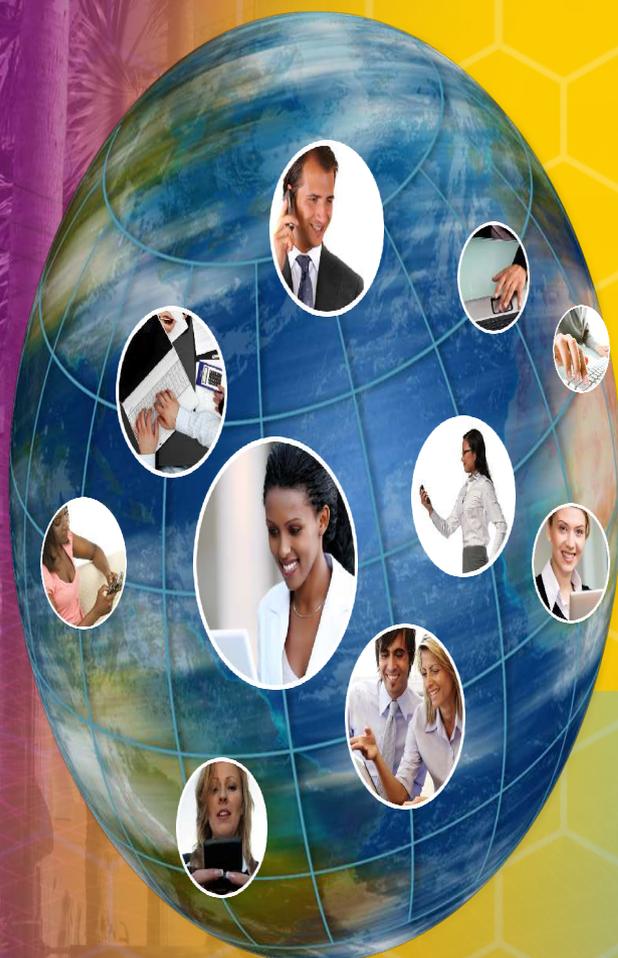# Social Software- Creating Value today, Opportunity tomorrow

Dolphy Dias, Collaboration Sales, IBM India/SA

Social Software
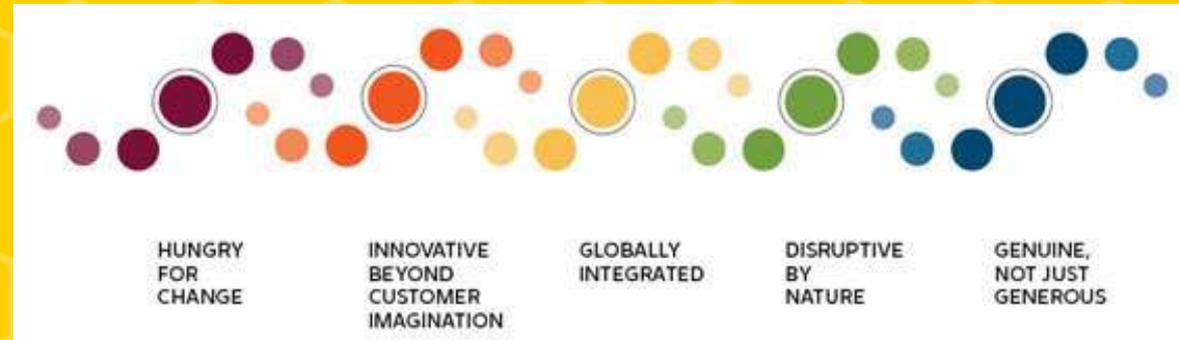## for Business

Making sense out of social software

Is social software ready for business?
Is it time?

Lotus. software

Organisational Change, Boldness, need for collaborative innovation through the firewal drives social software adoption

- Organizations are bombarded by change, and many are struggling to keep up

  - 8 of 10 CEOs: significant change ahead, yet the gap between expected change and the ability to manage it is almost triple since '06

HUNGRY FOR CHANGE | INNOVATIVE BEYOND CUSTOMER IMAGINATION | GLOBALLY INTEGRATED | DISRUPTIVE BY NATURE | GENUINE, NOT JUST GENEROUS

2/3 of CEOs are implementing extensive innovations

  - >40% are changing their models to be more collaborative

- CEOs view more demanding customers as an opportunity to differentiate

  - CEOs are spending more to attract and retain increasingly prosperous, informed and socially aware customers

