



# Business Gets Social 2012

**Get Smarter! Get Social!  
Transform Your Business  
With IBM Collaboration Solutions**

Get Social. Do Business.



# Business Gets Social 2012

Get Social. Do Business.



## Save Time, Save Money, Make Decisions Socially

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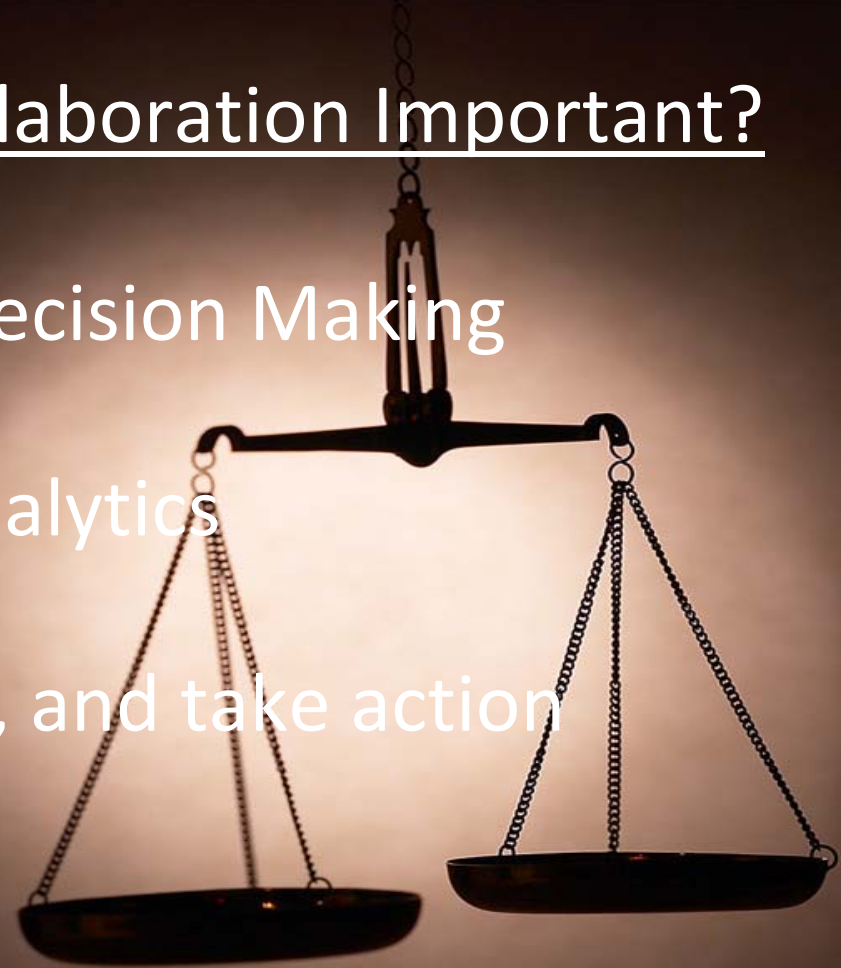
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# Agenda

- Why is Analytics & Collaboration Important?
- Collaborative-based Decision Making
- Community-centric Analytics
- Listen, learn, measure, and take action
- Summary



# Business Users Not Well Enough Informed

Everyone in an organization needs business intelligence to ensure they are more informed, engaged, and aligned to drive higher performance

- **47%** users don't have confidence in their information
- **59%** of say they missed information they should have
- **42%** of managers use wrong info at least once a week
- **60%** of organizations do not link budgets to strategy



