

IBM Social Business 2011 İstanbul

İş Dünyasının Sosyalleşme Yolculuğu Başlıyor

IBM İşbirliği Platformu: IBM sıradışı kullanıcı deneyimi platformu - Exceptional Work Experiences

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Uffe Sorensen

Social Business & Collaboration Director
IBM Software – Europe, Middle-East & Africa

uffe@dk.ibm.com



@uffesorensen
#getsocial11



usorensen



10 Largest Countries on Facebook as of April 26, 2011 ...

10 Largest Countries

1.	United States	155,501,920
2.	Indonesia	35,696,020
3.	United Kingdom	30,240,460
4.	Turkey	27,943,680
5.	India	24,073,980
6.	Mexico	23,261,260
7.	Philippines	22,252,480
8.	France	21,882,940
9.	Italy	19,224,980

<http://www.checkfacebook.com/>





a business ...





a **social** business ...



Engaged

Transparent

Nimble



What is a **social business** ?

Engaging

Transparent

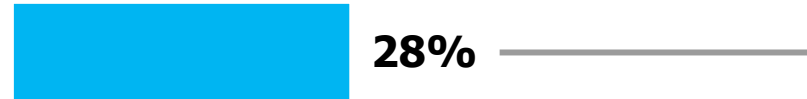
Nimble

Use of collaboration/social networking to enable global teams to work more effectively

Outperformers



Underperformers



**57%
MORE**

Source: IBM CHRO Study, 2010

Note: Outperformers are derived from an analysis of the compound annual growth rate (CAGR) for 2003-2008 EBITDA within industries. Outperformers represent companies above the median: n=203





IBM Collaboration Solutions platform ...



Knowledge Worker




Informational Worker (Boundary)





