

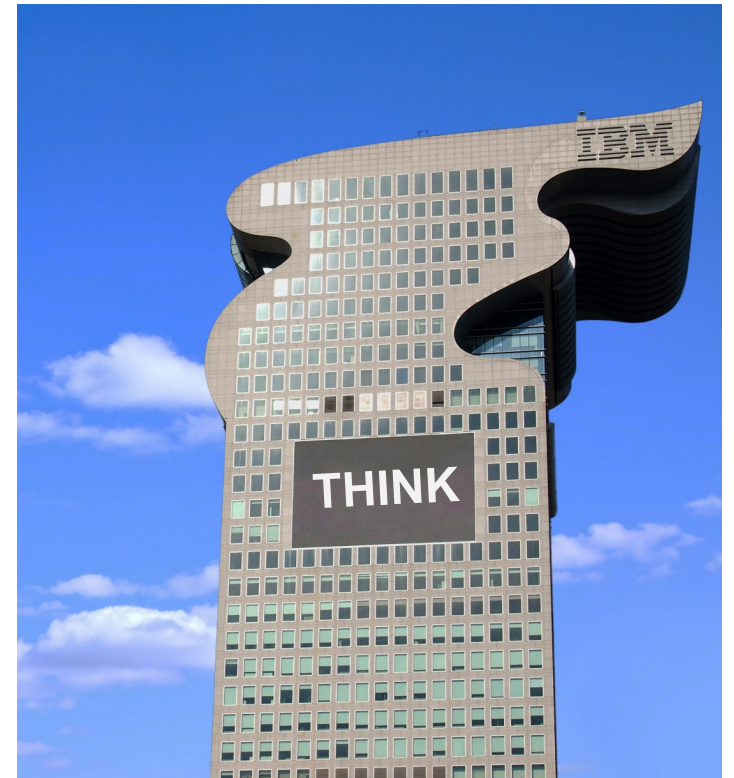
BusinessConnect 2014

A New Era of Smart

Exceptional Web and Employee Experience

Mohamed Emad El-Din

ICS Executive, IBM Middle East & Africa





The customer activated enterprise engages people across the business...

