All Your Business Apps.
One Social Experience.
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Connect people, conversations and data across disparate business applications with the Yammer Platform. Make your data social by bringing it into Yammer, so it’s instantly discoverable, meaningful, and actionable. Embed the same social experience back into all your business applications, so everyone can collaborate through a common conversation layer—no matter what app they use.
Today’s business applications create social graphs that map relationships between people and objects, but only within the boundaries of a single application. For example, Microsoft Dynamics (CRM) maps relationships between employees, customers, and prospects. Zendesk (Customer Support) maps the relationship between employees and support tickets. This creates pockets of information that don’t speak to each other and results in siloed data. Yammer uses the Open Graph protocol to connect these applications, creating the Enterprise Graph: a single mapping of people and objects they encounter at work.

The Open Graph protocol provides an efficient framework for understanding data, where an action defines the relationship between a person and an object. For example, John uploaded the file Northwind Traders Pitch Deck in SharePoint. By applying this framework across other business applications, Yammer can surface information in meaningful ways. With features like Universal Search, Ticker, and Pages, employees can discover and collaborate on anything within the Enterprise Graph.
Make Your Business Data Social

All it takes are a few simple steps. Pull in activity from across your business applications into a single place where employees can easily discover and collaborate. With the Enterprise Graph, the possibilities are endless.

Ticker
Discover activities taking place in real-time across existing business applications. Ticker dramatically accelerates the distribution of information through your network.

Universal Search
Search across Yammer and existing business applications like Microsoft Dynamics, Netsuite, or Expensify.

Pages
Whether it’s a Sharepoint file or Zendesk ticket, an object shared to Yammer has a dedicated Page where employees can discuss, follow, and collaborate.

Universal Search: Find information across Yammer and other business apps.
Ticker: See activity happening in real-time from all business apps.
Pages: Similar to a user profile, Pages provide an aggregate view of all the latest activity related to an object.
Employees are used to having a single social identity in their personal lives—why not bring this standard to work? Rather than having separate profiles, feeds, and connections for every system, Yammer's embeddable plug-ins allow employees to use a single identity and access the same set of conversations and social actions across all of their business applications. Extend Yammer's social functionality to the business applications your employees already use.

Yammer Connect Login
Add the Login Button to your business applications so users can easily register and login with their Yammer accounts and bring their profile information to whatever app they use.

Embeddable Feeds
A simple code snippet lets you embed any feed to your existing business applications. For example, a feed from the HR group to your company intranet, or a feed for an opportunity right inside Salesforce.

Like & Follow Buttons
Embed Like and Follow buttons to your business applications. When an employee likes an object, it shares an update to Yammer. By following an object, Yammer understands it’s relevant to the employee.
Yammer App Directory

The updated App Directory lets employees browse and connect business apps with Yammer. Drive engagement for existing apps by making them social, and empower employees to find other useful apps.