
How System z customers can profit from Social Media daily



Wilhelm Mild
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The business environment is shifting...

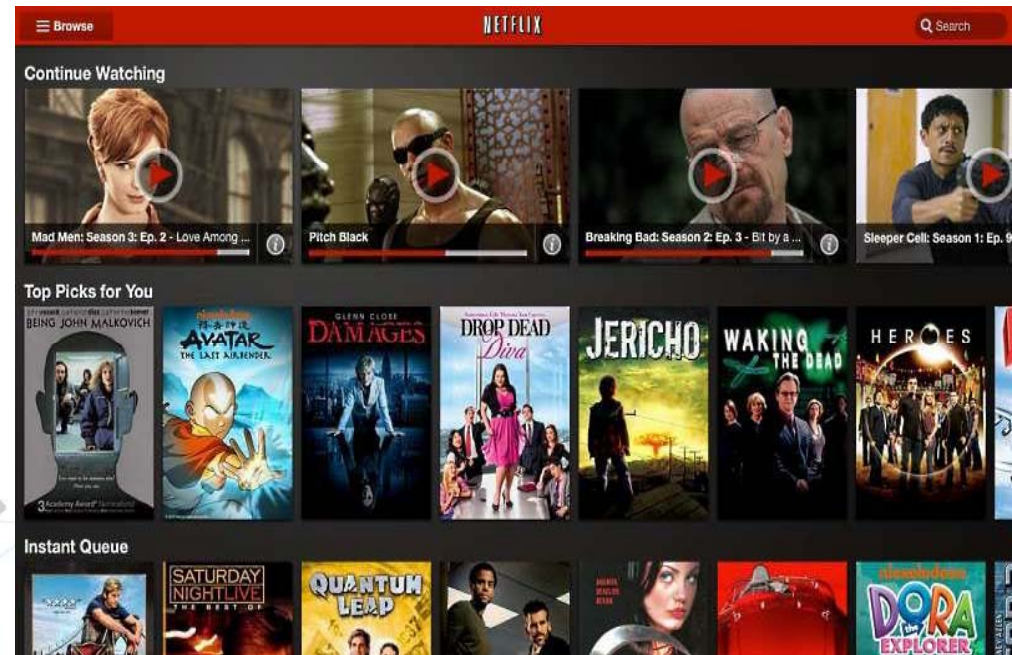
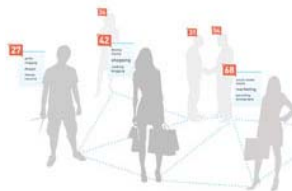


...and a new era of computing is emerging



We live in a data-driven world

- What movies you should watch
- What ads show up based on browsing history, likes, preferences or location you are at, even on your phone as you are driving around
- How you connect to your friends
- What subjects you are interested in, how YOU influence the world



What is Social Media

“Social Media
is the **BIGGEST** shift
since the Industrial Revolution”

Erik Qualman, Socialnonmics

TELEVISION

13 YEARS

TO REACH 50 MILLION VIEWERS



INTERNET

4 YEARS

50 MILLION PEOPLE ONLINE



Facebook

200 MILLION IN LESS THAN
12 MONTHS!

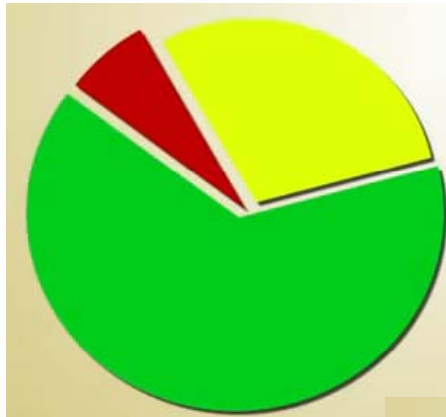


96% of Millennials have joined a
social network



Why Social Media

VISITING SOCIAL SITES IS NOW MORE **POPULAR** ONLINE THEN **CHECKING PERSONAL EMAIL!**



8% trust celebrities
27% trust experts
65% trust friends



Companies that are both deeply and widely engaged in social media significantly surpass their peers in both revenue\$ and profit\$

+18%



The study also found the company sales with the highest levels of social media activity grew on average by **+18%**

while those companies with the least amount of social activity saw their sales decline **-6%**



