



Mądrzejszy Świat
– lepsza perspektywa



Smarter Collaboration for Optimal Business Performance

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SMARTER PLANET

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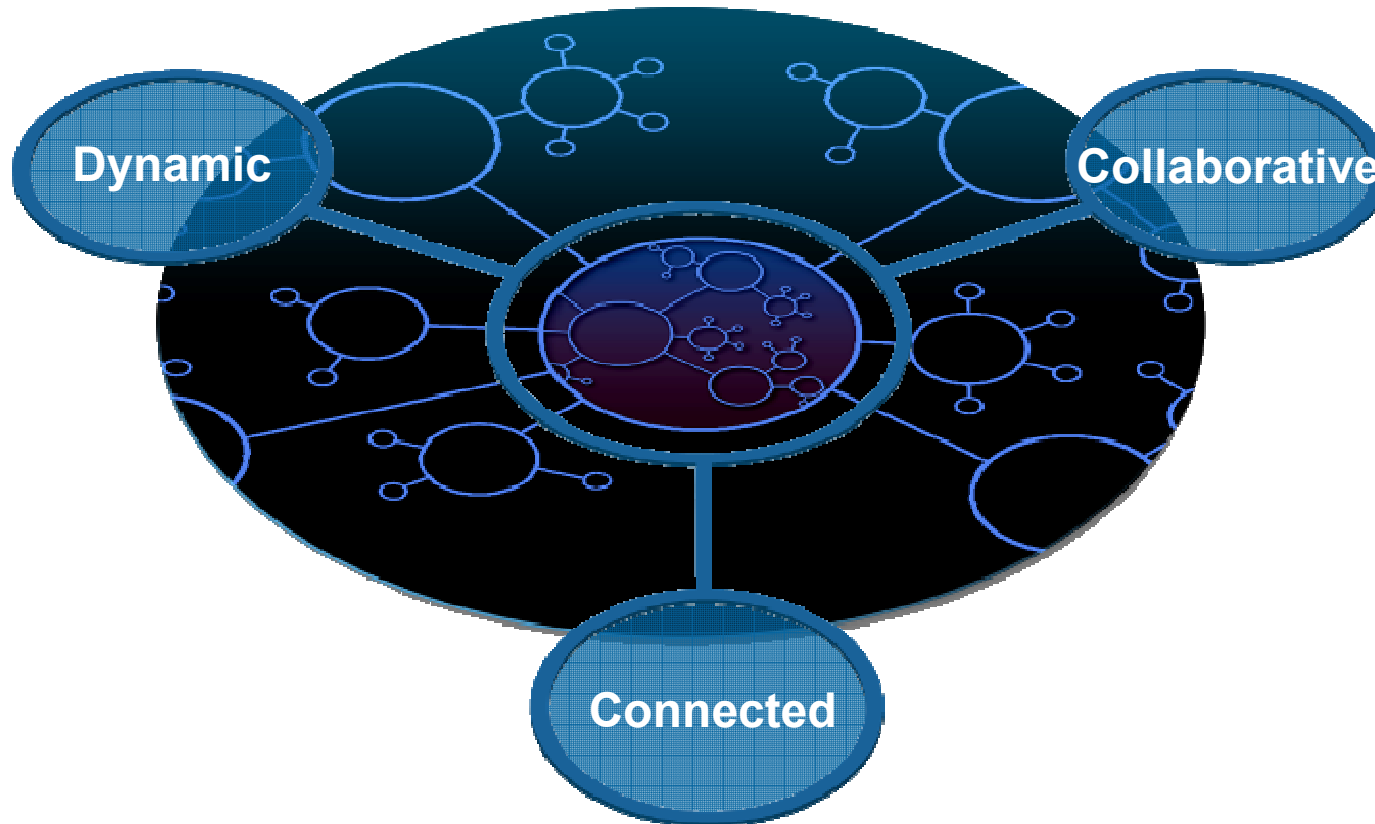
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Let's build a smarter planet



Outperforming Organizations Are Working Smarter Building Agile Workplaces That Are...



