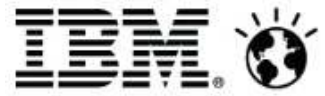


Kako je Business postao Social Business?

Tihomir Cirkvenčić

SEE ICS Leader

IBM Collaboration Solutions



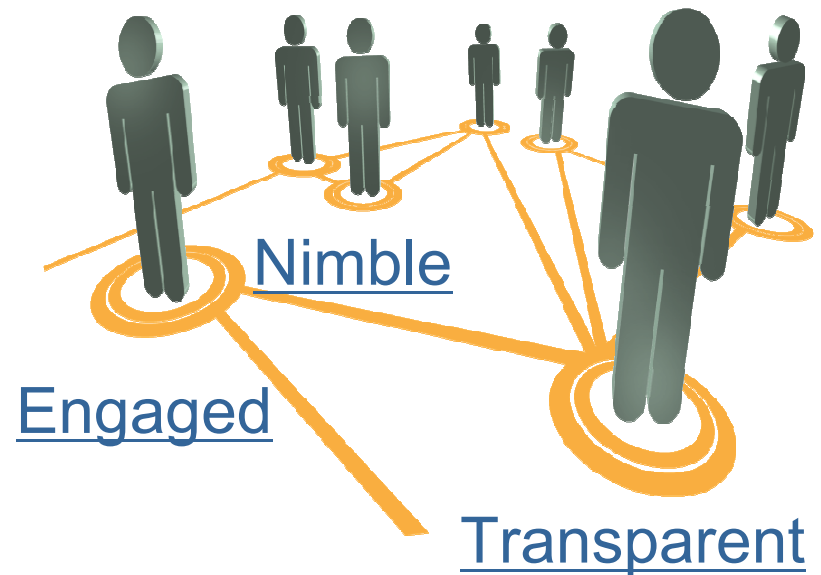
Social Media vs. Social Business

Social Media



Primarily Marketing and PR

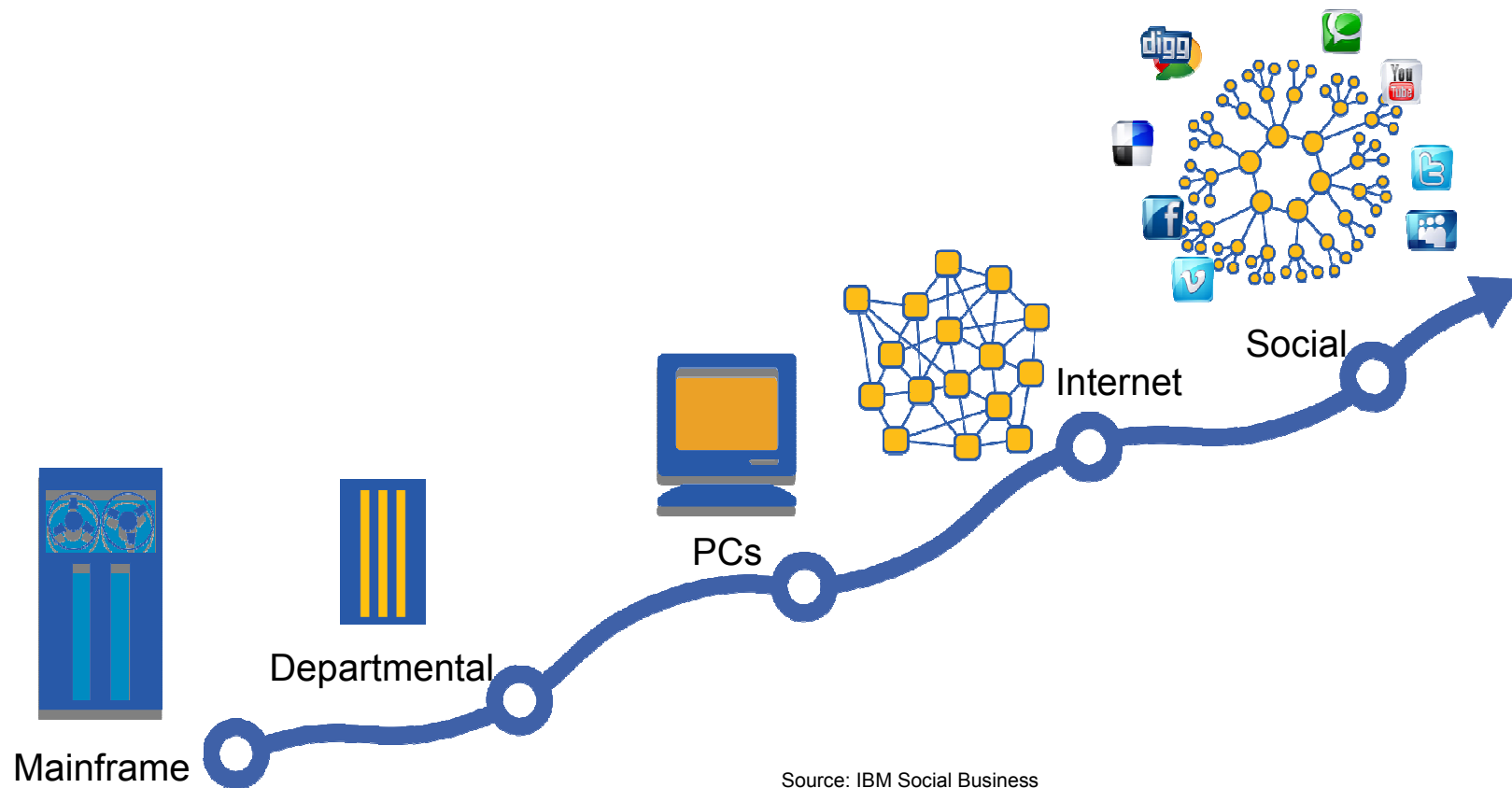
Social Business



Encompasses organization and business processes

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

\$200B Market by 2015



Your PEOPLE are core to your BUSINESS!

Companies don't do business with companies... .. *people do business with people*

A close-up photograph of two people's mouths. The person on the right is in sharp focus, wearing a silver hoop earring and has their lips closed. The person on the left is slightly out of focus, also with their lips closed. Both are wearing blue clothing.

“ approx. 70% of a company's TOTAL spend is on their people resources!”

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 | | |
| 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



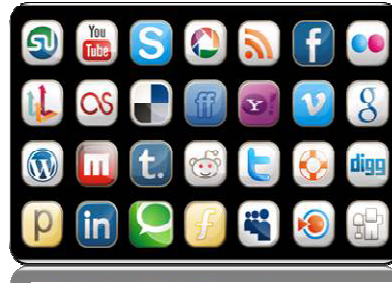
- **400 million** tweets sent via Twitter each day
- Wikipedia hosts **24 million** articles

Source: Facebook, 2011

Source: Nielsenwire, 6/1/2010, Morgan Stanley

Source: Forrester: Forrsights Workforce Survey 2011

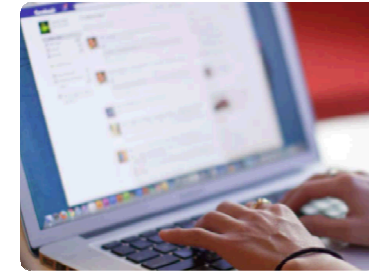
Rise of social networking and mobile devices



- 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

By nature, your PEOPLE are SOCIAL

IDC - Social Platforms Market Definition:

“Social platforms emerged based on the recognition that people — customers, employees, business partners, and suppliers — emerge as the most valuable assets to business and require informal, unstructured, easy-to-use communication tools that scale beyond a team for enhanced productivity.”



