IBM Webcast:

Driving Innovation — Anytime, Anywhere with Mobile and Cloud Based Collaboration

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IBM Moderator

Randy Frink, *IBM Worldwide Business Unit Executive, Social Software*

Randy Frink serves has an IBM Worldwide Business Unit Executive for Social Software. As an IBM Social Business pioneer and evangelist he has been in the trenches selling social solutions to clients representing about every industry, customer segment and job function. Randy has worked within the IT industry for 30 years. Randy's career spans indirect channel management, sales, marketing, business development and sales management responsibilities. In his current role he is responsible for the IBM Social Business solutions supporting clients making Social Software and Social Compliance solution decisions Worldwide.

Connect with Randy on Twitter @RDFrink and LinkedIn.

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IBM Panelist

Christopher C. Crummey, *World Wide Executive Director of Sales, Social Business & Exceptional Digital Experience*

Christopher leads a global team of thought leaders in the areas of Social Business & Exceptional Digital Experience. He works with the most successful customer deployments and communicates their "Best Practices" to a global customer base. This business generates $450M in revenue to IBM annually, and represents some of the fastest growing and most profitable segments of IBM's software business. His extended team consists of more than 450 sales specialists who interface with existing and prospective IBM customers to grow IBM's revenue and share in the middleware market, while maintaining a high level of customer satisfaction.

Previously, Christopher acted as the World Wide Business Unit Executive and the "Lead Evangelist" for Social Business, which covered the entire collaboration technology platform. With 21 years of collaboration experience, Christopher is one of the most sought after and popular speakers at IBM and he has worldwide responsibility for all of the products that make up our customer solutions. Christopher joined Lotus in 1991 as a customer support representative. During his 21 years at Lotus & IBM, he has held multiple positions which have focused on the technical and customer aspects of the products. Mr. Crummey is extensively involved in all major IBM & Lotus productions, such as Lotusphere, DNUG event and the Developer's Conferences. Mr. Crummey holds a Bachelor's degree in psychology from Hobart College.

Connect with Christopher on Twitter @Ccrummey and LinkedIn.

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Special Guest Panelist

Jacob Morgan, *Author, The Future of Work, Speaker, Futurist*

Jacob is an Author, speaker and futurist. His latest book, The Future of Work: Attract New Talent, Build Better Leaders, and Create a Competitive Organization, explores how the workplace is changing and was endorsed by business leaders such as the Chairman of KPMG, CEO of Whirlpool, CEO of Intuit, CEO of SAP, CEO of Schneider Electric, Gary Hamel, and many others. Jacob also co-founded the FOW Community which is a network of the world's most forward thinking organizations who come together to explore the future of work. He frequently speaks at conferences and events all over the world and contributes to media publications such as Forbes, the WSJ, USA Today, INC Magazine, CNN, and many others. You can learn more about Jacob and get access to his blog, podcast, and video series by visiting TheFutureOrganization.com.

Connect with Jacob on Twitter @JacobM or email him Jacob@TheFutureOrganization.com.

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The Five Trends Shaping the Future of Work

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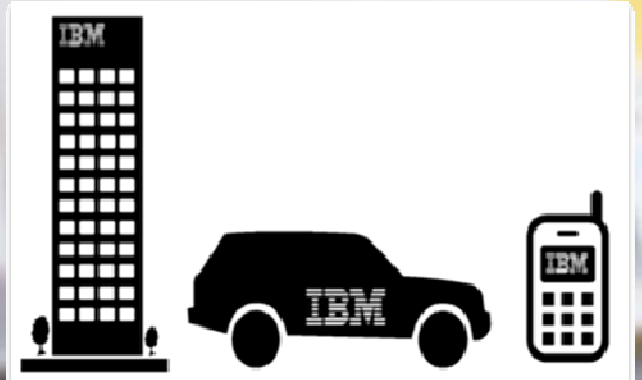
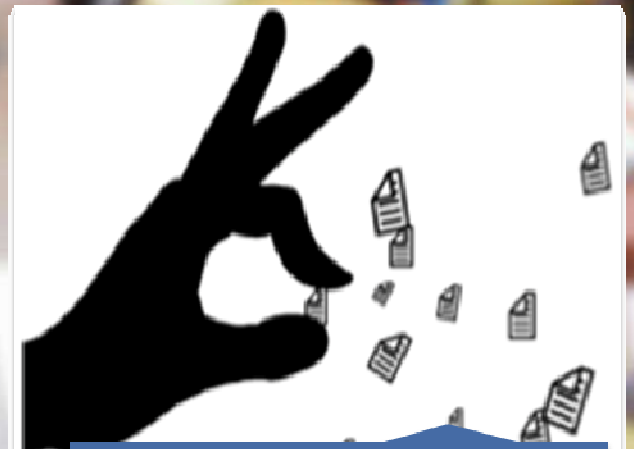


New IBM Office

Acquisitions

Open Computing Model

Attract & Engage Gen X,Y,& Z



Communications

Brand Awareness Marketing

Future of Work

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The Evolution of the Employee

