Social Business

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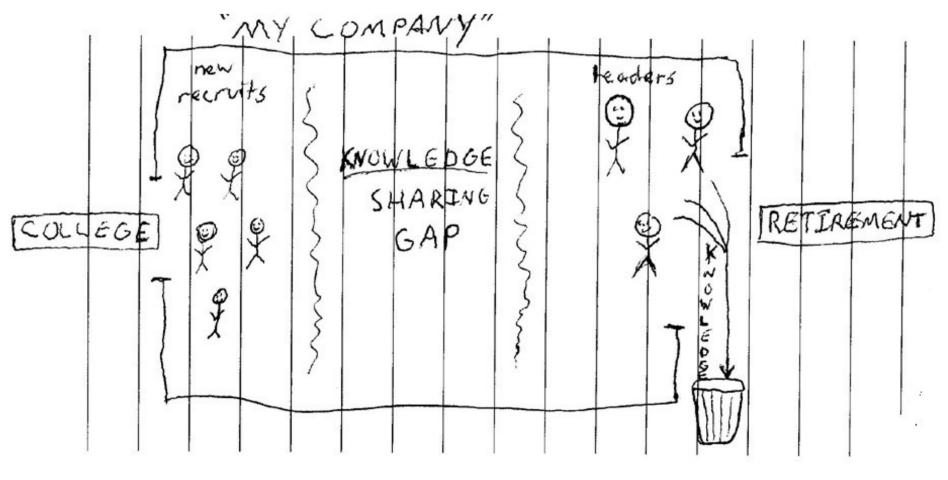
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Social Intranets address another key challenges in managing your most valuable asset **your people – closing the knowledge gap**!



IBM Collaboration Solutions & Social Business

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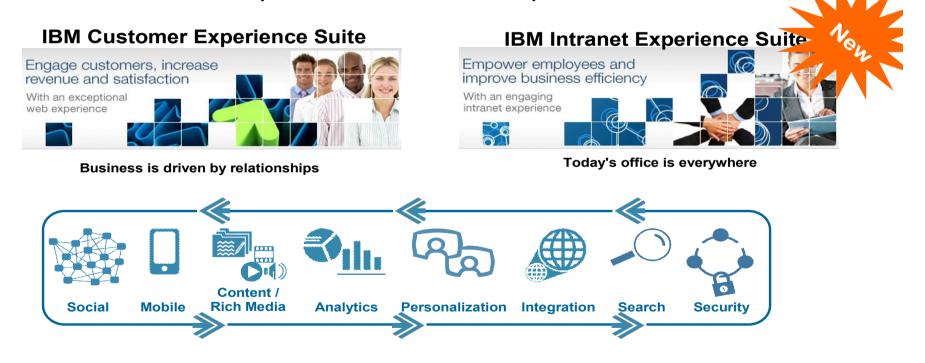
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IBM's vision for online experiences delivered.....



IBM's Vision for Exceptional Multichannel Online Experiences Bringing together the essential capabilities to create, manage, and deliver powerful multichannel web experiences



Social Business Transforms The Customer And Employee Experience

Business to
Customer

Business to Business

Business to Employee Peer to Peer

Social Transformation

"Exceptional Web Experience"

Customers interacting with other customers and company representatives (efficiently, via social tools), with the company overall (driving brand awareness & revenue growth)

"Exceptional Work Experience"

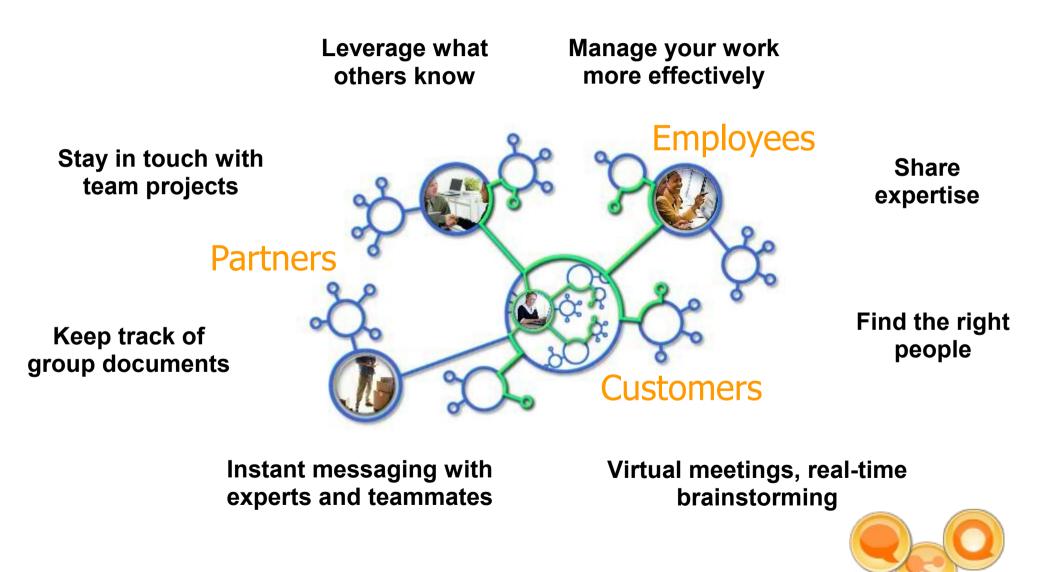
Employees interacting with self-forming, distributed teams (peers, customers, partners & suppliers), as a company overall (communities incorporating customers & partners around innovation) reducing the friction of work.

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Smarter software for a Smarter Planet.

Combining Rich Social and Real-time capabilities with WebSphere WebSphere Portal, IBM Connections, Quickr[,] Sametime



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