Time to get Connected!

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Agenda

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

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I am

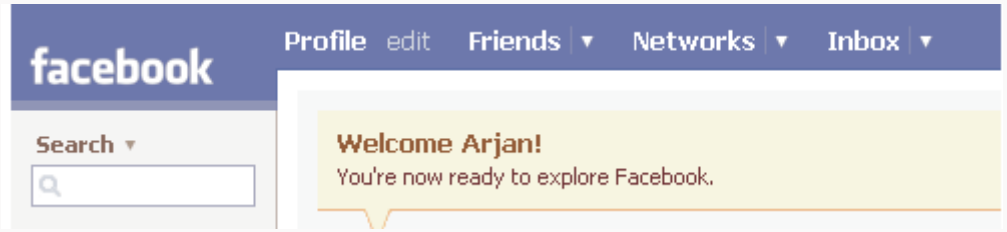
Radder, A P (Arjan)
IBM employee, Regular
IBM Sales & Distribution, Software Sales
Geo Sales Leader, SW IOT – Lotus Connections, Lotus Advanced Collaboration

Amsterdam Netherlands
Building: 765

Local time:
08:26 | 8:26AM

I can also be found here

And here



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I am part of this social community

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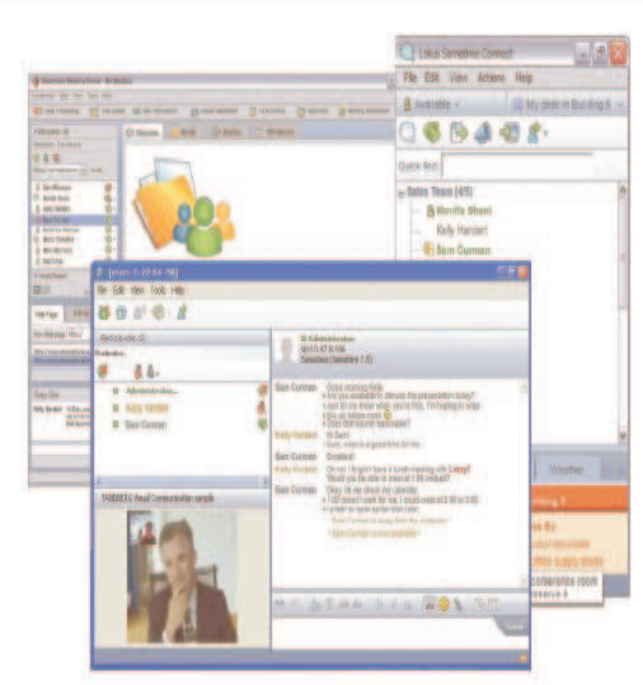
And of these professional communities

