

# IBM Lotusphere Comes to You SNoUG-Tagung



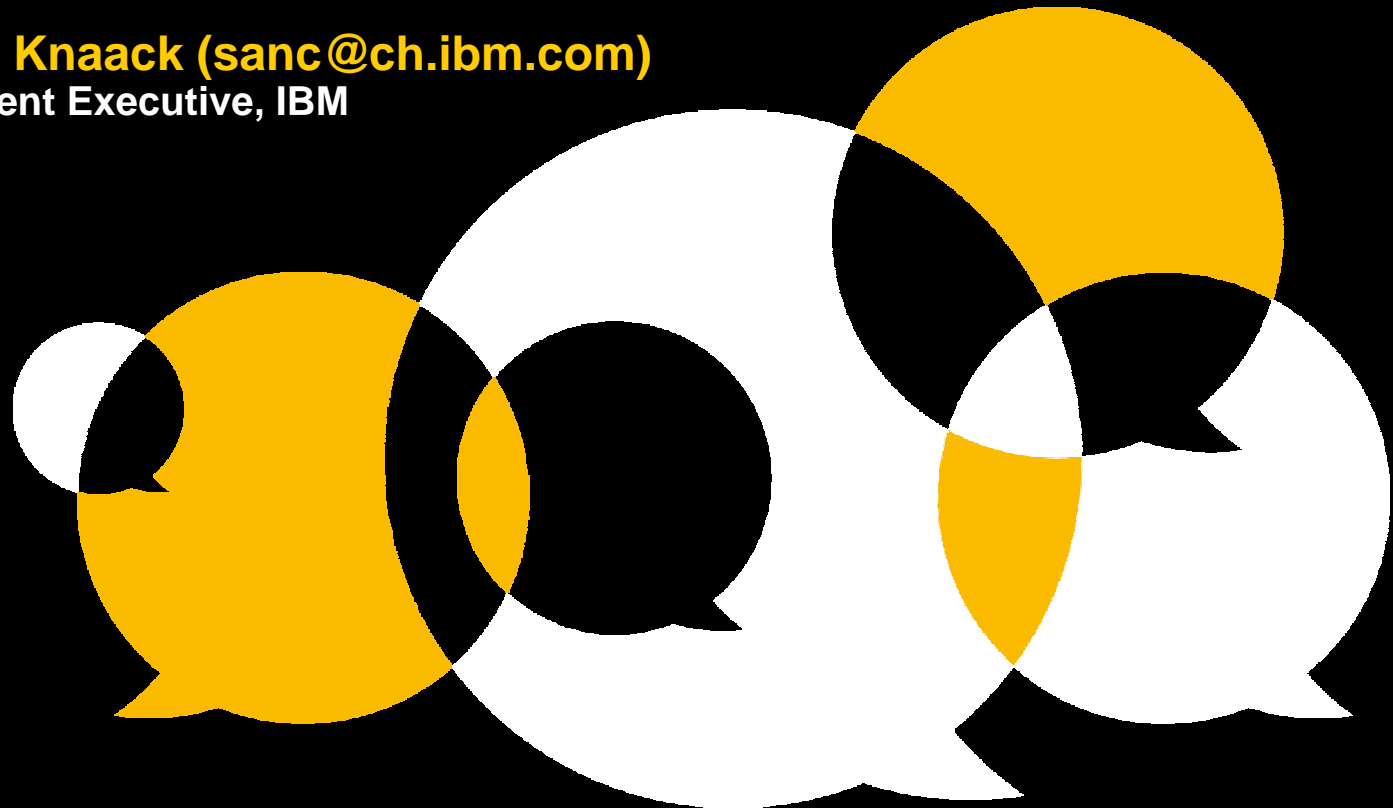
## Smarter Collaboration

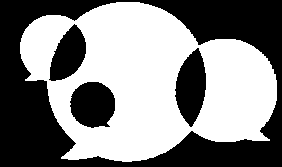
*Maximize people effectiveness while driving down costs*

**Jose M. Sanchez Knaack ([sanc@ch.ibm.com](mailto:sanc@ch.ibm.com))**

Business Development Executive, IBM

24. March 2010





# Agenda

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**Smarter Collaboration**

**Case Study**

**Additional Information**



# Agenda

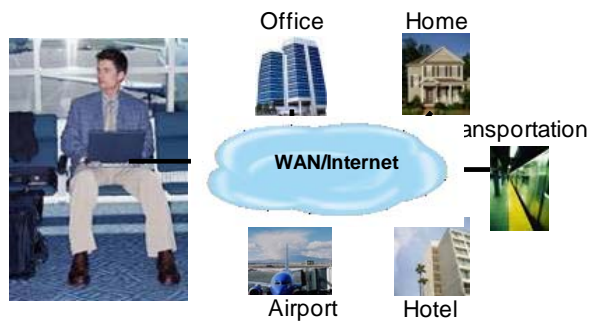
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**Smarter Collaboration**

Case Study

Additional Information

# People live and work in new ways



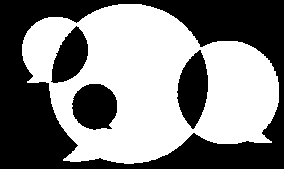
## Mobility



## Dispersed Teams



## Web 2.0



## How can we help people collaborate more effectively?

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**\$1.139**

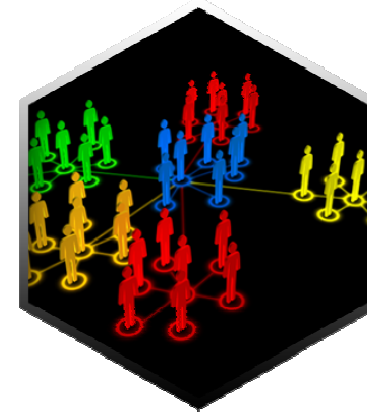
The projected cost of a business trip in 2009

