Congres Intranet 2011

Arjan Radder – IBM Lotus
15 Maart 2011

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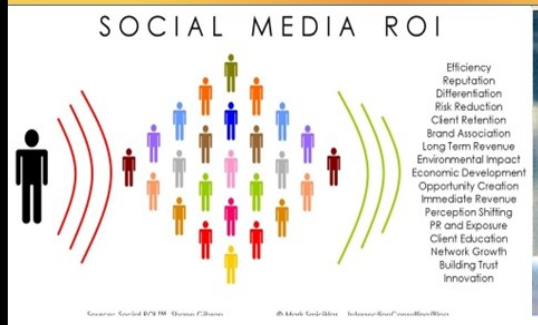
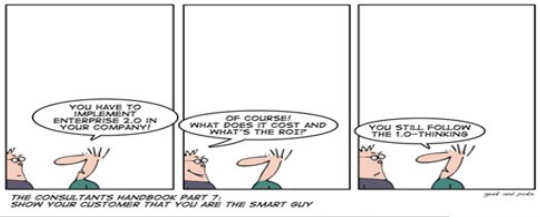
Business Value of Lotus Connections





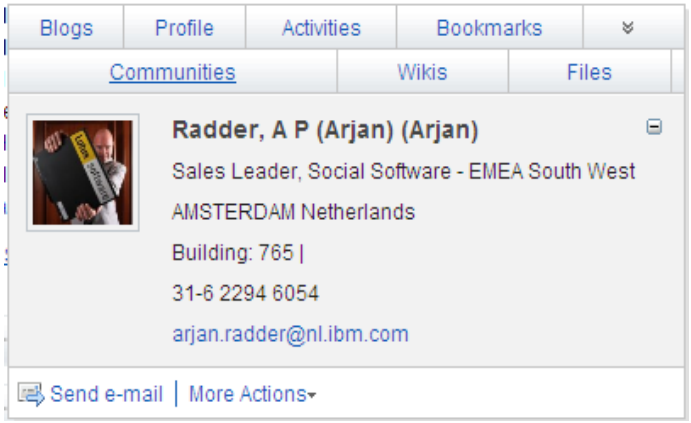
Social Media ROI Analysis

SOCIAL MEDIA ROI

How To Calculate

Social Media ROI

Trumba
eskobo
vimeo
Zimbra
smugmug
newsgator
Blogniscient
Feedster
favoor
ZAZZLE
Tailrank
TagWorld
ODDPOST
flagr
FireAnt
simplyhired
theadcloud
Renkoo
standpoint
meebo
lost.fm
oyogi
YEDDA
dabble
SHOUTWIRE
iKarma
memeorandum
CalendarHub
Supr
pando
zigtag
Findory
backfence
gOFFICE
AllPeers
blogbeat
Ziggs
vSocial
Boltfolio
wink
riya
Wordcast
Opinity
STREAMLOAD
Ta-da Lists
FeedSky
jellyBarn.INC
nativetext
CONGOO
PODZINGER
RSS MAD
FeedTier
phanfare
Fruitcast
flickr
Ning
Ookles
Strongspace
zoominfo
CASTPOST
yubnub
FeedBurner
Bloglines
FOTOLOG
ourmedia
Yub.com
Spot Runner
NewsAlloy
Allmydata.com
gabbroom
Gcast
openomy
ajchat
jambo
ROLLYO
Alexa
chatsum
PANDORA
looklater
squish
Noodly
diigo
box
Jots
vizu
digg
AlmondRocks
Tagyu
writely
Simpy
Gtalkr
TRUVEO
egoSurf
Quimble
pegasus
SQUIDOO
picturecloud
newsvine
Clipfire
Lexxe
PXN8
Netvibes
Technorati
Gmail
yelp
inform
magnolia
ShoZu
feedmarker
filangy
MusicSearch
ClipShack
Meet With Approval
Spin



Van Steenbijl tot Nanotechnologie

Sinds mensenheugenis is het creatieve brein van de homo sapiens op zoek naar gereedschappen om het leven van alledag te vergemakkelijken. Van de steenbijlen uit de oudheid tot de typmachines uit de jaren 60, de eerste PC's in de jaren 80 en ons huidige gebruik van internet en mobiele telefoons. De evolutie van door mensen ontwikkelde gereedschappen kent een rijke historie.

COMUNICAR NA EMPRESA COMO EM CASA

A PROPÓSITO da apresentação da UC2, aproveitámos a presença em Portugal de ARJAN RADDER, *sales leader* de Social Software da IBM para a região da Europa, para percebermos melhor como a IBM olha para o futuro das comunicações em ambiente empresarial.

Pode descodificar este novo conceito de comunicar que a IBM propõe para os ambientes empresariais?
O que estamos a tentar fazer é unificar

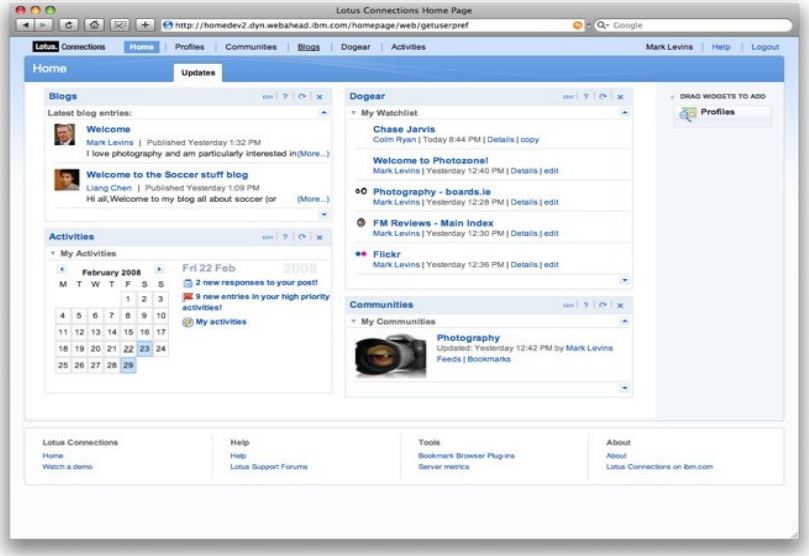
חינוך מחדש

הטלוויזיה החינוכית משדרת תוכנית הישרדות משלה

פייסבוק לא מתאים לארגונים

ארז'אן ראדר, מנהל המכירות של תחום התוכנות החברתיות של יבמ באירופה, אפריקה והמזרח התיכון, סבור שלרשתות חברתיות יכול להיות תפקיד מהותי בייעול של ארגונים, אבל לא לפייסבוק ולינקדאין

"זה לא פשוט להפוך את התקשורת בארגון של 500 אלף עובדים ליעילה. אנחנו פרוסים בכל העולם ועוסקים עתירי ידע. זה פשוט היה כורח עבורנו"


Lotus Connections Home Page
Home
Updates
Blogs
Latest blog entries:
Welcome
Welcome to the Soccer stuff blog
Dogear
My Watchlist
Chase Jarvis
Welcome to Photozone!
Photography - boards.ie
FM Reviews - Main Index
Flickr
Activities
My Activities
Communities
My Communities
Photography
Lotus Connections
Help
Tools
About

Lotus Sametime Connect
File Edit View Actions Help
Sales Team (4/5)
Monifa Shani
Kelly Hardart
Sam Curman
File Edit View Tools Help
Weather

LotUs

Tijd voor verandering

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19% of the entire American workforce holding **executive**, administrative and managerial positions **will retire in the next five years**

Within the next seven years, **33 million people** in Japan (26% of the population) will be **over 65 years old**

In the year 2000, there were more people **receiving pensions** in Italy than **people working** (22 versus 21 million)

By 2016, the number of individuals **aged 60-64** in Australia is expected to almost **double**

