



Notes about this presentation

- This is meant to be a generic overview of what IBM social business solutions are about and it doesn't include any specific products feature/detail
- The aim is to change the tone of a discussion with a current MS customer from “collaboration” (where they feel are OK with MS) to “social business”
- Also, there's a kind of “soft” competitive section based not on features but of business value (ie TCO). Ideally this would give them some ideas and reasons why other (MS) customers are choosing IBM solutions
- Of course, 90% of this content comes from other sources and std presentations made available post Lotusphere 2011



Strategy Briefing for *XYCorp*

How to leverage the new social business scenario
with the innovative IBM solutions

Alessandro Chinnici

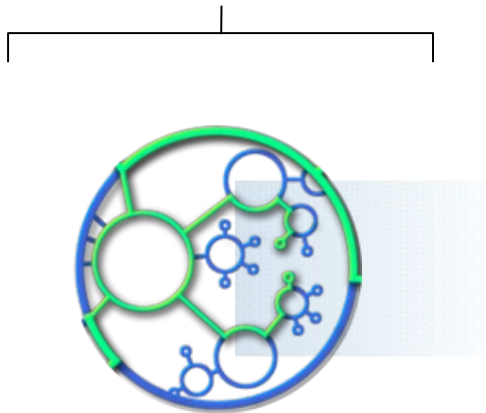
Enterprise 2.0 & Social Business Consultant – IBM Italia



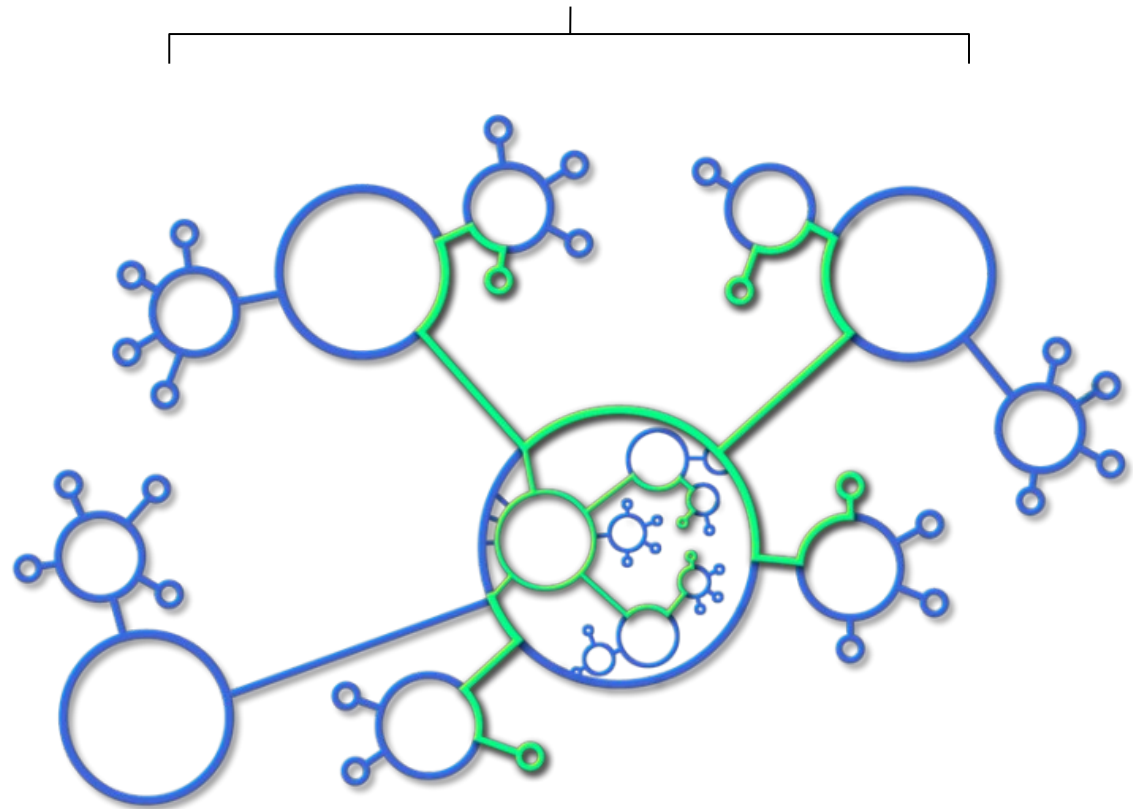


A new business scenario

Enterprise 1.0 based on a static, predictable and pre-defined schema (people, processes, information)



Enterprise 2.0 based on a broader and dynamic network of skills & competences, processes, information



A new class of company is emerging: one that uses collaborative web 2.0 technologies intensively to connect the internal efforts of employees and to extend the organization's reach to customers, partners and suppliers.

We call this new kind of company the Networked Enterprise



DECEMBER 2010

The rise of the networked enterprise: Web 2.0 finds its payday

McKinsey's new survey research finds that companies using the Web intensively gain greater market share and higher margins.

