

# IBM Webcast:

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



## IBM Moderator

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

Randy Frink serves as 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](#).



## 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](#).



## 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](mailto:Jacob@TheFutureOrganization.com).





# IBM Webcast:

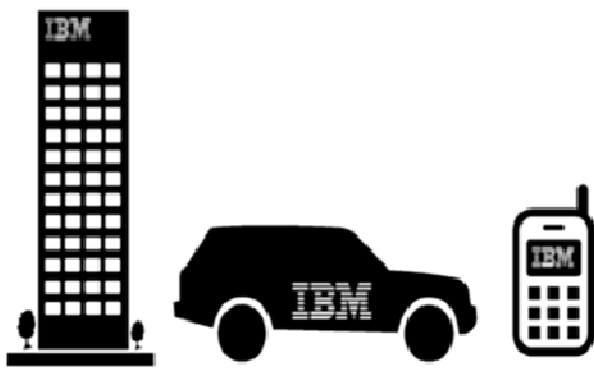
Driving Innovation — Anytime,  
Anywhere with Mobile and Cloud  
Based Collaboration





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# The Five Trends Shaping the Future of Work



**New IBM Office**



**Acquisitions**



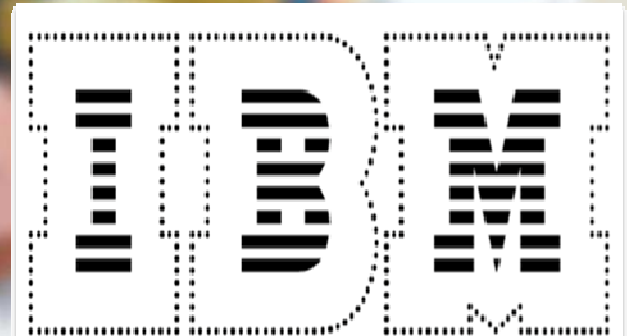
**Open Computing Model**



**Attract & Engage  
Gen X,Y,& Z**



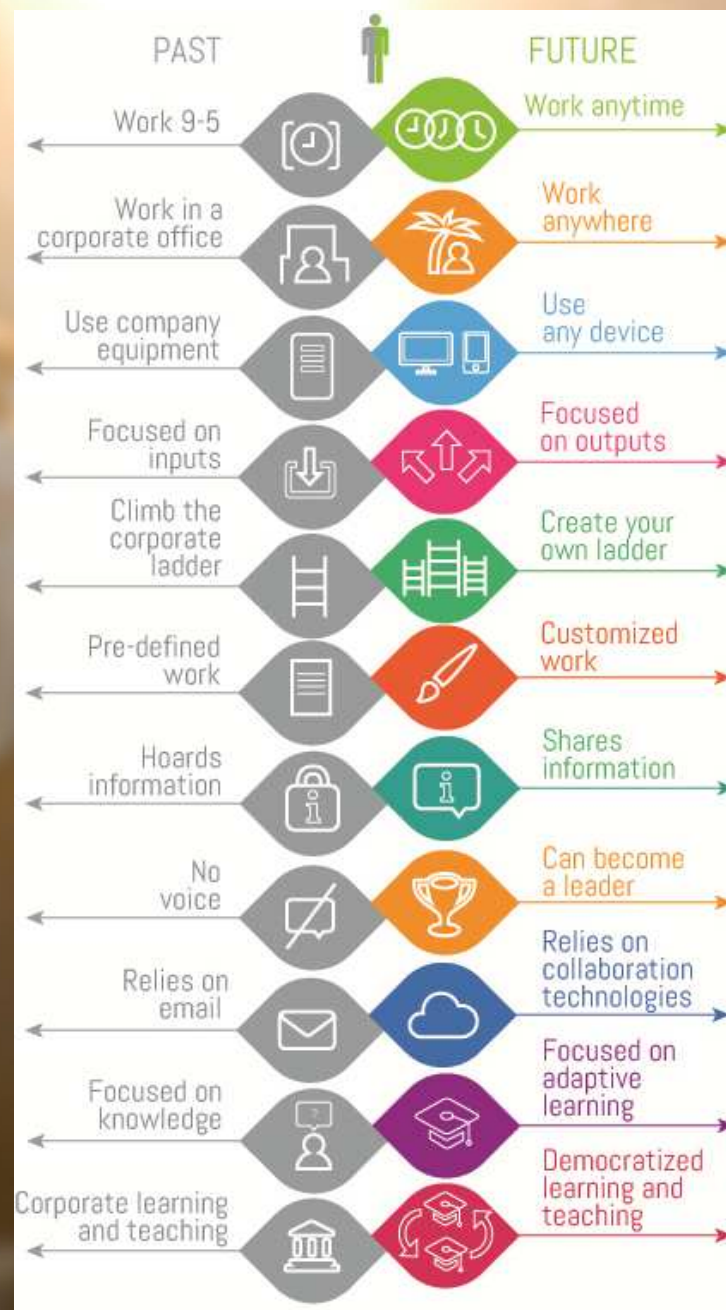
**Communications**



**Brand Awareness  
Marketing**

# Future of Work





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# The Evolution of the Employee