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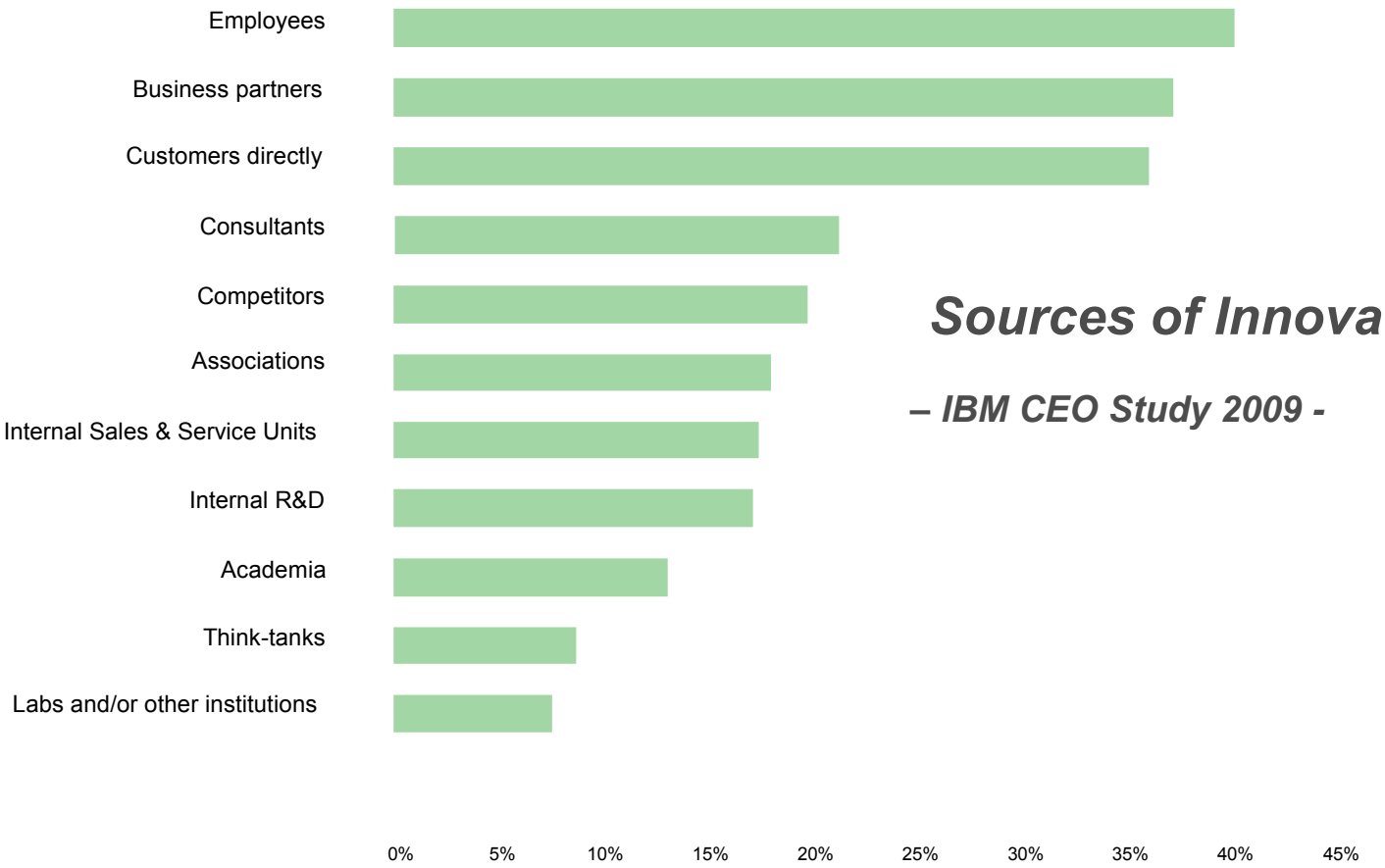

Sources of Innovation

– IBM CEO Study 2009 -

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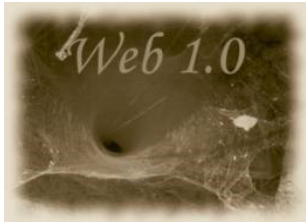
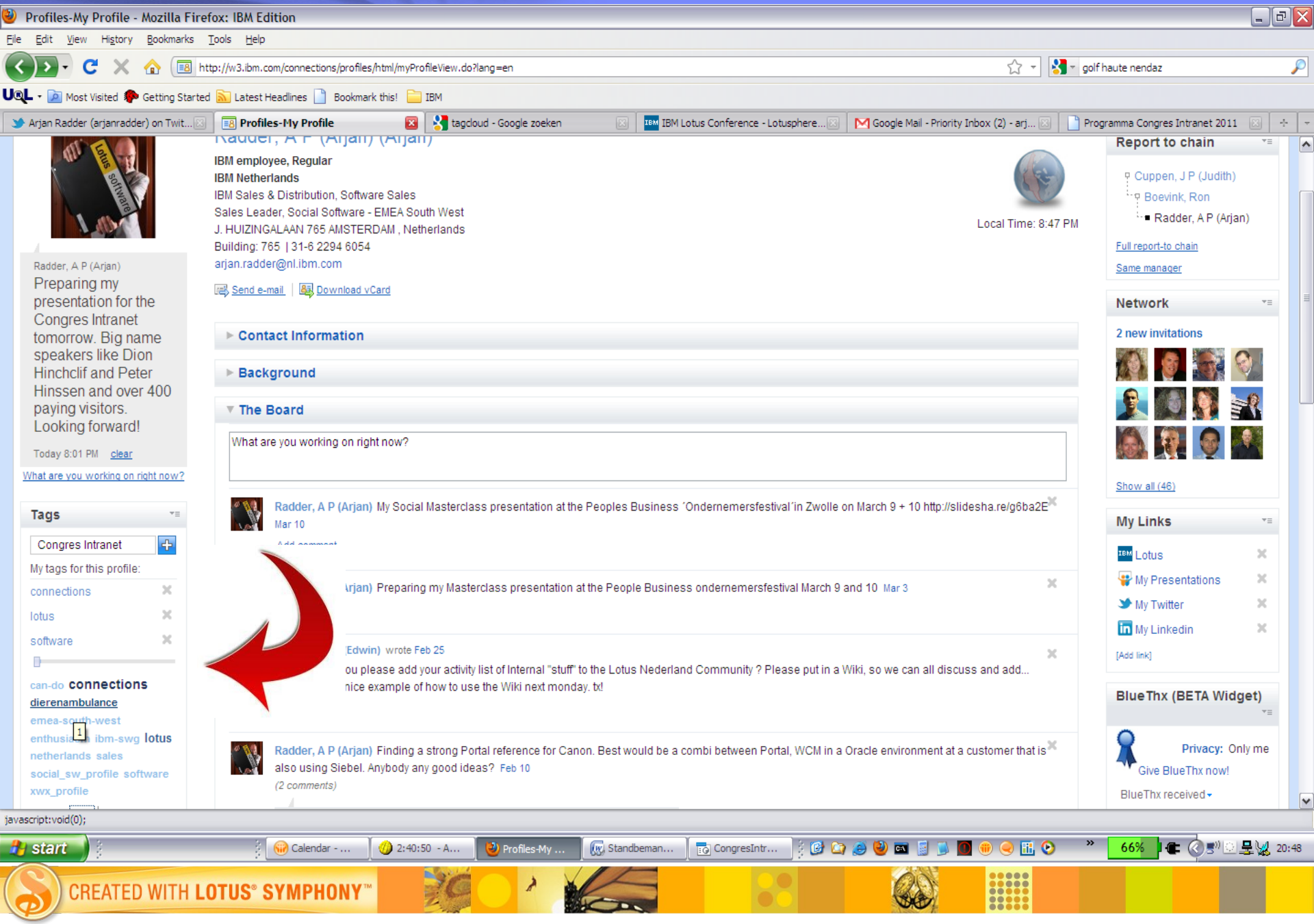
Nieuwe middelen om bestaande doelstellingen beter te realiseren