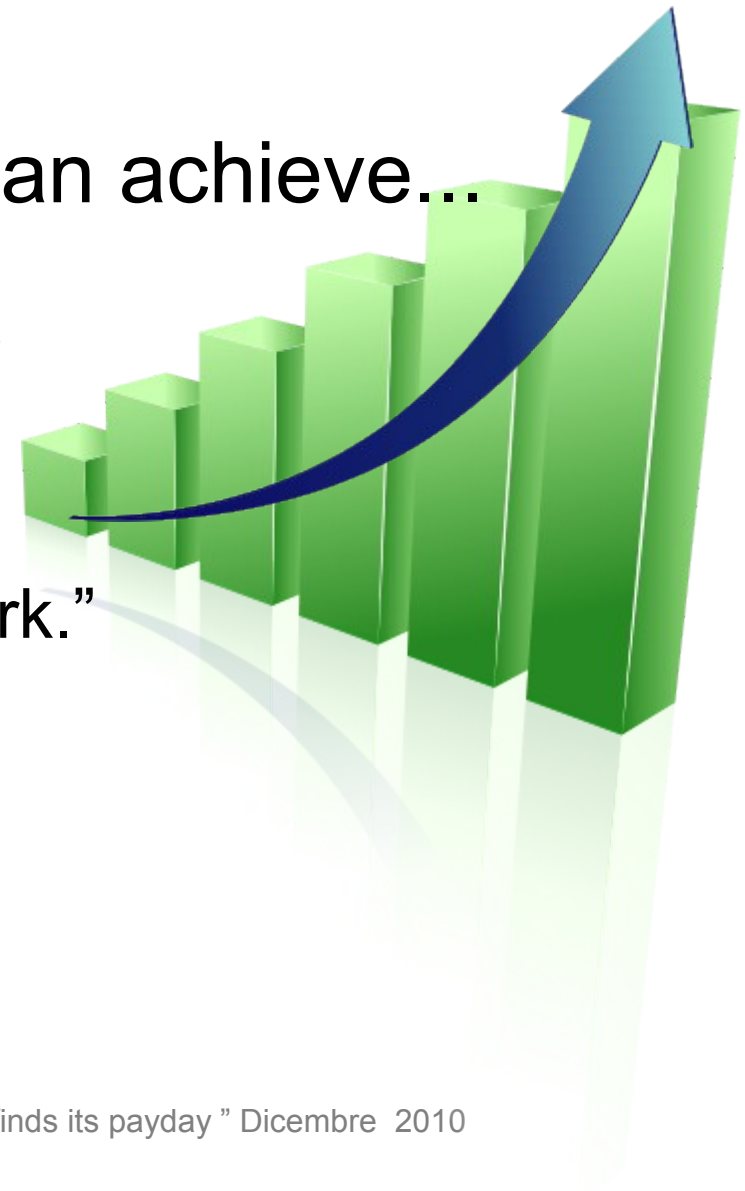
Includes: [▶▶](#)



McKinsey & Company

“...the fully networked enterprise can achieve...

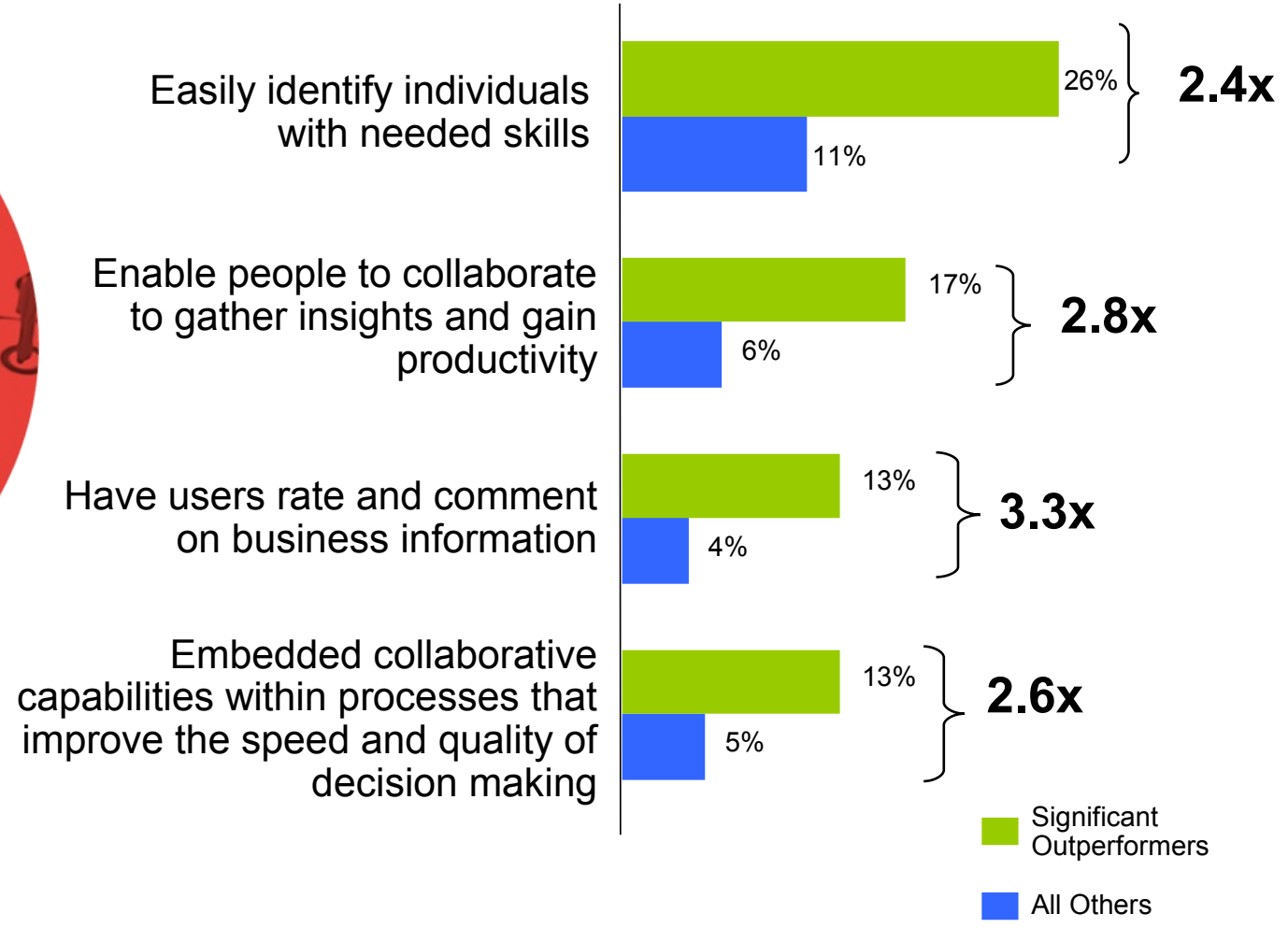
- the highest levels of market share gains
- increased self-reported profitability
- and distributed decision making and work.”