friending



boreout



knowledge



5%



15%



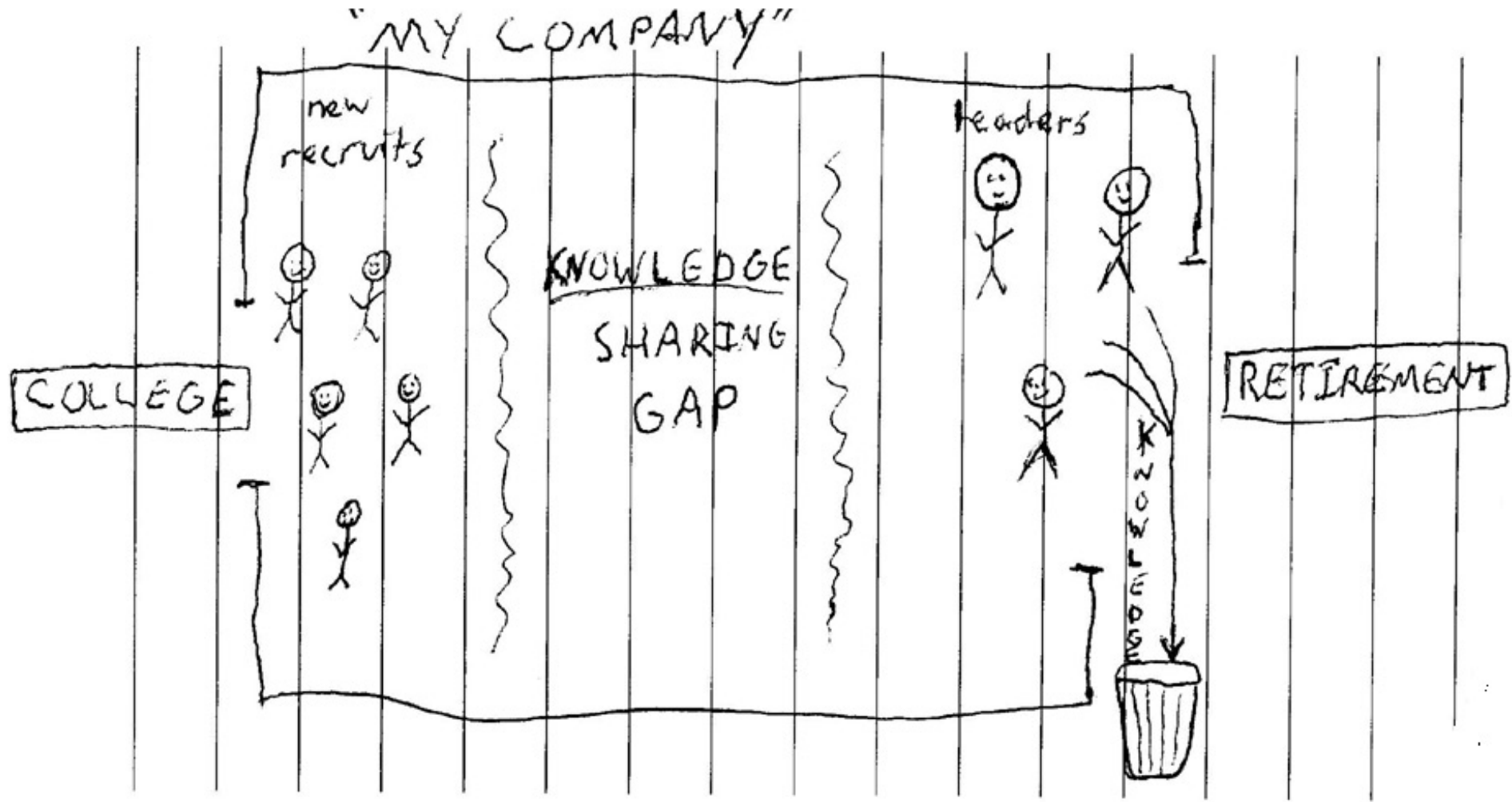
80%



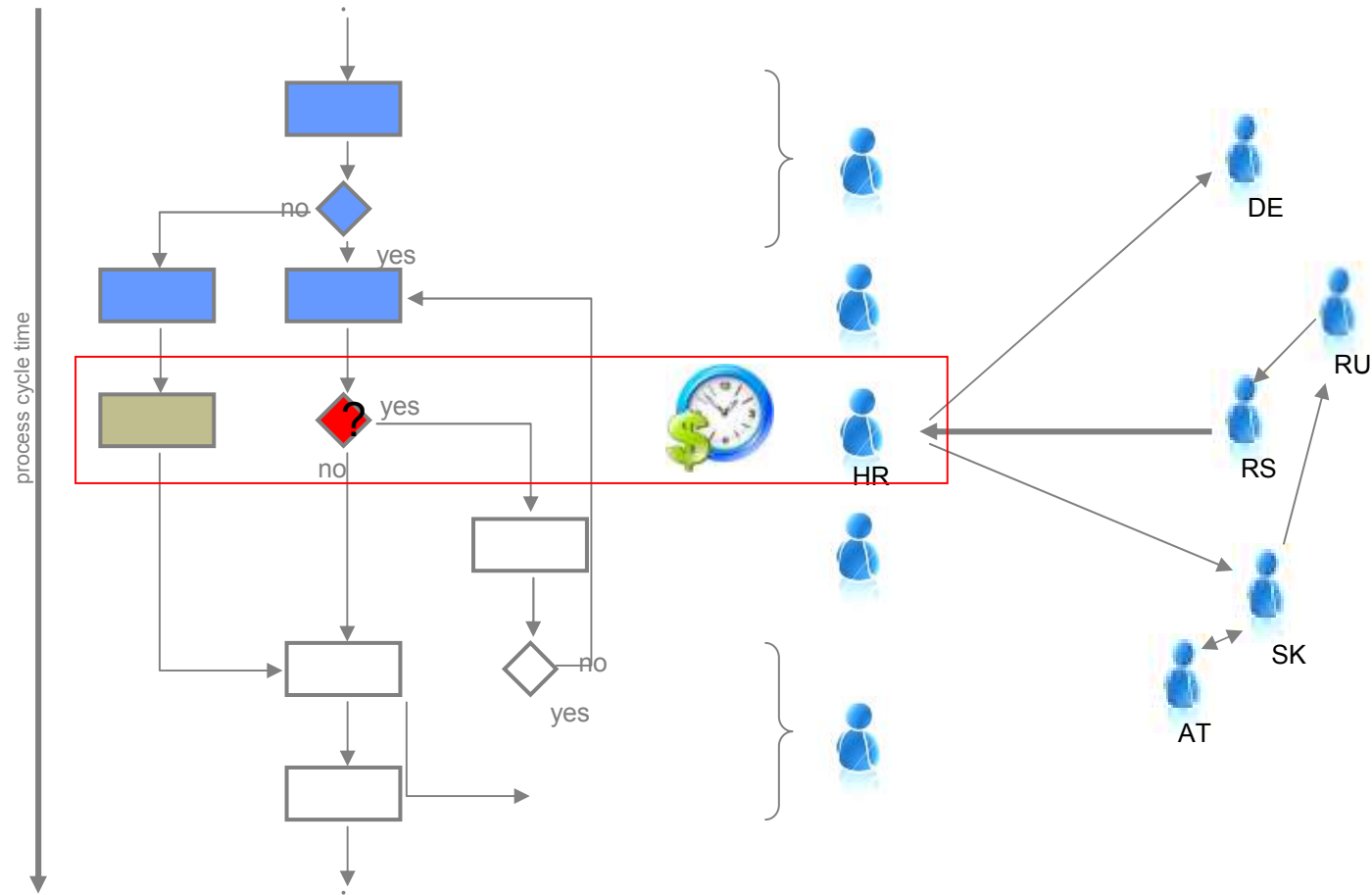
When you have a question and
someone gives you the answer...
only the two of you benefit



Knowledge Sharing Gap

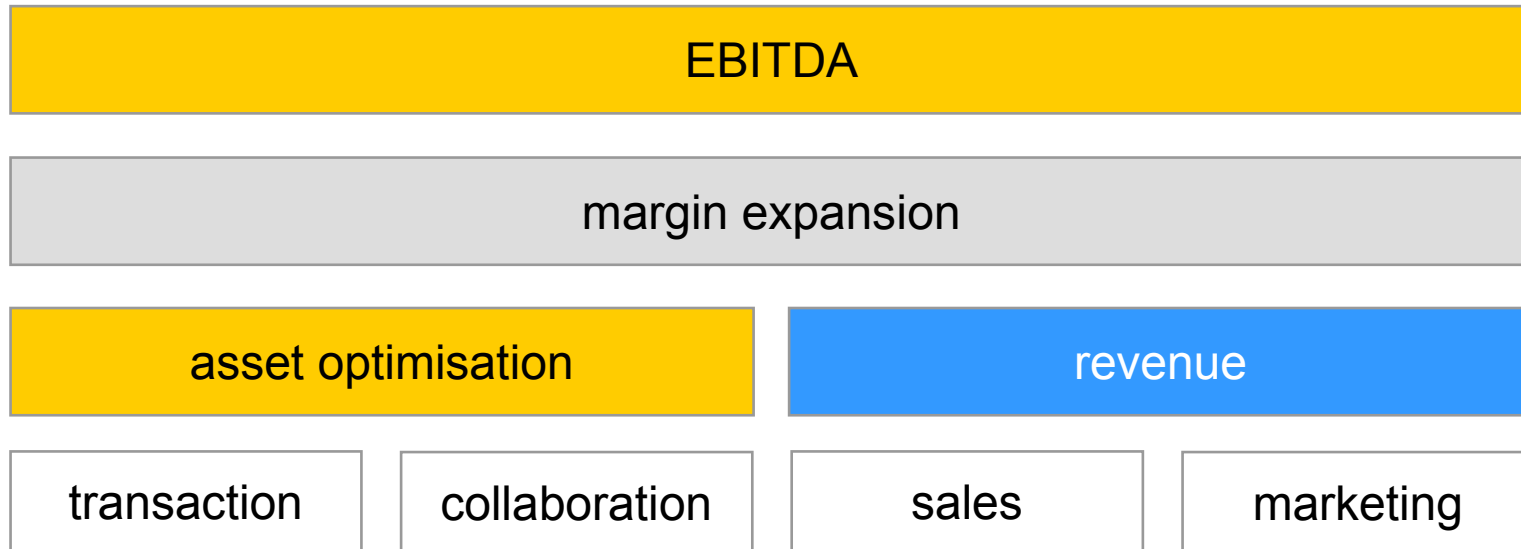


collaboration



Social potential
 Engaged employees
 Knowledge sharing

building the link



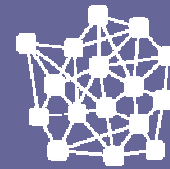
IBM has an end to end portfolio of capabilities, services, and delivery methods for social business