Financial outperformers are making bolder plays

These companies anticipate more change, and manage it better. They are also more global in their business designs, partner more extensively and choose more disruptive forms of business model innovation

IBM Institute for Business Value CEO Study 2008

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Finding the right people and information

- Work environments: more complex
- Work environments: more disconnected
- Interactions: more often, people you don't know

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Changing Workplace Dynamics

In the year 2000, there were more people receiving pensions in Italy than people working (22 versus 21 million)

Within the next seven years, 33 million people in Japan (26%) will be over 65 years old

19% of the entire American workforce holding executive, administrative and managerial positions will retire in the next five years

By 2016, people aged 60-64 in Australia is expected to almost double

Boomers depart; millennials arrive

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Tools, open standards

Changes in workforce

Org. change

Social software: it *is* time

Interact w/people you don't know

Customer service

Complex workplace

Boldness

Innovation

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Why use Social Software in your business?

Be Change-Ready

Integrate Globally

Lead in Innovation

- Empower people to share their knowledge and expertise

- Enable people to discover information quickly and easily

- Find and connect with the right experts fast

- Work together virtually without flying in for face to face meetings

- Connect everyone to your customers and partners

- Innovate your products and services, entering new markets and gaining new potential customers

- Anticipate change faster than your competition

productivity

IBM Lotusphere Comes to You 2009

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in
context
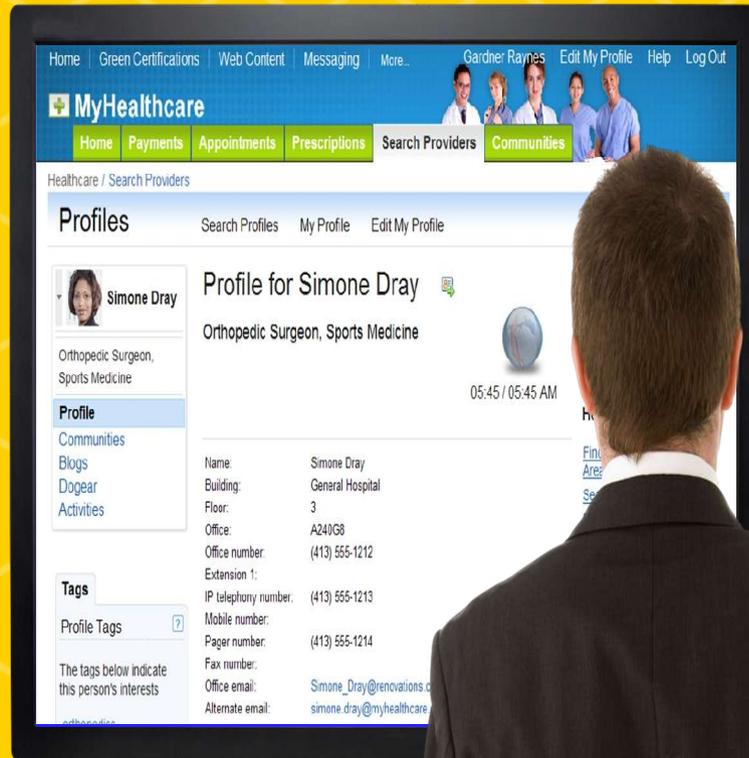
work

