IBM LeadershipConnect

Driving Transformation for Greater Value

**AP Business Unit Executive
IBM's Exceptional Web Experience and Social Business**
Brent Lello

Agenda

- **Social Business Trends – Driving a need for Social Engagement**

- **IBM CEO Study Review**

- **IBM's Social Business Platform – Introduction**

- **Social Government Case Studies**

Bad logos, awful logos, and logos that are even worse than that.

The Power of Social Networking....

Your Logo **MAKES ME BARF**.com

Bad logos, awful logos, and logos that are even worse than that.
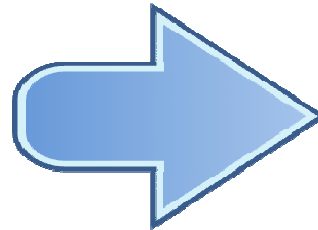
WISCONSIN
TOURISM
FEDERATION

Your Logo MAKES ME BARF.com

Bad logos, awful logos, and logos that are even worse than that.

WTF

WISCONSIN
TOURISM
FEDERATION

The Power of Engagement....
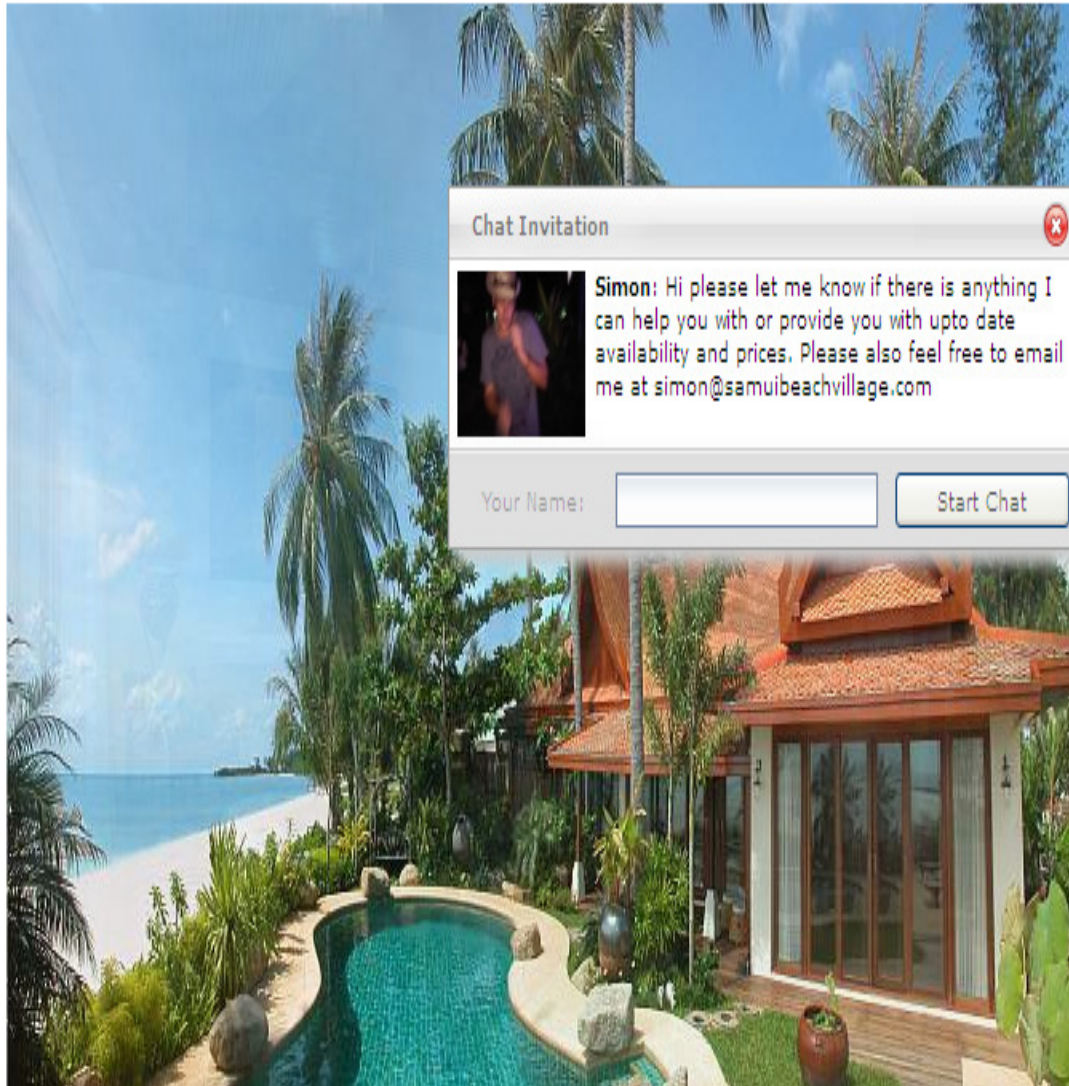
Samui Beach Village

5 NIGHTS ALL INCLUSIVE for only $2450

5 NIGHTS ALL INCLUSIVE FOR ONLY $2450 IN A 3 BEDROOM VILLA FOR 6!

- Valid -
1st September 2012 to 15th December 2012

Samui Beach Village

Home | Luxury Villas | Ocean Rooms | SBV Resort | The Clubhouse | Luxury Services | Guest Info | Weddings | **Special Offers** | Send an Enquiry | About Us

Chat Invitation

Simon: Hi please let me know if there is anything I can help you with or provide you with upto date availability and prices. Please also feel free to email me at simon@samuibeachvillage.com

Your Name: [   ]   Start Chat

35% OFF PLUS RESORT CREDIT UP TO $500!

- Valid -

1st July 2012 to 31st July 2012

Explore Samui Beach Village Luxury villas - Rent A Villa In Koh Samui

Explore Samui Beach Village and our Koh Samui luxury villas if you are looking to spend a dream vacation in beachfront villas which offer stunning ocean views. The sandy beach and shallow waters make it suitable for f offer Koh Samui rental services that include luxury Koh Samui villas and a stunning Samui resort - the perfect accommodation solution for your vacation. All our Koh Samui villas are maintained by 40 dedicated staff that guest need and requirement. Choosing a Koh Samui villa offers guests a lot more space than a hotel room, as with extensive facilities and amenities.