Een paar eenvoudige voorbeelden



Een Kennisprofiel / ´2.0 Smoelenboek´ verbindt en informeert


Profiles-My Profile - Mozilla Firefox: IBM Edition
File Edit View History Bookmarks Tools Help
http://w3.ibm.com/connections/profiles/html/myProfileView.do?lang=en
golf haute nendaz
Most Visited Getting Started Latest Headlines Bookmark this! IBM
Arjan Radder (arjanradder) on Twit...
Profiles-My Profile
tagcloud - Google zoeken
IBM Lotus Conference - Lotusphere...
Google Mail - Priority Inbox (2) - arj...
Programma Congres Intranet 2011
Radder, A P (Arjan) (Arjan)
IBM employee, Regular
IBM Netherlands
IBM Sales & Distribution, Software Sales
Sales Leader, Social Software - EMEA South West
J. HUIZINGALAAN 765 AMSTERDAM , Netherlands
Building: 765 | 31-6 2294 6054
arjan.radder@nl.ibm.com
Send e-mail | Download vCard
Local Time: 8:47 PM
Radder, A P (Arjan)
Preparing my presentation for the Congres Intranet tomorrow. Big name speakers like Dion Hinchclif and Peter Hinssen and over 400 paying visitors. Looking forward!
Today 8:01 PM clear
What are you working on right now?
Tags
Congres Intranet
My tags for this profile:
connections
lotus
software
can-do connections
dierenambulance
emea-south-west
enthusiasm ibm-swg lotus
netherlands sales
social_sw_profile software
xwx_profile
Contact Information
Background
The Board
What are you working on right now?
Radder, A P (Arjan) My Social Masterclass presentation at the Peoples Business ´Ondernemersfestival´in Zwolle on March 9 + 10 http://slidesha.re/g6ba2E Mar 10
rjan) Preparing my Masterclass presentation at the People Business ondernemersfestival March 9 and 10 Mar 3
Edwin) wrote Feb 25
ou please add your activity list of Internal "stuff" to the Lotus Nederland Community ? Please put in a Wiki, so we can all discuss and add... nice example of how to use the Wiki next monday. tx!
Radder, A P (Arjan) Finding a strong Portal reference for Canon. Best would be a combi between Portal, WCM in a Oracle environment at a customer that is also using Siebel. Anybody any good ideas? Feb 10
(2 comments)
Report to chain
Cuppen, J P (Judith)
Boevink, Ron
Radder, A P (Arjan)
Full report-to chain
Same manager
Network
2 new invitations
Show all (46)
My Links
Lotus
My Presentations
My Twitter
My Linkedin
[Add link]
BlueThx (BETA Widget)
Privacy: Only me
Give BlueThx now!
BlueThx received
javascript:void(0);
start
Calendar - ...
2:40:50 - A...
Profiles-My ...
Standbeman...
CongresIntr...
66%
20:48
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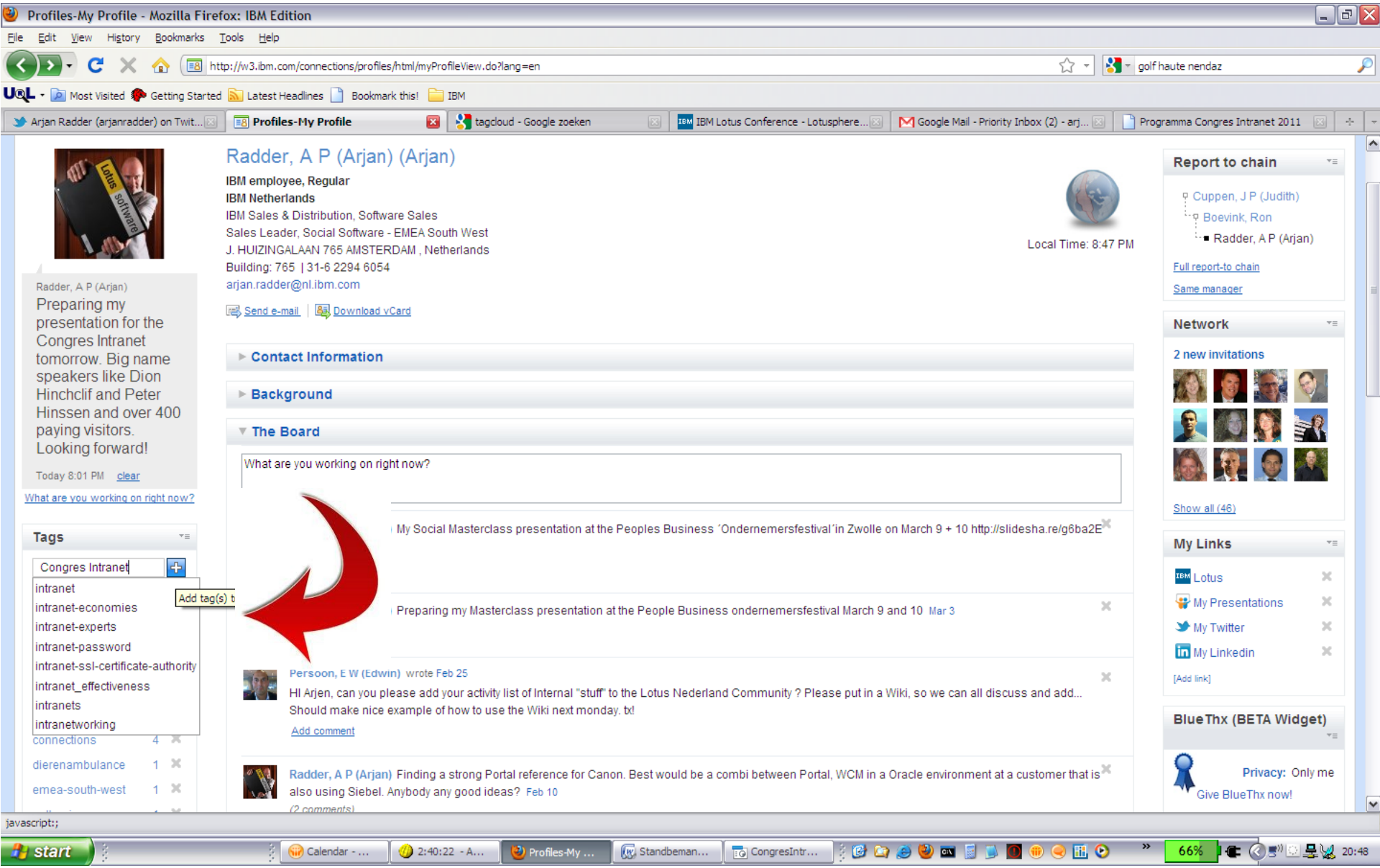

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En helpt personen en bedrijven om

- Mensen aan elkaar te verbinden
- Sneller, relevante, kennis te bemachtigen
- Sneller een beter antwoord te krijgen
- Betere besluiten te maken
- Kennis te delen en betrokken te blijven

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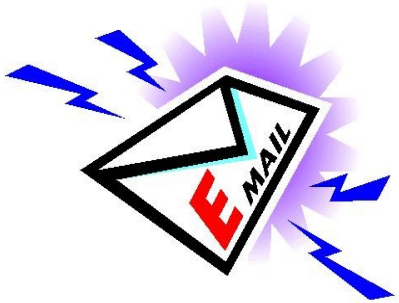
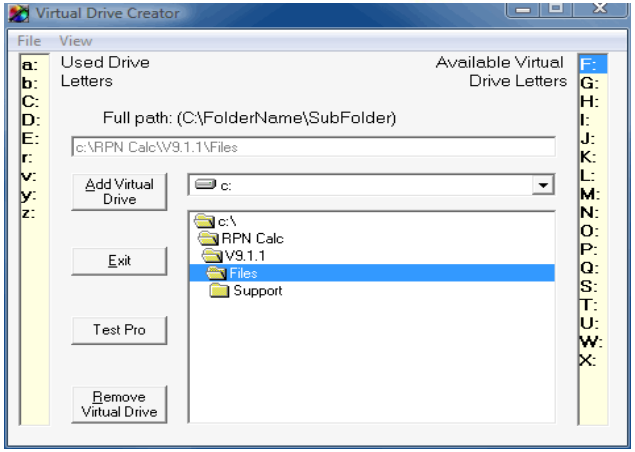
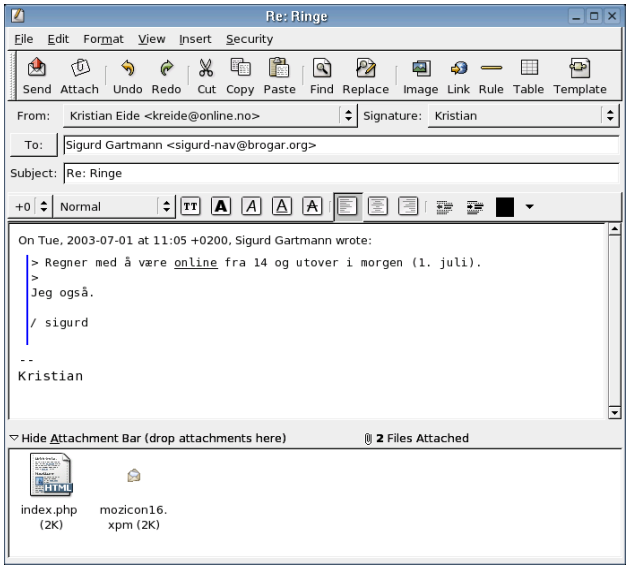
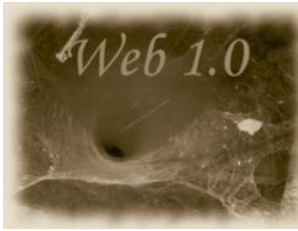
Samenwerken aan een project?

