

**BusinessConnect and SolutionsConnect**

It's time to make bold moves.

# The Evolution of email into Social Business

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# Technology has changed the way people engage

## Leading Technologies



Social



Mobile



Security

## Market Shifts

### Embrace Disruption

**43%**

Have mobile strategy to conduct business regardless of location

### Build Shared Value

**72%**

of CEOs in outperforming organizations make customer collaboration a top priority

### Dare to be Open

**56%**

of CEOs will open up their organizations in the next 3-5 years

These forces are driving the need for **people-centric engagement:**

*changing how people are understood and engaged as individuals*

# The Need for People-Centric Engagement

**84%**

of Millennials and **70%** of Boomers say social and user-generated content has an influence on what they buy



**80%**

of individuals are willing to exchange personal information for a personalised offering



**84%**

of smartphone users check an app as soon as they wake up

**56%**

of CEOs intend to operate their organisation in a more open manner in the next 3-5 years



**72%**

of CEOs in outperforming organisations make customer collaboration a top priority

# Social Business enables “people-centric engagement” for enterprises



By 2017, **57%** of CEOs plan to engage clients through social media, compared to **16%** in 2012.

Source: 2012 IBM CEO Study “Leading Through Connections”

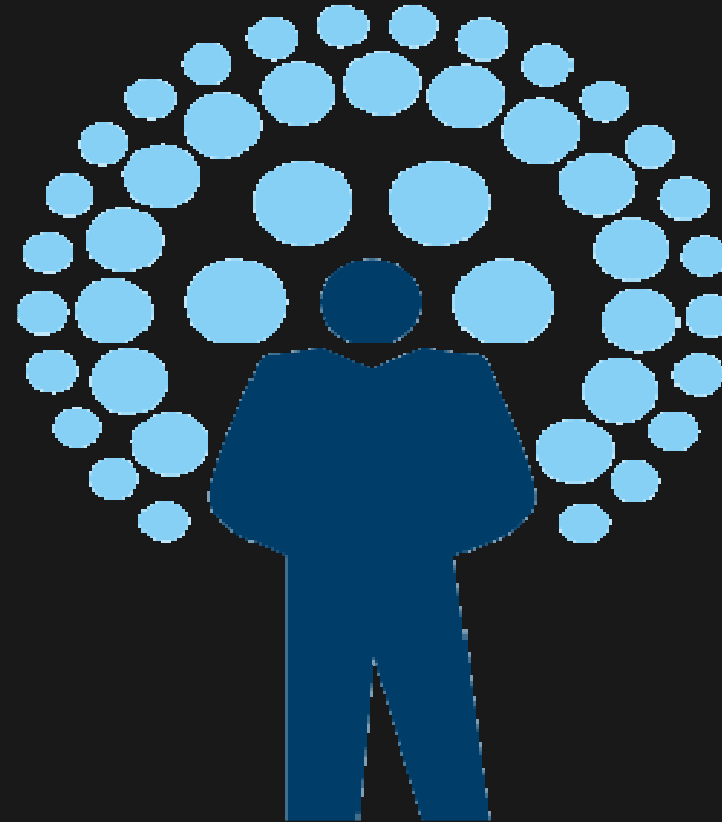
Social Business Market Opportunity

**\$70B** by 2017

## Shifting the Focus

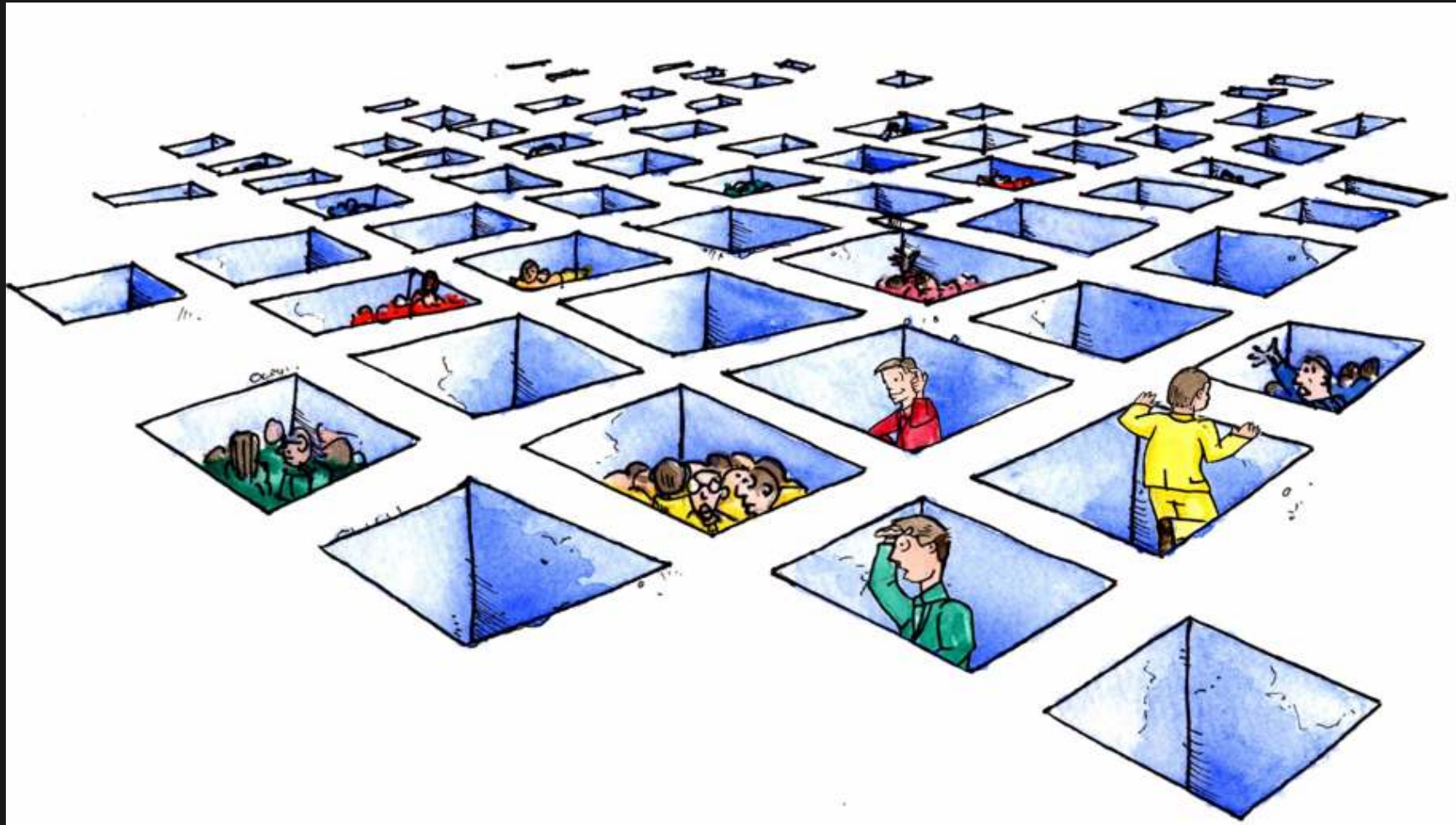
A Social Business will shift the focus from documents, project plans and other temporary artifacts **to the source of the energy, creativity and decision making that moves the business forward:**

# People





# From this...



To this....





## A quick demonstration





We  
waste  
a lot of time  
at work

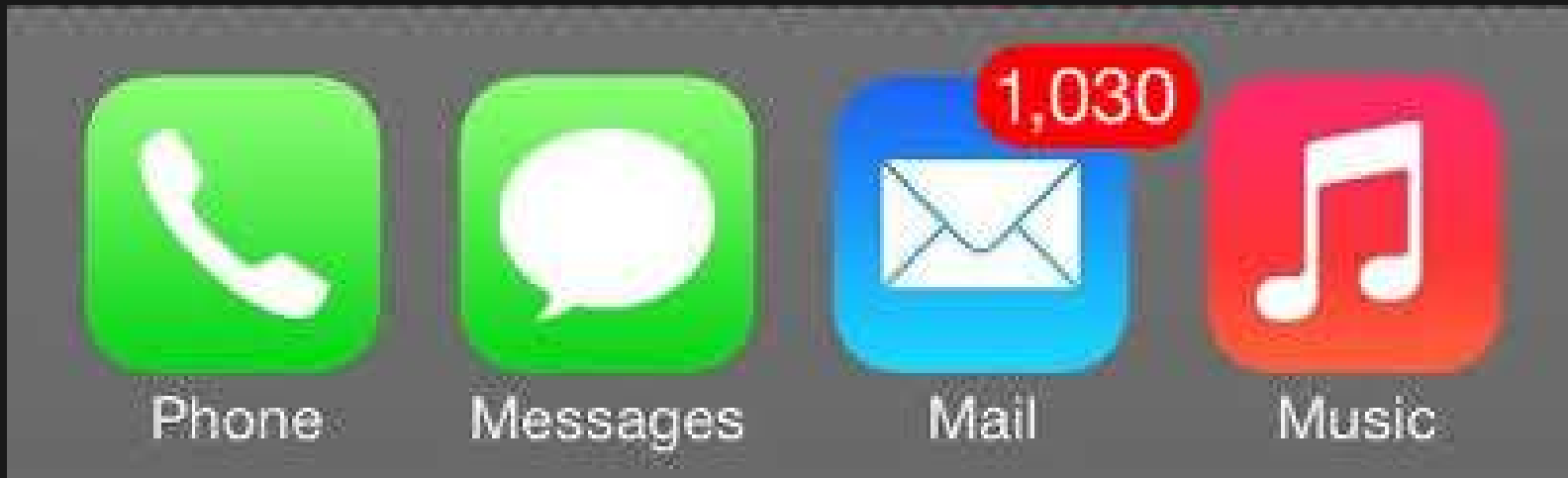




## Organizations lose:

- \$1,250 per user in annual productivity because of time spent dealing with spam
- \$1,800 per user on unnecessary emails from co-workers