Please hover your mouse over to view more detail about our luxury beach villas in Koh Samui

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LiveZilla - Mozilla Firefox

www.samuibeachvillage.com/chat/chat.php?intid=U2ltb24_&en=QnJ

Simon
Reservations

Visitcard

LiveZilla

Brent	7:50:28 PM

Looking to travel in Oct and for 7 nights..3 bedrooms

30 Sept for 7 nights

Simon	7:51:00 PM

hmm maybe tough i think we aqre sold out let me check

Brent	7:51:05 PM

OK, thanks

Powered by LiveZilla Live Help

Samui Beach

Simon
Reservations

Visitcard

LiveZilla

| Brent | 7:50:28 PM |

Looking to travel in Oct and for 7 nights..3 bedrooms

30 Sept for 7 nights

| Simon | 7:51:00 PM |

hmm maybe tough i think we aqre sold out let me check

| Brent | 7:51:05 PM |

OK, thanks

| Simon | 7:52:21 PM |

ok i hav one 3 bedrom left fo rthode sates if it was 29th then i was full. baan jasmine normal cost per night $610 i can do foir $475 per nigt includes all taxes an dbreakfast i wil show you a link now howeve rplease ntoe last one this is actually ont of the best so lucky as only one away fromt the sea

http://www.samuibeachvillage.com/villa/baan-jasmine/

if you leave me your emaila ddress ic an have a quote sent acorss for
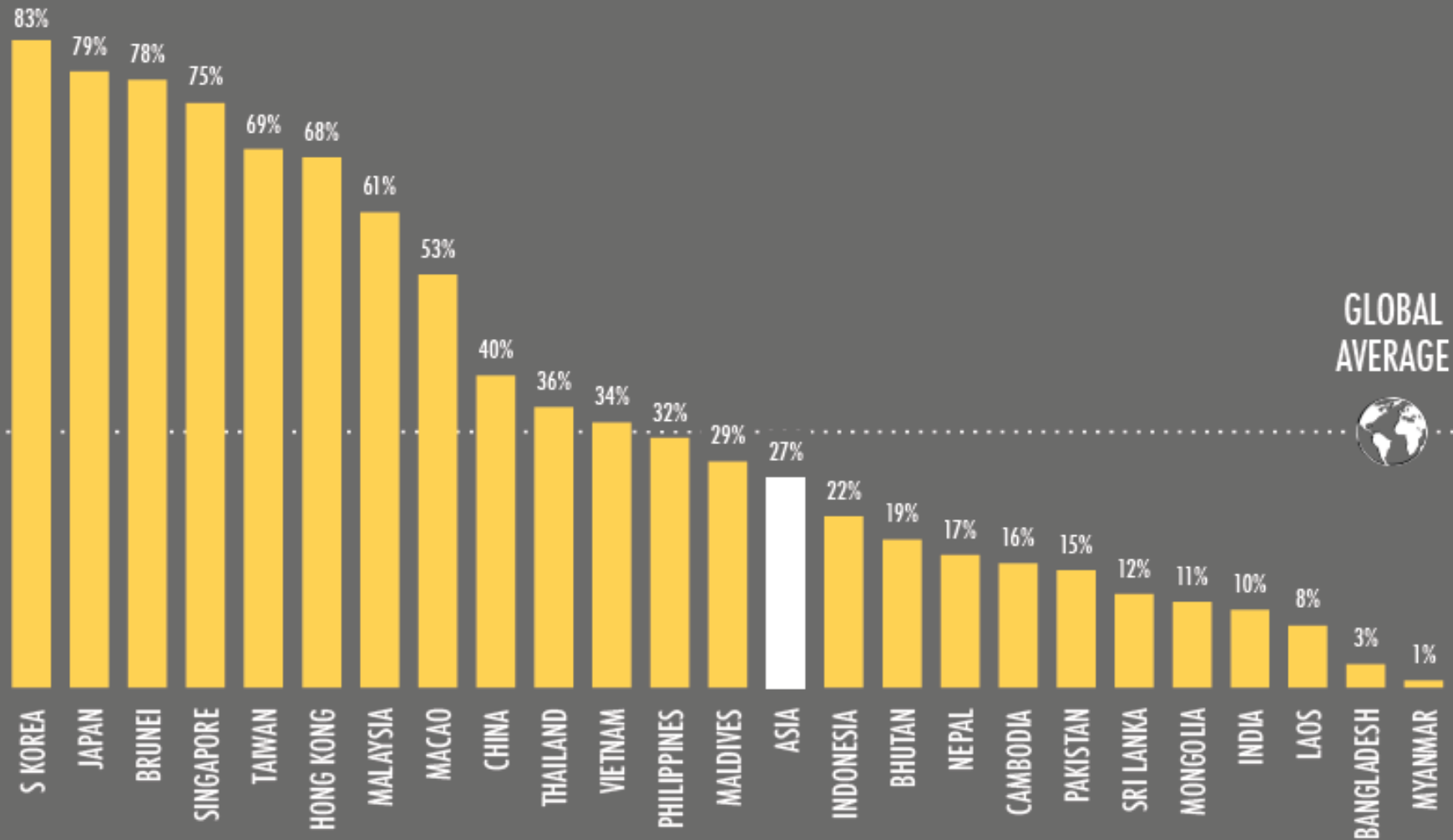
Powered by LiveZilla Live Help

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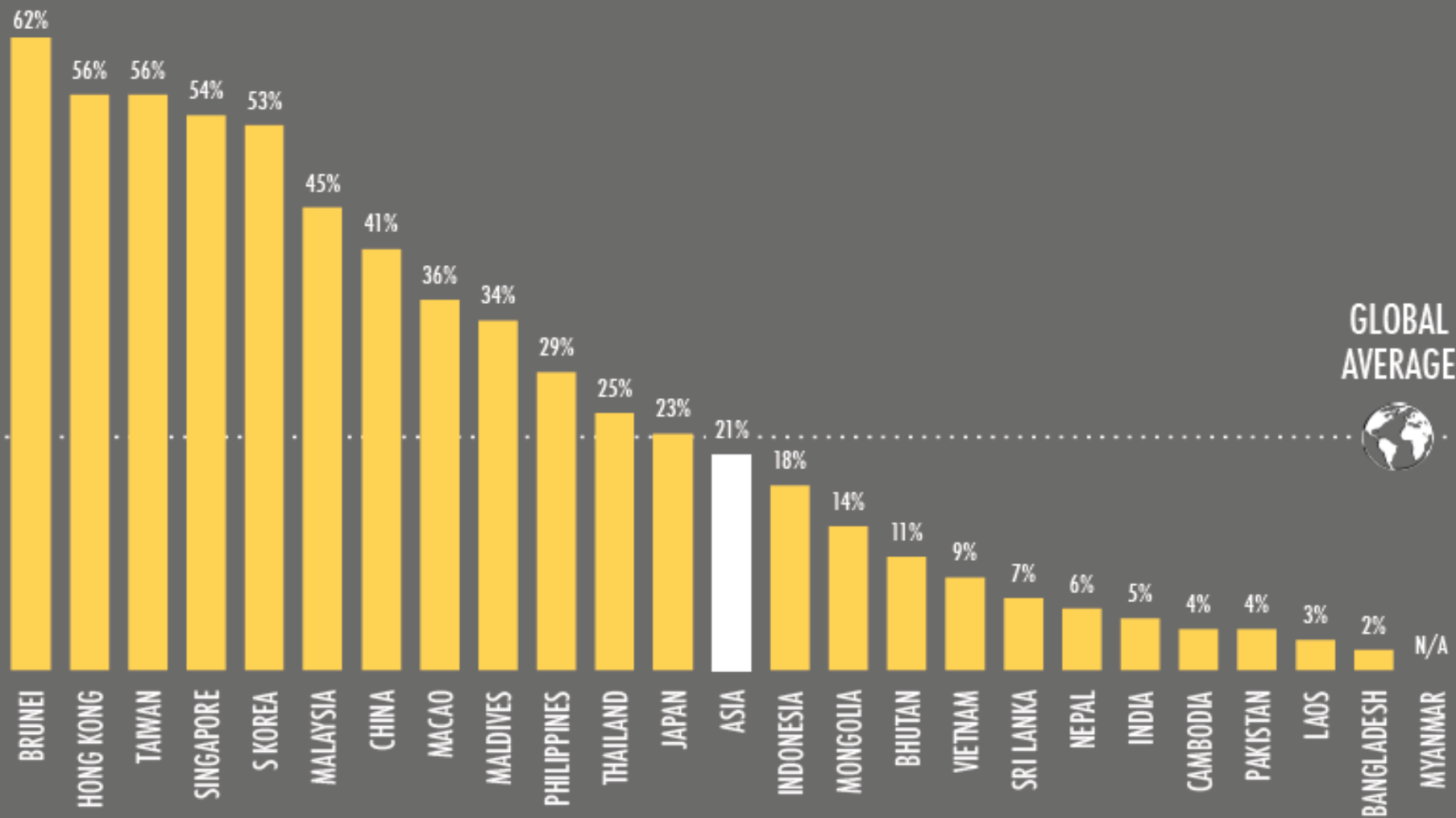
- **Social Government Case Studies**