smarter

Social
Software
for Business

Lotus. software

HSBC
The world's local bank

Lotus. software
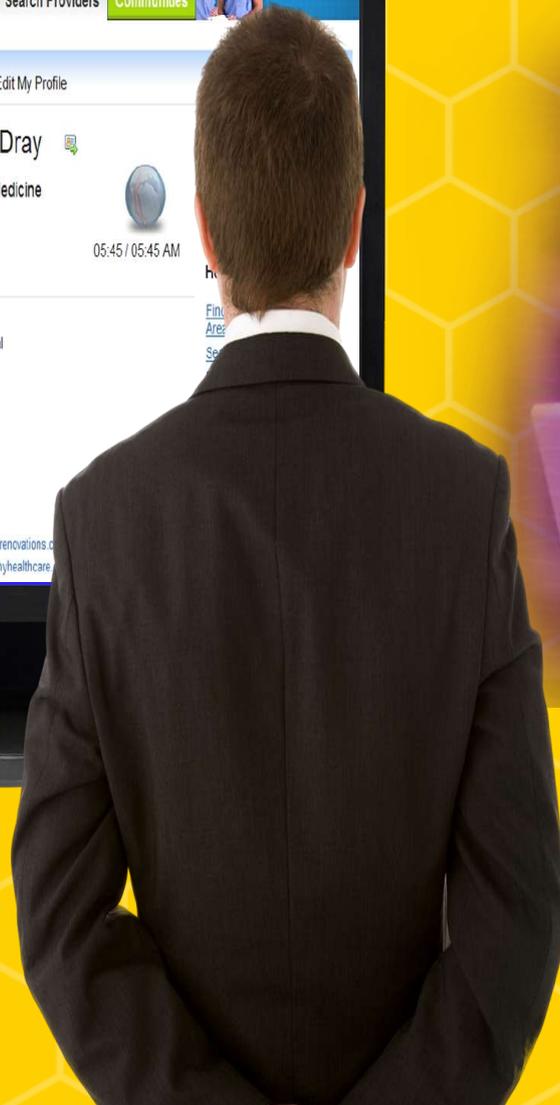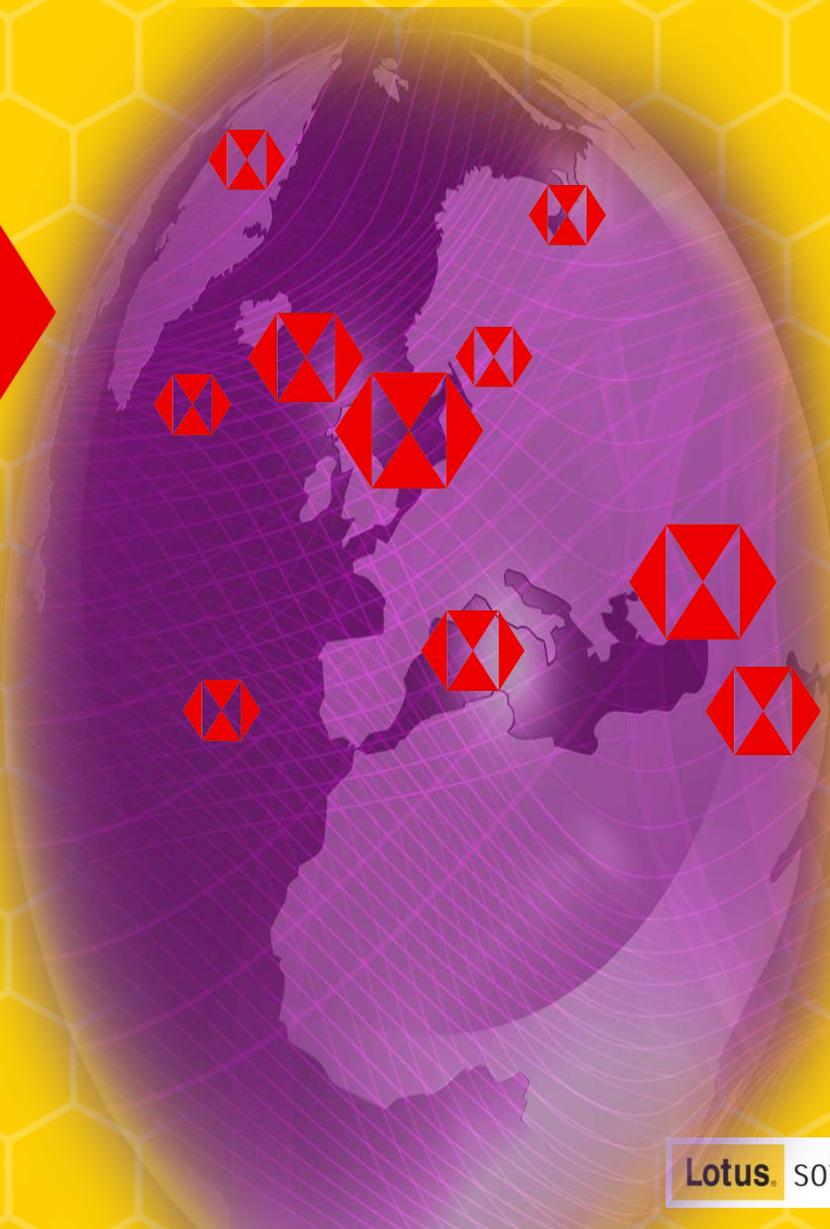
HSBC
The world's local bank