Fonte: McKinsey Quarterly “The rise of the networked enterprise: Web 2.0 finds its payday” Dicembre 2010



Social businesses are outperforming



Social computing: the technologies and principals behind them will be implemented across and between all organizations, it will unleash yet to be realized productivity growth, it will contribute to economic growth.



The *social* transformation

Social Business

Business As Usual

- 'Push' marketing via traditional channels
- Control over brand image and brand communication

Deepen relationships with customers

- Drives advocacy and more sales through trusted relationships
- Builds brand-equity through communities and dialogue

Marketing

- Invest in R&D
- Generate new ideas internally
- Test ideas in market

Generate new ideas faster

- **Speed time to market and gain market share** with break-through ideas and products

Product Development

- Email and phone based communication
- Knowledge kept in silos

Enable a more effective workforce

- **Save money** by reaching out to professional networks to respond faster to business decisions and opportunities

Operations, Human Resources



The *social* transformation



- **74%** companies are integrating Web 2.0 with customer interaction¹
- **75%** companies are integrating Web 2.0 into employee day-to-day activities¹
- **71%** companies are integrating Web 2.0 with partner/supplier interaction¹
- **69%** companies report that Web 2.0 tools have delivered measurable business benefits¹
- **38%** estimated growth for the Social Business software market through 2014²
- **\$2B** estimated Social Business software market size in 2014³
- **IBM** identified as the market share leader in Social Platforms in 2010⁴

*“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.”*⁵

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

² Source: IDC, Predictions 2011: Welcome to the Mainstream

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

⁴ Source: IDC, Worldwide Social Software Market Share by Vendor

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



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.



Internet / Extranet

Exceptional
We**B**
Experience

Business/Government to
Customer/Citizen

Business to
Business

Social Transformation

Intranet

Exceptional
WORK
Experience

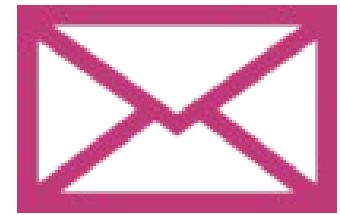
Business to
Employee

Peer to Peer



Exceptional
WORK
Experience







A broader range of collab services



Social Tools



- Expertise Location
- Blog & Wiki
- Communities
- Idea Jam
- Social Applications

