

Blogs Profile Activities Bookmarks

Communities Wikis Files

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Send e-mail | Chat | More Actions

# Social Business.

## Enabling a Social Business with IBM Social Collaboration



Blogs Profile Activities Bookmarks

Communities Wikis Files

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# Agenda

- Introduction to Social Business
- Social Business Use Cases
- Getting started as a Social Business



# The world is connected: economically, socially, and technically

People are transforming the way they interact...



and transforming the way they purchase goods and services...





...and this transformation presents new challenges



Marketers: **less control over their brands**

Product development: **deliver new products and services quickly and at lower cost**

Human resources: **difficulty increasing worker effectiveness**

Organizations: **paralyzed by security and governance concerns**



**Stand-out** organizations are addressing these challenges with new forms of collaboration

“69 percent of respondents report that their companies have gained **measurable business benefits**, including more innovative products and services, more effective marketing, better access to knowledge, lower cost of doing business, and higher revenues.”

Source: How companies are benefiting from Web 2.0: McKinsey Global Survey Results, September 2009



# What does a Social Business look like to different business leaders?

## A Social Business

### Business As Usual

#### Marketing

- 'Push' marketing via traditional channels
- Control over brand image and brand communication

Deepen  
relationships  
with customers

- **Drives advocacy and more sales** through trusted relationships

#### Product Development

- Invest in R&D
- Generate new ideas internally
- Test ideas in market

Generate new  
ideas faster

- **Speed time to market and gain market share** with breakthrough ideas and products

#### Operations, Human Resources

- Email and phone based communication
- Knowledge kept in silos

Enable a more  
effective workforce

- **Save money** by reaching out to professional networks to respond faster to business decisions and opportunities





# Social Businesses deliver powerful outcomes

## Outcome

### Social Business Initiative



- Deployed a social collaboration platform to bring together legal professionals in new ways

- Accelerated the growth of the PLI client base by 1.25% per day



- Created a social innovation platform to source new service ideas from a broader base of employees

- Added 554 new “voices” to the dev process during first six months
- Published the first idea a mere ten minutes after launch



- Deployed a social collaboration platform to help 20,000 people in 200 locations work together effectively

- Significant savings from faster formation of consulting teams to address customer needs



# Agenda

- What is a social business
- Social Business Use Cases
  - Deepen Customer Relationships
  - Generate Innovative Ideas Faster
  - Enable an Effective Workforce
- Getting started as a Social Business





# Deepen Relationships with Customers

Stakeholders: *Marketing, Sales, and Customer Service*

## Challenges

- Do you need to **create a social site** where customers interact with customers in positive ways?
- Would you like to have **more effective marketing campaigns** and **sales prospecting** to grow your customer base?
- Do you need to **resolve customer challenges faster** in your call centers?



Deepen  
relationships



Generate  
new ideas



Enable an  
effective  
workforce



# Deepen Relationships with Customers with IBM Social Collaboration

- **Create customer communities** on your site to allow customers to interact, rate and recommend, building brand advocates
- Encourage key spokespeople to take part in **conversations with customers in blogs and forums** building brand loyalty
- Provide live chat on your website for **instant communication** between customers and customer service speeding problem resolution and lowering costs.
- **Leverage your existing IT investments by integrating** these services in existing portal and commerce sites, saving time and money in deployment



Deepen  
relationships



Generate  
new ideas



Enable an  
effective  
workforce





# Practising Law Institute

Growing customer base

*Dedicated to providing the legal community with the most up-to-date, relevant information and techniques*

- More than 100,000 attorneys
- Providing the legal community with the most up-to-date, relevant information in a variety of formats and media
- By bringing together in one place rich information resources, leading expertise, easy ways of collaborating and the people who care, they can improve the practice of law by helping clients be better lawyers

**Business Result:** Practising Law Institute forged closer relationships with their clientele, connected customers with expert content and **accelerated the growth of PLI's client base by 1.25% per day.**

