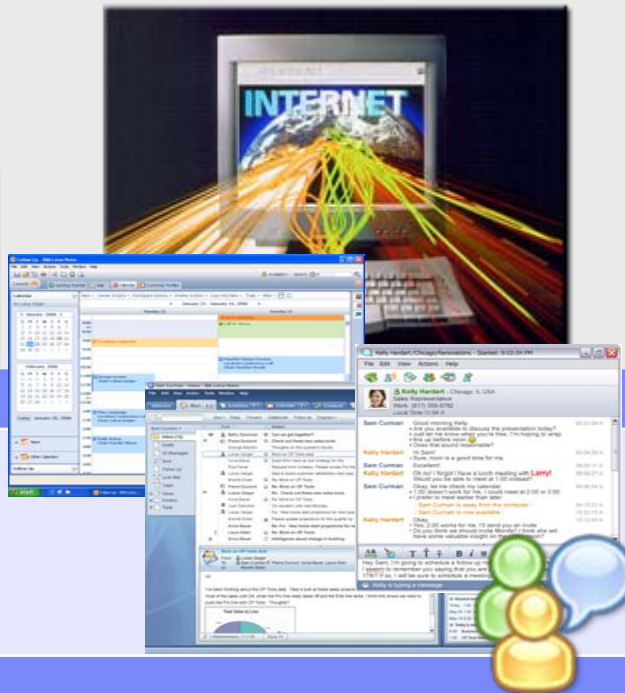


**Comment IBM utilise le Portail et les outils de collaboration (réseaux sociaux, etc..) pour gagner en efficacité en interne ?**



Didier ROCHE  
Directeur BT&IT France, NWA  
25 Mars 2008

## La feuille de route de la Business Transformation chez IBM

- **Supporter la croissance** par la transformation des processus et l'optimisation de l'IT.
- **Amener le centre de décision business proche des clients** pour répondre plus rapidement et plus efficacement à leurs attentes
- **Globaliser les fonctions support** (fonctions support partagées)
- **Créer une culture de collaboration, d'innovation, et d'excellence**
- **Développer et opérer selon de nouvelles valeurs**



## WEB 2.0 définition ?

- C'est un WEB dit de 2ème génération **d'usage** et non de technologie.
- C'est l'utilisation du **WEB comme outil collaboratif** et non plus seulement de communication et de recherche d'information.
  - Les technologies et certains usages existaient déjà aux débuts du WEB mais étaient réservés aux « pioniers ou spécialistes ».
- C'est le **nouveau côté « social networking » du WEB**, adapté à l'évolution de la société, qui explique l'impact sociétal et l'intérêt médiatique.
- C'est en résumé un système ouvert d'acquisition de connaissances dans lequel **les inter-actions humaines génèrent le contenu** qui est publié, géré, et utilisé par des applications en réseau et en mode architecture orientée service S.O.A.