External Partners

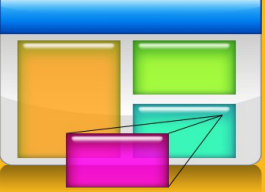
 **Universal Access** 

On Premises
Cloud

 **e-Mail, Calendar Collab.appls.**

 **Communicating**

 **Connecting**

 **Integrating**

Lotus®

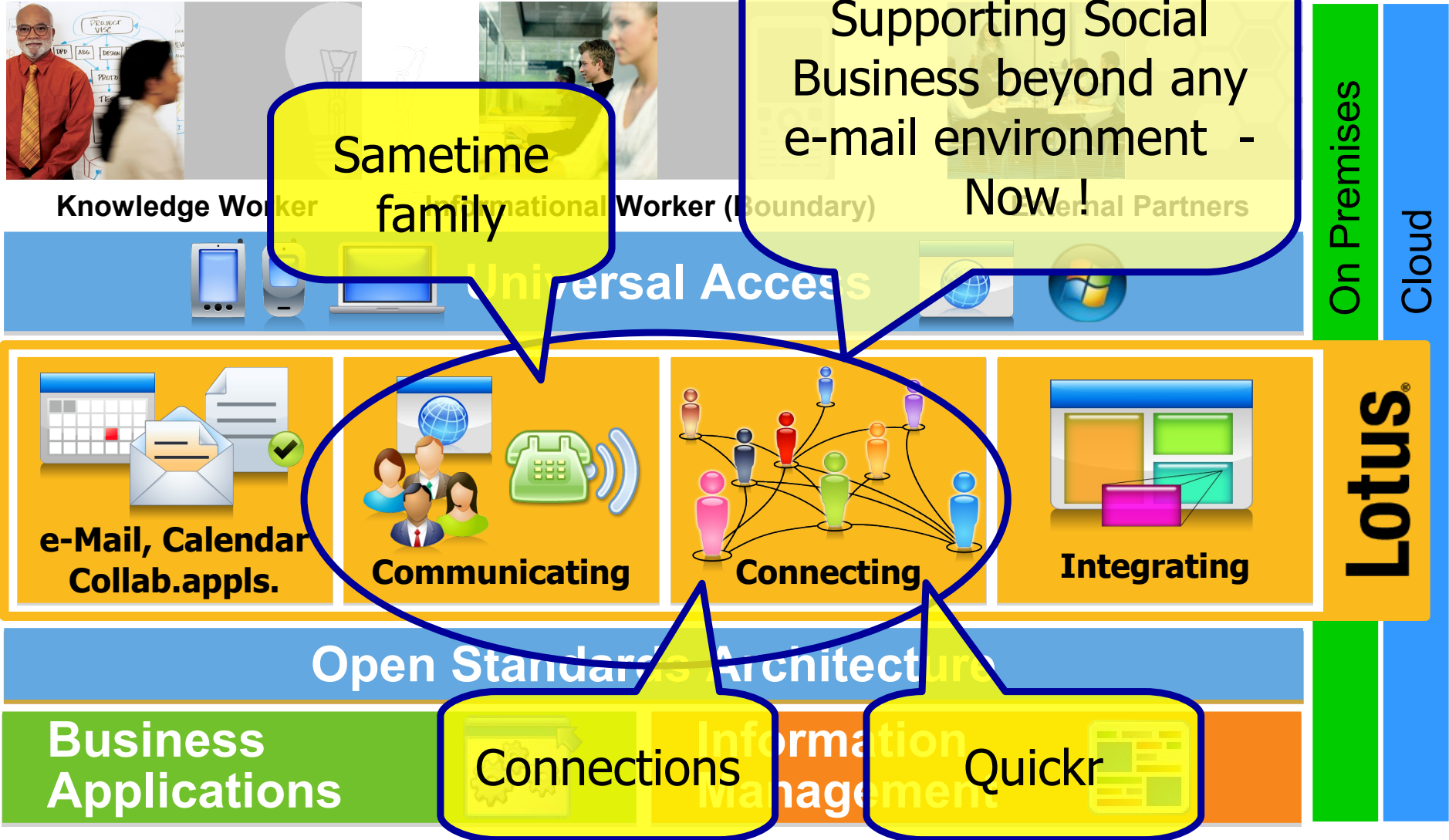
Open Standards Architecture

Business Applications 

Information Management 



IBM Collaboration Solutions platform ...



- Continued release upgrades planned for the entire stack ...





IBM Lotus Connections functional overview ...



Profiles

Find the people you need:
Search across your organization
and connect to others.



Forums

Create and share topics and
collaborate in threaded
conversations



Communities

Create, find, join, and work with
communities of people who
share a common interest or
area of expertise



Bookmarks

Save, organize and share
bookmarks; discover bookmarks
that have been shared by others
with similar interests & expertise



Blogs

Share your ideas and get feedback
from others; learn from the
expertise and experience of others



Activities

Organize work, plan steps,
easily tap your expanding
professional network to help
execute your everyday
deliverables, faster



Homepage

View relevant social data
aggregated across your
subscriptions, notifications, and
network of colleagues.



Files

Upload and share files with
colleagues and communities.

View downloads,
comments and ratings.

Connections



Wikis

Create wikis for individuals,
groups, and communities to co-
author pages. View changes,
ratings, and comments.

- Integrates with Portal, Notes/Domino, Outlook/Exchange, Sharepoint, etc. .





Key integration points: The "People Card" ...

Uffe Sørensen
Social Business & Collaboration
Director, EMEA
Social Business Roadshow in
Istanbul

Blogs Profiles Activities Bookmarks Communities Wikis Files

Jannie Rasmussen
Uffe Sorensen (uffe)
Competitive (1/5)
dannotes (0/2)
External (0/1)
Greenhouse (0/2)

Social Business Presentation T
Pinar Ortakaya
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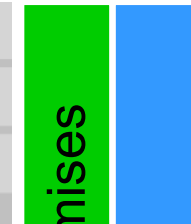
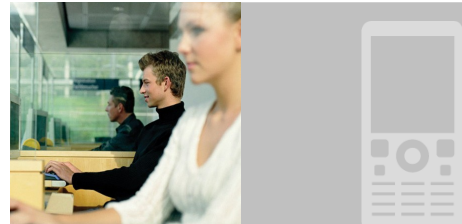
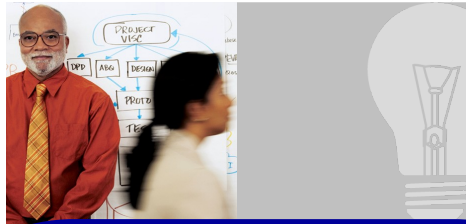
Rescheduled: Nort

- Everywhere in WebSphere Portal, Quickr, Connections, Sametime, and Notes, all people names are live names [and Outlook, Sharepoint, ...]
- You can see in-context whether users are online or offline
- You can click on any user name to get people card info in-context
- From the people card, you pivot to related information ...





