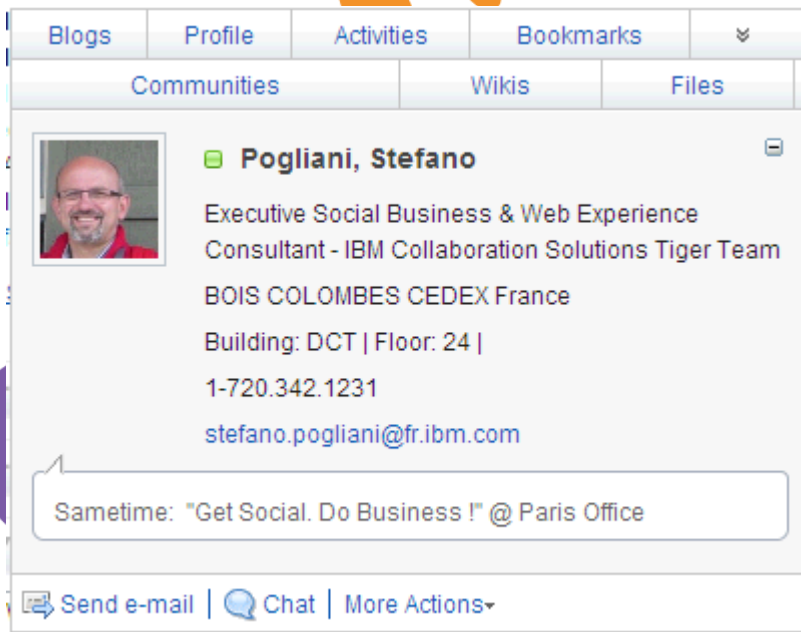


Get Social. Do Business. Get Social. Do Business.


# Lotusphere2011

IBM Software



Navigation: Blogs | Profile | Activities | Bookmarks | [Dropdown]

Communities | Wikis | Files

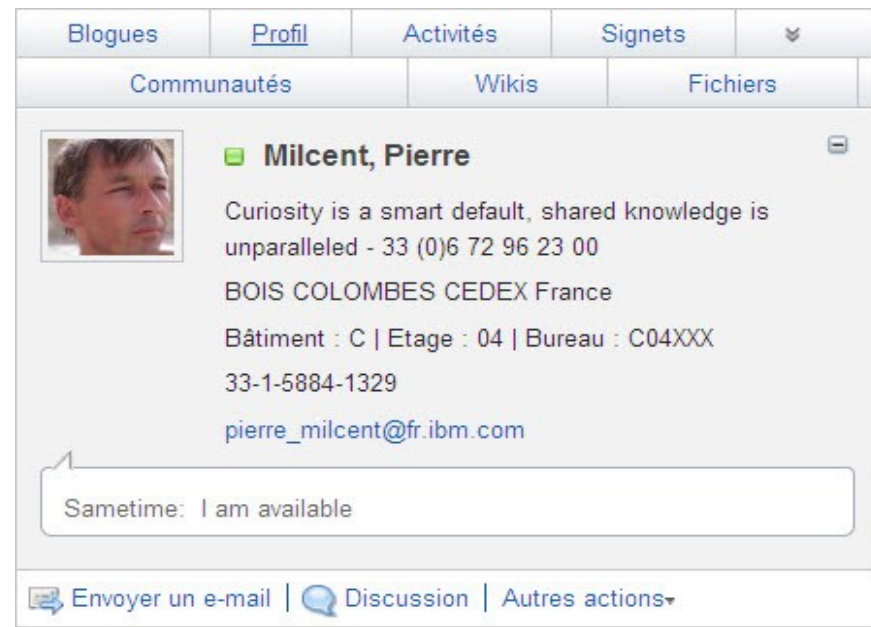
 **Pogliani, Stefano** [Message icon]

Executive Social Business & Web Experience  
Consultant - IBM Collaboration Solutions Tiger Team  
BOIS COLOMBES CEDEX France  
Building: DCT | Floor: 24 |  
1-720.342.1231  
stefano.pogliani@fr.ibm.com

Sametime: "Get Social. Do Business!" @ Paris Office


Send e-mail | Chat | More Actions

<http://tech.poglianis.net>



Navigation: Blogues | Profil | Activités | Signets | [Dropdown]

Communautés | Wikis | Fichiers

 **Milcent, Pierre** [Message icon]

Curiosity is a smart default, shared knowledge is unparalleled - 33 (0)6 72 96 23 00  
BOIS COLOMBES CEDEX France  
Bâtiment : C | Etage : 04 | Bureau : C04XXX  
33-1-5884-1329  
pierre\_milcent@fr.ibm.com

Sametime: I am available

Envoyer un e-mail | Discussion | Autres actions

<http://ibm.co/milcentblog>





## Note:

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.



# Get Social. **Do Business.**

Why does this matter ?



# ***You've heard the buzz...***

People are ***communicating*** and building ***relationships*** in new ways



***It's happening now!***



# Continuing the Conversation Beyond the Firewall





# A Social Business addresses current social trends

## Employees

*are connecting in new ways  
in all facets of their life,  
including work*



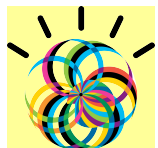
## Customers

*discussing you and  
setting your brand today*



## Competitors

*are crowd-sourcing ideas  
to bring new solutions to  
market*



***Evolve and outperform***

Source: IBM CIO Study, 2010  
Source: McKinsey Study of 1,700 executives



# Social Business addresses a real **MARKET**



- **74%** companies are integrating Web 2.0 with customer interaction<sup>1</sup>
- **75%** companies are integrating Web 2.0 into employee day-to-day activities<sup>1</sup>
- **71%** companies are integrating Web 2.0 with partner/supplier interaction<sup>1</sup>
- **69%** companies report that Web 2.0 tools have delivered measurable business benefits<sup>1</sup>
- **38%** estimated growth for the Social Business software market through 2014<sup>2</sup>
- **\$2B** estimated Social Business software market size in 2014<sup>3</sup>
- **IBM** identified as the market share leader in Social Platforms in 2010<sup>4</sup>

*“It will eventually be seen as essential to all large firms, **encouraging more open and transparent communications** with staff around the world, and **helping to improve relations** with existing and potential customers.”<sup>5</sup>*

<sup>1</sup> Source: McKinsey Global Survey; “How companies are benefiting from Web 2.0”

<sup>2</sup> Source: IDC, Predictions 2011: Welcome to the Mainstream

<sup>3</sup> Source: IDC, “Determining the Value of Social Business ROI: Myths, Facts, and Potentially High Returns”

<sup>4</sup> Source: IDC, Worldwide Social Software Software MarketShare by Vendor

<sup>5</sup> Source: Gartner, “Study encourages businesses to embrace social networking”; Nikos Drakos






# Get Social. **Do Business.**

Why does this matter to IBM ?





# 3 big ideas to build one **smarter planet**

-  **Instrument** the world's systems
-  **Interconnect** them
-  Make them **intelligent**

