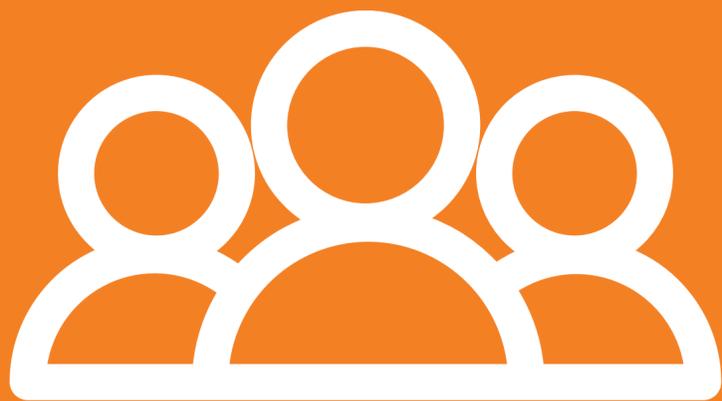


**We already use Stack
Overflow's public site.
Why do we need Stack
Overflow for Teams?**





What you already know about Stack Overflow

If you're technical in some way, shape, or form, the chances are high that you've used Stack Overflow's public platform, stackoverflow.com. You're not alone: 85% of developers visit Stack Overflow every week. It holds over a decade of knowledge that has been asked, answered, and curated by a global community of experts across industries and technologies.

People come to Stack Overflow because that knowledge and our global community help them solve general logic and technology-specific challenges much faster than they could by working in isolation. Technologists flock to Stack Overflow because it gives them what they need — access to a global community of people ready to share their expertise and an easily discoverable and digestible way to find and use that knowledge.



Image source: threepanelsoul.com

Getting a specific error message? Chances are it's already been discussed on Stack Overflow. For questions on everything from languages to platforms to devices, you're likely to find it on Stack Overflow.

Because Stack Overflow's public platform answers so many questions for so many technologists, you may be wondering why organizations choose to adopt a private instance of Stack Overflow for Teams. What additional value does it offer? Let's explore.



Some knowledge shouldn't be shared externally

Specific technologies, general approaches, and best practices can all be discussed, debated, and evolved in the virtual public square. For this type of knowledge discovery, the worldwide community excels in providing mentorship, expertise, and inspiring innovation.

However, discussing your intellectual property, details about your tech stack and processes, or company-specific knowledge in the public realm can weaken your competitive advantage and expose your products to risk. Some knowledge simply doesn't belong on a public platform.

When you're thinking about internal knowledge and collaboration, there are certain factors you should consider. You need an intentional strategy for how your teams work together to solve problems, innovate, and store knowledge for future teams and projects. If the following sections sound like familiar pain points in your knowledge management process, your organization is likely a great candidate for Stack Overflow for Teams.

Who owns your knowledge?

Organizations turn to Stack Overflow for Teams' private platform because they retain more granular control over their knowledge and who can manage it. Stack Overflow for Teams enables organizations to democratize which knowledge is archived, updated, and accepted as part of the shared knowledge base. On the public site, if a certain number of users upvote or downvote, that accepted answer may not be the best answer for your environment.



Compared to the public platform, Stack Overflow for Teams (“Teams”) gives you more control over users' roles and privileges.

Compared to the public platform, Stack Overflow for Teams (“Teams”) gives you more control over users' roles and privileges. You can assign roles and permissions, like moderator, reviewer, or admin. You can also restrict information to a subset of users with sub-teams. Subteams are useful for specialized or project-based content.

One challenge we see with both traditional knowledge and public repositories is the sheer volume of irrelevant information that does not match an organization’s current initiatives. Teams offers organizations the tools to identify, update, and archive knowledge that has become dated.

Stack Overflow for Team’s **Content Health** feature helps to intelligently identify and surface potentially outdated or inaccurate knowledge. Using this feature, your teams can curate an accurate knowledge base as your business environment evolves. If your central knowledge base becomes outdated, your employees’ and coworkers’ trust that they can find the right answers erodes. With Content Health, you not only own the knowledge, but you can better ensure it stays up to date as your organization and technology evolve. Actions available to keep your knowledge healthy include validation the knowledge is still correct, updating it to match the current best solution, or archiving it so that your team does not waste cycles wading through old or wrong information.



Key difference

Who owns knowledge?

Stack Overflow: The global community. Your company has no control over any actions the community takes.

Stack Overflow for Teams: Your company maintains total control over the platform.



In order to be useful, knowledge must be findable

Most organizations have institutional knowledge scattered across several disparate wikis, shared drives, chat messages, and documents. [Gartner](#) defines digital friction as the “unnecessary effort an employee has to exert to use data or technology for work.”

These tools work well for their specific purposes but often result in silos and introduce barriers. One team’s shared drive may not be accessible to the rest of the company, or there may be high learning curves or special permissions required to update corporate wikis. Meanwhile, chat is one of the few places to ask new questions that are not documented anywhere else; but you have to know who to ask and remember to document the discussion afterward.