Social
Content Management



Social Analytics



Social Collaboration



Social Portal



Services

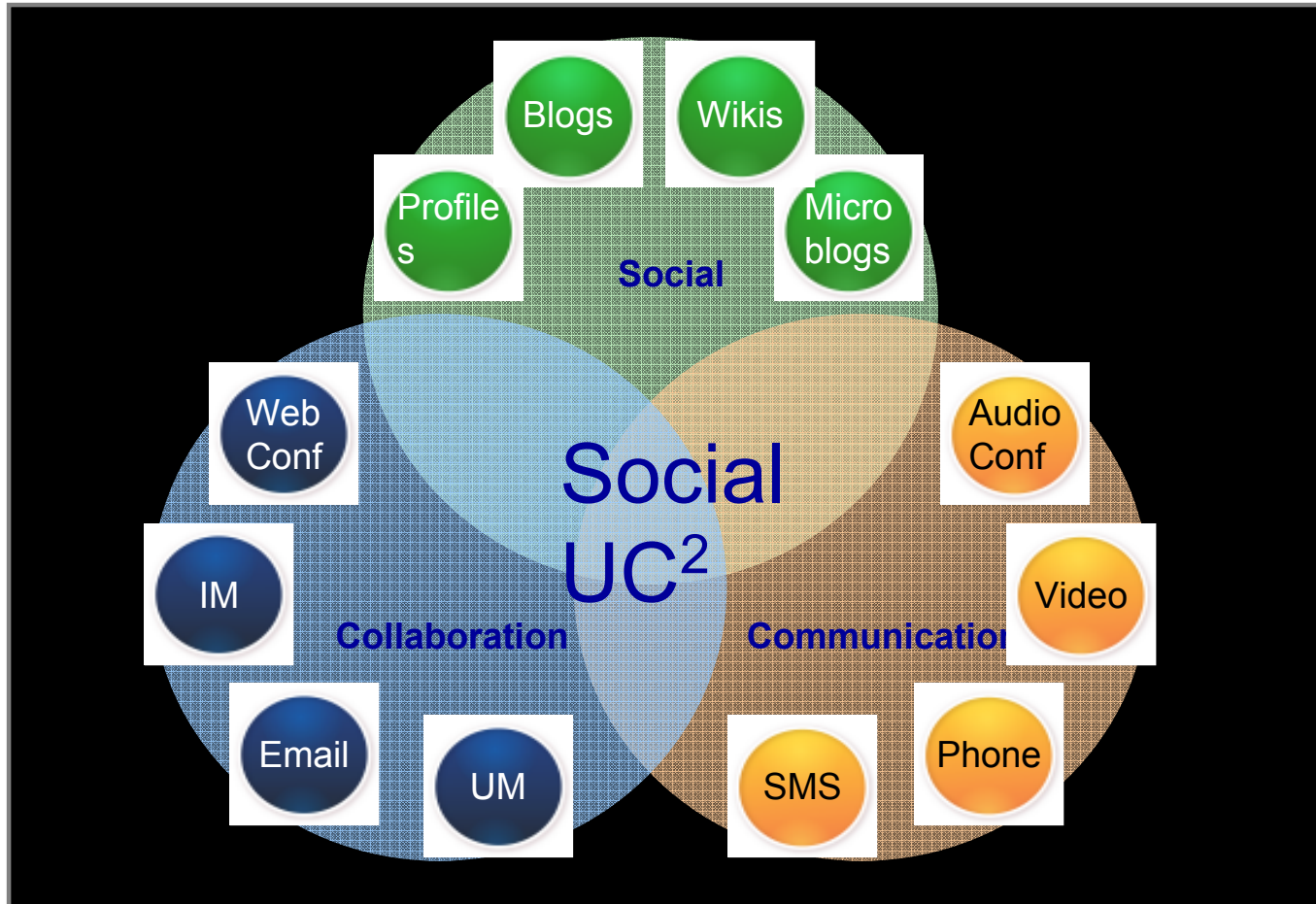


Cloud



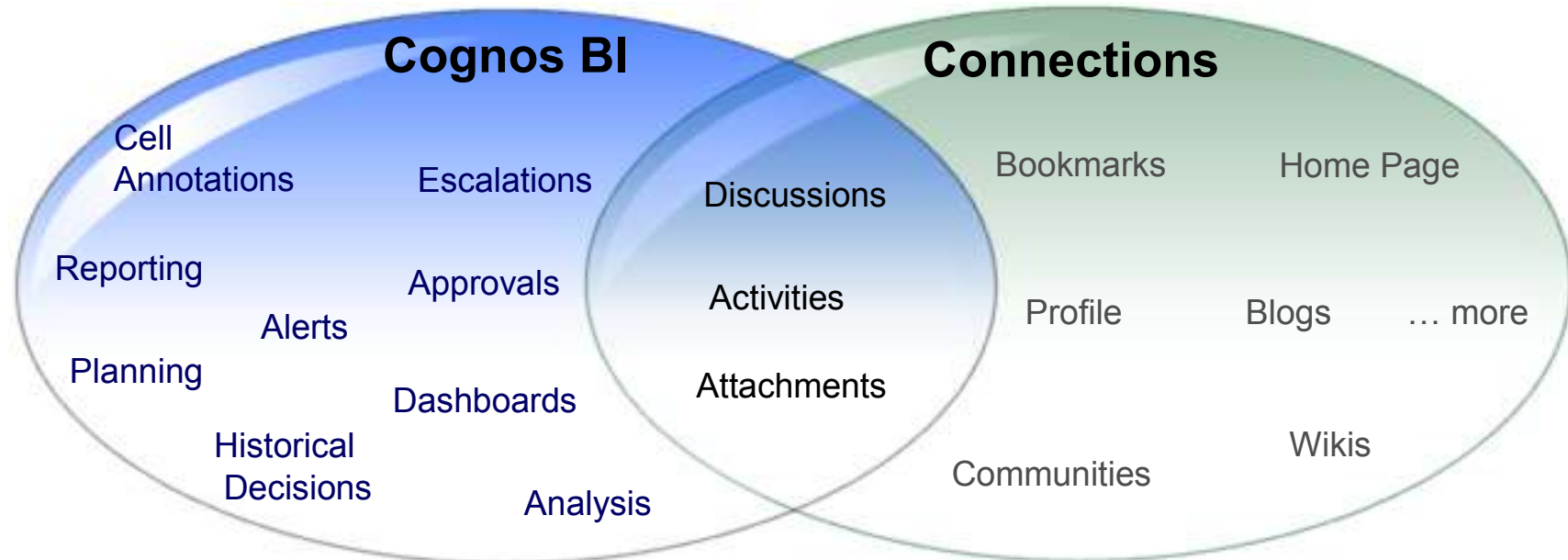
Mobile

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



Leveraging **ALL** your current investments

ORACLE DB2 SAP BlackBerry FileNet P8 EMC² where information lives

Microsoft SQL Server IBM CISCO AVAYA

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



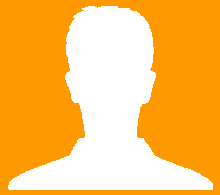
Blogs

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

IBM Connections Home Profiles Communities Apps Lucille Suarez Share English

My Profile My Network Directory Profiles by Name Search

Jasmine Haj
 Administration Assistant to Lucille Suarez
 Sales
 MX
 (001)(5255)5514-8101
 JasmineHaj@demos.ibm.com
 Local Time: 12:57 PM

Send Email Invite to My Network Download vCard Stop Following

Recent Updates Contact Information Background

Write a message on this profile

Filter By: All

A related link was added to Jasmine Haj's profile.
 Today at 1:44 PM

Pierre Dumont commented on the file *Cookie Recipe.jpg*.
 From: Jasmine Haj | Tags: cookie, recipe
 Friday at 7:09 PM

Pierre Dumont Friday at 7:09 PM
 Great picture, I really like how you were able to get that tip into focus and blur everything else. It really makes me want to eat it.

Pierre Dumont liked the file *Healthy dinner ideas.jpg*.
 From: Jasmine Haj | Tags: kids, healthy, dinner

Who Connects Us?
 You
 Pierre Dumont
 Jasmine Haj

Report-to Chain
 Dennis Michaels
 Cindy Neumann
 Lucille Suarez
 Jasmine Haj

Network
 View All (2)

My Links
 LinkedIn
 My Blog



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

The screenshot displays the IBM Connections interface for a community titled "Greenwell Product Launch". The top navigation bar includes "IBM Connections", "Home", "Profiles", "Communities", and "Apps". The main content area is divided into several sections:

- Community Description:** A central section with a "GREENWELL product launch" logo and a description: "This is the community where we bring together Sales, Product Management, Marketing, and Development as we coordinate the new product launch for Greenwell!". Below the description are icons for "About Us", "News", "Calendar", "Success Stories", "Smart Feeds", and "YouTube Videos".
- Members:** A section showing a grid of member profile pictures and a link to "View All (19 people)".
- Upcoming Events:** A list of events including "Team Status Meeting" (Jul 26 9:00 AM), "Team Lunch" (Jul 27 12:00 PM), and "Team Status Meeting" (Jul 30 9:00 AM).
- Forums:** A section for discussions with a "Start a Topic" button and three topics: "What is the project timeline?", "Looking for the latest decision from marketing", and "What do you think about this video?".
- Ideation Blog:** A section for sharing ideas, featuring a "Tap Into the experience, knowledge and creativity of your community. Create your first idea." prompt and a "Create Your First Idea" button.
- Overview:** A sidebar menu with options like "Recent Updates", "Status Updates", "Members", "Forums", "Ideation Blog", "Files", "Blog", "Events", "Feeds", "Activities", "Media Gallery", and "Wiki".
- Tags:** A section for filtering content by tags, currently showing "IBM" and "Team".



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

Renovations charts

1-10 of 14,500 results Page 1 | 2 | 3 ... Next

Filter by: All Results

Minh Li most interesting <http://www.renovations.com/design>
Created 9:52 AM | 3 Likes

Gardner Raynes So, I was thinking of a new and better wa
prioritize or organize my activity stream with the stuff that is
important to me, when I noticed the Action Required design.
In the community [Collaboration Software Next](#)
Created 9:36 AM

Minh Li ooohh scifi interface design at [renovations](#) conferer
Created 9:15 AM

Samantha Daryn most interesting article about collaboratio
software at <http://www.renovations.com/article2134>
Updated 9:52 AM

Frank Adams so many [renovations](#) meetings, so little time
Created 9:52 AM

directions.jpg

Comments (0) | [Share](#) | [Recent Updates](#)

There are no comments.

Write something...



Activities



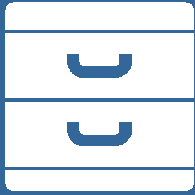
*Complete projects
on time and meet
goals*

- 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

The screenshot displays the IBM Connections interface for a project activity titled "Greenwell Product Launch". The interface is organized into several sections:

- Greenwell Product Launch**: The main activity header, featuring a logo and a sidebar with navigation options like Overview, Recent Updates, Status Updates, Members, Files, Ideation Blog, and Forums.
- Activity Content**: A list of tasks and items, including "Graduated idea from Ideation Blog", "Strengthen Customer Relationships with New Products", "New product lines to showcase", and "Tasks to set up community".
- Interested Customers**: A section listing customers and their roles, such as Heather Reeds, Frank Adams, and Jasmine Haj.
- Launch Planning**: A section listing tasks and their due dates, such as "Determine Launch Approach" (Jul 24) and "Develop Launch Material" (Jul 24).
- Launch Material**: A section listing materials and their due dates, such as "Thank you e-mail" (Jul 24) and "well done!" (Jul 24).
- Post Launch Activities**: A section listing activities and their due dates, such as "Thank you e-mail" (Jul 24) and "well done!" (Jul 24).