7.06.10

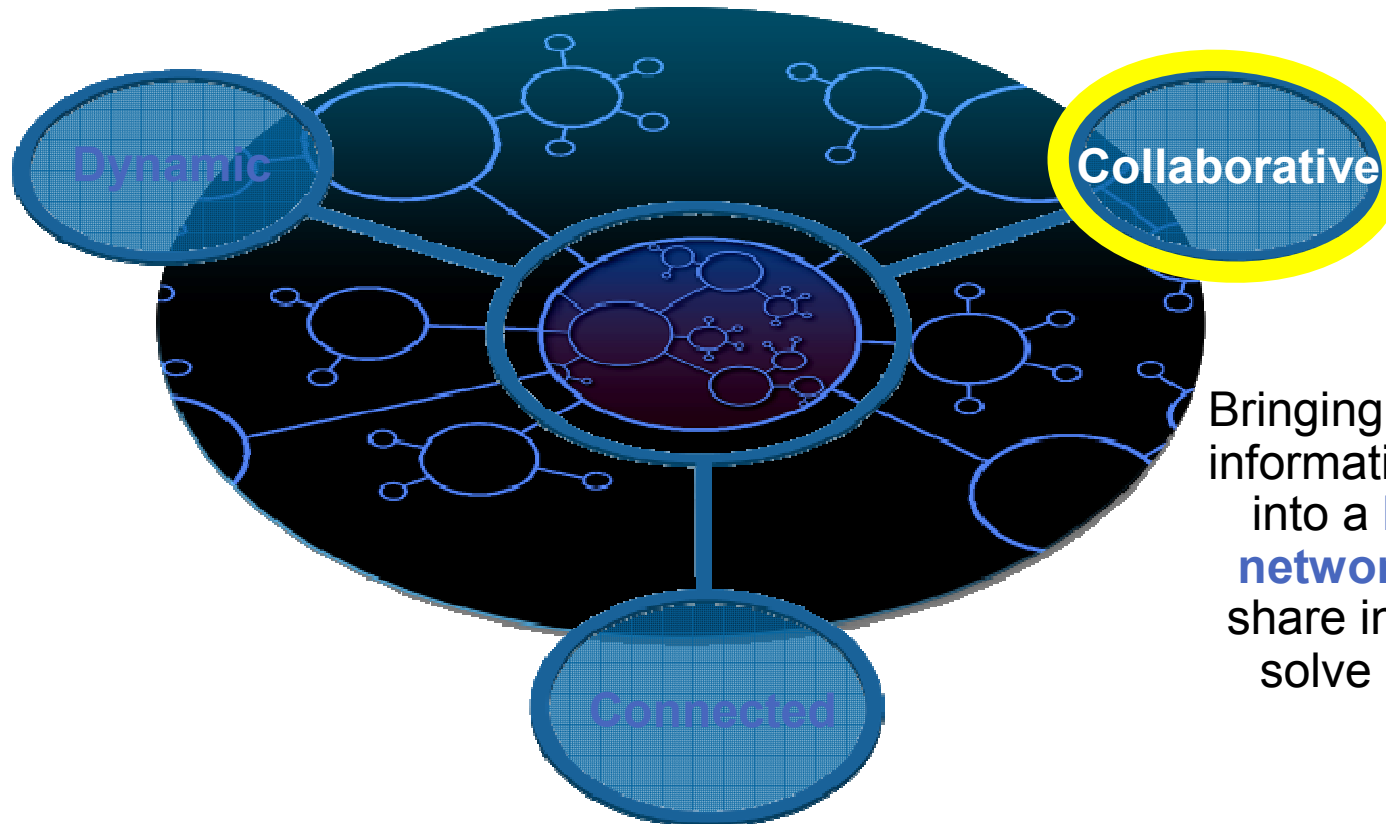
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Outperforming Organizations Are Working Smarter

Building Agile Workplaces That Are...

