Lotus knows.

Smarter software for a Smarter Planet.

Bridging the Digital Divide: Demonstrating Enterprise Social Software

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Agenda

- Introductions
- What is the Digital Divide?
- What is Enterprise Social Software?
- Digital Natives Demo Steve
- Digital Immigrants Demo Andy
- Summary
- Questions



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LCTY 2010 Presentation

I am available @ IBM Barnes



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Blogs Profiles Activities Bookmarks Communities ¥



Steve

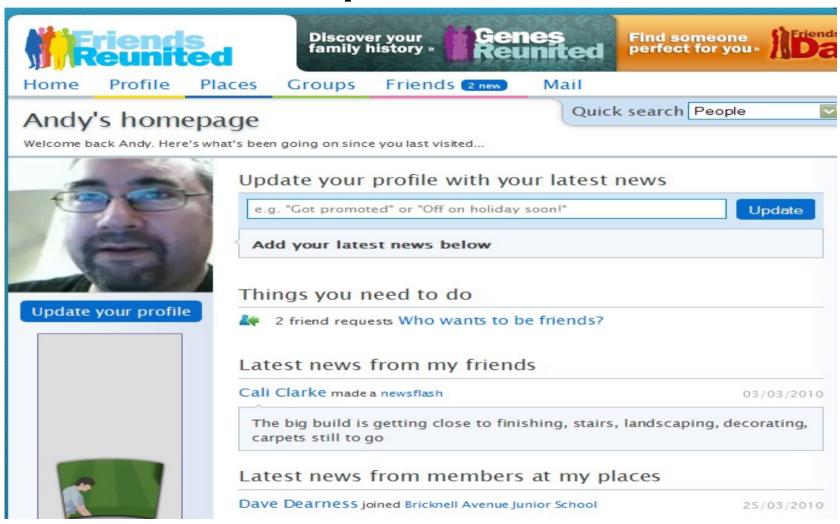




The Digital Divide

- Originally described the haves and have nots
 - Have computers and the internet or don't
- Now I use it to refer to the divide between digital natives and digital immigrants