**37%**

of companies look to their customers for new ideas and innovation

**91%**

of decision makers said that customer experience would be very important to their business



**2 hours/day**

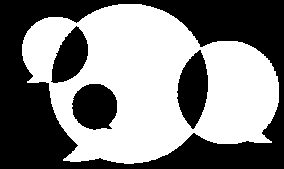
looking for the right information and expertise



## Collaboration is a priority in CIO's future roadmap

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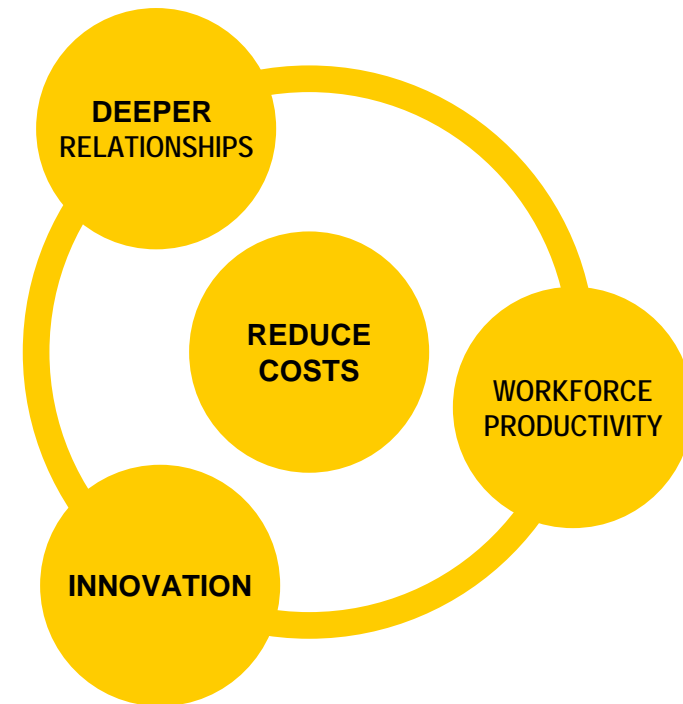
- Business intelligence & analytics
- Virtualization
- Risk management & compliance
- **Mobility solutions**
- **Customer & partner collaboration**
- **Self-service portals**
- Application harmonization
- Business process management
- SOA/Web Services
- **Unified Communications**



# Smarter Collaboration

Driving better business outcomes by collaborating more effectively

- Build **deeper relationships**  
to work more closely with your clients and partners to protect your revenue streams
- Increase **workforce productivity**  
to improve the agility of your business and quality of your results
- Spur **innovation**  
to position your company to grow while surviving the downturn
- **Reduce Costs**  
to improve the effectiveness of your people while optimizing your costs





## Value Scenarios

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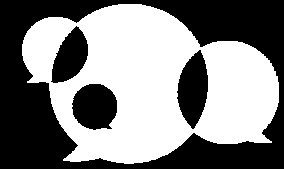
**Connect**

