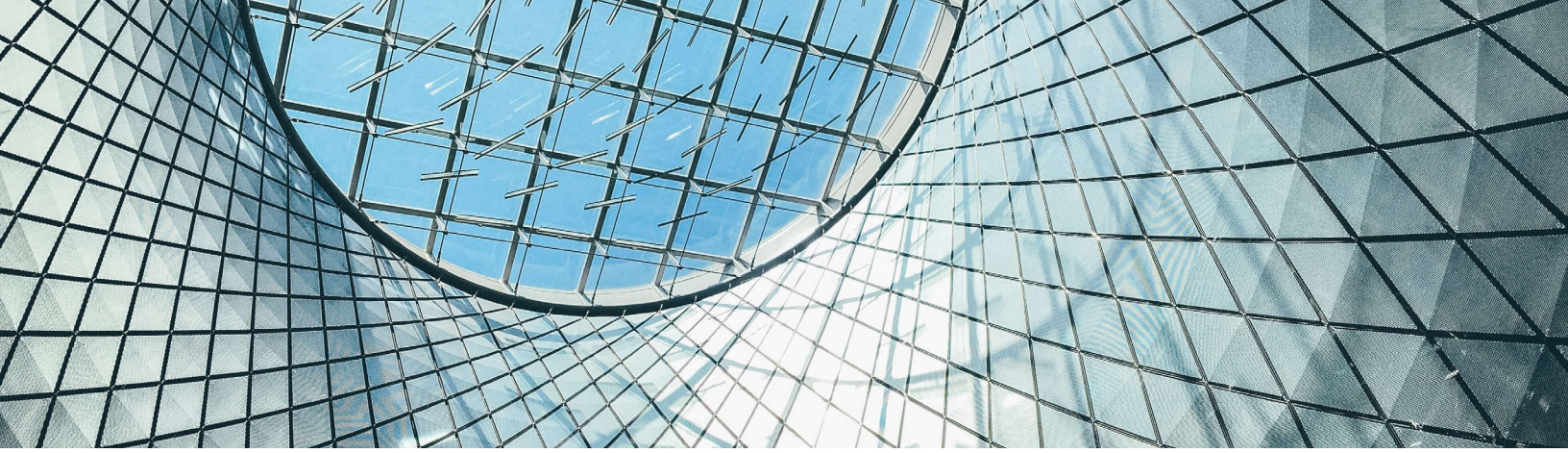

Market Insight Report Reprint

Mattermost adds native voice calls, new building tools for custom apps and integrations

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by Raul Castanon-Martinez

The latest version of the vendor's collaboration platform includes features that further reaffirm its developer-centric approach and focus on helping organizations enhance productivity – such as tools for building custom applications and integrations, native voice calls and screen-share capabilities, and flexible workflow templates.

451 Research

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Introduction

Mattermost recently announced the latest release of its open-source developer collaboration platform, Mattermost 7.0. The release builds on the project and workflow management capabilities introduced with the previous version and features core updates that reaffirm the vendor's developer-centric approach, including capabilities that enable users to develop custom applications and integrations, communicate securely with native voice calls and screen sharing, and leverage out-of-the-box workflow templates to enhance technical team productivity and operations.

THE TAKE

The features included with Mattermost 7.0, such as the addition of embedded secure communications and automation and integration capabilities, align with key trends driving the broader collaboration space, bringing it up to par with features recently announced from the likes of Google and Microsoft Corp., as well as emerging vendors such as Coda and Notion. These new features further reaffirm Mattermost's developer-centric approach with capabilities that support real-time collaboration for mission-critical developer use cases, such as operating incident-response war rooms; providing documented processes and communication lines to technical teams during outages; and supporting agile, CI/CD and DevOps release methodologies. Its positioning as an open-source, private cloud alternative to vendor-hosted collaboration offerings remains a key source of differentiation and strength for the company. This, coupled with the newly unveiled capabilities and the project and workflow management updates previously introduced, should help Mattermost further differentiate from its rivals and strengthen its position as a developer collaboration platform for digital operations.

