

For: Security &
Risk Professionals

The Forrester Wave™: Social Risk And Compliance Solutions, Q2 2014

by Nick Hayes, May 7, 2014

KEY TAKEAWAYS

Hearsay Social, Actiance, Nexgate, And OpenQ Lead The Pack

Forrester's research uncovered a market in which Hearsay Social, Actiance, Nexgate, and OpenQ lead the pack. Sprinklr and Socialware offer competitive options. CrowdControlHQ contends, while Gremln, SocialVolt, and CSI lag behind.

The SRC Market Is Growing As All Employees Must Engage On Social, Securely

The SRC market is growing because organizations need ways to empower their workforce to engage on social media, but do so in a controlled manner; they need to mitigate risk and adhere to regulatory requirements. Growth in this market will continue, as near ubiquitous use of social media brings with it increasing risk exposure.

User Experience And Control Monitoring And Enforcement Are Key Differentiators

Vendors that can enhance control and oversight while simultaneously promoting and enhancing user social media engagement will ultimately succeed in this emerging market.

Download The Forrester Wave Tool For Deeper Insight

The Forrester Wave Excel-based vendor comparison tool presents every piece of data used to score participating vendors. Access the report online and download the Excel tool using the link in the right-hand column under Tools & Templates, Vendor Selection Aids. Tailor the criteria weightings to your own specifications to create a custom vendor short list.



The Forrester Wave™: Social Risk And Compliance Solutions, Q2 2014

Ten Vendors That Enhance Social Media Engagement While Mitigating Risk And Enforcing Compliance

by [Nick Hayes](#)

with [Christopher McClean](#) and Jennie Duong

WHY READ THIS REPORT

Near ubiquitous use of social media both within and outside of businesses today drastically increases companies' exposure to new levels of risk. With the benefits of engaging through social channels too great, and the practice of prohibiting social no longer feasible, there is a growing market for social risk and compliance (SRC) solutions. These products help enable, and even optimize, social engagement while enhancing oversight and mitigating risk and compliance concerns. In Forrester's 22-criteria evaluation of SRC solutions, we identified the 10 most relevant software providers in the category — Actiance, CrowdControlHQ, CSI, Gremln, Hearsay Social, Nexgate, OpenQ, SocialVolt, Socialware, and Sprinklr — conducting extensive research through executive briefings, product demos, customer surveys, and interviews to provide an in-depth assessment of each vendor, the current state of this emerging market, and where it's headed.

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Notes & Resources

Forrester conducted product evaluations in November 2013 and interviewed 10 vendor and user companies: Actiance, CrowdControlHQ, Computer Services Inc. (CSI), Gremln, Hearsay Social, Nexgate, OpenQ, SocialVolt, Socialware, and Sprinklr.

Related Research Documents

[The Social Media Legal And Regulatory Landscape](#)

July 31, 2013

[Manage The Risks Of Social Media](#)
November 29, 2012

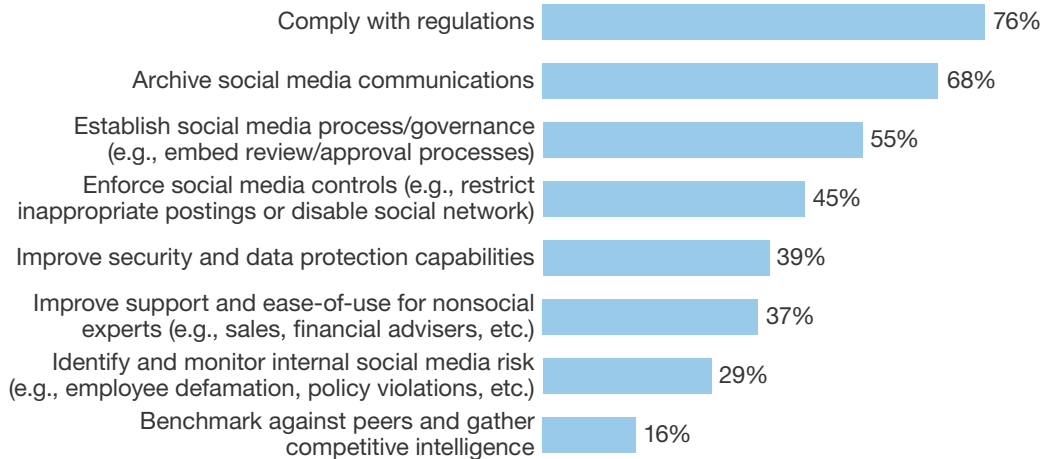
ALL ORGANIZATIONS NEED HELP MANAGING SOCIAL MEDIA RISK

Close to three-quarters (72%) of the entire US population visits Facebook at least once a month; and that's just Facebook — that doesn't count the numerous other social networks, blogs, and forums that people use regularly to share and access information.¹ This of course represents an enormous opportunity for marketing and sales departments, but it also means the vast majority of your workforce is also on these networks, exposing your organization to new categories of risk, including reputational, regulatory, and information security risk.² Pervasive use of social media fundamentally affects the way organizations operate and do business, as well as the way they govern communication. Managing social media risk is difficult today because:

- **Organizations must empower large sets of users, but still maintain control.** Some SRC customer references reported implementations that manage over 10,000 social media accounts, with one financial services customer reporting a contract to manage over 20,000 unique accounts. Overseeing social activity at this scale is no easy task, but with more employees (who often have little social media or marketing experience) finding real business value by engaging customers through social media, organizations have no other choice but to find ways to enable this kind of activity for their workforce.
- **Complex legal and regulatory obligations complicate matters.** There are over 12 major regulatory bodies — including FINRA, FFIEC, FDA, FTC, SEC, and NLRB — plus numerous state and regional laws and countless legal cases that have set the rules for what businesses can and can't do with social media. The speed of new and changing regulations makes compliance a very daunting task, and this will likely only get more difficult to manage in the foreseeable future.³ Given this complex landscape, it's no surprise that customers cited compliance needs as the top reason to license an SRC solution (see Figure 1).
- **External risks threaten the digital brand.** Widespread use of social media introduces countless new touchpoints in which conversations about your brand, products, and employees take place. These new social touchpoints help your marketing and sales teams influence customers and enhance your brand, but they also create new ways by which your brand might be breached, misrepresented, or otherwise damaged. Malicious actors and groups often find social media as an easy entry point when they want to break into an organization's internal networks.⁴ Meanwhile, activists and fraudsters pretend to represent your company using fake social media accounts, former employees continue to associate with their previous employers, and local branches and affiliates set up unapproved social accounts that conflict with corporate marketing and PR efforts.

Figure 1 Compliance Is The Top Priority, But Other Risk Features Are High On The List**“How important were the following reasons for your firm to begin looking for an SRM solution?”**

(Extremely important/critical for our search)



Base: 38 global professionals who have used social media risk management platforms

Source: Q4 2013 Social Media Risk Management Solutions Wave Customer Reference Online Survey

109842

Source: Forrester Research, Inc.

SRC Solutions Help Balance The Risks And Rewards Of Social Media

SRC solutions provide controls for organizations to empower users to engage with customers through social media effectively and efficiently, within the bounds of risk tolerance and compliance requirements. In particular, SRC solutions help:

- Improve oversight and enforce policy.** One of the primary dilemmas with social media is that organizations do not own the infrastructure or even the social accounts that their employees are using on a constant basis. With this lack of ownership, organizations struggle to establish and enforce policies without stepping on any employee rights or over personal privacy boundaries.⁵ SRC solutions help organizations maintain that balance, connecting to social networks via API or proxy, which eliminates the need for users to share account credentials. Once authorized, SRC solutions can apply rules and permissions to ensure that company policy is properly enforced.
- Streamline business process.** With the large number of social accounts organizations must manage, SRC solutions provide automated workflow to help make review and approval of social media posts easy and efficient. SRC solutions also enable social teams to collaborate and communicate over common social accounts, reducing the need to share account credentials and ensuring that all user actions are tracked and archived.

- **Capture social media data for archiving.** Unlike static print media, social media is interactive, meaning content is never final. Users can delete or revise posts after they publish, followers can publish their own responses in comment threads, and posts can be “liked,” “retweeted,” etc. For compliance professionals in industries requiring communication to be archived, or for legal professionals who must ensure access to archived content in the case of investigations, the dynamism of social content is confounding. SRC solutions capture this social media data and either store it within the system or export it to partner archiving solutions for supervision and eDiscovery.
- **Monitor for rogue accounts and protect against brand threats.** SRC solutions provide capabilities to monitor social media account profiles, bios, and other public data to search for rogue accounts set up by unapproved branches, current and former employees, or malicious actors or groups attempting to pose as legitimate company representatives. They also help secure accounts and monitor for any sudden abnormal behavior from accounts or followers that start publishing spam or posting messages repeatedly; when situations like this do arise, some SRC solutions can even lock down the account until the situation can be investigated.
- **Enhance employee engagement.** For organizations to capitalize on social media, they need employees to actively communicate with customers and prospects through social channels. SRC solutions streamline controls and review processes to reduce the level of hindrance on the users. Some even make users’ social efforts more efficient with a publishing platform that centralizes activities across multiple social networks, enabling admins to push preapproved content for their users, leverage integrated URL shorteners, and embed hyperlinks that wrap content in unique landing pages that display user contact information so that followers can easily get in touch.

