



# Time to get Connected!

**Arjan Radder – Sales Leader – Social Software - EMEA South West**  
**+31 6 2294 6054 – [arjan.radder@nl.ibm.com](mailto:arjan.radder@nl.ibm.com)**



# Agenda

- **Introduction**
- **Social Software in Business**
- **Examples**
- **More information**

I am



**Radder, A P (Arjan)**  
**IBM employee, Regular**  
IBM Sales & Distribution, Software Sales  
Geo Sales Leader, SW IOT - Lotus Connections, Lotus Advanced Collaboration

[Amsterdam Netherlands](#)  
Building: 765



Local time:  
08:26 | 8:26AM

I can also be found here

Skype™ - Profiel

**Profiel**

Gegevens die alle Skype gebruikers kunnen...

Volledige naam:

Land/regio:  

Staat/provincie:

Plaats:

Taal:

Geslacht:

Geboortedatum:

Dag Maand Jaar

Details alleen voor mijn contactpersonen

Telefoon thuis:

Telefoon werk:

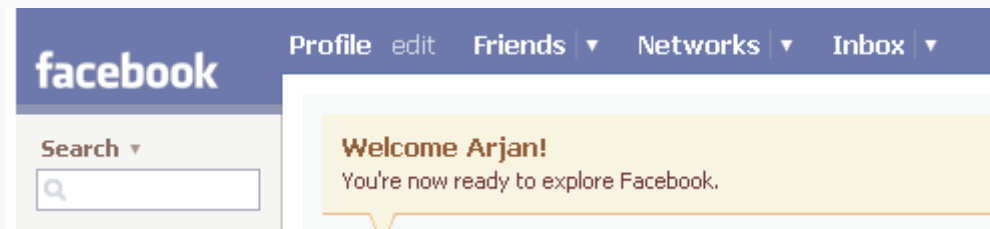
Telefoon mobiel:







And here



I am part of this social community

The screenshot shows a user profile on the Hyves.nl social network. The profile is for Arjan Radder, a 34-year-old from Amsterdam. The page includes a navigation menu, a list of actions for the profile, and a list of friends.

**Hyves.nl**  
always in touch with your friends

HOME VRIENDEN HYVES SCHOLEN FOTO'S

OVERZICHT PROFIEL VRIENDEN FOTO'S BLOG TIPS POLLS GADGETS WIE WAT WAAR GETIKT

**Profiel**

196 x , Hyver sinds 18-11-2005  
**Naam:** Arjan Radder  
**Leeftijd:** 34  
**Woonplaats:** Amsterdam  
**Spots (1):** Voeg nu je spots toe!

**Scholen & bedrijven:** Voeg hier je school, universiteit en eventueel je bedrijf toe!

**Etc (Events, Tips & Advertenties)**

**Vrienden (33)**

- Leon (46)
- Allard (169)
- Hilletje (168)
- Wendy (264)
- Selama (255)
- Mich?le (411)
- Duco (120)
- Thijs (33)
- Philip (165)

**Wie, wat, waar?**

At work @ Amsterdam 12-06 12:28

## And of these professional communities



**LinkedIn** Welcome, arjan [ Sign Out ]

Home People Jobs & Hiring Services

Profile Public Profile Email Signatures

Search People [ Enter keyword, name, company ]

[Edit My Profile](#) [Edit My Public Profile](#)

Forward Print PDF

**arjan radder** [ Edit ]  
 Software Account Manager at IBM [ Edit ]  
 Netherlands [ Edit ] [Edit your name](#)

[Profile](#) [Q&A](#) [Recommendations](#) [Connections](#)

**Current**

- Software Account Manager at IBM [ Edit ]
- Geo Sales Leader, EMEA SW at IBM Nederland N.V. Lotus Software [ Edit ]

**Past**

- Account Manager at Lotus

**Education**

- None [+ Add Education](#)

**Recommended**

You haven't been recommended [+ Get Recommended](#)

**Connections**

40 connections

**Industry** Computer Software [ Edit ]

**Websites**

- None [+ Add Websites](#)