Collaboration Tools

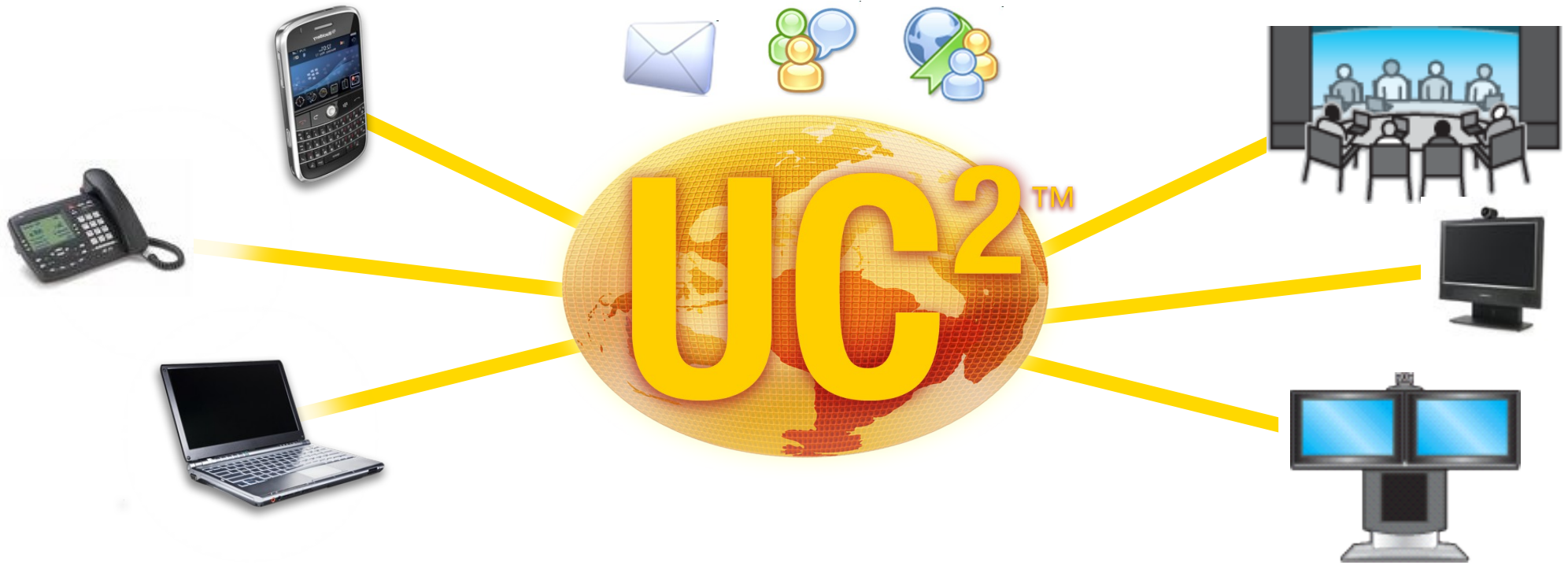


- Instant Messaging
- Web Conferencing
- Doc / Application Sharing

Communication Tools

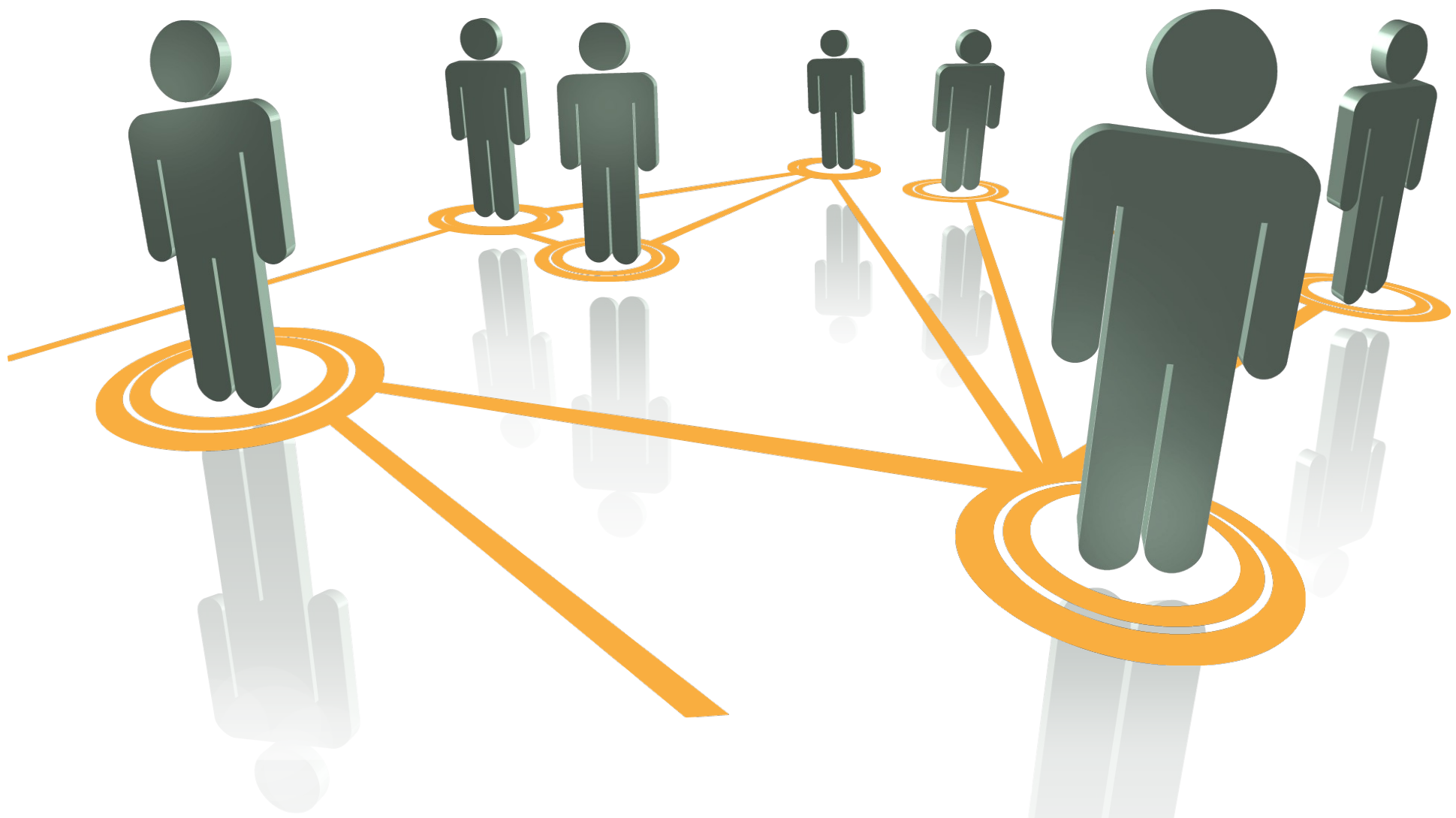


- Email
- Calendar
- Discussion Forum



Unified Communications + Collaboration = UC²







My Profile

My Network

Directory

Profiles by Name ▾

Search



Edit My Profile

Alessandro Chinnici
talking about Smart
Collaboration & Social
Computing

Today 12:03 PM

clear | update

Tags ▾

Add tag(s) to this profile



blog collaboration inter italy
lotus marketing portal
portal-evangelist
socialsoftware tiger web2.0
web20

View as Cloud | List

Alessandro Chinnici

IBM Lotus Software Evangelist & WW Tiger Team

IBM employee, Regular

IBM Sales & Distribution, Software Sales

ROMA, RM, Italy

39-02-5962-2934

alessandro_chinnici@it.ibm.com

Local Time: 12:01 PM

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The Board

Contact Information

Background

Recent Posts ▾

Show: **Communities** | Bookmarks | Blogs | Activities | Files | Forums | Wiki

Government IndustrySPACE

created by: Sandra R. Yarchin | Nov 10 2008 updated by: FERZEEN F. COOPER | Today 12:19 PM

Microsoft Windows 7

created by: Christopher G. Pepin | Jun 3 2009 updated by: Kim Hammerum | Today 11:00 AM

ODW Home Page (Beta) Community (myW3)

created by: Sheila E. Settles | Apr 29 updated by: L. Ammerlaan-Van Rijn | Today 10:42 AM

Project Liberate

created by: Christopher Crummey | Jan 19 updated by: P. Hampton | Today 10:28 AM

BlueIQ Ambassadors

created by: Luis Suarez Rodriguez | May 14 2009 updated by: Laura Entwistle | Today 10:19 AM

[See all the entries](#)

Report-to Chain ▾

Network ▾

[View All \(62\)](#)

My Links ▾

- my Blog ×
- my LotusLive ×
- my Lotus Quicker ×

Add Link

My Communities

Public Communities

This Community

Search



Lotus Connections 3

Follow this Community

Community Actions

Lotus Connections 3

Subcommunities

E 2.0 Adoption - Tips, Tricks and pitfalls to avoid

Tags



Find a Tag

3 3.0 adoptions atom beta
connectond connections
connections_3.0 connection
s3 connections3.0 feeds
lotus-connection plugin rss
upgrade

Cloud | List

Tips

Use the overview to keep track of the latest updates to your community.