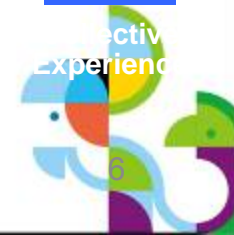
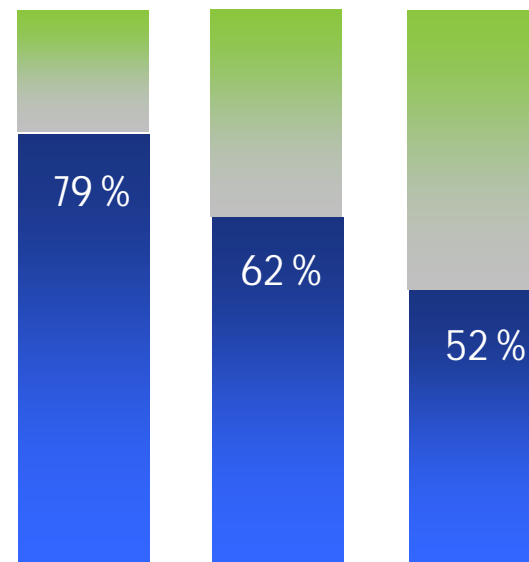


# Businesses are operating with blind spots

- Decision makers are:
  - not getting the right information
  - getting inaccurate reporting due to siloed data
  - don't have access to the information



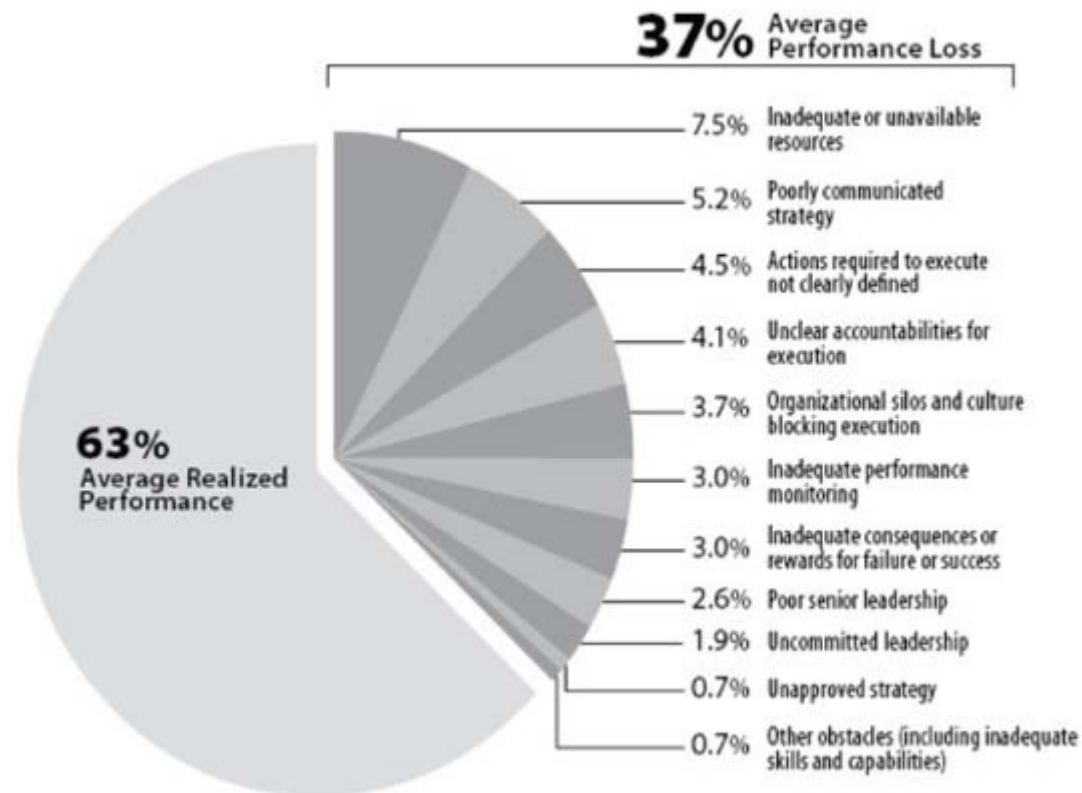
Source: Business Analytics and Optimization for the Intelligent Enterprise, April 2009.