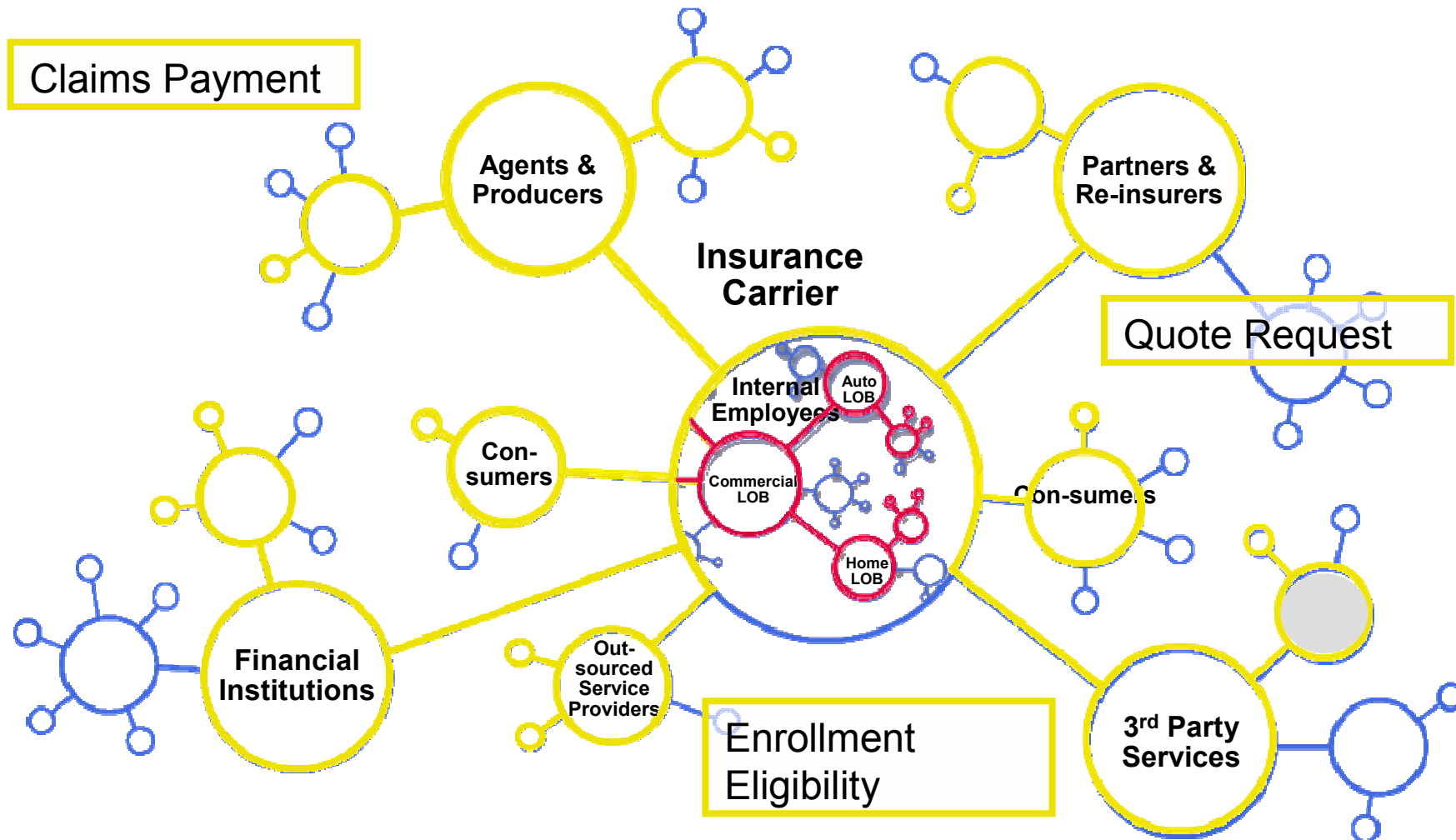


Bringing people and information together into a **business network** that can share insights and solve problems



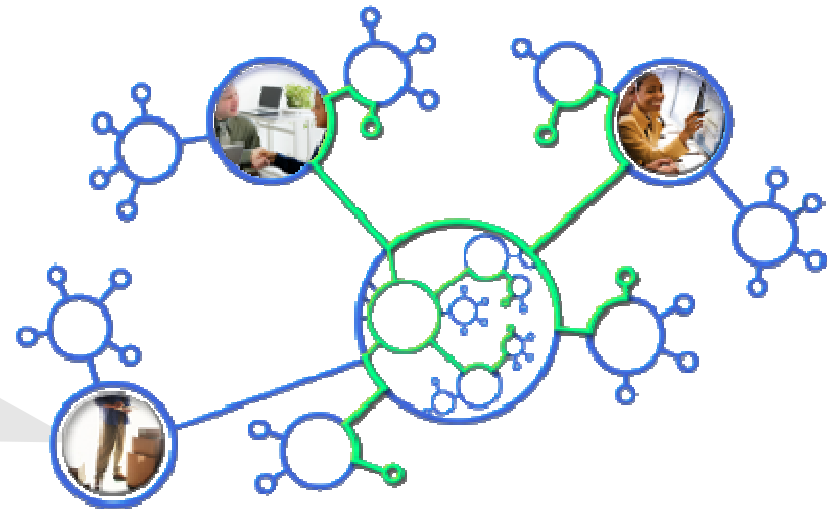


Our Business Networks are Becoming Broader and More Dynamic Necessitating change in how people do business



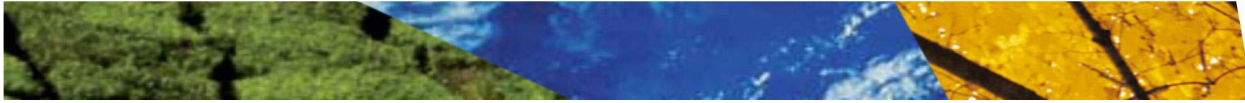


Organizations are Benefiting by Connecting People Across the Network Improved Collaboration Fosters Agility at the Individual Level



Social Attributes

- Indexing content for easy aggregation, filtering, and search
- Taking a “people-centric” view of communications & collaboration that utilizes existing relationships
- Creating user profiles help people manage relationships in one place



“Social” is becoming the new mode of work

“Social” is a software attribute, not one specific application

From	To
Address book / Business Cards	→ Social networks
Personal web sites	→ Blogs and commenting
Publishing	→ Sharing and Linking
Browser bookmarks	→ Social bookmarks
Buying online	→ Buyer reviews, ratings, and feedback
Online training	→ Rich media and immersive worlds
Search Text & Sites	→ Locate Enterprise

Leading to greater value enabled by the act of participation

From	To
Managing Risk	→ Leveraging Innovation
Streamlined engineering	→ Mobilizing People
Improved technology	→ Improved Business Process
Business Intelligence	→ Societal Intelligence





