Kako je Business postao Social Business?

Tihomir Cirkvenčić
SEE ICS Leader
IBM Collaboration Solutions

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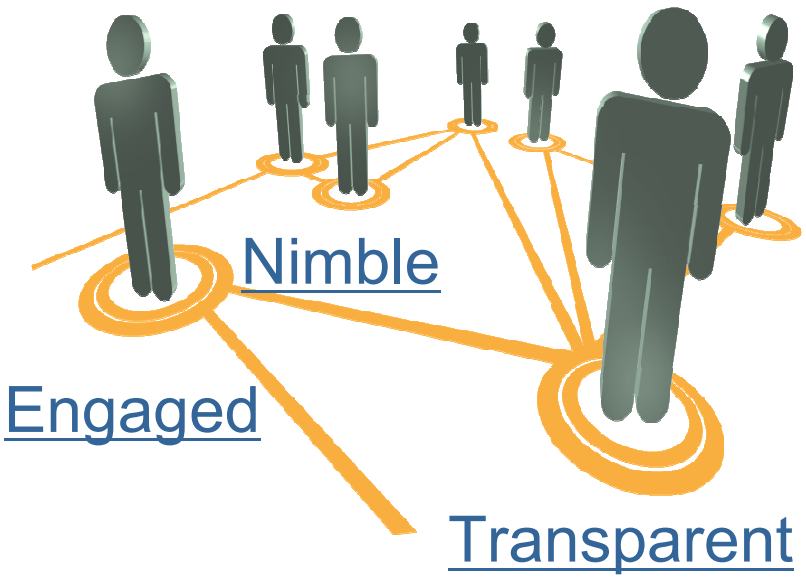
Social Media vs. Social Business

Social Media

Primarily Marketing and PR

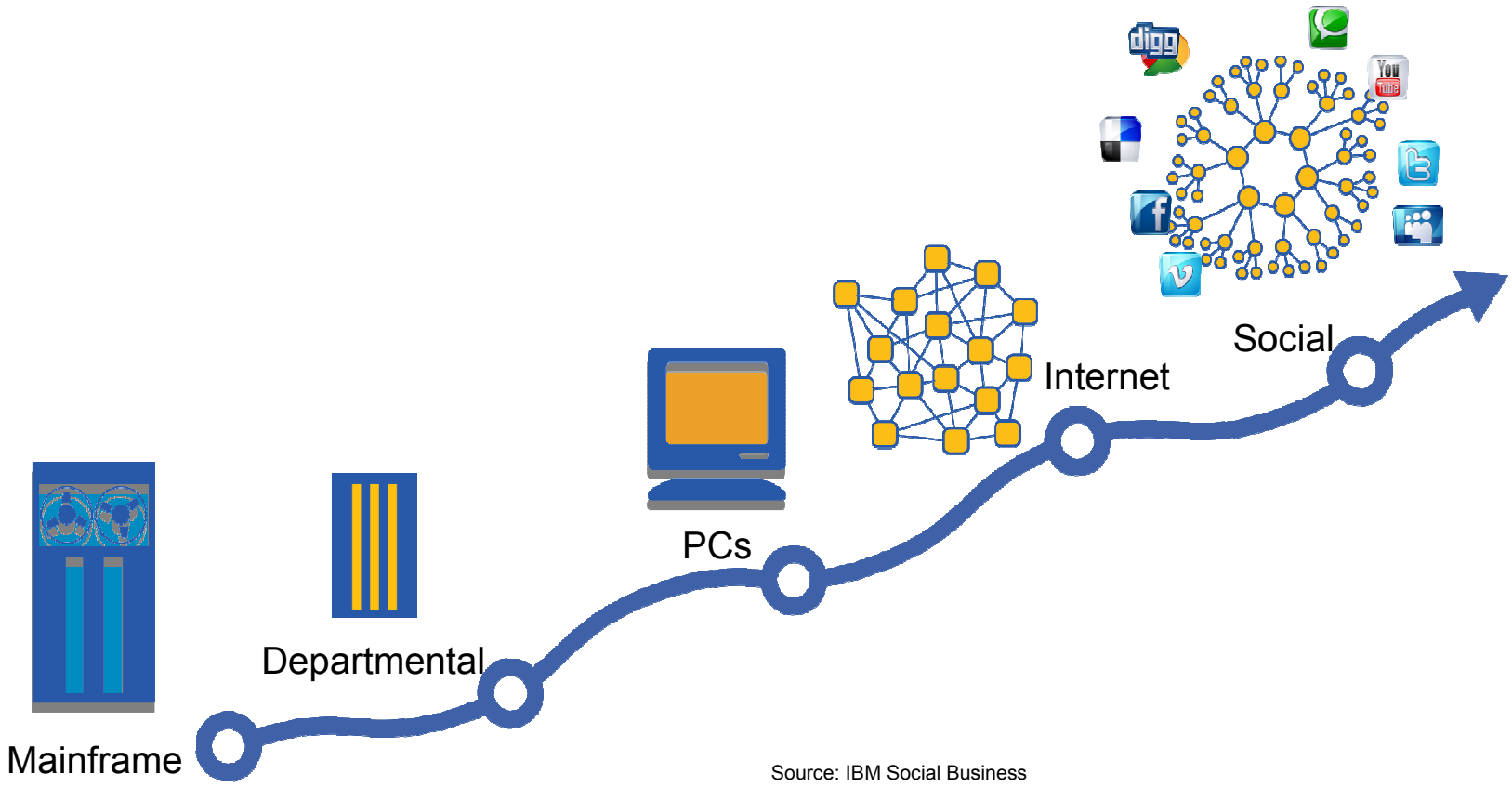
Social Business



Encompasses organization and business processes

Fifth IT Era – The Path to the Social Business explosion!

$200B Market by 2015



Source: IBM Social Business

Your PEOPLE are core to your BUSINES:

Companies don’t do business with companies… …. *people do business with people*

Workforce demographics have changed

	Traditionalists	Boomers	Gen X	Millenials
Born	1922 – 1945	1946 – 1964	1965 – 1980	1980 – 2000
Training	The hard way	Too much and I'll leave	Required to	
Learning style	Classroom	Facilitated	Independent	networked
Communication style	Top-down	Guarded	Hub and spoke	Collaborative
Problem-solving	Hierarchical	Hor		Collaborative
Decision-making	Seeks approval	Team		Team decided
Leadership style	Command and control	Get out of the way	Coach	Partner

Source: Lancaster & Stillman

*"By 2014, **50 percent** of all employed people will be **Millennials**"*

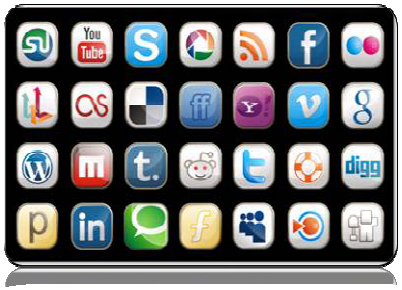
Source: Millennials: 50% of Workforce by 2014 February 2011

People are empowered like never before

Find and share information instantly

- **400 million** tweets sent via Twitter each day
- Wikipedia hosts **24 million** articles

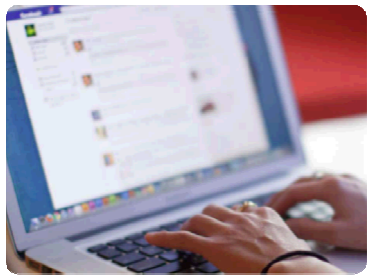
Rise of social networking and mobile devices



- 66% of online adults use social media platforms such as Facebook, Twitter, MySpace or LinkedIn
- Smartphone and tablet shipments now **outpace** PCs

+ "IT consumerism"

Bringing social tools into the enterprise



- **37%** of US IT workers are using technology they master first at home, then bring to work
- **64%** of GenY download unauthorized applications at least once a week to get their job done

Source: Facebook, 2011
Source: Nielsenwire, 6/1/2010, Morgan Stanley
Source: Forrester: Forrsights Workforce Survey 2011

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By nature, your PEOPLE are SOCIAL

friending

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boreout

casalewebnet2 | flick r

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knowledge

5%

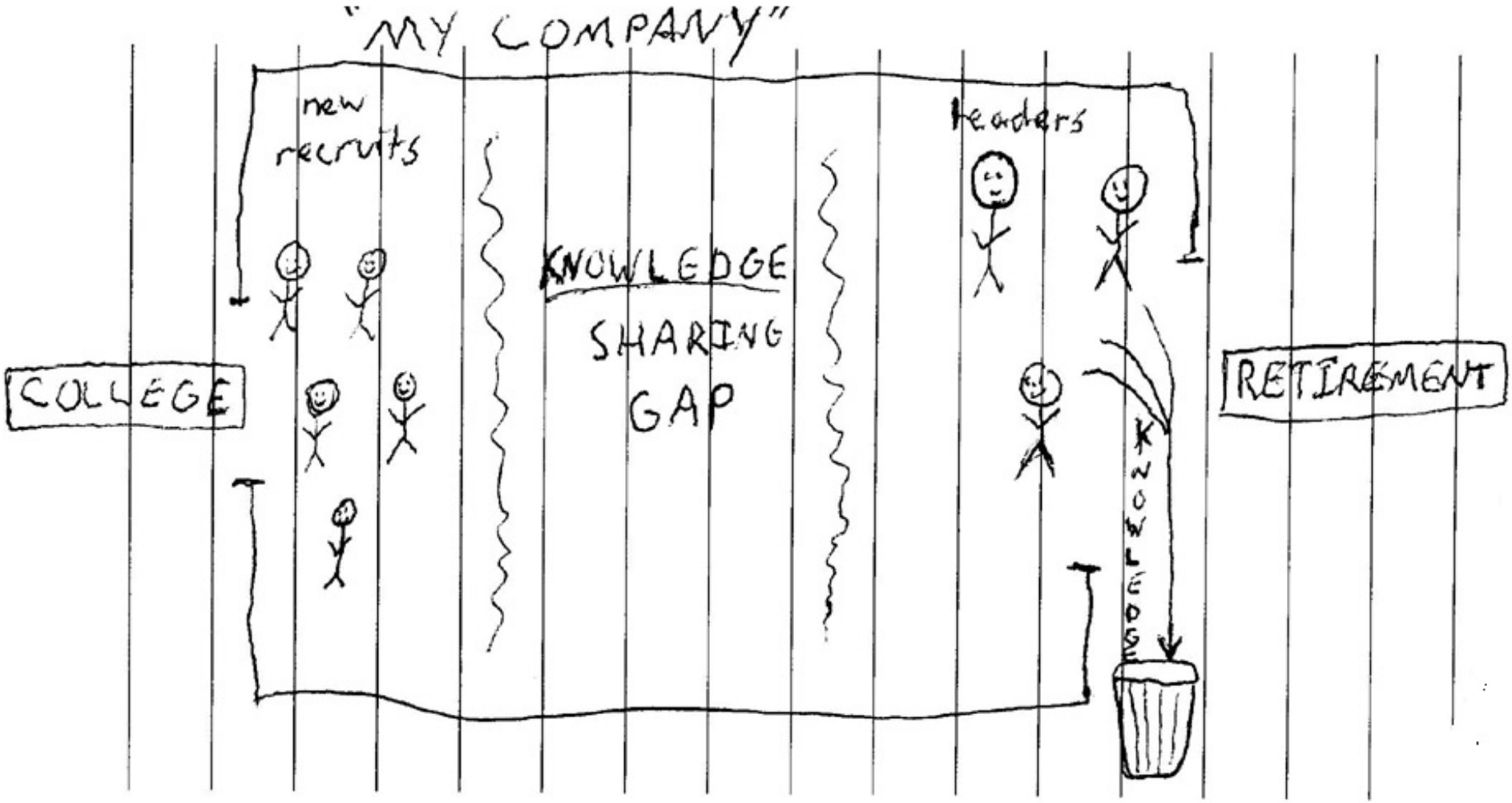
15%

80%

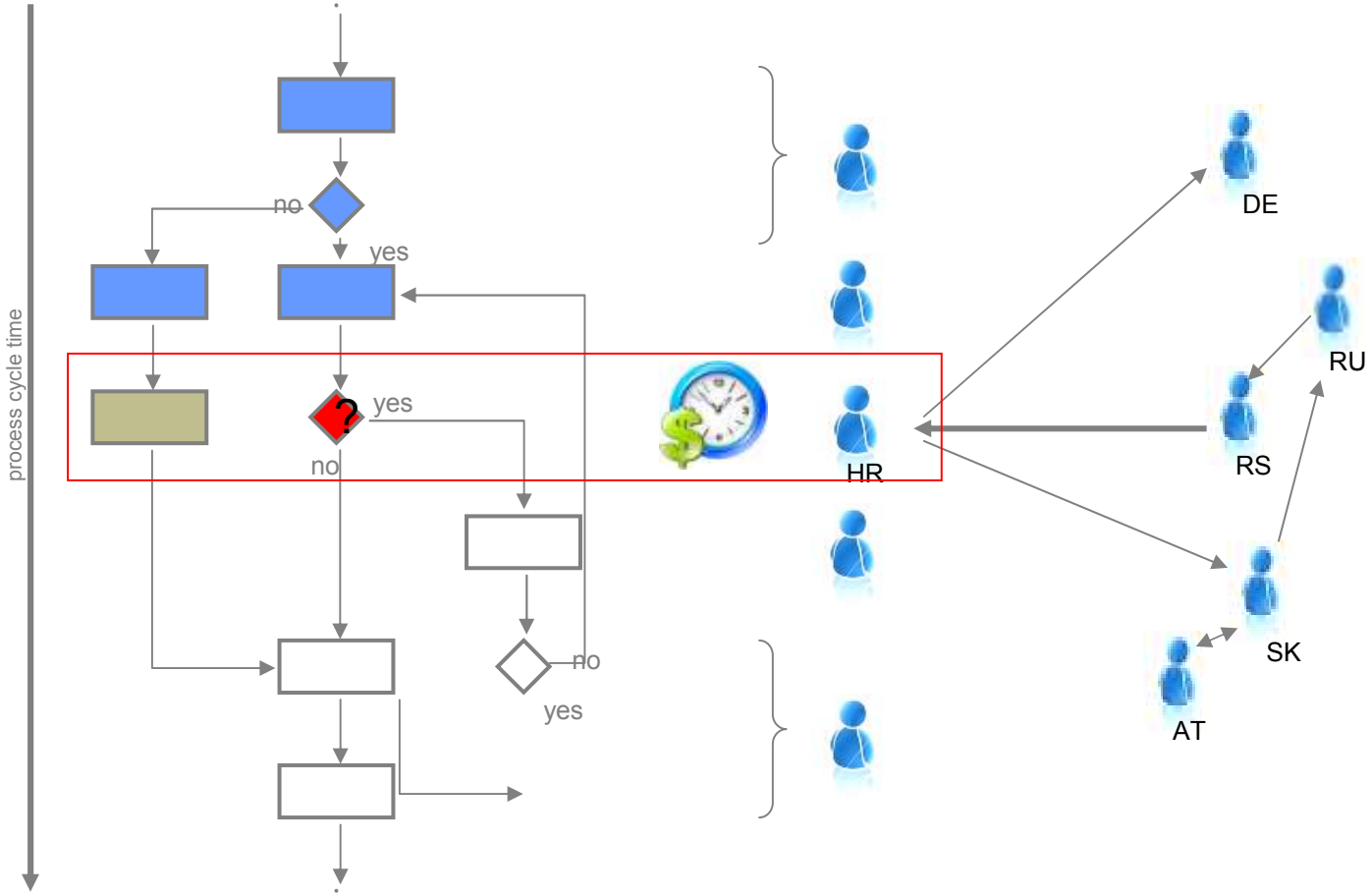
2003, Gigagroup (now Forrester)

When you have a question and
someone gives you the answer…
only the two of you benefit

