

What is Social Business?



Stuart McRae

Executive Collaboration & Social Business Evangelist
IBM Collaboration Solutions

ibm.co/smcrae

stuart.mcrae@uk.ibm.com

www.twitter.com/smcrae

www.linkedin.com/in/stuartmcrae

www.facebook.com/sjmcrac

www.smcrae.com



SocialBusiness

Key drivers for changing how we work



Pressure to build and share expertise for competitive advantage



Increasingly influential and vocal customers



Growing demand for 24/7 and mobile connectedness

IBM Social Business Strategy

... not separate but a continuum

... driven by values, culture, processes & technology

Activate the Workforce

Improve productivity and unleash innovation



Delight Customers

Increase loyalty, advocacy, and revenue

... with pervasive mobile access

... the default access mode for social solutions

Social business is about generating better business outcomes

Increase Visibility

Can increase website traffic by 145 million visits ⁽⁶⁾

Improve Customer Service

Can achieve 5% reduction in customer defection rate increasing profits by up to 68% ⁽²⁾

Increase Sales

Can increase sales manager revenue by 40% and improve efficiency by up to 50% ⁽¹⁾

Maximize Employee Productivity

Can retain the knowledge of seasonal staff within the company, and thus increase customer satisfaction in our resorts ⁽⁷⁾



Speed up Product Development

Can develop and bring new products to market in 1/3 time ⁽³⁾

Better Marketing

Can achieve 100% increase in market exposure ⁽⁴⁾

Reduce Employee Turnover

Can reduce turnover, highly engaged employees are 87% less likely to leave their organizations than highly disengaged employees ⁽⁵⁾

Source 1: VCC case study, Source 2: Bain & Co, Source 3: Cemex case study, Source 4: Amadori case study
 Source 5: Independent Study by The Corporate Executive Board, 2004, Source 6: Cars.com Case study, Source 7: Robinson Club

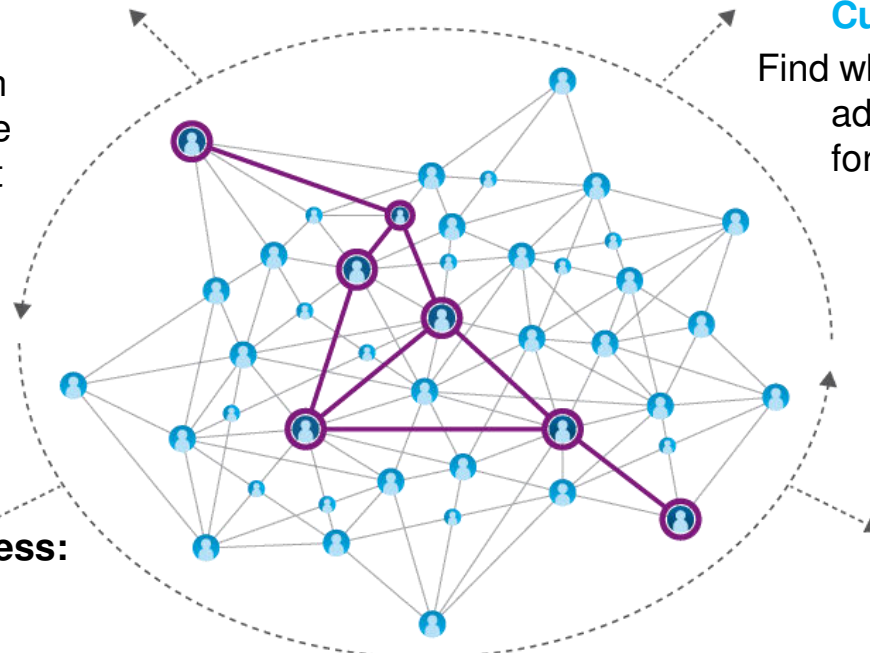
... by empowering your people to better execute your processes

Market Management Process: Marketing

Do market segmentation in real-time and allow the marketing team adjust advertising on the fly

Critical Situation Process: Customer Service

Find who can best help me address this urgent problem for my client



Software Deployment Process: IT

Find the technical expertise and institutional knowledge to fix an error in our ERP system

Talent Management Process: HR

Anticipate and react competitive poaching of top talent

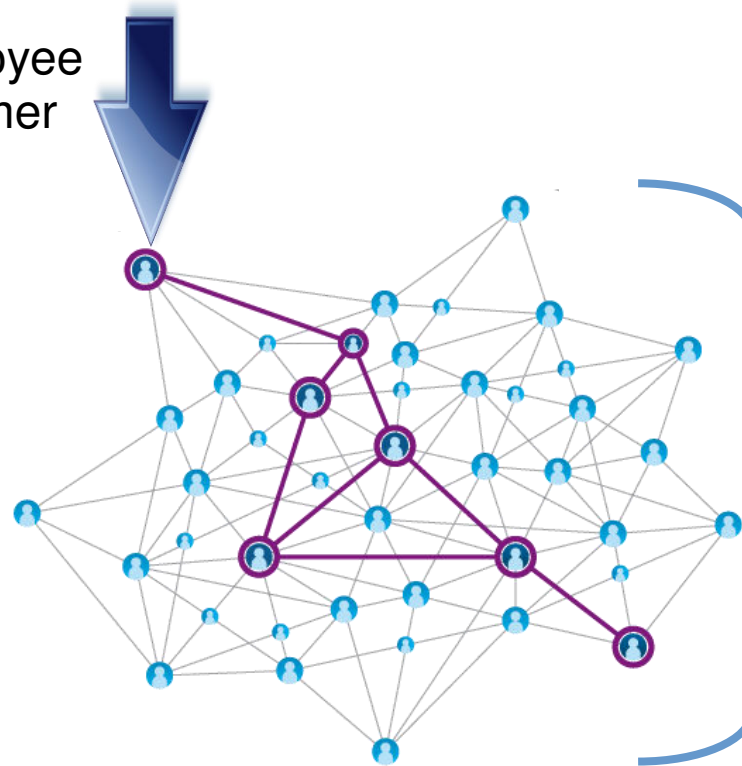
Lead Development Process: Sales

Use predictive analytics on every customer interaction to gather insights into what customers will buy next



... in order to serve your customers better

Empower the employee
in front of the customer



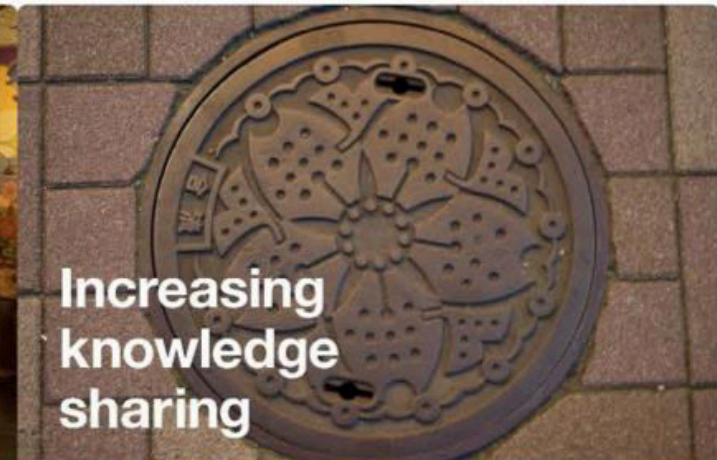
**To use the resources of
your whole
organisation**

- to make the sale
- to impress the customer
- to answer the question
- to find the solution
- to fix the problem
- to close the deal

Repeatable social business patterns are emerging

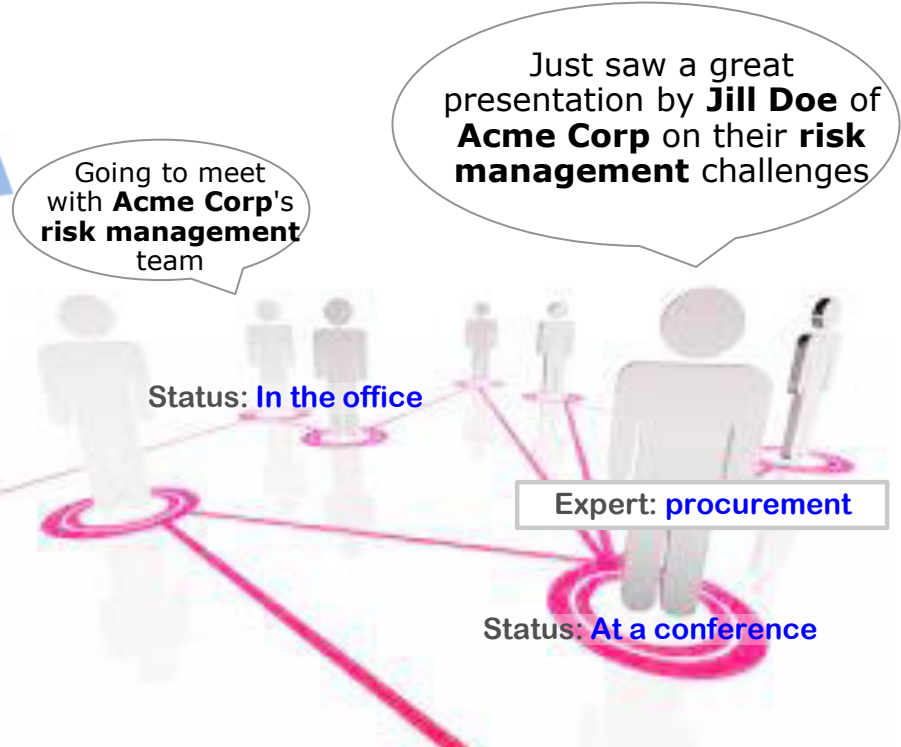
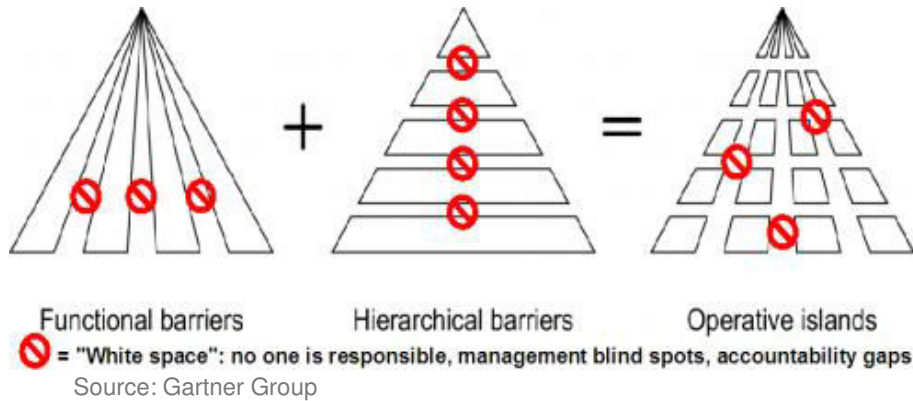
Examples of proven ways of delivering business value

Six example patterns selected for their ROI that reflect use cases from 70% of our clients



They demonstrate real return on investment beyond just “being social”

A Social Business provides employees with tools to build their knowledge networks ... to spread knowledge, expertise, ideas from peer to peer across organisational boundaries

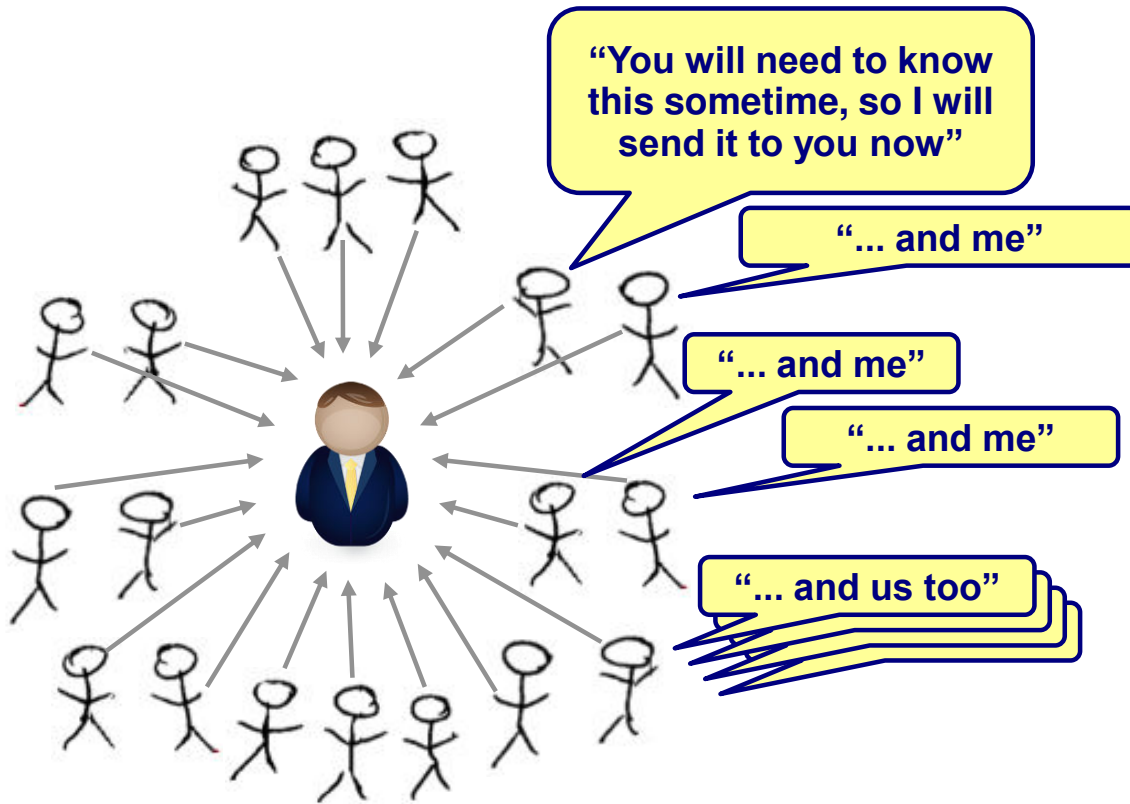


Success comes from changing user behaviour

The right tools and adoption strategy are needed to facilitate & encourage this new behaviour

"Status updates alone on Facebook amount to more than ten times more words than on all blogs worldwide" - David Kirkpatrick, *The Facebook Effect*

