

# Social Business Tools

*'A day in the life of...'*

## Stuart McRae

Executive Collaboration & Social Business Evangelist  
IBM Collaboration Solutions

[ibm.co/smcræ](http://ibm.co/smcræ)

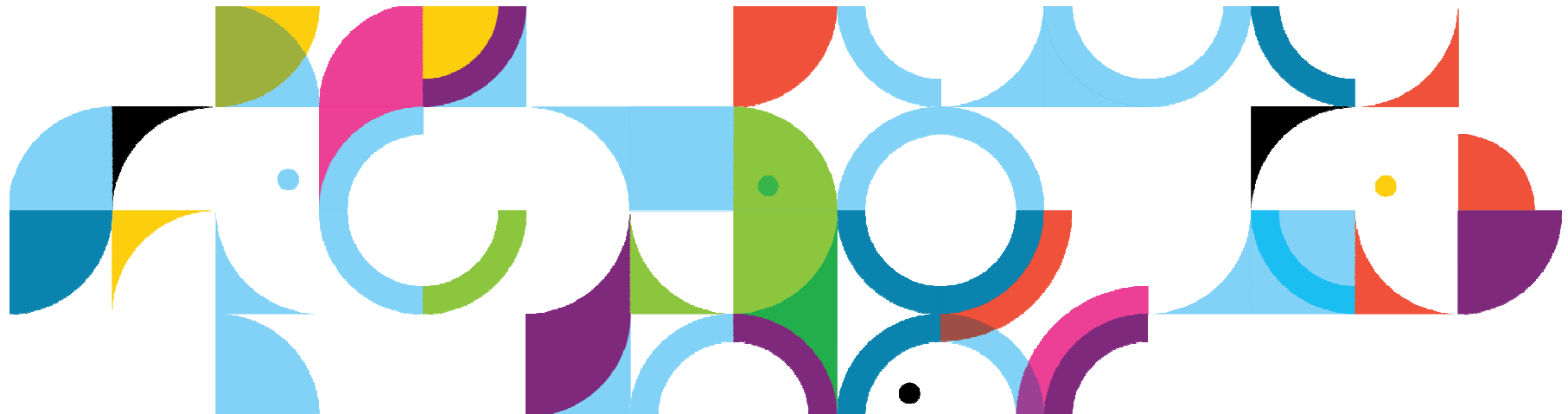
[stuart.mcrae@uk.ibm.com](mailto:stuart.mcrae@uk.ibm.com)

[www.twitter.com/smcræ](http://www.twitter.com/smcræ)

[www.linkedin.com/in/stuartmcrae](http://www.linkedin.com/in/stuartmcrae)

[www.facebook.com/sjmcræ](http://www.facebook.com/sjmcræ)

[www.smcræ.com](http://www.smcræ.com)



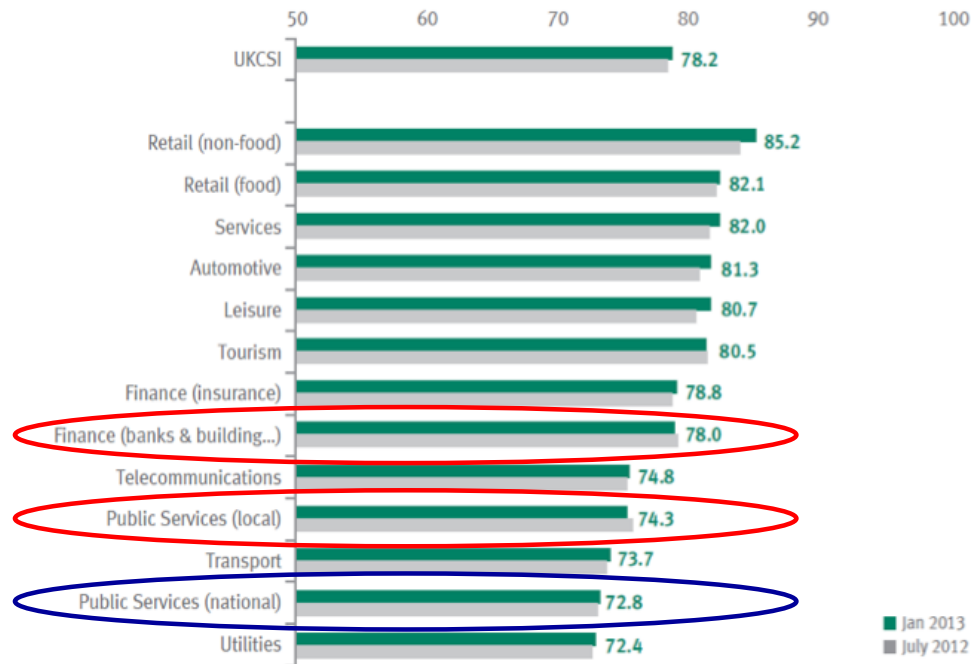
## Declining levels of satisfaction with services



# UK customer satisfaction levels

UKCSI by sector – Jan 2013 versus July 2012

principal source: ICS UKCSI survey Jan 2013

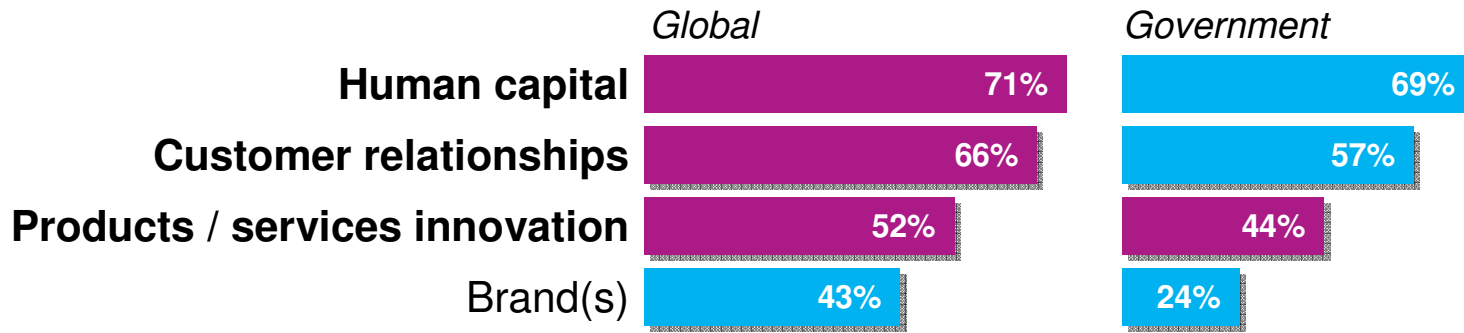


- Small upward movements in a number of sectors, notably Retail (non-food), which offset slight falls in other sectors, such as Public Services (local).

Source: <http://www.instituteofcustomerservice.com/10562/January-2013sectorreports.html>

# Strong need to partner more effectively

## Key sources of sustained economic value<sup>1</sup>



## Changes in the organization over the next 3-5 years<sup>2</sup>



Government responses only

2012 IBM Global CEO Study

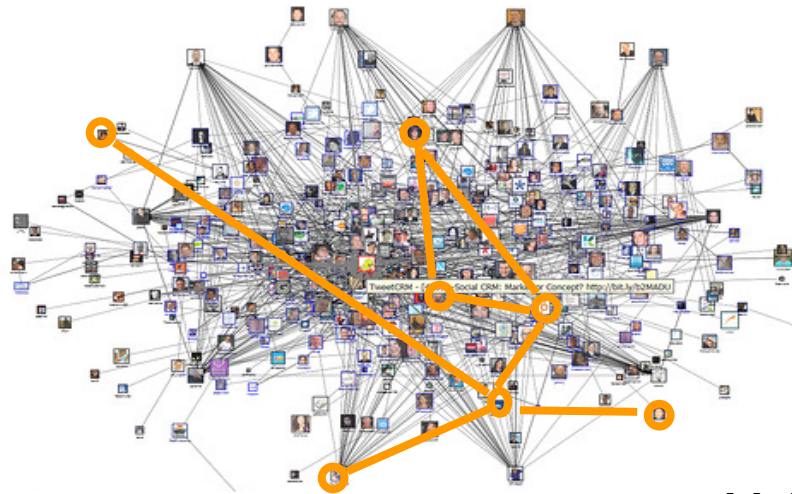
<sup>1</sup> Q24 "What do you see as the key sources of sustained economic value in your organization?"  
<sup>2</sup> Q4 "To what extent will the following competing influences impact your organization?"

***"Senior government officials envisage significant changes in the mechanisms they utilise to connect with citizens as social media replaces face to face as the main form of contact."***

# Five trends showing how social is changing the way we live and work

We are entering the **Post-PC era** with Apple expecting to sell 100M iPads in 2013 and usage shifting from creation at desks to consumption on the move

**30 billion** pieces of content are shared on Facebook each month

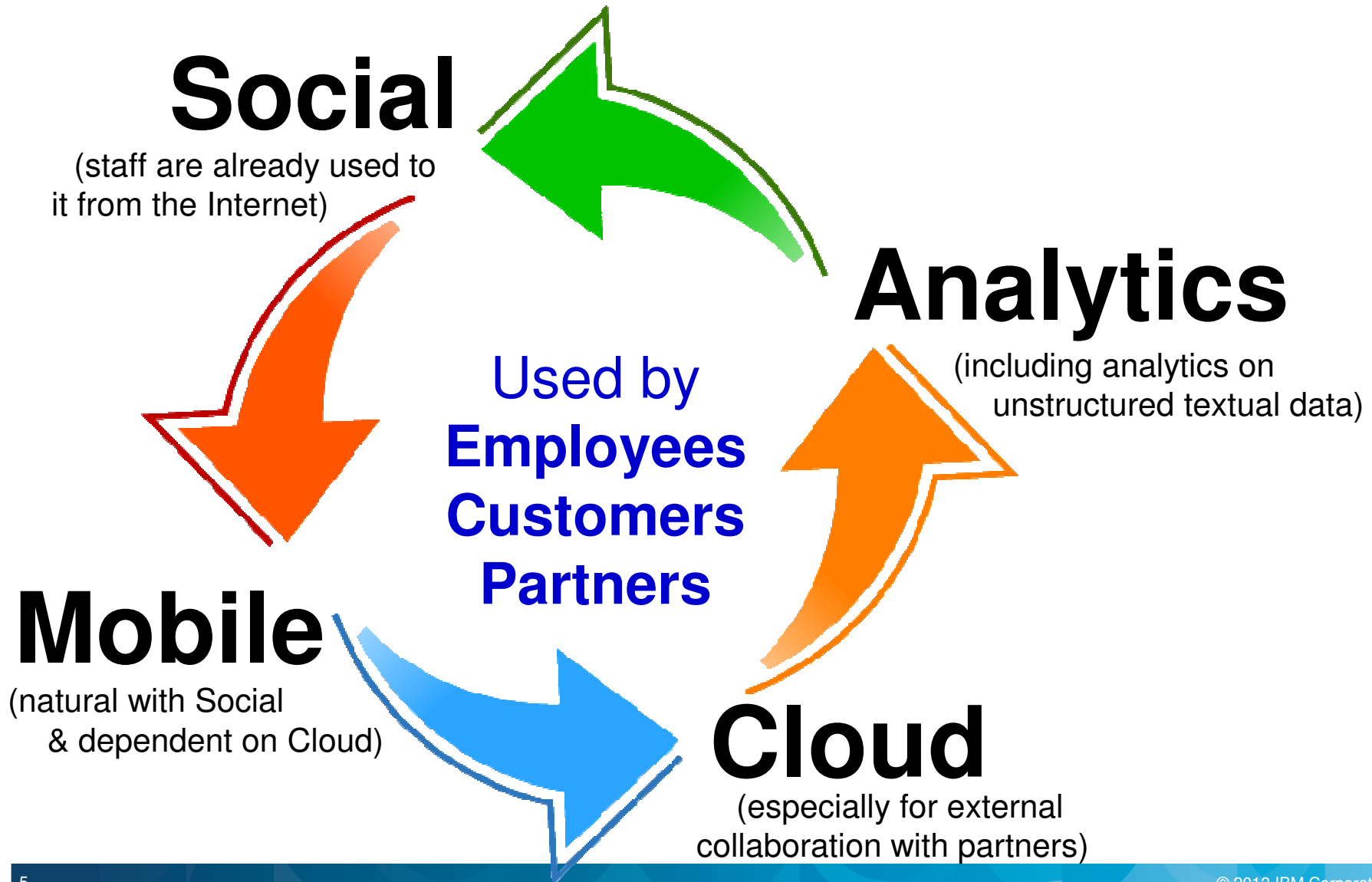


More companies **NOW** use social **internally** than externally

**66%** of top financially performing companies leverage social in their business processes

McKinsey estimate that social technologies could raise the productivity of interaction workers by **20-25%**

