

Microsoft Includes Team Communications Platform Provider Incentive Inc. In Its BizSpark Plus Program

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Microsoft Corporation has announced that it has included Venice, California-based Social Enterprise collaboration platform Incentive Inc. in its prestigious BizSpark Plus program. The BizSpark is designed to help promising technology startups realize their goals on their own terms and in the shortest amount of time.

Microsoft's goals through BizSpark is to help young and innovative software companies gain valuable experience and expertise in Microsoft technologies, with no upfront costs. The program will also help startups to establish connections with local and global startup ecosystems, such as VCs, angels, incubators, accelerators, and entrepreneur associations. This will help to stimulate vibrant local software ecosystems and promote innovation and inter-operability. More on the program can be seen at <https://azure.microsoft.com/en-us/marketplace/partners/mindrouteincentive/incentive/>.

"I'm delighted that Microsoft has added us to their Bizspark Plus program," said Incentive CEO Rickard Hansson. "In 2004 I read the book 'The Wisdom of Crowds: Why the Many Are Smarter Than the Few and How Collective Wisdom Shapes Business, Economies, Societies and Nations,' by James Surowiecki. The book is about the aggregation of information in groups, resulting in decisions that are often better than could have been made by any single member of the group. The insights I gained from that book are the basis for the Incentive enterprise communications platform we have built over the past eight years."

Unlike team communication tools, such as Slack, the Incentive platform comes with a full range of workflow tools fully integrated in an easy to learn and use enterprise social intranet for mid-market enterprises. Incentive moved its headquarters from Sweden to Silicon Beach in 2015 when the North Atlantic Treaty Organization adopted the Incentive platform.

"Incentive's 'All in One Place' platform is unique in its ease of learning and use and we invite teams and organizations to test Incentive free of charge at our website at <https://www.incentive-inc.com/>," says Hansson.

Incentive is a leading provider of a complete social intranet platform for mid-market organizations and enterprise teams that want to achieve improved team communications, increased efficiency, and accelerated business results. Incentive is an easy-to-use platform that enables businesses to capture, collaborate, and secure knowledge "all in one place" by tapping the power of their employees, who are "the collective brain trust", to be better, stronger, and faster than their competitors.

Incentive enables users to take advantage of existing workflow apps, storage systems, and document management tools, such as Microsoft SharePoint, in one central location, with single sign on and intelligent search. Its features include wikis, blogs, micro blogging, document collaboration, file sharing, instant messaging, video conversations, and social behavior UX.

Incentive is an API-based platform for app development. Founded in 2008, Incentive has helped thousands of customers worldwide accelerate positive business outcomes through improved collaboration and communication. Incentive can be deployed in the Cloud or on-premise for greater information and communication security. The company has headquarters in Los Angeles and in Malmo, Sweden. For more information, visit <https://www.incentive-inc.com/platform/downloads>.

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