**Public Profile**

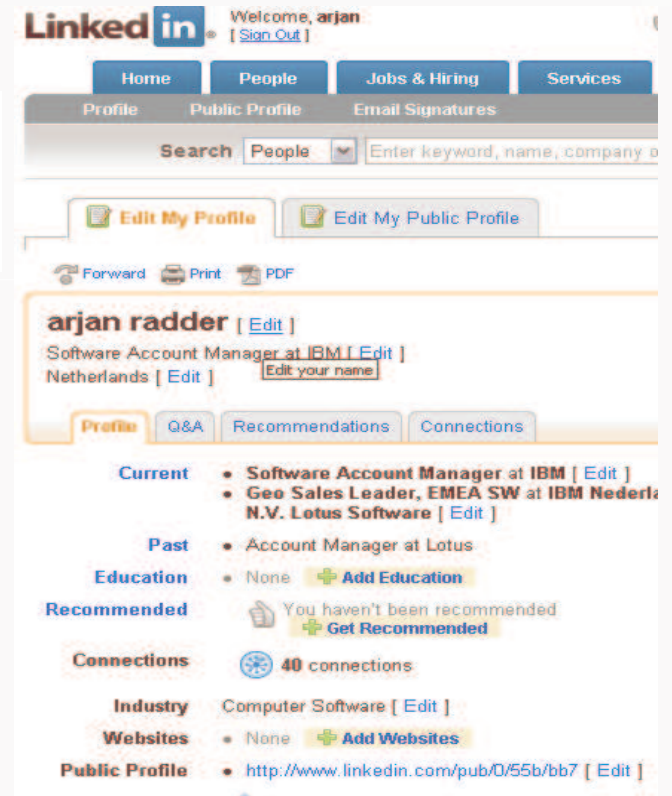
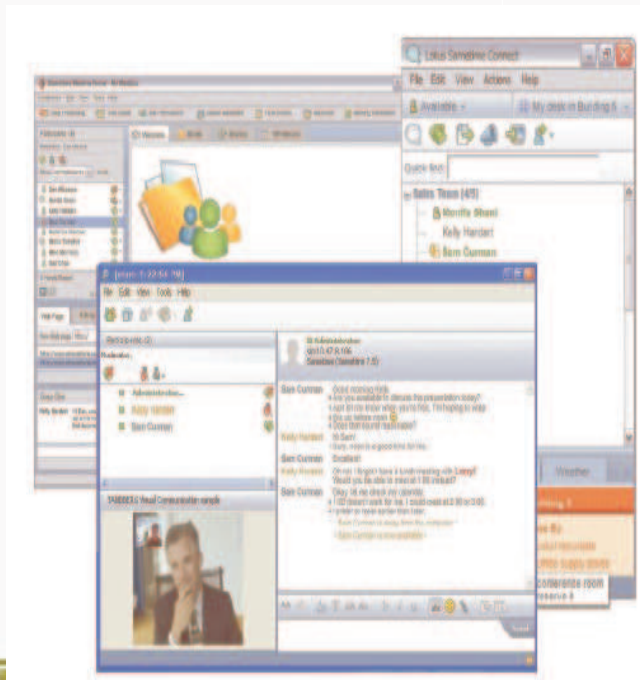
- <http://www.linkedin.com/pub/0/55b/bb7> [ Edit ]

**And of course I have a virtual identity**





And with access to these 4 tools I can answer ANY question in less then 30 minutes



