



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

twitter  **@lozass**

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

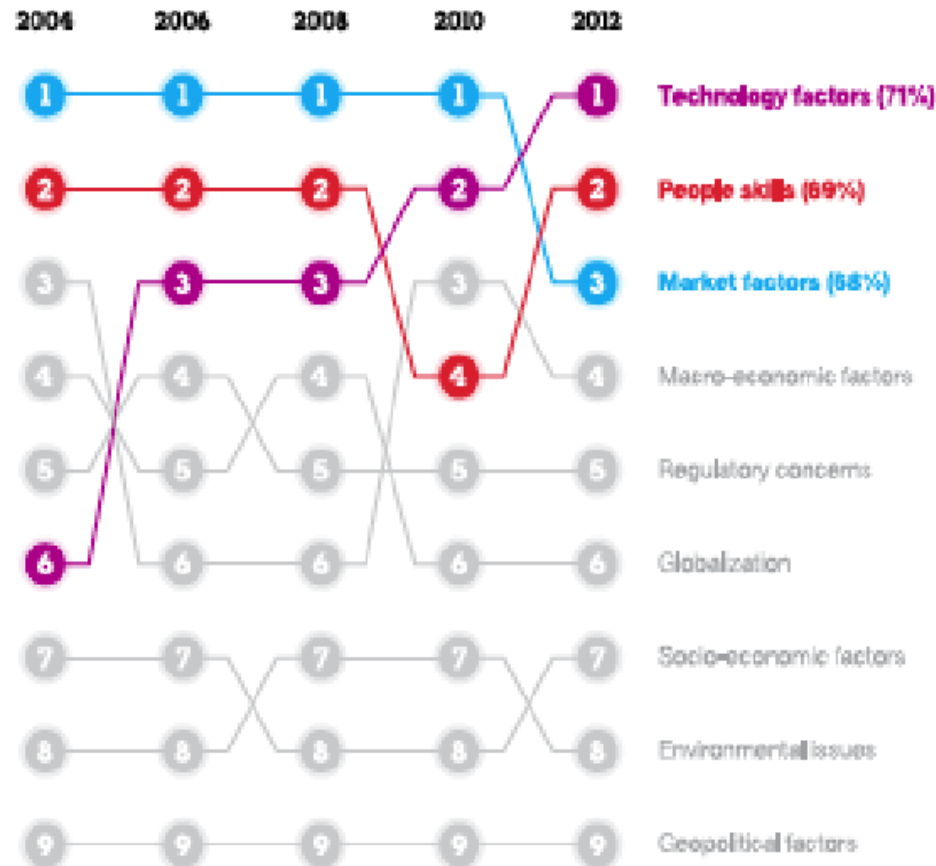


Figure 1

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 *to get their job done*** (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

*Self-forming teams
seamless connecting*

customers

*Leading the conversations
that define brands*

partners

*Becoming on-demand
extensions of the enterprise*



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The time to begin the change to a 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

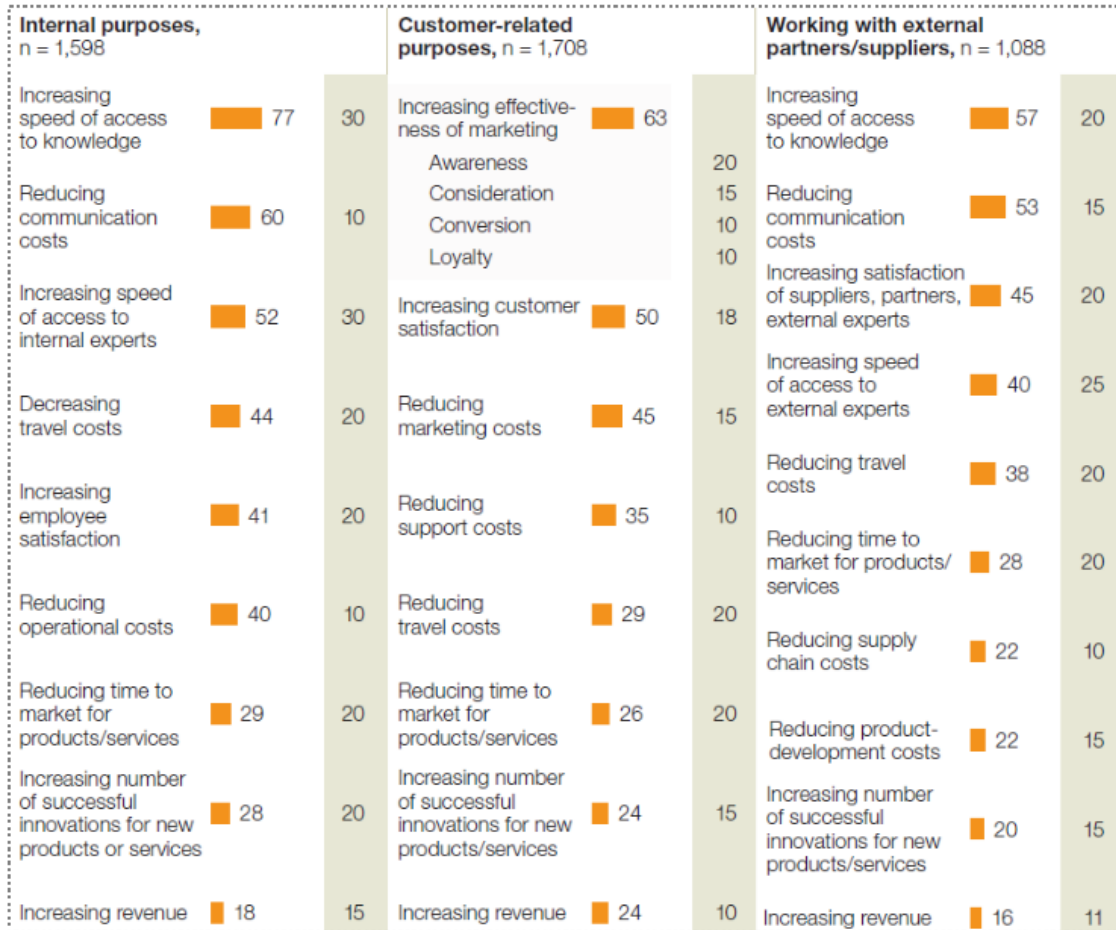
IBM is identified as a the WW market share leader in Social Software Platforms for 3 consecutive years²