Listen to the client

60% customers influence strategy¹

Build shared value

72% collaborate closely with customers²

Increase innovation

26% more revenue per employee³



Our world is changing

Power to consumers

Networked Workforce

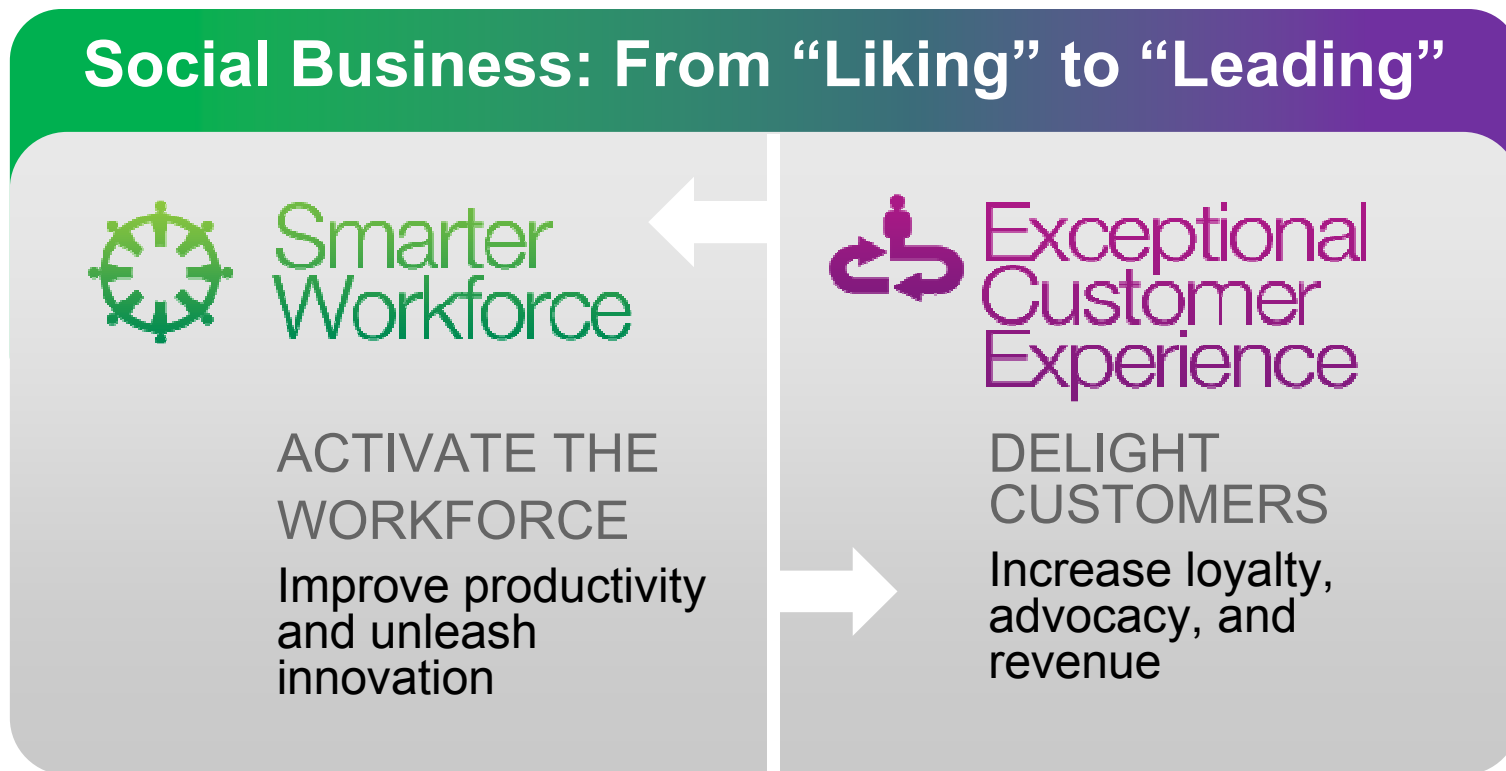
Transparent Value Chain

Speed from Agile Workforce

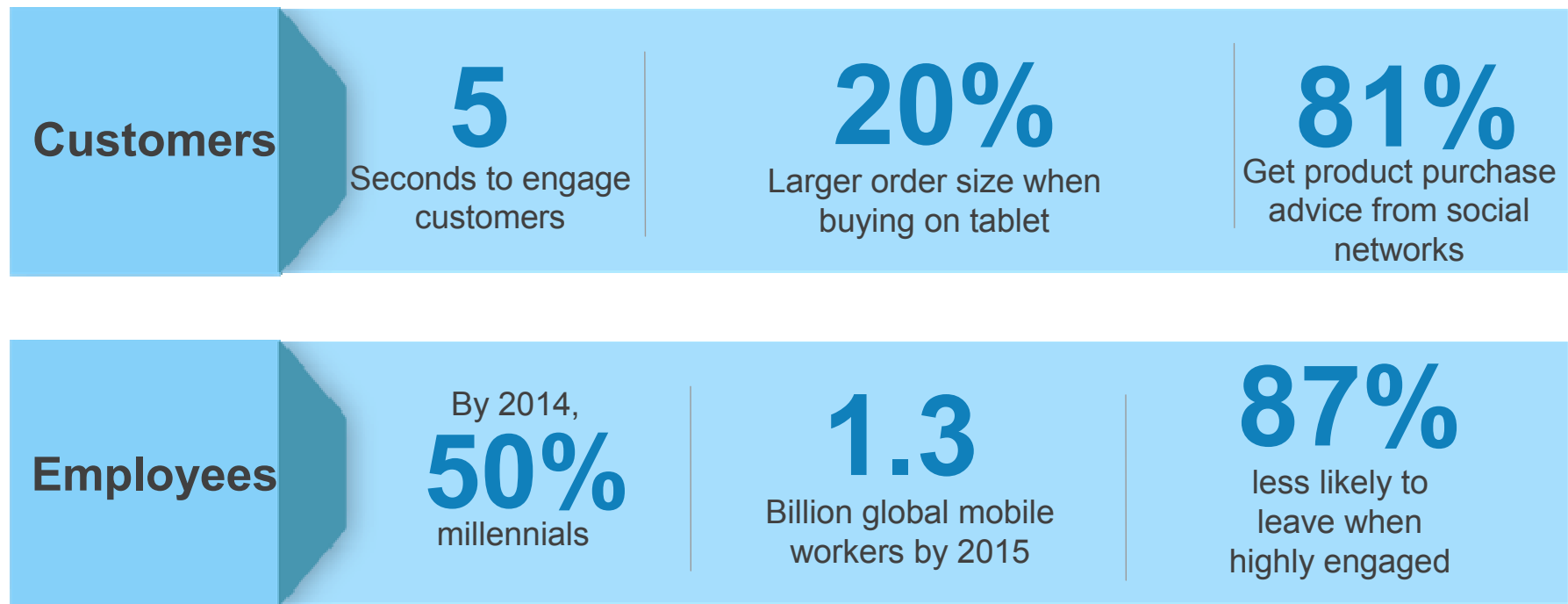
Independent Worker



Leaders leverage social business for a **competitive advantage**

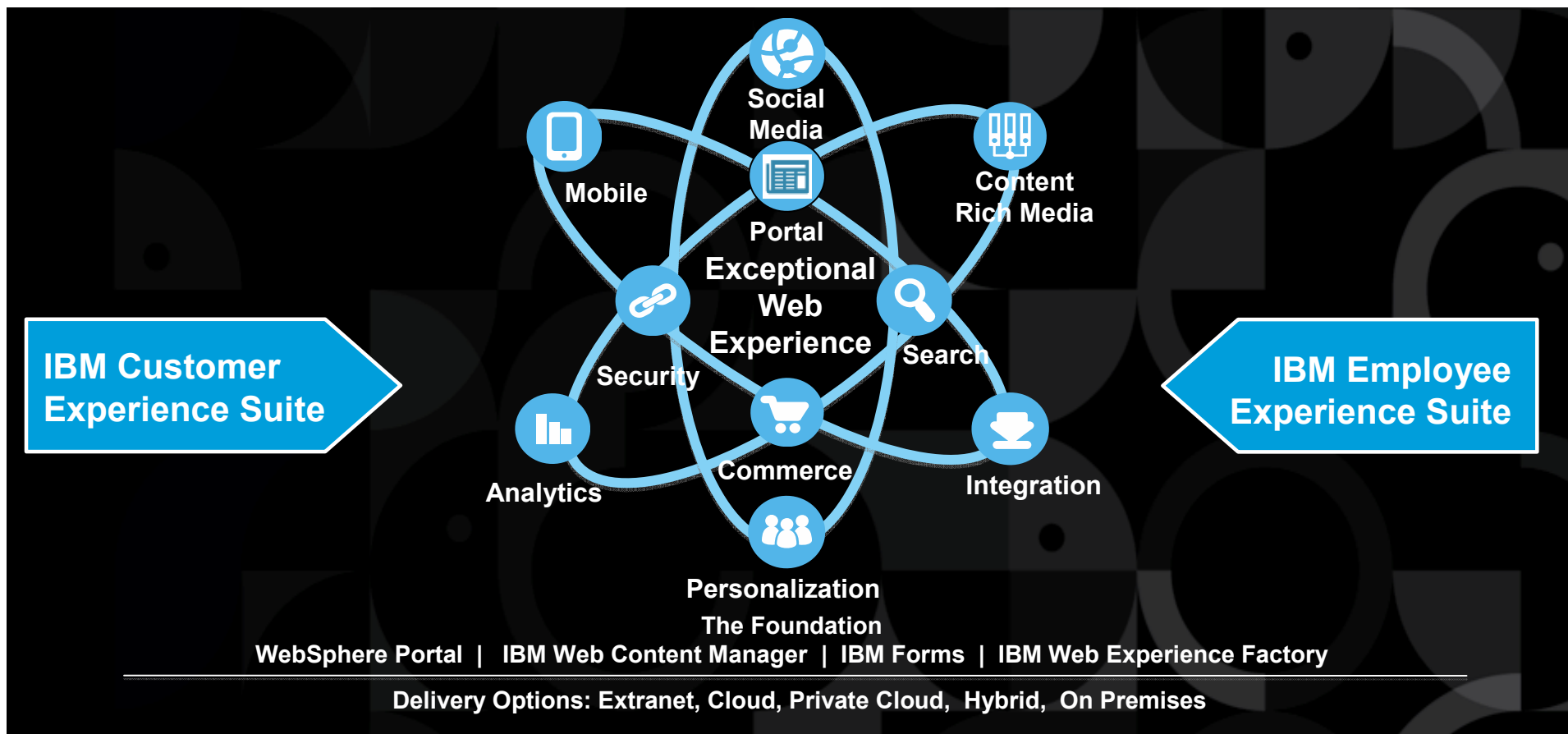


Success comes from creating and delivering **exceptional** experiences



