

Google+新增功能吸引企业用户

New features added to Google+ in fresh push to lure businesses

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英国《金融时报》 蒂姆·布拉德肖 旧金山报道

Google is expanding its social networking service further into the corporate world to take on the likes of Microsoft's Yammer and Salesforce.com's Chatter.

The Mountain View-based company launched Google+ in June last year but did not originally allow business customers of its Google Apps products, such as Gmail or Docs, to join the service.

After allowing corporate accounts to use Google+ in November last year, it yesterday introduced extra features and security controls which it hopes will encourage more businesses to use its "Hangouts" video chat and share internal information.

Google's renewed push into corporate social networking comes after a busy period of dealmaking in the sector, one of Silicon Valley's hottest despite the decline in valuations for consumer-facing social companies such as Facebook.

In June, Microsoft announced that it would pay \$1.2bn in cash for Yammer, a four-year old start-up, while on Monday IBM agreed a \$1.3bn deal to acquire Kenexa, which provides cloud-based software for managing and recruiting staff.

These deals come on top of Salesforce's success with Chatter, a Twitter-like tool for corporate customers, and online collaboration start-ups such as Huddle, which raised \$24m in venture funding in May.

谷歌(Google)正将其社交网站服务拓展到企业世界,以叫板微软的Yammer以及Salesforce.com的Chatter。

这家总部位于加州山景城(Mountain View)的公司去年6月推出了Google+,但最初不允许Gmail或Docs等谷歌Apps产品的企业用户加入该服务。

去年11月,谷歌允许企业账户使用Google+,昨日该公司宣布推出额外功能和安全控制,希望鼓励更多企业使用其Hangouts视频群聊功能,并分享内部信息。

在企业社交网络领域经历一段繁忙的并购之后,谷歌再次发力该领域。尽管Facebook等面向消费者的社交企业估值下滑,但企业社交网络仍是硅谷(Silicon Valley)的热点之一。

今年6月,微软(Microsoft)宣布以12亿美元现金收购一家成立4年的初创企业Yammer,本周一IBM达成一项13亿美元的交易,收购为管理和招聘员工提供云软件的Kenexa。

上述交易之前,Salesforce供企业客户使用的类似Twitter的工具Chatter取得成功,而提供在线协同服务的初创企业Huddle在5月融到2400万美元风险资金。

Clay Bavor, product management director for Google Apps, said he believed that Google had an advantage over its competitors because it offered to businesses the same products that consumers used at home.

Google+ now allows corporate customers to post content that can only be seen by fellow employees, administrative controls and the ability to start a “Hangout” instantly from within Gmail or Google Calendar.

Google said in June that it had 5m businesses using Google Apps, totalling tens of millions of individual user accounts.

谷歌 Apps 产品管理总监克莱·巴沃尔 (Clay Bavor) 表示, 他认为 Google 比竞争对手拥有优势, 因为谷歌向企业提供的服务, 与消费者在家使用的服务一样。

Google+现在允许企业客户发布只能被同事和网管看到的内容, 并具有在 Gmail 或谷歌日历 (Google Calendar) 中立刻进行 Hangout 视频群聊的功能。

今年 6 月谷歌表示, 使用谷歌 Apps 的企业已达 500 万家, 总共有数千万个别用户账户。

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