BE WARY: THE MARKET IS STILL NASCENT, AND THERE’S NO COMPLETE SOLUTION

It’s worth noting that SRC solutions are relatively new to the market, as many of the risk and compliance issues are still developing. For example, the FFIEC only finalized its social media guidance in December 2013, and the FDA posted a first draft of its guidance early in January 2014. Every SRC solution helps organizations manage social media risk and enable user engagement, but each one attempts to solve these issue with slightly different approaches and have different strengths in risk management, control enforcement, or user engagement functionality.

As you consider the right SRC solution to fit your needs, keep in mind that some of the vendors you put on your shortlist may still be developing and positioning their offerings. For example, in 2013, RegEd purchased a small SRC solution, Arkovi, but RegEd already appears poised to alter its strategy, likely minimizing future resources dedicated to the product. On the other side, new vendors continue to emerge, entering the market either in the form of a new offering, such as SecureMySocial, or new solution sets, such as Integritie’s SMC4 product.

The Vendor Landscape For Social Risk And Compliance Is Still Emerging

In addition to SRC solutions, there are countless other social media tools that flood and confuse the market. Each of these offer customer organizations varying benefits, but will only meet certain needs of a comprehensive social media risk and compliance strategy. The following categories comprise the larger social media technology market, with products that may either overlap with or complement any SRC solution you choose to implement:

- **Social marketing and social selling platforms enhance outreach, but provide little control.**

There are a number of social media marketing tools designed to help enhance marketing and social media teams' use of and collaboration across their companies' social media corporate accounts. Forrester covers social relationship management (SRM) platforms in detail, and while there are some overlapping tools, most in the SRM category don't provide control and risk management features for large sets of nonsocial experts.⁶ Social selling tools will help improve broader and larger sets of employees engaging on social media, but again, they don't have capabilities to improve oversight or meet compliance obligations.

- **Social listening platforms monitor the brand, but won't meet other social risk needs.**

Forrester evaluates social listening platforms in depth for marketing, customer support, and social intelligence purposes, but these platforms historically have not focused on risk and compliance issues, except in some cases of crisis management.⁷ That is starting to change, however, as some emerging social listening platforms, such as Brandle, Brandwatch, Geofeedia, and ListenLogic, are beginning to monitor social networks for threat and rogue accounts, brand hijacking, and risk events within specified physical locations using geolocation.

- **Social archiving tools support compliance, but are reactive and don't cover all risk scenarios.** Archiving, supervision, and eDiscovery capabilities are very important for social media compliance, and there are a number of vendors that offer social media archiving solutions, including Erado Message Control Solutions, Global Relay Communications, HP Autonomy, NextPlane, Nextpoint, Proofpoint, and Smarsh. Most of these solutions, however, support supervision for compliance and eDiscovery for content only after it's published, and they don't help organizations meet other risk management needs, such as securing account access, automating review workflows, and monitoring for external threats and rogue accounts. Some archiving solutions are beginning to offer a more comprehensive set of social risk and compliance features, but for most in this category, it's still not a focus.

EVALUATION OVERVIEW: SOCIAL RISK AND COMPLIANCE SOLUTIONS

To assess the state of the social risk and compliance solution market and to see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of the top social risk solutions.

The Evaluation Highlighted Product Capabilities, Vendor Strategy, And Market Reach

After examining past research, user need assessments, and vendor and expert interviews, we developed a comprehensive assessment process. We evaluated vendors against 22 criteria, which we grouped into three categories:

- **Current offering.** The vertical axis of the Forrester Wave graphic reflects the strength of each vendor's product offering, including its capabilities to deliver social network and application support; software administration; workflow management; posting, syndication, and team collaboration; risk and compliance enablement; control monitoring and enforcement; security and account protection; risk monitoring and remediation; archiving; dashboards and reporting; end user experience; scalability; and global reach.
- **Strategy.** The horizontal axis measures the viability and execution of each vendor's strategy, which includes the company's technical strategy and vision, thought leadership and role support, financial resources to support growth, consulting capabilities, and customer reference feedback.
- **Market presence.** The size of each vendor's bubble on the Forrester Wave graphic represents each vendor's presence in the SRC market, based on its total number of customers and employees.