Source: <http://blogs.atlassian.com/2012/09/collaboration-best-practices-3-reasons-email-hurts-productivity/>



# IBM Mail Next

Focus on your work, not your inbox

## Empowered mail that helps you:

- Focus on your top priorities
- Find anything in your inbox or archive
- Dominate your action items

## IBM Mail Next

- *FAST* search
- *TUNE-IN* the important, *TUNE-OUT* the noise
- *OPTIMISED* for mobile, web
- *DELIVERED* in the cloud





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# IBM Mail Next

The screenshot displays the IBM Mail Next interface. At the top, there is a navigation bar with 'Greenwell', 'My Organization', and 'Apps' on the left, and 'My Account' with a help icon on the right. Below this is a 'Compose' button and a search bar. A row of contact avatars follows, with blue notification bubbles above them containing the numbers 8, 7, 5, 3, 1, and several others. To the right of the avatars is a large 'Inbox' button with a '24' notification bubble. The main content area is divided into several sections: 'Day At A Glance' is a calendar view showing a timeline from 8:00 to 5:00 with various meeting blocks; 'Upcoming Meeting' is a card for a 'Zim Technology Meeting' starting in 15 minutes, listing several attendees; 'Needs Action: 7' is a section with four task cards: 'Price Point Deadline' (marked 'Due Today'), 'Social Media Presence', 'Review Web Content', and 'Weekly Podcast'; and 'Waiting On Action: 2' is a section for 'January 27' with two cards: 'Research Plan' (marked 'Late') and 'Budget Request'.

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# IBM Mail Next

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# IBM Mail Next

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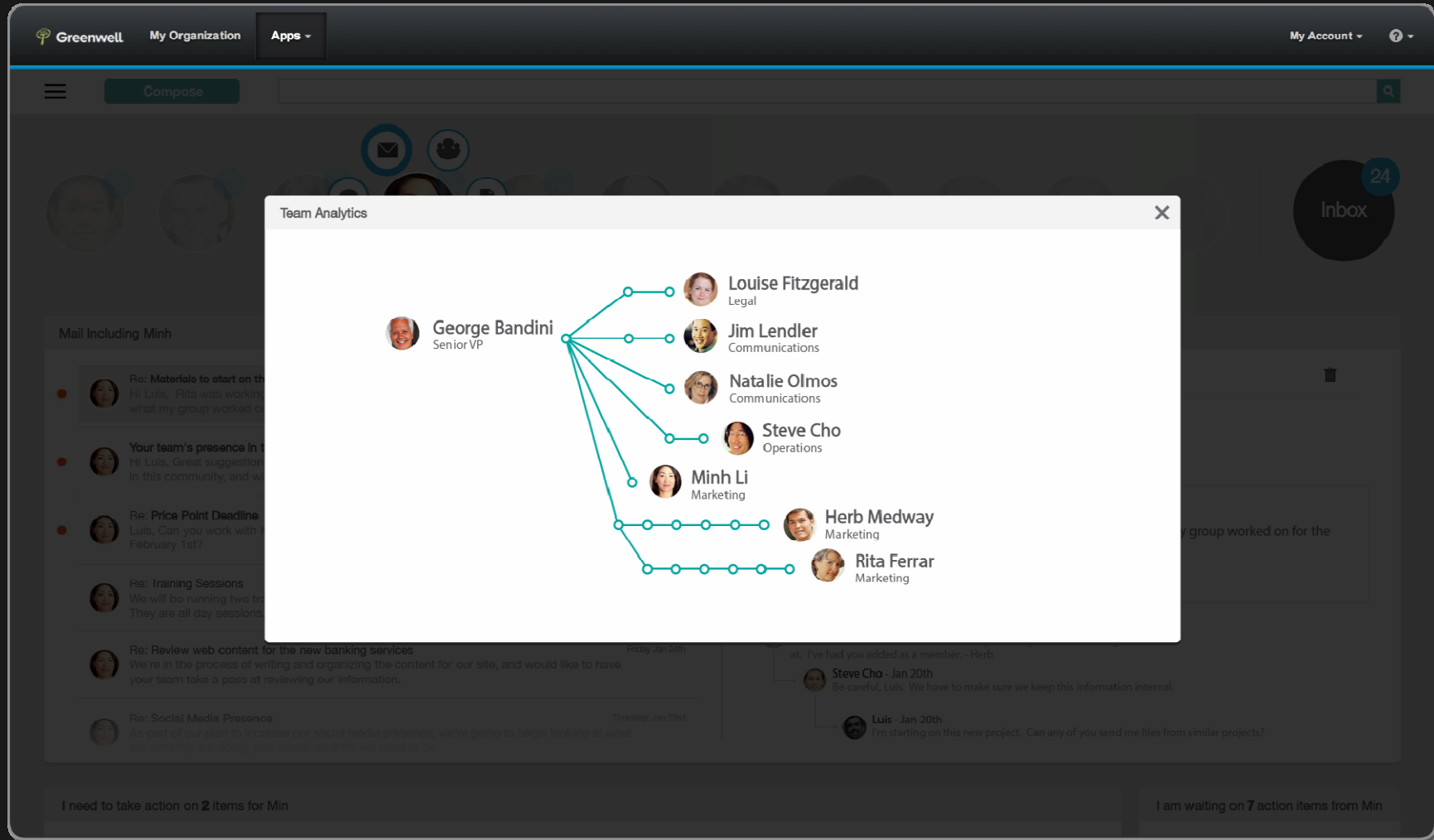
The main content area is titled 'Mail Including Minh' and lists several emails:

