



Get Social. **Do Business.**

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**Smarter software for a Smarter Planet.**



Get Social. **Do Business.**

**Social Business.**



# Social Business



# El mundo está cambiando...



## + Instrumentado

Los SmartPhone desplazarán en volumen de ventas a los PC en 2012



## + Interconectado

Más del 25% del tiempo en la red en Redes Sociales



## + Inteligente

La oportunidad del análisis de la información social crecerá a 1 Zettabyte en 2011





# ...y demanda una nueva visión

## Análisis



Transformar datos en información e información en conocimiento, que lleve a **decisiones de negocio más inteligentes**

## Sistemas



Asumir que la complejidad llega de sistemas interconectados, **sistema de sistemas**

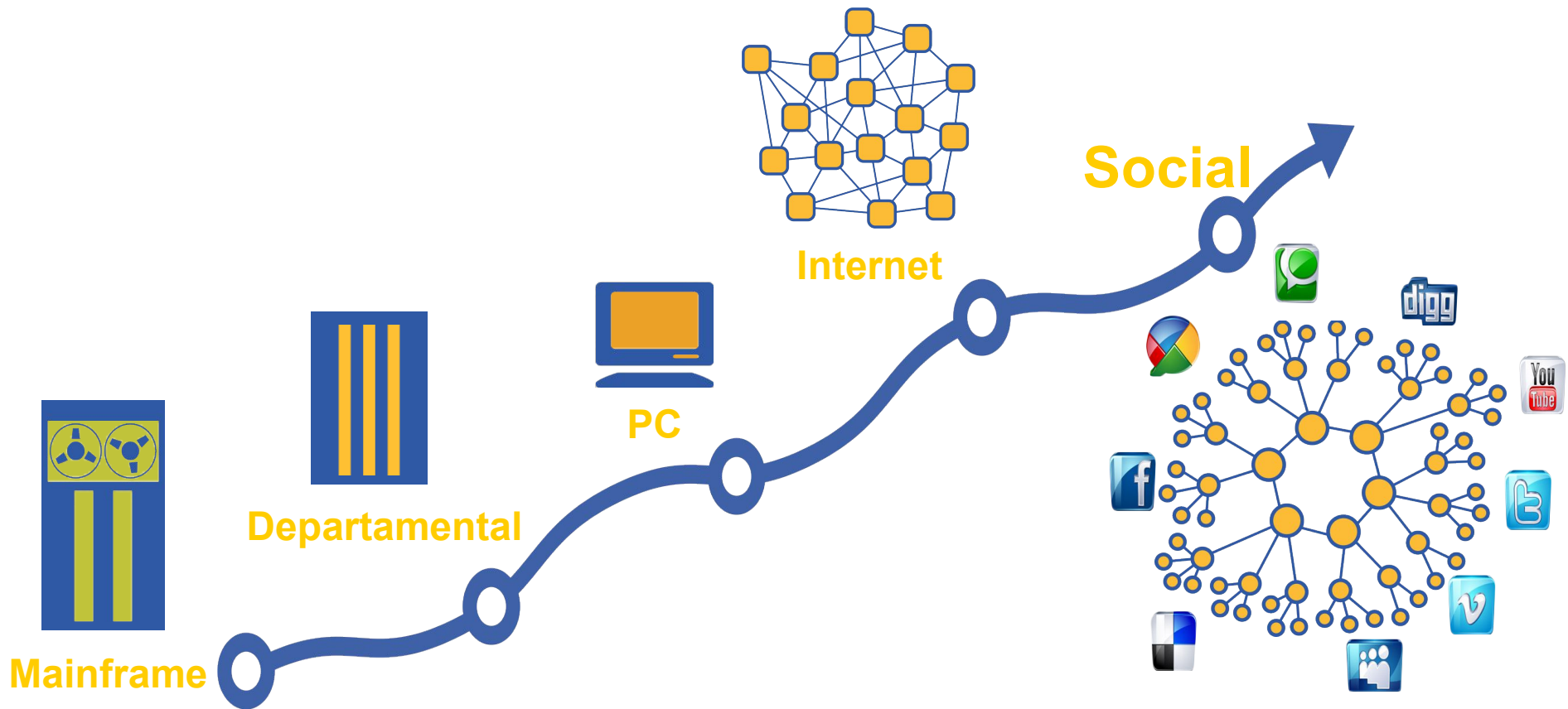
## Colaboración



El uso de software social permite a las empresas estar más cerca de sus clientes y conocerlos mejor, pero además supone una transformación interna de sus procesos, es un **social businesses**



# Estamos entrando en la “quinta” fase evolutiva de la Informática...





## ¿Qué significa ser un “Social Business”?



- Un **Social Business** significa:
  - estar conectado
  - ser transparente
  - ser ágil
- Fomentando redes de personas con el objetivo de crear un “**valor de negocio**”
- Abrazando nuevas tecnologías y modelos operacionales **para mejorar** los resultados de negocio