-6%



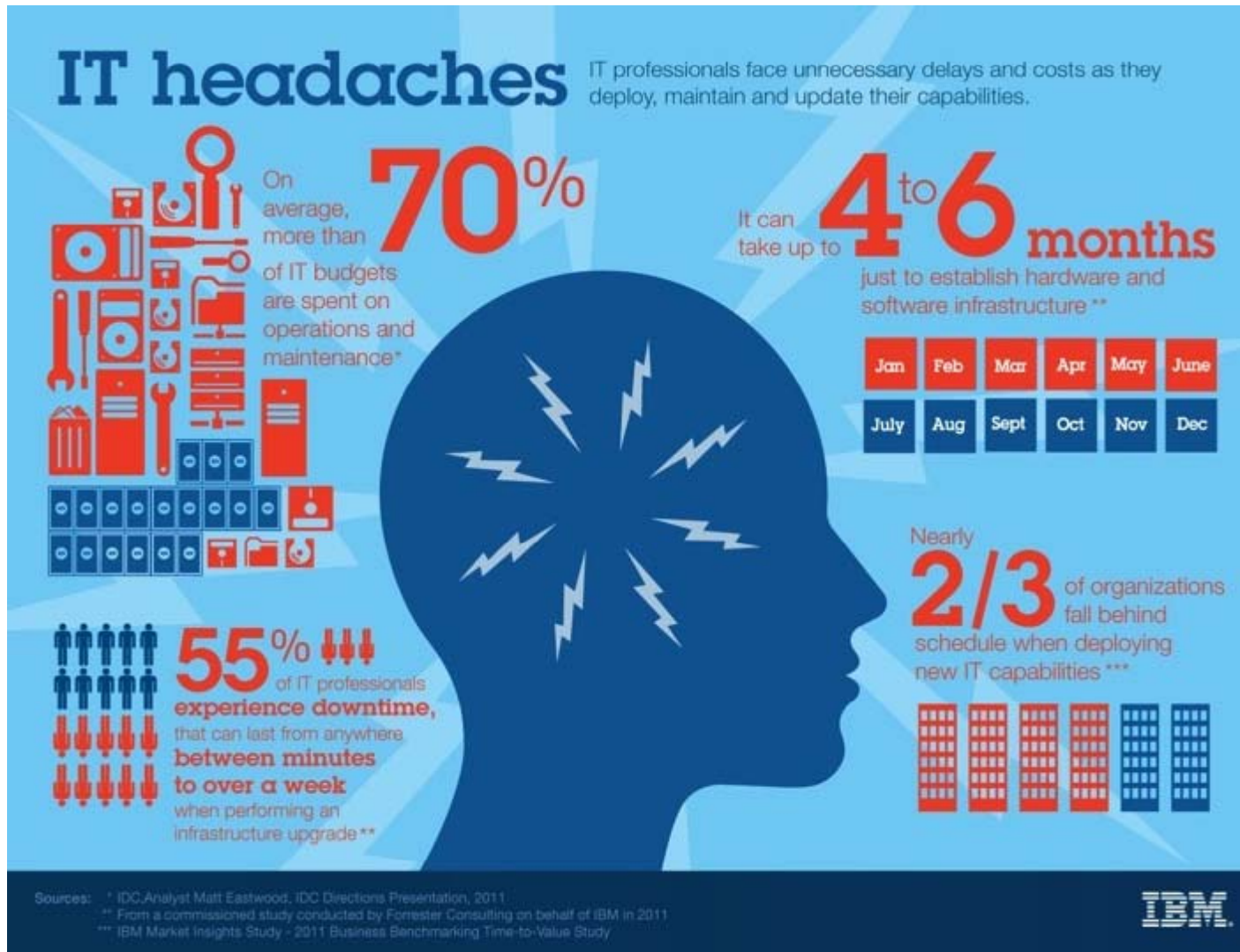
What Happens in an Internet Minute?



And Future Growth is Staggering



Facing **pressure** to **transform** IT—From cost centers driving ongoing operations into strategic centers of business innovation



Today the social graph is transforming the way we interact

30 billion pieces of content are shared on Facebook each month

Pinterest

drives more traffic to retail sites than Google+, YouTube and LinkedIn combined



More companies **Now** use social **Internally** than Externally

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

Sources: Twitter, Jeff Bullas; Pew Internet & American Life Project; IDC; LinkedIn; The Real Time Report; Pinterest; Regalix



Pinterest for Business

Help millions of people discover your business and share it with others.

[Join as a business](#)

Already have an account? [Convert here.](#)

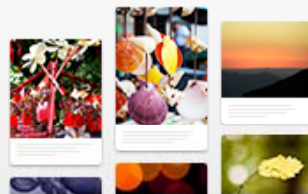
Get Started

Set up your business account and get prepped to pin.



