

M

18/24 in (45-70 cm)

100-120°

90-120°

August 26, 2019

10 Tips to Improve Your Health at Work

Avoid those snacks, take a walk during lunch, and clean that keyboard, and you're on your way to a healthier workday.

IMPROVE YOUR POSTURE

More news

September 17, 2019

Welcome to Sparrow 1.20

It's a wonderful new world in Sparrow

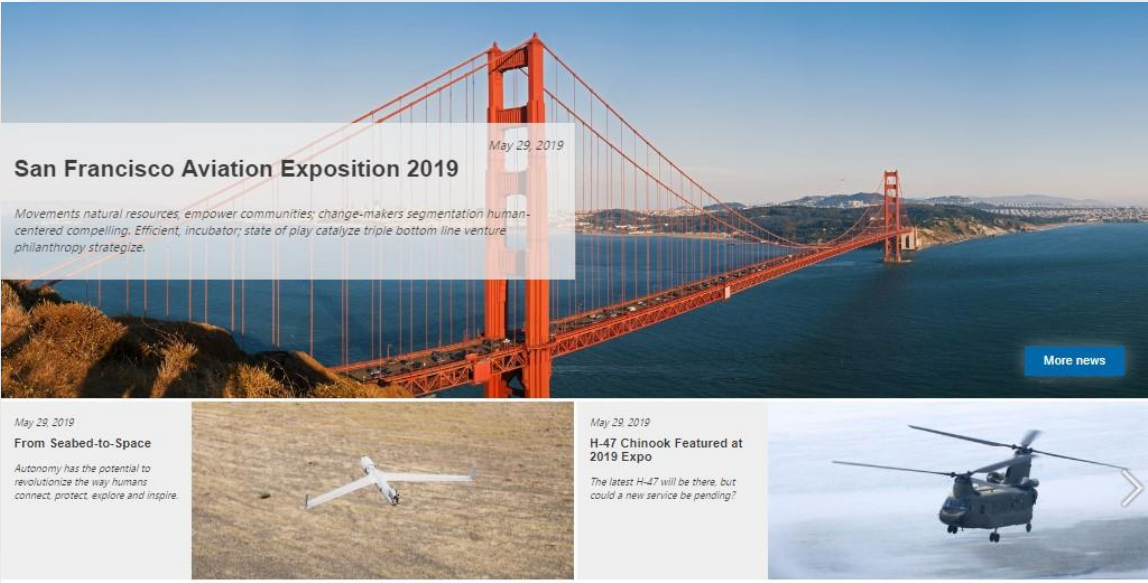
September 17, 2019

New IT Security Policy

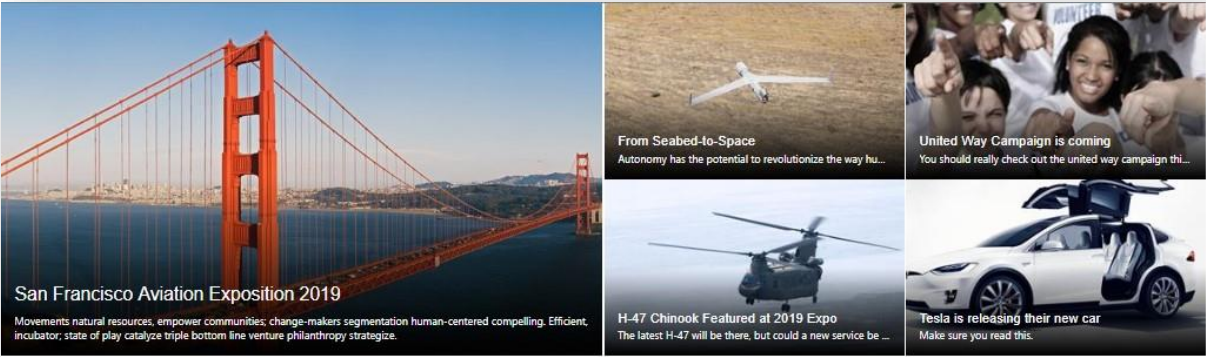
We're keeping you and your data safe

News Tile Layouts

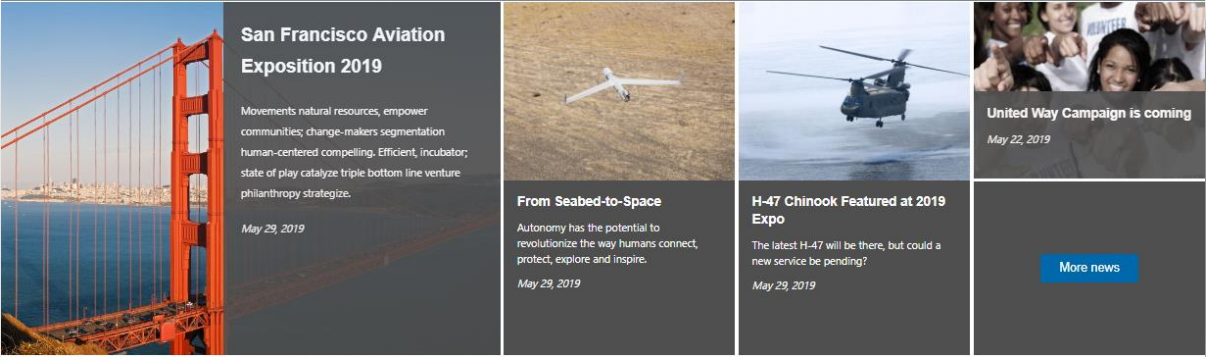
New Wide layout



Standard



Original



News - Mandatory, Urgent, and more

News can also be flagged as mandatory, requiring users to read it. On mobile, this pins the article to the top of the news feed.

And if a news article is marked urgent, a notification will be sent down to the mobile app.

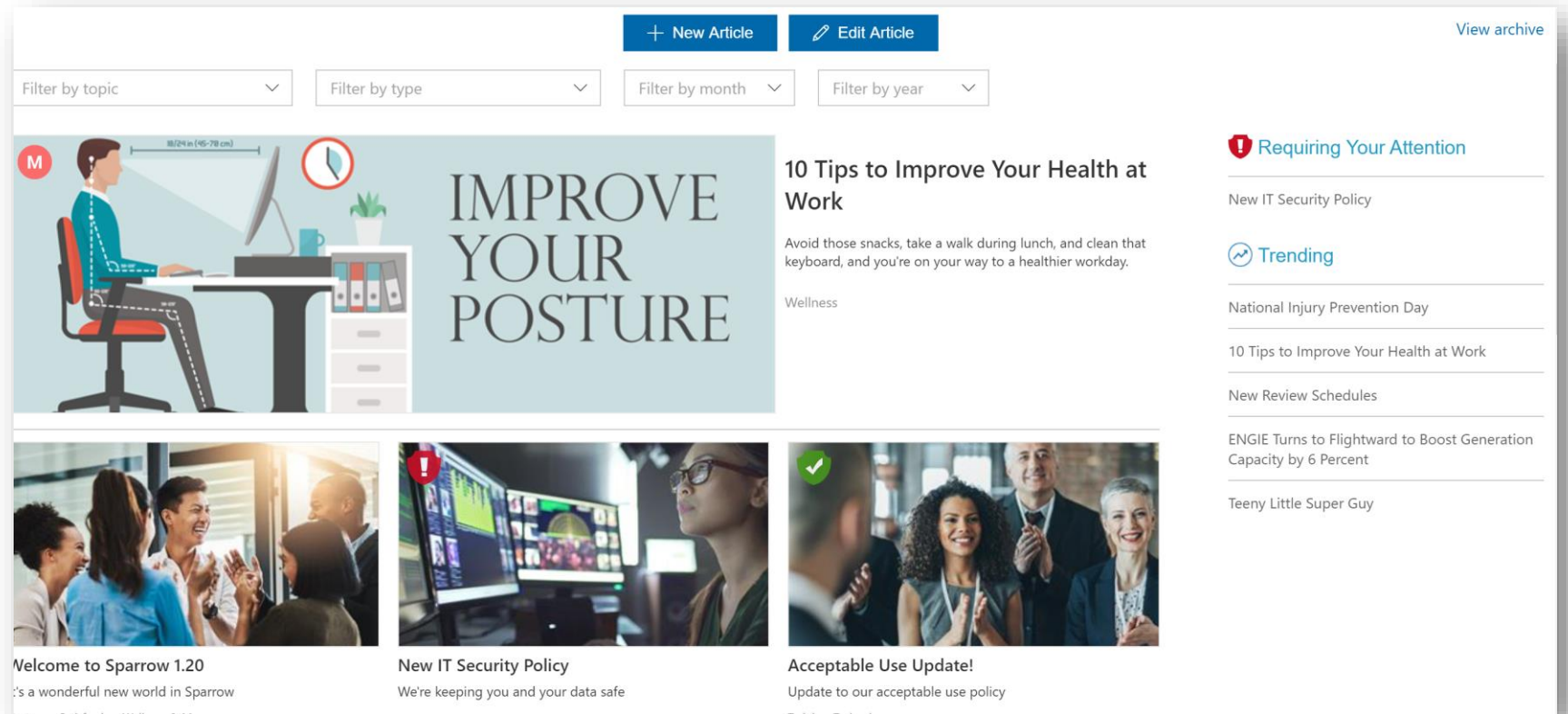
New in Sparrow 1.20 (September '19)

- **Compliance posts.** This is the ability to create a post that the user has to click a checkbox to confirm they have read it and agreed to it. This includes reports to identify what users have, and haven't yet, complied. Great to pushing out new policies.
- **Restricted tags.** The ability to have a topic tag associated with an AD Group, ensuring only that group will see the news on SharePoint and mobile. Great for leadership teams.

