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1. Introduction

This Whitepaper describes the main differences between Hyperwave IS/7 and SharePoint 2010.

Did you know?

Hyperwave has been founded since 1997

1.1 Purpose

Both products raise the claim of being a platform for Content Management in corporate environments.

With Content Management both products want to solve the fundamental communication problems of enterprises. These communication problems can be described with a single phrase “the right information at the right time”.

Basically this has been the Hyperwave mission statement since the start of the company and this coincides with the mass adoption of the Internet and the exponential growth of available information. Since that time it is no longer a problem to get access to the information, it is more a problem to retrieve the demanded information out of the huge information pool. It is easy to get 100,000 results but it is very hard to find the one relevant piece of information.

Google and other search engines try to solve this problem with complex search algorithms. Within smaller and larger corporations and communities this approach does not work. The information we are searching for in an intranet is different from the information we search for in the internet. The most obvious difference is that information from the intranet is expected to be more trustworthy and the second one is that it is highly correlated to our work.
To deliver the expected level of information accuracy and specificity the underlying creation process of the information is very important and has to be considered. Therefore a successful Content Management product/solution always has to cover this aspect. A simple search appliance will never be sufficient and the gap between an advanced information workplace like the Hyperwave solution and a search-engine based solution will grow with each new release.

Let me highlight this with an example: When you search for a customer requirement document a simple internet-type search will deliver a huge result set consisting of approved documents, draft versions, multiple copies of the same information and so on. The search engine itself cannot enrich the information pool it indexes. A modern information workplace solution can automatically enhance the information during the creation process, flag released and approved documents, and exclude outdated documents and so on. The integrated search-engine later can use this additional information to deliver the expected results.

1.2 Definitions

Within this whitepaper I will use the following concepts as if they describe the same work scenario.

**Enterprise Content Management and Content Management:** because the boundary is very blurred.

**Content Management and Information Management:** the relevant data that you create or retrieve constitutes the information. Content is just a more technical term. You don’t look for content, you always look for information. Content with context and a human interpretation is information and that leads to knowledge.
2. The Difference

The difference in the Content Management approach between Hyperwave and SharePoint

SharePoint has a clear workgroup focus, all information belongs to work-groups, in their naming schema they are called sites. This leads to information silos. To make the information available IT has to manually connect the sites for example connect them via a search-engine.

Hyperwave on the other hand has a more corporate orientated approach. IT can structure the information and workspaces as needed. In the Hyperwave schema they are called Team Workspaces, and can be created within the structure at any place. Restructuring is easy and can occur whenever necessary without undermining the data consistency.

The Team Workspaces always belong to a bigger entity; this reflects more the metaphor of a real company. Information silos are automatically avoided and information is only separated by the access rights. With this approach all information within a company is automatically connected.

We hear stories of other large SharePoint implementations for public sites that are requiring unexpectedly large customization efforts.

Hyperwave focuses more on information architecture than on infrastructure architecture. The user can describe the necessary flow of information that fits best to the business processes in contrast to redesigning the business process to fit to the IT infrastructure.
Technical Differences

SharePoint fits into Microsoft Environments and it forces the use of Microsoft products. From the database to legacy systems to Browser and Office products it only works as expected when everything is from Microsoft.

Hyperwave assumes that the world is heterogeneous and therefore does not assume that all products are from one manufacturer. From Microsoft Office to Lotus Notes, MS-SQL Server to Oracle and Linux to Windows all these products exist and should be interconnected to maximize the productivity of the workplace of an information worker.

Modern content is not always created with WinWord, often in the Web 2.0 world the content is XML based. For IT Departments the roll-out process of a product to multiple, worldwide locations is cumbersome and error-prone. A centrally controlled content creation tool can mitigate this problem and additionally, a central administrated template set for the content is the only way to assure CI conformance.

Often the information creation process (newsletter, blogs, and wiki) does not need client software like WinWord nor does WinWord provide the necessary functionality. A lot of users may never need client software to publish information.
3. The Differences II

The difference in the Content Management approach between Hyperwave and SharePoint

Hyperwave gives the User as much power as possible while IT-Administration keeps control of corporate requirements.