## Performance Effects on Business Outcomes

- Is your company performing to it's potential?  
(9 out of 10 are not!)

- **5.2%** loss due to a poor communication strategy
- **4.5%** loss due to actions required to execute are not clearly defined
- **4.1%** loss due to unclear accountability for executions



# Performance Effects on Business Outcomes

## How Does this affect a \$500M Company?

- 5.2% loss due to a poor communication strategy
  - *2.6M alone could be recovered if the company could better communicate their strategy*
- 4.5% loss due to actions required to execute are not clearly defined
  - **\$2.25M** are at risk due to actions not being clearly defined
- 4.1% loss due to unclear accountability for executions
  - *\$2.05M are at risk due to unclear accountability's to execute the plan*

**\$6.9M alone could be recovered in Total**





# Three Questions that Drive Performance



How are we doing?



What should we be doing?



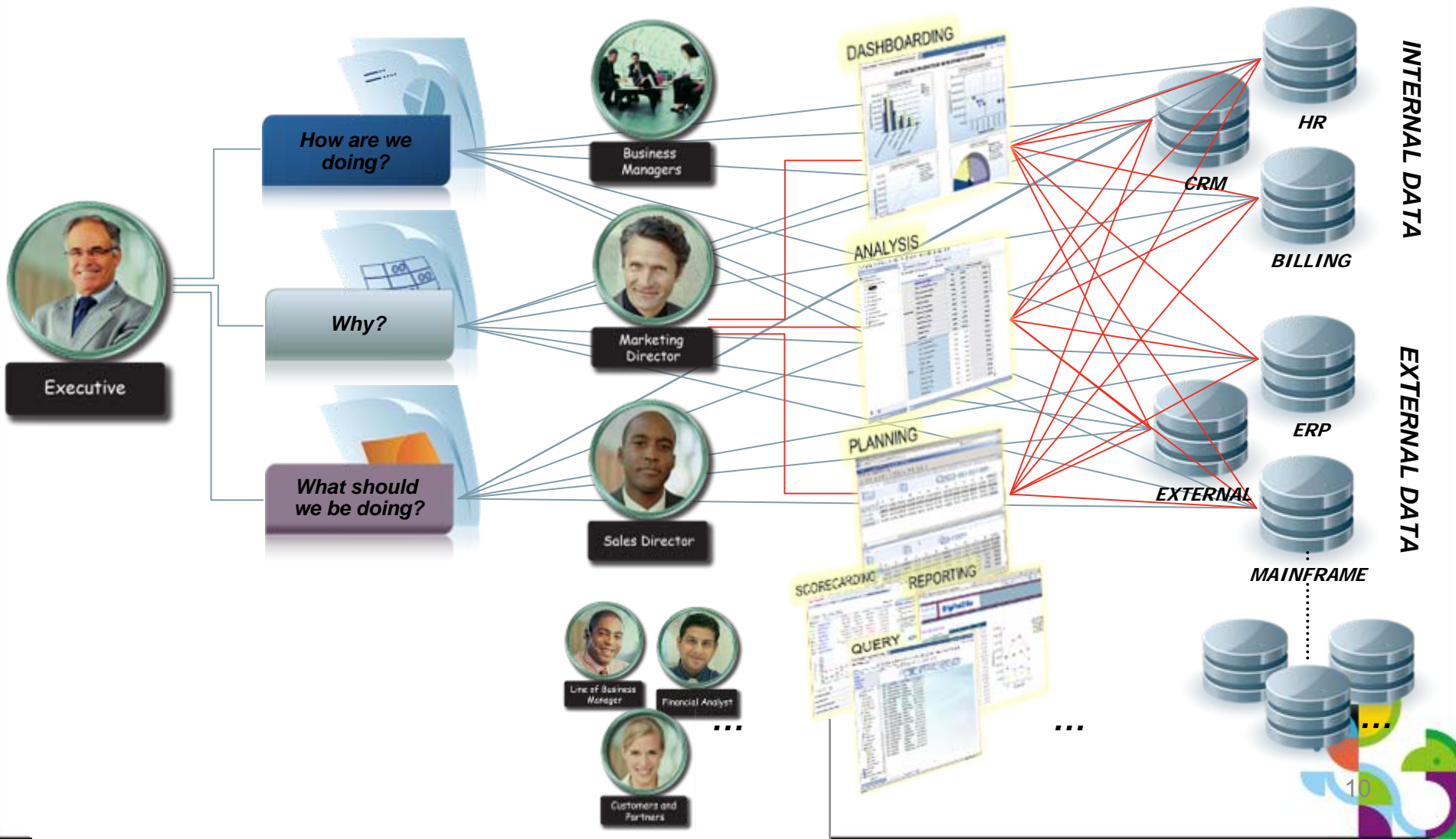
Why?