**Collaborate**

**Innovate**

**Optimize**





## Value Scenarios

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**Connect**

Collaborate

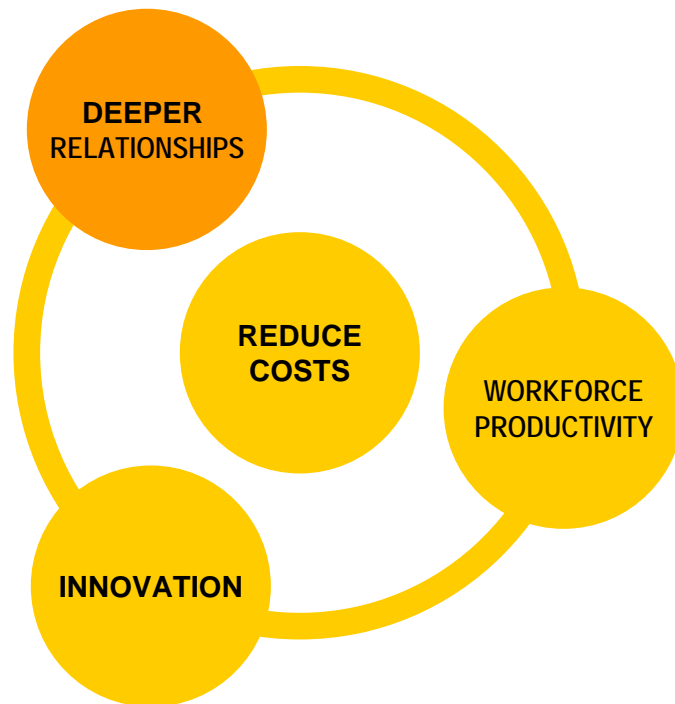
Innovate

Optimize

# Connect

Deeper relationships to differentiate and protect and grow revenue

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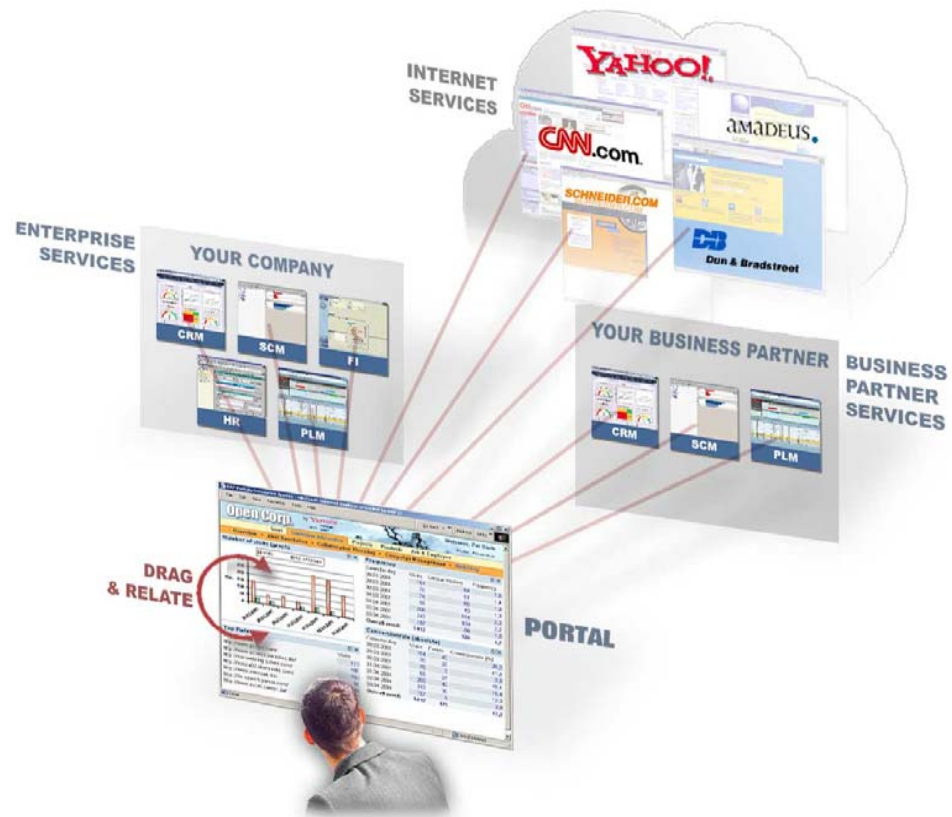
## Collaboration Imperative

- Collaborate with partners and customers

## Collaboration Capabilities

- Personalized self-service portals
- Software as a Service Extranet
- E-commerce & web 2.0 (Social Commerce)

# Connect via personalized self-service portals



*„The new portal solution position us as an innovative, customer oriented insurance company within the swiss market“*

N. Jene  
Program Leader, Generali

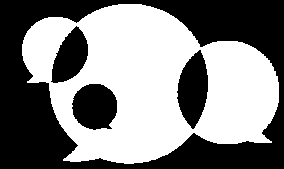
## Collaborate beyond own organization via cloud-based (Software as a Service) extranet



*„Because of travel costs and complex scheduling requirements, we needed a tool that would allow us to connect with our members regularly without meeting face to face while providing us a secure operating environment for our members to share information freely and with no risk“*









Kumar Rajagopalan  
CEO Retailers Association of India





# Strengthen customer loyalty with social commerce

## E-commerce + web 2.0

 <small>MORE COLORS AVAILABLE</small> <b>ON SALE</b> Smartwool Hiking Light Crew Sock <small>\$16.95</small> <b>\$12.71</b> (25% off)  <a href="#">Read 45 Reviews</a>	 <small>MORE COLORS AVAILABLE</small> <b>ON SALE</b> Smartwool Hiking Medium Crew Sock <small>\$17.95</small> <b>\$13.46</b> (25% off)  <a href="#">Read 50 Reviews</a>	 <small>MORE COLORS AVAILABLE</small> <b>NEW</b> Smartwool Trekking Heavy Crew Sock <small>\$19.95</small> <b>\$14.96</b> (25% off)  <a href="#">Read 40 Reviews</a>	 <small>MORE COLORS AVAILABLE</small> <b>ON SALE</b> Smartwool PhD Outdoor Medium Crew Sock <small>\$21.95</small> <b>\$16.46</b> (25% off)  <a href="#">Read 5 Reviews</a>
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# Moosejaw

„Our strategy has been to redefine the way people shop for outdoor, surf, skate and snowboard apparel and equipment. IBM - through its technology and retail though leadership – has been instrumental in helping us realize this vision.“

Jeffrey Wolfe  
COO Moosejaw Mountaineering



02/18/09

**"My hands are jealous of my feet when I wear these!"**

These socks are known to be a little pricey. However, in this case, you get every penny back with interest. Not monetary interest mind you, "foot-love" interest. I can hike all day and night in these things with a 50lb. pack and my feet are like... "wait, we can't be done yet... cmon go 5 more miles" These things are bombproof, they are super comfortable, and if they could reproduce, I would have their children. If smartwool made a full-body suit, I would pimp it in the office everyday!

by Jeffery from Charlotte, NC

Was this review helpful? [Yes](#) / [No](#)

[Full Review of Smartwool Hiking Light Crew Sock](#)



