

# Social Media Publishing im Unternehmen

## Entwicklung und Beispiele

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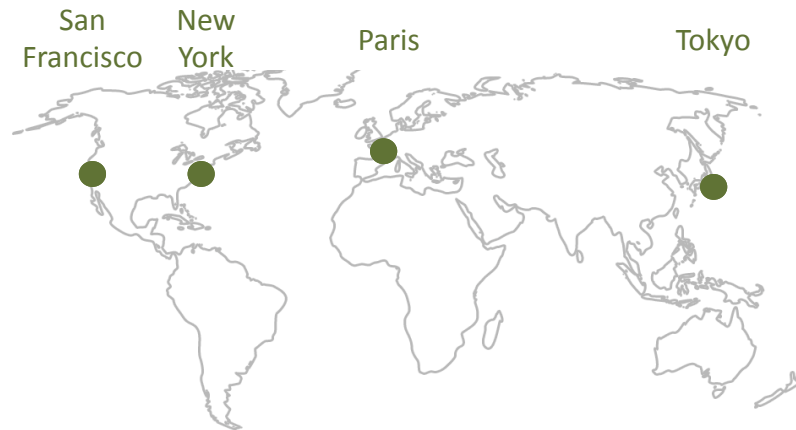
2. September 2009  
Gregor Einetter  
International Business  
Development Consultant



1. Eindruck von Social Publishing
2. Aufzeigen von unterschiedlichen Einsatzmöglichkeiten
3. Entwicklungsschritte der Plattform und Ausblick

# Six Apart Profil

- Gegründet in 2001
- ~ 200 Angestellte
- Büros in



- Millionen von Privatpersonen und Unternehmen nutzen 6A Produkte um zu Bloggen, Multi-Mediale Inhalte zu transportieren und Online-Communities zu betreiben

- Investoren
  - August Capital
  - Intel Capital
  - Focus Ventures
  - Neoteny

- Produkte

MOVABLE TYPE™

TypePad

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blogs.com

Ca. 80% der Fortune 500 Unternehmen, die Social Media Tools einsetzen benutzen Six Apart Produkte