The interface also includes a search bar, a navigation menu, and a "Feed for these Entries" section at the bottom.



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

The screenshot displays the IBM Connections Files interface. At the top, there's a navigation bar with 'IBM Connections', 'Home', 'Profiles', 'Communities', 'Apps', and a user profile 'Jasmine Haj'. Below this is the 'Files' section with a search bar and 'My Files' dropdown. The main content area shows a file named 'Small Business Solutions.odt' with a blue 'A' icon. It is public, updated on 8/10/12 by Jasmine Haj, Version 2, and 280 KB (561 KB including all versions). Tags include 'customer', 'greenwell', and 'product'. There are buttons for 'Download', 'Upload New Version', 'Share', 'Add to Folders', and 'More Actions'. Below the file, there are 'Comments (2)' and a 'Sort by: Date' dropdown. Two comments are visible: one from Pierre Dumont and one from Jasmine Haj. At the bottom, there's an 'Add a comment...' field and a 'Feed for these Comments' button.



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

IBM Connections Home Profiles Communities Apps Jasmine Haj Share English

My Blogs Public Blogs My Updates This Blog Search

Greenwell Product Launch Following Actions Blog Actions Community Actions

Greenwell Product Launch

New Entry Settings

Contest for new partner offerings
Jasmine Haj | Aug 10 | 2 Comments | 18 Visits

Many companies are quickly ramping up and producing all natural products. Because Greenwell's organic food line is the one with the biggest market share worldwide, we are seeing a large amount of partners offering options with our products.

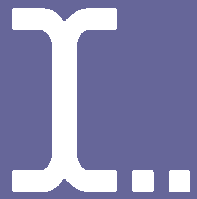
Partner [Brenda Elgi](#) is quoted saying:

Greenwell is now the product of choice for markets embracing organics and I am extremely happy that this fourth contest has a category specifically for it. I am eager to see what the awesome partner community will develop and submit to the contest.

Brenda also runs the [Taking Recipes Podcast](#) and in the latest episode the podcast is focused solely on gourmet baskets with Greenwell products. In the podcast, I cover an overview of the ingredients needed. The podcast also features [Kylie](#) on organic chocolate, nutmeg butter

Archive
August 2012

Blog Authors
Jasmine Haj
Heather Reeds
Frank Adams
1 - 3 of 5 authors



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

IBM Connections Home Profiles - Communities - Apps - Jasmine Haj - Share English - IBM

Wiki This Wiki Search

Greenwell Product Launch Following Actions - Wiki Actions -

Product Launch Overview

Core Contacts
Goals and Mission
Project Mgmt Details
Naming Background
Video and Presentation
Delivery [New Page](#)

Index
Trash

Tags [Find a Tag](#)
foods healthy
Cloud [List](#)

You are in: [Greenwell Product Launch Community](#) > [Greenwell Product Launch Wiki](#) > [Product Launch Overview](#)

Product Launch Overview

[2](#) You like this [Unlike](#) | Updated 8/10/12 by [Jasmine Haj](#) | Tags: [foods](#), [healthy](#) [Add or remove tags](#)

[Edit](#) [Page Actions -](#)

Greenwell is committed to providing the world's healthiest foods. 130 foods that can serve as the basis of your Healthiest Way of Eating. Links to the articles about these foods can be found below.

Of course, there are many other nutritious foods other than those that we have included on our list that we feel are wonderful, health-promoting foods; if there are other whole foods - such as fruits, vegetables, nuts/seeds, whole grains, etc - that you like, by all means enjoy them. Just because a food is not on our list doesn't mean that we don't think that it can be included in a diet geared towards the Healthiest Way of Eating as long as it is a whole, natural, nutrient-rich food.

To find out why some of your favorite nutritious foods are not included in our list, read [The Criteria Used to Select the World's Healthiest Foods](#).

| Vegetables | Fruits | Nuts, Seeds & Oils |
|---|--|---|
| <ul style="list-style-type: none">• Asparagus• Avocados• Beets• Bell peppers• Broccoli• Brussels sprouts | <ul style="list-style-type: none">• Apples• Apricots• Bananas• Blueberries• Cantaloupe• Cranberries | <ul style="list-style-type: none">• Almonds• Cashews• Flaxseeds• Olive oil, extra virgin• Peanuts• Pumpkin seeds |

Product Launch Overview : Version Comparison

| Version: 4.10 | Compare | Version: 3.10 |
|---|---------|--|
| Created Today at 11:38 AM by Jasmine Haj Follow the version Download | | Created December 22, 2011 by NINA ALARIN Revert this version Download |

Any [Cancel](#) [New/Changed](#)

Greenwell is committed to providing the world's healthiest foods. 130 foods that can serve as the basis of your Healthiest Way of Eating. Links to the articles about these foods can be found below.

Of course, there are many other nutritious foods other than those that we have included on our list that we feel are wonderful, health-promoting foods; if there are other whole foods - such as fruits, vegetables, nuts/seeds, whole grains, etc - that you like, by all means enjoy them. Just because a food is not on our list doesn't mean that we don't think that it can be included in a diet geared towards the Healthiest Way of Eating as long as it is a whole, natural, nutrient-rich food.

To find out why some of your favorite nutritious foods are not included in our list, read [The Criteria Used to Select the World's Healthiest Foods](#).



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

The screenshot shows the IBM Connections Forums interface. At the top, there's a navigation bar with 'IBM Connections', 'Home', 'Profiles', 'Communities', and 'Apps'. The user 'Jasmine Haj' is logged in. Below the navigation bar, the 'Forums' section is active, showing the 'Greenwell Product Launch' community. The main content area displays a forum post titled 'What do you think about this video?' by Pierre Dumont, dated Jul 20. The post includes a video player showing an 'IBM Connections iPad App Demo - Spring 2012'. The video player has a play button and a keyboard overlay. The forum post also shows '3 replies', 'Latest Post - Aug 10 by Jasmine Haj', and various action links like 'Reply', 'Edit', 'Delete', 'Move', 'Lock Topic', 'Urgin this Topic', and 'Discuss This'.



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

The screenshot displays the IBM Connections 'My Bookmarks' page. The interface includes a navigation bar with 'Home', 'Profiles', 'Communities', and 'Apps'. Below this, there are tabs for 'My Bookmarks', 'Public Bookmarks', 'Popular', and 'My Updates'. The main content area shows a list of bookmarks, including 'IBM Connections 3.0.1 - YouTube', 'Boston Organics - Organic Produce Delivery!', 'Organic Certification | USDA', 'Organic Inc.', and 'Currency Conversion Website'. Each bookmark entry includes a date (Aug 10) and tags. On the left, there is a 'My Watchlist' and a 'Tags' section with a search bar and a list of tags like 'activities', 'albany', 'announcement', etc. On the right, there is a 'My Recent Notifications' section with a notification from Dennis Michaels about 'Organic Certification | USDA'.



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

The screenshot displays a web interface for a product launch ideation blog. On the left, there is a sidebar with navigation options: Overview, Subcommunities, Project Planning, All Ideas, Graduated Ideas, and My Votes. The main content area shows a list of ideas. The top idea is titled "Strengthen Customer Relationships with New Products" by Jasmine Hqj, dated Mar 8, with 10 votes and a tag of "customer". Below the title is a list of bullet points: "Create a Community to highlight new product lines and allow customers to directly interact with product experts using Community Forums.", "Add a Media Gallery to the Community to allow customers to upload pictures and videos of their favorite products.", "Enable moderation in the community to protect the community from inappropriate content.", "Use Community Metrics to gain understand of how the Community is used to interact with our products.", and "Make our customers happy". The second idea is titled "We should have a new create-your-own product line" by Jasmine Hqj, dated Mar 8, with 7 votes. The interface includes buttons for "New Idea", "Settings", and "Voted".



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

The screenshot displays a web interface for a 'GREENWELL product launch' media gallery. On the left, a navigation sidebar includes links for Overview, Members, Media Gallery (selected), Forums, Events, Bookmarks, Files, Wiki, Activities, Updates, Feeds, Ideation Blog, Subcommunities, and Project Planning. The main content area shows a grid of media items, each with a thumbnail, title, author, and date. The items include: 'Lime rickey image on...' (by Jaemina Huj, 50 downloads, 1 comment), 'Cookie Recipe.jpg' (by Jaemina Huj, 138 downloads, 1 comment), 'photo for kitchen seg...' (by Jaemina Huj, 1 download, 0 comments), 'Fruits & Veggies Broc...' (by Frank Adams, 1 download, 0 comments), 'antioxidant organic c...' (by Jaemina Huj, 1 download, 0 comments), 'Citrus splash.mp4' (by Jaemina Huj, 0 views, 0 comments), 'Snack food segment.jpg' (by Frank Adams, 1 download, 0 comments), 'Kids image for magaz...' (by Frank Adams, 1 download, 0 comments), 'Healthy dinner ideas.jpg' (by Jaemina Huj), and 'Background image for...' (by Jaemina Huj). A 'Preview' dialog is open over the 'Lime rickey image on home page.jpg' item, showing a large view of the image and its metadata: 'Lime rickey image on home page.jpg', 'by Jaemina Huj', 'Added November 17, 2011', and a 'Go to repository' link.



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*

The screenshot shows the IBM Connections Home Page in a browser window. The page has a navigation bar with 'IBM Connections', 'Home', 'Profiles', 'Communities', and 'Apps'. A mail notification icon in the top right corner is highlighted with a yellow callout box containing the text 'Access mail & calendar'. A dropdown menu is open, showing a list of messages with details like sender, subject, and date. A second yellow callout box points to the messages with the text 'Read & respond to mail'. A third yellow callout box at the bottom left of the screenshot contains the text 'Backend is flexible: Domino or Exchange'. The browser's address bar shows the URL 'https://shimcon11.notesdev.ibm.com/homepage/web/gettingStarted?return=false'. The Windows taskbar at the bottom shows the system tray with the date '4/4/2012' and time '3:17 PM'.