The screenshot shows the PLI website interface. At the top, there is a navigation bar with links: ABOUT PLI, CREDIT INFO, PRO BONO/SCHOLARSHIPS, NEWSLETTERS, LOCATIONS, STUDENT CORNER, and HELP. Below this is a search bar with a text input field, a dropdown menu set to 'All', and a 'Go' button. The main header features the PLI logo and the tagline 'Defining CLE; delivering excellence for 75 years.' To the right of the logo is a large image of a person standing in a maze. Below the header is a horizontal menu with links: UPCOMING PROGRAMS, ETHICS CREDITS & MORE, PRIVATE LABEL SOLUTIONS, PATENT BAR REVIEW, MEMBER LOGIN, and CART. The main content area is titled 'KNOWLEDGE. INSIGHT. SOLUTIONS.' and features a row of seven icons representing different content types: Seminars (red icon with two people), Webcasts (green icon with a screen and arrow), CLE Now (orange icon with a globe), MP3 (yellow icon with a music player), Books (blue icon with a book), CDs/DVDs (light blue icon with a disc), and XChange (purple icon with two arrows). At the bottom, there is a row of buttons for 'LAWYERS', 'LAW FIRMS', 'CORPORATIONS', 'CALENDAR', and 'One Hour Briefings'.





# Generate Innovative Ideas Faster

Stakeholders: *Product Management, Research and Development*

## Challenges

- Do you need to **deliver new products** to market **faster**?
- Are too many great **ideas and insights** **getting lost**?
- Do you have externally focussed **'listening' strategies**?
- How do you support **relationships with top customers**?



Deepen  
relationships



Generate  
new ideas



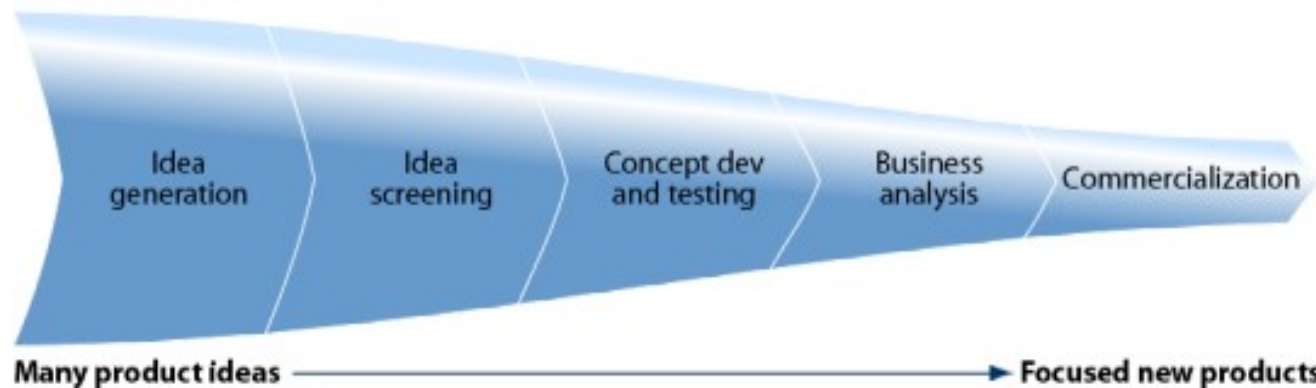
Enable an  
effective  
workforce



# Generate Innovative Ideas Faster with **IBM Social Collaboration**

- Cultivate **external communities** bringing together partners, customers, and R&D to bring more product ideas into the product development process
- Support **virtual customer councils with forums and regular e-meetings** with top accounts for sharing product strategy and getting frequent feedback
- Leverage **tagging** of shared files, bookmarks, blogs, communities to gather more product ideas across organization boundaries

**New Product Development Process - Innovation Funnel**



Deepen  
relationships



Generate  
new ideas



Enable an  
effective  
workforce

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# China Telecommunications Corporation

## *Streamlines innovation and speeds development*

### The need:

To stay competitive, the Shanghai branch of China Telecommunications Corporation (China Telecom) needed to increase its advantage by leveraging new services. With the anticipated addition of a new third generation (3G) license, the company sought an innovative solution to help accelerate telecom service creation and better leverage its employee base through a unified innovation process.

### The solution:

China Telecom created an integrated innovation platform that enables collaboration among employees, partners and customers. The solution, with a Web portal for user access to input ideas, increases the chance of market success for new services, creates a unified innovation process for the company's greater employee/partner community, expands the sources of innovation and helps filter quality ideas.