## Value Scenarios

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Connect

**Collaborate**

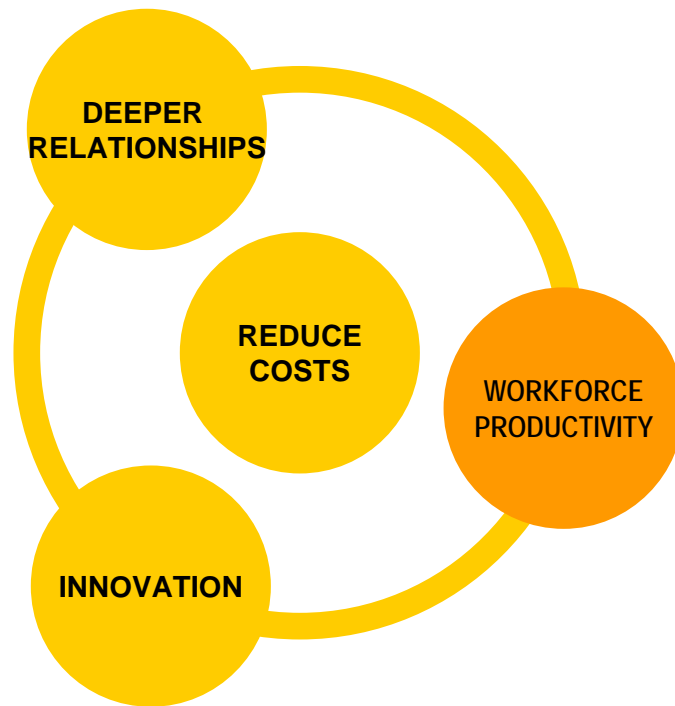
Innovate

Optimize

## Collaborate real-time

### Speed-up business processes while driving down costs

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#### Collaboration Imperative

- Access and communicate with people in real time and in context

#### Collaboration Capabilities

- Collaboration-enhanced business processes
- Unified communications everywhere
- IM and presence awareness
- Web and video conferencing

# UC2 opens up a whole new world of opportunities







# Insurance Claims Adjuster Example

The screenshot displays the 'Mobile Adjuster' web application interface. The main content area is divided into several sections:

- Claim information:**
  - Customer ID: AA11IN23
  - Claim ID: 60914546\_Dan
  - Status: Completed
  - Adjuster: Dan Misawa
  - Date created: 2007-10-24
- Customer policy:**
  - Customer: Aaron Tobin
  - Policy: JK All-Terrain SUV 3.3
  - Loaner: Yes
- Damages:**
  - Repairs: GRL09234(\$100); SPU0BSE4 (\$125);
- Notes and photo:**
  - [ No comments ]

A chat window titled '[Call] Mich...' is overlaid on the interface, showing a list of participants:

- Moderator: Michael Masterson
- End Call
- Dan Misawa: Talking
- Aaron Tobin: On call

At the bottom right of the main interface, a snippet of text is visible: 'proved. Payment of \$125 IN23. Claim handled on 07 by adjuster Dan'.

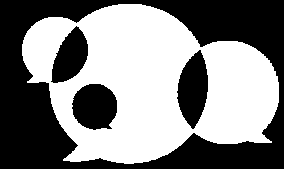
## Annual telephony and travel savings at IBM