Dogear



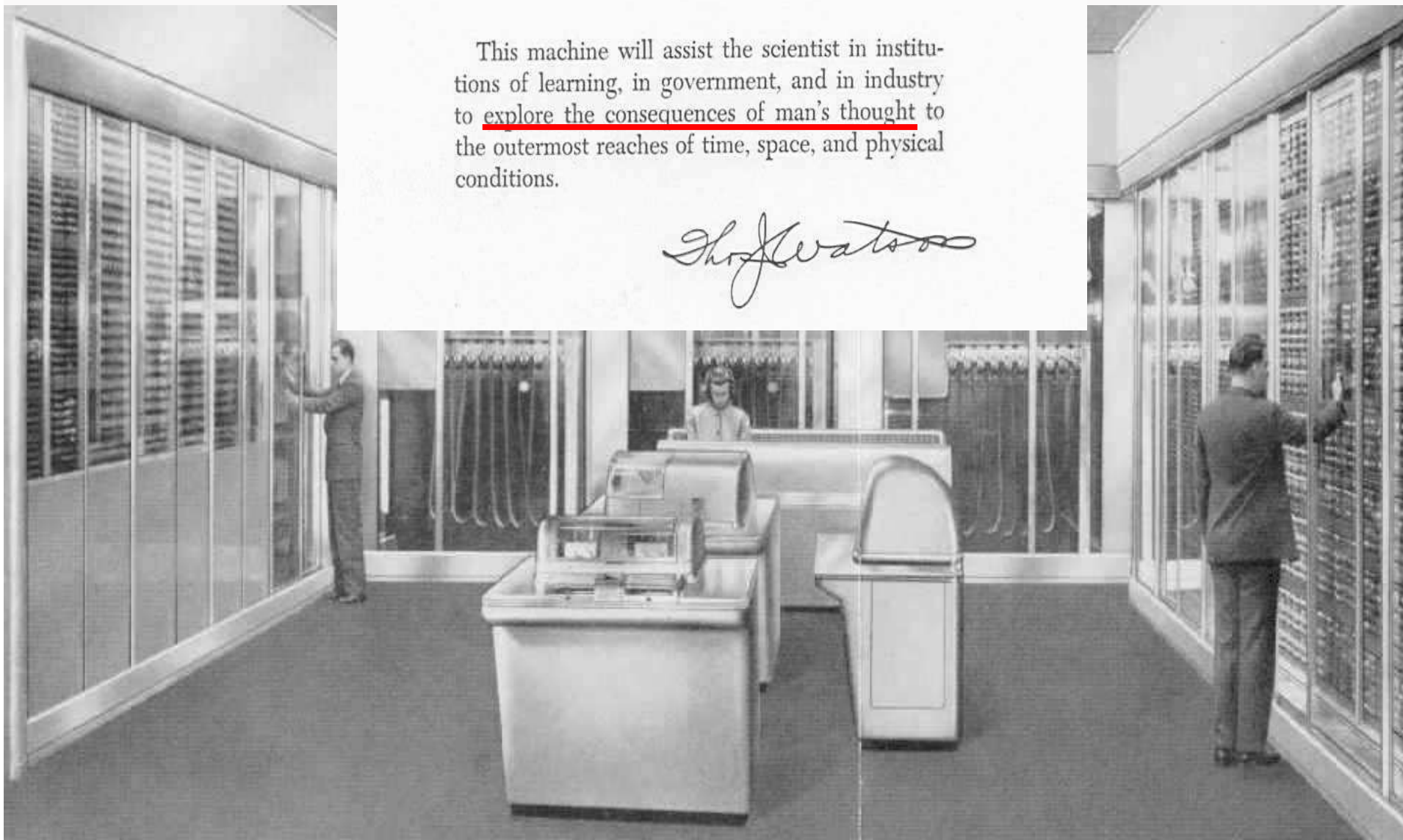