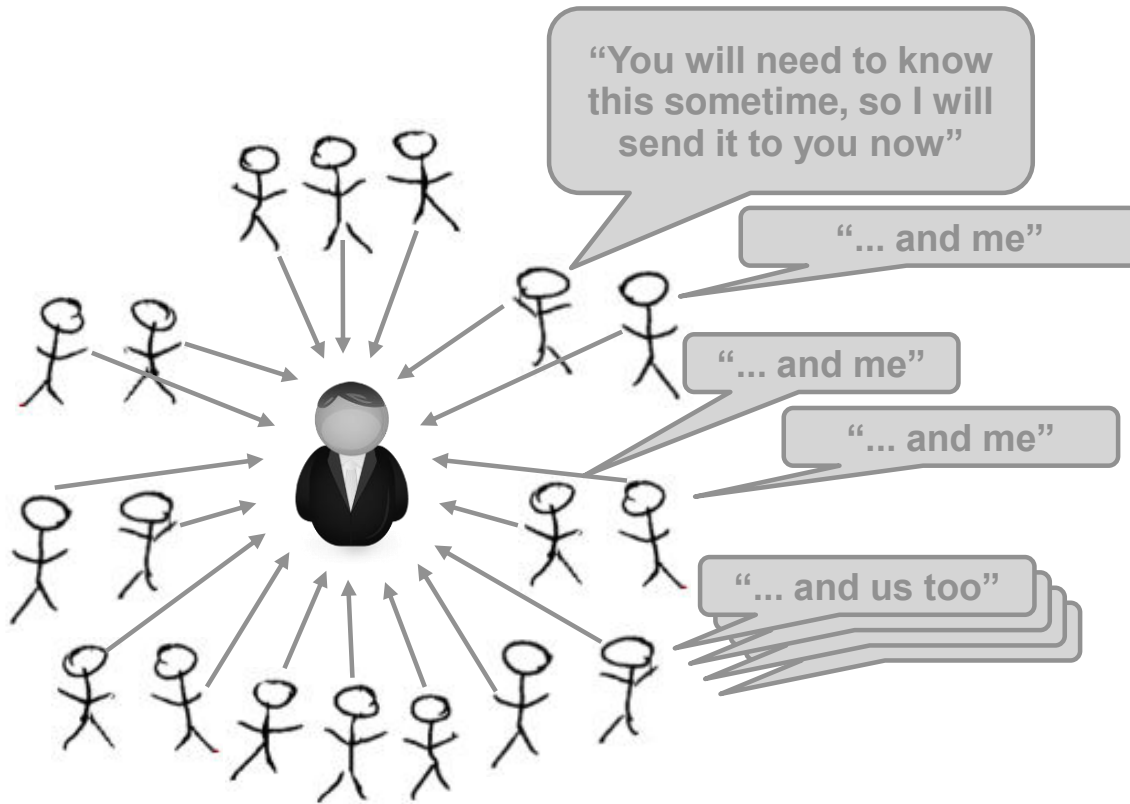
Information Overload: *We need to change behaviour*



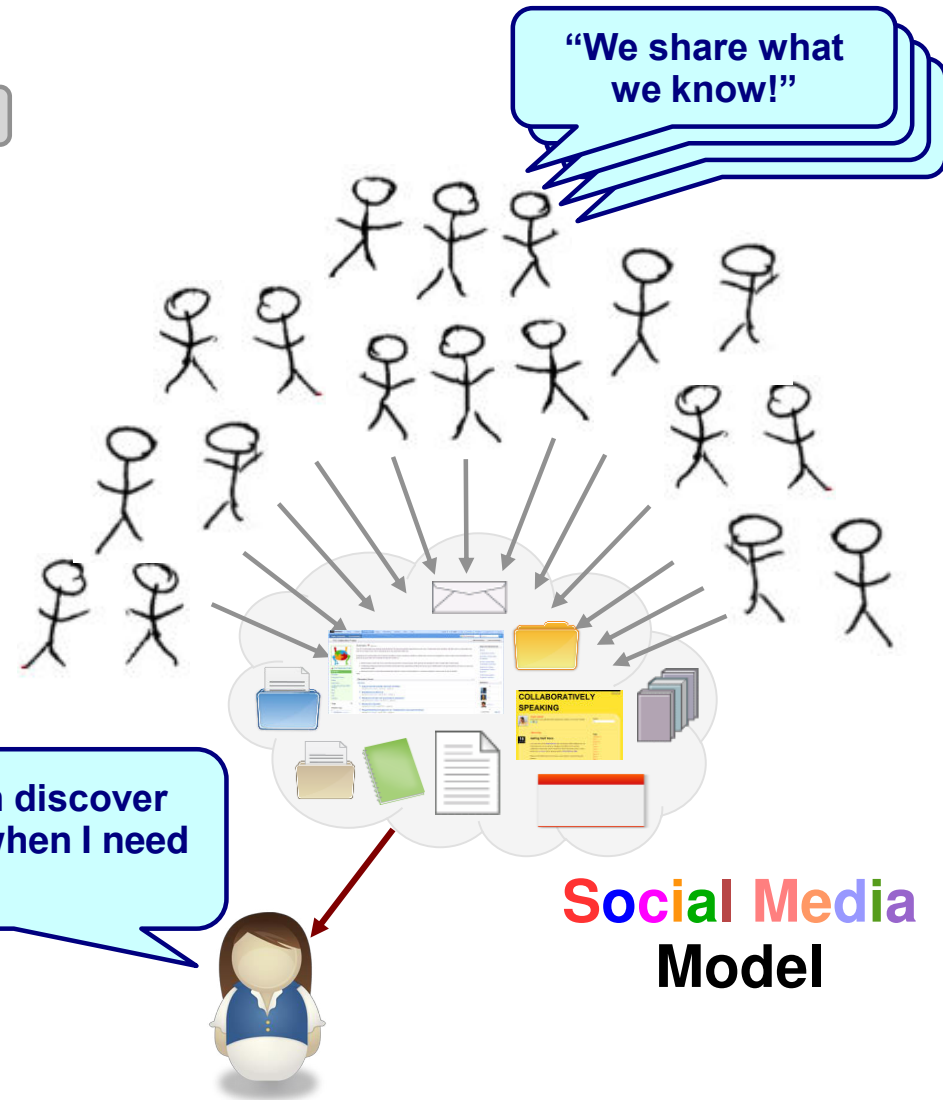
Email Model



The New Paradigm: Social Knowledge Sharing



Email Model

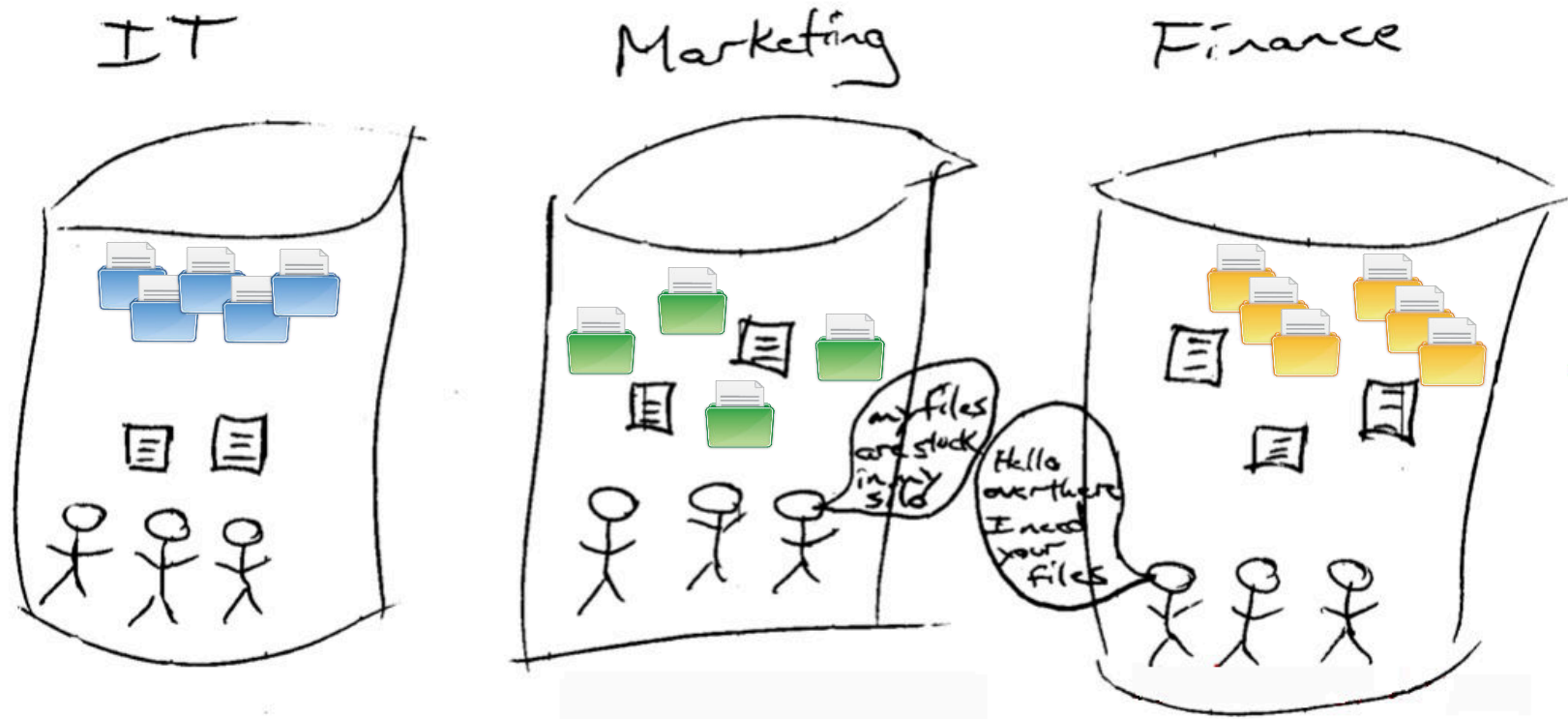


Social Media Model

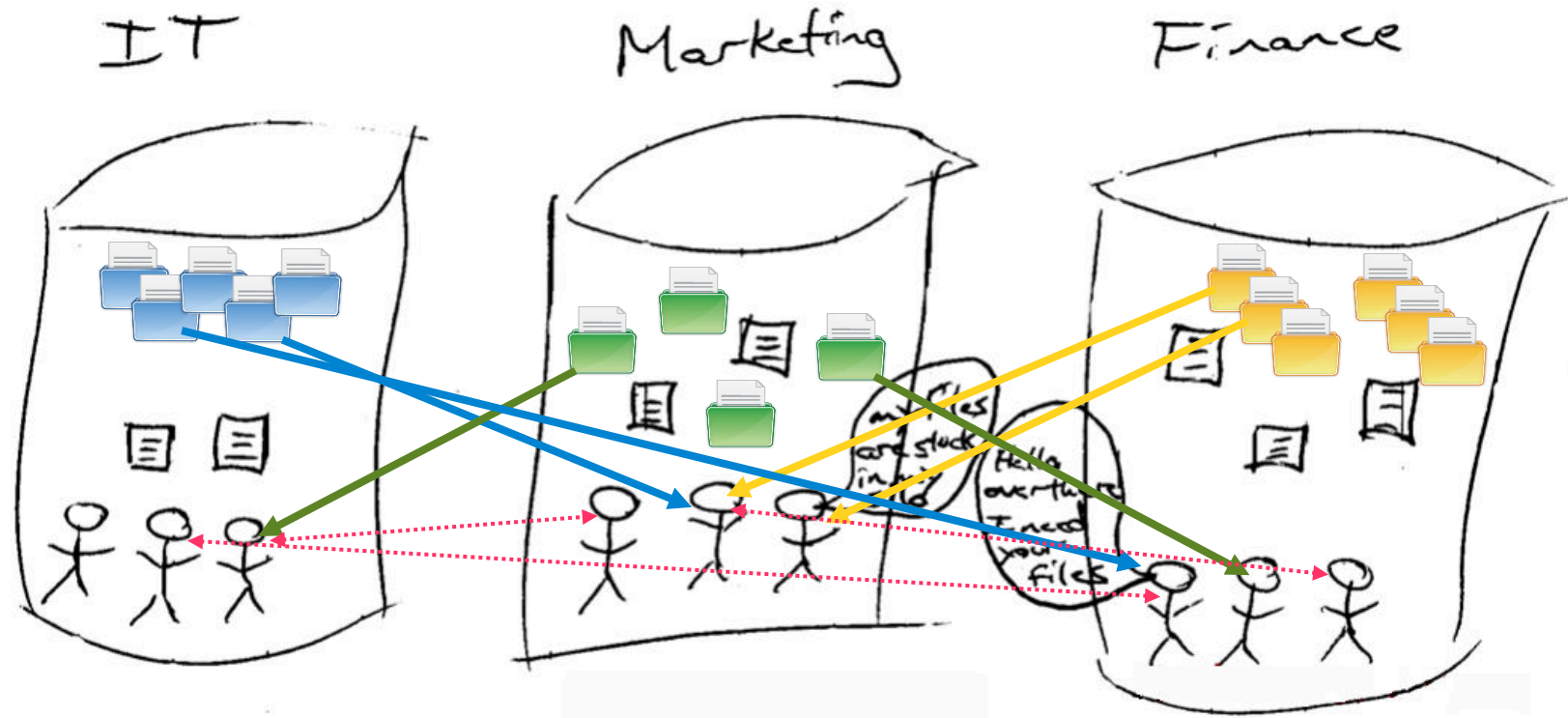
"It's not information overload. It's filter failure." - Clay Shirky



All Organisations Have Silos



Social Collaboration Empowers Employees to Work Across Them

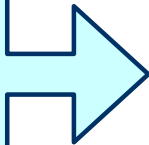


Move from **closed** to **open** conversations to **share** knowledge & learn

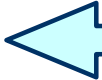
Access expertise and ideas while making it easier to reuse content & experiences

The screenshot shows the IBM Connections interface. At the top is a navigation bar with 'IBM Connections', 'Home', 'Profiles', 'Communities', 'Apps', and a user profile 'Pierre Dumont'. Below this is a 'Home' section with a search bar and a 'Customize' link. A left sidebar lists navigation options: 'Getting Started', 'I'm Following' (selected), 'Status Updates', 'My Notifications', 'Action Required', 'Saved', 'Discover', and 'My Page'. The main 'I'm Following' feed displays updates from people followed by the user. A modal window is open over a post by Pierre Dumont, showing a comment on a file named 'Cookie Recipe.jpg'. The modal includes a 'Like' button, a 'Follow File' button, and a 'Comments (1)' section with one comment from Pierre Dumont.

Conversations aren't just about status updates but also comments on content, etc.