### What makes it smarter:

- Enabled marketing teams to analyze new intelligence gathered directly from consumers' Web 2.0 entries and launch new services with the knowledge that subscriber demand exists
- Reduced opportunity costs and risk by expanding sources for new product ideas and by improving idea quality, increasing the chance of marketing success
- Allowed 554 new "voices" into the development process during the first six months of the platform launch, with the publication of the first idea a mere ten minutes after launch

*"The IBM solution enables us to deliver exciting products to the marketplace at a faster pace than ever before."*

—Niu Gang  
Associate Director,  
Shanghai Research Institute,  
China Telecommunications

### Solution components:

- IBM System x3650
- IBM DB2 for Linux
- IBM Connections
- IBM WebSphere Application Server
- IBM Services for Lotus
- IBM Idea Factory Asset





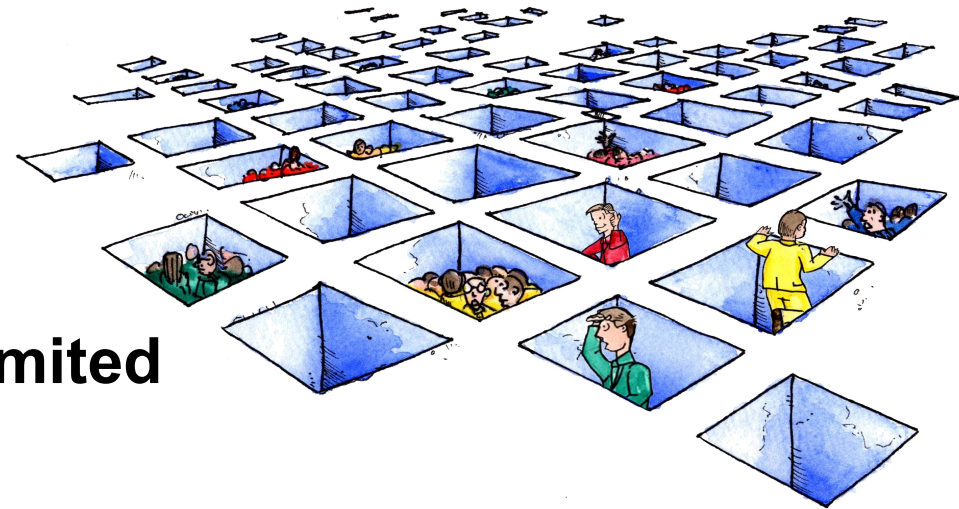


# Enable an Effective Workforce

Stakeholders: *C-Suite, Operations, Human Resources, IT*

## Challenges

- Are you doing **more** with **fewer** resources?
- Do you have more **remote** and **distributed** employees?
- Is **communication** and **visibility** limited across the team?
- Would you like to **lower your travel costs**?
- Are team documents and communications **difficult to access**?



Deepen  
relationships



Generate  
new ideas



Enable an  
effective  
workforce



# Sogeti, Project TeamPark

## Assembling the right team fast

**Business Need:** To bring distributed work groups together

Sogeti has 20,000 employees in 200 locations across 14 countries. They were looking for a solution to help those people work transparently across these barriers.

**Solution:** IBM Connections was selected over Microsoft because of its people-centric approach rather than a document centric design

### **Value to client:**

- Improved internal knowledge sharing and placed dynamic networks for expertise within easy reach
- Speed the formation of consulting teams to address customer needs saving time and significant costs.
- Led to the creation of a service offering for customers built on Lotus Connections called 'TeamPark.'



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“With IBM Lotus Connections, we can achieve a whole new kind of collaboration across the breadth of our organization.”

—Johan Vermij, Project Manager  
TeamPark, Sogeti



# Agenda

- Introduction to Social Business
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# Your journey to becoming a social business

- **Make the business case**

- Don't get stuck in Analysis Paralysis
- Focus on tangible objectives, not tool

- **See how social looks in action by testing different scenarios and entry points:**

- Employee Intranet
- Virtual Team Places
- Collaborative Decision Making
- Customer-facing Communities

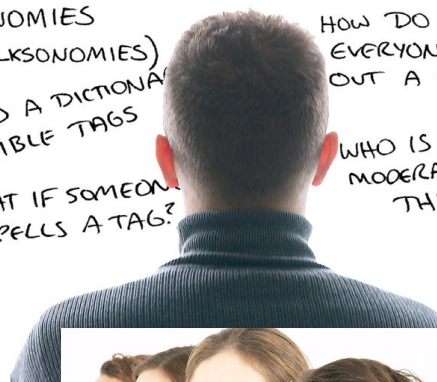
- **Identify the socially active in your enterprise**

- Who are already using social tools to succeed?
- Let them be evangelists!