This is changing expectations about how we work

	Traditionalist	Boomer	Gen X	Gen Y
Training	The hard way	Too much and I'll leave	Required to keep me	Continuous and expected
Learning style	Classroom	Facilitated	Independent	Collaborative and networked
Communication style	Top down	Guarded	Hub and spoke	Collaborative
Problem-solving	Hierarchical	Horizontal	Independent	Collaborative
Decision-making	Seeks approval	Team informed	Team includes	Team decides
Leadership style	Command and control	Get out of the way	Coach	Partner
Feedback	No news is good news	Once per year	Weekly / Daily	On demand
Technology use	Uncomfortable	Unsure	Unable to work without it	Unfathomable if not provided
Job changing	Unwise	Sets me back	Necessary	Part of my daily routine



A Smarter IBM

Adoption

- 614k profiles; 1 million+ searches per week
- 8,653 public, 7,528 private online Communities with 222k members
- 49k wikis with 471K unique readers
- Blogs: 79k users; 162k entries
- 924k bookmarks; 2.4million tags; 24k users
- 121k activities, 1.5million entries; 208k users
- 12million Instant Messages per day

Enablement

- On-demand and Self-Paced
- Community Driven via BlueIQ ambassadors
- Integrated with Existing Tools



Outcomes

- Surfacing collaboration via dynamic profile sharing allows the knowledge of >500,000 people to be at your fingertips
- Retain tacit knowledge by capturing and surfacing reusable ad hoc business process patterns
- Enable all employees to be in the know of what is happening and share ideas to collaborate on time critical issues
- Governance of file sharing, improved currency of materials, ease in discovery, and automated notification
- >\$15M in ROI due to productivity gains from Social search, reusability of data, and travel reductions



Smarter Clients



Accelerating Knowledge Sharing and Promoting Innovation

- Improved internal knowledge sharing and collaboration.
- Unified entry point provides latest updates and reducing search time for finding staff expertise.
- Sped the formation of consulting teams for customer engagements, entering new markets, driving opportunities.
- Broke down silos and promoted collaboration.



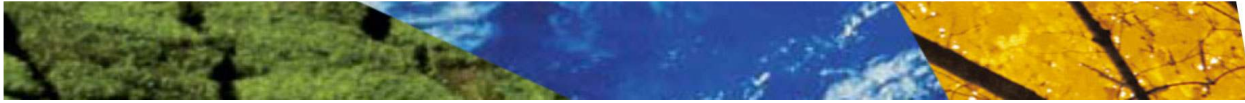
Enabling Global Collaboration & Real-time Innovation

- Enabled a robust collaborative environment to support business activities & innovation, easily integrated with the company's infrastructure.
- New employees get up to speed faster and are self-sufficient in finding key people within the organization and data relevant to their role
- Help desk employees can locate solutions faster and access knowledgeable staff when needed



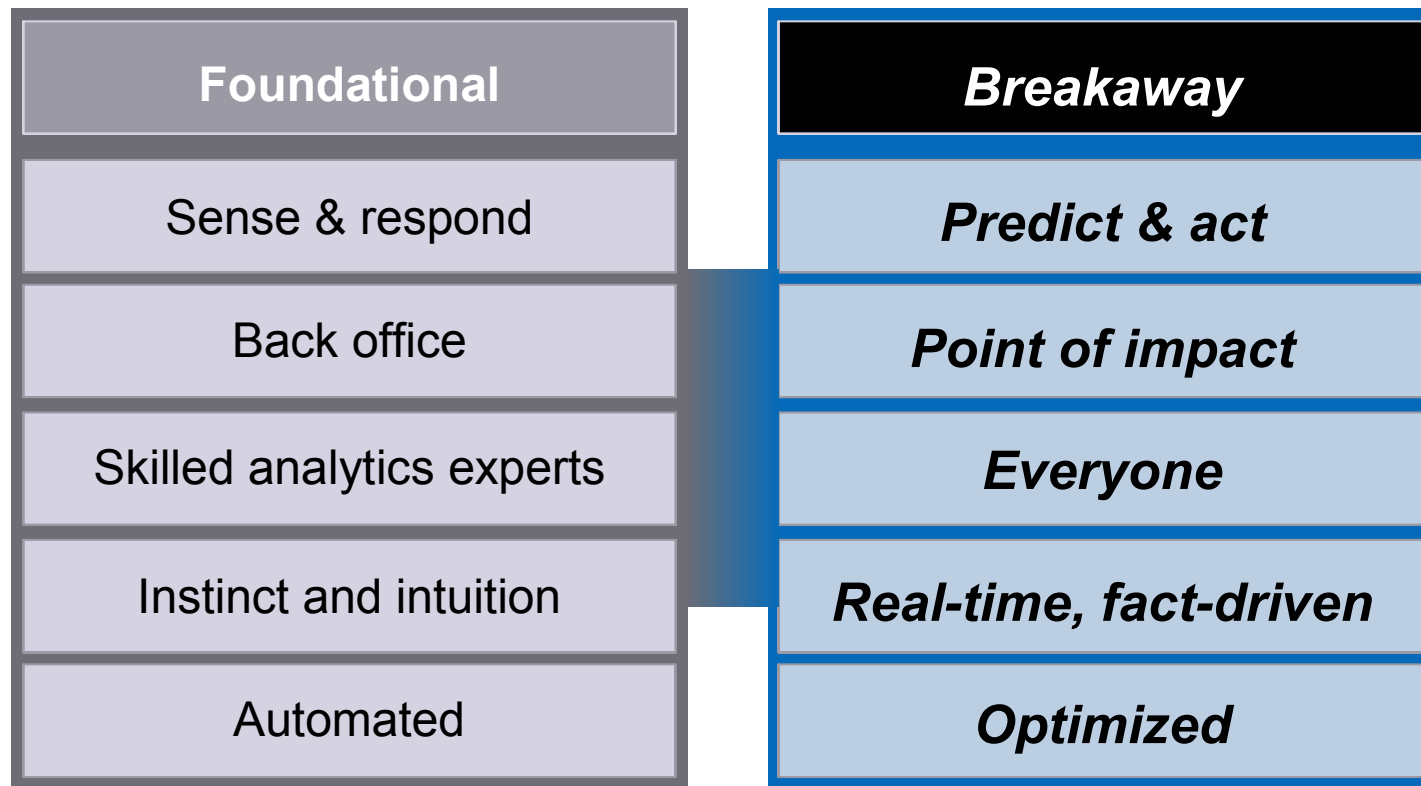
Collaborate across a widely dispersed and diverse workforce in difficult post-conflict situations

