

Daily business can profit from Social Networks for System z



Enterprise2013

The business environment is shifting...

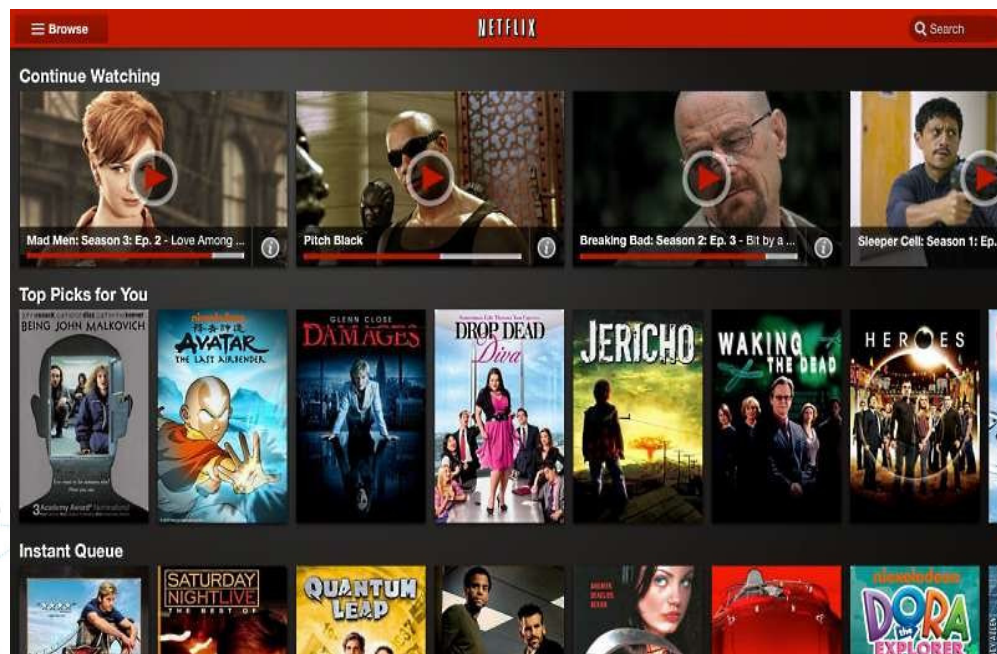
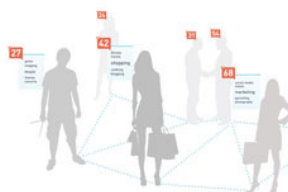


...and a new era of computing is emerging



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!