- **Find an executive sponsor**

- It's not a technology issue – it's a **social, cultural** issue.

TAXONOMIES  
(FOLKSONOMIES)  
WE NEED A DICTIONARY  
OF POSSIBLE TAGS  
WHAT IF SOMEONE  
MISPELLS A TAG?  
HOW DO WE GET  
EVERYONE TO FILL  
OUT A PROFILE?  
WHO IS GOING TO  
MODERATE ALL OF  
THIS?





# Vodafone Example



About 6,530,000 results (0.11 seconds)

[Go to Google.com](#) [Advanced search](#)

## [Handset Unlocking - Identify Handset - Vodafone](#) 🔍

**Vodafone** can only unlock devices purchased from a **Vodafone** outlet in Australia ... Your device serial number (IMEI). To find your IMEI on a handset press ...

[www.vodafone.com.au/unlock](#) - [Cached](#) - [Similar](#)

## [Vodafone UK IMEI Unlock Codes Service](#) 🔍

Unlock your **Vodafone** cell phone without cables or software using our **IMEI** unlock service.

[www.cell-unlock.com/imei/vodafone-imei-unlock.html](#) - [Cached](#) - [Similar](#)

## [VodaFone: Service Information - Error](#)

[www.vodafone.com/start/responsibility/consumer.../mobile\\_theft.html](#)

## [IMEI kayıt işlemi için herhangi bir Vodafone Cep Merkezi' ne ...](#) 🔍

**Vodafone** Ana Sayfa; Hizmetler. Ses Hizmetleri .... **IMEI** kayıt işlemi için herhangi bir **Vodafone** Cep Merkezi' ne başvurabilir miyim? ...

<https://vardim.vodafone.com.tr/selfservice/controllers?> - [Cached](#)

### Sıkça Sorulan Sorular



Örnek: "Faturamı nereye ödeyebilirim?"

### IMEI kayıt işlemi için herhangi bir Vodafone Cep Merkezi' ne başvurabilir miyim?




Yazdır

Evet, herhangi bir Vodafone Cep Merkezine başvurabilirsiniz.Vodafone Cep Merkez adreslerimiz için tıklayınız.

Yardımcı Oldu Mu?

Evet

Hayır

### Diğer İlgili Bilgiler

- > Yurtdışından getirdiğim cihazın IMEI kaydı için hangi evraklarla başvurmalıyım?
- > IMEI kayıt işlemi ücretli midir?
- > **IMEI kayıt işlemi nasıl yapabilirim?**
- > Postayla yurtdışından cihaz getirttim. IMEI kayıt işlemi nasıl yapabilirim?
- > Cihazımın IMEI numarasını bilmiyorum. Nasıl öğrenebilirim?

Tümü



# IBM Social Collaboration Platform

*Scalable and flexible to support Social Business*

**Deepen relationships  
with customers**

**Generate new  
ideas faster**

**Enable a more  
effective workforce**

**Social Business**

**Web/Online experience**

**BI**

**BPM**

**CRM**

**ECM**

**HCM**

**Social Everywhere**

**Make business applications social by integrating with IBM applications:**  
IBM Customer Experience Suite, IBM Cognos 10, IBM FileNet and Content Manager

**Social Collaboration Platform**

IBM Connections, Lotus Quickr®, IBM Sametime®

**Services and Business Partner solutions**

**Strategize, customize, deploy, and support your social business with**  
IBM Global Services, IBM Solutions Services for Lotus, IBM Business Partners



# IBM Connections 3

## Centerpiece of IBM Social Collaboration Platform

Social Business.

New!

- **Recommendation of content and people using analytics of social assets**

- Discover what you don't know and who you should know
- IBM is the first to provide this capability

- **Enhanced communities and forums help increase sales and reduce support costs**

