



# Get Social. Do Business

**Bart Lautenbach** | VP, Social Business and  
Collaboration Solutions Evangelism  
IBM Corporation

Smarter software for a Smarter Planet.





# Agenda

- . Why Be a Social Business?**
- . Tenets of a Social Business**
- . Business Successes**
- . Helping You Get There**
- . Technology Behind Social Business**



# The world is changing, and becoming more...



## **Instrumented**

Smartphone shipments will outpace PCs by 2012



## **Interconnected**

Social networking accounts for 22% of all online time



## **Intelligent**

The social data analytics opportunity will grow to 1 Zettabyte by 2011



# Social Business



On a smarter planet, people are transforming the way they interact... and this transformation is impacting the way business is being done

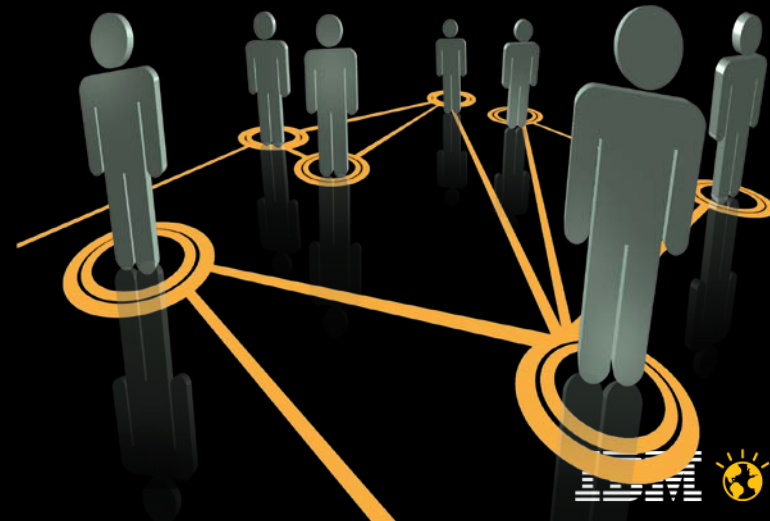
## Why Social Business matters...

**95%** of standout organizations will focus more on “getting closer to the customer” over the next 5 years.

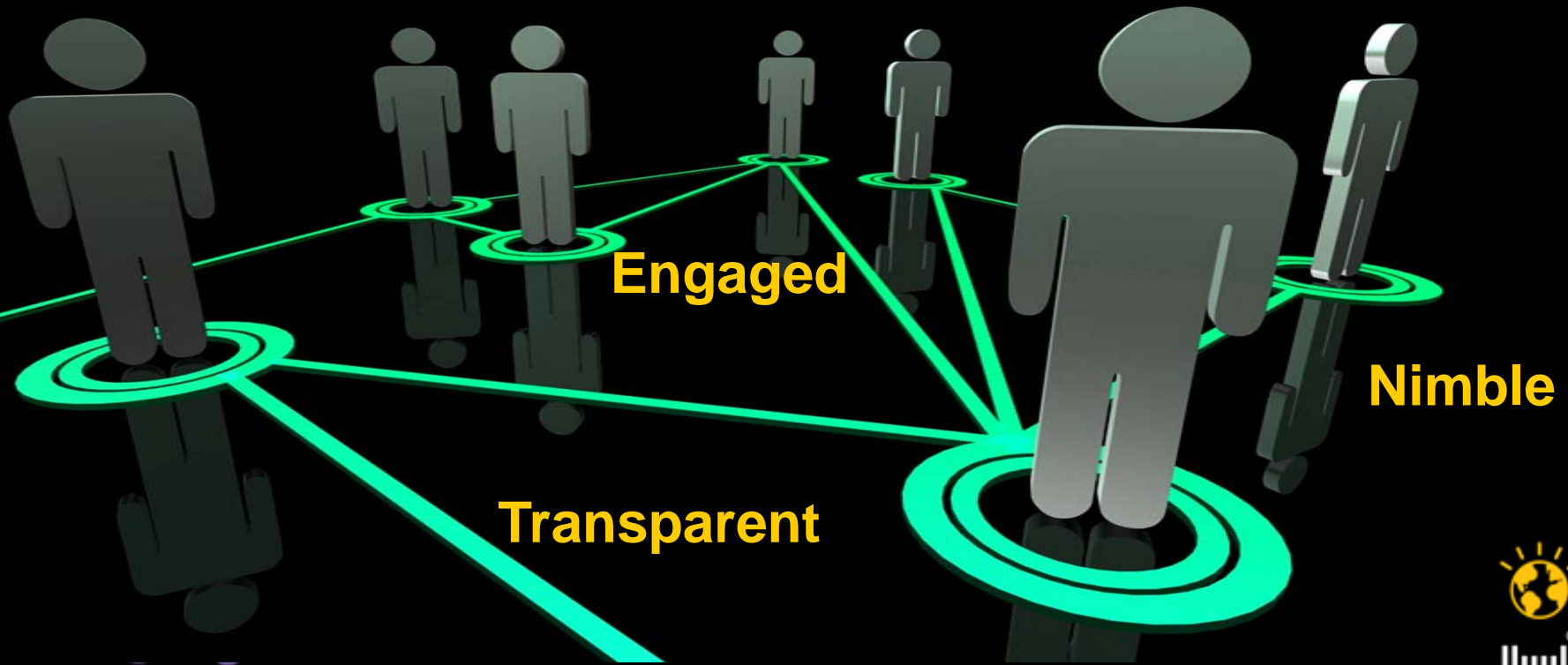
– IBM CEO Study 2010

Standout organizations are **57%** more likely to allow their people to use social and collaborative tools.

– IBM CHRO Study 2010



A Social Business embraces networks of people to create business value





# Transparent

Work in a security rich environment outside or inside the company to solve business problems