News Centre Landing Page

The News Centre landing page displays all news items that can be filtered by topic, trending news items, and users can navigate to archived news items. Users with the required permissions also are able to create and edit articles from this page.

Only users with the correct permissions can see the **“New Article”** and **“Edit Article”** buttons shown here




Site-Wide Topics

- With a centrally managed set of customer defined topics, you can tag
 - Pages
 - Documents,
 - News
- To provide additional context and have filtering
- Also, users can subscribe to specific topics to have their own curated news feed


Enhanced People Profiles


- Editable and searchable user manageable profiles





Jessica Day
Intranet Owner

[Edit Profile](#)
[Manage Tags](#)

 jessica@flightward.com

 1(403)555-1111


 Communications222


 Edmonton


Mobile1(555)555-5555


ABOUT ME


Purchases **goods or services** for their employer to use or sell. Ensures employer obtains **quality products** for competitive prices in a integral role in ensuring a company sticks to budgets and operates profitably.
edit


 **Birthday**
January 1

 **Projects**
Sparrow, Spoon Legacy


 **Skills**
Acquiring new sparrows to join the flock, Financial Analysis

 **Schools and Education**
University of Waterloo



 **Interests and Hobbies**
Taking photographs of Sparrows,



 **CORPORATE DIRECTORY**



Search Flightward's corporate directory by employee name, position, location or contact information!





DETAILS


 **Birthday** 


January  1 



 **Projects** 


Add a project 


Sparrow 


Spoon Legacy 


Re-org v2 2018 



 **Skills** 


Add a skill 


Acquiring new sparrows to join the flock 



Financial Analysis 


Public Speaking 

 **Schools and Education** 

Add a school 

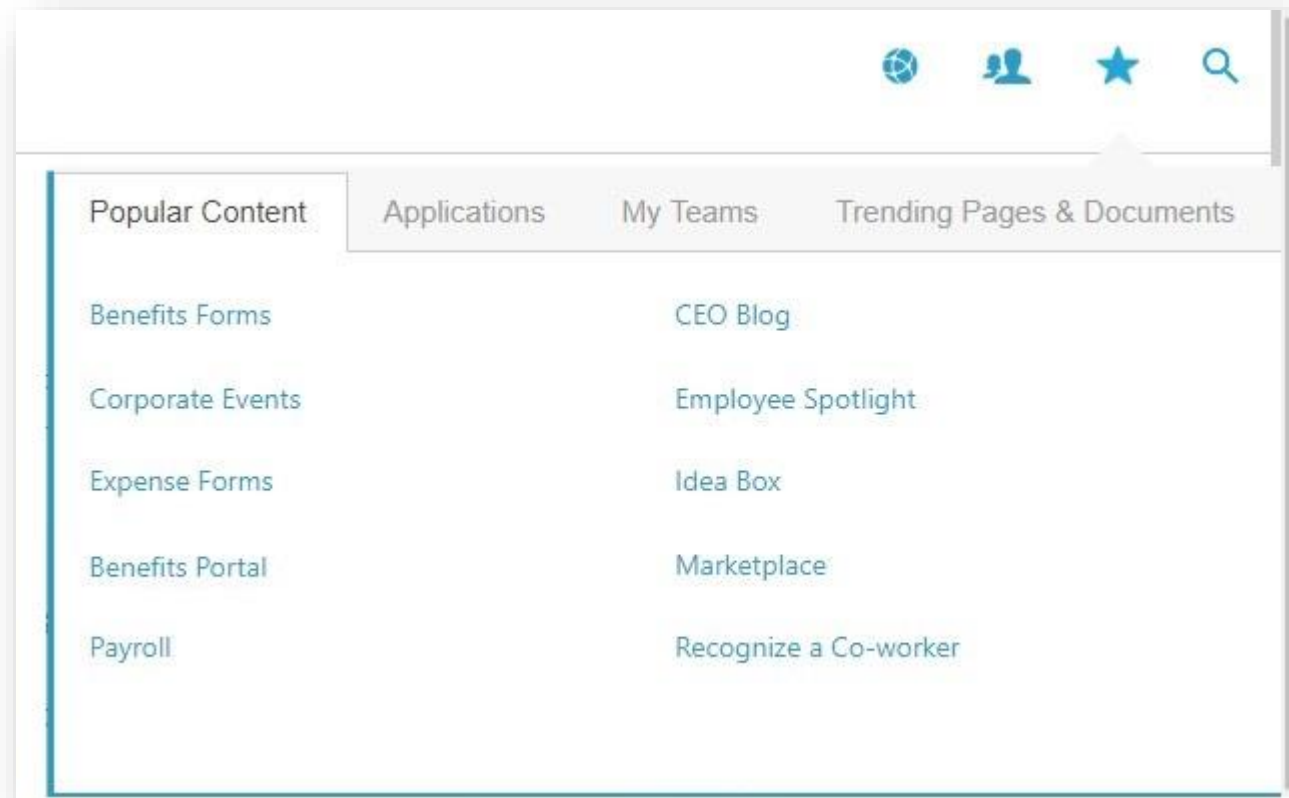
University of Waterloo 

 **Interests and Hobbies** 

Add an interest or hobby 

Quicklinks

Provide centrally managed internal and external links with the navigation menu (shown here in Popular Content and Applications), a list of the sites the user has access to (My Teams), and what documents and links are popular (Trending Pages & Documents)



Idea Box

A suggestion box where users can upvote the best ideas

Idea Box

[Most Recent](#) [Most Popular](#)

[Show All](#) [Open Only](#) [Closed Only](#)


2
VOTES


August 15, 2018

New coffee pot in the kitchen

I think we should have a new coffee pot, the old one smells like cheese.

WELLNESS

 Jessica Day




1
VOTE


August 14, 2018

Go on an Adventure through Space and Time

Going on a grand adventure through space and time will help broaden horizons.

SPACE

 Cindy Loo



Submit Your Idea

TRENDING

1
VOTE

Hire a Barista (and order new caffeine supplies)

1

2
VOTES

Build a Birdhouse for Spoon

2

1
VOTE

Go on an Adventure through Space and Time

3

2
VOTES

New coffee pot in the kitchen

0
VOTES

Activated for Consideration - Build a Library

Document Aggregator

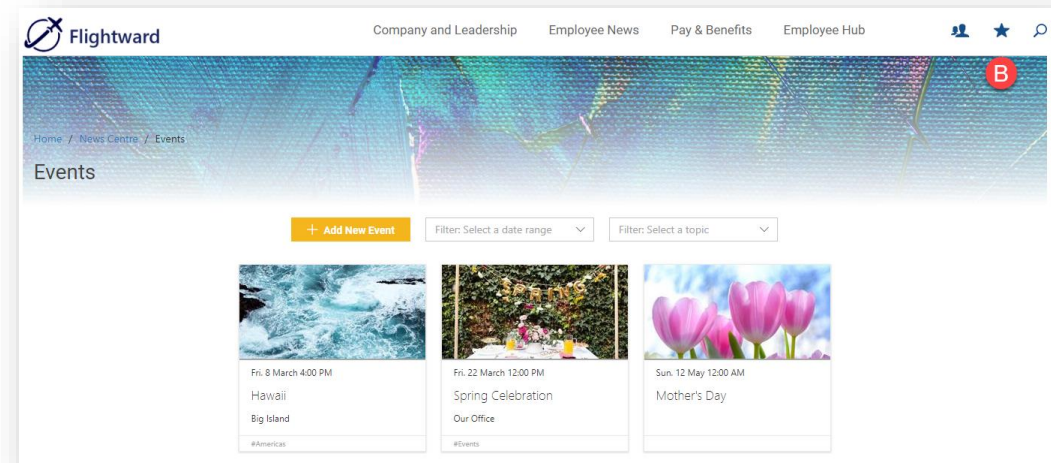
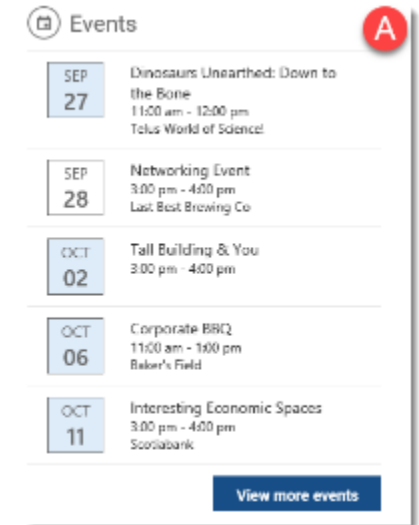
Sparrow provides the ability to mark a document with a set of topics and store it centrally, and then have it appear on multiple pages.

