

El placer de cautivar y crear nuevos mercados

The new Connected Era:

How do Businesses become Social?

Information & knowledge exchange enable the Social Business

Sergio Loza | Social Busines & Collaboration

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Aug, 2012





Agenda

- Insights from CEO study
- What is a Social Business
- Why it is relevant to the CEO
- Engaging Customers as Individuals
- Empower Employees to Act quickly on Customer Insights
- How IBM can help?







2012 CEO Study – Leading through Connections Highlights of the Global Chief Executive Officer Study

- 64 countries | 1709 CEOs | 18 Industries

Leaders are recognizing our new connected era is changing how people *engage*.

"This is now a continuous feedback kind of world, and we need the organizational nimbleness to respond."

CEO, Financial Markets, United States





2012 CEO Study – Leading through Connections Technology pushes to the top

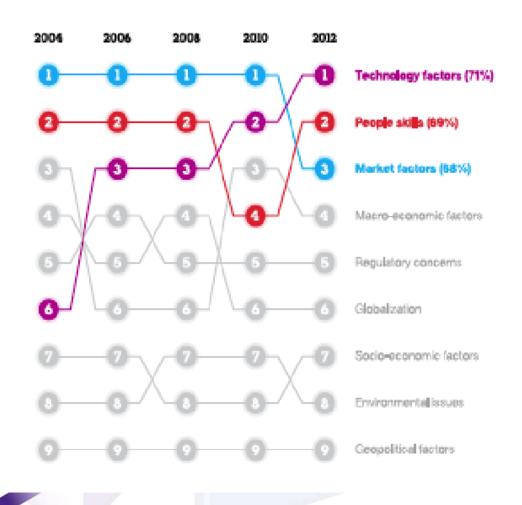


Figure 1

Technology pushes to the top. Of all the external forces that could impact their organizations over the next three to five years, CEOs now see technology change as most critical.





Technology is dramatically changing the way we live and work

How I Buy

Interacting with peers and engaging with companies I do business with.



How I Engage Tapping into a wide variety of insight and expertise.

How I Work

Collaborating from anywhere at any time with a number of devices.





The workforce is also changing...

- Per IDC, the "Hyperconnected" currently represent 16% of the workforce growing to 40% in the next few years (http://slidesha.re/vHE1Es)
- 77% of people use Facebook @ work (http://manpowerblogs.com/toth/2011/06/13/social-statistics/)
- On average, Americans spend 2.7 hour/day socializing on their mobile device; Half of all local searches are performed on mobile devices (http://bit.ly/uJIAE6)



...Social Networking is a way of living and do work

- 25% of employees change security settings to enhance socializing (http://manpowerblogs.com/toth/2011/06/13/social-statistics/)
- 33% of millennials would prioritize social media freedom, device flexibility and work mobility over salary when accepting a job offer; and
- 56% of millennials would not accept a job from a company that bans social media, or they would circumvent the policy (2011 Cisco Connected World Technology Report)
- 64% of GenY download unauthorized applications at least once a week <u>to get</u> <u>their job done</u> (Forrester: Forrsights Workforce Survey 2011)

Without a secure social platform, they'll use their own to accomplish their work





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Social Media



Sharing, leaving a Digital Trail

Primarily Marketing and External Relations



Social Business



It's about the company, employees and the business processes, across value chains





Social Business is the application of social collaboration tools & culture to business roles, processes and outcomes

- Share ideas, expertise, sense of purpose
- Deliver insights in near-real time, in context
- Connect to people in meaningful ways instantly.
- Keep content up-to-date, accessible and secure







How does a Social Business operate differently?

employees customers partners Self-forming teams *Leading the conversations* Becoming on-demand seamless connecting that define brands extensions of the enterprise communication and transformation product design customer care and introduction collective intelligence real time market talent and skill segmentation development global sales advocate-based contests marketing





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The time to begin the change to a Social Social Business is now



74% of companies are using Web 2.0 in customer interactions¹

75% of companies are deploying Web 2.0 in daily activities of employees and partners¹

71% of companies are using Web 2.0 in partner and supplier interactions¹

69% of companies report that the use of tools and concepts of Web 2.0 generated tangible business benefits¹

IBM is identified as a the WW market share leader in Social Software Platforms for 3 consecutive years²

"[Social Networking] will eventually be seen as essential for all large enterprises, encouraging more open and transparent communications around the world and helping improve relationships with existing and potential clients."³