# Engaged

Nexus of people and expertise

# Nimble

Innovate quickly to create new business processes in the cloud

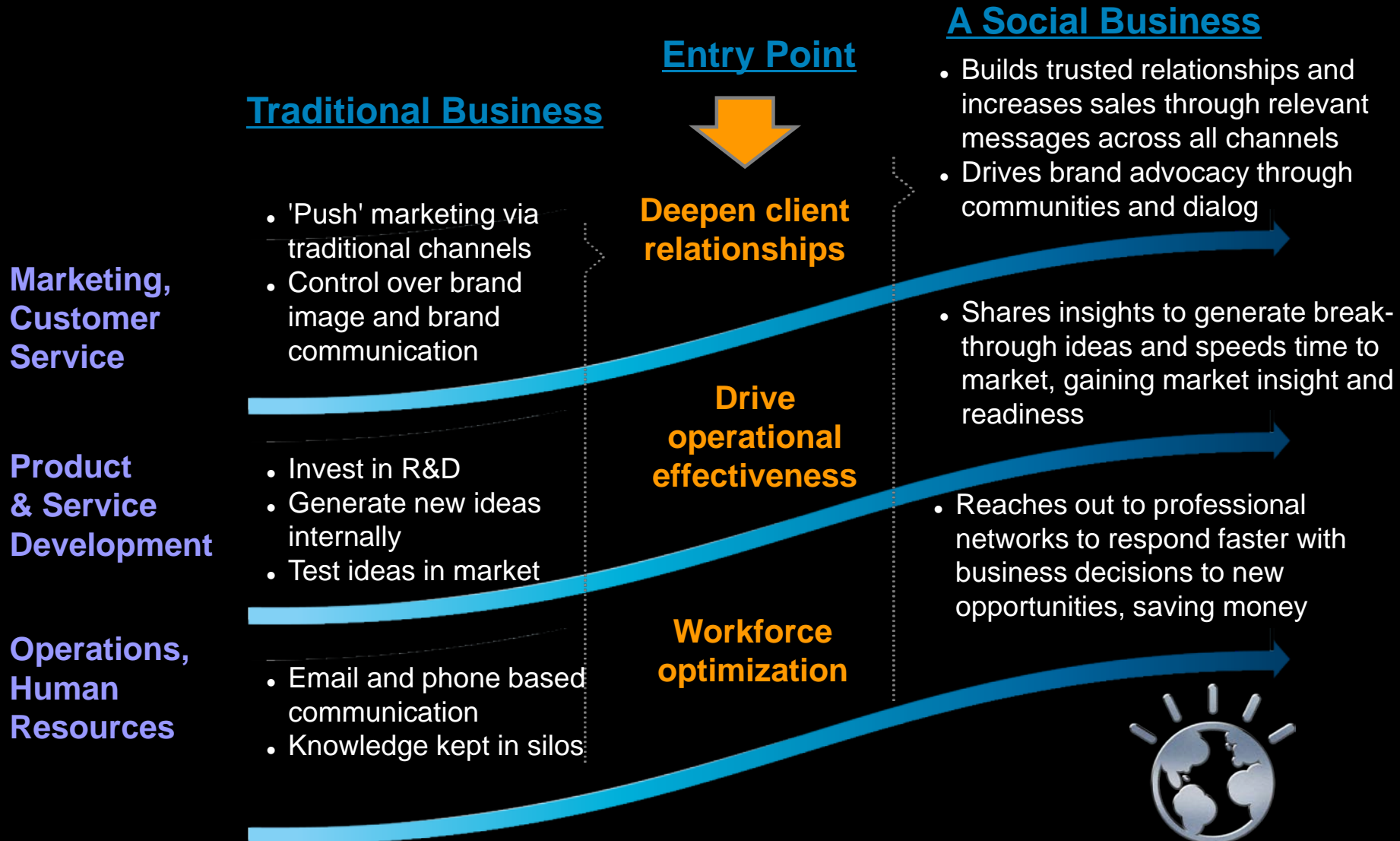


Trust

Security

Compliance

# Social Enable Your Business Processes





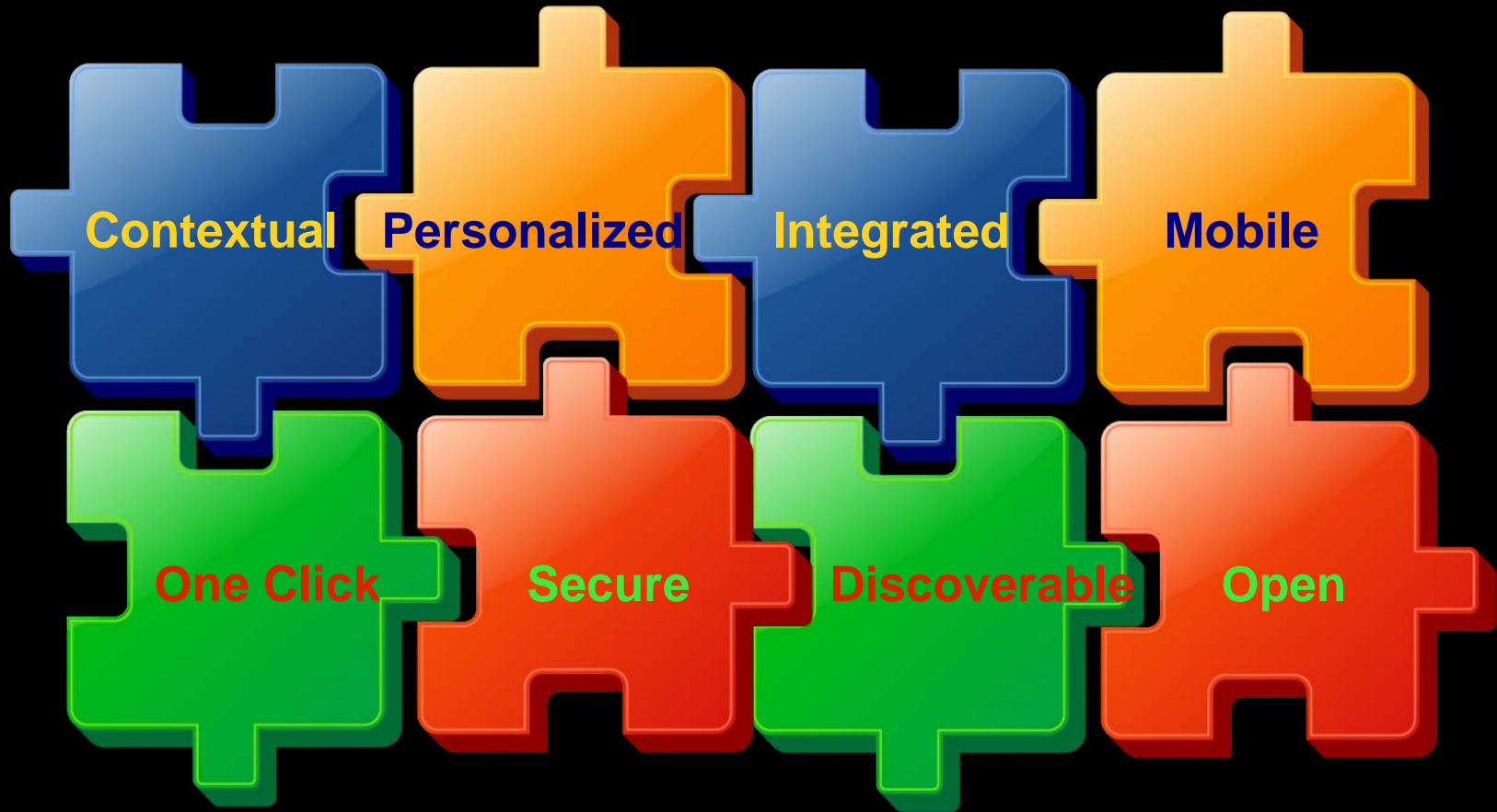
Exceptional  
**WORK**  
Experience

Exceptional  
**WEB**  
Experience

*Available both on premises and in the cloud.*



Exceptional **WORK** Experience



For **CEMEX**, becoming a social business means developing a culture of knowledge and insight-sharing

**Goal:** to shift culture towards more open collaboration across a global organization



**Campaign:** Project Shift - an internal social network

## Project Shift

Driving a measurable social transformation...

- **Rapid organic adoption** = 17000 employees connected in the first year, 400 new communities, innovation initiatives increased from 5 to 9
- **Bring new products to market faster** = 600 participants across several countries develop CEMEX' first globally-branded ready-mix product

*"It can make a big company look like a small company"*

*– Gilberto Garcia,  
Director of Innovation*



# For **Federal Bank** being a Social business *better communication, better decisions*

**NEED:**

Connect LOBs to employees

Improve service  
for premium customers

## **Federal Bank**

Being transparent for better communication  
across the organization

- Employees have a **social platform** to voice their thoughts, ideas to HR teams
- LOB teams are **well connected** to employees through social platform
- Intra and inter branch **communication becomes easy**



# Exceptional **WORK** Experience



Enterprise Activity Stream

Mail widget for inbox access

Calendar widget

The screenshot shows the IBM Lotus Notes interface. At the top, there is a navigation bar with 'Home', 'Mail', 'Calendar', 'People', 'Places', and 'Apps'. A user profile for 'Samantha' is visible in the top right. The main content area is divided into three columns. The left column, titled 'Connect and Share', displays an activity stream with items like 'Frank Adams shared a file with you' (2011 Budget.ods) and 'Gail Chao uploaded a file' (Customer Presentation - External). The middle column, titled 'Mail', shows '12 new messages' with a list of recent emails from Natalie Olmos, Minh Li, and Frank Adams. The right column, titled 'Calendar', shows a view for 'Sep 10' with events for '10:00p OFN Kickoff Meeting' and '4:00p Review OFN Oppo'. A status bar at the bottom right shows 'I am available' and a chat icon.