## Four technology drivers for social business



## Three business drivers for social business



Pressure to build and share expertise for competitive advantage



Increasingly influential and vocal customers



Growing demand for 24/7 and mobile connectedness

## Two sides to being a social business

### Activate the Workforce

Improve productivity and unleash innovation



**Create a Smarter Workforce**

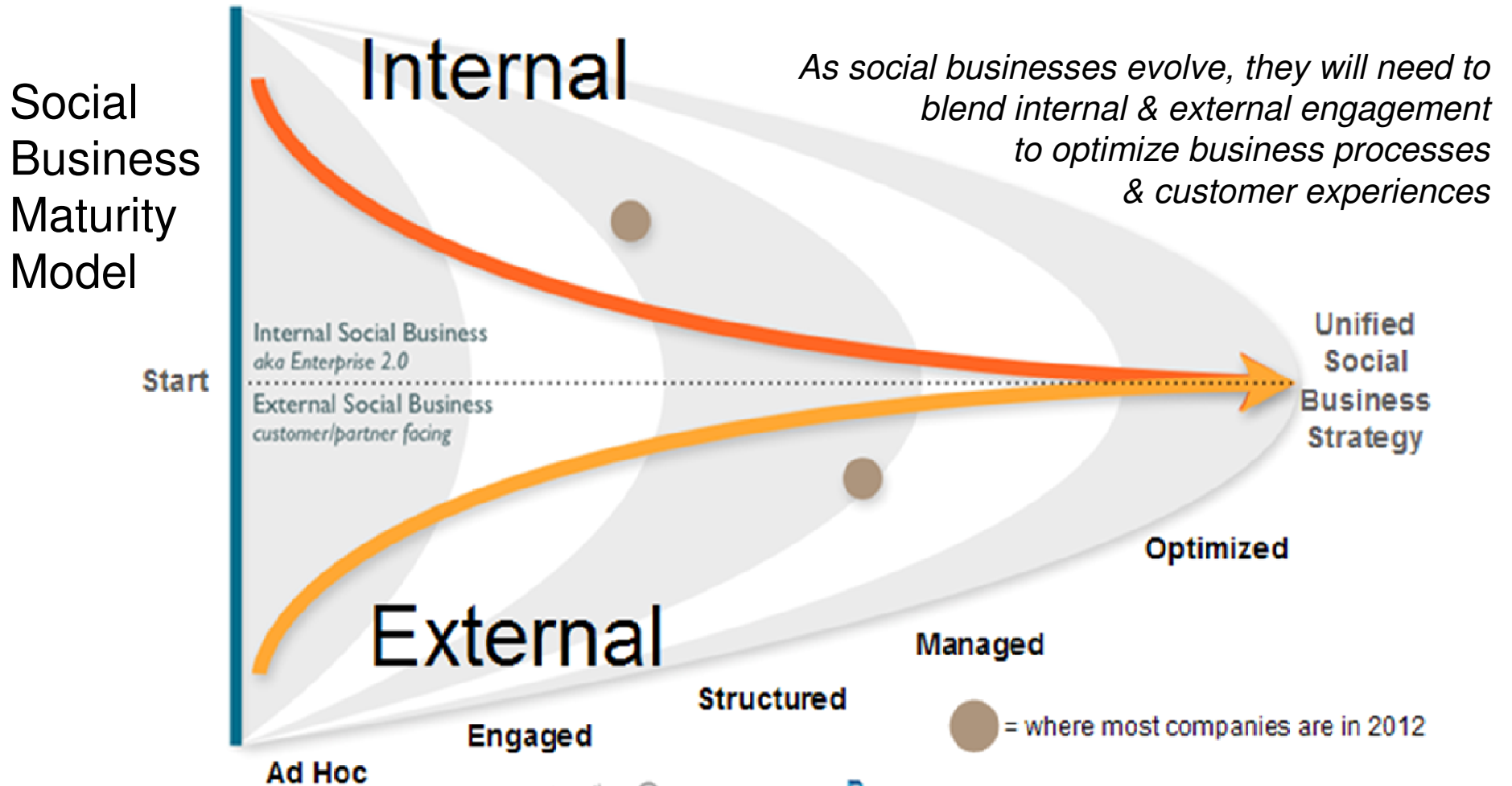
**Create Exceptional Customer Experiences**

### Delight Customers

Increase loyalty, advocacy, and revenue

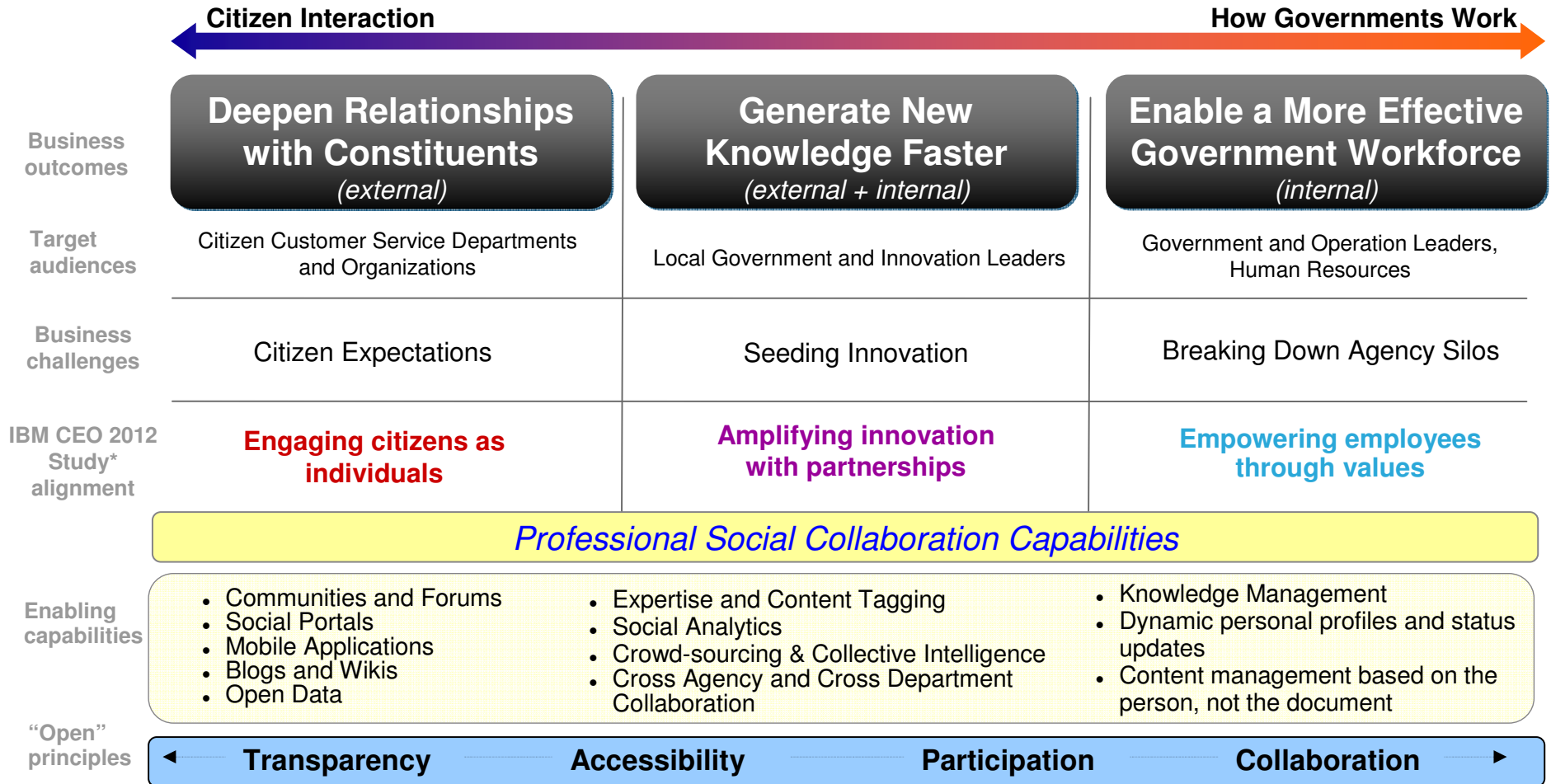
**Social Business: From Liking to Leading**

# One end point





# How does “Social Business” apply to government?



# Aspects of social business in government



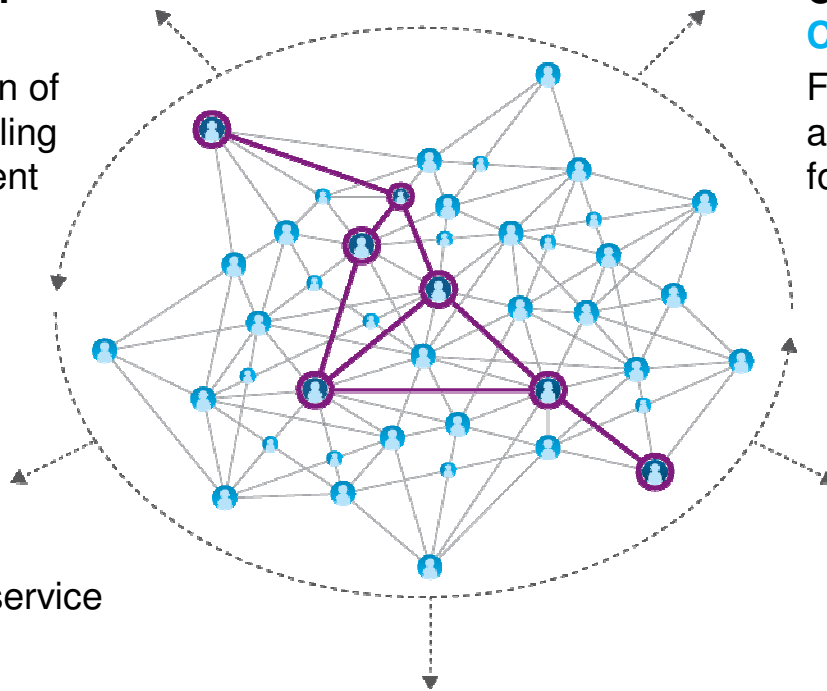
# Integrating social collaboration into core business processes is creating new opportunities for better government

### Citizen Engagement: Services Delivery

Effective segmentation of by demographic enabling community engagement and feedback