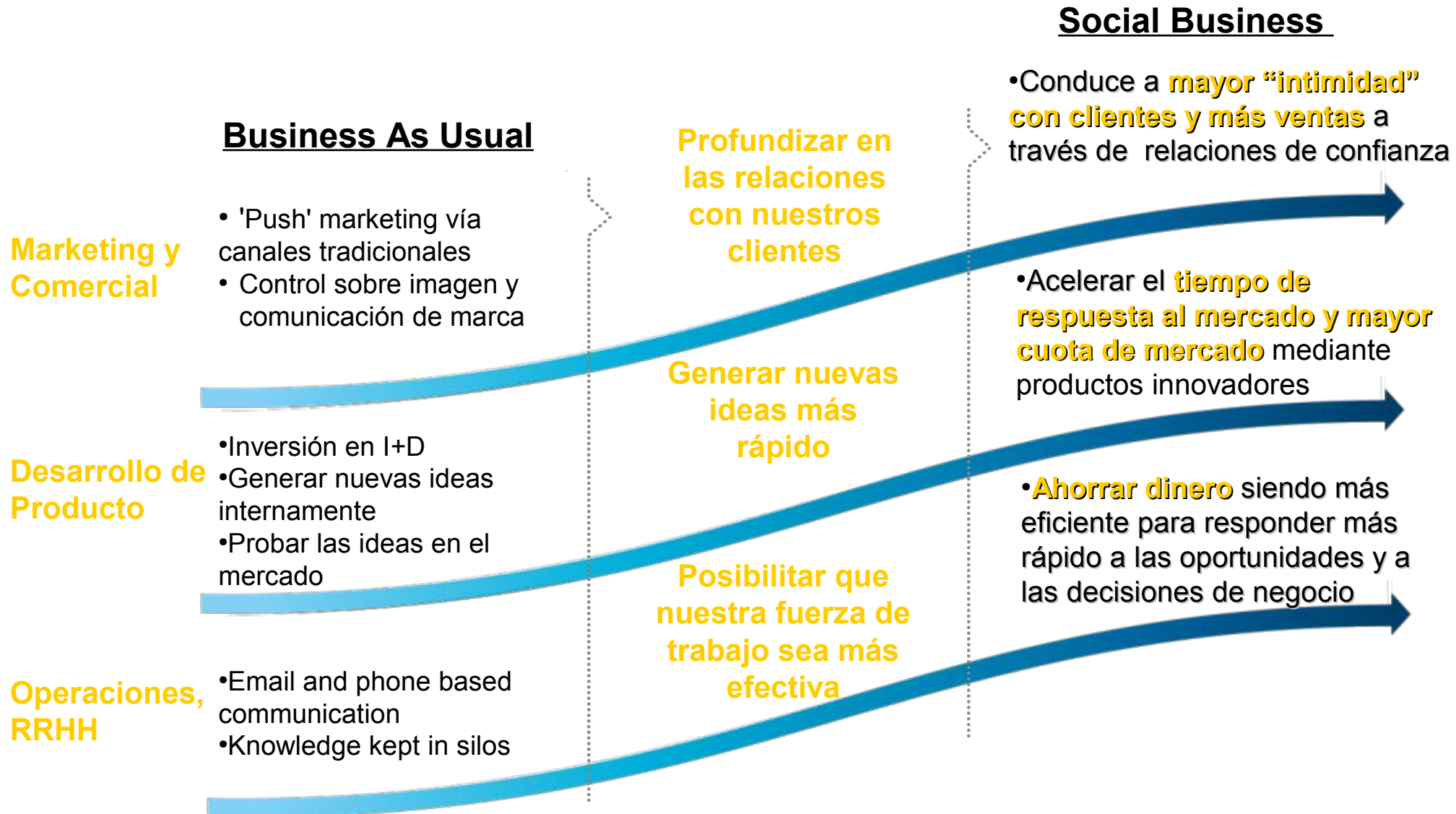


# El valor de ser Social





# Valor para las líneas de negocio









# Valor de las Soluciones de Colaboración para Recursos Humanos, Gestión de Talento y Operaciones

Realized benefit - median improvement %

Increase speed of access to internal knowledge  
(realized by 77% of respondents)

30%

Increase speed of access to internal experts  
(realized by 52% of respondents)

30%

Reduce internal communications expense  
(realized by 60%)