- Enhance sense of connectedness
- Continue relationships
- Harvest and leverage tacit knowledge
- More integrated and effective organization
- Foster communities of interest



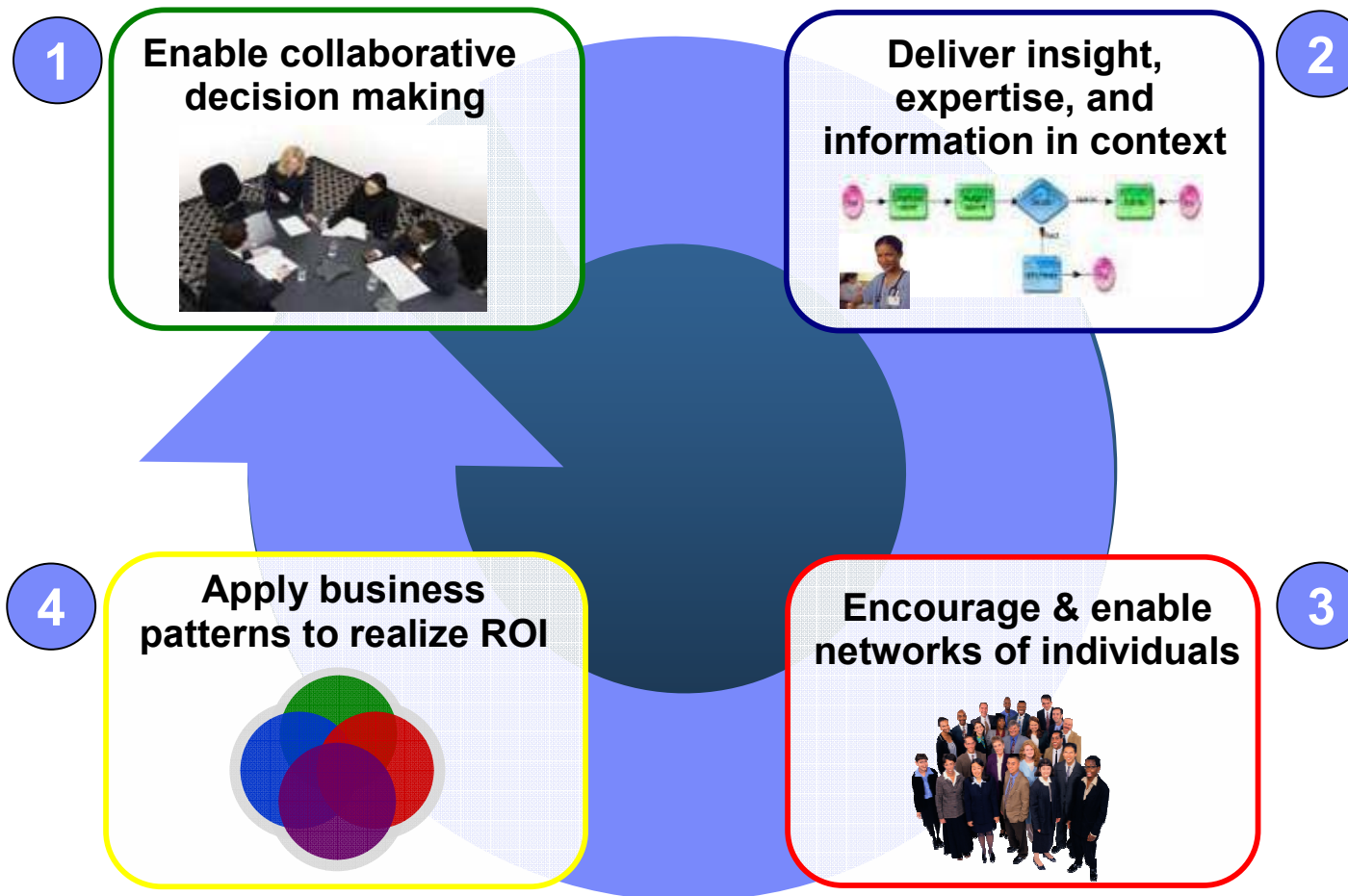
Smarter Analytics

Next generation efficiencies come from optimizing every decision, transaction or process at the point of impact