Vendors In This Forrester Wave Offer Core SRC Capabilities

Forrester included 10 vendors in the assessment: Actiance, CrowdControlHQ, CSI, Gremlin, Hearsay Social, Nexgate, OpenQ, SocialVolt, Socialware, and Sprinklr. Each of these vendors has (see Figure 2):

- **A focus on social media risk and compliance.** Through the solution offering, marketing collateral, and technical vision, each participating vendor demonstrates a strong understanding and focus to help customers address different categories of social media risk, including compliance, information security, privacy, and reputation, among others.
- **Capabilities to monitor, moderate, and enforce controls across hundreds of social accounts.** Each solution connects and communicates with social media accounts and networks via API or proxy to allow organizations to set user, group, and account permissions, as well as enforce policy across social networks, including Facebook, Twitter, and LinkedIn.
- **Embedded workflow to automate reviews and other compliance processes.** Each solution offers workflow capabilities that trigger review and approval processes for social media posts prior to publication based on predefined keywords, phrases, and other heuristics.
- **Functionality to capture social data and meet archiving requirements.** Each evaluated solution includes the ability to capture, store, and archive data either natively or through partnerships with archiving solution vendors.

- **Relevance to the market.** Inclusion in this Forrester Wave means that the vendor actively competes in the SRC market, showing up in competitive situations and discussions among Forrester clients.

Figure 2 Evaluated Vendors: Product Information And Selection Criteria

Vendor	Product evaluated	Product version evaluated	Product release date
Actiance	Socialite	5.2.1	November 2013
CSI	CSI WatchDog Social Compliance	3.2	October 2012
CrowdControlHQ	CrowdControlHQ	N/A	October 2013
Gremlin	Gremlin	2.5	October 2013
Hearsay Social	Hearsay Social	N/A	November 2013
Nexgate	Nexgate	N/A	October 2013
OpenQ	SafeGuard	1.2.8	November 2013
SocialVolt	SocialVolt	N/A	November 2013
Socialware	Socialware	5.9	October 2013
Sprinklr	Social@Scale	6.0	November 2013

Vendor selection criteria

A focus on social media risk and compliance. Through the solution offering, marketing collateral, and technical vision, each participating vendor demonstrated a strong understanding and focus to help customers address different categories of social media risk, including compliance, information security, privacy, and reputation, among others.

Capabilities to monitor, moderate, and enforce controls across hundreds of social accounts. Each solution connects and communicates with social media accounts and networks via API or proxy to allow organizations to set user, group, and account permissions, as well as enforce policy across social networks, including Facebook, Twitter, and LinkedIn.

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Relevance to the market. Inclusion in this Forrester Wave means that the vendor actively competes in the SRC market, showing up in competitive situations and discussions among Forrester clients.

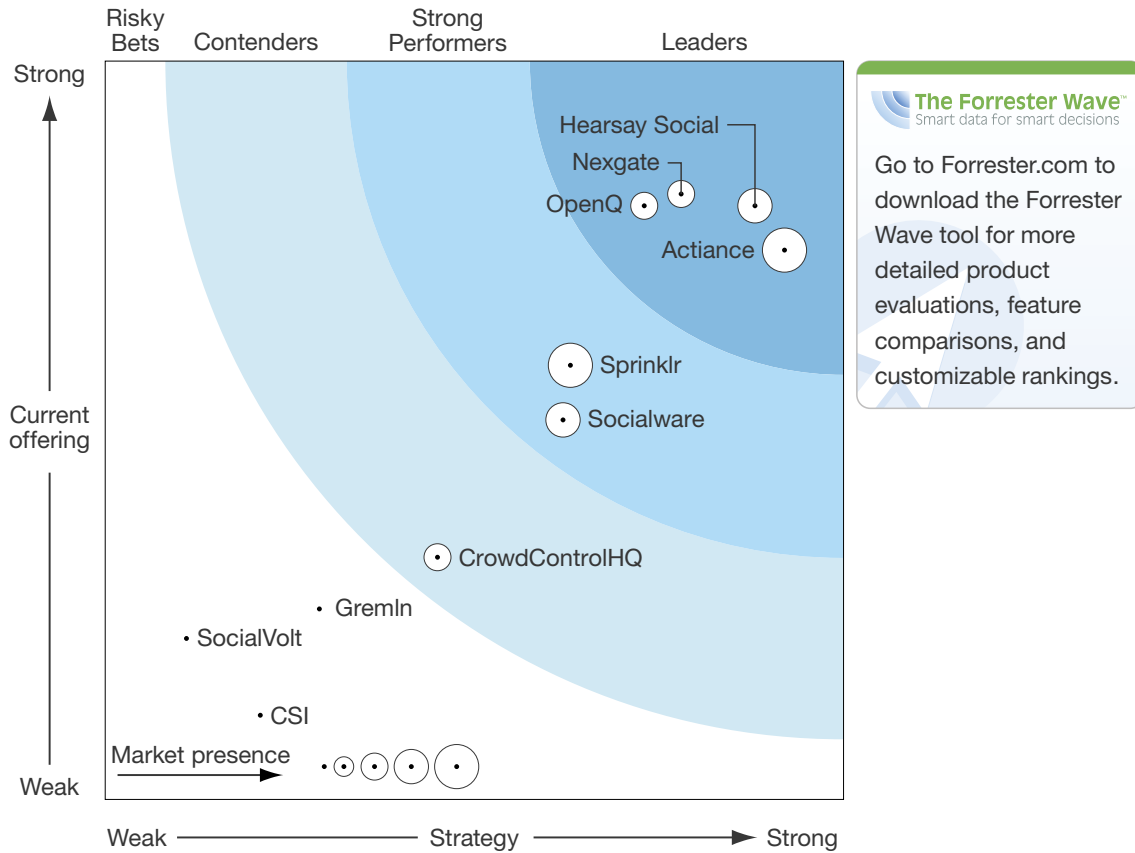
Source: Forrester Research, Inc.