10%

0% 10% 20% 30% 40%

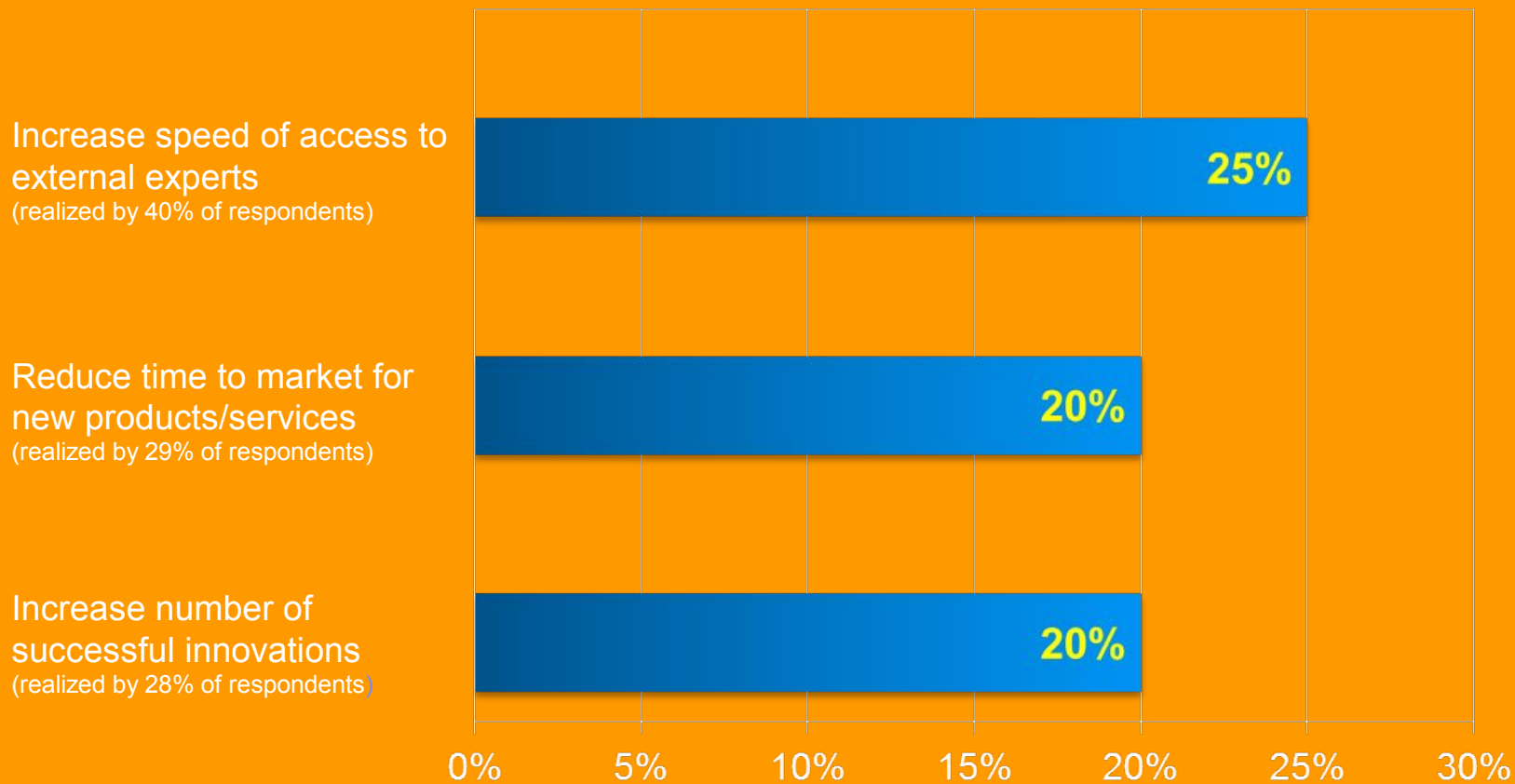
The

(\*) "rise of the networked enterprise. Web 2.0 finds its payday" – McKinsey Global Survey Results, 2010



