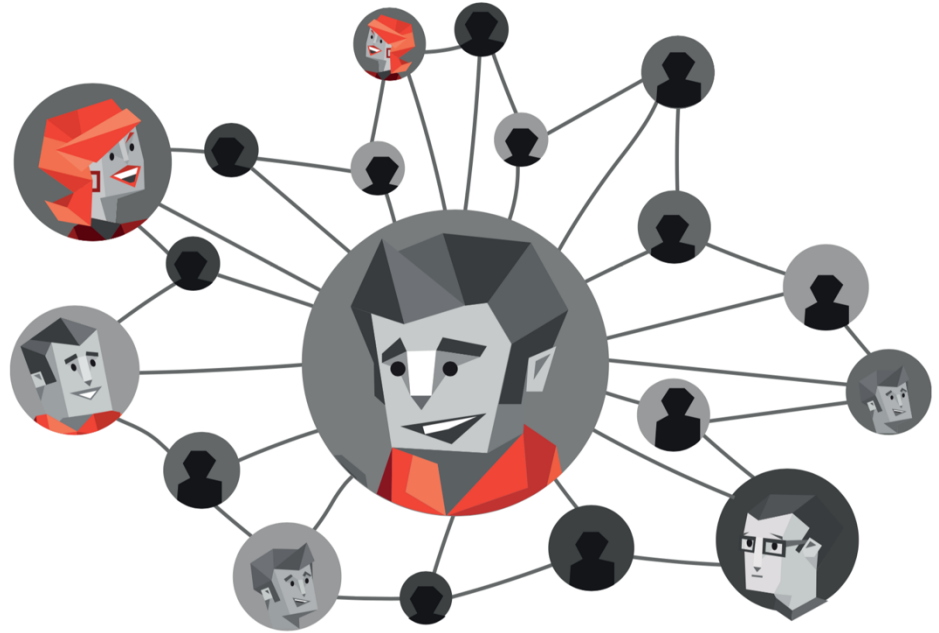


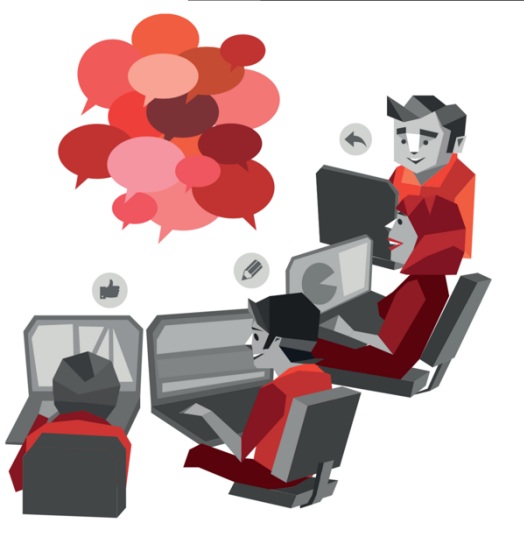
Why SWOOP?

- Organizations implement Microsoft Teams to break down silos, increase collaboration and productivity
- But how do you know it is working?
- SWOOP is the 'fitness tracker' that sits on top of Microsoft Teams, and helps you set goals, and drive collaborative fitness
- Without SWOOP you're flying blind



Collaborate faster and better with SWOOP

What do you get?



Available within SWOOP

- 30+ indicators for Enterprise, Teams, Business Units and Individuals
- Self-serve: Access to SWOOP for all users
- Updated multiple times per day
- Continuously updated with new features based on customer feedback

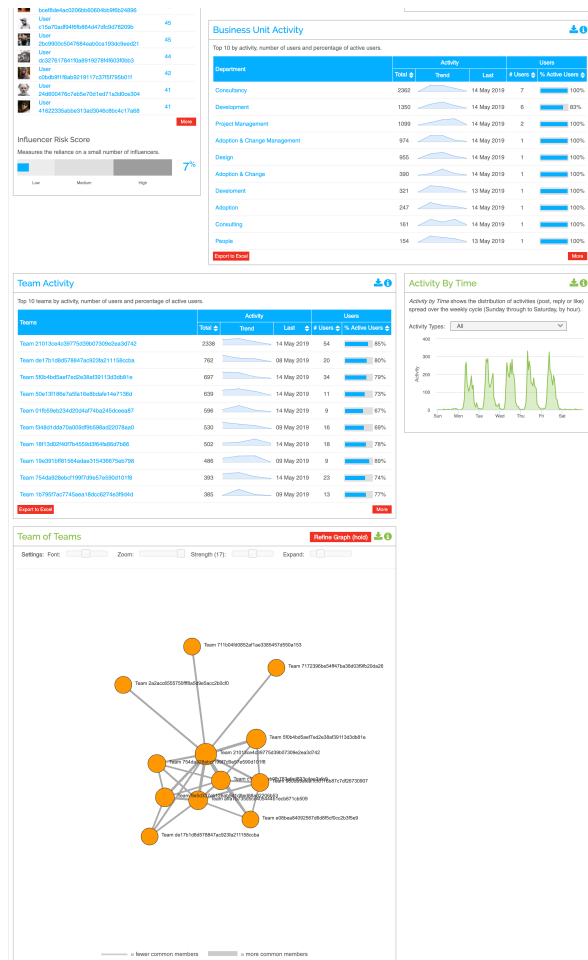
SWOOP Customer Success

- Annual benchmark report and debrief with SWOOP Chief Scientist
- Masterclasses on goal setting for the enterprise and/or teams and senior leaders to drive business value of Teams
- Regular check-ins with SWOOP Customer Success Team
- Technical support and access to SWOOP User Community

