Social**Business**

Sandy Carter | VP, Social Business Sales and Evangelism
IBM Corporation

Looking Forward:
Social Business of the Future

sandy carter **twitter**
@sandy_carter New York! But hoping for Austi
Sandy is an avid traveler, social media lover, and VP at
IBM in Social Business Evangelism!
http://SocialMediaSandy.wordpress.com/

Follow me @ sandy_carter
http://twitter.com/sandy_carter

Social Media to Social Business
Sandy Carter

Subscribe to my blog
http://socialbusinesssandy.com/

State of the Social Business (R)Evolution

Who is Ready?

79% use, or plan to use, social [1]

22% of middle managers prepared to [3]

What is a Social Business?

Engaging, Transparent, and Nimble

1. Harvard Business Review Analytics Services; 2. Ragan Communications and NASDAQ OMX Survey;
3. IBM® 2012 Social Business Study.

5 Important Trends to Act on Now

5 Consumer to Enterprise

4 Social = New Production Line

3 Power to the People – Internal Social
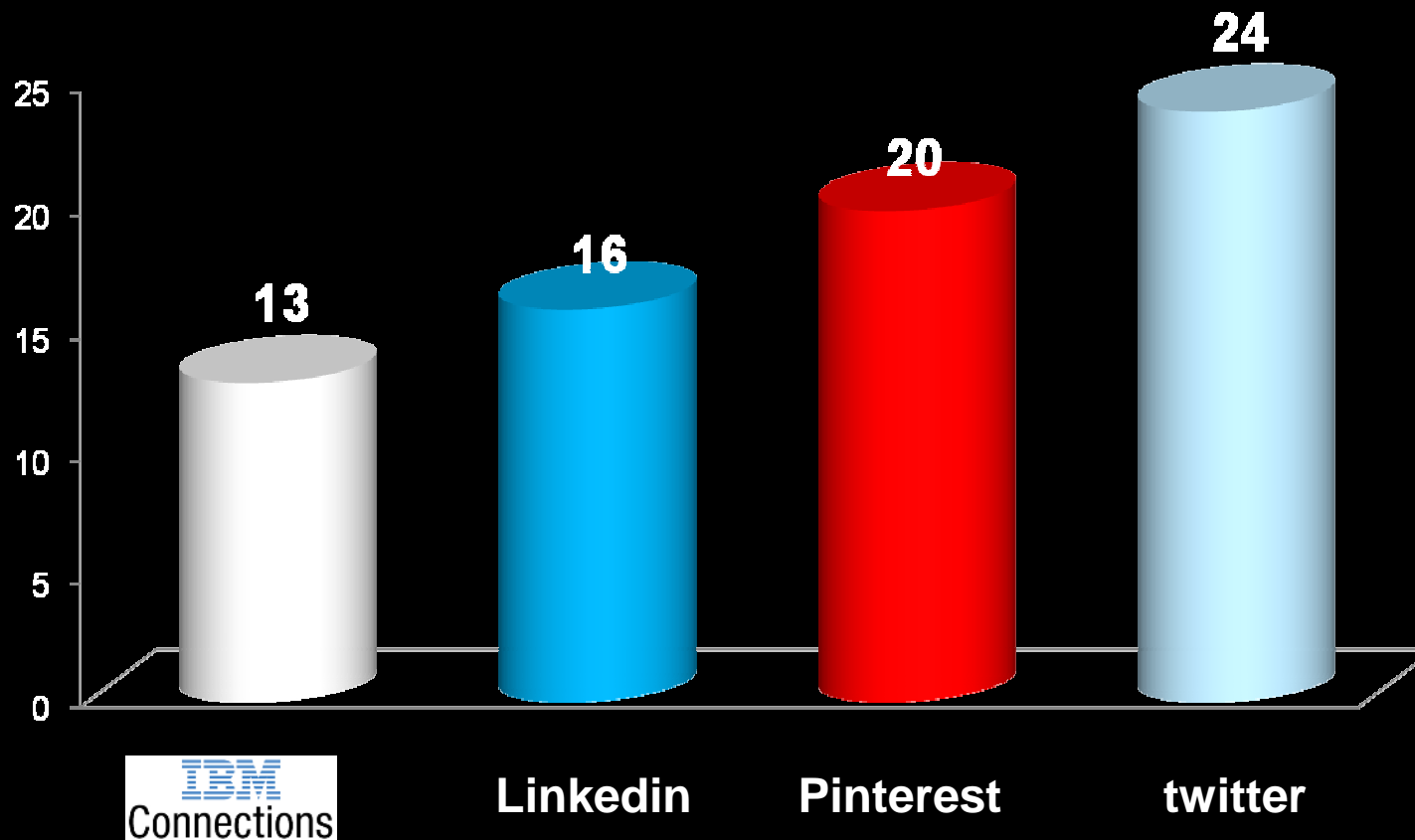
2 Liking to Leading

1 Social Leadership

Consumer to Enterprise

Adoption is Moving Fast!
Social Business: Months to Get to 1M Users [1]