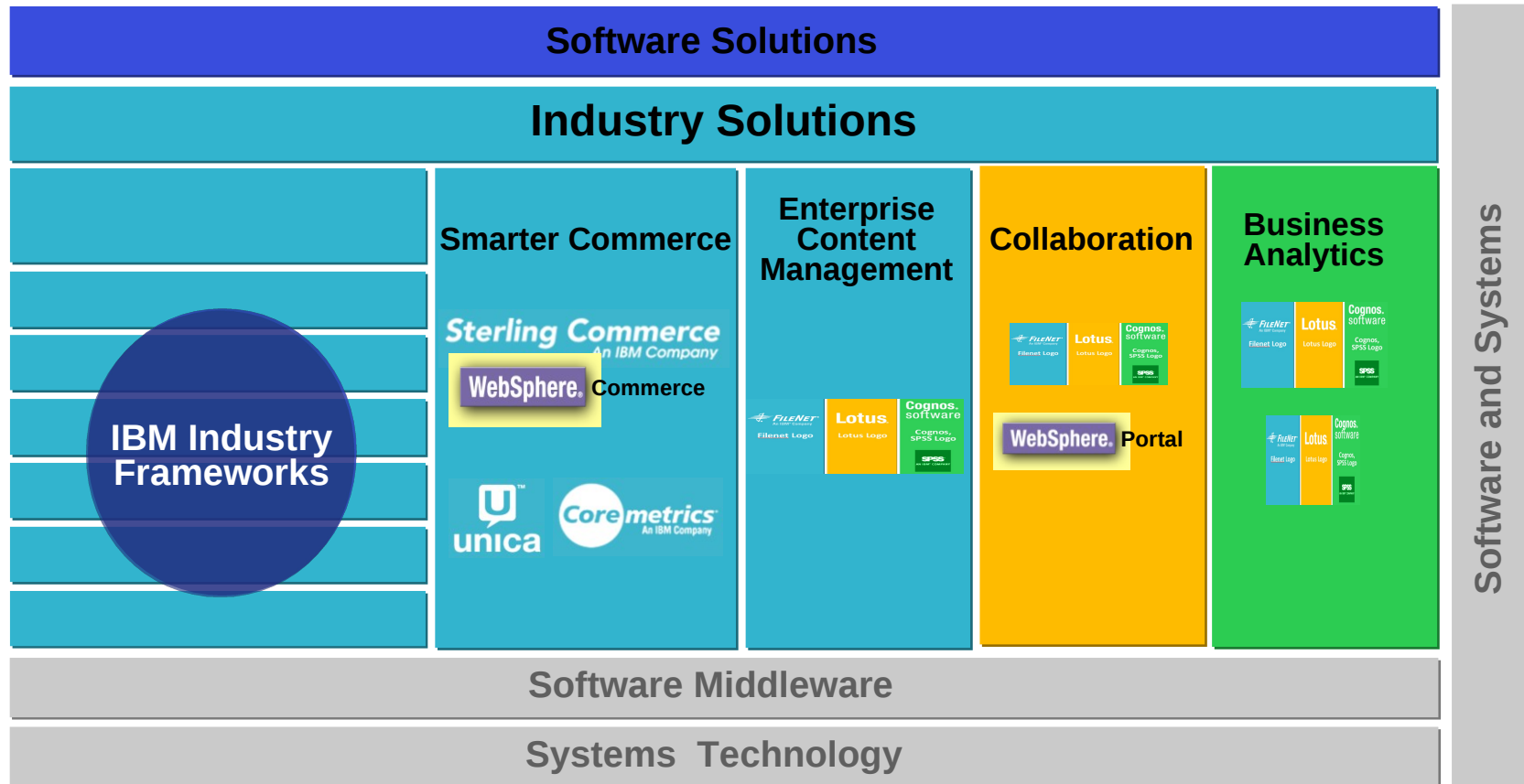
**Software** is key to transforming the planet and making **businesses smarter**



# IBM's Software Solutions Group

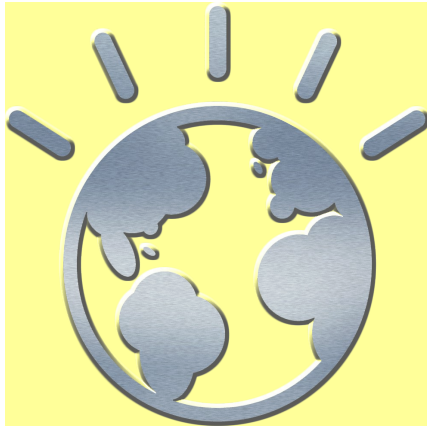
## A portfolio aligned to meet our client's needs

**Our Mission** To define and develop a new category of solutions software, leveraging IBM's Middleware portfolio, to **deliver an industry-oriented value proposition to line-of-business users**





# Social business for a smarter planet



On a smarter planet, people are transforming the way they interact...and **this transformation is impacting the way business is being done**

## Why Social Business is important to our clients...

**95%** of standout organizations will focus more on “getting closer to the customer” over the next 5 years.

– IBM CEO Study 2010

**69%** of respondents report measurable business benefits from Web 2.0 tools, including better access to knowledge, lower costs of doing business, and higher revenues.

– McKinsey Global Survey 2009

**57%** more likely to allow their people to use social and collaborative tools.

– IBM CHRO Study 2010

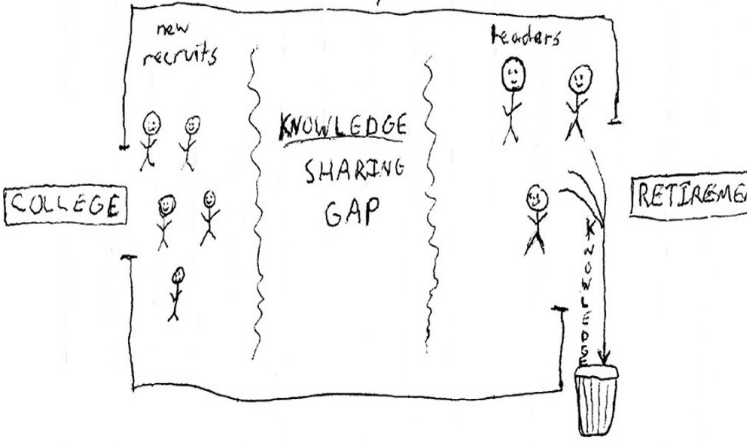


# Get Social. **Do Business.**

IBM believes that People are at the Center of this  
Social Transformation



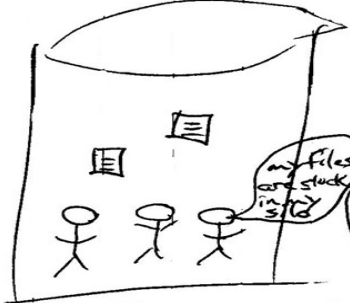
"MY COMPANY"



IT

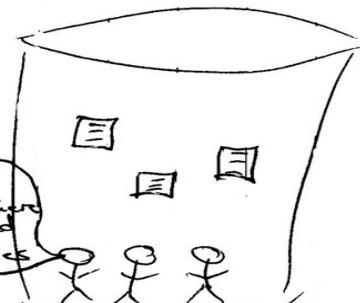


Marketing



My files are stuck in my silo

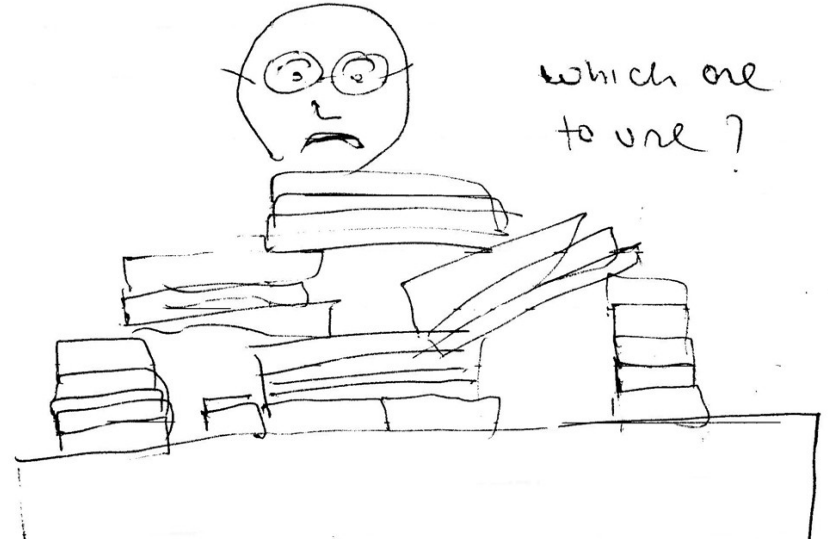
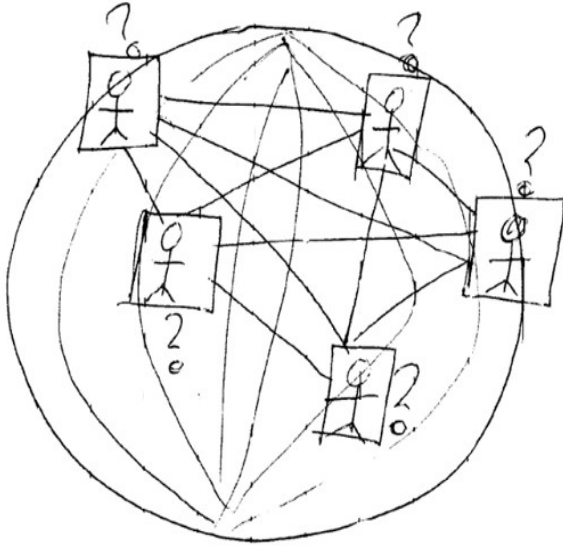
Finance



Hello over there. I need your files.