Source: ¹ "When Seconds Count", Aug 2010, Equation Research, ² "Tablets: Ultimate Buying Machines", Sept 28, 2011, Wall Street Journal, ³ Click Z, Jan 2010, ⁴ Millennials: "We R Who We R", Feb 5, 2011, Millennial Marketing, ⁵ IDC, Worldwide Mobile Worker Population 2011-2015 Forecast, doc #232073, December 2011 ⁶ Independent Study by The Corporate Executive Board, 2004

Leveraging a proven foundation of technology and capabilities



We call the path forward: SMARTER WORKFORCE

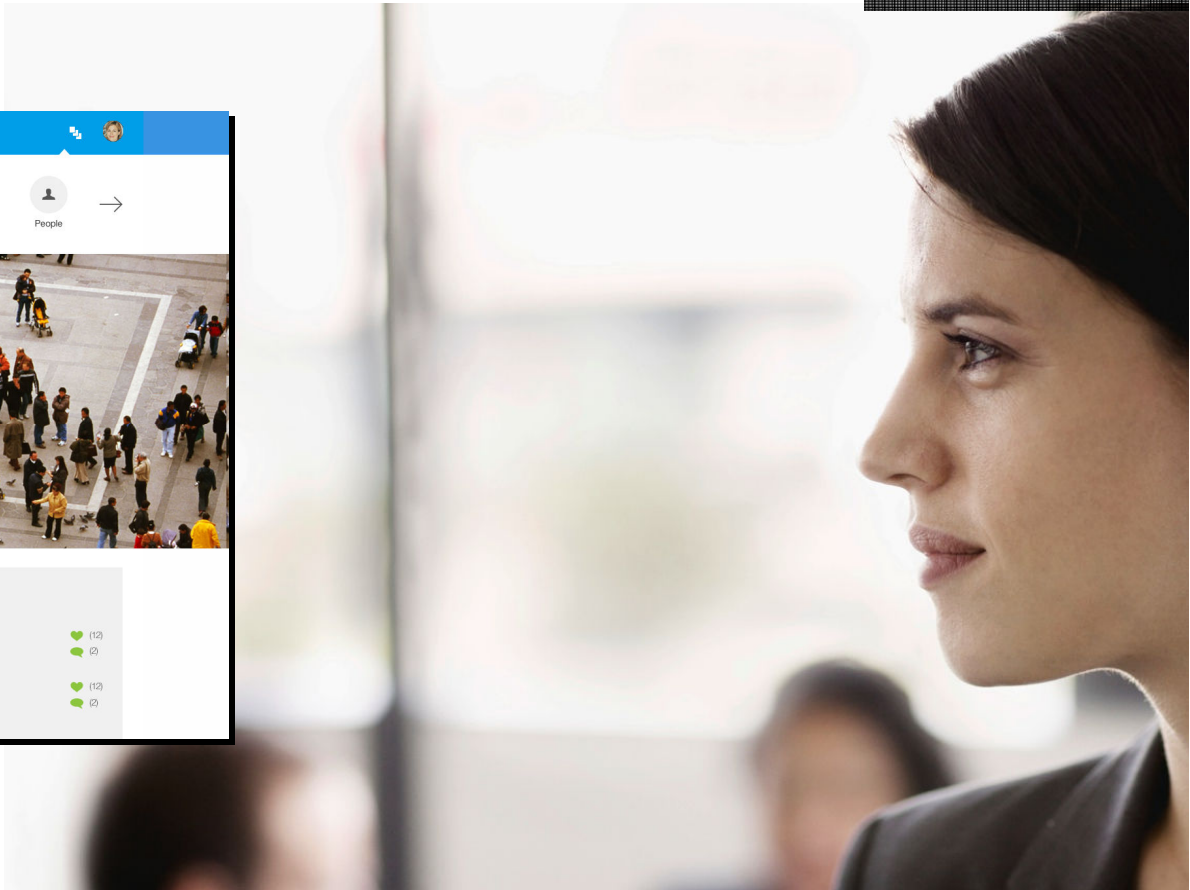
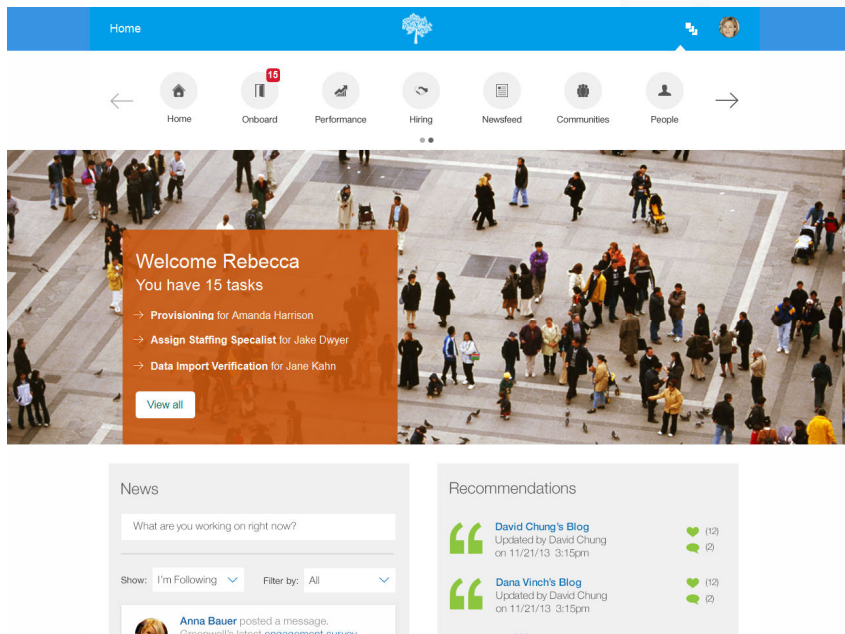
A Smarter Workforce brings together these three key elements to ensure a best-fit and engaged workforce, to develop deeper client relationships, and to drive measurable business outcomes:

 TALENT

 CULTURE

 WORK

Talent Acquisition



Attract the right people using human insights to drive popcorn sales and profit



1.2% increase in profit per customer

43% decrease in employee turnover rate

6.3% increase in employee engagement

AMC
THEATRES

Overall theater profits rose to the highest in the industry in just five years

Leadership and Engagement



The screenshot shows the 'Viewpoint' dashboard for 'Comment insights'. It features a green header with the user name 'Christopher Smith'. Below the header, the page title is 'Comment insights' with a sub-header 'Home > Comment insights'. A search bar shows '36,469 total comments' and includes a search icon and an 'add filter' button. Below the search bar, there are navigation options: 'View as: Home Themes Demographic map World view Comments'. The main content area is divided into three columns of themes:

- Top themes**
 - benefits
 - performance
 - customer service
 - all levels
 - better communication
 - all staff
 - people who
 - all employees
 - more time
 - hard work
- Top positive themes**
 - career opportunities
 - good team
 - performance management
 - loyalty
 - great company
 - good pay
 - great benefits
 - great people
 - good neighbor
 - customer service
- Top negative themes**
 - poor quality
 - short staffed
 - scanner
 - long time
 - staff morale
 - many people
 - customer service
 - more time
 - better communication
 - compensation

At the bottom, there is a 'Location' section with a 'Show: Comment count' dropdown and a world map. A green button labeled 'Click the map for details' is positioned to the right of the map. On the far right edge of the dashboard, there is a vertical image of a person hiking with a backpack.

Talent Optimization



The screenshot shows the IBM Communities interface for the 'Succeeding@IBM' community. The page includes a navigation bar with 'IBM Connections', 'Communities', and 'Apps'. The main content area features a 'Community Description' with a banner that reads 'Succeeding@IBM: New2Blue Community Going through a unique journey, together.' Below the banner are icons for 'Collaborate', 'Connect', 'Participate', 'Share', and 'Events'. A section titled 'The purpose of this community is to provide a place:' lists three bullet points: 'For new employees to interact with each other and with subject matter experts', 'For experienced IBMers to help new IBMers', and 'For all IBMers to congregate, to share cool ideas, and to make friends'. There is also a 'DON'T MISS THESE SESSIONS!' section with dates and topics. On the right, there is an 'Important Bookmarks' section with various links. The left sidebar contains navigation options like 'Overview', 'Recent Updates', 'Status Updates', 'Members', 'Forums', 'Blog', 'Files', 'Wiki', 'Bookmarks', 'Events', and 'Related Communities'.