# Exceptional **WORK** Experience



The screenshot shows an email client interface. On the left is a sidebar with folders: Inbox (3), Drafts (2), Sent, Tasks, Junk, Trash, All, Folders, Tools, and Other Mail. The main area displays a list of emails. The selected email is from Dan Misawa, titled 'Project Sofia kicking off this week'. Below it is an email from Minh Li titled 'Files: Minh Li has updates Sales'. The email content shows a preview of a presentation slide titled 'Sales Figures 2010.odt v.5 1:50p'. The slide content includes a welcome message, a list of items (2009 Calendar, Upcoming Schedules, Corporate Travel, Benefits Update, Wrap Up, Questions?), and a 'resumes' logo. Below the slide preview is a file sharing interface for 'Sales Figures 2010.odt'. It shows the file description, last updated date (Monday, July 10, 2010), size (915 KB), and sharing options (External, Shared with 6). There are also tabs for 'Comments (1)', 'About this file', 'Sharing', and 'Versions (5)'. A comment from Minh Li is visible: 'I updated July's figures let me know if ok'.

File share embedded experience in email

# Exceptional **WORK** Experience

The screenshot displays the IBM Workplace interface. At the top, there is a navigation bar with 'Home', 'Mail', 'Calendar', 'People', 'Files', and 'Apps'. Below this is a 'Places' section with a 'New Place' button and a search bar. The main content area shows a list of places, including 'Rainforestry Innovation', 'Night Owl Brainstorming', 'Earth Day', 'Supplier Relations', 'Capital Expenditure Re-engineering', 'Biz Dev Circle', 'Brand Development Community', 'Banking and Finance', and 'Marketing Idea Playground'. A yellow callout box with the text 'Persistent access to Sametime functionality.' points to the 'Earth Day' entry. On the right side, there is a 'Recommendations' section with items like 'Ideation Space', 'AIW Place', and 'GEO Global Community'. At the bottom right, a 'Sametime' overlay is visible, showing a list of contacts under 'Marketing Team' and 'Sales Team', with a search bar and a status indicator 'I am available'.

# Exceptional **WORK** Experience



for a Smart



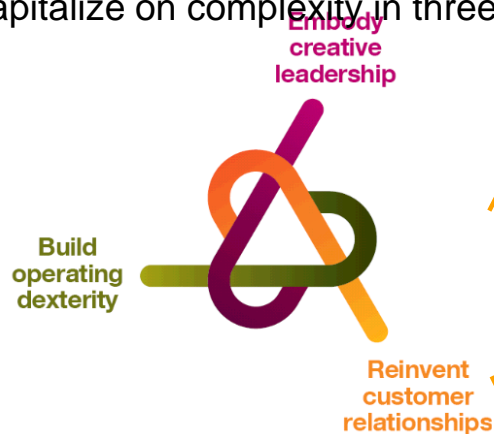
# Exceptional **W**e**B** Experience

## Customer Focus is CEO Imperative



### 2010 IBM Global CEO Study

High-performing companies capitalize on complexity in three ways...



“Getting closer to Customers” is the single most important theme. Engage customers in new ways that increase interest and loyalty to generate demand and revenue sources

Better understand customer needs and involve customers more effectively and directly in product and service development

[IBM.com/CEOStudy](http://IBM.com/CEOStudy)





# For **HSBC** being a Social business

*produces revenue results by listening to customers*

## Need:

Deliver personalized content to over 50 million customers in 40 countries

Test and enable go-to – market with best offers



## HSBC

Being nimble, using real data to make better decisions results:

- **35% improvement in marketing campaign revenue**
- **increased customer loyalty** by testing and adjusting marketing campaigns
- Designs **easily and quickly deployed** to all HSBC channels increasing time to market



# For *Asian Paints* being a Social business means being connected to its partners

## NEED:

Connect employees and dealers to improve supply chain efficiency

Improve service for premium customers



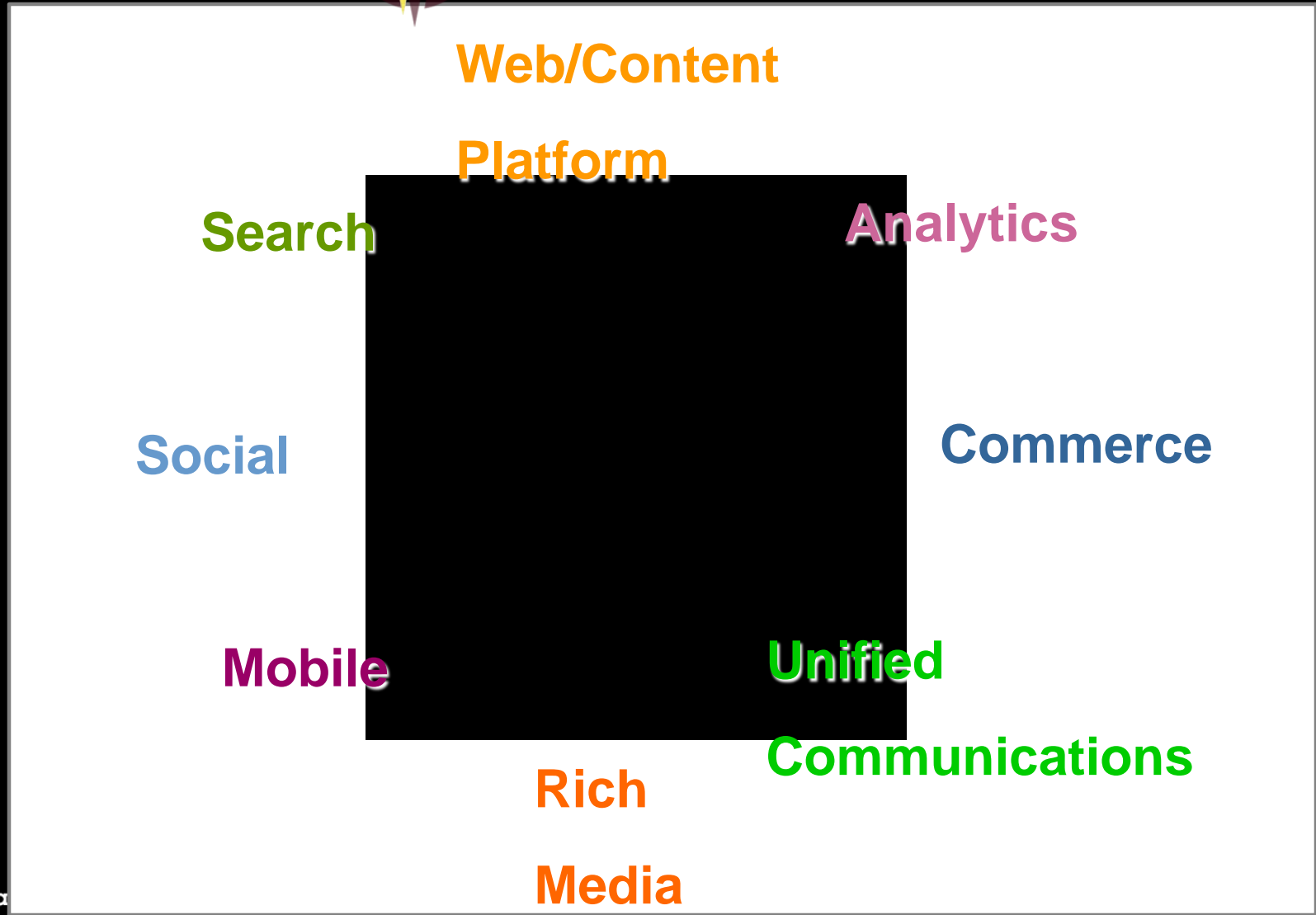
## *Asian Paints*

Engaging, to strengthen relationships and create new ideas

- Dealers are able to **create their own communities**. Gives them a sense of ownership and share ideas
- Have already launched 'Dealer Portal'
- **Collaboration across the organization**  
From Manufacturing unit to the customer and dealer