### Complaint Handling Process: Citizen Services

Find who can best help me address this urgent problem for a voter



### Software Deployment Process: IT

Collaborate better with service providers to deliver IT capabilities

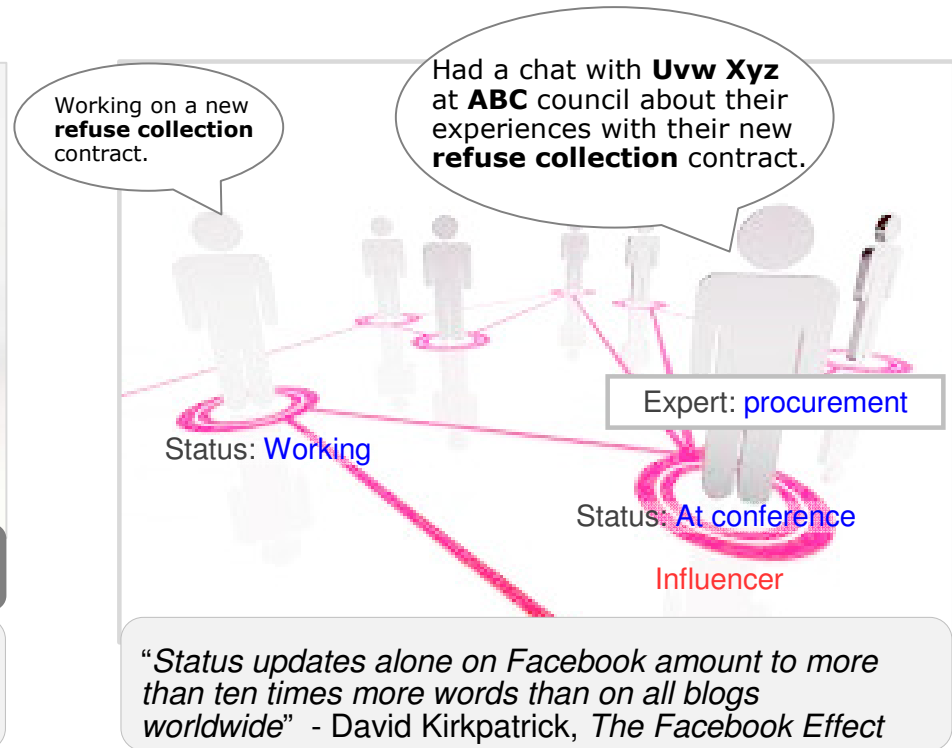
### Talent Management Process: HR

Hire and retain talent that matches public service ethos

### Delivery of Services: Planning

Use predictive analytics to gather insights into local citizen needs by area/demographic

# Manage your **Systems of People** as well as you manage your **Business Processes**



IBM Research, General Technology Outlook

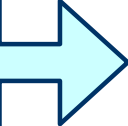
Success comes from changing user behaviour to make your processes better  
 The right tools facilitate and encourage this behaviour change

# Move from **closed** to **open** conversations to **share** knowledge

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

The screenshot shows the IBM Connections user interface. At the top, there 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 sidebar on the left lists navigation options: 'Getting Started', 'I'm Following', 'Status Updates', 'My Notifications', 'Action Required', 'Saved', 'Discover', and 'My Page'. The main content area is titled 'I'm Following' and shows a feed of updates. One update is highlighted: 'Pierre Dumont commented on the file Cookie Recipe.jpg'. A modal window is open over this update, showing the file 'Cookie Recipe.jpg' with a stack of cookies. Below the file, there are options to 'Like', 'Follow File', and view 'Comments (1)'. A comment from Pierre Dumont is visible in the comments section of the modal.

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



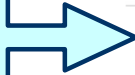
Follow any person or content you are interested in



But respond to the need for confidentiality and access control  
*Open sharing within controlled groups, with moderation & compliance controls available*

The screenshot shows the IBM Connections interface for a community named 'Greenwell Product Launch'. The top navigation bar includes 'IBM Connections', 'Home', 'Profiles', 'Communities', and 'Apps'. The user profile 'Pierre Dumont' is visible. The community page features a 'Recent Updates' section with three posts by 'Dennis Michaels' about newsletters and health feeds. A 'Members' section shows 19 profile pictures. An 'Upcoming Events' section lists meetings and lunches. A 'Media Gallery' section shows food-related images. A sidebar on the left contains navigation links: Overview, Recent Updates, Status Updates, Members, Feeds, Activities, Media Gallery, and Wiki.

Only available  
to Community  
Members



# With an 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

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 training schedule 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](#)

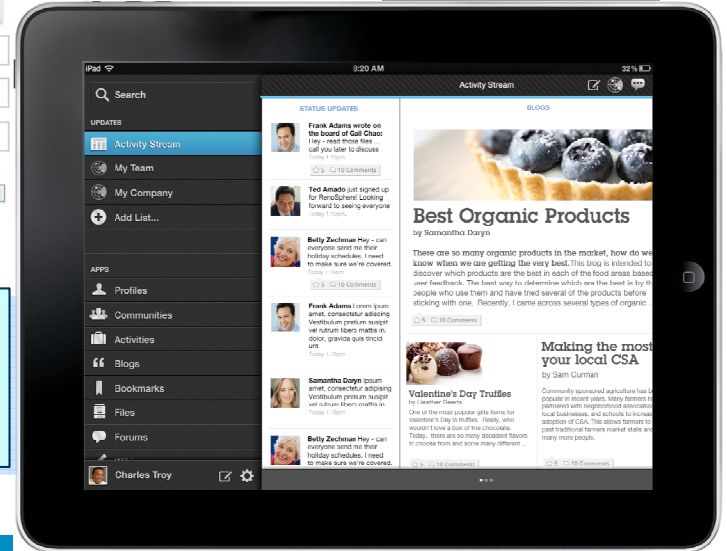
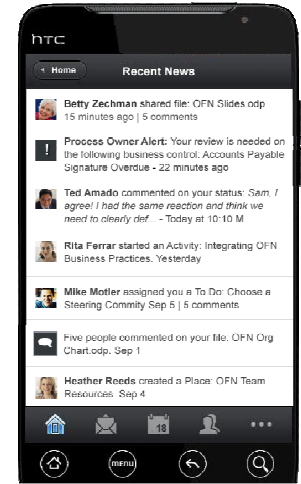
**Overview** Categorization Actions

[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](#)

No Silos: include multiple internal & external information sources



# Attention Management: Embedded Experiences

## Keeping the User Focussed

- Read, act on your Activity Stream
  - ➔ Repost, Recommend, Comment, ...
- Without switching context - avoid distractions
  - ➔ Keep users 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

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 Frank Adams submitted the catering order for the Greenwell Meeting  
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 Save this | Stop Following

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 Lucille Suarez replied to your Tweet  
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**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  
 ODT 800 KB | Public  
 Apr 4

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

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 3/9/12 (version 10)  
 I will cover the finance sections

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

Write something...



# Attention Management: The Share Box

## *Share Status & Content without Context Switching*

The screenshot shows the IBM Connections interface with a 'Share Something' dialog box open. The dialog box has a title bar 'Share Something' and two tabs: 'Status Update' (selected) and 'Files'. Below the tabs, there is a section 'Post Updates To:' with a dropdown menu set to 'Everyone'. A text input field contains the placeholder text 'What are you working on right now?'. Below the text field is a link 'Add a File'. At the bottom right of the dialog are 'Post' and 'Cancel' buttons. A red box highlights the 'Share' button in the top navigation bar, with a red arrow pointing to the dialog box. Four callout boxes provide additional information:

- Share from anywhere**: Points to the 'Share' button in the top navigation bar.
- Create public status update, or target it to a group**: Points to the 'Everyone' dropdown menu.
- Attach a file (e.g. a photo) to status updates**: Points to the 'Add a File' link.
- Third Parties and Business Applications can add sharing options**: Points to the dialog box area.

# Attention Management: 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...

Paul Clemmons Share

New Message

Find a message...

- Samantha Daryn** 11:03 PM  
Invitation:Project Phoenix scrum (Jun 12 09:00 AM)
- Samantha Daryn** 11:03 PM  
Update:Project Phoenix scrum
- Samantha Daryn** 10:59 PM  
Invitation:Project Phoenix scrum (Tue 06/12/2012 09:00 AM)
- Samantha Daryn** Apr 24  
Important demonstration in Chicago next Tuesday
- Paul Clemmons** Apr 24  
This Week At Brookwood, March 26 - 30, 2012

Load more messages  
Last updated 0 minutes ago

Reply Forward Mark as Unread Move to... Delete

Paul Clemmons Share

Important demonstration in Chicago next Tuesday

Samantha Daryn  
To: PClemmons@vdom81.notesdev.ibm.com

1 Attachments (Total 58 KB) Share All

There is an important demonstration occurring next week at 45 Whacker Dr. Chicago, IL 60601. We will need to get together and finalize the appropriate content for this demo, and customizing it to garner greater appeal. Can we spare James to populate some good content for the demo?

Thanks, Sam

To: Samantha Daryn, Fred Adams, Jose Lopez

Subject: Brookwood

Attachments: Ted Amado, Search Directory, IE Proposal.doc (20 KB), Agenda.doc (50 KB)

Let's meet to articulate the follow-up actions that resulted from the conference last week.

I found the [conference presentations slide](#)

Paul Clemmons  
Renovations  
617-326-1672  
paul.clemmons@renovations.com

Send Cancel

New Message

Brookwood

Searching: All

← Brookwood School Mar 26  
This Week At Brookwood, March 26 - 30, 2012

- Samantha Daryn** 10:59 PM  
Invitation:Project Phoenix scrum (Tue 06/12/2012 09:00 AM)
- Samantha Daryn** Apr 24  
Important demonstration in Chicago next Tuesday  
Reply Reply All Forward Delete
- Paul Clemmons** Apr 24  
This Week At Brookwood, March 26 - 30, 2012

Paul Clemmons Share

Today

Tue, Jun 12, 2012

- Anniversary  
**Audrey's Birthday**
- 8:00 AM - 8:45 AM  
**Boston Sports Club**
- 10:00 AM - 11:00 AM  
**Prepare for Chicago trip**  
Paul Clemmons
- 12:00 PM - 1:00 PM  
**Lunch with Sean at Cafe**

Finding the people with the expertise to help through context

# People Tags

identify subject matter experts  
and help people with

Questions find people with the  
Answers

# Business Cards

link from Content  
to the Experts on it

My Profile | My Network | Directory

**Raynes, Gardner**  
Store Operations Manager, Northeast  
Operations  
Power Renovations  
Boston, MA  
617-555-2400  
GRAYNES@powerrenovations.com

**Tags**

My tags for this profile:

- abc
- art
- artwork

My tags for this profile:

- abc
- art
- artwork
- branding
- connections
- creative

**Business Cards**

**Mell, Jon**  
Social Collaboration Solutions Sales Leader, North East IOT  
LONDON Great Britain  
44-7920 595530  
JMELL@uk.ibm.com