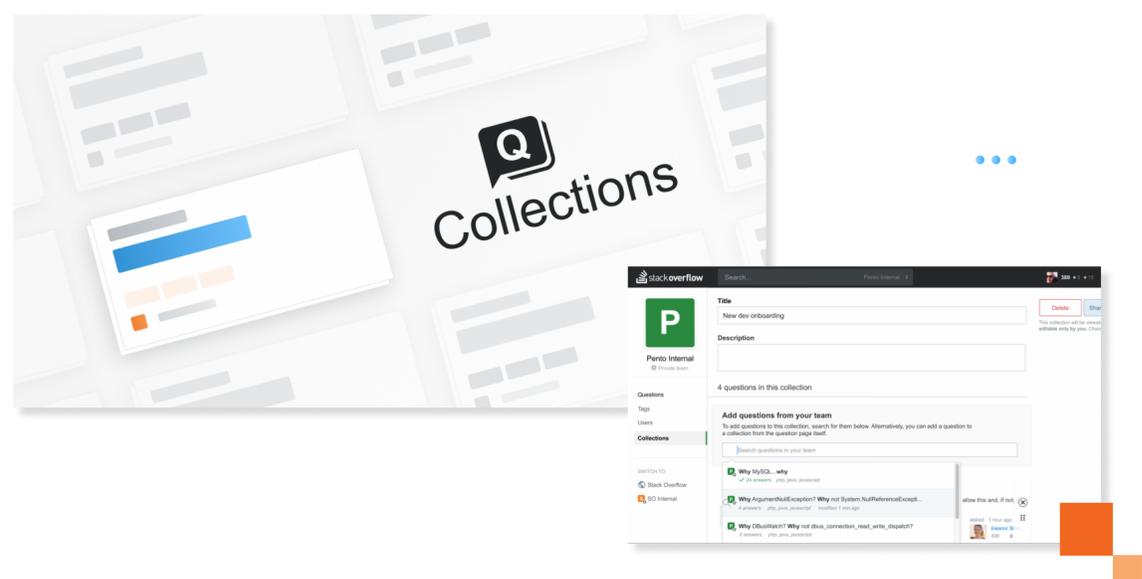
The most expensive and intimidating time in a company can often be the onboarding process. So many questions are asked privately via Slack that are never documented, because the only thing new recruits are concerned with is getting up and running. Vital information is often lost at this stage of the process. Capturing that information empowers new hires to be more effective and feel more confident in their roles.

This adds complexity for teams who not only need to know what knowledge they’re looking for, but who and where to start their search. Those barriers become even more challenging with remote employees who cannot lean across the hall to ask their colleagues for help.

Customize how you organize your knowledge

Tags are words or phrases referring to the topic of the question, which links the question with other, similar discussions. Standardized Tags are available on the public site, but Teams allows your organization to create custom Tags. Have a specific third-quarter transformation project that you want to track with a custom Tag? You can do that with Teams. Your team can follow tags that interest them or that they have expertise in.

In Stack Overflow for Teams, you don't just have one option for organizing your information. For example, **Collections** allow you to group all content with related knowledge or purpose together. Collections are designed to work alongside Tags. While each Tag tends to identify a single topic, collections can span multiple topics. For example, you can create a Team Onboarding collection with how-to documents, project guides, FAQs, and other information that helps a new team member get up to speed.



Key difference

Who organizes the knowledge?

Stack Overflow: Community members with high reputations are the only ones who can create a tag.

Stack Overflow for Teams: You decide who in your company can create tags and be stewards of knowledge organization.

Search both private and public Stack Overflow simultaneously

With Stack Overflow, you can have the best of both worlds. You can harness the power of the public platform, with all of its history and technical expertise. You can also access your team's private knowledge.

Our **Unified Search** allows access to both sources of knowledge. Whenever you query something, the results are pulled from both the private and public platforms and shown in one streamlined interface. Unified Search helps your team find the solution they need without switching apps, regardless of whether it has been solved internally or needs to tap into the public site's global community.

Key difference

What can you search?

Stack Overflow: You have access to all public knowledge.

Stack Overflow for Teams: Your search digs through both public knowledge and internal, proprietary information, and streamlines the results into one place.

Stay in the flow with integrations

To help developer productivity, Stack Overflow for Teams offers powerful integrations...



To help developer productivity, Stack Overflow for Teams offers powerful integrations to help team members ask, answer, and find knowledge without leaving the applications they already use, like Slack, Microsoft Teams, and Jira. Thoughtful integrations can help technologists stay in their flow longer, reducing the strain of constantly context-switching. They stay happier and more effective.

Integrations can also provide important context for knowledge seekers. With the Jira integration, your team can seamlessly view related questions and answers to their task at hand in Jira while keeping knowledge stored within Teams. Or they can embed links to and view contextual information about Jira tickets referenced within a question or answer on Teams.



Key difference

What integrations are available?

Stack Overflow: You don't have access to any pre-built integrations.

Stack Overflow for Teams: You can access pre-built integrations with the most common technologist tools, including Jira, Slack, Microsoft Teams, and GitHub.

Fast on-ramp to adoption drives knowledge sharing success



For junior developers and new hires, Stack Overflow for Teams provides a faster adoption route than the public site.

