Get Social. **Do Business.**

Lotusphere Comes to You

Visible Social Business Results

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Three big ideas to build one **smarter planet**

...

- **Instrument the world's systems**
- **Interconnect them**
- **Make them intelligent**

"Watson is the latest example of IBM's 100-year history of scientific discovery."

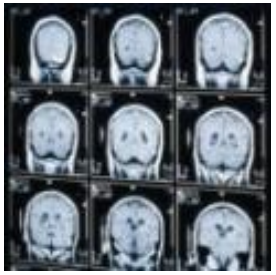
- Sam Palmisano, Chairman and CEO of IBM

Software is key to transforming the planet and making **businesses smarter**

...

Smarter energy and utilities

Smarter government



Smarter healthcare

Smarter transportation

Smarter retail

Smarter banking

Smarter insurance

Smarter telecomms

Smarter petro chemical

Smarter electronics

... a Smarter Planet

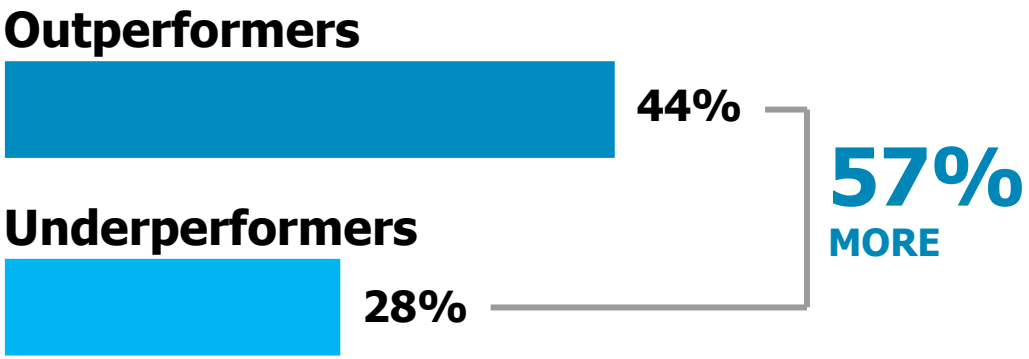
What is a **social business** ?

Engaging

Transparent

Nimble

Use of collaboration/social
networking to enable global teams
to work more effectively



Source: IBM CIO Study, 2010

Note: Outperformers are derived from an analysis of the compound annual growth rate (CAGR) for 2003-2008 EBITDA within industries. Outperformers represent companies above the median: n=203

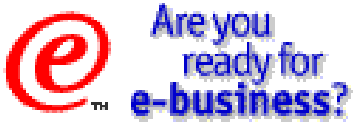
the world as we know it ...

Mainframe → Departmental

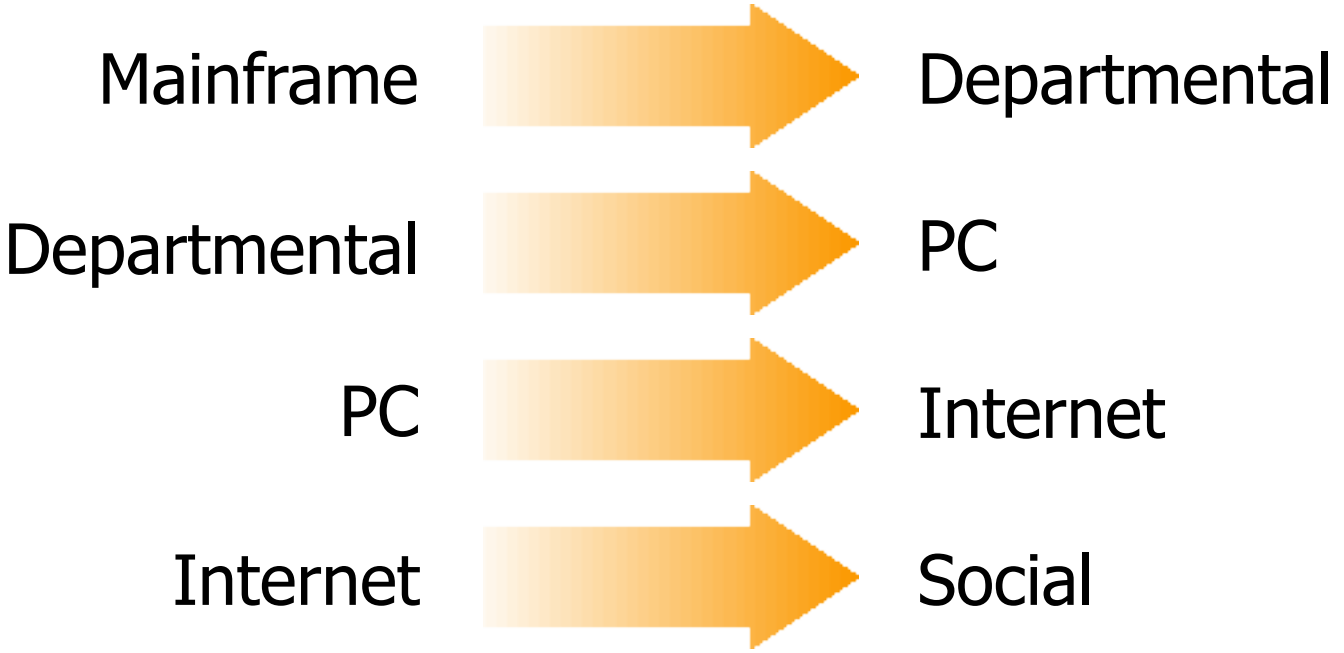
Departmental → PC

PC → Internet

Internet → Social



… "**social**" is a fundamental and **disruptive** process optimization opportunity …



"...The key issue is organizational capital, that is, the management practices and cultural adjustments needed to enable the organization to deploy and take advantage of these new capabilities."