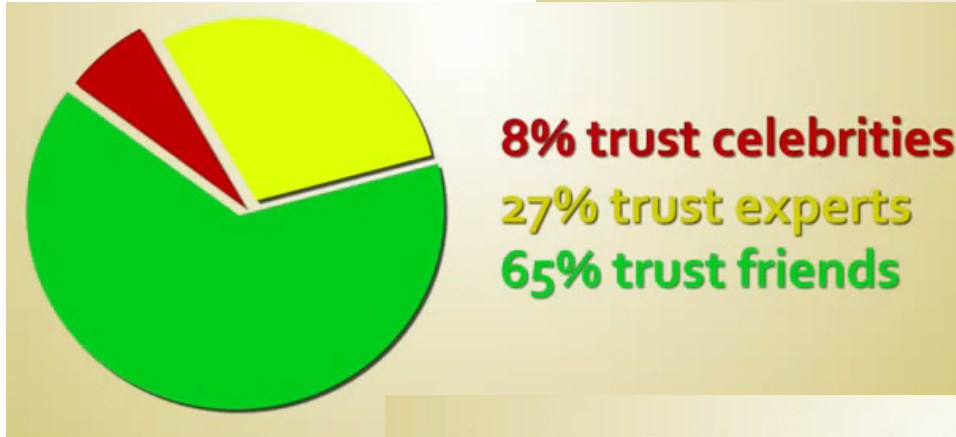


96% of Millennials have joined a social network



Why is 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\$

+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%



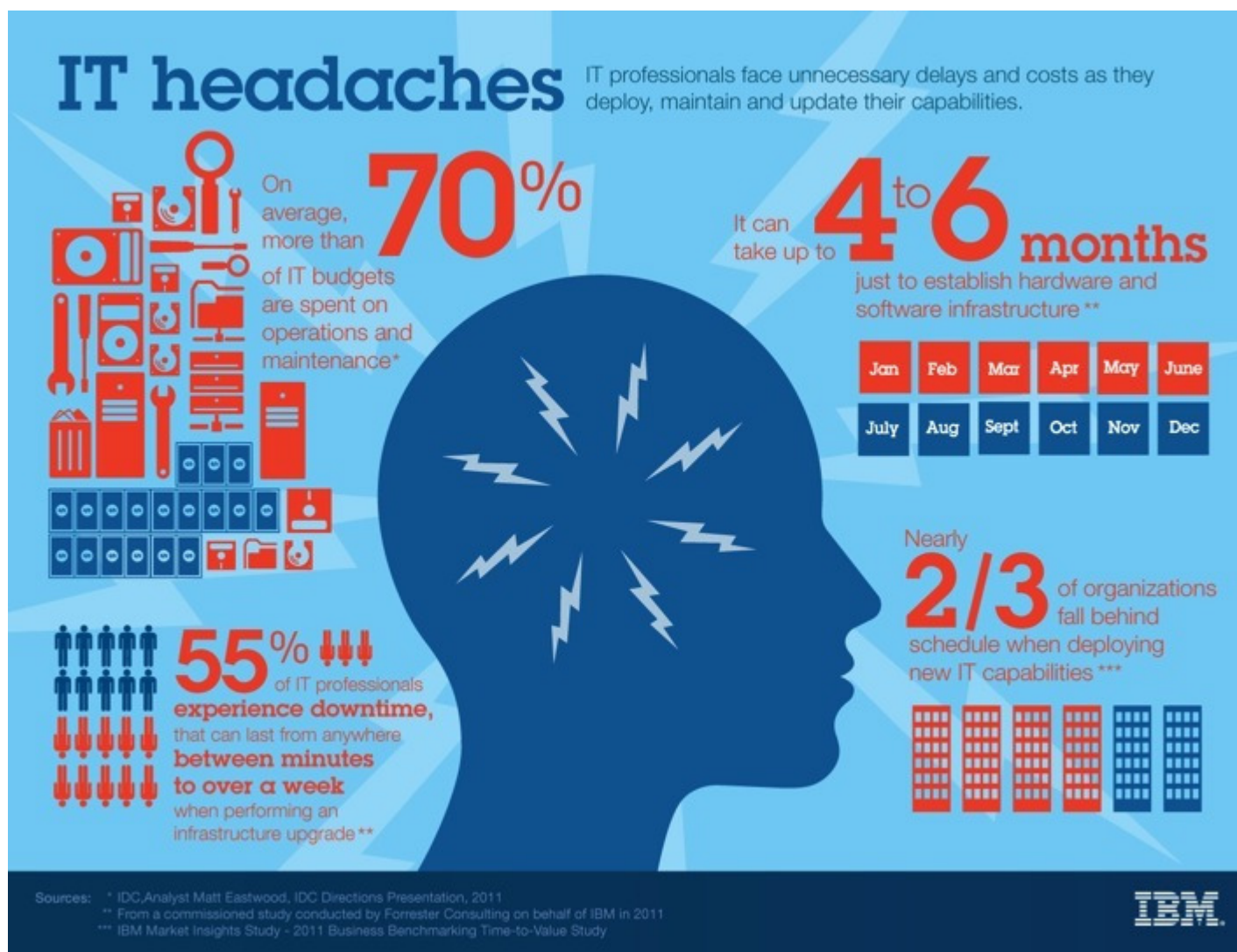
What Happens in an Internet Minute?