	13	16	20	24
	IBM Connections	Linkedin	Pinterest	twitter

[1] Source: http://www.businessinsider.com/one-million-users-startups-2012-1#
[2] Social Business Council, August 2012. Social Business Council, August 2012.
[3] Analysis from McKinsey 2011 Web 2.0 Survey – calculating the average benefit increase of Fully Networked compared to only Internal or External.

5 Social Business Yields business Value

2 hours

@ecomagination [1]

Produced *thousands* of new ideas not published before

20%

Customer Service [2]

Increased customer satisfaction

26%

Workforce [3]

Increased revenue per employee

40%

Lower turnover rates

[1] *How Social Intelligence Can Guide Decisions:*, McKinsey Quarterly, 2012
[2] *Business and Web 2.0: An interactive feature*, McKinsey Quarterly, 2011
[3] *Kenexa*

The Next 3 Years will be about the Enterprise Side of Social = New for Platform

Social Business Solutions

Smarter Workforce

IBM Employee Experience Suite
Kenexa Talent Management Suite

Exceptional Customer Experience

IBM Customer Experience Suite

IBM Platform for Social Business

Social Networking

IBM Connections
IBM Notes & Domino
  Social Edition
IBM Sametime

Social Analytics

IBM Social Analytics Suite

Social Content

IBM Enterprise Content
Management

Social Integration

IBM Websphere Portal
IBM Web Content Manager
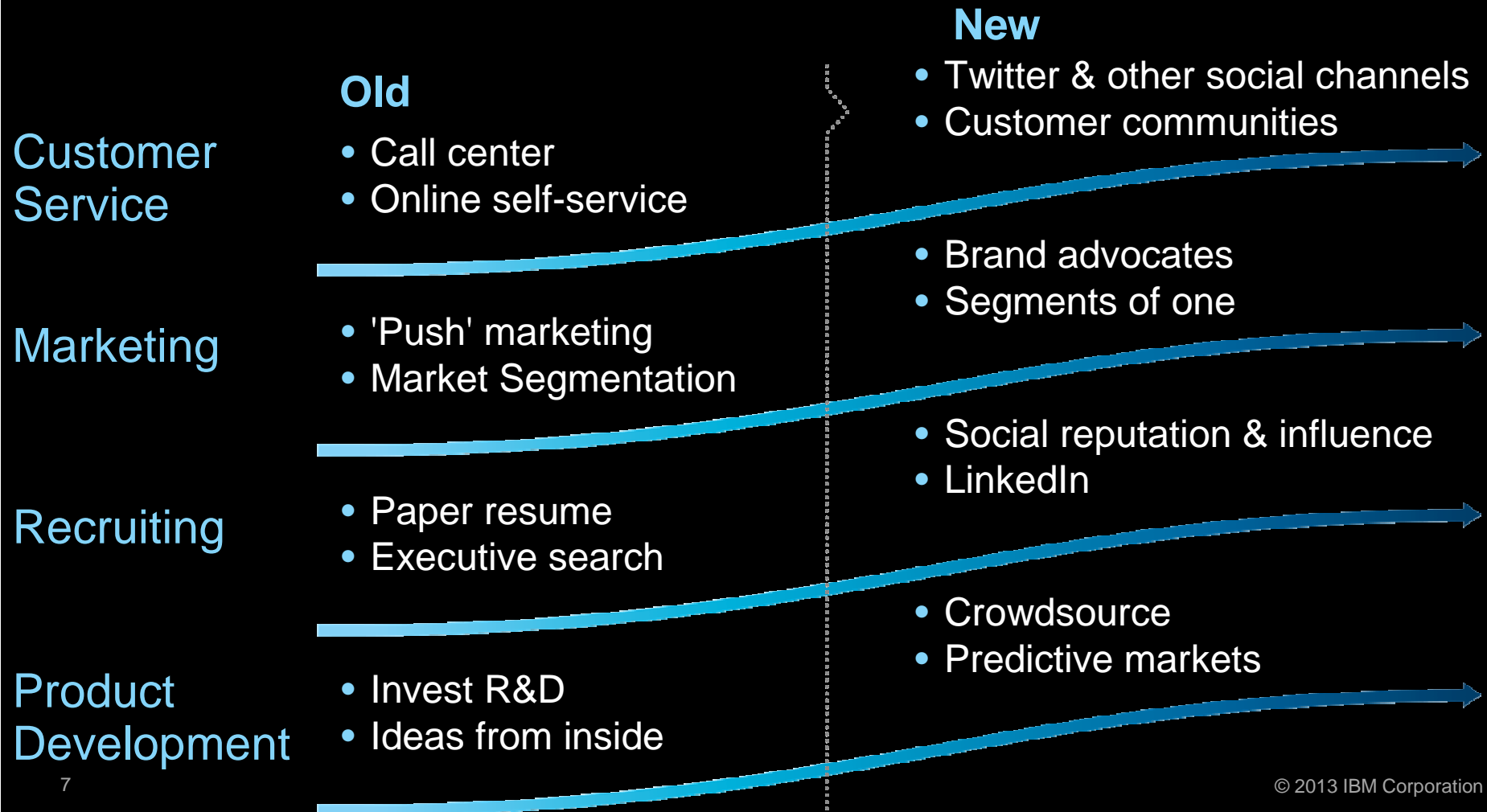
SaaS Cloud   Dedicated Private Cloud   On Premises   Hybrid

