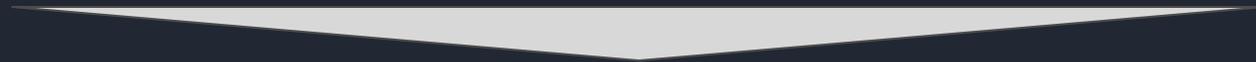


**Introducing...**



# The Question Behind Polinode

- Modern organisations:
  - Are increasingly ***driven by knowledge work and collaboration***...relationships really matter
  - Are frequently ***large and complex***
  - Produce a lot of ***powerful data naturally*** that is almost always not used or is underutilized



How can we break through this complexity to truly understand modern organisations and use that knowledge to drive performance?

# What is Polinode?

*Polinode is a set of powerful tools for collecting and analysing network data - it provides you with deep and unique insights*

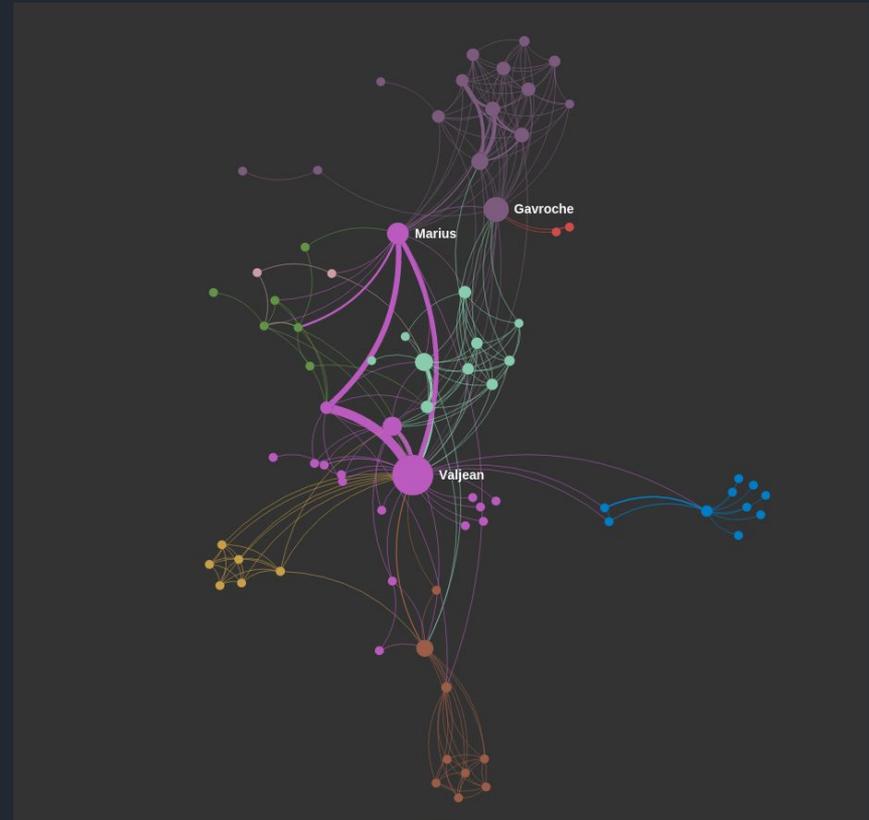
Networks are everywhere. For example, think about the people that you know well and which of them know each other. That is a network. But, most importantly, modern organisations are a collection of networks - both inside and outside of the organisation. Polinode allows you to collect information on these networks, to analyse them, to share them.....to truly understand them and, in doing so, to drive change and improvements. We offer two separate but strongly related tools:

## Polinode Networks

With Polinode Networks you can upload *any* network data to the Polinode cloud where you can interact with it, visualize it and analyze it. Think about all the sources of network data available - email communication, instant messenger conversations, 360° degree performance reviews, enterprise social networks like Yammer, social networks like Twitter, and so on.

## Polinode Surveys

Polinode Surveys allow you to *both* collect and analyze network data. With our application you are able to ask quite literally any relationship question you like, e.g. "Who do you work with often?", "Who do you go to for advice?", "Who do you view as a mentor?". Then you can use the same powerful functionality as is available in Polinode Networks to truly understand and improve organisations.