# IBM a changé et change encore tous les jours !

## Mobilité

**Sans bureau attribué**

**Monde = 40% France = 70%**

## Ancienneté chez IBM?

**Moins de 5 ans = 45%**

**Moins de 10 ans = 71%**

**Non-US < 5 ans = 54%**

## Arrivées suite acquisitions

**1 sur 9 = 40 000**

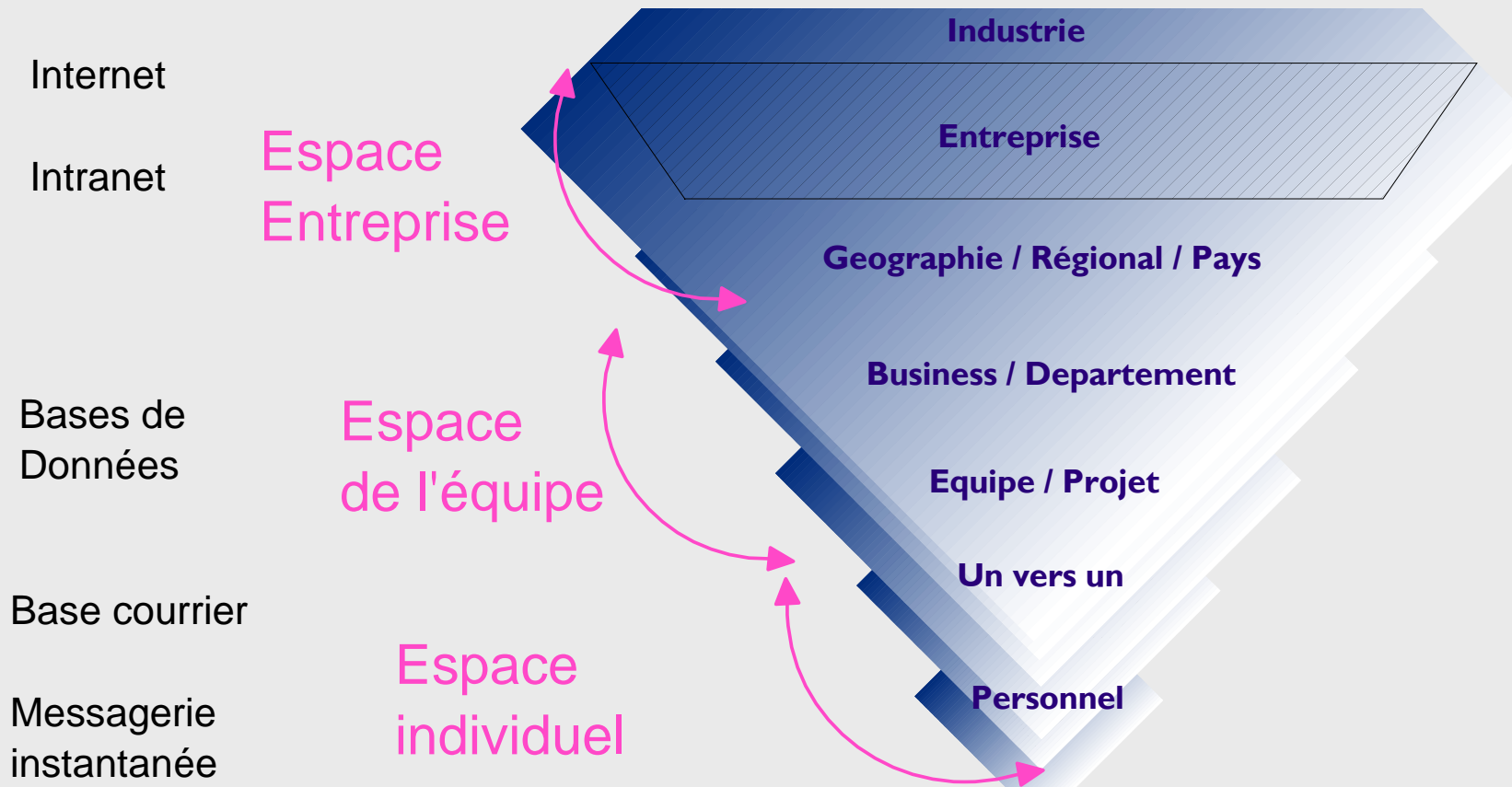


# Values and motivational characteristics vary *by generation*

Source: FDU Magazine

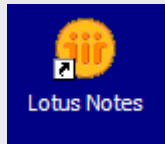
	Veterans 1922 - 1945	Baby Boomers 1946 - 1964	Generation X 1965 - 1980	Generation Y 1981 - 2000
<b>Work ethic and Values</b>	Hard work Respect authority	Workaholics Question authority	Self-reliance Sceptical	What's next Entrepreneurial
<b>Work is . . .</b>	An obligation	An exciting adventure	A difficult challenge A contract	A means to an end Fulfilment
<b>Core Values</b>	Respect for authority Conformers	Optimism Involvement	Scepticism Informality	Confidence Extreme fun
<b>Interactive Style</b>	Individual	Team player Loves to have meetings	Entrepreneur	Participative
<b>Communications</b>	Formal Memo	In person	Direct Immediate	Email Voice mail
<b>Feedback and Rewards</b>	Satisfaction in a job well done	Money Title recognition	Freedom is the best reward	I want it NOW Meaningful work
<b>Messages that Motivate</b>	Your experience is respected	You are valued You are needed	Do it your way Forget the rules	Work with bright, creative people
<b>Communication Media</b>	Rotary phones Write a memo	Touch-tone phones Call me anytime	Cell phones Call me only at work	Internet Email

- Caractéristiques de l'information

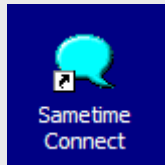


# Le bureau virtuel : On Demand Workplace

Les applications sont à +90% sur l'intranet W3 et 100% de la communication



Messagerie



Messagerie instantanée

Global Print

Imprimer sur tous les sites

BluePages

Répertoire IBM mondial

Search

Moteur de recherche

HelpNow

Assistance

Feedback

Commentaires

Single sign-on :  
IBM Intranet ID + password

# Et la voix intégrée “fusionnelle” : CLICK To Call :

**Review voice strategy 877-4...**

Actions Options Help

**Review voice strategy 877-421-00...**  
**On: February 16, 2007**  
**At: 11:00 AM - 12:00 PM**  
**Starting in: 10 minutes**  
**Call: 421-0028** [Connect me](#) 0:10