KENNISPORTAL.COM
De grootste online kennisbank

And of course I have a virtual identity

Google™ Nederland

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



Dogear

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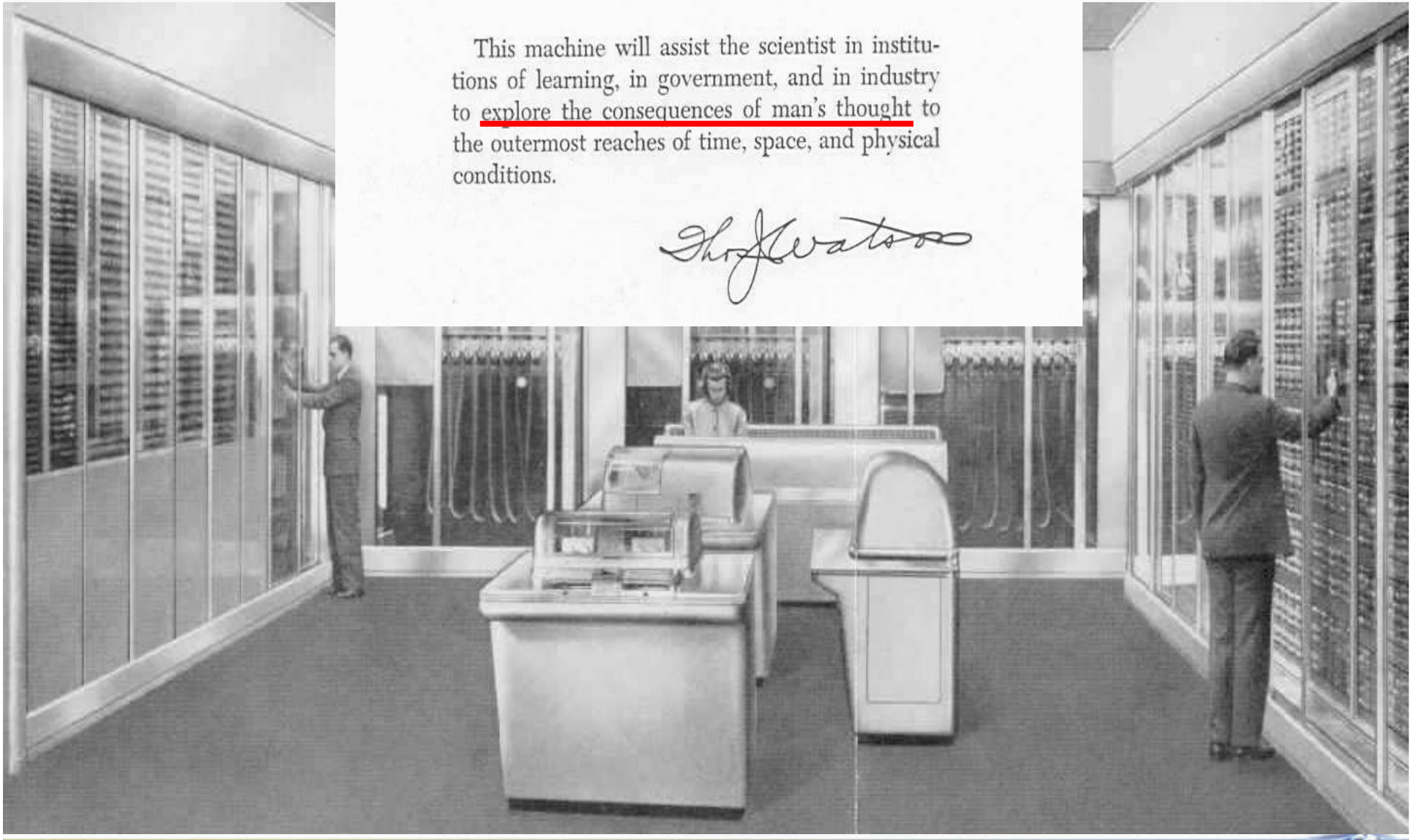
1949



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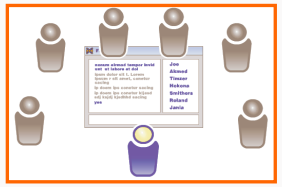
Evolutions in People Productivity

- Focus on Relationships & Communities
- Open standards
- Blend work life
- Access from any device
- Web 2.0

Today: Organizational Productivity

- Team/organizational Productivity
- Proprietary Client/Server
- Proprietary Document Formats
- Focus on Email and Documents

2000s: Team Productivity



- Personal Productivity
- Standalone Use
- Focus on Authoring Tool

1990s: Personal Productivity

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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?