IBM Collaboration Solutions platform ...



Knowledge Worker

- Lotus Notes
- LotusLive Notes

Informational Worker (Boundary)

External Partners

- Xpages for Web 2.0 EUI
- Lotus Notes
- Lotus Domino Utility Server
- Domino Utility Server for LotusLive Notes

e-Mail, Calendar
Collab.appls.

Communicating

Connecting

Integrating

Open Standards Architecture

Business
Applications



Information
Management



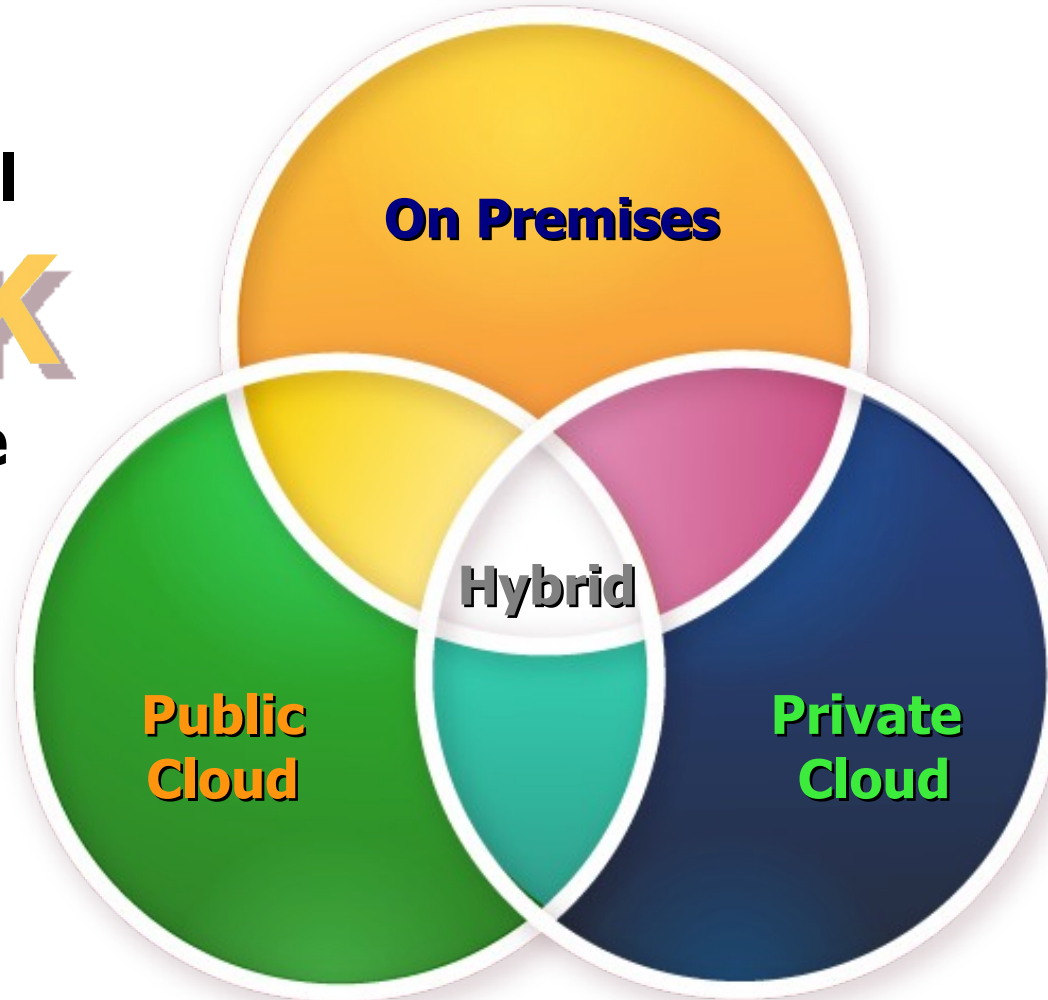
- Continued release upgrades planned for the entire stack ...





social business **deployment models** ...