Attending (0)

Not yet here (7)

- Bob Hughes\*
- Jukka A Aunola
- Michael Rubin
- Paul Sunley
- Flor Brouard
- Karen Fenno
- Mark Wegman

**Robert Hughes**  
 BT/IT Global IT Infrastructure CoE IT (N...  
 725-7242 / 1-914-514-5016  
 I am available @ Pleasa... (Sametime 7.5)

Scheduled



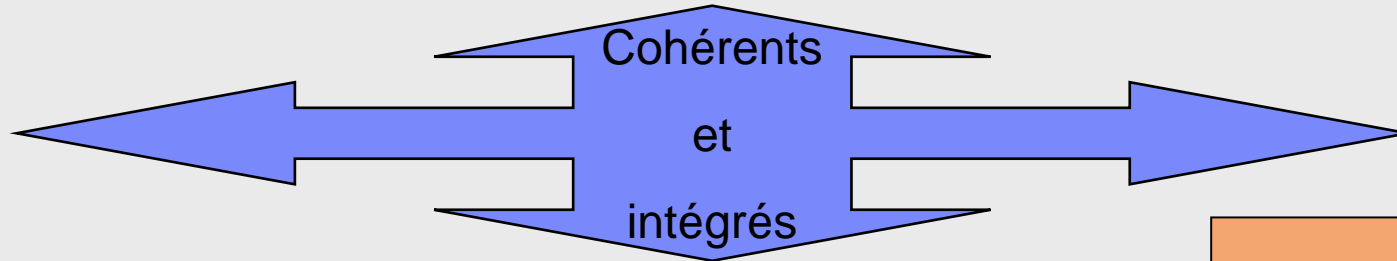
Calendar Entry

**Meeting** [Connect me now](#)  Notify r  Mark P

<b>Subject</b>	Infrastructure Strategy & Architecture Team Meeting (877-421-0030 pc 799889, or, 770-615-1247)		<b>Chair</b>	Rick Sheftic/Burlington/IBM
<b>When</b>	<b>Starts</b>	Thu 02/01/2007 09:00 AM	<b>Where</b>	Location
	<b>Ends</b>	Thu 02/01/2007 10:30 AM		1 hr 30 mins
<b>Invitees</b>	Required (to) Bob Hughes/Somers/IBM@IBMUS, John Bendas/Somers/IBM@IBMUS, Mark Wegman/Raleigh/IBM@IBMUS, Matthew Johnson/Australia/IBM@IBMUS		<b>Categorize</b>	



# Des outils toujours plus communicants



Notes teamrooms

QuickPlace

e-meetings

text chat Lotus Sametime Connect PC to PC chat

BluePages

On Demand Workplace

Technology Adoption Program

IBM PODCAST

WikiCentral Home

BlogCentral

My Help

ThinkPlace

jam

Web 2.0

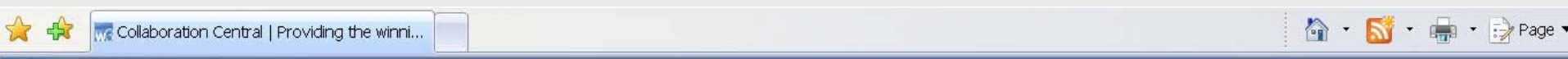
Vidéo on demand

RSS FEED

Talk to us! We'll talk back.

We [blog](#) and [Podcast](#) now.

# Outils de collaboration dans l'entreprise et au-delà



W3 Collaboration Central
Search w3  GO
Search Collaboration Central
w3 home BluePages HelpNow Feedback

- Collaboration Central
- Overview
- IBM Collaboration in Action Framework
- Meetings and Events
- Teams
- Communities
- Individual Initiatives
- Sitemap

**KCBlue**

**Where can you find over 1,900 IBMers that are passionate about collaboration... ?**

Where can you participate in education & learning sessions about Web 2.0, The Culture of Collaboration, and the future of Sametime?  
[Read More >>](#)

**UPDATE: Expert and Knowledge Tracker**

Expert resources brought directly to you as you are performing your job.

[Read More >>](#)

**Smarter Decisions Faster: TeamFocus**

Let this team of certified facilitators help your team take action!