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# People-Centric Business Analytics & Intelligence



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# Collaborative Decision Making



Provides users with the ability to quickly find the people and expertise you need. Discuss and refine ideas, data, and information with colleagues, partners, and customers.



## BENEFITS

- Maintaining visibility of projects and initiatives contributing to sales results, particularly those spanning review cycles
- Clearly identifying stakeholders and expectations
- People miss the meeting, change roles, and the corporate memory for previous escalations is in notebooks and email
- The more time zones, locations, and teams requires greater support for asynchronous communication

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# Collaborative Decision Making

*"I need to be reviewing sales data and determining the response to lower than expected pipeline targets involves cross-functional input: Sales, Marketing, Operations and other."* - Sales Leader



## Solution Highlights

- Cognos embed with Connections
  - Post messages, share files and links to web content (both BI and external)
  - Create and assign to-do items
- Work within Business Insight workspace to drive activities or requests for action
- Send email notifications directly from an activity



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# Community-centric Analytics



Executive

Track collaboration usage and trends within your organization. Review scorecards and dashboards to monitor the electronic communication of your company beyond messaging and document-centric collaboration.



## BENEFITS

- Capture historical data to view collaboration trends
- Identify top contributors based on shared content, downloads, comments, ratings, visits, etc.
- Real-time monitor of keywords and phrases
- eDiscovery and compliance logging
- Provide community health checks
- Create a direct link between collaboration and employe KPI

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# Community-centric Analytics



*"I'm in charge of risk management, compliance, and eDiscovery for my organization as it relates to all modes of electronic and digital communication."* - Corporate Risk Manager

## Solution Highlights

- Actiance Vantage analyzing
  - Sametime chats
  - Connections social software
- Cognos analyzing
  - Domino email
  - Sametime chats & meetings
  - Connections social software
- Executive dashboards displayed through IBM Connections
- Ability to run reports and chat about the findings



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Marketing Director

# Listen, learn, measure, and take action

Understanding the good, bad, and ugly surrounding your brand or products allows a company to get ahead of a situation. Adjusting and targeting marketing campaigns allow for a more personalized message.



## BENEFITS

- Target new offers and products more cost-effectively
- Evaluate your corporate reputation
- Respond more quickly to customer requests and improve service-level effectiveness through social media
- Complete comparative analysis by comparing positive, negative, neutral, or ambivalent sentiment
- Gain insight into affinity relationships in your search of your campaigns

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# Listen, learn, measure, and take action



*“My job is to understand what our customers, partner, and employees think about our company, brand, and our products as compared to some of our competitors.” - Human Resources*

## Solution Highlights

- Cognos Consumer Insights analyzing and Mashup of..
  - Message Boards
  - Connections
  - YouTube
  - FaceBook
  - Twitter
- Mashup of sentiment analytics based on historical and live consumer data
- Click to chat



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# Summary



## Freedom to **Think**

- Unified workspace
- All time horizons
- Progressive interaction

## **Connect** with Others

- Decision networks
- Business context
- Accountability

## and Simply **Do**

- Mobile and Disconnected
- Integrated
- Real-time

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# ***Thank You For Your Time***

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