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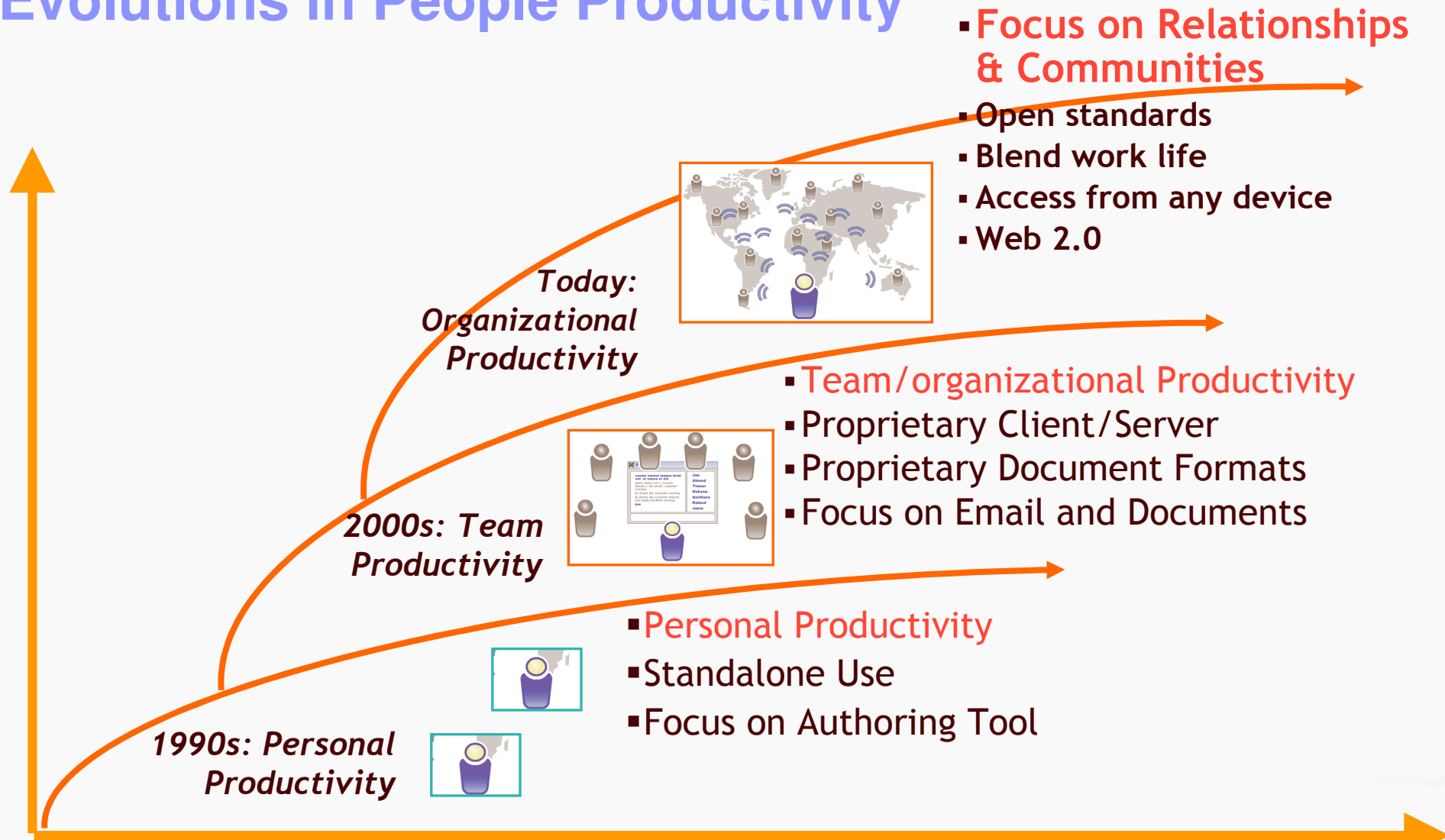
1949