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.](#)

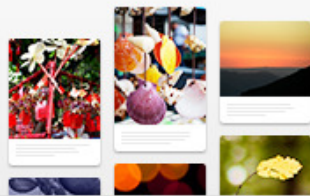
Get Started

Set up your business account and get prepped to pin.



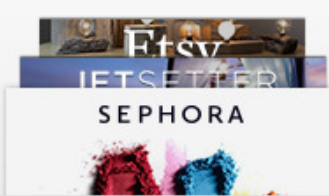
Basics

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



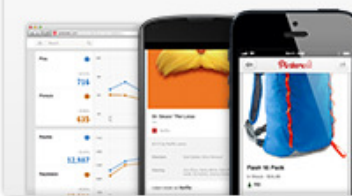
Success stories

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...

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

Subscribe by Email

Your email:

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

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



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

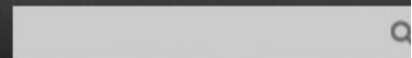
- Social Media platforms are useful platforms to share and exchange experiences
- Groups specialized in topics of interest reach worldwide customers and specialists
- Skill exchange is made voluntarily and therefore effective on the subject
- Online classes and Open source projects enable faster skill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





Enterprise2013

Cloud | Data | Security

October 21-25

Bonnet Creek
Conference Center
Orlando, FL

ibm.com/enterprise
[#ibmEnterprise](https://twitter.com/ibmEnterprise)



IBM Enterprise Conf
@IBMEnterprise



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

Reply Retweet Favorite More



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,

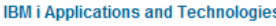


44% of Twitter users have recommended a product or service

© 2013 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

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 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>





Tweet 1 Share 0 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>



IBM helps to take advantage of Social Business

IBM Industries & solutions Services Products Support & downloads My IBM Search

◀ A Smarter Planet
SocialBusiness
Connect 2014
 Get the latest IBM innovations that are energizing work for individuals and organizations.
January 26–30 in Orlando, Florida

[Learn more and register](#)

Why social business | Trials & demos | Become a social business | Understand the benefits | See it in action | Solutions

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?

[View Trials & Demos](#)

The latest social trends

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

[→ Browse stories](#)

Oct 2013
 Communications with industry innovation

Oct 2013
 A comprehensive platform for social business

Oct 2013
 Ready for IBM Social Business solution Summit?

Oct 2013
 Connected Business blog

Oct 2013
 The rise of social business

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

Destination z – THE System z Community

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

The screenshot shows the Destination z website homepage. At the top left is the logo "IBM DESTINATION z System z Community". To the right is a search bar and navigation links: Home, About Us, Contact Us, IBM. Below the logo is a menu with items: Mainframe Solution, Community, Partners, Academia, FAQ, and zMarket. The main content area features a large image of a 3D figure climbing a bar chart. To the right of this image is a list of articles: "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 "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

The advertisement features a blue background with a network of nodes and lines. The text reads: "Are You Playing in Harmony? Responsible Data Stewardship Requires Harmonious Solutions." Below this is the "21ST CENTURY software" logo and the text "Orchestrate your data management. Learn more >>>".



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 shows the change in snippet volume over time from November to February. The interface includes a search bar, filters for 'Types & Concepts', 'Hotwords', and 'Media Sets', and a sidebar with navigation options like 'Segmentation', 'Demographics', and 'Behavior'.

SHARE OF VOICE OVERVIEW
Analyze snippet volume across types & concepts

- Extreme Sports 17,458
- Trend Sports 37,462

SHARE OF VOICE TREND
Change in types & concepts snippet volume over time

Units: Number of Snippets

Published on May 23, 2013
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<http://www.youtube.com/watch?v=rwkScALj8qU>