1 Source: McKinsey Global Survey; "How companies are benefiting from Web 2.0"; 2 Source: IDC, Worldwide Social Software Software MarketShare by Vendor 3 Source: Gartner, "Study encourages businesses to embrace social networking"; Nikos Drakos





MCKINSEY GLOBAL INSTITUTI

The rise of the networked enterprise: Web 2.0 finds its payday

Internal purposes, n = 1,598			Customer-related purposes, n = 1,708			Working with external partners/suppliers, n = 1,088	
Increasing speed of access to knowledge	77	30	Increasing effective- ness of marketing Awareness	63	20	Increasing speed of access 57 to knowledge	20
Reducing communication costs	60	10	Consideration Conversion Lovalty		15 10 10	Reducing communication costs 53	15
Increasing speed of access to internal experts	52	30	Increasing customer satisfaction	50	18	Increasing satisfaction of suppliers, partners, 45 external experts	20
Decreasing travel costs	44	20	Reducing marketing costs	45	15	Increasing speed of access to 40 external experts	25
Increasing employee	41	20	Reducing support costs	35	10	Reducing travel 38	20
satisfaction Reducing			Reducing			Reducing time to market for products/ 28 services	20
operational costs	40	10	travel costs	29	20	Reducing supply 22	10
Reducing time to market for products/services	29	20	Reducing time to market for products/services	26	20	Reducing product- development costs	15
Increasing number of successful innovations for new products or services	28	20	Increasing number of successful innovations for new products/services	24	15	Increasing number of successful innovations for new products/services	15
Increasing revenue	18	15	Increasing revenue	24	10	Increasing revenue	11

% of respondents whose companies are achieving specified benefits from their use of Web 2.0 technologies¹

Median improvement, %

https://www.mckinseyquarterly.com/The_rise_of_the_networked_enterprise_Web_20_finds_its_payday_2716



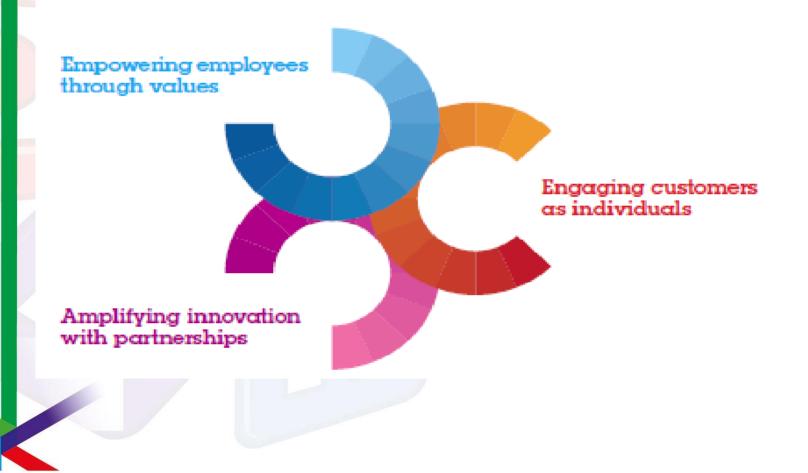


CEO's Essential Imperatives

Three essential imperatives

How to respond

Our study reveals insights from more than 1,700 CEO conversations and our own management consulting experience.







Agenda

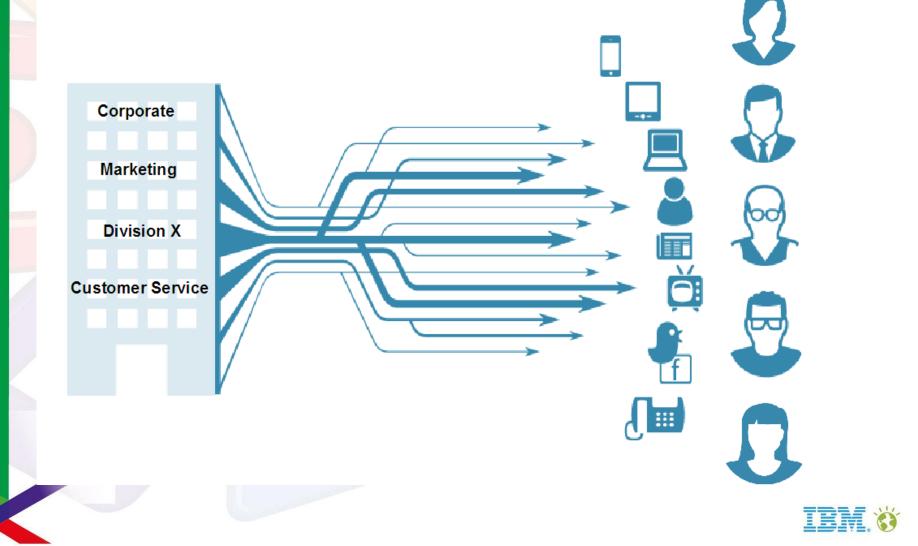
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Customers see many online experiences from your company Complicated by even more online experiences from departments.....