"[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 MarketShare by Vendor

³ Source: Gartner, "Study encourages businesses to embrace social networking"; Nikos Drakos

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



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

■ Median improvement, %

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.

Empowering employees
through values



Engaging customers
as individuals

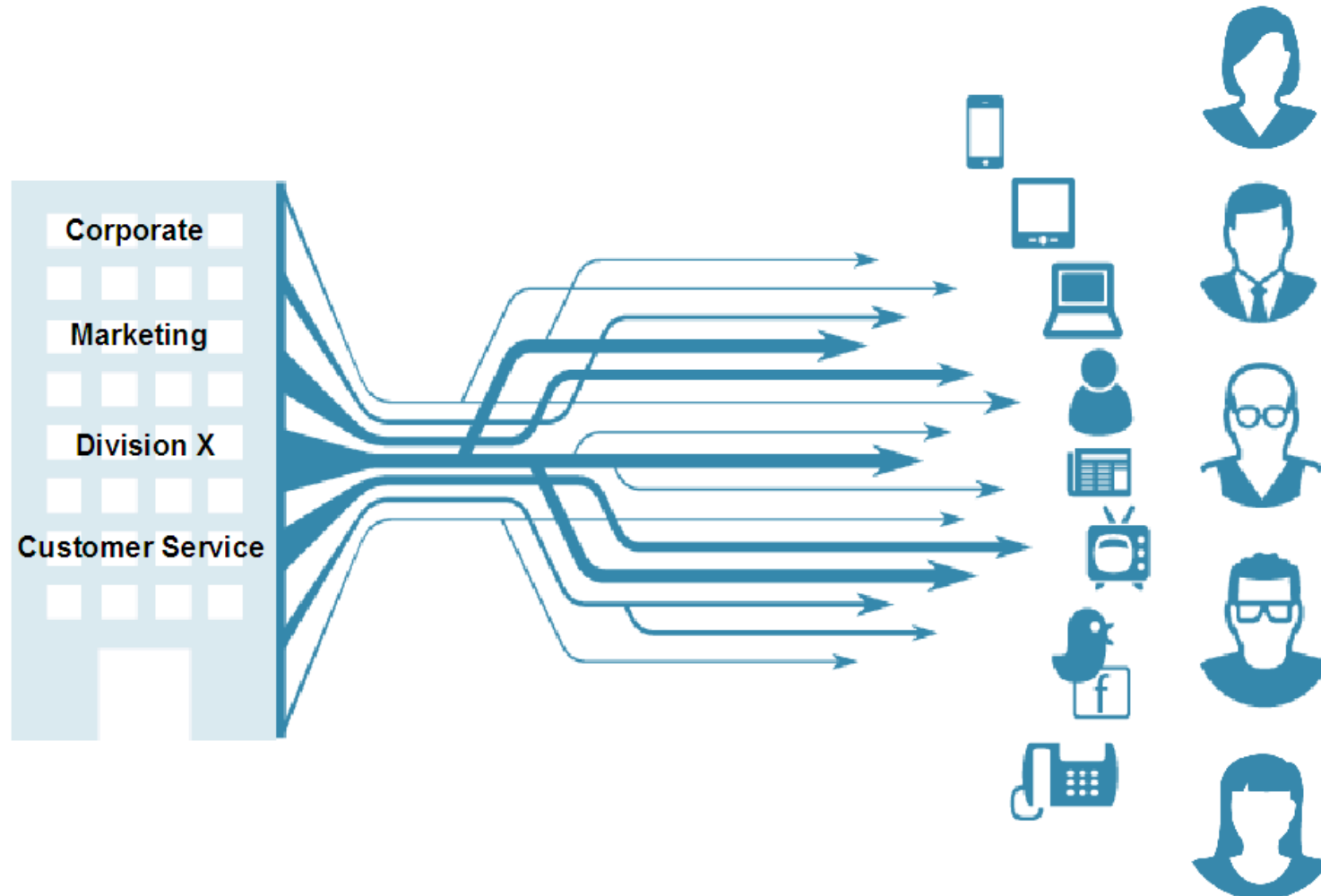
Amplifying innovation
with partnerships

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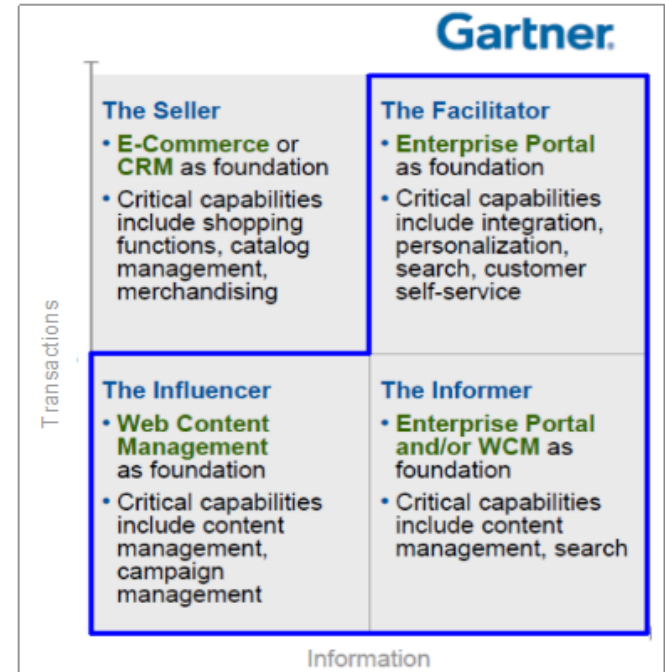
Customers see many online experiences from your company
Complicated by even more online experiences from departments.....