Details

Key capabilities in Mattermost 7.0 include:

- **Secure Audio Communications.** Integrated with Mattermost Channels, Calls offers secure team voice communications, including one-on-one calls and group conversations. Users can seamlessly switch from a channel-based chat to audio calls with a single click while sharing content such as team documents, presentations and images. It is a tool developed for public-sector organizations, security operations teams, and security professionals that require real-time "war rooms" (i.e., voice, messaging and screen-share-enabled channels to bridge essential personnel to triage critical incidents while ensuring complete data protection via a self-hosted option).
- **Fast Application Development and Integration.** The Apps Framework abstracts the complexity of writing directly to the Mattermost API. Engineers can quickly develop integrations or apps in any language that supports HTTP and deploy them with serverless hosting. The Apps Framework strengthens the extensibility of the Mattermost open-source platform, enabling robust integrations with third-party tools without introducing undue security risks. Developers can accelerate efficiencies to automate critical processes without adding new personnel or managing the burden of deploying multiple, fragmented offerings.
- **Agile and Aligned Collaboration and Business Continuity.** The platform now includes prebuilt team workflow templates designed to orchestrate R&D team operations and processes — from release management to incident resolution. The templates and implementation guides can be customized to specific team operations. When paired with these out-of-the-box workflow templates, Mattermost Playbooks can serve as a foundation for developer organizations seeking to align agile workflows with a checklist to streamline development processes and ensure business continuity in case of potential disruptions.

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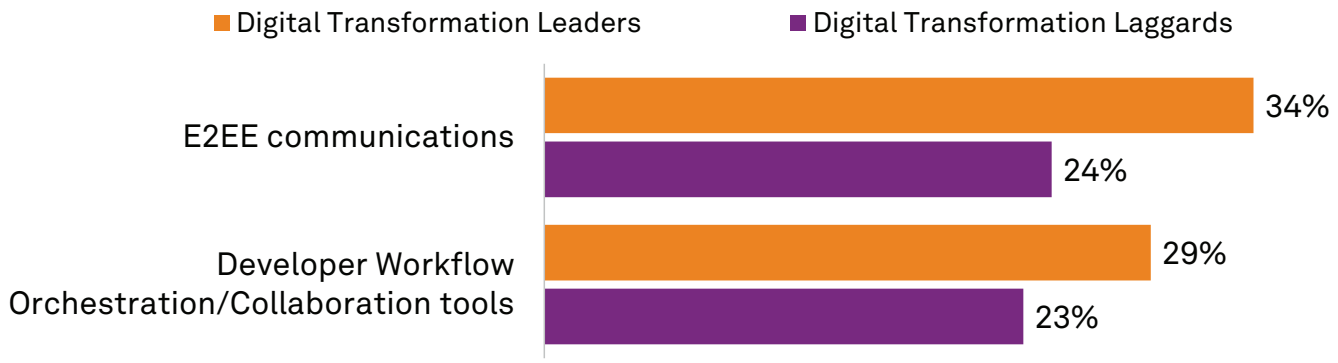
In addition to these core enhancements, Mattermost 7.0 includes features designed to support team productivity such as Collapsed Reply Threads and Advanced Message Formatting.

The updates in Mattermost 7.0 align with emerging market requirements identified in 451 Research's Voice of the Enterprise: Workforce Productivity & Collaboration, Tech Ecosystems 2021 survey. Results indicate growing adoption of features supporting secure communications and developer workflow orchestration/collaboration tools. As shown in the figure below, these are particularly relevant for those respondents working for digital transformation leaders (i.e., organizations that have a formal strategy and are actively digitizing business processes and technologies), compared with those in organizations identified as laggards (i.e., those without a formal digital transformation strategy).

Figure 1: Digital Transformation Leaders Are More Likely to Deploy Developer Workflow Orchestration/ Collaboration Tools



Q. Does your organization use or plan to use any of the following communication technologies? Please select all that apply.

Base: All respondents (n=473)

Source: 451 Research's Voice of the Enterprise: Workforce Productivity & Collaboration, Tech Ecosystems

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CONTACTS

The Americas
+1 877 863 1306
market.intelligence@spglobal.com

Europe, Middle East & Africa
+44 20 7176 1234
market.intelligence@spglobal.com

Asia-Pacific
+852 2533 3565
market.intelligence@spglobal.com

www.spglobal.com/marketintelligence

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