— *Irving Wladawsky-Berger*

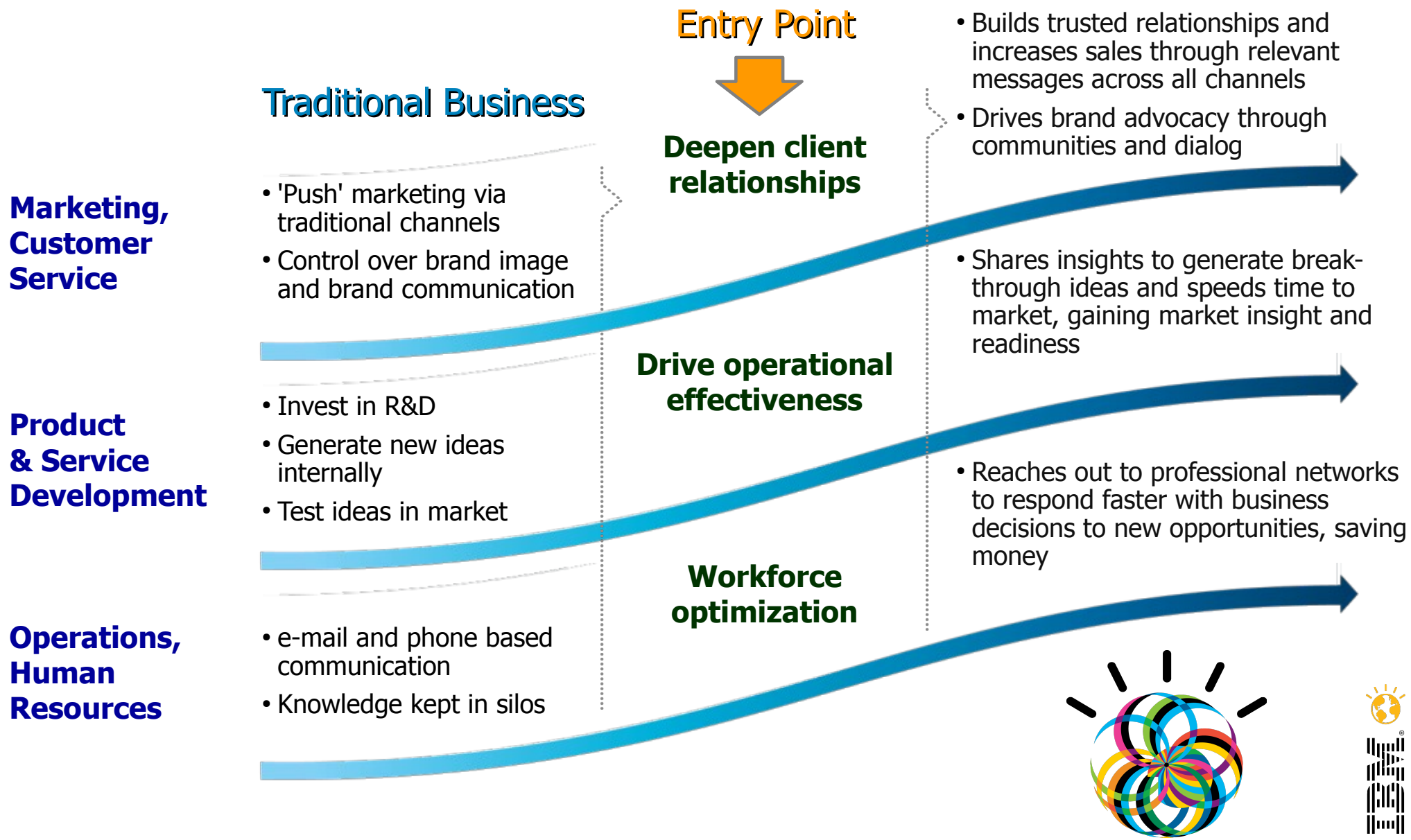
a business ...

a **social** business ...

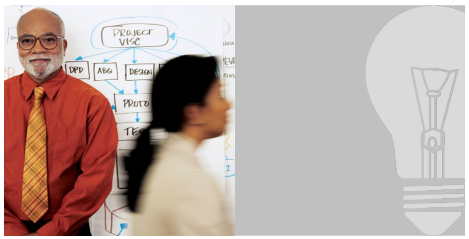
Engaged ***Nimble***

Transparent

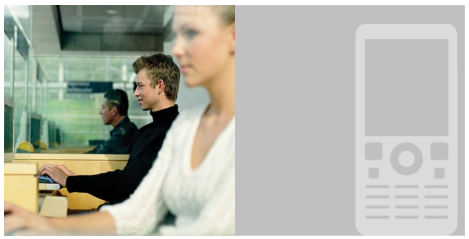
Social Enable Your Processes ...