Information loss

when user leaves the business skills & expertise can leave with them eg. customer agreement documentation only held by one person via or email





Consider a people-centric model



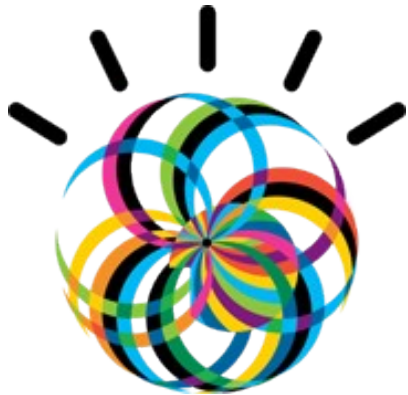


# Get Social. **Do Business.**

IBM's strategy for Social Business



A Social Business embraces networks of people to create business value



**ENGAGED**  
**TRANSPARENT**  
**NIMBLE**





**Social Transformation**



### Internet / Extranet

**Customers** interacting as an individual (self-service), interacting with other customers and company representatives (efficiently, via social tools), with the company overall (**driving brand awareness & revenue growth**)

Business/Government to Customer/Citizen

Business to Business

**Social Transformation**

Business to Employee

Peer to Peer

### Intranet

**Employees** interacting as individuals (expertise), interacting with self-forming, distributed teams (peers, customers, partners & suppliers), as a company overall (communities incorporating customers & partners around innovation) **reducing the friction of work.**



Exceptional Web Experience



Project

**NORTHSTAR**

Business/Government to  
Customer/Citizen

Business to  
Business

**Social Transformation**

Business to  
Employee

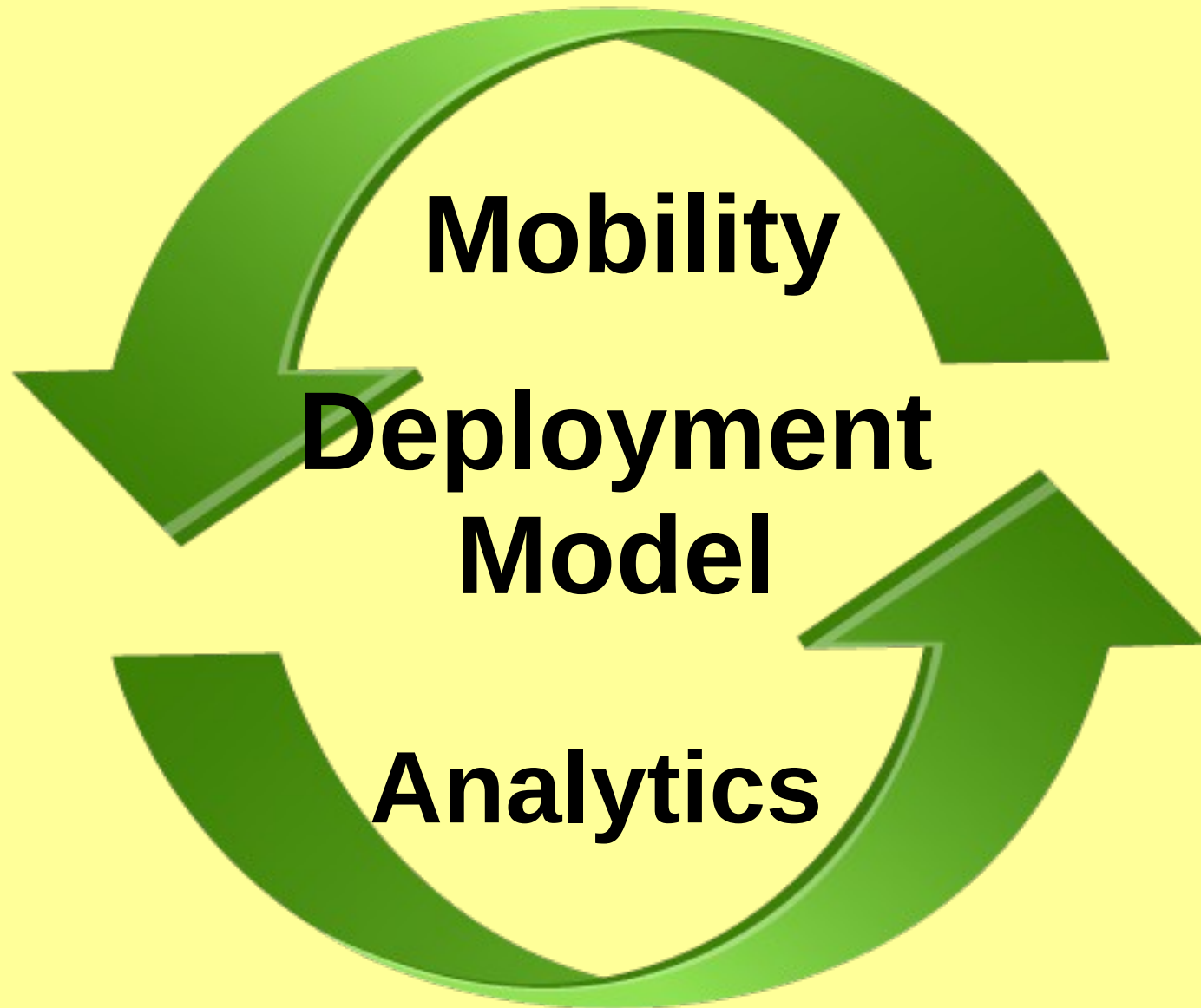
Peer to Peer

Exceptional Work Experience



Project

**VULCAN**

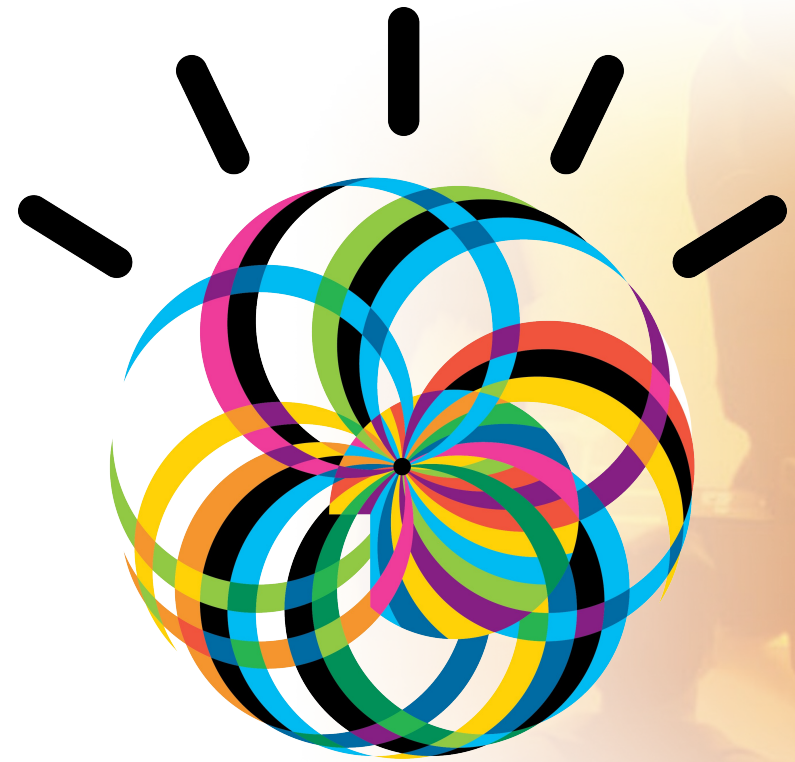


ulcan

tional

**RK**

Experience



# Social Everywhere



# Mobile **First**. Mobile **Everywhere**.



Apple iOS



open handset alliance

Google Android



Nokia Symbian



Blackberry

Delivering exceptional mobile experiences for advanced collaboration on smartphone platforms

- Facebook now receives more updates from mobile devices than PCs...  
... and has declared 2011 “the year of mobile”
- RIM delivers more Blackberry integration to IBM Collaboration than any other
  - Presence, E-Mail, Instant Messaging, Social Software, Team Collaboration, Document Editing, Online Meetings
- IBM Collaboration Solutions natively support Mobile Browser Access...  
... and more and more apps are being delivered across multiple platforms