OCT 2012
INTERNET PENETRATION

Country	%
S KOREA	83%
JAPAN	79%
BRUNEI	78%
SINGAPORE	75%
TAIWAN	69%
HONG KONG	68%
MALAYSIA	61%
MACAO	53%
CHINA	40%
THAILAND	36%
VIETNAM	34%
PHILIPPINES	32%
MALDIVES	29%
ASIA	27%
INDONESIA	22%
BHUTAN	19%
NEPAL	17%
CAMBODIA	16%
PAKISTAN	15%
SRI LANKA	12%
MONGOLIA	11%
INDIA	10%
LAOS	8%
BANGLADESH	3%
MYANMAR	1%

GLOBAL AVERAGE

SOCIAL MEDIA PENETRATION

Country	Penetration
BRUNEI	62%
HONG KONG	56%
TAIWAN	56%
SINGAPORE	54%
S KOREA	53%
MALAYSIA	45%
CHINA	41%
MACAO	36%
MALDIVES	34%
PHILIPPINES	29%
THAILAND	25%
JAPAN	23%
ASIA	21%
INDONESIA	18%
MONGOLIA	14%
BHUTAN	11%
VIETNAM	9%
SRI LANKA	7%
NEPAL	6%
INDIA	5%
CAMBODIA	4%
PAKISTAN	4%
LAOS	3%
BANGLADESH	2%
MYANMAR	N/A

GLOBAL AVERAGE

FACEBOOK'S DEMOGRAPHICS IN ASIA

55-64:
1%

65+:
1%

45-54:
4%

13-17:
16%

35–44:
10%

25-34:
27%

18-24:
41%

FEMALE:
42%

MALE:
58%

we are social
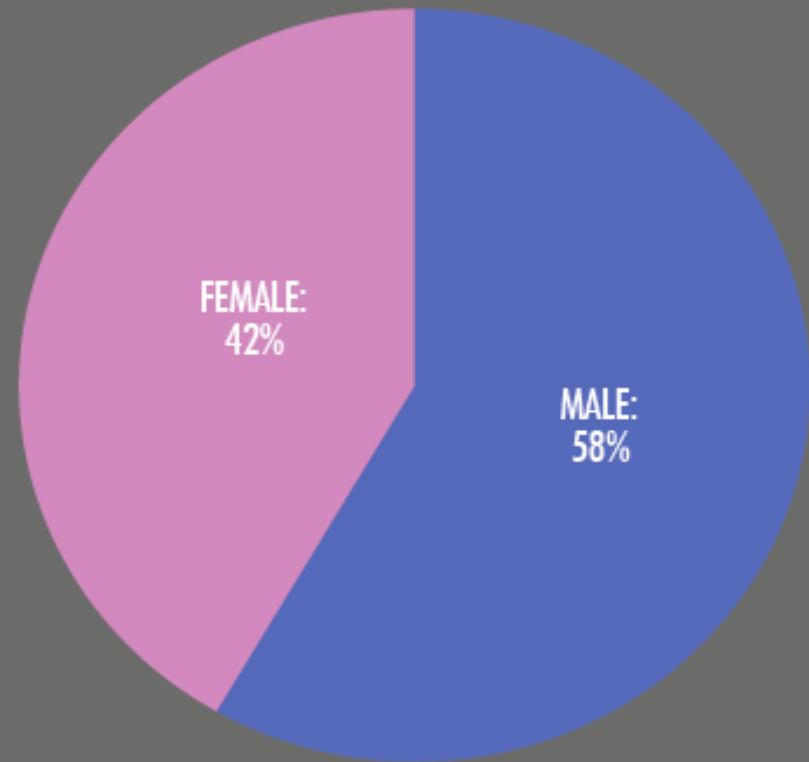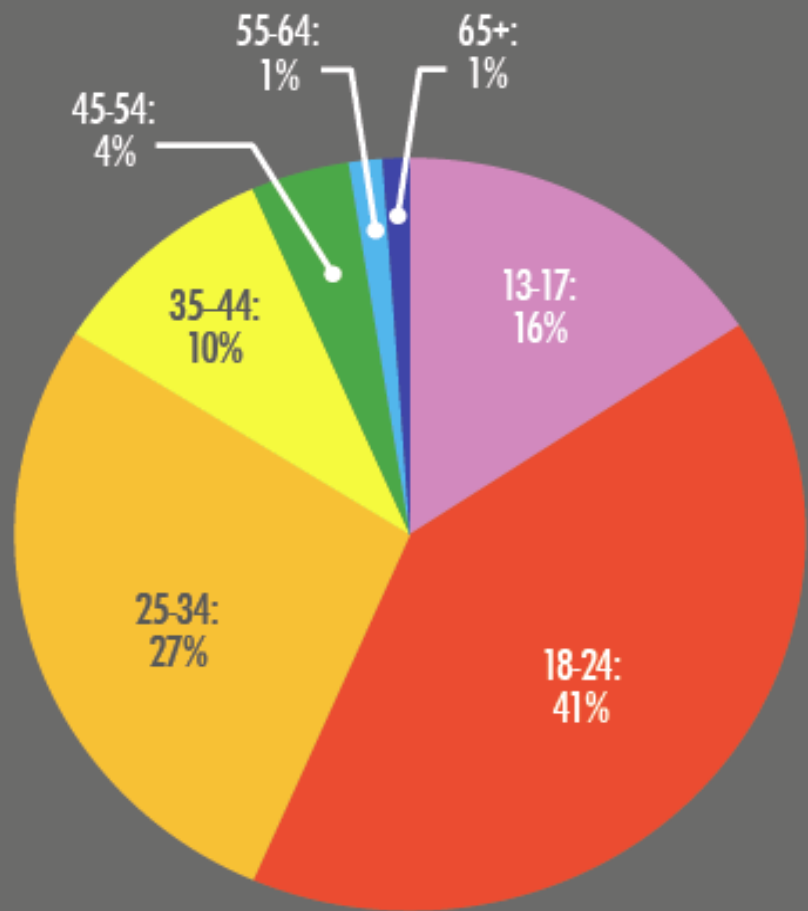
OCT 2012