## IBM Connections Idea Blog

New Idea

1 - 30 of 659

Page 1 | 2 | 3 | 4 | 5 ... 22

Previous | Next

Sort by: [Date](#) | [Title](#) | [Votes](#) v | [Comments](#) | [Visits](#)

362

 Vote

### **Allow people to move Community Activities, Wikis, Media Gallery photos/videos, etc. into other Communities and Subcommunities.**

Myra Collado | June 13 2013 | Tags: [move activity](#) [community\\_improvements\\_su...](#) [community\\_improvements\\_wi...](#) [technical\\_improvements](#) [apps\\_wiki's\\_improvements](#) [apps\\_community\\_improvement...](#) | 2 Comments | 141 Visits

Modified on Oct 17 2013 by [Brian O'Neill](#)

Ideas marked as duplicates: [Possibility to move wikis](#) [Move stand-alone apps like activities, wikis, etc. into Communities and Subcommunities](#) [Possibility to move an activity \(to and from a community\)](#) [Possibility to merge communities](#) [Move any community under another community](#)

284

 Vote

Graduated

### **Do you want to see folders within a Community**

Simon Vaughan | Mar 30 2011 | Tags: [apps\\_community\\_improvement...](#) [community\\_improvements\\_fi...](#) | 36 Comments | 1,510 Visits

One thing that our users have been asking for is 'Folders' within a community. Each folder should allow a user to determine who can access the files within the folder and would be a major plus point for the adoption of Connections in an organisation

Modified on Sep 25 2011 by [Simon Vaughan](#)

266

 Vote

Graduated

### **Poll / Survey app in connections**

Simon Vaughan | Mar 31 2011 | Tags: [apps\\_new](#) [apps\\_others](#) | 22 Comments | 640 Visits

In a future version of Connections, I would like to see a Poll / Survey app

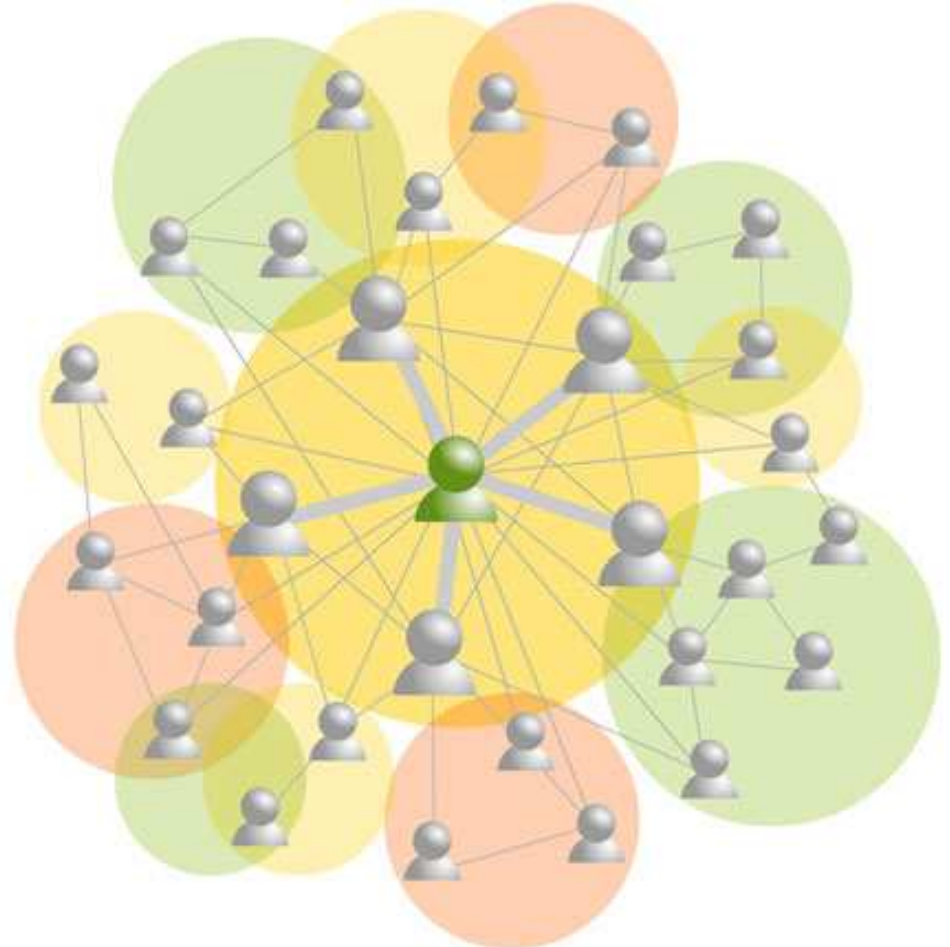
Modified on Sep 25 2011 by [Simon Vaughan](#)