DEPLOYMENT OPTIONS

4 Social = New Production Line

Production Line Means Embed in Process

Customer Service

Old
- Call center
- Online self-service

New
- Twitter & other social channels
- Customer communities

Marketing

- 'Push' marketing
- Market Segmentation

- Brand advocates
- Segments of one

Recruiting

- Paper resume
- Executive search

- Social reputation & influence
- LinkedIn

Product Development

- Invest R&D
- Ideas from inside

- Crowdsource
- Predictive markets
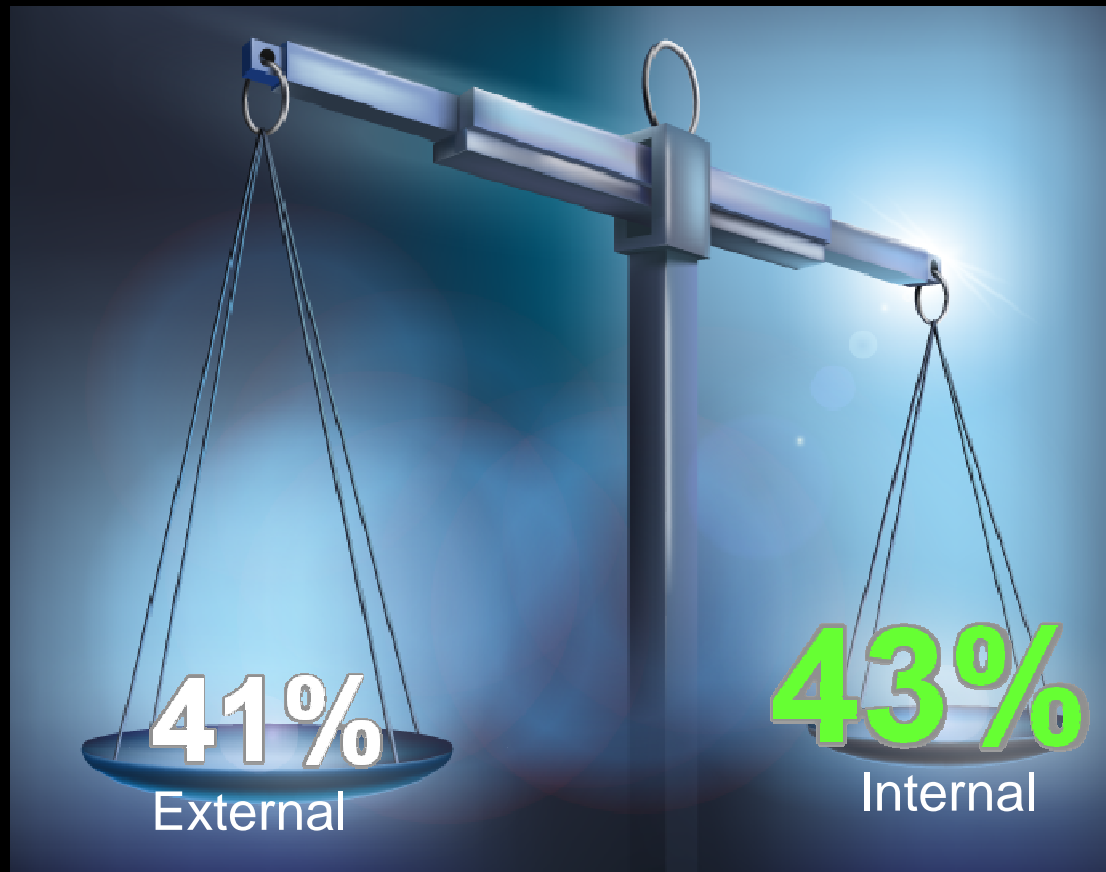
Process

•Building new stores

Social Add

•Community with external partners (architects, builders, franchisees, etc.)