Overview

A new Community to share experiences on LC 3

Tags: [connections_3.0](#)

Blog



Subcommunities



Forums



Bookmarks



Wiki



Files



Share Files



Picture from SV Desktop.png

☆ 0

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LC3.0_Beta1.1GH_Whats_New_v1.pdf Shared from Files

★ 1



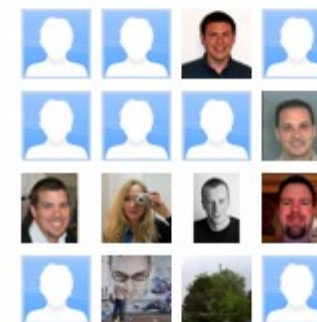
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Feeds



Members



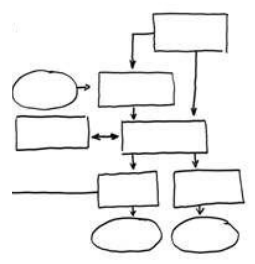
[View All \(112\)](#)



The corporate portal 2.0



HR / Applications



Business Processes



File & Content



Email & Collaboration



Social Networking



Inside IBM | - | ?

IBM 130.19 +0.52 [View chart](#)

Featured topic

The Street
Second quarter 2010: IBM Senior Vice President and CFO Mark Loughridge's remarks to securities analysts.

IBMers at our best
Join the IBM Competencies discussion.

The Internet of things
Capturing an ocean of data to make the planet smarter.

IBM News

IBM for a sustainable future
Sam: I'm convinced we can build smarter, more sustainable economies and societies. [Profiled for all IBM]

Show colleagues your appreciation
Built by IBMers for IBMers, BlueThx is now available. [Profiled for all IBM]

Transforming communications in Africa
Leading telecom company Bharti calls again for IBM to enhance technology, services. [Profiled for Telecommunications, Computer Services: MFA GMT]

Connect and share | - | ?

Chinnici, Alessandro Presenting our Working Smarter strategy & solutions just now [clear](#)

[SHARE](#)

Network | [Files](#) | [Communities](#) | [Activities](#)

View: [Status updates](#)

McRae, S (Stuart) With a customer in Munich today. Demonstrating collaboration without boundaries. Discussing adoption strategies and plans
20 Sep 2010 10:39 AM [More](#)

Adrichem Boogaert, R E (Reynou) Collaboration is all about asking the right questions and getting the right answers. Want to know how you can work smarter? J...
20 Sep 2010 10:21 AM [More](#)

Adrichem Boogaert, R E (Reynou) To make an end to all rumors and facts: I am staying at the Lotus brand as Lotus Client Technical Professional.
20 Sep 2010 10:11 AM [More](#)

[Go to Lotus Profiles](#)

Innovation @ IBM | - | ?

On TAP | [ThinkPlace](#)

Search | | ?

Quicktivities | - | ?

Essential Links

Lotus Files
(upload a file)

n.Fluent Translation

To launch an activity click on the icon. For more information about an item, position your mouse over the icon and a description will appear in this space.

Ask an IBMer | - | ?

Enter keywords (e.g. java) [GO](#)

More on IBM Answers

Is there a ClearCase client that will run on Fedora, especially Fedora 11?
 0 answers 0 votes

Are there any security issue in Notes Traveler for iPhone that prevents Japanese users to use it.



Exceptional Work Experiences

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



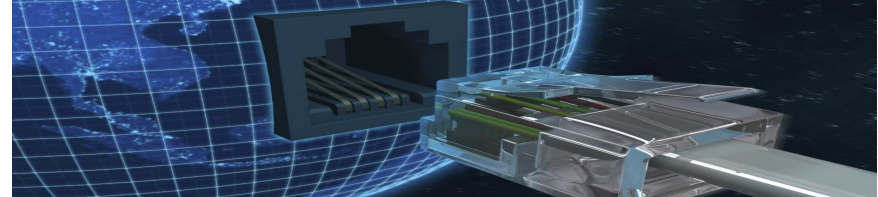
Sogeti A subsidiary of Capgemini with more than 20,000 professionals in 15 countries. **Reducing search time** for finding staff expertise and speeding the formation of consulting teams for engagements helping **enter new markets**. The unified platform **breaks down silos** and promotes collaboration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