Events

The events web parts display upcoming events and related links to users of the Intranet. Event listings are always displayed as a chronological list and can be specific event types. Event listings can be found on the Home page or on the Events page:

A: Home page – Displays the top 5 imminent events (number can be configured)

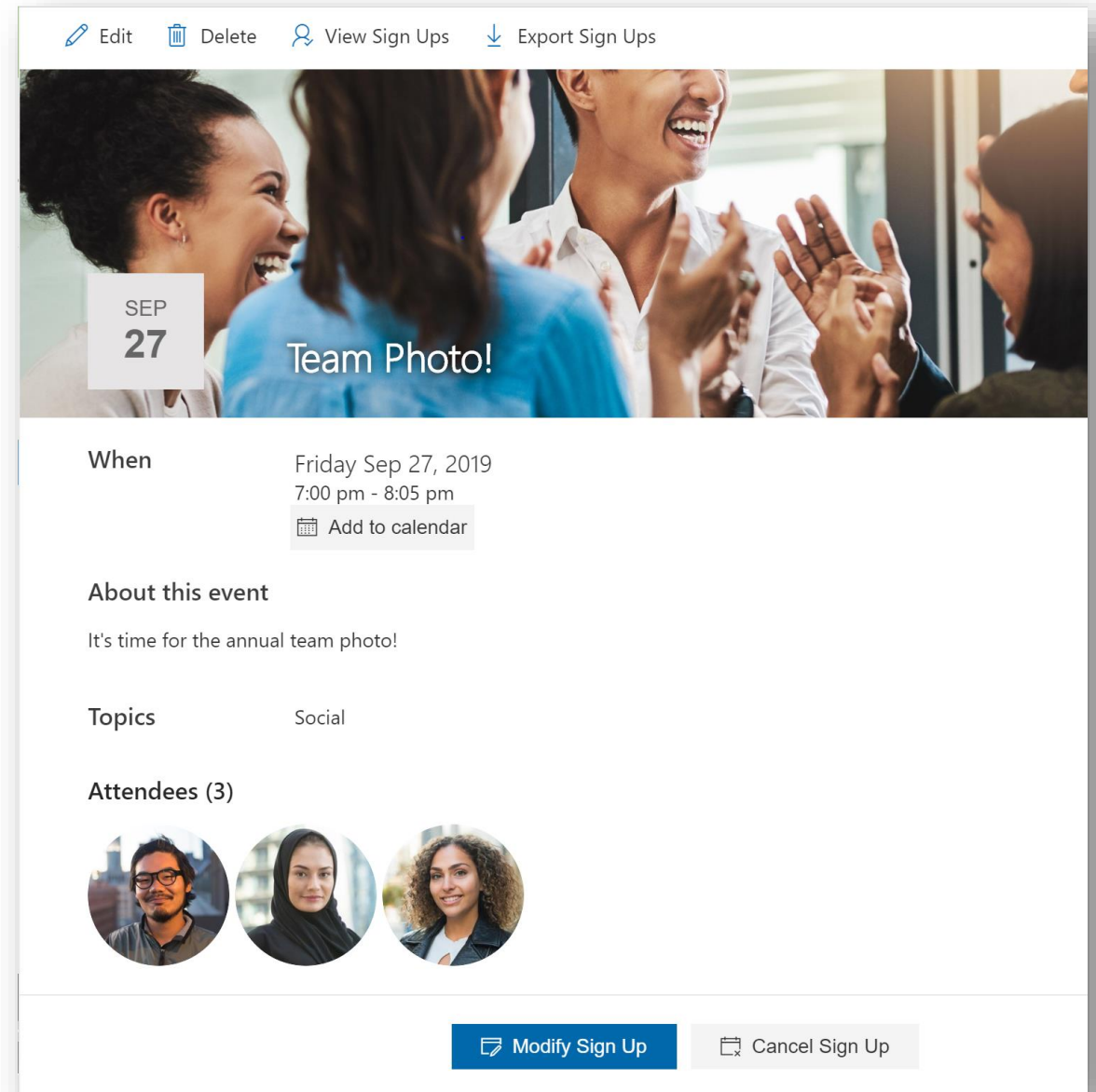
B: Events page – Displays all future events



Events

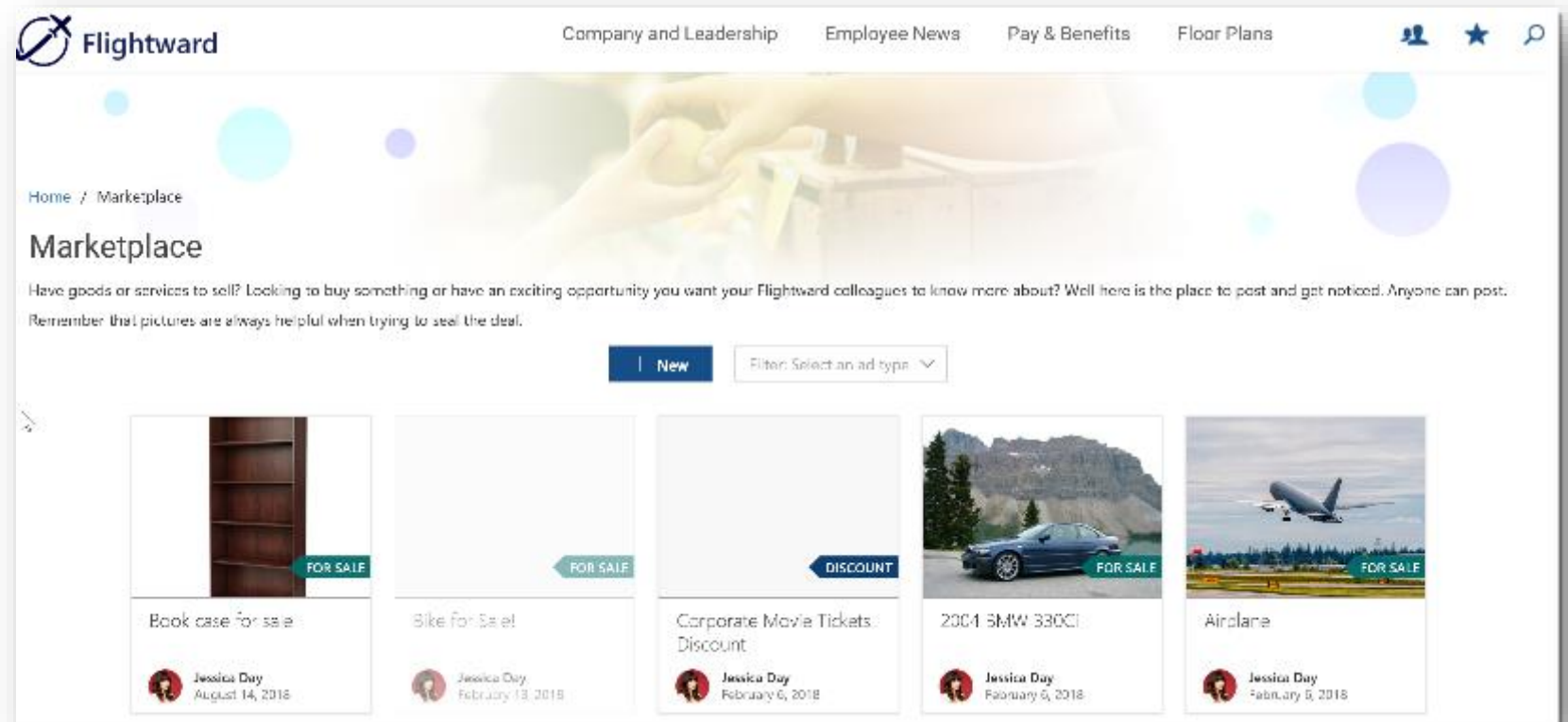
Manage corporate events like never before:

- Limit number of attendees
- Create questions to ask employees when signing up (dietary restrictions, etc.)
- Get list of registered attendees and their answers to the questions
- Add event to calendar
- And many more...



Marketplace

The marketplace feature allows any site user to post an Ad directed at fellow employees for buying, selling, and product inquiries.



Survey

A survey is a quick way to get feedback from employees.

An employee just clicks on the response they wish to vote for and then can see the results of the votes.

Surveys can only be displayed on the main page for user engagement.

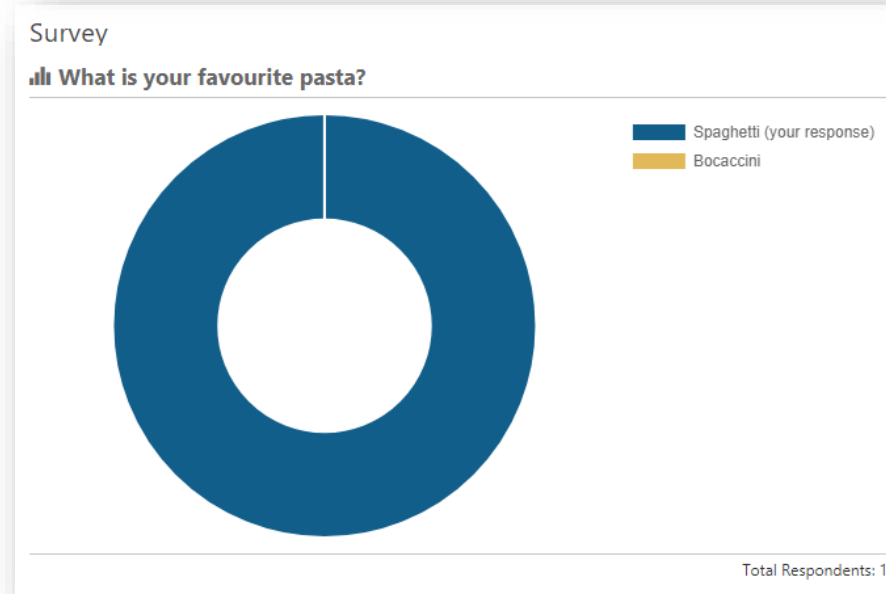
Survey

What is your favourite pasta?