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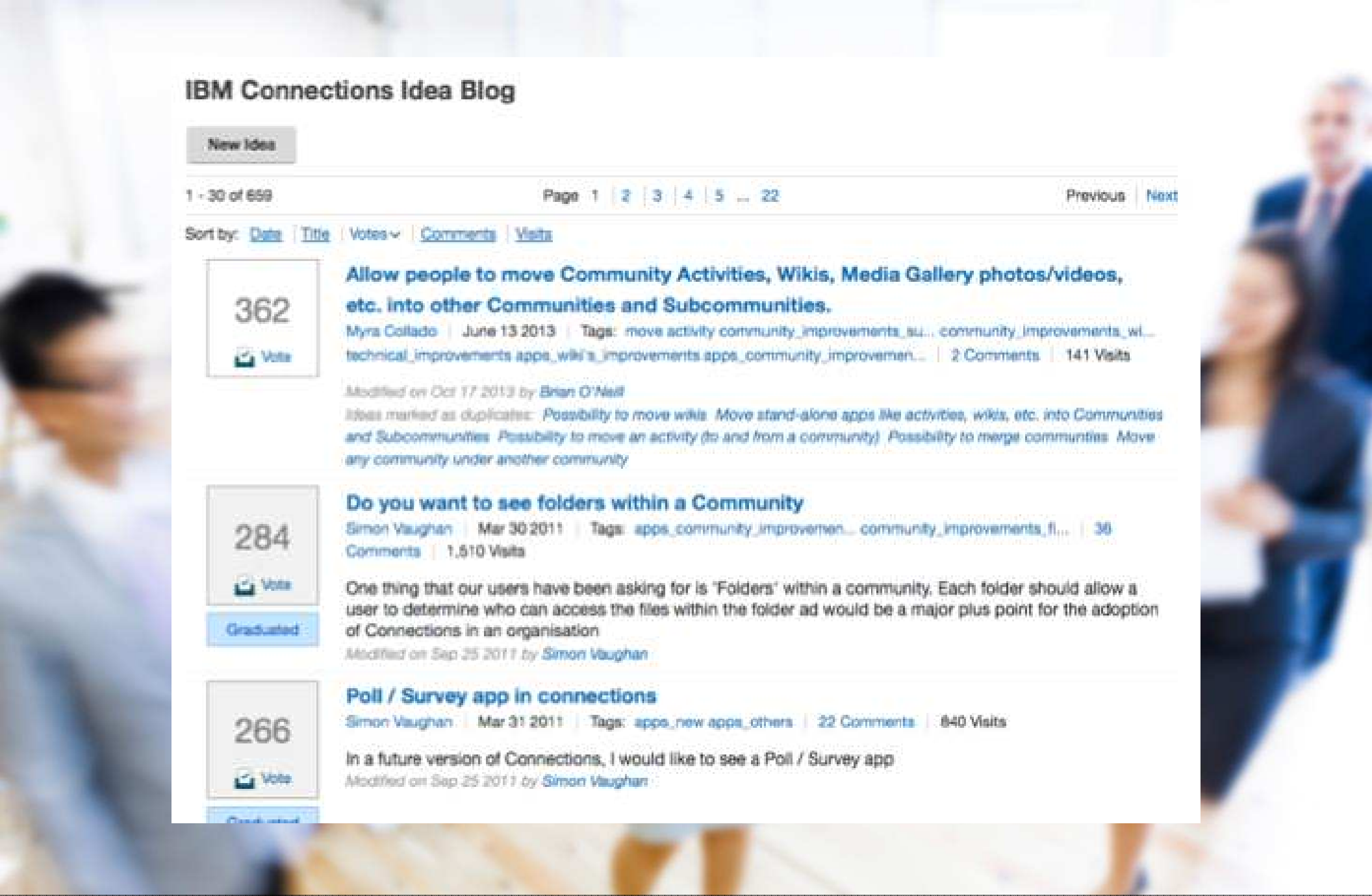

Idea Stacking & Innovation

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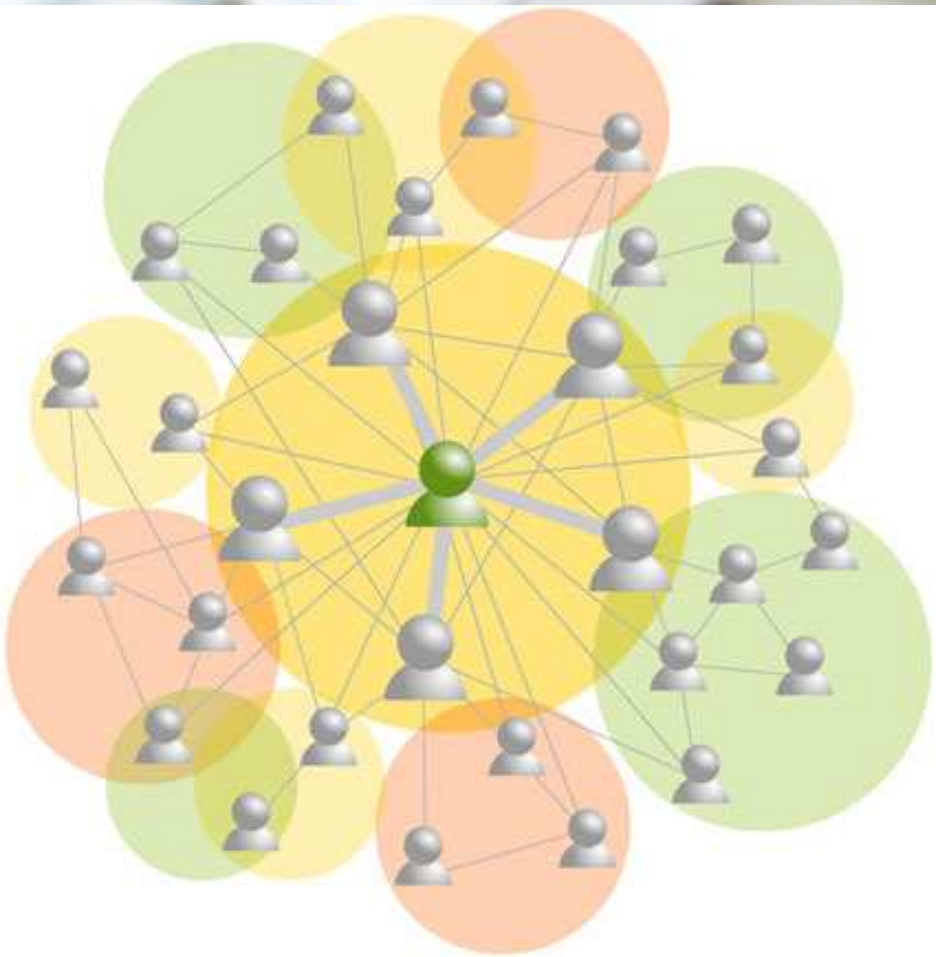
CONNECTIONS THROUGH STRONG TIES