## Valor de las Soluciones de Colaboración para I+D y Desarrollo de Nuevos Productos

Realized benefit - median improvement %

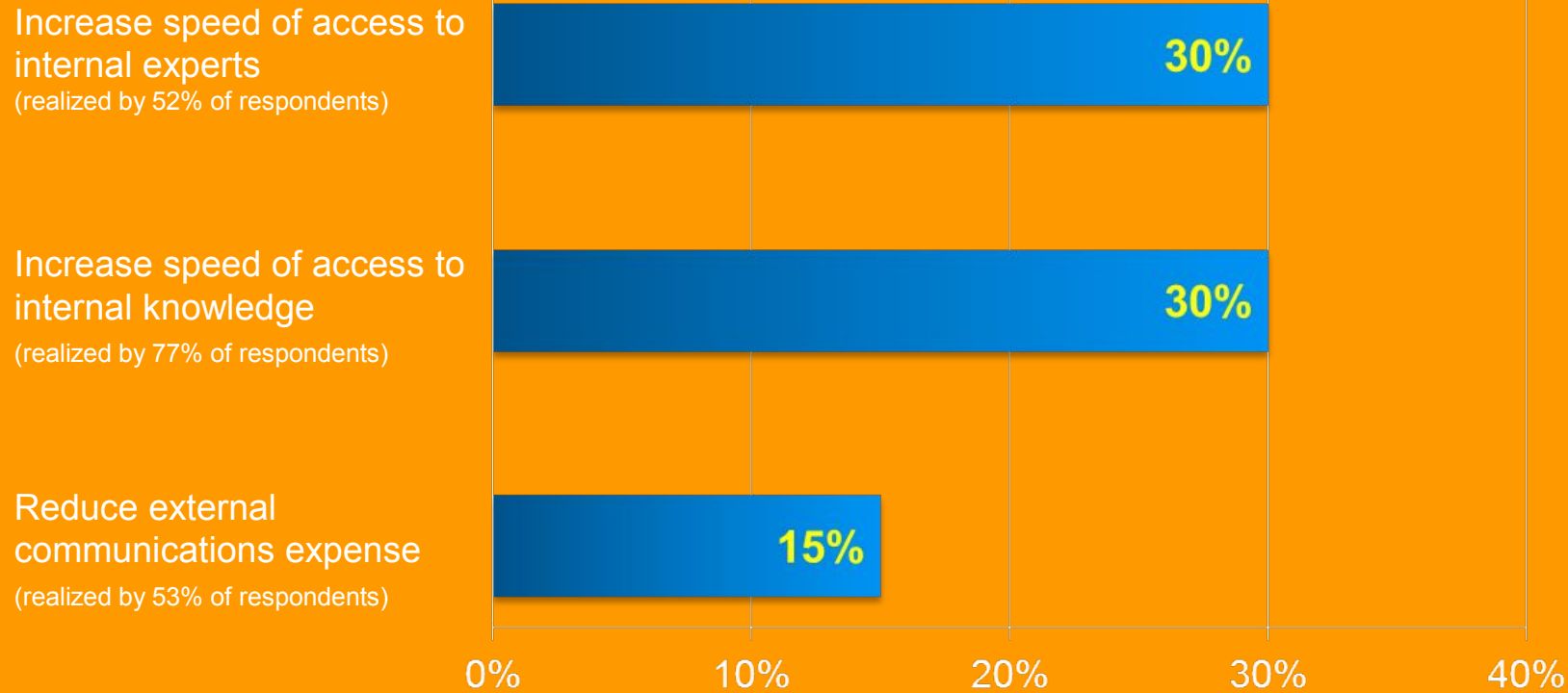


(\*) "The rise of the networked enterprise. Web 2.0 finds its payday" – McKinsey Global Survey Results, 2010



# Valor de las Soluciones de Colaboración para Servicio de Atención al Cliente

Realized benefit - median improvement %



(\*) "The rise of the networked enterprise. Web 2.0 finds its payday" – McKinsey Global Survey Results, 2010



# Valor de las Soluciones de Colaboración para Ventas y Marketing

Realized benefit - median improvement %

Increase effectiveness of awareness  
(realized by 52% of respondents)

20%

Increase revenue  
(realized by 18% of respondents)

15%

Increased effectiveness of conversion  
(realized by 52% of respondents)

10%

0% 5% 10% 15% 20% 25%

(\*) "The rise of the networked enterprise. Web 2.0 finds its payday" – McKinsey Global Survey Results, 2010



# Estrategia de IBM



## Estrategia Social de IBM

*Optimizar la fuerza de trabajo*



**Eficiencia Operativa**

*Mejorar las relaciones con los clientes*

**IBM Social Business Framework**





Exceptional **WORK** Experience



Get Social. **Do Business.**

Social Business.

Exceptional **W** **B** Experience



## Plataforma Web y de Contenidos

Busquedas

Analíticas

Social

Comercio

Móvil

Comunicaciones  
Unificadas

Multiformato

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## Plantillas Sectoriales Extensibles y Configurables



**Smarter  
Healthcare**



**Smarter  
Government**



**Smarter  
Banking**



**Smarter  
Retail**



**Smarter  
Telco**





# Exceptional **W**e**B** Experience



 renovations



Frank  Logout

MY LANGUAGE  SELECT

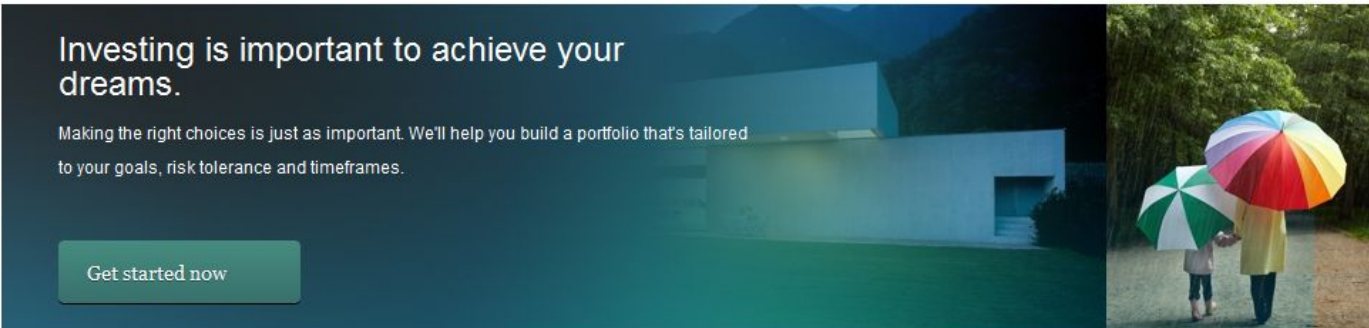
[ABOUT](#) [PLANNING](#) [INVESTMENTS](#) [RETIREMENT](#) [INSURANCE](#) [LOANS](#) [BANKING](#)

**Personalized Experience**

**Investing is important to achieve your dreams.**

Making the right choices is just as important. We'll help you build a portfolio that's tailored to your goals, risk tolerance and timeframes.

