

BusinessConnect and SolutionsConnect

It's time to make bold moves.

The Evolution of email & Becoming a Social Business

Perry Rosenboom

14th May, 2014



BusinessConnect and SolutionsConnect

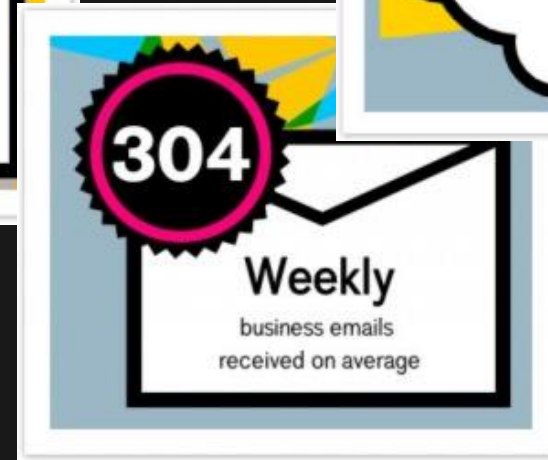
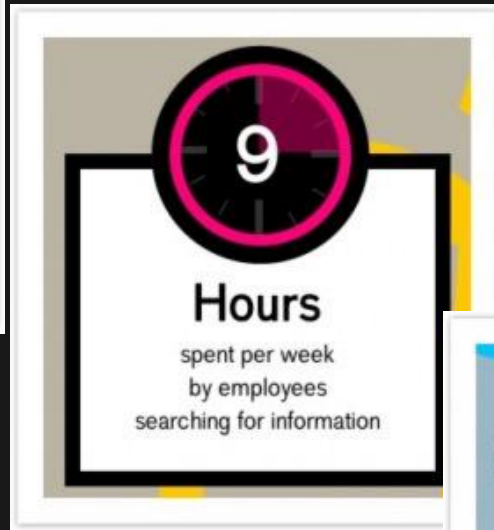
It's time to make bold moves.

The Evolution of email



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



IBM Mail Next

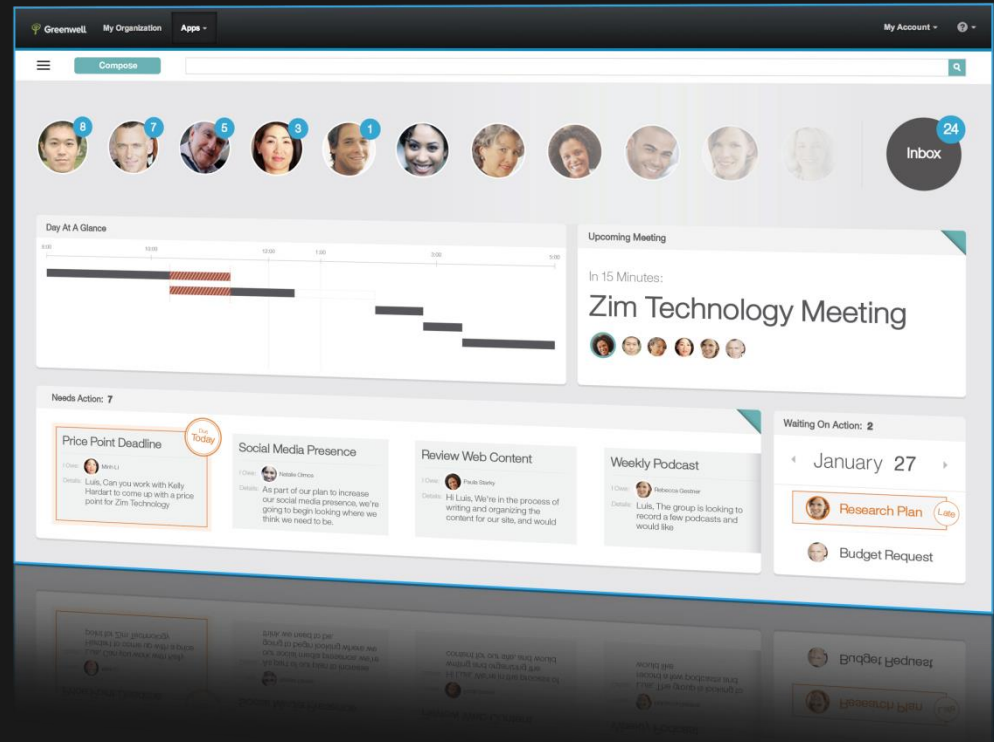
Focus on your **work**, not your **inbox**