EVALUATION ANALYSIS

The evaluation uncovered a market in which (see Figure 3):

- **The Leaders offer more-comprehensive solutions and add unique functionality.** Hearsay Social, Actiance, Nexgate, and OpenQ earned a spot in the Leader category by offering comprehensive functionality to manage social media accounts, monitor risk, and secure social accounts. In addition, each vendor offered unique functionality that differentiated its solution from the other Leaders. Some optimized the end user experience through its platform, mobile applications, and intuitive interface; others provided more-complete account protection and monitoring for threat and rogue accounts.
- **Strong Performers offer competitive solutions and showcase impressive use cases.** Sprinklr and Socialware are Strong Performers due to solid risk and compliance functionality, but they failed to reach the Leader category for different reasons. Sprinklr demonstrated some impressive platform functionality with a robust content library and a very flexible workflow design studio; however, its risk and compliance features aren't a focus, primarily serving marketers and social media teams, rather than larger sets of nonsocial experts. Conversely, Socialware demonstrated large, complex implementations, but its proxy platform and separate Voices publishing application need further integration and additional publishing and moderation features.
- **The Contender offers some risk functionality, but falls short in a couple of key areas.** CrowdControlHQ fits squarely into the Contender category, offering a publishing platform meant for PR, customer support, and crisis management. It positions itself in the social risk and compliance market with generous use of risk language in its marketing material, but it doesn't offer broad social network support and couldn't demonstrate key control monitoring and enforcement features.
- **Risky Bets offer basic functionality, but company viability is questionable.** Gremln, SocialVolt, and CSI offer solutions relevant to the SRC market, but the capabilities and customer wins they demonstrated to Forrester were extremely limited in both size and scope. All three vendors will have to show strong improvement to make a name as a Contender with long-term viability.

This evaluation of the SRC solution market is intended to be a starting point only. We encourage clients to view the detailed product evaluations and adapt criteria weightings to fit their individual needs using the Forrester Wave Excel-based vendor comparison tool.

Figure 3 Forrester Wave™: Social Risk And Compliance Solutions, Q2 '14

Source: Forrester Research, Inc.

Figure 3 Forrester Wave™: Social Risk And Compliance Solutions, Q2 '14 (Cont.)