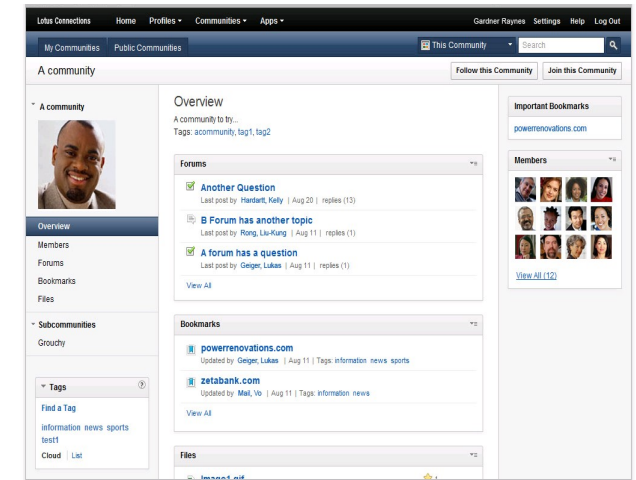
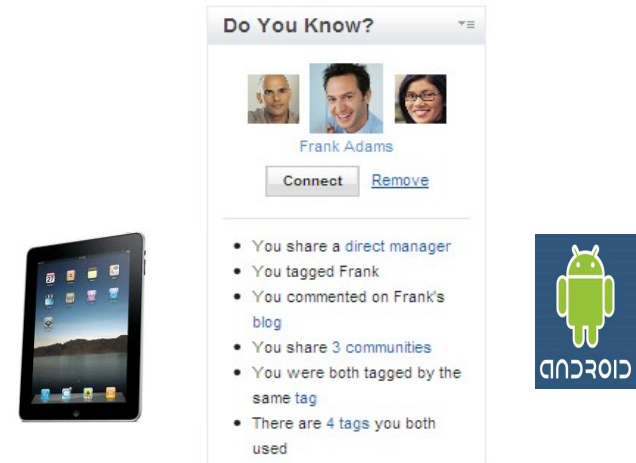
- Support for sub-communities
- Improved community member management
- Multiple forums in a community
- Stand-alone forums with Q&A

- **Email digest & getting started page accelerate adoption**

- **Social everywhere to drive your social business**

- New integration with WebSphere Portal, Lotus Notes, Microsoft SharePoint
- Expanded mobile support for iPad, iPhone, Nokia, Android
- Enhanced LotusLive Connections with communities

- **Compliance and auditing to deliver value of social software to regulated industries**

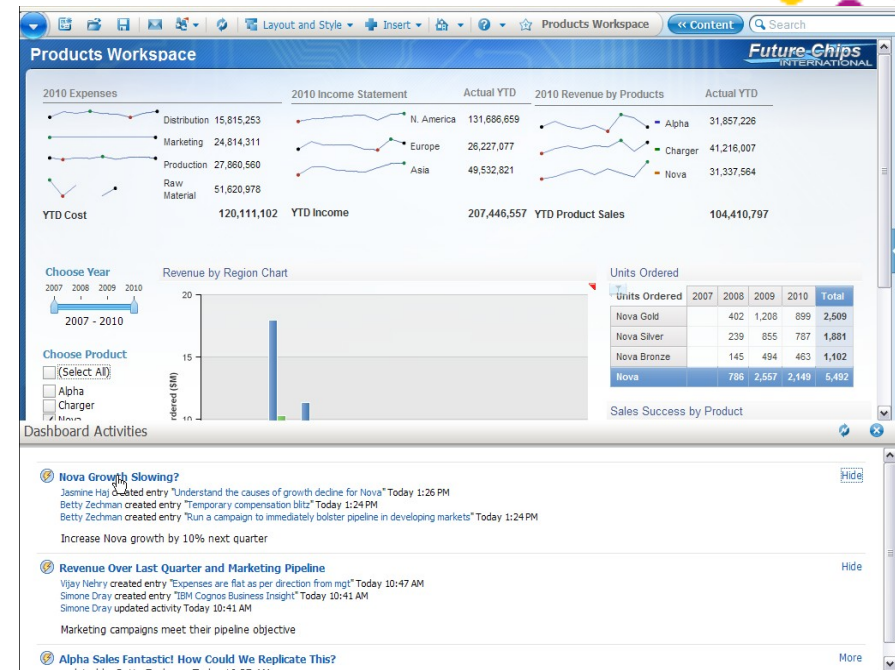


# IBM Cognos 10 + IBM Connections = *Collaborative Decision Making*



New!

- Turn dashboard insights into team action with activities integration
- Use search integration of Lotus 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



**Beta 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."

New!

# IBM Customer Experience Suite

- **Support conversations and information sharing** with and between users with capabilities such as wikis, blogs, forums, communities, ratings, commenting, tagging, shared bookmarks & files, and activities for organizing work & ideas.
- **Allow users to find the right people** based upon their profile: expertise, projects, responsibilities, and interests.
- **Enable customers to get problems resolved quickly** with click-to-chat functions.
- **Improve SEO and brand awareness** by syndicating content across the web, into other online properties, such as Facebook.