Follow any person or content you are interested in



With a facility for **confidentiality** and access control

Open sharing within controlled groups, with moderation & compliance controls available

IBM Connections Home Profiles **Communities** Apps Pierre Dumont Share English

Communities This Community Search

Greenwell Product Launch Stop Following this Community Community Actions

Greenwell Product Launch

Recent Updates

Share a message with the community

Members View All (19 people)

Upcoming Events

- Team Status Meeting Jul 26 9:00 AM
- Team lunch Jul 27 12:00 PM
- Team Status Meeting Jul 30 9:00 AM
- Team Status Meeting Aug 2 9:00 AM
- Team lunch Aug 3 12:00 PM

Media Gallery Upload

Feeds Activities Media Gallery Wiki

Recent Updates

Dennis Michaels added the [Health-EU e-newsletter](#) feed.
 Dennis Michaels Receive the latest newsletters on public health at EU level. This service is delivered by the European Commission - Directorate General for 'Health and Consumers'
 Today at 4:16 PM

Dennis Michaels added the [USDA information distribution](#) feed.
 Dennis Michaels Learn more about USDA's work in Nutrition
 Today at 4:15 PM

Dennis Michaels added the [The World's Healthiest Foods](#) feed.
 Dennis Michaels If you want to feel more powerful, look younger and lose that excess weight if you need to, adopt George's Healthiest Way of Eating and follow his 3 Easy Steps to transform yourself into a healthier and more energized YOU. Join the 2 million-plus visitors who come to WHFoods.org each month and learn about good-for-you
 Today at 4:13 PM

Only available to Community Members


Accessed through one aggregated **activity stream** for each user *Keeping them informed what is going across all their networks & communities*

Open standards (OpenSocial) facilitate the aggregation of business events into the Activity Stream

Frank submitted the catering order for the Greenwell meeting

Frank Adams submitted the catering order for the Greenwell Meeting

SAP work order




Friday at 12:21 PM

Save this | Stop Following

Twitter

Lucille Suarez replied to your Tweet
Thanks for sharing that article, Jas!

Twitter



Friday at 12:21 PM

Jasmine Haj created an activity named Identifying Referencable Customers.

Jasmine Haj to identify referencable customers

Aug 23

Simon Vaughan posted a message to the Connect

Simon Vaughan Does anyone have a train their organisation that they can share?

Yesterday at 9:59 AM | Like

Frank submitted the catering order for the Greenwell meeting

New Service Order

New catering order for Renovations

Download More

Overview Categorization Actions

Edit Order Info | Change History | Transaction History

Description: New catering order for GFS

Priority/Status: Medium Open

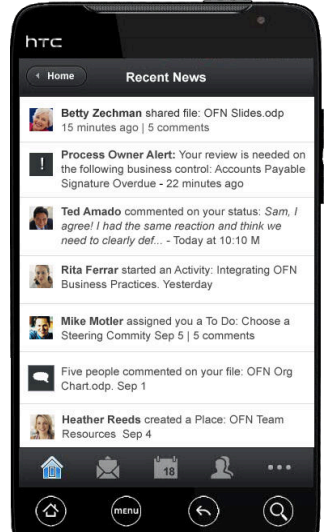
Component:

Product ID: 4356

Object:

Escalate Service Order

Anytime, anywhere on any device



No Silos: include multiple internal & external information sources

With rich, **embedded experiences** in the activity stream *Keeping the user focussed and productive*

- Read, act on your Activity Stream
 - Repost, Recommend, Comment, ...
- Without switching context - avoid distractions
 - Keep focused on the work at hand
 - Reduce switching among applications
- Standards Based (OpenSocial)
 - Allow business applications to push active Activity Stream updates
 - Enable workflow actions in context

Frank submitted the catering order for the Greenwell meeting
 Frank Adams submitted the catering order for the Greenwell Meeting
 SAP work order
 SAP logo Friday at 12:21 PM
 Save this | Stop Following

Twitter
 Lucille Suarez replied to your Tweet
 Thanks for sharing that article, Jas!

Twitter
 Friday at 12:21 PM

Jasmine Haj created an activity named Identifying Referencable Customers.
 Jasmine Haj to identify referencable customers
 Aug 23

New Service Order
 New catering order for Renovations
 Download More

Overview Categorization Actions
 Edit Order Info | Change History | Transaction History
 Description: New catering order for GFS
 Priority/Status: Medium Open
 Component:
 Product ID: 4356
 Object:
 Escalate Service Order

Filter By: All Updates

Jasmine Haj Meeting with 3 customers
 9:37 AM

Ted Amado commented on the file Greenwell Web Marketing Text.odt
 Created 4/4/12 | Repost

Greenwell Web Marketing Text.odt
 Download | 17 KB
 1 Like
 Stop Following More

Comments (4) | Sharing | Recent Updates
 Add a comment

Frank Adams 11/10/11 (version 4)
 This looks good, though I'd prefer to do the hand off in Q2

Jasmine Haj 11/10/11 (version 4)
 I understand. Let's discuss next week.

Dan Misawa 3/8/12 (version 10)
 I will cover the finance sections

Ted Amado 4/4/12
 Can we work on this?

Dan Misawa wrote Mar 8
 I will cover the finance sections

Ted Amado wrote Apr 4
 Can we work on this?

Gardner Raynes updated the Trilog Proj
 Apr 2

Share Something
 Status Update | Files

Post Updates To:
 Everyone

What are you working on right now?

Add a File
 Post Cancel

Mobile access so it is always at your fingertips

Anytime, anywhere, on any device

Either via a Mobile Browser or a Mobile App.
from any Smartphone or Tablet platform

Connections

Frank Adams Update
Setting up a social / development dashboard in Team Concert

Status Updates

Filtered By: **Network and Following**

Heather Reeds Jan 14 2011
Great 4th quarter for Prospero! Way to go team!
[Add Comment](#)

Becky Neumann
Looking at the late
[Add Comment](#)

Frank Adams Jan
Setting up a social dashboard in Team
[Add Comment](#)

Heather Reeds J.
Working on new us story
[Add Comment](#)

Stephen Hines J.
Just filed new issue dashboard
[Add Comment](#)

Activities

My Activities Add

- Marketing Plan**
Updated by Samantha Daryn Jan 25 2011
- The Project Zeus public launch should have its own Twitter channel**
Updated by Samantha Daryn Jan 25 2011
- Customer feedback from beta**
Updated by Activities Administrator Jan 25 2011 | Due Jan 30 2011
- Quarter 1 Goals**
Updated by Frank Adams Jan 25 2011
- Developer onboarding**
Updated by Activities Administrator Jan 13 2011
- Requirements**
Updated by Activities Administrator Jan 13 2011

Connections

- Updates
- Profiles
- Communities
- Activities
- Blogs
- Bookmarks
- Files
- Forums
- Wikis

Connections Update

Filtered By: **Network and Following**

Crummey, Christopher C.
is working on a demo for Dutch Tax Office

Barbara A. Mathers Today 1:46 PM
Alistair, the CIO Office has opened the Lotus Notes Traveler program to provide employees access to mail, contacts, and calendar on their mobile devices. People interested can sign up here - <https://w3.tap.ibm.com/tap/app/2123> - log into TAP and select the "Try It" button to submit enrollment. Activation notes come within 5 business days. It would be great to see everyone in ICS who has a mobile device sign up and start using Traveler.
[Add Comment](#)

Barbara A. Mathers Yesterday 2:04 PM (2 comments)
Talking about laggards and Luddites in our Lotus - CIO partnership meeting.

Beth Benoit Yesterday 2:31 PM
How ancient a version of Sametime do you need to be running to be considered a Laggard? And Notes?

Barbara A. Mathers Today 1:42 PM
The general sentiment was more than one version back.
[Add Comment](#)

Syed Zahidi Yesterday 10:40 PM (6 comments)
O_O... I'd love to see more info on those not interested in using their Smartphone for corporate connectivity... [Reshare from Towicz, Jessica] "Wow..results according to Mobile Poll on W3 "Are you interested in using your personal smart phone to access IBM intranet, Sametime and other work related applications: Very interested- 82.0% (17,544 votes), Somewhat interested- 11.2% (2,387 votes), Neither interested nor uninterested-1.1% (232 votes), Somewhat uninterested- 0.9% (186 votes), Very uninterested 4.8% (1,035 votes). "
[Show 4 more comments ...](#)

Jerh O'Connor Today 12:15 PM
I don't have a smartphone a (Shock Horror) but that wine thing is a def no go for me too -

Social Mail

Avoid the distraction of the Inbox

- Lightweight, social messaging
- Simple, elegant web mail & calendar
- Available wherever you browse
- Avoid the distraction of your inbox
- Keep users focused on the work at hand
- Reduce switching among applications
- Help users move to more appropriate tools
- Read, Search, Compose, Act in context...

This screenshot shows the Social Mail interface. On the left, an email from Samantha Daryn is open, titled "Important demonstration in Chicago next Tuesday". The email body contains text about a demo and a link to a "conference presentations site". On the right, a "New Message" panel is open, displaying a search bar with "Brookwood" and a list of messages. The messages include an invitation from Samantha Daryn for a "Project Phoenix scrum" and a message from Paul Clemmons about "This Week At Brookwood".

This screenshot shows the Social Mail interface with a message list and a calendar view. The message list on the left shows messages from Samantha Daryn and Paul Clemmons, including an invitation for a "Project Phoenix scrum" and a message about "This Week At Brookwood". Below the message list is a "Load more messages" button. On the right, a calendar view is open, showing the date "Tue, Jun 12, 2012" and a list of events, including "Anniversary Audrey's Birthday", "Boston Sports Club", "Prepare for Chicago trip", and "Lunch with Sean at Cafe".

Although even the email client becomes social

- A simplified, modern, integrated social **user experience**
- **Access to existing business applications** through web and social interfaces
- **Mobilise** access with comprehensive device and platform support
- Easy to **integrate, develop and deploy** business applications

The screenshot displays a social email client interface. On the left is a navigation sidebar with folders like 'Inbox', 'Drafts', and 'Embedded Experience'. The main area shows a list of messages, with the selected message from Pierre Dumont expanded to show a shared file 'CMOPrezv3.odp'. The right sidebar contains a calendar for December 13, 2012, with events such as 'IBM Connect planning session' and 'Team dinner'.

| Who | Subject | Date | Size |
|-------------------------------------|---|----------------|------|
| Month of November (total: 3) | | | |
| Samantha Daryn | [Files] Samantha Daryn has commented on 'CMOPrezv3.odp' | Nov 2 8:11 AM | 9K |
| Pierre Dumont | [Files] Pierre Dumont has shared 'CMOPrezv3.odp' with you Pierre | Nov 2 8:10 AM | 9K |
| Pierre Dumont | [Profiles] You are invited to join my network Pierre Dumont has invited you | Nov 2 8:08 AM | 8K |
| Older Messages (total: 8) | | | |
| IBM BPM | Travel Approval for Jasmine Haj Please | Oct 1 7:59 AM | 2K |
| Pierre Dumont | [Blogs] 'Are you willing to make changes to be more "green"' Pierre | Sep 26 3:51 PM | 9K |
| Pierre Dumont | [Files] Pierre Dumont has shared 'CMOPrezv3.odp' with you Pierre | Sep 26 3:49 PM | 9K |
| Pierre Dumont | [Profiles] You are invited to join my network Pierre Dumont has invited you | Sep 26 3:46 PM | 8K |
| frank | Key Factor Survey Results (Link to | Sep 19 3:14 PM | 3K |
| Pierre Dumont | [Blogs] 'Contest for new partner offerings' Pierre Dumont has notified | Sep 18 4:28 PM | 9K |
| Pierre Dumont | [Profiles] You are invited to join my network Pierre Dumont has invited you | Sep 18 4:10 PM | 8K |
| Pierre Dumont | [Files] Pierre Dumont has shared 'CMOPrezv3.odp' with you Pierre | Sep 18 4:00 PM | 9K |

[Files] Pierre Dumont has shared 'CMOPrezv3.odp' with you
 Pierre Dumont to: 09/18/2012 04:00 PM
 Please respond to PierreDumont
 Embedded App: You are currently viewing an embedded app

Pierre Dumont wrote:
 As requested in your email.

CMOPrezv3.odp
 Download | 1.02 MB

1 You like this - Unlike

Share Stop Following

Comments (2) Sharing

Add a Comment

Samantha Daryn Nov 2
 Thanks Pierre I went over it can we meet I have some comments about it.

Dennis Michaels today at 2:28 PM
 Thanks!

Add a comment

Thu, Dec 13, 2012

- 07:00 AM - 10:00 AM IBM Connect planning session
Cambridge, MA
Samantha Daryn
- 11:00 AM - 02:00 PM BLOCK for commute to Somers
Samantha Daryn
- 05:00 PM Pickup Jack after school
- 05:00 PM - 08:30 PM Team dinner
McDonald's on Hudson Parkway
Samantha Daryn

Day 348

Today Dec 13, 2012

December 2012

| | | | | | | |
|----|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| 25 | 26 | 27 | 28 | 29 | 30 | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | 1 | 2 | 3 | 4 | 5 |

All accessible directly from the desktop
Increase adoption by keeping the user in their familiar environment

See it on YouTube: <https://www.youtube.com/watch?v=ddROrvT4D1A>

The image is a collage of screenshots demonstrating the IBM Connections desktop application. The central focus is the Microsoft Outlook interface, where the IBM Connections ribbon is visible. The ribbon includes sections for 'Files', 'Communities', and 'Updates'. The 'Files' section shows a list of files such as 'West Regional Sparklers.ppt', 'East Regional Sales numbers.xlsx', and 'East Regional Briefing.odp'. The 'Communities' section shows a list of communities, including 'IBM Software Community' and 'Software Solutions Group Co...'. The 'Updates' section shows a list of recent updates, such as 'Therese Barrett edited the wiki page Announcement Form in the IBM Connections 4.5 (Content Manager) wiki...'. The 'IBM Connections' pane on the right side of Outlook shows a list of files and communities. The 'Send to IBM Connections' option is highlighted in the 'Save & Send' menu. Other screenshots show the IBM Connections interface in Microsoft Word, where a draft document is being reviewed, and in File Explorer, where a file is being shared. The IBM Connections interface is designed to be familiar and accessible, allowing users to manage their files and communities directly from their desktop applications.