# Social Business **EXPERIENCES**

*Optimize your  
workforce*



*Deepen client  
relationships*

Exceptional  
**WORK**  
Experience

Exceptional  
**WEB**  
Experience

**IBM Social Business Framework**



Exceptional



Experience

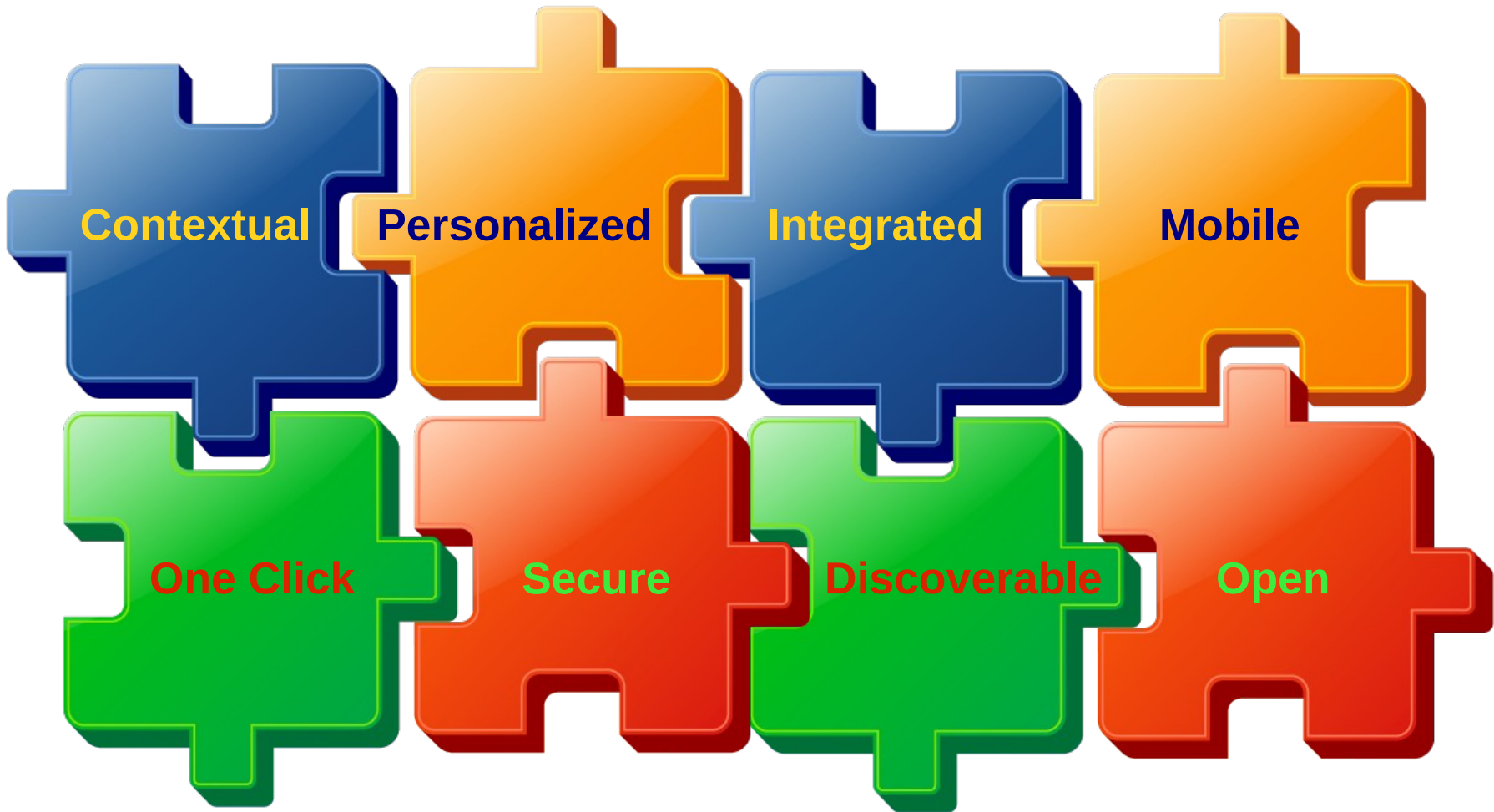


Standout organizations are **57%** more likely to allow their people to use social and collaborative tools.





# Exceptional **WORK** Experience





# Exceptional **WORK** Experience



The screenshot shows a web browser window displaying the IBM Lotus Notes interface. At the top, there is a navigation bar with 'Home', 'Mail 3', 'Calendar', 'People', 'Places', and 'Apps'. Below this is a 'Home' section with a 'Customize' button and a search bar. The main content area is divided into three columns:

- Enterprise Activity Stream:** A central column showing a feed of updates. It includes a 'Connect and Share' header, a 'For Me' filter, and several activity items such as 'Frank Adams shared a file with you' (2011 Budget.ods), 'Gail Chao uploaded a file' (Customer Presentation - External), and 'Gail Chao shared a file with you' (Design Specifications - GT).
- Mail widget:** A right-hand column titled 'Mail' showing '12 new messages'. It lists several messages from 'Natalie Olmos', 'Minh Li', and 'Frank Adams' with their subjects and times.
- Calendar widget:** A bottom-right column titled 'Calendar' showing the date 'Sep 10' and a list of events, including 'OFN Kickoff Meeting' and 'Review OFN Opp'.

Enterprise Activity Stream

Mail widget for inbox access

Calendar widget



# Exceptional **WORK** Experience



The screenshot shows a web browser window with a menu bar (File, Edit, View, History, Bookmarks) and a navigation bar (Home, Mail, Calendar, People, Places, Apps). The main content area is divided into three sections:

- Mail:** A list of messages with headers like "Gail Chao Re: Finding the perfect solution for y", "Frank Adams Could you send me information about", and "Dan Misawa Update on Project Phoenix - Hey guy".
- Apps:** A vertical menu with options: Files (Upload, New Document), Activities (Start an Activity, High Priority), Charts (New Chart), Forms (New Form), Events (New Event, Invitations), Meetings (Host Meeting, Join Meeting), Tungle, and Salesforce (Manage Apps).
- User Profile:** A card for "Samantha Daryn" with options to "Edit My Profile", "My Profile", "Settings", "Help", and "Log Out".

"Quick Look" dropdowns for mail, calendar, people and places triggered on hover

Apps menu includes all other applications a user has access to including 3<sup>rd</sup> party extensions.

Site-wide Settings, Identity and access to My Profile

# Exceptional **WORK** Experience

Social Business.



File Edit View History Bookmarks

Home Mail 3 Calendar People Places Apps

Welcome back **Samantha** Log out IBM

Mail New Reply Reply to All Forward Tools Show View: By Date Search Share

Inbox 3  
Drafts 2  
Sent  
Tasks  
Junk  
Trash  
All  
Folders  
Tools  
Other Mail

Sort by default

Dan Misawa 2:03 p  
Project Sofia kicking off this week

Minh Li 1:50 p  
Files: Minh Li has updates Sales

Samantha Daryn 1:23 p  
Invitation: Marketing Meeting

Charlie Hamilton 12:03 p  
Re: Information for those attending

Minh Li 11:54 a  
Accepted: Sales Meeting

Natalie Olmos 10:30 a  
Task Request: Status on the project

Minh Li 9:28 a  
Don't forget to fill out your forms for

Natalie Olmos 8:32 p  
Activities: You have been added to

Dan Misawa 9:28 a  
New request for fall plan and this ye

Natalie Olmos 9:28 a  
ShhhH! It's a surprise

Sam Curman 8:32 p  
Professional Development

Minh Li 9:28 a  
Renovations Conference call for talks

**Sales Figures 2010.odt v.5 1:50p**  
Download file | Edit | Share | Add to Folder | More

Agenda  
Welcome  
2009 Growth  
Vacation Schedules  
Corporate Travel  
Benefits Update  
Wrap Up  
Questions?

Page 1 of 20 Next | Previous | Preview

Description screens for next weeks meeting  
Last updated by Minh Li on Monday, July 10, 2010  
Size 915 KB  
Sharing External | Shared with 6

Comments (1) About this file Sharing Versions (5)

Type your comment here

I updated July's figures let me know if ok  
Minh Li at 5:30p

I am available

File share embedded experience in email

# Exceptional **WORK** Experience

Social Business.



The screenshot shows a web browser window displaying the IBM Lotus Notes interface. The browser's address bar is empty, and the page title is "Home". The interface includes a navigation bar with "Home", "Mail", "Calendar", "People", "Places", and "Apps". A search bar and a "Share" button are visible. The main content area is divided into two columns. The left column, titled "Connect and Share", contains a "My Newsfeed" section with a "Share something" input field and a list of news items. The right column contains an email inbox and a calendar. A yellow callout box points to a "Share" dialog box that is open over the newsfeed. The dialog box has tabs for "Share:", "Status", "Message", "File", "Blog Post", "Forum Topic", and "Task". The "Share:" tab is selected, and it shows a large empty text area for sharing content. Below the text area, there are "Attach: File | Bookmark" options. The newsfeed items include a live stream by Konrad Lagarde, a post by Frank Adams about a 2011 abstract, a "Weekly Team Review" activity, a wiki page creation, and a post by Heather Reeds about a brand awareness campaign.