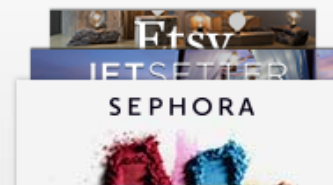
Basics

Learn how to connect with pinners and pin like a pro.



Success stories

See how businesses are doing Pinterest right.



Tools

Learn more about promoting pins, analytics and more.



Smarter business with Social Networks

- The business environment is shifting...

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iOS and Android Adoption Explodes Internationally

Posted by Peter Farago on Mon, Aug 27, 2012

Like 250 Email Article Tweet 644 +1 234 Share 22

The rate of iOS and Android device adoption has surpassed that of any consumer technology in history. Compared to recent technologies, smart device adoption is being adopted 10X faster than that of the 80s PC revolution, 2X faster than that of 90s Internet Boom and 3X faster than that of recent social network adoption. Five years into the smart device growth curve, expansion of this new technology is rapidly expanding beyond early adopter markets such as such as North America and Western Europe, creating a true worldwide addressable market. Overall, Flurry estimates that there were over 640 million iOS and Android devices in use during the month of July 2012.

This report reveals which countries have the largest active smart device installed bases, are experiencing the fastest growth and are most penetrated. We also show how the distribution of app usage is shifting to

<http://blog.flurry.com/bid/88867/iOS-and-Android-Adoption-Explodes-Internationally>

About Flurry

Flurry is the leading mobile measurement and advertising platform that is optimizing mobile experiences for people everywhere. Our industry leading analytics software sees activity in over 390,000 apps on more than 1.2 billion mobile devices worldwide, giving Flurry the deepest understanding of mobile consumer behavior. Flurry turns this insight into accelerated revenue and growth opportunities for app developers, and more effective mobile advertising solutions for brands and marketers. The company is venture backed and headquartered in San Francisco



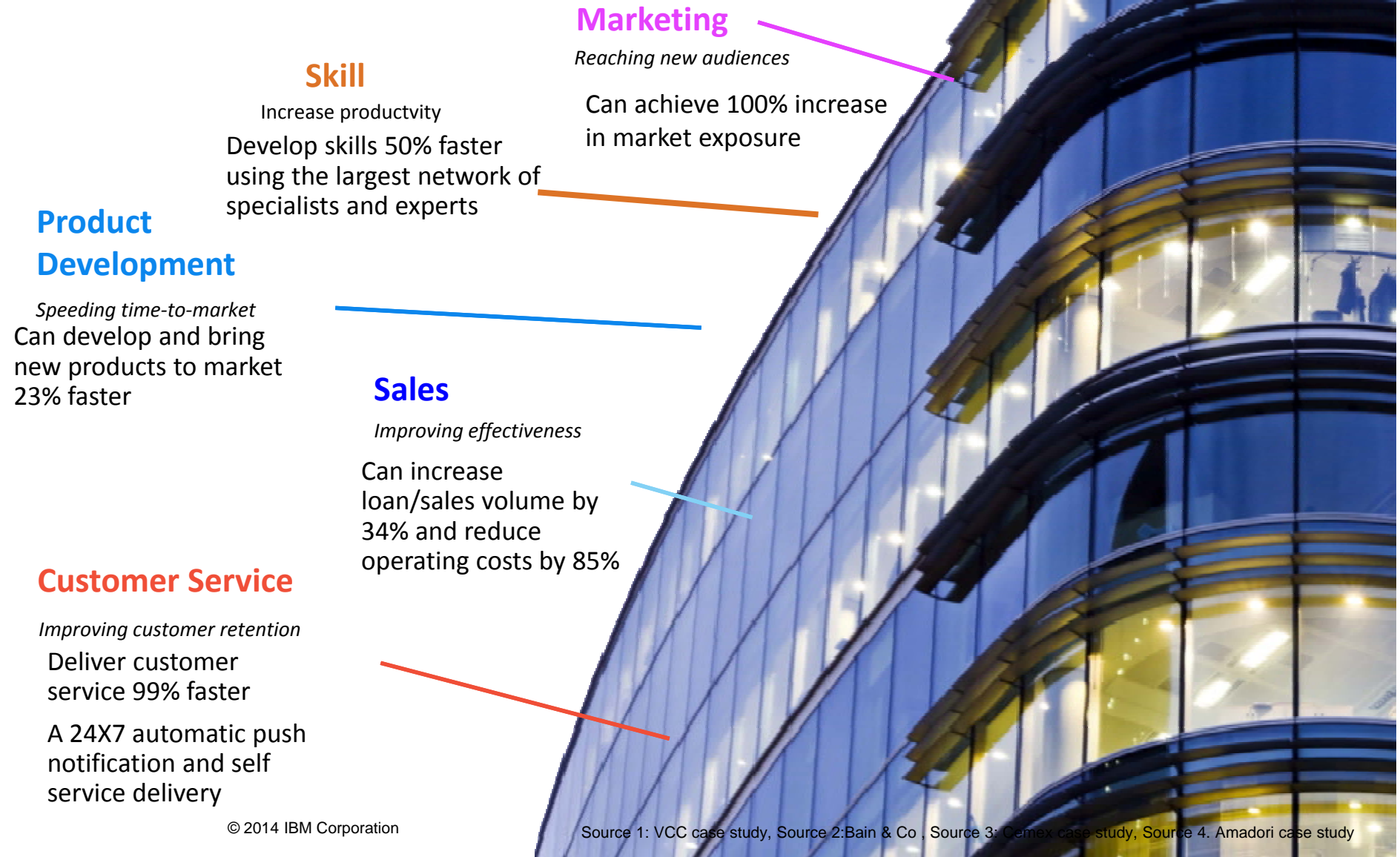
Social Business - rethinking innovation, organization and leadership



