

From “Liking” to Leading - the Rise of Social Business

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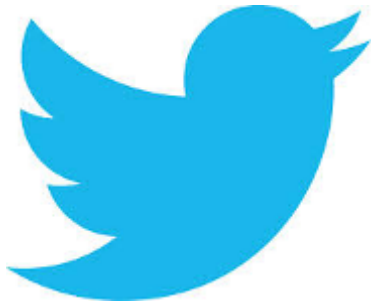




Pinterest – 10.4m Users



LinkedIn – 150m Users



Twitter – 140m Users



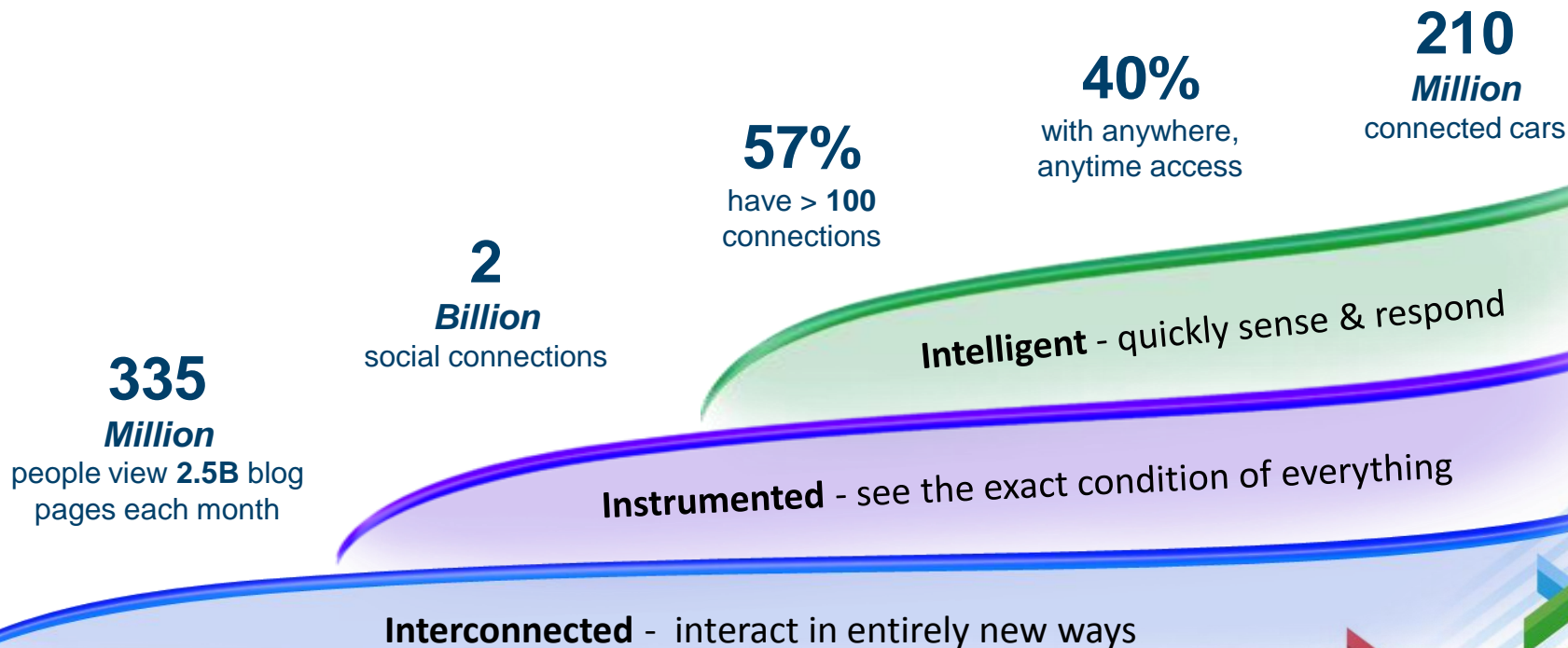
Facebook – 800m Users



People are now more Socialized



The emergence of a Smarter Planet has amplified the innate characteristics of **human behavior** to engage, share knowledge and build relationships