There are Four Keys to Driving Business Benefits through Collaboration





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1) Enabling Collaborative Decision Making A Unified Experience with the Ability to Take Action



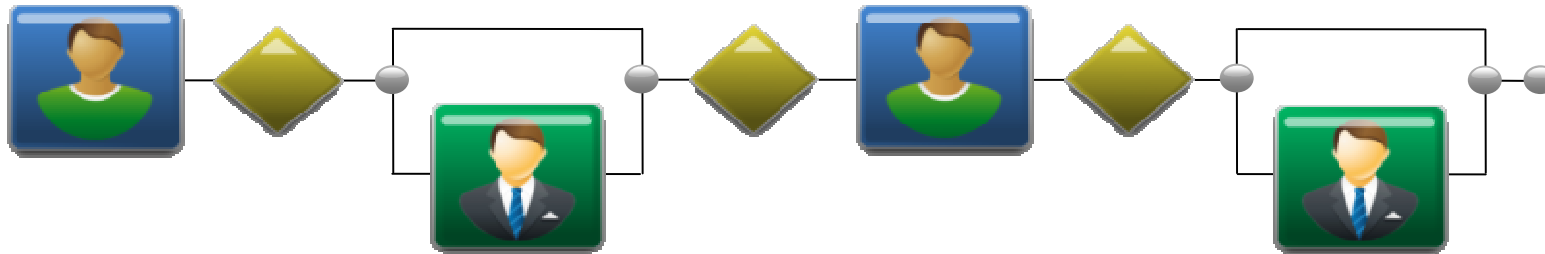
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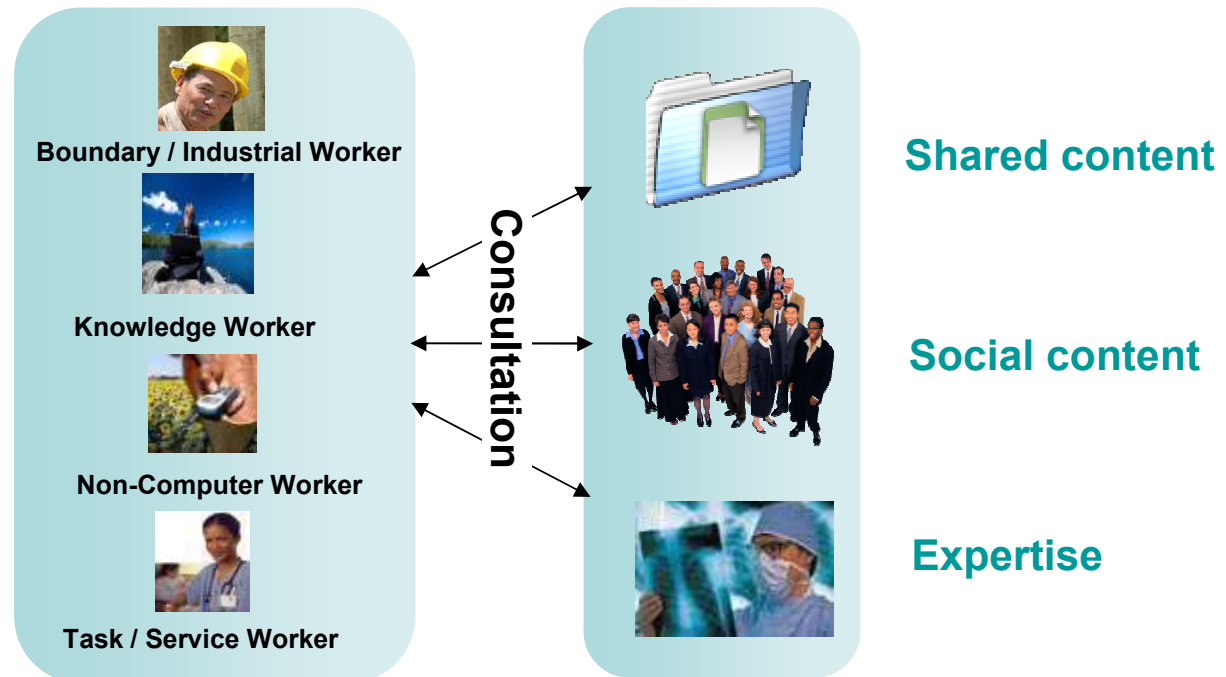




2) Delivering Insight, Expertise, and Information in Context Processes are Enhanced with Social and Collaborative Capabilities