**\$9 Million**

**\$72 Million**





## Value Scenarios

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Connect

Collaborate

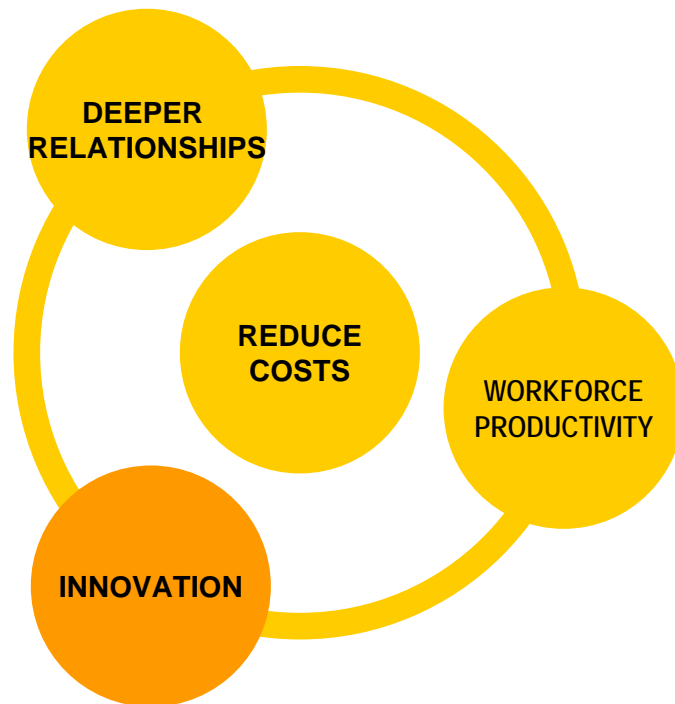
**Innovate**

Optimize

# Innovation

## Spur innovation to position for growth

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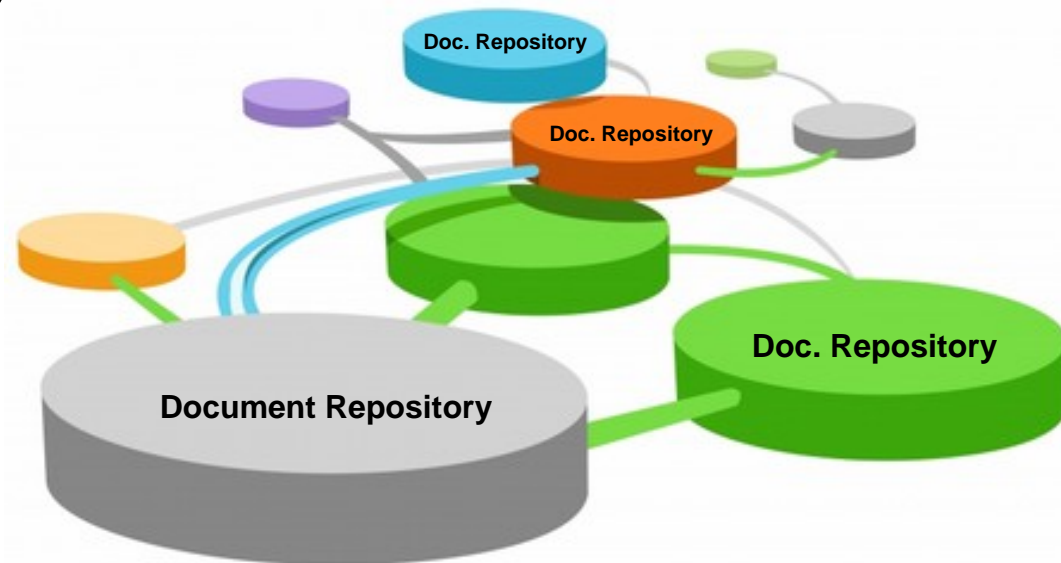
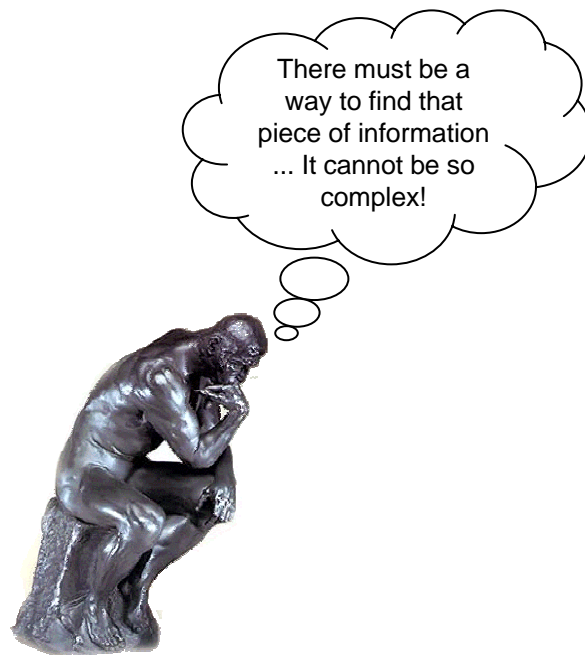
### Collaboration Imperative

- Source and spread good ideas quickly and cost-effectively
- Optimize what you get from your workforce

### Collaboration Capabilities

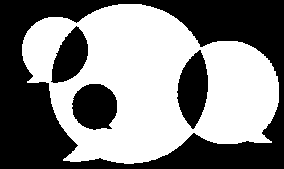
- Knowledge sharing best practices for innovation
- Social software
- Situational applications
- Collaborative content creation

## Access to information and expertise is bottlenecked by organizational silos and rigid IT



**2 hours/day**

looking for the right information and expertise



# IBM GBS Practitioner Portal is a one-stop shop that will increase access to content and experts

The screenshot displays the IBM GBS Practitioner Portal interface. At the top, there is a navigation bar with tabs: Find Content, Find Expertise, Find Learning, IGSDf, My Place, Asset Hub, and GBS Next. To the right of these tabs are two buttons: Contribute assets and Add portlets.

The main content area is divided into several sections:

- Practitioner Portal Search:** A search box with a "GO" button. Below the search box, there is a note: "Use '', OR or NOT for better results (default in phrases is AND). E.g. 'HR' OR 'Human Resource'". There is a "Search Tips" link. Below the search box, there are several checkboxes for filters: KnowledgeView, IGSDf, SalesOne, Xtreme Leverage, eLearning, Wikis, iRAM, and Business Research Q&A. An "Uncheck all" button is also present.
- News:** A section with a blue header. It features a large image with the text "Happy Carnival!" and "PRACTITIONER PORTAL ...brought to you by GBS". Below the image, there is a link: "Click [here](#) to learn more about Carnival."
- Practitioner Portal Live Help:** A section with a blue header. It contains text: "Need help on Practitioner Portal features, navigation and use? Select a person below after hitting [Click here](#) to initiate a Sametime chat. Technical questions? Submit using 'Feedback' link (top right of your Practitioner Portal screen.)". There is a "Click here" button.
- Learning & Knowledge Links:** A section with a blue header. It contains the text "Education" and a list of links: "• [Learning@IBM Explorer](#)" and "• [Find Learning](#)".
- Tag Cloud:** A section with a blue header. It contains two buttons: "Dogear tags" and "People's bookmarks". Below these buttons, there is a section titled "Narrow your Dogear search" with a search box, a "GO" button, and a slider control labeled "more" and "less". Below the slider, there is a list of tags: "analyst\_report", "datamonitor", "financial\_insights", "forrester", and "gartner".



## Information links to experts ...

**Practitioner Portal search results**

Search for:

Use " " OR or NOT for better results (default in phrases is AND) [Search Tips](#)

E.g. "HR" OR "Human Resource"

Search within results

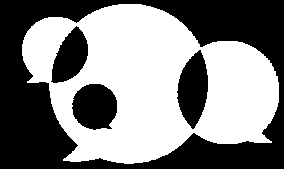
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Note: All sources are searched by default. You may narrow down to a specific source from the facets located on the left side of this page.

