

IBM Mobile Collaboration Solutions

INTRO

In today's fast-moving business world, people need to work from anywhere, at anytime and with anyone around the world. This is social business.

Mobile collaboration software and cloud services from IBM bring together the right insight, information and expertise, when and where people need it—across a wide range of mobile devices.

The flexibility of these mobile collaboration solutions allows people in social businesses to access organizational resources and to capitalize on trusted relationships, delivering business value from wherever they are working.

Click on the buttons below for a few examples of how IBM mobile collaboration software can drive business results.

SCENARIO 1: “Find answers”

Sarah, a marketing professional, is attending an industry event to demonstrate her company's product line. During her demo at the showcase booth, Sarah is asked a question she can't answer. Sarah needs immediate help from an expert.

Sarah uses her mobile device to see who from the technical team is online and available to help her right now.

Gopal is in a meeting, but his status message shows that he is available to chat. Sarah sends her question in an instant message.

Within seconds, Gopal replies, and Sarah can accurately answer the question.

With IBM mobile collaboration software, employees of a social business have real-time, mobile access to knowledge and expertise across the enterprise.

To learn more, visit: ibm.com/lotus/mobile

SCENARIO 2: “Collaborate with experts you don't know”

John is a sales rep in a large global organization. On the road today, he receives an urgent email from his manager that there's an opportunity to pitch a product to the technical staff of a new client.

But John doesn't have any expertise in this particular product and doesn't even know a person who could help him.

Using IBM mobile collaboration software on his smart phone John searches profiles in his company's network of technical experts to locate the information he needs.

John finds a presentation that would be perfect and an expert, Francesca, who he hopes will be able to help him present it to the new client.

However, Francesca is on the other side of the world. He does a click-to-call to ask her if she's available and to discuss the customer situation.

Back in the office, John holds an online meeting so that he and Francesca can jointly present the product to and discuss it with the customer—without requiring her to travel.

The new client is so impressed with the product—and with the team's responsiveness—that the deal is closed on the spot.

IBM mobile collaboration software can enable you to quickly find experts—even those you don't know—and collaborate with colleagues to shorten sales cycles and contain travel costs. Mobile employees of a social business are equipped to do business where the business needs to be done.

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SCENARIO 3: “Respond to opportunities”

Sam, a high-level executive, is constantly on the move, visiting customers and speaking at industry events. Sam uses IBM mobile collaboration software to stay connected to his team.

While talking to the CEO of another company, Sam discovers an emerging opportunity for his own company.

He needs to get his team members engaged immediately so that they can make an announcement at an industry event in two weeks. He sends an email about the opportunity and asks them for a draft announcement to review at the end of the day.

Sam checks his calendar. He is fully booked for the day, but there is a meeting that could be moved. Sam contacts his assistant to move the meeting and schedule the review call with his team.

Sam's team creates an online activity that automatically notifies him when content has been posted for his review.

Later that day in his hotel room, Sam joins an online meeting to review the draft announcement and talk about next steps.

The next day, at a customer site, Sam reviews and approves the final announcement and press release from his mobile device.

At the event, Sam makes the announcement, which generates great competitive buzz.

Sam updates his internal microblog with a link to the press release and congratulates his team on its fast response.

IBM mobile collaboration software enables social businesses to provide immediate access—from wherever you are working today—to the entire organization to take advantage of new opportunities.

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SCENARIO 4: “Deliver exceptional service”

Peter, a customer service representative, is on the road all day, every day. He uses his tablet device to stay current and connected.

Today, on his company's intranet, Peter learns of a problem with a product many of his customers have installed.

Linking to his customer database from his tablet, he identifies which of his customers have the product. Using an online form, he orders the replacement parts.

He finds general installation instructions but needs more detail.

On his tablet, he uses IBM mobile collaboration software to find a more experienced technician and sets up a quick online meeting in the cloud.

Using his customer database to find phone numbers, he sets up service calls with his customers.

Within a couple of days, he has the replacement parts in hand and is successfully installing them at the customer sites.

IBM mobile collaboration software allows the people in a social business to be anywhere and connect with your customers. Easily access company resources, and improve service and customer satisfaction.

To learn more, visit: **ibm.com/lotus/mobile**