•Increases sales in multiple markets and cut key costs by **33%**

CLOUD!

3 Power to the People – Internal Social

Shift to Enterprise [1]

41% External

43% Internal

96% of companies don't link internal & external efforts [2]

"Fully Networked" achieve 3.6X higher benefit increase [3]

[1] IBM developerWorks 2011 Tech Trends Report https://www.ibm.com/developerworks/mydeveloperworks/blogs/techtrends/entry/home?lang=en
[2] Social Business Council, August 2012. Social Business Council, August 2012.
[3] Analysis from McKinsey 2011 Web 2.0 Survey – calculating the average benefit increase of Fully Networked compared to only Internal or External.
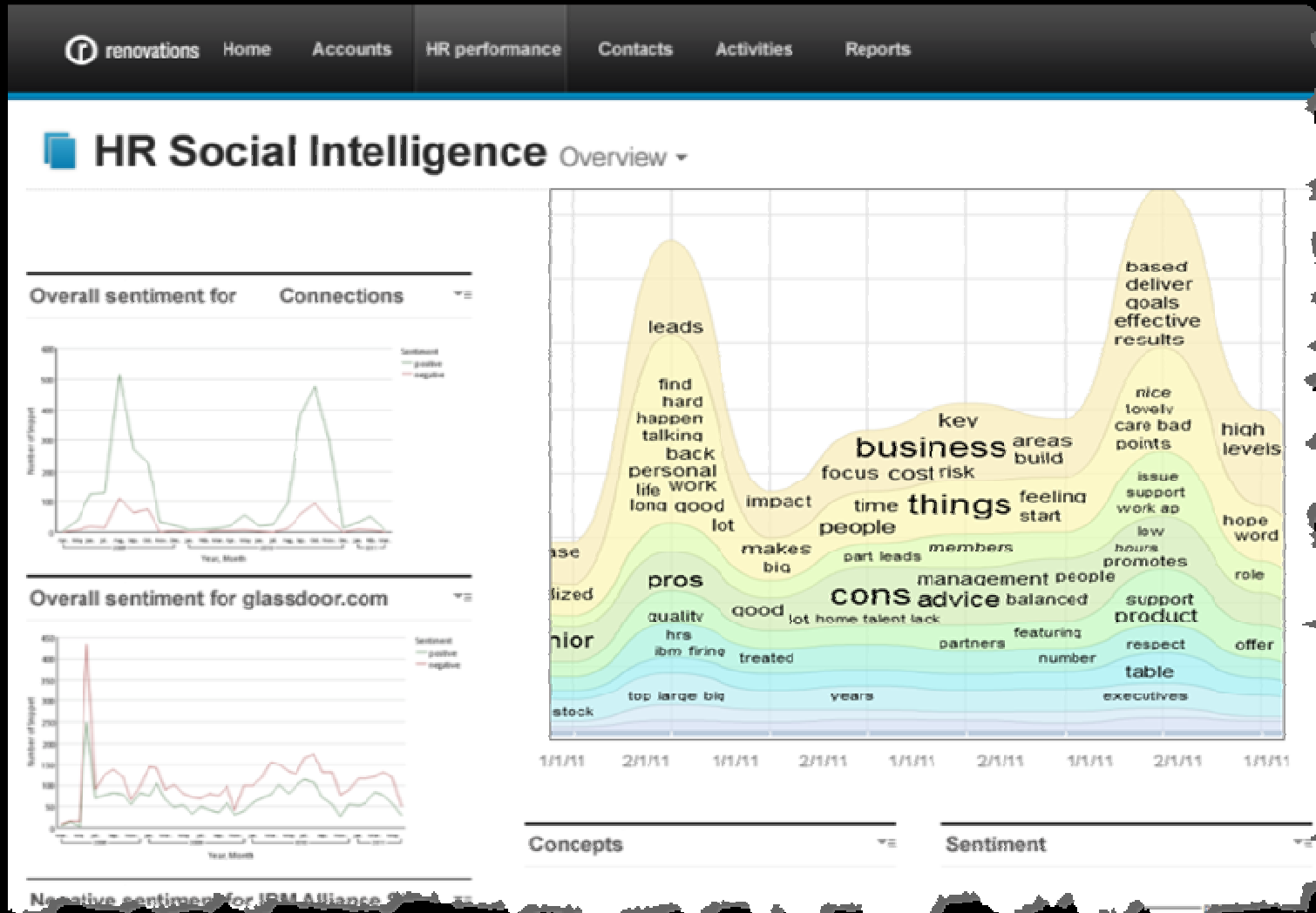
People Innovate