- Re: Materials to start on the project...** (6:30 AM): Hi Luis, Rita was working on a few documents that should help, related to what my group worked on for the new banking services. Rita – can you send?
- Your team's presence in the Greenwell Collaboration Community** (Yesterday, 9:00 PM): Hi Luis, Great suggestions on the call this morning! It will be helpful to have your team interact in this community, and will provide a way for the new employees to come up to speed
- Re: Price Point Deadline** (checked): Luis, Can you work with Kelly Hardart to come up with a price point for Zirm Technology by February 1st?
- Re: Training Sessions** (Friday, Jan 24th): We will be running two training sessions next week that are mandatory for new employees. They are all day sessions, and will be on Thursday and Friday.
- Re: Review web content for the new banking services** (Friday Jan 24th): We're in the process of writing and organizing the content for our site, and would like to have your team take a pass at reviewing our information.
- Re: Social Media Presence** (Thursday, Jan 23rd): As part of our plan to increase our social media presence, we're going to begin looking at what we currently are doing, and where we think we need to be.

The detailed view of the selected email shows the subject 'Re: Materials to start on the project...', the sender 'Minh', and the body text: 'Hi Luis, Rita was working on a few documents that should help, related to what my group worked on for the new banking services. Rita – can you send?'. Below the body text is a conversation thread with participants: Herb Medway (Jan 20th), Steve Cho (Jan 20th), and Luis (Jan 20th).

At the bottom, there are two summary boxes: 'I need to take action on 2 items for Min' and 'I am waiting on 7 action items from Min'.

# IBM Mail Next





# IBM Mail Next – quick demonstration

The screenshot displays the IBM Mail Next interface. At the top, there is a navigation bar with 'Greenwell', 'My Organization', and 'Apps' on the left, and 'My Account' on the right. Below this is a 'Compose' button and a search bar. The main content area is divided into three columns: a filter sidebar on the left, a central search results pane, and a right-hand sidebar with social and meeting information.

**Filter**

Type

- All
- Messages
- People
- Files
- Links
- Meetings

Time

- This Week
- This Month
- Last Month
- This Year
- Later

**Search Results**

4 Messages

- Re: Materials to start on the project...** 6:30 AM  
Hi Luis, Rita was working on a few documents that should help, related to what my group worked on for the new banking services. Rita – can you send?
- Your team's presence in the Greenwell Collaboration Community** Yesterday, 9:00 PM  
Hi Luis, Great suggestions on the call this morning! It will be helpful to have your team interact in this community, and will provide a way for the new employees to come up to speed
- Re: Price Point Deadline** Yesterday, 8:15 PM  
Luis, Can you work with Kelly Hardart to come up with a price point for Zim Technology by February 1st?
- Re: Price Ideation** January 3  
Luis, I had some really cool ideas for what we could do for pricing. Let me know when you are going to be back in town and I'll share.

4 Files

- Competition.odp**  
We have researched five other banks and more of them are doing the type of program that we are currently considering.
- Evergreen.pdf**  
We have launched the project on December 15th 2013 with the following team: Luis Benitez, Herb...

**6 People**

**3 Meetings**

- 12:00 - 1:30 **Review Progress**  
Friday January 10
- 2:00 - 3:00 **Prep for Launch**  
Tuesday January 14
- 3:00 - 4:30 **Project Planning**  
Tuesday January 28

**4 Links**

- [Evergreen Launch Activity](#)
- [Evergreen Community](#)
- [www.greenwell.com](#)
- [Federal Reserve Regulations](#)