	Forrester's Weighting	Actiance	CrowdControlHQ	CSL	Gremlin	Hearsay Social	Nexgate	OpenQ	SocialVult	Socialware	Sprinklr
CURRENT OFFERING	50%	3.72	1.64	0.57	1.29	4.02	4.10	4.02	1.09	2.57	2.94
Background information	0%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Social network and application support	5%	5.00	3.00	1.00	2.00	4.00	4.00	5.00	2.00	3.00	3.00
Software administration	3%	4.00	2.00	1.00	3.00	4.00	3.00	5.00	1.00	4.00	5.00
Workflow management	5%	3.00	3.00	0.00	2.00	4.00	4.00	4.00	1.00	1.00	4.00
Posting, syndication, and team collaboration	5%	5.00	3.00	1.00	1.00	4.00	2.00	2.00	2.00	3.00	4.00
Risk and compliance enablement (for users and managers)	14%	4.00	2.00	0.00	1.00	5.00	4.00	4.00	1.00	3.00	3.00
Control monitoring and enforcement	14%	4.00	1.00	0.00	1.00	4.00	5.00	5.00	1.00	3.00	2.00
Security and account protection	8%	2.00	1.00	1.00	1.00	3.00	5.00	4.00	1.00	1.00	3.00
Risk monitoring and remediation	14%	2.00	2.00	1.00	1.00	4.00	5.00	4.00	1.00	1.00	3.00
Archiving	14%	5.00	1.00	1.00	1.00	3.00	3.00	3.00	1.00	4.00	3.00
Dashboards and reporting	3%	4.00	2.00	1.00	2.00	3.00	5.00	5.00	0.00	3.00	4.00
End user experience	5%	3.00	1.00	1.00	3.00	5.00	4.00	3.00	3.00	1.00	4.00
Scalability	8%	5.00	1.00	0.00	1.00	5.00	4.00	5.00	0.00	4.00	1.00
Global reach	2%	1.00	1.00	0.00	1.00	4.00	3.00	3.00	1.00	1.00	3.00
STRATEGY	50%	4.60	2.25	1.05	1.45	4.40	3.90	3.65	0.55	3.10	3.15
Technical strategy and vision	35%	4.00	2.00	1.00	3.00	4.00	4.00	4.00	0.00	3.00	3.00
Thought leadership and role support	30%	5.00	2.00	2.00	1.00	5.00	4.00	3.00	0.00	2.00	2.00
Financial resources to support growth	5%	4.00	1.00	1.00	1.00	5.00	3.00	4.00	0.00	4.00	5.00
Consulting capabilities	5%	5.00	3.00	1.00	1.00	5.00	3.00	3.00	1.00	5.00	5.00
Cost of ownership	0%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Customer references	25%	5.00	3.00	0.00	0.00	4.00	4.00	4.00	2.00	4.00	4.00
MARKET PRESENCE	0%	5.00	2.20	0.40	1.00	3.40	2.60	2.40	0.60	3.80	4.40
Total number of customers	60%	5.00	3.00	0.00	1.00	3.00	3.00	2.00	1.00	5.00	4.00
Total number of employees	40%	5.00	1.00	1.00	1.00	4.00	2.00	3.00	0.00	2.00	5.00

All scores are based on a scale of 0 (weak) to 5 (strong).

Source: Forrester Research, Inc.

VENDOR PROFILES

Leaders

- **Hearsay Social offers a superior balance of risk controls and user experience.** Hearsay Social is a Leader in this Forrester Wave because the platform provides a highly intuitive user interface with robust functionality to manage and control posts with predefined policy templates. Heavily focused in financial services, Hearsay Social earned one of the top scores in the end user experience category and demonstrated some of the largest customer implementations, including managing social engagement for over 12,000 users for a very large North American insurance and financial services organization. Some customers noted a few minor compliance features on their wish list, such as the ability for users to edit posts after a moderator has denied it, rather than automatically having to start over from scratch.
- **Actiance provides one of the strongest sets of archiving and compliance functionality.** Actiance, which is a portmanteau for “Active compliance,” designed its Socialite product for customers with large sets of users to engage on social media in heavily regulated industries. It received high marks for having one of the most comprehensive and integrated solutions, even relative to other Leaders in this evaluation. It offers unique value-add features, such as its integration with salesforce.com to enrich contact information and archiving capabilities to store social data from registered accounts. It also has a number of formal partnerships with email archiving vendors to streamline archive data transfers.
- **Nexgate innovates with an unhindered user experience and unique risk monitoring tools.** Since launching in spring 2013, Nexgate has rolled out some of the most innovative technologies in the SRC market, including four patents pending related to social media security. One of its selling points is that it’s not a publishing or social marketing tool, but instead works with individual accounts using social networks’ APIs. This allows customers to access social networks directly or use their social publishing application of choice, and still ensure a secure, compliant environment. Its SocialDiscover tool allows customers to scan public social media data for external threats and rogue accounts and monitor results with customizable dashboards and reports.
- **OpenQ emerges with a broad set of features and robust support for internal social.** OpenQ is the only vendor in the market with a legacy in the healthcare and life sciences industry. With dedicated focus on its SRC solution, SafeGuard, OpenQ is now expanding into other heavily regulated verticals, offering a full suite of risk and compliance tools as well as support for internal social networks such as Salesforce Chatter. SafeGuard can act as a publishing tool for users, but its real strength is its ability to quarantine content posted from any application or device. It has unique risk dashboards and reporting features geared toward administrators as well as risk and compliance professionals.