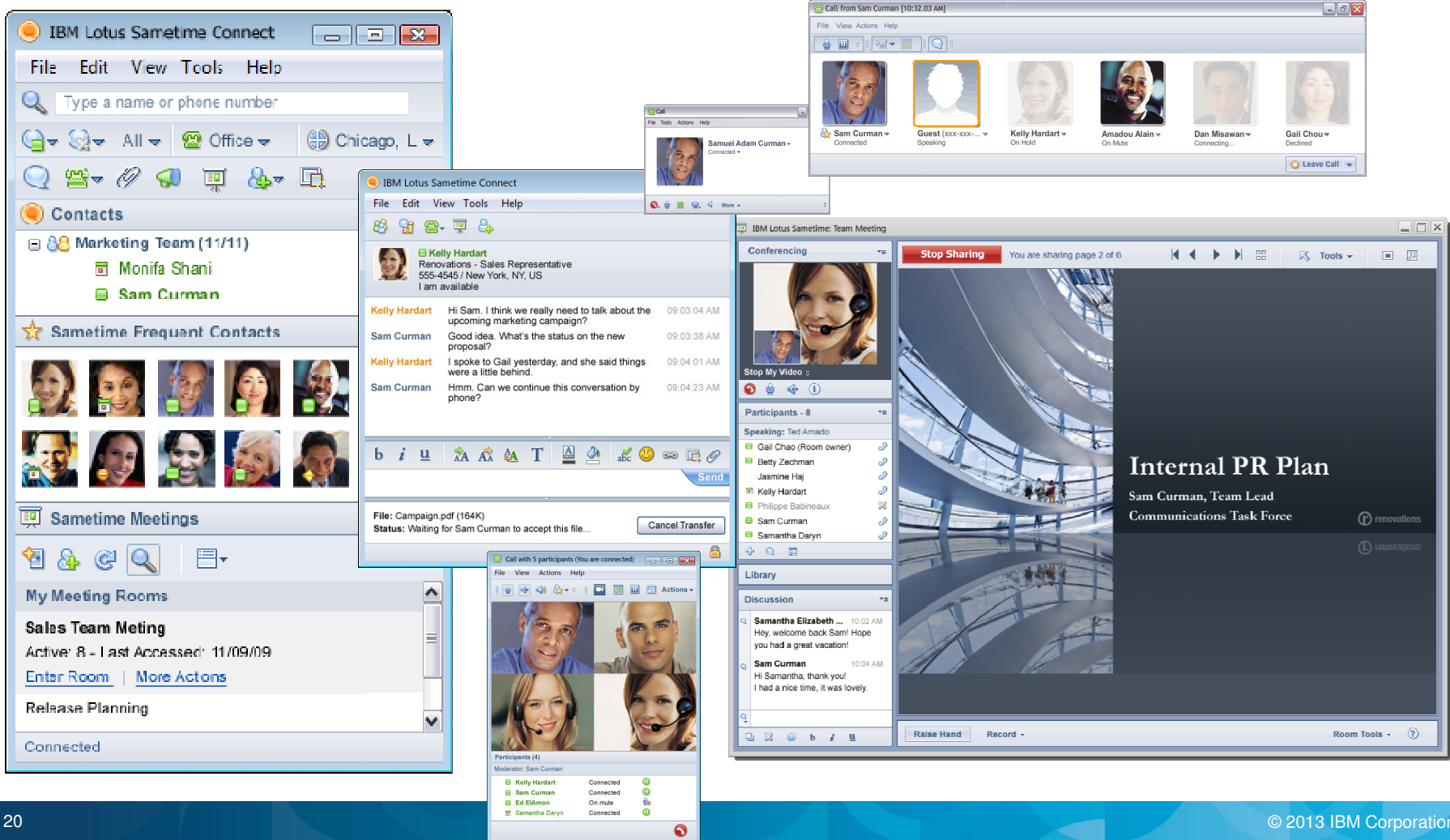
Sametime: Can't chat now, in a meeting

Send e-mail | Chat | More Actions

- 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?

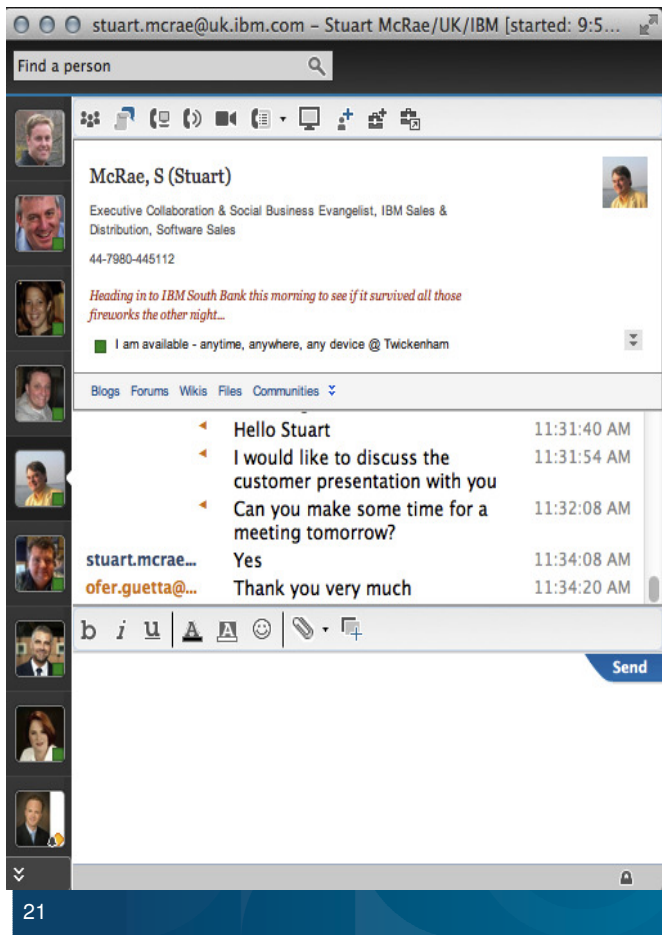
# Reach colleagues in **real time** via any available mechanism

**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

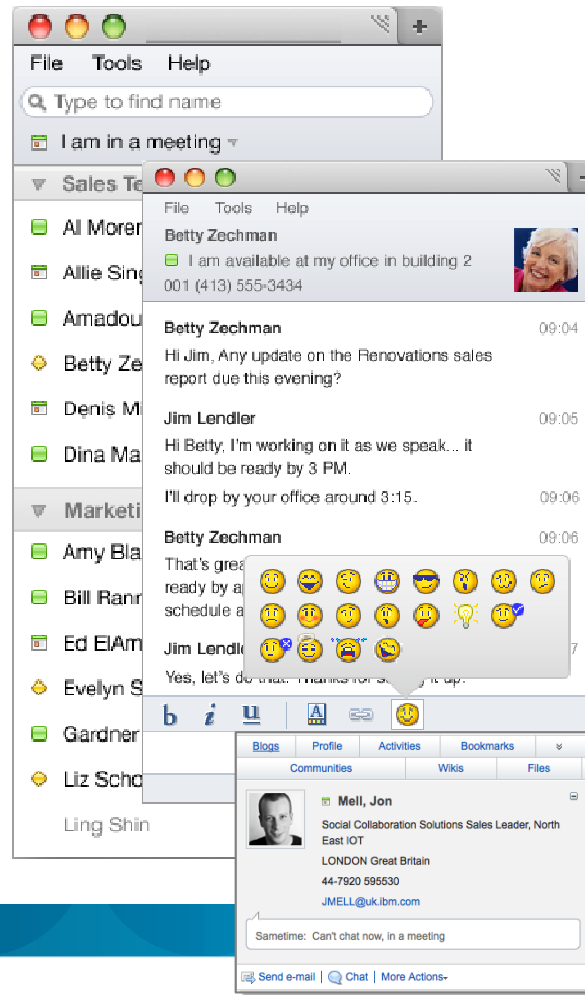


# Reach people in real time, wherever they are working

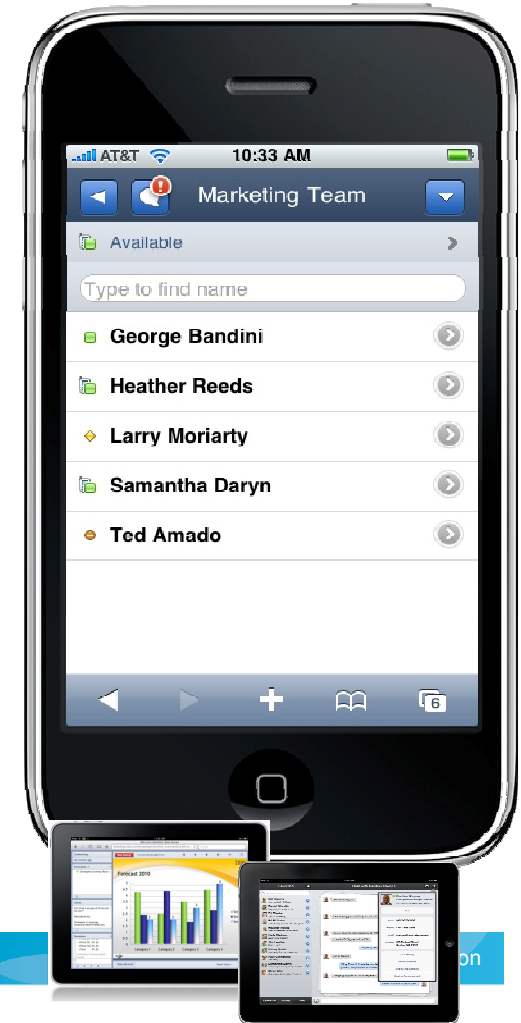
**Desktop**  
Windows, Mac, Linux  
Microsoft Outlook, IBM Notes



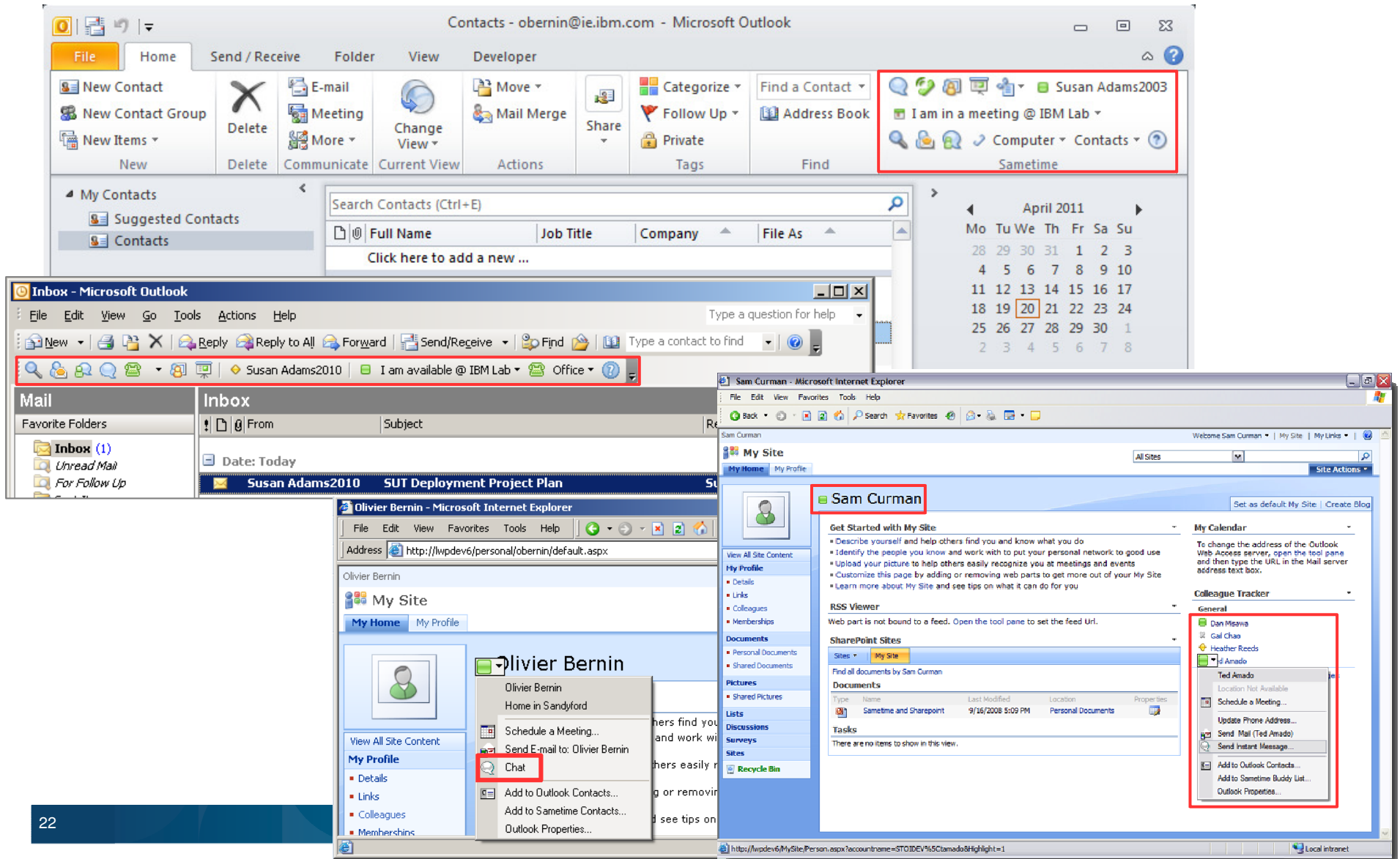
**Browser**  
IE, Firefox, Safari  
Mobile Browsers