228K employees Leverage Social: Inclusive on Business Value
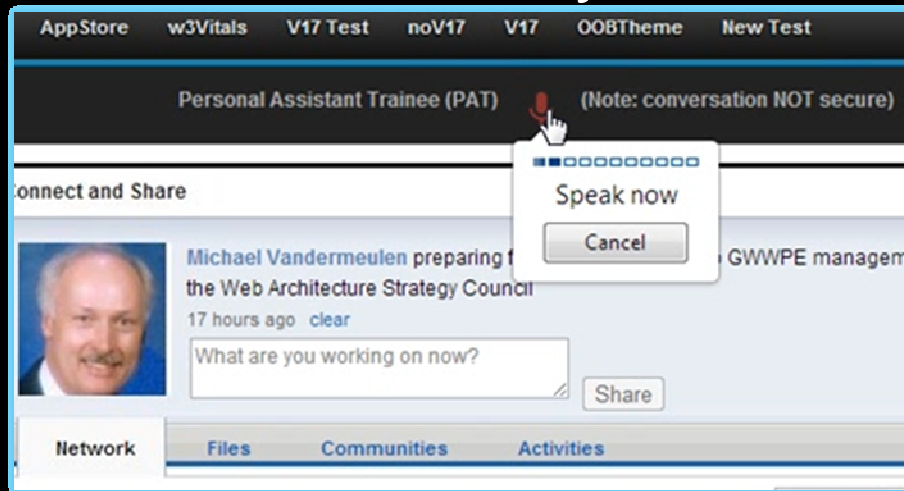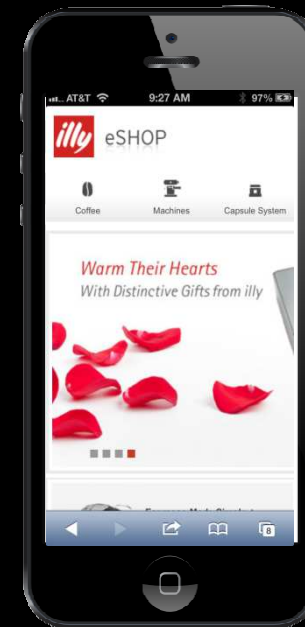
Real-time Awareness of Organization's "Pulse"

2 Liking to Leading is through Mobile and Analytics

Social Analytics

Mobile

Big Data

Social Hanger

2 Engage with Mobile and Gaming

Bunchball

SmarterCities "CityOne"

Hilton

Social Leadership

Top 10 Attributes of a Social Leader

1. Transparent
2. Non believer in silos
3. Authentic
4. Likeable
5. Collaborative
6. Comfortable with fast decision making
7. Explorer of new tools
8. Active in internal & external networking
9. Actively looks for new ideas from employees and clients
10. Passionate about engagement & dialogue

Servant Leader

A leader drives Culture

Culture Assessment

Cultural Theme	Culture Questions C = Current D = Desired						
		1	2	3	4	5	
Boundaries	Isolated functions						Cross functional cooperation
Teaming	Individual competitive						Team oriented
Learning	Slow adopting new skills						Continuous Learning Culture
Management Style	Controlling						Delegating
Vertical Comms	Bureaucratic, formal channels						Free communication up the org
Open Comms	Guarded Communication						Open Communication
Initiative	Follow specific instructions						Take initiative
Risk Tolerance	Punish mistakes						Learn from mistakes
Pace	Slow, cautious pace						Fast pace
Rules / Process	Keep to rules						Ignore rules
Hierarchy	Many organizational layers						Few organizational layers

Leadership at all Levels!

CEO Lead

Division Champions

SocialBusiness   **IBM**

5 Important Trends to Act on Now

5 Consumer to Enterprise ➡ Social Business Platform

4 Social = New Production Line ➡ Embedded Social; Social Content

3 Power to the People - Internal Social ➡ Social Networking; Social Analytics

2 Liking to Leading ➡ Big Data; Social Analytics; Websphere Portal

1 Social Leadership ➡ Cultural Assessment; Social Networking; Portal