Most large enterprises have an average of 12 internal/external web properties

- One of those may be a Commerce site
- Web Experience solutions used to manage the rest
 - .com informational sites
 - Intranet(s)
 - Customer service sites
 - Partner / franchise / dealer sites
 - Account management & bill presentment/payment sites

In Banking, Insurance, Healthcare, Government, Education, etc

	Gartner.
 The Seller E-Commerce or CRM as foundation Critical capabilities include shopping functions, catalog management, merchandising 	 The Facilitator Enterprise Portal as foundation Critical capabilities include integration, personalization, search, customer self-service
The Influencer • Web Content Management as foundation • Critical capabilities include content management, campaign management	The Informer • Enterprise Portal and/or WCM as foundation • Critical capabilities include content management, search

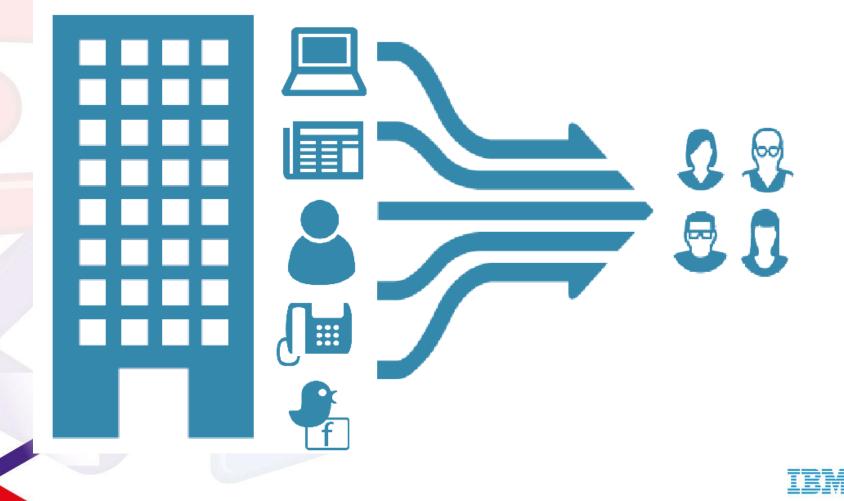
Information





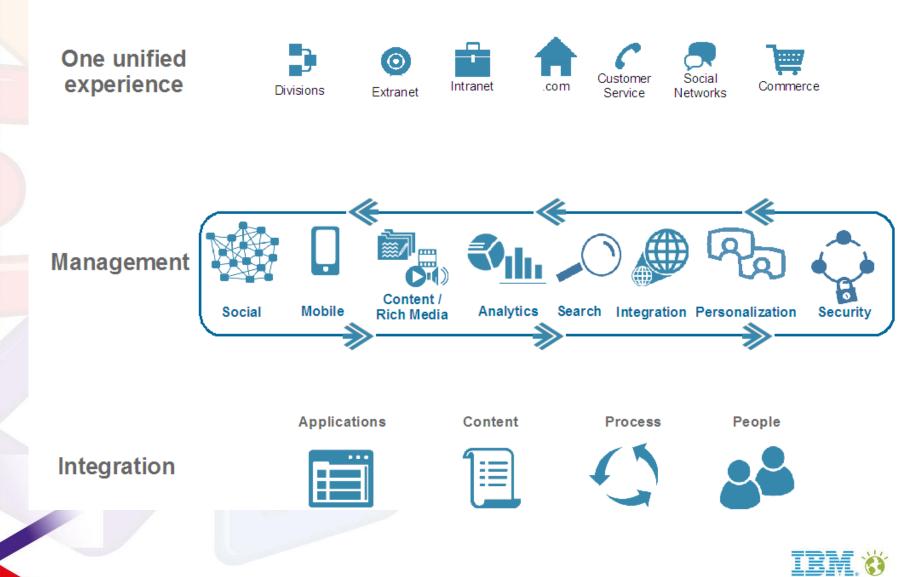


Customers need consistently exceptional online experiences across all channels





A consistently exceptional online experience requires......