[Get started now](#)




## Content



### PROTECTING INVESTMENTS AGAINST LOSS

Investments are people too! This article shows you how to maximize gains and minimize losses through smart structuring and asset protection. [Read more.](#)

Tags: Investments, Taxes, Insurance  
Author: Minh L. Created: 2 days ago Rating: 


### HOW MUCH IS ENOUGH?

Insurance is the most neglected aspect of the average Joe's financial plan. This article focuses on the essential, but often overlooked, basics. [Read more.](#)

Tags: Insurance, Taxes, Loans  
Author: Pierre D. Created: Yesterday Rating: 


### INVESTING IN YOUR FUTURE

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
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 Anna Bauer

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#### Next steps

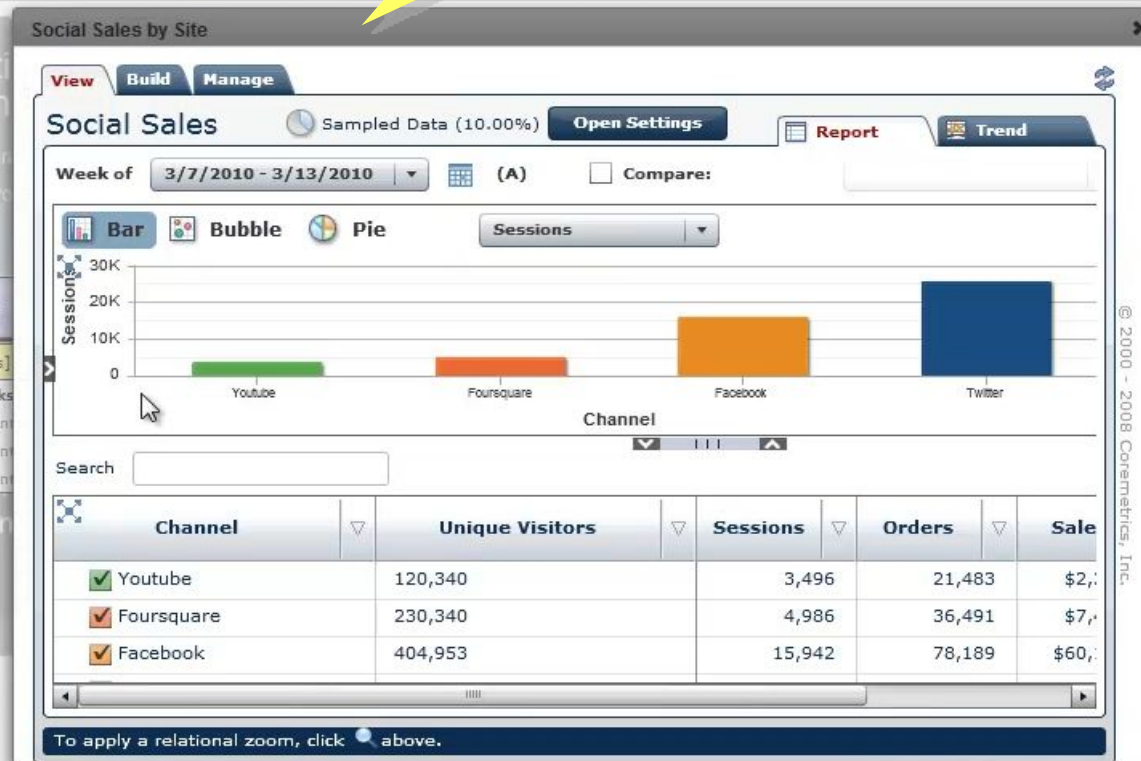
- [Apply for new Mutual Fund](#) 
- [Modify your investments](#) 
- [How to apply](#) 
- [Contact Support](#) 
- [Read the disclosure statement](#) 
- [Have Prospero contact me](#) 



# Exceptional **W** **B** Experience

Click count analytics

Advanced analytics on page actions



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Social Business.

# Exceptional **W<sup>e</sup>B** Experience



**Investments** | Tasks | Edit | Preview | **Analytics** | Content Targeting | Campaigns | Enable LiveView

Dashboard → Overview | Conversions | Page Views | Clickthrough | Reports

**Pie Chart**  
Yesterday | 6/16/2010 | Average...er Value  
Page Categories | By Category

**One Week Ending ...3/2010 - 6/19/2010**

	Su	Mo	Tu	We	Th	Fr	Sa	Avg
12								
11								
10								
9								
8								
7								
6								
5								
4								
3								
2								
1								
12								
11								
10								
9								
8								
7								
6								
5								
4								
3								
2								
1								
Avg.								