MY SOCIAL NETWORKS

MY PROFILE AND MY EXPERTS

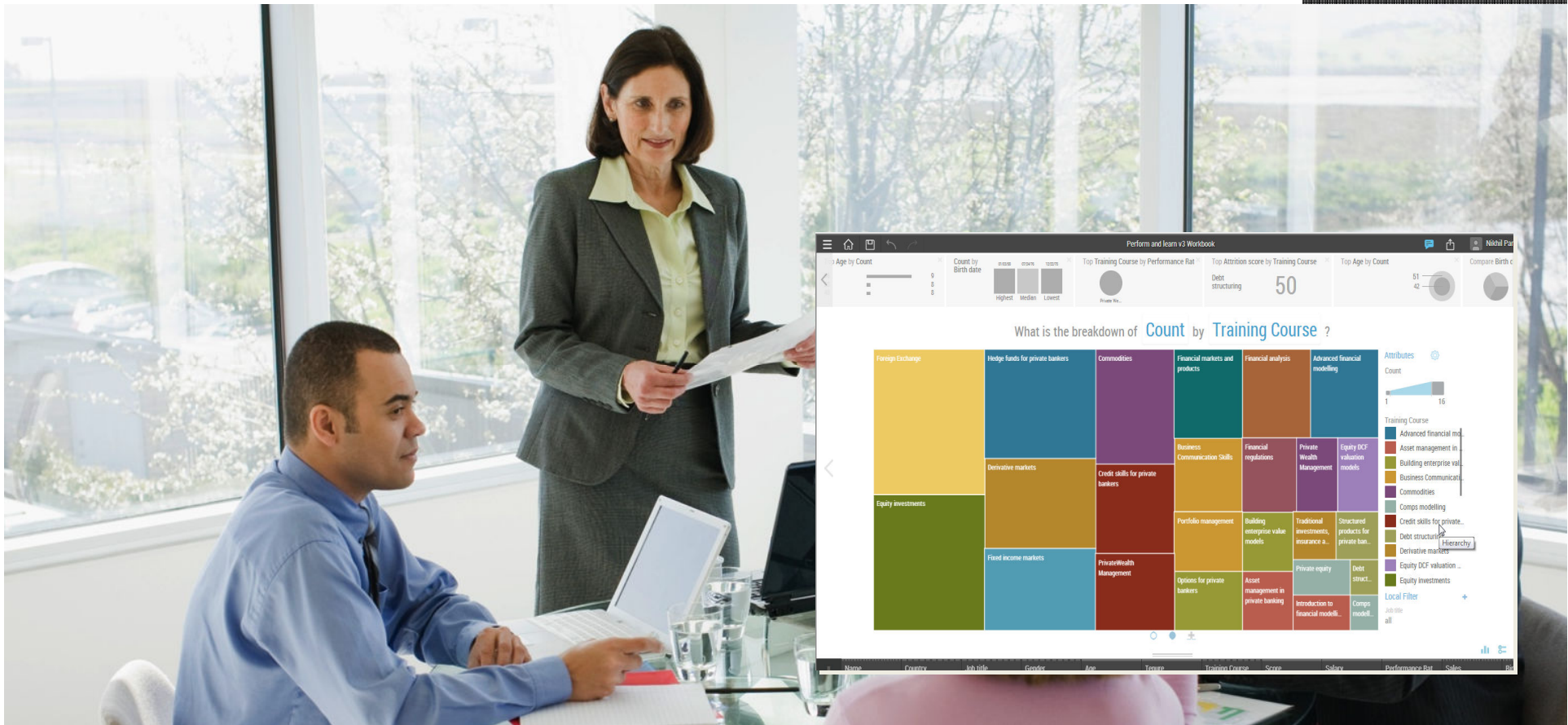
MY "TIPPERS"

WISDOM OF THE CROWDS

SPEED & INFO FLOW

INNOVATION & IDEA STACKING

Talent Analytics

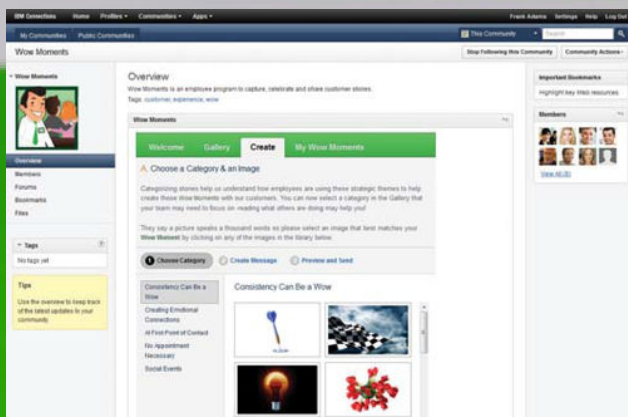


Embedding culture change in the Digital Workplace



TD Bank “WOW” Moments

* CULTURE



Wendy Arnott, Vice President of Social Media & Digital Communications

* DELIVERY LEGENDARY CUSTOMER EXPERIENCES

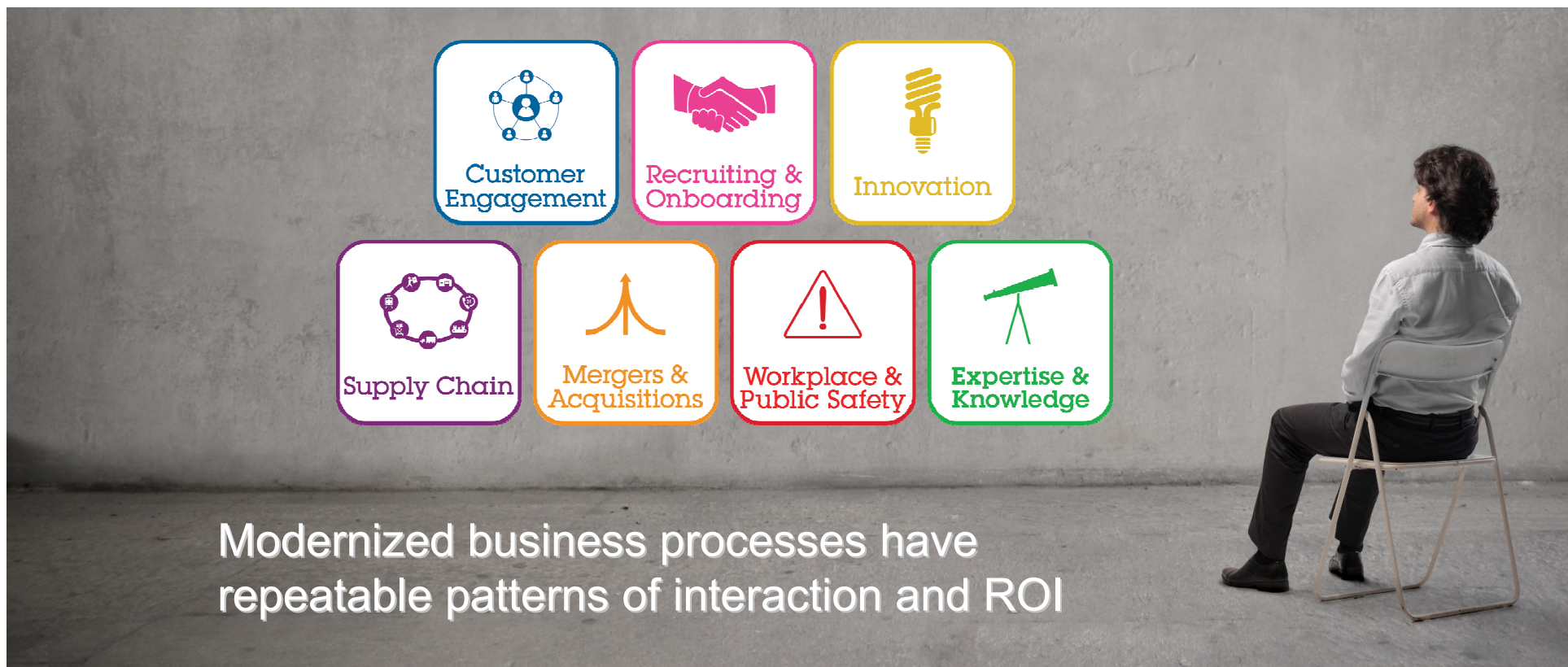
* “weaving social into everything we do and how we do it,”