Knowledge Sharing Gap



collaboration



Social potential
Engaged employees
Knowledge sharing

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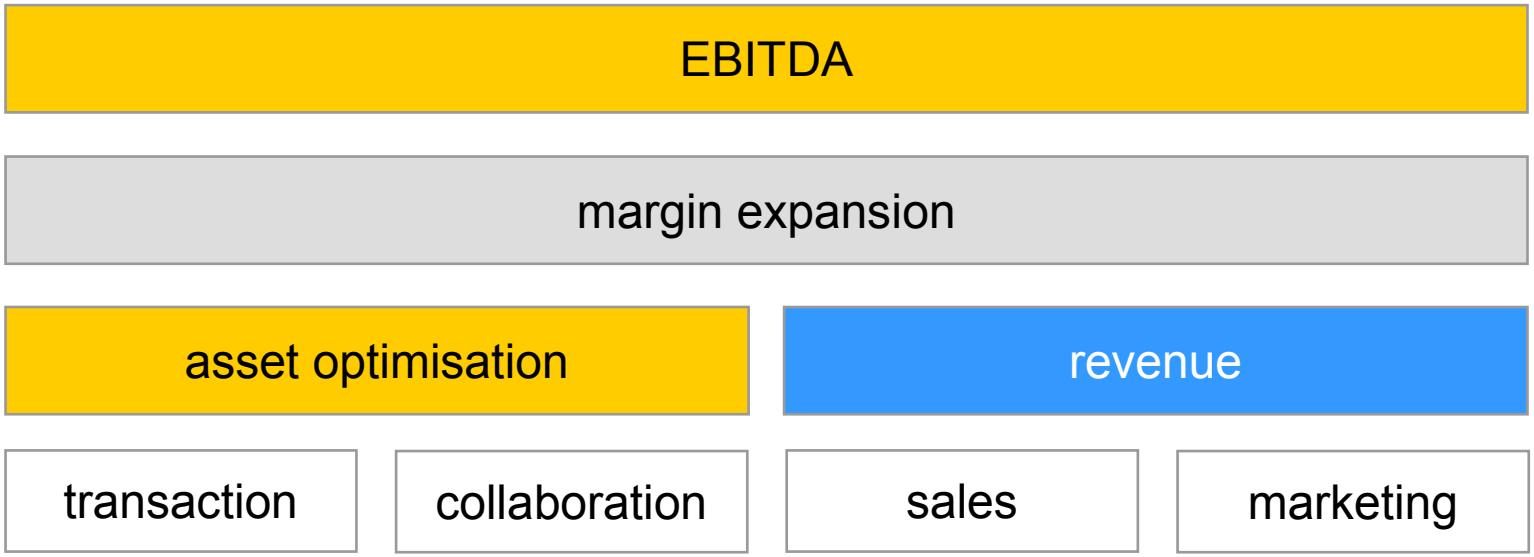
building the link



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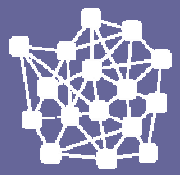
IBM has an end to end portfolio of capabilities, services, and delivery methods for social business

Social
Content Management

Social Analytics



Social Collaboration

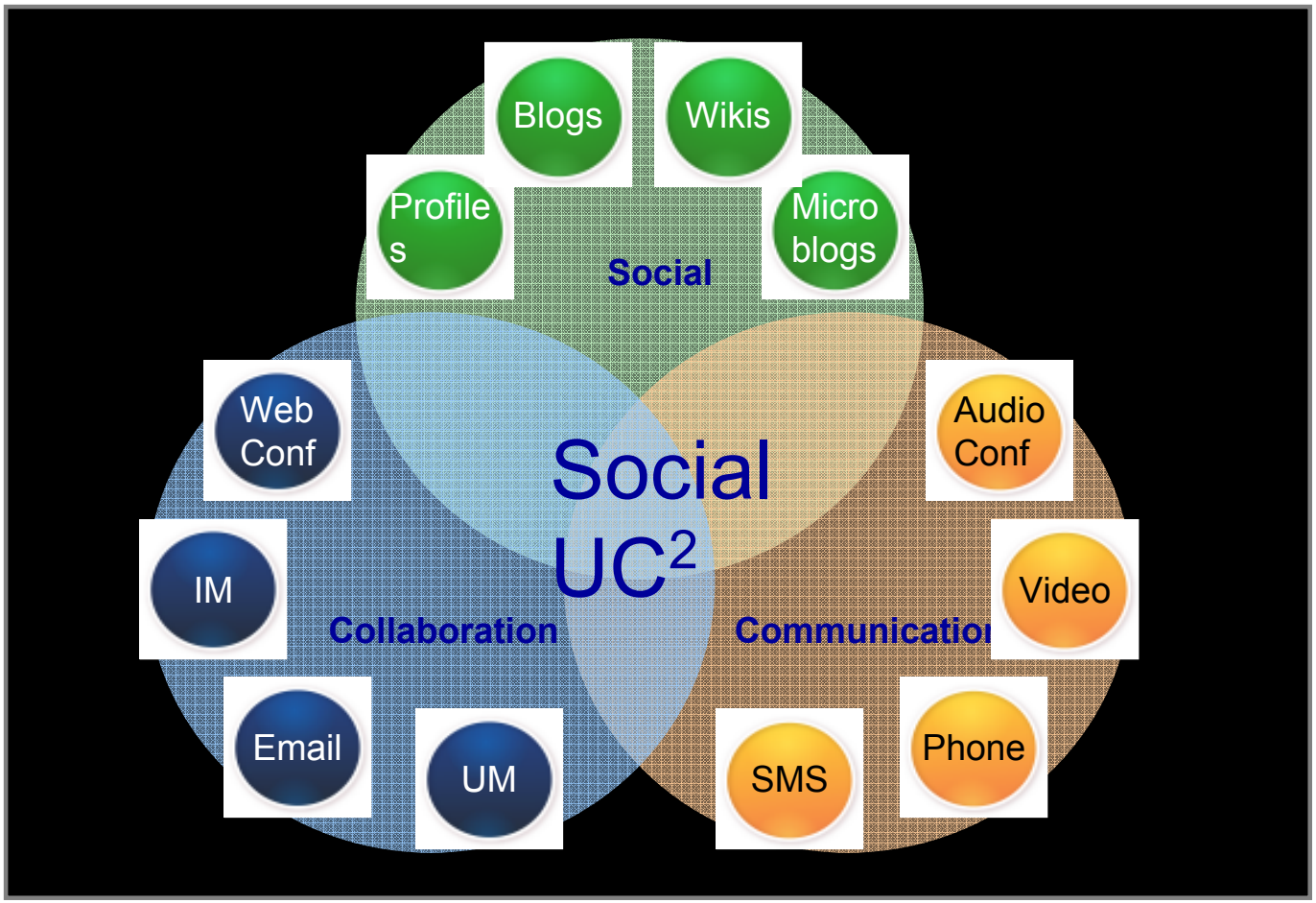
Social Portal

Services

Cloud

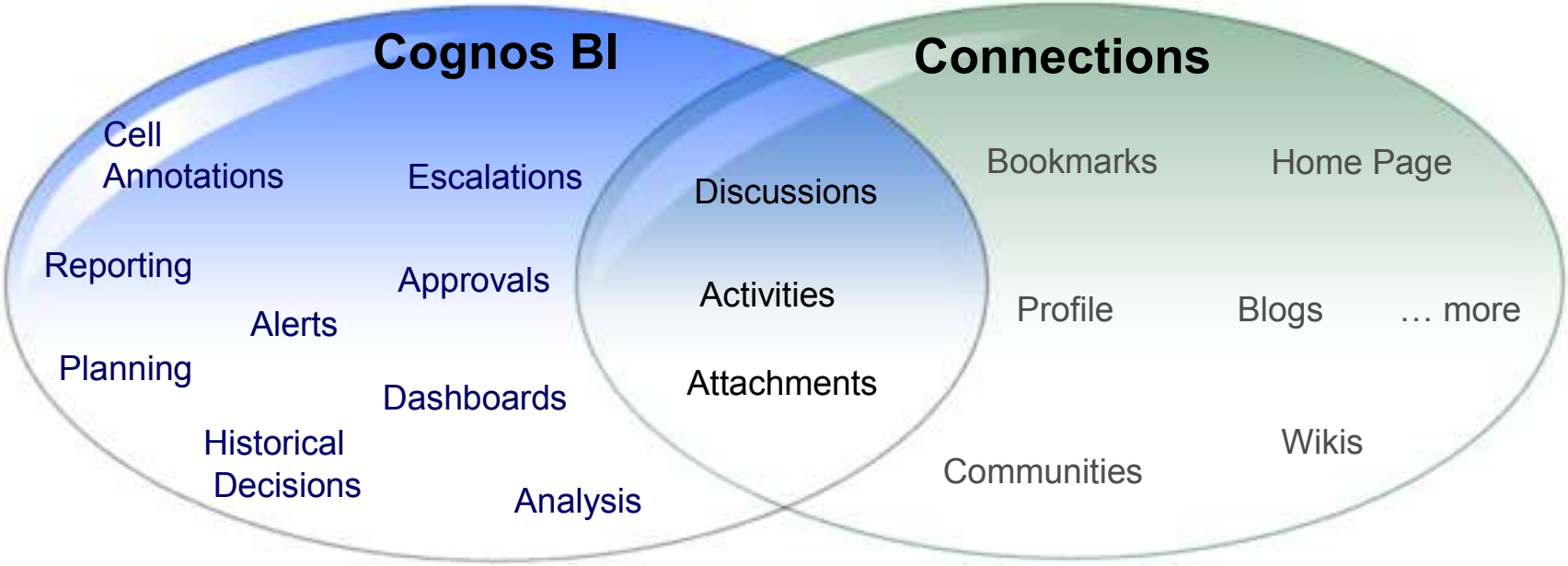
Mobile

Example: Unified Communications – IBM Strategy!



Business Intelligence + Collaboration

Complementary Capabilities



Gartner: *"IBM, You are further ahead than anyone else in the marketplace."*

Social Business integration platform

Social networking— wikis, blogs, mashups, activities

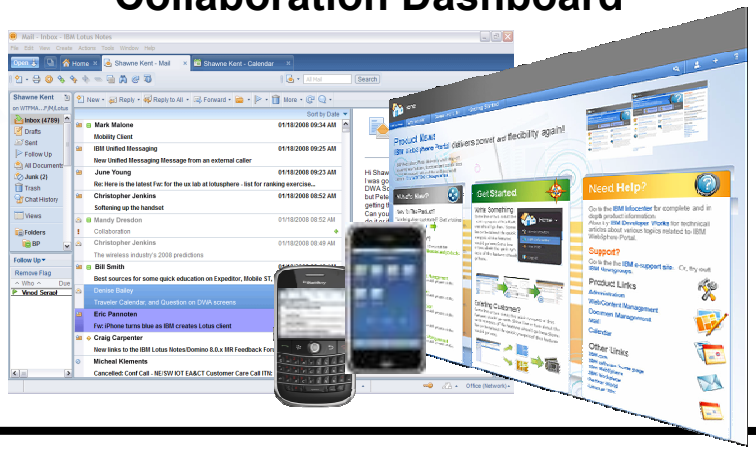
Unified Communication, Instant Messaging

Personal and corporate content/document library

Documents, presentations, spreadsheets

Feeds, My Widgets, Live Text

Collaboration Dashboard



E-mail, calendar, contacts

Collaborative and business applications

Leveraging ALL your current investments

ORACLE DB2 SAP BlackBerry Microsoft SQL Server IBM cisco AVAYA FileNet P8 EMC² where information lives

IBM Connections 4.0

Core Platform

Integrated Capabilities of IBM Connections

Home
See what's happening across your social network

Profiles
Find the people you need

Communities
Work with people who share common roles and expertise, media gallery and ideation

Files
Post, share, and discover documents, presentations, images, and more

Wikis
Create web content together

Activities
Organize your work and tap your professional network

Forums
Exchange ideas with, and benefit from the expertise of others

Social Analytics
Discover who and what you don't know via recommendations and metrics

Micro-blogging
Reach out for help or share news with your social network

Bookmarks
Save, share, and discover bookmarks

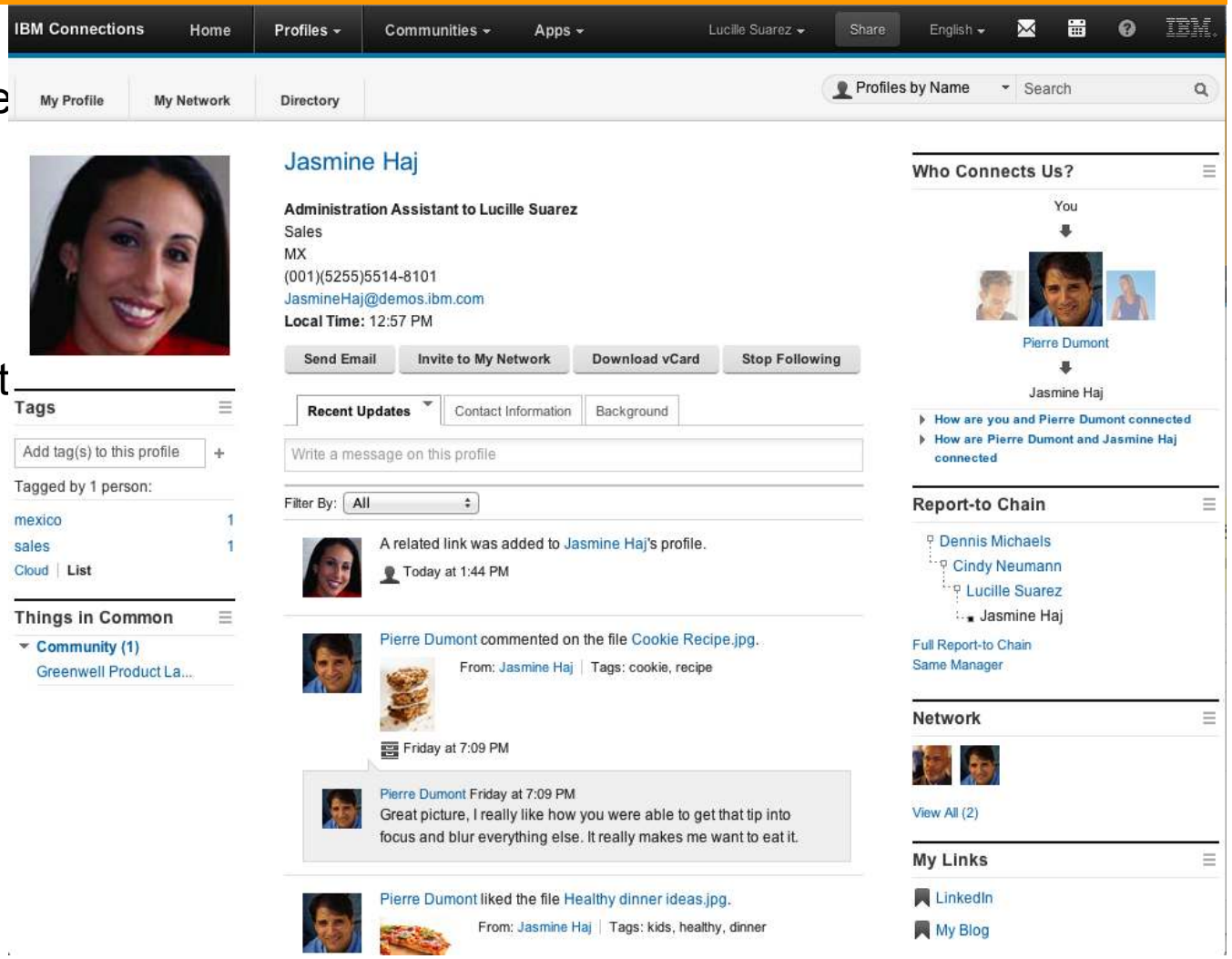
Blogs
Present your own ideas, and learn from others