CONNECTIONS THROUGH WEAK TIES

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The Strength of Weak Ties

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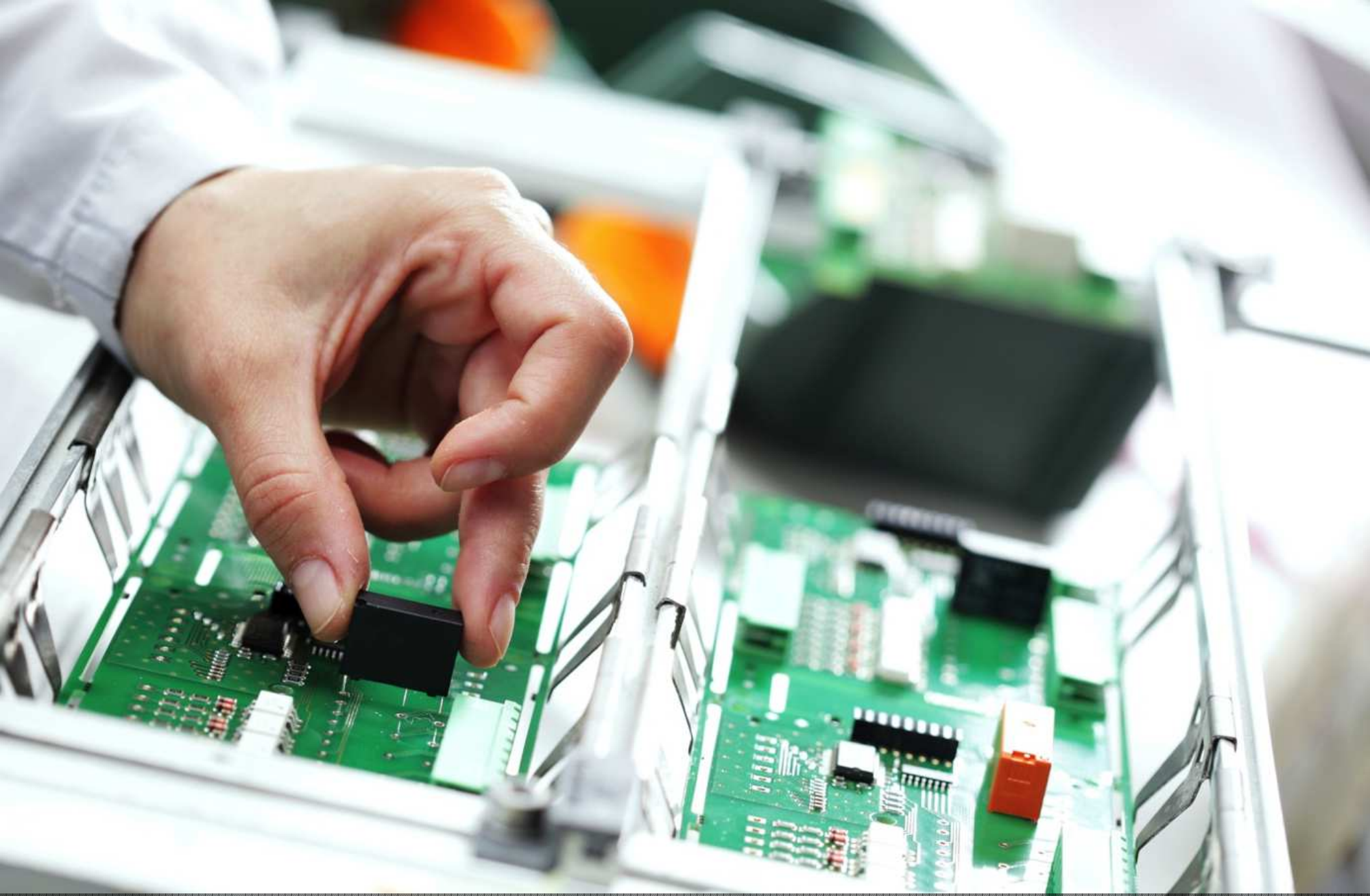

Today's Innovation

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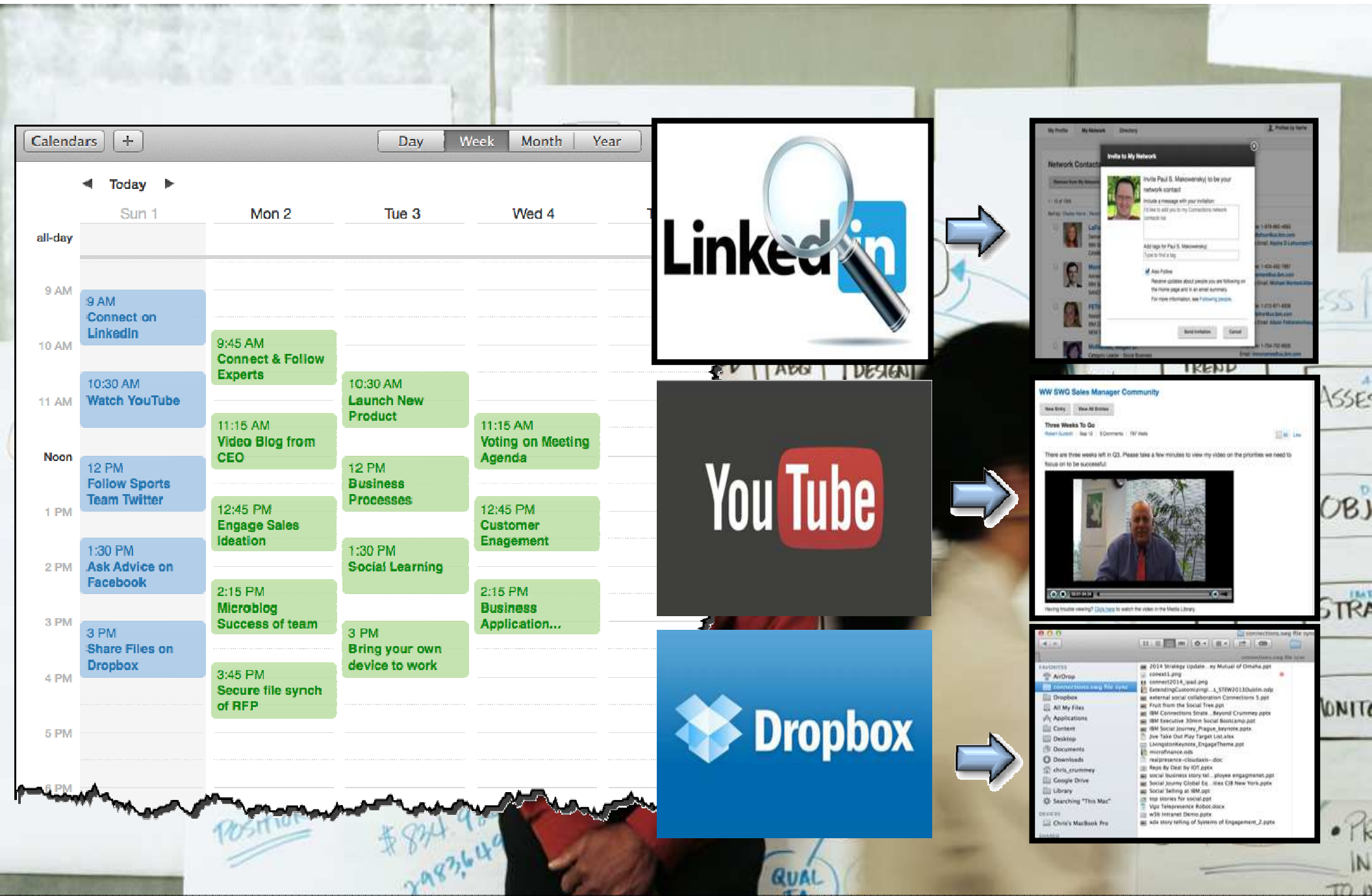