- All kinds of workers
- Mobile and distributed
- Structured and unstructured processes





3) Encouraging Networks of Individuals to Drive Innovation

Individuals form and tap into their networks to accomplish business goals

- Discover content and expertise
- Apply the right combination of people
- Co-create content

Process improvement is everybody's business

- Continually improve business processes
- Incorporate customer input





3) Then Enabling Networks of Individuals with the Right Capabilities

Public laboratory

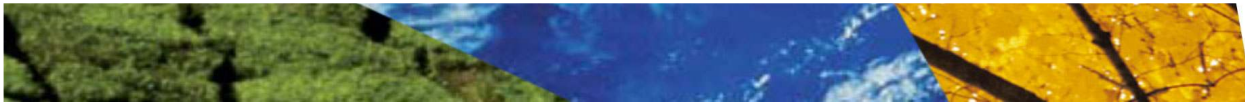
Business social platform



Harness intellectual capital of an organization

Best ideas

Business class products and services



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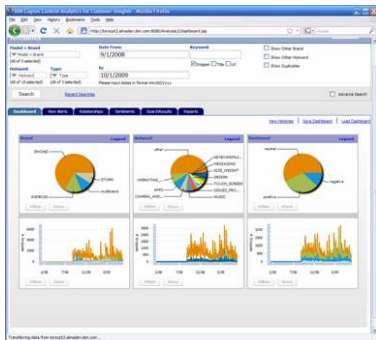
3) To Sense and Learn from Consumers

To Optimize, Measure, and Predict

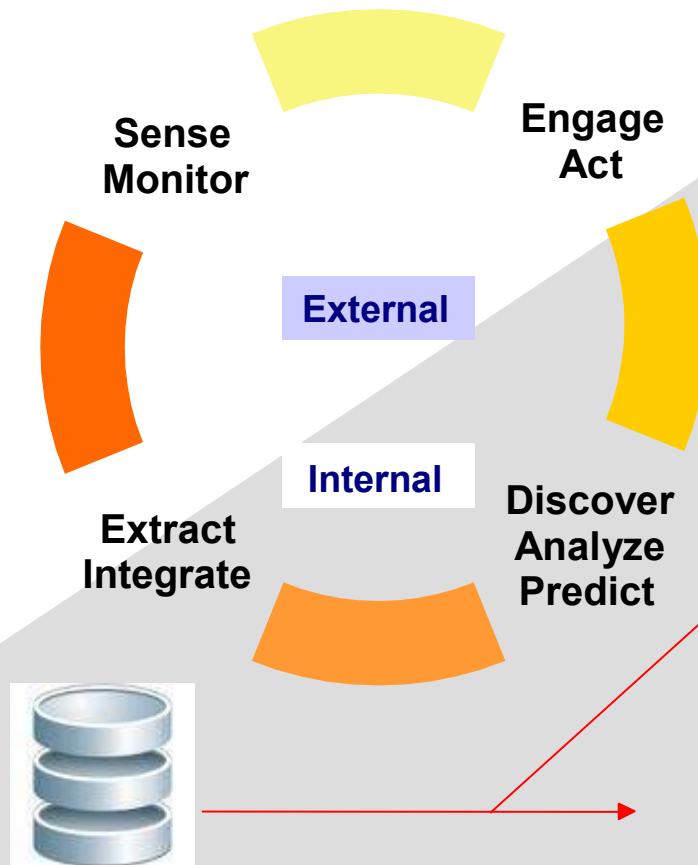


Web: Blogs
Message Boards
Forums, News
FaceBook
Twitter

IBM Cognos Content Analytics Consumer Insight



Sales
Surveys
Panels



- Optimize Campaign design
- Optimize Product design
- Segment audience, Change
- Detractors to Influencers
- Predict and act on positive and negative trends