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
- *OPTIMIZED* for mobile, web
- *DELIVERED* in the cloud



IBM Mail Next

Greenwell My Organization Apps My Account

Compose

Q

8

7

5

3

1

24
Inbox

Day At A Glance

Upcoming Meeting

In 15 Minutes:

Zim Technology Meeting

Needs Action: 7

Price Point Deadline

I Owe: Minh Li

Details: Luis, Can you work with Kelly Hardart to come up with a price point for Zim Technology

Social Media Presence

I Owe: Natalie Ormos

Details: As part of our plan to increase our social media presence, we're going to begin looking where we think we need to be.

Review Web Content

I Owe: Paula Starky

Details: Hi Luis, We're in the process of writing and organizing the content for our site, and would

Weekly Podcast

I Owe: Rebecca Gestner

Details: Luis, The group is looking to record a few podcasts and would like

Waiting On Action: 2

January 27

Research Plan
Late

Budget Request

7

Designs Subject To Change

© 2014 IBM Corporation

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' menus, along with 'My Account' and a help icon. Below this is a 'Compose' button and a search bar. The main area features a row of contact avatars, with the central one highlighted and surrounded by communication icons (email, calendar, chat, etc.). To the right is an 'Inbox' button with a '24' notification badge.

The dashboard is divided into several sections:

- Day At A Glance:** A horizontal timeline from 8:00 to 5:00 showing various meeting blocks. One block between 10:00 and 11:00 is highlighted with orange diagonal stripes.
- Upcoming Meeting:** A card titled 'Zim Technology Meeting' starting 'In 15 Minutes'. It shows a row of six participant avatars.
- Needs Action: 7:** A section containing four task cards:
 - Price Point Deadline:** Marked 'Due Today'. Assigned to Minh Li. Details: 'Luis, Can you work with Kelly Hardart to come up with a price point for Zim Technology'.
 - Social Media Presence:** Assigned to Natalie Oltros. Details: 'As part of our plan to increase our social media presence, we're going to begin looking where we think we need to be.'
 - Review Web Content:** Assigned to Paula Starkey. Details: 'Hi Luis, We're in the process of writing and organizing the content for our site, and would like'.
 - Weekly Podcast:** Assigned to Rebecca Gestner. Details: 'Luis, The group is looking to record a few podcasts and would like'.
- Waiting On Action: 2:** A section for tasks currently being waited on, showing 'Research Plan' (with a 'Lite' badge) and 'Budget Request'.

At the bottom right, there is a date navigation bar for 'January 27'.

IBM Mail Next

Greenwell My Organization Apps - My Account - ? -

Compose

Inbox 24

Mail Including Minh

- 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**
Luis, Can you work with Kelly Hardart to come up with a price point for Zim 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 our customers are talking about online and how we can respond to it.

Re: **Materials to start on the project...**

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?

- Minh

Herb Medway - Jan 20th
Luis - Here is a link to a related community that may be worth looking at. I've had you added as a member. - Herb

Steve Cho - Jan 20th
Be careful, Luis. We have to make sure we keep this information internal.

Luis - Jan 20th
I'm starting on this new project. Can any of you send me files from similar projects?

I need to take action on 2 items for Min

I am waiting on 7 action items from Min

IBM Mail Next

Team Analytics

George Bandini
Senior VP

- Louise Fitzgerald**
Legal
- Jim Lendler**
Communications
- Natalie Olmos**
Communications
- Steve Cho**
Operations
- Minh Li**
Marketing
- Herb Medway**
Marketing
- Rita Ferrar**
Marketing

Mail Including Minh

- Re: Materials to start on...
- Your team's presence in...
- Re: Price Point Deadline...
- Re: Training Sessions...
- Re: Review web content for the new banking service...
- Re: Social Media Presence...

I need to take action on **2** items for Min

I am waiting on **7** action items from Min

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', 'Apps', and 'My Account'. Below this is a search bar with a 'Compose' button and a search icon. The main content area is divided into several sections:

- Filter:** A sidebar on the left with 'Type' and 'Time' filters. Under 'Type', 'All' is selected. Under 'Time', 'This Week' is selected.
- Search Results:** The main area shows '4 Messages' and '4 Files'.
 - 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.
 - Files:**
 - Competition.odp**: We have researched five other banks and none 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, Harb...
- 6 People:** A section showing six profile pictures of team members.
- 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](#)

BusinessConnect and SolutionsConnect

It's time to make bold moves.