Access
mail &
calendar

Read &
respond to
mail

Backend is
flexible: Domino or
Exchange



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

The screenshot shows a social network activity stream. At the top, there is a 'Filter By:' dropdown menu set to 'All Updates'. The main content area displays a list of updates:

- Jasmine Haj** Meeting with 3 customers i...
9:37 AM
- Ted Amado** commented on the file **Greenwell Web Marketing Text.odt**.
ODT 800 KB | Public
Apr 4
- Dan Misawa** wrote Mar 8
I will cover the finance sections
- Ted Amado** wrote Apr 4
Can we work on this?
- Gardner Raynes** updated the **Trilog Proj**
Apr 2

On the right side, there is a detailed view of the file 'Greenwell Web Marketing Text.odt'. It shows the file name, a 'Download' button (17 KB), and a 'Like' button. Below this, there are tabs for 'Comments (4)', 'Sharing', and 'Recent Updates'. The comments section includes:

- Frank Adams** 11/10/11 (version 4)
This looks good, though I'd prefer to do the hand off in Q2
- Jasmine Haj** 11/10/11 (version 4)
I understand. Let's discuss next week.
- Dan Misawa** 3/8/12 (version 10)
I will cover the finance sections
- Ted Amado** 4/4/12
Can we work on this?

At the bottom of the comments section, there is a text input field with the placeholder text 'Write something...'.

Home

All Connections Search

Customize

Getting Started

I'm Following

Status Updates

My Notifications

Action Required

Saved

Discover

My Page

Profiles

My Profile



Cirkvencio, Tihomir | Profile | Edit
SEE Sales Leader, ICS
ZAGREB Croatia
Tel (Office): 385-1 6308568
email: tihomir.cirkvencio@hr.ibm.com

3 new network requests

Activities

My Activities

| prosinac 2012 | | | | | | |
|----------------|----|----|----|----|----|----|
| p | u | s | č | p | s | n |
| 25 | 27 | 28 | 29 | 30 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |
| 2011 2012 2013 | | | | | | |

ponedjeljak, 3. prosinca 2012.

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

My Communities



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_Cirkvencio.pdf
Tihomir Cirkvencio | Updated: Today 10:29



Ibm_Forum-2012_Bulgaria_Cirkvencio.odp
Tihomir Cirkvencio | Updated: 18.10.2012.



IBM_Sprint_Cirkvencio.ppt
Tihomir Cirkvencio | Updated: 18.10.2012.

Viewing 1-3 of 5 file entries

Previous | Next

Latest Wikis

Latest Wiki Titles

CIO RUN - Application Integration Services - Business Analysts
BMS

S. Richardson | Today 22:08 | Top



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

The screenshot shows a forum interface for 'Greenwell Product Launch'. The main content is a post titled 'What do you think about this video?' with a video player showing an 'IBM Connections iPad App Demo - Spring 2012'. A yellow callout bubble is overlaid on the video player, containing the text 'External content can be discussed internally'. The forum interface includes navigation tabs like 'Home', 'Profiles', 'Communities', and 'Apps', and a search bar.



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

▼ Trending ?

all app blue connections
connections-mail feedback
file first following forum go-to
help mail next opportunity
page status swg team test
video was

Recommendations ≡


- IT Professionals** ×
1 related person
- Social Marketing Community** ×
4 related people
- Sales Room** ×
1 related tags
5 related people

Previous Next

Things in Common ≡

- ▼ **Communities (3)**
 - Better Living
 - Project Planning
 - Greenwell Product La...
- ▼ **Discussions (2)**
 - What is the project ...
 - Feedback on new mark...

Do You Know ≡




Samantha Daryn

Invite to connect Remove

- You share a forum thread
- You share some colleagues
- You are in a community together

Who Connects Us? ≡

You



Frank Adams

Samantha Daryn

▼ How are you and Frank Adams connected

- You are colleagues
- You share 3 activities
- You co-edited a wiki
- You shared a file with Frank Adams
- Frank Adams shared a file with you
- You share a forum thread

▼ How are Frank Adams and Samantha Daryn connected

- They are colleagues
- They share an activity
- They share a forum thread



Community Metrics

*Understand
community
adoption*



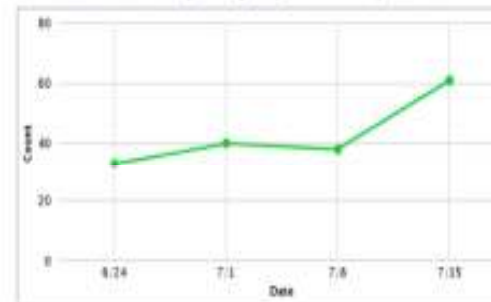
- Reports / dashboard to monitor adoption and community vitality
- Comprehensive set of metrics of all Connections services and page views
- Targeted Users
 - Business Owner / IT Owner
 - Community Owner
- Supports extensibility
- Flexible drill down and data slicing
- Create custom reports or modify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

Participation

Leaders need to know how many people contribute and consume content in the community. Participation metrics answer questions like, "How many web pages were created in the past year?"

Number of visits

For each segment (day, week, month, or year) of the selected time period, displays the number of visits to this community, including anonymous users and repeat visitors.



| Metric | Total | Max |
|---|-------|-----|
| Number of visits | 172 | — |
| Number of unique contributors | — | 8 |
| Number of new updates | 71 | — |
| Number of unique people following the community | — | 0 |

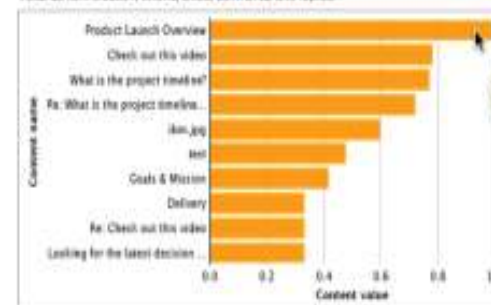
[View More](#)

Content

Leaders need to know about the content that is shared in the community and the type of value it brings to members. Content metrics answer questions like, "What content do members value most?"

Most active content

For the selected time period, displays content in the community sorted by usage, based on visits, content creation, follows, likes, comments, and replies.

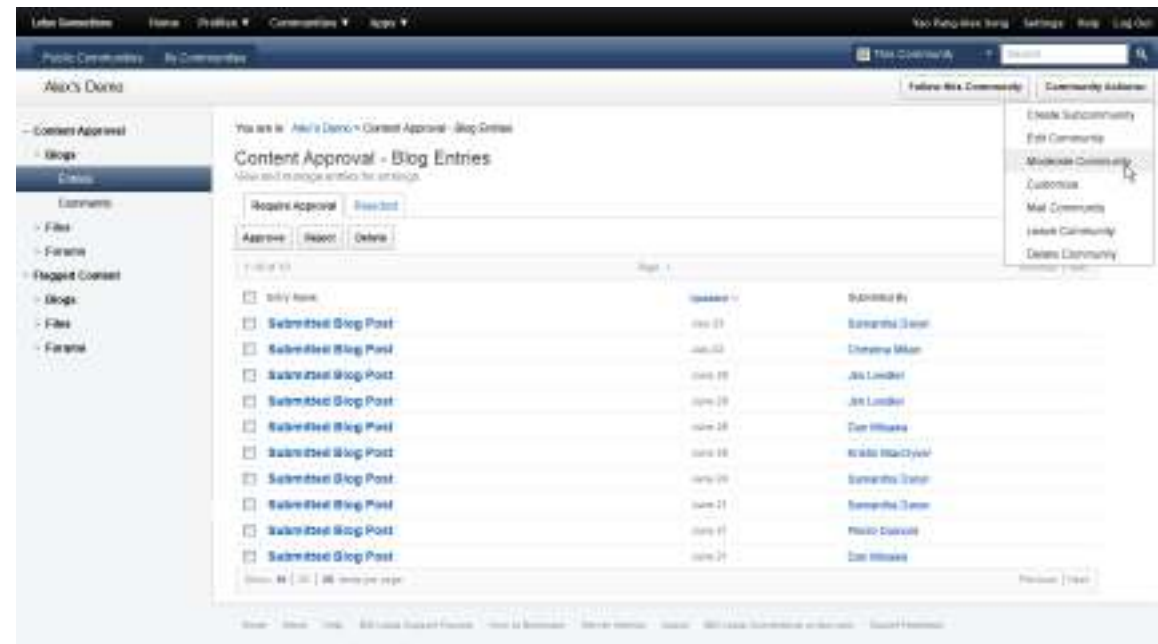




Moderation

*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

The screenshot displays the IBM Communities interface for a community named 'Zeus Project Planning'. The page features a navigation menu on the left with options like 'Overview', 'Members', 'Wiki', 'Activities', 'Blog', 'Bookmarks', and 'Custom Library'. The main content area shows a 'New to Custom Library?' banner, followed by a section titled 'You are in: Marketing' with 'Upload a File' and 'New Folder' buttons. Below this is a table of documents:

| Name | Last Updated | Updated By | Size |
|--|--------------|----------------|---------|
| Small Business Solutions.odt | Yesterday | Samantha Daryn | 281 KB |
| orff spreadsheet.ods | Yesterday | Samantha Daryn | 6 KB |
| Company meeting.odp | Yesterday | Samantha Daryn | 1.10 MB |
| Prospero Org Chart.ppt | 1/27/11 | wpadmin | 129 KB |

At the bottom of the page, there is a footer with links for 'Home', 'Demos', 'Help', 'IBM Lotus Support Forums', 'How to Bookmark', 'Search My Sites', 'About', 'IBM Connections on IBM.com', and 'Contact Feedback'.