Social Media vs. Social Business

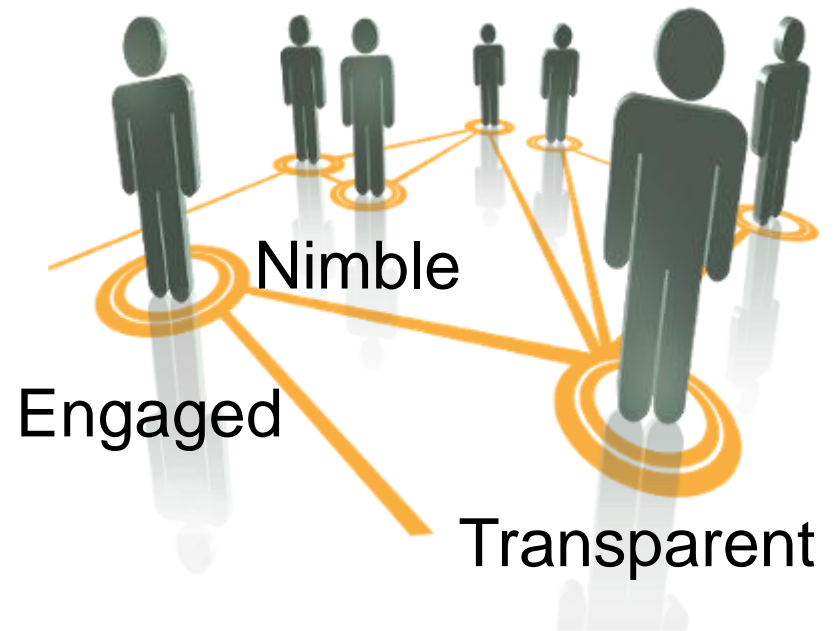


Social Media



Marketing and PR

Social Business



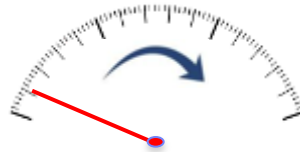
Revolutionize organization and business processes



Social technologies have unleashed a new Era of Human Influence



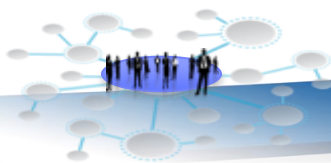
People can now **CONNECT**
and share ideas
or expressions at
exponential rates



People are now **EMPOWERED**
to organize and share
knowledge, experiences
& build relationships



People can now **ENERGIZE**
individual initiative &
community movements
with greater impact



And have created an entirely new way to work



71% of CEOs say
human capital is
#1 differentiator

- ✓ **47%** workforce is social-savvy millennials
- ✓ **68%** engage externally in social activity
- ✓ **48%** social employees track brand talk
- ✓ **40%** collaborate more effectively
- ✓ **46%** are more productive at work
- ✓ **52%** reach right experts; **77%** right info
- ✓ **41%** of employees are more satisfied
- ✓ **57%** ↑ effort from committed workers

1% ↑ in engagement
can drive **800%** ROI

- **Now**, organizations don't do things, people do
- **Now**, relevant info is just a connection away
- **Now**, knowledge sharing = the new production line
- **Now**, expertise is as accessible as an ATM
- **Now**, client-centricity is just a way of life
- **Now**, employees & managers live in glass houses
- **Now**, innovation is a team sport and your team is endless in scope and diversity

Organisations are already seeing massive benefits from Social Business



Customer Service

Reducing customer support costs by **16%**

Increasing customer satisfaction by **20%**

Sales

Increasing revenue by **15%**

Reducing travel costs by **20%**



Product Development

Reducing time to market for products/services by **20%**

Increase number of successful innovations by **20%**

Marketing

Increasing effectiveness of marketing by **17%**

Reducing marketing costs by **20%**



The Digital IBMer

Ginni—" Social Networks will become the **new production line**...your value is not what you know but what you share... " and will be measured on that.



"Stocks of info
turning into
Flows of new
info"

Irving Wladawsky-
Berger



IBM to become
the "preeminent
social
enterprise"

SVP Steve Mills –"
harness our **collective
intelligence** across
IBM and ultimately
across our eco-
system"



And the opportunity to improve is staggering....