Finding the people with the expertise to help through context

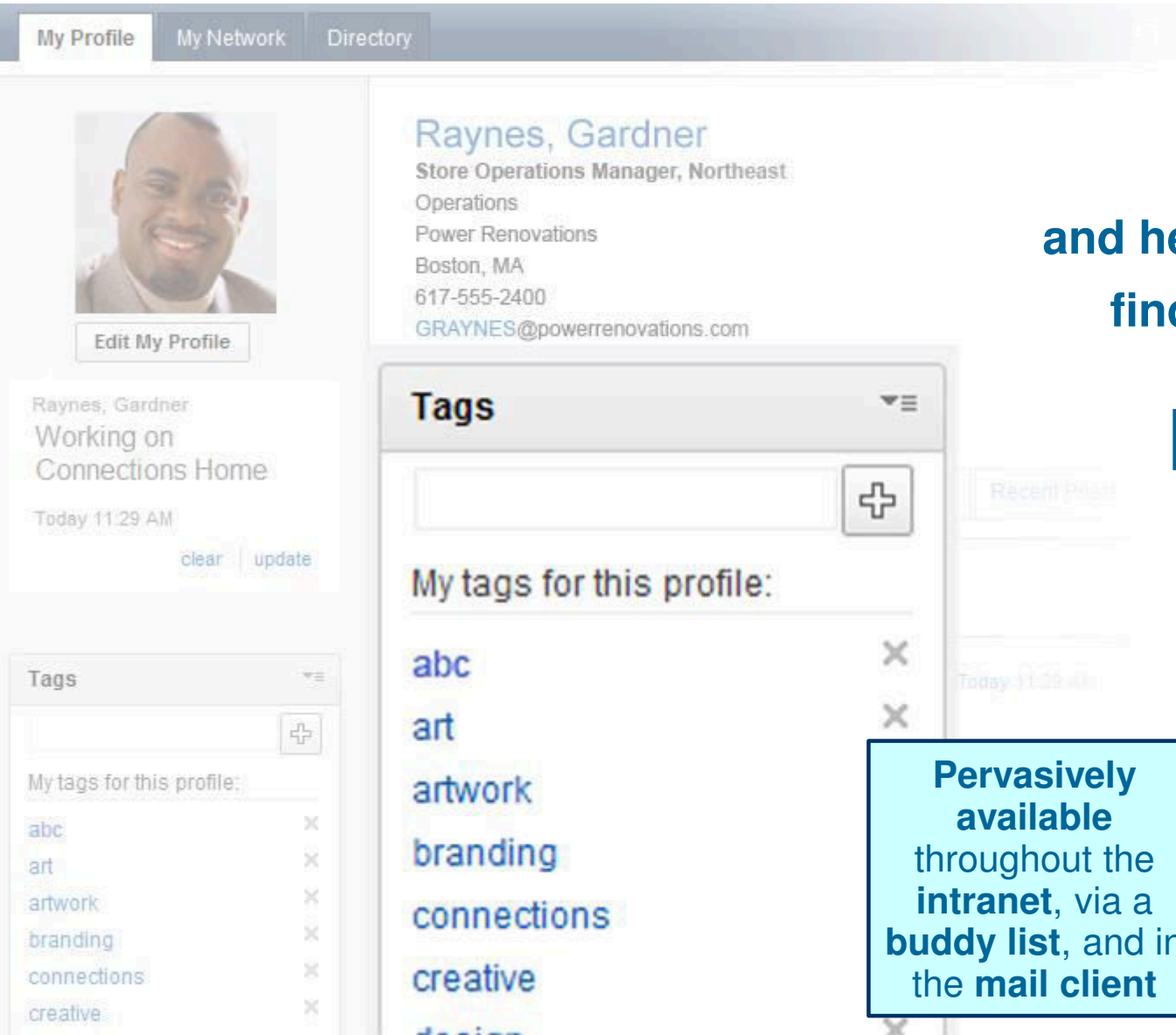
People Tags

let Employees tag subject matter experts

and help people with Questions find people with the Answers

Business Cards

link from Content to the Experts on it



Pervasively available throughout the intranet, via a buddy list, and in the mail client



Find the People you Need through the People you Know

- Who do they Communicate with a lot?
- Who is in the same Communities?
- Who is involved with the same Activities?
- Who Blogs about the same sort of thing?
- Who Tags their Files with the same topics?
- Who Bookmarks the same sites?

Pivot through the business card to explore any users credibility, knowledge and network

▼ People

My Related People

| | |
|----------------------|----|
| Steve Cogan | 44 |
| Coli Clarke | 31 |
| Stefano Pogliani | 30 |
| Eric D. Larson | 26 |
| John Campbell | 25 |
| Axel Magard | 27 |
| Cesar Gustavo M... | 25 |
| L. M. Suarez Rod... | 25 |
| R. E. Adrichem Bo... | 25 |
| Ryan A. Boyles | 25 |

Which people have similar interests

Watchlist for Owen Mathews

| | |
|--------------------|----|
| Anna DeCollibus | 38 |
| Cathy P. Haley | 38 |
| Diane Mathers | 38 |
| John J. Skipper | 38 |
| Martin Elwood | 38 |
| Natalie Henriqu... | 38 |

Users that Watchlisted me

| |
|------------------|
| Anna DeCollibus |
| Brian Healey |
| Carlotta Stoltze |
| Cathy P. Haley |
| Charles Merry |
| Coleen McQuinnie |

Who works closely with them?

New Advanced Search

▼ Results from...

| | |
|-------------|-----|
| Blogs | 100 |
| Communities | 50 |
| Dogear | 50 |
| Profiles | 50 |

Tags

Find tags

Active Tags

bookmark collaboration communications
community connections
ibm innovation internal lotus
profile swgcomm web web2.0

Most Active People

| |
|-----------------------|
| SWG Development |
| Community/Raleigh/IBM |
| Gia Lyons |
| P. J. Waldner |
| Benjamin Baril |
| chrisjam@us.ibm.com |
| Paul E. Engel |
| Gabriella M. Banyasz |
| Heidi K. Ludewig |

Search Results

You searched All Areas for ibm

Uncheck to Remove from results: Activities Blogs Commu...

1-10 of 93 Page 1 | 2 | 3 | 4 | 5

1. **1. lbmda**
Profile information for 1. lbmda

2. **Certified Information System Security Professional (CISSP) - Study Group**
So, last week, I decided to get serious about getting my CISSP certification and create content for our little study/support group -- Here, participants can keep up to date material...
Lex Sheehan | Mon Dec 10 20:50:36 GMT 2007

3. **IBM - The Greater IBM Connection**
Kate Ehrlich | Mon Aug 13 22:08:17 IST

4. **BAIer@IBM Germany**
Community für alle BA-Studenten der IBM
Dennis Frank | Thu Sep 20 13:11:47 IST

5. **BAIer@IBM Germany**
Community für alle BA-Studenten der IBM
Dennis Frank | Thu Sep 20 13:11:47 IST

6. **Certified Information System Security Professional (CISSP) - Study Group**
So, last week, I decided to get serious about getting my CISSP certification and create content for our little study/support group -- Here, participants can keep up to date material...
Lex Sheehan | Mon Dec 10 20:50:36 GMT 2007

7. **Climate Change**

Navigation: Blogs, Forums, Wikis, Files, Communities, Bookmarks, Profile, Activities

Cheng, Brian L.
Portal and Exceptional Web Experience Software Strategist
CHICAGO, IL United States
Building: 0155 | Floor: NA | Office: MOBILE
1-720-663-2363
blcheng@us.ibm.com

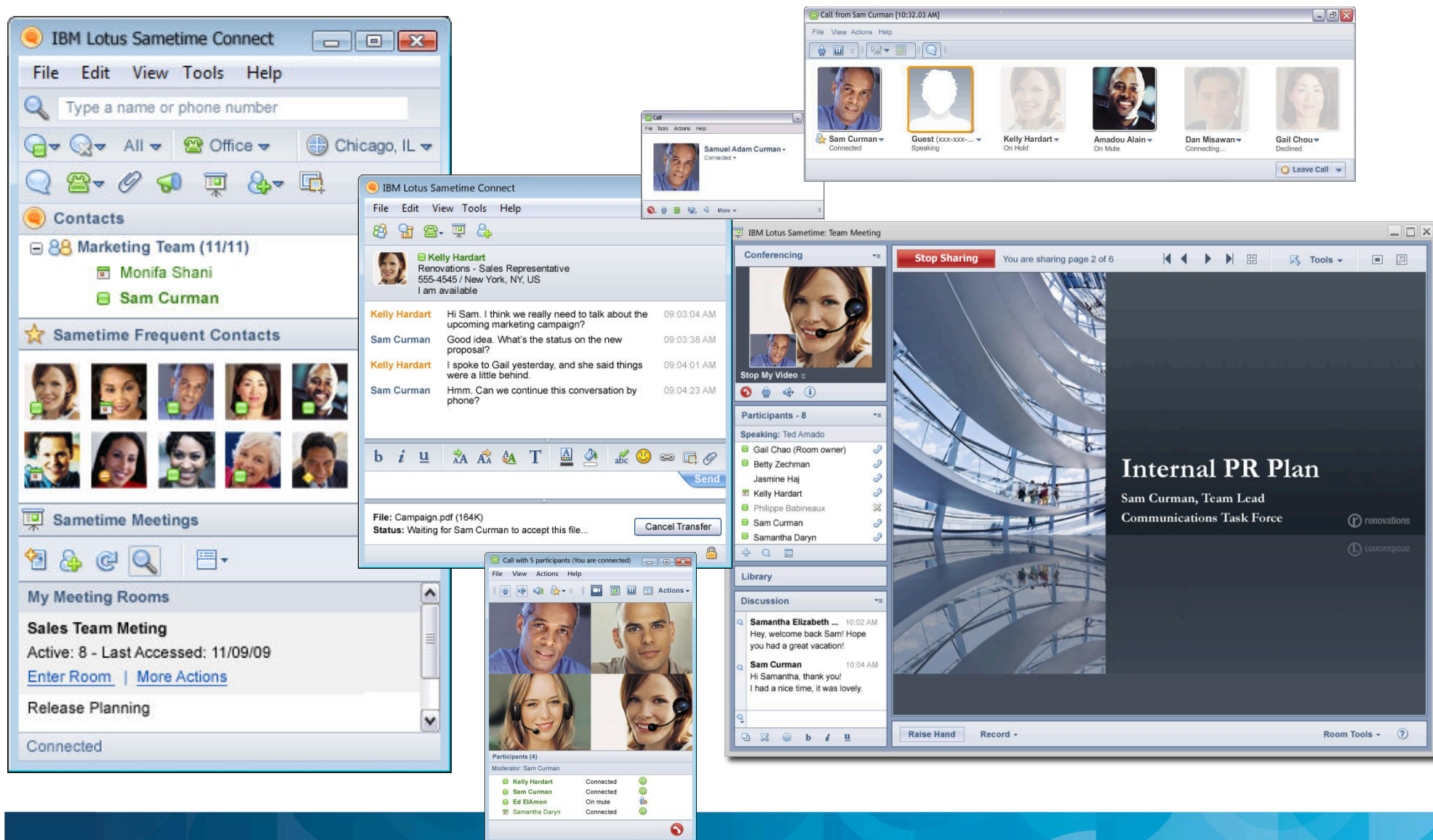
Sametime: I am in a meeting

Send E-mail | Chat | More Actions-

This site will provide reference

Reach colleagues in **real time** via any available mechanism

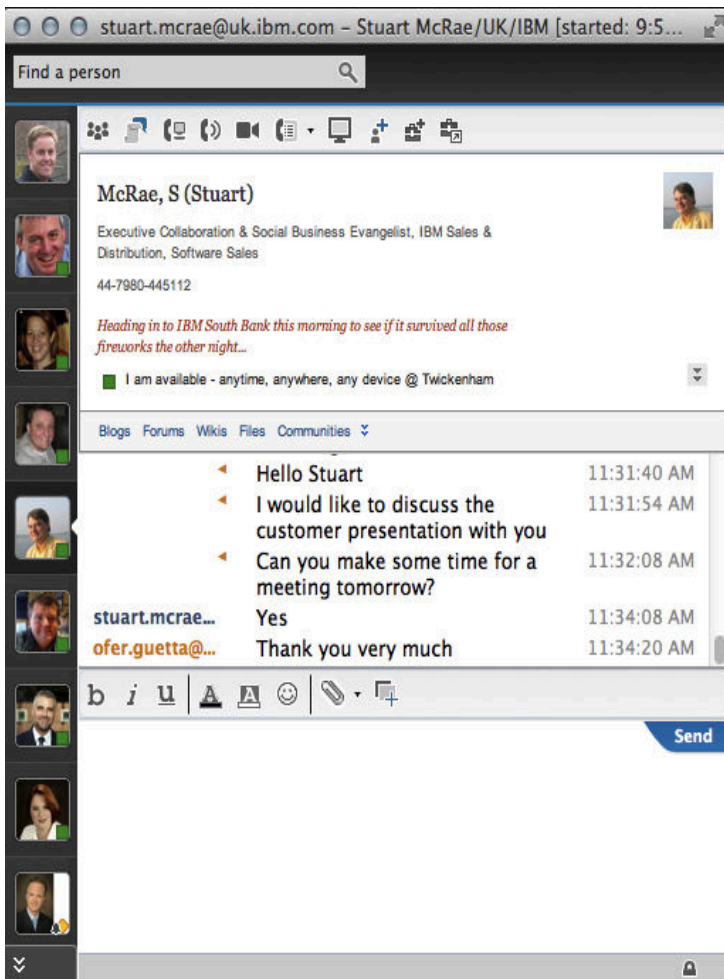
Easily escalate conversations: Presence, Chat, Audio Chat, Video Chat, Click to Dial, Multi-way chat, Send Images, Transfer Files, Share Screen, Online Meeting, Audioconference, Videoconference