Exceptional
WORK
Experience

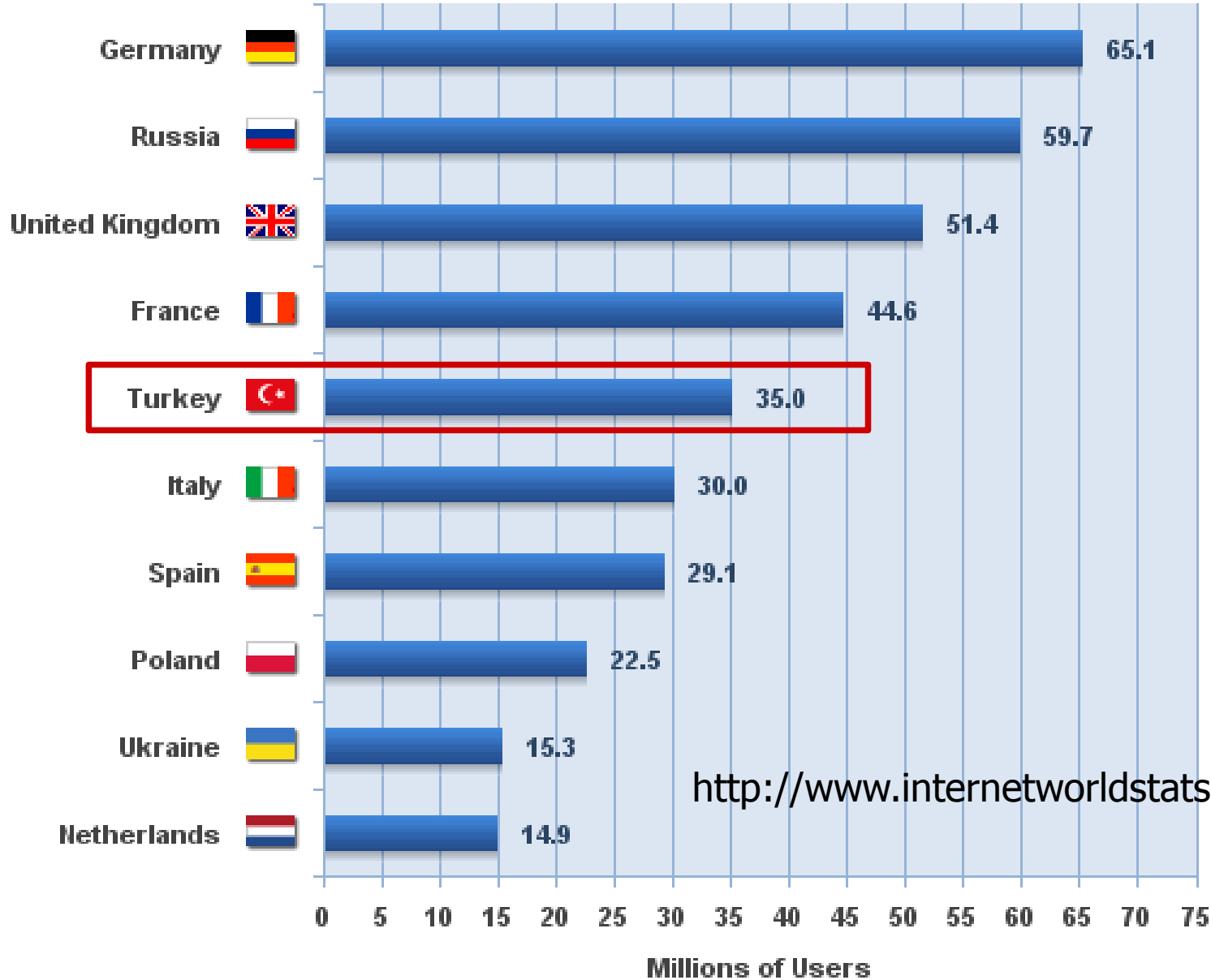


Exceptional
WEB
Experience

IBM Social Business Framework

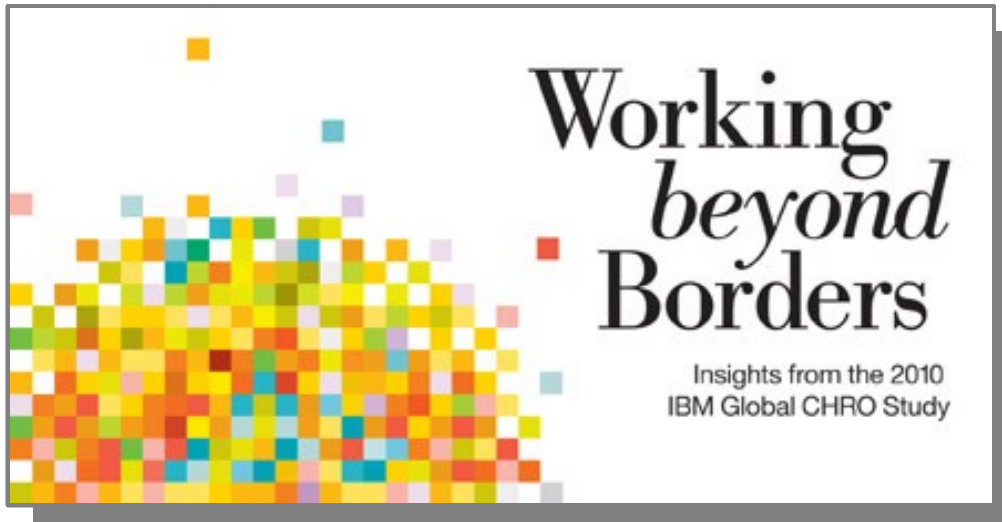


Internet Top 10 Countries in Europe June 2010





Exceptional **WORK** Experience



Standout organizations are **57%** more likely to allow their people to use social and collaborative tools.



Exceptional **WORK** Experience

Smarter Innovation



Cemex "Shift"

- Rapid organic adoption by 17,000 employees connected first year
- 400 new **communities**, innovation initiatives increased from 5 to 9 bringing **new products to market faster**
- 600 participants across several countries develop CEMEX' first **globally-branded** ready-mix product

<http://www.youtube.com/watch?v=YZA20c47fA8>

Smarter Consulting



Sogeti "TeamPark"

- Over 20K professionals in 14 countries
- **Reducing search time** for finding staff expertise and speeding the formation of consulting teams for engagements helping **enter new markets**
- The unified platform **breaks down silos** and promotes collaboration among teams – improved internal **knowledge sharing**

<http://www.sogeti.com/Curious-about-Sogeti/TeamPark---Our-Collaboration-Platform/>





Exceptional **WORK** Experience

Smarter Chemical Industries



connect.BASF

Online Business Network of BASF

Business Need:

- bring distributed work groups together
- BASF IT Services has 2,300 employees in 10 countries across Europe
- need solution to connect employees into an ever growing network of formal and informal communities to deliver intelligent and sustainable solutions

Solution:

- connect.BASF is the global platform for networking and community participation across BASF
- membership rocketed to >11,000 in just 3 months ...