<http://www.youtube.com/watch?v=3xHFfLTgjJI>



Social business creates **value** across every level of your company




Marketing

Reaching new audiences

- Social media provides virtually instant access to information throughout the world, thus giving businesses the ability to share news about their products and services with people that were once out of reach.
- Location based marketing
- Product evaluation feedback in social media influences company and product reputation.

Why We Should Care?


Only 14% of people trust advertisements.



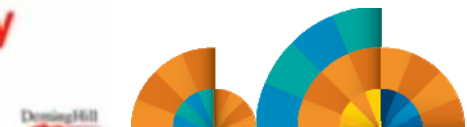
78% trust the recommendations of other consumers

Buyers use Search Engines to begin the buying process.

93% of B2B Buyers use Search Engines to begin the buying process.



9 OUT OF 10 buyers say that when they are ready to buy, they will find you.



GSE in Dresden – near real timere on Social Media platforms

#Mainframe #EMC #GSE
Übersetzen

The slide shows a timeline of OLm (Online Logical Mainframe) for Mainframe Tape from March 2004 to August 2013. It features a bar chart with bars of increasing height and a blue line graph connecting the tops of the bars. The timeline includes dates: March 2004, May 2008, June 2010, Aug. 2011, Aug. 2012, and Aug. 2013. The EMC logo is visible in the bottom right corner of the slide.

+1 Kommentar hinzufügen...

Harald Karcher
Öffentlich geteilt - 20.10.2014 #Dresden

John Rankin, Chairman of the Board, Connectivity Systems Incorporated, covered in his presentation the extensive analysis of the effects of the new protocol z/TCP on the performance of the Internet.

#IBM #GSE #Dresden
Übersetzen

Harald Karcher
Öffentlich geteilt - 20.10.2014 #Mainframe

Mobile Devices, Social Media and Internet of Things are creating lots of Data: How can the Mainframe handle all this: Impressive and visionary Speech from Wilhelm Mild, Executive IT Architect, IBM Research & Development, about "Mainframe – Mobilized for the

Mehr anzeigen · Übersetzen

The slide features a central diagram with 'Big Data' in a blue cloud. Surrounding it are icons for 'Mobile' (smartphones), 'Social' (social media icons), and 'Internet of Things' (a globe with network lines). The text at the top reads 'The business environment is shifting...' and at the bottom '...and a new era of computing is emerging'.

+2 Kommentar hinzufügen...

Harald Karcher
Öffentlich geteilt - 20.10.2014 #IBM

Rob van der Heij, Linux on IBM System z Senior Performance Software Engineer, Velocity Software, just made clear, that Performance Matters to Avoid Application Outages, at the 8th European GSE / IBM European Conference, October 20th, 2014,



Skill

Increase productivity

- Social Media platforms are useful platforms to share and exchange experiences
- Groups specialized in topics of interest reach worldwide customers and specialists
- Skill exchange is made voluntarily and therefore effective on the subject
- Online classes and Open source projects enable faster skill development

Over **70 Million**
Business Professionals
are on **LinkedIn**.

41% of business
owners say that twitter
delivers great value to
their business.