### Financial



### Media



### Technology



### Publishing



### Manufacturing

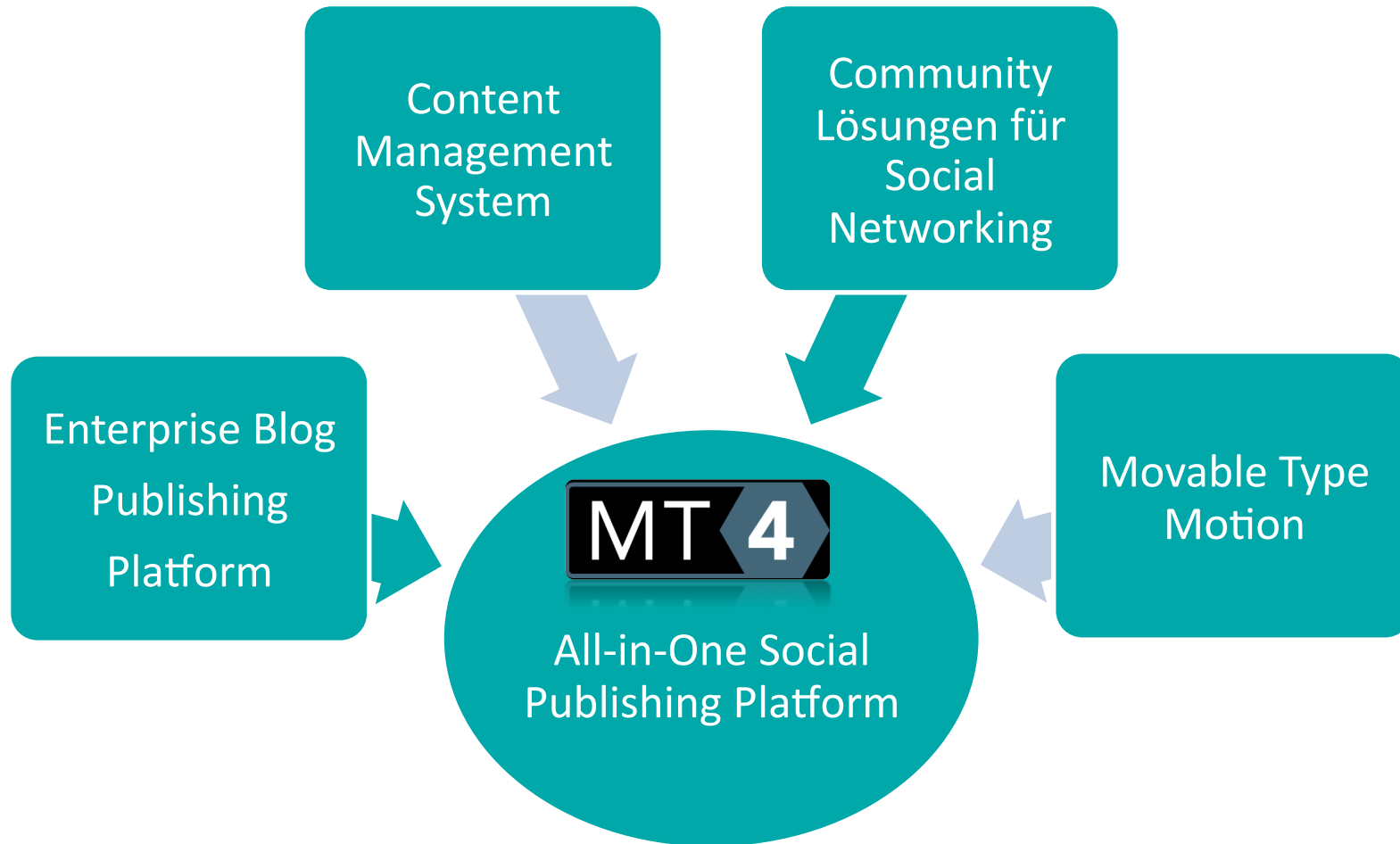


### Other



### News





Enterprise Blog  
Publishing  
Platform



# Blog Network

Find and talk to the BBC's bloggers.

## Latest Post From Our Network:

 GARDENERS' WORLD

### It only rains on the righteous

Mon, 11:25 | [Comments](#)

The rains came - and came and came. Toby's first days at Berryfields were met with a torrent of water and a sea of mud. "It's normally not as bad as this," I kept hearing myself saying, as Sharon, our director tried to engage him in a couple of



PM

#### Food.

Mon, 11:16 | [Comments](#)

Craig Sheaf sends this: "On holiday in Cheddar Gorge. BBQ's morning & evening...."



NORTH EAST WALES WEBLOG

#### Your flood photos

Mon, 11:12 | [Comments](#)

Here's a round-up of photos and links showing how the area has been affected by ...



PM

#### The Glass Box for Monday.

**Latest Entries:**

- » [Gigaset refreshes US Product Portfolio](#)
- » [Download Gigaset QuickSync for Mac](#)
- » [Siemens Gigaset S790 and S795](#)
- » [Searching for: Jens Huene](#)
- » [Do you need the Gigaset Blog?](#)
- » [New QuickSync 4.0 for Siemens Gigaset SL780 and SL785](#)
- » [Solid & Tough: Siemens Gigaset E490](#)
- » [Explaining Siemens Gigaset 4 - CAT-ig](#)
- » [Mute function for Siemens Gigaset phones](#)
- » [Siemens Gigaset SL785 IP - New IP phone in 2009? -UPDATE-](#)

Check out!  
The new  
Video Category

Tuesday, January 20, 2009

## Siemens Gigaset SL785 IP - New IP phone in 2009?

Categories: [Design & Lifestyle](#) | [Eco Dect](#) | [Innovation](#) | [VoIP](#) | [Voice](#)

As the Siemens Gigaset SL780 and SL785 are a huge success for Siemens Gigaset so far, it would be consistent to release an IP version of the phone in the year 2009. Probably it would not be named SL785 IP but Siemens Gigaset SL795 IP because the middle number represents the release year. Everyone who would be interested in an IP version of the SL780/ SL785 leave a comment here please. Maybe we can push it a little bit...

