

IBM Connections Overview

Agenda

- IBM Connections + ECM

Social Business

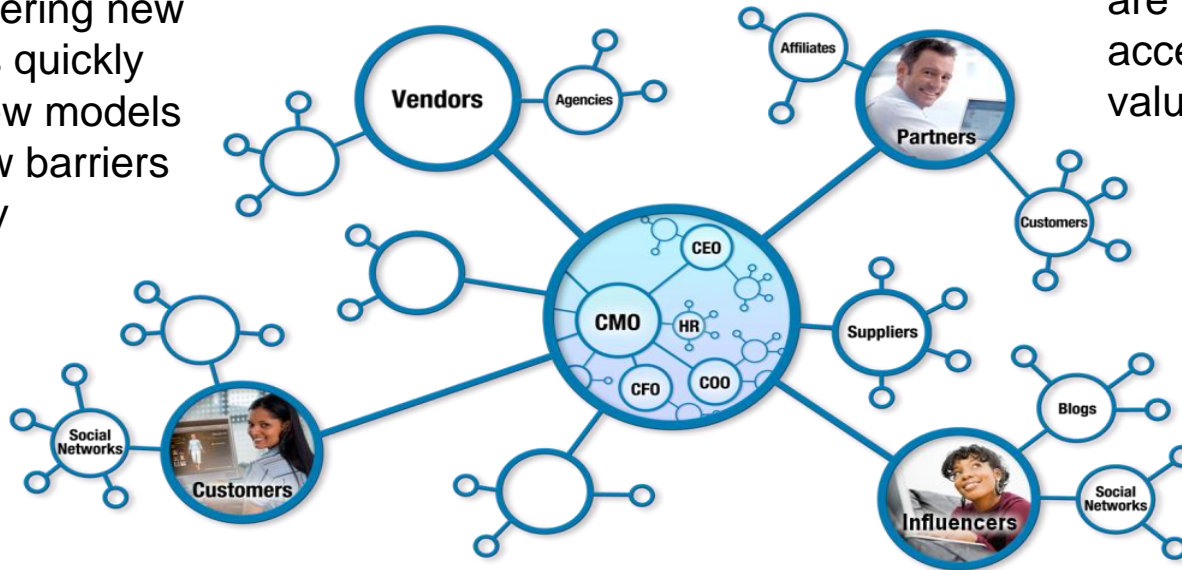
...and the marketplace is rapidly changing

Competitors

are entering new spaces quickly with new models and low barriers to entry

Partners

are interacting to accelerate business value



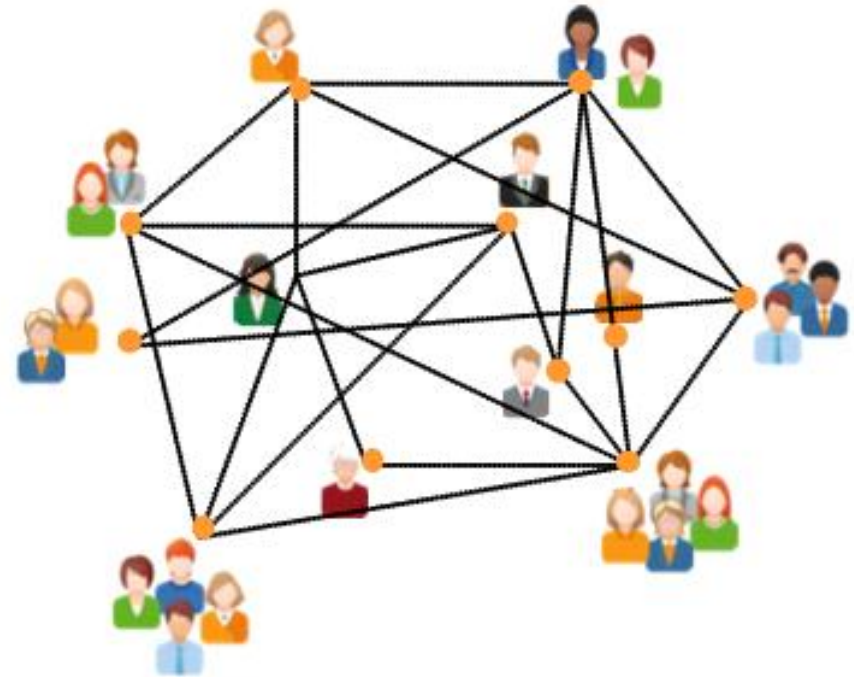
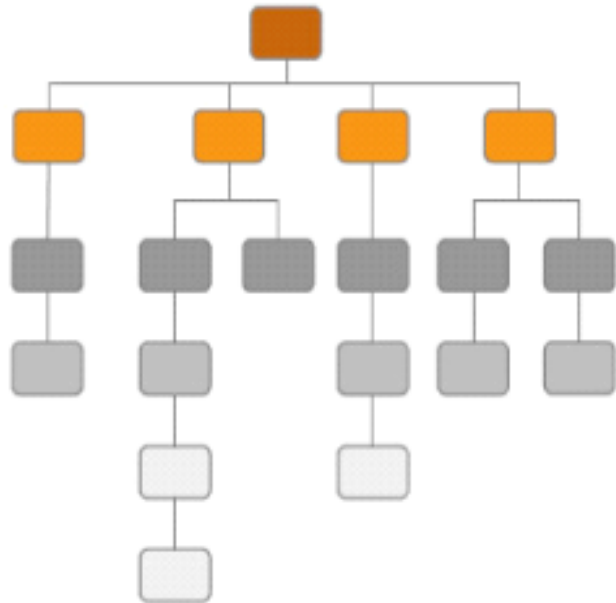
Customers