Sunday Night to Monday Morning

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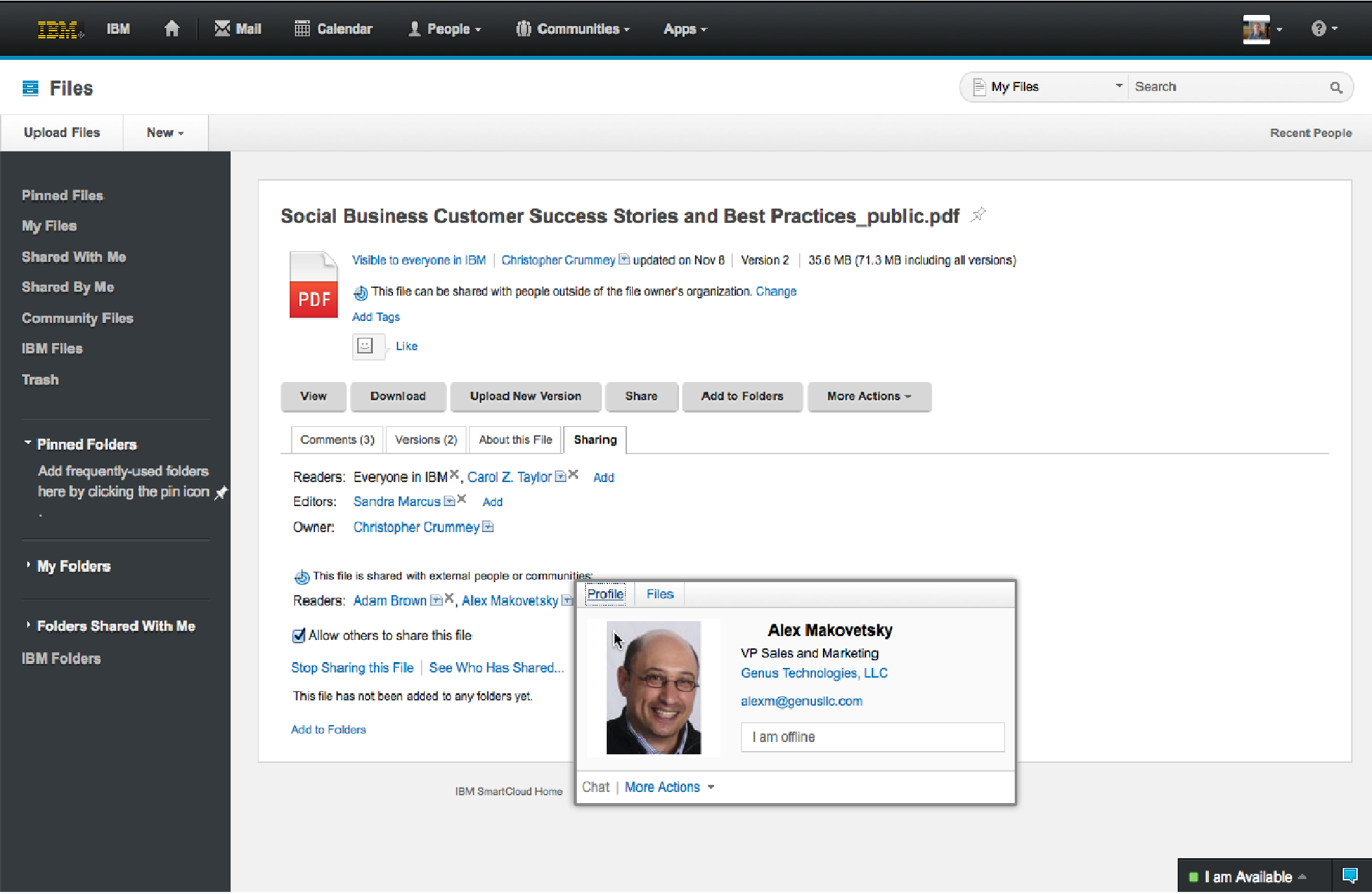