*Polinode can be used to create interactive networks that you can analyze, share and explore - like this one*

# Illustrative Use Cases



**Identifying  
emerging talent**



**Supporting change  
management  
initiatives**



**Succession  
planning**



**Improving  
onboarding**



**Mergers and  
acquisitions  
integration**



**Finding  
critical links**



**Improving  
communication**



**Promoting  
diversity**



**Improving  
workplace layouts**

# Networks - Examples

## Enterprise Social Networks

Over the next couple of slides we are going to demonstrate a few use cases using Illustrative Company Ltd.

Suppose Illustrative Company introduced an Enterprise Social Network platform like Yammer or Chatter 12 months ago. Now it has an excellent opportunity to examine the actual communication and collaboration patterns between its employees. Who is working with who? And, often more importantly, where are the gaps?

With Polinode it's possible to analyze the raw data produced by these social networks using network analysis. For example, you can look at a simple network of who follows who within Illustrative Company. What is often more revealing though is the network constructed by co-occurrence of comments as it's a weighted network with the weights corresponding to how many threads two individuals commented on together.

Since Polinode allows you to include any attributes at all this data can be combined with other data such as tenure or performance rating from an HR system.

## HR Analytics - Retention and Engagement

Imagine that Illustrative Company has recently seen an uptick in turnover - more people are leaving this year than last year. But who is leaving? Where in the Company? And who are they connected to / how central are they?

Network analysis can help answer these questions by overlaying attrition probabilities (often calculated by an existing HR system) with the network structure constructed by communication data such as emails.

The step beyond this is to actually use the network structure and computed metrics as inputs to an attrition model, e.g. less central people in the network are generally more likely to leave and estimates of attrition can be improved by taking this into account.

Looking at traditional engagement surveys through a network lense can also add a lot of value - it's possible to roll up the network to the same level of aggregation as the engagement survey.

## Supply Chains

Networks in an organisational context though don't always need to be purely about people. Suppose that Illustrative Company manufactures widgets and has a complex supply chain. It's possible to apply network analysis to this supply chain.

For example, data on the supply chain can be exported from an ERP system. It can also be combined with relationship-based surveys to find how external suppliers are connected to Illustrative Company - is one individual or group bearing too much load? What are the points of failure / areas of risk? How can the existing supply chain be simplified and improved?

There really are a lot of other applications that we haven't even touched on, e.g. network information from emails to clients for business development management, understanding and targeting influencers in social media, identifying emerging talent, etc., etc.

# Surveys - Examples

## Change Management

Suppose Illustrative Company, after completing an analysis and review of its current enterprise social networking technology, is dissatisfied with it and decides to implement a new system. Of course we could be talking about any change management program here but this is an area that many organisations have experience with in recent years.

The first thing they decide to do is to map the existing collaboration patterns within the organisation by running a relationship-based survey and asking questions such as: Who do you work with often? Who do you go to when you have a technical question? Who do you seek out when you need advice?

After collecting the data, they examine it, and select a moderate sized internal community that is reasonably well connected to start the roll out of the new technology with. They then pay careful attention to how the observed collaboration over the enterprise social network is similar to or different from the self-reported network.

When rolling out the change to the rest of the firm, they also pay particular attention to the community structures and individuals / small teams who are central and/or perform a bridging function.

## Communication

Imagine that Illustrative Company has a joint venture with Example Company Ltd that has been operating for about two years but recently has hit some turbulence and there seems to be some tension there. Illustrative Company, with the help of Expert Consultant Ltd, decides to launch a small network analysis to understand the communication patterns within this joint venture.

A relationship-based survey is launched that asks questions like who do you need to communicate with in order to perform your job and it also goes a step further asking who would you like to communicate with more in order to be more effective as well as questions around trust.

Once the data has been collected Expert Consultant analyses all of the resultant networks, conducts a series of one-on-one interviews and uses this data as a basis for facilitating a workshop to address communication issues.

In 12 months time a follow up survey is run and the results are compared to measure the change.

## M&A Integration

It turns out that the joint venture was actually a precursor to a takeover by Illustrative Company of Example Company. Both companies are complicated and the execution risks are very real - how do you bring the two companies together with the least possible disruption and in the best possible shape?

Illustrative Company hires Expert Consultant again to assist it with the integration work and one of the things that Expert Consultant does is run a single relationship-based survey across both companies.

In combining teams and determining the best possible org structure, Expert Consultant now has a picture of how work really gets done 'under the hood'. It's invaluable data to make sure that individuals are not overlooked and the disruption of existing communities that are currently working well is minimized.