This machine will assist the scientist in institutions of learning, in government, and in industry to explore the consequences of man's thought to the outermost reaches of time, space, and physical conditions.

*J. H. Watson*



# Evolutions in People Productivity



Web 2.0 technologies are used by 1.6 billion people everyday at home, school and in the office. Which of these do you use?



## But don't use these for your business...

**Public web 2.0  
platforms can not be  
managed, secured,  
monitored, mined and  
can not be controlled  
for regulatory  
compliance!**

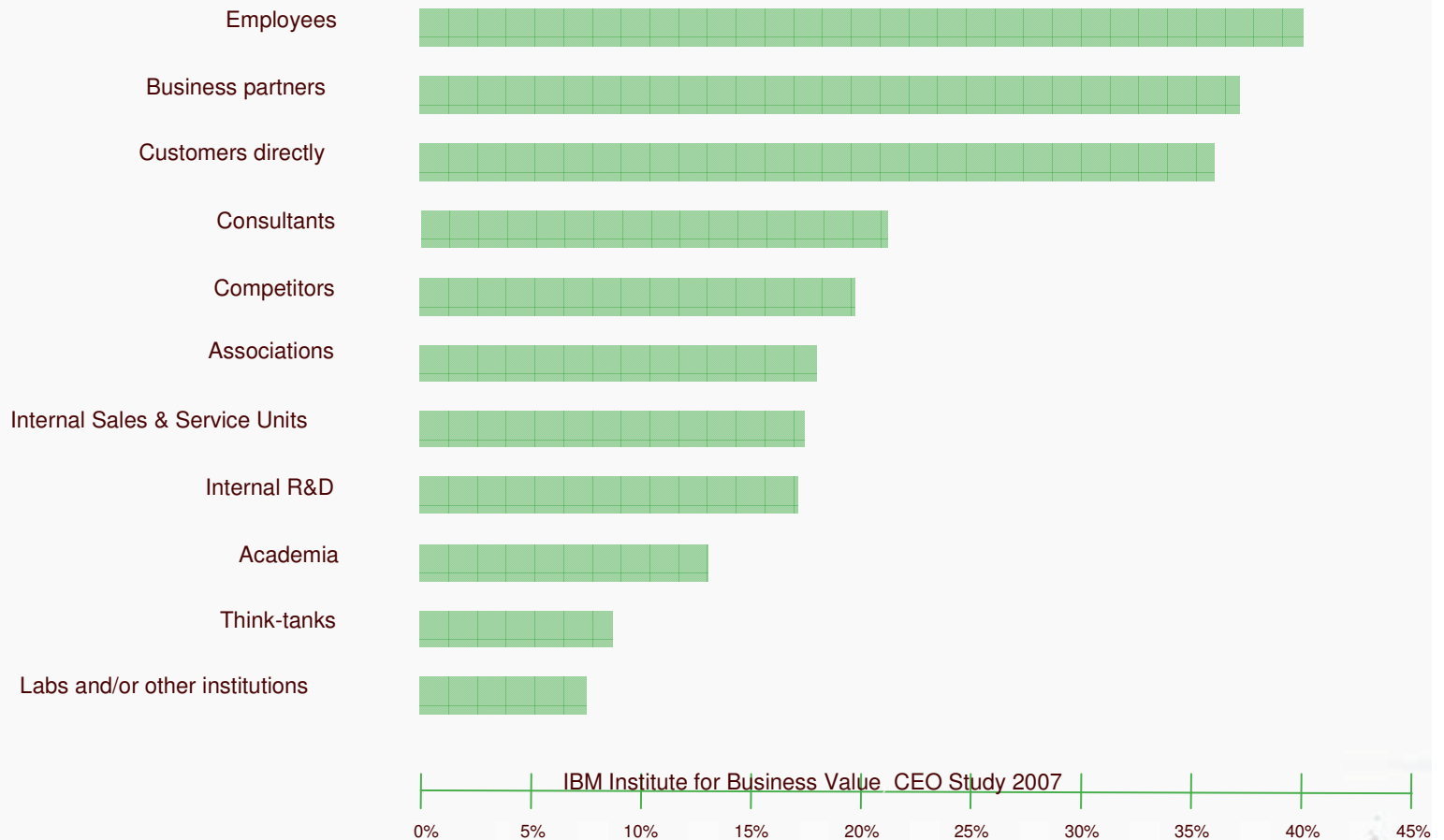




# CEO's are predicting that the next big idea can easily come from outside the company



CEO  
 Mr. N. H. Kim



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So they also started adopting new ways of 'mass' or 'organic' collaboration

The screenshot shows the Goldcorp website interface for a challenge. At the top, the Goldcorp logo is on the left, and navigation tabs include 'PRODUCT SERVICES', 'CAREERS', 'GOLDCORP WEBSITE', 'THE CHALLENGE', 'DISCUSSION FORUM', 'USEFUL INFO', and 'MEDIA CLIPS'. A sidebar on the left contains buttons for 'WINNERS LIST', 'PRIZES', 'RED LAKE', 'NEW UPDATES', and 'VISIT US'. The main content area features a large graphic with a lasso and the text 'Take the Challenge Win the Gold' and 'TOTAL PRIZES \$500,000 U.S.'. Below this is a 'Click Here for Details!' link and the Forbes logo with the tagline 'What price freedom? Forbes Digital Tool'.

[www.Goldcorpchallenge.com](http://www.Goldcorpchallenge.com)

# 125.000 people help Proctor& Gamble with research for cash rewards



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Organizations with challenging problems

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### Solvers

Smart people with creative solutions

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125,000+ Solvers | 175 Countries | 40 Industry Disciplines and Growing

[www.Innocentive.com](http://www.Innocentive.com)



## And new companies arise for and from the people

current... channels DIRECTV 306 | Dish Network 106 | Comcast 107 | AT&T U-verse 109 | Time Warner (local) | more

Mailing List United States Log In or Register

HOME TV NETWORK WATCH & VOTE MAKE VIDEO & ADS COMMUNITY BLOG search

SAMPLE CURRENT TV

InfoMania  
What Else Is On: Fall Sitcoms

WHAT ELSE IS ON: FALL

IRAN INVADERS COLUMBIA

IT'S FUN TO SHARE

CURRENT PLAYLIST

ARON TOBIN

MORE LIKE THIS

BLUES, BELLES, & ELVIS

TOYOTA YARIS

WHAT IS CURRENT TV?