MOBILE PENETRATION

Country	Penetration
MACAO	234%
HONG KONG	214%
SINGAPORE	147%
MALDIVES	140%
VIETNAM	139%
BRUNEI	130%
TAIWAN	124%
MALAYSIA	118%
THAILAND	117%
S KOREA	110%
INDONESIA	109%
JAPAN	106%
CAMBODIA	100%
PHILIPPINES	94%
MONGOLIA	93%
SRI LANKA	88%
LAOS	83%
ASIA	82%
CHINA	78%
INDIA	78%
BHUTAN	70%
BANGLADESH	63%
PAKISTAN	62%
NEPAL	45%
MYANMAR	5%

GLOBAL AVERAGE

we are social
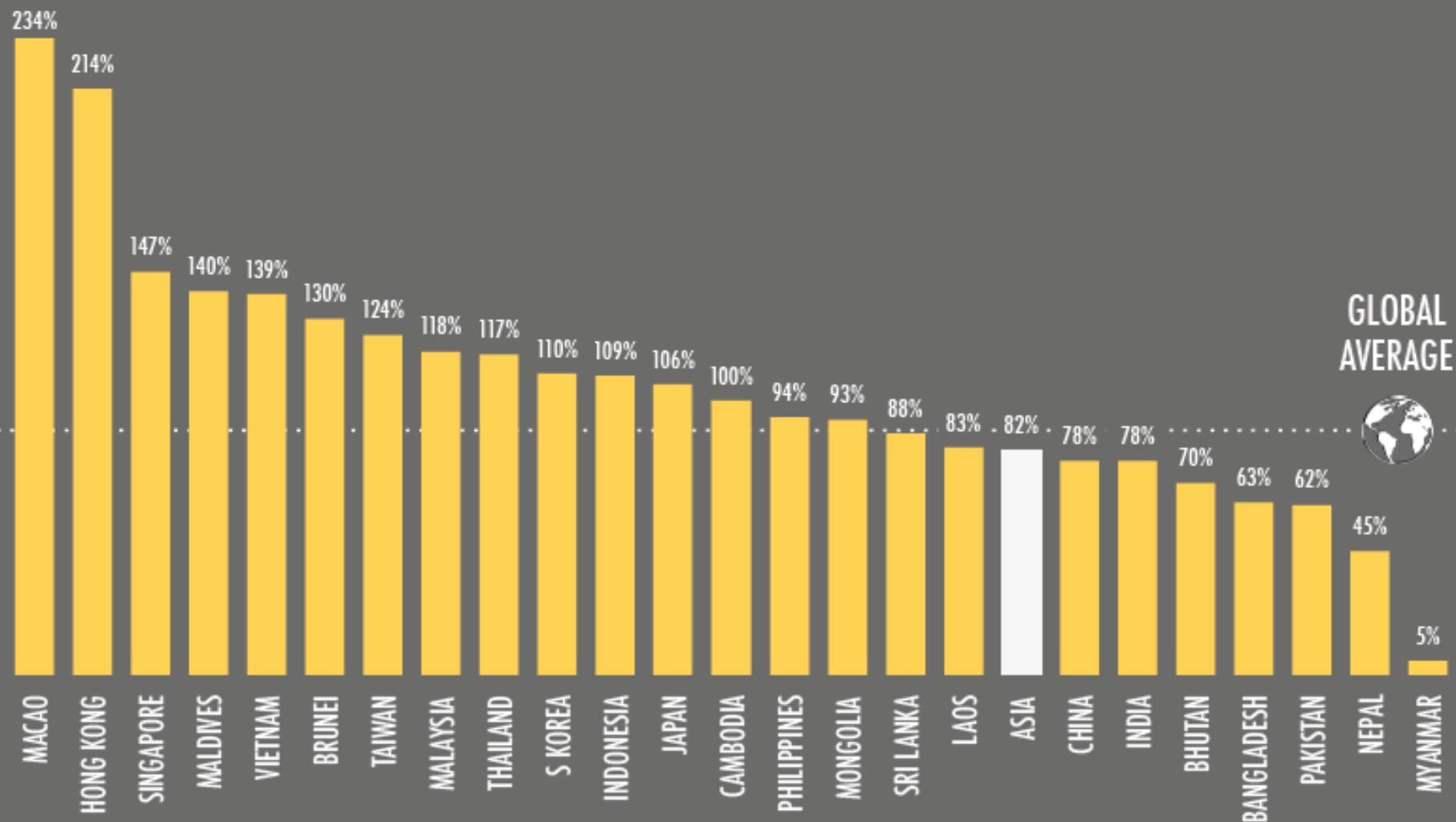
MOBILE INTERNET USERS OUTNUMBER PC-BASED INTERNET USERS IN CHINA

VS

388,000,000

380,000,000

we are social

SOURCE: CNNIC (JUN 2012)