Five key businesses
- Personal finance services
- Commercial banking
- Global banking and markets
- Private banking
- Insurance

- 9,500 offices in 85 countries
- 300,000+ staff worldwide

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Business Challenges

- Competitive differentiation − One HSBC

- Consistent offerings and service   worldwide

- Efficiencies and synergies

- Bringing together the right people from across HSBC

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The Solution

- Integrated collaborative solution
  - Email, instant messaging
  - Team spaces, unified communications
  - Social networking
- People can "change the way they work"
- Lotus Connections for social software

Lotus. software

Lotus. software
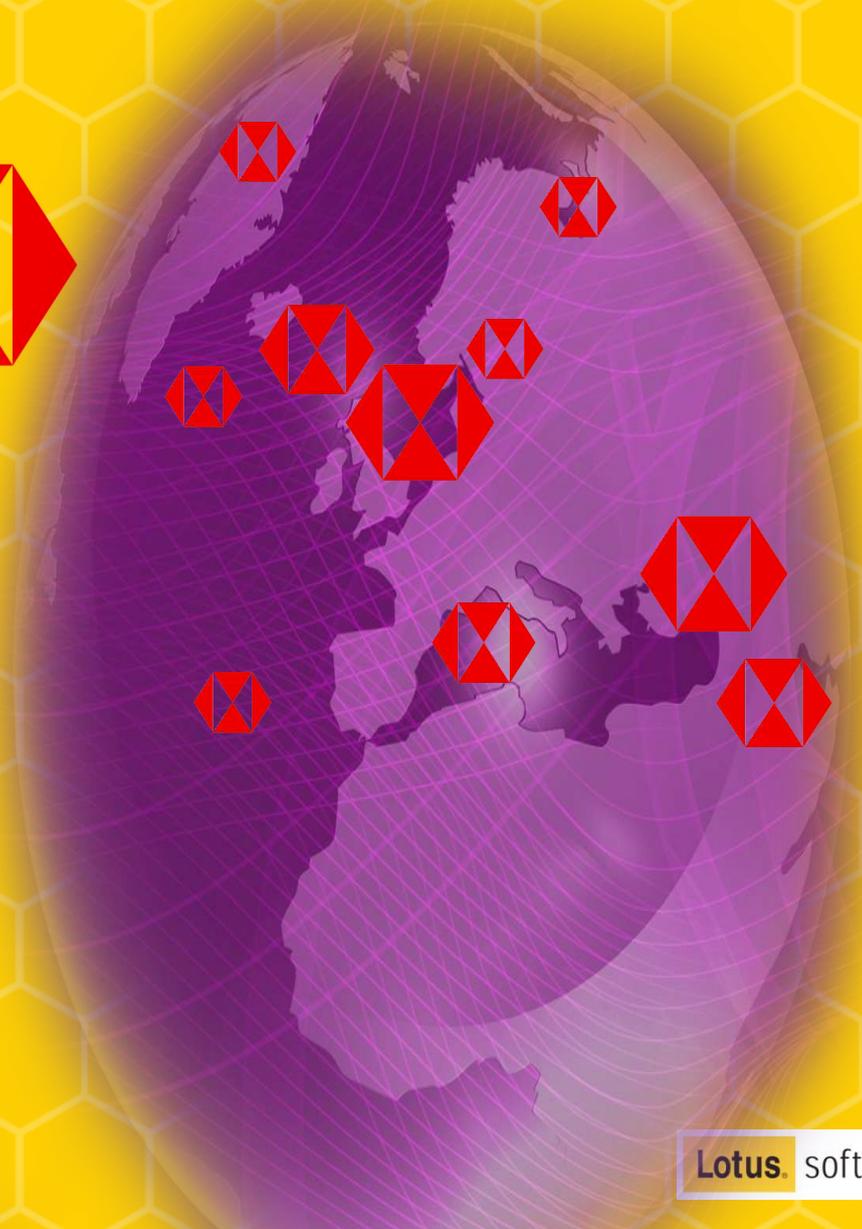
Services within Lotus Connections

Profiles
Quickly find the people you need by searching across your organization on skills or contacts, create a network of colleagues, and interact socially.