M. Schäufele 1:53 PM, January 20, 2009

### Comments

I have a relatively old handset A120 (S30852S1655 K101-3) but, after moving from country to country, I can't find the manuals. I could not find the manuals in your site, either. Could you please provide?

Susana Rico

**Susana Rico** 9:25 PM, January 21, 2009

Count me in. I have the 685, and it feels a bit cheap and plastic. So this would be just the ticket.

**Neal** 12:43 PM, January 22, 2009

We certainly would sell some. The S685IP is being sold a lot together with differente voip

Search:

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Product Quickfinder

**ECO DECT:**

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» [Siemens Gigaset S685 IP](#)

(121) September 1, 2009 at 1:55 PM

» [Siemens Gigaset SL785 IP - New IP phone in 2009? -UPDATE-](#)

(21) August 31, 2009 at 6:37 PM



this blog brings you the latest news about the Orange Business suite of websites and blogs. we'll use this space to keep you updated on the latest improvements brought to our sites, webtv, blogs, online news magazines and all other items which might be of interest to you

[Orange Business Services](#) > [Orange Business Blogs](#)

## our five latest posts

### enterprise cloud computing gaining ground

31

August

published on Orange Business Live

More than 80% of large enterprises are at least in the trial stages for public and private cloud computing deployments, although there is still significant confusion and concern about the definition of the concept, according to a survey conducted by...

next »

### is office application support a must for smartphone users?

25

August

published on Orange Business Live

Microsoft's mobile enterprise activities have been in the spotlight during the last few weeks, with the company inking an alliance with Nokia to address this market, and reports that the company is planning to support mobile browser access to its...

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## MITCHELL PEAK



Trent, United States

Trip in [United States](#) ~ [Beginner](#) difficulty



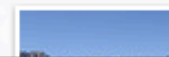
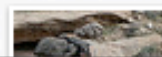
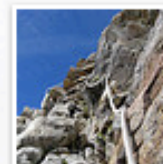
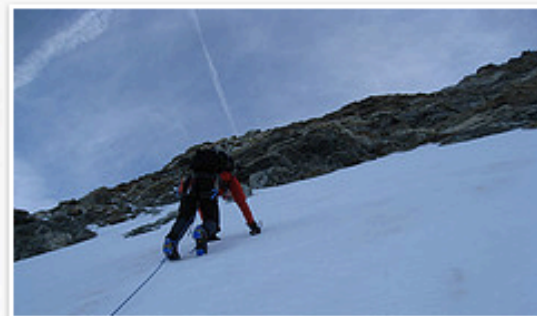
Destination: Above the California Smoke Clouds of June 2008  
How do you plan on doing that? Summit Mitchell Peak  
Where? Jennie Lakes Wilderness - tucked in around Kings Canyon and Sequoia National Forest. Couple hours outside of Fresno, CA..  
How long? Easy. 2,000 foot ascent over 3.1 miles  
Wanna see more pics? [Click here](#)  
Summertime 2008 was a mixed bag of spontaneous as well as planned adventures. The last weekend

[→ continued](#)

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# Welcome to Oracle Blogs

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## ADF in Action: Migrating to JDeveloper 11.1.1

Since JDeveloper 11.1.1 has been released on OTN, a number of posts have done on the new features of JDev 11g. We will use all these blogs to complete our task... Why migrate? Can't we stick with the old 11g? When a new production release is available it is better to migrate to this release as long as it makes sense. With JDeveloper 11.1.1 this makes perfect sense, because all previous version where just technical previews and not intended ...