are leading the conversations that define brands

Employees

are using social media in all facets of their lives, including work

A new business model is emerging: **Social Business**



From hierarchies and teams **to networks of communities**


Nimble
speeding up
business


Transparent
eliminating
barriers and
aligning actions
to needs

Engaged
deeply
connecting
people

IBM Connections

Blogs	Forums	Wikis	Files	⌵
Communities	Bookmarks	Profile	Activities	



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 Send E-mail | [More Actions](#) ▾

Blogs	Forums	Wikis	Files	⌵
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Communities	Bookmarks	Profile	Activities	



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**People are not designed
for software**

**so we must design
software for people.**

IBM Connections for Social Collaboration



Profiles
Find the people you need



Communities
Work with people who share common roles and expertise



Home page
See what's happening across your social network



Social Analytics
Discover who and what you don't know via recommendations



Micro-blogging
Reach out for help your social network



Bookmarks
Save, share, and discover bookmarks



Blogs
Present your own ideas, and learn from others



Document Libraries
Post, share, and discover documents, presentations, images, and more



Wikis
Create web content together



Activities
Organize your work and tap your professional network



Forums
Exchange ideas with, and benefit from the expertise of others

Find and discover communities

Connect with people

The screenshot displays the IBM Connections 3.0.1 user interface. At the top, a navigation bar includes 'IBM Connections', 'Home', 'Profiles', 'Communities', and 'Apps'. A search bar is located on the right. Below the navigation bar, there are tabs for 'My Communities' and 'Public Communities'. The main content area is divided into two columns. The left column shows a user profile for Jeffrey J. Peterman, including a profile picture, name, title 'Executive IT Specialist - Docu...', location 'BEAVERTON, OR United State', phone number '1-720-396-2316', and email 'petermai@us.ibm.com'. A large blue arrow points from the 'Communities' tab in the left sidebar to the 'Communities for Jeffrey J. Peterman' section. The right column displays a list of communities for Jeffrey J. Peterman, including 'Competency Center - Automate and Optimize', 'ECM ILG Presales', 'Microsoft SharePoint / Office Competitive Community', 'Social Content Management', and 'IBM Collaboration Tiger Team & Competitive Marketing Community'. Each community entry includes member counts, update information, and tags.

Welcome to IBM Connections 3.0.1.
View embedded education videos within each service page or go to this article about the new IBM Connections on w3.