Lotus Collaboration Platform ...



Knowledge Worker



Informational Worker (Boundary)

External Partners

On Premises

Cloud

Universal Access

Messaging

Communicating

Connecting

Integrating

Lotus®

Open Standards Architecture

Business Applications

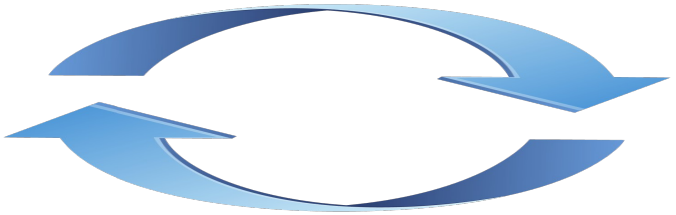
Information Management

Lotus Collaboration Platform ...

- Ready for your Social Business now !
- Significant new "next" releases of the entire stack over coming 12-18 months ...

social business **experiences** ...

Optimize your workforce



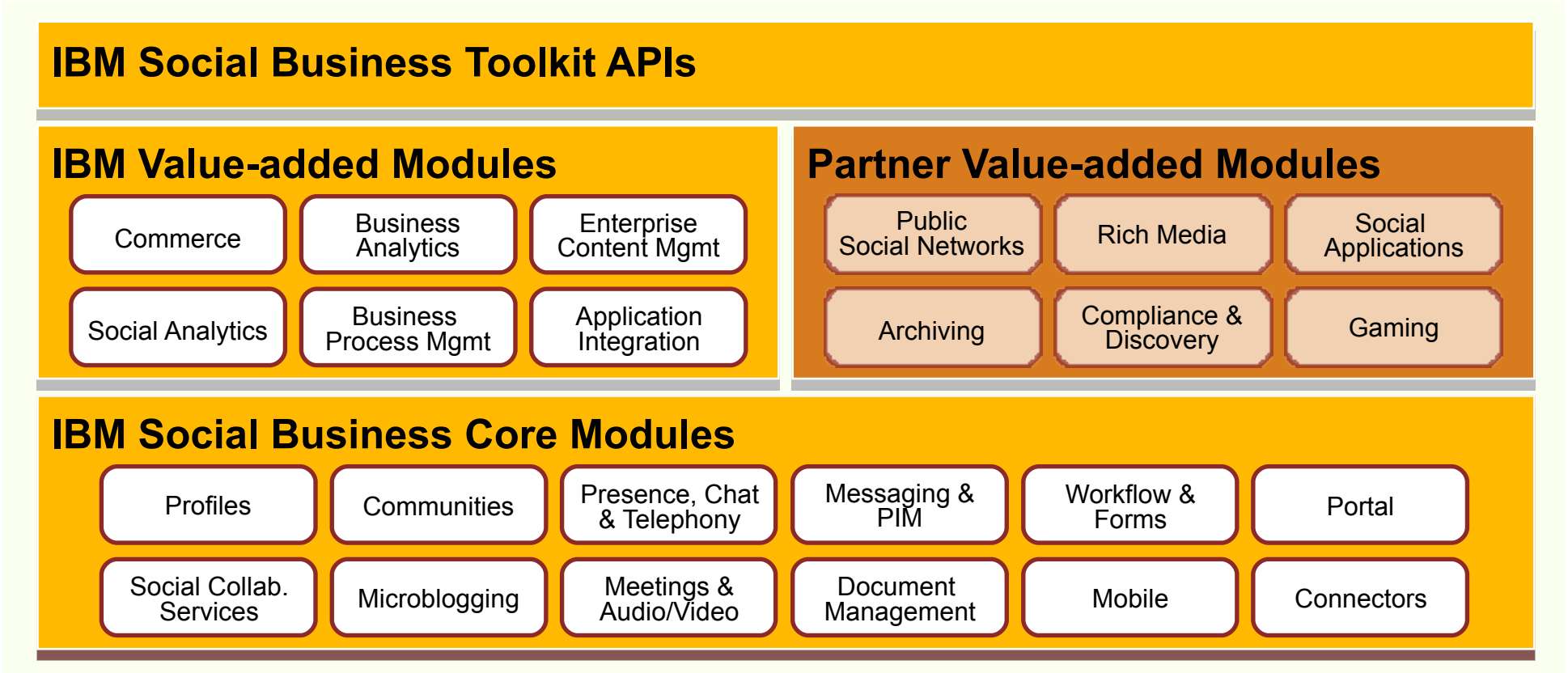
Deepen client relationships