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

IBM Connections Home Profiles - Communities - Apps - Jasmine Haj - Share - English -

Email Preferences Application Access

Notifications Preferences

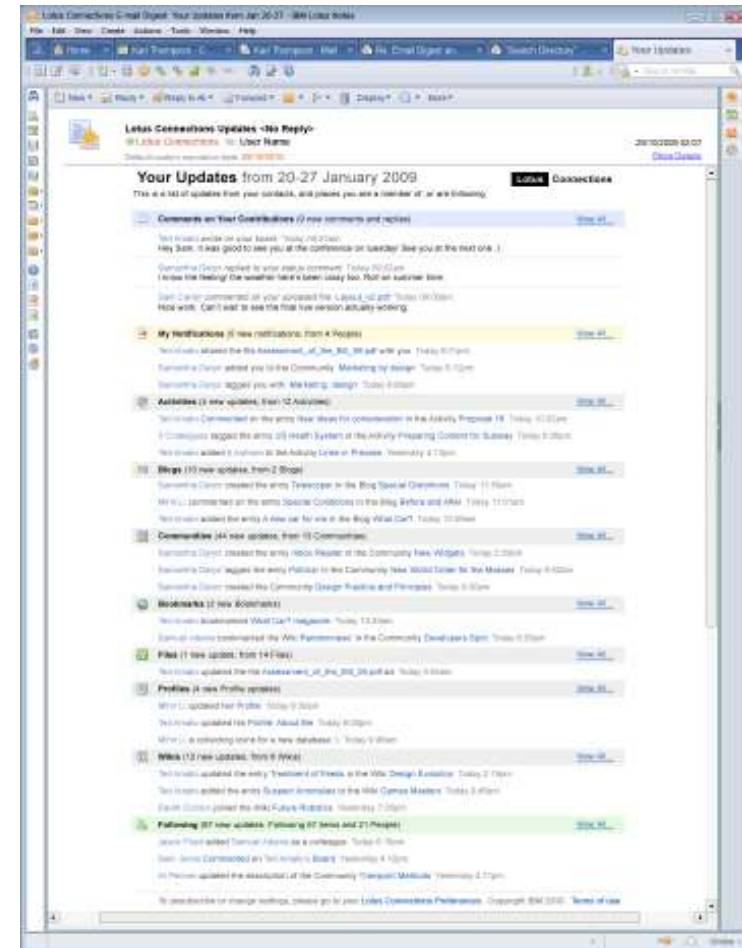
Send emails to this address: JasmineHaj@demos.ibm.com

Receive notifications from other people by email Email language: Language used in last visit -

Allow me to reply to notifications by email Disable support for replying to existing notifications

How often do I want to be notified about:

| Responses & Notifications | Individual Emails | Daily Newsletter | Weekly Newsletter | No Email |
|--|----------------------------------|----------------------------------|----------------------------------|-----------------------|
| Responses to my content and Notifications for me | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Content that I am following | Individual Emails | Daily Newsletter | Weekly Newsletter | No Email |
| People | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Communities | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Blogs | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Tags | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Activities | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Forums | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Files | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Wikis | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bookmarks | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |

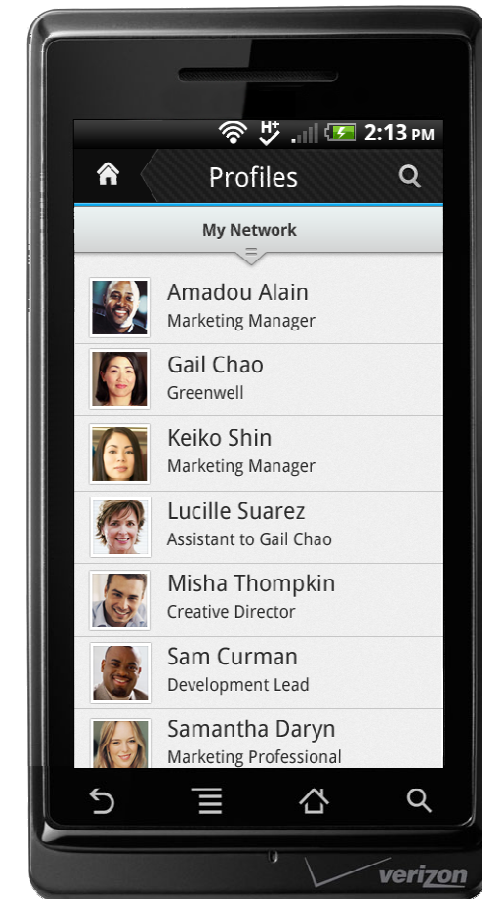




Mobile Apps

*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™



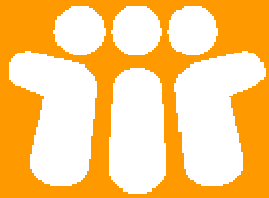


Mobile Apps

*Anytime, anyplace
access to your
network*

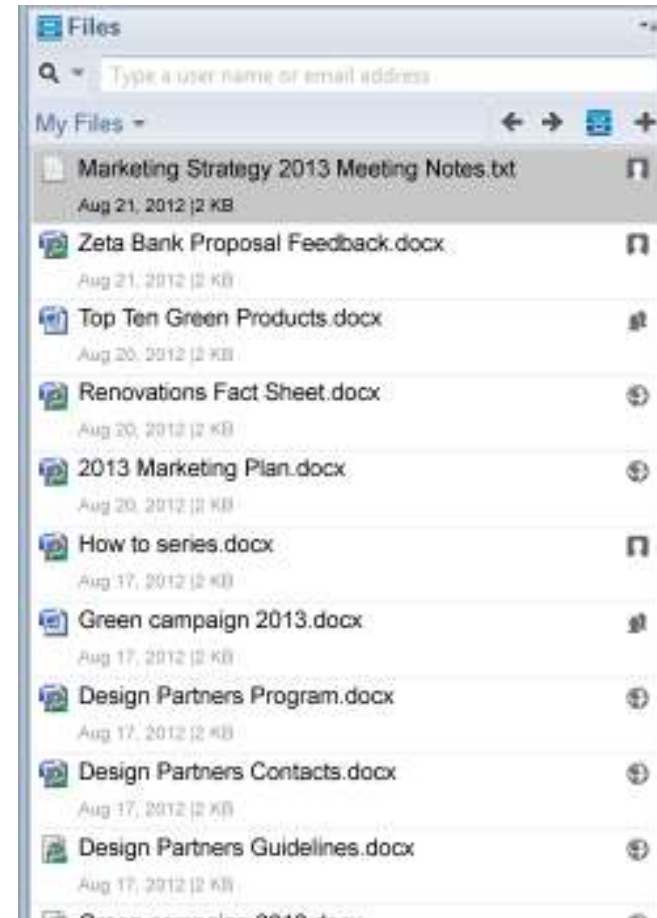
- Tablet App Capabilities
 - Full iPad Support
 - Media Gallery – upload photos/videos from your device (iPad 2 or later)
 - Access Ideation Blogs
 - Hyperlinks in Status Updates
 - Improved Home screen navigation style
 - Saved login information in native app
- Download native app from iTunes App Store