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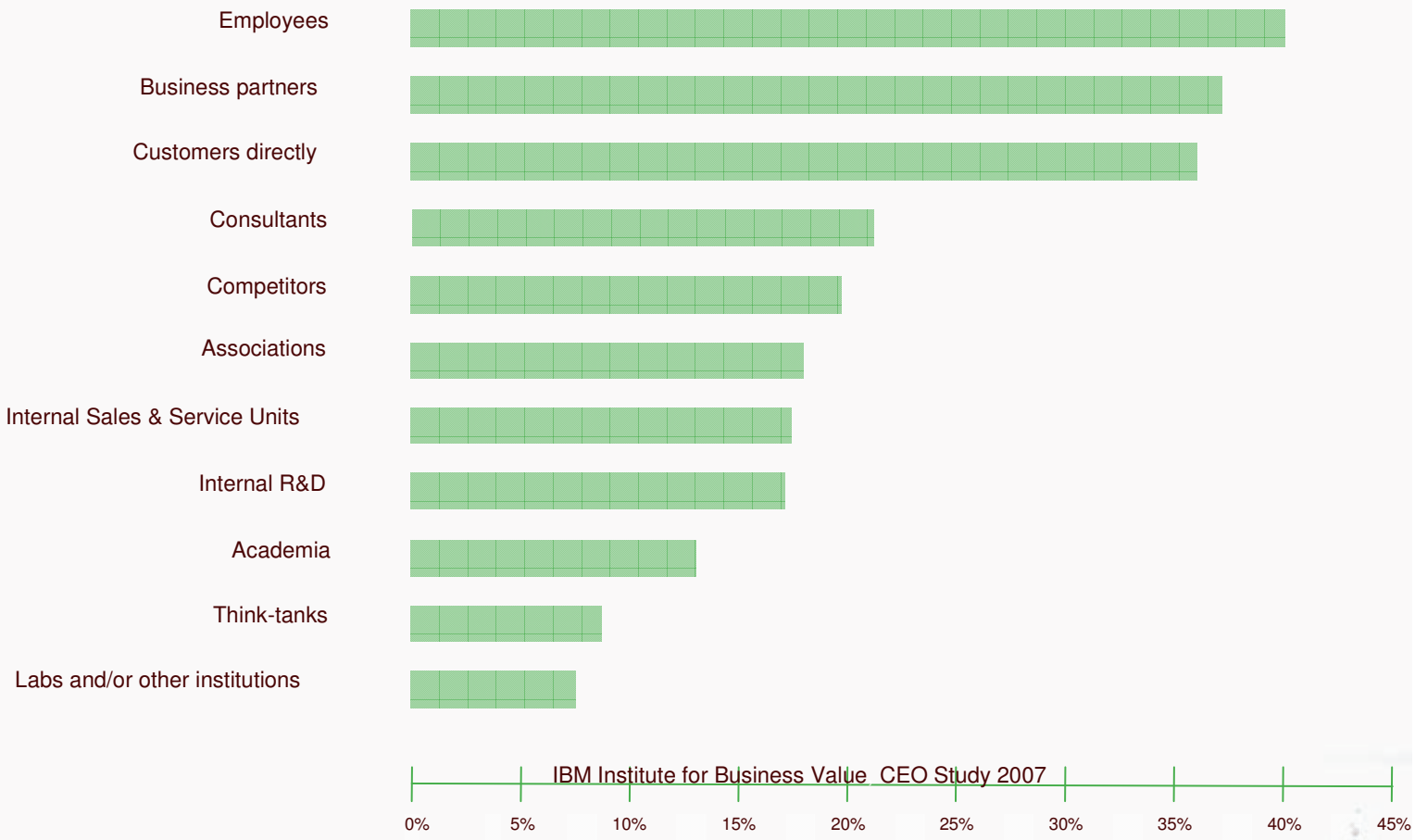
But don´t use these for your business…

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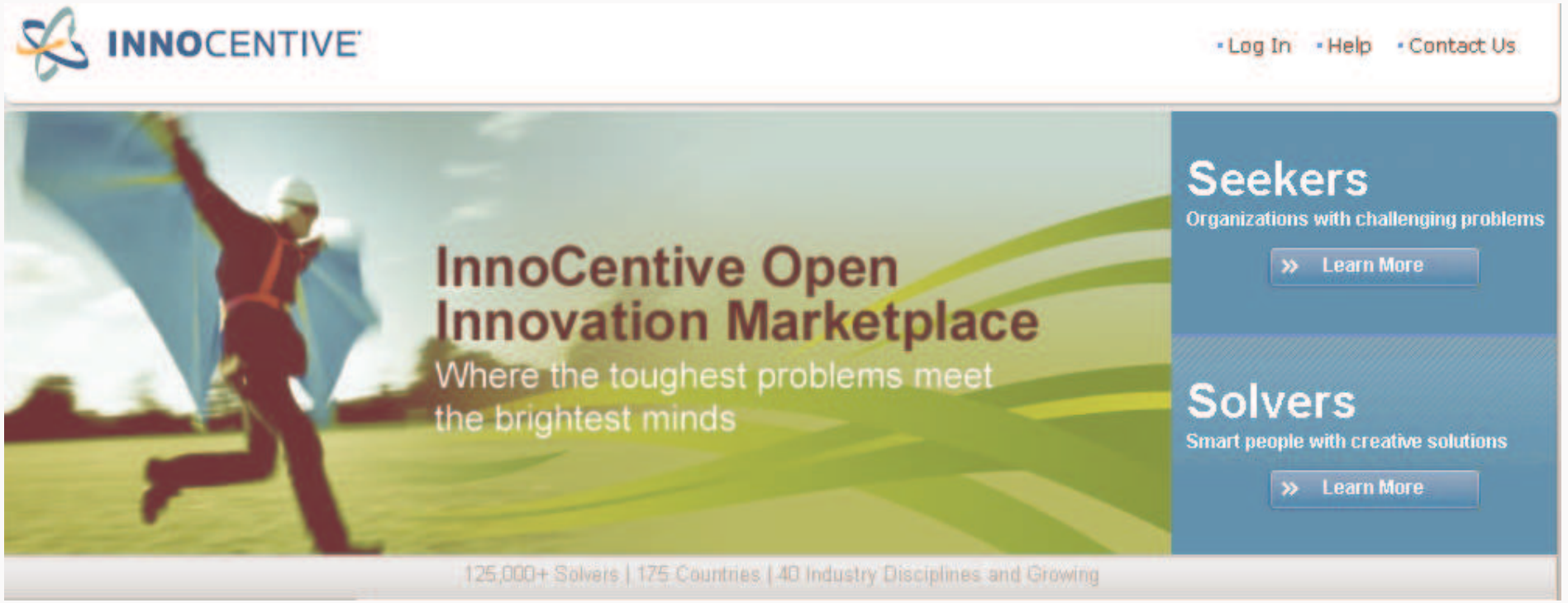
So they also started adopting new ways of ´mass´ or ´organic´ collaboration