Intranet

Internet



**Common
Framework**

Extranet



Exceptional
We**B**
Experience





Reach



Engage



Create



Target



Socialize



Optimize



Realize

Integrate



Applications



Content



Processes





200%
higher

visit-to-order
conversion rate

16.6%
more

recommendations
by customers
for products and
services

30%
higher rating

of self service web
over Help Desk

75%
faster

time to roll out new
customer applications

14.1%

repeat purchase
interest by customers

*Based on IBM client engagements



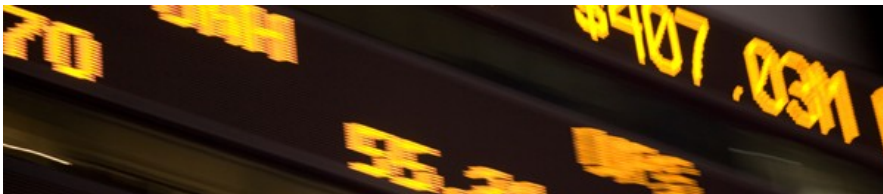
Exceptional Web Experiences

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

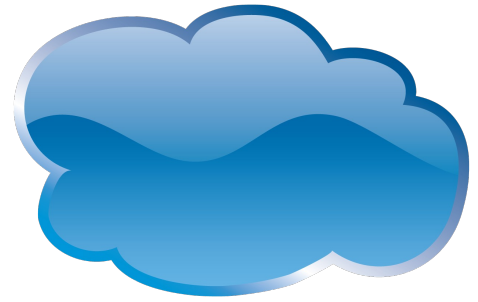
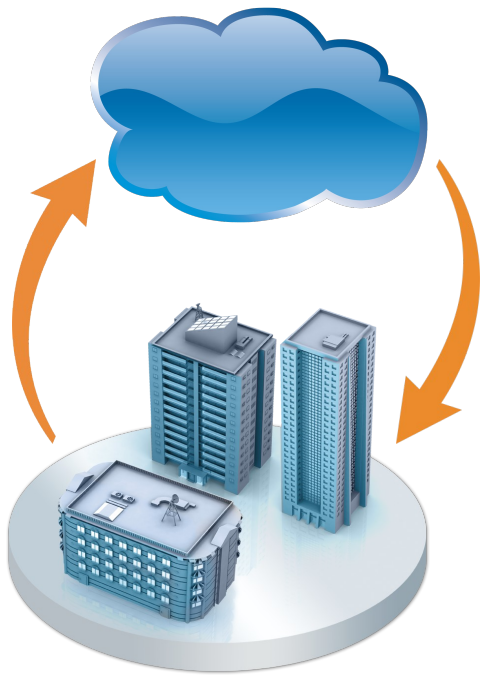


Harley-Davidson USA Worldwide Dealer Web portal deployed with IBM software delivers online access to all the tools, information, news and processes dealers need in an **unified personalized way**. This eliminates the need for dealers to access multiple disparate systems, and **makes it easy** for Harley-Davidson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

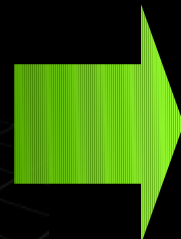




LotusLive™ Social Business

Growth and
Innovation

Cost reduction



LotusLive™

[Confronta servizi](#)[Contatta il reparto vendite](#)[Partner aziendali](#)[Partecipa alla riunione](#)[Accedi](#)

Collabora e condividi online

La collaborazione online ora è semplice.

Condividi informazioni facilmente con chiunque dentro e fuori dall'azienda, in un ambiente con ampie funzionalità di sicurezza.

[Per saperne di più](#)

Prova LotusLive per 30 giorni

Inizia subito con una prova gratuita di 30 giorni. Scegli il servizio di collaborazione LotusLive più adatto per te.

[Prova subito LotusLive](#)[Panoramica di LotusLive](#)[Resta collegato con l'e-mail](#)[Risparmia tempo e spese di viaggio con le riunioni online](#)[Crea la tua rete aziendale](#)[Lavora con team remoti](#)[Collabora e condividi online](#)[Scopri le novità di LotusLive](#)[Servizi LotusLive](#)

LotusLive riunisce le persone e le informazioni giuste

LotusLive offre servizi integrati di social networking e collaborazione per semplificare e migliorare giorno per giorno le tue interazioni di business con clienti, partner e colleghi.

Lavora senza intoppi con persone dentro e fuori dalla tua organizzazione e snellisci le comunicazioni. LotusLive è stato progettato pensando alla sicurezza della tua azienda e comprende utilissime funzioni come e-mail, teleconferenza Web, messaggistica istantanea, social networking e altro ancora.

LotusLive è accessibile mediante un browser Web, perciò è disponibile ovunque e in ogni momento.

Chi usa LotusLive?

Collaboration Matters

[Visualizza azienda](#)[Guarda le demo di LotusLive](#)[Guarda la galleria di immagini](#)[LotusLive su Twitter \(solo in inglese\)](#)[LotusLive Mobile Beta](#)

Il mio account



Alessandro Chinnici
IBM
impostazioni account

- Posta
- Riunioni
- Eventi
- Persone
- Comunità
- Attività
- File
- Moduli
- Grafici
- Messaggistica istantanea
- LotusLive Labs
- Forum di supporto
- Riunioni

Riunioni

Aggiornamenti Tutti gli aggiornamenti Aggiornamenti personali

Un giorno passato di questo mese

- Il profilo di [John Pierre Campitelli](#) è stato aggiornato.
- [John Pierre Campitelli](#) ha condiviso il file 'IBM Lotus Sametime Quiz' con te, con il messaggio 'IBM Lotus Sametime Quiz for WW Tiger Team meeting.'
- [i fabbri](#) ti ha invitato ad unirti alla sua rete.
- [Philippe MATHIEU](#) ti ha aggiunto alla comunità: [LotusLive for SWIOT Sellers](#).
- Hai creato una nuova attività: [Progetto Libera](#).

Lo scorso mese

- Hai creato una nuova attività: [Preparazione offerta commerciale client xyz](#).
- [bemardo nicoletti](#) ha aggiunto un commento sul file '2010_10_11 PREMIERE - Collaboration 2.0.pdf', con il messaggio 'Excellent presentation. Congratulations. Bernardo.'
- [bemardo nicoletti](#) ha scelto di partecipare.
- [Stefano Pogliani](#) ti ha invitato ad unirti alla sua rete.
- Il profilo di [Daniel Olmo](#) è stato aggiornato.
- [Andrea Bazzani](#) ti ha aggiunto all'attività: [LotusLive Italy Q&A](#).
- Il profilo di [Naoya Moritani](#) è stato aggiornato.

Social Business.



Social **Business.**



Why companies are choosing IBM

- Need to free themselves from growing costs & technology lock-in



Microsoft's 2010 software suites present the most complicated lock-in decision in years

Microsoft wants more of your money.
This is going to be a pretty complicated decision, one that may lead to lock-in.

If you go forward with all of the 2010 products you will be a Microsoft shop for the foreseeable future because the offering is so monolithic.