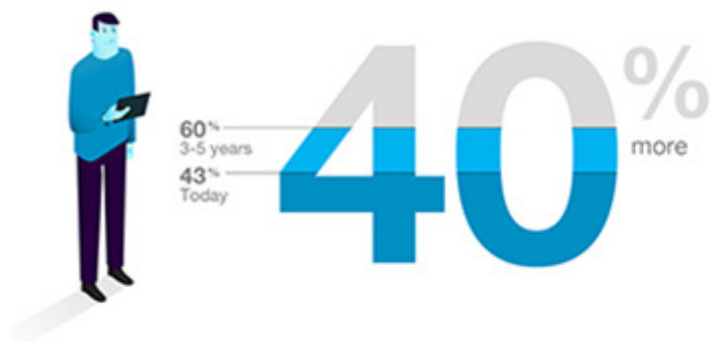
The Customer-activated Enterprise

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

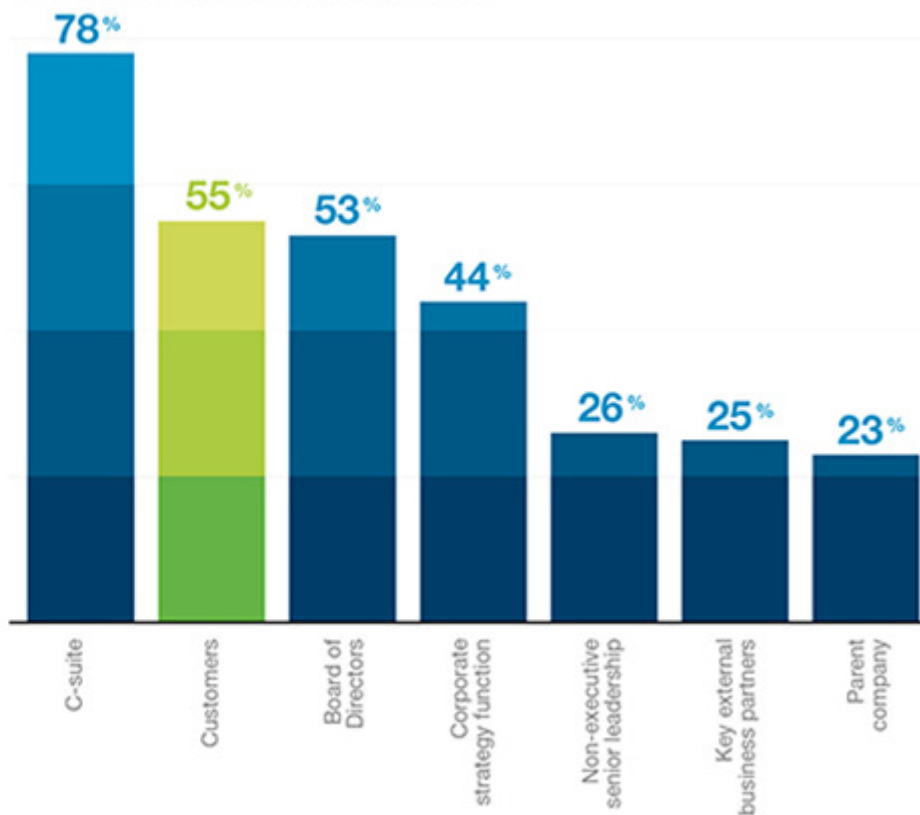


C-suite Studies

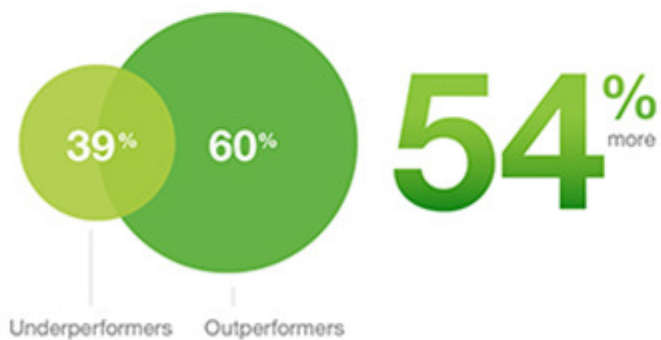
CEOs expect customer influence to grow most in business strategy development