We've all been part of new tool rollouts that failed to perform up to expectations because adoption was slow or nonexistent. The last thing you want is a knowledge hub that goes stale or doesn't get used. Because developers already love and use the Stack Overflow public site, Teams adoption is an easier lift for experienced technologists. In fact, developers can access both the public site and their private Teams instance from the same pane. For junior developers and new hires, Stack Overflow for Teams provides a faster adoption route than the public site.

We've collected best practices, sample executive sponsor comms, and other resources to help your team jumpstart your adoption. Depending on which plan you choose, adoption support ranges from DIY Success Kits to onboarding specialists that smooth adoption.



Key difference

How do you encourage adoption?

Stack Overflow: You have some broad onboarding guidance.

Stack Overflow for Teams: You have broad onboarding guidance, but you also have individualized, bespoke onboarding adoption and support.

Source: Dynamic Signal



Build your community

Stack Overflow for Teams is so much more than knowledge capture. It's a collaborative community that helps organizations break down silos between teams. Because Stack Overflow for Teams is a private instance, newer coworkers feel less intimidated asking “newbie” questions than they would in the larger public platform. And you have the ability to recognize team members as moderators and SMEs, even if they haven't been at your company for years.

On the public site, new users have limited actions until they earn enough Reputation Points. For example, a brand new user can't upvote or downvote answers. It can take years for new users to accumulate enough reputation points to be recognized as an expert on the public site. Plus, the same expert global community that provides thorough answers can be intimidating to junior technologists. Conversely, inside an organization's Teams environment, new users can easily establish their expertise on projects, topic areas. They can confidently ask questions and seek input right away. New hires with expertise in a niche area can start being visible and helping teammates straight away.

Finding the right expert within an organization is often more important—and more challenging—than finding the right document. If you know who in your organization is suited to answering your question, you can specify those users. They will receive a notification when the question is posted to Stack Overflow for Teams. If you don't know the right person, you can select a SME or user group associated with the topic Tags you've chosen from a dropdown list. User groups can be customized to fit your organization's structure. For example, an “engineering” user group might be the entire engineering team or a sub-team that works on a specific product, like “product x devs.”

Regardless of whether you've tagged a SME or team, anyone in your organization who knows the answer can respond. This connects you with experts across different business units and locations — even if you've never met before.

Key difference

How do you build community?

Stack Overflow: Your interactions are limited by reputation, and you don't have the ability to tag experts or groups to answer questions.

Stack Overflow for Teams: The majority of interactions are not limited by reputation, and everyone has the ability to call on individuals or groups via tag to answer questions.



“You see areas where you might have the answer and you can find solutions from subject matter experts you have never met. You are able to move faster and collaborate on code that you hadn't worked on before.”

Rocio Montes, Staff Software Engineer, [Intuit](#)



Some final considerations...

There are other things to consider when evaluating a private knowledge base like Stack Overflow for Teams. Stack Overflow for Teams is applicable across a broad swathe of teams within an organization, not just the technical ones. In Stack Overflow for Teams, you have a welcoming environment that reflects your company's needs and culture.

You'll have features like:

- Domain invitations and Single Sign-On, which ensure that everyone using the platform has an account, no matter where they sit in your organization.
- A new Reputation experience — Enterprise plan customers can customize reputation points. Set thresholds for when users earn privileges, including editing questions or answers, access to review queues, flagging a question, and more.
- Expansion out of the non-technical realm — In Stack Overflow for Teams, you'll find company information across all swathes and teams. From HR policies to compliance questions to marketing strategies and customer service best practices, it's all housed on Stack Overflow for Teams.



Stack Overflow for Teams: the best of both worlds

In Stack Overflow for Teams, you don't need to choose between the public platform and a private instance just for you. You get both.

Stack Overflow for Teams takes the concept of the public platform to the next level. Users can trust that information stays up-to-date and accurate. The private platform has underlying mechanisms to keep cultivating new knowledge and organizing it effectively for your organization's needs.

At-a-glance: StackOverflow.com versus Stack Overflow for Teams



	Public	Business	Enterprise
Hosting	N/A	Multi-tenant, cloud hosted	Single-tenant (cloud or on-prem)
Single-sign on	No	SAML, Okta	SAML, AD, Okta
SOC2 Certification			SOC 2 Type II report
Store long-form content like project docs and guides		✓	✓
Integrations: Slack, Microsoft Teams, Jira, GitHub, Okta, etc.		✓	✓
Restrict information to subset of users	All public	All Internal users	All internal users, plus unlimited sub-teams can be created for restricted project knowledge
Customer Success		Automated Onboarding and community development training	Personalized onboarding with dedicated specialist
Usage metrics			✓
Webhooks		✓	✓
Support		<ul style="list-style-type: none"> Support via portal, email, resource center and live chat 24x5 support with dynamic response time based on incident severity On-call weekend and holiday support 	<ul style="list-style-type: none"> Support via portal, email, resource center and live chat 24x5 support with dynamic response time based on incident severity On-call weekend and holiday support



To learn more visit
stackoverflow.com/teams