IBM Connections Home Profiles Communities Apps Jeffrey J. Peterman Settings Feedback Help English Log Out

My Communities Public Communities Public Communities Search

Tags Find a Tag analytics architecture blue_community business cloud cognos collaborat ion community connection s data delivery developmen t education gbs global gts ibm industry information innovation it learning lotus management marketing mobile oracle portal project rational sales sap security service services smarter social software solutions storage support swg system team technical test tivoli transformation web websphere Cloud List

Communities for Jeffrey J. Peterman

1-10 of 35 Page 1 2 3 4 Previous Next

Sort by: Date Popularity Name

Competency Center - Automate and Optimize
299 members | Updated by Stuart R. Strolin | Today 10:02 AM | Tags: acm, adaptive, advanced-case-management, analytics, bpm, business, case, content, dcm, dynamic, ecm, enterprise, event, filenet, ibm, management, manager, optimization, process

ECM ILG Presales
147 members | Updated by DOUGLAS R. MAGNUSON | Today 9:59 AM | Tags: 2010, 2011, cm, ecm, eda, edm, ibm, ica, icc, icm, ier, ilg, p8, presales
Community for ECM ILG SME's and CTP's covering ECM Information Lifecycle Governance solutions. For ILG positioning, vision, strategy, solutions, value proposition, and points that we're propagating to sellers and in the market place ILG Central is the place to get your information. ILG C

Microsoft SharePoint / Office Competitive Community
435 members | Updated by Louis Richardson | Today 9:53 AM | Tags: 2010, cognos, competitive, filenet, information-management, lotus, office, rational, sales, sharepoint, sp 2010
An IBM Software community centered around understanding and competitively responding to Microsoft SharePoint and Office 2010 Versions.

Social Content Management
265 members | Updated by Louis Richardson | Today 9:53 AM | Tags: <ecm>, connections, content-manager, ecm, filenet, sharepoint, social, social-ecm
This community is for the sharing of information and ideas surrounding our combined Social Business and Enterprise Content Management capabilities. NOTE: This is a Sales-oriented community. For technical information and material, please visit the Social Content Management Technical Communi

IBM Collaboration Tiger Team & Competitive Marketing Community
2,197 members | Updated by Louis Richardson | Today 9:53 AM | Tags: cisco, competition, competitive, google, jive, liferay, microsoft, mobile, novell, oracle, quad, sharepoint, socialtext, tiger, tiger_team, zimbra

Blogs Communities

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Recommendations XHee

Profiles

Respond faster to customers and make better decisions

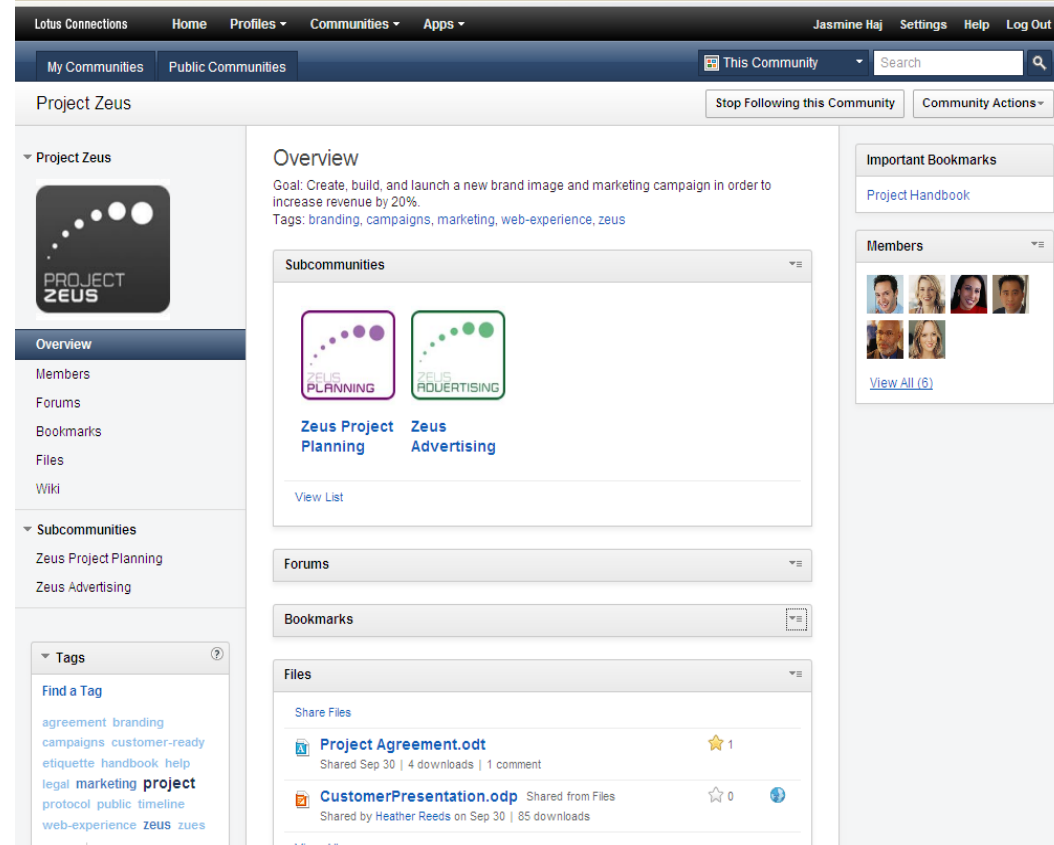
- Quickly find the people and expertise you need
- Post a status message informing your network of what you are doing, or ask your network quick questions
- Grow and maintain your professional network