Build and apply
Predictive Models

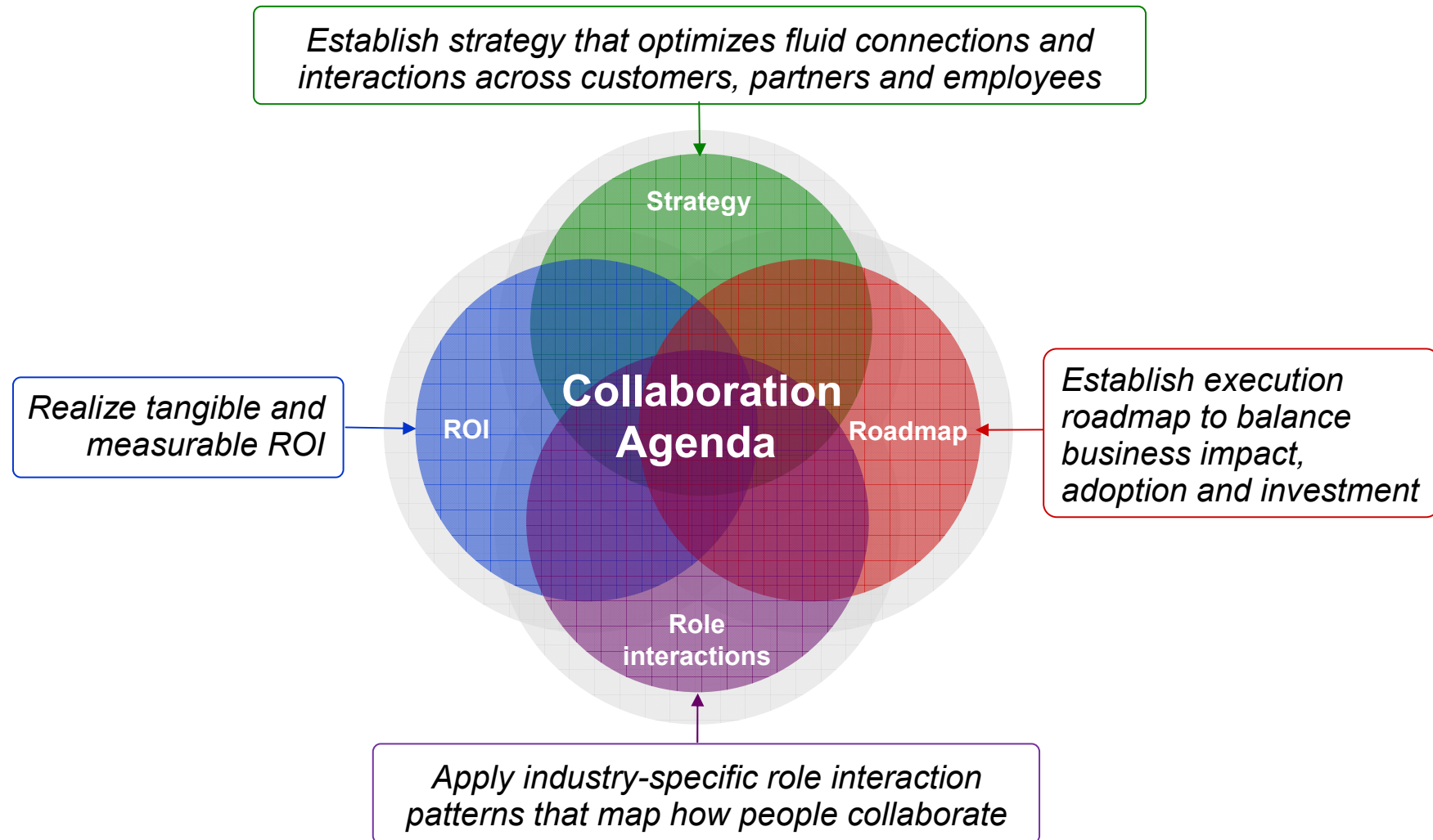


Visualize



4) Applying an Industry-Specific, Pattern-Based Approach

Collaboration Agenda Helps Clients Realize Measurable Business Value





Embrace and Maximize Your Unique Network of People To Drive Future Differentiation and Growth

- Dynamic Business Networks necessitate smarter collaboration between people
- Outperforming organizations are building agile workplaces that are dynamic, connected, and collaborative
- Collaboration enhances business processes to drive better business outcomes



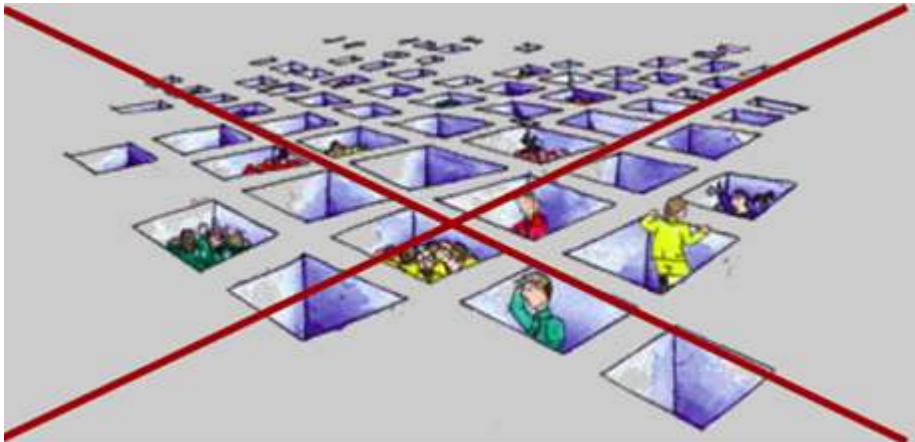


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Embrace and Maximize Your Unique Network of People To Drive Future Differentiation and Growth

- The organizational challenge ...



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Let's Work Together



Ask for a focused workshop to lay out specific projects

- Smarter Collaboration Briefing / Strategy Workshop
- Process Improvement Workshop

Learn more with tools designed to help maximize return on investment

- Smarter collaboration ROI/TCO calculator
- Unified communications and collaboration value builder tool
- Drive better business outcomes with Web portals

Helping organizations build skills, culture, and collaborative environments needed to maximize effectiveness