Posted by olaf.heimbuerger on [October 23, 2008 9:49 AM](#)

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## How to Use Oracle AQJMS to Send Text Messages B/W 2 Clients

Sample Peer-to-Peer Oracle AQJMS program to send & receive Text Messages between two Clients. Ensure you enabled JMS option while installing 11g Database. JMSProvider is the JMS Demon Services running in Oracle 11g Database. 1. JMS Destination is the Queue created with Oracle11g database using below scripts. Execute below 3 scripts in your database. rem

```

===== rem Create a queue table
R_RYSAMPLE_QT rem ===== DECLARE BEGIN
dbms_output.put_line ('Creating Queue Table R_RYSAMPLE_QT...');
dbms_aqadm.CREATE_queue_table( queue_table => 'R_RYSAMPLE_QT', queue_payload_type =>
'SYS.AQ$_JMS_TEXT_MESSAGE', sort_list=> 'ENQ_TIME,PRIORITY', ...

```

Posted by raghu.yadav on [October 23, 2008 3:42 AM](#) | [Comments \(0\)](#)

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## Missed OpenWorld? Check out the Presentations ...

For those of you that couldn't make it to OpenWorld we have published some of the papers most

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Internet | Mode protégé : activé 100%

Boîte de récepti... Gmail - Boîte d... Homepage | Or... gigaset blog - f... Microsoft Pow... Sans titre - Paint Oracle blogs - ... More case stud... FR 14:47

Was sind die zentralen Vorteile der Blogging Technologie?

Content  
Management  
System



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## The latest from Viscera, IMT's blog

Plastic surgeons in UK speak out against 'anatomically incorrect' images

It's more dangerous to text and drive than to drink and drive - study

New type of genetic test for inherited breast cancer could slash cost and waiting times

Do you confuse your patients? Do they even know if they're confused?

New this month:

## News

### Irish language doctors to host a conference on ageing

Ian McGuinness | 23 September 2008

A group of doctors who hold frequent meetings through the medium of the Irish language are to stage their autumn gathering on Saturday, September 27 in St John of God's Hospital in Stillorgan, Co Dublin. Acadamh na Lianna will host... [Read more](#)

### Security standards issued for health

Greg Baxter | 23 September 2008

New standards on information security in the health sector have been issued by the International Organisation for Standards (ISO), an international body composed of representatives from various national standards organisations. The new guidelines address the increasing use of wireless and... [Read more](#)





→ PARIS 1



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27.08.09, Paris



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### RECHERCHE

Rechercher



### PRÉCISION POUR LES ENTRAÎNEMENTS DU MOIS À VENIR

28.07.2009 / Actu

Bonjour à tous,

Pour le mois à venir qui se fera sans moi puisque je suis en vacances (désolé de le redire pour ceux qui doivent travailler !!), je poste des articles avec à l'intérieur le contenu des séances à réaliser. Vous pouvez écrire des commentaires pour informer les autres coureurs de la communauté de votre présence ou non aux entraînements.

Pour retrouver tous les entraînements, je les mets tous dans la catégorie entraînement. Il suffit de cliquer sur l'onglet entraînement sur la gauche du site pour voir tous les articles ou alors cliquer sur la date du prochain entraînement qui se situe sur la droite. Cela vous amènera directement à l'article correspondant à l'entraînement du jour.

Bon entraînement et bon courage

Votre coach David

Envoyer à un ami!

[Lire les commentaires \(3\) / Réagir](#)



### ENTRAÎNEMENT MERCREDI 19 AOÛT

28.07.2009 / Entraînements

Rendez vous donc Mercredi 29 juillet à 19 heures sur le parking à côté des grandes lettres en pierre du Parc Floral.

### ACCÈS MEMBRE

Nom d'utilisateur

Mot de passe

OK

[Mot de passe oublié ?](#)  
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### PROCHAIN ENTRAÎNEMENT



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## waldzell meetings

By waldzell on July 23, 2009 11:37 AM | No Comments







Barack Obama powered by Movable Type



Community  
Lösungen



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SEPTEMBER 1, 2009

FROM RECIPES

## Meat Lite: Easy Eggplant and Bread Salad

Posted by [Joy Manning](#), September 1, 2009 at 11:30 AM

**Note:** Philadelphia food writers Joy Manning and Tara Mataraza Desmond drop by each week with [Meat Lite](#), which celebrates meat in moderation. Meat Lite was inspired by their book, [Almost Meatless](#).