The screenshot displays a user interface for the IBM Customer Experience Suite. It features a blog post titled "HOW MUCH IS ENOUGH?" by Frank Adams, dated Feb 27, 2010. The post includes a star rating and a "SHARE" button. Below the post is a "News from our Community" section with a "Join our Community" button. To the right, there is a "RELATED EXPERTS" section with a grid of user avatars and a "Chat with an Investment Rep" section with a "Start Chat" button. A "Bookmark & Share" sidebar lists various social media and sharing options like Email, Print, Digg, MySpace, Facebook, Twitter, Favorites, Delicious, Google, Live, StumbleUpon, and AddThis.



# Coremetrics: What Does it Do / How Does it Work

With Coremetrics customers can:

**Anticipate** customer preferences and predispositions based on a historical view of browsing behavior across multiple channels.

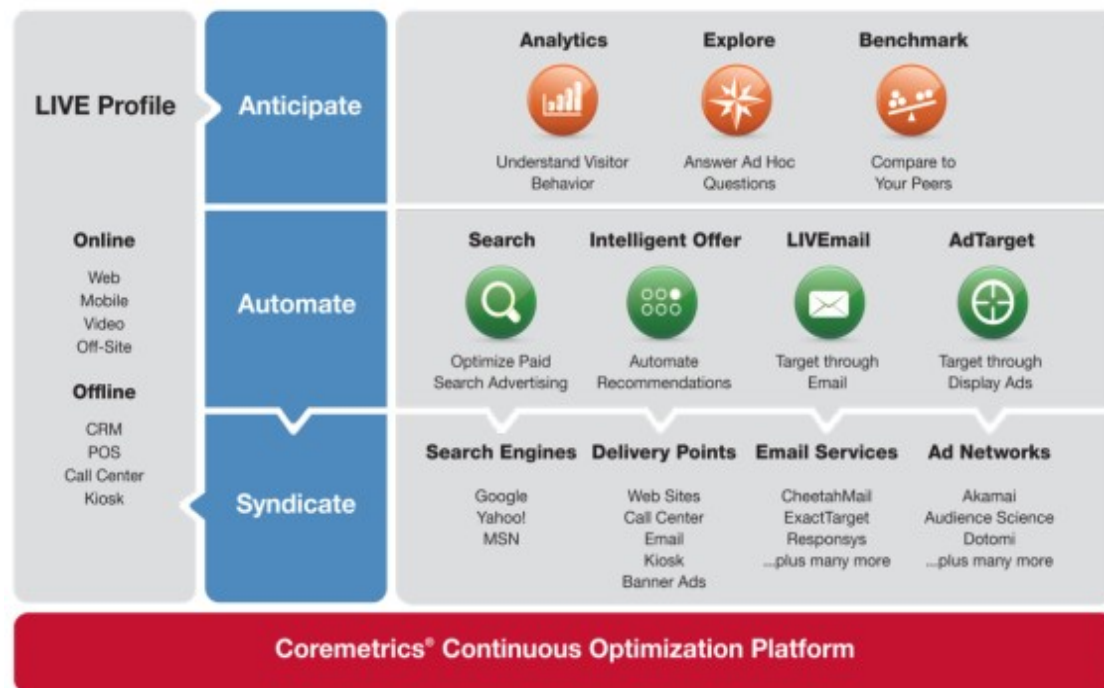
**Automate** the management of marketing campaigns, enabling immediate delivery of specifically-tailored content to individuals in response to past and current browsing behavior.

**Syndicate** personalized content to the right channel at the right time (web sites, emails, ad networks, and more).

**(Repeat)** the process. Every new bit of information collected makes the data more relevant, and the marketing programs get better and better.

## The Continuous Optimization Platform

- Continuously updates visitors' lifetime browsing behavior (LIVE Profiles™).
- Optimizes based on many visits over time, not just a single visit.
- Incorporates data from online and offline behavior.
- Improves customer offers on a continuous basis.
- Makes optimized content selections in real time.
- Automatically drives customers through the conversion process.





# Social Media By The Numbers



- 500M+ Active Users
- 50%+ Login per Day
- 200M access via Mobile
- 40% of users “Like” companies
- 51% of users between 18-34
- 57% Female
- 70% of users are outside of U.S.