☐ Spaghetti

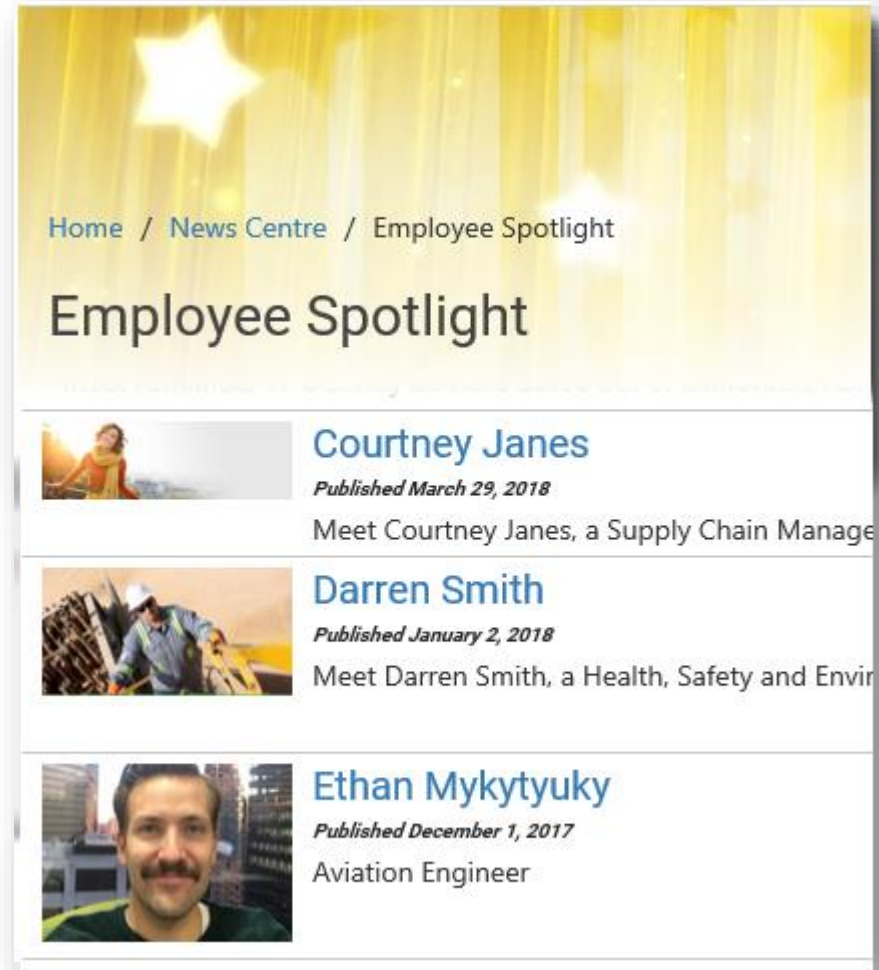
☐ Bocaccini

Submit



Employee Spotlight


Employee Spotlight is used to show off the amazing team members at the company



Employee Announcements

The home page Employee Announcements web part displays employee service anniversaries, new hires, based on information on the SharePoint profile.


Announcements are made automatically based on the profile data and settings you configure in the web part property pane. You are able to configure how long and when announcements will display based on the profile information.

 **EMPLOYEE ANNOUNCEMENTS**


Job Changes

Anniversaries


New Hires




Alan Admin
CEO
Alan has returned to take the reins as CEO once again! Welcome back!



Helene Hatchling
VP of Finance
As a result of the re-org, Helen's now the VP of Finance



Flynn Fledgling
Director of People and Culture
From Director of HR to Director of People and Culture in three weeks!



Nakia Nestling
Director of IT
Nakia's outstanding work in IT is known to everyone. Welcome our new Director of IT

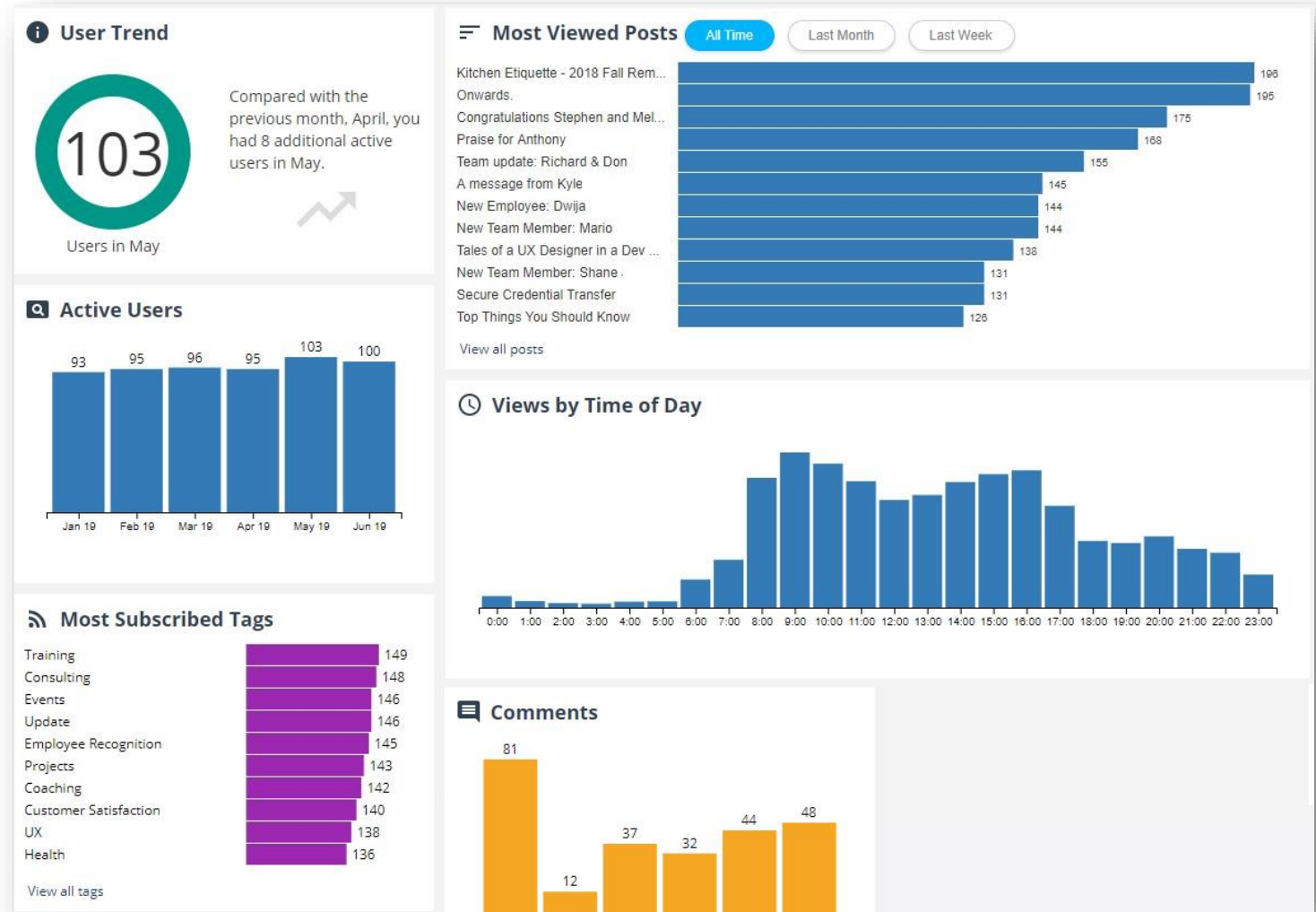


ANALYTICS

Key Features

Analytics

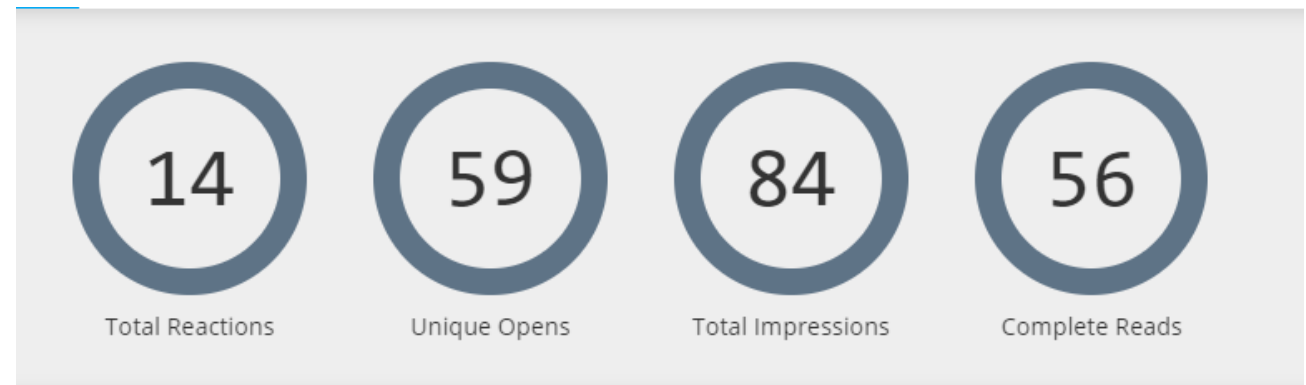
Sparrow collects powerful analytics to help communicators be as effective as possible



Post Analytics

- Great information helping you communicate more effectively

Shows where users read up to



Read Analysis

Team Member Spotlight: Sergey Ustinovich!



1. Where did you work before joining DevFacto?
Before moving to Canada I worked for Epam Systems - one of the largest software development companies in Eastern Europe. My first Canadian job was at Great West Newspapers as Software developer.

2. Where are you originally from and what do you miss the most about your hometown?
I am originally from Belarus. Mogilev is my hometown. I miss the music is people on the street. People do not walk as Edmontonians - they drive it.

3. What projects are you working on these days?
I am at ASEBP for the last 5 years. I was involved in a few projects for them and the current one is "MyRoadtrip rewrite" - their covered members portal.