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



troweprice.com



jnj.com



ncaa.org



www.gov.qa
Qatar citizen self-svc

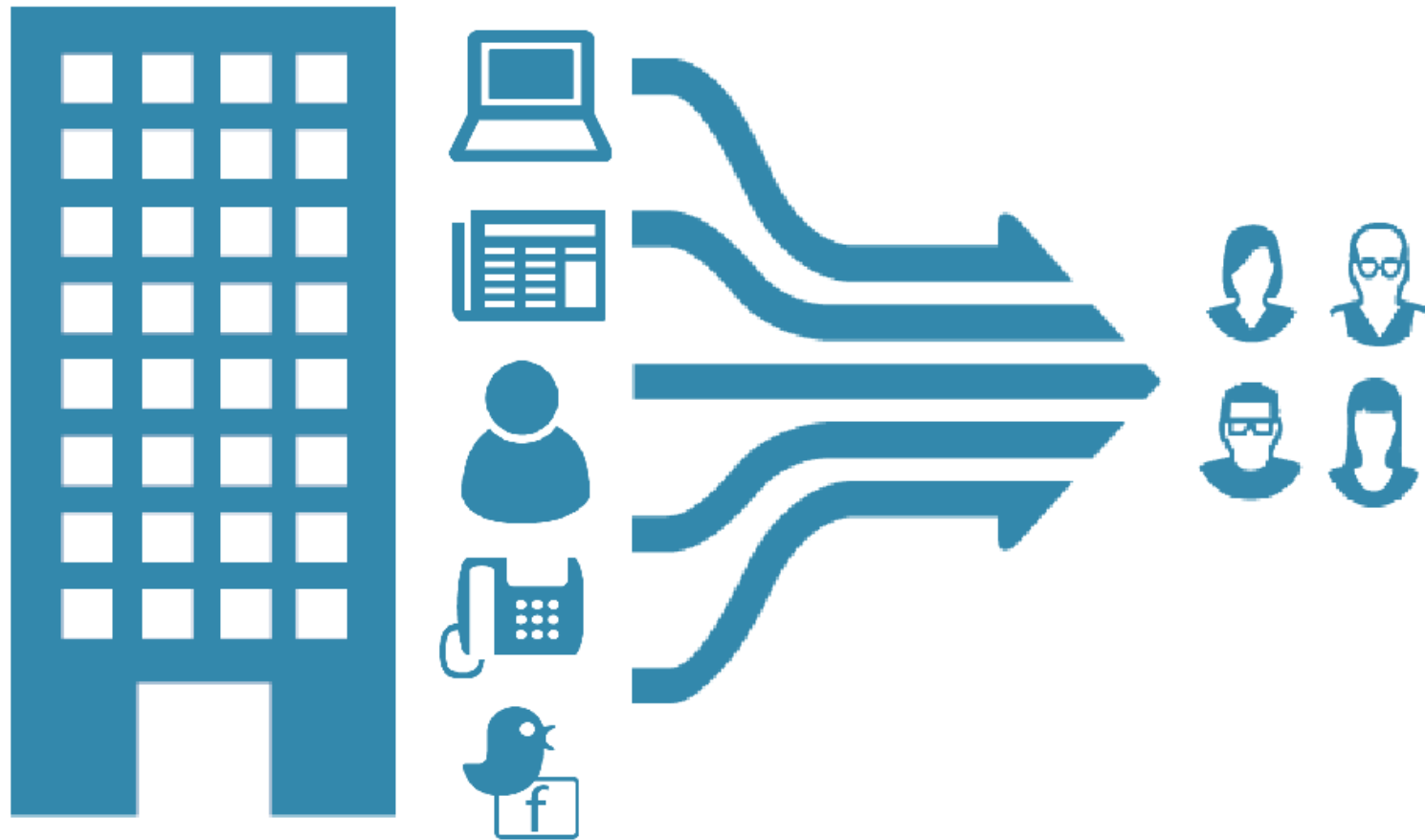


us.manpower.com



kp.org
Kaiser Permanente

Customers need consistently exceptional online experiences across all channels



A consistently exceptional online experience requires.....

One unified experience



Management



Integration

Applications