15%

of customers can get the info they need

65%

have difficulties finding the skills they need

18%

of CEOs are satisfied on the level of innovation

13%

are able to tap into the collective knowledge of their organizations

73%

of employees rely on of personal networks to do work

47%

have no process to vet new ideas and decide where to invest

81%

of shoppers are strongly influenced by social networking

22m

disengaged employees cost business \$350b

22%

of employees can easily access the information they need to do their jobs

Smarter Enterprises will capitalize on new business models to connect, empower & energize the people who collectively determine the success of the business.

1

Institute cultural renewal creating passionately engaged **workforces**

2

Unleash community-inspired **innovation** that matters in the market

3

Create exceptional **customer experiences** built upon a harmonized, engaging market voice



Businesses will need to THINK differently



Business Processes



Personalized Experiences



Structured Organization



Collaborative Networking



Closed Initiative



Collective Knowledge



Business Data



Analytical Listening



Organize Workforces

Create Value

Drive Demand

Sell to Customers

Support Customers

Re-Inventing the Traditional Linear Business Lifecycle

Passionately Engaged

Workforces

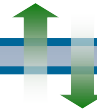
Operate **differently**, benefiting from improved teamwork, empowerment, collective knowledge & shared productivity



Community Inspired

Innovation

Leading to approaching innovation **differently**, deploying new client-centric models to create differentiate products & services



Exceptional Customer

Experiences

Translating to engaging customers **differently**, integrating marketing, self-discovery, commerce and relationship management

- ✓ *Share knowledge*
- ✓ *Digital asset utility*
- ✓ *Update status real-time*

- ✓ *Reduce costs*
- ✓ *Uphold accountability*
- ✓ *Extract ideas*



Self-service “Software as a Service” Platform



Social

Connect, empower
& energize PEOPLE



IBM Social Business Platform



Mobile

Anywhere, anytime
navigation



Cloud

Intelligently deliver
scalable processes



Big Data

Uncover new insights
with advanced analytics



Personalized Experiences



Collaborative Networking



Collective Knowledge



Analytical Listening

✧ Shared Productivity

Passionately Engaged

 **Workforces**

Energizing life's work drives common purpose and harmonized execution

✧ Intense Loyalty

Exceptional Customer

 **Experiences**

Tapping into a new kind of consumer behavior results in growth & advocacy

✧ Client-centricity

Community Inspired

 **Innovation**

Unleashing innovation that matters in the marketplace creates clear differentiation

IBM Social Business Platform

 **Personalized Experiences**

Humanize business processes

 **Collaborative Networking**

Empower community engagement

 **Collective Knowledge**

Harness expertise and experience

 **Analytical Listening**

Harvest behavioral insights



Anytime, anywhere



Flexible



Intelligent



Secure

Proven Best-Practice Roadmaps



Leverage IBM expertise to create highly customized implementation roadmaps building off a flexible Social Business Platform ...

1

Understand Role Experiences

- Analyze needs
- Desired outcomes
- Behavioral characteristics

2

Design Business Process improvements

- Workforce processes
- Client Experience
- Innovation processes

3

Apply implementation Best Practices

- Defined entry-points
- Customize roadmaps
- Apply best-practices

4

Enable Mobile Cloud, Security



Social Business Platform



HR Sales

LOB

Marketing IT

IBM IS THE SOCIAL BUSINESS LEADER

#1

IDC named IBM #1 in Enterprise Social Software for the 4th consecutive year.*

60%

More than 60 percent of the Fortune 100 companies use IBM's solutions for social business.

80%

Eight of the top ten retailers and banks use IBM social business software.

400k

400k+ IBMers use the company's social platform to connect and collaborate.

IDC Worldwide Semiannual Software Tracker, 2H 2012



The time to act is NOW!



- Just like a decade ago with the emergence of **e-business**, organizations of all types face a transformational moment
- Becoming a **social business** is now essential, playing a decisive role in the successful businesses of the future
- Success starts **now** with cultural transformations focused on creating new people-centric, digital business models
- In the end, its about re-engineering **business processes** with engaging, personalized and relevant community-based digital experiences





Profile Wikis | Communities Files | Blogs Bookmarks | Forums Activities

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Kiitos!



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