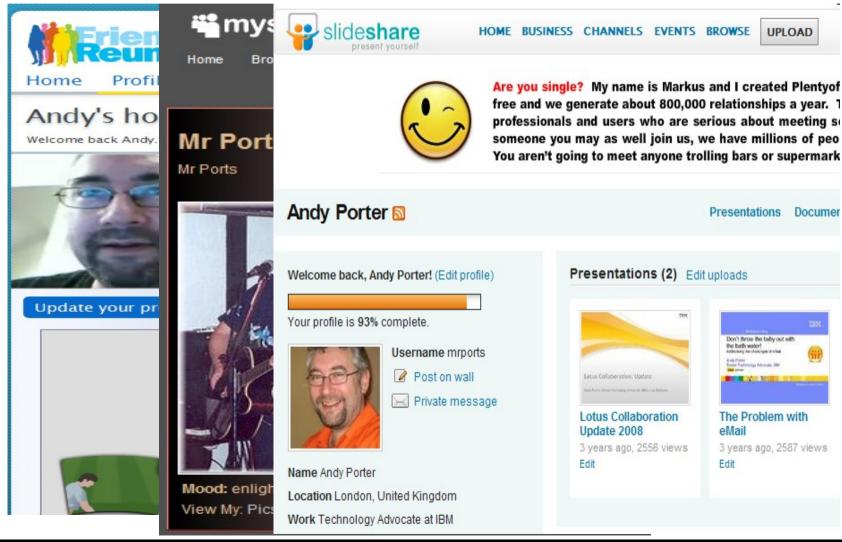


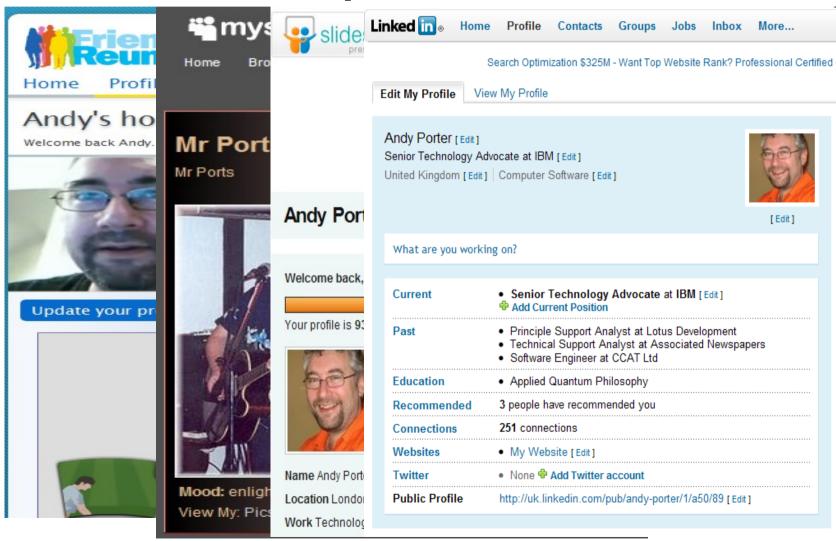








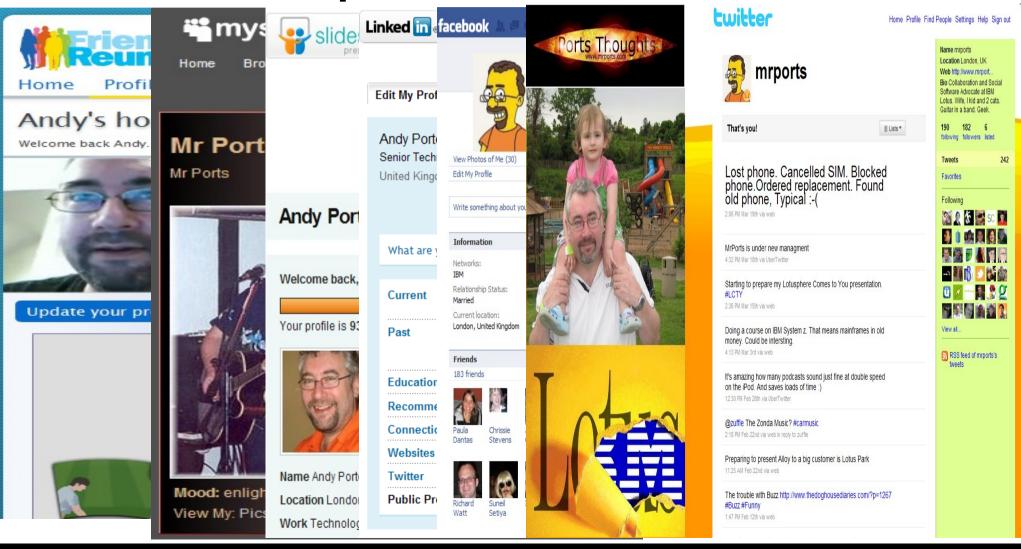












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Samsung Android phone does not work with Samsung software

Yesterday I wasted half a day trying to figure out why my brand new Samsung Galaxy Portal (called a Spica in the rest of Europe or the GT-I5700 for the geeks) phone would not connect to the software provided with it called New PC Studio. It turns out that for the software to detect the device as being a phone you need to go (in Android) into Settings / Applications / Development and enable USB Debugging. Hardly intuitive. Even with the software recognising the phone, most of the basic functionality is not supported - I'm talking little things like syncing contacts and uploading or downloading media such as photos. The only thing that is supported is "Update Device".







If you are over 25 you are Old!



"What's the difference between that and a gramophone?" "About 30 years and a plastic cover to you chief"





That's worse that Logan's Run!





Digital Native vs. Immigrant

- Natives grew up with
- Mobile Devices/Phones
- Internet Access
- Always on Broadband
- World Wide Web
- Social Sites
- Real time Presence Awareness
- Natives Expect
- Access from any device
- "River of Knowledge" style notifications
- Mashups

- Immigrants grew up with
- Traditional Applications
 - LOB
 - Email
 - Teamrooms
- Slow Networking
- Face to Face meetings
- Pen Pals
- Immigrants often
- Misunderstand tools
- Want Email notifications
- Worry about abuse
- More wary of privacy and disclosure





- According to research by media regulator Ofcom, the survey found that 25 per cent of eight to 12year-olds surveyed have a social networking profile.
- http://www.theregister.co.uk/2010/03/29/social_networking_survey/
- Like it or not Social Networking is already here.



Smarter software for a Smarter Planet.

Organisations must embrace both communities

- The traditional users have the experience, wisdom and knowledge
- The new comers bring innovation, fresh ideas, vigor



What is Enterprise Social Software?

 The Mind is not a vessel to be filled. It is a fire to be lighted - Plutarch

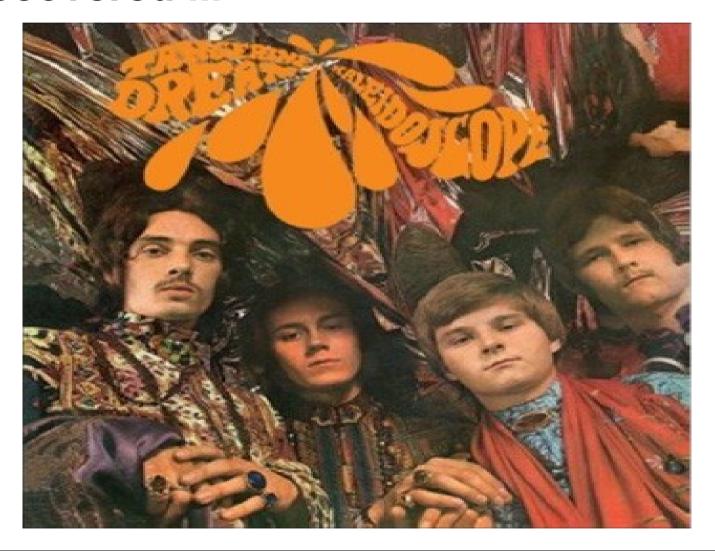


What is Enterprise Social Software

- Social Software is all about People
- It is not seeking to replace the Internet offerings that are already here
- However, it provides these types of social application but with
- Control within your organisation
- Security
- Integration
- Extensibility into LOB application
- Identity
- If organisations don't provide these tools within the workplace then users will simply use the uncontrolled external sites
- It enables you to mine the collective wisdom of your organisation
- It simplifies expertise location
- Allows you to find out interesting stuff about people



It is only through social software that I discovered ...





Digital Native Demo - Steve





Digital Native Demo - Steve





What we've seen

- Notifications
- Profiles
- Tagging
- Social Bookmarking
- Communities
- Blogs
- Wikis
- Activities
- Social File Sharing



Digital Immigrant Demo - Andy





Digital Immigrant Demo - Andy





What we've seen

- From my Mail Client ...
- Expertise Location in Context
- Access Connections
- Organized File Sharing
- Import from Productivity tools into Team Space



Shades of Grey

- Of course things are not necessarily as black and white as I have painted them
- Any individual can very much have a hybrid approach
- The important thing is that both approaches are being served by the same infrastucture



What you have seen

- Lotus Connections 2.5
- Lotus Sametime 8.5
- Lotus Notes 8.5.2
- Lotus Quickr 8.5
- Lotus Symphony 3.0



Thanks For Your Time

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