Content

Process

People



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**

Integrated:

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

Insightful:

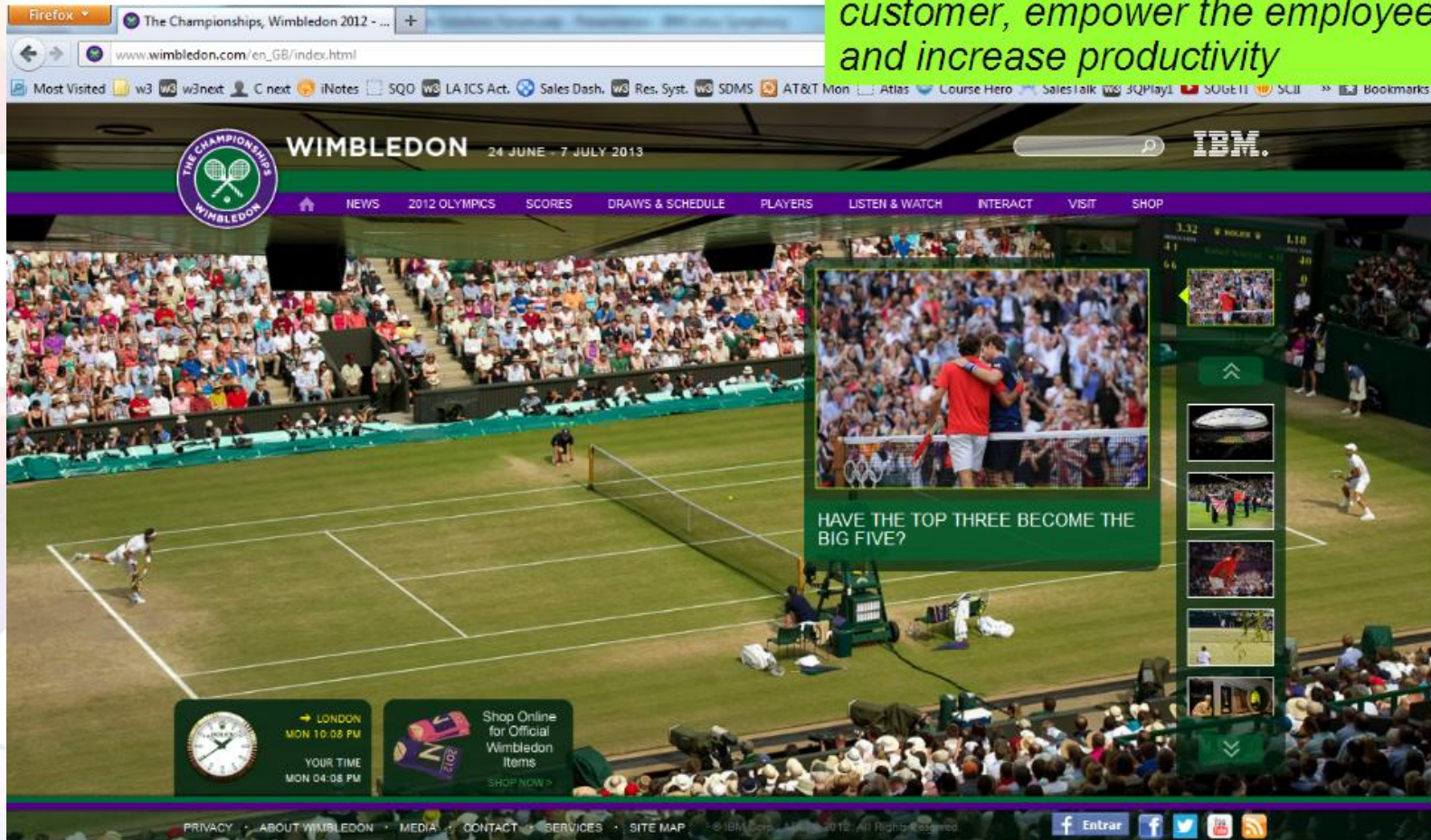
- **Web Analytics Page Overlays** deliver in-place, real-time web page and channel delivery analyses.
- More flexible options to tag pages, portlets, or web content and measure their usefulness through Campaign and Custom tags.