* “PROUD TO BE A TDer”
“distinguish us from the other financial institutions”

Social Amplification of “Customer Service” Culture Employee Engagement



Collaboration is driving a quantum change in business & personal process productivity



Cemex SHIFT Social Intranet

New global brand in one-third of the time

Created a "single", "flatter" organization to drive innovation

Real-time process innovation and improvement

Voted "Most Innovative Enterprise 2013" by peers

The screenshot displays the 'Mobilization Activities Tracking' community page on the SHIFT intranet. The interface includes a navigation bar with options like Home, My Workspace, My Services, and Life at CEMEX. The main content area features a 'Radar' chart with a tooltip for 'Innovation Network' showing details like Domain, Impact, and Maturity. A 'GatewayLC Demo' workflow window is overlaid on the bottom right, showing a 'Work List' and a 'Workflow: 000001105662' with various fields and buttons.

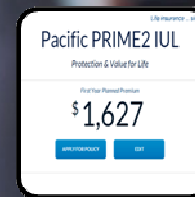
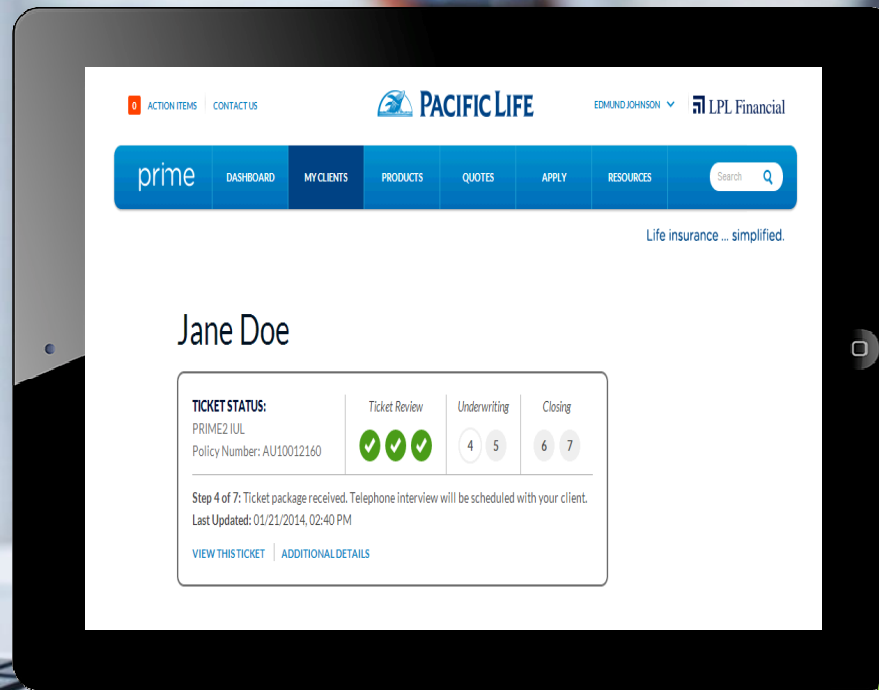