FIND US ON YOUR TV

SHARE THIS VIDEO COMMENTS (1) MORE LIKE THIS

CURRENT QUESTION

Should the Bonds homerun baseball be branded?

enter your answer

submit \*login required

KBIBULLET SAYS  
NO!!! Who cares, isn't he famous enough?

see more | submit your own

[www.Current.tv](http://www.Current.tv)



# TomTom



# Ziggo



## Naturally 7

[www.youtube.com/watch?v=AF-KagTq7qY](http://www.youtube.com/watch?v=AF-KagTq7qY)



## *The Water Cooler Is Now On The Web*

**“KPMG set up an alumni network, signing up around 10,000 former and current employees. On the right-hand side, each member has a profile box, just like on Facebook, which they update with photos, information about their job or home life, and a list of contacts. Each member builds a contact list by searching on the service for people who are already signed up or eligible to join. KPMG credits the network with helping it hire 137 former employees, or around 16% of the company's total hires, since the service started, up from 72 people in the three months prior”**





From	Subject	Date		
Betty Zechman	Can we get together?	05/01/05		
Pierre Dumont	Check out these new sales tools	05/01/05		
George Bandini	Thoughts on this quarter's results	05/01/05		
Lukas Geiger	More on OP Tools deal	05/01/05		
Anna Bauer	Does RNV have an exit strategy for the discontinued Elite line?	05/01/05	10:26AM	1,345KB
Rita Ferrar	Request from Amadou: Please review Pro line collateral	05/01/05	10:45AM	13KB
Lukas Geiger	Idea to boost customer satisfaction next year	05/01/05	11:02AM	14KB
Monifa Shani	Re: More on OP Tools	05/01/05	11:30AM	156KB
Pierre Dumont	Re: More on OP Tools	05/01/05	11:32AM	356KB
Lukas Geiger	Re: Check out these new sales tools	05/01/05	11:42AM	10KB
Anna Bauer	Re: More on OP Tools	05/01/05	12:01PM	46KB
Juan Sanchez	On vacation until next Monday	05/01/05	12:59PM	1,234KB
Lukas Geiger	Fw: New home start projections for next year	05/01/05	1:24PM	1KB
Monifa Shani	Please update projections for this quarter by Friday	05/01/05	1:37PM	2KB
Anna Bauer	Re: Fw: New home start projections for next year	05/01/05	1:40PM	1,345KB
Laura Klein	Re: More on OP Tools	05/01/05	1:52PM	13KB
Anna Bauer	Intelligence about change in building contractor business practi...	05/01/05	1:57PM	14KB

- Inbox (12)
- Drafts
- All Messages
- Sent
- Follow Up
- Junk Mail
- Trash
- Views
- Folders
- Tools

- By Category
- By Date
- By Sender
- Vertical

**More on OP tools deal** Today, 10:02AM

From: Lukas Geiger  
To: Sam Curman, Pierre Dumont, Anna Bauer, Laura Klein  
cc: Monifa Shani

All:

I've been thinking about the OP Tools deal. Take a look at these sales projection charts. Elite line accounts for most of the sales until Q4, when the Pro line really takes off and the Elite line tanks. I think this shows we need to push the Pro line with OP Tools. Thoughts?

1 Attachment, 31.2 KB Save All



## Get customers to help define the best new product strategy

### Challenge

In order to grow the business faster, they needed a faster way to develop and evaluate new services concepts and business models.

## Sprint Telecom

### Solution

Deployed an Innovation Factory portal application that utilized the social software services of Lotus Connections to include communities of employees, customers and partners in the development and evaluation of new Telcom services.

### Business Value

- Increase the number of new services using communities of customers & partners
- Accelerate the evaluation of new service concepts and therefore be faster to market
- Grow market share and revenue through differentiated services and business models

## Work together with enthusiastic volunteers from all over the world

### Challenge

Needed to improve productivity when working with contractors and partners across the US on education curriculums.

## Film Foundation

### Solution

Using the Activities component of Lotus Connections so their entire network of employees, partners and customers can collaborate on the execution of projects.