TODAY'S SPECIALS

### The Nasty Bits: Crisp Fried Pig's Tail

I want to make the case that pigs' tails contain everything desirable in the pig, and in exactly the

right proportions. Unlike oxtail, the tails of pigs come with the skin intact so that each segment is a perfect cross-section of skin, fat, tendon, and meat.

[Continue reading »](#)



[In Memory of The Silver Palate's Sheila Lukins »](#)

[Fresh Food on TV: Weekday Edition »](#)



**VERÖFFENTLICHT** - Wie bereits angekündigt haben wir uns noch etwas ganz Besonderes einfallen lassen. Alle Besucher des westwind090 am 12.September am Residenzplatz sind aufgefordert, nach dem Event ihre Fotos bei uns hoch zu laden. Denn wir verlosen unter allen Fotografen ein Sony...

**westwind09: Sony Ericsson Handy zu gewinnen!** // in Musik & Festivals am 1. Sep 2009 um 13:51

**KOMMENTIERT** - Lieber Herr Eigler, Wir haben dazu die Information bereits gestern Mittag gut sichtbar (rechte Spalte) online gestellt. Das Freischalten passiert an Werktagen zwischen 9 und 17 Uhr, am Wochenende ist die Redaktion nicht besetzt und daher werden Beiträge auch erst...

**Wie lange dauert die Freischaltung von Beiträgen und Kommentaren** // in Leserbriefe am 1. Sep 2009 um 12:27



**KOMMENTIERT** - Die Kinotickets wurden verlost und die Gewinner per Mail verständigt!...

**"Taking Woodstock" - Filmpremiere - 50x2 Tickets - VERLOST!** // in Kino & Film am 31. Aug 2009 um 12:49



**KOMMENTIERT** - sind die witzig!!!! super eingefangen die verschreckten augen.....

**Junge Katzerl beim Bauern** // in Tierfoto am 31. Aug 2009 um 20:13



**KOMMENTIERT** - Sehr geehrter Herr Svojtka, Wenn Sie sich die Mühe gemacht hätten, die Gewinnspielbeschreibung zu lesen, würden Sie wissen, dass die Gewinner von Herrn Eisl höchstpersönlich ausgewählt werden. Wir haben darauf keinerlei Einfluss. Ich glaube die leidige Debatte, welche Fotos wo...

**Wichtige Info für alle Fotoblogger** // in Aktiv & Draußen am 29. Jul 2009 um 13:55

**BENUTZER**



► **Stimmung:** Über dem Mond

► **Benutzertyp:** Adrenalinsüchtige

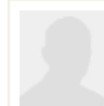
► **Status:** Meister

► **Aktivität:** 337

► **Region:** Stadt Salzburg

► **Website:** [www.querdenken.at](http://www.querdenken.at)

**RTC LIEST:**



[+ Thema eröffnen](#)

## AKTUELLE THEMEN

## KOMMENTARE

LETZTER  
KOMMENTAR**Text veröffentlichen** ALLGEMEINE FRAGEN

Von Simon Reichl am 15. Jan 2009 um 14:05

Ich habe folgende Frage: Ich wollte wissen, wie man es schaffen kann, dass man eigene Themen eröffnen kann, wie zum Beispiel bei der MeinJung-Kolumne. Ich hätte da schon ein paar Beiträge fertig, jedoch weiß ich wie gesagt nicht, wie ich diese veröffentlichen kann. Danke im voraus!...

★ 2 Stimmen

19

31. Aug  
2009  
Von lilli/SN**Foto löschen - bitte hier posten!**

FOTOS

Von christina/SN am 12. Aug 2009 um 09:20

Da in letzter Zeit häufig die Anfrage kam, Fotos zu löschen, habe ich einen neuen Thread aufgemacht. Alle Anfragen dazu bitte hier als Kommentar posten. Leider ist es derzeit für die User noch nicht möglich, nachträglich ihre Beiträge zu bearbeiten bzw. zu löschen. Bitte um Verständnis. Lösch-Anfragen erledigen wir so...