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



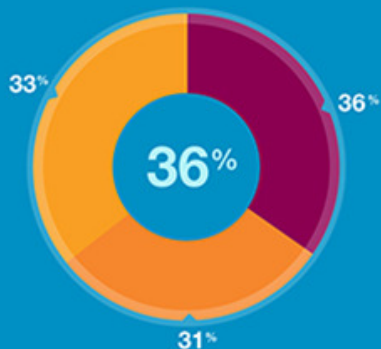
More outperformers intensively collaborate with customers





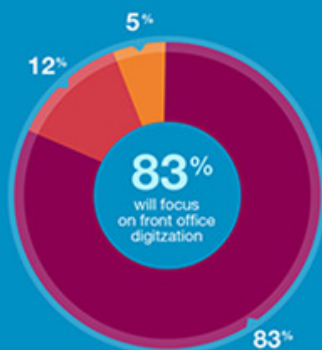
Pioneer digital-physical innovation

Two-thirds of organizations have a weak digital strategy - or none at all



■ Integrated digital-physical strategy
 ■ Limited digital strategy
 ■ No digital strategy

CIOs are planning to focus on digitizing the front office



■ To a large extent
 ■ To a limited extent
 ■ Somewhat

CMOs want to put the components of a strong digital strategy in place



■ Today ■ 3-5 years



Customer touchpoints across all physical/digital channels



Advanced analytics to capture customer insights



Customer collaboration using social networks



Network workforce with correct skills for alignment to opportunities



Digitally enabled supply chain across enterprise

Connect with us



Enterprise2013



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



▼ System z community

- [System z software Community page](#)
- [System z on Twitter](#)
- [System z on Facebook](#)
- [System z on LinkedIn](#)
- [SHARE](#)
- [Destination z](#)
- [zNextGen community](#)
- [The World of DB2 for z/OS](#)
- [Dancing Dinosaur blog](#)
- [Evangelizing Mainframe blog](#)
- [MainframeZone blog](#)
- [Mainframe Performance Topics blog](#)



IBM Technology update via Social Media



IBMSocialMedia

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Home Videos About Search

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



IBM System z
@IBM_System_z

Get the latest updates on System z hardware and software! This page is managed by Pratin Ashtekar & Carly Exum and follows the IBM Social Computing Guidelines.

Around the world, near you. · ibm.com/systems/z

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



Tweets

 **IBM System z** @IBM_System_z 8h
MT @IBMSTG: Tick Tock! 10 days to @IBMEnterprise. Are you excited? You can still REGISTER >ibm.co/15XNCqC
Expand

 **IBM System z** @IBM_System_z 9h
Linux running on System z provides support for virtualization, IT optimization, cloud computing, and big data. bit.ly/1fmYjpA
Expand

 **IBM System z** @IBM_System_z 10h
RT @IBMRedbooks: Read our new IBM zEnterprise EC12 Technical Guide #IBMRedbooks here: ibm.co/GlmeKw #Systemz

IBM at Twitter

The screenshot displays the IBM Twitter profile page. On the left, there is a navigation menu with options: Tweets, Following, Followers, Favorites, and Lists. Below this is a 'Follow IBM' section with input fields for 'Full name', 'Email', and 'Password', and a yellow 'Sign up' button. The main content area shows the IBM profile header with a blue and black profile picture, the name 'IBM', and handle '@IBM'. The bio states: 'Official IBM Twitter account. Managed by Katie Keating and George Faulkner. Follows the IBM Social Computing Guidelines. Armonk, New York · ibm.com'. Below the bio, statistics show 1,603 TWEETS, 6,993 FOLLOWING, and 73,115 FOLLOWERS, with a 'Follow' button. The 'Tweets' section lists three tweets from @IBM:

- Tweet 1:** 11h ago. Text: '10 questions for IBM CTO Dr. Katharine Frase bit.ly/1ebITRP #WomenInTech'. Includes a 'View summary' link.
- Tweet 2:** 12h ago. Text: 'IBM's plea for gender parity...in an ad from 1985 bit.ly/19mpcDW via @TheAtlantic #WomenInTech'. Includes a 'View summary' link.
- Tweet 3:** 13h ago. Text: (partially visible)

At the bottom right of the page, there is a colorful circular graphic composed of several segments in shades of blue, green, and orange.