Share Box is available from any destination.

# Exceptional **WORK** Experience

Social Business.



The screenshot displays a web browser window with a menu bar (File, Edit, View, History, Bookmarks) and a navigation bar (Home, Mail, Calendar, People, Files, Apps). The main content area is titled 'Places' and shows a list of 93 items, with the first few being 'Rainforestry Innovation', 'Night Owl Brainstorming', and 'Earth Day'. A yellow callout box with the text 'Persistent access to unified communications' points to the 'Earth Day' entry. On the right side, there is a 'Recommendations' section and a 'Sametime' chat window. The chat window shows a list of participants under 'Marketing Team' and 'Sales Team', including names like Charlie Hamilton, Dan Misawa, Keiko Okamoto, Heather Reeds, Minh Li, Nataline Olmos, Ted Amado, Daniel Misselle, Larry Moriarty, and Bill Ranney. At the bottom right, there is a status indicator 'I am available'.



# Exceptional **WORK** Experience



The screenshot shows a web browser window with a document titled "Business Update.odt". The browser's address bar is empty. The document's interface includes a menu bar (File, Edit, View, Create, Layout, Table, Tools) and a toolbar with various editing icons. On the left side, there is a "Comments" sidebar. A yellow callout box with a speech bubble tail pointing to the comments section contains the text: "Collaborative, simultaneous editing with commenting and tasks".

**Comments**

- Let's get the official tag line...
- Ted Amado** Today 2:06p  
Let's get the official tag line from the marketing team and check on any trademark/copyright requirements
- Comment
- Consider reconsider the openin...
- This sentenct isn't clear. Ar...

**Business Update**

renovations

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ac lectus sem. Integer at eros nec sem pharetra cursus et sit amet elit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Phasellus interdum porttitor magna eu eleifend. Donec tincidunt, tellus id convallis viverra, felis nulla euismod enim, ut faucibus tortor odio eu ante. Donec at odio non lorem mattis fringilla. Phasellus scelerisque magna at turpis mollis id vulputate dui facilisis. Sed iaculis risus eu risus molestie at facilisis tellus pulvinar. Sed vehicula consequat mauris, eget vehicula augue egestas vitae. Integer hendrerit, diam vel tristique luctus, lectus sem rhoncus magna, non iaculis elit odio in justo. In tincidunt luctus mi sed gravida. Nam aliquam eros at leo vulputate molestie.

Donec in ligula at orci bibendum dictum. Curabitur sit amet massa risus, non egestas diam. Donec vehicula sodales sapien quis tincidunt. Vivamus egestas, risus ut porttitor viverra, nulla erat dictum porttitor viverra, nulla erat dictum.

At the bottom of the browser window, there is a status bar showing "I am available" and a chat icon.



Exceptional

# WORK

Experience







# Exceptional **WORK** Experience



**Most Voted**

Mobile Expense Reporting Application	3
Idea 5	3
Add Org charts to Connections Communities	3
Demo IdeaCtr Blog	2
idea2	2




**Most Commented**

share common lib across LC apps	3
Mobile Expense Reporting Application	2
testidea_midfeb1	2
Re: share common lib across LC apps	2
web based admin tool	2

**Recommendations**

Collaboration Agenda for Insurance.odp	x
3 related tags	
1 related person	
Lotus Mobile Connect Technology Adoption Program	x
4 related tags	
IBM WebSphere Portal Business Solutions Catalog	x
4 related tags	
Lotus Greenhouse	x
4 related tags	
Lighthouse Portal	x
5 related tags	
Previous	

**Do You Know**

**Brian J. Pearson**



**Invite to connect** Remove

- You are tagged the same
- You have used the same tag
- You have both tagged the same person
- This person tagged you
- You tagged this person
- You share a bookmark
- You share some colleagues
- You are in a community together
- You share some files
- You share activities
- You both edited the same wiki
- They share files with you
- The same people have tagged you both
- You share some files

**Who Connects Us?**

You

↓

**Jacques Pavlenyi**

↓

Marlon O. Machado

---

How are you and Jacques Pavlenyi connected

- You are colleagues
- You share an activity
- You co-edited 5 wikis
- You share 3 forum threads