Reach people in real time, wherever they are working

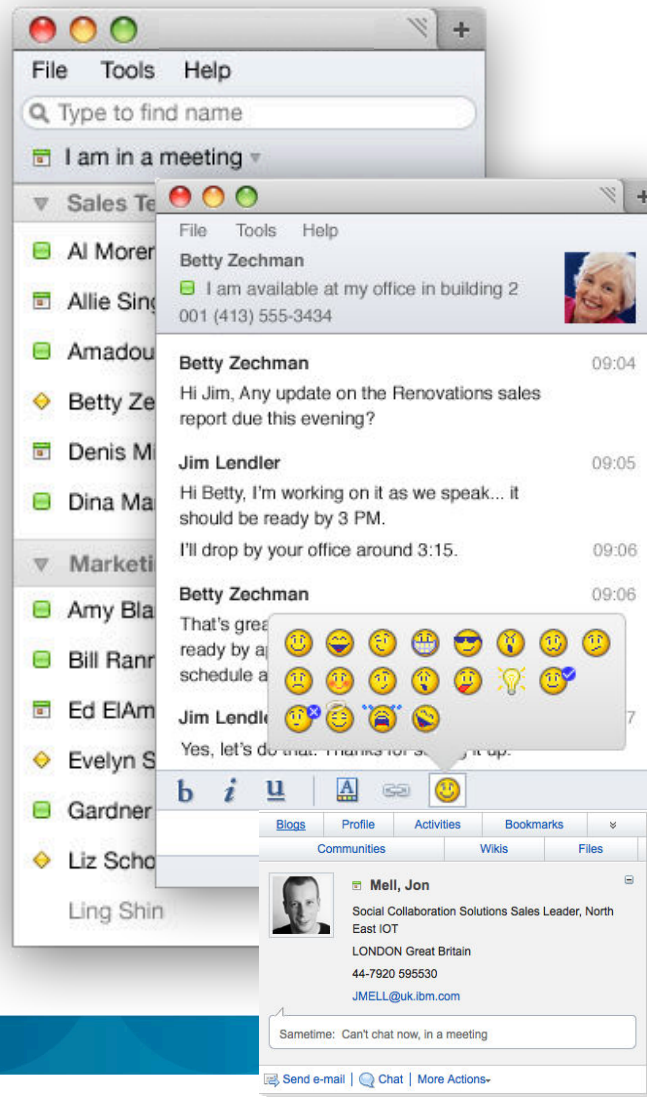
Desktop

Windows, Mac, Linux
Microsoft Outlook, IBM Notes



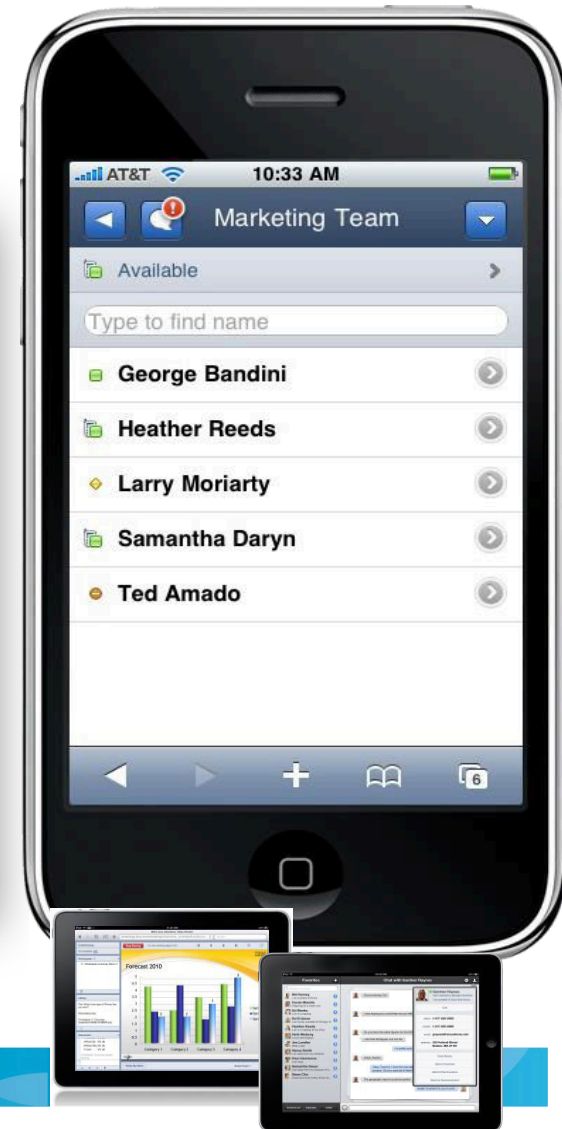
Browser

IE, Firefox, Safari
Mobile Browsers



Mobile

iPhone, BlackBerry,
Windows, Android



Integrated with the audio, video and telephony you use today
and tomorrow...



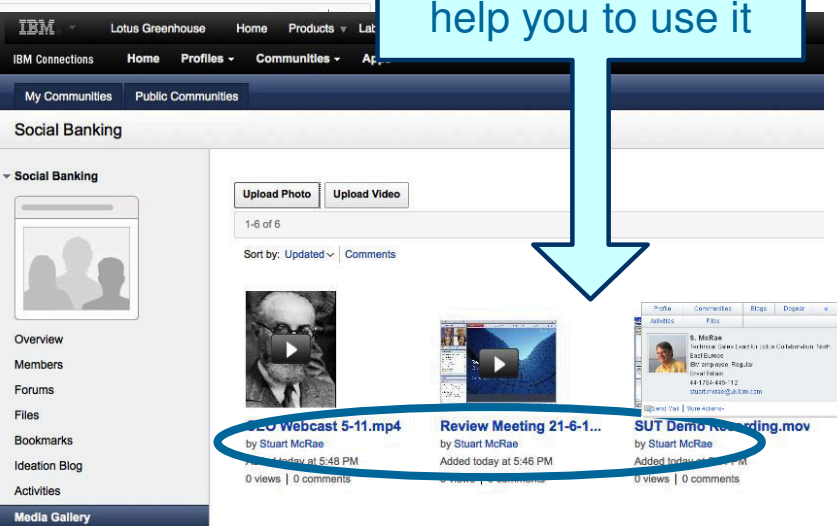
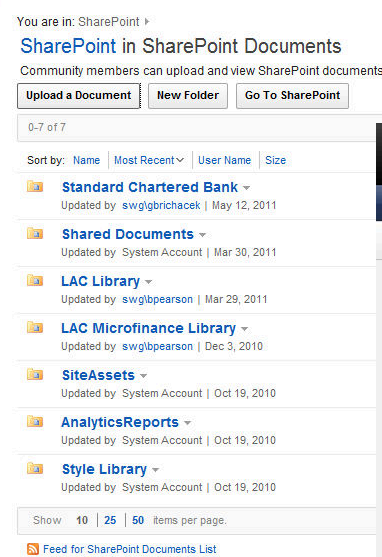
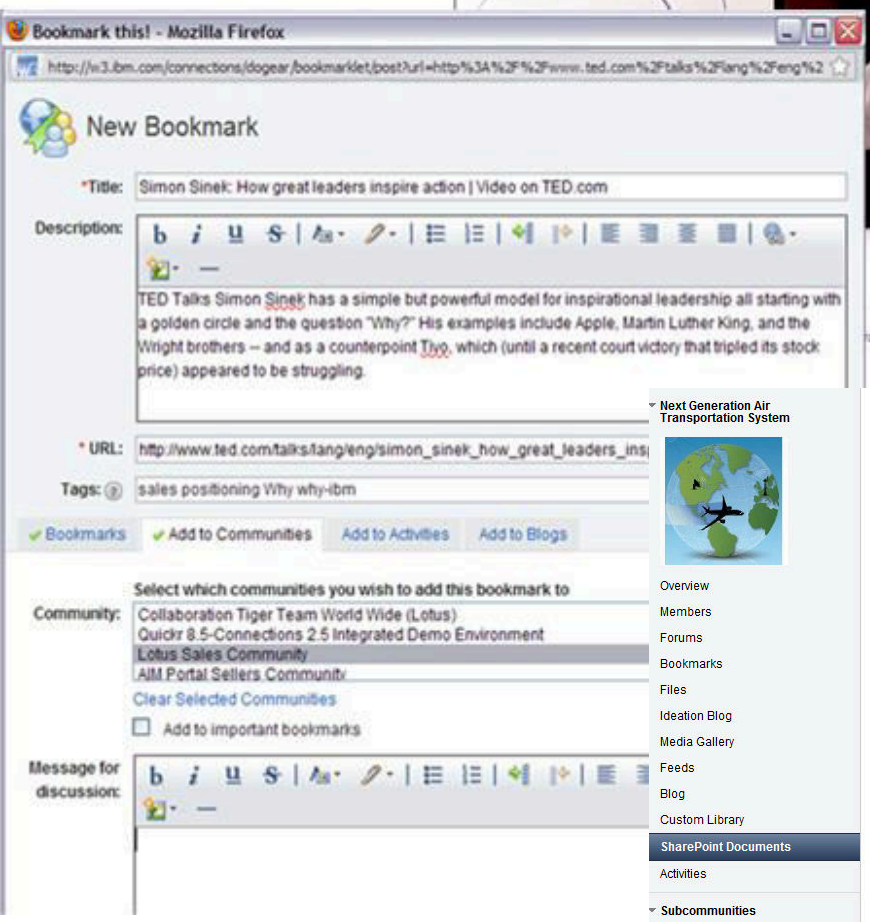
Search across all available content
(including external content that others found useful and tagged)

Content Tags

(and Social Bookmarks)

let you share ideas & content
across organisational boundaries
and find content beyond the firewall
while also connecting you to people
with similar interests or problems

Discover Content in
the Context of the
People who can
help you to use it



Social file sharing crosses silos while preserving access control

*More than just a document library: adds **context** for credibility & discoverability*

The screenshot shows a web interface for 'Renovations Inc' with a navigation bar at the top containing 'Home', 'Profiles', 'Communities', 'Places', 'Apps', and 'Moderation'. A search bar and user profile 'Brandon Seppa' are also visible. The main content area displays a document titled 'Employee Compensation.pdf' with a description: 'Description: Employee Compensation guidelines and policies. Revised for 2011. Size: 47 KB (122 KB including all versions)'. Below the document, there are tabs for 'Comments (3)', 'About this File', 'Folders', 'Sharing', and 'Versions (3)'. Three comments are visible, with the most recent one from Brandon Seppa mentioning a presentation to the Board. To the right of the comments, there is a side-by-side comparison of a yellow Lego figure and the Mona Lisa painting, with a 'add to' button next to it. A left sidebar contains navigation options like 'Pinned Files', 'My Files', and 'Pinned Folders'. At the bottom of the page, there is a footer with links like 'Home', 'Demo', 'Help', and 'Support Forums'.

What do others think of it?
Who else understands it?
Have they improved it?

Recommendations,
Downloads,
Comments,
Versions,
Sharing,
Folders,
Authors,
Tags.

Not just Share with,
but also Share on,
and Share within
a Community

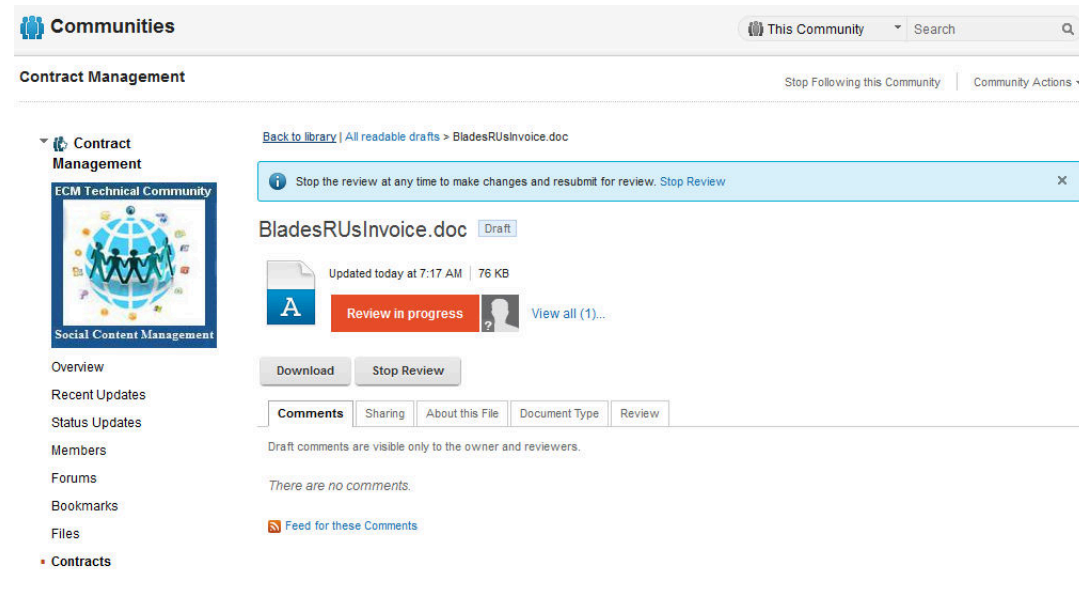
<http://www.youtube.com/watch?v=W5sgSZqsmtA>

Wrap Social capabilities around Enterprise Content Management

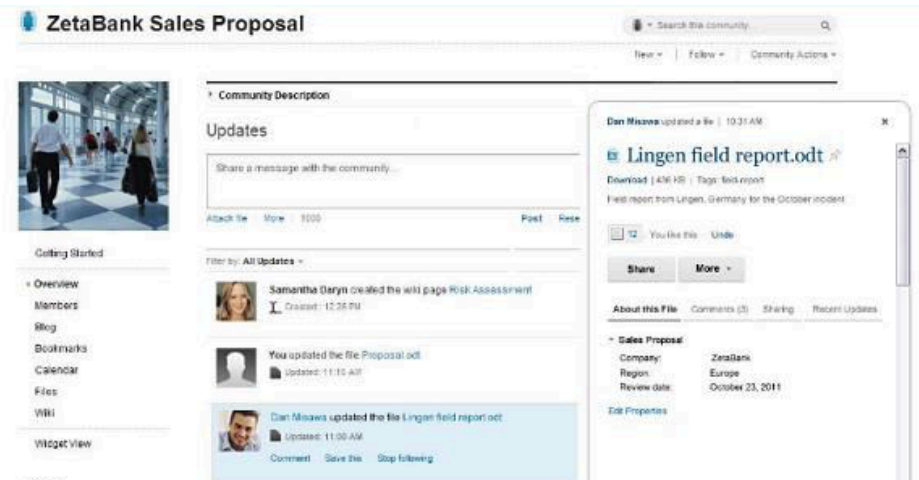
Combining the power of Social Collaboration and Document Management

Provides a rich social content and document management experience for any community of users

- Fully integrated social features
Tags, Likes, Download Count, Following
- Traditional ECM features:
Check in/out, Approval Routing, Nested Folders, Full-Text & Metadata Search, Document Types and Metadata
- Updates integrated into the Activity Stream
- Mobile access to enterprise content
- Document workflow and records management
- Document libraries integrated into social search
- Content Management becomes as easy to use as Social Tools



The screenshot shows the 'Contract Management' community page. At the top, there's a search bar and navigation options. The main content area displays a document titled 'BladesRUsInvoice.doc' in a 'Draft' state. A notification bar at the top of the document area says 'Stop the review at any time to make changes and resubmit for review. Stop Review'. Below the document title, it shows 'Updated today at 7:17 AM | 76 KB' and a 'Review in progress' status with a 'View all (1)...' link. There are 'Download' and 'Stop Review' buttons. A 'Comments' section is visible, showing 'Draft comments are visible only to the owner and reviewers.' and 'There are no comments.' with a 'Feed for these Comments' link.



The screenshot shows the 'ZetaBank Sales Proposal' community page. It features a 'Community Description' section and an 'Updates' feed. The updates list several activities: 'Samantha Darvin created the wiki page Risk Assessment' (Created: 12:35 PM), 'You updated the file Proposal.odt' (Updated: 11:15 AM), and 'Dan Misawa updated the file Lingen field report.odt' (Updated: 11:30 AM). A detailed view of the 'Lingen field report.odt' file is shown on the right, including 'Download | 436 KB | Tags: Risk report' and 'First report from Lingen, Germany for the October incident'. Below the file name, there are 'Share' and 'More' buttons. At the bottom, there's a metadata section for the 'Sales Proposal' with fields for 'Company: Zetabank', 'Region: Europe', and 'Review date: October 23, 2011'.

Surfacing Existing Document Libraries in a Social Context

The screenshot shows a SharePoint community page for 'Next Generation Air Transportation System'. The page features a navigation bar at the top with 'Renovations Inc', 'Home', 'Profiles', 'Communities', and 'Places'. Below this is a search bar and a 'This Community' dropdown. The main content area displays a list of document libraries under the heading 'SharePoint Documents'. The libraries listed are: Standard Chartered Bank, Shared Documents, LAC Library, LAC Microfinance Library, SiteAssets, AnalyticsReports, and Style Library. Each entry includes the library name, the user who updated it, and the update date. A sidebar on the left contains navigation links for 'Overview', 'Members', 'Forums', 'Bookmarks', 'Files', 'Ideation Blog', 'Media Gallery', 'Feeds', 'Blog', 'Custom Library', 'SharePoint Documents', 'Activities', and 'Subcommunities'. A blue callout box on the right contains the text: 'It's not "Either ... Or". wrap social sharing capabilities and communities of experts around existing Content Libraries'.