Mobile
Access Connections anywhere, anytime with mobile & tablet access

Profiles

Respond faster to customers and make better decisions

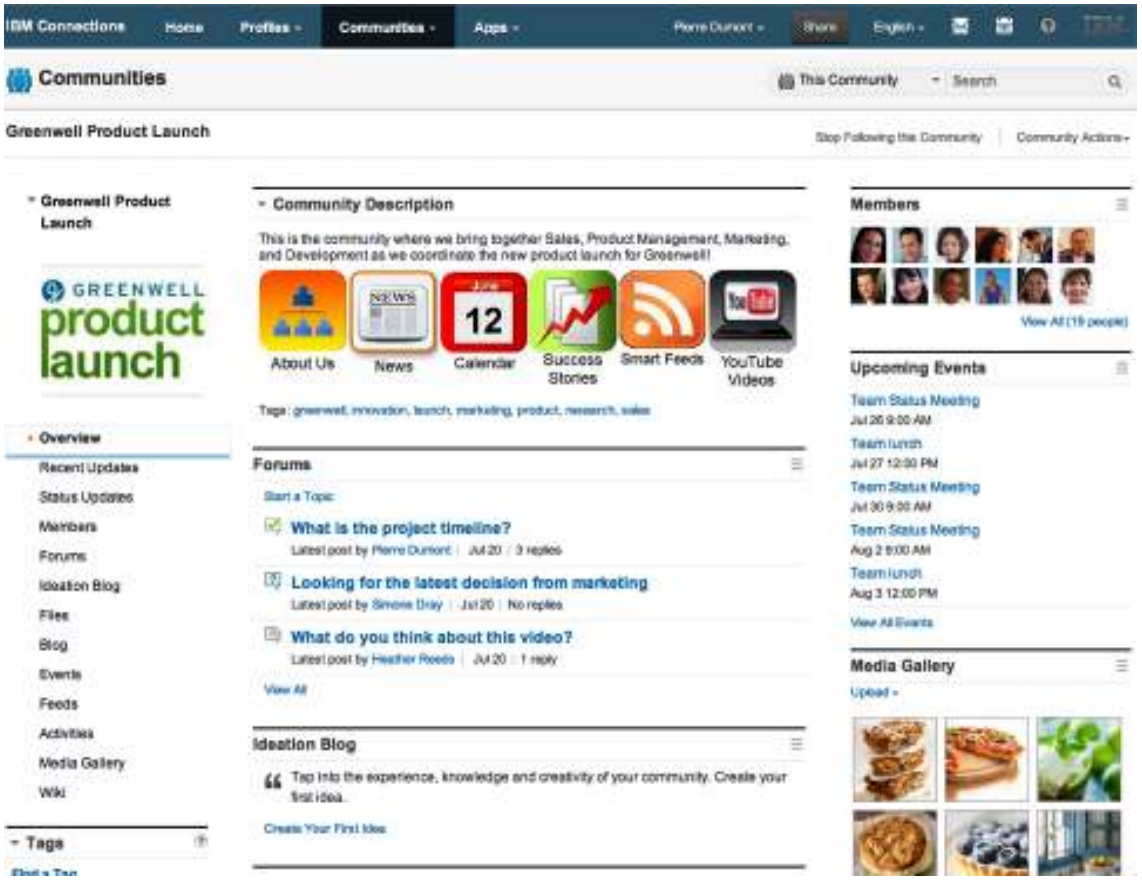
- Quickly find the people and expertise you need
- Post a status message informing your network of what you are doing
- Grow and maintain your professional network
- Communicate to your network your expertise and content



Communities

Increase sales and customer retention

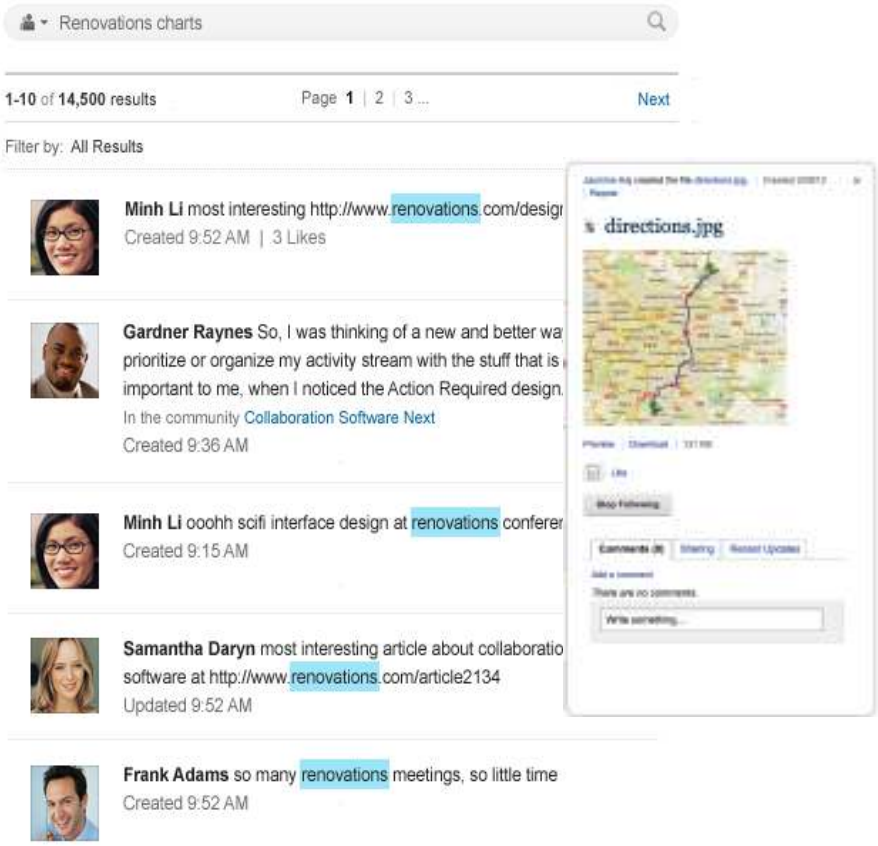
- Help people who share common interests to exchange and share information and ideas
- Create public, private and moderated communities
- Share files, watch videos in the media gallery, vote on ideas, plan projects, share using blogs, wikis, forums, and more in a community
- Calendar provides a central place to plan and coordinate team events



Microblogs

Enable a more effective workforce

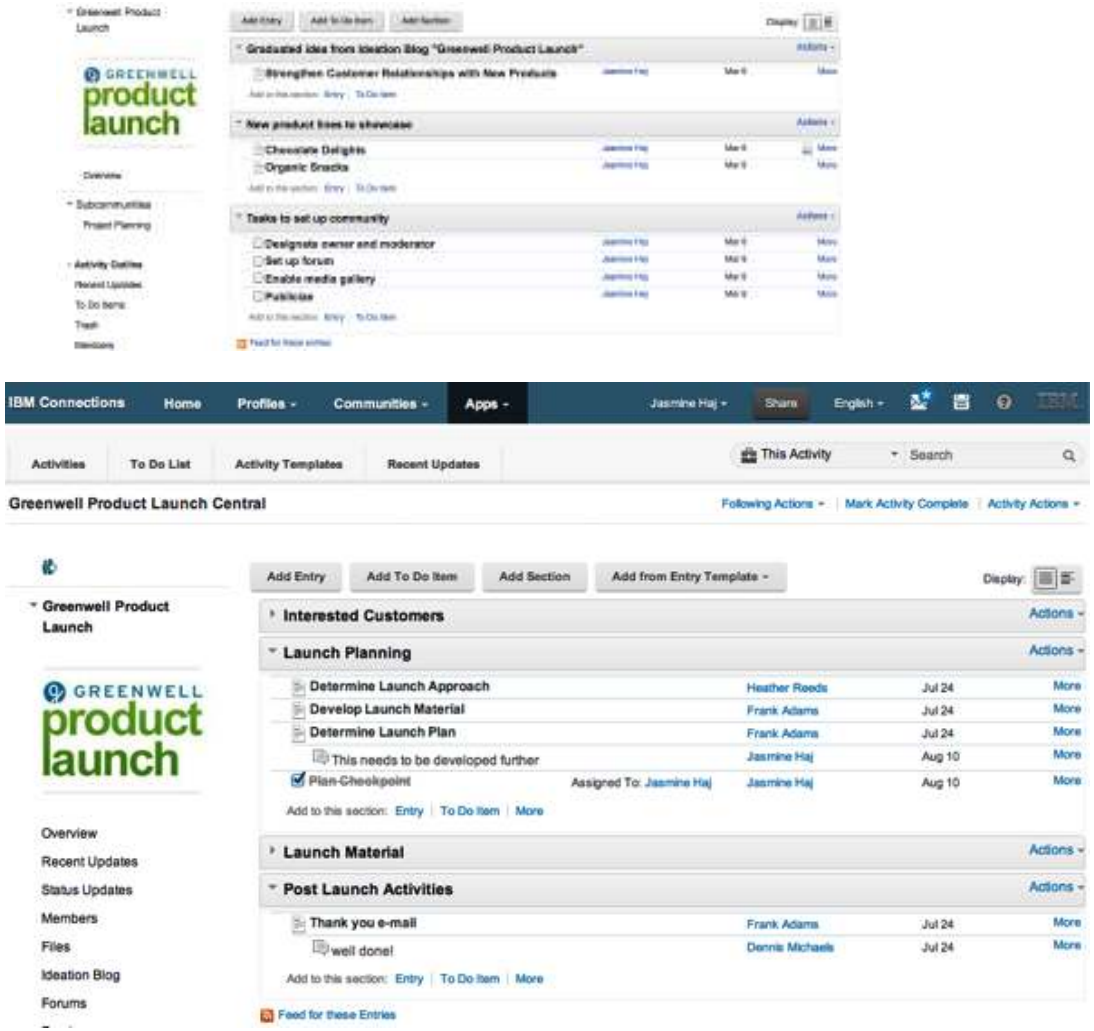
- Stay informed and connected
- Easily share files & photos in your status updates
- Provide feedback in status updates by using a single click to indicate 'Like'
  - See and find others in the organization who liked the entry
- Search across all status updates to leverage intellectual capital created in these micro conversations
- Follow conversations via hashtags



Activities

Complete projects on time and meet goals

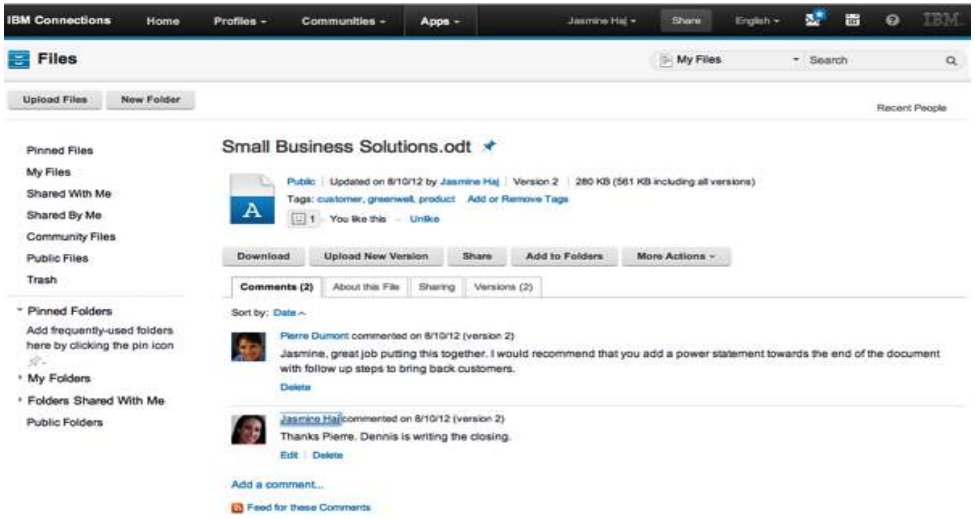
- Gather the e-mails, IM chats, documents, messages, and other information that you and your team need to accomplish a project
- Assign To Dos to project members
- Customize and organize an activity with sections
- Create an activity for use by the members of a community
- Create Activity Templates to capture and reuse best practices
- Leverage activities in small groups or large communities



Files

Spend less time searching for information

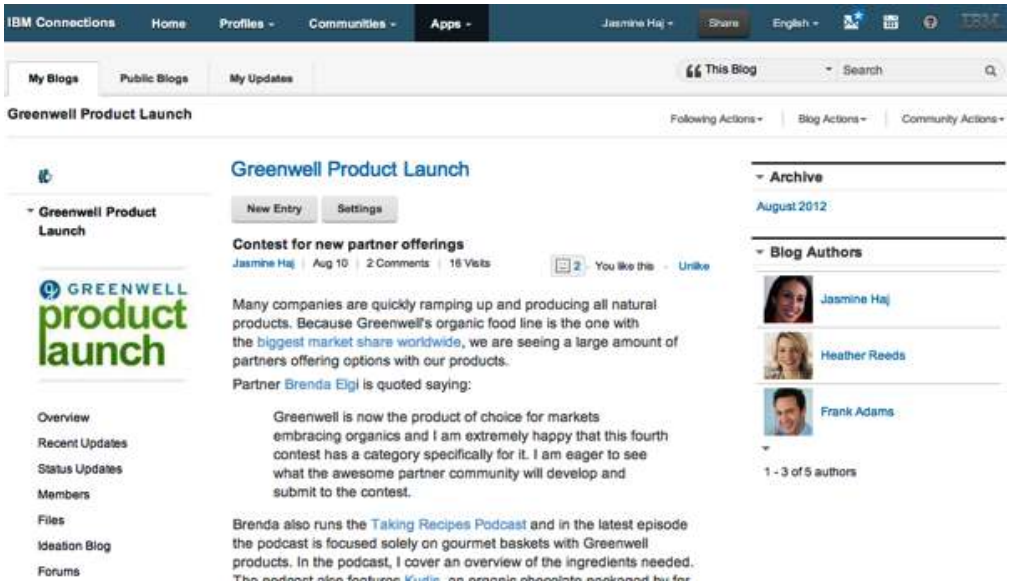
- Share documents, spreadsheets, presentations, and others without sending large attachments through e-mail
  - Tag files so that they're easy to find; add recommendations and comments
  - Share files with selected individuals, groups and communities, or make them public
  - View sharing properties, such as who has shared a file and with whom, people who have downloaded files
  - Manage versions and allow others to upload new versions
  - Search for text in the title or body of the file
  - Organize files in public or private folders
  - Optionally moderate file submission



Blogs

Generate new product and services faster

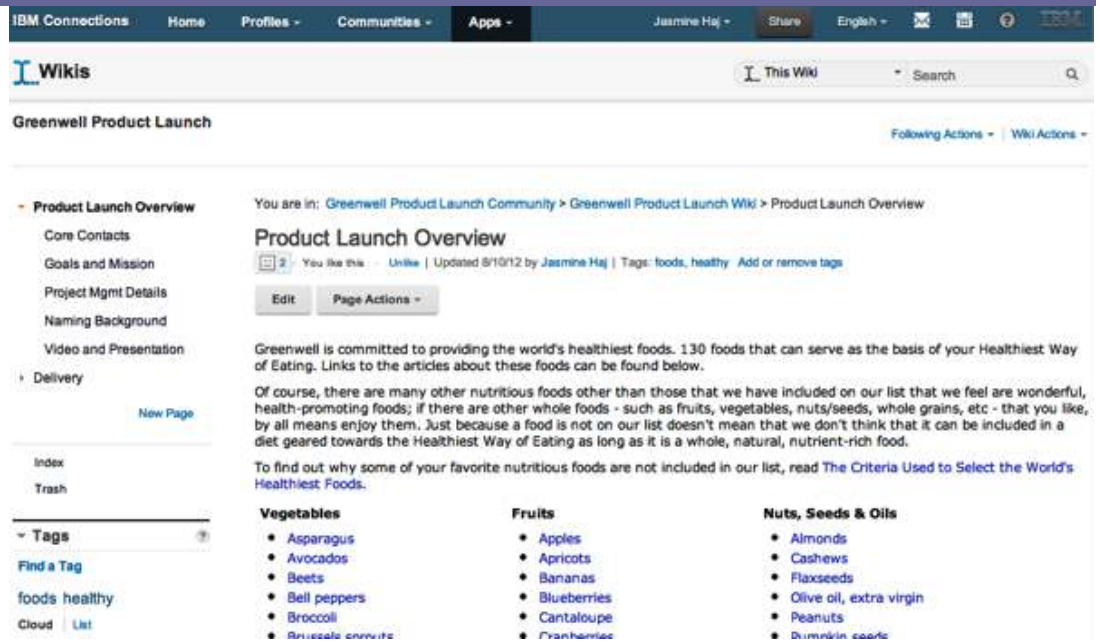
- Blogs help you connect with people - whether you know them or not, whether they are inside or outside your organization, whether they are internal or external.
- Readers benefit from the knowledge of subject matter experts.
- Share your unique perspective and expertise — solicit and rate feedback — without worrying about filling up everyone's inbox.
- Blogs help you communicate with your peers or colleagues and accelerate innovation.
- Optionally moderate blog content