Optional extras/add-ons

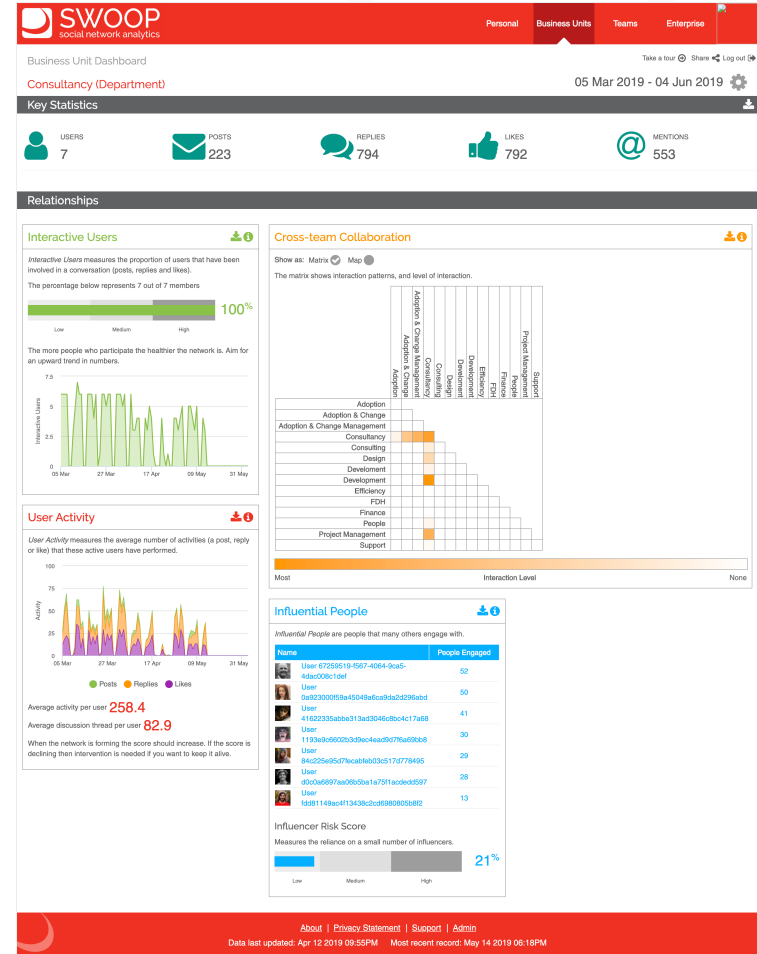
- Sentiment Analysis

- Find most/least active areas of the organization using Teams to measure adoption progress
- Find the most active teams to collate 'best practice' stories and generate buzz
- Easily visualize new cross-organizational collaboration patterns to demonstrate impact
- Identify top influencers to enrol as Teams advocates
- Identify inactive teams for archival to improve governance



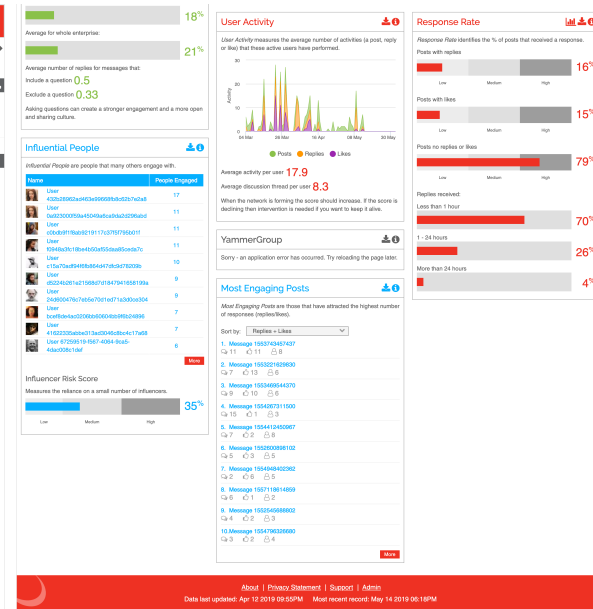
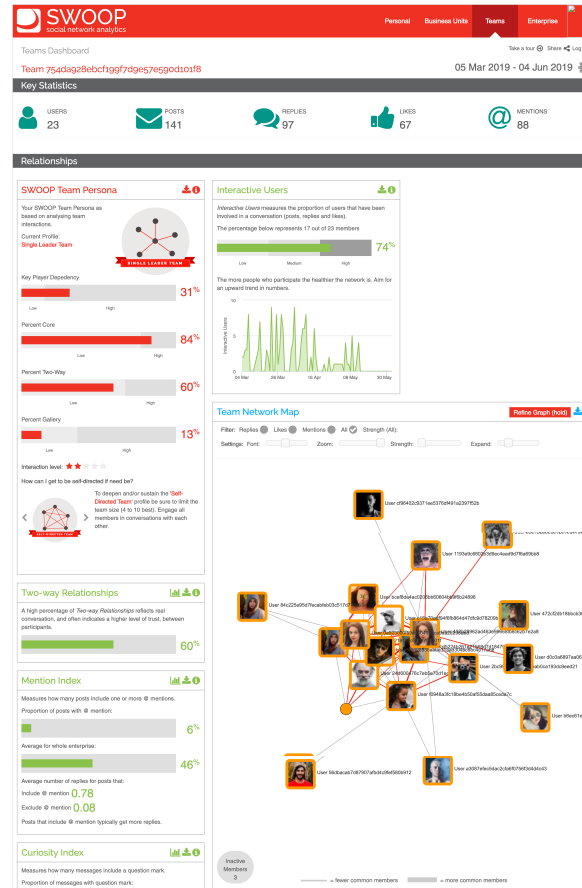
Insights for Segments