1,270 | 952 | 635 | 317 | 0

Page Views: 664,189 | 703  
Sessions / Visitor: 1.19 | 1.20 | 1.16  
Unique Visitors: 53,307 | 73,325 | 40,425  
Orders: 981 | 1,866 | 657

**Collaborative, simultaneous editing with commenting and tasks**

Collaborate: [User Avatars]

**renovations**

**Page level analytics and real-time dashboards**

Frank | Logout | MY LANGUAGE | SELECT

ABOUT | PLANNING | INVESTMENTS | RETIREMENT | INSURANCE | LOANS | BANKING

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Making the right choices is just as important. We'll help you build a portfolio that's tailored to your goals, risk tolerance and timeframes.

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# Exceptional



# Experience



Investments ▾ Tasks Edit Preview Analytics Content Targeting Campaigns Undo Changes Save Draft Submit for Review Enable LiveView

Impersonation →  
Versions  
Drafts



**New Customer**  
Customer less than 2 months  
Owns 1 account  
[Edit](#) | [Delete](#)



**Frequent Customer**  
Customer logs in at least once a week  
Transactions greater than 3 per week  
[Edit](#) | [Delete](#)



**Long Term Customer**  
Customer greater than 3 years  
Account in good standing  
[Edit](#) | [Delete](#)



**High Transaction Customer**  
Customer has more than 3 accounts  
Transactions greater than 10 per day  
[Edit](#) | [Delete](#)



**Social Customer**  
Customer is a fan on facebook  
Uses Facebook app at least once a week  
[Edit](#) | [Delete](#)





[Create New Profile...](#)

**Preview impersonation and personalization**

Making the right choices is just as important. We'll help you build a portfolio that's tailored to your goals, risk tolerance and timeframes.

[Get started now](#)



 **Big Returns:** Apply for the new mutual fund. [Apply Today!](#)

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## Content



**PROTECTING INVESTMENTS AGAINST LOSS**  
Investments are people too! This article shows you how to maximize gains and minimize losses through smart structuring and asset protection. [Read more.](#)

Next steps

[Apply for new Mutual Fund](#) ▶



# Exceptional **W** **B** Experience



Investments ▾ Tasks Edit Preview Analytics Content Targeting Campaigns Undo Changes Save Draft Submit for Review Enable LiveView

**Object Palette** All Libraries ▾ All Folders ▾

Drag and Drop Portlets, Widgets, and Content to the page below

**Drag and drop editing**

Site Update.odp | Article List | Article List Headlines | Article List Targeted | Article Multi-locale | Article Short | Article Standard | Article Targeted | Flash Mo... | Fund Banner | Green Fund Banner 2 | Green Fund Banner 2 | Links Grid

Links Table | Movie | Movie Gallery | Product Teaser | New Product Multi-locale | News Article | News Multi-locale | News Targeted | Product List Short | Product List | RSS Article List | RSS Article List

**Preview in context**



## Content



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Next steps

- [Apply for new Mutual Fund](#) >
- [Modify your investments](#) >
- [How to apply](#) >
- [Contact Support](#) >
- [Read the disclosure statement](#) >

# Exceptional **W**e**B** Experience



Get started now

Contact the Expert: click to chat / call

Social Communities



## Small Business Solutions [Learn More](#)

### SMALL SOLUTIONS BIG RETURNS

Renovations has the right decisions to help you invest in the future. Introducing the new solutions specifically designed for small businesses to help you through this arduous climate. In addition, we've thought of everything. [Read more.](#)

Tags: Investments, Businesses, Security  
Author: Jasmine H. Created: Today Rating:

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### News from our Community

[Lucille Suarez](#) created a new topic named [Trends in Tech](#) in the [Investment Insights](#) forum.

[Dennis Michaels](#) created a new topic named [Telecom Insights](#) in the [Investment Insights](#) forum.

[Samantha Daryn](#) added the [Prospero Home](#) bookmark to the [Investment Insights](#) community.

PRODUCTS

TOOLS

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#### 5 People Like This

- Betty Zechman
- Heather Reeds
- Gardner Raynes
- Pierre Dumont
- Ed El-Amon

Facebook (external networks)

- Brian Cheng [quasifu](#)
- [quasifu](#) Look successful 2 56 minutes ago · [reply](#)
- [quasifu](#) Check out our new investments campaign! 56 minutes ago · [reply](#)
- [quasifu](#) [@seekaychin](#) [@lettuceman](#) thanks for being such loyal customers 59 minutes ago · [reply](#)



# Exceptional **W** **B** Experience


**Main Features**

This campaign is performing \$2,800 up

**Real time follow up campaign results by business user**

**View Analytics**

Profiles:	Platinum, Bronze
Campaign Length:	14 days
Revenue:	\$10,034.96
Target:	\$12,000



**Campaign Manager: real time by business user**

**Different attributes considered for campaign management**

Traffic: Home | Campaign Manager

Marketing Spot | Customer Segment | Recommended Content

Customer Segment: Premium Customers


SAP Attributes | Web Analytics | Facebook Behavior | Twitter Analytics

Region: International

Age Range: (year) direct input

Balance: (dollars) direct input

With us: (years) direct input





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# Exceptional **W** **B** Experience