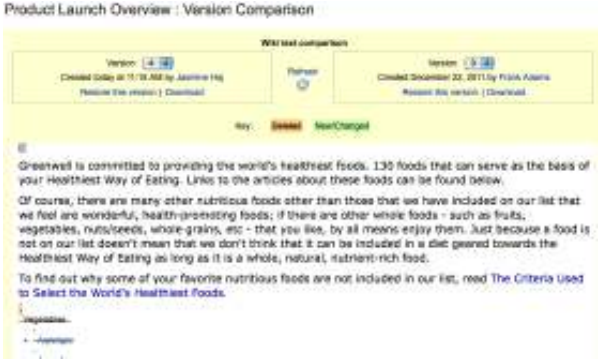


Wikis

Improve efficiency across your organization

- An easy way to post, share, and comment on content
- A place for you and your teams can collaboratively edit content
  - Create wiki pages; enter and edit content using a rich text editor, adding HTML, or editing in wiki markup
  - Compare wiki page versions
  - Subscribe to wiki pages to be notified of changes
  - Organize pages hierarchically
  - Recommend, tag, and comment on pages
  - Subscribe to wiki pages to be notified of changes
  - Control and assign read access, write access, or manager access privileges

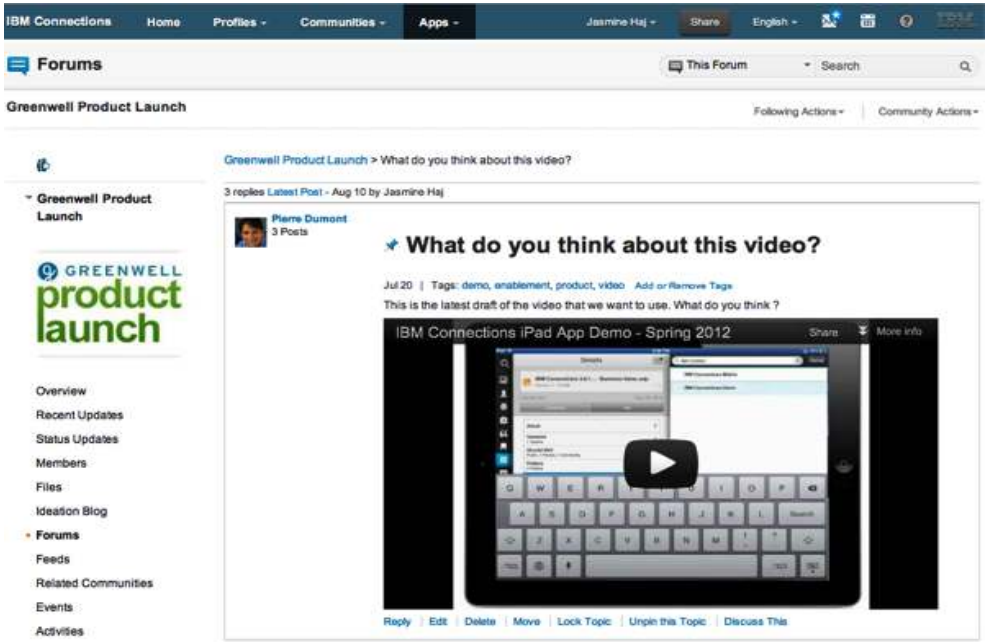




Forums

Reduce support costs with customer self-help

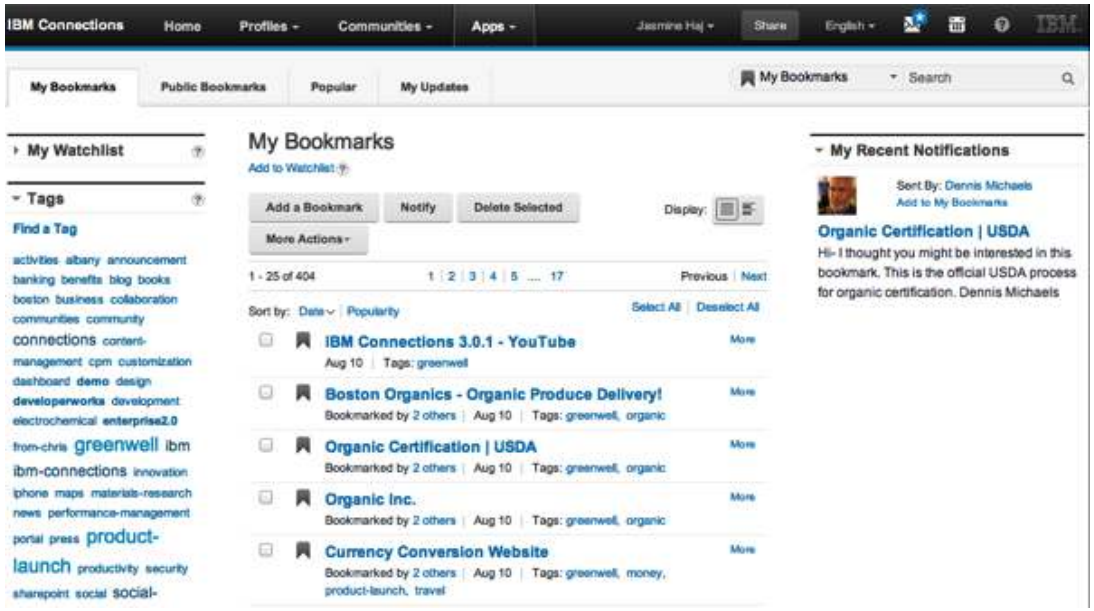
- Start discussions and exchange thoughts
- Brainstorm and collect feedback on new product ideas
- Use stand-alone or integrated within a Community
- Hold public or private discussions
- Foster question-and-answer dialogue
- Optionally moderate forum content



Bookmarks

Faster access to quality information

- Bookmark any web page and track bookmarks you need quick access to in a single place
- Surface popular bookmarks and see what topics are trending
- Enhance search results with relevant, highly rated bookmarks
- Find information faster by leveraging the experience of others



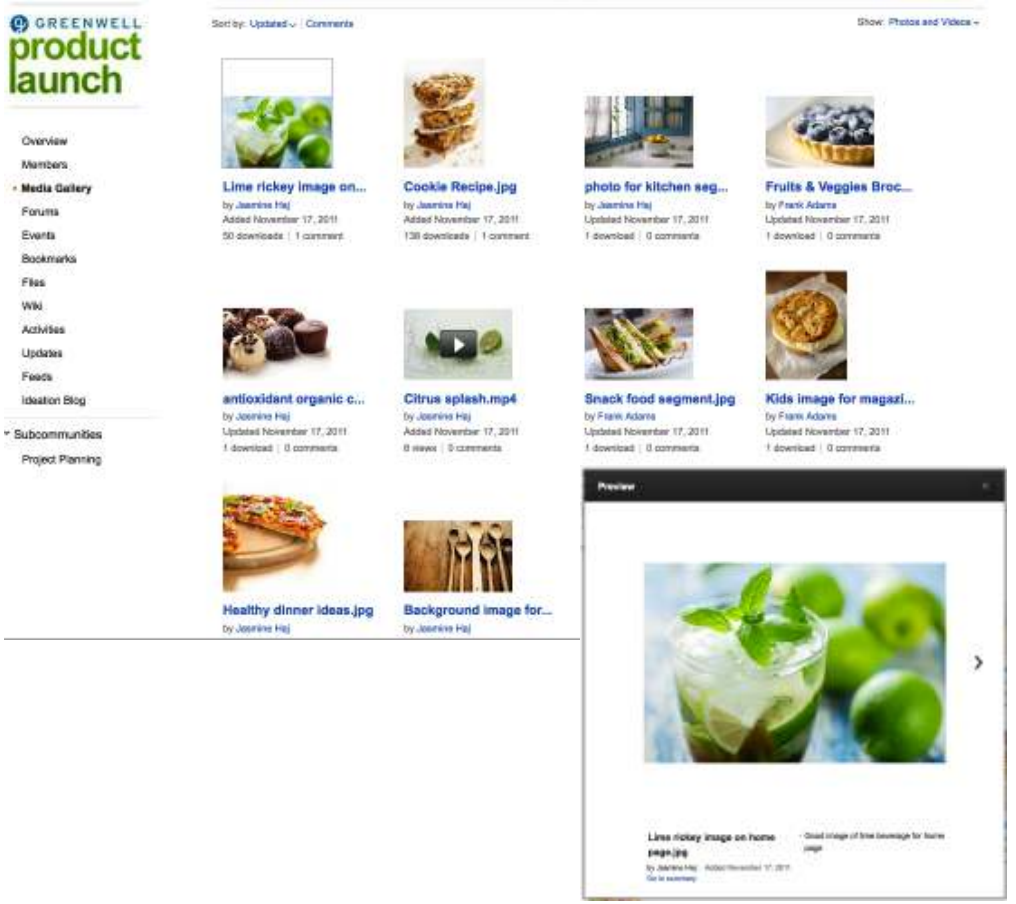
Ideation

Harvest and execute ideas faster

- Gather structured feedback through Ideation Blogs from customers
- Generation and filtering of the best ideas
- Post ideas and gather feedback from customers in a more efficient and structured way
- Allow voting and comments from customers to bring popular ideas to surface
- Facilitate moving the best ideas to development of the idea via use of Activities

Media Gallery

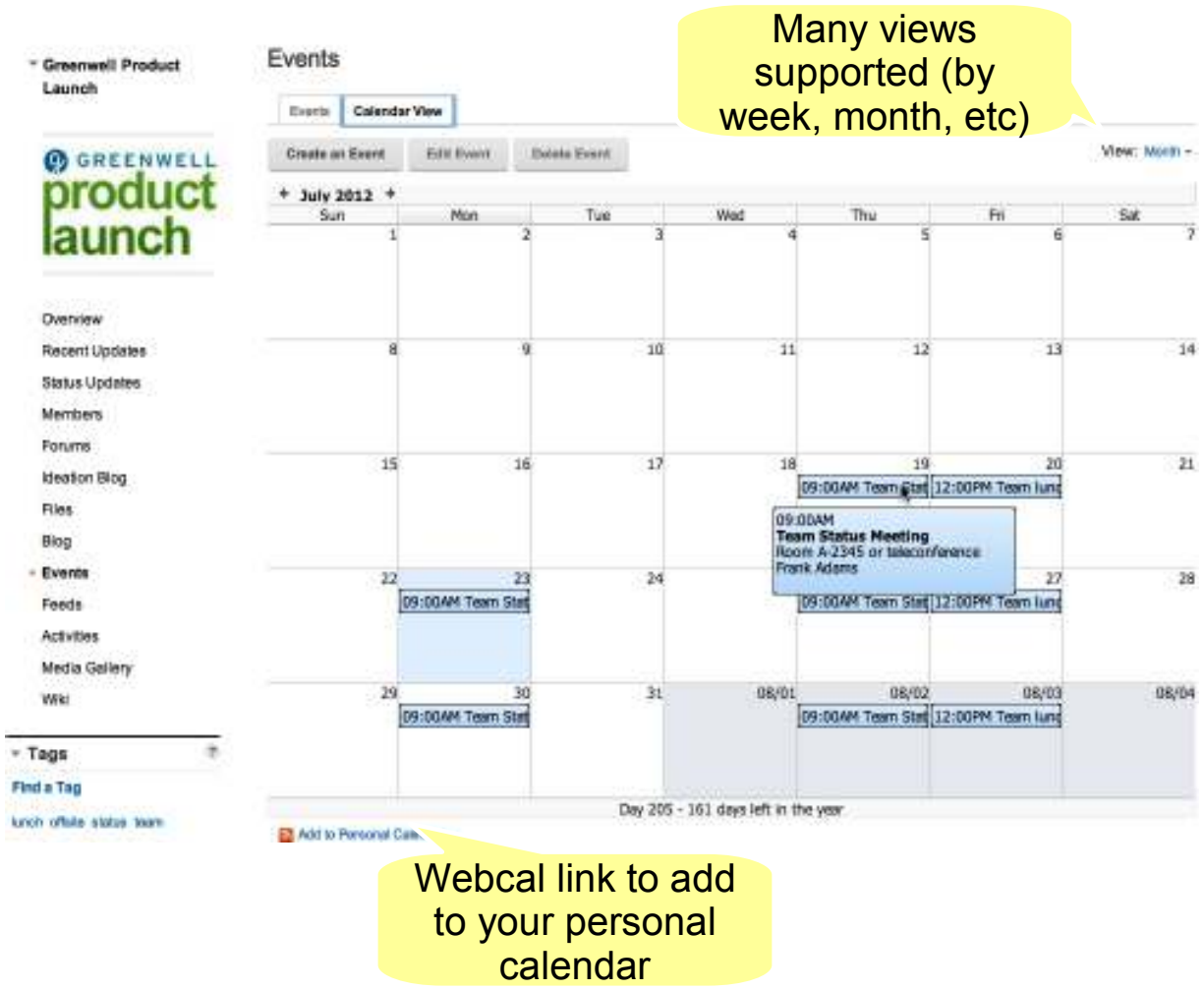
- Upload images and videos for viewing inline
- Preview an image and watch a video from a preview dialog
- Stores uploaded images and videos into the Files repository for easy download



Community Events

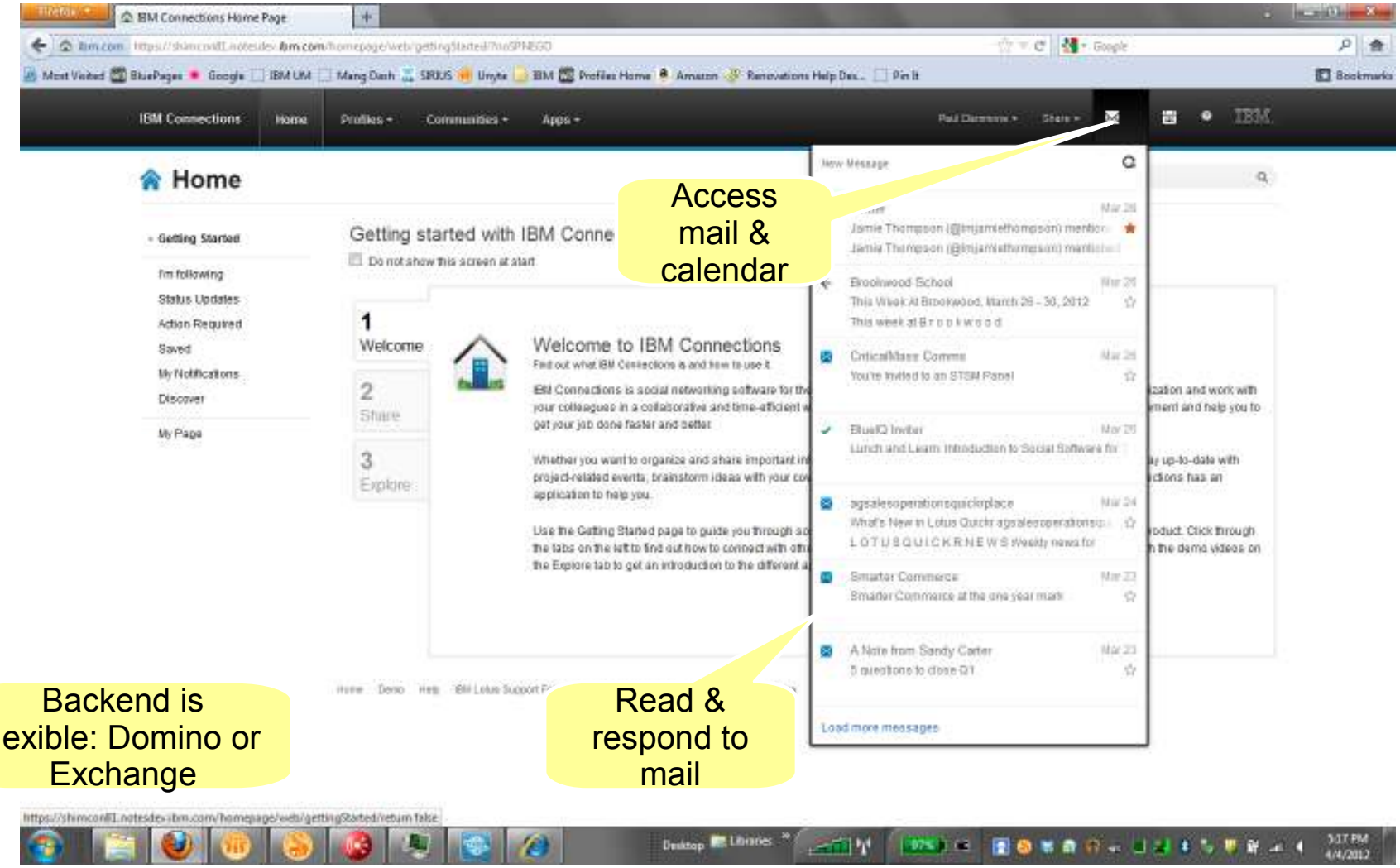
Schedule and keep track of team events

- Event calendar provides a central place to plan and coordinate team events
- Accessible from IBM Lotus Notes® & Microsoft Outlook®
- Events appear in activity stream
- Social commenting for each event