Education



Application



Proposal



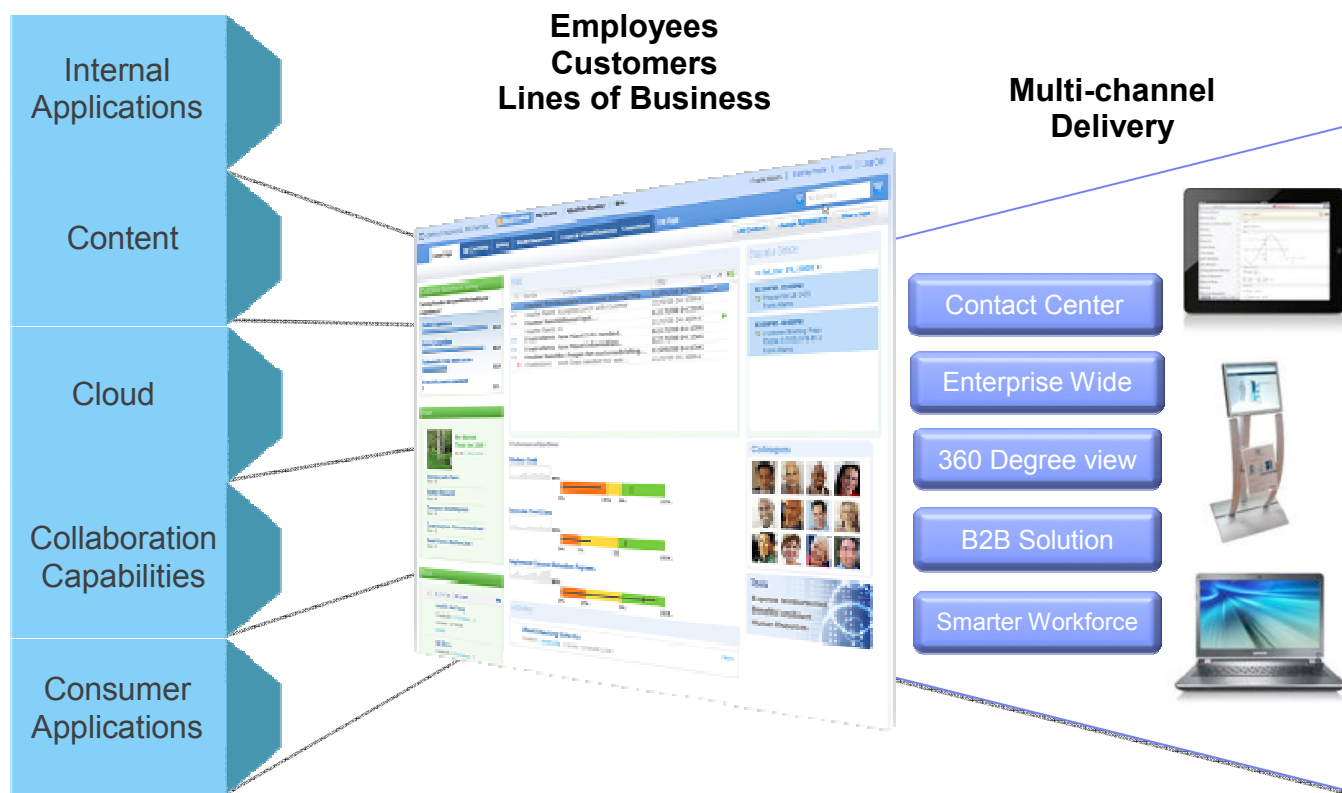
Process



Analytics

Pacific Life - "PRIME" Agent & Financial Advisor

Integrating **seamlessly** with existing technology and providing **secure** multi-channel/mobile delivery



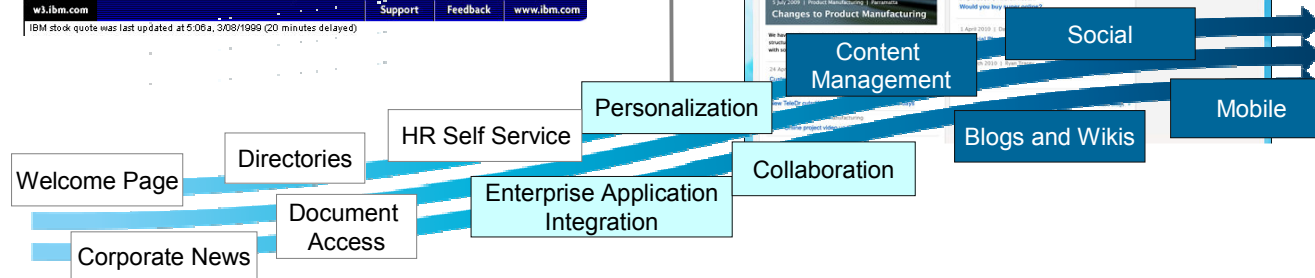
in·tra·net [in-truh-net]

Internal Web application that presents the proper information, applications, services and tools that people need to do their job

Then

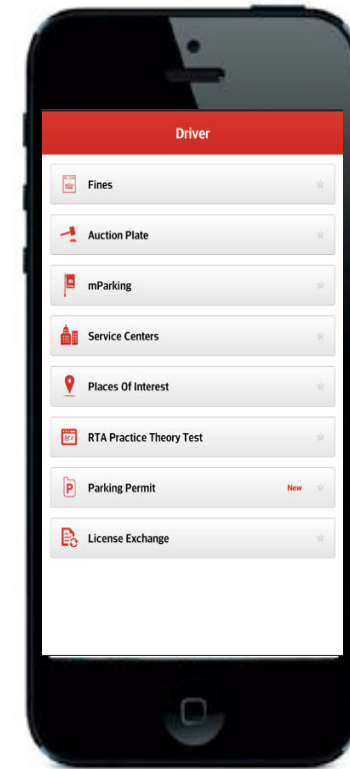


Now



CIO = Citizen Self Service Model

The screenshot displays the RTA website interface. At the top, it features the Government of Dubai logo and the RTA logo. The navigation bar includes links for Home, About RTA, RTA Services, Contact Us, and Login, along with a search bar and the website URL 'dubai.ae'. The main content area is divided into several sections: 'News & Events' with recent articles, a 'Lets Talk Tram' banner for the Dubai Tram, 'RTA Popular Services' with icons for Metro, Buses, Drivers, NOL Cards, eWallet, and Fines, 'NOCs and Permits' for Traffic and Safety, Roads, Right of Way, and Utility, 'Transport Service' for NOL, Metro, Buses, and Marine, 'Road Users Services' for Drivers Licensing and Vehicle, and 'Business Services' for Driving Institute and Commercial Plates. There are also buttons for 'Submit Suggestion' and 'Submit Complaint', and a 'Journey Planner' section with input fields for Origin and Destination.



Telecommunication Regulatory Authority

SocialBusiness **2013 Collaboration Project of the Year – aeCERT** IBM

CERT Home Profiles Communities

Network World Middle East Awards – winners announced

by Tom Paye - March 28th, 2013

Like 103 Tweet 26 +1 2 Pin it Share 15

Khalifa Alshamsi
Monitoring, Incident Handling & Response
Khalifa.Alshamsi@tra.com
Local Time: 9:07 PM

Send E-mail Download vCard

The Board Contact Information

What are you working on right now?
There are no entries to display on this board.