**Mobile**  
iPhone, BlackBerry,  
Windows, Android



# Reach people in real time, from whatever application you are using



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



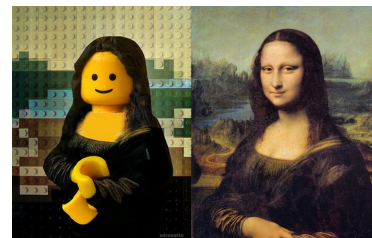
# Social file sharing crosses silos while preserving access control

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



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

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



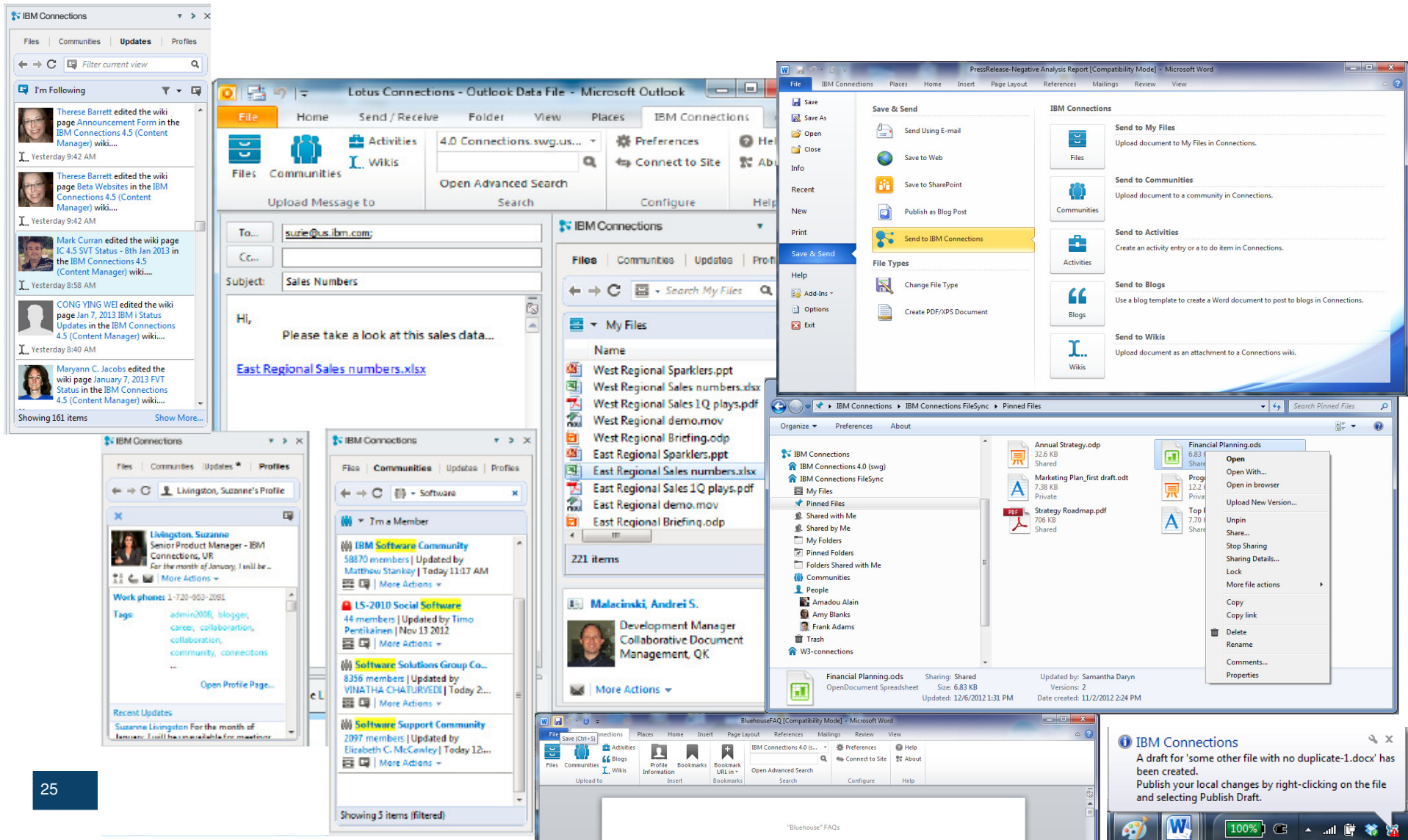
Not just Share with,  
but also Share on,  
and Share within  
a Community

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



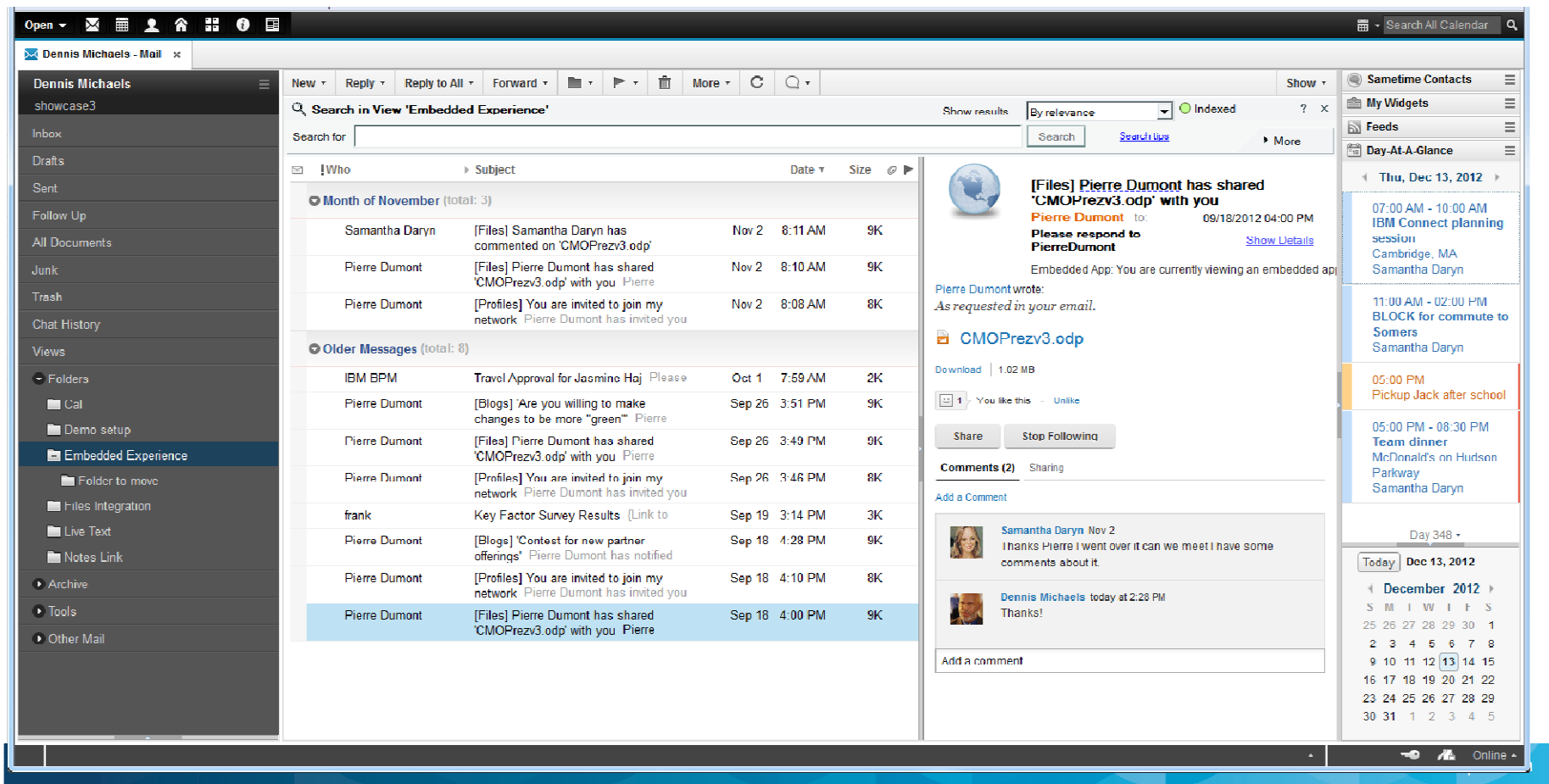
# Attention Management: all accessed directly from the desktop

*Increase adoption by keeping the user in their familiar environment*



# Attention Management: even the email client can become social

- Delivering 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



# Mobile access to better use travel time

## *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**

- Marketing Plan**  
Updated by Samantha Daryn Jan 25 2011
- The Project Zeus public launch should have it's 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**

**Crumney, Christopher C.** Update  
is working on a demo for Dutch Tax Office

Filtered By: **Network and Following**

**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 ...](#)

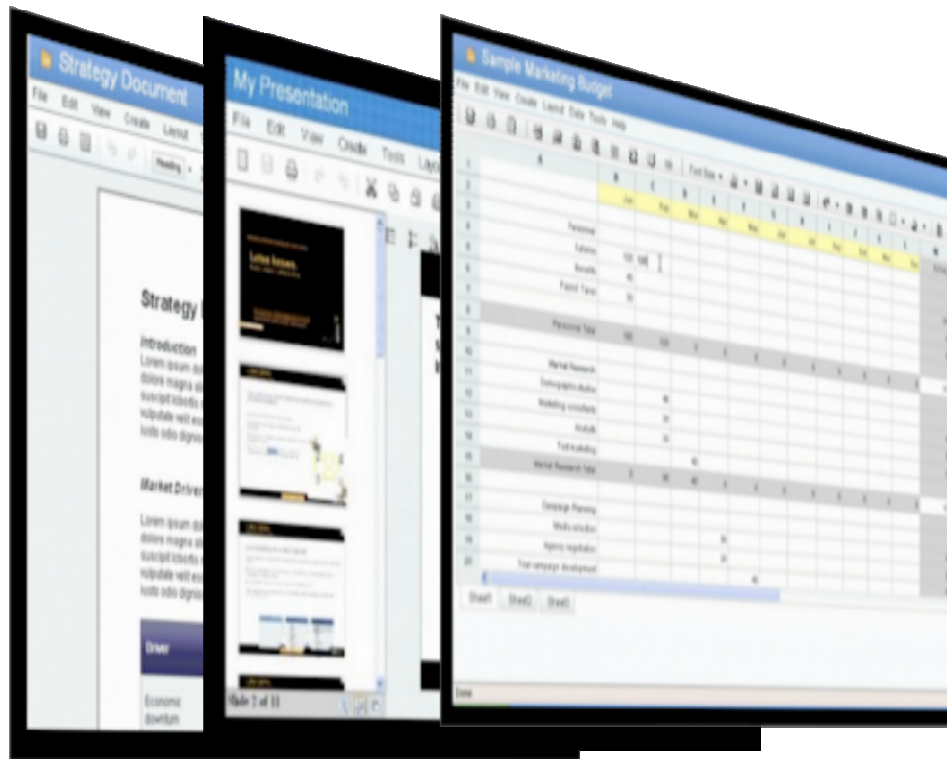
**Jerh O'Connor** Today 12:15 PM  
I don't have a smartphone a (Shock Horror) but that wibe thing is a def no no for me too -