# Idea Stacking & Innovation





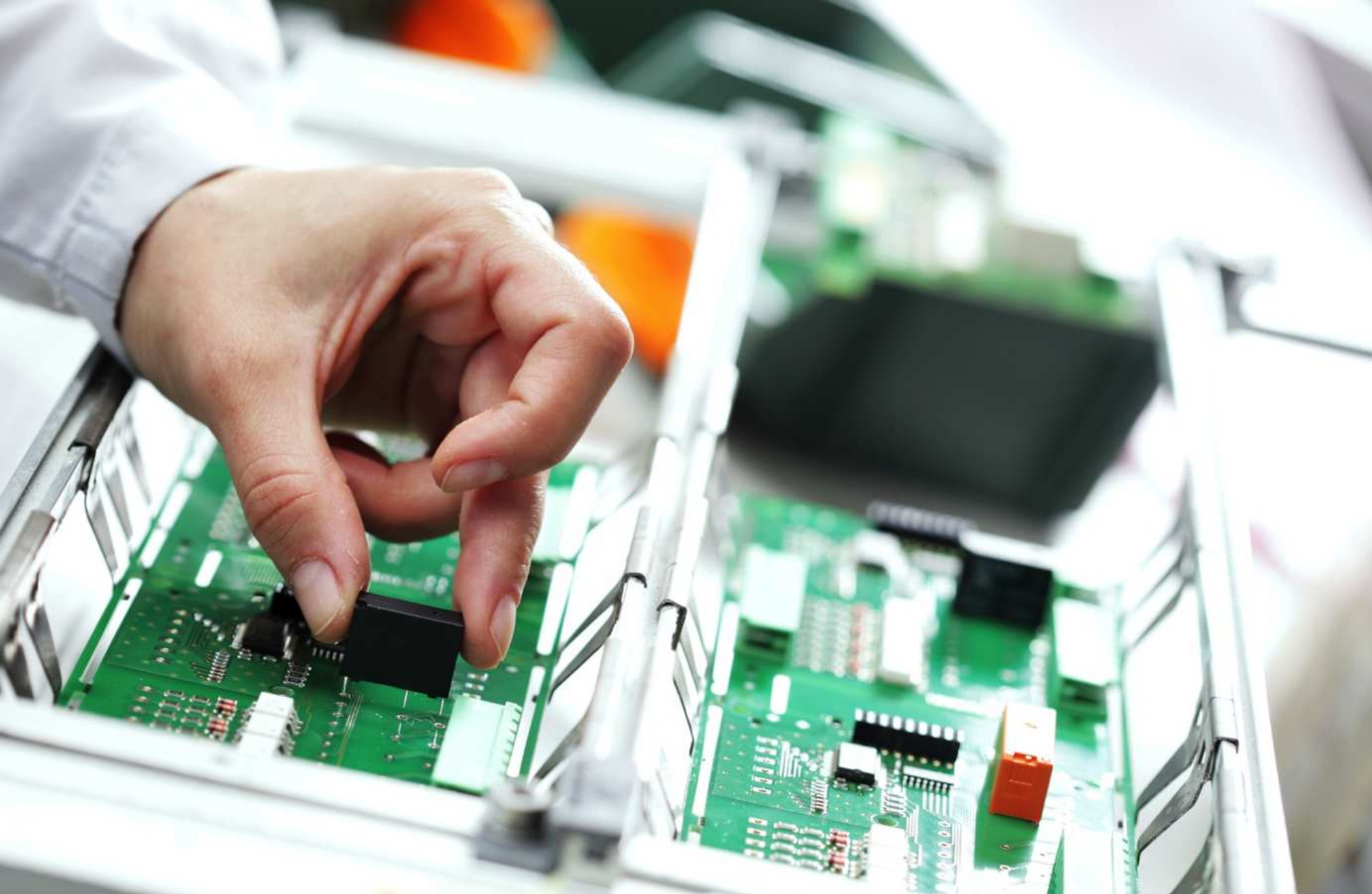
CONNECTIONS THROUGH STRONG TIES



CONNECTIONS THROUGH WEAK TIES

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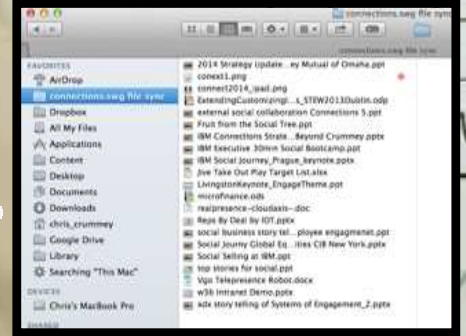
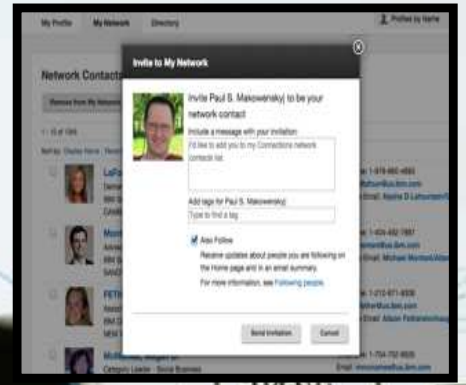
# The Strength of Weak Ties