Strong Performers

- **Sprinklr boasts a strong platform, but doesn't concentrate on risk and compliance.** Sprinklr is one of the largest social media vendors in this Forrester Wave evaluation, providing robust social marketing and social listening capabilities. It touts a scalable, integrated solution that provides administrators an intuitive user interface and content library; it also offers the only visual workflow design tool among the vendors in the Forrester Wave. Sprinklr's configurable design and marketing functionality have relevant applications for social media compliance and risk management, but aren't much of a focus for the vendor. It also wasn't able to demonstrate large-scale implementations in sales or other roles outside of marketing and social media professional roles use the platform to engage in social media.
- **Socialware impresses with large implementations, but lacks some risk features.** With an average implementation size of 3,500 users (which is almost twice as large as the next vendor), Socialware can cite some of the biggest, and longest-standing, customer implementations of all the vendors in this evaluation. Socialware provides customers with configurable controls for its proxy and its Voices cloud application, which is a central portal for users to publish content and view performance dashboards. The company is one of LinkedIn's five compliance partners; however, it currently only supports three main social networks (Facebook, Twitter, and LinkedIn) and lacks some of the risk monitoring features other vendors now offer.

Contenders

- **CrowdControlHQ can manage social across complex organizations.** Headquartered in the UK, CrowdControlHQ is the only SRC vendor in this Forrester Wave operating outside of the US with a large portion of its customers in the law enforcement and emergency services industry. Although it regularly mentions social media risk in marketing literature, it tends to focus on social risk from an external monitoring perspective, rather than in the context of managing internal risk or compliance issues. Its strongest capabilities are its workflow and administration functionalities, but some customers cited reliability issues and technical glitches, which may be a cause for concern for those considering the platform.

Risky Bets

- **Gremln leverages a large infrastructure to win growing deals.** A Missouri-based company, Gremln demonstrated an impressive infrastructure currently supporting over 150,000 users. Akin to HootSuite's freemium model, Gremln offers individuals basic social management capabilities for free and upsells premium features for advanced users or bigger social media teams. Its "enterprise/compliance" offering is relatively nascent but is gaining traction among smaller organizations; it currently lists more than 50 customers, mostly smaller regional banks and credit unions. To gain widespread interest from social risk and compliance buyers, it will need to offer more ways to enable compliant social engagement, such as more control monitoring and enforcement features or a content library with preapproved posts for users to easily communicate with customers.

- **SocialVolt offers an intuitive interface for SMBs.** SocialVolt offers a lightweight SRC solution with an easy-to-use, intuitive user interface. The solution is well-suited for users who aren't necessarily social media or marketing experts and want a hassle-free solution to engage customers on the three main social networks (Facebook, Twitter, and LinkedIn) in a compliant fashion. As with the other Risky Bets in this Forrester Wave, however, there are a number of areas for improvement, including from a reliability and performance standpoint. The solution also has several gaps in social risk functionality that larger organizations will require.
- **CSI continues to roll out its first offering, and it needs a lot of work.** CSI launched its WatchDog Social Compliance offering in early 2013, gradually rolling out the product to its first set of customers over the course of the year. The product is not as easy to use as most of the other solutions in the space, but CSI continues to see interest from its existing customer base. Given the large size of the CSI organization and its commitment to its SRC solution, Forrester expects adoption of this platform to grow significantly over the course of 2014 and into 2015.

SUPPLEMENTAL MATERIAL

Online Resource

The online version of Figure 3 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings.

Data Sources Used In This Forrester Wave

Forrester used a combination of three data sources to assess the strengths and weaknesses of each solution:

- **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Following the analysis of the completed vendor surveys, we compiled the results to supplement our analysis.
- **Product demos.** We asked vendors to conduct demonstrations of their product's functionality. We used findings from these product demos to validate details of each vendor's product capabilities.
- **Customer reference calls and online surveys.** To validate product and vendor qualifications, Forrester also conducted an online survey, which was administered to three customer references per vendor. Additionally, Forrester conducted 30-minute phone calls with two out of the three references.

The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria to be evaluated in this market. From that initial pool of vendors, we then narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave document — and then score the vendors based on a clearly defined scale. These default weightings are intended only as a starting point, and we encourage readers to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve. For more information on the methodology that every Forrester Wave follows, go to <http://www.forrester.com/marketing/policies/forrester-wave-methodology.html>.