4. Who was your favorite client ever at DevFacto and why?
I had just 2 clients: ASEBP and Petroskills. ASEBP is the best one. But I really missing being in a large team as we had at Petroskills (10 people or so).

5. What do you love most about the Edmonton office?
22nd floor, the view and people :)

6. And the least?
Nothing.

7. What is your hidden talent, or favorite hobby?
I like watching soccer. I am fan of Arsenal FC (London, England). Also I like spending my time outdoor - hiking, skiing, biking.

8. What are the three words that best describe you?
Honest, direct, fast.

9. What hobby would you get into if time & money weren't an issue?
I would spend my time helping people who are in need.

10. What skill would you like to master?
Communication.

11. What is your ideal way to spend the weekend/time off work?
In mountains for sure - I love Canadian Rockies. There is only one activity left in my to-do list: kayaking/canoeing. I want to conquer the mountain water.

28 % of readers stopped reading before the 50 % mark of the post.

51 % of readers stopped reading before the 75 % mark of the post.

65 % of readers read this post all the way to the end.



MOBILE

Key Features

Sparrow Mobile

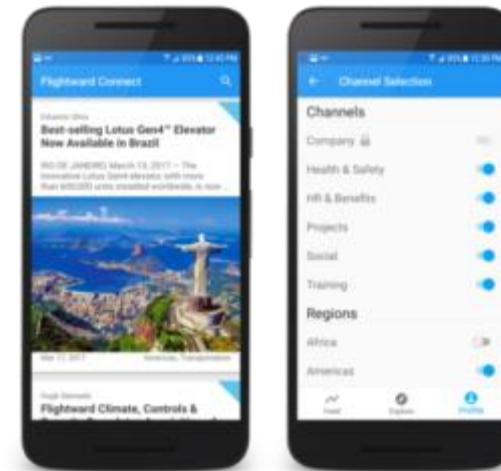
Connecting your entire workforce

Mobile Application

Sparrow Mobile provides a social-media app experience for modern communication. Its goal is to move away from the barrage of email for internal communication and provide employees with a communication channel that evokes user delight, while also providing organizations with assurance their communication efforts are effective.

Key Features

- Connect your entire workforce, even if they don't have a company e-mail address
- Leverage your workforce for social advocacy
- Target communications to specific groups
- Create your own branded experience in the App Store
- Have comments and reactions, as well as surveys, synched between Mobile and SharePoint



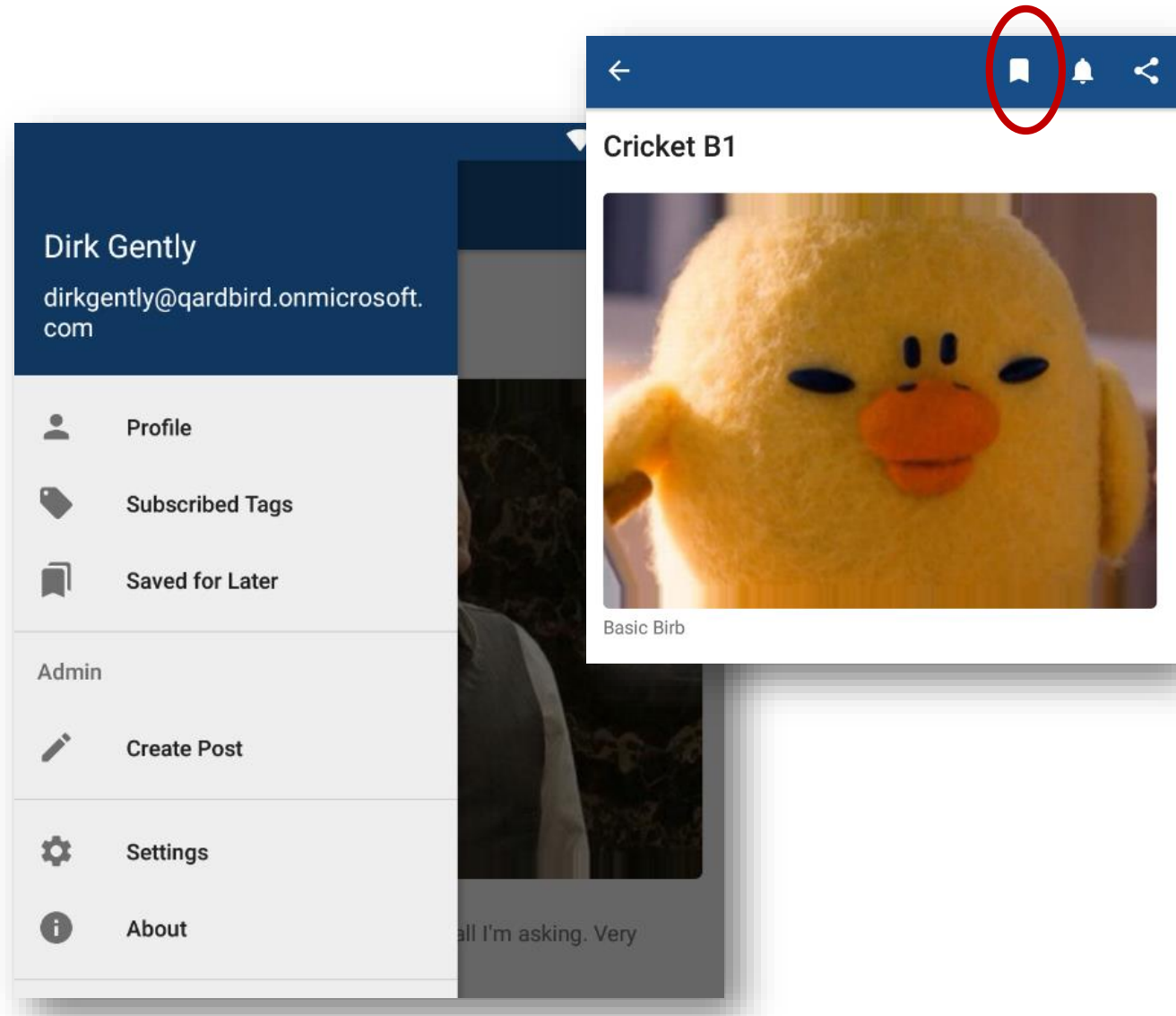
Mobile – Android and iOS

- Have posts flow from SharePoint or the Sparrow Admin Portal, down to mobile
- Have users
 - Read at their convenience
 - Comment and react to posts, and reply to surveys
 - results synchronized with SharePoint if selected
- Extend your communication ecosystem by supporting users with users logins via
 - Microsoft.com, Google, Facebook, and LinkedIn
 - Allowing some users to be non-Intranet users (no Office 365 cost)
- Available from the app stores for Android and iOS version
 - Also available in white-labeled edition with your icon, app name, and branding colours.



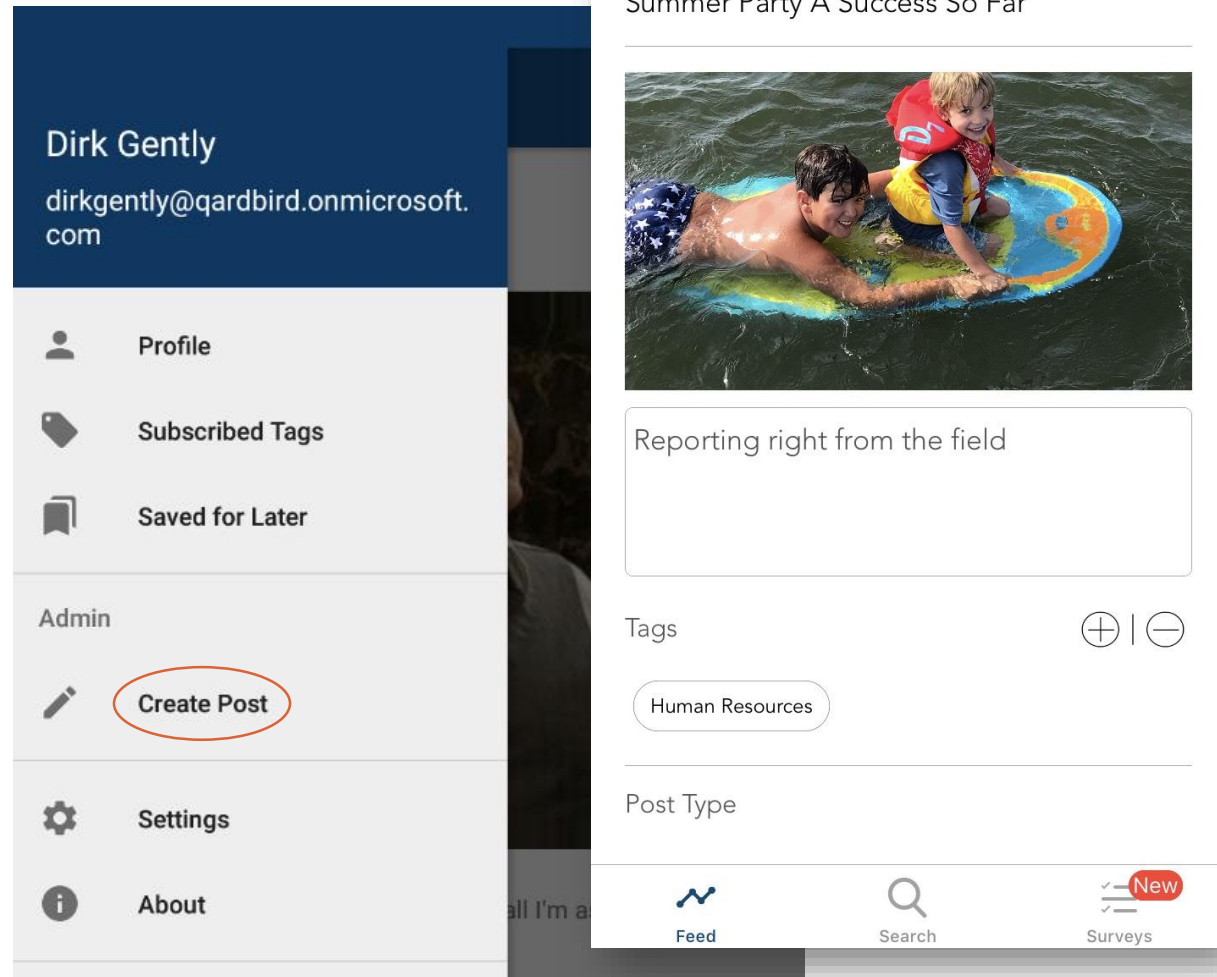
Save for Later

- From the new slide out drawer, you can get access to your Saved for Later posts
- Just select a post from your feed and select the bookmark