IBM Web Experience Platform

Social:

- New Community Pages
- OpenID Authentication Google, Facebook ID
- New Article, Blog and wiki templates drive expert, social contributions
- New IBM Connections Files and Profiles Entitlement

Mobile:

- New IBM WebSphere Mobile Portal Experience theme helps control the look and feel, page navigation, and content navigation on a smartphone
- IBM Web Experience Factory

Managed/Content Driven

- Managed Pages, Optimized, modular, high performance theme for enhanced control of web site design, orchestration and delivery
- New Content Template Catalog (CTC)
- IBM Forms Experience Builder

Insightful:

- Web Analytics Page Overlays deliver inplace, real-time web page and channel delivery analyses.
- More flexible options to tag pages, portlets, or web content and measure their usefulness through Campaign and Custom tags.

Integrated:

- Integrate with ECM support for the CMIS standard.
- Integrate SAP® NetWeaver Portal navigation

Customer Engagement

5% reduction in customer defection rate can increase profits by 25-125%, depending on the industry. Bain & Co Customers purchasing on tablet computers have 2% higher conversion rates and 20% larger order size. Wall Street Journal







Exceptional Web Experiences Matter, Everywhere...

+

The Championships, Wimbledon 2012 -

www.wimbledon.com/en GB/index.html

Every online interaction, both **external** and **internal**, are opportunities drive profits, elate the customer, empower the employee and increase productivity







Wimbledon.com - Delivered seamlessly across channels



- Mobile experience that supports highly interactive services for fans
- Delivering on demand video, radio, live results, schedule, scores, and rich media - photos and player information
- Supports variety of devices including the iPhone, iPad, Android and other tablets,

Website integrates Live @ Wimbledon TV

MULTIMEDIA ARCHIVE









In-Context Analytics: what matters, where it matters Instrumented Out Of The Box For Web Analytics



View the effectiveness of a page, portlet, web content or custom application through inline overlays

Insightful

- Support for flexible new campaign and generic tags that analytics engines can query
- Instrument custom applications with new Web Experience Factory web analytics builder (and in RAD).
- Some report enablement in future CTC templates.

Optimize a Web Property for the Greatest Results

webtrends OMNITURE









IBM's vision for online customer engagement delivered.....



IBM's Vision for Exceptional Multichannel Online Experiences Bringing together the essential capabilities to create, manage, and deliver powerful multichannel web experiences

IBM Customer Experience Suite



Business is driven by relationships







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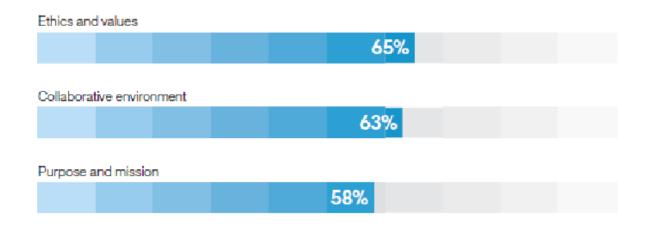




Organizational Attributes

Engaging Employees

 To draw out the best in their workforces, CEOs are most focused on three organizational attributes

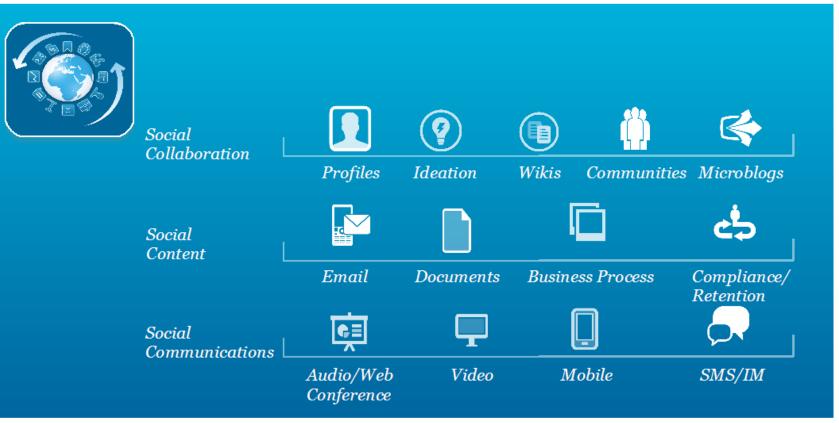


(2) IDC, Measuring for Success: Social Business ROI, Doc # DR2011_T7_ET, Mar 2011





Employee engagement is achieved through the successful integration of Social, Content, and Communications



According to IDC, employees typically see up to a 30 percent increase in productivity using social tools internally to complete their work (2).