To create, publish information or setup a collaboration workspace no administrator is needed. The Hyperwave information management system has been created with the end user in mind. The subject matter expert can directly create and publish the content in a very easy way. IT only has to provide the necessary templates and define the access rights via a group/role model. IT is not involved in the final publishing process. This approach assures that the number of administrators needed to run a Hyperwave system is very low in contrast to a more IT focused system like SharePoint.

SharePoint focuses solely on team working, information distribution and re-use of the information is not an important goal.

We from Hyperwave think that you need a good team working environment but the main focus is on information distribution. You don’t create information that should live in a silo, you create information that should be distributed as widely as possible within your organization. A very common problem in any company is to know what projects are on-going, how often does it happen that two different teams work on similar solutions and do not know about each other.

The key is to use existing corporate data and create valuable information out of it. There is no automatic way to achieve this, especially if you want to make sure that the information is accurate and useful.

- As seen from the User
- No Administrator needed to publish Information
- Content is King but you have to find it
- Reuse of content
What can you do to make this happen?

The only practicable way and also a very effective way is to empower the content author to enable the reuse of the content. With the Hyperwave solution the distribution of information via Web, Wiki or by simple publishing processes is very easy and does not need the assistance of the IT-Department. SharePoint has no focus on distribution it presents itself more like a modern network-drive.
4. Hyperwave Advantage

- Integrated Web Content Management
  - XML based
  - Template based publishing
  - Multilingual Websites
  - Integrated Publishing Process

- Multiplatform
  - Windows Server
  - Linux Server
  - Databases

- MS SQL Server

- Oracle

- Different Browser equivalent supported
  - Internet Explorer
  - Mozilla Firefox

- Hierarchical Structuring
  - Real collection not just metadata views
  - Multiparents

- Automatic Link Management

- Integrated Search-Engine
  - Instant Indexing
  - Custom Enhancements

- Customization
  - Development and customization on SharePoint is difficult despite the fancy visual studio because the API is complicated
  - Hyperwave maintains a clean separation between content and presentation

- Hyperwave is very stable
  - Low Administration effort

- Easy Usage “out of the box” – minimal training for:
  - Team working
  - Web Content Management
  - Document & Records Management
  - Business Process Management
5. Overview
Hyperwave vs. other Systems

<table>
<thead>
<tr>
<th>Feature</th>
<th>SharePoint 2010</th>
<th>ECM</th>
<th>Social Business Software</th>
<th>Hyperwave</th>
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<tbody>
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Legend:
- ![Image] No Capability
- ![Image] Limited Capability
- ![Image] Medium Capability
- ![Image] Advanced Capability
- ![Image] Full Capability
6. Sharepoint Configuration & Typical 3rd Party Plug-ins

In order to configure Sharepoint to achieve an ECM solution it often requires many man days of professional services and/or third party plug-ins. It is typical for over 100 days of professional services to be required just to get an electronic document and records management solution configured which is available out of the box with Hyperwave.

Some typical third party plug-ins for Sharepoint include:

- Workflow: Nintex or K2
- Email integration: Swift, OnePlaceMail, Harmon.ie
- Extranet: Extradium (XtraShare)
- Governance & Management: ControlPoint

All of these are available out of the box with Hyperwave.

6.a Sharepoint & Hyperwave co-existing

Rather than working against Microsoft, Hyperwave is differentiating itself from other competitors in the market space by embracing the SharePoint solution, working with it and offering alternative functionality that SharePoint does not offer. In this context, Hyperwave integrates with SharePoint allowing the Hyperwave interface to be to be seen through the SharePoint site, whilst combining this with relevant web parts for searching the Hyperwave repository via the standard SharePoint interface. Hyperwave can plug the gaps for Workflow, Email integration, Extranet, Governance & Management all in one fully integrated software suite. This means that you do not need 4 different third party plug-ins to address these areas and has significant advantages for ensuring seamless integration and ease of upgrade.