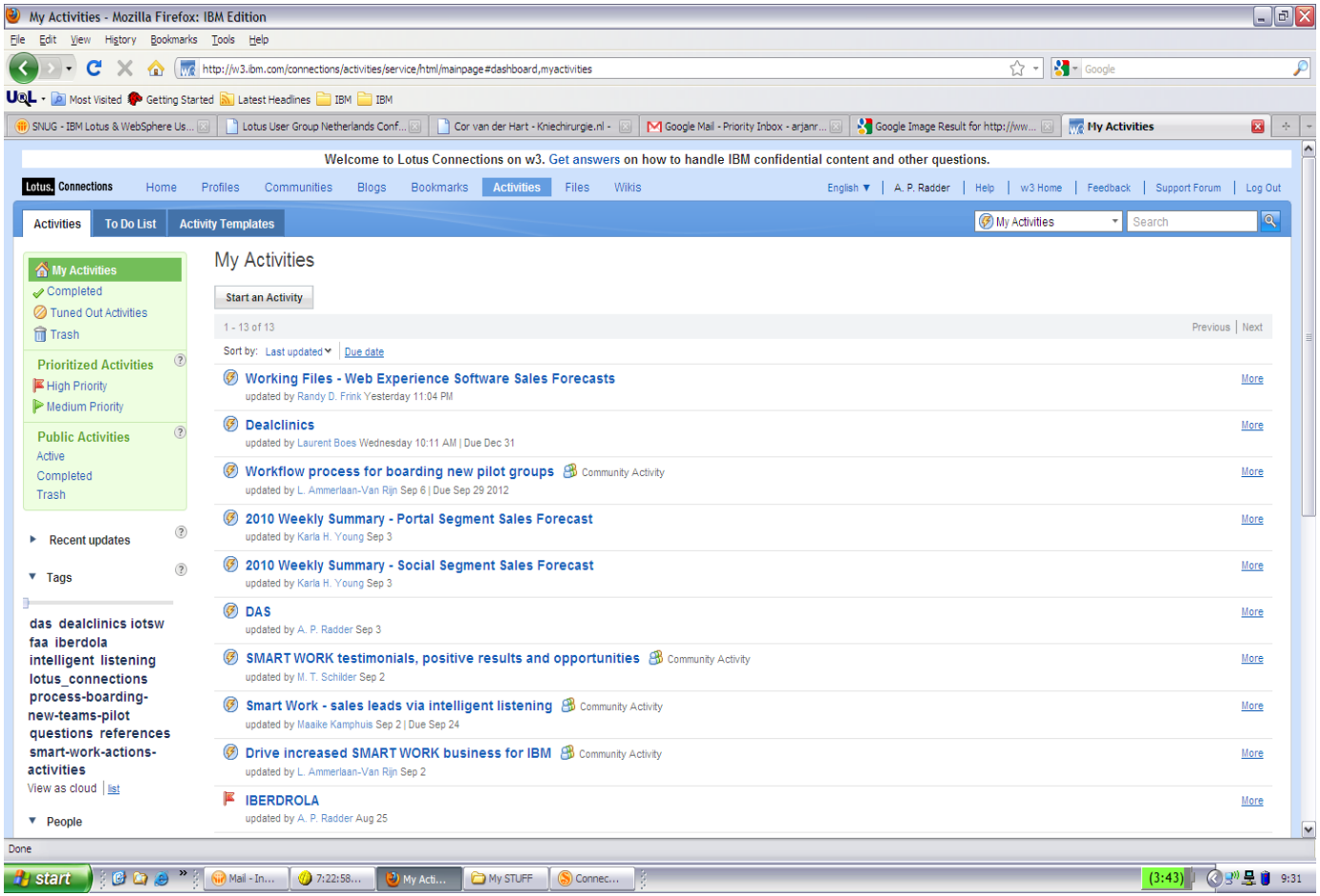


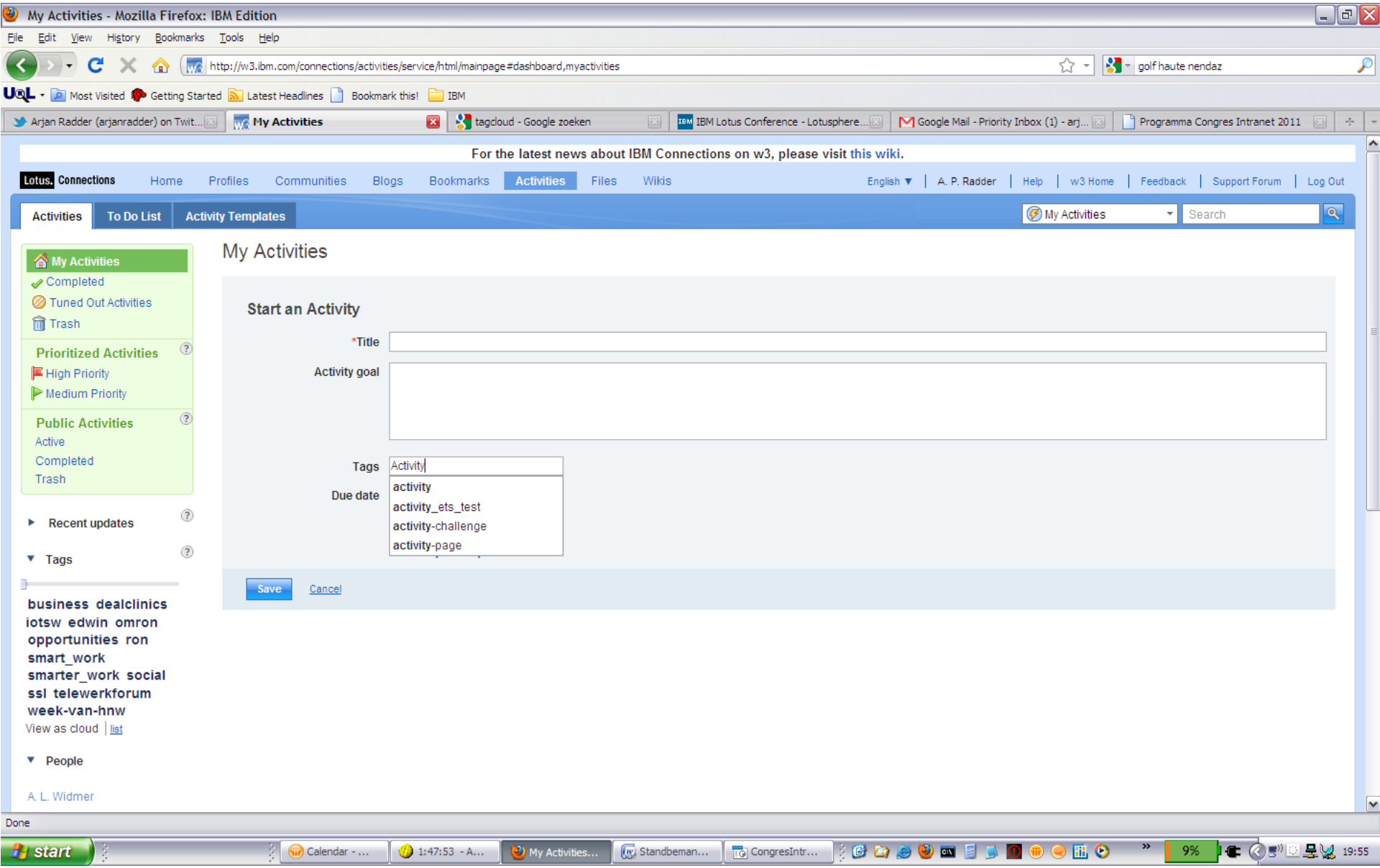






Een centraal opgeslagen en gedeelde ´Aktiviteit´ is efficiënter





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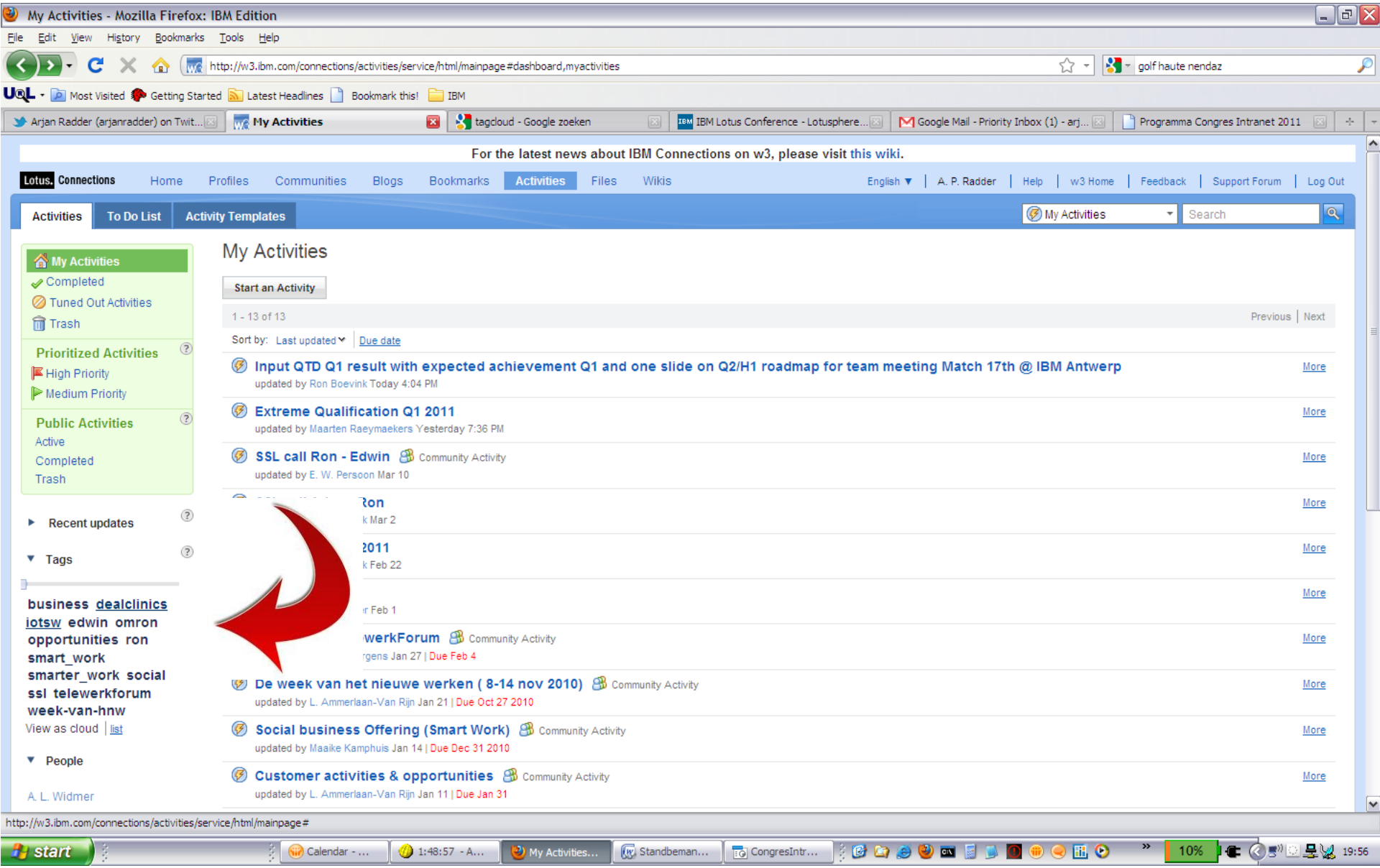

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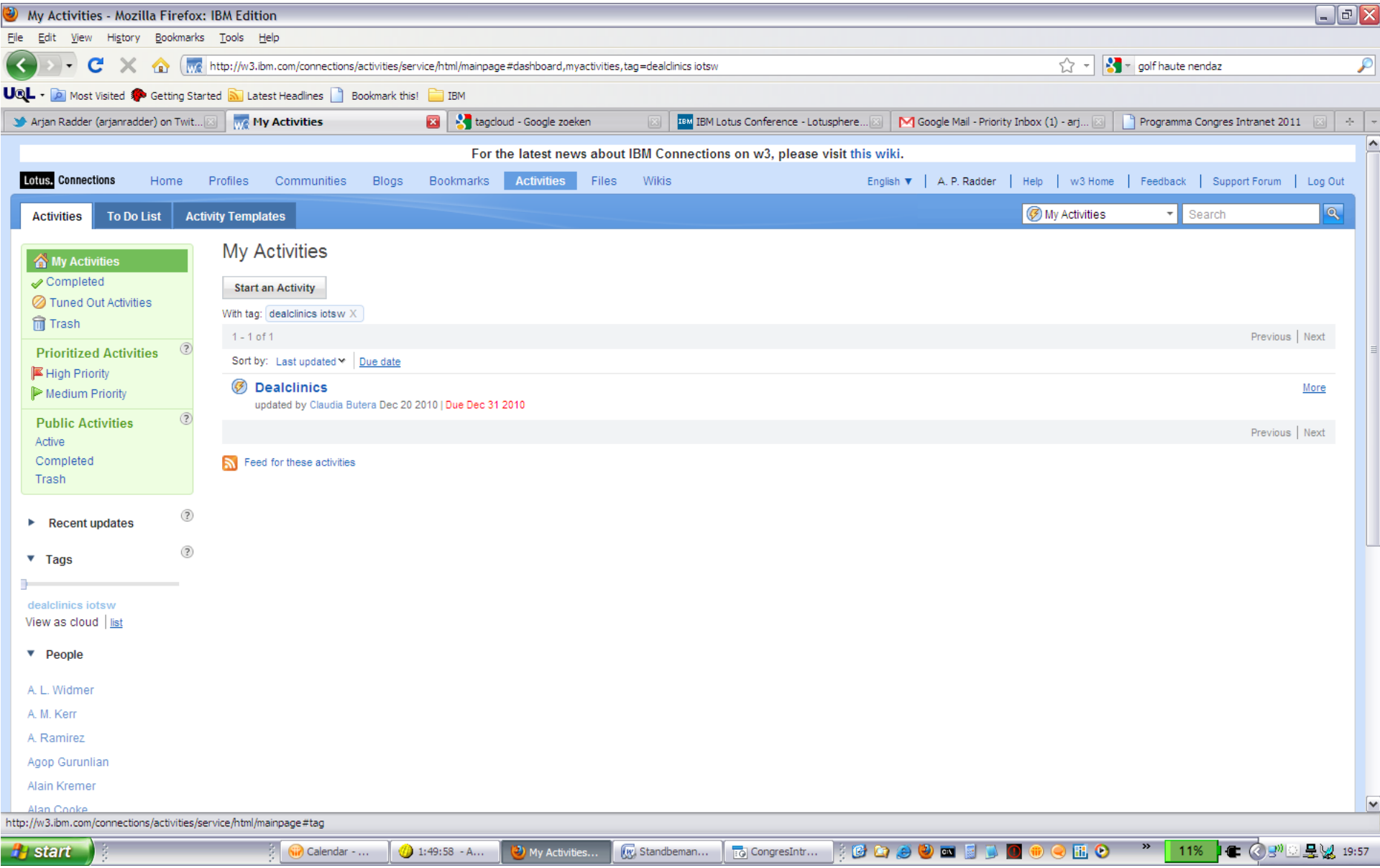

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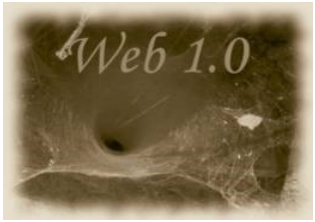
Omdat

- ALLE informatie nu op één plek beschikbaar is voor de leden
- U gemakkelijk bestanden, links en todo´s kunt toevoegen
- De informatie toegankelijk en terugvindbaar is in de toekomst
- Het de volume van uw email en ´persoonlijke organisatie´ reduceert

- U zo efficienter werkt, tijd en geld bespaart
- U betere resultaten en een beter ´product´oplevert (dan uw concurrent!)
- U de toegankelijkheid van informatie in de toekomst waarborgt

Hoe creëert u een nieuwe versie van uw product of dienst?