60%

OF INTERNET USERS IN ASIA USE SOCIAL MEDIA TO INFORM PURCHASE DECISIONS

28%

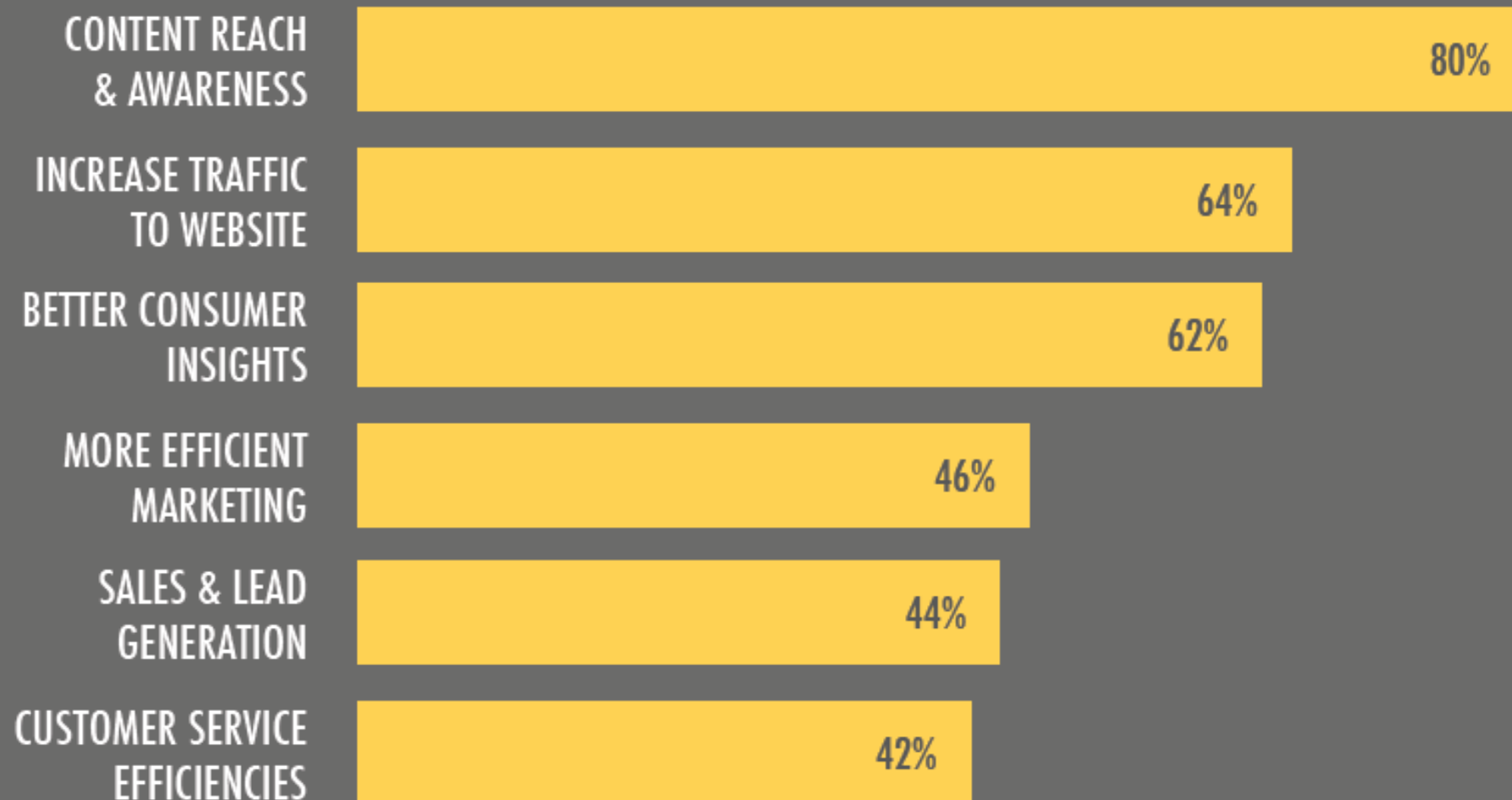OF INTERNET USERS IN ASIA WOULD **BUY A BRAND** BECAUSE A FRIEND 'LIKES' IT ON SOCIAL NETWORKS

THAT'S ALMOST

DOUBLE

## THE FIGURE FOR INTERNET USERS IN NORTH AMERICA

JUN 2012

COMPANY OBJECTIVES OF SOCIAL MEDIA

CONTENT REACH & AWARENESS	80%
INCREASE TRAFFIC TO WEBSITE	64%
BETTER CONSUMER INSIGHTS	62%
MORE EFFICIENT MARKETING	46%
SALES & LEAD GENERATION	44%
CUSTOMER SERVICE EFFICIENCIES	42%

we are social

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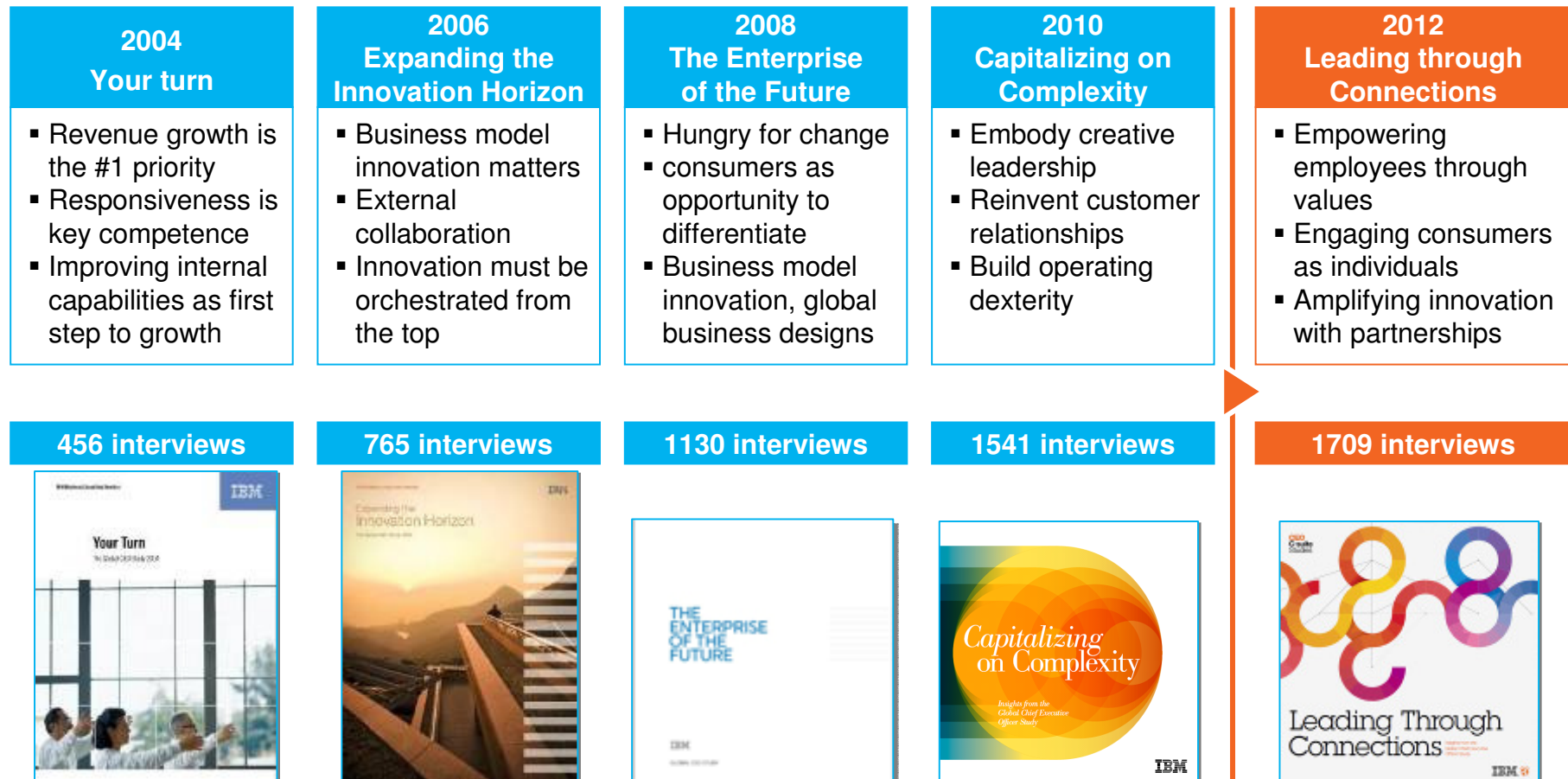IBM Institute for Business Value