Create Posts on the mobile app

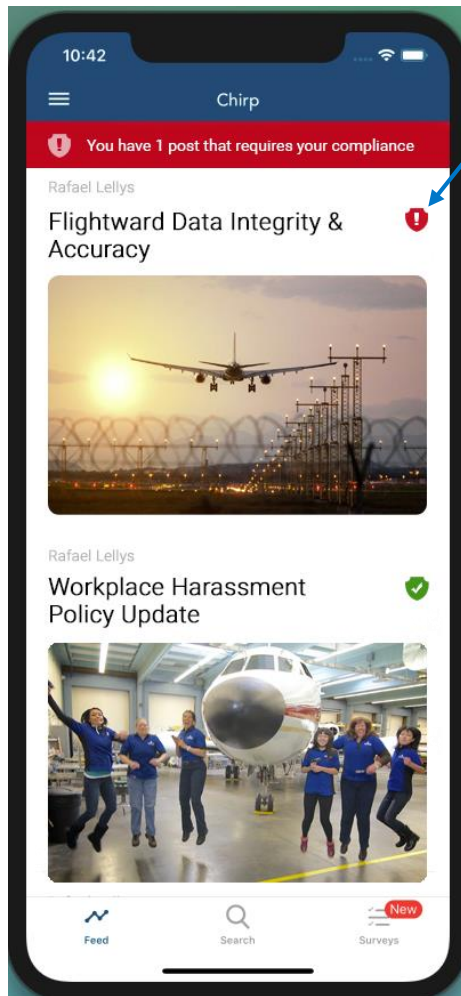
- Authorized users can create posts right from their mobile apps. Enabling your organization to communicate in real time.



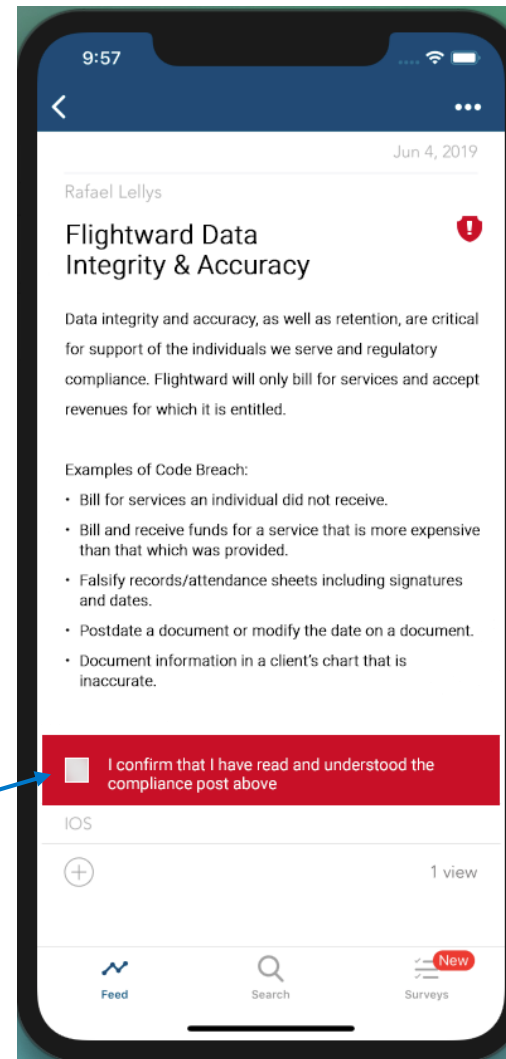
COMPLIANCE

A new type of post

- In addition to a standard and mandatory post, Sparrow now has a compliance post
- This allows you to push out a post that will be pinned to get attention, and requires a user to click a checkbox to clear it
- Also, compliance reports are available to help track who has seen it and who has complied

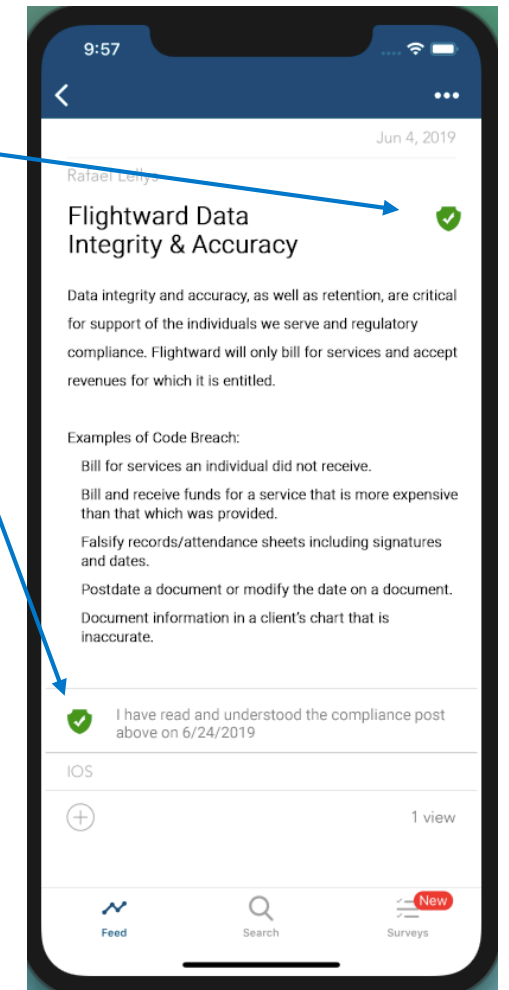


Red Shield indicates a compliance post
Post is pinned to the top



Where the user checks to comply

Green Shield indicates complied with



Compliance on Mobile

Compliance Post on SharePoint



Acceptable Use Policy Update

Published 8/27/2019 | Expiring 9/26/2019 11:00 PM
Topics: Training, Wellness

Available in: en-us, fr



Article By
Nakia Nestling



Acceptable Use covers how we use company equipment, from laptops, to the network, to servers, and cloud services.

Here's an update to the Electronic Communications section that we need everyone to be on-board with.

1.5 Electronic Communications

The following are strictly prohibited:

1.5.1 Inappropriate use of communication vehicles and equipment, including, but not limited to, supporting illegal activities, and procuring or transmitting material that violates Flightward policies against harassment or the safeguarding of confidential or proprietary information.

1.5.2 Sending Spam via e-mail, text messages, pages, instant messages, voice mail, or other forms of electronic communication.

1.5.3 Forging, misrepresenting, obscuring, suppressing, or replacing a user identity on any electronic communication to mislead the recipient about the sender.

1.5.4 Posting the same or similar non-business-related messages to large numbers of Usenet newsgroups (newsgroup spam).

1.5.5 Use of a Flightward's e-mail or IP address to engage in conduct that violates Flightward policies or guidelines. Posting to a public newsgroup, bulletin board, or listserv with a Flightward e-mail or IP address represents Flightward to the public; therefore, you must exercise good judgment to avoid misrepresenting or exceeding your authority in representing the opinion of the company.

☐ I acknowledge that I understand and have read the above post.

☐ I acknowledge that I understand and have read the above post.