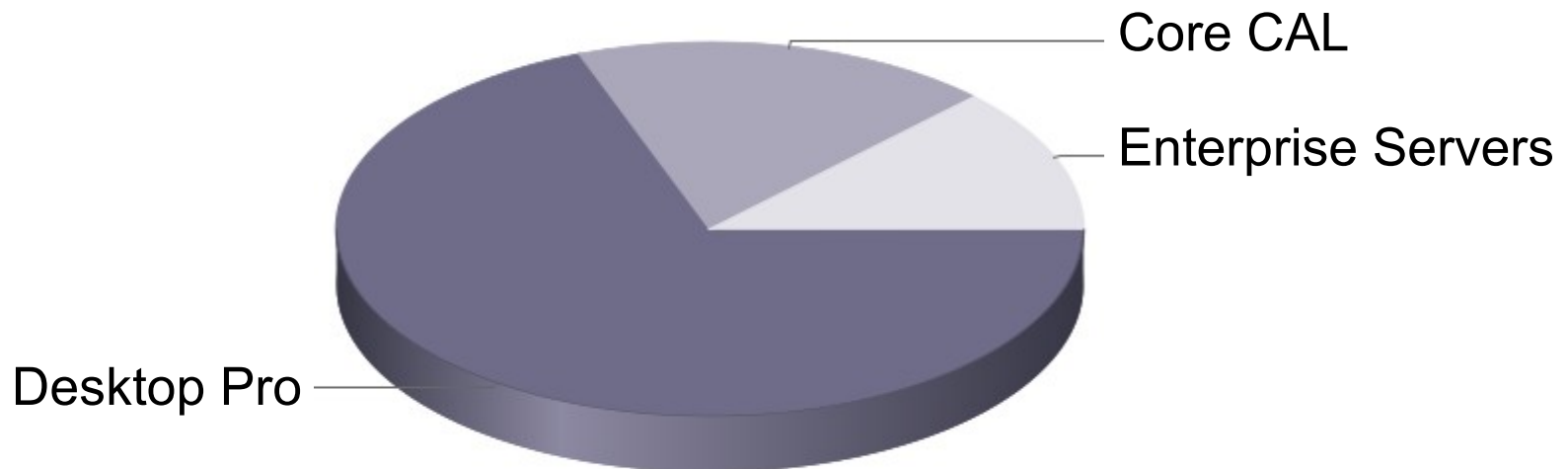
Guy Creese – Burton Group analyst



Looking at the client side

- Client licenses (ie Office + Win OS) are usually more than 50% of the overall MS EA costs!

The usual MS EA costs distribution





Cost saving example

- Smart licensing option
 - Servers only renewed, using Office without Upgrade rights, and Windows OEM
- No technical migration required
 - Client PC still licensed & based on what they're using today

3 years Analysis						
	2011	2012	2013	Total Cost	Savings vs renewing EA	% Saving vs EA
Renew EA	4.230.000	4.230.000	4.230.000	12.690.000		
Select Agreement no Office or Operating Sys	1.125.467	1.125.467	1.125.467	3.376.401	\$9.313.599	73%



Other cost saving options

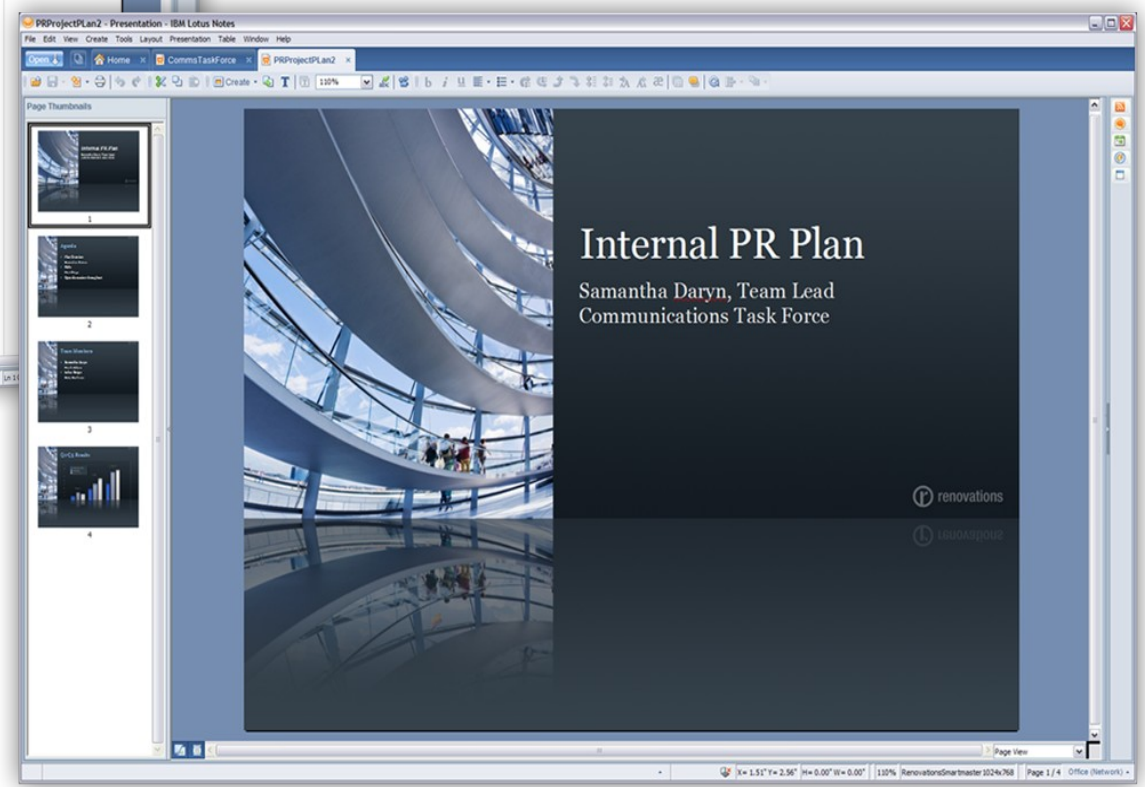


redhat

Novell.



ubuntu



IBM Lotus Symphony
free download symphony.lotus.com

Files

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Upload a File

New ▾

Recent People

Pinned Files

My Files


Shared With Me

Shared By Me

Public Files

Trash

▾ Pinned Folders

Add frequently-used folders here by clicking the pin icon .