CEO
C-suite
Studies
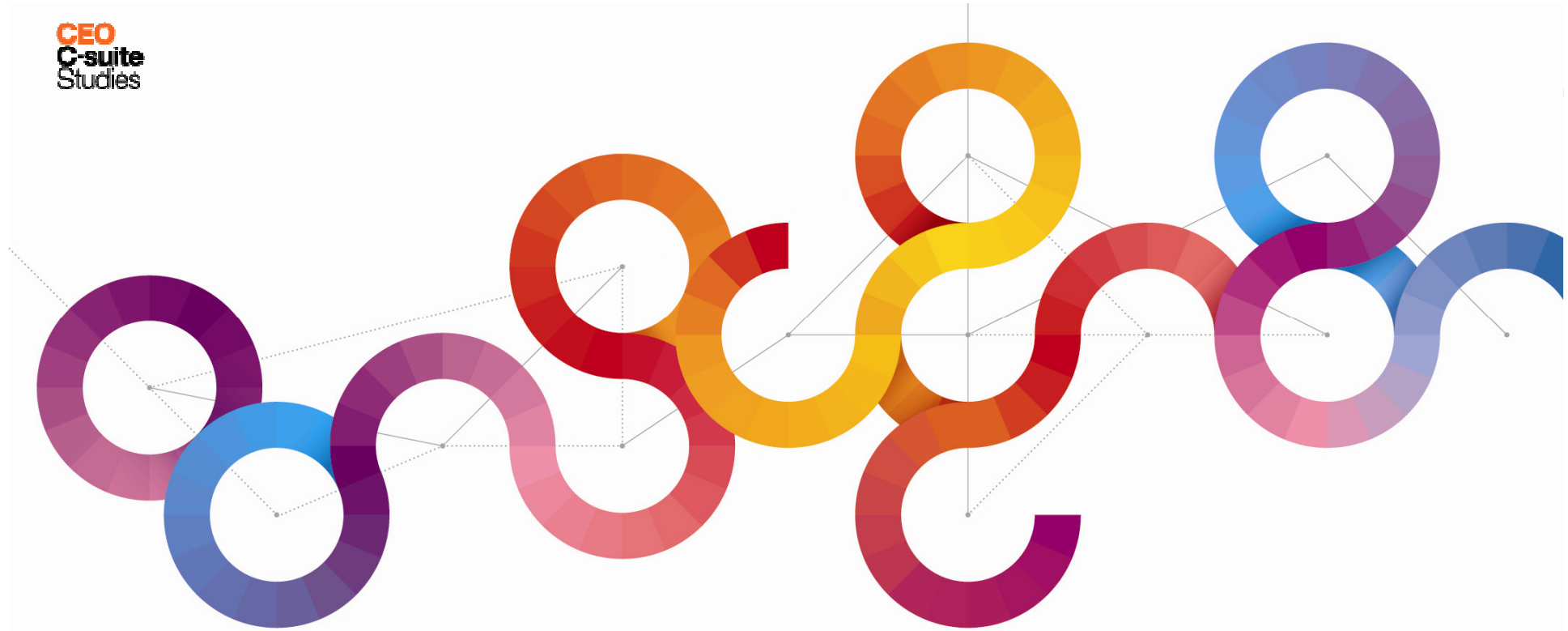
Leading Through Connections

Insights from the
Global Chief Executive
Officer Study

IBM

The Global CEO Study 2012 is the fifth biennial CEO study, this year we spoke to over 1700 CEO's....

2004 Your turn	2006 Expanding the Innovation Horizon	2008 The Enterprise of the Future	2010 Capitalizing on Complexity	2012 Leading through Connections
▪ Revenue growth is the #1 priority ▪ Responsiveness is key competence ▪ Improving internal capabilities as first step to growth	▪ Business model innovation matters ▪ External collaboration ▪ Innovation must be orchestrated from the top	▪ Hungry for change ▪ consumers as opportunity to differentiate ▪ Business model innovation, global business designs	▪ Embody creative leadership ▪ Reinvent customer relationships ▪ Build operating dexterity	▪ Empowering employees through values ▪ Engaging consumers as individuals ▪ Amplifying innovation with partnerships
456 interviews	**765 interviews**	**1130 interviews**	**1541 interviews**	**1709 interviews**

For the first time, CEOs identify technology as the most important external force impacting their organizations

External forces that will impact the organization

Global

2004	2006	2008	2010	2012	
1	1	1	1	1	Technology factors
2	2	2	2	2	People skills
3	3	3	3	3	Market factors
4	4	4	4	4	Macro-economic factors
5	5	5	5	5	Regulatory concerns
6	6	6	6	6	Globalization
7	7	7	7	7	Socio-economic factors
8	8	8	8	8	Environmental issues
9	9	9	9	9	Geopolitical factors

Source: Q1 "What are the most important external forces that will impact your organization over the next 3 to 5 years?"
             (Global n=1709) (Consumer Products n=102)

Government leaders plan dramatic improvements in organizational openness through greater external and internal collaboration

To what extent will you sustain or make changes to the following aspects of your organization over the next 3 to 5 years?

	Government	Global
Partnering/collaborating with other organizations	59%	53%
Internal collaboration	47%	52%
Management and/or organization structure	41%	40%
Governance models	40%	31%
C-suite composition, skills and responsibilities	39%	41%
Decision-making processes	37%	43%
Supervisory board composition	23%	15%
Values of your organization	18%	18%

Source: The IBM CEO 2012 Study. The response sample = 176 Government organizations out of 1700 CEOs

A Social Transformation is taking place in how people communicate and how relationships form and develop

People are becoming more:

Interconnected   **Intelligent**   **Instrumented**

This social transformation is changing the way we live and work.
It is changing the way governments engage with their citizens.

Professional Social Networks for Government address the challenges faced by governments through 3 business outcomes

Citizen Interaction ◄ ——————————————————————— ► How Govies Work

	Deepen Relationships with Constituents (external)	Generate New Knowledge Faster (external + internal)	Enable a More Effective Gov Workforce (internal)
Business outcomes			
Target audiences	Citizen Customer Service Departments and Organizations	Local Government and Innovation Leaders	Government and Operation Leaders, Human Resources
Business challenges	Citizen Expectations	Seeding Innovation	Breaking Down Agency Silos
IBM CEO 2012 Study alignment	Engaging citizens as individuals	Amplifying innovation with partnerships	Empowering employees through values

Professional Social Collaboration Capabilities

| **Enabling capabilities** | • Communities and Forums
• Social Portals
• Mobile Applications
• Blogs and Wikis
• Open Data | • Expertise and Content Tagging
• Social Analytics
• Crowd-sourcing & Collective Intelligence
• Cross Agency and Cross Department Collaboration | • Knowledge Management
• Dynamic personal profiles and status updates
• Content management based on the person, not the document |

"Open" principles ◄ **Transparency** — **Accessibility** — **Participation** — **Collaboration** ►

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Examples of how governments can use Social Business to drive each business outcome

Deepen relationships with citizen
(External)

- Promote citizen community blogs and social forums
- Conduct citizen care analytics
- Connect right experts to answer citizen questions
- Improve community driven citizen support and engagement
- Inform and educate citizens continuously
- Bring in Transparency and accountability for an improved perception of Government
- Open data and share service information

Generate new ideas faster
(External + Internal)

- Formulate Crowd sourcing for new services
- Use of Jams, blogs and wikis to address challenges and solve problems
- Promote virtual gaming for innovation and education
- Improve ways of designing and producing services
- Integrate citizen feedback and insight with program and service development
- Create social platforms for citizen award/recognition
- Innovate to exceed citizen expectations
- Open data and share service information

Enable a more effective workforce
(Internal)

- Promote a collaborative virtual environment
- Develop knowledge sharing and promote asset re-use
- Develop talent sourcing
- Infuse community building
- Promote blogs, wikis
- Create social internal platforms for rewards and recognition
- Promote Borderless Public Service Organization
- Generate real-time information accessibility
- Develop skills by virtual training/gaming within departments
- Open data and share service information

Open Data, Analytics and Social Business

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IBM Research Centre for Social Software

- First-of-its kind centre of excellence for collaborative and social software

- Works with business and government, university students and faculty, creating the industry's premier incubator for the research, development and testing of social software that is "fit for business".