Of course there are many more applications than just these three examples including succession planning, knowledge management, improving workplace layouts (particularly when moving to a new site), etc.

# Polinode Networks Features

*Upload, analyze and collaborate on any set of network data*

## Highlights

1. 100% web-based
2. Fine grained user permissions for collaboration
3. Upload networks using Excel or in more advanced formats
4. Export to Excel, PNG, SVG or more advanced formats
5. Create, save and share multiple views
6. 20 different network metrics
7. Multiple layout algorithms
8. API access

## Example Data Sources



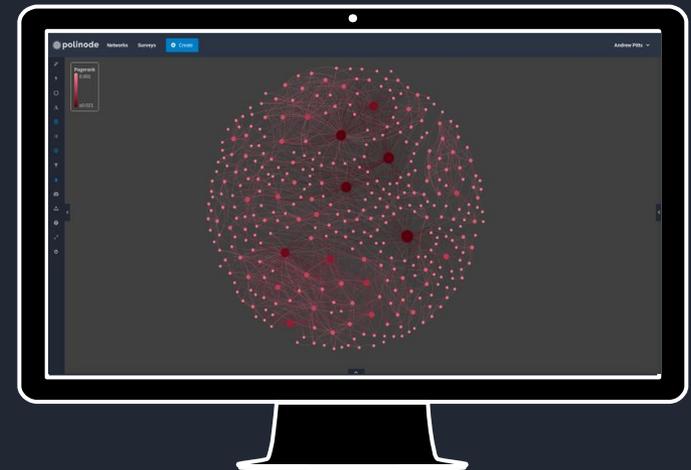
# Polinode Surveys Features

*Run tailored relationship-surveys with fully-integrated network visualisation and analysis*