---

How are Jacques Pavlenyi and Marlon O. Machado connected

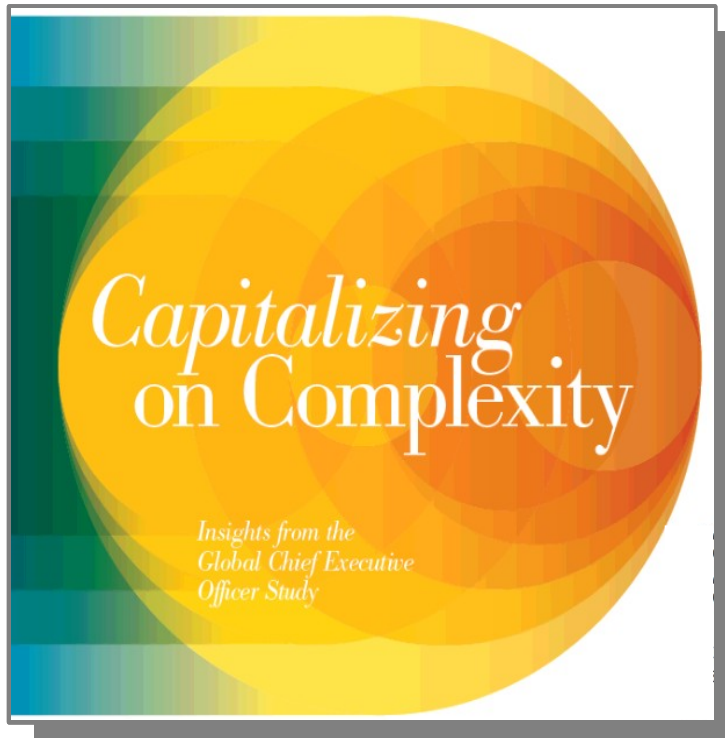
Social Analytics



Exceptional



Experience



**95%** of standout organizations will focus more on “getting closer to the customer” over the next 5 years.

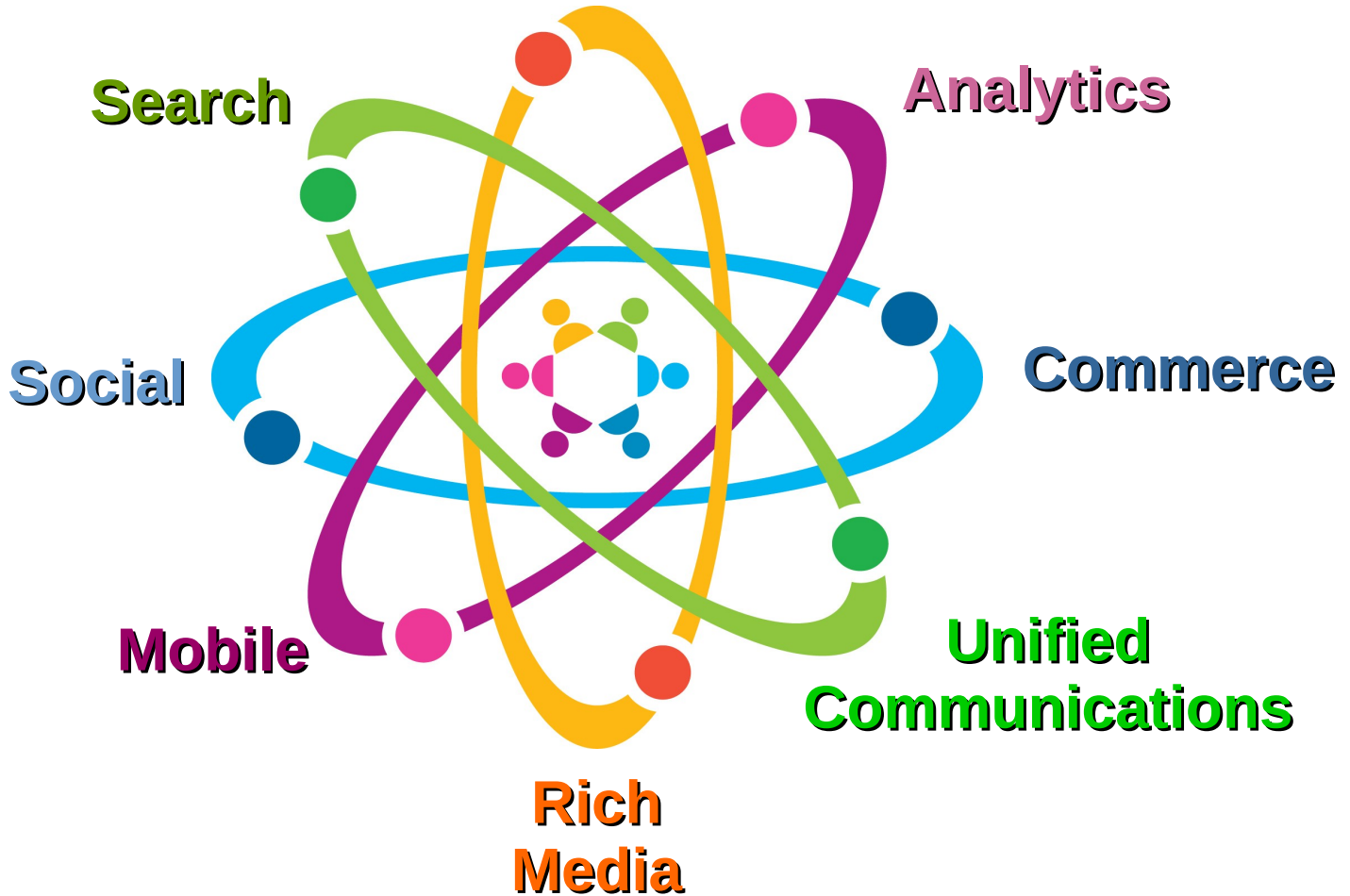


Exceptional



Experience

**Web/Content Platform**



# Exceptional **W O E B** Experience

Personalized Experience

 renovations



Frank  Logout

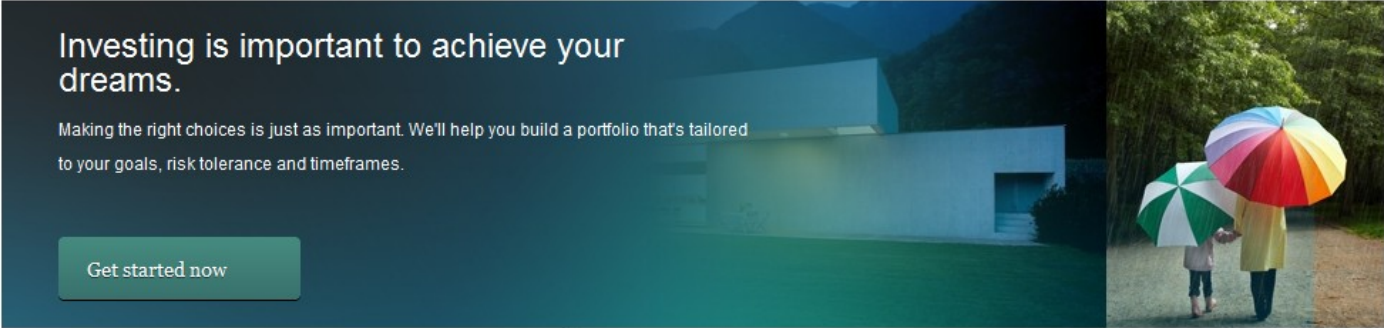
MY LANGUAGE  SELECT

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Tags: Investments, Taxes, Insurance

Author: Minh L. Created: 2 days ago Rating: 

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

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 Anna Bauer

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- [Modify your investments](#) >
- [How to apply](#) >
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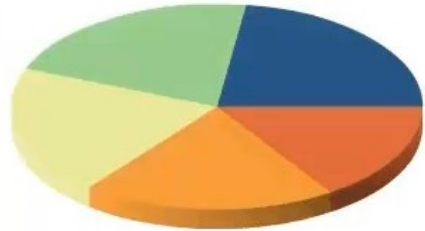
# Exceptional **W** **B** Experience

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 Abandon...rt Items

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

Collaborative, simultaneous editing with commenting and tasks

Collaborate



renovations

Page level analytics and real-time dashboards


Frank Logout MY LANGUAGE SELECT

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# Exceptional **W O E B** Experience

Investments ▾ Tasks Edit Preview Analytics Content Targeting Campaigns Enable LiveView

Overview  
 Edit Content →  
 Translation  
 Add Page Content  
 Change Page Style  
 Change Page Layout  
 Access Controls

Display All  
 Administration  
 Collaboration  
 Tools  
 Existing Content >  
 New Content  
 Social Content

**Object Palette**  
 Drag and Drop Portlets, Widgets, and Content to the page below


Site Update.odp | Article List | Article List Headlines | Article List Targeted | Article Multi-locale | Article Short | Article Standard | Article Targeted | Flash Movie | Green 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 | Product List Short | RSS Article List | RSS Article List

**Preview in context**

... started now


**Content**



**PROTECTING INVESTMENTS AGAINST LOSS**  
 Investments are people too! This articleshows 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  
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 Tags: Investments, Taxes, Insurance  
 Author: Alex K. Created: A week ago Rating: ⭐⭐⭐

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- Apply for new Mutual Fund >
- Modify your investments >
- How to apply >
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Drag and drop editing

Preview in context



Exceptional



Experience

Get started now

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Click to call



# Small Business Solutions

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## 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.](#)

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Betty Zechman



Heather Reeds



Gardner Raynes



Pierre Dumont



Ed El-Amon

Social Communities

## 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

Facebook



Brian Cheng  
quasifu



quasifu Look successful 20  
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 O E B** Experience



