
Von Social Media profitieren im täglichen Betrieb



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The business environment is shifting...

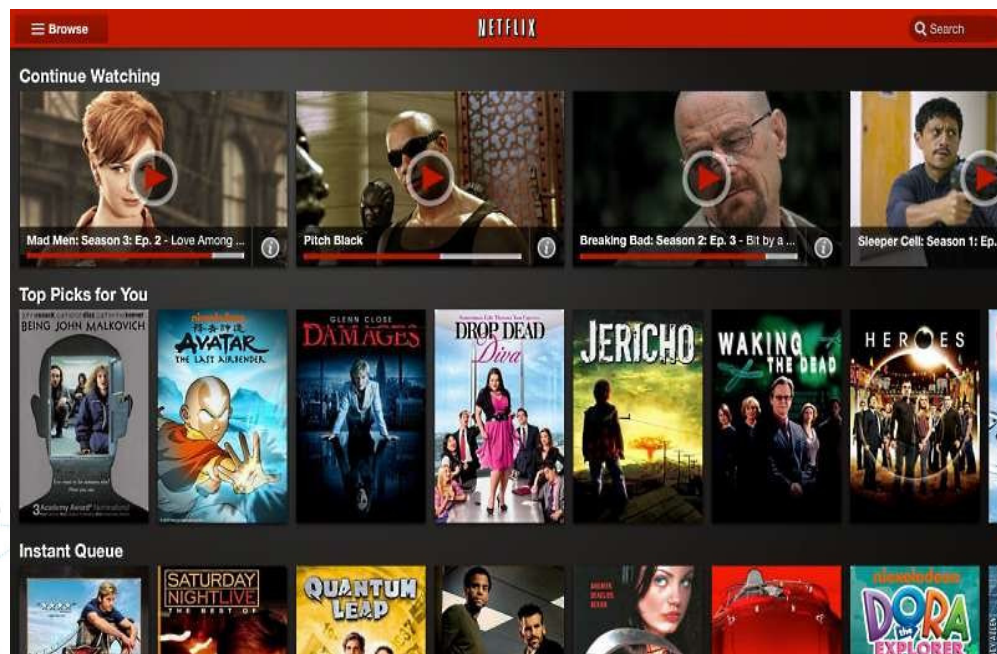
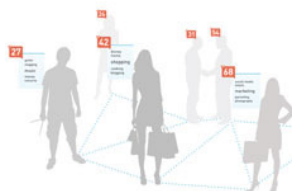


...and a new era of computing is emerging



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!

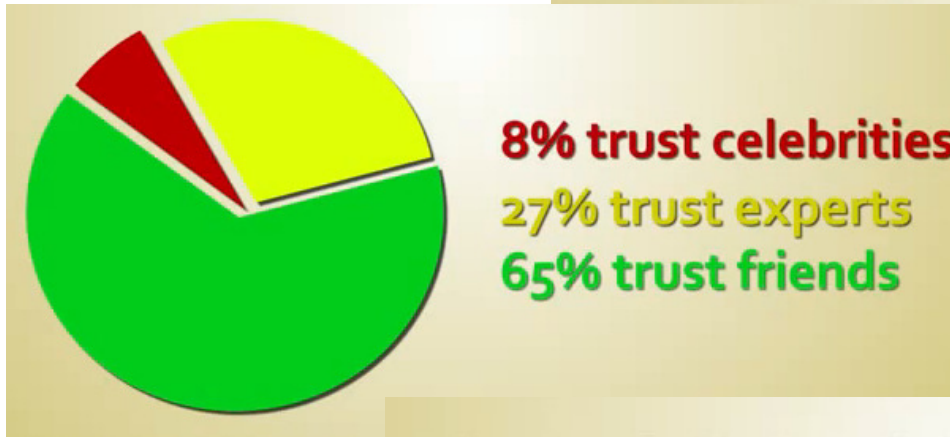


96% of Millennials have joined a social network

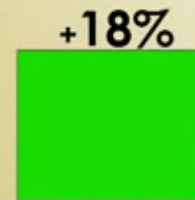


Why Social Media

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

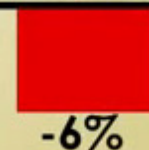


Companies that are both deeply and widely engaged in social media significantly surpass their peers in both revenue\$ and profit\$



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%**



What Happens in an Internet Minute?



And Future Growth is Staggering



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.](#)

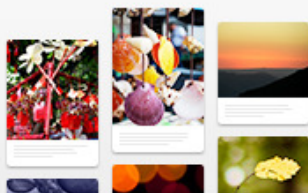
Get Started

Set up your business account and get prepped to pin.



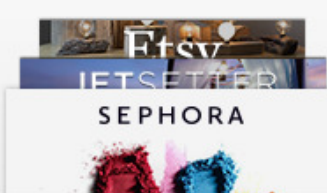
Basics

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...