## 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**

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

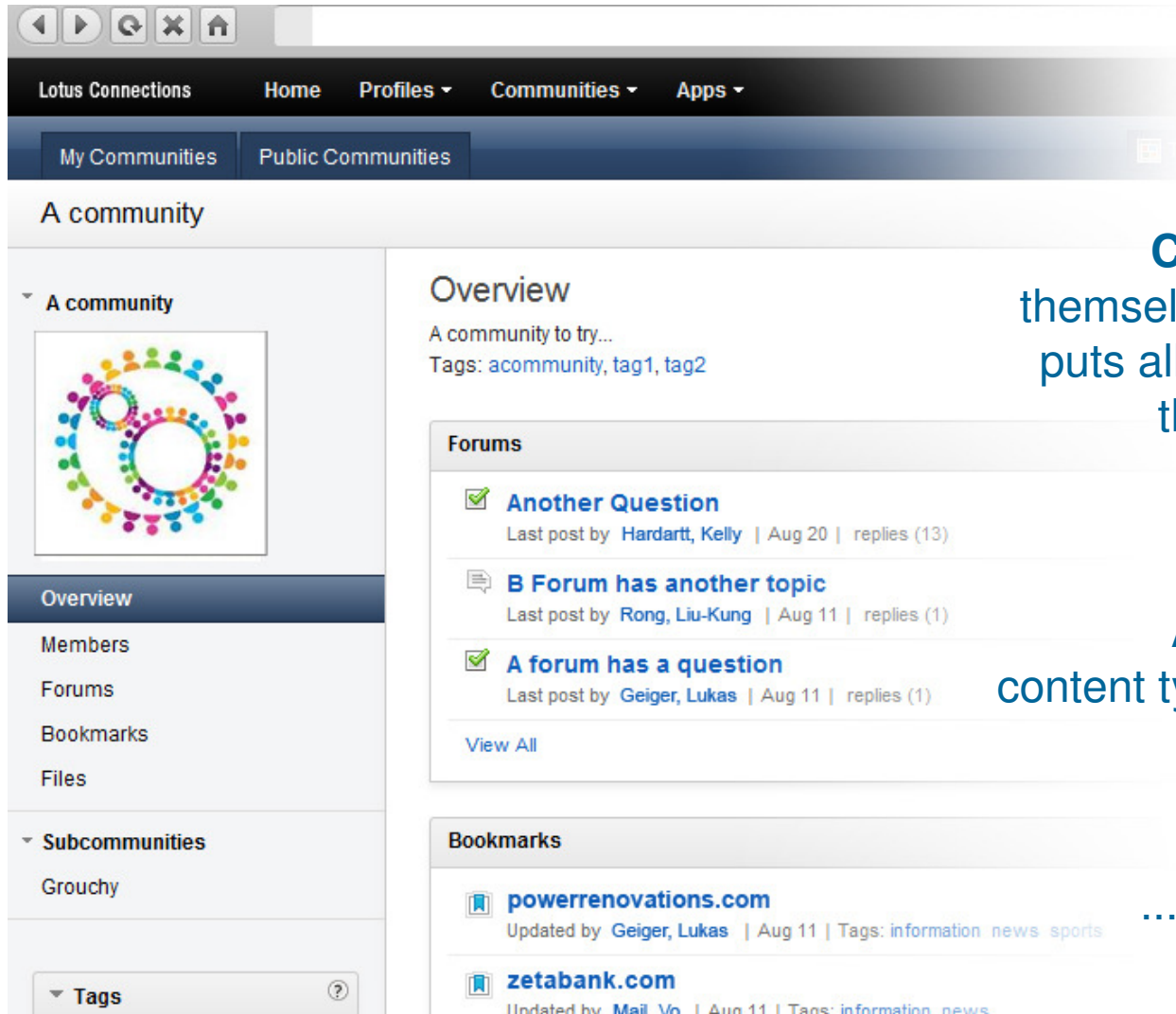
# Content Tags

*(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

The image shows three overlapping screenshots. The top one is a YouTube search result for 'simon sinek how great leaders' by TEDtalksDirector, showing a video with 162,166 views. The middle one is a Mozilla Firefox 'New Bookmark' dialog box for the same video, with fields for Title, Description, URL, and Tags. The bottom one is a SharePoint 'SharePoint Documents' library view showing a list of documents with columns for Name, User Name, and Size.

## 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 Ideation Blog interface. The main content area displays a list of ideas under the category 'Human Resources'. The ideas are:

- 360 Degree Reviews Policy for Managers** by Frank Adams (Apr 22) | 1 comment | 14 visits. Status: Graduated.
- Modification of the "Get Fit, Get Paid!" Program to include Yoga and Pilates** by Brandon Seppa (Apr 22) | 3 comments | 29 visits. Status: Graduated.
- Updated Social Computing Guidelines** by Pierre Dumont (Apr 22) | 4 visits. Status: Voted (2).
- Extend the Benefits Enrollment Period** by Brandon Seppa (Apr 27) | Tags: hr benefits | 1 visit. Status: Voted (0).
- Improved Training for New Expense Management** by Ron Espinosa (Apr 22) | Tags: expense-management training | 1 visit. Status: Voted (0).

An inset window titled "Graduated idea from Ideation Blog 'Social Banking'" shows a list of action items for an "advisor chat" project:

- Research alternative Chat & Presence solutions (Assigned To: Stuart McRae) Due May 20
- Align Strategy with Web Portal team (Assigned To: David J Strachan) Due May 27
- Align strategy with Internal IM & Presence (Assigned To: Stuart McRae)
- Ask the Call Centre team if we can leverage this to displace calls and save money (Assigned To: Jon Mell) Due May 31

- **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	<a href="#">More</a>
Participants	Muriel Blondin	Dec 15 2011	<a href="#">More</a>
Code of conduct	Muriel Blondin	Dec 15 2011	<a href="#">More</a>
Presentation format to use	Muriel Blondin	Dec 15 2011	<a href="#">More</a>
Audio brigde used for the Monthly XXXX meeting	Muriel Blondin	Dec 15 2011	<a href="#">More</a>
Web meeting details used for the Monthly XXXX meeting	Muriel Blondin	Dec 15 2011	<a href="#">More</a>
<b>Agendas</b>			
January Agenda - Monthly XXX Review	Muriel Blondin	Dec 15 2011	<a href="#">More</a>
<b>Actions / Minutes</b>			
January Actions and minutes- Monthly XXXX Review	Muriel Blondin	Dec 15 2011	<a href="#">More</a>
<input type="checkbox"/> To do item in ref of the minutes	Muriel Blondin	Dec 15 2011	<a href="#">More</a>
<b>Reference material</b>			
From an entry you can do several things!	Muriel Blondin	Dec 15 2011	<a href="#">More</a>
<input type="checkbox"/> Provide replay information	Muriel Blondin	Dec 15 2011	<a href="#">More</a>

[Feed for these entries](#)



# 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](#)

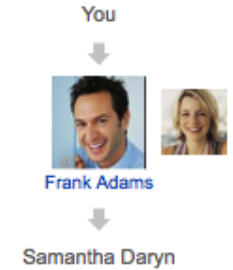
- You share a forum thread
- You share some colleagues
- You are in a community together

---

### 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 help community managers deliver value to members

- 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

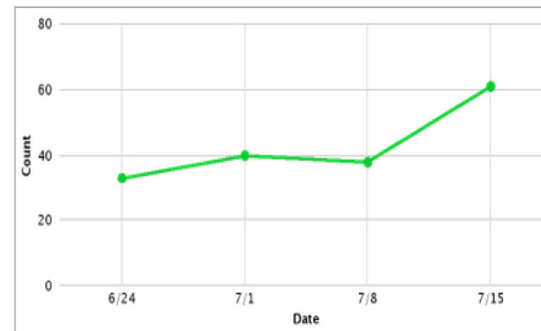
## Participation

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.



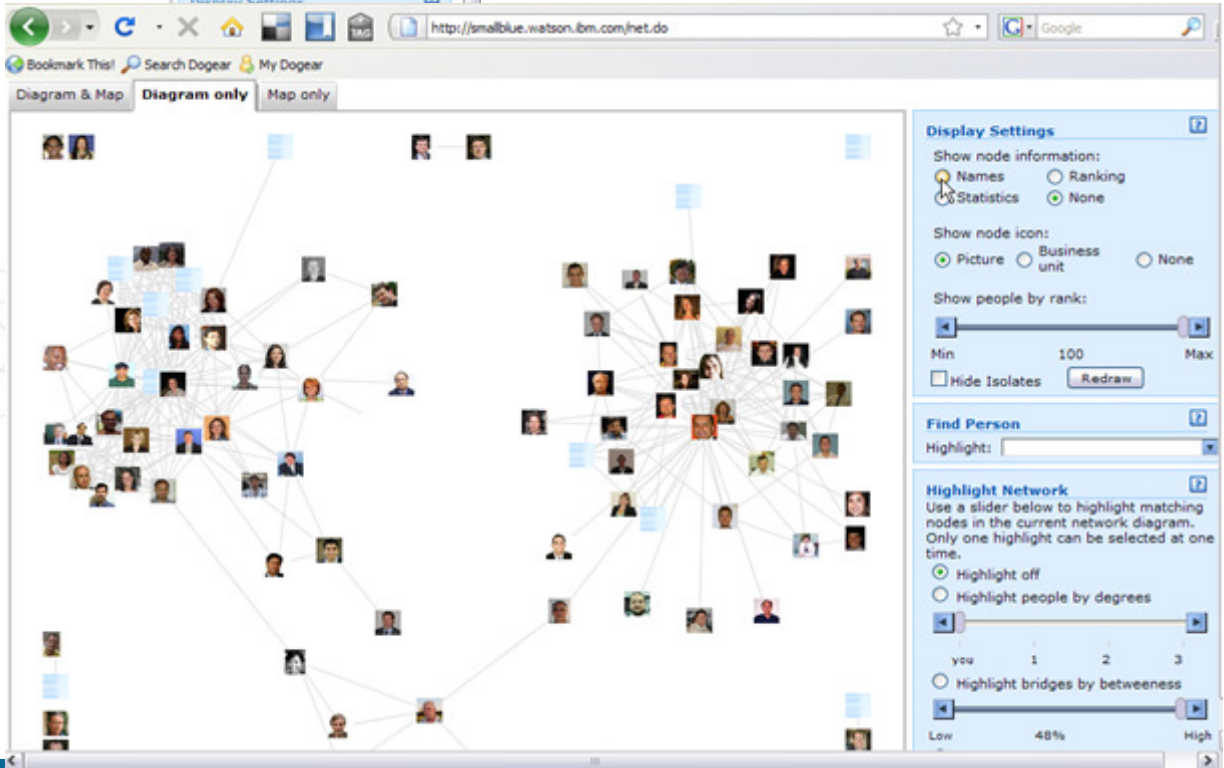
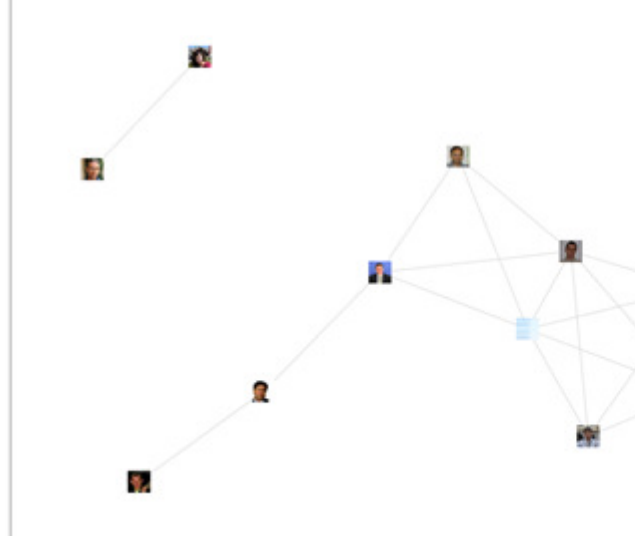
Metric	Total
Most active content ?	--

[View More](#)

Content name = Product Launch Overview  
Content value = 1

# Advanced Social Analytics reveal who is discussing what with who *Across email, instant messaging, social media, etc...*

Social Network Analysis of all social collaboration at IBM for keyword "microfinance" (July 2008)



Social Network Analysis of all social collaboration at IBM for keyword "microfinance" (January 2009)

# Use internal social collaboration to manage external conversations

The screenshot shows an internal forum interface. At the top, it says 'OPEN FINANCIAL NETWORK' with navigation tabs for 'My OFN', 'Banking', 'Lending', 'Investments', and 'Communities'. The main content area is titled 'Welcome to the Retirement Planning Community!'. It features an 'Overview' section, a 'Forums' section with a post titled 'This is the post', an 'Asset Allocation' pie chart showing Domestic Stock (80.96%), Foreign Stock (2.84%), Bonds (0.01%), Short-Term (17.12%), Unknown (0.00%), and Other (0.06%), and a 'Check My Financial Data' section with links for Asset Allocation, By Industry Sector, By Equity Style, Market Scenarios, and Retirement planning scenarios. There are also 'Related Topics' and 'Additional Resources' sections.