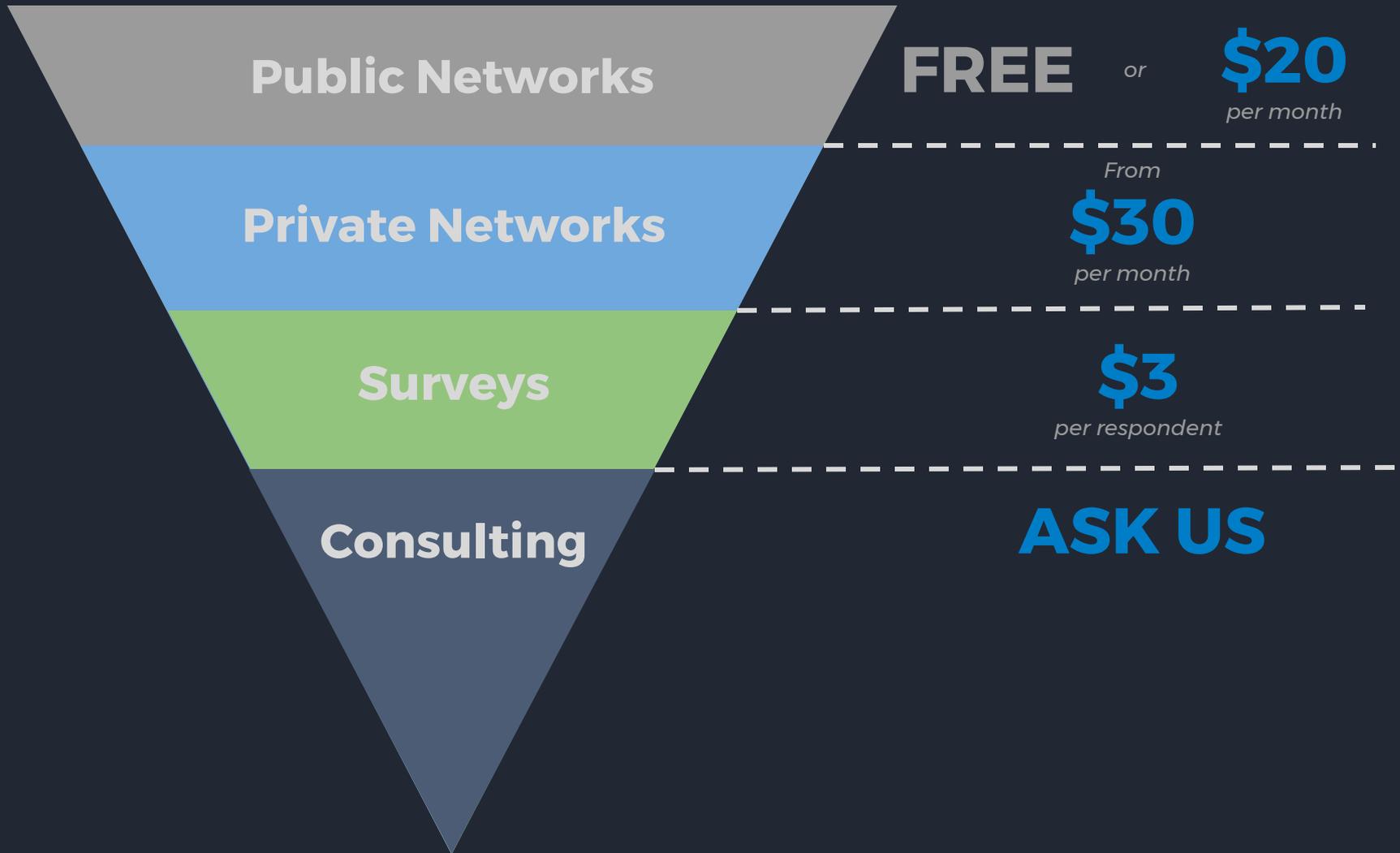
## Highlights

1. Highly flexible - ask any question
2. Six different survey question types, each with multiple options
3. All question types can be relationship questions or regular questions
4. All the benefits of networks - explore as a network with a single click
5. Import arbitrary attributes
6. Slider question type
7. Question piping
8. Snowball surveys

## Illustrative View



# Pricing Summary



# Networks Pricing Details

Free	Basic	Standard	Enterprise
<b>\$0</b> <i>per month</i>	<b>\$20</b> <i>per month</i>	<b>\$30 - \$350<sup>1</sup></b> <i>per month</i>	<b>ASK US</b>
<i>Create and Share Public Networks</i>	<b>All Free Features plus:</b>	<b>All Basic Features plus:</b>	<b>All Standard Features plus:</b>
<i>View Private Networks</i>	<i>Save Public Networks</i>	<i>Create and Share Private Networks</i>	<i>Agreement with SLA</i>
<b>5</b> <i>Public Networks</i>	<b>50</b> <i>Public Networks</i>	<b>1 - 50<sup>1</sup></b> <i>Private Networks</i>	<i>Two Factor Authentication</i>
<b>250</b> <i>Nodes / Network</i>	<b>50,000</b> <i>Nodes / Network</i>	<b>50</b> <i>Views / Network</i>	<i>Optional EU Hosting</i>
<i>Basic Metrics</i>	<i>Advanced Metrics</i>	<i>Roll-up Functionality</i>	<i>Private Webinar Training</i>
<i>Community Support</i>	<i>Email Support</i>	<i>Custom Themes</i>	<i>Premium Support</i>

<sup>1</sup> 1 Private Network: \$30 / month; 3 Private Networks: \$60 / month; 5 Private Networks: \$80 / month; 10 Private Networks: \$120 / month; 20 Private Networks: \$180 / month; 50 Private Networks: \$350 / month.

# Surveys Pricing Details

**Regular**

**Volume**

**\$3**

*per respondent credit*

**Ask Us**

*(Depends on Volume)*

*Unlimited  
Surveys*

***All Regular  
Features plus:***

*Advanced  
Metrics*

*Agreement  
with SLA*

**12**

*months access*

*Two Factor  
Authentication*

**50**

*Views / Survey*

*Optional  
EU Hosting*

*Roll-up and  
Themes*

*Private  
Webinar Training*

*Email  
Support*

*Premium  
Support*

# Appendix

# Frequently Asked Questions

## **What is the difference between a network and a survey?**

*When we talk about networks, we mean any set of relationship data. Polinode allows you to upload arbitrary network data for visualisation, exploration and analysis. For example, you could source this data from Twitter or from emails, performance reviews or any other source you can think of. You can upload this data via a simple Excel file or we also support the GEXF network format as well as JSON data.*

*A survey is different to a network in that you use Polinode's built-in survey tool to collect network data. You are able to upload a list of respondents and create your own highly flexible surveys in which you can ask a mix of relationship questions (e.g. "Who do you go to for advice?") and non-relationship questions (e.g. "What division do you work in?"). Every relationship question that you ask then creates its own network and every non-relationship question may be an attribute on the nodes in this network and you are able to use Polinode to visualise, explore and analyze this data.*