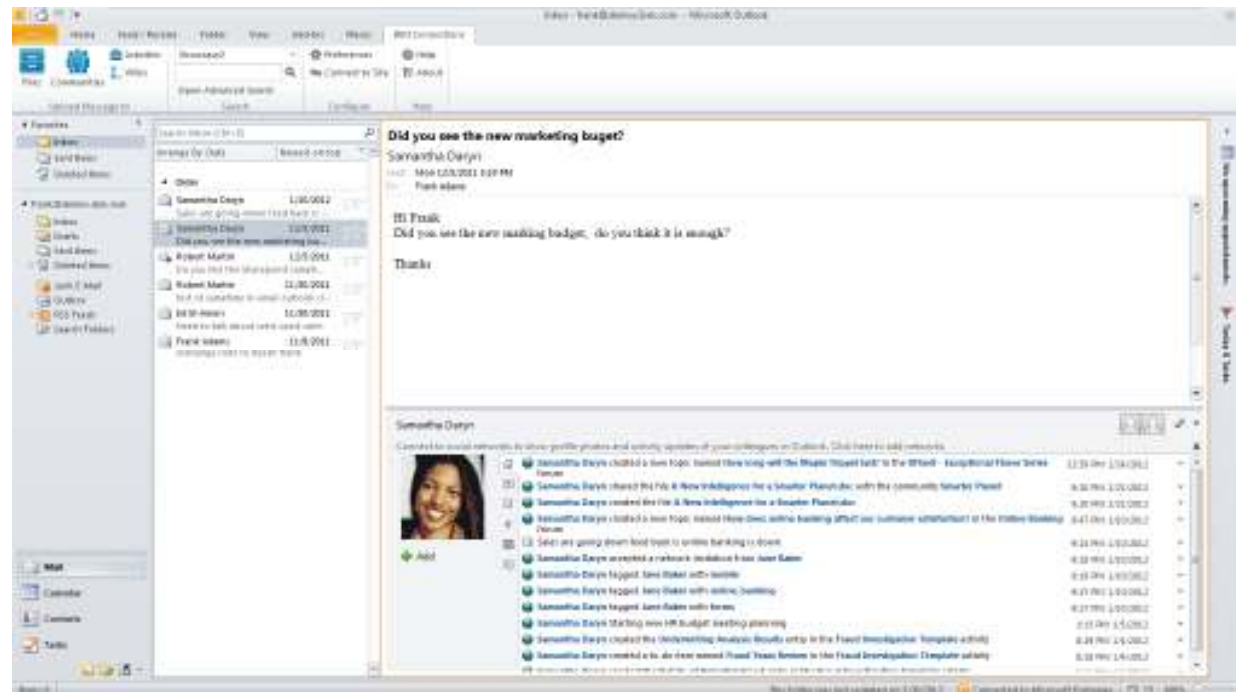
Files Plug-In for IBM Lotus Notes

- 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



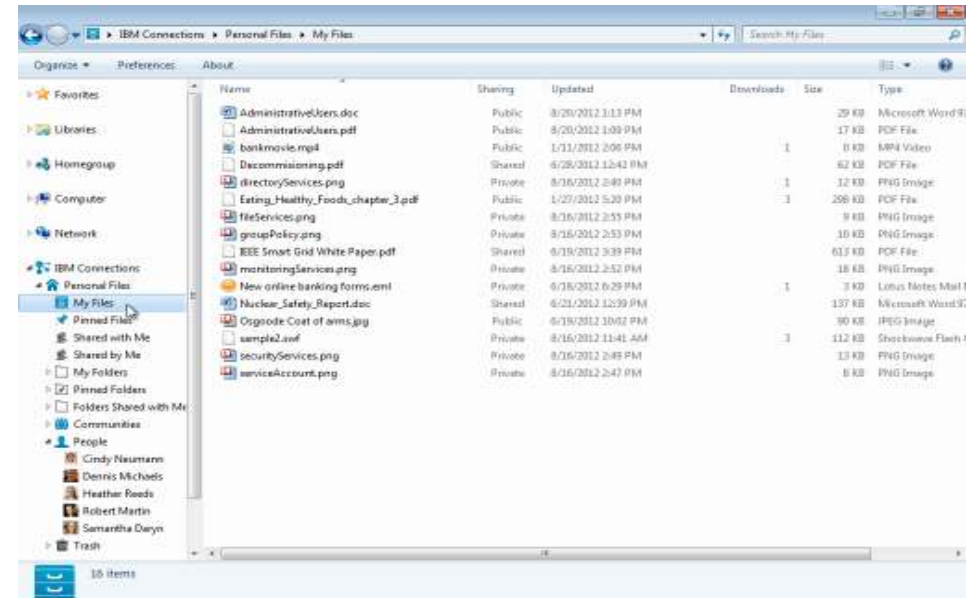
*Easily share
your personal
files*

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>



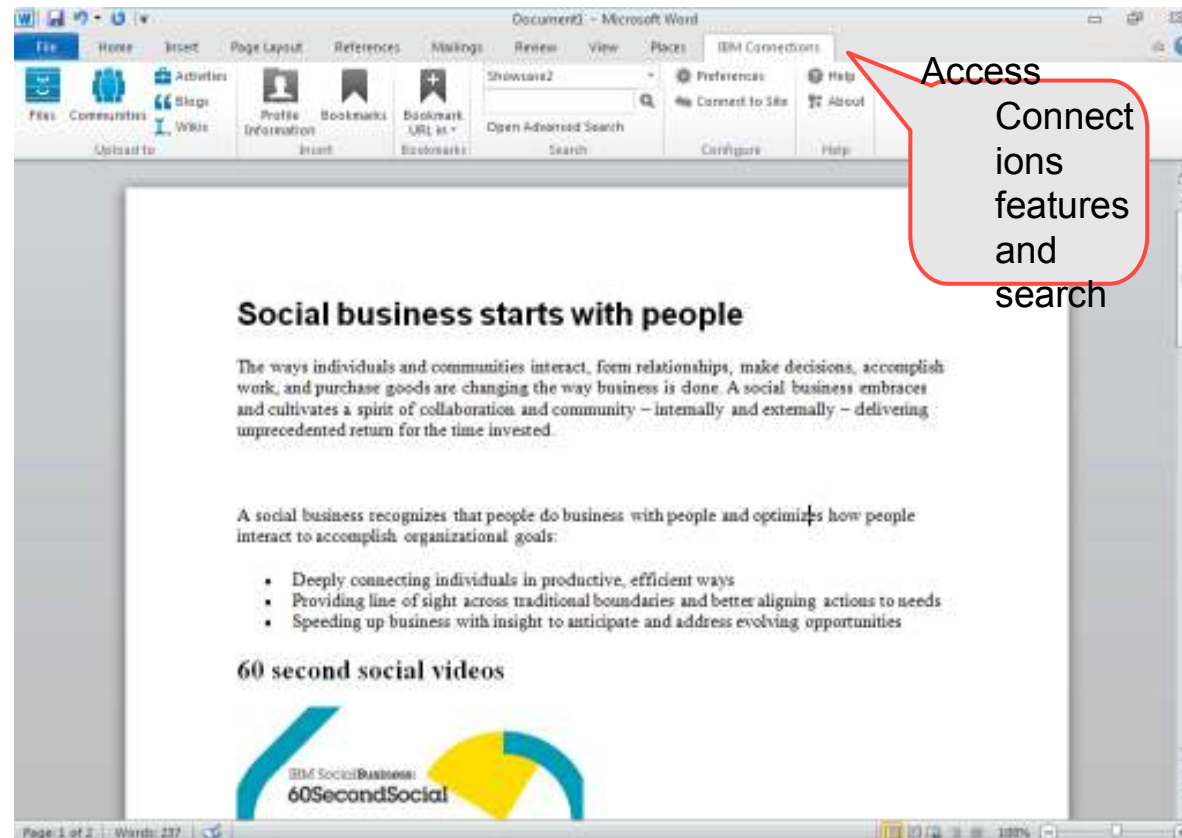
IBM Connections and Microsoft Office



*Access common tasks
in Connections*

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

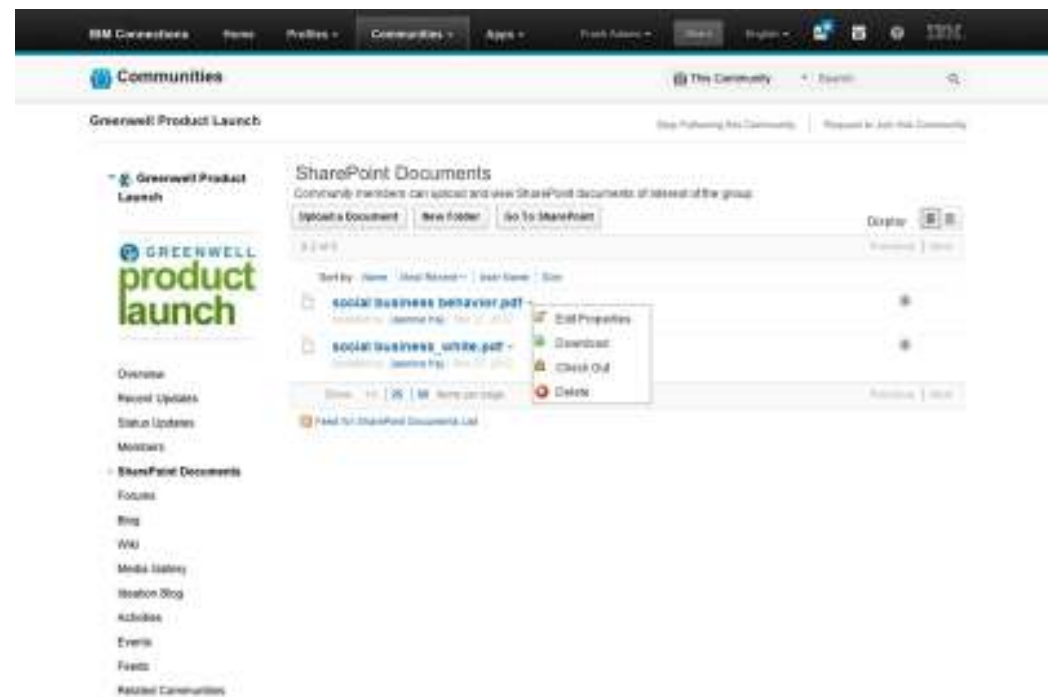
- Add a document to Files, Communities, Activities, Blogs or Wikis
- Create a To-Do item in an Activity
- Create a Bookmark from a URL embedded in a document
- Insert a Bookmark or a Profile into a document
- Search for Connections content



IBM Connections and Microsoft SharePoint

Add robust social capabilities to legacy SharePoint content

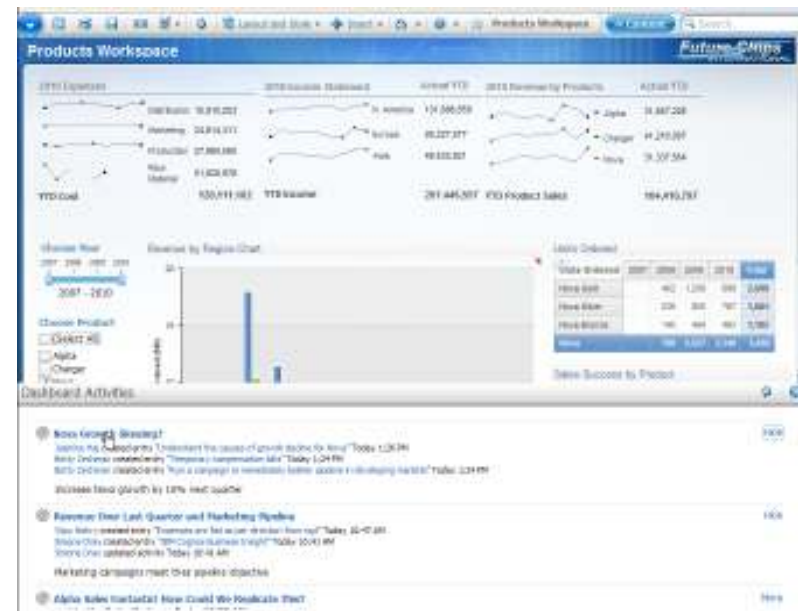
- SharePoint widget available for Connections Communities
- Access and Edit Microsoft SharePoint files
- Open and add files to SharePoint Libraries from within a Connections Community
- Download at <http://ibm.biz/BdxFWE>



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



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

Dutch Tax Office - Key statistics

- 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



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.



ORIGINAL VIGNETTE

FAKE VIGNETTE

10 12

REPUBLIKA SLOVENIJA

REPUBLIKA SLOVENIJA

N. 13623052

7100500740

Vrednost: od 1.12.2008 do 31.1.2011.
Validni: from 1.12.2008 to 31.1.2011.