The screenshot shows a user profile for Jasmine Haj on the Lotus Connections platform. The navigation bar at the top includes 'Lotus Connections', 'Home', 'Profiles', 'Communities', and 'Apps'. The user's name 'Jasmine Haj' is displayed in the top right corner. The profile page is divided into several sections:

- Profile Header:** Includes a profile picture of Jasmine Haj, her name, phone number (011) (5255) 5514-8101, email address (JasmineHaj@renovations.com), and assistant name (Lucille Suarez). There are buttons for 'Send E-mail' and 'Download vCard'.
- Activity Feed:** A section titled 'The Board' with tabs for 'Contact Information', 'Background', and 'Recent Posts'. It contains a status update: 'What are you working on right now?' followed by three posts from Jasmine Haj: 'Demonstrating Lotus Connections!' (Today 11:33 AM), 'Excellent sessions today' (Oct 6), and 'I'm psyched to be using Lotus Connections at my company!' (Sep 29). A comment from Heather Reeds is visible under the last post.
- Tags:** A section for adding and viewing tags. It lists tags like 'design', 'development', 'hoby-leader', 'product', and 'product-design' with counts.
- Right Sidebar:** Contains sections for 'Report-to Chain' (listing Dennis Michaels, Lucille Suarez, and Jasmine Haj), 'Network' (showing 1 new invitation), and 'My Links' (listing My Facebook, My LinkedIn, and My Flickr).

Communities

- Help people who share common interests to exchange and share information and ideas
- Typically includes related files, blog, forum, member list, activities, home page, wiki & bookmarks
- The community can be open, require permission to join, or private
- Ability to create a sub-community within a Community