Collaborate in Ecosystems in 60 Seconds

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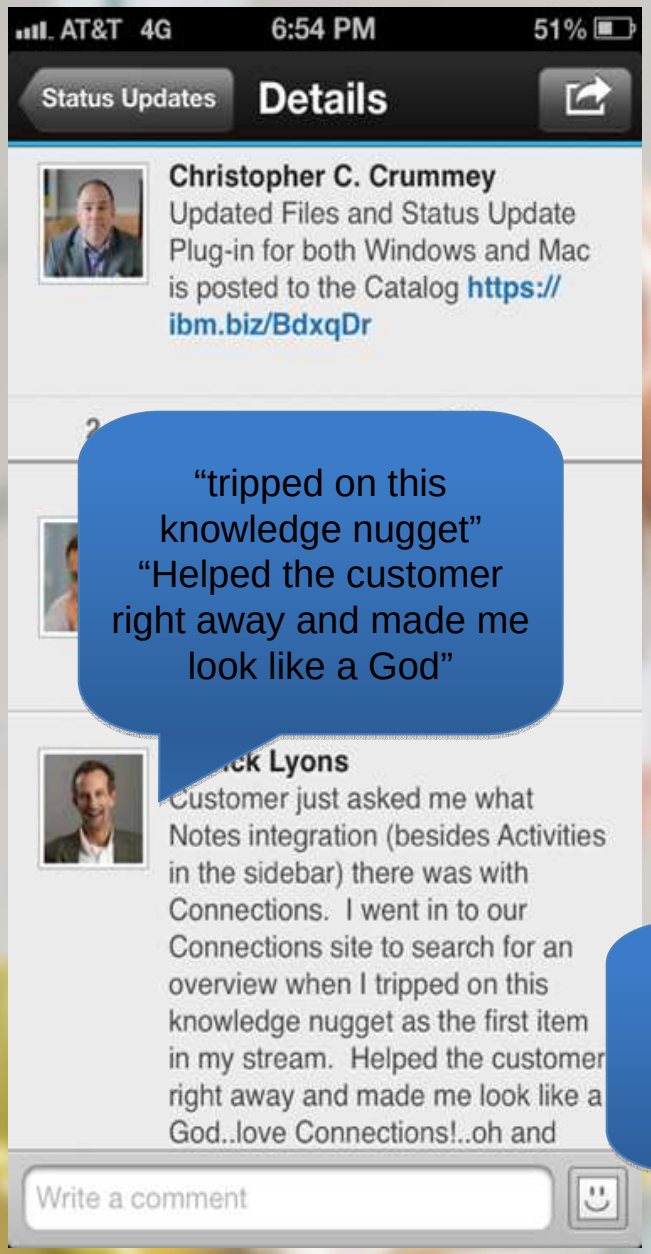
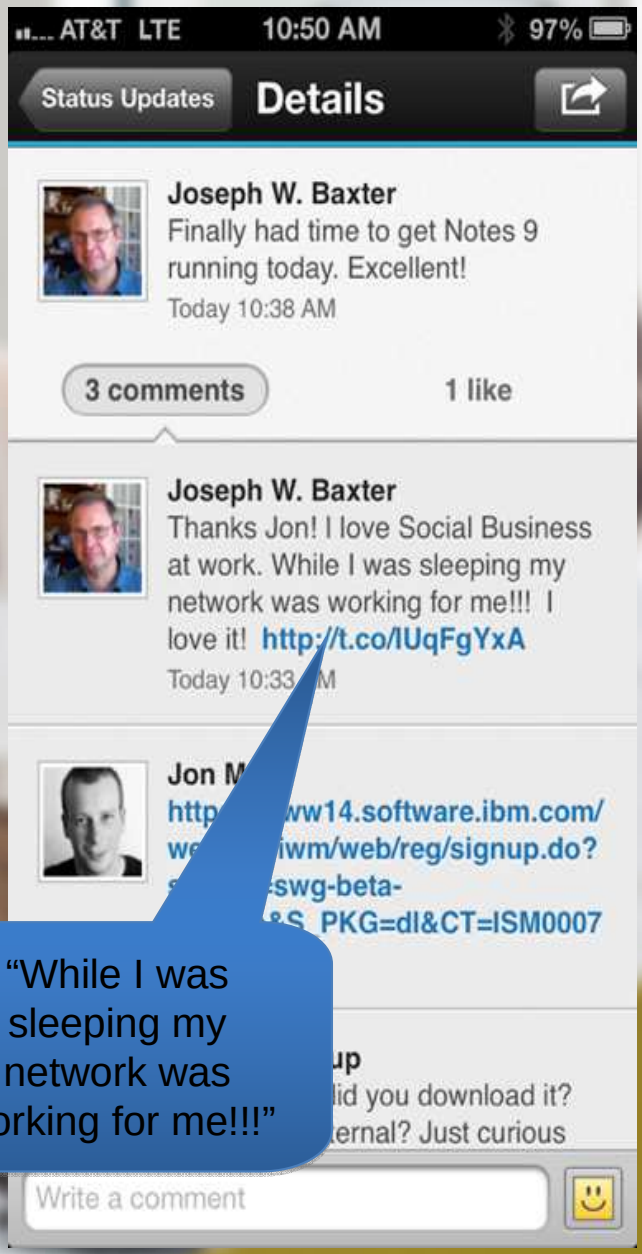
"as smart as the experts but 5 min later"



"tripped on this knowledge nugget" "Helped the customer right away and made me look like a God"



"While I was sleeping my network was working for me!!!"

Expertise, Knowledge Nuggets & Power of Networks

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PEOPLE	How does the vendor treat you? Do you get along with their team and are your visions aligned?
VERTICAL EXPERTISE	Does the vendor have expertise and clients in your specific vertical?
TECHNOLOGY & SECURITY	Do the technology and security specifications meet your needs?
EASE OF USE & INTUITIVENESS	How easy and intuitive is the platform for everyone to use?
FEATURES	Does it have the features and capabilities you require? What makes this program stand out? How does it fit into your roadmap?
CUSTOMIZATION & INTEGRATION	Can you manipulate and customize the platform in a way that you need and want?
PRICE	How much does the platform cost and how does the vendor charge?
SUPPORT & MAINTENANCE	What options does the vendor offer for development and maintenance?