Over the years, the Network World Middle East Awards event has become a starring fixture on the region's technology calendar. As established as the ceremony is, though, no one could have predicted how much of a success last night's fourth edition would be.

Causing the Habtoor Grand's Andalus Ballroom to fill to the point of bursting, the 2013 Network World Awards saw the region's leading IT figures turn out in droves. Vendor representatives rubbed happily alongside the clients they'd served, as well as their competition, while CIOs exchanged stories and insight on the challenges and successes they'd seen over the past year.



Mail wastes a lot of time at work

 WORK

36 times per hour
average employee
checks email

60% of mobile usage is for
email

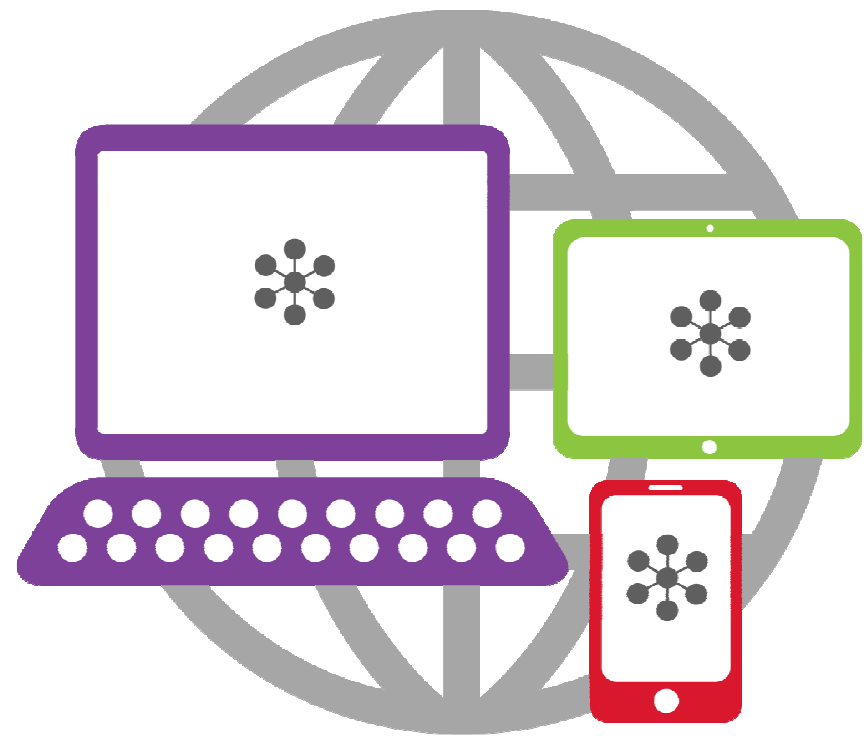
40% of emails
require your
action

>100-to-1 mail volume that dwarfs
social (facebook/twitter)



Mobile: Collaboration Ecosystem

- Email
- Collaboration
- Social networking
- File sync
- Productivity
- Web conferencing
- Instant messaging



What if you could focus on your work, not your inbox?



The screenshot shows a user interface for Greenwell. At the top, there's a navigation bar with 'Greenwell', 'My Organization', and 'Apps'. Below it is a 'Compose' button and a search bar. The main area features a row of circular profile icons with notification counts (8, 7, 5, 3, 1). A callout 'Important to me!' points to the first icon. To the right is an 'Inbox' icon with a '24' notification badge and a callout 'Show me what's next'. Below the icons is a 'My calendar' section with a callout 'My calendar' and a bar chart showing tasks. A callout 'I owe others' points to a task. To the right is an 'Upcoming Meeting' section for 'Zim Technology Meeting' in 15 minutes, with a callout 'Others owe me'. At the bottom, there are two sections: 'Needs Action: 7' and 'Waiting On Action: 2'. The 'Needs Action' section includes 'Price Point Deadline' (due today), 'Social Media Presence', 'Review Web Content', and 'Weekly Podcast'. The 'Waiting On Action' section includes 'Research Plan' (late) and 'Budget Request'.



* Alpha screenshot, subject to change

What if you could focus on your work, not your inbox?



The screenshot shows a user interface for 'Greenwell' with a navigation bar at the top containing 'My Organization' and 'Apps'. Below the navigation bar is a 'Compose' button and a search bar. The main content area features a row of user avatars, a 'Day At A Glance' calendar view, an 'Upcoming Meeting' card for 'Zim Technology Me' in 15 minutes, and two action lists: 'Needs Action: 7' and 'Waiting On Action: 2'. Callouts point to various elements: 'Hover and click (or gesture on mobile device)' points to a social media icon; 'Go to my inbox (if I really still need to...)' points to an 'Inbox' button with a '24' notification badge; 'What needs my attention?' points to the 'Needs Action' list; and 'Flip to reveal meeting details' points to the 'Upcoming Meeting' card.



* Alpha screenshot, subject to change

So, what makes IBM Smarter Workforce Different?

* TALENT

* CULTURE

* WORK

25+ YEARS OF
BEHAVIOURAL
SCIENCE

WORK
EXPERIENCE

DIGITAL
COLLABORATIO
N

BREADTH AND
DEPTH

FLEXIBLE AND
OPEN



Smarter Workforce

Leaders choose IBM based our track record

Proven Expertise

Over
8,000
Internet and
customer-facing
internet customers

1 in 6
people globally are a
named user in
WebSphere Portal

Over
300
million named
users from top
customers

Positioned in
Leaders Quadrant
for Horizontal
Portals* by Gartner

Global Clients

**6 of
top 10**
banks

**13 of
top 20**
retailers

12
of the largest
telcos

**4 of
top 6**
healthcare
companies

500+
government
agencies

* Gartner Magic Quadrant for Horizontal Portals, 24 September 2012. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose



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