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IBM

dershipConnect
mation for Greater Value

Health
Eco-sy

Stronger
lationships

B2B

B2C
(your domain)

Social Business

B2E

Consumer Domain

Social Analytics

Workforce
Optimization
& Ideation
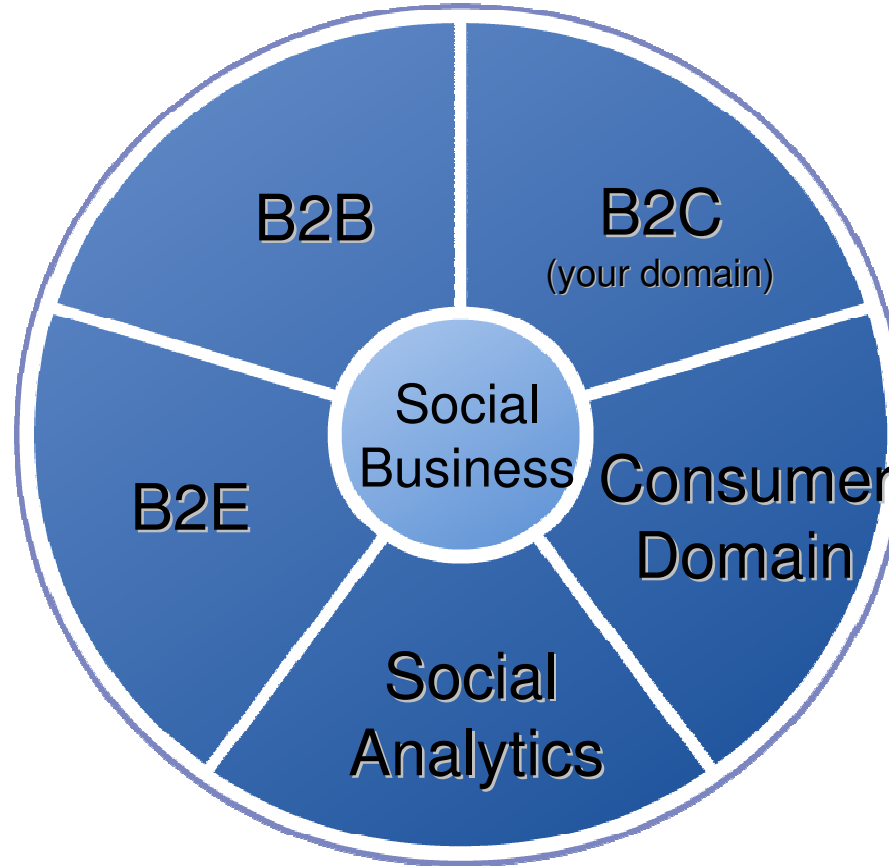
lew Channels

Listen, Learn, Measure, Take Action

The Transformation to the Social Enterprise – Enterprise 2.0

Level of Interaction

Web 2.0

Web 1.0

Time
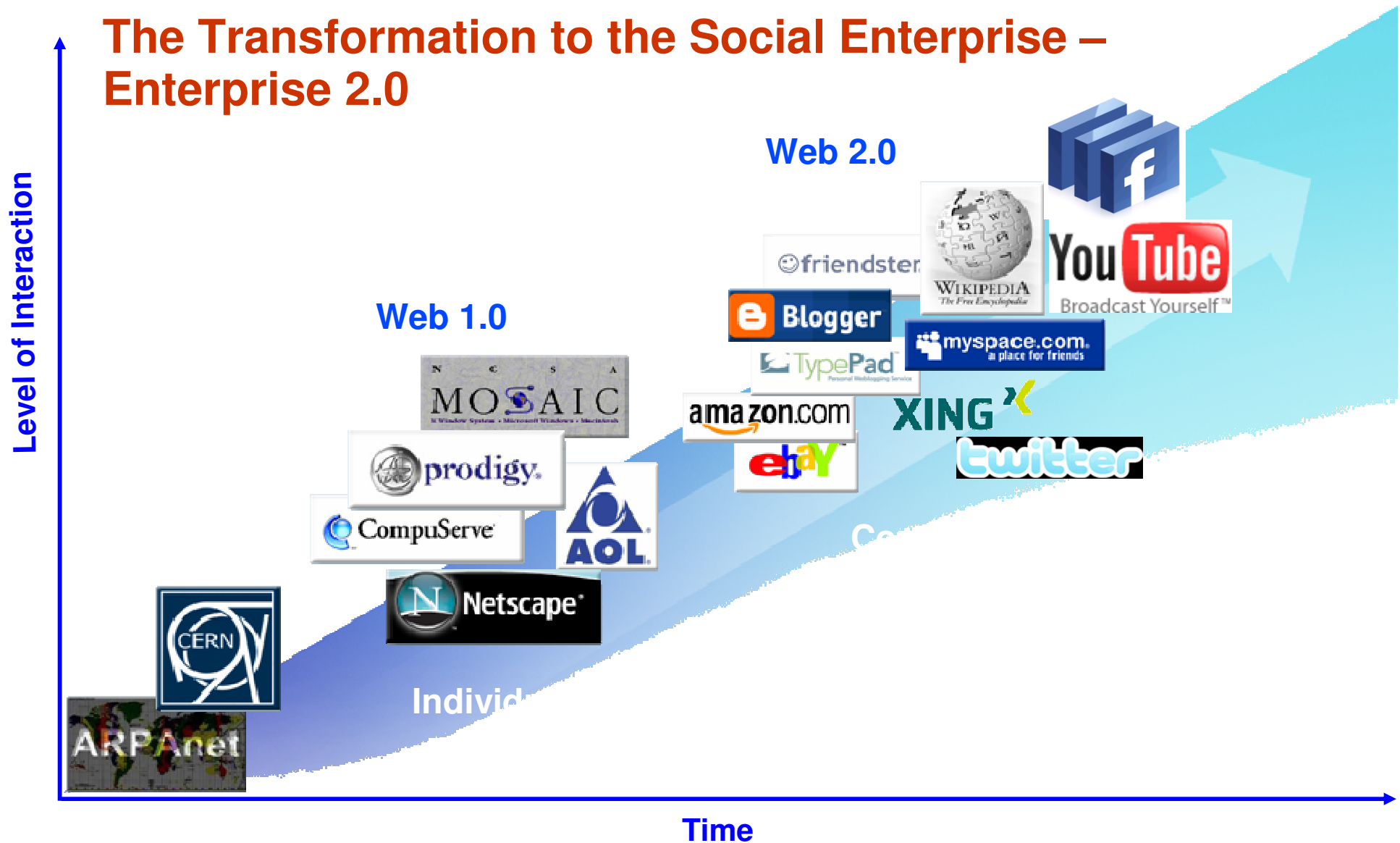
The IBM Social Business Agenda Approach....