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Eight Collaboration Vendor Variables

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Sample Vendor Scoring

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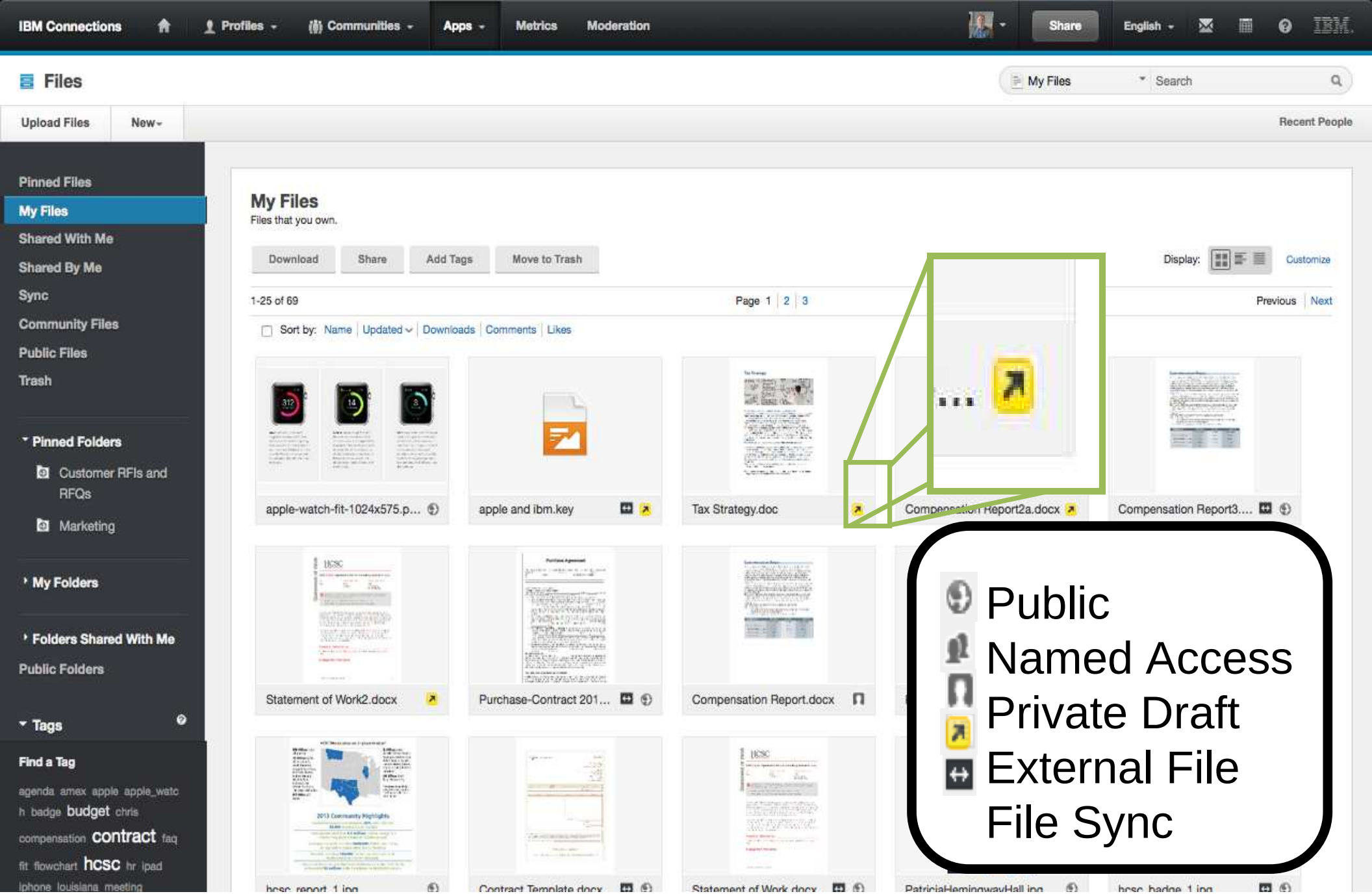

Collaborating Across the Ecosystem Securely

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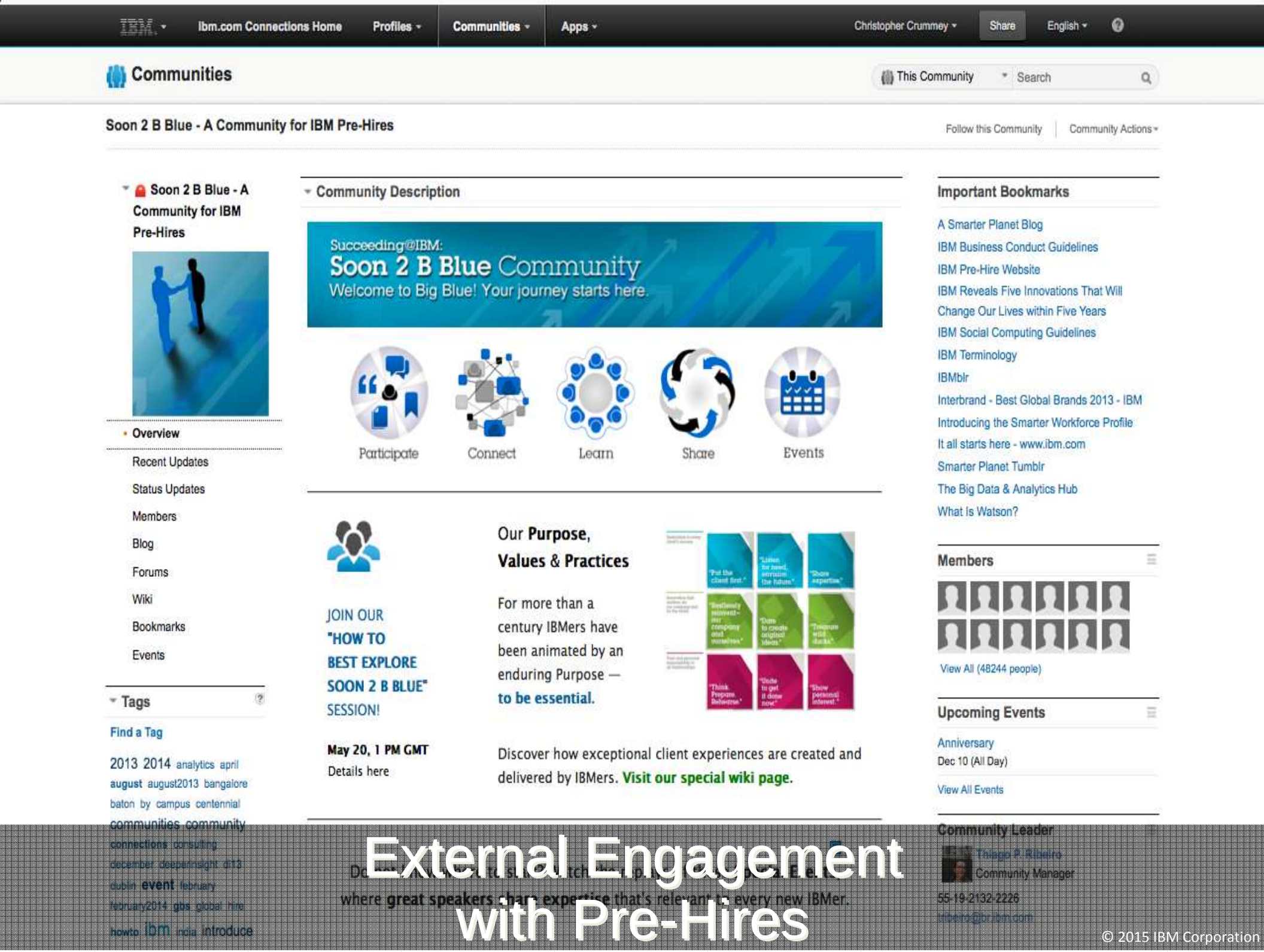