B2C - Increase sales and customer retention

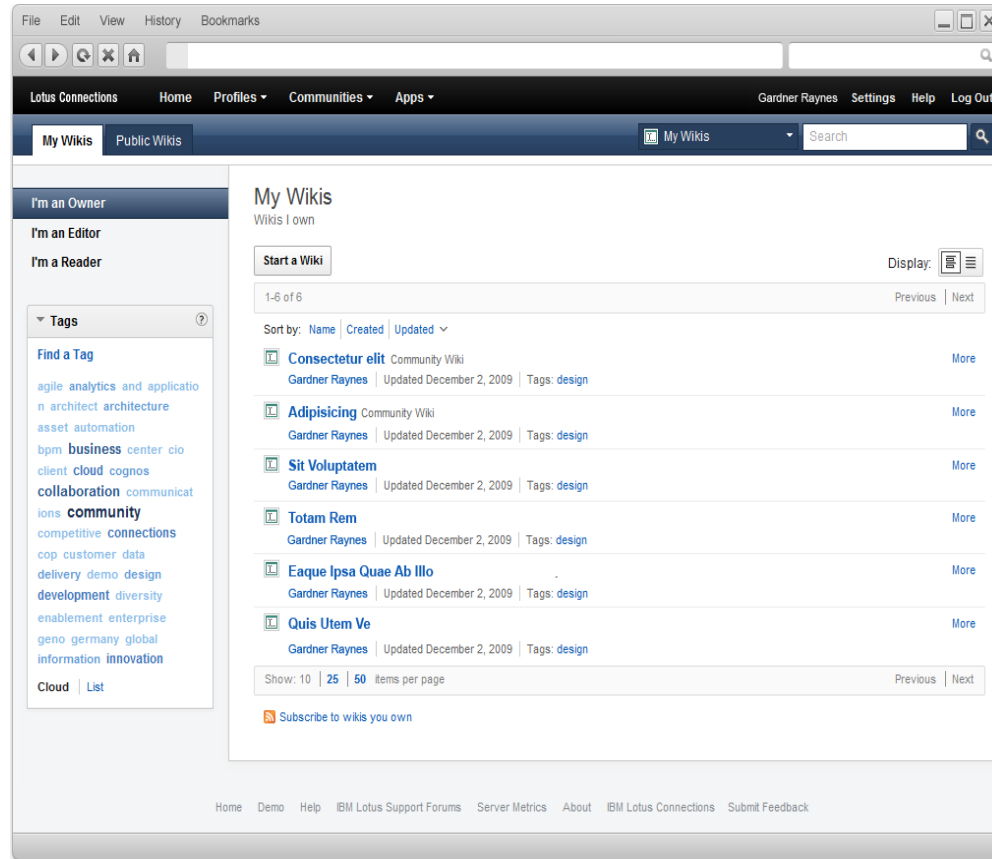
B2B - Collaborate with partners, suppliers, resellers

B2E - Lower costs with productive remote employees

Wikis

Improve efficiency across your organization

- An easy way to post, share, and comment on content.
- A place for you and your teams can collaboratively edit content
 - Tag, comment and rate pages
 - Use rich text editor, adding HTML, or editing in wiki markup
 - Compare wiki page versions
 - Subscribe to wiki pages to be notified of changes
 - Organize pages hierarchically
 - Control and assign read access, write access, or manager access privileges



Forums

Reduce support costs with customer self-help

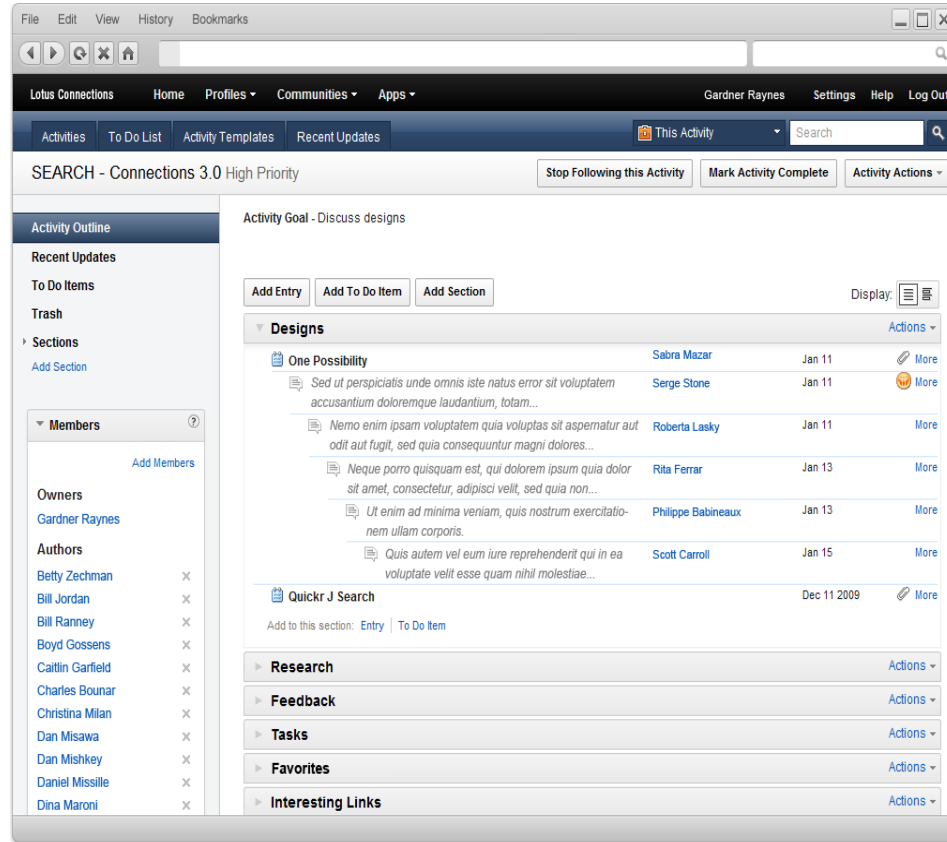
- Start discussions and exchange thoughts
- Brainstorm and collect feedback on new product ideas
- Use stand-alone or integrated within a Community
- Hold public or private discussions
- Foster question-and-answer dialogue