58% say they have
tweeted about a bad
experience





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Social Business and #Linux on #Systemz at #IBMEnterprise 2013
dancingdinosaur.wordpress.com/2013/10/17/soc... via @MainframeBlog cc: @deonnewm #socialbiz

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WordPress.com

Social Business and Linux on System z at Enterprise 2013

Next week's Enterprise 2013 conference is sold out but you can still catch many of the sessions on Livestream, including keynotes.

[View on web](#)

1
RETWEET



<https://twitter.com/IBMEnterprise/statuses/390961392003448834>



Product Development

Speeding time-to-market

Social media tools can be characterized by an underlying "architecture of participation" that supports crowdsourcing as well as a many-to-many broadcast mechanism

- Crowdsourcing
 - Crowdsourcing is the process of getting work or funding, usually online, from a crowd of people.
 - The word is a combination of the words 'crowd' and 'outsourcing'.
 - The idea is to take work and outsource it to a crowd of workers (i.e. Wikipedia)
 - Enables projects which were not possible in normal development process
- Skill exchange is made voluntarily and therefore effective and on the subject
- Samples or help usefull procedures/tools sharing
- Global communities connected via Social media like Blogs and Forums
- Modern integrated development environments (IDEs) and software project portals integrate features to support collaboration, coordination and communication.
 - mailing lists,
 - issue tracking,
 - version control,

44% of Twitter users have recommended a product or service

© 2014 IBI

Groups you may like

Wilhelm,

Joining a LinkedIn group makes it easy to stay up-to-date with classmates, colleagues, and other professionals.

Here are some groups your connections have joined.

IBM i Applications and Technologies

JOIN GROUP

Mainframe Experts

MainframeExperts

JOIN GROUP



Mainframe (COBOL,JCL,DB2,CICS,VSAM,MVS,Adabas/Natural) Experts

JOIN GROUP



ISEB IT Architecture

JOIN GROUP

Sales

Improving effectiveness

- Reach out to customers worldwide
- Location based offerings (temp, behavior)
- Customers buy after verifying in social media

•**48%** Follow Industry Topics

•**59%** Engage with peers

•**37%** Post Questions on Social Media Sites

25% of search results for the worlds Top 20 Brands are links to user generated content.

85% of consumers

want to use Social Media to engage companies



Customer Service

Improving customer retention

- Social Media extremely eases customer service with self maintained interest groups
- Subscriptions to product service automates information gathering
- Pushing mechanisms through social media (Twitter, Blogs, LinkedIn)
- Global feedback and product behaviors give a rapid orientation about the quality and functions of a product or tool

91% of INC. 500
companies use at
least one Social
Media Channel

81% of B2B
companies maintain
profiles on social
networks.

40% of Facebook
users become Fans or
Followers of Brands
and Services.



System Service Portal for Mobile

https://us.ibm.com/ssp

IBM. Mobile Device Service Portal

MDM Self-Service Portal

Login
Please enter your email and password to manage your mobile devices. This will be the same email and password used to enroll your devices.

Email Address

Password



s cost

support
web interface

Related links

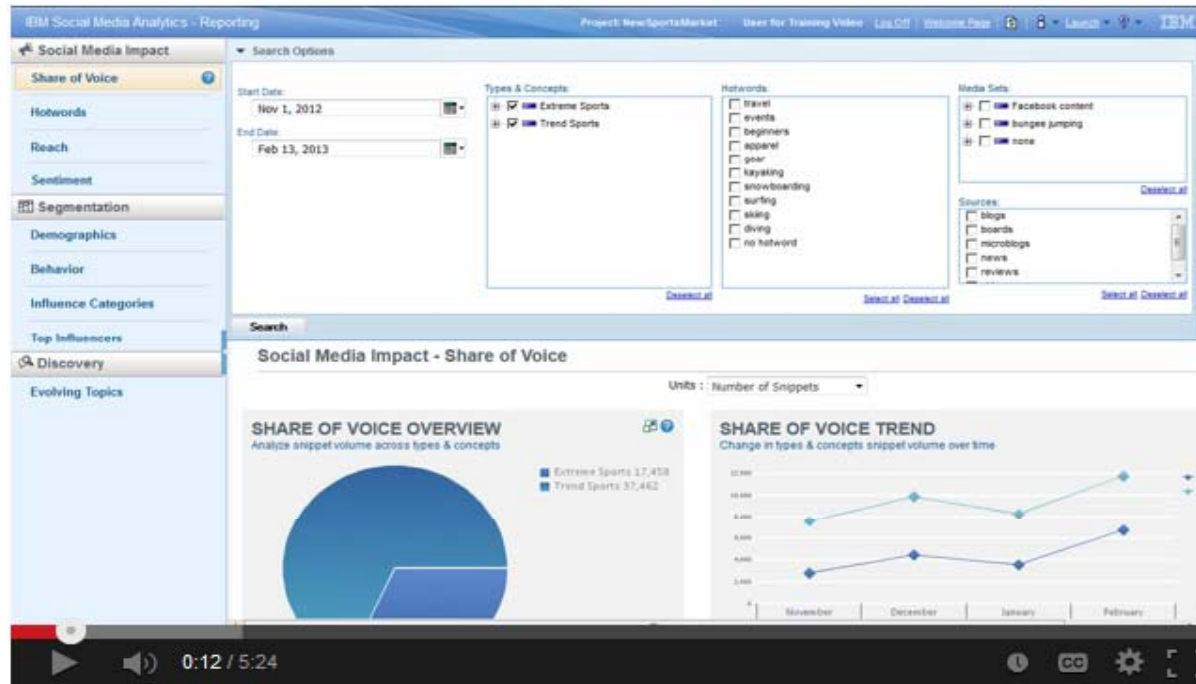
- SmartCloud Control Desk
- Service Desk