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

The screenshot shows an external website for 'VT Living Inc.' with a navigation menu including Home, Merchandising, Finance, Logistics, Vendor Maintenance, and Renovations. The main content area is titled 'Welcome to the Renovations Community!'. It features an 'Overview' section, a 'Community Updates' section with posts from Bill Ranney and Amadou Alain, a 'Members' section with a grid of user avatars, a 'Most Active Discussions' section with links to various topics, and a 'Scorecard' section with a bar chart 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%

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

The screenshot shows an internal discussion window titled 'Discuss This'. It includes a 'My Internal Communities' section with a dropdown menu set to 'Questions and Answers From External Forums'. Below this is a post titled 'This is a question?' with a body of placeholder text. There is a 'Pin this topic' checkbox and a 'Add a comment' section with a text input field and a 'Save' button.

# The web is becoming mobile...

**External web sites and internal intranets need to adapt to this new world**

## Mobile



Leverage common code in hybrid apps



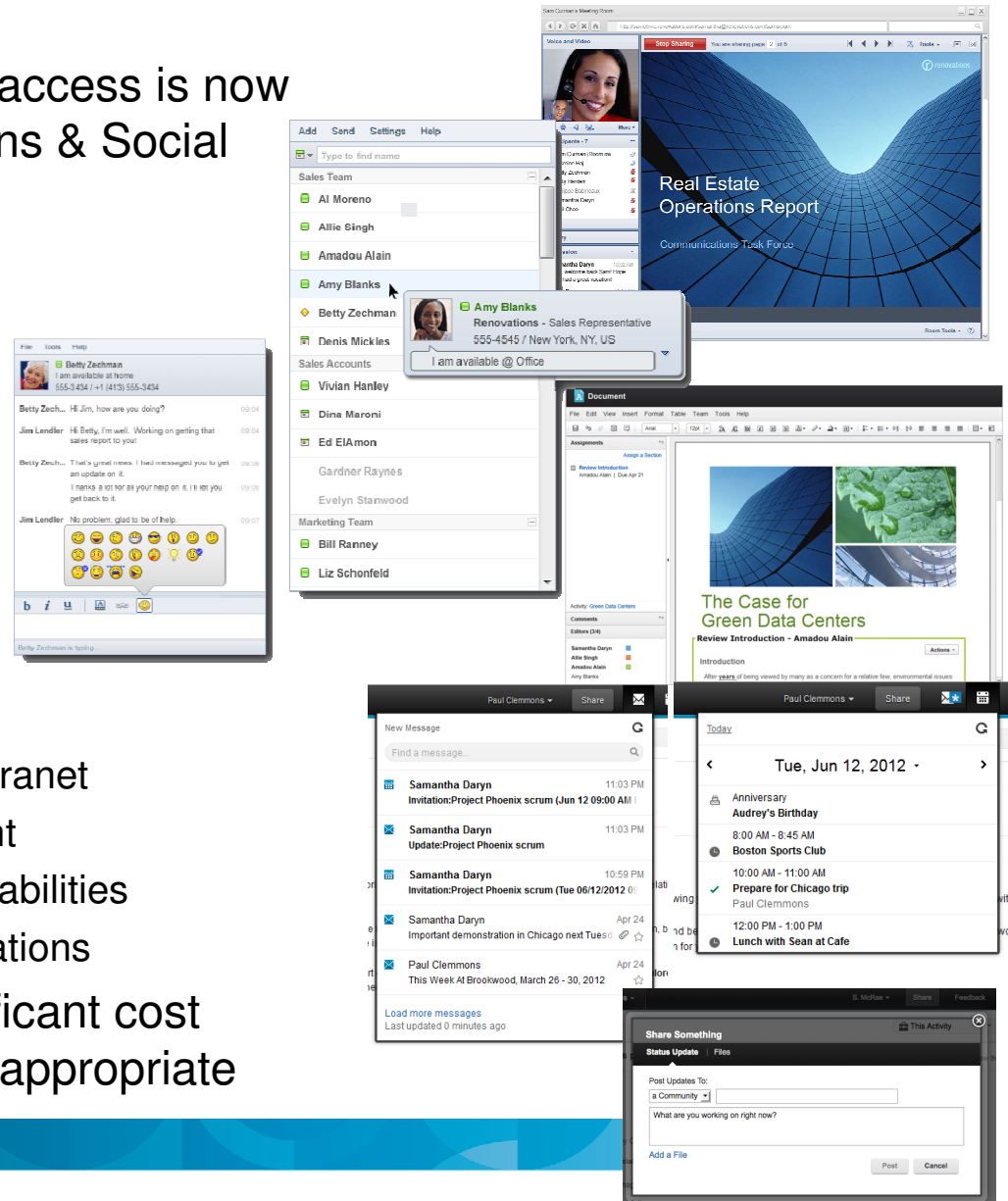
Delivered via responsive design



Rapid development of mobile web experiences

# Move towards browser (& mobile) only users reduces desktop costs

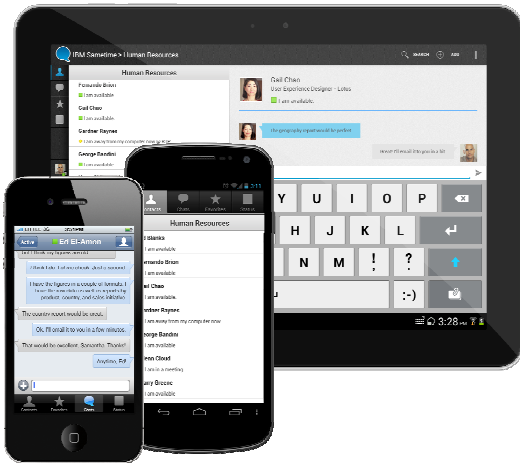
- Pervasive & comprehensive browser access is now possible across Unified Communications & Social Collaboration Services
  - Buddy Lists & Instant Messaging
  - Meetings with Audio & Video
  - Persistent (Group) Chat
  - Social Media & Social Networking
  - Social Document Management
  - Community Management
  - Online Document Co-Editing
  - High function Web Mail
  - Direct access to Inbox & Calendar
  - Presence & Business Cards throughout Intranet
  - “Share Box” for user Attention Management
  - Both Internal & External Collaboration Capabilities
  - Integration of Web-based Business Applications
- Browser-only users can provide significant cost savings over desktop support, where appropriate



# Mobility leads to Bring Your Own Device, challenging traditional models

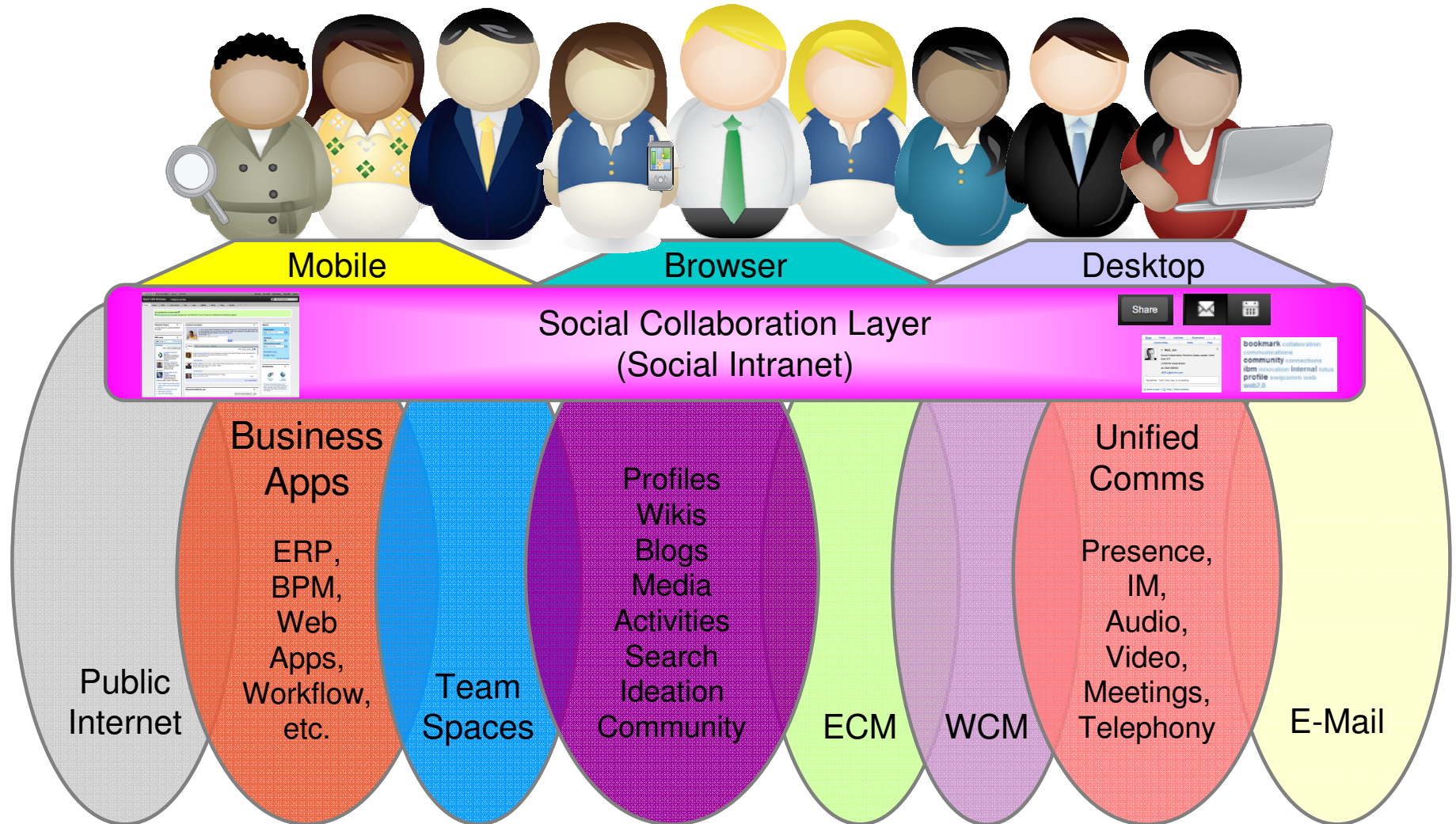


**Tim Banting** • I think we are highlighting a tectonic shift in IT from maintaining devices and equipment to servicing the business needs and productivity needs of users.