The screenshot shows a forum interface for 'Project Zeus'. The main content area displays a thread titled 'What is the timeline?' with 3 replies. The first reply, by Jasmine Haj, is marked as an answer and includes a green checkmark and the text 'This question has been answered.' Below this, there is a question: 'Can someone please post the latest timeline?' with options to 'Reopen Question', 'Reply', 'Edit', 'Delete', 'Move', 'Lock Topic', and 'Pin this Topic'. The second reply, also by Jasmine Haj, asks 'Re: What is the timeline?' and includes an image of a Gantt chart. The third reply, by Dan Misawa, states 'That image is from my work...' and provides a URL to a file on a Con30 website. The left sidebar shows 'Project Zeus' with subcommunities 'Zeus Project Planning' and 'Zeus Advertising', and a 'Topic Tags' section with tags like 'etiquette', 'legal', 'marketing', 'protocol', 'timeline', 'cloud', and 'list'.

Activities

Complete projects on time and meet goals

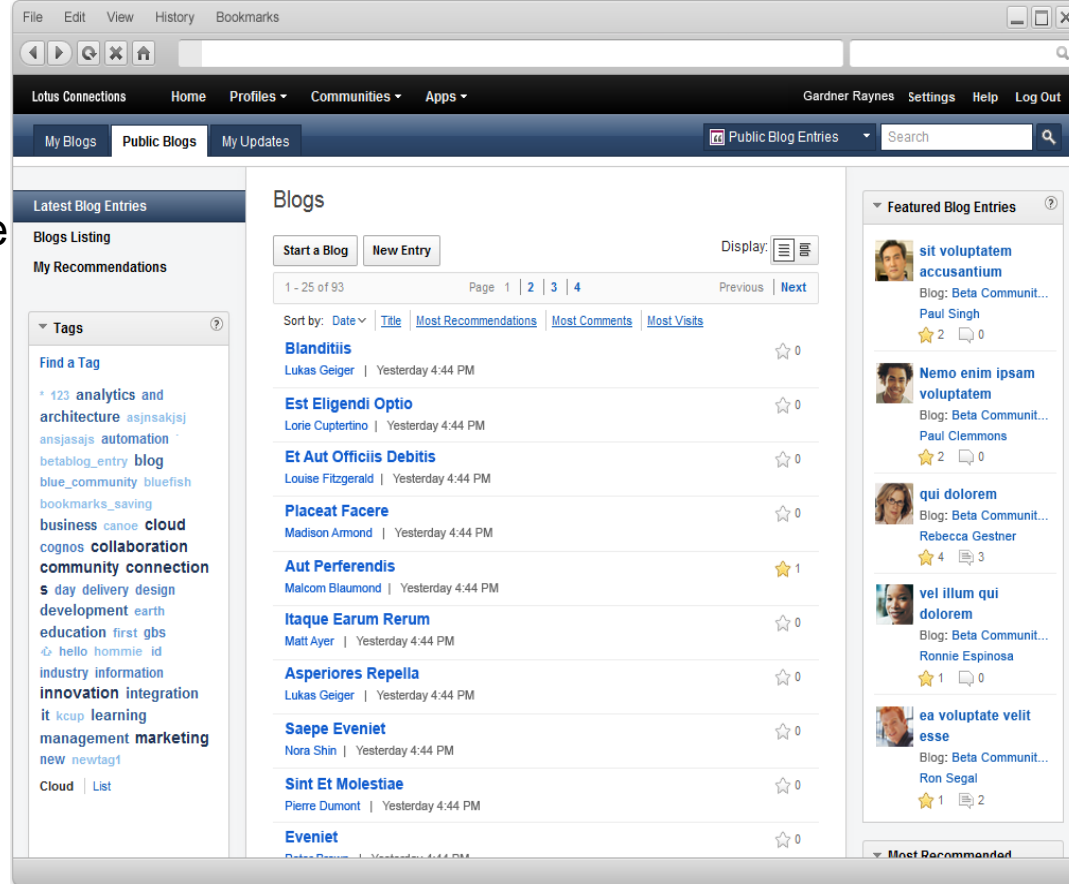
- Gather the e-mails, IM chats, documents, messages, and other information that you and your team need to accomplish a project
- Assign To Dos to project members
- Customize and organize an activity with sections
- Create an activity for use by the members of a community
- Create Activity Templates to capture and reuse best practices