Exceptional WORK Experience

Exceptional WEB Experience

IBM Social Business Framework

… growing into the IBM Social Business Framework

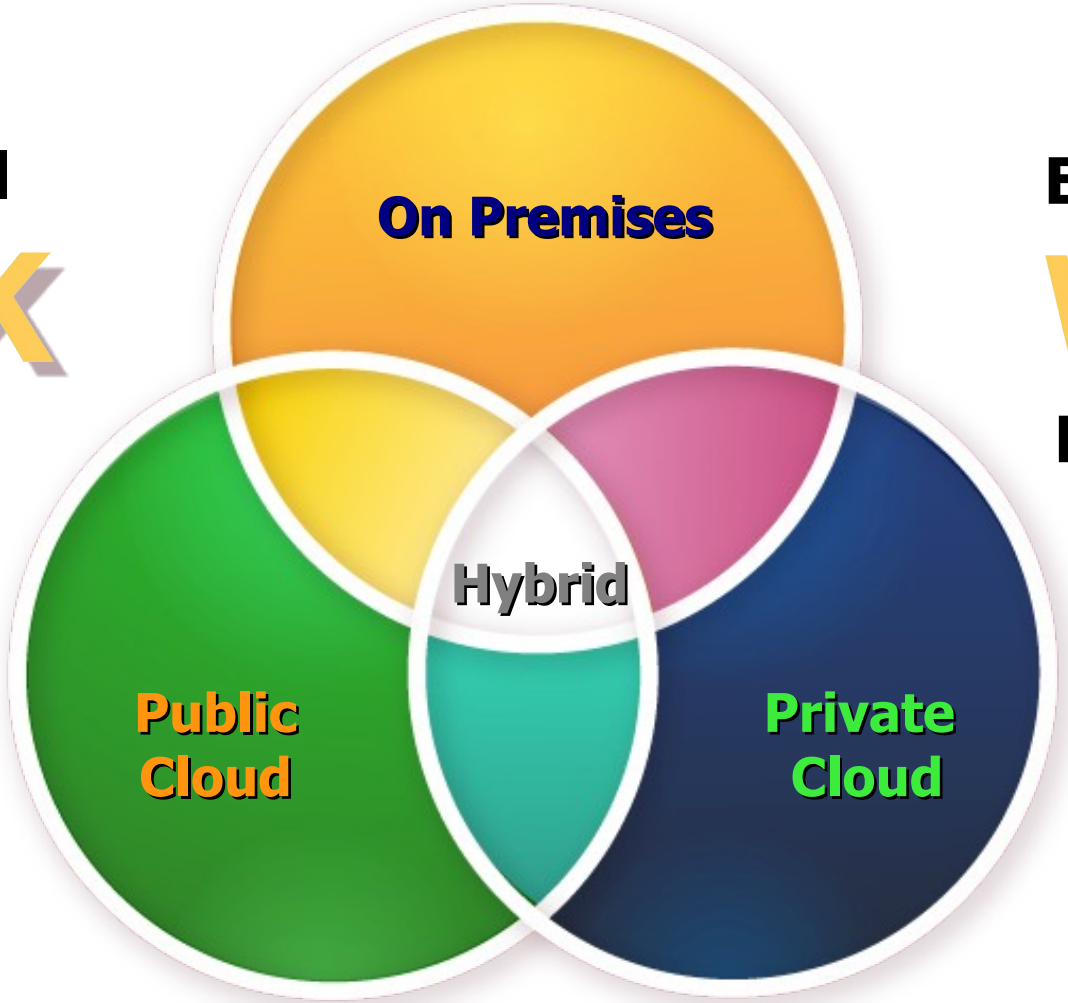


Solutions

Customer Experience | Sales Force Automation | Partner Collaboration | Operations

social business **deployment models** …

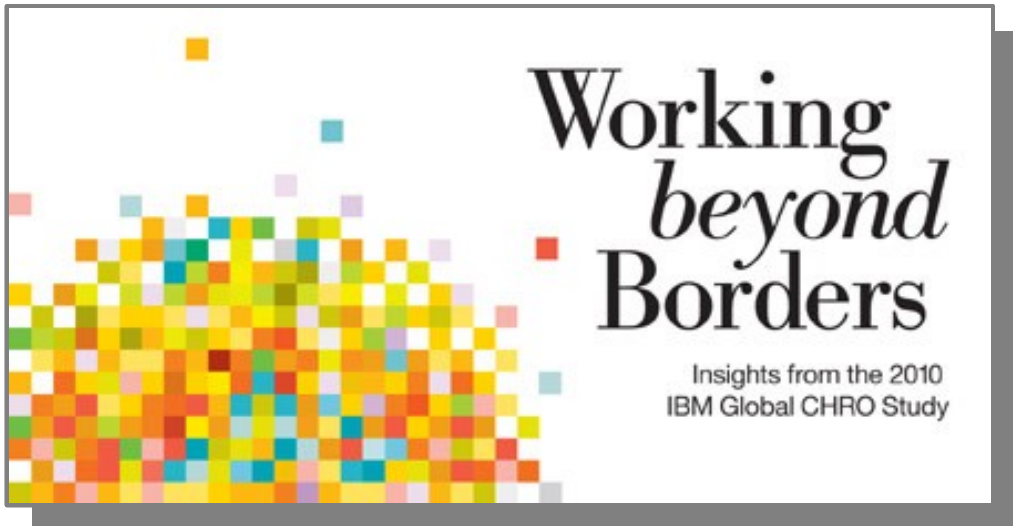
Exceptional
WORK
Experience



Exceptional
WEB
Experience

IBM Social Business Framework

Exceptional WORK Experience



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

Exceptional WORK Experience

Smarter Innovation

Cemex "Shift"