Requiring Your Attention

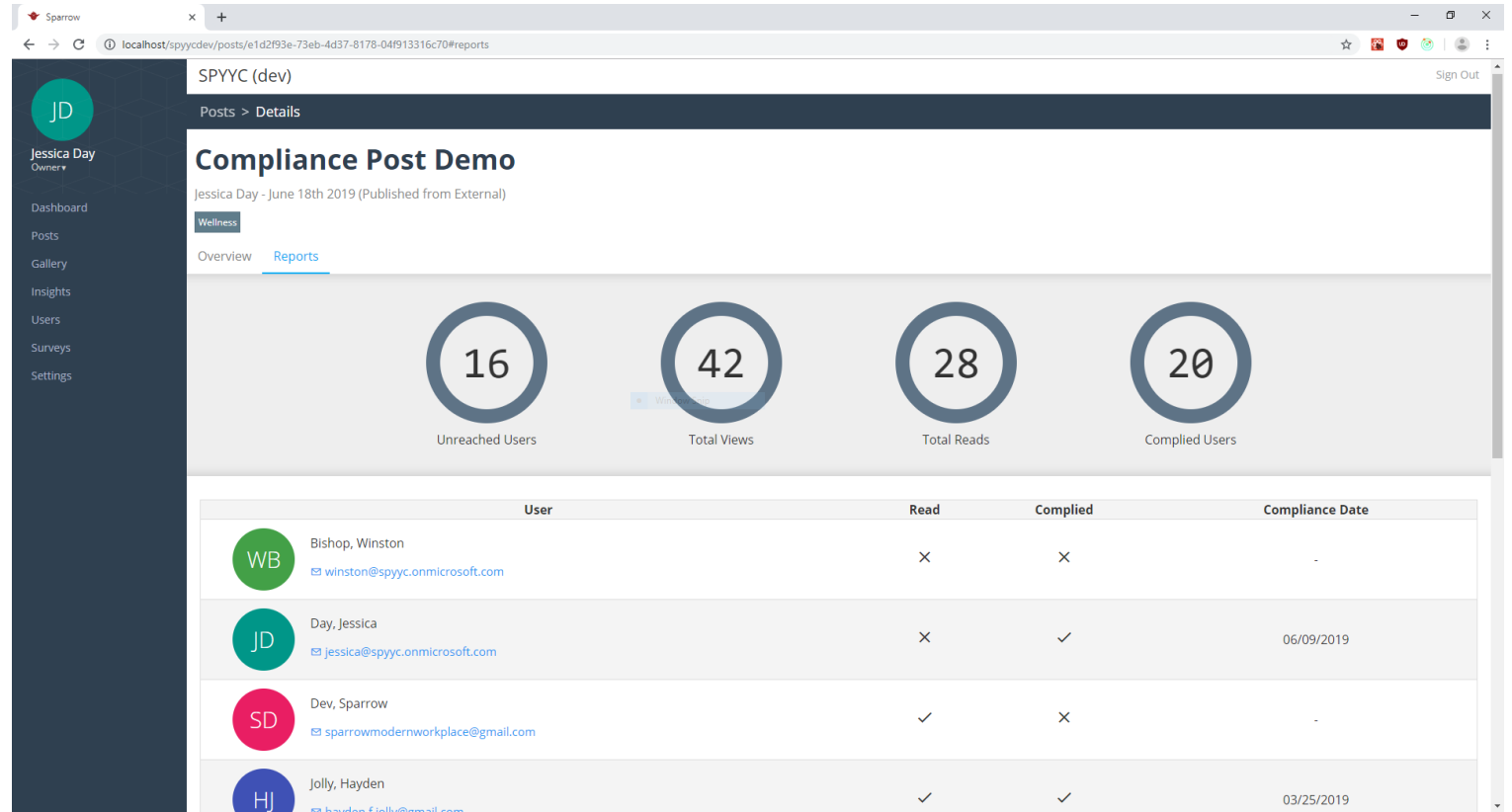
Acceptable Use Policy Update

National Injury Prevention Day

Compliance posts show up in your news feed, the mobile app, and in our "Requiring Your Attention" on the News Feed page

Compliance checkbox (greyed out once the user has complied)

Compliance Report



MULTI-LINGUAL NEWS

Authoring in SharePoint

English


The screenshot shows the English version of a SharePoint document. The title bar at the top has tabs for 'English (en-us)', 'Español (es-us)', and 'Français (fr)'. The document title is 'From Seabed-to-Space'. Below the title, there is a 'Description (Summary)' section with the text: 'Autonomy has the potential to revolutionize the way humans connect, protect, explore and inspire.' The main body of the document contains several paragraphs of text, including: 'But autonomy is about more than just the latest unmanned product.', 'It's about purposeful innovation in areas like persistence and intelligence. The true value of autonomy lies in its ability to help customers stay on mission longer, cover more area and provide more immediate, actionable knowledge – prioritizing manpower for the most important actions and decisions.', 'It's about understanding the challenges of certain missions ... knowing the systems already in place ... and having the ability to integrate intelligent and flexible autonomous solutions to help make existing systems smarter, missions safer and operations more efficient.', 'It's about applying that power of autonomy from seabed to space – because the potential to communicate and collaborate across domains in real-time can revolutionize how humans approach some of the world's most pressing challenges.', and 'For 100 years, Boeing has led manned and unmanned technology innovation and integration from sea to air to space. Autonomy will define the next 100 years – and Boeing is driving the safe innovation and integration of autonomy to maximize human potential.' The word count at the bottom right is 186 words.

Spanish

The screenshot shows the Spanish version of the same SharePoint document. The title bar at the top has tabs for 'English (en-us)', 'Español (es-us)', and 'Français (fr)'. The document title is 'Del Fondo Marino al Espacio'. Below the title, there is a 'Description (Summary)' section with the text: 'La autonomía tiene el potencial de revolucionar la forma en que los humanos se conectan, protegen, exploran e inspiran.' The main body of the document contains several paragraphs of text, including: 'Pero la autonomía es algo más que el último producto no tripulado.', 'Se trata de innovación intencional en áreas como la persistencia y la inteligencia. El verdadero valor de la autonomía radica en su capacidad para ayudar a los clientes a permanecer en la misión por más tiempo, cubrir más áreas y proporcionar un conocimiento más inmediato y accionable, priorizando la mano de obra para las acciones y decisiones más importantes.', 'Se trata de comprender los desafíos de ciertas misiones ... conocer los sistemas ya existentes ... y tener la capacidad de integrar soluciones autónomas inteligentes y flexibles para ayudar a que los sistemas existentes sean más inteligentes, las misiones más seguras y las operaciones más eficientes.', 'Se trata de aplicar ese poder de autonomía del fondo marino al espacio, porque el potencial para comunicarse y colaborar a través de dominios en tiempo real puede revolucionar la forma en que los humanos abordan algunos de los desafíos más apremiantes del mundo.', and 'Durante 100 años, Boeing ha liderado la innovación y la integración de tecnología tripulada y no tripulada del mar al aire al espacio. La autonomía definirá los próximos 100 años, y Boeing está impulsando la innovación segura y la integración de la autonomía para maximizar el potencial humano.' The word count at the bottom right is 228 words.

Writing English

Create a Post



- ✓ Choose an image or video
- ✓ Create a title for each selected language
- ✓ Create content for each selected language
- ✓ Select tags for the post

Overall Sentiment
This post has not been analyzed yet.
[Analyze Now](#)

Tip
Your users' average drop off rate is about 150 words. For best results aim to keep posts short.
[Dismiss](#)

Author
Jessica Day
Example: John Doe, or Sales Department


Author's E-mail
jessica@spyc.onmicrosoft.com
Readers can send their questions about this post to this email.

English (en-us)

Tagalog (tl)

+


Title
A look into Mara's Shared Living Life

B *I* U Normal 

There are many opportunities in the world you can really take the time to analyze and dissect what a specific experience has done

Add up to 5 languages for a single post

Create a Post



- ✓ Choose an image or video
- ✓ Create a title for each selected language
- ✓ Create content for each selected language
- ✓ Select tags for the post

Overall Sentiment
This post has not been analyzed yet.
[Analyze Now](#)

Tip
Your users' average drop off rate is about 150 words. For best results aim to keep posts short.
[Dismiss](#)

Author
Jessica Day
Example: John Doe, or Sales Department


Author's E-mail
jessica@spyc.onmicrosoft.com
Readers can send their questions about this post to this email.

English (en-us)

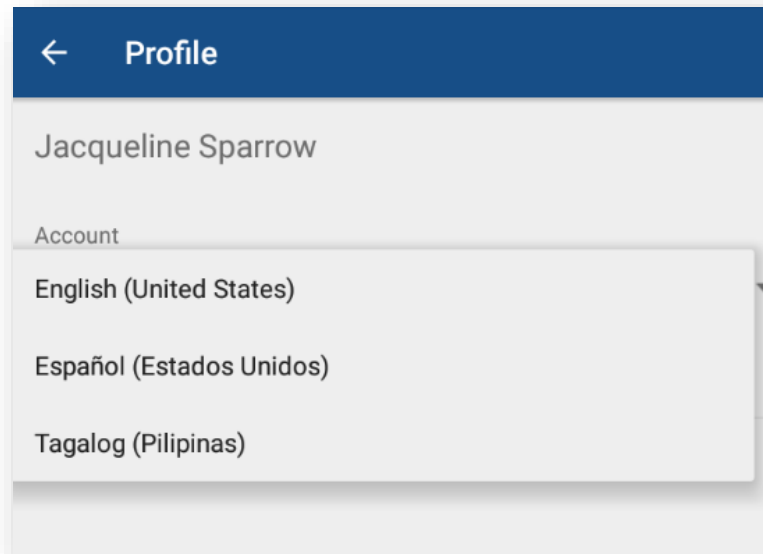
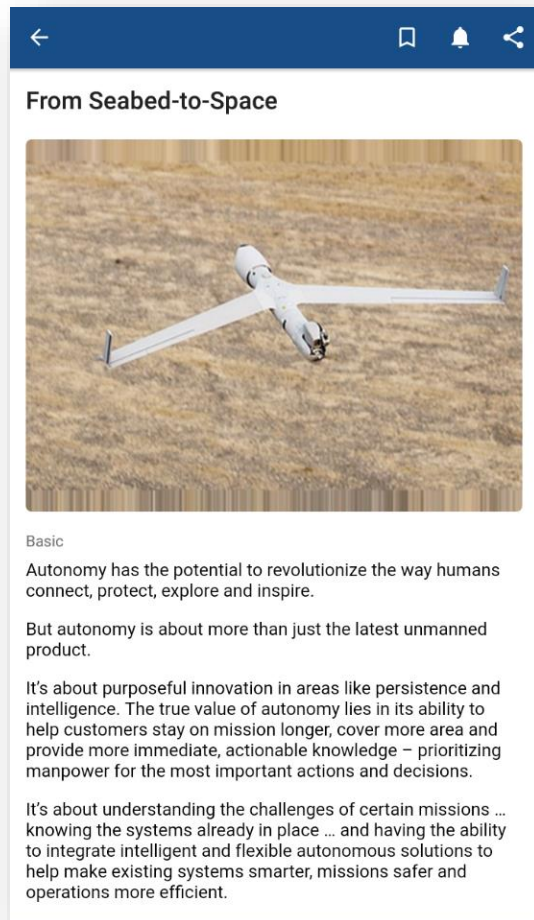
Tagalog (tl)