Today's Innovation



Calendars	Day	Week	Month	Year
◀ Today ▶	Sun 1	Mon 2	Tue 3	Wed 4
all-day				
9 AM	9 AM Connect on LinkedIn			
10 AM		9:45 AM Connect & Follow Experts		
11 AM	10:30 AM Watch YouTube		10:30 AM Launch New Product	
Noon		11:15 AM Video Blog from CEO		11:15 AM Voting on Meeting Agenda
1 PM	12 PM Follow Sports Team Twitter		12 PM Business Processes	
2 PM	1:30 PM Ask Advice on Facebook		1:30 PM Social Learning	
3 PM	3 PM Share Files on Dropbox	2:15 PM Microblog Success of team	3 PM Bring your own device to work	2:15 PM Business Application...
4 PM		3:45 PM Secure file synch of RFP		
5 PM				
6 PM				



Sunday Night to Monday Morning



## Files

My Files

Search



Upload Files

New

Recent People

Pinned Files

My Files

Shared With Me

Shared By Me

Community Files

IBM Files

Trash

## Pinned Folders

Add frequently-used folders here by clicking the pin icon

## My Folders

## Folders Shared With Me

IBM Folders

## Social Business Customer Success Stories and Best Practices\_public.pdf



Visible to everyone in IBM | Christopher Crummey updated on Nov 8 | Version 2 | 35.6 MB (71.3 MB including all versions)

 This file can be shared with people outside of the file owner's organization. [Change](#)[Add Tags](#)

Like

View

Download

Upload New Version

Share

Add to Folders

More Actions

Comments (3)

Versions (2)

About this File

Sharing

Readers: Everyone in IBM, Carol Z. Taylor [Add](#)Editors: Sandra Marcus [Add](#)

Owner: Christopher Crummey

This file is shared with external people or communities:

Readers: Adam Brown, Alex Makovetsky

 Allow others to share this file[Stop Sharing this File](#) | [See Who Has Shared...](#)

This file has not been added to any folders yet.

[Add to Folders](#)

Profile

Files



## Alex Makovetsky

VP Sales and Marketing  
Genus Technologies, LLC  
alexm@genusilc.com

I am offline

Chat | [More Actions](#)