[Read More >>](#)

- IBM Collaboration in Action
- Featured Offerings
- News
- Reference

**Featured events & offerings**

**New Explore Mentoring**  
 Mentoring is for everyone! Mentoring is being revitalized with renewed commitment from IBM. This new site will provide you with information, programs and more!

**New Collaboration Feedback Program (Pilot)**  
 Assess yourself against the 8 behaviors that lead to effective collaboration and get your feedback immediately.

[Impact Guides](#)  
 The Impact Guide approach, designed to support groups of people working together.

[Effective Meetings](#)  
 With the average IBMer spending up to 40% of their week in meetings, meeting skills is a required competency. Learn what you can to improve your skills & meetings!

[AOT Collaboration Best Practices Conference 2006](#)  
 Innovative blogging in action

**Collaboration Advice & Guidance**

Use [Collaboration Advisor](#) to select a tool with implementation & best practices suggestions.

Compare features in the [Tools Overview](#).

Check out emerging technology in the [Sandbox](#).

**Recommendation(s)**

- [New LDZone event: The Mature Work Force \(with Tom Dupre\)](#) [Profiled for All IBM]
- [Add selected to Learning@IBM Explorer](#)

[How to Make Collaboration Work: Powerful Ways to Build Consensus, Solve Problems, and Make Decisions](#)

**Collaborate Now**

Collaborate with my [client](#).

Connect with collaboration [experts](#).

Collaboratively Speaking ([Blog](#) / [Media Library](#)) A Blog and a Media Library collection dedicated to all things collaboration.

Join the Collaboration Tools [forum](#).

**Experts on this topic**

[Frequently Asked Questions](#)

[Howard Smith](#)  
 IBM CHQ, Human Resources



**IBM Jams**  
Collaborative innovation \*



**“So if there's no way to optimize IBM through organization or management dictate... you've got to create a management system that empowers people and provides a basis of decision making consistent with who we are at IBM”**

**THE HBR INTERVIEW**  
Samuel J. Palmisano

**Leading Change When Business Is Good**  
Interviewed by Paul Hemp and Thomas A. Stewart

*By the time Sam Palmisano took over as CEO in 2002, IBM had been pulled back from the bank. His challenge: Making a mandate to continue the company's transformation. He requires a bottom-up...*

*In July 2003, International Business Machines Corporation conducted a 75-hour experiment whose outcome was as remarkable as anything going on in its research labs. Six months later a top-to-bottom review of its management organization, IBM held a three-day discussion via the corporate intranet about the company's values. The leaders, middle managers, and thousands of employees in a debate about the very nature of the computer giant and what it stood for.*

*Over the three days, an estimated 30,000 of IBM's employees—including CEO Sam Palmisano—viewed and discussed, posting nearly 30,000 comments about the company's values. The top two likely stuck a chord. "It's a good idea," and "It's a good idea."*

*are consistently checked," wrote one employee. "There appears to be a great reliance among our senior executives on the status quo. It's time to challenge the status of our senior execs." And another: "Many times I have heard executives say, 'Would you not say that his strategy is wrong?'" Finally four lines into the practice, at least one senior executive wanted to pull the plug.*

*But Palmisano wouldn't have it. And then the mood began to shift. After a day marked by critics being criticized, the conversation began to weigh in. While acknowledging the company's shortcomings, they argued that much of IBM's culture and values was worth preserving. "I don't see anything wrong with our values," wrote one. "I've studied our values. IBM's Leadership...*

A time-limited event that can elicit participation from thousands of individuals from anywhere in the world

Subject-matter experts and moderators guide participants to build on each other's ideas

**IBM's clients, business partners and family members collaborated on how emerging technologies could create new solutions to business and societal opportunities that create innovation that matters.**



**IBMers Value**

- Dedication to every client's success.
- Innovation that matters—for our company and for the world.
- Trust and personal responsibility in all relationships.

**Jamming within IBM**

**worldjam** may 21-24 72 hours

**innovationjam** February 17-21, 2003

**consultantjam** February 17-21, 2003

**managerjam** July 8-11 48 hours

**On Demand IT jam** April 22-25 coda

**worldjam 2004** Oct. 28-28

**Habitatjam**

**valuesjam** July 26 - Sept 11, 2003 48 hours

# Intranet 3.0

## ■ Premiers pas dans les mondes virtuels

### — Exploration, expérimentations

- Second Life
- Active Worlds
- Metaverse





[ROCHED@FR.IBM.COM](mailto:ROCHED@FR.IBM.COM)