(2) IDC, Measuring for Success: Social Business ROI, Doc # DR2011_T7_ET, Mar 2011





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How Do I To Start the Intranet Transformation?

Key Services of a Social Intranet

Reach people where they live and work

engage

Enable people to engage productively in a business context

Discover the right content and expertise from across the organization

discover

Accelerate and improve decisionmaking and business outcomes





Engaging

Crowd-source ideas with employees with Ideation

Bring context to content while collaborating within community **Document Libraries**

Complete projects with online Meetings and Video

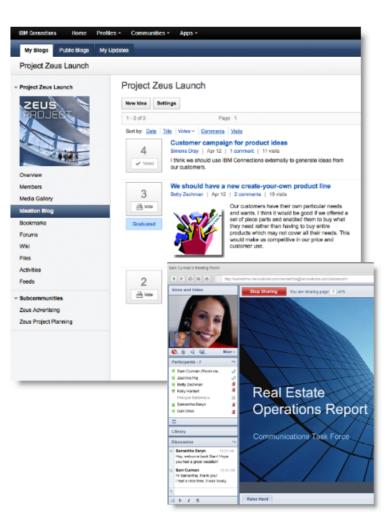
Gather input with Instant Polls

Share photo and video with the Media Gallery

Exchange ideas and insights in Forums



Enable people to engage productively in a business context





Social, Mobile

Get quick answers at reduced cost with <u>Instant</u> <u>Messaging</u>

Stay visible to your networks with Microblogging

Generate and share best practices with Communities

Make your computer your phone with Softphone & VoIP

Easily find the experts you need in Profiles



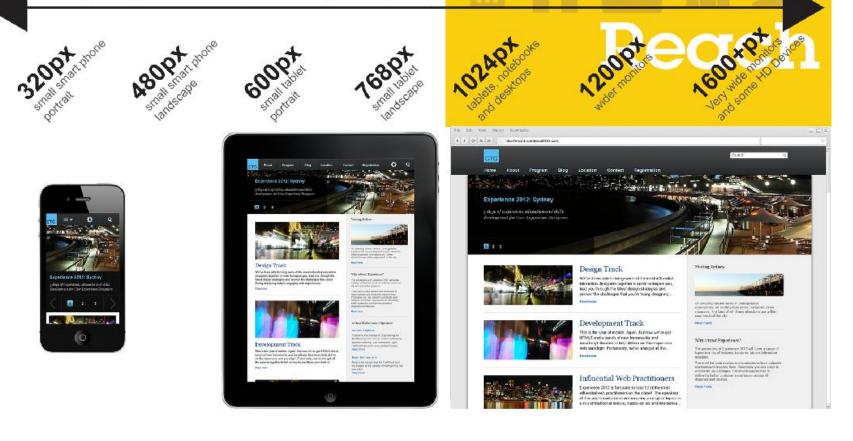






Mobile Strategy: A Responsive Approach for multiple channels, enabling your BYOD strategy

A combination of device width, resolution, and device type triggers changes





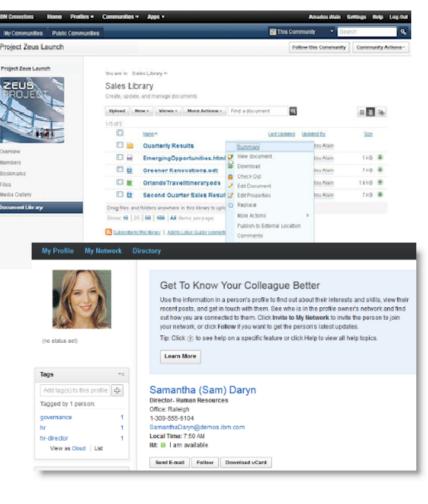


Create, discover, Share Information

Manage the single version of the truth using <u>Social</u> <u>Content Management</u>