www.Goldcorpchallenge.com

125.000 people help Proctor& Gamble with research for cash rewards



www.Innocentive.com

And new companies arise for ánd from the people

www.Current.tv

TomTom

Ziggo

Naturally 7

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"

The McGraw-Hill Companies BusinessWeek *September 2007*

Sam Curman - Inbox - IBM Lotus Notes

File Edit View Action Tools Window Help

Welcome | Mail 4 | Activities 5 | Calendar 2 | Contacts | Sales Leads 2 | Go to | More

New | Reply | Forward | Collaborate | Follow Up | Organize | By Date

By Category
By Date
By Sender
Vertical

Sam Curman

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

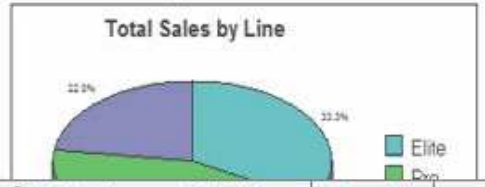
	From	Subject	Date		
	Betty Zechman	Can we get together?	05/01/05		
	Pierre Dumont	Check out these new sales tools	05/01/05		KB
	George Bandini	Thoughts on this quarter's results	05/01/05		
	Lukas Geiger	More on OP Tools deal	05/01/05		
	Anna Bauer	Does RNV have an exit strategy for the discontinued Elite 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**

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 Attachmment, 31.2 KB | Save All

Online

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 a 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

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Work together with enhousiastic volounteerd from all over the world

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

Film Foundation

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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 ´stickyness´of the site and visitor satisfaction.

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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

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/

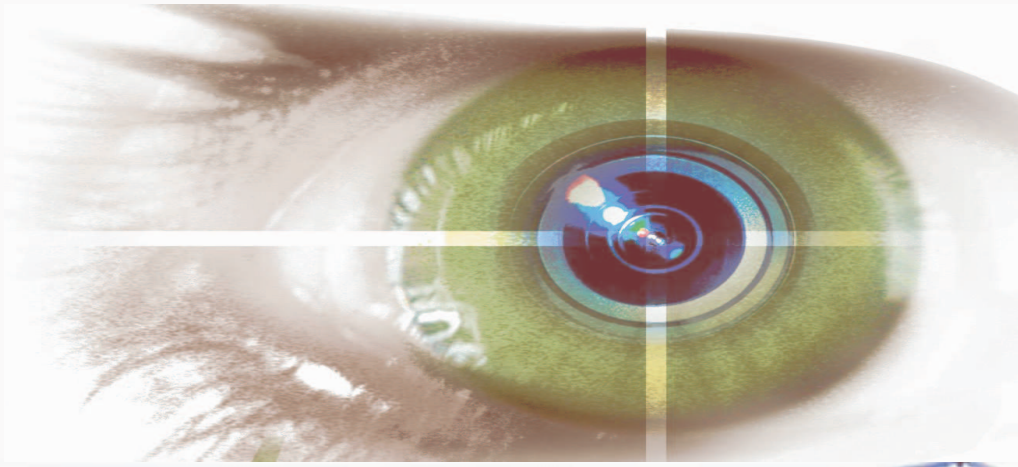
Web 2.0 and the Corporation, Report

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_2http://www.wikinomics.com/

www.ibm.com/lotus/connections



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