# Social collaboration is more than social applications

It's all about **integration** of existing collaboration, content repositories, applications, etc.



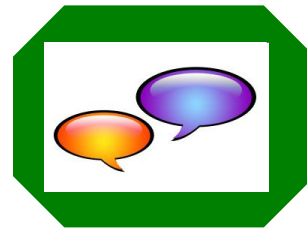


Find and use most trusted tippers in your business processes

**OLD PROCESS:** Direct Mail, eMail, Telephone, Advertising, PR, Events



**SOCIAL ENABLED PROCESS:** Chilean Government



**Found China wine communities  
Joined conversations**



**Found tippers  
Sent wine sample  
Engaged in contests**



**Gained trust  
Entered China market**

**... new ways of thinking drive exceptional results**

# State government eliminates paper and transforms business processes

## The Need

- To lower costs and increase efficiency in the Department of Information and Innovation (DII) vendor contract process – handling as many as 80 contracts per month
- To maintain security and authenticity of physical signatures on paper forms
- To streamline work loads, reduce wait time and error rates inherent with paper processes and physical signatures



“This initiative is our way of taking a positive approach to the downturn in the economy. It’s a challenge that has led us to seek out ground-breaking technologies like the combination of e-SignLive and LotusLive, which is **improving the way we do business while costing us less.**”

Kris Rowley, Chief Information Security Officer  
State of VT, DII

## The Solution

- SmartCloud for Social Business and Silanis e-SignLive
- The combined solution enables organizations and individuals to invite their customers, partners, and suppliers to instantly sign documents over the web
- Lets DII process vendor contracts in an environmentally-friendly, paperless manner

## Benefits:

- Meets state cost-cutting initiatives by reducing operating costs and improving efficiencies
- Cuts contract approval time from **weeks to minutes**
  - Reduces paper consumption and courier costs by eliminating need to print and physically route contracts for signing



The most widely used e-signature solution™

# United Nations

## Validating goals and strategy across a diverse & distributed organisation



### Professional Social Network Platform

“bringing people together”  
virtually connect UN members  
across 132 countries

Cultural Theme	Culture Questions	1	2	3	4	5	C = Current	D = Desired
Boundaries	Isolated functions							Cross functional cooperation
Teaming	Individual competitive							Team oriented
Learning	Slow adopting new skills							Continuous Learning Culture
Management Style	Controlling							Delegating
Horizontal Comms	Bureaucratic, formal channels							Free communication up the org
Open Comms	Guarded Communication							Open Communication
Initiative	Follow specific instructions							Take initiative
Risk Tolerance	Punish mistakes							Learn from mistakes
Pace	Slow, cautious pace							Fast pace
Rules / Process	Keep to rules							Ignore rules
Hierarchy	Many organizational layers							Few organizational layers

## The Imperative for Social Business

- Deliver improved public services through digital
  - ◆ *Social channels go beyond “self service” to provide advice and citizen assistance in a cost effective way*
  - ◆ *Telehealthcare will play a key role in delivering health and social services in the 21<sup>st</sup> century*
- Growing a digital economy
  - ◆ *Digital technologies are widely recognised as an enabler of productivity and a driver of innovation*
  - ◆ *Integral part of the transition to a low carbon economy*
  - ◆ *Crucial for flexible working practices such as home working or working remotely (coupled with changing attitudes amongst workers and employees)*
- Digital participation
  - ◆ *Improve people’s quality of life, boost economic growth and allow more effective delivery of public services*
- Digital Connectivity Fit for the Future
  - ◆ *Drive the digital economy; encourage greater public sector efficiency; improve access to public services*



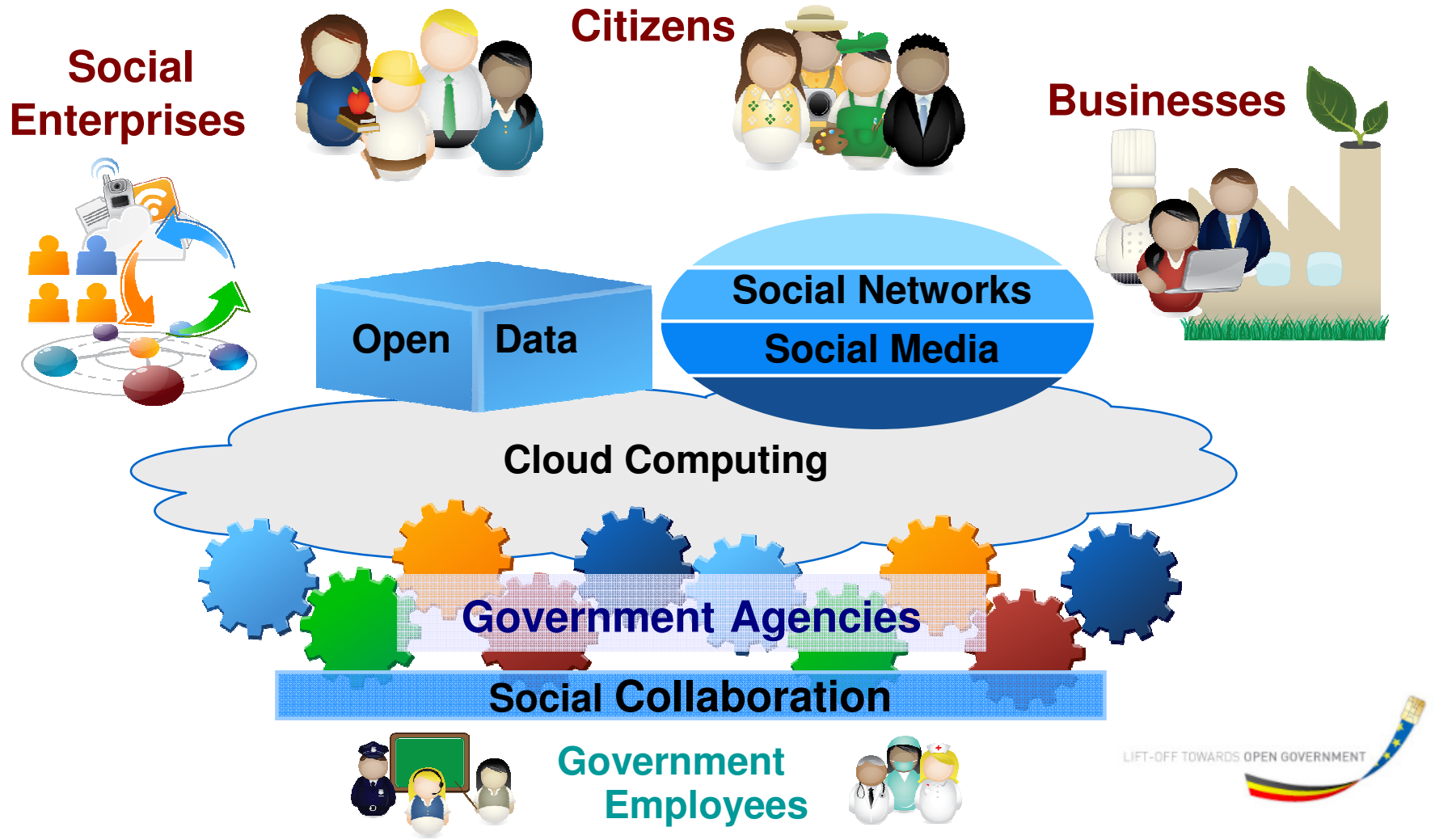
“Expectations of public services are being transformed

use of the internet is growing across all age and social spectrums

growing smart phone ownership has produced ... customers whose preferences are to access and receive information and services “on the move”

greater scope for people to do things themselves ... contribute opinions, access information and interact with others.”






# Enabling open, inclusive, effective public services



## For more information

- IBM's Business Perspective on Social Business
  - <http://www.ibm.com/socialbusiness>
- Video Case Studies around Social Business
  - <http://www.ibm.com/software/collaboration/videos>
- IBM's Social Business Platform & Products
  - <http://www.ibm.com/social>
- The Business of Social Business: What Works and How It's Done
  - <http://ibm.co/WYVTW4> (IBM Institute of Business Value)
- IBM Industry Insights: Social Business for Government on YouTube
  - <http://bit.ly/YoReu6>
- 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'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>

### Featured case studies

				
<p><b>CEMEX constructs a community</b>                  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.</p> <p>→ Read more                  Watch the video</p>	<p><b>Sogefi connects experts and expertise</b>                  This global technology services company uses IBM Connections to help make connections with experts and encourages them to participate more broadly across organizational boundaries.</p> <p>→ Read more                  Watch the video</p>	<p><b>Rheinmetall integrates communication</b>                  The IBM Lotus collaboration suite helped this automotive and defense supplier unify and consolidate communications in a flexible and collaborative environment.</p> <p>→ Read more                  Watch the video</p>	<p><b>SXC Health Solutions creates a healthy network</b>                  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.</p> <p>→ Read more                  Watch the video</p>	<p><b>satranslations interprets real-time collaboration</b>                  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.</p> <p>→ Read more                  Watch the video</p>

**Thank You.**

**govinsight**  
insight • analysis • debate

## Stuart McRae

Executive Collaboration & Social Business Evangelist  
IBM Collaboration Solutions

[ibm.co/smcrae](http://ibm.co/smcrae)

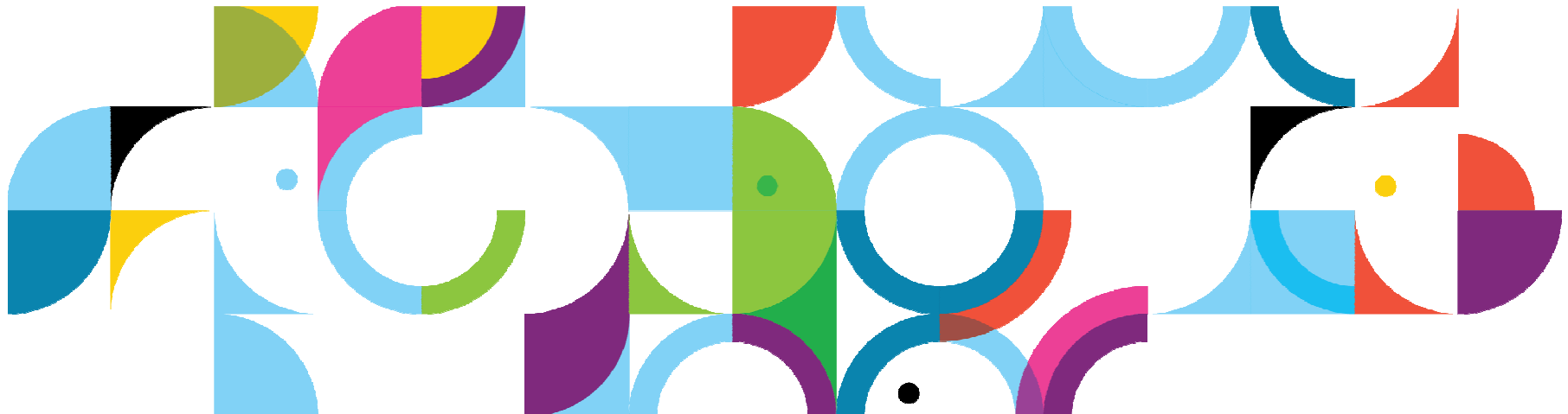
[stuart.mcrae@uk.ibm.com](mailto:stuart.mcrae@uk.ibm.com)

[www.twitter.com/smcrae](http://www.twitter.com/smcrae)

[www.linkedin.com/in/stuartmcrae](http://www.linkedin.com/in/stuartmcrae)

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