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...

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



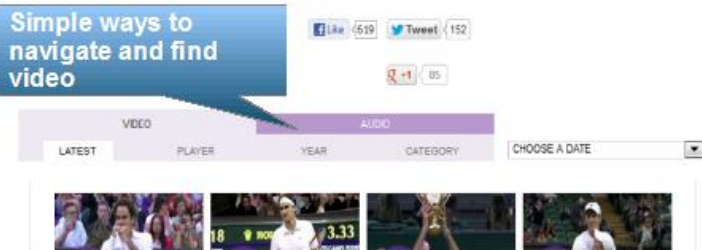
Website integrates Live @ Wimbledon TV

- 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,

MULTIMEDIA ARCHIVE



Simple ways to navigate and find video



Insightful

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
- 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

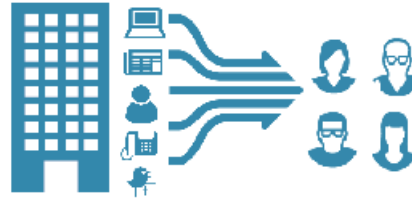
webtrends™

OMNITURE®

Unica

Core metrics®
Relentless Made Easy

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

Engage customers, increase revenue and satisfaction
 With an exceptional web experience



Business is driven by relationships



Agenda

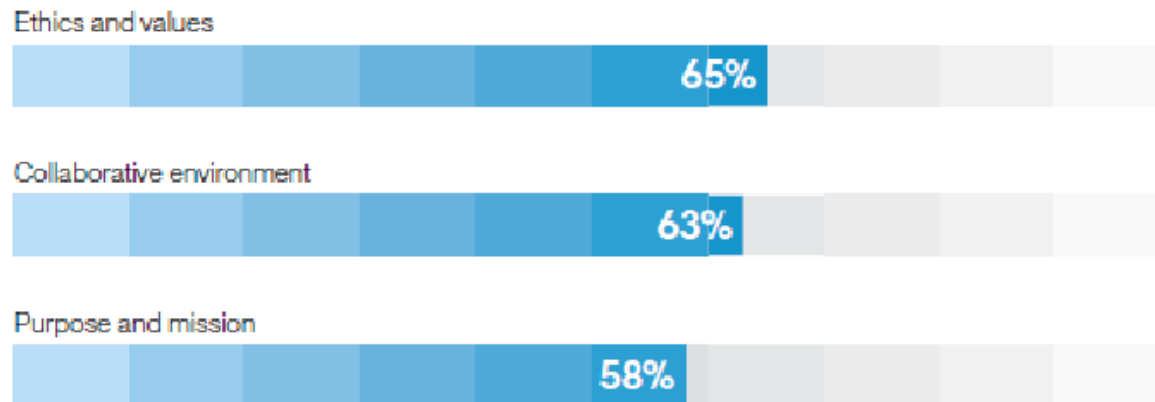
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Organizational Attributes

Engaging Employees

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



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



Social Collaboration



Profiles



Ideation



Wikis



Communities



Microblogs

Social Content



Email



Documents



Business Process



Compliance/Retention

Social Communications



Audio/Web Conference



Video



Mobile



SMS/IM

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

How Do I To Start the Intranet Transformation?

Key Services of a Social Intranet



Reach

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

act

Accelerate and improve decision-making and business outcomes



Engaging

Crowd-source ideas with employees with **Ideation**

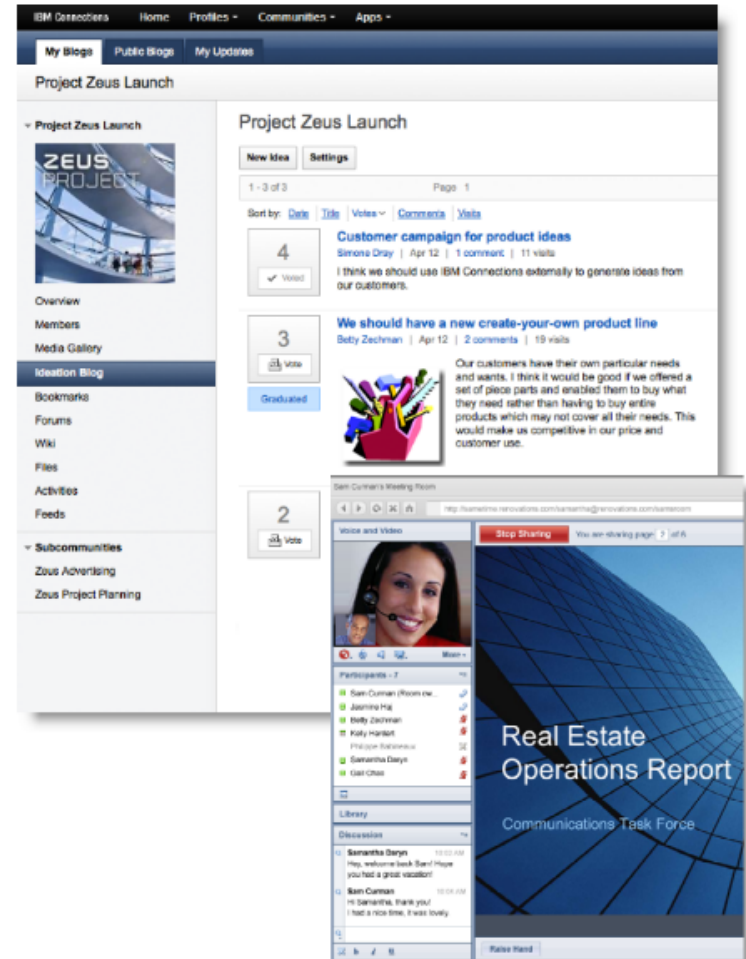
Bring context to content while collaborating within community **Document Libraries**