External Engagement with Pre-Hires

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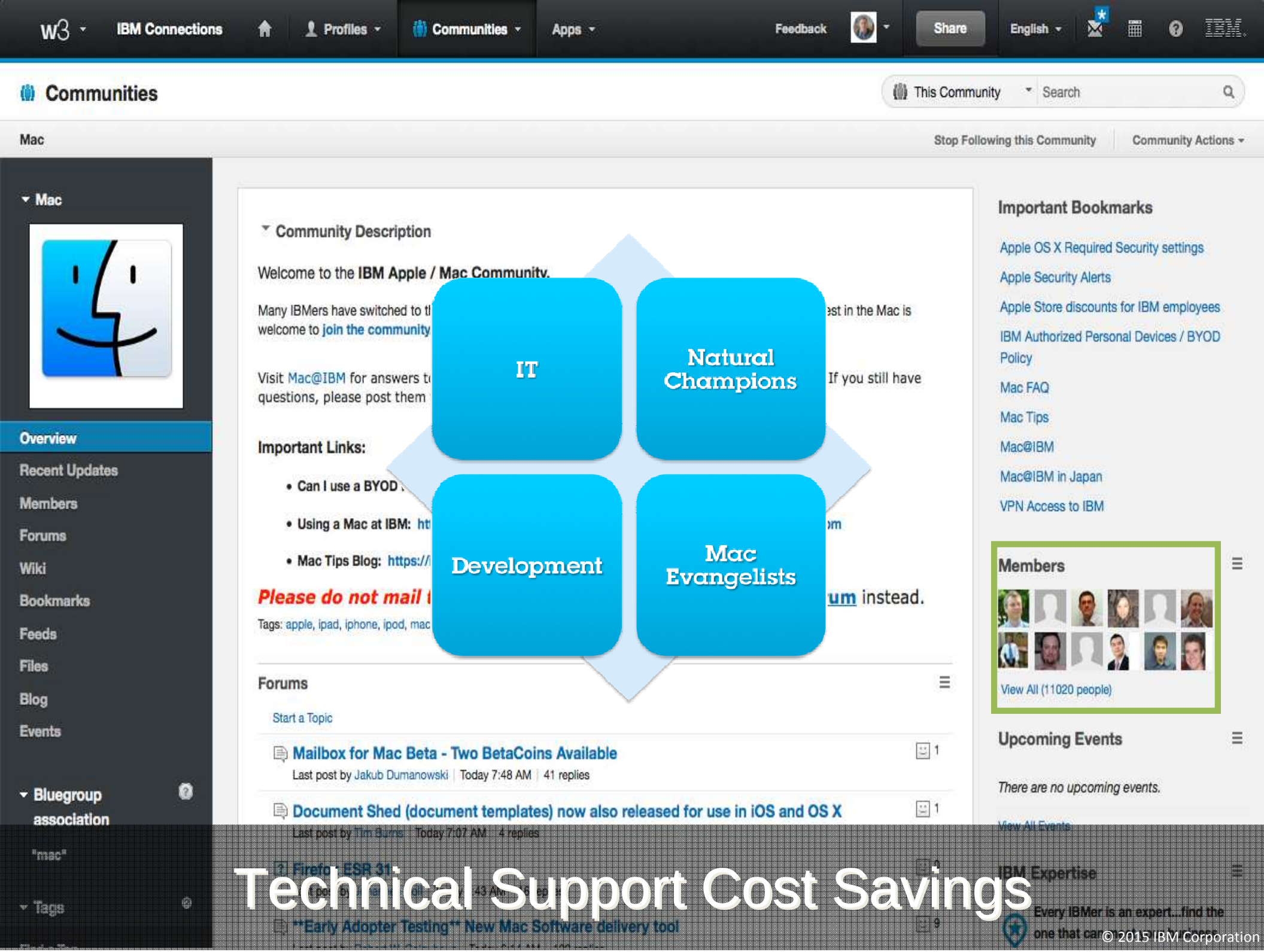

Technical Support Cost Savings

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Technology Evangelists & Champions