### Business Value

- Built strong relationships across several art archival and preservation organizations
- Improved communication and status tracking of projects
- Accelerated the delivery of education curriculums created by a disconnected teams

## Turn a 1.0 site into a 2.0 site to increase visits, stickiness, user satisfaction and recurring visits

### Challenge

To replace the current website which was static and create a '2.0' website where knowledge cannot only be retrieved but also collaborated on. To become more attractive for visitors and participants

**Kennisportal.com**

### Solution

Kennisportal will use the Connections platform in order to; let visitors and experts profile themselves allowing people to better connect to people and expertise. Be able to form knowledge communities about popular topics. Allow experts to share information via blogs and let visitors benefit from earlier search results via social bookmarks

### Business Value

Increase attractiveness of Kennisportal's proposition to participants  
Increase number of visitors  
Increase 'stickiness' of the site and visitor satisfaction.

Many more interesting examples and thoughts in this report:

## Web 2.0 and the Corporation

### Thought Leadership Roundtable on Digital Strategies

*An executive roundtable series of the  
Center for Digital Strategies at the Tuck School of Business*

*The Thought Leadership Roundtable on Digital Strategies recently convened for a discussion on Web 2.0 and the corporation. What is Web 2.0 and what are its implications for corporate strategy? What opportunities do these tools provide for collaboration and customer engagement, and what challenges do they pose? The sessions included business leaders from 3M, BT Global Services, Cisco Systems, Defense Information Systems Agency (DISA), Eastman Chemical, IBM, ING, JPMorgan Chase, Ogilvy, Time Warner Cable, and academics from the Tuck School of Business at Dartmouth.*

[Web 2.0 and the Corporation, Tuck School of Business at Dartmouth](#)

A stylized illustration of a red dragon breathing fire. The dragon is positioned in the upper half of the frame, with its head turned to the right. It has a red body and wings, and is breathing a large plume of bright orange and yellow flames that fills the lower half of the image. The background is a warm, golden-yellow color. The text "Social Software is HOT!" is overlaid in the center of the image in a white, bold, sans-serif font with a black outline.

**Social Software is HOT!**





The People formerly known as the Audience

**JOIN THE NEW MOVEMENT:**

**POWER TO THE PEOPLE**



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## Useful resources

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

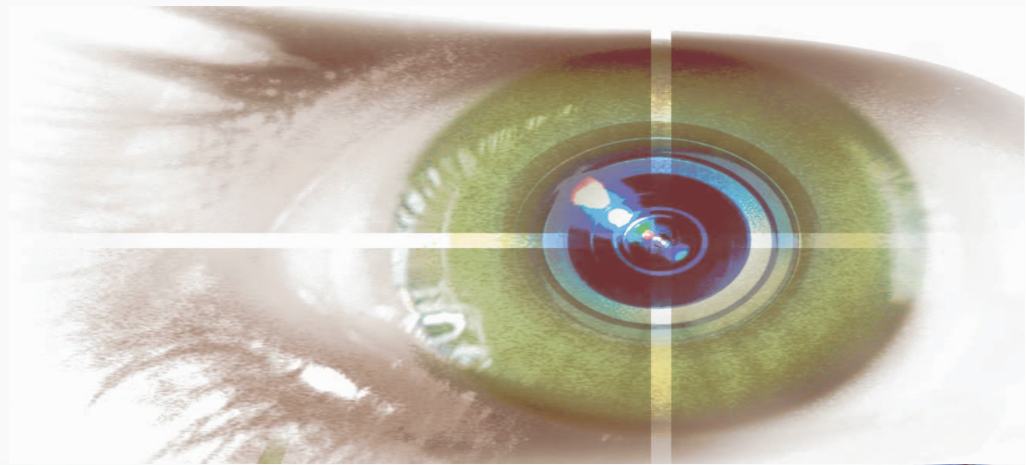
[Web 2.0 and the Corporation, Report](#)

<http://web2.socialcomputingmagazine.com/>

<http://www.oreilly.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

[http://en.wikipedia.org/wiki/Web\\_2](http://en.wikipedia.org/wiki/Web_2)<http://www.wikinomics.com/>

[www.ibm.com/lotus/connections](http://www.ibm.com/lotus/connections)





Thank  
YOU