- Rapid organic adoption by 17,000 employees connected first year
- 400 new **communities**, innovation initiatives increased from 5 to 9 bringing **new products to market faster**
- 600 participants across several countries develop CEMEX' first **globally-branded** ready-mix product

http://www.youtube.com/watch?v=YZA20c47fA8

Smarter Consulting

Sogeti "TeamPark"

- Over 20K professionals in 14 countries
- **Reducing search time** for finding staff expertise and speeding the formation of consulting teams for engagements helping **enter new markets**
- The unified platform **breaks down silos** and promotes collaboration among teams – improved internal **knowledge sharing**

http://www.sogeti.com/Curious-about-Sogeti/TeamPark---Our-Collaboration-Platform/

Exceptional WORK Experience

Smarter Chemical Industries

BASF
The Chemical Company

connect.BASF

Online Business Network of BASF

Business Need:

- bring distributed work groups together
- BASF IT Services has 2,300 employees in 10 countries across Europe
- need solution to connect employees into an ever growing network of formal and informal communities to deliver intelligent and sustainable solutions

Solution:

- connect.BASF is the global platform for networking and community participation across BASF
- membership rocketed to >11,000 in just 3 months …

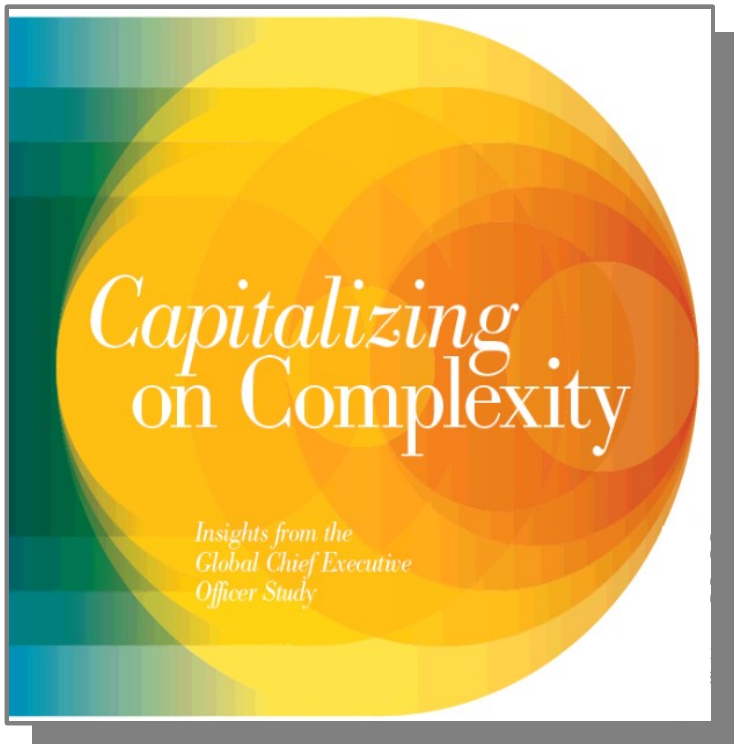
Value to Client:

- Employees are better able to represent themselves across the organization regardless of organizational role
- Visibility on projects and task creates more effective and time saving knowledge sharing
- Employees felt connected and responsive during Pakistan flood crisis

Skylink to:
Gates B C D E
... brought without comments ...

Exceptional WORK Experience

Exceptional WEB Experience



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

- A **2% increase in customer retention** has the same effect on profits as **cutting costs by 10%**
- A **5% reduction in customer defection rate** can **increase profits by 25-125%**, depending on the industry
- Acquiring new customers can cost **5x more** than satisfying and retaining current customers

Exceptional WEB Experience

Smarter Dealerships

Harley-Davidson USA

- Worldwide Dealer Web portal deployed with IBM software
- delivers online access to all the tools, information, news and processes dealers need in an **unified personalized way**
- eliminates the need for dealers to access multiple disparate systems, and **makes it easy** for Harley-Davidson to **get new dealers on-line quickly**

Smarter Military

US Army & US Air Force

- Serving over 200,000 users, the automation of 118,000+ forms using IBM's electronic form and business process management solution **reduces cost and increases efficiency**
- combined estimated **ROI of over $1.3B**
- more importantly, it takes soldiers out of the line of fire, **saving lives**

Exceptional WEB Experience

Smarter Airlines

There's no better way to fly.
Lufthansa

Book & Plan | Offers & Ideas | My Bookings | Information & Service | Miles & More

Welcome Mr. Stadler

Dear Mr. Stadler

On these pages you can see all of the bookings you have made on Lufthansa.com, check your mileage account and update your profile and preferences plus a lot more

My profile

- Personal data
- Address and contact details
- Method of payment
- Preferences
- Newsletter and SMS services

My booking overview

All of your booking made on www.lufthansa.com at a glance.

→ To the booking overview

My mileage account

Here you can check and print your current mileage statement online.