Exceptional **W****B** Experience



# IBM Customer Experience Suite

The centerpiece offering in the IBM Project Northstar Vision



**Create** Dynamic, Engaging Web Experiences that Wow Customers



**Target** the Right Experience to the Right User via the Right Channel at the Right Time



Improve Customer Loyalty by Enabling Users to **Socialize**



**Optimize** the Experience to Maximize Results



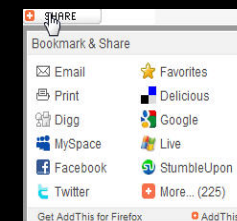
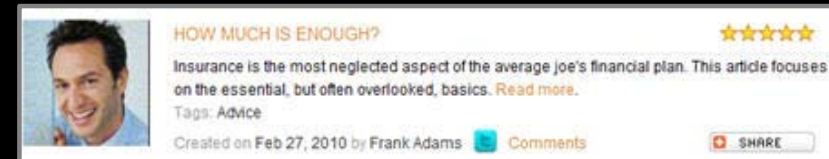
**Realize** Business Goals



**Reach** Customers Across Multiple Channels – Mobile, Web, Kiosk, Email...



**Integrate** Across Heterogenous Systems to Deliver New Value



# Exceptional **W**e **B** Experience

Personalized Experience

 renovations



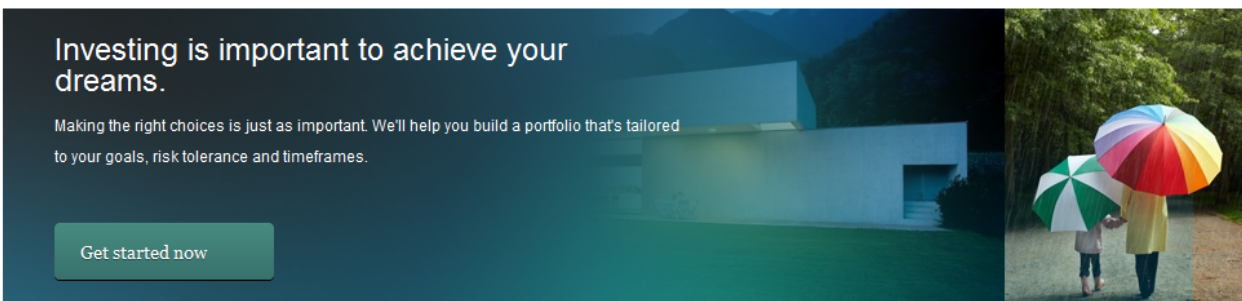
Frank

 Logout

MY LANGUAGE

 SELECT

[ABOUT](#) [PLANNING](#) [INVESTMENTS](#) [RETIREMENT](#) [INSURANCE](#) [LOANS](#) [BANKING](#)



**Investing is important to achieve your dreams.**

Making the right choices is just as important. We'll help you build a portfolio that's tailored to your goals, risk tolerance and timeframes.

[Get started now](#)


## Content



### HOW MUCH IS ENOUGH?

Insurance is the most neglected aspect of the average joe's financial plan. This article focuses on the essential, but often overlooked, basics. [Read more.](#)


Tags: [Insurance](#), [Taxes](#), [Loans](#)

Author: [Pierre D.](#) Created: [Yesterday](#) Rating: 

### PROTECTING INVESTMENTS AGAINST LOSS

Investments are people too! This article shows you how to maximize gains and minimize losses through smart structuring and asset protection. [Read more.](#)


Tags: [Investments](#), [Taxes](#), [Insurance](#)

Author: [Minh L.](#) Created: [2 days ago](#) Rating: 

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Tags: [Investments](#), [Taxes](#), [Insurance](#)

Author: [Alex K.](#) Created: [A week ago](#) Rating: 

Chat with a Local Rep Near You



 Anna Bauer

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#### Next steps

- [Apply for new Mutual Fund](#) >
- [Modify your investments](#) >
- [How to apply](#) >
- [Contact Support](#) >
- [Read the disclosure statement](#) >
- [Have Prospero contact me](#) >

# Exceptional WEB Experience



Investments ▾


Tasks Edit Preview Analytics Content Targeting Campaigns


Undo Changes Save Draft Submit for Review Enable LiveView


Impersonation →


Versions


Drafts


- 

**New Customer**  
Customer less than 2 months  
Owns 1 account  
[Edit](#) | [Delete](#)
- 

**Frequent Customer**  
Customer logs in at least once a week  
Transactions greater than 3 per week  
[Edit](#) | [Delete](#)
- 

**Long Term Customer**  
Customer greater than 3 years  
Account in good standing  
[Edit](#) | [Delete](#)
- 

**High Transaction Customer**  
Customer has more than 3 accounts  
Transactions greater than 10 per day  
[Edit](#) | [Delete](#)
- 


**Social Customer**  
Customer is a fan on facebook  
Uses Facebook app at least once a week  
[Edit](#) | [Delete](#)
- 


[Create New Profile...](#)

Personalization and Behavior Analytics


Making the right choices is just as important. We'll help you build a portfolio that's tailored to your goals, risk tolerance and timeframes.

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 Big Returns: Apply for the new mutual fund. [Apply Today!](#)

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Next steps

[Apply for new Mutual Fund](#) ▶

# Exceptional **W**e**B** Experience



Get started now

Click to chat  
Click to call



## Small Business Solutions [Learn More](#)

### SMALL SOLUTIONS BIG RETURNS

Renovations has the right decisions to help you invest in the future. Introducing the new solutions specifically designed for small businesses to help you through this arduous climate. In addition, we've thought of everything. [Read more.](#)

Tags: Investments, Businesses, Security

Author: Jasmine H. Created: Today Rating:

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5 People Like This



Betty Zechman



Heather Reeds



Gardner Raynes



Pierre Dumont



Ed El-Amon

Social Communities

### News from our Community



[Lucille Suarez](#) created a new topic named [Trends in Tech](#) in the [Investment Insights](#) forum.



[Dennis Michaels](#) created a new topic named [Telecom Insights](#) in the [Investment Insights](#) forum.



[Samantha Daryn](#) added the [Prospero Home](#) bookmark to the [Investment Insights](#) community.