- Find out who is using Teams in your Business Unit, Location or any other segment of people
- Find the most active teams and reward influencers to cultivate collaboration
- See how your Business Unit, Location etc is being 'wired' via Teams



Team Leader Insights

- Determine team interaction patterns to optimise collaboration
- Find out what your team type is:
 - **Self-directed** (truly collaborative team with everyone participating)
 - **Single Leader led** (relying on single individual to drive collaboration)
 - **Forum** (members have outgrown ideal size and a single person is driving the team)
 - **Community of Practice** (members have outgrown ideal size, and a new core of members is driving the team forward)
 - **Disconnected Team** (low levels of interactivity)
- Find most active channels, most engaging posts and influencers
- Collaboration starts being curious. Find out how many questions your team asks.



Leader Metrics

- Senior leaders are critical as role-models
- Use the SWOOP Personas to drive collaborative behaviours on Microsoft Teams
- Set goals, track progress and coach senior leaders with SWOOP

SWOOP Personas



OBSERVER



BROADCASTER



RESPONDER



CATALYST



ENGAGER

Benchmarking



Summary of interaction levels:

Name	Posts	Replies		Likes		Notify/Cc		Mentions		SWOOP Persona	Total	Rank	Account Active
		Made	Rec	Made	Rec	Made	Rec	Made	Rec				
Shirley Blyrizeled	168	426	426	439	467	26	54	219	202	Engager	2427	5	yes
Frank Swoopster	116	336	272	447	472	66	36	243	163	Engager	2151	5	yes
Benjamin Sturst	71	328	192	665	245	101	36	292	135	Responder	2065	5	yes
Deborah Havian	41	253	154	107	239	75	50	72	178	Engager	1169	4	yes
Samuel Brawhe	95	137	152	41	255	15	42	86	72	Catalyst	895	4	yes
Victoria Blyrizeled	9	86	48	126	80	12	27	81	49	Responder	518	3	yes
Joyce Cellem	1	43	20	8	47	1	2	38	47	Engager	207	2	yes
Noah Emares	3	29	19	86	25	1	14	2	20	Responder	199	3	yes
Marilyn Ispair	4	28	13	11	29	0	4	1	23	Engager	113	1	yes
Arthur Thdoz	1	0	0	0	0	0	3	0	8	Observer	12	0	yes

Export to Excel

Free 2 week trial

- Set up in no time
- Secure: Data stored in region of choice
- No installation cost, no configuration required
- Option for federated login
- Self-serve access for all

POSTS
493

REPLIES
1762

LIKES
1919

MENTIONS
1053



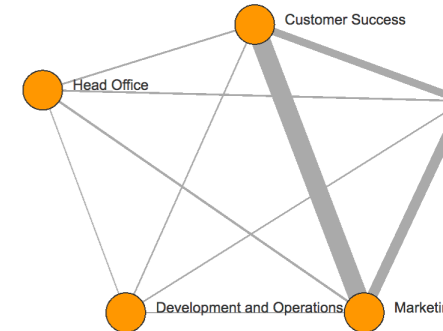
Active users
active at

Cross-team Collaboration

Attribute: Show as: Matrix ☐ Map ☒

The map shows interactions patterns, and level of interaction.

Strength (All):



About SWOOP Analytics



Quick Facts

Founded: 2014
Market: Global
Model: SaaS
Locations: US,
Europe, Australia

Expertise

Deep enterprise
collaboration
expertise. SWOOP
draws on 100+
completed
projects

Recognised

Microsoft Partner
and presenter at
several global
Microsoft
conferences

Global

Benchmark
Own the world's
largest
collaboration
benchmarking
study

Research

Collaboration with
Stanford, Sydney
University and
Griffith University
on measuring
collaboration