PROSPERO



Heather Logout

MY LANGUAGE SELECT

ABOUT PLANNING INVESTMENTS RETIREMENT INSURANCE LOANS BANKING

**Multi Channel  
Mngmt. System**

Quick Edit | Advanced Edit | Reports



## Greater Returns

Become one of the many investors...  
While these investment schemes...  
outcomes. [Click here](#) to review

Step 1 | Step 2 | Step 3 | Step 4

### Personal Information

#### Personal Information

Title:  Mr  Mrs

Last Name:

E-mail address:

Date of Birth:

htc

### Prospero

My Portfolio >

My Retirement >

My Policies >

Chat with an Advisor >

Highlights (2) Applications (10) Messages (3) Accounts Settings

emerging markets.  
g phenomenal

Chat with an Investment Rep



Dan Misawa

Start Chat | Call Me

#### Next steps

- Apply for new Mutual Fund >
- Modify your investments >
- How to apply >
- Contact Support >
- Read the disclosure statement >
- Have Prospero contact me >
- Find an advisor >

#### Help & Support

- Compare products >





# Functional Demo

## Prospero Case Study



# Referencias Sociales



# Exceptional Work Experience Reference

## Smarter Innovation



**Cemex** Rapid organic adoption of 17000 employees connected in the first year, 400 new **communities**, innovation initiatives increased from 5 to 9 bringing **new products to market faster**. 600 participants across several countries develop CEMEX' first **globally-branded** ready-mix product.

## Smarter Consulting



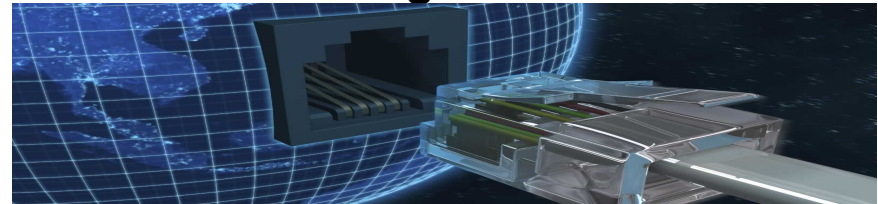
**Sogeti** A subsidiary of Capgemini with more than 20,000 professionals in 15 countries. **Reducing search time** for finding staff expertise and speeding the formation of consulting teams for engagements helping **enter new markets**. The unified platform **breaks down silos** and promotes collaboration among teams.

## Smarter Service



**Reliance Life Insurance** Reliance offers products that fulfill savings and protection needs. They were able to **reduced time** to market of services and features by more than 50%; **reduced costs** of customer / agent service by 50%; **saved millions** in capital expenditures; and achieved 100 percent YOY average growth in new business premium (NBP) within four years.

## Smarter Marketing



**China Telecommunications** The largest fixed line service and third largest telecom mobile provider in China. **Reduced opportunity costs and risk** by expanding sources for new product ideas and by improving idea quality, increasing the chance of **marketing success**. Allowed new “voices” into the development process resulting in **27 new services launched**.





## Exceptional Web Experience References

### Smarter Patients



**Duke University Health System** A personalized Web self-service experience delivered on the IBM Web platform provides patients tools to help manage their healthcare needs, while also **reducing Duke's peak call center volume by 50%**, allowing the call center staff to focus on **more value-added activities**, leading to **increased efficiency and improved overall patient satisfaction**.

### Smarter Finance



**AMP Limited** Wealth management business serving more than 3.4 million customers deploy an IBM electronic forms solution to **save agents time** in completing forms and **reduce errors** in follow-up. This results in a **70% reduction in manual efforts**, freeing agents to **focus more on customers** and not on the administrative processes.



### Smarter Dealerships



**Harley-Davidson USA** Worldwide Dealer Web portal deployed with IBM software delivers online access to all the tools, information, news and processes dealers need in an **unified personalized way**. This eliminates the need for dealers to access multiple disparate systems, and **makes it easy** for Harley-Davidson to **get new dealers on-line quickly**.

### Smarter Military



**US Army and US Air Force** Serving over 200,000 users, the automation of 118,000+ forms using IBM's electronic form and business process management solution **reduces cost and increases efficiency** with combined estimated **ROI of over \$1.3B**. More importantly, it takes soldiers out of the line of fire, **saving lives**.