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**



engage

Enable people to
engage productively
in a business context



Social, Mobile

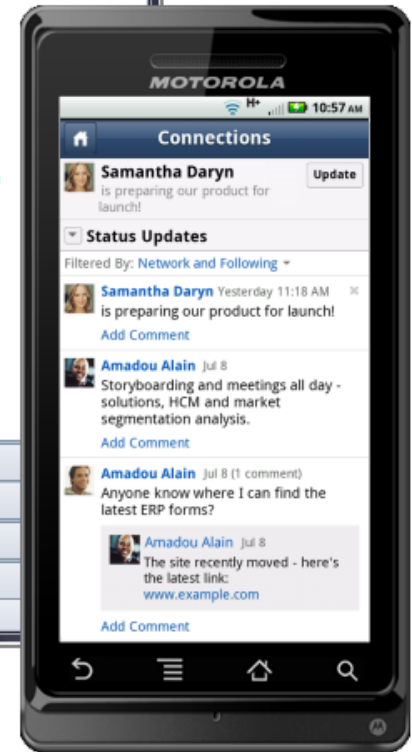
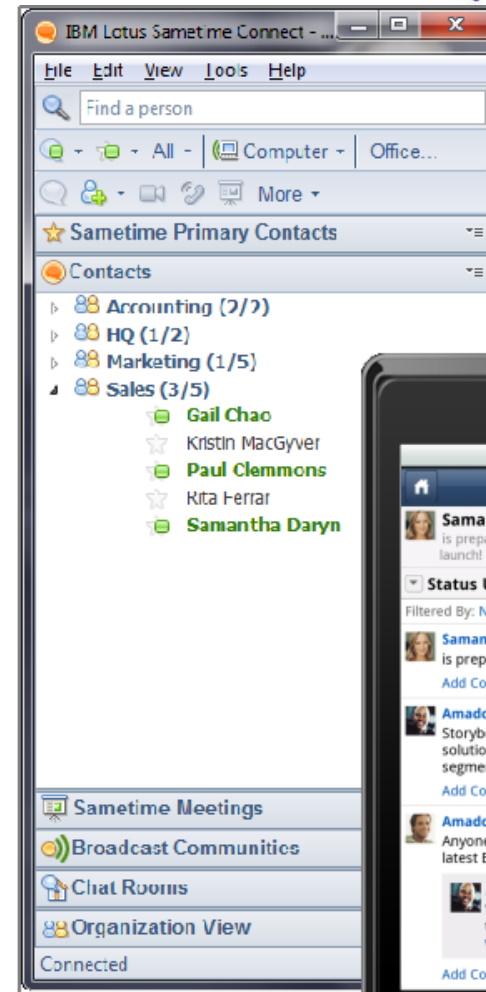
Get quick answers at reduced cost with **Instant Messaging**

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

320px
small smart phone
portrait

480px
small smart phone
landscape

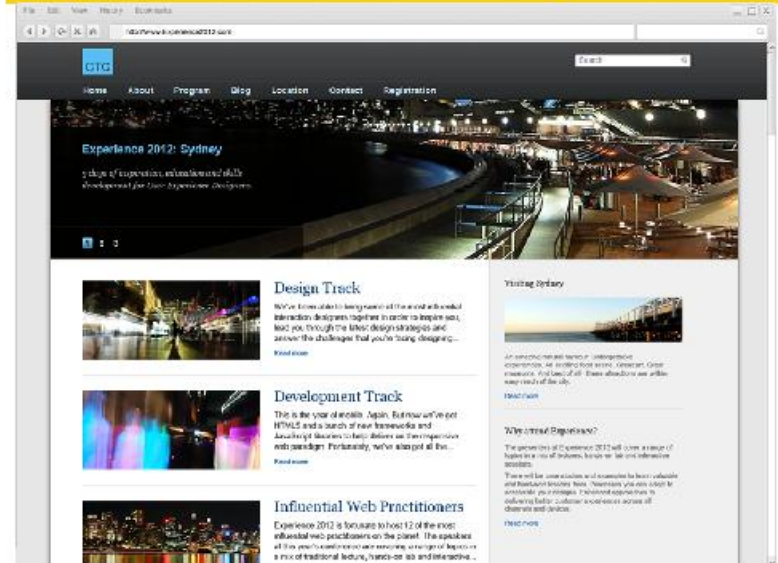
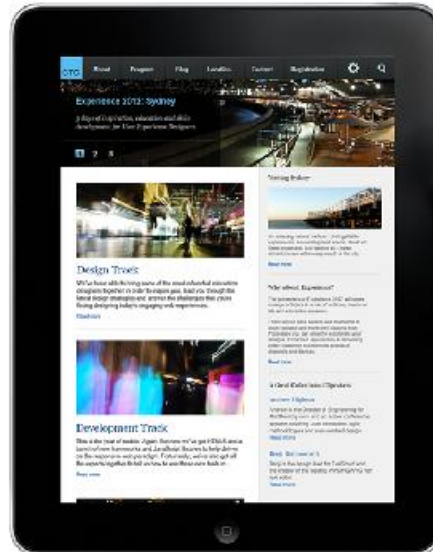
600px
small tablet
portrait