→ To your mileage account

My Miles

Login:
Status:
Award miles:
Status Miles:

Help & Contact

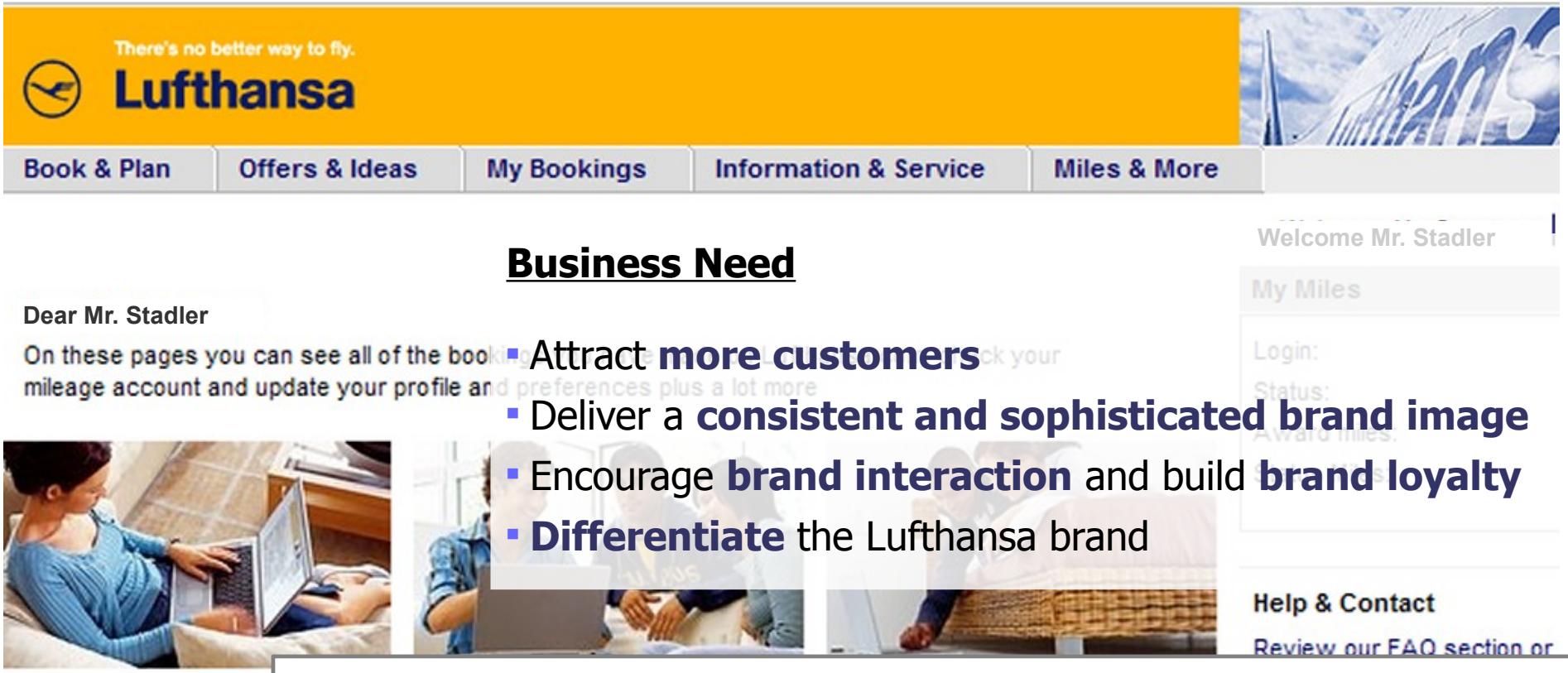
Review our FAQ section or Lufthansa representative.