Vrednost: od 1.12.2008 do 31.1.2011.
Validni: from 1.12.2008 to 31.1.2011.



10 12

REPUBLIKA SLOVENIJA

REPUBLIKA SLOVENIJA

N. 0500074

7100500740

Vrednost: od 1.12.2008 do 31.1.2011.
Validni: from 1.12.2008 to 31.1.2011.

Vrednost: od 1.12.2008 do 31.1.2011.
Validni: from 1.12.2008 to 31.1.2011.



CROATIA



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!**

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!**

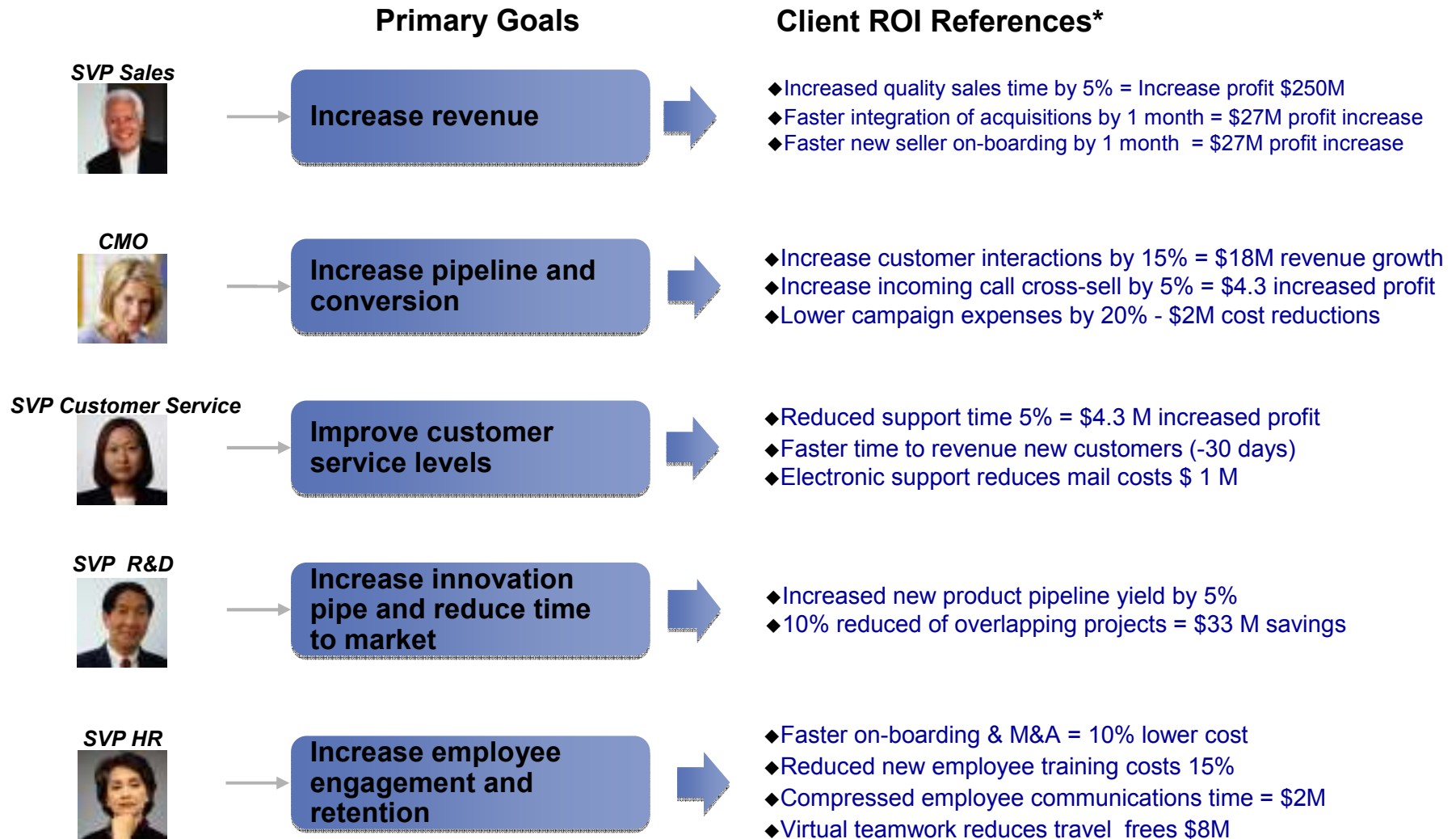
McKinsey Global Institute



July 2012

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

ROI



*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



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



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

Leader in Aragon Research Globe for Enterprise Social Software



SocialBusiness



social



content



analytics



mobility



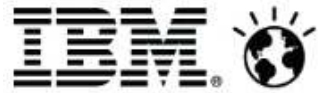
cloud

¹Source: Gartner Magic Quadrant for Social Software in the Workplace, August 2011

²Source: The Forrester Wave™: Enterprise Social Platforms, Q3 2011 and The Forrester Wave™: Cloud Strategies for Online Collaboration Software Vendors, Q3 2012, Forrester Research, Inc

³Source: IDC: Number 1 position from 2009-2011, IDC Worldwide Enterprise Social Software 2011 Vendor Shares, doc #235273, June 2012.

⁴Source: Aragon Research Globe for Enterprise Social Software, Aug 2012



The screenshot shows the IBM website's navigation and content. At the top, the IBM logo is on the left, and navigation links for Solutions, Services, Products, Support & downloads, and My IBM are on the right. A search bar is also present. A dropdown menu for 'Social business' is open, listing various categories. Below the navigation, there are several content tiles with video thumbnails and text. At the bottom, a horizontal menu contains icons for different business areas, with 'Social business' highlighted by a red arrow.

| Welcome | Capabilities | Industries | Smarter Cities |
|---------------------------|-------------------------|------------------------|----------------|
| Home | Analytics | Banking | Buildings |
| What is a Smarter Planet? | Business agility | Communications | Cities |
| Events | Cloud computing | Education | Energy |
| Leadership | Commerce | Energy | Public safety |
| | Computing | Food | Rail |
| | Products and services | Government | Sustainability |
| | Security and resilience | Healthcare | Traffic |
| | Social business | Oil | Water |
| | | Retail | |
| | | Transportation systems | |

What is a smarter planet?
The answer starts with you. And I.
Here's how we grow more instrumented, intelligent and interconnected >

Leadership
Using analytics, police fight crime before it happens. Watch the video.

Smarter cities
Networks of services and systems.
The centers of our lives.
How cities are growing smarter >

Smarter analytics
In hidden patterns we gain greater insight

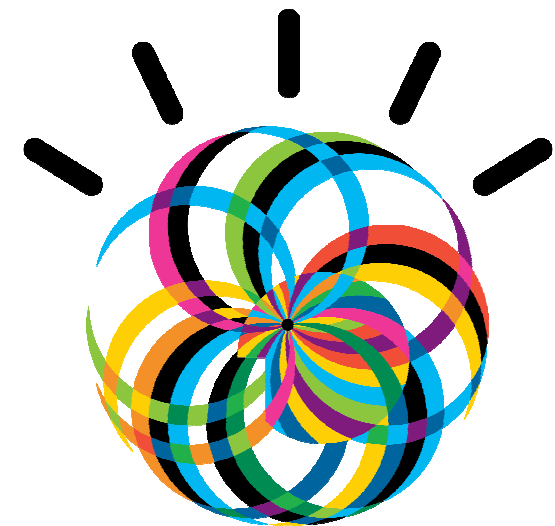
Smarter commerce
The new information exchange between buyers and sellers

How to build a smarter planet

Oil **Products and services** **Public safety** **Rail** **Retail** **Security and resilience** **Social business** **Sustainability** **Traffic**

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>

Social business starts with people

The ways individuals and communities interact, form relationships, make decisions, accomplish work, and purchase goods are changing the way business is done. A social business embraces and cultivates a spirit of collaboration and community – internally and externally – delivering unprecedented return for the time invested.

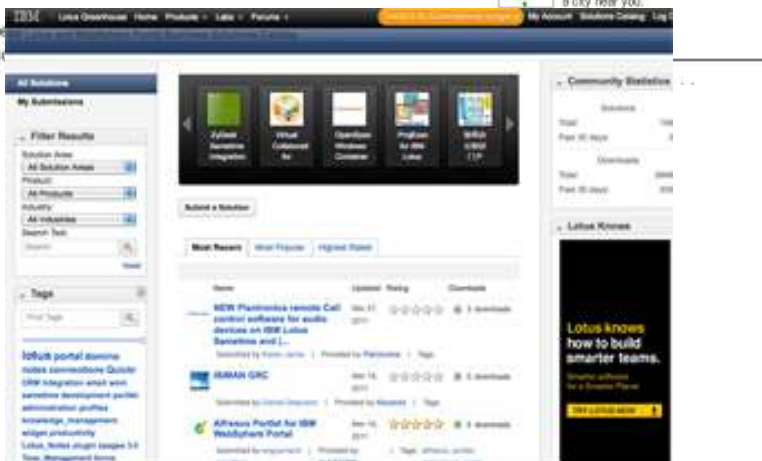
We're here to help

[Request a Quote](#)

Business Gets Social 2012

The journey to a social business is one we can take together. Find an event in a city near you.

A social business interact to acco



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!

Thank
YOU



Tihomir Cirkvenčić
SEE Sales Leader
IBM Collaboration Solutions
IBM Software Group
Croatia

Miramarska 23
Zagreb, HR 10000
Tel : +385 1 63 08 568
Mob: +385 91 63 08 568
tihomir.cirkvencic@hr.ibm.com

A large brown bear stands on its hind legs on the left side of the image, looking towards the right. In the lower right corner, two children are sitting on the ground. The child on the left is wearing a red jacket and a white beanie, and the child on the right is wearing a blue jacket and a blue beanie. They are both looking towards the bear. A red and white striped picnic basket is on the ground between them. The background consists of several birch trees with white bark and dark spots, and a field of tall, dry grass. The text "Give people the right tools & info" is overlaid on the right side of the image in white font.

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**