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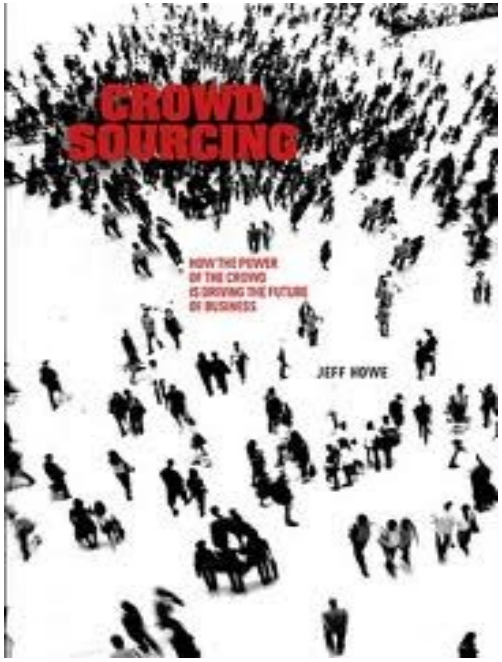
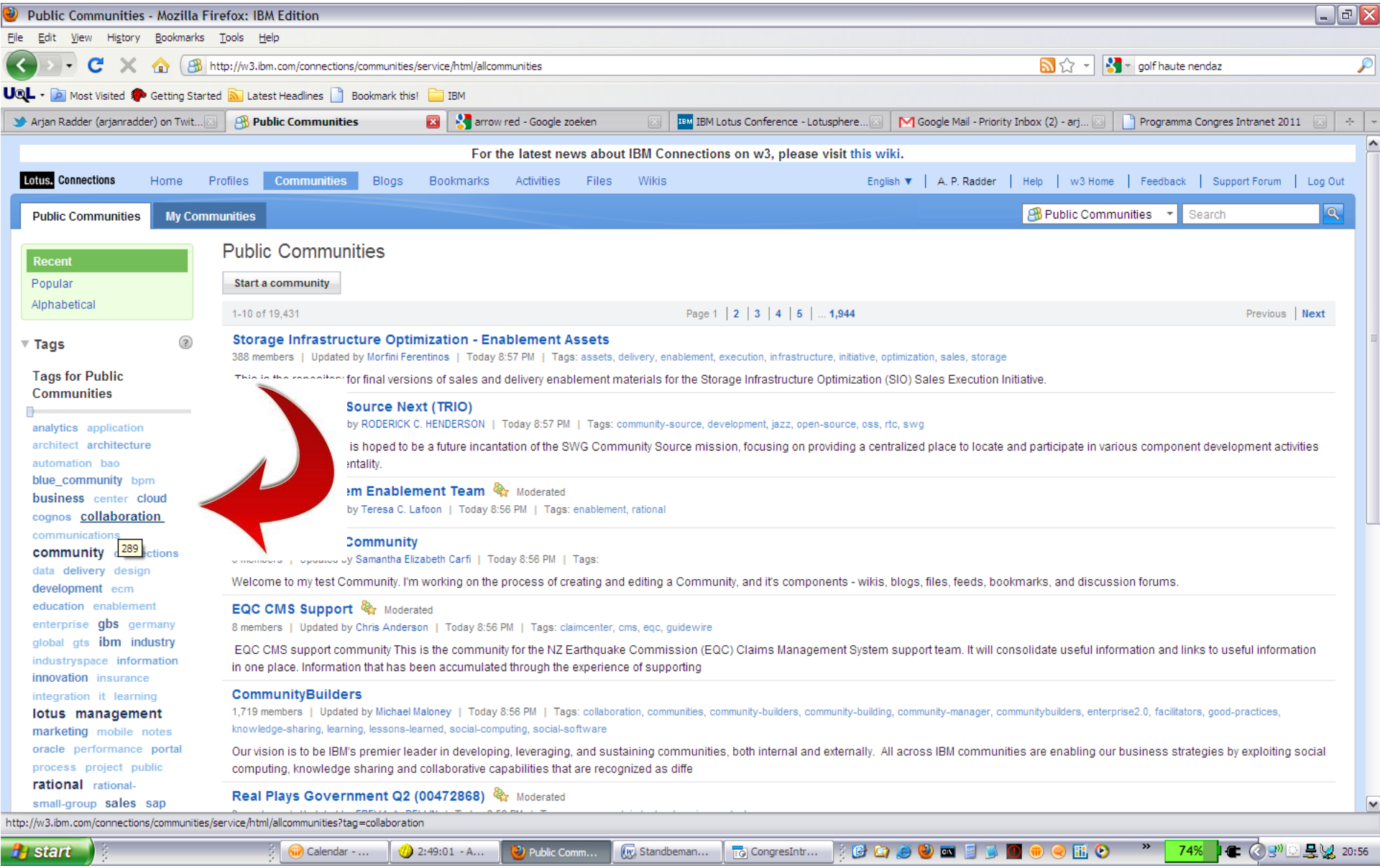
Het is slim om uw klanten en partners bij dit proces te betrekken





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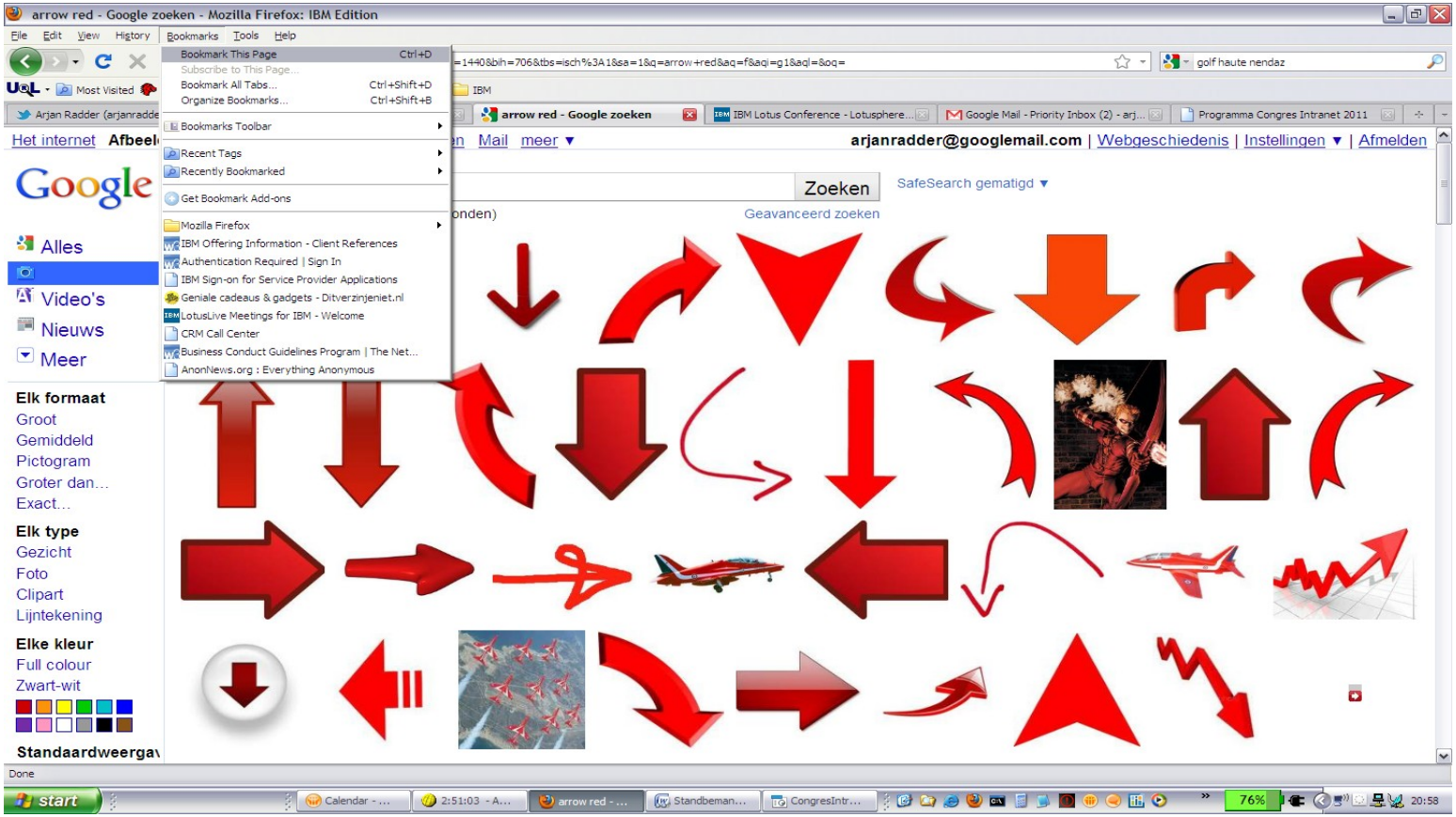
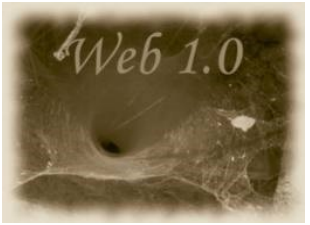
Zodat u