Connections Mail

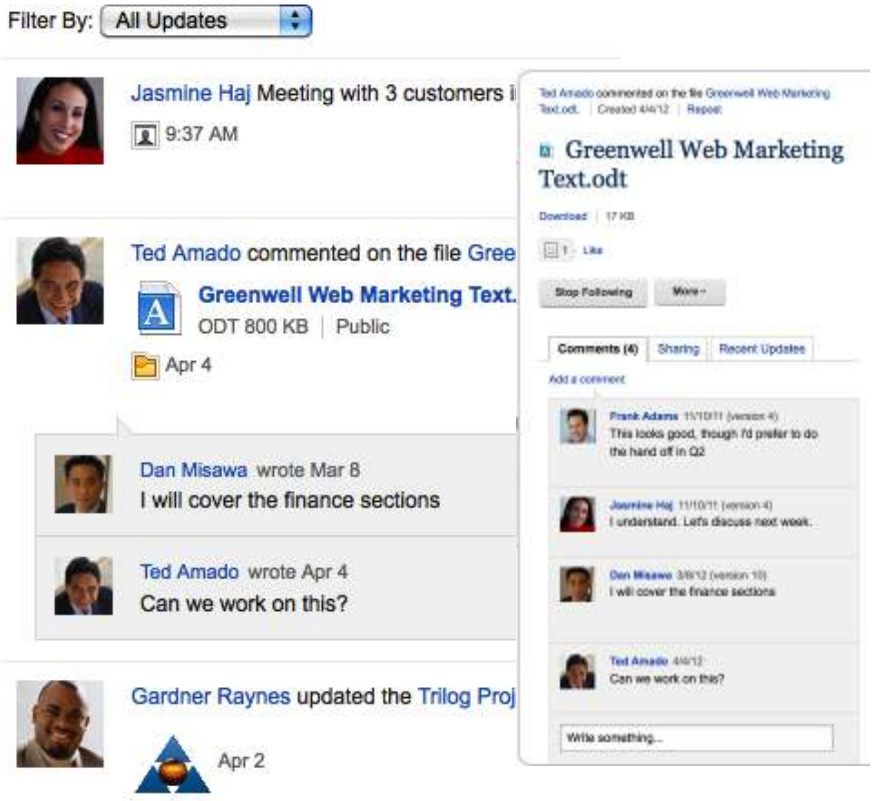
Reduce redundant work

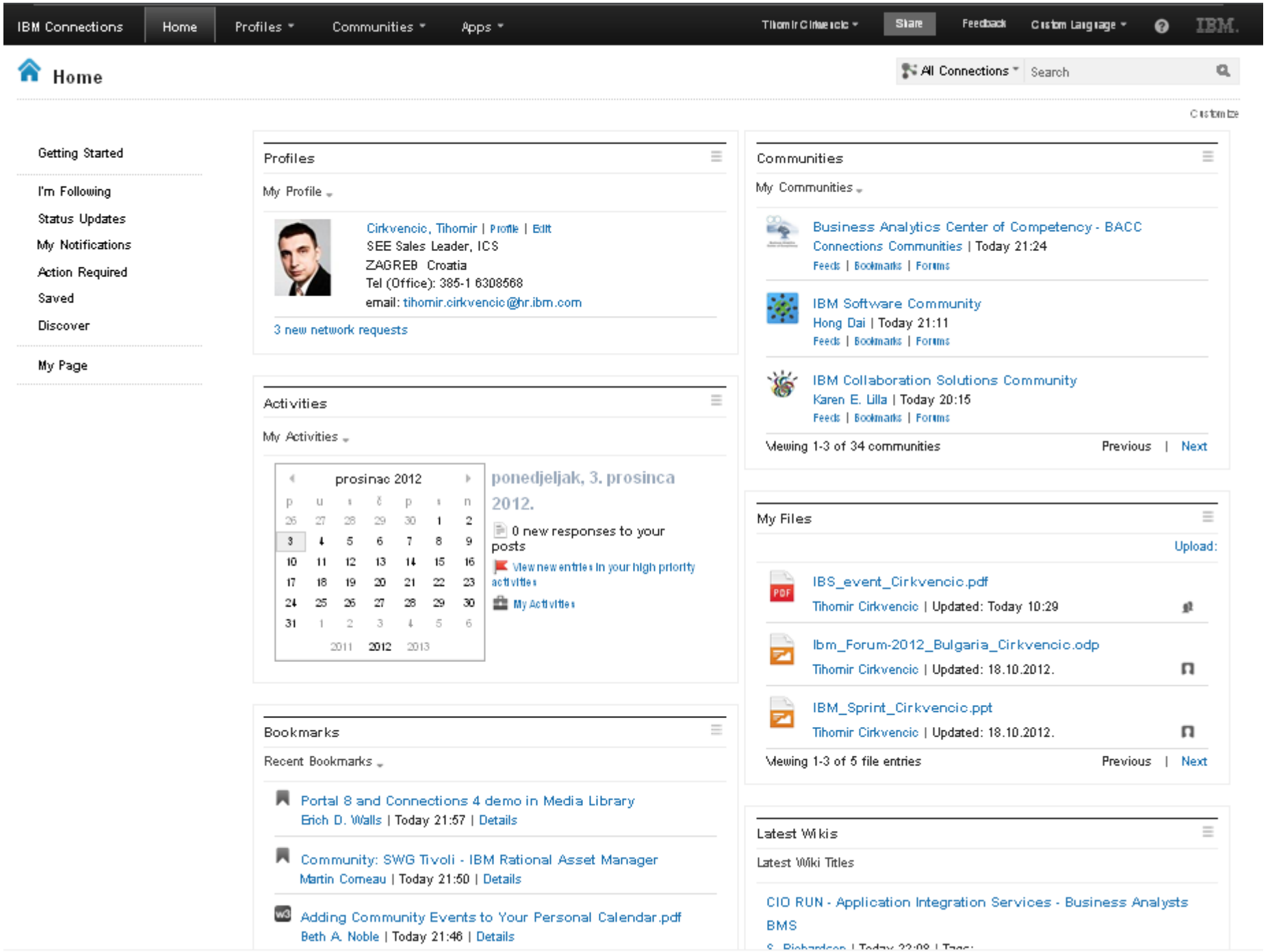


Home

Reduce redundant work

- A consolidated, customizable overview of your social network
- Access status updates and content changes from your network
- Integrate 3rd party content more easily via open standards
- Take action on content directly from your Activity Stream without switching contexts
- Share and personalize Status Updates and Files using the share button
- Repost interesting content from your network in one click
- View recommendations content to view




IBM Connections
Home
Profiles
Communities
Apps
Tihomir Cirkvencic
Share
Feedback
Custom Language
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All Connections
Search
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I'm Following
Status Updates
My Notifications
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ZAGREB Croatia
Tel (Office): 385-1 6308568
email: tihomir.cirkvencic@hr.ibm.com
3 new network requests
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0 new responses to your posts
View new entries in your high priority activities
My Activities
Bookmarks
Recent Bookmarks
Portal 8 and Connections 4 demo in Media Library
Erich D. Walls | Today 21:57 | Details
Community: SWG Tivoli - IBM Rational Asset Manager
Martin Comeau | Today 21:50 | Details
Adding Community Events to Your Personal Calendar.pdf
Beth A. Noble | Today 21:46 | Details
Communities
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Business Analytics Center of Competency - BACC
Connections Communities | Today 21:24
Feeds | Bookmarks | Forums
IBM Software Community
Hong Dai | Today 21:11
Feeds | Bookmarks | Forums
IBM Collaboration Solutions Community
Karen E. Lilla | Today 20:15
Feeds | Bookmarks | Forums
Viewing 1-3 of 34 communities
Previous | Next
My Files
Upload:
IBS_event_Cirkvencic.pdf
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IBM_Sprint_Cirkvencic.ppt
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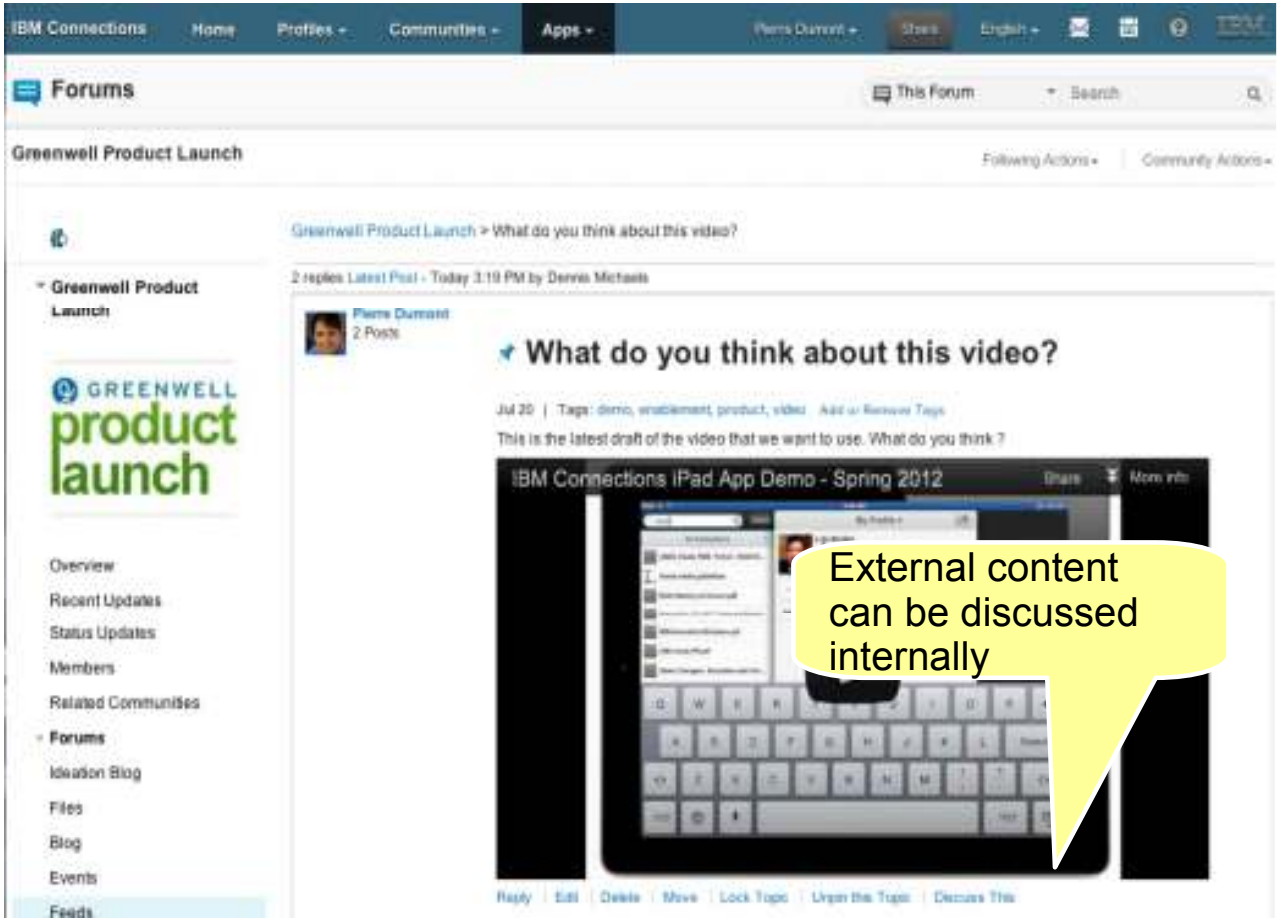
Viewing 1-3 of 5 file entries
Previous | Next
Latest Wikis
Latest Wiki Titles
CIO RUN - Application Integration Services - Business Analysts BMS

Social Bridging

Bring external content in

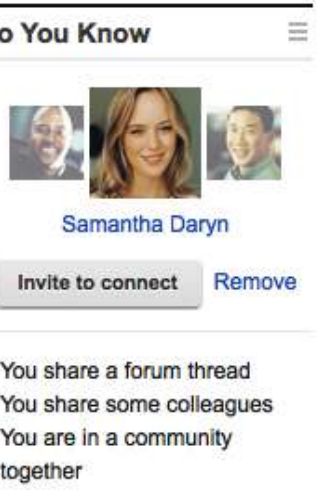
- Support collaboration between suppliers, customers, and employees
- Bridge internal/external collaboration to provide the correct answers in a timely manner

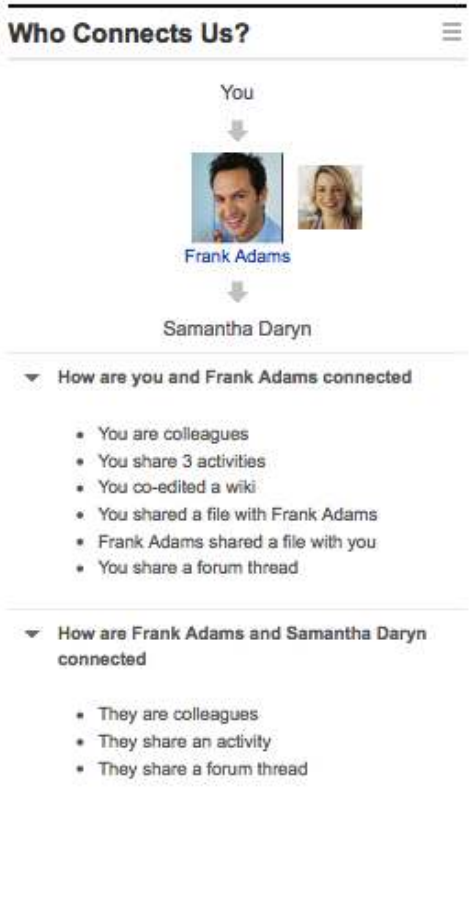


Social Analytics

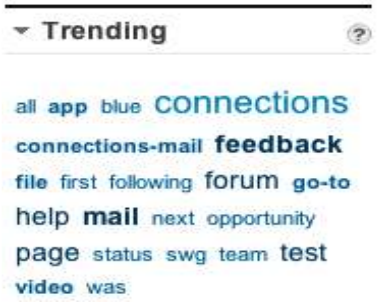
Discover what and who you should know

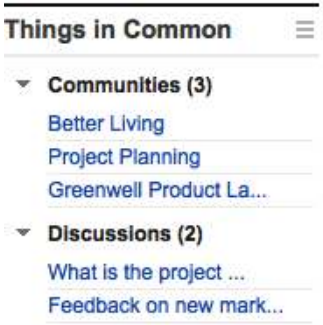
- Personalized, smart recommendations for the People, Community and Content ***you*** should know
- Based on your Profile, tags, social network, and actions
- Found in Home page, Profiles and Communities