**Service-Oriented Modeling and Architecture (SOMA)**  
Objective: Introduction to service oriented modeling and architecture. Target Audience: Consultants, Architects and anyone else who wants to get a head-start on SOMA and service modeling ...  
Source: KnowledgeView  
Author: [bernhard.meyer-willner@de.ibm.com](mailto:bernhard.meyer-willner@de.ibm.com)  
Relevance:

Modified: 05 Apr 07 11:00AM  
Rating: ★★★★★  
Bookmark Count: 0



## ... and experts link to community of experts

**Meyer-Willner, Bernhard**  
IBM employee, Regular  
IBM Deutschland GmbH  
Global Business Services  
Advisory IT Architect, Senior Consultant (SOMA SME)  
Application Consultant: Web Services/SOA  
BEIM STROHHAUSE 17 HAMBURG, Germany  
Building: 56 | 49-170-632-5813  
bernhard.meyer-willner@de.ibm.com

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- CommunityBuilders**  
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- Rational Knowledge Community**  
Created by: ROBERT NEWMAN JR. | Jun 17 2008 | updated by: Jern Thyssen | Today 3:29 PM
- SOA (Service-Oriented Architecture) WW Community of Practice**  
Created by: Liang-Jie Zhang | Aug 11 2009 | updated by: Francoise Legoues | Today 12:36 PM
- Methoden & Tools Community Deutschland**  
Created by: Thorsten Gau | Sep 25 2009 | updated by: Daniel Kohtes | Yesterday 5:32 PM
- GBS Process, Methods & Tools (GBS PM&T)**  
Created by: Christine M. Stamm-Nettles | Sep 25 2009 | updated by: Leilani C. Hernandez | Tuesday 10:57 PM

[See all the entries](#)





## Ratings (Collective Intelligence) help to identify top talent within an organization

### [SOMA Client Presentation - 1 hour introduction of IBMs SOMA Methodology](#)

This presentation can be used to introduce our SOMA (Service-Oriented Modelling and Architecture) Methodology in approximately one hour to your client. Please be aware that you need to know what IBM Unified Method ...

Source: KnowledgeView

Author: [Daniel.Kohtes@de.ibm.com](mailto:Daniel.Kohtes@de.ibm.com)

Modified: 29 Jan 09 10:00AM

Relevance:

Rating: ★★★★★

Bookmark Count: 1

### [Business Architecture Book Of Projects](#)

Business Architecture Book Of Projects containing Case Studies ranging from CBM, CBMSOMA, BPM, and SOMA Engagements

Source: iRAM

Author: [sam.antoun@us.ibm.com](mailto:sam.antoun@us.ibm.com)

Modified: 23 Jul 09 1:38PM

Relevance:

Rating: Not rated

Bookmark Count: 0

### [Service-Oriented Modeling and Architecture \(SOMA\)](#)

Objective: Introduction to service oriented modeling and architecture. Target Audience: Consultants, Architects and anyone else who wants to get a head-start on SOMA and service modeling ...

Source: KnowledgeView

Author: [bernhard.meyer-willner@de.ibm.com](mailto:bernhard.meyer-willner@de.ibm.com)

Modified: 05 Apr 07 11:00AM

Relevance:

Rating: ★★★★★

Bookmark Count: 0



## Value Scenarios

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Connect

Collaborate

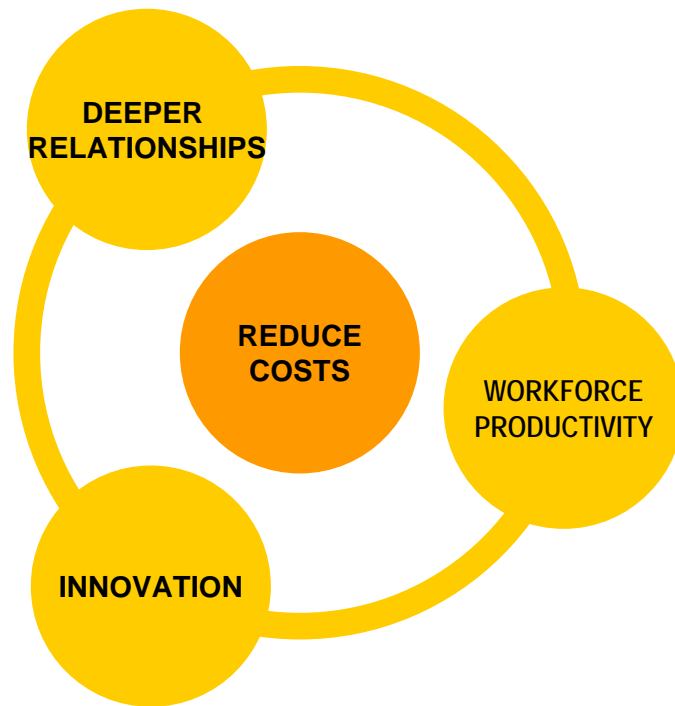
Innovate

**Optimize**

# Optimize

## Reduce costs across the business

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### Collaboration Imperative