Vision

Exploring the art
of the possible
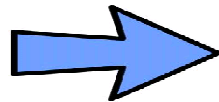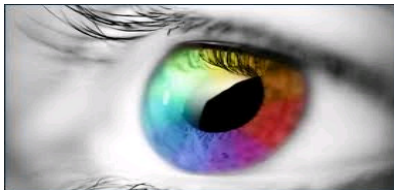
Roadmap

Discussing
the art of
the
probable
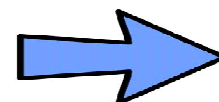
Solutioning

Business
and technical
requirements

Business Outcomes

Capability

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IBM Connections

Facilitates matching of Missing Person ⟷ Found Persons during natural disasters

empowers United Nations to easily connect with other users, other agencies, non- government agencies (NGO's) and host nation personnel.

Source – UN Peacekeeping - http://www.un.org/en/peacekeeping/

Government Agency in Brazil

Goals

- promote citizen education about the Amazon rain forest by cataloging all of the region's plant species in a digital encyclopedia.
- provide convenient public access to this information, as well as to allow students, educators, scientists and communities to share their knowledge about the complex Amazonian ecosystem with each other.

*"**Built with IBM Connections software, WikiFlora is the first-of-its-kind portal for sharing information and studies on national biodiversity.**"*

—Administrator,

Brazilan government agency

Benefits

- Enables informed discussions and decisions about rain forest management by providing citizens with convenient access to information and insights about one of the world's most biologically diverse regions
- Promotes knowledge sharing and collaboration among students, educators and scientists through the use of wikis, user profiles and user communities, generating valuable educational activities and learning opportunities
- Improves the way way scientists conduct research through enhanced data collection, increased contact with educational institutions and heightened research visibility

High volume efficient government services:
United States Department of Agriculture

- Offers over 550 online services Contains a massive amount of information and services, but is well organized and provides a number of features designed to help people find what they are looking for.

  • Finding forms and information is simple by using the "I want to…" box, and the site is customizable by registering with MyUSDA.

  • "Information For…" menu organizes information based on the user. Users can access image and video libraries, radio broadcasts and transcripts of speeches, and the site can be translated into Spanish.

- 3-5 Million hits a day. Spikes to 95-100 million hits a day during scares such as mad cow and e-coli tomatoes.

http://www.usda.gov

"Housing 2.0": Miami-Dade Housing Central Portal:
Winner of 2007 Digital Government Achievement Award

- *"Opening Doors to Housing"* with Online Services for
  - **Section 8 Public Housing**
  - **Foreclosure Assistance**
  - **Real Estate Listings**
- **Miami-Dade Housing Central Portal won the** *2007 Achievement Award for Government-to-Citizen Local Government Portal*

http://miamidade.gov/wps/portal/housing

Next Steps....

IBM LeadershipConnect
Driving Transformation for Greater Value
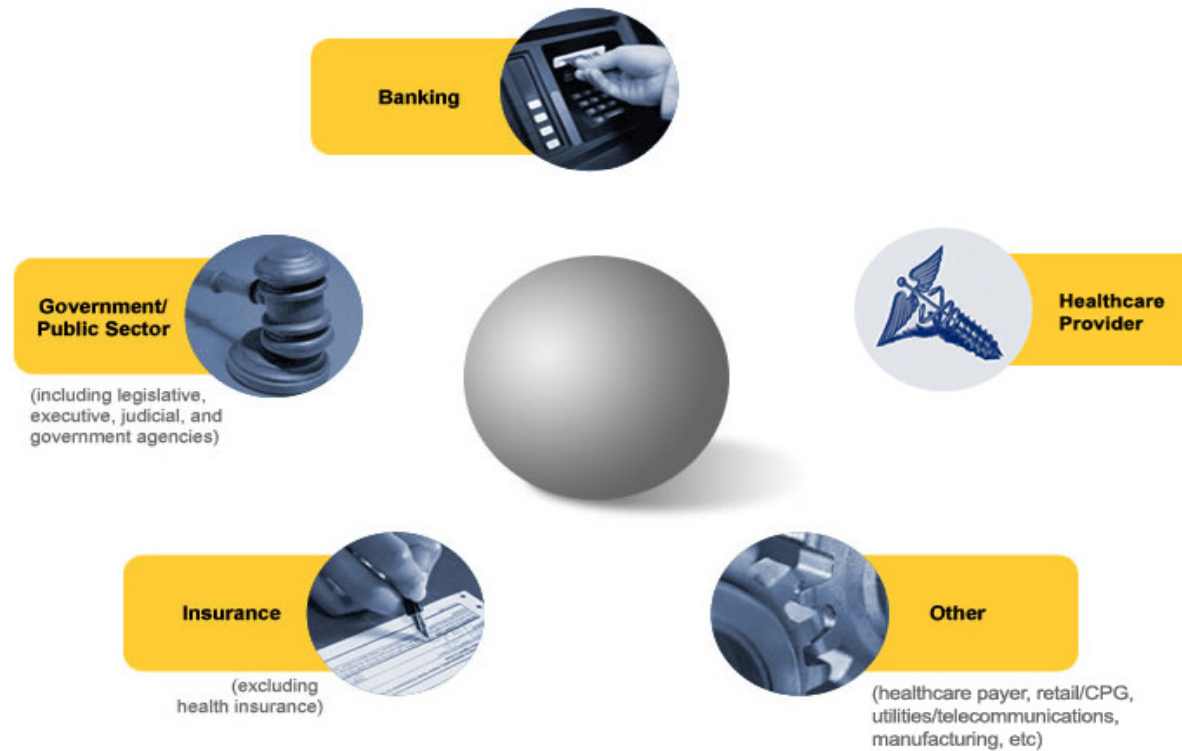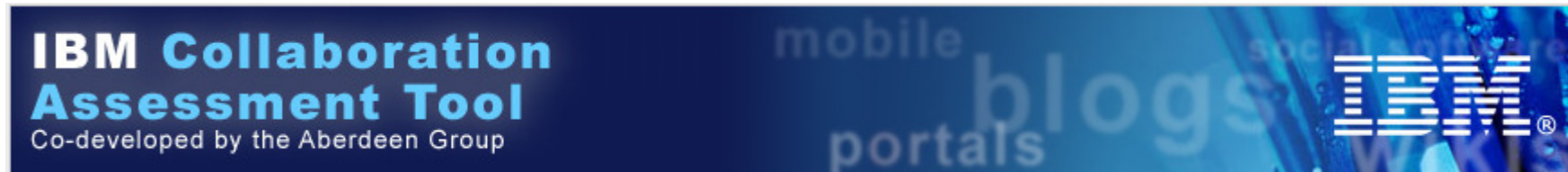
THANK YOU

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IBM Software Group

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