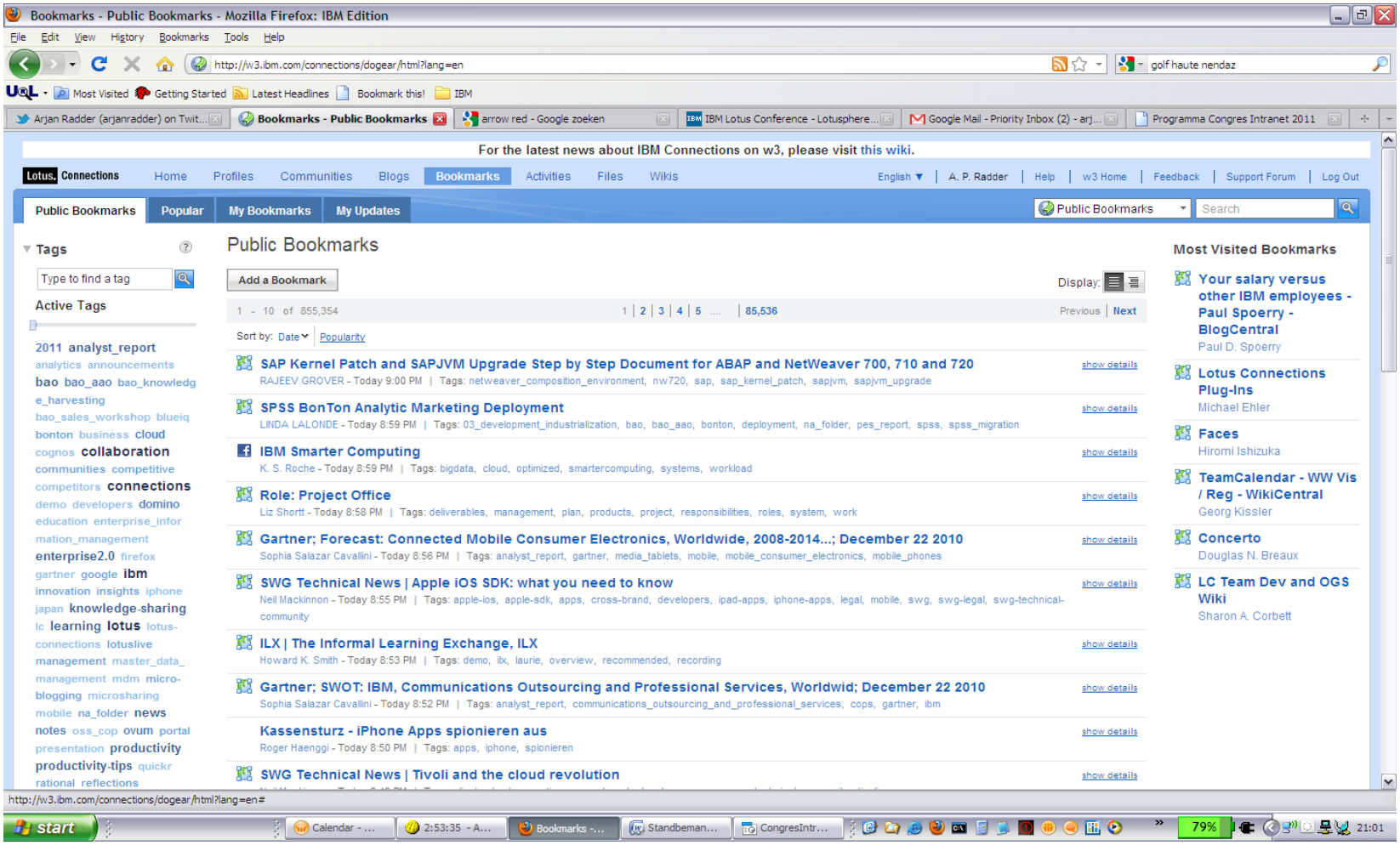
- Een beter produkt
- Sneller naar de markt kan brengen
- Met meer support van uw partners en klanten
- Uw concurrent te snel af snel af bent
- Uw aandeelhouders kunt bekoren

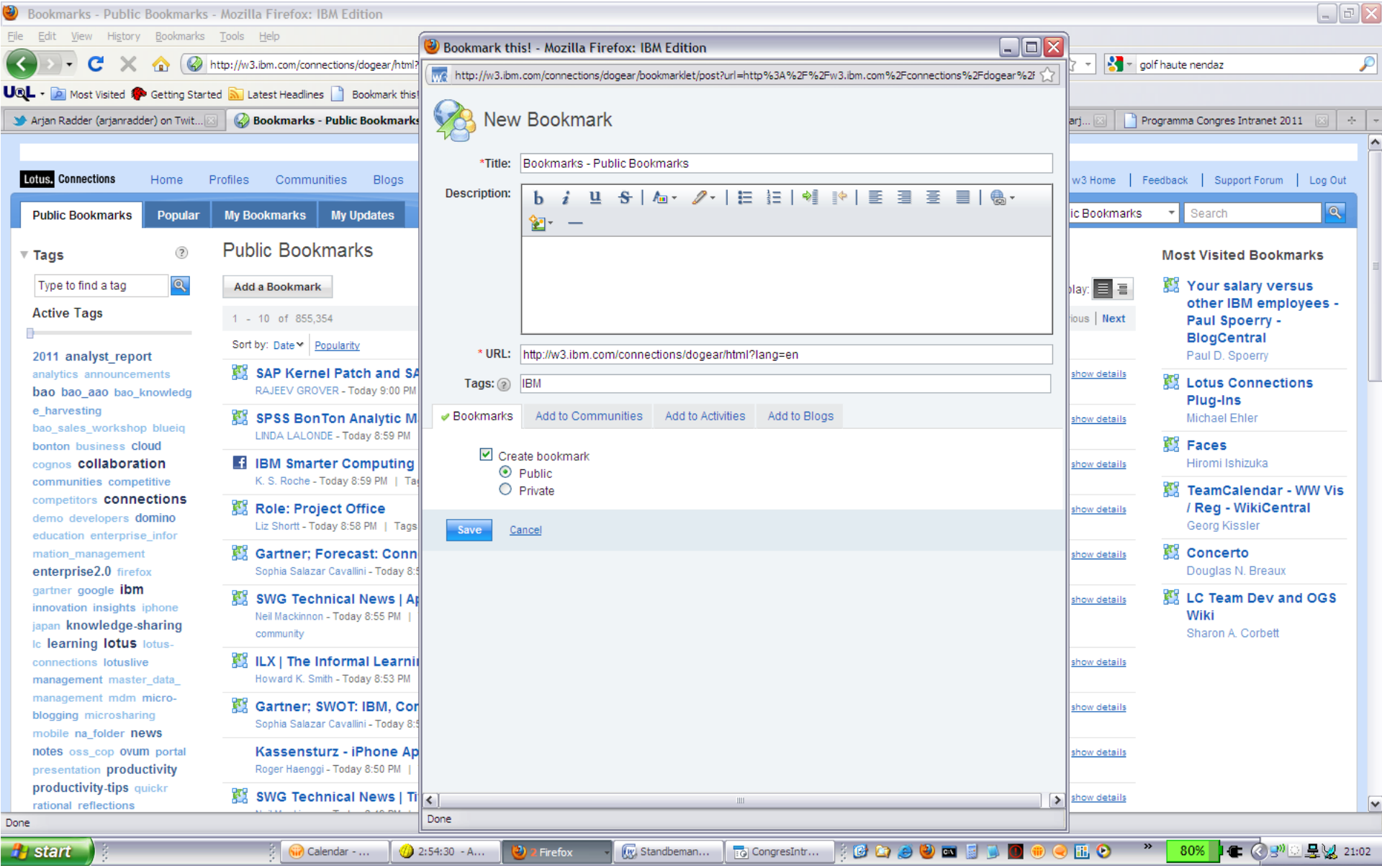
Een interesante URL zo bewaren / bookmarken?