Blogs

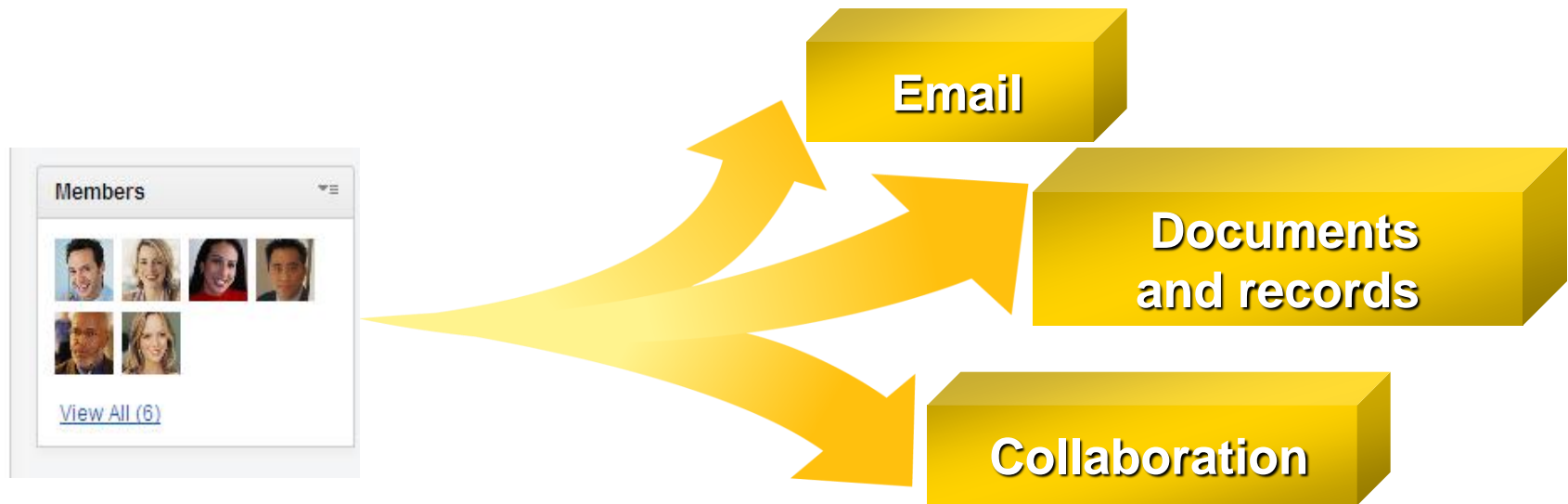
Generate new products and services faster

- Blogs help you connect with people - whether you know them or not, whether they are inside or outside your organization.
- Readers benefit from the knowledge of subject matter experts.
- Share your unique perspective and expertise — and solicit feedback — **without worrying about filling up everyone's inbox.**
- **Blogs help you nourish innovation**