IBM. Mobile Device Service Portal tester@company.com

Device Name	User Name	Operating System	Data Source
nt's phone		iOS 5.1.1	Apple MDM
tester's iPad	tester@company.com	iOS 5.1.1	Apple MDM



IBM Social Media Analythics – the value from Social Networks



IBM Social Media Analytics: Analyze social media impact: sentiment



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<http://www.youtube.com/watch?v=rwkScALj8qU>



IBM Social Business

◀ A Smarter Planet

SocialBusiness

Workforce and customer experience assessment

How do your employee and customer engagement practices measure up? Get an instant evaluation with recommended next steps.

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Change the way you engage.

Social business is here—it answers to the major technological and economic shifts that define innovation today. Social ways of working harness the explosive growth of mobile, cloud and big data, and serve as the foundation for effective employee and customer engagement.

It's **PEOPLE**
who create
value
for your business

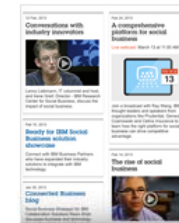
Is the social enterprise smarter?

[Read the IBM POV](#)

The latest social trends

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Upcoming events

Pulse 2014
The premier cloud conference.
February 23-26, Las Vegas



IBM helps to take advantage of Social Business

Win in your marketplace. Become a social business.

Businesses move from liking to leading when they look beyond social media to see how social technologies drive real business value. From marketing and sales to product and service innovation, social is changing the way people connect and the way organizations succeed.

There's a better way
of doing business

<http://www.ibm.com/social-business/us/en/#theriseofsocial>

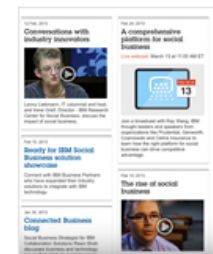
What's your social solution?

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- Oct 3 How cognitive computing will enable us to address complex challenges
- Oct 1 Explore ways to design social information systems

IBM 60 Second Social: Benefits of a Social Business

Social media is easily one of the fastest growing (free) benefits of technology today.

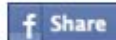


<http://www.youtube.com/watch?v=GLsWgmoT--w>





1



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Print Email

Social Business on System z

Collaborative efforts can benefit greatly from mainframe strengths

July 10, 2013 | BY ALAN RADDING

A presentation at [SHARE](#) San Francisco earlier this year referred to Linux on System z as the biggest no brainer around, in part, because it would handle social business. Of course, the presentation called out a lot more than just social business, but social has to be one of the sleeper applications to run on the System z. For most mainframe data center managers, social business is barely on the radar screen. Yet, it offers a rich collaboration and social environment—combined with security and the other strengths of System z.

Central to the social business experience on System z is IBM Connections, which IBM touts as a leading social software platform. It promises to enable organizations to engage the right people, accelerate innovation and deliver actual business results. And running on System z brings an integrated, security-rich platform that helps people engage with networks of experts in the context of critical business processes, whether pitching new business or solving a customer service problem.