Flurry Blog

The Flurry Blog

Current Articles |  RSS Feed

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>

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

Skill

Increase productivity
Develop skills 50% faster
using the largest network of
specialists and experts

Marketing

Reaching new audiences

Can achieve 100% increase
in market exposure

Product Development

Speeding time-to-market
Can develop and bring
new products to market
23% faster

Sales

Improving effectiveness

Can increase
loan/sales volume by
34% and reduce
operating costs by 85%

Customer Service

Improving customer retention
Deliver customer
service 99% faster
A 24X7 automatic push
notification and self
service delivery




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.



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



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.

 <p>IBM i Applications and Technologies</p> <p>JOIN GROUP</p>	 <p>Mainframe Experts</p> <p>JOIN GROUP</p>
 <p>Mainframe (COBOL,JCL,DB2,CICS,VSAM,MVS,Adabas/Natural) Experts</p> <p>JOIN GROUP</p>	 <p>iseb</p> <p>ISEB IT Architecture</p> <p>JOIN GROUP</p>

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

Related links

→ SmartCloud Control Desk

→ Service Desk

support

web interface

IBM Mobile Device Service Portal

tester@company.com L

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

The screenshot displays the IBM Social Media Analytics Reporting interface. The main section is titled 'Social Media Impact - Share of Voice'. It features a 'SHARE OF VOICE OVERVIEW' pie chart and a 'SHARE OF VOICE TREND' line graph. The pie chart shows the distribution of snippet volume across types and concepts, with 'Extreme Sports' at 17,458 and 'Trend Sports' at 37,462. The line graph tracks the change in snippet volume over time from November to February.

Below the charts, the video player shows the title 'IBM Social Media Analytics: Analyze social media impact: sentiment' by IBM BA Learning Services, with 130 views and 288 subscribers. The video is published on May 23, 2013, and includes a copyright notice for IBM Corporation.

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



IBM Social Business

◀ A Smarter Planet
SocialBusiness
 Workforce and customer experience assessment
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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

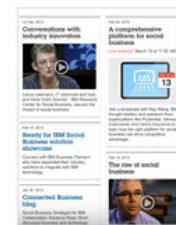
Is the social enterprise smarter?

[Read the IBM POV](#)

The latest social trends

Read breaking news and analyses from business leaders and tech experts.

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- Feb 20 [Mobile apps and the war for talent](#)
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Upcoming events

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



Destination z – THE System z Community

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

The screenshot shows the top navigation bar of the Destination z website. It includes the logo "IBM DESTINATION z System z Community" on the left, a search bar, and navigation links for "Home", "About Us", "Contact Us", and "IBM". Below the navigation bar are dropdown menus for "Mainframe Solution", "Community", "Partners", "Academia", "FAQ", and "zMarket". The main content area features a large image of a 3D character climbing a bar chart, with the caption "Professor Haiduk built an enterprise computing program that gets results". To the right of this image are several article teasers: "Developing Mainframe Toughness", "SPOC 2: Connecting the Dots", "Virtually Secure?", "Destination z Community Forum", and "Evangelizing Mainframe Blog". On the far right is a yellow "Welcome!" banner with the text "JOIN DESTINATION z The community where all things Mainframe converge and membership is FREE!" and a "Join Now" button. Below the banner are links for "zMarket Resources from Destination z Business Partners" and a "View Now" button.

FEATURED ARTICLE



SPOC 2: Connecting the Dots
How to setup and use the SPOC IMSplex management

T W E E T z

Tweets [Follow @myzcommunity](#)

 **Destination z** 2h
@myzcommunity
ICYMI – WTAMU's professor Haiduk built a #mainframe program that gets results.
ow.ly/pEseG

Are You Playing in Harmony?
Responsible Data Stewardship Requires Harmonious Solutions.
Orchestrate your data management. [Learn more >>>](#)
21ST CENTURY software



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

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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.



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



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IBM Technology update via Social Media



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IBM 5 in 5: Five future technology innovations



Cognitive Computing: 5 Future Technology Innovations from IBM

by IBM 242,042 views



Sight: 5 Future Technology Innovations from IBM

by IBM 188,022 views



Hearing: 5 Future Technology Innovations from IBM

by IBM 147,532 views



Taste: 5 Future Technology Innovations from IBM

by IBM 151,567 views



<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

 **IBM System z** @IBM_System_z 9 Oct
Wow! There are over 1M+ CICS transactions every second, every day! See other #CICS facts that you may not know! bit.ly/GH8ZAF
[View media](#)

 **IBM System z** @IBM_System_z 9 Oct
RT @IBMSmrtrCmptng: Wishing you were at @IBMInterConnect? Watch the sessions here: ibm.co/16RX6nH #STG #IBMInterConnect
Expand

 **IBM System z** @IBM_System_z 9 Oct
RT @turbotodd: Turbo Post: IBM CEO Ginni Rometty On "The End Of Average" #ibm #ibminterconnect bit.ly/1g06iKv
Expand



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5,287 TWEETS **424** FOLLOWING **7,014** FOLLOWERS



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Expand

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Linux running on System z provides support for virtualization, IT optimization, cloud computing, and big data. bit.ly/1fmYjpA
Expand