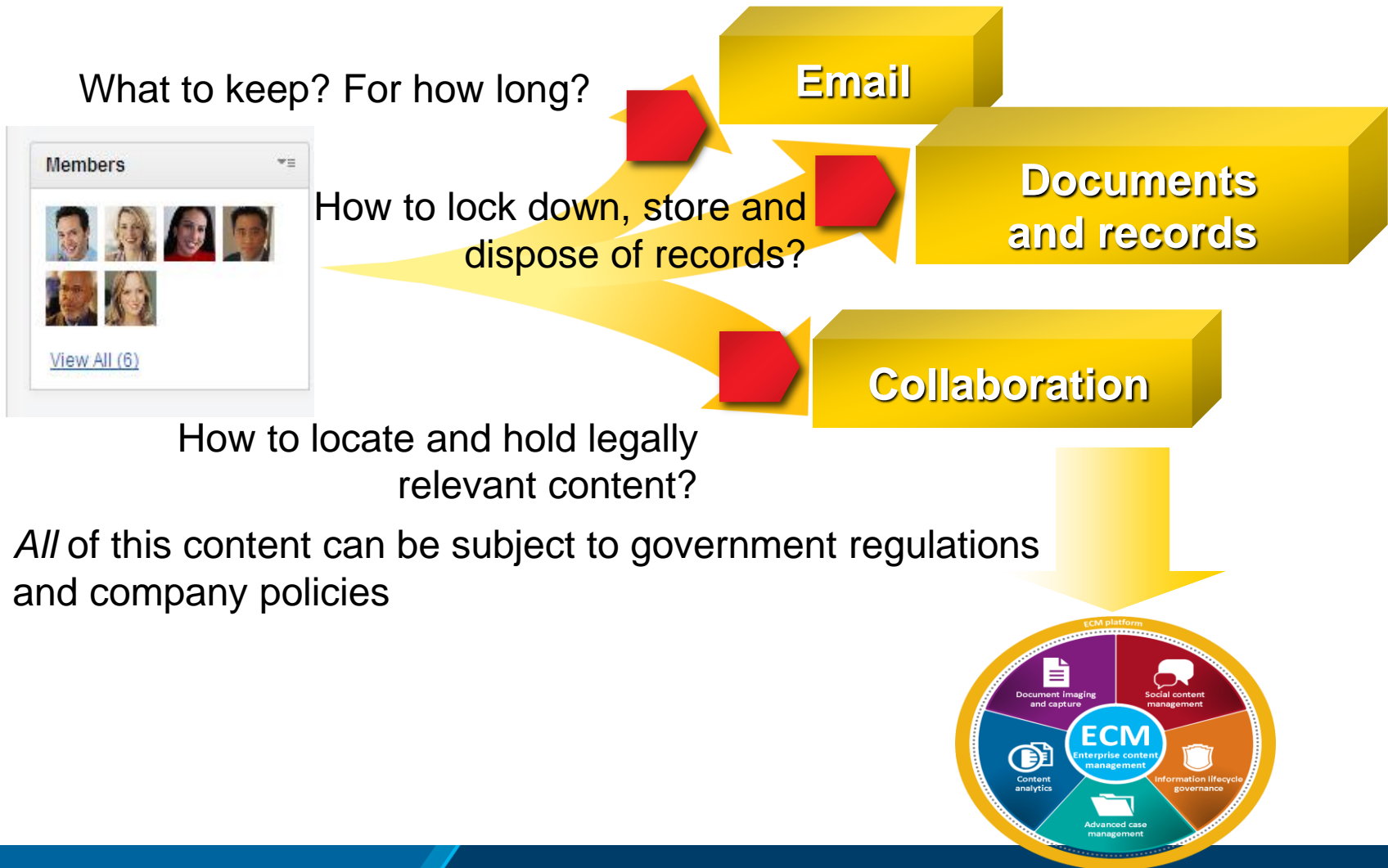
Why ECM and Connections?

The Need for Enterprise Content Management



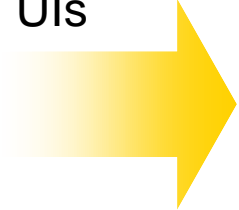
An enterprise produces a large body of unstructured content

The Need for Enterprise Content Management

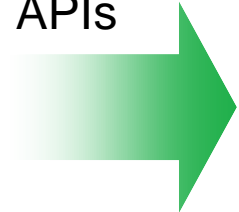


Solution Overview

UIs



APIs



Repositories