Interesante links op 1 centrale plek delen is efficiënter





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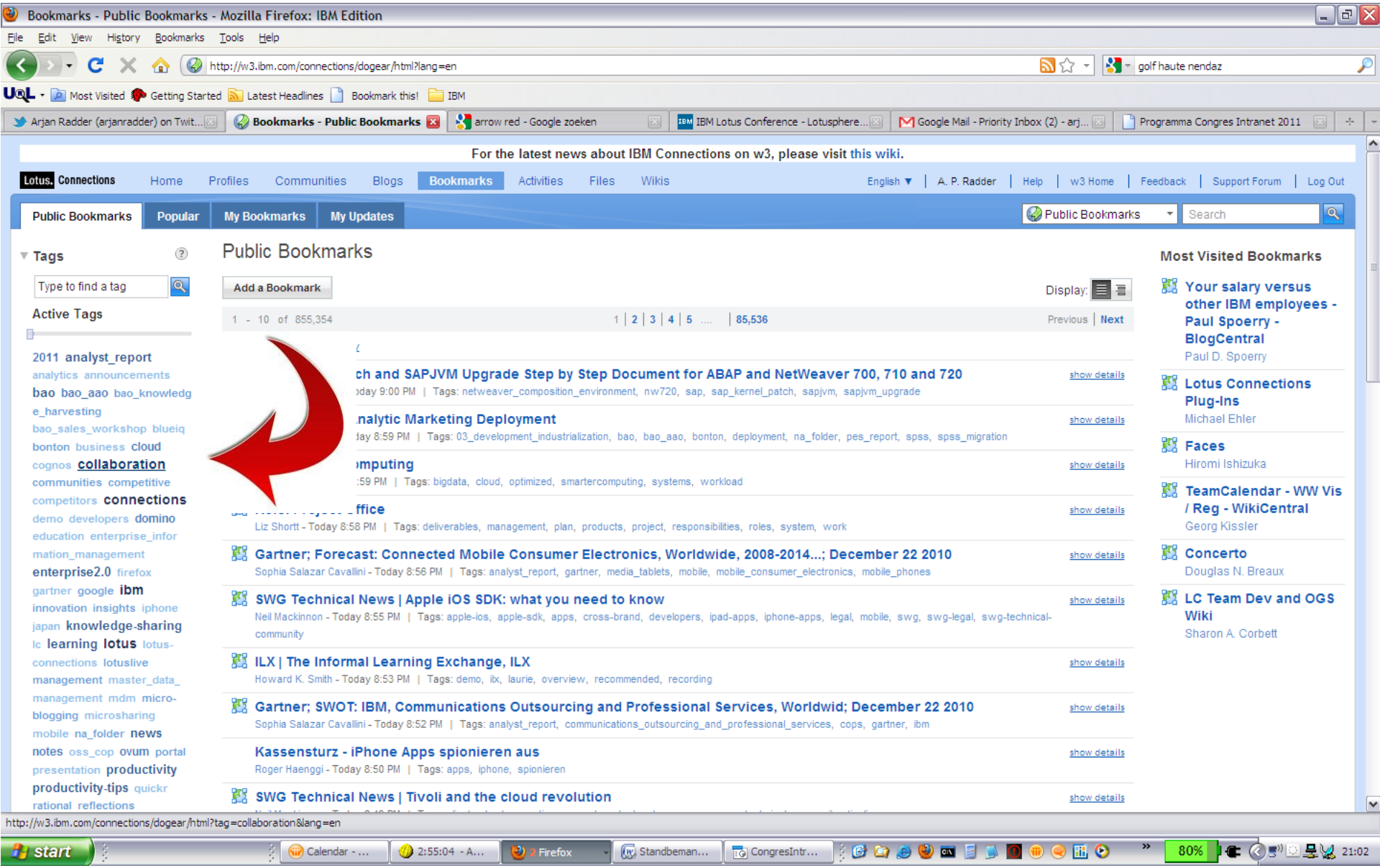

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Zodat u

- Informatie ook toegankelijk maakt voor anderen
- De ´collectieve intelligentie´ van uw bedrijf vergroot
- Weet dat de informatie er nog steeds is ook als u zou vertrekken
- Beter geïnformeerde besluiten kunt maken
- Minder tijd en geld kwijt bent met zoeken

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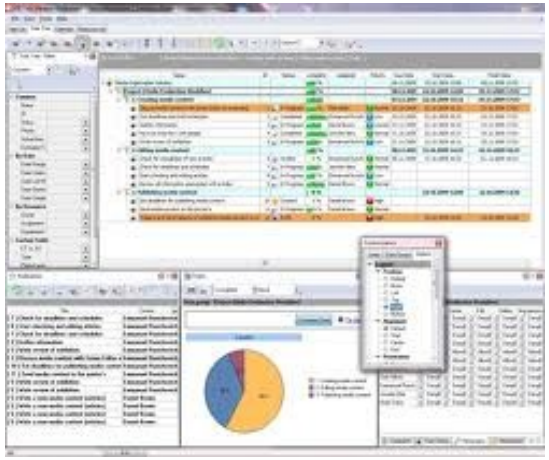
CUSTOMER
GUARANTEED
SATISFACTION

SUCCESS

HELP
NEW
CUSTOMERS
WANTED

Maar let op; Verschillende elementen zijn van belang en moeten in context worden benaderd



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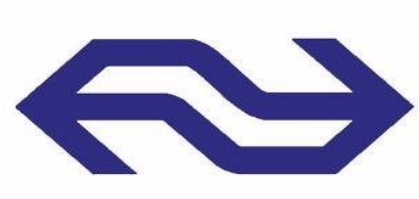

Colgate

DANONE

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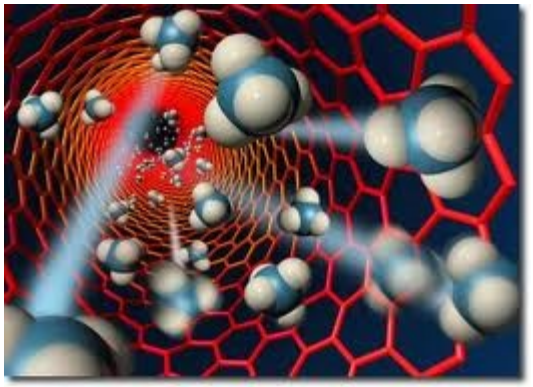

De toekomst...

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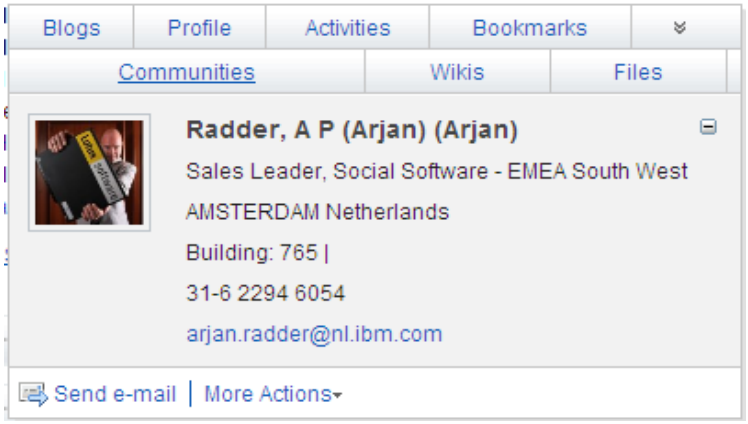
Meer informatie en demonstratie

- www.lotus.com/connections

- Try Lotus Connections live via http://greenhouse.lotus.com

"I,N,F,O,R,M,A,T,I,O,N, why do you ask?"



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