- Organize and contribute knowledge using <u>folders</u>, documents and <u>rich media</u>
- Discover relevant content with <u>Social Search</u> and <u>Social Analytics</u>
- Learn from the content others share in <u>Blogs</u> and <u>Bookmarks</u> without interrupting them at work
- Stay in touch with teams using <u>Communities</u> and <u>Micro-blogging</u>









Be nimble, act fast

Manage projects and promote the use of best practices by re-using <u>Activity</u> templates

Keep shared <u>Files</u> visible and discoverable, not locked in personal email files

Know when others are available to act through **Presence Awareness**

Allow fast and instant <u>unified</u> <u>communications</u>, right from the web application

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	Name	Sharing Downloads Recomment. Comments	
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Documents	ConnectionsV2Reporting.svf	Public 29	
Mutic	Connections 2.5 B dides.odp	Public 25	
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Shared by Me	Connections & Sharepoint Together.ppt	99 Organization View	0.044
My Folders	Connections 2.3 Update Feb/2009 (ODP), edg	30 organization view	
Planed Folders	Connections 2.5-PeT-Source.zip	Collapse All	
Folders Shared with Me	Globel Economic Environment.ppt	88 Atlanta	
Communities	Portal & Callab Telco References 2011 mbn	22 Boston	
People	CO FP Executables for CSNF.zip	A8 Chicago	
		88 Los Angeles	
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HR Processes | 138 univeral | 12 active Customer References | 98 united | 31 active Zeus Project | 0 united | 5 active Markeling Events | 1 united | 0 active

CICT Accelerate and improve decisionmaking and business outcomes





IBM's vision for employee engagement delivered.....



IBM's Vision for Exceptional Employee Experiences

Bringing together the essential capabilities to create, manage, and deliver powerful Intranet experiences and employee engagement







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Social Software in IBM

Profiles: 634.000+; 10M+ searches per week
Communities:72.000+
Wikis: 52.000+
Blogs: 21.000+
Bookmarks: 1.000.000+
Activities: 237.000+
Instant Messaging: 4M+ each day
Mobile devices: 60.000+

Return on Investment

- Satisfaction Index on search increased 50%, with estimated productivity gain of U\$4.5M per year
- \$700K per month in travel reduction
- Significant Voice mail and eMail storage reduction





IBM is a Social Business

Becoming a Social Business Why organizations chose IBM solutions



8

WHITE PAPER

Becoming a Social Business: The IBM Story Erin Treydt January 2011 Richard Vancil

IDC OPINION

The rise in consumer-oriented social networking applications and platforms over recent years has drawn curiosity from enterprises both large and small. (IDC believes that curiosity has twined into business opportunity as the lines between consumer and enterprise continue to blur. Unfortunately, eduction of social software in the enterprise has encountered some skepticism due to the hype surrounding the technology and the perception that it is the younger generations' means for socializing with friends. It has also been criticized as being a waste of time. Yet there is evidence to suggest that this doubt is shifting and that enterprise social antware is becoming the next generation of cellaboration (cols to enhance organizational productivity.

generation of colleboration tools to enhance of genizational productivity.

that this doubt is shifting and that enterprise workst software is bottoming the next tras also been orticized as being a waste of time. Yes there is criticine to suggest we have not a contrained on the production of the pro the perception that it is the younger generations' means for social ang with thends, is





...At-a-Glance







Customers Achieving Success With IBM





















Genworth Financial 💥









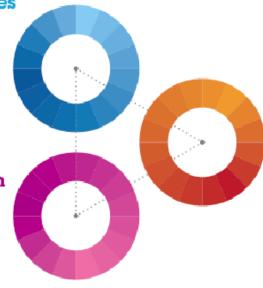
Leading Through Connections

Empowering employees through values

Replace rulebooks with shared beliefs. Build future-proof employees. Provide the means to collaborate at scale.

Amplifying innovation with partnerships

Fundamentally change how you partner. Make partnerships personal. Break collaboration boundaries.



Engaging customers as individuals

Let "big data" reveal the customer you never knew. Listen lavishly, respond with focus. Be where your customers expect you to be.



ibm.com/ceostudy







Questions





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How do Businesses become Social?

Information & knowledge exchange enable the Social Business

Sergio Loza | Social Busines & Collaboration

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