IBM SmartCloud Home

I am Available

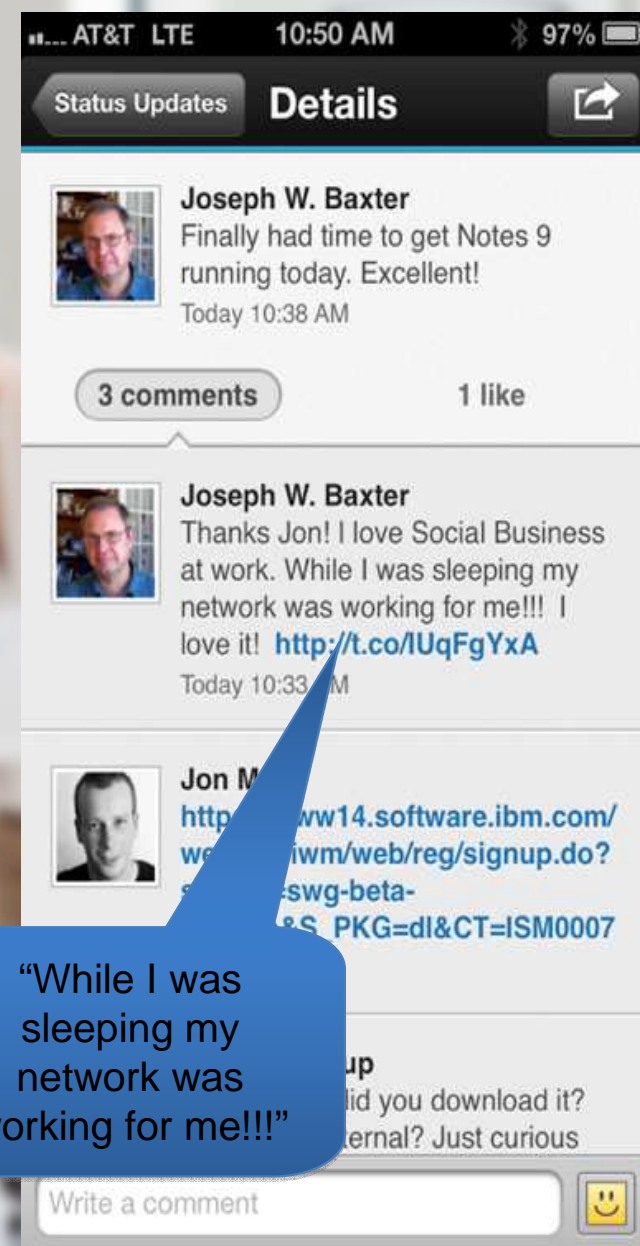
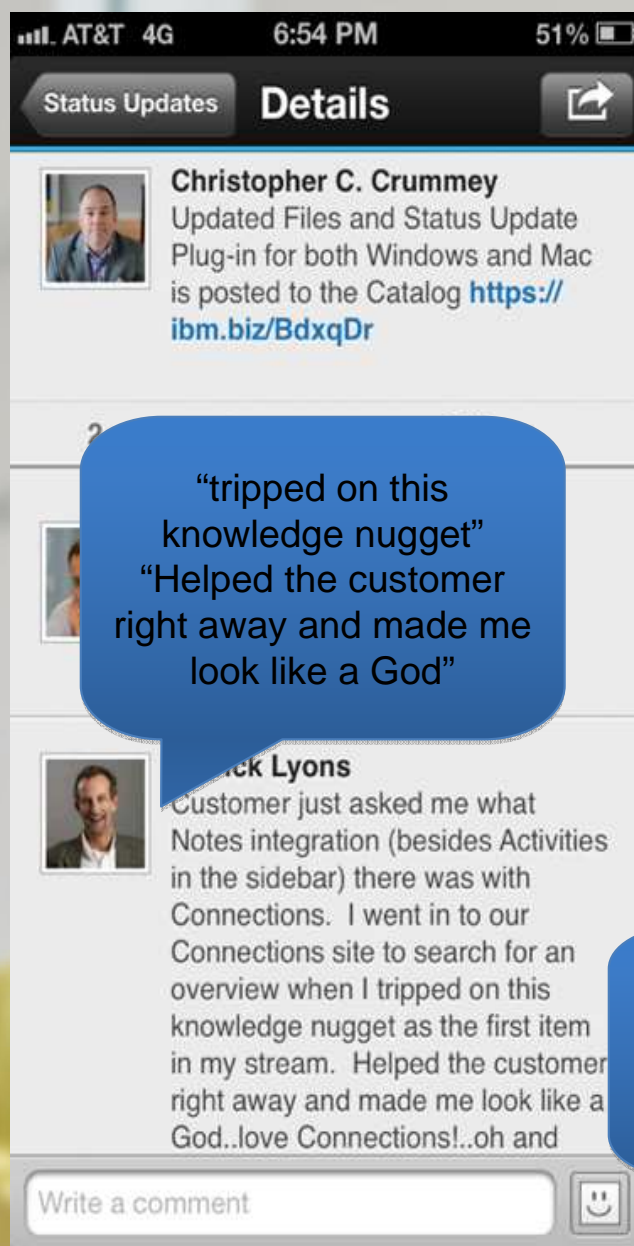
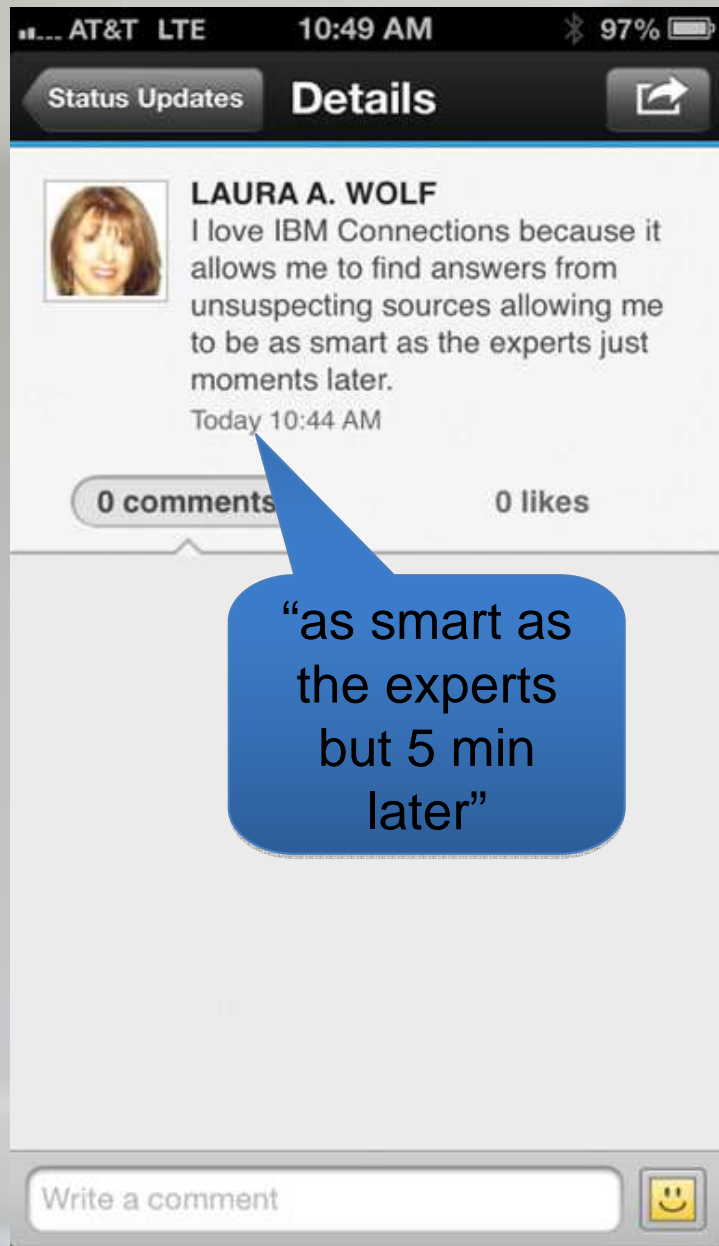


# Collaborate in Ecosystems in 60 Seconds



**Connecting Anytime, Anywhere**













# Expertise, Knowledge Nuggets & Power of Networks

	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?