PRODUCTS

TOOLS

Facebook



Brian Cheng  
[quasifu](#)



[quasifu](#) Looking successful 20  
56 minutes ago · reply



[quasifu](#) Check out our new investments campaign!  
56 minutes ago · reply



[quasifu](#) @seekaychin @lettuceman thanks for being such loyal customers  
59 minutes ago · reply

# Exceptional **W**e **B** Experience



Investments ▾ | Tasks | Edit | Preview | **Analytics** | Content Targeting | Campaigns | Enable LiveView

Dashboard →

- Overview
- Conversions
- Page Views
- Clickthrough
- Reports

Pie Chart

Yesterday | 6/16/2010      Average...er Value

Page Categories | By Category

One Week Ending ...3/2010 - 6/19/2010      Abandon...rt Items

	Su	Mo	Tu	We	Th	Fr	Sa	Avg.
AM	12	12	12	12	12	12	12	1,587
PM	12	12	12	12	12	12	12	1,270
Avg.	12	12	12	12	12	12	12	952

Collaborative, simultaneous editing with commenting and tasks

Collaborate

BM C

Last

Page Views 664,189

Sessions / Visitor 1.19      1.20 | 1.16

Unique Visitors 53,307      73,325 | 40,425

Orders 981      1,866 | 657

renovations

Page level analytics and real-time dashboards

Frank Logout

MY LANGUAGE SELECT

ABOUT   PLANNING   INVESTMENTS   RETIREMENT   INSURANCE   LOANS   BANKING

Investing is important to achieve your dreams.

Making the right choices is just as important. We'll help you build a portfolio that's tailored to your goals, risk tolerance and timeframes.

Get started now



# Exceptional **W**e**B** Experience



**Investments** | Tasks | Edit | Preview | Analytics | Content Targeting | Campaigns | Enable LiveView

Overview | Edit Content → | Translation | Add Page Content | Change Page Style | Change Page Layout | Access Controls

Display All | Administration | Collaboration | Tools | Existing Content → | New Content | Social Content

**Object Palette**  
Drag and Drop Portlets, Widgets, and Content to the page below

- Site Update.odp
- Article List
- Article List Headlines
- Article List Targeted
- Article Multi-locale
- Article Short
- Article Standard
- Article Targeted
- Flash Movie
- Green Fund Banner
- Green Fund Banner 2
- Green Fund Banner 2
- Links Grid
- Links Table
- Movie
- Movie Gallery
- Product Teaser
- New Product Multi-locale
- News Article
- News Multi-locale
- News Targeted
- Product List
- Product List Short
- RSS Article List
- RSS Article List

**Preview in context**

Get started now

**Content**

**PROTECTING INVESTMENTS AGAINST LOSS**  
Investments are people too! This article shows you how to maximize gains and minimize losses through smart structuring and asset protection. Read more.  
Tags: Investments, Taxes, Insurance  
Author: Minh L. Created: 2 days ago Rating: ⭐⭐⭐

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Author: Alex K. Created: A week ago Rating: ⭐⭐⭐

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Anna Bauer  
Start Chat | Call Me

Next steps

- Apply for new Mutual Fund >
- Modify your investments >
- How to apply >
- Contact Support >
- Read the disclosure statement >

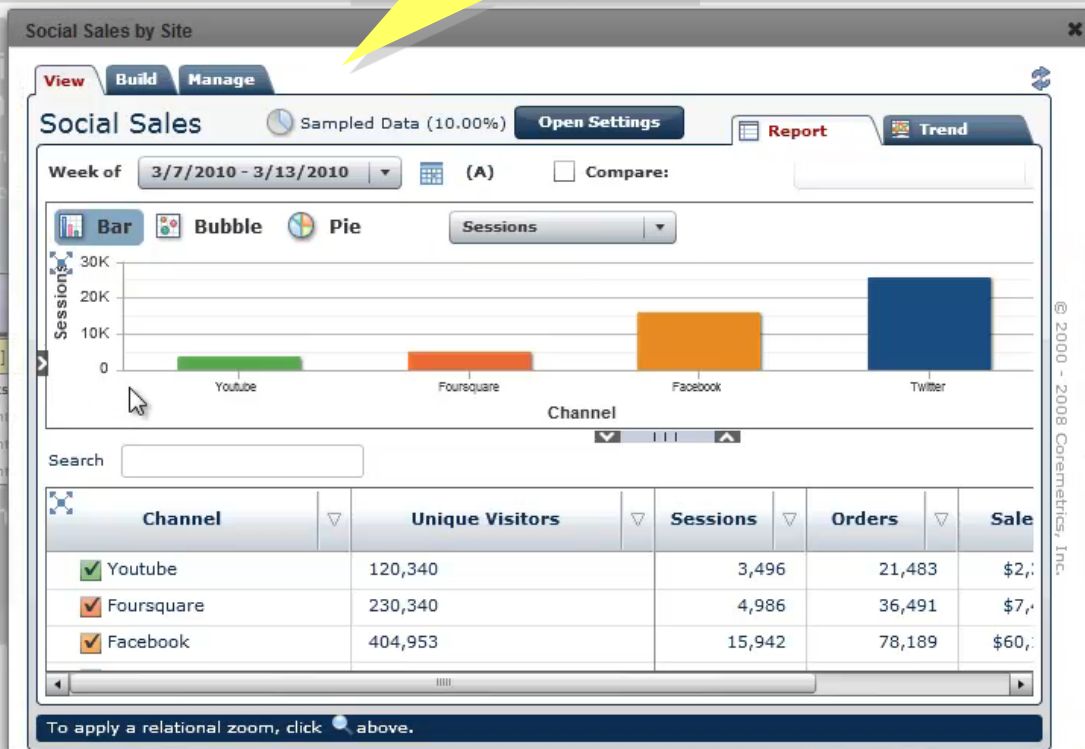
Drag and drop editing

Preview in context

# Exceptional **W**e**B** Experience

Click count analytics

Advanced analytics on page actions



# Exceptional WEB Experience



PROSPERO



Heather

Logout

MY LANGUAGE

SELECT

ABOUT PLANNING INVESTMENTS RETIREMENT INSURANCE LOANS BANKING

Quick Edit | Advanced Edit | Reports



## Greater Returns

Become one of the many investors... While these investment schemes... outcomes. [Click here](#) to review

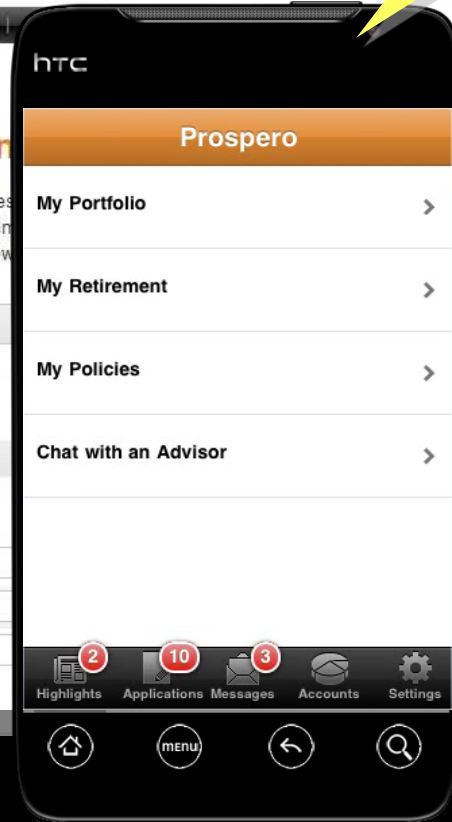
Step 1 | Step 2 | Step 3 | Step 4

### Personal Information

#### Personal Information

Title:  Mr  Mrs  
Last Name:   
E-mail address:   
Date of Birth:

Mobile



Chat with an Investment Rep



Dan Misawa

Start Chat | Call Me

#### Next steps

- Apply for new Mutual Fund >
- Modify your investments >
- How to apply >
- Contact Support >
- Read the disclosure statement >
- Have Prospero contact me >
- Find an advisor >

#### Help & Support

Compare products >

# Exceptional **W**e **B** Experience



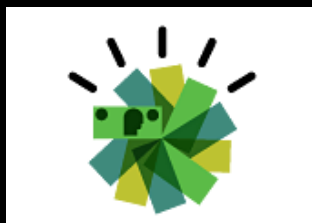
## Extensible, Configurable Exceptional Web Experience Templates