768px
small tablet
landscape

1024px
tablets, notebooks
and desktops

1200px
wider monitors

1600+px
Very wide monitors
and some HD Devices



Create, discover, Share Information

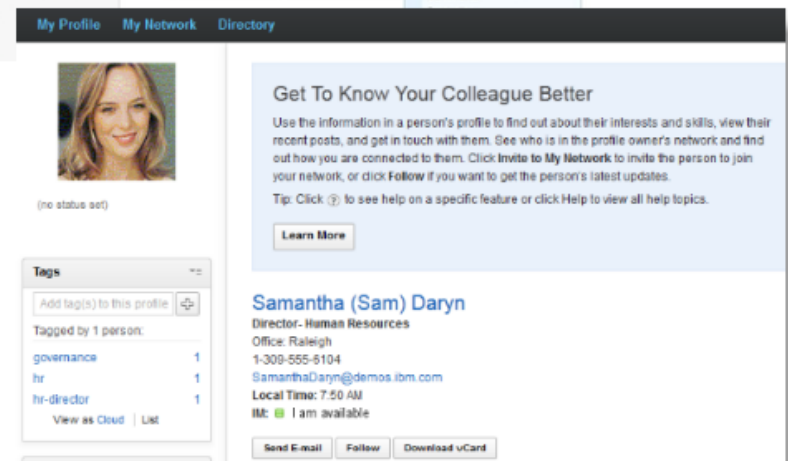
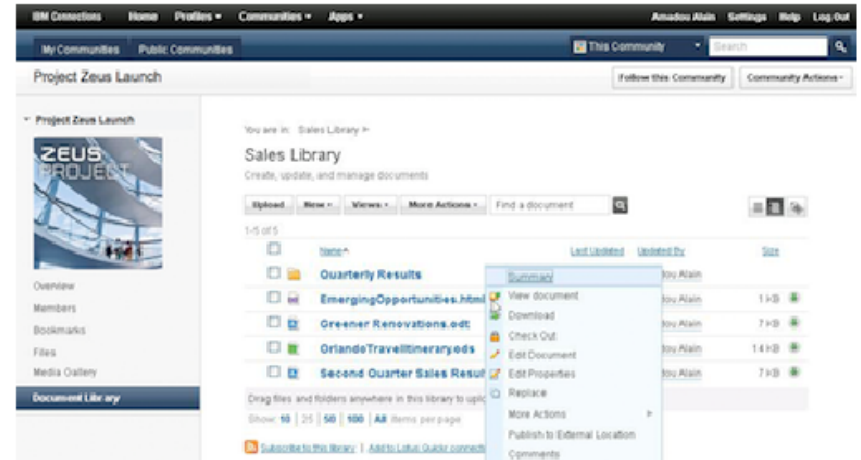
Manage the single version of the truth using **Social Content Management**

Organize and contribute knowledge using **folders, documents and rich media**

Discover relevant content with **Social Search** and **Social Analytics**

Learn from the content others share in **Blogs** and **Bookmarks** without interrupting them at work