- **Status Updates**

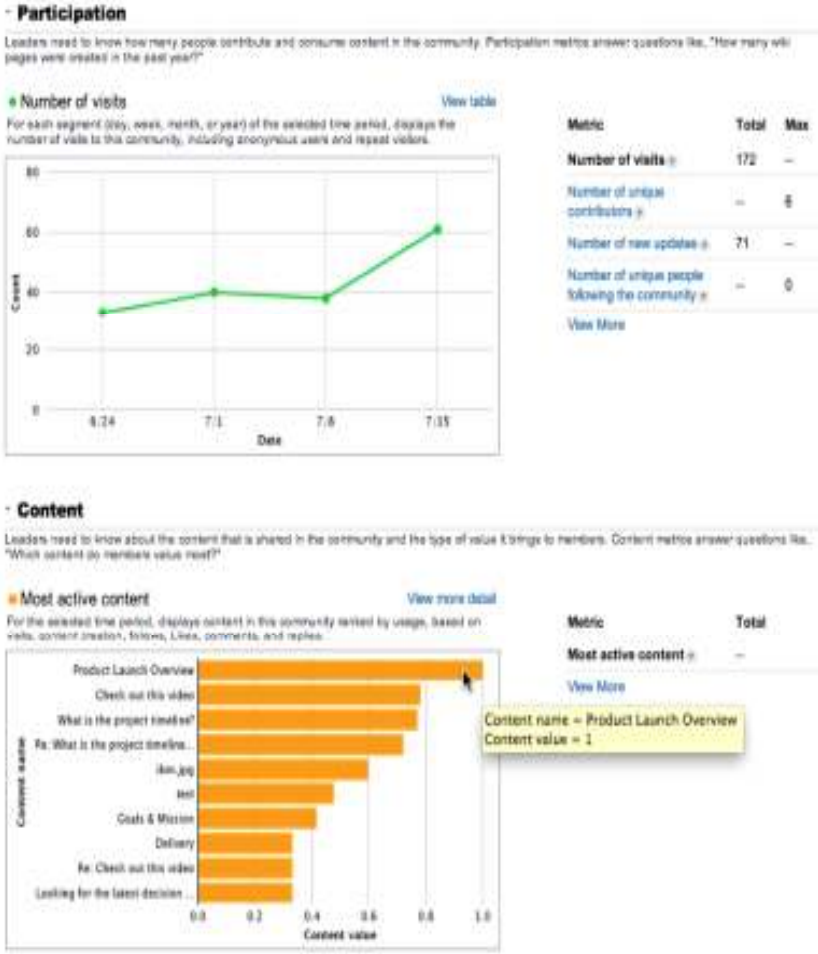




Community Metrics

Understand community adoption

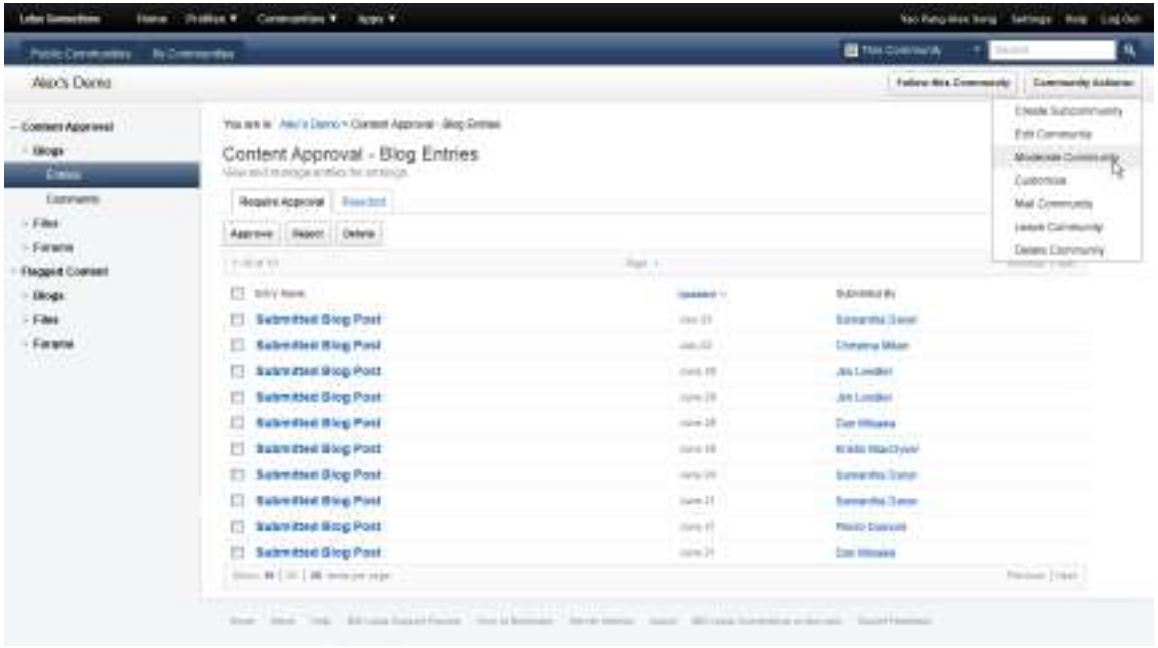
- Reports / dashboard to monitor adoption and community vitality
- Comprehensive set of metrics of all Connections services and page views
- Targeted Users
  - Business Owner / IT Owner
  - Community Owner
- Supports extensibility
- Flexible drill down and data slicing
- Create custom reports or modify existing ones



Moderation

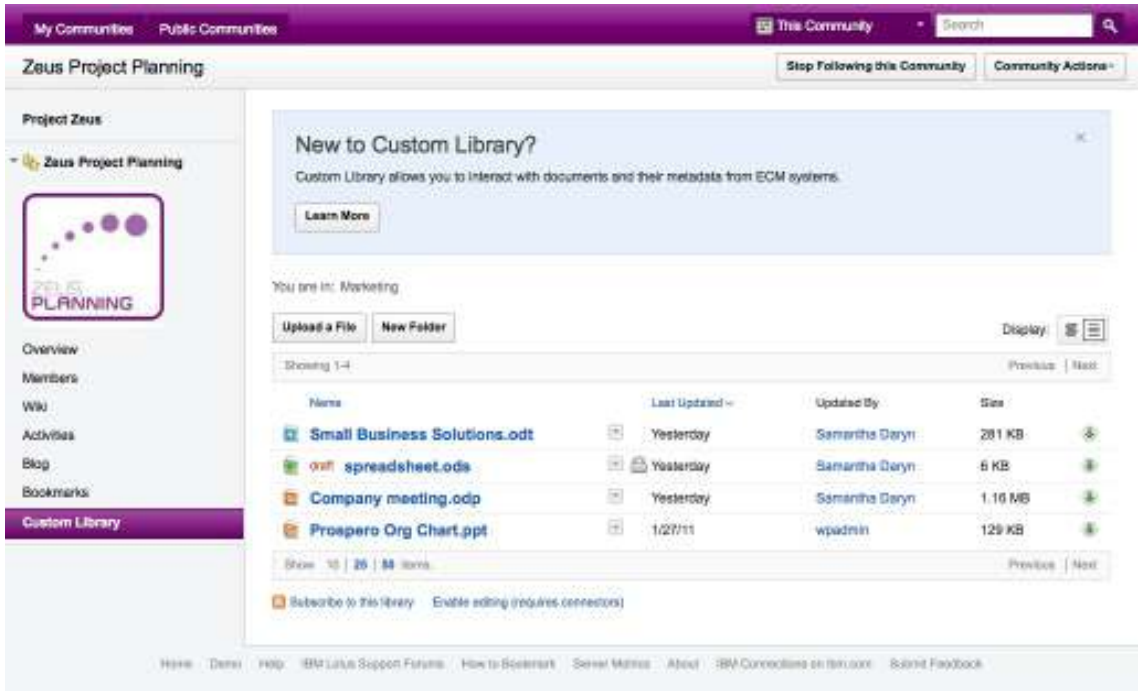
Encourage community growth with confidence

- Higher quality community participation through moderation
- Get the benefits of community participation, while also having the confidence of being able to moderate and govern activity and content in your customer communities
- Protect the community from inappropriate content
- Community members and owners can participate in the moderation process



Document Management

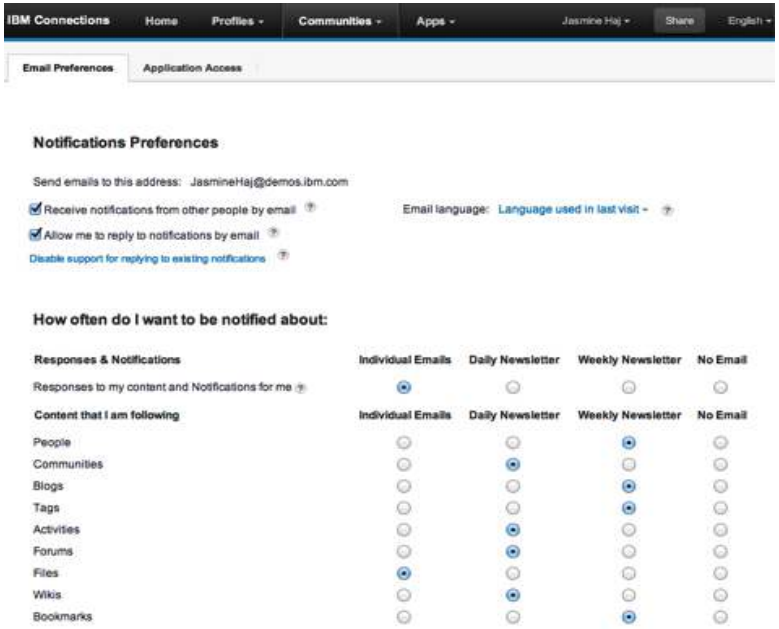
- Connect your Community to a document library
  - IBM Content Manager
  - IBM FileNet
- Work with managed documents from within a Community
- Customize Community to add document management capabilities

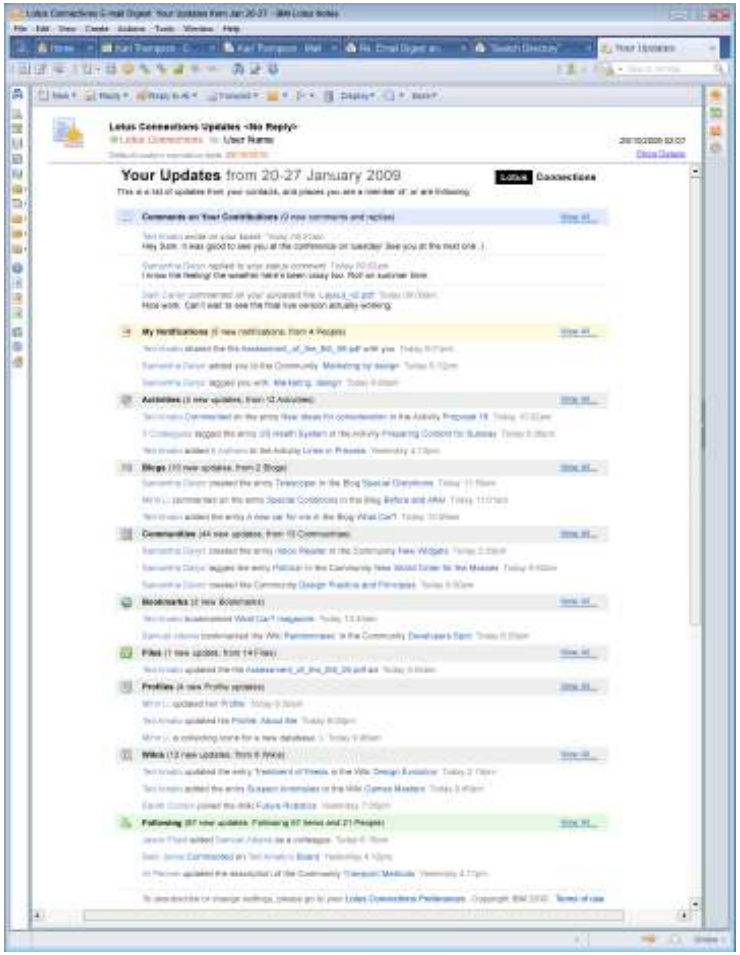


Email Digest

Reduce redundant work

- Includes option to receive followed content as an email digest
- Central preferences for how to get notified about different types of content
- Ability to follow individual content, people, communities and tags





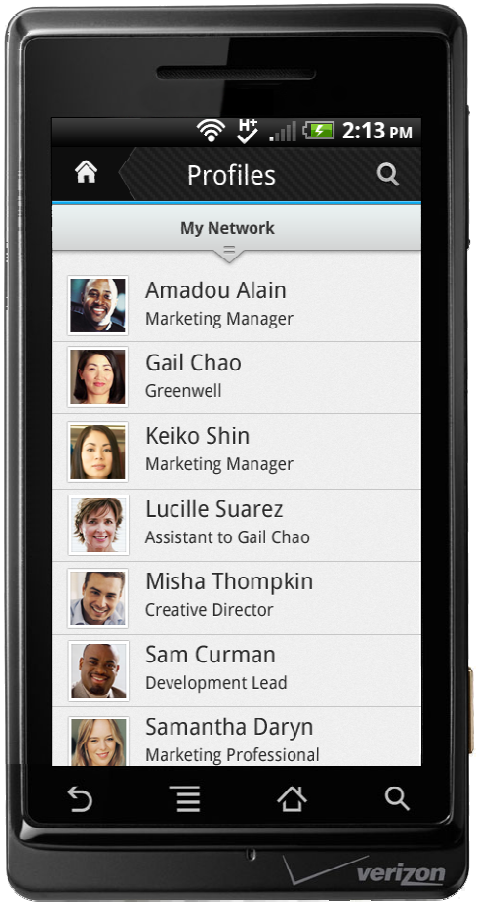
Mobile Apps

Anytime, anyplace access to your network

- Access all of your Connections data from mobile browsers and free native apps
  - New Look with Sliding Drawers
  - Offline support for Files
  - Geo Location Tracking
  - Add Profiles to Device Contacts
  - Activity Stream support

- Download native app from major app stores: iTunes®, Google Play (formerly Android Market), Blackberry App Worlds™

BlackBerry App World™ | Available on the App Store | GET IT ON Google play



Mobile Apps

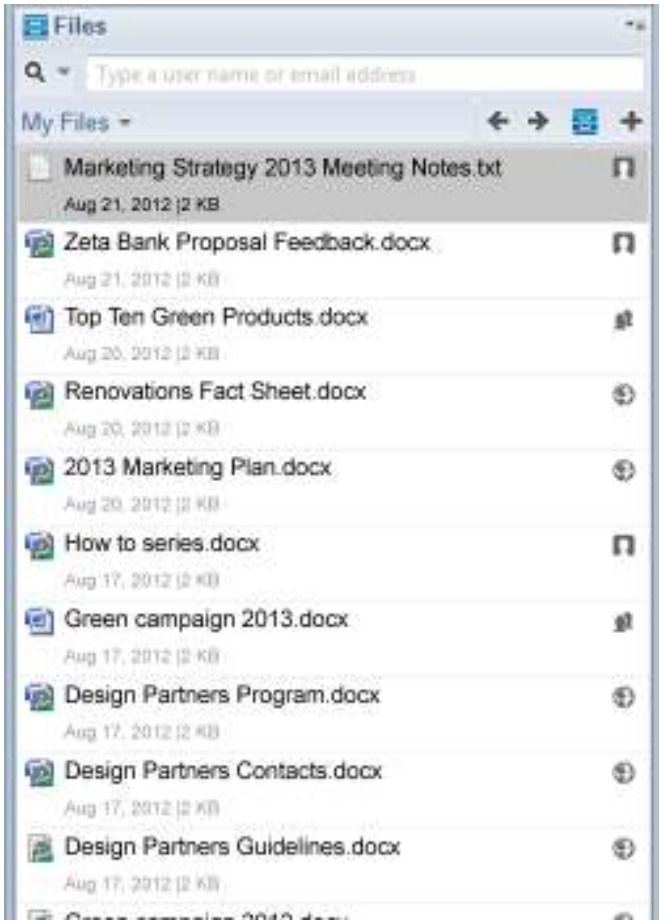
Anytime, anyplace access to your network