### Smarter Healthcare



### Smarter Government



### Smarter Banking



### Smarter Retail



### Smarter Insurance



# IBM LotusLive Social Business in the Cloud



Social

Enterprise-class email Business Services Integrated third-party apps

2010



Domino apps



LotusLive  
Symphony

2011



Mobile access



Admin & help desk  
support



NEW Integrated third-  
party apps

# IBM LotusLive Symphony



The screenshot displays the IBM LotusLive Symphony interface. At the top, a browser window shows the document 'Business Update.odt'. Below the browser window is the application's menu bar (File, Edit, View, Create, Layout, Table, Tools) and a rich toolbar. On the left, a 'Comments' sidebar is open, showing a comment from 'Ted Amado' with a 'Comment' input field. A yellow callout box with a pointer to the comment area contains the text: 'Collaborative, simultaneous editing with commenting and tasks'. The main document area features a blue background with a pattern of white circles. On the right, the document content is visible, including a logo for 'renovations' and the title 'Business Update'. The text consists of two paragraphs of Lorem Ipsum. At the bottom left, there are two small profile pictures of users. At the bottom right, there is a status bar with a green indicator and the text 'I am available'.

# How to Get Started ?



## Social Business

**A** Align Organizational Goals & Culture

**G** Gain “Friends” Through Social Trust

**E** Engage Through Experiences

**N** Network Your Business Processes

**D** Design for Reputation and Risk Management

**A** Analyze Your Data

# Social Business Announcements at Lotusphere

- New mobility enhancements allow customers to drive social business from any device
  - Support for iPad, iPhone, Google Android, RIM's Blackberry and Nokia devices across the portfolio
- Social Business Framework – based on open standards
  - Social Business toolkit – APIs
  - Activity Stream
- LotusLive Symphony - A new social web editing tool for word processor, spreadsheets, and presentation documents
  - Technology preview available now
- New licensing models to allow customers to deploy existing Domino applications in the cloud



# Get Social. Do Business.

Ask for a Collaboration Assessment



**IBM Collaboration Assessment Tool**  
Co-developed by the Aberdeen Group

Ask for a Social Business Agenda Workshop



**Social Business**

- A** Align Organizational Goals & Culture
- G** Gain "Friends" Through Social Trust
- E** Engage Through Experiences
- N** Network Your Business Processes
- D** Design for Reputation & Risk Management
- A** Analyze Your Data

Try LotusLive today:



**IBM LotusLive™**  
Working together just got easier  
Online collaboration solutions for the business world

[Learn More](#)

Sign up for a Greenhouse account:



*Lotus Greenhouse Where Ideas come to grow*

# The World Changes Fast!

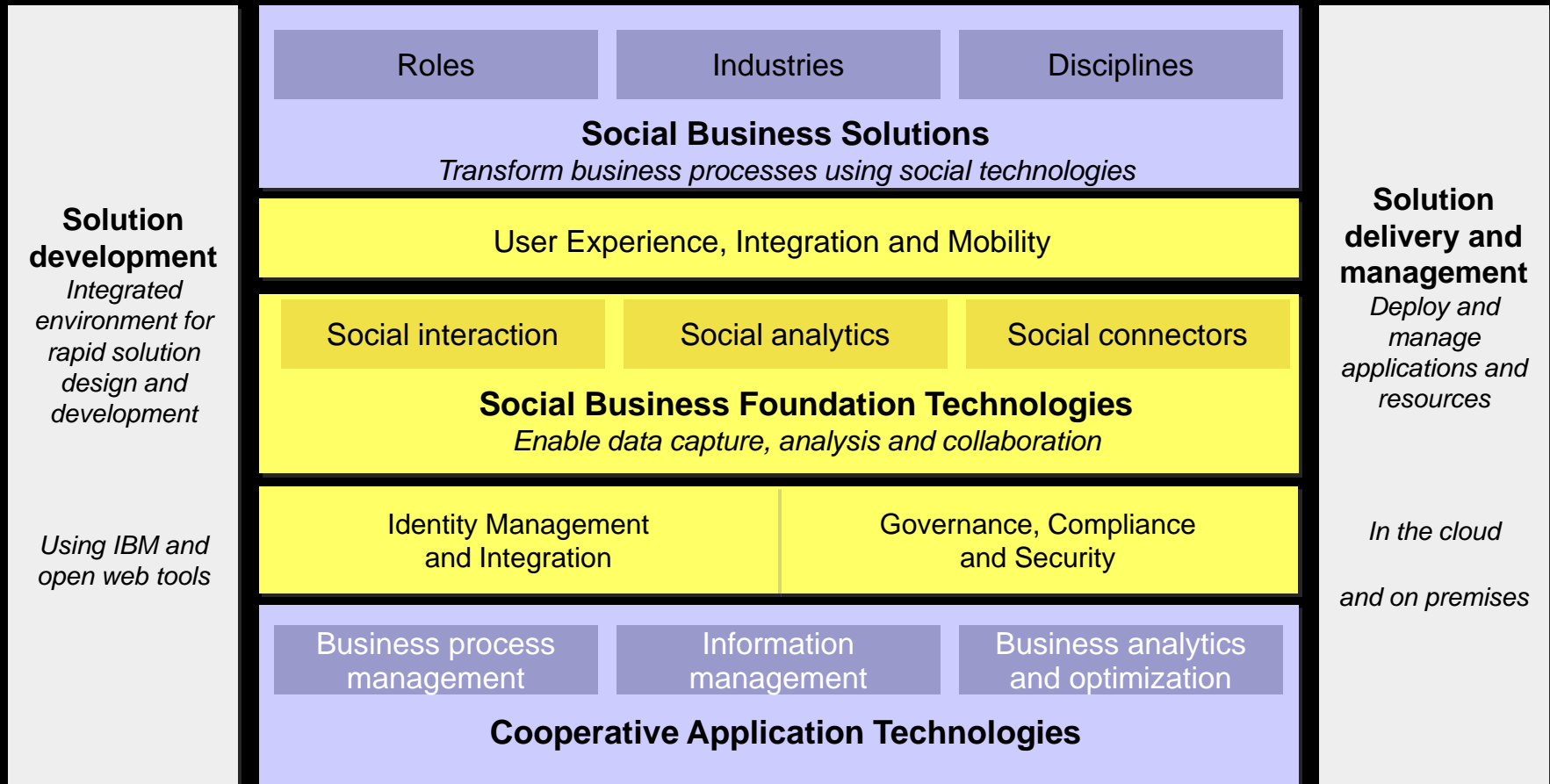


Follow me @ bartlaut  
[www.twitter.com/bartlaut](http://www.twitter.com/bartlaut)