Lotus. **Connections** Home **Profiles** Communities Blogs Bookmarks Activities Files

Profiles Home My Profile **Edit My Profile**



(no status set)

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# Gracias



# Soluciones de Colaboración de IBM

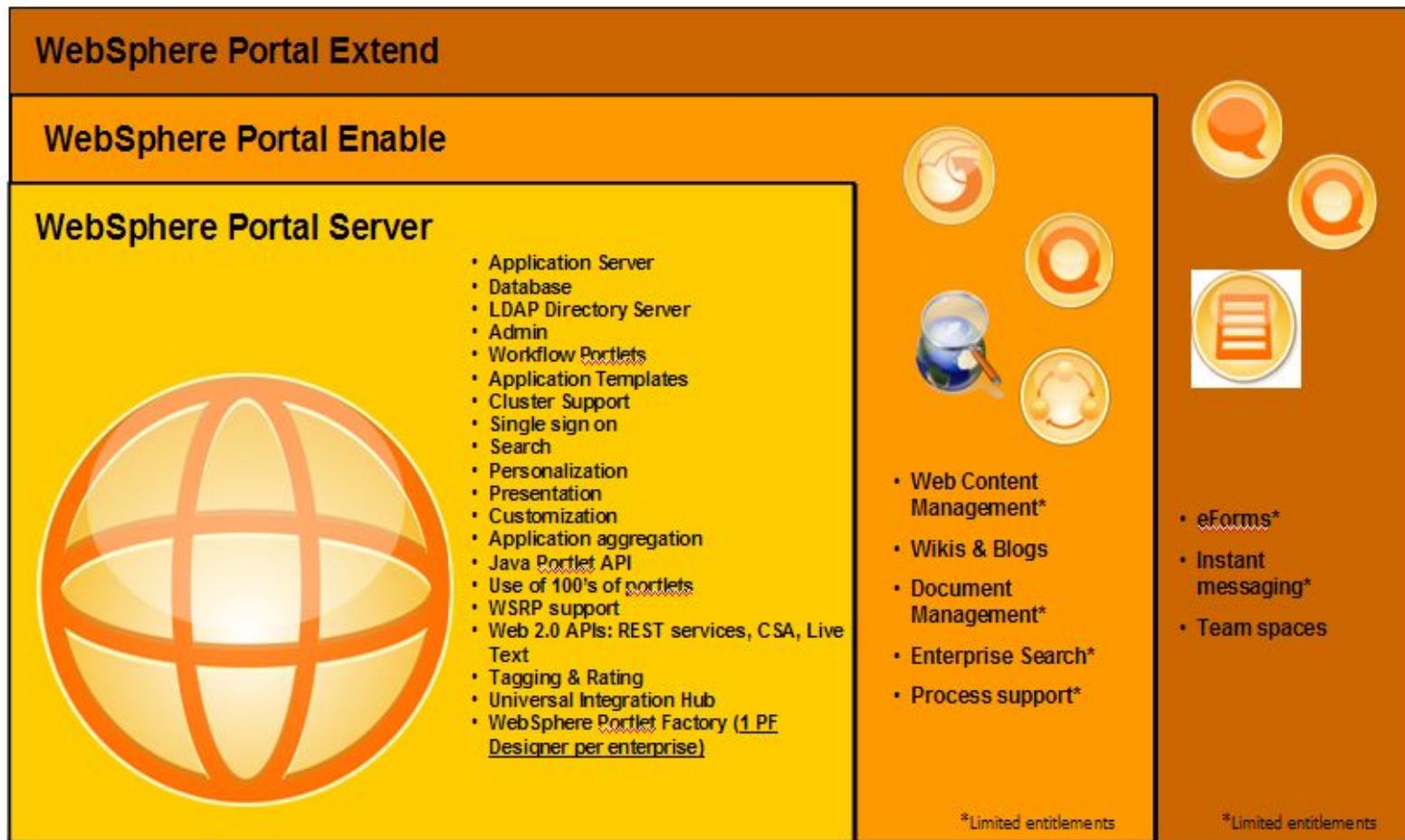




# IBM Websphere Portal / Web Content Manager

La nueva versión 7 de producto es el fundamento de **Exceptional Web Experience**.

Creación de contenidos **simplificada, intuitiva y más rápida**.





# IBM Connections – Social Software

**Transformación** de la manera en que las personas trabajan e interactúan que proporciona **resultados** tangibles de negocio. Esta transformación se articula a través de **Software Social (IBM Connections)**.

Solución para uso **interno (empleado)**, **externo (cliente-business partners)** o **mixto (empleado-cliente-business partners)**.



## Profiles

Quickly find the people you need by searching across your organization and connecting to others.

## Lotus Connections

All your social software needs,  
ready for business.



## Communities

Create, find, join, and work with communities of people who share a common interest, responsibility, or area of expertise.



## Bookmarks

Save, organize, and share bookmarks; discover bookmarks that have been qualified by others with similar interests & expertise.



## Blogs

Use a weblog to present your idea and get feedback from others; learn from the expertise and experience of others who blog.



## Activities

Organize your work, plan next steps, and easily tap your expanding professional network to help execute your everyday deliverables, faster.



## Homepage

Manage your attention by viewing relevant social data aggregated across your subscriptions, notifications, and network of colleagues.



## Files

Upload and share any type of file with colleagues and communities. Store versions and view downloads, comments and ratings.



## Wikis

Create wiki spaces for individuals, groups, and communities to co-author pages. View changes across pages, ratings, and comments.



# IBM Unified Communications

**Integración** de presencia, mensajería instantánea, mail, teléfono, web, audio y video conferencia.

**Contextualización** con lo que se está haciendo en el momento.

Experiencia de usuario **unificada** e integrada en las **aplicaciones** y los **procesos de negocio**.