It's not "Either ... Or".
 wrap social sharing capabilities
 and communities of experts
 around existing
Content Libraries

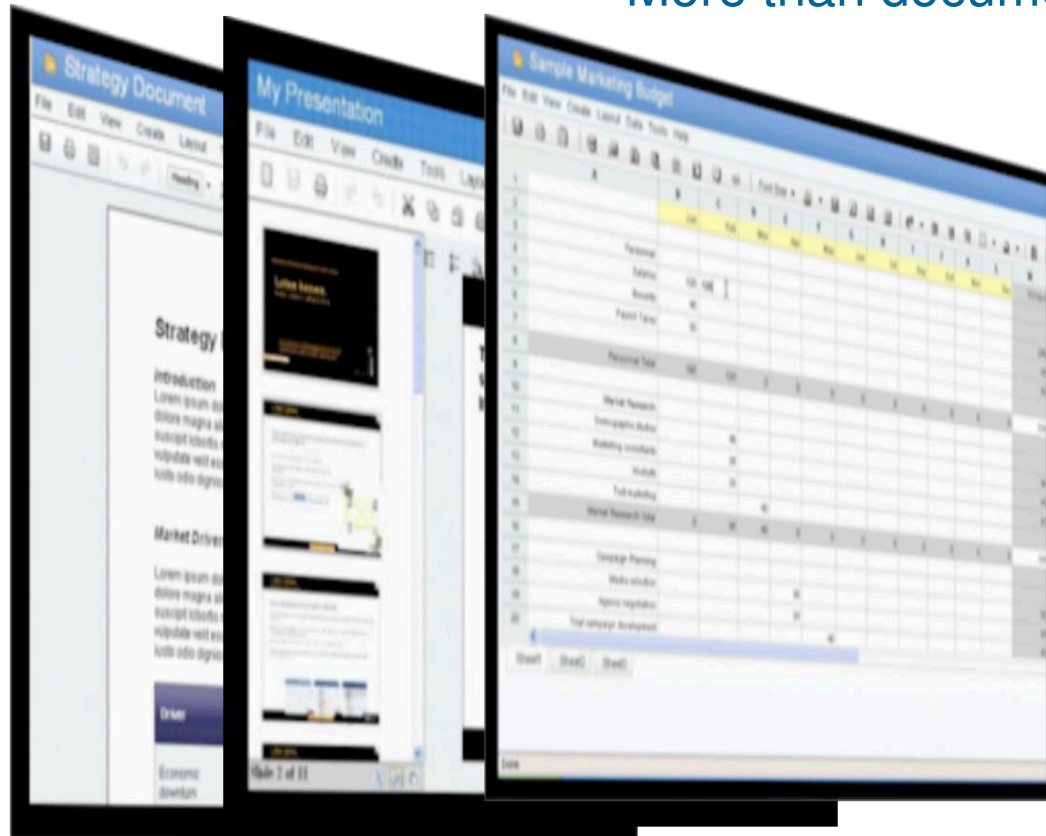


Social collaboration around rich document types

Documents, spreadsheets, presentations not just wikis, blogs, files & activities

Web-based collaborative editors for creating, sharing and collaboratively authoring word processor documents, spreadsheets and presentations create major new opportunities for better collaboration

More than document editing through a browser:



- ✓ **Real-time co-editing**
- ✓ **Author presence awareness**
- ✓ **Commenting & discussions**
- ✓ **Live sections**
- ✓ **Revision management**
- ✓ **Assignment & notifications**
- ✓ **Task management**
- ✓ **Attention management**
- ✓ **Mobile client with offline editing**

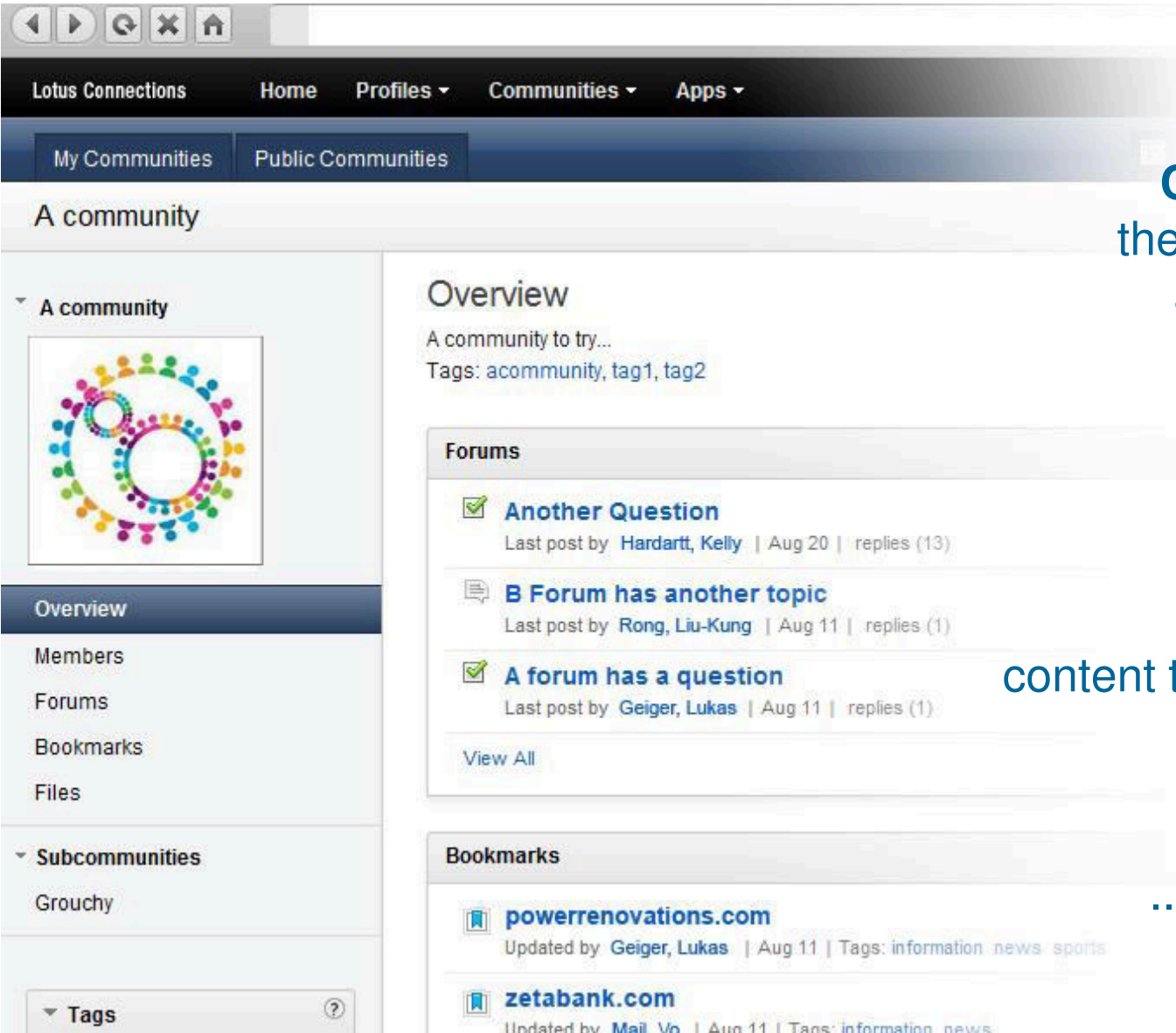
Building communities to collect & distill knowledge

Communities

let users with **COMMON INTERESTS** connect themselves across the enterprise - and puts all the **CONTENT** they share into the **CONTEXT** of the **EXPERTS** who can help you to use it

AGGREGATE different people, content types, discussions and activities into one **CONTEXT** where users can easily find it

...providing **ACCESS CONTROL** and **MODERATION**



Crowdsourcing innovation

Not just brainstorming ideas ... but putting them into action

The screenshot shows the IBM Social Business Ideation Blog interface. At the top, there's a navigation bar with 'Renovations Inc', 'Home', 'Profiles', 'Communities', 'Places', 'Apps', and 'Moderation'. A search bar and user profile 'Brandon Seppa' are also visible. The main content area is titled 'Human Resources' and displays a list of ideas. Each idea includes a vote count, author, date, and a brief description. Some ideas are marked as 'Graduated'. On the right, there are sections for 'Similar Blogs' and 'Recent Contributors'. Below the main content, there's a section for 'Action Items for Advisor Chat project' with a table of tasks and their status.

| Item | Author | Date | More |
|------------------------|--------------|---------------|------|
| advisor chat | Stuart McRae | Today 5:13 PM | More |
| Comments from Ideation | Stuart McRae | Today 5:25 PM | More |

| Item | Assigned To | Author | Date | More |
|--|------------------|--------------|---------------|------|
| <input type="checkbox"/> Research alternative Chat & Presence solutions | Stuart McRae | Stuart McRae | Today 5:15 PM | More |
| <input type="checkbox"/> IBM Sametime information | Stuart McRae | Stuart McRae | Today 5:31 PM | More |
| <input type="checkbox"/> Align Strategy with Web Portal team | David J Strachan | Stuart McRae | Today 5:17 PM | More |
| <input type="checkbox"/> Align strategy with Internal IM & Presence | Stuart McRae | Stuart McRae | Today 5:18 PM | More |
| <input type="checkbox"/> Ask the Call Centre team if we can leverage this to displace calls and save money | Jon Mell | Stuart McRae | Today 5:20 PM | More |
| <input type="checkbox"/> I have scheduled a meeting with Mark Osborn for next Tuesday to discuss | Stuart McRae | Stuart McRae | Today 5:41 PM | More |

- **Brainstorm**
- **Comment**
- **Vote**
- **Evaluate**
- **Graduate**
- **Action**

“Social should be more than just a talking shop”

Capture process knowledge into activity templates

Increase productivity by permeating best practices through the organisation

Example: More effective meetings

IBM Connections Home Profiles Communities Apps Suzanne Livingston Settings Feedback Help English Log Out

Activities To Do List Activity Templates Recent Updates This Template Monthly Project Review

Monthly Project Review - Meeting Logistics Template Follow this Template Template Actions

Template Outline

Recent Updates

To Do Items

Trash

Sections

Members

Owners

Muriel Blondin

Public Access

Public (Read Only)

Tags

Find a Tag

tpr

Cloud List

Activity Goal - This is a model for a repeating monthly meeting projects management I created. Feel free to use it a... [more]

Start an Activity from this Template

| | Author | Date | More |
|---|----------------|-------------|------|
| Meeting goal and objectives | Muriel Blondin | Dec 15 2011 | More |
| Participants | Muriel Blondin | Dec 15 2011 | More |
| Code of conduct | Muriel Blondin | Dec 15 2011 | More |
| Presentation format to use | Muriel Blondin | Dec 15 2011 | More |
| Audio bridge used for the Monthly XXXX meeting | Muriel Blondin | Dec 15 2011 | More |
| Web meeting details used for the Monthly XXXX meeting | Muriel Blondin | Dec 15 2011 | More |

Agendas

| | | | |
|-------------------------------------|----------------|-------------|------|
| January Agenda - Monthly XXX Review | Muriel Blondin | Dec 15 2011 | More |
|-------------------------------------|----------------|-------------|------|

Actions / Minutes

| | | | |
|--|----------------|-------------|------|
| January Actions and minutes- Monthly XXXX Review | Muriel Blondin | Dec 15 2011 | More |
| To do item in ref of the minutes | Muriel Blondin | Dec 15 2011 | More |

Making Social Collaboration more than just a talking shop

- ✓ Getting things done in a social way
- ✓ Create ad hoc activities for all your tasks & share them with others involved
- ✓ Assign To Do items to yourself & others and track their process
- ✓ Aggregate your To Do list & Recent Updates across all your tasks
- ✓ Collect notes, links, documents for a task in one place to access & share

Use internal social collaboration to manage external conversations

... populate your web site with **Moderated Content** from **INTERNAL COMMUNITIES**

The screenshot shows a user interface for an internal financial community. At the top, there are navigation links like 'Locate a branch | Find an ATM' and user options 'Al Moreno | Edit My Profile | Log Out | Help'. The main header is 'OPEN FINANCIAL NETWORK' with sub-navigation for 'My OFN', 'Banking', 'Lending', 'Investments', and 'Communities'. The current page is 'Retirement Planning > Forums'. A welcome message says 'Welcome to the Retirement Planning Community!'. On the left, there's an 'Overview' section and a 'Tags' list including 'funds', 'technical_analysis', 'income_plus', 'long_term', and 'compound_interest'. The main content area features a 'Forums' section with a post titled 'This is the post' and an 'Asset Allocation: \$500,00.00' pie chart showing categories like Domestic Stock, Foreign Stock, Bonds, Short-Term, and Unknown. There are also sections for 'Check My Financial Data', 'Related Topics', and 'Additional Resources'.

...while **Customer Content** is discussed safely behind the firewall

The screenshot shows a 'Discuss This' form. It has a dropdown for 'My Internal Communities' with 'IBM Blue Work Group Committee' selected. Below it is a 'Forum' dropdown set to 'Questions and Answers From External Forums'. There is a 'Pin this topic' checkbox. The main text area contains a question: 'This is a question? Today at 10:20 AM | 0 Posts'. Below the question is a comment section with a text input and a 'Save' button.

The screenshot shows an external website for 'VT Living Inc.' with a 'Renovations Community' page. The page has a navigation bar with 'Home', 'Merchandising', 'Finance', 'Logistics', 'Vendor Maintenance', and 'Renovations'. A welcome message says 'Welcome to the Renovations Community!'. The page is divided into several sections: 'Overview', 'Community Updates' (with a post by Bill Ranney), 'Members' (a grid of member avatars), 'Most Active Discussions' (a list of active topics), and 'Upcoming Events' (a list of upcoming events). At the bottom, there is a 'Scorecard' section with a bar chart and a table showing sales data by region.

| Region | Forecast Sales | Actual Sales | Percentage |
|------------|----------------|--------------|------------|
| Central | \$1,000,000 | \$755,346 | 75.63% |
| North East | \$1,000,000 | \$514,500 | 51.45% |
| North West | \$670,000 | \$897,653 | 133.98% |
| South East | \$1,500,000 | \$1,345,000 | 89.67% |
| South West | \$750,000 | \$708,764 | 94.50% |

With the compliance controls you need

- **Open APIs to integrate with common Compliance & eDiscovery solutions**

- Separate Instant Messaging, E-mail, Social Content solutions do not make sense
- Separate approaches for IBM solutions, Microsoft solution, etc., do not make sense

- **Example: IBM Content Collector for IBM Connections**

- Archiving of files, wikis, blogs, forums, profiles, activities for use by IBM eDiscovery Manager

- **Example: Partnership with actiance®**

- Experienced in Financial Services industries
- Compliance Value Proposition
 - Avoid sanctions, expedite eDiscovery, keep watch, reduce costs
- Support for IBM Sametime & IBM Connections (as well as Microsoft SharePoint & Lync, Cisco Unified Presence, etc.)
 - Real time content monitoring & alerting
 - Full audit trails
 - Tamper proof archiving
 - Policy settings at Company, Group, User level



The screenshot shows the Actiance software interface with several key sections:

- Analytics and Discovery:** A horizontal bar at the top listing various content sources: Lync/OCS, Sametime, CU/PC, LiveMeeting, BlackBerry Messenger, Financial Networks, Skype, Public IM, Facebook, LinkedIn, Twitter, Web 2.0, SharePoint, Connections, Jive, Web Mail, Exchange, Domino, and VoIP. Below this bar are two status indicators: 'Available Today' and 'Dec2011 Roadmap'.
- Content Capture:** A section below the analytics bar.
- Unified Identity and Policy Management:** A section below content capture.
- Active Content Store:** A section at the bottom of the interface.
- Open SDK:** A sidebar on the right with three buttons: 'Insert', 'Search', and 'Export'.