## **What is the difference between a public and a private network?**

*A public network is one that is accessible to anyone, whereas a private network is accessible only to you and anyone else that you choose to give access. You may want to create a public network if you would like to share your network data with the world. If your data is private though, you should create a private network.*

## **What are the commitments? Can I cancel at any time?**

*There are no commitments. You are free to delete your networks and/or surveys at any time. Data export into Excel, JSON and/or GEXF format is available prior to cancelling.*

## **Is there a limit on the number of nodes that a network can include?**

*Free public networks are limited to 250 nodes or less and 1,000 edges or less. Private networks are limited to 50,000 nodes and 250,000 edges and if you subscribe to the Private Networks Plus plan you receive the same increased limits for public networks. The primary reason for these limits is for performance reasons but if you have a use case that requires uploading a larger number of nodes or edges or more data than is practical in Polinode then please let us know - we'd be happy to work with you on it.*

## **What is a user?**

*Polinode includes the ability to grant other users private access to view or edit a network or survey. For example, a consultant could give read-only access to a working group within a client organization to a particular survey. This is what we mean by users. Every network and survey created under a paid plan includes up to five users at no additional charge. Beyond that, additional users are charged at \$1 each per month.*

## **What is a respondent?**

*For a survey, the number of respondents is the number of people that you wish to send the survey out to. For relationship questions, respondents are also usually the source of the options to select from for those questions. You can also ask relationship questions about items that are more general than just the respondents to the survey - in Polinode we say that questions use Supplementary Lists. For each survey, the number of items in a Supplementary List is also limited to the number of respondents in that survey.*

# Frequently Asked Questions

## **What is a respondent credit?**

*Each respondent credit that you purchase allows you to upload one respondent to a survey.*

## **What metrics can I compute with Polinode?**

*Polinode allows you to compute a number of powerful metrics for any Network or Survey. All Networks and Surveys include the ability to calculate Communities, In Degree, Out Degree, Total Degree and Internal vs External. In addition to these 5 Basic Metrics, a further 16 advanced metrics are available for all surveys, all private networks and for networks owned by a user with a Private Networks Plus subscription. These advanced metrics include: Average Neighbor Degree, Betweenness Centrality, Closeness Centrality, Clustering, Communicability Centrality, Core Number, Current Flow Betweenness Centrality, Current Flow Closeness Centrality, Eigenvector Centrality, Harmonic Centrality, HITS, K Clique Communities, Katz Centrality, Load Centrality and Pagerank.*

## **Do you provide discounts for educational or not-for-profit users?**

*Absolutely! A 30% discount is available to all accredited educational and non-for-profit users. Surveys for educational and not-for-profit purposes also have a higher limit of 50 respondents before respondent credits are required (versus a limit of 10 respondents for commercial users). In order to receive these benefits, please apply to change your account type to one of Academic or Non-Profit under Account Settings once you log-in for the first time. You may be asked to supply details of your institution's academic accreditation or not-for-profit tax status.*

## **Do you provide an on-premise solution for enterprises?**

*Yes, please contact us ([info@polinode.com](mailto:info@polinode.com)) to discuss.*

## **What is Community Support?**

*Polinode makes available support from the community of Polinode users at the forums located at [support.polinode.com](http://support.polinode.com). Community support is available to everyone. Premium support via email and support tickets is also available to all paying users.*

## **What do you mean by 12 months access?**

*Respondent credits do not expire, however, once you apply them to a survey you will have access to the survey for 12 months. If you require access for a period exceeding 12 months all you need do is apply another set of respondent credits at the end of 12 months and the expiry date will be refreshed. Of course, you can export your data at any stage.*

## **Do you provide consulting services?**

*Yes! We can help you with things like advanced network analysis, prediction, visualization and large datasets amongst other things.*

## **Are you able to give me a volume discount?**

*If you require more than 10 private networks or would like to purchase more than 5,000 respondent credits please get in touch with us to discuss.*

## **How do I pay?**

*You will be asked for your credit card details within the application the first time a payment is required. For amounts greater than \$5,000 we also accept bank transfers and will provide you with an account credit equal to the amount transferred.*

## **What should I do if I still have questions?**

*Please get in touch! You can reach us at [info@polinode.com](mailto:info@polinode.com).*