- Tablet App Capabilities
  - Full iPad Support
  - Media Gallery – upload photos/videos from your device (iPad 2 or later)
  - Access Ideation Blogs
  - Hyperlinks in Status Updates
  - Improved Home screen navigation style
  - Saved login information in native app
- Download native app from iTunes App Store

Available on the App Store

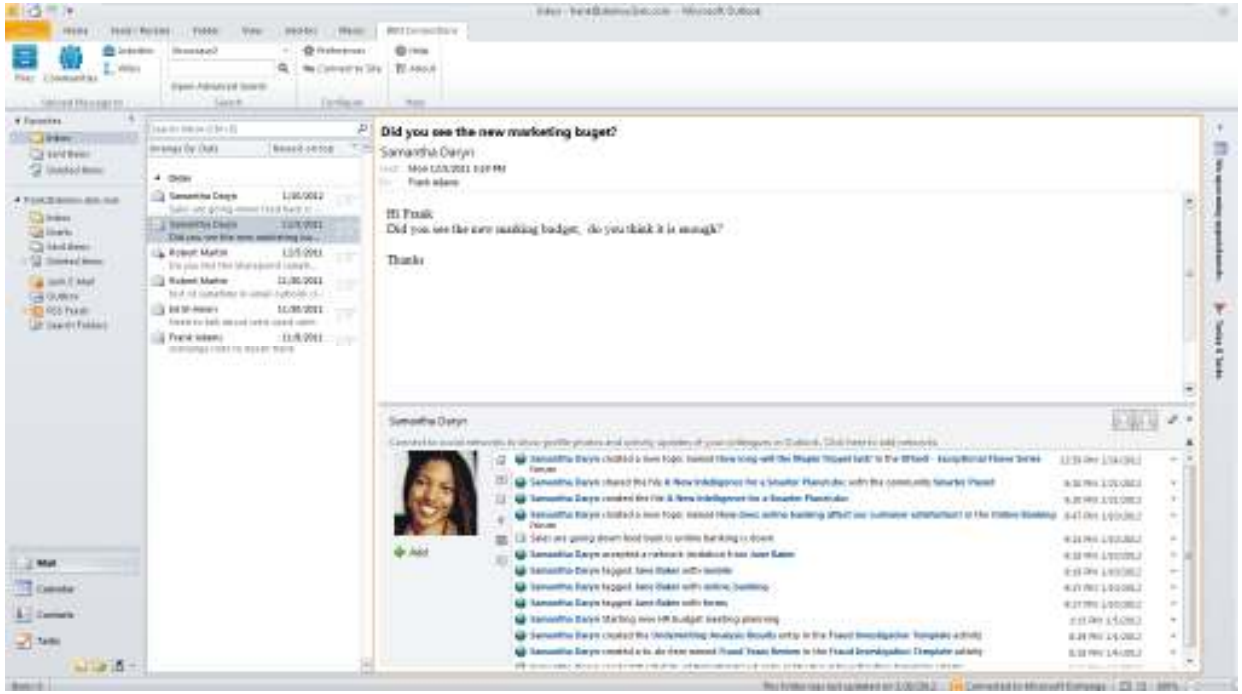
Files Plug-In for IBM Lotus Notes

- Upload files for your own use or to share with others
- Drag and drop an attached file or a file from your desktop to Files
- Drag and drop or copy and paste a file from Files to your desktop
- Send an HTML link to a file
- Search for files
- Sort files for easier browsing
- Open Connections Files in a browser
- Download at http://ibm.biz/BdxFWx



IBM Connections and Microsoft Outlook Social Connector

- Look up people data from Connections Profiles
- Access content available through activity feed
- Automatically syncs Social Network directory data to Outlook Contacts

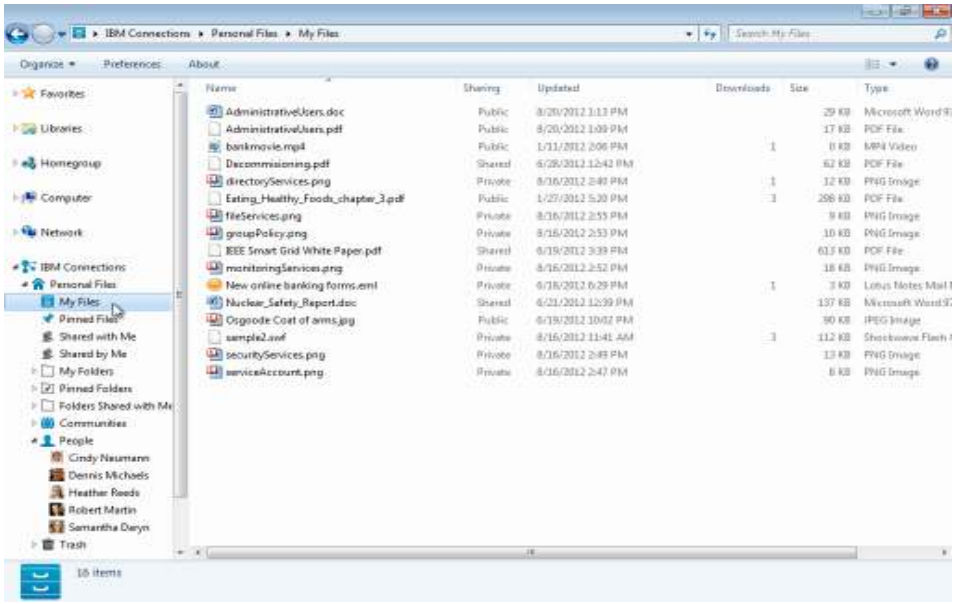


Windows Explorer Extension for Connections Files

Easily share your personal files

Personal Files

- Share any file in the context of your work
- Personal files web experience in Windows Explorer
- Facilitate ease of sharing of any file on desktop
- Round trip editing available in Windows Explorer



Community Files and Media Gallery

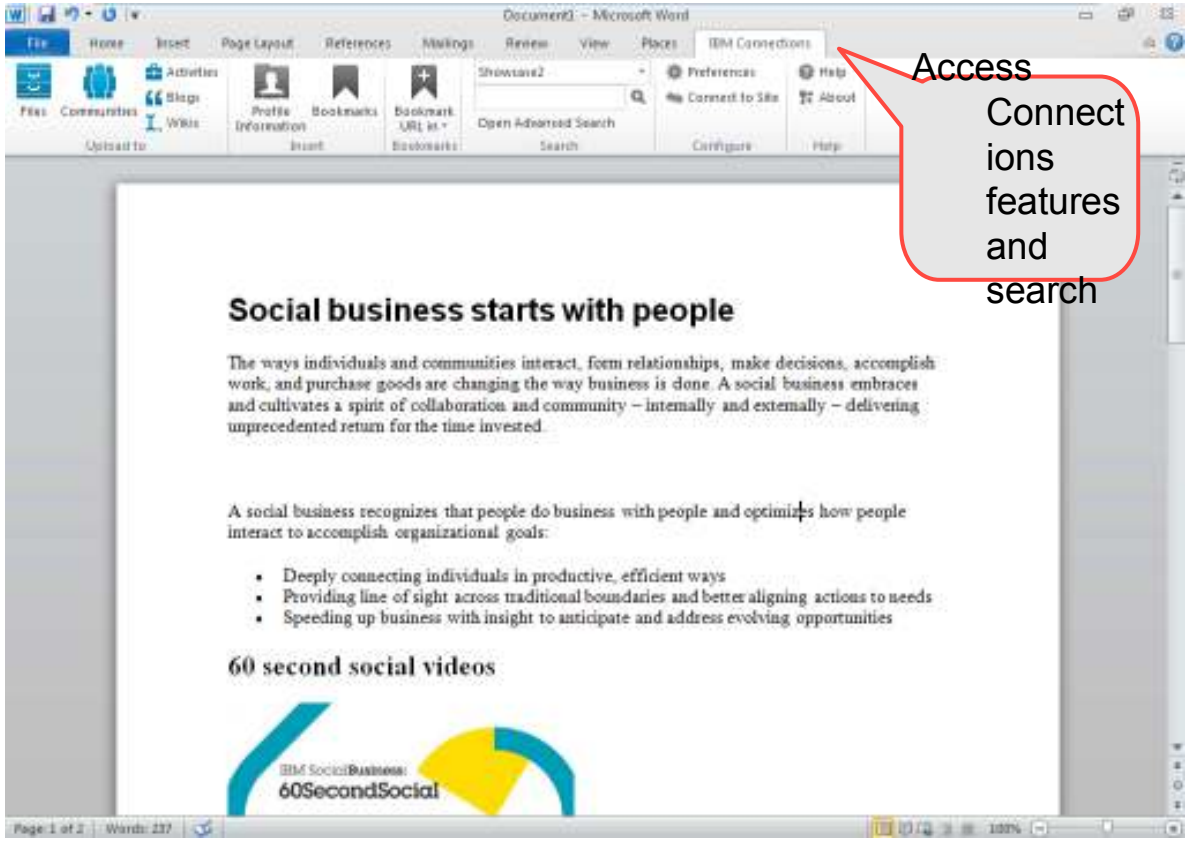
- Communities that have a files component can be added to the Windows Explorer view
- "My Communities" are discovered by search and via a picker
- Public Communities are discovered by search with type ahead
- Media Gallery files will be shown mixed in with the Community files view
  - Previews can be shown only for those media files that are in the media gallery
  - Will use the fact that a preview file is attached to the document to indicate that the file is in the media gallery
- Round trip editing available in Windows Explorer
- Download at http://ibm.biz/BdxFWF

IBM Connections and Microsoft Office

Access common tasks in Connections

Use the IBM Connections Plug-in for Microsoft Office to extend your social network to your documents

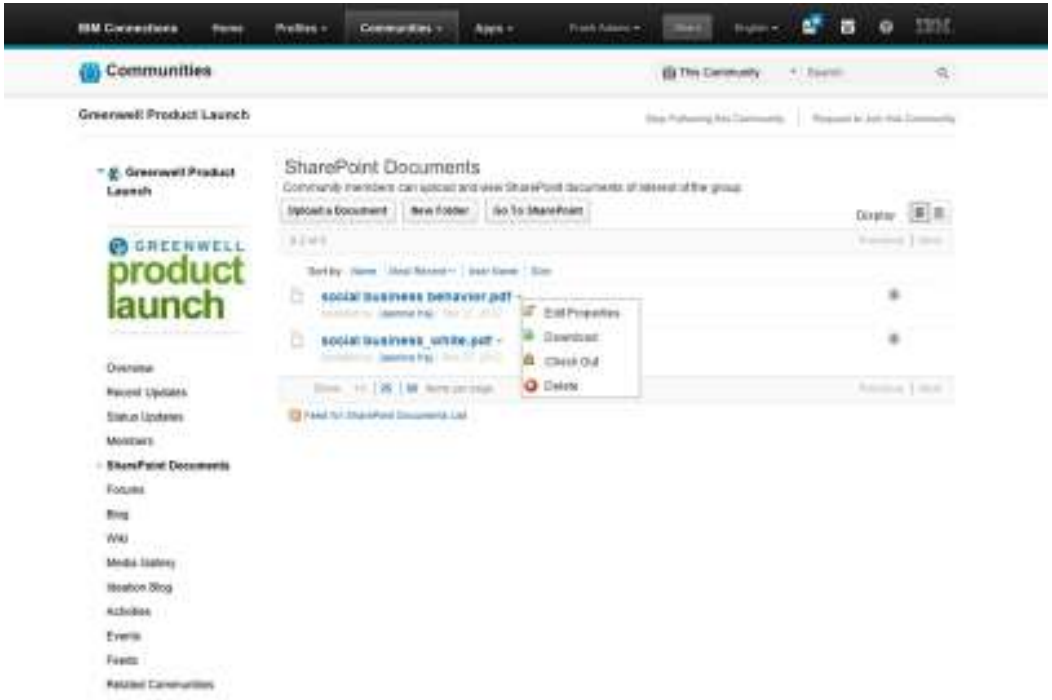
- Add a document to Files, Communities, Activities, Blogs or Wikis
- Create a To-Do item in an Activity
- Create a Bookmark from a URL embedded in a document
- Insert a Bookmark or a Profile into a document
- Search for Connections content



IBM Connections and Microsoft SharePoint

Add robust social capabilities to legacy SharePoint content

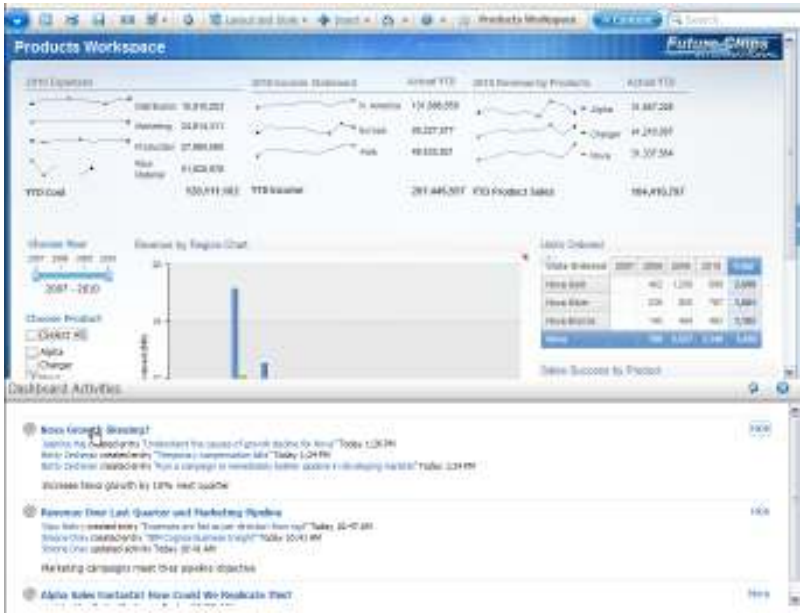
- SharePoint widget available for Connections Communities
- Access and Edit Microsoft SharePoint files
- Open and add files to SharePoint Libraries from within a Connections Community
- Download at http://ibm.biz/BdxFWE



IBM Cognos 10 and IBM Connections Integration

Collaborative Decision Making

- Turn dashboard insights into team action with activities integration
- Use search integration of Connections assets to discover the information you need fast for collaborative decision making
- Build decision networks to engage the right people at the right time



Customer Feedback of the Integration: “In making decisions we need to access the right stakeholders and experts. Social Media allows us to bring those people together and access the Trusted Information in Cognos 10.”