Social Analytics enable recommendations

Bring things people should know to their attention, based on their networks & content

Recommendations

- IT Professionals** 1 related person
- Social Marketing Community** 4 related people
- Sales Room** 1 related tags, 5 related people


Previous Next

Status Updates

Trending

all app blue **connections**
 connections-mail **feedback**
 file first following forum go-to
 help mail next opportunity
 page status swg team test
 video was

Do You Know



Samantha Daryn


Invite to connect Remove

- You share a forum thread
- You share some colleagues
- You are in a community together

Things in Common

- Communities (3)**
 - Better Living
 - Project Planning
 - Greenwell Product La...
- Discussions (2)**
 - What is the project ...
 - Feedback on new mark...

Who Connects Us?



How are you and Frank Adams connected

- You are colleagues
- You share 3 activities
- You co-edited a wiki
- You shared a file with Frank Adams
- Frank Adams shared a file with you
- You share a forum thread

How are Frank Adams and Samantha Daryn connected

- They are colleagues
- They share an activity
- They share a forum thread



Social Analytics to measure community vitality and system usage

- **Reports & dashboard to monitor community vitality**
- **Comprehensive metrics for all use of services & page views**
- **For use by:**
 - Business Owners
 - IT Owners
 - Community Owners
- **Flexible drill down & data slicing**
- **Extensibility**
- **Customise reports**

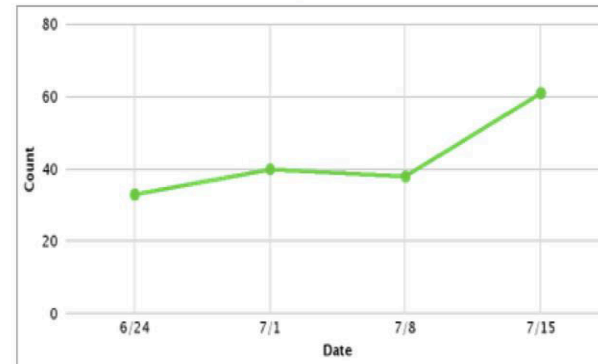
Participation

Leaders need to know how many people contribute and consume content in the community. Participation metrics answer questions like, "How many wiki pages were created in the past year?"

Number of visits

[View table](#)

For each segment (day, week, month, or year) of the selected time period, displays the number of visits to this community, including anonymous users and repeat visitors.



| Metric | Total | Max |
|---|-------|-----|
| Number of visits ? | 172 | -- |
| Number of unique contributors ? | -- | 6 |
| Number of new updates ? | 71 | -- |
| Number of unique people following the community ? | -- | 0 |

[View More](#)

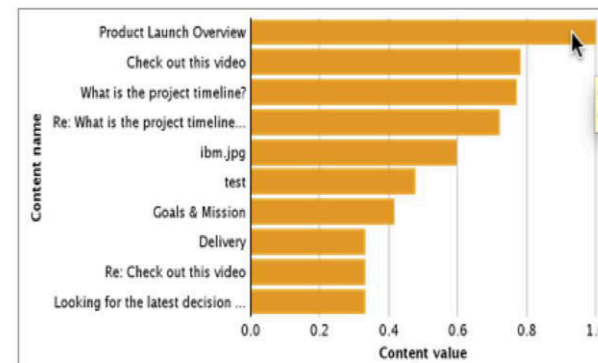
Content

Leaders need to know about the content that is shared in the community and the type of value it brings to members. Content metrics answer questions like, "Which content do members value most?"

Most active content

[View more detail](#)

For the selected time period, displays content in this community ranked by usage, based on visits, content creation, follows, Likes, comments, and replies.



| Metric | Total |
|-----------------------|-------|
| Most active content ? | -- |

[View More](#)

Content name = Product Launch Overview
Content value = 1

Social Collaboration is about more than Social Applications
*It's all about integration of existing **Collaboration, Content Repositories, etc.***

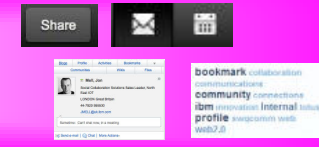


Mobile

Browser

Desktop

Social Collaboration Layer
(Social Intranet)



Business Apps

ERP, BPM, Web Apps, Workflow, etc.

Team Spaces

Profiles
Wikis
Blogs
Media
Activities
Search
Ideation
Community

ECM

WCM

Unified Comms

Presence, IM, Audio, Video, Meetings, Telephony

E-Mail

Public Internet



Social businesses need to drive **adoption** to achieve business value

| | | |
|------------------------|----------|---|
| Social Business | A | Align Organizational Goals & Culture |
| | G | Gain Social Trust |
| | E | Engage through Experiences |
| | N | Network Your Business Processes |
| | D | Design for Reputation & Risk Management |
| | A | Analyze Your Data |

TOP 10 Best Practices for Social Business Adoption

- 1. Integrate into Processes & Flows for business outcomes
- 2. Customize the Experience
- 3. Governance, policy, and communications
- 4. Hire Community Managers and Social Job Roles
- 5. Leaders Show the Way
- 6. Evangelize and Enable Employees
- 7. Motivate and Engage
- 8. Reverse Mentor your Leaders
- 9. Raise an Internal Brand Army
- 10. Show Metrics & Value

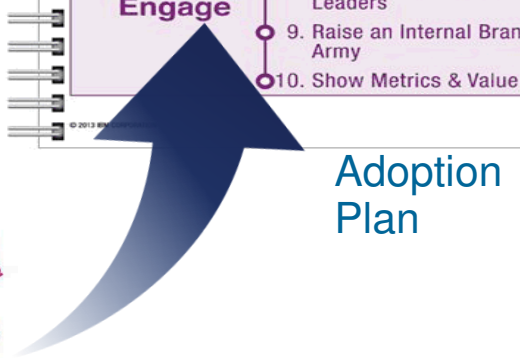
Create a New Way of Working (Items 1-4)

Launch (Items 5-6)

Engage (Items 7-10)

© 2013 IBM

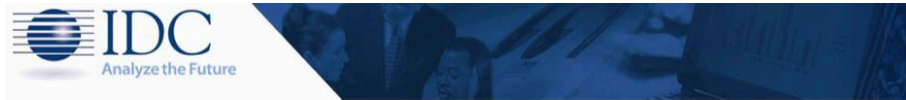
Social Business Strategy



Adoption Plan



IBM is recognised as the industry leader in Social Business



MARKET ANALYSIS

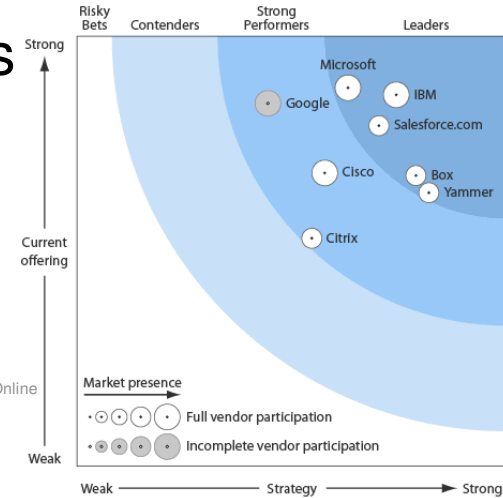
Worldwide Enterprise Social Software 2013–2017 Forecast and 2012 Vendor Shares: From ESS to ESN

Vanessa Thompson

Worldwide Enterprise Social Software Revenue by Vendor, 2010–2012 (\$M)

| | 2010 | 2011 | 2012 | 2012 Share (%) | 2011–2012 Growth (%) |
|-----|------|-------|-------|----------------|----------------------|
| IBM | 60.2 | 105.4 | 142.7 | 14.2 | 35.4 |

The Forrester Wave: Cloud Strategies of Online Collaboration Software Vendors 3Q 2012
Forrester Research Inc, Aug 2012



IBM Platform for Social Business

IBM Connections Suite

IBM Social Analytics

IBM Social Content Management

IBM WebSphere Portal family

Industry Leader in Worldwide Enterprise Social Software Platforms, ranked #1 by IDC for four years running

Industry Leader in Business Analytics, ranked #1 for Strategy & Capabilities in IDC's Global MarketSpace for Business Analytics IT Consulting & Systems Integration report 2012

Industry Leader in Enterprise Content Management, according to Gartner “the largest ECM vendor in terms of market share and total content revenue” leading in both vision & ability to Execute

Industry Leader in Horizontal Portals, residing in the Leadership category in the Gartner Magic Quadrant every year since it was created

Industry Leader in Cloud Strategies for Online Collaboration Software Vendors according to Forrester Wave in 2012

Deployment Choice: Software as a Service – Hosted Private Cloud – On Premises – Hybrid

IBM has a proven track record of delivering results for industry leaders

- **Benefit from our experience with leaders – Working with more than 60% of the world's Fortune 100 companies**
- **Exceptional web experiences for employees and customers created with:**

8

of the top 10 banks
and retailers

12

of the largest telcos

500

governments covering
all G8 nations

Industry Leader in Social Software Platforms, ranked #1 by IDC for four years running
(and more than twice the size of the nearest competitor)

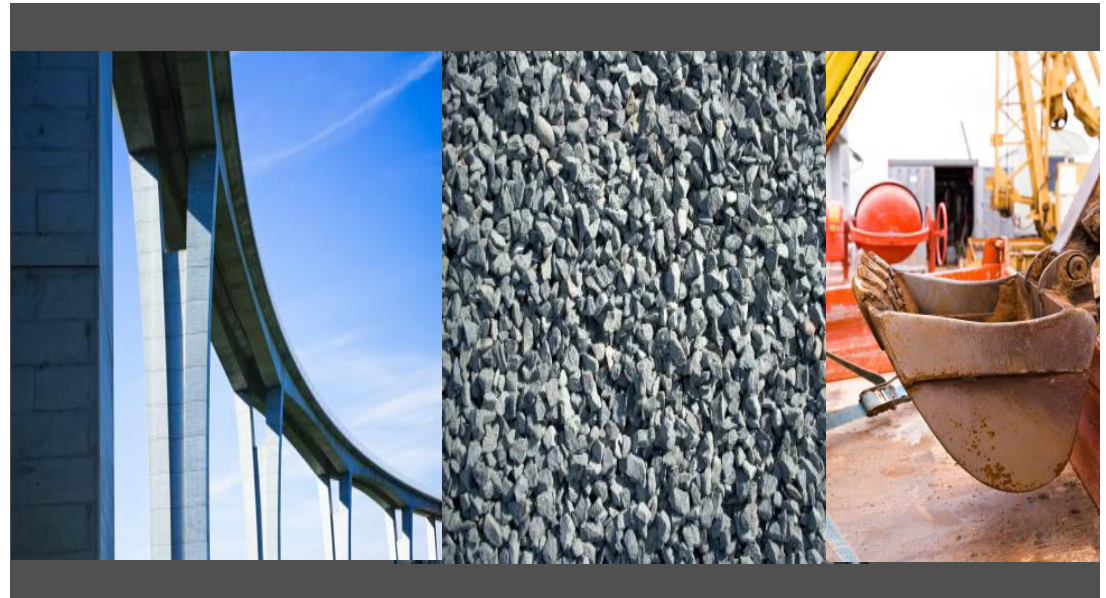
Cemex redefined their **product development process** through a new collaborative initiative called “Shift”

Creating a smarter workforce

1/3

Reduction time of new product development

A social business transforms product and service innovation through global collaboration



TD Bank Group improved its internal teaming and its customer service across geographic & organizational barriers, by integrating social business solutions into their **operations** processes

Creating a smarter workforce

Improved customer service and employee communication

Reduced e-mail by up to 25%, shortened on-boarding time by 50%, eliminated unnecessary travel and meetings expenses, and created new channels for engaging customers.

Since 2009

- ~ 50,000 employees participating
- 288,000 stories shared on average each story acknowledges 1.8 employees
- That's over 260 stories submitted each day!

Why People Share:

- Share pride in legendary customer service
- Recognize and acknowledge peers
- Help & inspire other employees
- Build relationships
- Celebrate exceptional work

Why social recognition is important:

- Contributes to positive culture and improved relationships
- Employee satisfaction and loyalty
- Creates strong sense of team or community
- Motivates positive behaviours

WOW MOMENTS
capturing, celebrating & sharing employee customer service stories

Great everyday customer service stories unshared and not widely known

Wow Moments Program Introduced
Success stories and customer service achievements can be widely shared on TD Intranet

Connecting TD Employees from across the country to customer success stories.

Customer Experience
Employees are motivated by the stories and can apply learnings to their job each day.

Building a Culture of Recognition
Informal recognition made public and transparent, promotes more sharing of stories.

Contributing to...

Legendary Customer Experiences

Extraordinary Employee Experiences

Helping Managers be better Managers
Easily access meaningful stories involving their employees.

Customer Experience Index
Highest in Customer Satisfaction 6 years in a row by J.D. Power and Associates

Employee Engagement & Recognition
TD recognized as Canada's TOP 100 Employers for 5 years in a row



“TD Bank is committed to weaving social networking into everything we do and how we do it.”

— Wendy Arnott, Vice President of Social Media and Digital Communications, TD Bank Group

Lowes demonstrate the ROI of Social Business



Approaching work with a **collaborative mindset** means we are **constantly connected** to our ecosystem of employees, partners and clients.

[SUBSCRIBE VIA RSS OR EMAIL](#) | [DOWNLOAD FACT SHEET](#)

Serendipity Happens... to Deliver Million\$

Posted on September 30th, 2011 By [Susan Scrupski](#)

As the world turns... social, expect to be surprised by the fruits of serendipity. When large workforces embrace working socially, or as I love to call it – in "socialworking" mode, they discover new ways of solving problems and creating opportunities. Insights are revealed in the fluid web of connections and sharing. We've seen a dramatic mood swing toward all things social this year. Even the [naysayers](#) have been touting the benefits of working socially recently.