My Quick Links

- Check in for my flight
- Book a flight
- Change my profile
- View my bookings

Exceptional WEB Experience

Smarter Airlines



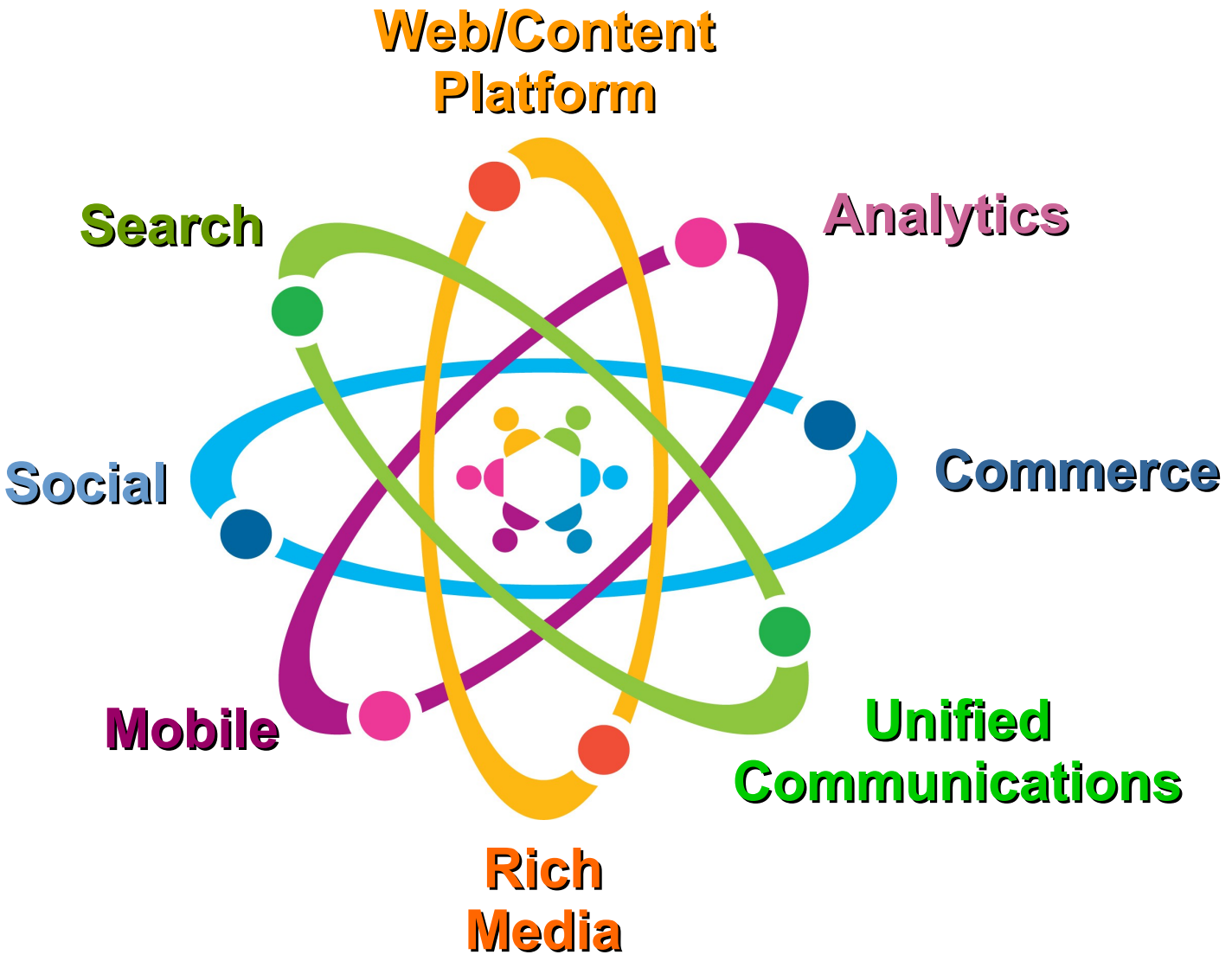
Business Need

- Attract **more customers**
- Deliver a **consistent and sophisticated brand image**
- Encourage **brand interaction** and build **brand loyalty**
- **Differentiate** the Lufthansa brand

Real Results

- Delivers a **personalized web experience** for millions of customers in more than 80 countries and 12 languages
- Supports **16,000 customers** check-ins/day, and **3+ million** online ticket sales/year
- Showcases a **single, consistent brand image** across 4 different online presences