- 100M+ Registered Users
- 41% tweet regularly
- 37% tweet via Mobile
- 51% follow companies, brands & products
- 44% of users between 18-34
- 53% Female
- 60% of users are outside of U.S.

Sources:  
Facebook.com Press Room  
Exact Target/eConsultancy Marketing Survey, 2010  
PalatnikFactor.com, Twitter Demographic Report  
iStrategyLabs, Facebook Demographics & Statistics Report

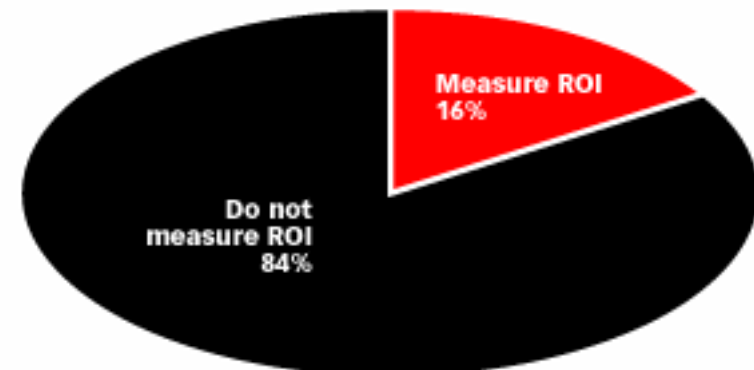




# Despite the Investment, Social ROI is Rarely Measured

- 84% of professionals don't measure Social ROI<sup>1</sup>
- 56% of companies say they try to achieve increased sales through social media, but only 24% evaluate sales as a metric.<sup>2</sup>

**Professionals Worldwide Who Measure the ROI of Their Social Media\* Programs, August 2009 (% of respondents)**



Note: \*includes blogs, chat, discussion boards, microblogs, podcasts, ratings, social networks, video-sharing, wikis, etc.  
Source: Mzinga and Babson Executive Education, "Social Software in Business," September 8, 2009

106743

[www.eMarketer.com](http://www.eMarketer.com)

Source: eMarketer

1. Mzinga and Babson Executive Education, "Social Software in Business," September 8, 2009
2. Chris Pirillo, "Social Media Statistics," Feb 2010





# Coremetrics Social

## *Social ROI & Brand Conversation*

- **Social ROI.** Monitor the effectiveness of referrals from Social networking sites and the downstream impact of Social impressions.
- **Brand Monitoring and Engagement.** Track real-time conversations about your brands, products and competitors on both Facebook and Twitter.
- **Social Aggregation.** Rollup all conversation and analysis across bands and sites by user defined categories and business units.

The screenshot displays the Coremetrics Social web application. The main window shows a 'Social Products' table with columns for Social Site, Product Name, Product ID, Items Sold, and Item Sales. The table lists various products like '14K WHITE GOLD RING' and 'MICHAEL MICHAEL KORS HANDBAG'. An 'Edit Feed' dialog box is open in the foreground, allowing users to configure a feed. It includes fields for 'Feed Name' (TW - Lounge Chairs), 'Feed Type' (Facebook and Twitter), and 'Twitter Search Terms'. There is also a section to 'Associate Business Units to Feed' with 'Available Business Units' and 'Selected Business Units' (Coremetrics Apps).

Social Site	Product Name	Product ID	Items Sold	Item Sales
Facebook	14K WHITE GOLD RING AQUAMARINE (1-1/3 CT. T.W.) AND DIAMOND ACCENT	367785	7	\$1,517.10
Facebook	MICHAEL MICHAEL KORS HANDBAG LARGE HAMILTON CHAIN TOTE WITH SILVER HARDWARE	410394	5	\$1,490.00
ShopStyle	KENNETH COLE REACTION COAT LONG SLEEVE WITH FAUX FUR HOOD	480812	10	\$943.41
Facebook	LE VIAN 14K GOLD RING CHOCOLATE DIAMOND (1/4 CT. T.W.) AND WHITE DIAMOND PAVE (1/8 CT. T.W.)	501342	1	\$798.15
Facebook	KENNETH COLE REACTION COAT LONG SLEEVE WITH FAUX FUR HOOD	480812	8	\$729.92
Facebook	STYLE&AMP.CO. COAT DOUBLE BREASTED PEACH COAT WITH HOOD	502395	12	\$718.88
Facebook	14K WHITE GOLD RING LONDON BLUE TOPAZ (4 CT. T.W.) AND DIAMOND (1/8 CT. T.W.) OVAL	501752	2	\$698.00
MySpace	MOVADO WATCH WOMEN'S #039.S STAINLESS STEEL BRACELET 000220	435026	1	\$695.00
ShopStyle	ING INTERNATIONAL CONCEPTS DRESS SLEEVELESS V-NECK SEQUIN TANK	512878	10	\$659.43
Facebook	BURBERRY WATCH MEN'S #039.S STAINLESS STEEL BRACELET BU1501	488832	1	\$650.00