I wanted to take the opportunity to highlight just one example of how working in a truly social organization delivers benefits that could never have been predicted in an executive conference room undergoing the scrutiny of a hard-core ROI analysis.

The Million Dollar Cry for Help

This vignette comes from our member [Andrew Carusone](#) at [Lowe's Companies, Inc.](#) who told the story at our workshop this summer. Lowe's on-boarded 100% of its employee base to its collaborative platform, [IBM Connections](#) last year. That's every executive, store manager, retail clerk, and stock boy on the payroll. The entire Lowe's workforce of 289,000 employees have



Susan Scrupski Susan has been analyzing the technology market for 20 years. Her interests are in workforce collaboration and the extended enterprise. Susan is a leading voice on social collaboration trends and supports council members in their efforts to evangelize social business in their own organizations.

[Bio](#) | [Twitter](#) | [Blog](#) | [Linked In](#)

Recent Posts

<http://www.dachisgroup.com/2011/09/serendipity-happens-to-deliver-million/>

Bayer MaterialScience drives widespread adoption to achieve real value

<http://onforb.es/LaLDj5>



De Ruwe's has been able to get 66% of Bayer Material Science employees using the whole platform on a regular basis.

- Ironically, people are talking again*
- They find experts faster and more efficiently*
- Employees share a lot more information –*
"It's Culture Changing"
- One place where knowledge and people can connect*
- The Power of the crowd*
- Executives are more accessible*

TECH | 5/28/2012 @ 12:53PM | 5,621 views

How this CIO Helped Bayer Become Social

14 comments, 12 called-out

+ Comment now

Every time I see another article about how CIOs are wasting their time participating in social media, I'm frequently reminded of one of my favorite Mark Twain quotes, "The man with a new idea is a crank until the idea succeeds."



And succeed they have. Take Bayer's MaterialScience CIO Kurt De Ruwe, who tells me that introducing social technologies into Bayer has created an irreversible movement: "You can't stop it. Once you make it available to people on the right platform the magic happens. The users are driving adoption, creating value and they are much happier. All in all it's inexpensive to run and the impact it has on the organization, though difficult to quantify in numbers, is huge."

Omron's social intranet experience improves productivity & collaboration

- **Manufacturer of control equipment, factory automation systems, electronic components, automotive electronics, ticket vending machines and medical equipment**
- Employees were looking for info to do their jobs, wanted a better way to collaborate
- Consolidated databases, Cognos, ERP (JDE), CRM (Relavis), social networking into one user experience
- New global intranet that supports collaboration (e.g. find experts) and enhanced productivity (e.g., sales better prepared for customer meetings)



OZONE

Home My Work Connections

Prospect Navigator

Selected customer
VERBOON & BOS APPARATENBOUW B.V.

Customer Address

VERBOON & BOS APPARATENBOUW B.V.

Customer All Channels
 Prospect Direct
 Suspect Indirect

3238 Zwartewaal, The Netherlands
Mercuriusstr. 49, VLAARDINGEN, , Net

Get Directions

Google route content:

3238 Zwartewaal, The Netherlands

23.6 km - about 28 mins

1. Head southeast on Gootsehoek 50 m
2. Turn right to stay on Gootsehoek 37 m
3. Turn left onto Hollemarestraat 0.5 km
4. Turn right onto Henri Fordstraat 76 m
5. Slight right to stay on Henri Fordstraat 87 m
6. At the roundabout, take the 3rd exit onto Groene Kruisweg/N218 Continue to follow N 7.2 km
7. Turn left onto Ma Continue to follow N
8. Turn right onto th

Business Overview

| Product Family | P-YTD Billings | C-YTD Billings |
|------------------------|----------------|-----------------|
| Modular PLC | 46237.28 | 83353.86 ↑ |
| Inverter | 4945.00 | 3717.60 ↓ |
| Regulation (in-panel T | 2941.20 | 2205.40 ↓ |
| LVSG | 1252.70 | 2200.45 ↑ |
| Prox | | Growth: 1204% ↑ |
| HMI | 0.00 | 1204.00 ↑ |
| Other Automation | 535.23 | 1000.00 ↑ |
| AOS | 4350.00 | 900.50 ↓ |
| | 410.40 | 845.40 ↑ |
| duc | 640.00 | 780.90 ↑ |

OZONE

Boon Edam B.V.

Business Overview

Revenue

Profit

Market Share

Customer Satisfaction

Employee Engagement

Productivity

Quality

Compliance

Security

Environment

Social Responsibility

Customer Feedback

Employee Feedback

Market Research

Competitor Analysis

Industry Trends

Global Expansion

Partnerships

Acquisitions

Divestitures

Restructuring

Organizational Changes

Technology Adoption

Process Improvement

Continuous Improvement

Lean Manufacturing

Six Sigma

ISO 9001

ISO 14001

ISO 26000

SA 8000

RoHS

REACH

WEEE

ErP

CE Marking

UL Listing

UL 508

UL 504

UL 507

UL 509

UL 510

UL 511

UL 512

UL 513

UL 514

UL 515

UL 516

UL 517

UL 518

UL 519

UL 520

UL 521

UL 522

UL 523

UL 524

UL 525

UL 526

UL 527

UL 528

UL 529

UL 530

UL 531

UL 532

UL 533

UL 534

UL 535

UL 536

UL 537

UL 538

UL 539

UL 540

UL 541

UL 542

UL 543

UL 544

UL 545

UL 546

UL 547

UL 548

UL 549

UL 550

UL 551

UL 552

UL 553

UL 554

UL 555

UL 556

UL 557

UL 558

UL 559

UL 560

UL 561

UL 562

UL 563

UL 564

UL 565

UL 566

UL 567

UL 568

UL 569

UL 570

UL 571

UL 572

UL 573

UL 574

UL 575

UL 576

UL 577

UL 578

UL 579

UL 580

UL 581

UL 582

UL 583

UL 584

UL 585

UL 586

UL 587

UL 588

UL 589

UL 590

UL 591

UL 592

UL 593

UL 594

UL 595

UL 596

UL 597

UL 598

UL 599

UL 600

UL 601

UL 602

UL 603

UL 604

UL 605

UL 606

UL 607

UL 608

UL 609

UL 610

UL 611

UL 612

UL 613

UL 614

UL 615

UL 616

UL 617

UL 618

UL 619

UL 620

UL 621

UL 622

UL 623

UL 624

UL 625

UL 626

UL 627

UL 628

UL 629

UL 630

UL 631

UL 632

UL 633

UL 634

UL 635

UL 636

UL 637

UL 638

UL 639

UL 640

UL 641

UL 642

UL 643

UL 644

UL 645

UL 646

UL 647

UL 648

UL 649

UL 650

UL 651

UL 652

UL 653

UL 654

UL 655

UL 656

UL 657

UL 658

UL 659

UL 660

UL 661

UL 662

UL 663

UL 664

UL 665

UL 666

UL 667

UL 668

UL 669

UL 670

UL 671

UL 672

UL 673

UL 674

UL 675

UL 676

UL 677

UL 678

UL 679

UL 680

UL 681

UL 682

UL 683

UL 684

UL 685

UL 686

UL 687

UL 688

UL 689

UL 690

UL 691

UL 692

UL 693

UL 694

UL 695

UL 696

UL 697

UL 698

UL 699

UL 700

UL 701

UL 702

UL 703

UL 704

UL 705

UL 706

UL 707

UL 708

UL 709

UL 710

UL 711

UL 712

UL 713

UL 714

UL 715

UL 716

UL 717

UL 718

UL 719

UL 720

UL 721

UL 722

UL 723

UL 724

UL 725

UL 726

UL 727

UL 728

UL 729

UL 730

UL 731

UL 732

UL 733

UL 734

UL 735

UL 736

UL 737

UL 738

UL 739

UL 740

UL 741

UL 742

UL 743

UL 744

UL 745

UL 746

UL 747

UL 748

UL 749

UL 750

UL 751

UL 752

UL 753

UL 754

UL 755

UL 756

UL 757

UL 758

UL 759

UL 760

UL 761

UL 762

UL 763

UL 764

UL 765

UL 766

UL 767

UL 768

UL 769

UL 770

UL 771

UL 772

UL 773

UL 774

UL 775

UL 776

UL 777

UL 778

UL 779

UL 780

UL 781

UL 782

UL 783

UL 784

UL 785

UL 786

UL 787

UL 788

UL 789

UL 790

UL 791

UL 792

UL 793

UL 794

UL 795

UL 796

UL 797

UL 798

UL 799

UL 800

UL 801

UL 802

UL 803

UL 804

UL 805

UL 806

UL 807

UL 808

UL 809

UL 810

UL 811

UL 812

UL 813

UL 814

UL 815

UL 816

UL 817

UL 818

UL 819

UL 820

UL 821

UL 822

UL 823

UL 824

UL 825

UL 826

UL 827

UL 828

UL 829

UL 830

UL 831

UL 832

UL 833

UL 834

UL 835

UL 836

UL 837

UL 838

UL 839

UL 840

UL 841

UL 842

UL 843

UL 844

UL 845

UL 846

UL 847

UL 848

UL 849

UL 850

UL 851

UL 852

UL 853

UL 854

UL 855

UL 856

UL 857

UL 858

UL 859

UL 860

UL 861

UL 862

UL 863

UL 864

UL 865

UL 866

UL 867

UL 868

UL 869

UL 870

UL 871

UL 872

UL 873

UL 874

UL 875

UL 876

UL 877

UL 878

UL 879

UL 880

UL 881

UL 882

UL 883

UL 884

UL 885

UL 886

UL 887

UL 888

UL 889

UL 890

UL 891

UL 892

UL 893

UL 894

UL 895

UL 896

UL 897

UL 898

UL 899

UL 900

UL 901

UL 902

UL 903

UL 904

UL 905

UL 906

UL 907

UL 908

UL 909

UL 910

UL 911

UL 912

UL 913

UL 914

UL 915

UL 916

UL 917

UL 918

UL 919

UL 920

UL 921

UL 922

UL 923

UL 924

UL 925

UL 926

UL 927

UL 928

UL 929

UL 930

UL 931

UL 932

UL 933

UL 934

UL 935

UL 936

UL 937

UL 938

UL 939

UL 940

UL 941

UL 942

UL 943

UL 944

UL 945

UL 946

UL 947

UL 948

UL 949

UL 950

UL 951

UL 952

UL 953

UL 954

UL 955

UL 956

UL 957

UL 958

UL 959

UL 960

UL 961

UL 962

UL 963

UL 964

UL 965

UL 966

UL 967

UL 968

UL 969

UL 970

UL 971

UL 972

UL 973

UL 974

UL 975

UL 976

UL 977

UL 978

UL 979

UL 980

UL 981

UL 982

UL 983

UL 984

UL 985

UL 986

UL 987

UL 988

UL 989

UL 990

UL 991

UL 992

UL 993

UL 994

UL 995

UL 996

UL 997

UL 998

UL 999

UL 1000

“Our ultimate goal was not just knowledge transfer from one employee to another but to transfer organizational knowledge and expertise to the customer as quickly as possible” *Michel Min, strategic communication and e-marketing manager, Omron Europe*

IBM's journey to transform itself into a Social Business

Organize Key
Content



Broadcast
Information



Find
Information



Find Experts



Share Knowledge



Ask and Answer
Questions



IBM Internal Social Business Story

- 1997: Recommends that its employees get out onto the Internet – at a time when many companies were seeking to restrict their employees' Internet access
- 2005: Makes a strategic decision to encourage IBMers to participate in the blogosphere
- 2007: Launches Connections, its own enterprise social networking platform
- 2008: Introduces social computing guidelines to encompass virtual worlds & sharing of rich media
- 2009: Opens IBM Center for Social Software to help IBM's global network of researchers collaborate with corporate residents, university students and faculty

IBM Employee Social Media Usage

- 75% IBMers use w3 (IBM intranet) every day
- 1m daily page views of internal wikis
- 17,000 individual blogs
- 198,000 IBMers on Facebook
- 25,000 tweeters
- 300,000 LinkedIn (most in world)
- 15m downloads of employee-made podcasts
- 380k sametime users
- 400,000 employee profiles on IBM Connections, IBM's social networking initiative allowing employees to share status updates, collaborate on wikis, blogs and activities, share files.

IBM now advise their clients from a 'having been there / having done it' perspective

For More Information

Proven Social Business Patterns for Success

- <http://bit.ly/socialpatterns>

Evolution of the Social Business (Business Computing World)

- <http://www.businesscomputingworld.co.uk/evolution-of-the-social-business/>

IBM's Social Business home page

- <http://www.ibm.com/socialbusiness>

Video Case Studies around Social Business

- <http://www.ibm.com/software/collaboration/videos>

IBM 2012 Global CEO Study

- <http://ibm.co/TW0a9b> “Leading through Connections”

The Business of Social Business: What Works and How It's Done

- <http://ibm.co/WYVTW4> (IBM Institute of Business Value)

Becoming a Social Business Community on the IBM web site

- <http://ibm.co/adoptsocial>

Social Media and Business Process Management

- <http://ibm.co/SX91qt>

IBM Social Business Insights Blog

- <http://ibm.com/blogs/socialbusiness>

IBM's Social Computing Guidelines

- <http://www.ibm.com/blogs/zz/en/guidelines.html>

IBM's Own Social Business Transformation Story (by IDC)

- <http://ibm.co/NxpP52>

SocialBusiness
Patterns in achieving social business success
by leading and empowering organizations



Featured case studies



CEMEX constructs a community

Within a year of launching a social network initiative, more than 20,000 employees of this global building materials company were engaged, over 500 communities had formed, and nine global initiatives were underway.

Read more
Watch the video

Sogeti connects experts and expertise

This global technology services company uses IBM Connections to help make connections with experts and encourages them to participate more broadly across organizational boundaries.

Read more
Watch the video

Rheinmetall integrates communication

The IBM Lotus collaboration suite helped this automotive and defense supplier unify and consolidate communications in a flexible and collaborative environment.

Read more
Watch the video

SXC Health Solutions creates a healthy network

This leading pharmacy benefit provider created a more collaborative, integrated community with faster response times and a closer, networked organization with messaging, profiles and file sharing enterprise-wide.

Read more
Watch the video

aatranslations interprets real-time collaboration

This international translation agency streamlined their processes for hundreds of translators and clients in 20 countries by providing an easy-to-use collaborative workspace in the IBM Cloud.

Read more
Watch the video



Thank You.



Stuart McRae

Executive Collaboration & Social Business Evangelist
IBM Collaboration Solutions

ibm.co/smcrae

stuart.mcrae@uk.ibm.com

www.twitter.com/smcrae

www.linkedin.com/in/stuartmcrae

www.facebook.com/sjmcrac

www.smcrae.com



SocialBusiness