▸ My Folders

▸ Folders Shared With Me

Public Folders

Panoramica LotusLive.odt

Shared with 1 | Created Feb 18 | ☆ No recommendations

Tags: [lotuslive](#), [mktg](#), [scheda](#) [Add or remove tags](#)

Edit



View

Upload New Version

Share

Add to Folders

More Actions ▾



Description: No description for this file

Size: 10 KB

[Download this file](#)**Comments (2)**[About this File](#)[Folders](#)[Sharing](#)[Versions \(1\)](#)Sort by: [Date](#) ^[davide pannuto](#) commented on Feb 18 (version 1)

Ci sono della aggiunte da fare ... le facciamo insieme?

[Delete](#)[Alessandro Chinnici](#) commented on Wednesday at 8:45 PM (version 1)

Davide, c'è da verificare il secondo paragrafo. Thanks!

[Edit](#) | [Delete](#)[Add a comment...](#) [Feed for these comments](#)



Comments Search

► Qui serve indicare meglio le d...

▼ Questa sezione e' da rivedere ...

davide pannuto

Feb 28, 2011 at 4:18PM

Questa sezione e' da rivedere insieme al management

Type:

► da finire

Servizi di collaborazione per le aziende Enterprise 2.0

Cos'è LotusLive?

LotusLive è una raccolta integrata di soluzioni di collaborazione aziendale online e servizi di social networking per le esigenze della tua azienda.

Puoi partecipare a riunioni online, condividere file, entrare in chat, gestire progetti e collegarti con potenziali clienti - ovunque e in ogni momento. Se lavori da remoto, gestisci team remoti o hai semplicemente bisogno di un punto di ritrovo unico per i colleghi, LotusLive offre soluzioni di collaborazione in un ambiente progettato per la sicurezza

La nostra visione e la disponibilità dei prodotti

LotusLive offre servizi essenziali di collaborazione per semplificare e migliorare giorno per giorno le tue interazioni di business con clienti, partner e colleghi. Lavora senza intoppi con persone dentro e fuori dalla tua organizzazione e snellisci le comunicazioni. LotusLive ti aiuta a riunire persone e informazioni in modo semplice e veloce in un ambiente facile da usare, progettato pensando alla sicurezza.

Soluzioni

[Resta collegato con l'e-mail](#)

Opzioni affidabili in un ambiente protetto in hosting

[Risparmia tempo e spese di viaggio con le riunioni online](#)

Organizza riunioni online con chiunque, ovunque e in ogni momento

[Crea la tua rete aziendale](#)

Strumenti per il social networking aziendale

[Lavora con team remoti](#)

Servizi online per riunire il tuo team online

[Collabora e condividi online](#)

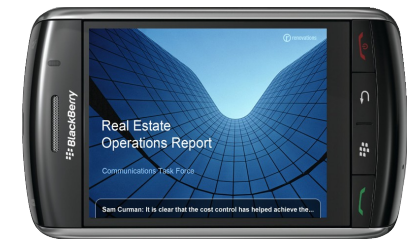


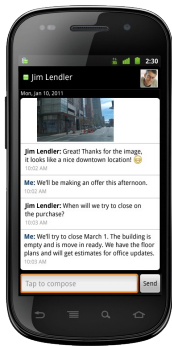
Why companies are choosing IBM

- Need to free themselves from growing costs & technology lock-in
- Need to effectively manage & serve a more heterogeneous IT architecture
 - ie mobile phones, smartphone, netbook, tablet
 - Ubuntu, Mac OSX, iOS, Android, etc..



A growing number of different devices





Social Business Applications

Installable Mobile Applications

Zero-Install Web Applications

<p>Mail</p>	<p>Calendar</p>	<p>UC</p>	<p>Meetings</p>	<p>Social</p>
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XPages, Portlets, Mail, Calendar, Contacts, Chat, Meetings, Activities, Blogs, Wikis, Forums ...

Activity Stream, Embedded Experiences, Application Launcher
IBM Social Business Toolkit

Device Management

Connectivity, Management, Security
IBM Lotus Traveler

Device Platforms

Android	Apple	Nokia	Research in Motion
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Delivery Methods

On premises	LotusLive
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Why companies are choosing IBM

- Need to free themselves from growing costs & technology lock-in
- Need to effectively manage & serve a more heterogeneous IT architecture
 - ie mobile phones, smartphone, netbook, tablet
 - Ubuntu, Mac OSX, iOS, Android, etc..
- Need to integrate inside/outside the Enterprise



A real example from IBM

The image displays several overlapping screenshots of the IBM developerWorks community website. The top-most screenshot shows the navigation menu with options like 'Home', 'Profiles', 'Communities', 'Blogs', 'Bookmarks', 'Activities', and 'Files'. Below this, another screenshot shows the 'IBM Software Community' sidebar with an 'Overview' section and a list of related tags including 'acquisitions', 'advocacy', and 'animation'. The central screenshot features a group titled 'Enterprise 2.0: i Social Media in azienda' with a colorful geometric logo. To the right of this group is a list of blog entries, such as 'Aziende italiane e social media: 1 su 3 li usa già' and 'Social Business Jam: l'evento web per portare il social in azienda'. On the far right, a 'Members' list shows profiles of users like 'davide pannuto' and 'Alessandro Chinnici'. The bottom-most screenshot shows a 'Related Tags' section with tags like 'aprile azienda', 'aziendale', and 'aziende'.



QUESTIONS