### **Social Business**

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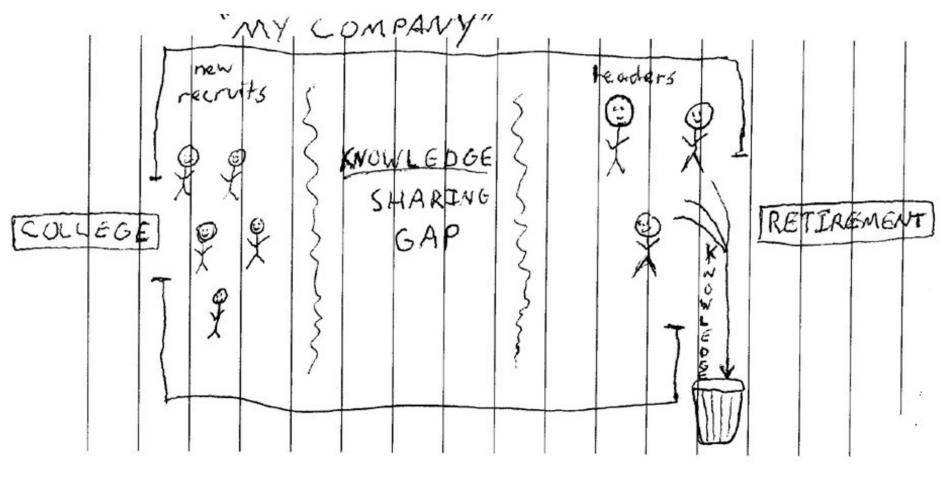
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## **Social Intranets** address another key challenges in managing your most valuable asset **your people – closing the knowledge gap**!



**IBM Collaboration Solutions & Social Business** 

#### Smarter software for a Smarter Planet.



# IBM 爻 Customers see many online experiences from your company

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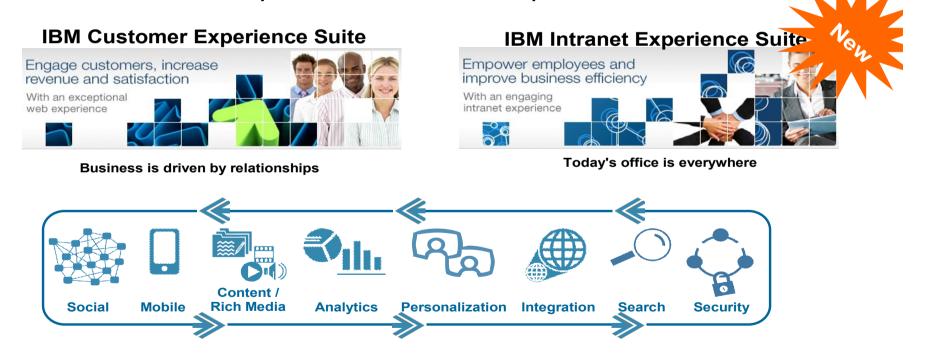
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#### **IBM's vision for online experiences delivered.....**



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

<b>Business to</b>
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"

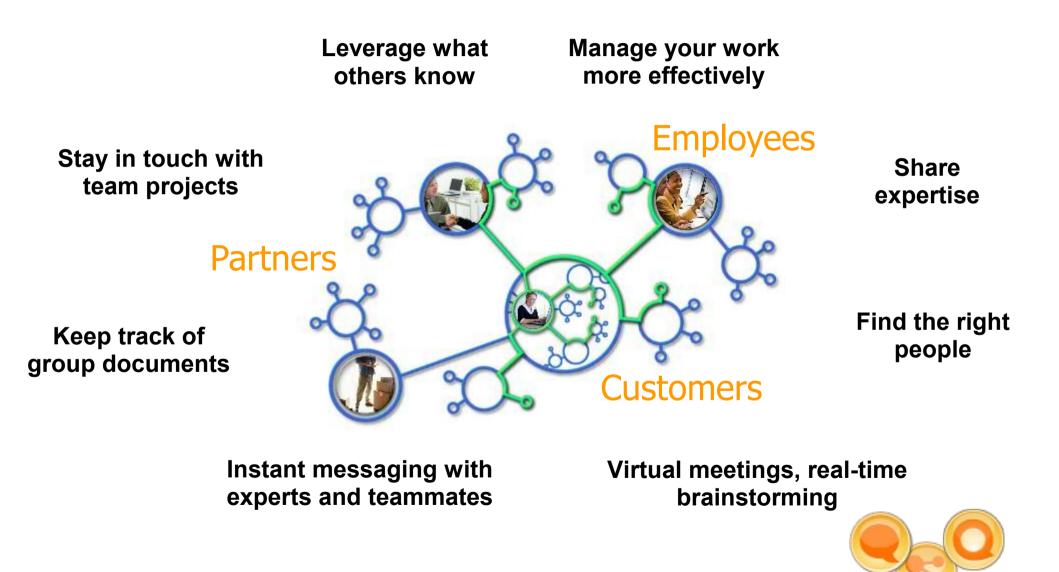
**Employees** interacting with self-forming, distributed teams (peers, customers, partners & suppliers), as a company overall (communities incorporating customers & partners around innovation) reducing the friction of work.

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Smarter software for a Smarter Planet.

Combining Rich Social and Real-time capabilities with WebSphere WebSphere Portal, IBM Connections, Quickr<sup>,</sup> Sametime



**IBM Collaboration Solutions & Social Business** 

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