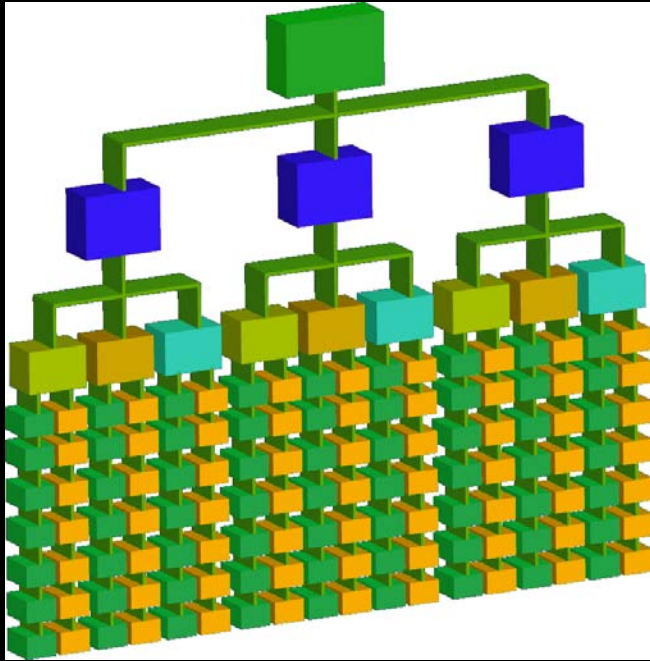


# IBM Social Business Framework

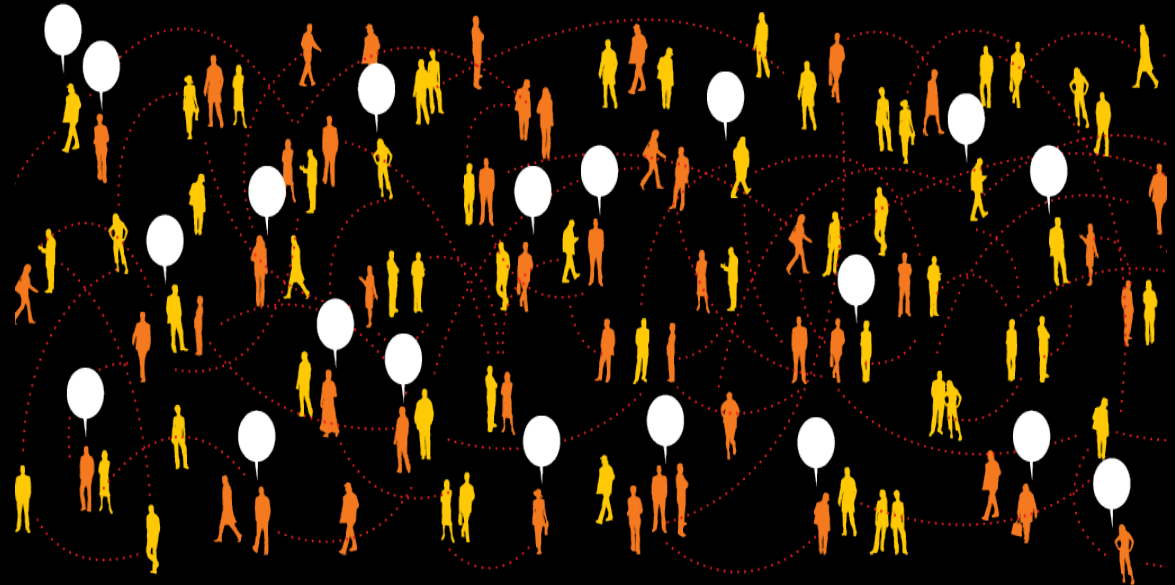
*Describes the capabilities available from IBM and IBM Partners to implement Social Business solutions*



# Leading companies are engaging with their stakeholders to drive innovation



- From Highly structured, Silo'ed and Static, Organizations to...
- To Engaged, Transparent, and Nimble



# Exceptional **WORK** Experience

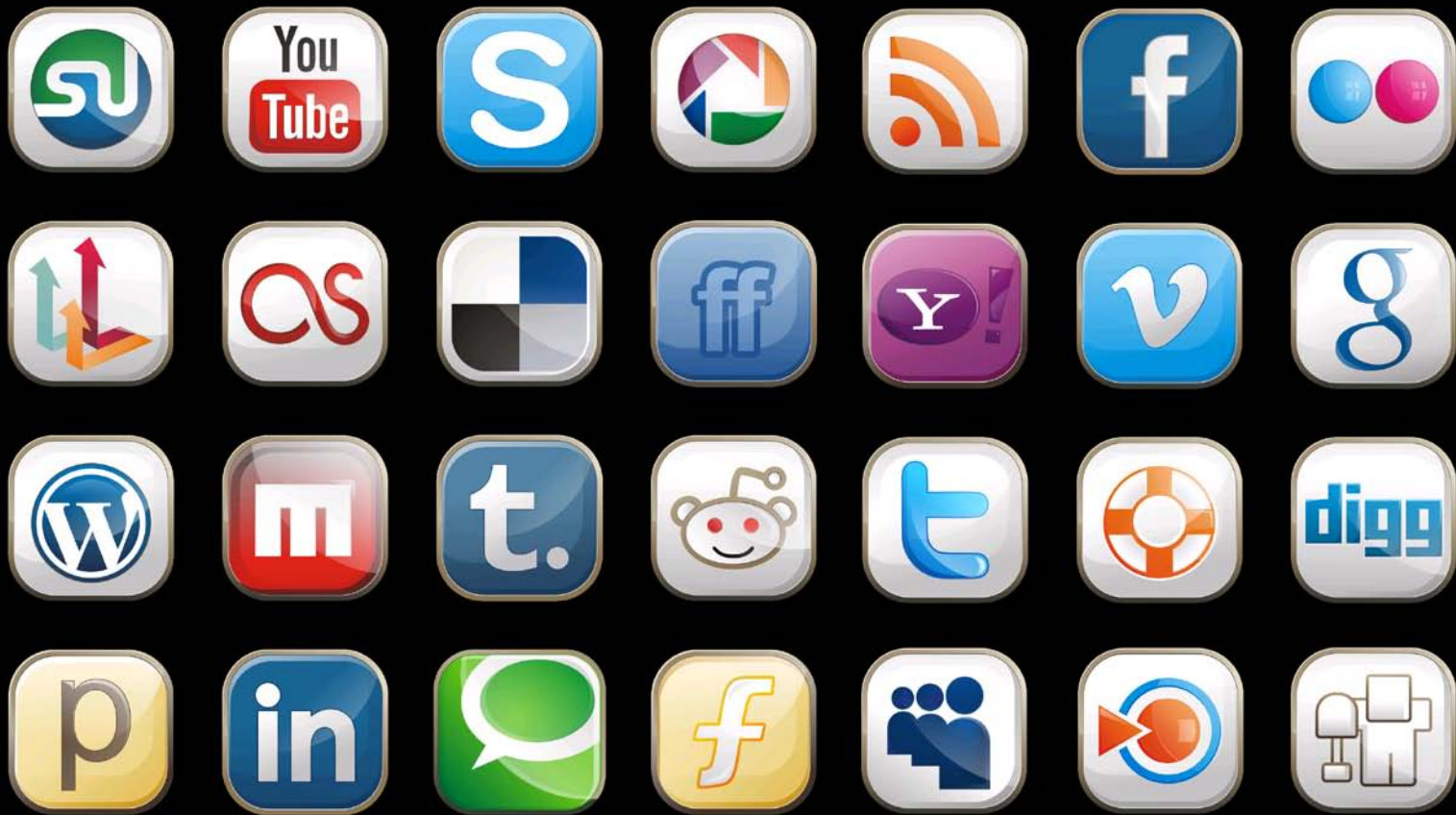


The screenshot displays the IBM My Workspace interface. At the top, there is a navigation bar with 'Home', 'Mail', 'Calendar', 'People', 'Places', and 'Apps'. A user profile for 'Samantha' is visible. Below the navigation bar is a 'Home' section with 'New', 'Customize', and 'More' options. The main content area is divided into several sections:

- Connect and Share:** Includes a 'My Newsfeed' section with a 'Share something' input field and a 'Filter newsfeed' dropdown.
- Newsfeed:** A list of activities from users like Konrad Lagarde, Frank Adams, and Heather Reeds.
- Share Box:** A floating window with tabs for 'Status', 'Message', 'File', 'Blog Post', 'Forum Topic', and 'Task'. It contains an 'Attach: File | Bookmark' section.
- Inbox:** A list of messages from Natalie Olmos, Minh Li, and Frank Adams.
- Calendar:** A calendar view for 'Sep 10' showing events like 'OFN Kickoff Meeting' and 'Review OFN Opportunity'.