★ 0 Stimmen

7

31. Aug  
2009  
Von Roman**Salzburger Nachrichten EPaper**

ALLGEMEINE FRAGEN

Von Claus/SN am 27. Mai 2008 um 17:25

Die aktuelle PDF-Ausgabe der Salzburger Nachrichten erfordert nun eine Registrierung. Wenn Sie sich als neuer mein.salzburg.com Nutzer registrieren und im Anschluss daran anmelden, sollten Sie beim Klick auf den Menüpunkt "Zeitung" oben im Kopf jeder Seite auf das EPaper gelangen. Derzeit melden Benutzer immer wieder

32

27. Aug  
2009  
Von  
christina/SN

## BELIEBTESTE FOREN

Foto löschen - bitte hier posten!

## AKTUELLE THEMEN

Foto löschen - bitte hier posten!

Benutzerfoto

Bild hochladen

Kategorie ändern

Veranstaltung eintragen

Bestehenden Artikel überarbeiten.

Ein neuer Service?

Betrugsanzeige in SN

Login? Registrierung? Kommentare verschwunden?

Verhaltenskodex

## FORENGRUPPEN

Allgemeine Fragen 33 178

Letztes Thema: Benutzerfoto

Fotos 17 56

Letztes Thema: Foto löschen - bitte hier posten!

Gewinnspiele 1 4

Letztes Thema: Wieso soll ich mitmachen?

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**QUICKPOST**

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Joe Friend [tweeted](#), "[@alanfiorshiem](#) @ and # are user originated conventions. Twitter didn't create them. The nice part is that they work fine on just plain SMS."

 By [Anil Dash](#)

MT Pro

 By [Anil Dash](#)

A Chat With BikeHugger.com's DL Byron

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 By [Massey Knakal Realty Services](#) on Sep 1, 9:27 AM | [Report THIS Post as Spam / Abusive / Misleading](#)



#### MASSEY KNAKAL SELLS FORMER GAS STATION IN NEW ROCHELLE

A prime development site at 452 North Avenue, located in New Rochelle, NY, was sold in an all cash transaction valued at \$470,000. The 13,504 square foot lot has a buildable square footage of 6,752 square feet. The property is zoned in the Neighborhood Business (NB) area, with over 120' of frontage on each street. [www.masseyknakal.com](http://www.masseyknakal.com)

 By [Massey Knakal Realty Services](#) on Aug 31, 9:47 AM | [Report THIS Post as Spam / Abusive / Misleading](#)



#### MASSEY KNAKAL SELLS PRIME MULTI-FAMILY IN HEART OF DITMAS PARK

A four-story multi-family property at 3821 18th Avenue, located in Brooklyn's Ditmas Park, was sold in an all cash transaction valued at \$2,800,000. This walk-up apartment building is approximately 28,536 square feet and consists of 31 residential apartments. The units include ten two-bedroom apartments and 21 one-bedroom apartments. [www.masseyknakal.com](http://www.masseyknakal.com)

 By [Larry Vershel Communications](#) on Aug 27, 1:41 PM | [Report THIS Post as Spam / Abusive / Misleading](#)

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- Features
- Anbindung zu klassischen Enterprise Datenbanken und Systemen (Microsoft SQL, Oracle 10G, LDAP, ...)
- Skalierbarkeit
- Enterprise Level Support
- Updates
- Sicherheit

# Zusammenfassung

- Movable Type Enterprise dient als All-In-One Social Publishing Plattform
- ‚Kleiner‘ Start bzw. Einsatz möglich (z.B. Corporate Blog)
- Komplette Webseiten mit Movable Type aufbauen (CMS)
- Ermöglicht Betrieb von kompletten Online Communities und Foren
- Aggregieren von Inhalten und erstellen von hilfreichen Streams
- Enterprise Produkt bietet Features + Support + Skalierbarkeit

Danke!

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[www.movabledemo.com](http://www.movabledemo.com)

Typepad  
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Company  
[www.sixapart.com](http://www.sixapart.com)

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