# Eight Collaboration Vendor Variables



	VENDOR 1	VENDOR 2
 PEOPLE	$8 \times 3 = 24$	$8 \times 2 = 16$
 VERTICAL EXPERTISE	$7 \times 2 = 14$	$7 \times 3 = 21$
 TECHNOLOGY & SECURITY	$6 \times 3 = 18$	$6 \times 0 = 0$
 EASE OF USE & INTUITIVENESS	$5 \times 1 = 5$	$5 \times 1 = 5$
 FEATURES	$4 \times 1 = 4$	$4 \times 2 = 8$
 CUSTOMIZATION & INTEGRATION	$3 \times 2 = 6$	$3 \times 3 = 9$
 PRICE	$2 \times 2 = 4$	$2 \times 1 = 2$
 SUPPORT & MAINTENANCE	$1 \times 0 = 0$	$1 \times 2 = 2$
	<b>TOTAL = 75</b>	<b>TOTAL = 63</b>

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# Sample Vendor Scoring

Files

Upload Files New-

Recent People

- Pinned Files
- My Files**
- Shared With Me
- Shared By Me
- Sync
- Community Files
- Public Files
- Trash
- Pinned Folders
  - Customer RFIs and RFQs
  - Marketing
- My Folders
- Folders Shared With Me
- Public Folders
- Tags
  - agenda amex apple apple\_watc
  - h badge budget chris
  - compensation contract faq
  - fit flowchart hsc hr lpad
  - iphone louisiana meeting

My Files

Files that you own.

Download Share Add Tags Move to Trash

Display: Grid List Customize

1-25 of 69

Page 1 | 2 | 3

Previous Next

Sort by: Name Updated Downloads Comments Likes

apple-watch-fit-1024x575.p...  
apple and ibm.key  
Tax Strategy.doc  
Compensation Report2a.docx  
Compensation Report3...

Statement of Work2.docx  
Purchase-Contract 201...  
Compensation Report.docx

hsc report 1 inn  
Contract Template.docx  
Statement of Work.docx  
Patricia-HeminwayHall inn  
hsc badge 1 inn

- Public
- Named Access
- Private Draft
- External File
- File Sync

# Collaborating Across the Ecosystem Securely

# Communities

This Community Search

## Soon 2 B Blue - A Community for IBM Pre-Hires

Follow this Community | Community Actions

Soon 2 B Blue - A Community for IBM Pre-Hires



### Overview

Recent Updates

Status Updates

Members

Blog

Forums

Wiki

Bookmarks

Events

### Tags

Find a Tag

- 2013 2014 analytics april
- august august2013 bangalore
- baton by campus centennial
- communities community
- connections consulting
- december deepersnight d13
- dublin event february
- february2014 gbs global hire
- howto ibm india introduce

### Community Description



Participate



Connect



Learn



Share



Events



JOIN OUR "HOW TO BEST EXPLORE SOON 2 B BLUE" SESSION!

May 20, 1 PM GMT  
Details here

### Our Purpose, Values & Practices

For more than a century IBMers have been animated by an enduring Purpose — **to be essential.**

Discover how exceptional client experiences are created and delivered by IBMers. **Visit our special wiki page.**



### Important Bookmarks

- A Smarter Planet Blog
- IBM Business Conduct Guidelines
- IBM Pre-Hire Website
- IBM Reveals Five Innovations That Will Change Our Lives within Five Years
- IBM Social Computing Guidelines
- IBM Terminology
- IBMblr
- Interbrand - Best Global Brands 2013 - IBM
- Introducing the Smarter Workforce Profile
- It all starts here - www.ibm.com
- Smarter Planet Tumblr
- The Big Data & Analytics Hub
- What is Watson?

### Members



View All (48244 people)

### Upcoming Events

Anniversary  
Dec 10 (All Day)

View All Events

### Community Leader



Thiago P. Ribeiro  
Community Manager

55-19-2132-2226  
thribe@br.ibm.com

# External Engagement with Pre-Hires





Community Description

Welcome to the IBM Apple / Mac Community.

Many IBMers have switched to the Mac and we welcome you to join the community.