Share Box is available from any destination.

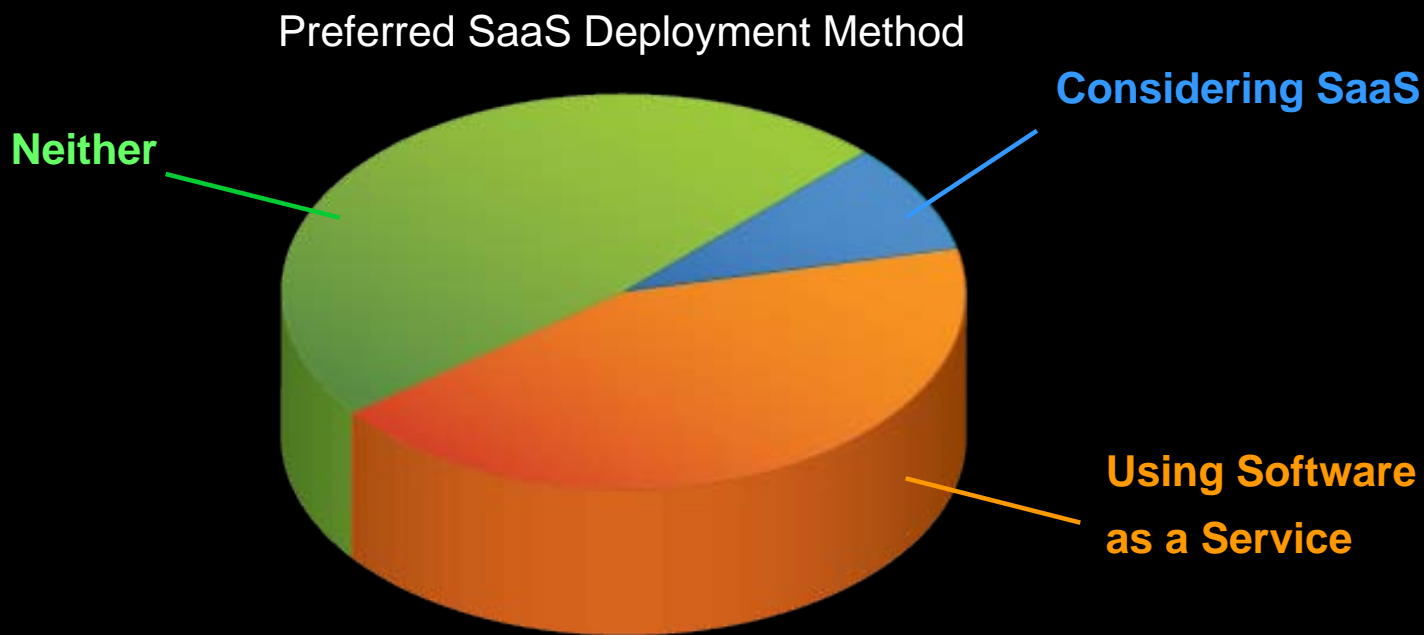
# A Social Media Revolution



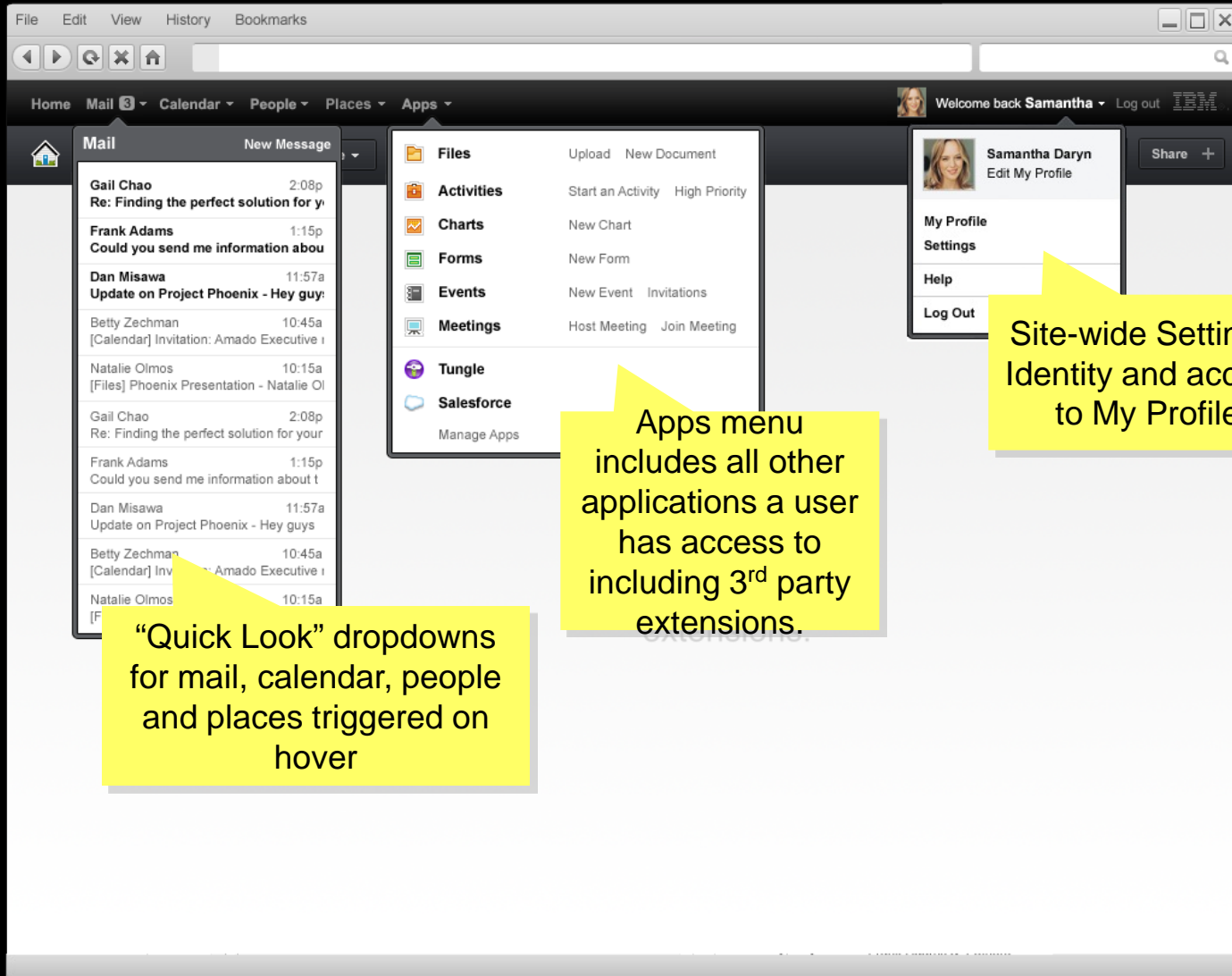
# Customers are moving to the cloud

'After email, with **58%** saying they'd be **using a cloud solution of some type in the next 24 months**, overall **collaboration** was the second most important workload, with **48%** saying they'd be looking to **build out an internal cloud, or use a public solution.**'

*"IDC North American Cloud Survey" - Robert Mahowald, January 2011*



# Exceptional **WORK** Experience



“Quick Look” dropdowns for mail, calendar, people and places triggered on hover

Apps menu includes all other applications a user has access to including 3<sup>rd</sup> party extensions.

Site-wide Settings, Identity and access to My Profile