+

Note: Longer titles have a chance of being cut off in some views.
Title
Isang pagtingin sa Ibinahagi ni Buhay na Buhay ni Mara

B *I* U Normal 

Mobile Reader Experience





OFFICE LIST


Office List

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Office List



Calgary

 Bow Valley Square 4, 250 6 Ave SW
Suite 2120, Calgary, AB T2P 3H7


 8-5

 1-877-323-3832


 greg.miller@devfacto.com



Edmonton

 #2250, Scotia Place Tower 1 10060
Jasper Ave NW Edmonton, AB T5J
3R8

 Regular work hours


 1-877-323-3832


 justin.parkhill@devfacto.com



Regina

 1945 Scarth Street #201, Regina, SK
S4P 2H1

 8:00 am - 5:00 pm

 1-877-323-3832


 amberyl.watson@devfacto.com



Toronto

 67 Yonge Street #700, Toronto, ON
M5E 1J8

 8 - 5

 1-877-323-3832

 mario.zaborski@devfacto.com



GENERAL INFORMATION

-  Address
Bow Valley Square 4, 250 6 Ave SW Suite 2120, Calgary, AB T2P 3H7
-  Office Hours
8-5
-  Phone Number
1-877-323-3832
-  E-mail Address
greg.miller@devfacto.com

CONTACTS

-  **Jessica Day**
Intranet Owner
-  **Nick Miller**
Director, HR

Choose information
to display from each office

Key contacts from each
Office can be displayed
Including information to contact them

Office List

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Office List



Calgary

Bow Valley Square 4, 250 6 Ave SW Suite 2120, Calgary, AB T2P 3H7

8-5

1-877-323-3832

greg.miller@devfacto.com



Edmonton

#2250, Scotia Place Tower 1 10060 Jasper Ave NW Edmonton, AB T5J 3R8

Regular work hours

1-877-323-3832

justin.parkhill@devfacto.com



Regina

1945 Scarth Street #201, Regina, SK S4P 2H1

8:00 am - 5:00 pm

1-877-323-3832

amberyl.watson@devfacto.com



Toronto

67 Yonge Street #700, Toronto, ON M5E 1J8

8 - 5

1-877-323-3832

mario.zaborski@devfacto.com



GENERAL INFORMATION



Address

Bow Valley Square 4, 250 6 Ave SW Suite 2120, Calgary, AB T2P 3H7



Office Hours

8-5



Phone Number

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CONTACTS



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RESTRICTED TOPICS



Restricted Topics

10 Tips to Improve Your Health Work

Avoid those snacks, take a walk during lunch, and clean keyboard, and you're on your way to a healthier workday.

Wellness

- News article topics are able to be targeted to specific AD Groups, allowing only those users in the selected groups to see the published articles
- Available in SharePoint and Mobile

Mobile Use Policy Update

Work and please comply, as we have a few tweaks to



And the award goes to

We've won an award!



Teeny Little Super Guy

Teeny Little Super Guy reminisces to his friend Eugene.



USER ACCESS

User Access

- Field workers don't typically have corporate credentials. Sparrow allows you to securely grant access to your field workers by leveraging their personal email accounts – Gmail, Hotmail, etc.
- External user management is a breeze in our Admin portal

DevFacto Sig

Users

Manage Users Invited External Users

External users that have signed in to the Sparrow app at least once will have a corresponding user record in the Manage Users tab. Disabling an active external user here will revoke their access and they will no longer be able to log in to Sparrow.

Invite external users

If you want to invite new external users, external authentication must be enabled. External authentication can be enabled [here](#)

Pending Users

Pending Users are have been invited but but have not logged in yet. Pressing the button below will re-send email invitations to them at their invited email address.

[Re-Invite Pending Users](#)

External Users [Download](#)

All Enabled Disabled Pending

Registered Email Invited Email Invite Sent First log in Last log in

No external users found matching filter.



ANALYTICS ENHANCEMENTS

User Management and Posts

User Management

Manage Users

Invited External Users

Name

Email

State

Last Login

Role

Type

Apply

Reset

Download User Data

User ▲	Registration	Last Login	Comments	Reactions
<div><div>JB</div><div><div>Baker, Jacqueline</div><div>User - Owner, Author</div><div>QARD@qardbird.onmicrosoft.com</div></div></div>	07/11/2019	07/31/2019	2	4
<div><div>DG</div><div><div>Gently, Dirk</div><div>User - Owner, Author</div><div>dirkgently@qardbird.onmicrosoft.com</div></div></div>	07/16/2019	08/14/2019	1	4
<div><div>JH</div><div><div>Hatchery, Jackie</div><div>External User</div><div>jackie.hatchery@gmail.com</div></div></div>	07/16/2019	07/19/2019	0	2
<div><div>MJ</div><div><div>Jones, Martha</div><div>User - Owner, Author</div><div>marthajones@qardbird.onmicrosoft.com</div></div></div>	07/17/2019	08/14/2019	3	5

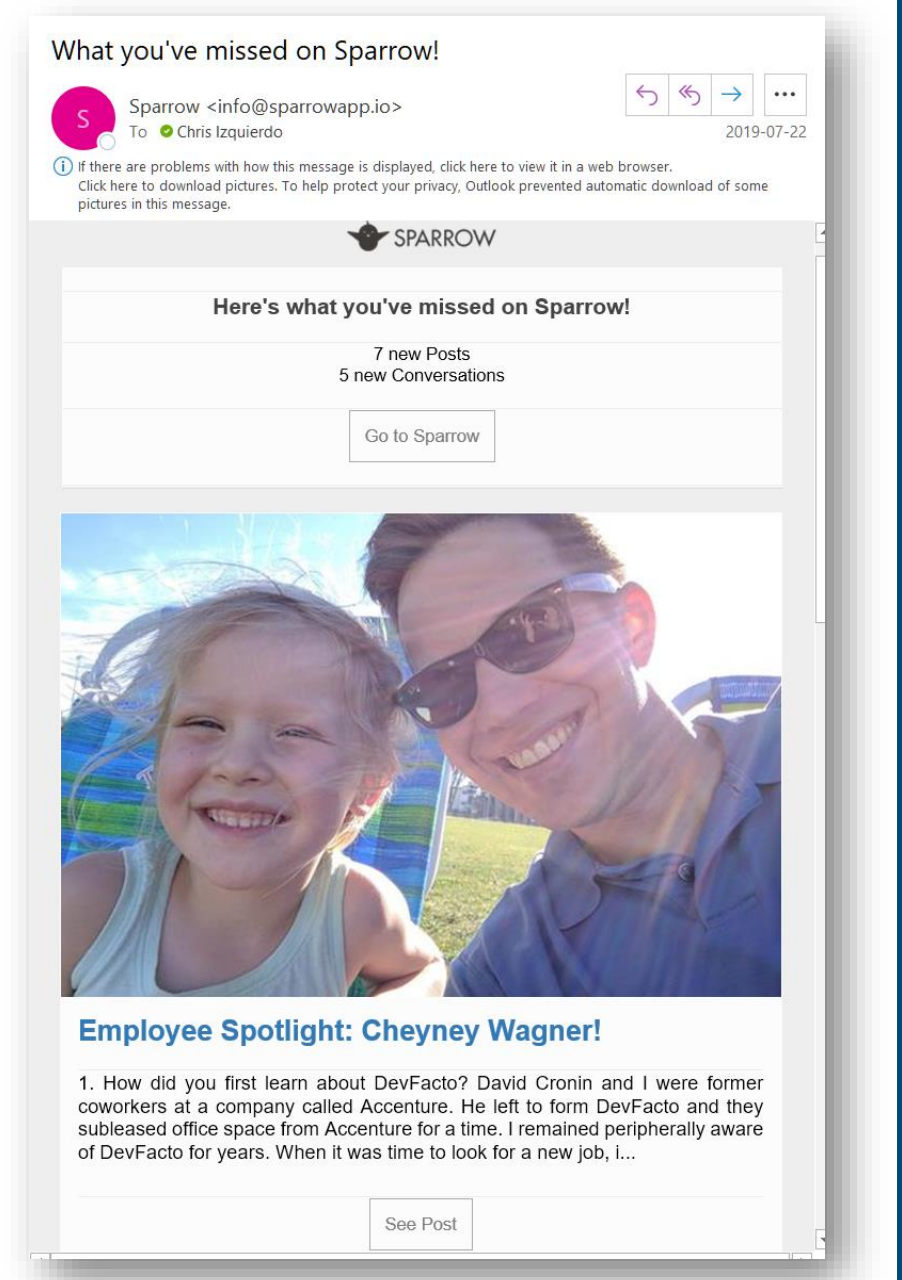
More information regarding each user is now available, as well as filtering and downloading the user data



MORE FEATURES

Intelligent Newsletter

- Sparrow can send users a weekly email curated with the articles that they haven't yet read based on their topic selections.
- The newsletter only contains articles relevant to the employee – not a one size fits all email.





Available For

Sparrow is available for

- On-Premise (SharePoint 2016, 2019)
 - Annual releases
- SharePoint Online
 - Quarterly updates
- Mobile only (No SharePoint)
 - The Admin Portal serves as your center for posting, surveys, and more