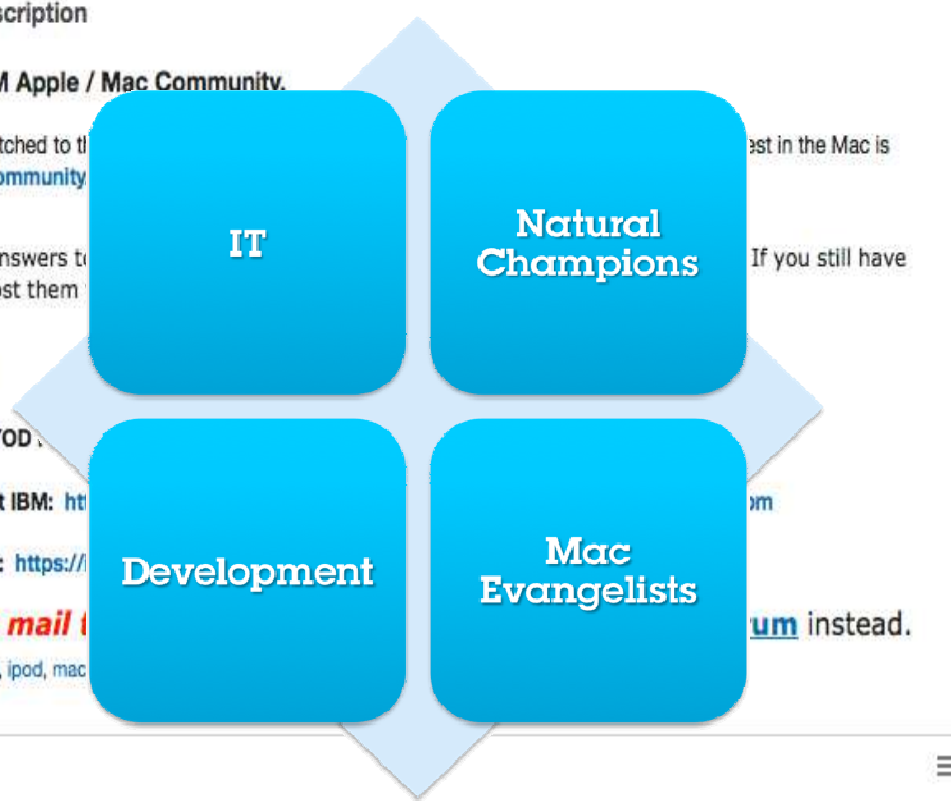
Visit Mac@IBM for answers to your questions, please post them in the Mac community.

Important Links:

- Can I use a BYOD device at work?
- Using a Mac at IBM: https://www.ibm.com/developerworks/community/forums/html/topics?topicId=67119
- Mac Tips Blog: https://www.ibm.com/developerworks/community/forums/html/topics?topicId=67119

**Please do not mail IBM directly.**

Tags: apple, ipad, iphone, ipod, mac



Forums

Start a Topic

**Mailbox for Mac Beta - Two BetaCoins Available** 1

Last post by Jakub Dumanowski | Today 7:48 AM | 41 replies

**Document Shed (document templates) now also released for use in iOS and OS X** 1

Last post by Tim Burns | Today 7:07 AM | 4 replies

Important Bookmarks

- [Apple OS X Required Security settings](#)
- [Apple Security Alerts](#)
- [Apple Store discounts for IBM employees](#)
- [IBM Authorized Personal Devices / BYOD Policy](#)
- [Mac FAQ](#)
- [Mac Tips](#)
- [Mac@IBM](#)
- [Mac@IBM in Japan](#)
- [VPN Access to IBM](#)

Members



[View All \(11020 people\)](#)

Upcoming Events

There are no upcoming events.

[View All Events](#)

# Technical Support Cost Savings

IBM Expertise

Every IBMer is an expert... find the one that can help you.