- Optimize the costs of empowering people

### Collaboration Capabilities

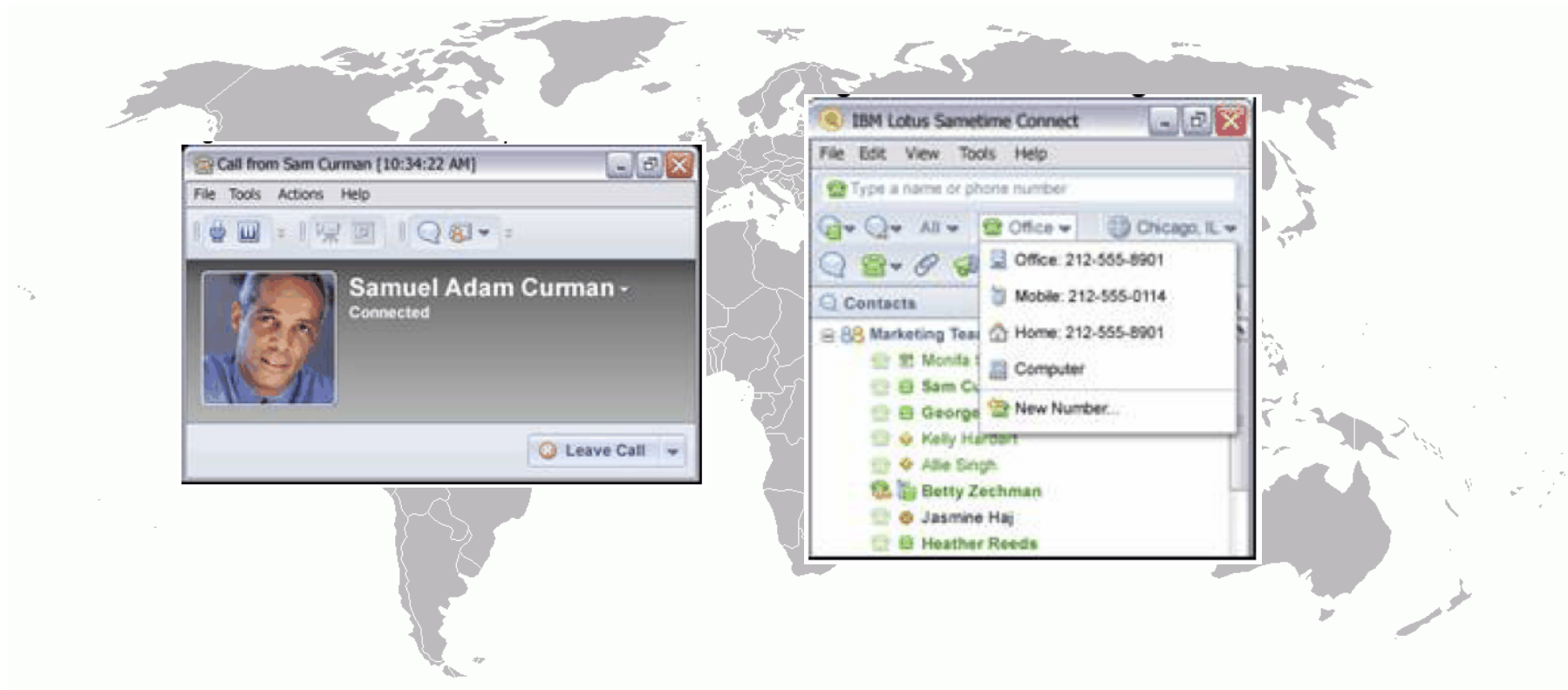
- Infrastructure Efficiencies
- Virtual Desktops
- Network Convergence

## Costs savings through infrastructure efficiencies after upgrading to latest Notes release





# Optimize network and telephony costs using Communication Convergence Services (VoIP)





# Agenda

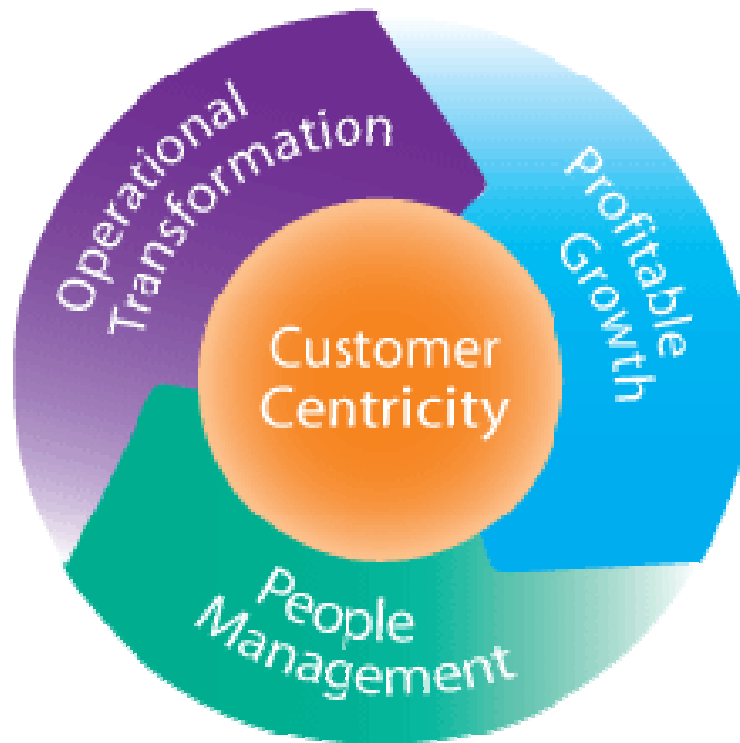
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Smarter Collaboration