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Solution Mapping Process

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Cocktail Napkin Vision

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Keys to Adoption

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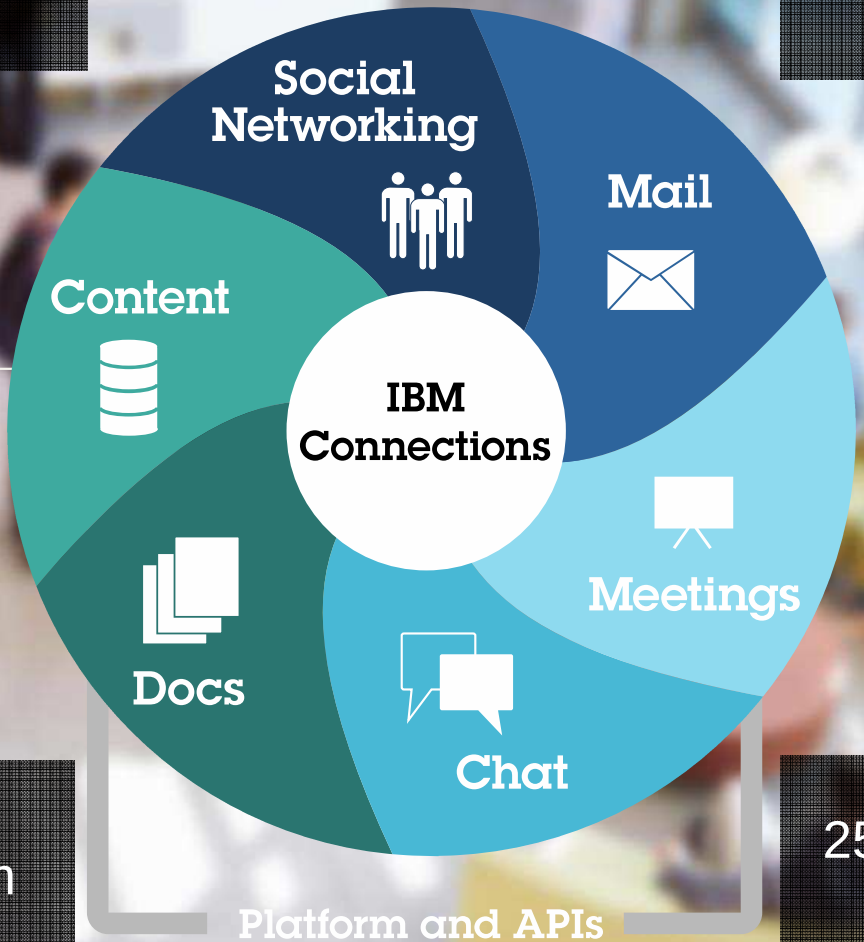
Award-winning industry leadership

Deep technical, cultural, business process, and adoption expertise



Rich, vibrant ecosystem

25 years creating people-centric work places

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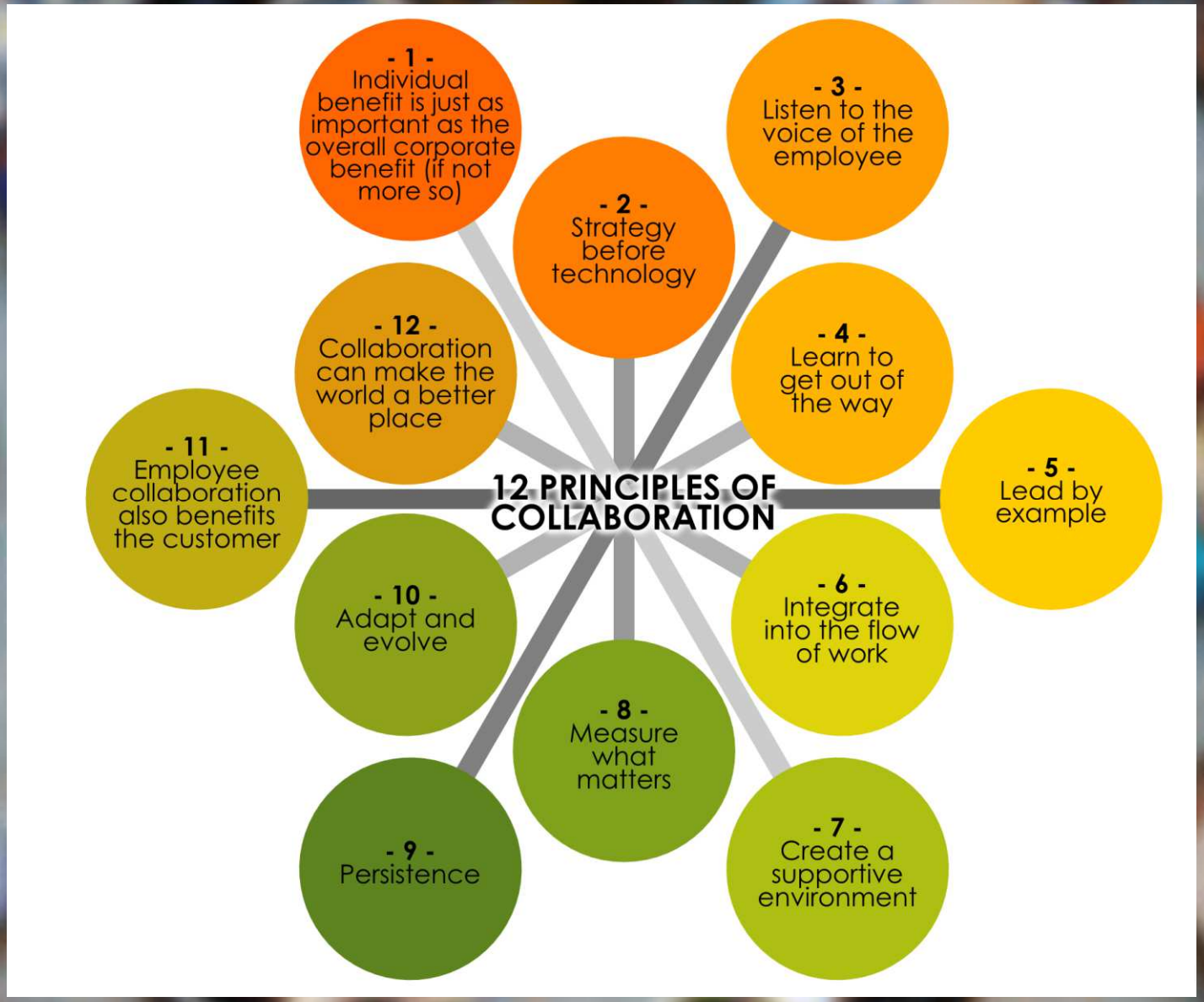
IBM & IBM Connections
Your Trusted Partner – Your Solution of Choice



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12 Principles of Collaboration

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Questions

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For more information, please visit:

IBM Social Business Website
http://www.ibm.com/social-business/us/en/explore-solutions.html

Jacob Morgan's Website
http://www.thefutureorganization.com/

IBM Connections Mobile Website
bit.ly/IBMMobileCollab

Video: How-To: Collaborate with People External to Your Business
http://bit.ly/1A03ZPT

Video: The Importance of Weak Ties (Not Strong Ties) in the Workplace -Jacob Morgan
http://bit.ly/1LA3bTU

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