Integrity Policy

All of Forrester's research, including Forrester Waves, is conducted according to our Integrity Policy. For more information, go to <http://www.forrester.com/marketing/policies/integrity-policy.html>.

ENDNOTES

- ¹ Consumers of all age groups use social networking. From the 85% of Gen Zers to the 57% of the Golden Generation who visit Facebook at least monthly, social networking is ingrained in the Internet experience for all generations. Consumers use social media to interact with companies, too. The average US online Facebook user "likes" 14 brands on Facebook, while almost seven out of 10 social networkers engage with brands on social media. See the January 29, 2014, "[The State Of Consumers And Technology: Benchmark 2013, US](#)" report.
- ² Forrester categorizes social media risk into five categories: 1) brand and reputational risk; 2) information security risk; 3) legal and regulatory risk; 4) operational risk; and 5) physical security risk. See the November 29, 2012, "[Manage The Risks Of Social Media](#)" report.
- ³ Ubiquitous social media use creates a slew of new regulatory and compliance "gray" areas for organizations. Data protection and privacy, employee rights, disclosure, and third-party endorsement — these are just a few of the legal and regulatory issues organizations face today. Forrester found more than a dozen regulations

in North America and Europe that have direct implications for how organizations manage social media, not to mention numerous state and regional laws. As regulators and case law begin to set precedents to guide appropriate responsibility and organizational oversight, further regulation and stiffer enforcement are on the way. See the July 31, 2013, “[The Social Media Legal And Regulatory Landscape](#)” report.

- ⁴ For example, the Syrian Electronic Army hacked the Associated Press Twitter handle in spring 2013, posting a series of tweets that falsely claimed President Obama had been injured by explosions at the White House. Source: Steven Nelson, “AP Twitter Account Reports Fake Obama Assassination Attempt,” US News & World Report, April 23, 2013 (<http://www.usnews.com/news/newsgram/articles/2013/04/23/ap-twitter-account-tweets-fake-obama-assassination-attempt>).

Skype experienced a similar security event with the SEA hacking its Twitter, Facebook, and blog over the winter. Source: Anita Li, Mashable, “Skype’s Twitter, Facebook and Blog Hacked by Syrian Electronic Army,” January 1, 2014 (<http://mashable.com/2014/01/01/skype-syrian-electronic-army/>).

Forrester has also heard from several other organizations that have all relayed similar social media security experiences, with their corporate accounts getting hacked at very inopportune moments (e.g., the night before their annual earnings are announced).

- ⁵ Many large organizations, such as Costco, Best Buy, and Target, have all had to change their social media policies in recent years as the NLRB found they were in violation of current labor laws set by the NLR. For example, the NLRB rejected Costco’s social media policy because it was overly broad and restricted employees from discussing workplace conditions; the policy used broad statements, such as prohibiting employees from posting things that would “damage the company” or “any person’s reputation.” Source: Steven Greenhouse, “Even if It Enrages Your Boss, Social Net Speech Is Protected,” The New York Times, January 21, 2013 (http://www.nytimes.com/2013/01/22/technology/employers-social-media-policies-come-under-regulatory-scrutiny.html?hp&_r=1&).
- ⁶ In Forrester’s 49-criteria evaluation of social relationship platform (SRP) vendors, we identified the eight most significant vendors — Adobe, Hearsay Social, salesforce.com’s Buddy Media, Shoutlet, Socialware, Spredfast, Sprinklr, and Syncapse — in the category and researched, analyzed, and scored them. This report details our findings about how well each vendor fulfills our criteria and where they stand in relation to each other; it is designed to help interactive marketing professionals select the right partner to manage their activities on public social networks such as Facebook, Twitter, and YouTube. See the April 16, 2013, “[The Forrester Wave™: Social Relationship Platforms, Q2 2013](#)” report.
- ⁷ In Forrester’s 27-criteria evaluation of enterprise listening platform vendors, we identified the 11 most significant software and service providers in the category — Attensity, Brandwatch, Converseon, Crimson Hexagon, NetBase, salesforce.com (Radian6), Sprinklr, Synthesio, Sysomos, Tracx, and Visible Technologies — and researched, analyzed, and scored them. This report details our findings about how well each vendor fulfills our criteria and where they stand in relation to each other to help customer insights professionals select the right partner for their enterprise social listening needs. See the January 22, 2014, “[The Forrester Wave™: Enterprise Listening Platforms, Q1 2014](#)” report.

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