**Case Study**

Additional Information

## Zurich Transformation and Strategy Cornerstones



Zurich's IT strategy is closely aligned to the Group Strategy Cornerstones. To support the execution of the Strategic Cornerstones one key focus lies on increasing IT's agility and responsiveness through:

- Reduced complexity
- Evolution of the global Workplace



# Integrate Collaboration into the Zurich Workplace and leverage Lotus Notes 8.5.1 roll-out

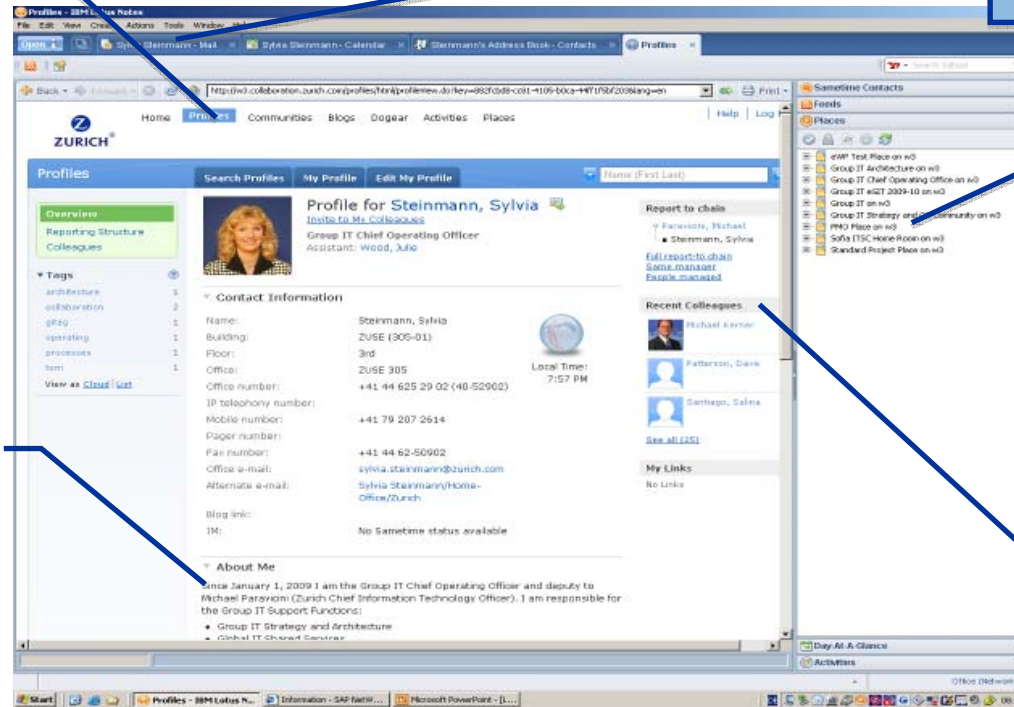
Integrated collaboration and Social Services

Standard Mail & Calendar features

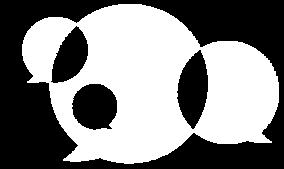
Integrated Instant Messaging, Teamrooms and News Feeds etc.

60.000 employees globally to share their know-how

Understand the Organisation and hidden Network







# Critical Success Factor

## Early gain top-down management buy-in through CEO

Leading Edge “ send your comments ”



Join me in my blog to share successes and observations about what makes this company great.

Jim Schiro  
CEO, Zurich

ZURICH® Group Intranet

Home & News Services & Guidelines Our Group

Back to CEO corner Group > Our Group > One Zurich > CEO corner > Leading Edge - Home

### Leading Edge - The CEO Blog

April-May 2009



September 2, 2009  
**Oppo**  
Finish meeting by the knowledge how o knowle  
China, as your efforts during these times have be

The other truth that has struck me during the trip meeting with life agents in Hong Kong, talking abn new business models that we might want to purs occurring here. Now we just need to act on thos

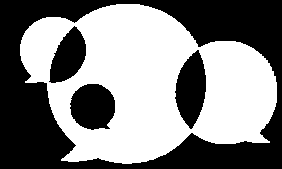
[Read the full story >](#)

#### Recent Posts

September 2, 2009  
**Yes we can . . . with Zurich**  
With Zurich HelpPoint as our rally Japan, I hope you do too.  
[Read the full story >](#)

August 7, 2009  
**Big Day for Zurich**  
What a day! First, we go in front then after the Board meets and d  
[Read the full story >](#)

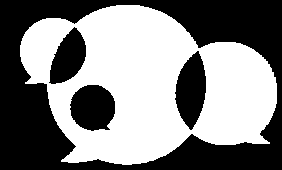
June 5, 2009  
**Communicating Confidence**  
This week we had a Leadership T  
[Read the full story >](#)



## Benefits

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- Fosters interaction, **sharing of knowledge** and best practices in an easy, effective and **secure** fashion for the Zurich Community
- Provides a **Global Directory**: to find people/expertise in the collaboration network and **tap into the collective knowledge capital**
- Enables **faster decision making**
- Fosters idea generation, idea capture and **innovation**
- Reduces **travel and communication costs**



# Agenda

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Smarter Collaboration

Case Study

**Additional Information**

## Smarter Collaboration Next Steps

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**Output**

- Vision / Roadmap
- Custom DayLife Demo
- Pilot Project Recommendations
- Adoption & Governance Recommendations

\*BVA: Business Value Assessment

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Thank  
YOU