<http://www.destinationz.org/Mainframe-Solution/Business-Case/Social-Business-on-System-z.aspx>



Destination z – THE System z Community

<http://www.destinationz.org/>

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How to setup and use the SPOC IMSplex management

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ICYMI – WTAMU's professor Haiduk built a #mainframe program that gets results.
ow.ly/pEseG

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Responsible Data Stewardship Requires Harmonious Solutions.
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Take Social Business Feedback serious

<http://www.upi.com/blog/2013/04/05/Gartner-Microsoft-to-become-obsolete-by-2017/2471365172160/>

Blog

Gartner: Microsoft to become obsolete by 2017

20 20 29 0



A laptop at a retail store displays the new Microsoft Windows 8 operating system on the day of its official release in New York City on October 26, 2012. The debut of Windows 8 heralded the biggest change to the system since 1995, when the company first offered built-in Internet support. UPI/John Angelillo License photo

Published: April 5, 2013 at 10:29 AM

Updated April 5, 2013 at 11:56 AM

According to the technology research company Gartner Inc., Microsoft will become obsolete by 2017.

In a [report](#) released Friday, Gartner Inc. said shipments of devices using Google's Android operating system and Apple's iOS might put Microsoft out of business.

The basis of this theory is that mobile device shipments will be considerably higher than desktop and notebook computers.



The Customer-activated Enterprise

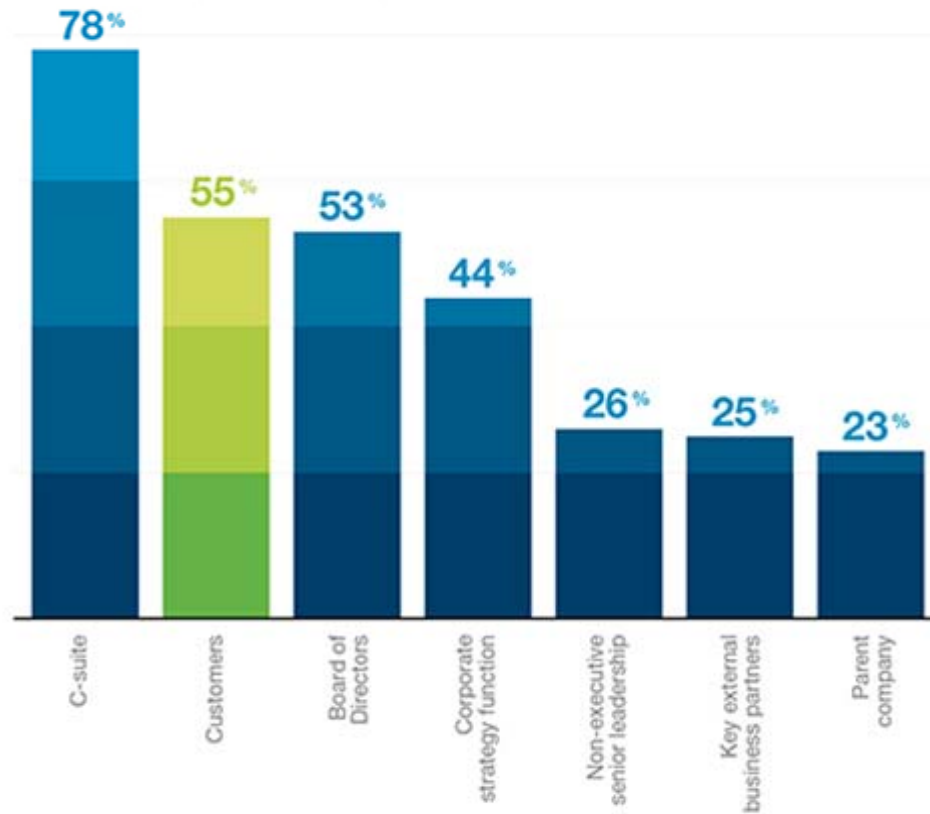
Insights from IBM's Global C-suite Study
IBM Institute for Business Value



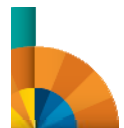
CEOs expect customer influence to grow most in business strategy development



Customers are second only to the C-suite in the level of influence they wield in the organization



More outperformers intensively collaborate with customers



Make use of Social media for System z in your daily business



▼ System z community

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Hearing: 5 Future Technology Innovations from IBM	2:05	147,532	CC
Taste: 5 Future Technology Innovations from IBM	1:52	151,567	CC

<http://www.youtube.com/user/IBMSocialMedia>



Twitter: Keep up to date with news around System z.



https://twitter.com/IBM_System_z

- Follow IBM_System_z on twitter
- Tweets are short headlines
- Get the news without searching

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Wow! There are over 1M+ CICS transactions every second, every day! See other #CICS facts that you may not know! bit.ly/GH8ZAF
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Around the world, near you. - ibm.com/systems/z