PROSPERO



Heather Logout

MY LANGUAGE SELECT

ABOUT PLANNING INVESTMENTS RETIREMENT INSURANCE LOANS BANKING

Mobile

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

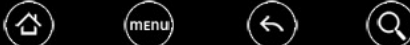
My Portfolio >

My Retirement >

My Policies >

Chat with an Advisor >

Highlights 2 Applications 10 Messages 3 Accounts Settings



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 >

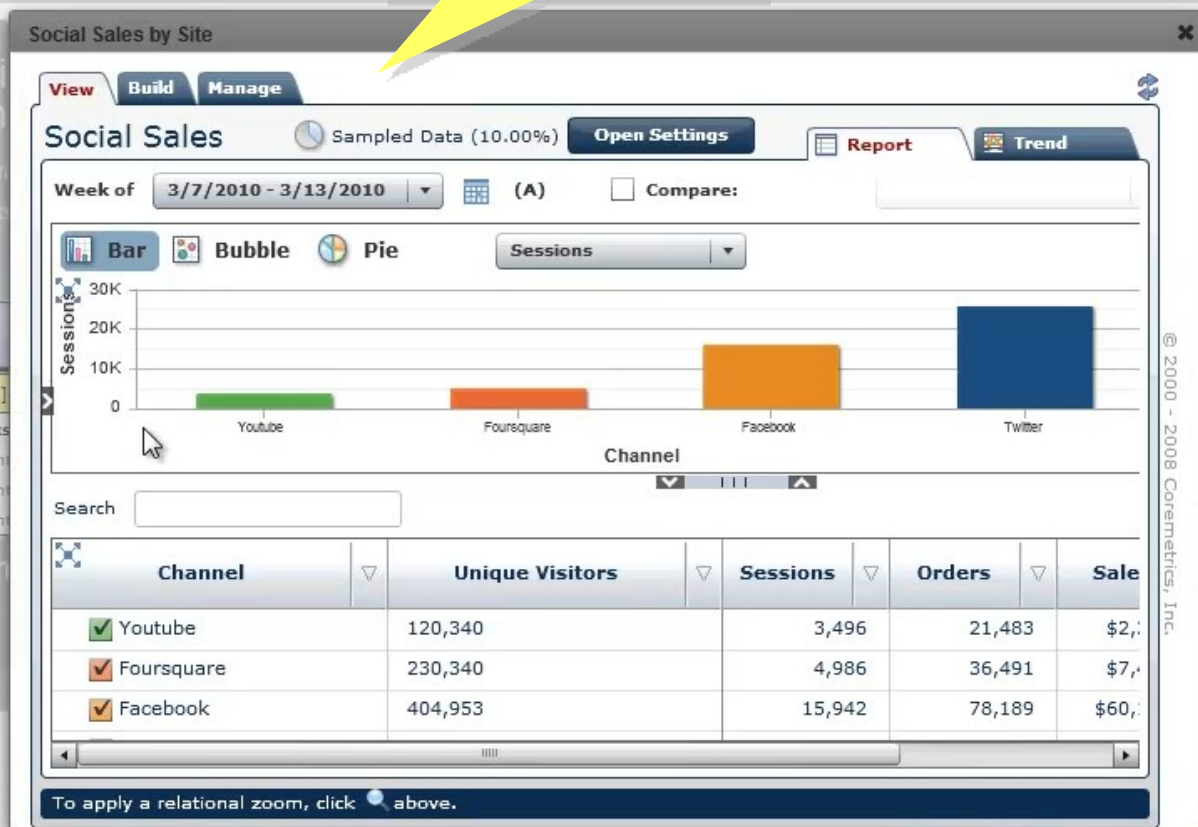




# Exceptional **W** **E** **B** Experience

Click count analytics

Advanced analytics on page actions



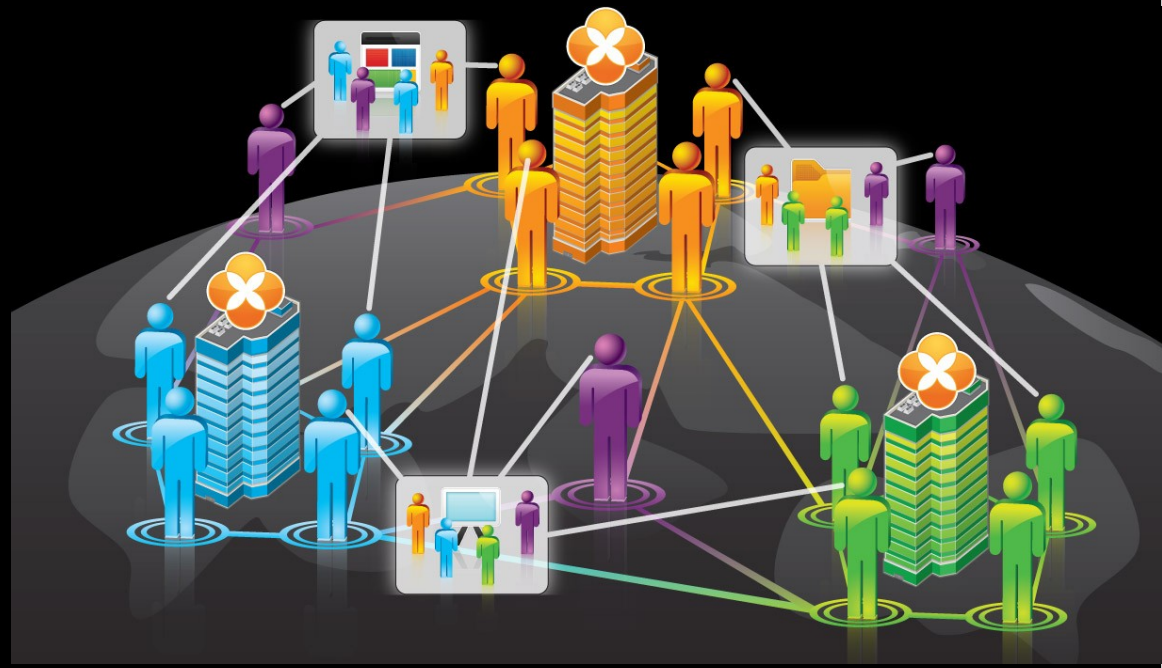
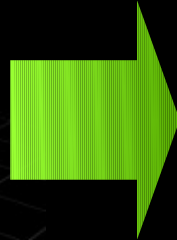


# LotusLive™

Social Business

Growth and Innovation

Cost reduction





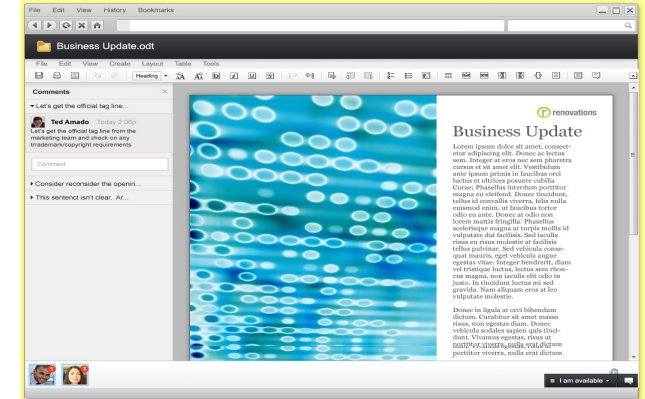
# Deployment Choice: On Premise or in the Cloud



Messaging



Collaboration



Documents

**IBM LotusLive Notes service**  
providing Lotus Notes software as a hosted service

- 25 GB mailbox
- 99.9% service level agreement
- Anti-Spam / Anti Virus
- Instant messaging
- Rich client
- Browser

- Options
- Mobile services
- Retention archiving
- Single sign on
- Managed onboarding

**IBM LotusLive Engage service**  
providing a suite of IBM's leading edge collaborative services.

- 5 GB of data storage
- Social networking
- Project management
- Instant meetings
- Online forms
- Chart visualization
- Communities of interest
- Extranet collaboration
- Online files

**Symphony and Project Concord**  
providing rich client editors and integrated online editors.

- Rich client included with support with LotusLive Notes.
- Online editors in beta to be released in 2011. Documents, presentations, spreadsheets.
- Online editors will be integrated with the rich client and online suite.



# Get Social. **Do Business.**

*Business outcomes*

**Deepen client relationships**

**Drive operational effectiveness**

**Optimize your workforce**



*Realized through*

## Exceptional Web Experiences

Enable **engaging customer interactions**  
Self-service, with other customers, with company representatives, and with the company overall (brand, revenue)

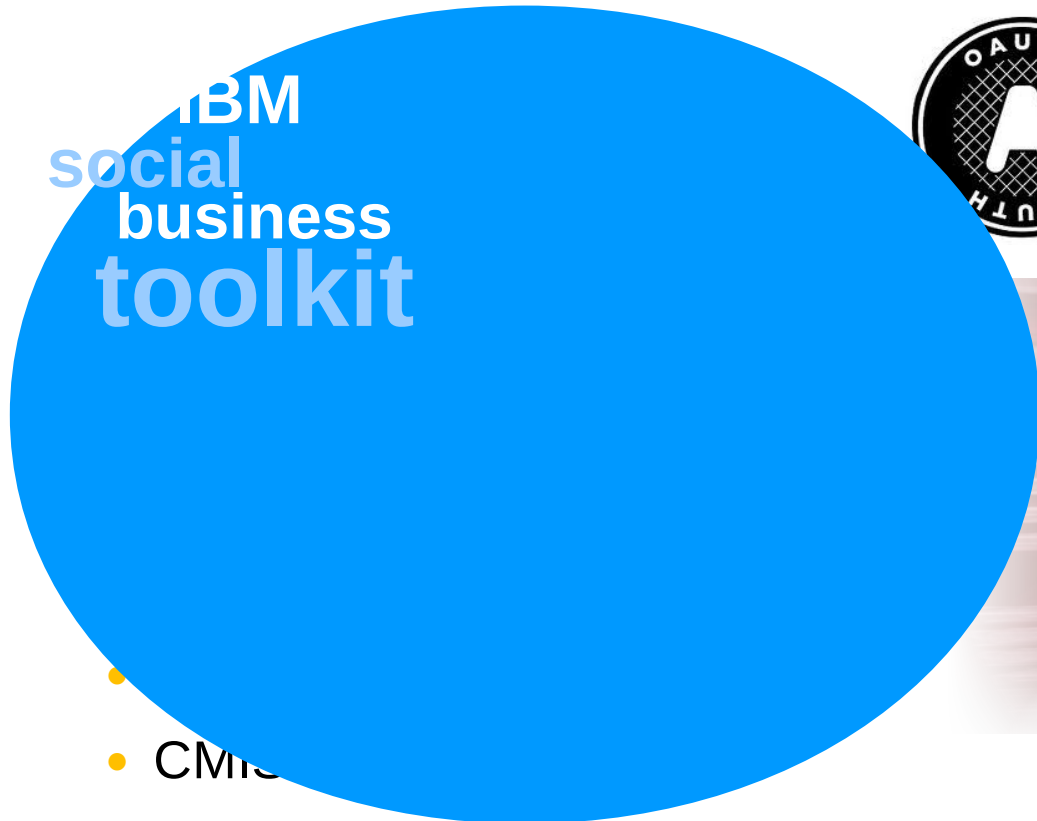
## Exceptional Work Experiences

Enable **nimble employee interactions**  
Peer to peer and in teams, with customers and partners, and with the company overall, business to employee