Communities
Create, find, join, and work with communities of people who share a common interest, responsibility, or area of expertise

Blogs
Use a weblog to present your idea and get feedback from others; learn from the expertise and experience of others who blog

Dogear
Save, organize and share bookmarks; discover bookmarks that have been qualified by others with similar interests & expertise

Activities
Organize your work, plan next steps, and easily tap your expanding professional network to help execute your everyday deliverables, faster

Home Page
Manage your attention by viewing relevant social data aggregated from across your subscriptions, notifications, and network colleagues.

Lotus. software

- Moving forward Lotus social software, IBM Research and IBM Business Partners will help you to work smarter, gain more insight and establish new advantages

- Let's begin to tour the exciting road ahead...

Lotus. software

IBM Web 2.0 Social Software Solutions: Work Smarter & Faster

I NEED TO WORK SMARTER

Lotus Connections enabled CRM

Increase Sales productivity with easy access to expertise and new contacts

Richer, Dynamic Profiles

Easily find the skills you need and create stronger professional networks to execute the tough projects

Richer, Dynamic Profiles

Social Network Visualization

Visualization helps you create a more effective and empowered organization

Lotus. software

Enhanced Profiles with Social Content and Easier Search

- View their background, current status, published files and colleagues

- Post updates and comments on their wall

- Find people by clicking on the cross-organization tag cloud

- Business Value

    – Richer, more social profiles make it easier to find who you need and creates stronger networks

    – Tap their expertise without interrupting them

- Coming in Lotus Connections 2.5

Lotus software

Lotus Connections enabled CRM Solution

- **iExtensions is a Notes based Customer Relationship and Sales Force Automation application**

- **Synchronize iExtensions contacts & Lotus profiles**

- **Discover new contacts through automatic Email alerts on Profile changes**

- **Business Value**

  - Generate new leads by utilizing existing client contacts found via rich employee profiles

  - Increase Sales productivity with smarter sales staff who can tap the power of your organization

iEnterprise Solution

Lotus. software

IBM Web 2.0 Social Software Solutions: Enable Insight

I NEED MORE INSIGHT

Personal File Sharing

Always have the most current and accurate content and information. Find what you need faster and easier...

Collaborative Wiki

Brainstorm and collaboratively edit content without burdening or traveling

Collaborative Decision Support

Gain insight of market trends through faster and collaborative visualization. Make better decisions faster.

Next Generation Content Creation

Work faster by creating new content from mashing up existing document "chunks"

Lotus. software

Personal File Sharing & Document Management

- Post your key files to your profile and easily share them

- Organize and tag them so they can be found quickly by you and others

- Ratings of files, comments and notification of new versions

- Business Value

  - The latest and greatest intellectual capital can be discovered and shared

  - Identify SME's and their content instantly

24

- Coming in Lotus Connections 2.5

Lotus software

Lotus. Luxor Entry

Home   Profiles   **Files**   Wikis

Sam Curman | Help | Log out

Explore | **My Files** | Notifications | Watchlist

Search Everything ▾ | Enter Keywords

Sam Curman » Files

Showing: **All of my files** | Search these files | Filter this list

Upload a File

1-20 of 43

Sort by: Name | Most Recent ▾ | Most Downloaded | Most Recommended | Most Commented

Sales Target Recognition Event
Updated Monday at 11:31 PM | Public
announcement
0   2   more

Presentation Template.otp
Added Monday at 11:15 PM | Public
This is the template I have been using for the external presentations we have coming up.
0   0   0   more

3Q Sales incentives update.doc
Updated Aug 13 | Shared with 4 people
Bumped up upper category awards
1   2   6   more

Back to school employee discounts.doc
Updated Aug 4 | Public
Employee discounts
0   3   2   more

renovations image.jpg
Added Aug 3 | Public
7   0   0   more

Lotus Quickr and Portal FAQ.ppt
Updated Jun 25 | Public and shared with 13 people
139   5   5   more

Roadh... ...entation to GCPC.ppt
Updated Ju... ...49 people
Roadmap presen... ...of social
13   0   0   more

Lotus Quickr: Con...   ...pt
Updated May 21 | Public and...
Detailed presentation on the fun... ...e differences between the two deployment
options. Please check with PM befor... ...re as a PDF (see comment below)
344   6   14   more

Lotus Quickr Next PRD - use case...
Updated May 15 | Shared with 32 people
"Quickr Next" themes, priorities and use cases
68   7   8   more