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YouTube used as a information media for System z

<http://www.youtube.com/ibmsystemz>

The screenshot shows the YouTube channel page for IBM System z. The channel name is "IBM System z" with 834 subscribers. The video player displays a video titled "IBM zEnterprise BC12 Business Value" with 1,877 views, posted 2 months ago. The video description states: "IBM zEnterprise BC12 extends leading-edge mainframe capabilities to organizations of all sizes, for greater performance, flexibility and cost savings. 78% of CIOs say that using data insights to aid intelligent decisions is their #1 priority over the next 5 years. The IBM zEnterprise BC12 helps businesses leverage emerging data technologies in mobile, social, analytics and cloud to provide new services and increase competitive advantage. To learn more, visit <http://ibm.com/systems/z>".

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Apple and IBM Forge Global Partnership to Transform Enterprise Mobility

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CUPERTINO, California and ARMONK, New York - 15 Jul 2014: Apple® and IBM (NYSE: [IBM](#)) today announced an exclusive partnership that teams the market-leading strengths of each company to transform enterprise mobility through a new class of business apps—bringing IBM's big data and analytics capabilities to iPhone® and iPad®.



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→ [Apple and IBM enterprise mobility partnership hits the big screen in TimesSquare](#)

→ [Apple and IBM Forge Global Partnership to Transform Enterprise Mobility](#)

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https://www-304.ibm.com/connections/blogs/systemz/?lang=en_us

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“You can do mobile on a mainframe? Really? Show me.”

Pratin Ashtekar | Mar 3 | Tags: websphere mainframe mobile appinfra system_z_software smarterplanet richard_gamblin | 963 Visits



By Richard Gamblin Software Architect WebSphere, Mobile, SmarterPlanet and System z Software. This comment, from the Chief Technology Officer of one of my largest clients, is one that I hear a lot just now. My clients seem genuinely surprised that not only can you deliver a mobile infrastructure on an IBM ... [\[+ Read more \]](#)



Check it out: Log Analytics solution for z/OS announced

Pratin Ashtekar | Feb 21 | Tags: ibmpulse cloud paul_smith system_z_software sm pulse2014 bao analytics z/os | 331 Visits



By Paul Smith, Service Management Architect - IBM. Just a quick update before I head off to the Pulse conference. If you've been following my previous blogs, I've been focused on Analytics and how analytics can help you save time and avoid outages. And, since I'm a System z guy, ... [\[+ Read more \]](#)



Get Smarter about Cloud at Pulse 2014

Pratin Ashtekar | Feb 18 | Tags: pulse2014 system_z_software mike_baskey z/vm openstack cloud smartcloud sm ibmpulse | 620 Visits



By Michael E. Baskey, IBM Distinguished Engineer, Chief Architect Systems Management z. They say all good things are worth waiting for. Well, last week, we opened the beta for the latest System z cloud solution, powered by SmartCloud Orchestrator. We've been hearing for a while from our System z clients ... [\[+ Read more \]](#)



System z community

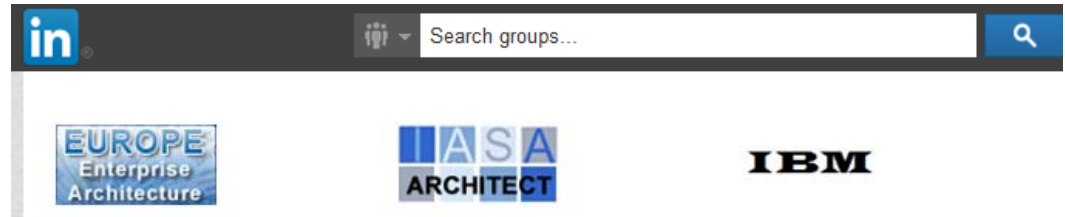
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<http://www.linkedin.com/>

- Link with professionals around the globe
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- All
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- 2nd Connections (39)
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Categories

- All
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- Open groups (24)
- Members only (22)

Languages

- All (43)
- English (1)
- Croatian (1)
- Italian (1)
- Polish (1)

46 results for System z

- System z [Subgroup]**
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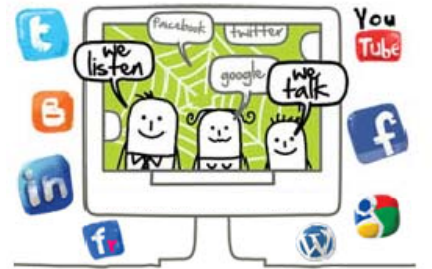


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- IBM Social Point of Value

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