## Seton Hall Achieves 18% Lift in Enrollment through Facebook

- Challenge**
- The university's online marketers wanted to understand if social media — in particular, Facebook — would enable them to extend the Seton Hall experience to prospective students.
  - Interactions on Facebook might be enticing qualified prospects to visit the website through other channels such as search or direct lead. But they didn't have a way to make a direct connection between the two.
- Solution**
- Used Coremetrics Impression Attribution tag to identify visitors who also interacted with Facebook.
  - Used Coremetrics Social to track ROI of social channels alongside other channels.
- Results**
- 25% tuition deposit lift and 18% enrollment lift.
  - Discovered surprising results regarding which channels bring students to the site, enabling the university to make more informed decisions regarding their marketing investment.



***“Without the Coremetrics data, we would have seen Facebook as only obliquely connected with top-line enrollment and bottom-line revenue goals. Because of the data, we can see that Facebook is a significant and subtly sophisticated new front in the development of markets for the university.”***

*—Senior Director  
of Strategic Marketing  
Seton Hall University*



# Coremetrics: Use Cases

## *USE CASE*

### **ReTargeting**

- Visitors are leaving the website to research competitor sites, not completing transactions.
- Goal: ReTarget the visitor so that the brand is top of mind and they return to the website.
- Leverage Coremetrics LIVEmail and AdTarget for relevant and personalized emails and display ads.

## *USE CASE*

### **Drive Visitor Conversion**

- Major carrier experienced low completion rates for accounts.
- Goal: Determine where visitors were abandoning the application process.
- Leveraged Coremetrics LIVE Profiles and path analysis reports to determine visitor navigation and abandonment points.

## *USE CASE*

### **Drive Cross Sell Opportunities**

- Mobile Network Operator wants to increase average order value online.
- Goal: Need to create a personalized shopping experience and drive cross sell opportunities
- Leverage Coremetrics Intelligent Offer to provide relevant product recommendations, such as different types of cell phones and ring tones to the user based on browsing behavior.

## *USE CASE*

### **Site Optimization**

- Carrier wants to increase web site visitors to submit account applications.
- Goal: Determine the optimal navigation path and update the website to create an optimized user experience.
- Leveraged Coremetrics LIVE Profiles and scenario analyses (link and clickstream analysis) to understand the visitor path and behavior.



# IBM Social Software is the market share leader

IDC identified **IBM as the marketshare leader in Social Software Platform providers**<sup>3</sup> July 2010 IBM.com press release



35% of Fortune 100 have purchased IBM Social Software<sup>1</sup>

IBM is positioned in the leadership quadrant in the 2009 and 2010 Garter Magic Quadrant reports

**FAST COMPANY**

*"...IBM could end up being more important to the business use and monetization of social media than Facebook."*

DREW NEISSER Sep 23, 2010



# Take the next step on your social business journey with IBM

- **Read the Whitepaper**
  - **Total Economic Impact Study: IBM Social Collaboration** → <http://bit.ly/cmTXTW>
- **Watch videos on YouTube**
  - Social Software has real business value → <http://bit.ly/c6elru>
  - LotusKnows → [youtube.com/collaboration4you](http://youtube.com/collaboration4you)
- **Take the Assessment**
  - IBM Collaboration Assessment Tool: see how you compare with peers → <http://www-01.ibm.com/software/lotus/collaboration/assessment/>
- **Join the conversation**
  - Twitter: #IBMEExperience
  - Blog: IBM Collaboration Soapbox → [bit.ly/ibmsoapbox](http://bit.ly/ibmsoapbox)
  - The IBM Social Media Aggregator → [ibm.com/social/business](http://ibm.com/social/business)





It's about social  
and business  
transformation



It's about creating  
a culture for  
innovation

It's about  
trusted  
relationships



It's about creating a social business.

[ibm.com/social](http://ibm.com/social)