Lotus Quickr Next Overview.ppt
80   3   2   more

Sam Curman is preparing for a conference   2 hours ago

My Files
Files Shared with Me
Files I Shared with Others

▼ **My Collections** ⓘ
As an Owner
  Create a new collection
  New Collection 2
  social sharing
  test4
  Wikis
As a Contributor
  Consumability Enablement
  SharePoint
As a Reader
  GM Videos
  Lotusphere INV111 demo

▼ **Tags** ⓘ

architecture blog bluehouse
cinews cloud collaboration
community **connections**
ibm innovation
innovationjam java linux
lotus management news
software strategy tools
wiki

View as list | cloud | all

Filtering to find what you need quickr

Social data – ratings, downloads, comments, etc

Collections to share related sets of files

Social Tagging

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Wiki Collaborative Editing

- Jointly create and edit web content using rich text editor

- Rich navigation and tagging making it easy to find information

- Supports tables, images, document uploads, tags and more

- Notifications of new content, versions & pages

- Stand-alone service or integrated with a community

Coming in Lotus Connections 2.5

Lotus software

Mashable Document Creation

- Create and reuse information fragments to create new documents

- Subscription to fragments allow for notification and content versioning

- Fragments can be stored and discovered using social data and tags

- Business Value

  – Better decisions can be made with the most up-to-date information

  – Work faster by creating new content from mashing up existing document fragments

Searchable content
- search scopes
- URI's within documents
- tags, comments, ratings

IBM Research

Lotus software

IBM Web 2.0 Social Software Solutions: Deliver New Compelling Innovations

I NEED AN ADVANTAGE

Social Software Infused Solutions

Access social software services instantly and in context from within my business applications

Social Commerce

Create compelling shopping experience wherever buying decision is made

Vibrant Communities

Customer communities spawn new product innovation to create competitive advantage

IBM Lotusphere Comes to You 2009

Lotus software

Infuse your Business Solutions with Social software

- Use iWidgets to easily add social software capabilities into line of business solutions

- Easily utilize secure social software services within portal applications using Web 2.0 standards

- Tight integration enables easy access to services

- **Business Value:**

  - Create vibrant communities of employees and customers to create innovative products and a shared customer experience

  - Enable instant, in context access to knowledge and discover information in the context as they work

Featured blogs

View comments and subscribe

Add your feedback

Available today

Lotus. software

Infuse your business solutions with Social software

Vibrant, Interactive Communities Deliver Innovations

- **Customer Service**

  - **Tap employee and customer experience to find innovative solutions to problems**
  - **EVERY successful company has expert customers willing to help others**

- **Focus Group Communities**

  - **Composed of key customers and product development staff**
  - **Deliver feedback on potential new products and services**
  - **Cheaper, faster and broader feedback**

- **Grass Roots Communities**

  - **Fill unmet customer needs**
  - **Can be focused geographically, demographics, etc**

- **Business Value**

  - **Lower customer support costs**
  - **Drive product innovation**
  - **Increase customer loyalty and site visits**

Customer communities available today on IBM.COM

Social Commerce - Blogs

- Integrating social data, like blogs, into the shopping experience

- Shoppers want to hear from other shoppers – not you

- Your customers can supply the best ideas about changes to your products

- **Business Value**

  ▸ Improve the customer relationships and increase e-commerce transaction rates

  ▸ Mine innovative ideas from customers for new products

Blog entry Ratings

Blog entry Comments

Available today through IBM services

Lotus software

Social Commerce – Customer Communities

- Create communities around product categories

- No matter what product you have there are innovative, expert customers who want to share

- Forums provide many to many discussions

- Present promotions based on those discussions

- **Business Value**
  - Increased customer traffic and site stickiness
  - Self-service lowers customer support costs

Embedded E-Spots

Available today through IBM services

Lotus. software

Mobile Augmented Social Commerce

- Scan a products bar code with your mobile device

- See product information from vendor

- See and interact via text to speech with avatars who share social data on the product

- **Business Value**

  - ▸ Combines social data, popularity of mobile phones, to create more compelling shopping experience where the buying decision is being made

IBM Research

Lotus. software

Summary

- A flatter, smarter and smaller world creates new challenges
  - A need for more insight
  - A need for advantage
  - A need to work smarter

- IBM is one of the leaders in Social Software for business and delivers capability today to help meet those challenges

- New innovations will extend IBM's leadership

  ➔ More dynamic profiles allow employees to work smart and faster

  ➔ New Wiki and file sharing add powerful. Collaboration capabilities

  ➔ Richer, interactive communities to drive innovation from customers

Lotus software