YouTube used as a information media for System z

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

Check out other IBM channels!

- IBMSTGEurope**
Subscribe
- IBM**
Subscribe
- IBMSocialMedia**
Subscribe
- IBM Research**
Subscribe
- IBM Software Channel**
Subscribe
- IBM Social Business**
Subscribe
- IBM IT Services**
Subscribe
- IBM big data and anal...**
Subscribe
- IBM Cloud Computing**
Subscribe
- ibmbusinessanalytics**
Subscribe



You're a Facebook user? Connect with the System z Community !

<https://www.facebook.com/IBMsystemz>

facebook

Email or Phone

Password

Log In

Keep me logged in

Forgot your password?

IBM System z Mainframe is on Facebook.

To connect with IBM System z Mainframe, sign up for Facebook today.

Sign Up Log In

IBM System z Mainframe

Community Page about IBM

Like

Welcome to the official IBM System z page. This page is managed by Carly Exum and Pratin Ashtekar. This page follows the IBM Social Computing Guidelines: <http://ibm.co/3yKymv>

About Photos Likes Events



Specialized Blogs and Communities with System z

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

IBM Mainframe Insights

Trends, thoughts and discussions on the IBM System z and the software that runs on it

My Blogs | Public Blogs | My Updates

Tags

- Find a Tag
- appdev appinfra bao
 - bcpil big_data business_a
 - analytics cics cloud data
 - db2 development devops
 - economics em
 - enterprise_modernization
 - fill_bowen flash flash_expr
 - ess flashexpress ibm im
 - ims innovate innovate20
 - 13 io iod iod2012
 - iod2013 mainframe
 - management mark_simmo
 - nds mobile omegamon
 - rational rdz security
 - sm storage system
 - system_z system_z_s
 - oftware systems
 - systemz tivoli z z/os

Follow @IBM_System_z 7,014 followers

System z on Facebook Like 3.8k

Sort by: Most recent | Most recommendations | Most visits

10 Things You Didn't Know About IMS

Pratin Ashtekar | Oct 8 | Tags: iod2013 economics iod system_z_software sandy_sherill im ims | 505 Visits



By Sandy Sherrill, IMS - Worldwide Market Manager . In the spirit of all "Top 10" lists past, present, and future, I offer up the following 9 facts about IMS. Please add your comments and help us compile the Top 10 list (or even top 100k list). 1. Apollo Space ... [\[+ Read more \]](#)



Announcing the 2013 Master the Mainframe contest

Caroline Exum | Oct 3 | 1,161 Visits



By Deon Newman, Vice President, Marketing, IBM System z . I'm excited to announce the North America 2013 Master the Mainframe contest begins October 7th. We are in the opening days of enrollment and we already have some 200 schools registered. Last year, we had 4,682 students in the US/Canada contest, our ... [\[+ Read more \]](#)

Like 11

Share 4

Tweet 0

+1 0

Pin it

System z community

- System z software Community page
- System z on Twitter
- System z on Facebook
- System z on LinkedIn
- SHARE
- Destination z
- zNextGen community
- The World of DB2 for z/OS
- Dancing Dinosaur blog
- Evangelizing Mainframe blog
- MainframeZone blog
- Mainframe Performance Topics blog



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".
- Post:** "Start a discussion or share something with the gr...".
- Footer:** "Welcome all new members!....ple", "Julie Yamamoto", "Global Social Media / Communications Progr...".

Use Social Media and create your Social Business

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



Questions?



Wilhelm Mild
IBM IT Architect



*IBM Deutschland Research
& Development GmbH
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