Stay in touch with teams using **Communities** and **Micro-blogging**




Discover the right content and expertise from across the organization

discover

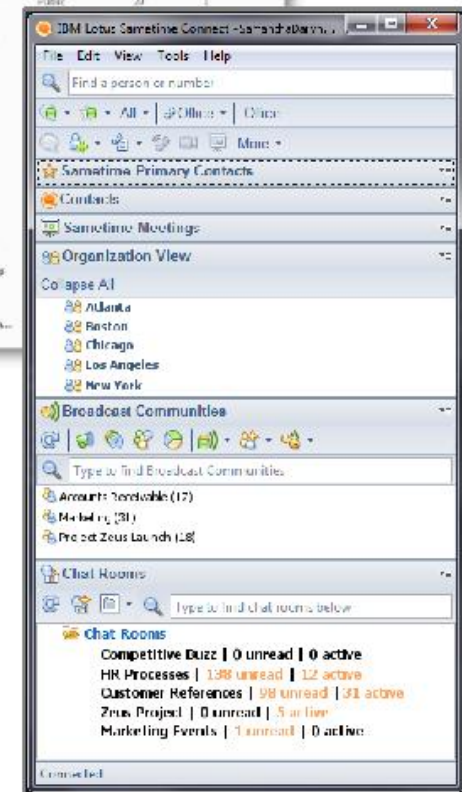
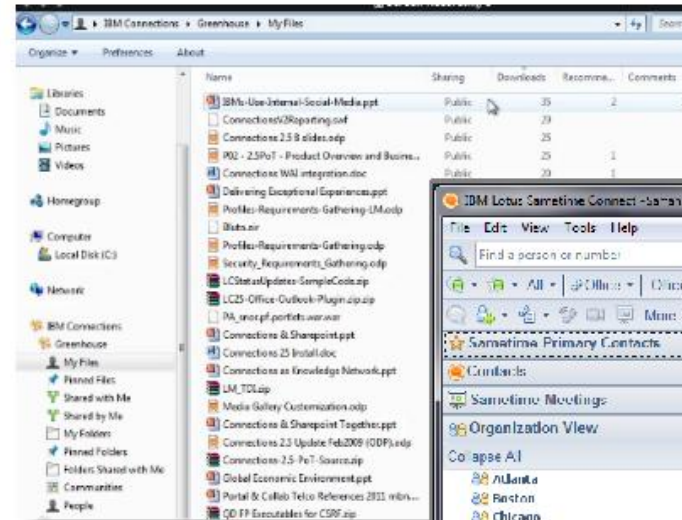
Be nimble, act fast

Manage projects and promote the use of best practices by re-using **Activity** templates

Keep shared **Files** visible and discoverable, not locked in personal email files

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

Allow fast and instant **unified communications**, right from the web application



act

Accelerate and improve decision-making 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

IBM Connections Suite

The perfect integration of Social, Content, and Communications

- Bookmarks Meetings Communities
- Profiles Blogs Wikis VoIP Instant Messaging
- Presence Mobility Forums
- Ideation Document Libraries Activities
- Social Files Video Analytics Microblogs Softphone



IBM Intranet Experience Suite

Empower employees and improve business efficiency

With an engaging intranet experience



Today's office is everywhere



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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+

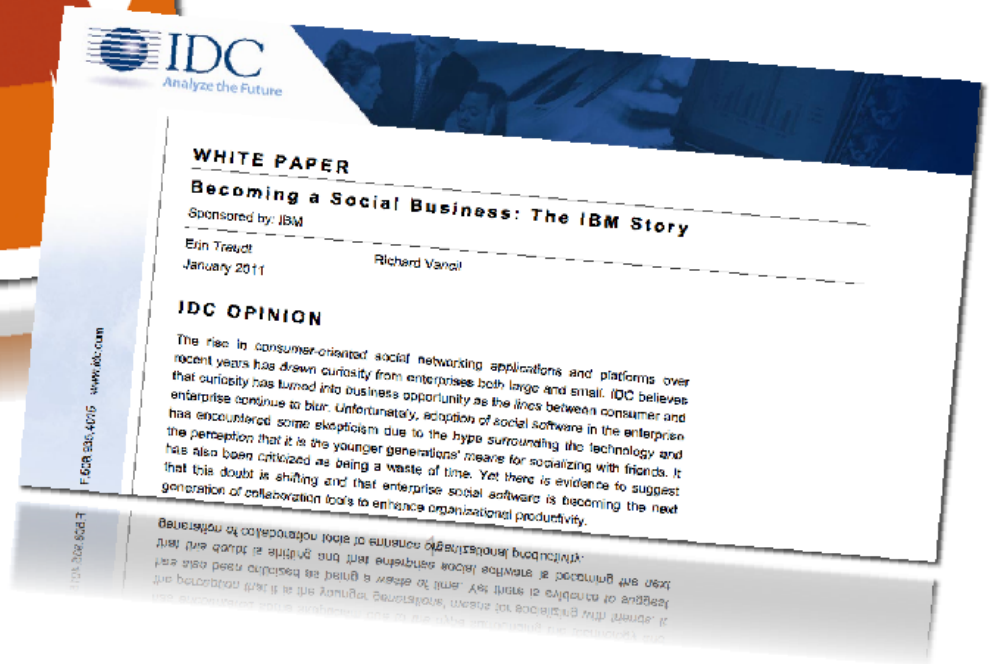
Return on Investment

- 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 choose IBM solutions

IBM



...At-a-Glance

IBM Customer Experience Suite V8.0

Engage customers, deepen relationships, and expand your brand

With an exceptional web experience



IBM Intranet Experience Suite V8.0

Empower employees and improve business efficiency

With an engaging intranet experience



Solutions

Social Business
IBM SmartCloud

IBM Connections Suite

The perfect integration of Social, Content, and Communications

- Bookmarks
- Meetings
- VoIP
- Profiles
- Blogs
- Wikis
- Instant Messaging
- Presence
- Mobility
- Forums
- Ideation
- Document Libraries
- Activities
- Social Analytics
- Video
- Softphone
- Files
- Microblogs



Customers Achieving Success With IBM



Children's Hospital Boston



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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Sergio Loza | Social Business & Collaboration

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