*Enabled by*

## IBM Social Business Framework

A modular and open set of capabilities that accelerate the development of advanced Social Business solutions



- 
- CMIS
- Atom
- ActivityStreams
- HTML 5
- OpenAjax
- ARIA

opensocial







*Activity Streams*





# Providing Embedded Experiences

Activity Stream

-  Silanis Site Update.odp has been digitally signed and is ready for publish  
6 Jan
-  Project Zeus Community - Content was updated  
6 Jan
-  The budget report for September 2010 is now ready for preview  
6 Jan
-  Dan Misawa exceeded customer discount amount  
6 Jan
-  Alert: Your expense statement has been approved  
6 Jan
-  Coremetrics Alert: Average Online Order

Activity Stream

Company Meeting.odp

Share Add Comment Preview

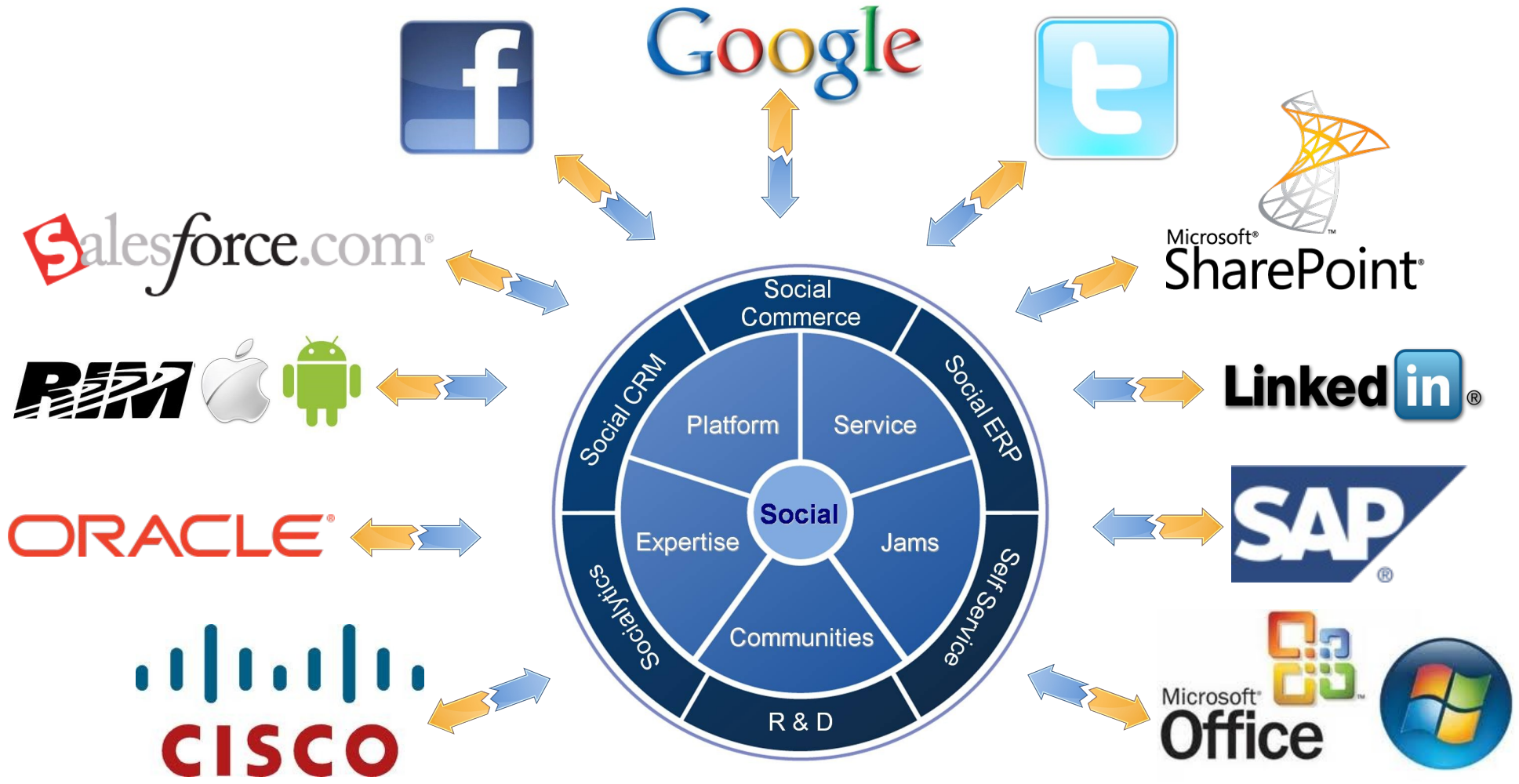


7 slides

Updated	<b>2 weeks ago</b>
Owner	<b>Jasmine Haj</b>
Description	Latest version of the presentation for the 2011 company meeting.



# Social Business **EVERYWHERE**





Business As Usual

Social Business

Decision Making



Deepen relationships with customers



Enterprise Content Management



Generate new ideas faster



Software Development



Enable a more effective workforce







# Get Social. **Do Business.**

Customers get Social... to do  
Business !



## IBM customers are achieving real business results with social collaboration today



**Rheinmetall AG** uses embedded web 2.0 collaborative tools to bring together isolated divisions and workgroups into business-wide communities creating **flattened, always on and optimized global network of experts. with 100% team transparency, 24/7 project work is possible**

At **Chubu Electric**, enterprise wide collaboration build on Lotus solutions enables them to **rapidly develop high-value products and services.**



connect.BASF

*Online Business Network of BASF*



Employees and their expertise at **BASF are visible** across the organization regardless of organizational role. **Projects and task transparency creates more effective and time saving knowledge sharing**

## For **CEMEX**, becoming a Social Business allowed them to create a more agile and efficient organization

The vision was clearly defined...



Encourage collaboration

Build knowledge and experience

Develop initiatives to:

- better serve **customers**
- improve **productivity**
- **be better prepared** for future challenges

## CEMEX Shift Platform

The value is real...

- **Agility and efficiency** = collaboration between 7K staff in 50 countries
- **Open and authentic culture** = new products, faster and first global product, Ready-Mix
- **Market growth** = new markets for existing products, new products for existing markets

...true innovation and transformation



Source: Gilberto Garcia, "CEMEX and becoming a social business with IBM software," 2010.



## For **China Telecom**, becoming a Social Business streamlined innovation and product development

### Need:

To bring products to market at a more competitive, faster pace



## China Telecom's Solution

...an integrated innovation platform that enables collaboration among employees, partners and customers.

- **Allowed 554 new "voices"** into the development process during the first six months of the platform launch, with the publication of the first idea a mere ten minutes after launch
- **Enabled the organization to gather ideas directly from consumers'** Web 2.0 entries and launch new services with the knowledge that subscriber demand exists
- **Reduced opportunity costs and risk** by expanding sources for new product ideas



•Source: China Telecom, 2010.



## **For Sennheiser, becoming a Social Business** *orchestrated deeper knowledge based support via online collaboration*

**Need:** Enable representatives to help audio engineers prepare for concerts and solve problems fast.



 **SENNHEISER**

### **Global Social Collaboration Solution**

...connecting customer support representatives, audio engineers and global experts to:

- **Build strong customer relationships** for idea sharing
- **Rapidly solve problems and streamline live events** by transforming a large quantity data into an easily accessible knowledge base
- **Collects critical detailed information** on equipment requirements and the technical specifications for global venues

*“The collaboration platform connects team members with customers and partners. Global RF specialists have a solution for working together around the world.”*

Source: Klaus Höling, Director IT & Group CIO, Sennheiser electronic GmbH & Co. KG, 2010.





**Cultivate trusted relationships**

**Enable existing applications**

**Connect and work anytime, everywhere**


**Get the right expertise to make it happen**

*Experience what it's like to be a Social Business*



Blogs Profile Activities Bookmarks

Communities Wikis Files

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Sametime: "Get Social. Do Business !" @ P

Actions

Blogues Profil Activités Signets

Communautés Wikis Fichiers

 **Milcent, Pierre**

Curiosity is a smart default, shared knowledge is unparalleled - 33 (0)6 72 96 23 00  
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pierre\_milcent@fr.ibm.com

Sametime: I am available

Envoyer un e-mail | Discussion | Autres actions

# Thank You !