Exceptional WEB Experience

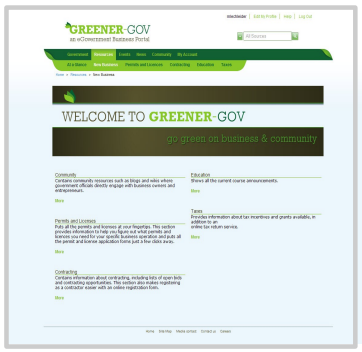


Exceptional WEB Experience

Extensible, Configurable Exceptional Web Experience Templates

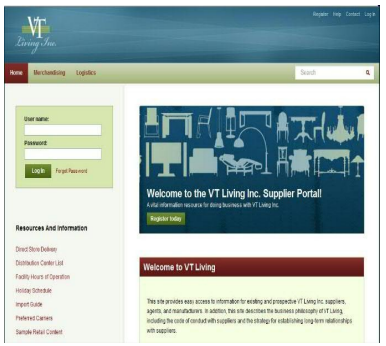
Smarter Healthcare

Smarter Government

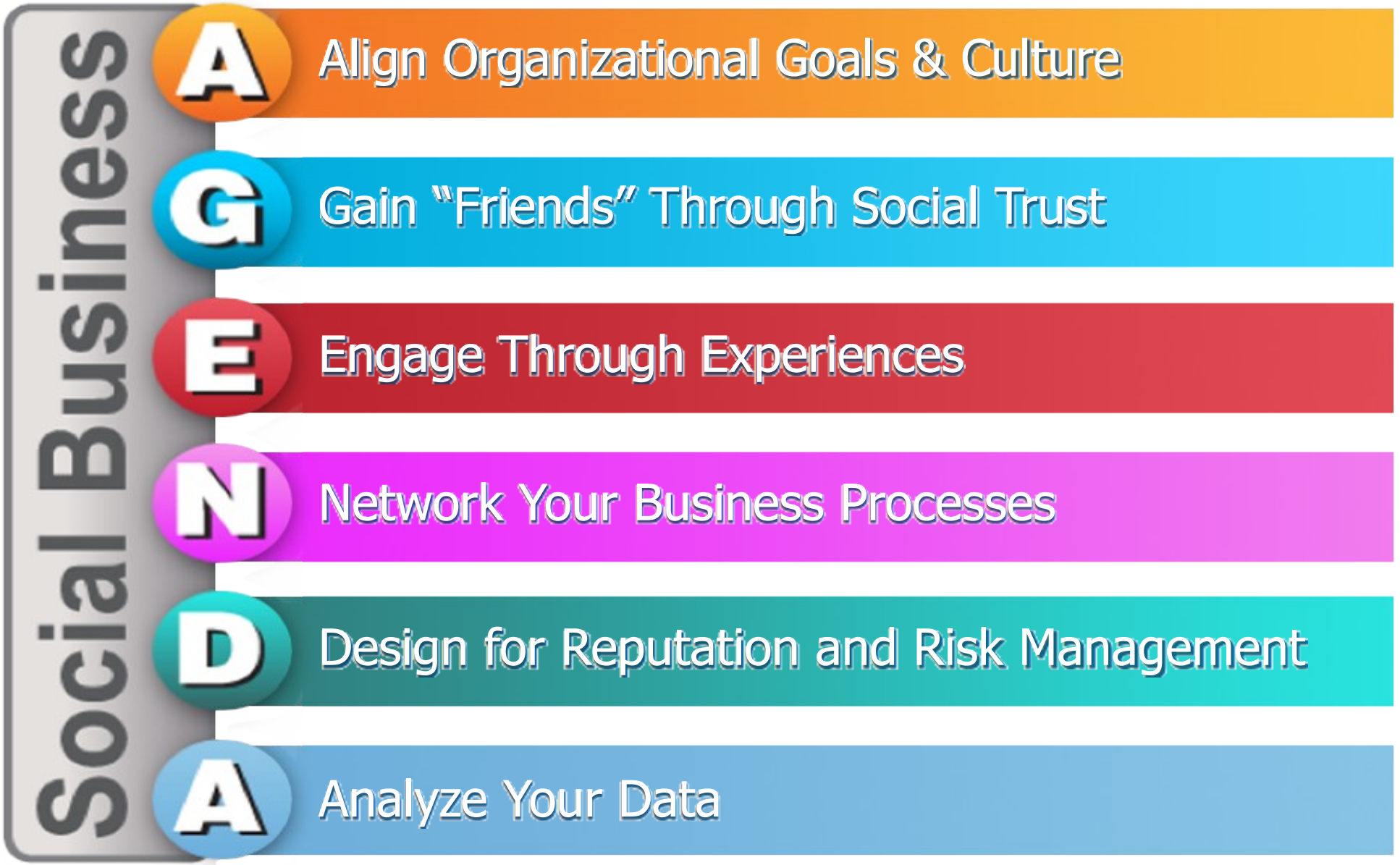


Smarter Banking

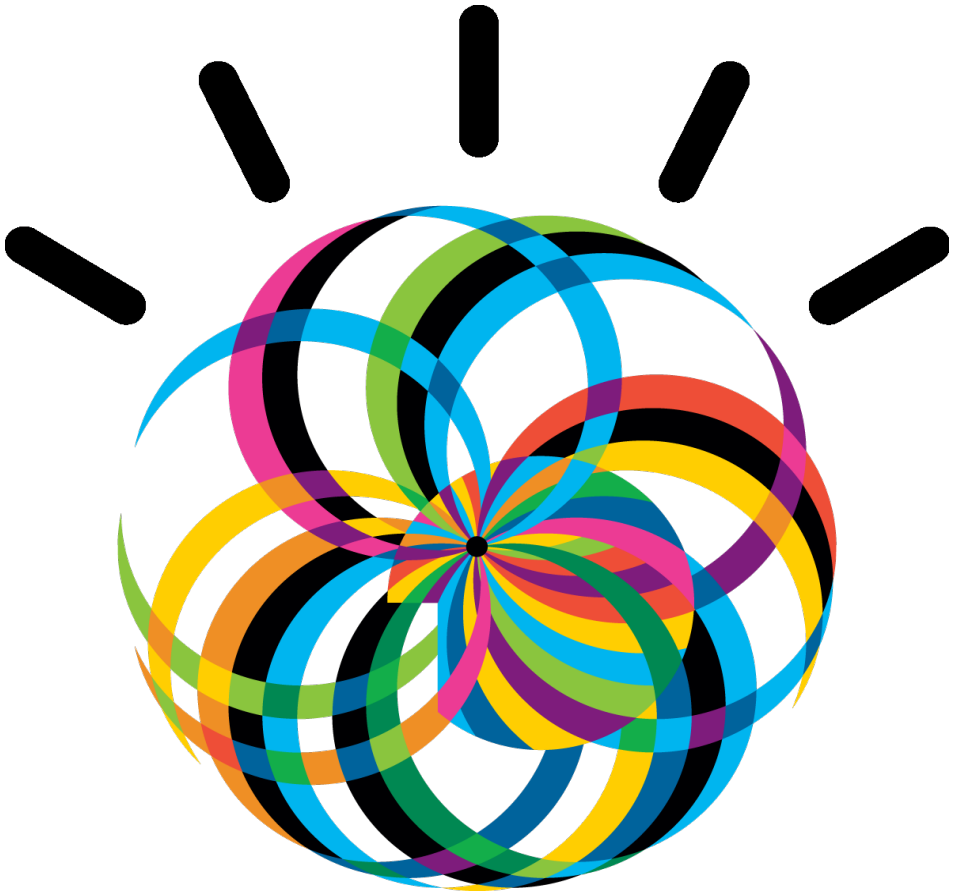
Smarter Retail



Smarter Insurance



Source: "Get Bold: Creating a Bold Social Media AGENDA for Your Business" by Sandy Carter,
ISBN: 0132618311, Copyright © 2011, IBM Press



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