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RT @IBMRedbooks: Read our new IBM zEnterprise EC12 Technical Guide #IBMRedbooks here: ibm.co/GImekw #Systemz

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 RT @IBMSmrtrCmptng: New! The elephant on the mainframe ibm.co/1qbf6Qd
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YouTube used as a information media for System z

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

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Specialized Blogs and Communities with System z

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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Daily business can profit from Social Networks for System z

LinkedIn – the professional exchange and discussion Forum

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

- Link with professionals around the globe
- Discuss topics you work with
- Get global expertise replies

The screenshot shows a LinkedIn search interface with the following elements:

- Search Bar:** Contains the text "System z" and a search icon.
- Results:** 46 results for "System z".
 - System z [Subgroup]:** Grupa korisnika mainframe sustava u Hrvatskoj. 1 discussion this month · 29 members. 7 in your network · Similar. [Join]
 - z/OS [Subgroup]:** For anyone working with the z/OS operating system. 1 discussion this month · 1,958 members. 698 in your network · Similar. [Join]
 - IBM® Operating System Environment Manager for z/OS®:** General interest group for users and potential users of IBM® Operating System Environment Manager for z/OS®. 29 members. 15 in your network · Similar. [Join]
 - IBM® System z® Storage Management:** This discussion group is designed to allow users and other interested parties to discuss how they use IBM® System z® ... 11 members. 8 in your network · Similar. [Join]
 - TPF, z/TPF & ALCS Professionals:** For those with experience of ACP, TPF, z/TPF or ALCS to exchange ideas, experiences, questions, job opportunities and ... 1 discussion this month · 1,192 members. 32 in your network · Similar. [Join]
- Filters:**
 - Relationship:** All (checked), 1st Connections (23), 2nd Connections (39), 3rd + Everyone Else (7)
 - Categories:** All (checked), Your groups (9), Open groups (24), Members only (22)
 - Languages:** All (checked), English (43), Croatian (1), Italian (1), Polish (1)
- Right Sidebar:**
 - IBM MAINFRAME - Unofficial Group
 - IBM System z Events (1 Discussion)
 - IT Architect Training and Certification (SUBGROUP)
 - Mainframe Linux (SUBGROUP, 1 Discussion)
- Bottom:** Logos for "Mainframe Performance & Optimization on LinkedIn" and "SHARE".

The screenshot shows a LinkedIn profile for James Sciales with the following details:

- Header:** "the greater IBM connection" logo, "IBM Official Alumni Group Connection".
- Profile Picture:** A portrait of James Sciales.
- Text:** "IBM's Big Bet on C...", "Manager's Choice", "James Sciales", "VP of Corporate E...", "IBM Senior Vice President J...".
- Activity:** "Like (1) · Follow · 8 days ago".
- Post:** "Start a discussion or share something with the gr...".
- Footer:** "Welcome all new members!....ple...", "Julie Yamamoto", "Global Social Media / Communications Progr...".

Daily business can profit from Social Networks for System z

All social ...

100zakladok
A97abi
ADV QR code
Aol Lifestream
Arto
Baang
Beat100
BiggerPockets
Bland takinn
Blogger
Blogmarks
Bobrdobr
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Brainify
Buffer
CardThis
Chime.In
CiteULike
CleanSave

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Mister Wong
Moikrug
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Netvouz
Newsvine
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Oyyla
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Ping.fm
Plurk
PoliticNoteService
Prati.ba
QRF.in
Qzone
RedKum
Safelinking
Sekoman
Shaveh
Skyrock Blog

Me
Mix
mc
my
My:
Ne
Ne
Nu
onr
Pa
PD
Pla
Po:
Po:
Pri
QR
Re
Re
Sci
Sel
Sh
SM

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Gmail
SUP BRO
Symbaloo
Taringa!
The Web Blend
Throwpile
Transferr
Tumblr
TwitThis
Urlaubswerk
Virb
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Vyoom
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Yuuby
ZingMe

cOotopia
Curate.Uz
Dia This Webhost
COSMIQ
Delicious
DigaCultura
Digg

Surfingbird
Taaza
tarpipe
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Webnews
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WireFan
WowBored
Xanga
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Yoolink
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Svejo
Tagza
Textme SMS
ThisNext
TopSitelер
Tuling
Twitter
Upnews.it
Viadeo
Vkontakte
vybrali SME
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WordPress
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XING
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YouMob
ZicZac

<http://www.addthis.com/bookmark.php?v=250&username=confexshare>



Use Social Media and create your Social Business

http://www.youtube.com/watch?v=E5WgH1S2F_Q



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GSE for #z/VSE, #z/VM and #Linux on #Systemz, April 7-9, 2014, Frankfurt Germany: ow.ly/utFmd
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Blogs

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Questions?



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Additional information

- IBM SocialBusiness

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

- IBM Social Point of Value

http://www.ibm.com/social-business/us/en/assets/IBM_Social_POV.pdf

- Why is social media important

<http://www.insidewebmarketing.com/blog/why-is-social-media-important-in-business/>



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