# Technology Evangelists & Champions



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# Solution Mapping Process



Living  
Corporate  
Brain

Corporate  
Think  
Tank

Network  
Behavior

Everything is just  
3 clicks away

Business  
Network

Share  
Economy

## Cocktail Napkin Vision

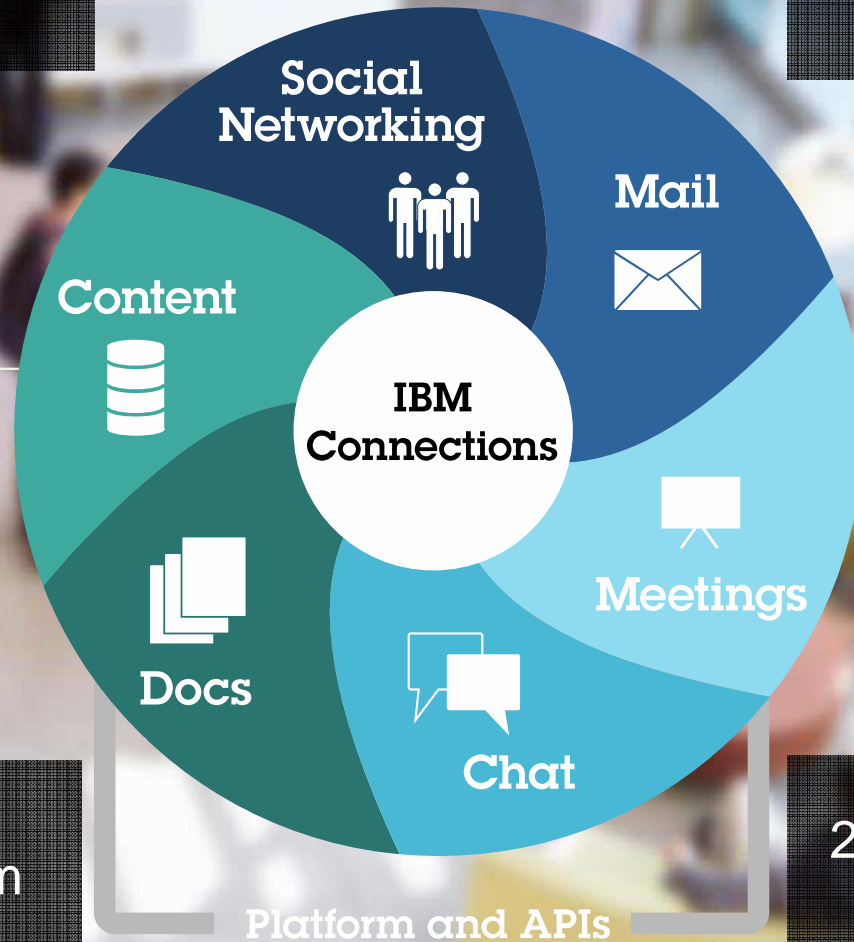


# Keys to Adoption



Award-winning industry leadership

Deep technical, cultural, business process, and adoption expertise



Rich, vibrant ecosystem

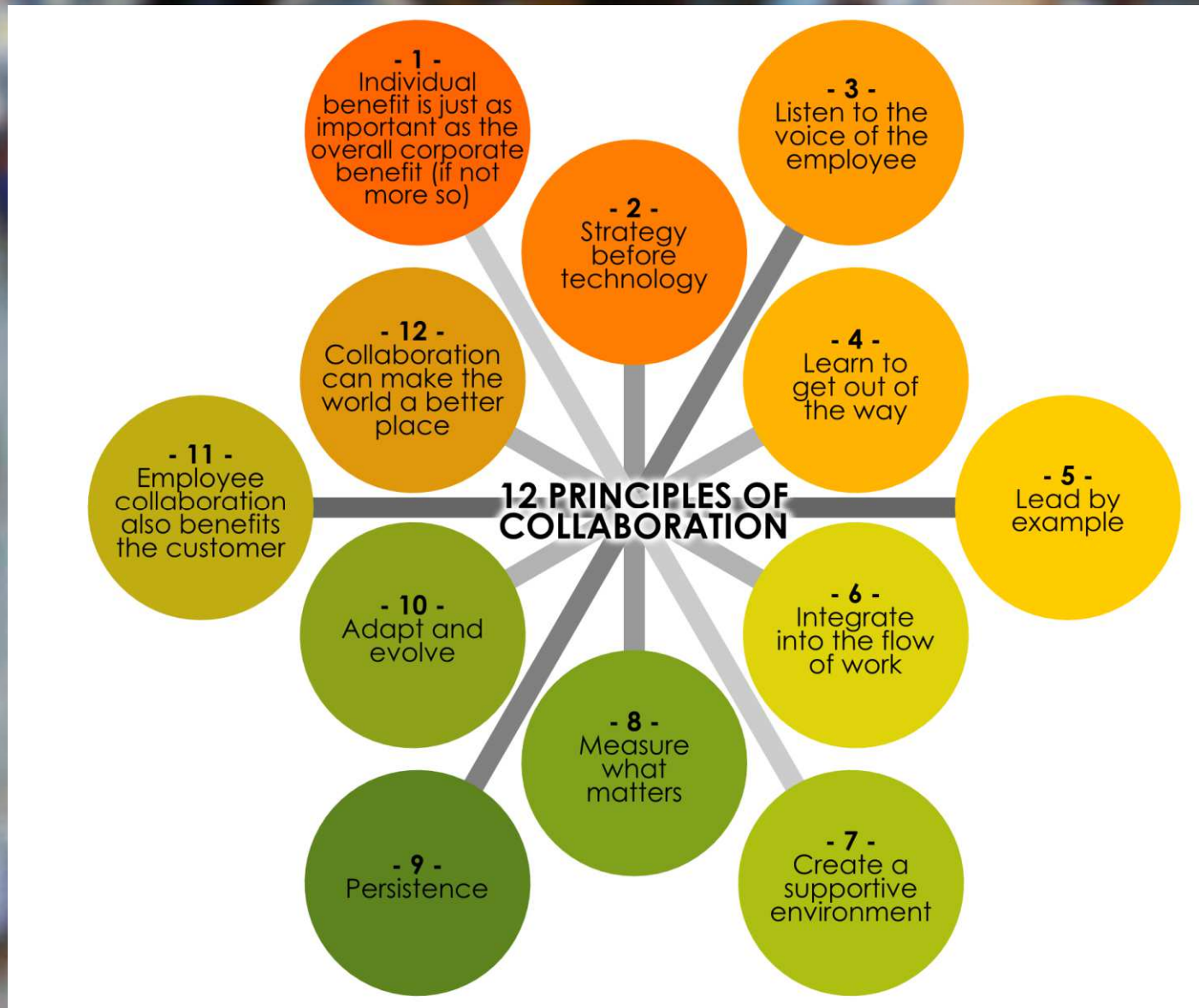
25 years creating people-centric work places

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# IBM & IBM Connections

## Your Trusted Partner – Your Solution of Choice





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# 12 Principles of Collaboration

# Questions



**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](http://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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