Integrated Capabilities of IBM Connections

Home
See what's happening across your social network

Profiles
Find the people you need

Communities
Work with people who share common roles and expertise, media gallery and ideation

Files
Post, share, and discover documents, presentations, images, and more

Wikis
Create web content together

Activities
Organize your work and tap your professional network

Forums
Exchange ideas with, and benefit from the expertise of others

Social Analytics
Discover who and what you don't know via recommendations and metrics

Micro-blogging
Reach out for help or share news with your social network

Bookmarks
Save, share, and discover bookmarks

Blogs
Present your own ideas, and learn from others

Mobile
Access Connections anywhere, anytime with mobile & tablet access

Lotusphere2012

Electrolux

Position

- Sales SEK 106 billion
- Op income SEK 6,5 billion
- Sales in more than 150 markets
- A world leader in appliances

People

- 52,000 in 60 countries

Products

- More than 40 million products per year

Thinking of you

Electrolux

 © 2012 IBM Corporation

Dutch Tax Office - Key statistics

Belastingdienst

- Thousands of users
- IBM Connections 35,000 users
- IT & CIO Key Project Sponsors
- Multiple stand alone and open source point solutions
  - Multiple LoB / dept level pain points
- Mixed environment – IBM, MS Sharepoint

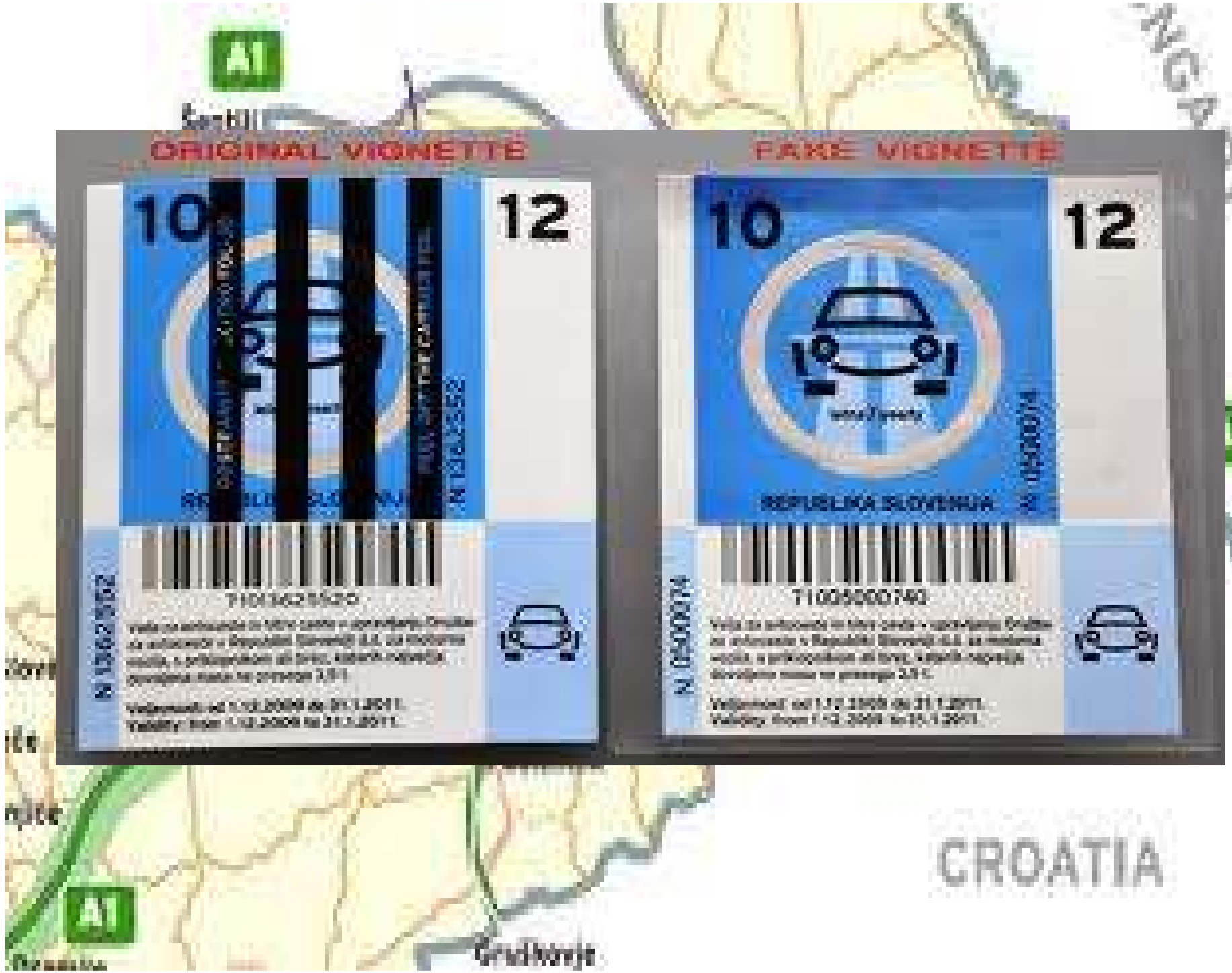
United Nations

United Nations

IBM Connections – empowers United Nations users to easily connect with other users, other agencies, non- government agencies (NGO's) and host nation personnel.

IBM Sametime – empowers United Nations users unified, real-time communication and collaboration services—from enterprise instant messaging and online meetings to telephony and video conferencing.

Source – UN Peacekeeping - http://www.un.org/en/peacekeeping/


A1
ORIGINAL VIGNETTE
10
12
FAKE VIGNETTE
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12
REPUBLIKA SLOVENIJA
71005000740
CROATIA
A1
Grudkovje

Three key business scenarios and lines of business where Social Business can make a big difference

Product & Service Innovation

VP Product Development, Chief Design Officer, VP Research

Customer Care & Insight

CMO, VP Sales, VP Customer Service

Workforce Optimization

VP HR, CIO, GM

potentials

- Boarding New Hires
- Learning Organization (self-paced, autonomous...)
- Process Improvements (Productivity...)
- Knowledge Capturing & Sharing
- Product Ideation & Innovation / Projects
- Product Documentation
- Defects Management (see learning organization, too)
- Culture, Climate & Motivation
- Grow & Retain Employees
- …
- Microsoft Sharepoint users!

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Business benefits

Increase revenue	10%-20%
Reduce operational costs	10%
Reduce marketing costs	20%
Reduce customer support costs	16%
Reduce travel costs	20%-25%
Reduce time to market	20%
Increase effectiveness of marketing	17%
Reduce product development cost	20%
Reduce supply chain costs	15%
Increase number of successful innovations	20%
Increase customer satisfaction	20%
Increase partner satisfaction	20%
Reduce communication costs	20%
Increase speed to access knowledge	30%
Increase speed to access external experts	30%
Increase speed to access internal experts	30%

Social Business success = **BIG $avings!**

"The Social Economy: Unlocking value and productivity through social technologies" - McKinsey & Co., July 2012

ROI

	Primary Goals	Client ROI References*
SVP Sales	**Increase revenue**	◆Increased quality sales time by 5% = Increase profit $250M ◆Faster integration of acquisitions by 1 month = $27M profit increase ◆Faster new seller on-boarding by 1 month = $27M profit increase
CMO	**Increase pipeline and conversion**	◆Increase customer interactions by 15% = $18M revenue growth ◆Increase incoming call cross-sell by 5% = $4.3 increased profit ◆Lower campaign expenses by 20% - $2M cost reductions
SVP Customer Service	**Improve customer service levels**	◆Reduced support time 5% = $4.3 M increased profit ◆Faster time to revenue new customers (-30 days) ◆Electronic support reduces mail costs $ 1 M
SVP R&D	**Increase innovation pipe and reduce time to market**	◆Increased new product pipeline yield by 5% ◆10% reduced of overlapping projects = $33 M savings
SVP HR	**Increase employee engagement and retention**	◆Faster on-boarding & M&A = 10% lower cost ◆Reduced new employee training costs 15% ◆Compressed employee communications time = $2M ◆Virtual teamwork reduces travel frees $8M

*as projected by IBM BVA client

Recent Sparklers

IBM is in the **leader** quadrant in the Gartner Magic Quadrant for Social Software in the Workplace, August 2011

Gartner

FORRESTER

2X A **Leader**! Forrester Wave
Enterprise Social Platform and Cloud Strategies for Online Collaboration Software Vendors

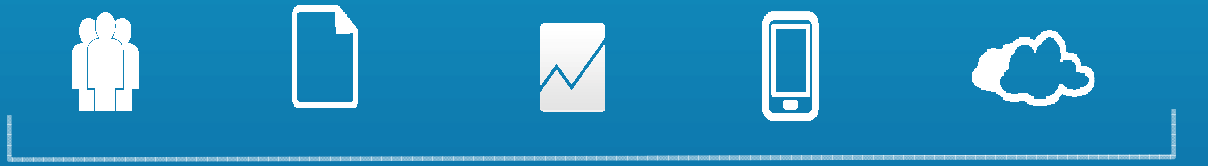
IDC
Analyze the Future

Worldwide Market **Leader** for 3 years in a row!

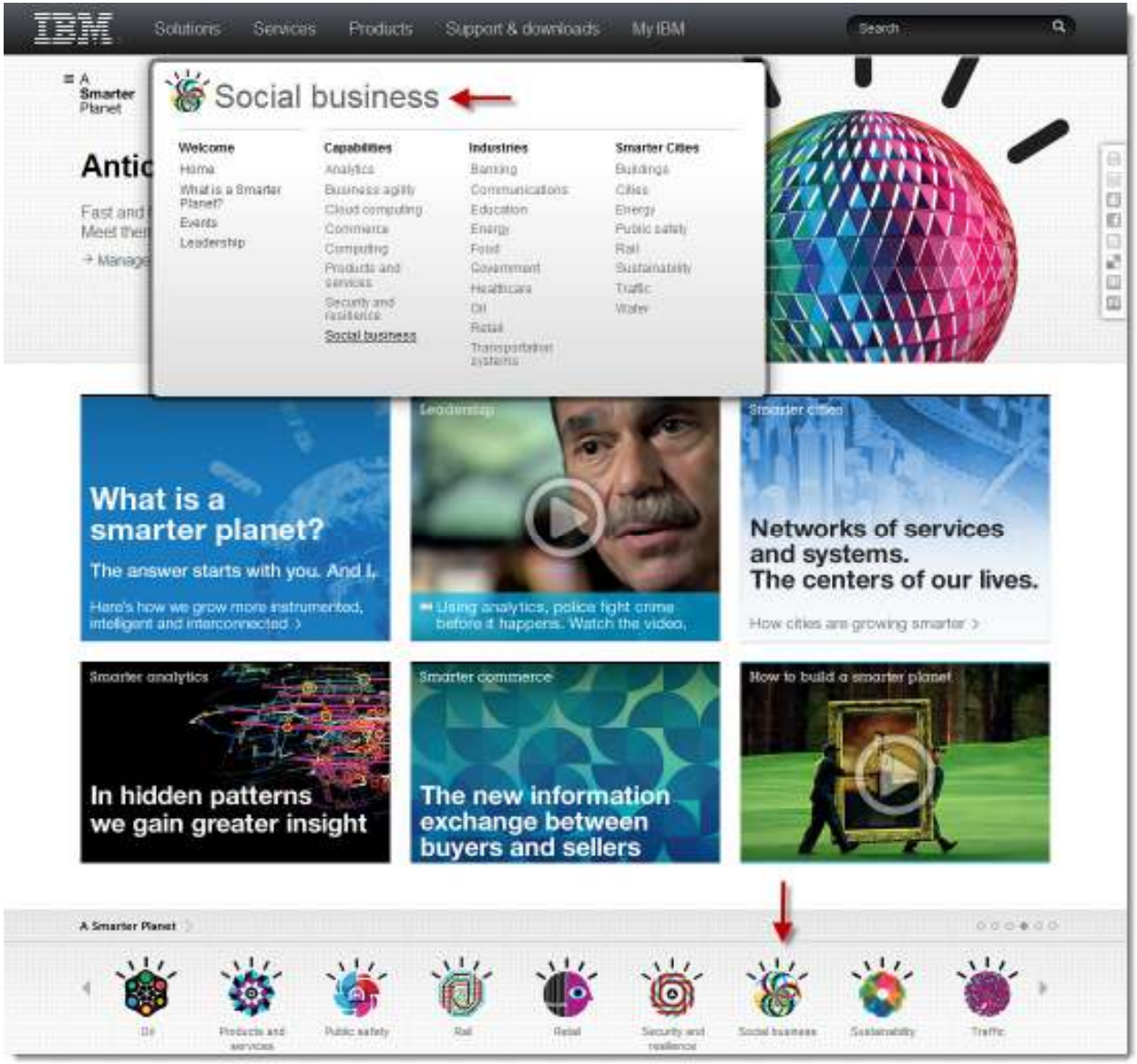
Leader in Aragon Research Globe for Enterprise Social Software

Aragon Research

SocialBusiness



[1]Source: Gartner Magic Quadrant for Social Software in the Workplace, August 2011
[2]Source: The Forrester Wave™: Enterprise Social Platforms, Q3 2011 and The Forrester Wave™: Cloud Strategies for Online Collaboraton Software Vendors, Q3 2012, Forrester Research, Inc
[3]Source: IDC: Number 1 position from 2009-2011, IDC Worldwide Enterprise Social Software 2011 Vendor Shares, doc #235273, June 2012.
[4]Source: Aragon Research Globe for Enterprise Social Software, Aug 2012



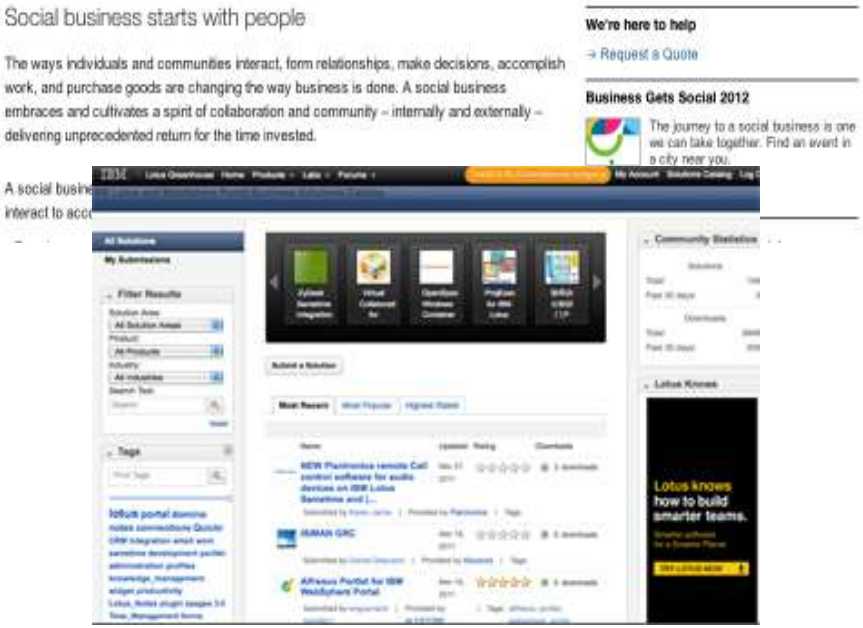
Social Business is as *strategic* as an initiative can possibly be at IBM today.

We intend to *win* this market.

Resources and Information

New IBM Social Landing Page
http://ibm.com/social

Latest product info, research, podcasts, and more http://www.ibm.com/lotus/connections



IBM Connections Team Blog
http://ibmsocialsoftware.com

Assets, discussion, and opinion about driving the adoption of IBM social software
http://www.ibm.com/blogs/socialbusiness

App/Widget Catalog
http://catalog.lotus.com

Get Social Business. Do Business!

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Give people
the right tools &
info

Why IBM is your best 'Social Business' Partner

- **Market Leadership recognized by IDC, Gartner & Forrester**
  - *IBM is #1 Market Share Leader in Social Software Platforms (IDC, June 2010-11)*
  - *35% of Fortune 100 companies have purchased IBM Social Collaboration Software*
  - *OpenSocial specification design leadership*
- **Socially Designed for User Engagement**
  - *5th major release since June 2007*
- **Social "Everywhere" Strategy vs Pay Everywhere**
  - ***Investment Protection:*** *Comprehensive out-of-the-box integration and widest range of deployment options to protect existing information technology investments*
  - ***Enterprise Social Software:*** *Proven Scalability, Open Standards based architecture ... We "socialize" your applications*
- **Extensive Mobile support**
  - *Blackberry, iPhone, Android & Nokia S60 3rd & 5th edition*
- **Deep Industry Skills and Social Transformation Experience**
  - *AGENDA: Deployment, Integration and Adoption 'Best Practices'*
  - *Time to Market Advantage: Enabling the next generation of socially-enabled solutions on customers' existing investments and heterogeneous platforms*
- **Pipeline of innovation from IBM Research delivers new value faster**