Value to Client:

- Employees are better able to represent themselves across the organization regardless of organizational role
- Visibility on projects and task creates more effective and time saving knowledge sharing
- Employees felt connected and responsive during Pakistan flood crisis

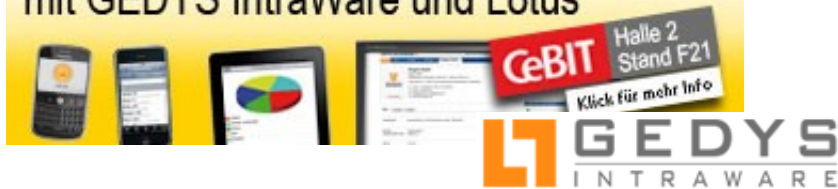




Exceptional **WORK** Experience

Smarter Partners

CRM grenzenlos mobil & im Web
mit GEDYS IntraWare und Lotus



Web 2.0 CRM

- Used Domino **XPages** to upgrade CRM solution portfolio
- Using Lotus Notes, **browser** and **mobile** clients
- Enable **cloud** deployment and server **consolidation**
- Enable integration through **OpenSocial** and **Social Business Framework**

<http://www.gedys-intraware.de>

Solutions for Lotus Notes/Domino - E.g. Cloud and XPages ...

- **Cloud**-readiness tools and consulting
- Modernize legacy applications **with XPages** interfaces
- Deliver your **Domino apps as SaaS** solutions to end-users via the Lotus Notes client or web-browser
- **Reduce** overall Lotus Notes and Domino **TCO**

<http://www.groupsoftware.com>



... no comments ...



Exceptional **WORK** Experience





social business **experiences** ...

*Optimize your
workforce*



*Deepen client
relationships*

Exceptional

W  **RK**

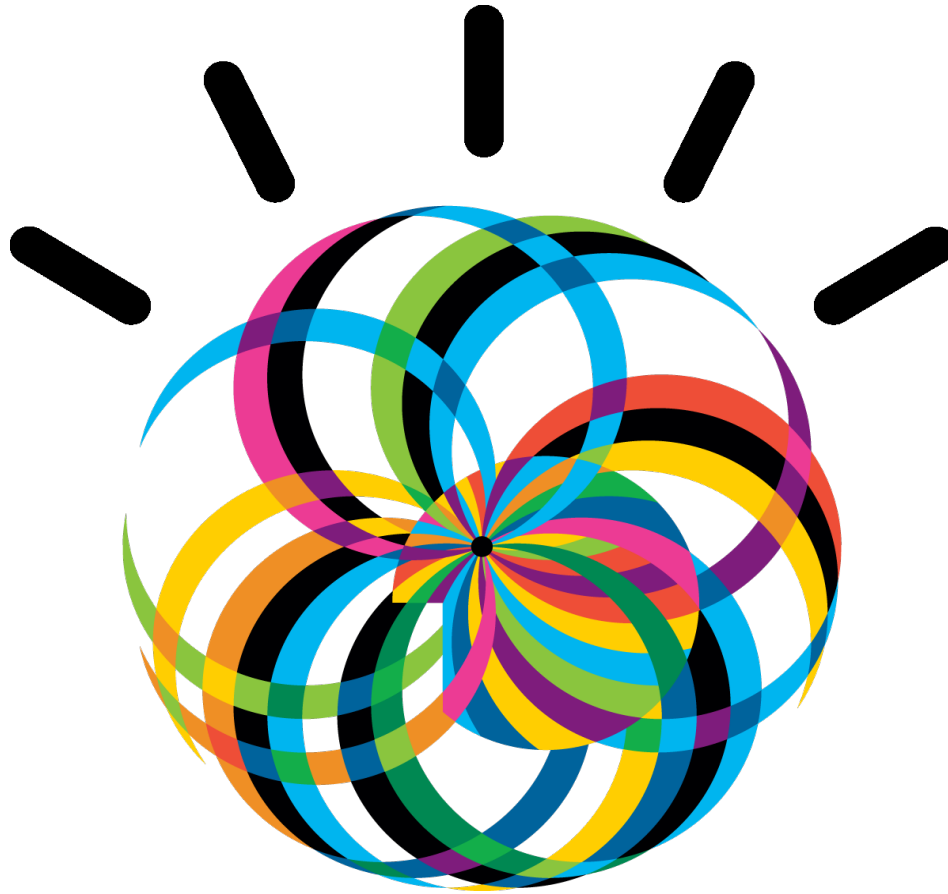
Experience

Exceptional

W  **B**

Experience

IBM Social Business Framework



Thank you !

uffe@dk.ibm.com



@uffesorensen
#getsocial11



usorensen





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