Becoming a Social Business



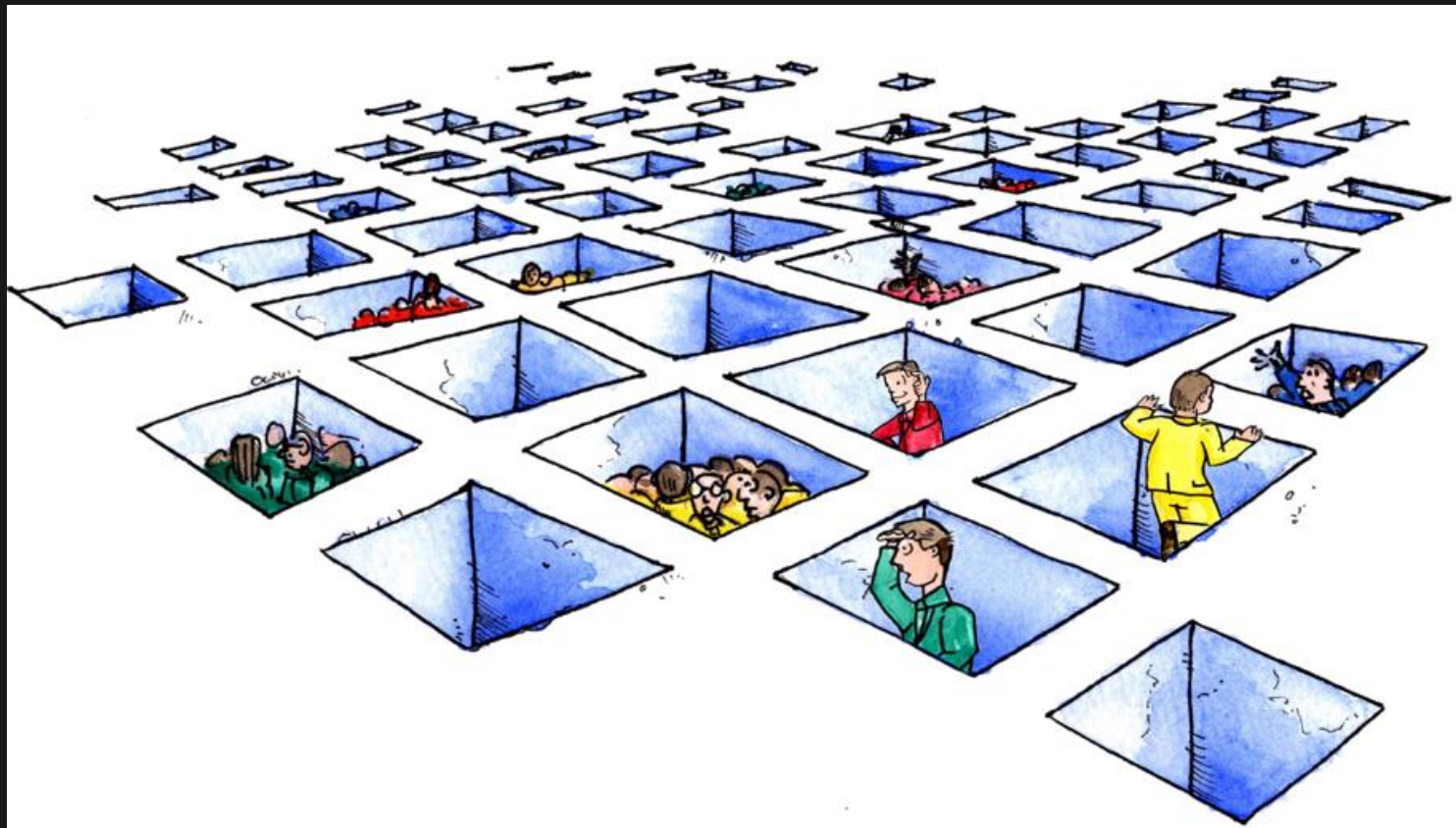
What is a Social Business?

A Social Business embraces networks of people to create business value.

Three Key attributes of a Social Business:

- Engaged
- Transparent
- Nimble

From this...



To this....



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



A quick demonstration



