



IBM Verse

Mail Reimagined for a New Way to Work

Dmitry Shpil

Messaging Collaboration and Cloud CEE



Рабочее место эволюционирует



Будущее работы фокусируется как на **личности**,
так и на **...сообществе**

Вызовы для организации



94%

Работников отмечают, что они перегружены информацией до предела своих возможностей.

процента директоров считают, что их работники итак уже перегружены, чтобы поручать им дополнительные задания



44%

Когда был последний раз, что Вы чувствовали себя действительно продуктивно на работе?



Каждый день информация перегружает нас. Мы забываем сделать что-то важное. Мы не успеваем отследить то, что должны были сделать для нас. Существующие инструменты не соответствуют запросам будущего.



28% рабочей недели тратится на работу с почтой и порядка 20% на поиск нужной информации.



Сокращение порядка 30% времени на работу с почтой, можно достичь за счет внедрения социальных инструментов взаимодействия

Чего мы хотим достичь



... Четкое понимание что нам
нужно сделать, когда и для кого.



... простой способ
взаимодействовать с людьми,
наиболее важными для нас.



... найти способ вернуть контроль
над нашим рабочим днем

Вот почему
IBM Verse
является
необходимым
инструментом для
работы

IBM лидирует на рынке социального ПО

#1 Enterprise Social Software

лидер на рынке в течении последних 5 лет

Более 75% из Fortune 100

используют наше социальное ПО

#2 enterprise mail лидер в области корпоративной почты.

Более **41,000+** компаний использующих почту Notes



~4,000

Около 4000 партнеров по всему миру

200,000+

социальных сообществ в IBMc

300,000+

активных сотрудников использующих IBM Connections

IBM назван лидером в Gartner Magic Quadrant for **Enterprise Mobility Management**⁷

2012
SC Gold Winner
 MAGAZINE IBM Cloud
 AWARDS Security Solutions

¹ IDC Worldwide Semiannual Software Tracker, 2H 2013; ² IBM Finance; ³ Worldwide Email Applications 2013 Vendor Shares, IDC, May 2014; ⁴ IBM Finance; ⁵ Approximately 4,000 partners, IBM Partner World database; ⁶ IBM 2013 Annual Report; ⁷ "Magic Quadrant for Enterprise Mobility Management Suites", Gartner Feb 2014

Design Thinking

230+ УЧАСТНИКОВ



Провели

208+ Анкет

20+ Интервью



Проверили

40+ Дизайнерских
“walkthrough”



Создали прототипы



10 сессий тестирования



Изучили мнения

190+ Демо сессий

16 “uzability” тестов



Внимание!



Compose



Upcoming Meetings

in 15 minutes

Conflict
Zim Technology Meeting
Samantha Daryn
888.223.1122
You are required

in 45 minutes

Conflict
Marketing Meeting
Chair Gardiner Raynes
888.223.1122
You are optional

Waiting On: 3

- Research Plan **Late**
- Budget Request
- Marketing Research

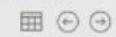
Needs Action: 3

- Price Point Deadline**
Due Today
I Owe: Gail Chao
Luis, Can you work with Kelly Hardart to come up with a price point for Zim Technology
- Social Media Presence**
I Owe: Natalie Olmos
As part of our plan to increase our social media presence, we're going to begin looking where we think we need to be.
- Review Web Content**
I Owe: Paula Starky
Hi Luis, We're in the process of writing and organizing the content for our site would you help us to understand the messages.

8am 9am 10am 11am 12pm 1pm 2pm 3pm 4pm 5pm 6pm 7pm

TUE 23

Next meeting: **Checkpoint with China-based team** | 5:30 - 7:30 pm | 555-123-1212 | (notesiscool)



Greenwell | Home | Mail | Calendar | People | Communities | Apps

Compose | Gail Chao

TODAY

- Gail Chao** 10:28 AM
Renovations awards banquet planning
Hi team, Renovations wants to throw an awards banquet for some of the...
- Gail Chao** 10:05 AM
Need client brief for ZetaBank
Hi Nancy, By eod Wednesday, I'll need the client brief for ZetaBank, for ...
- Gail Chao** 9:39 AM
Welcome to our newest team member: Paul Clemmons!
Hi everyone,
- Gail Chao** 9:37 AM
ZetaBank win!
Hi dream team, I just wanted to congratulate you on the big win with Zet...

THIS MONTH

- Gail Chao** Sep 9
Accepted: New Employee Orientation
- Gail Chao** Sep 1
ZetaBank WIN!
Hi dream team, I just wanted to congratulate you on the big win with ...

Renovations awards banquet planning 10:28 AM
Gail Chao to me, Monifa Shani, Herb Medway, Lukas Geiger, Pierre Dumont, Renata Washington
Show More

Hi team,

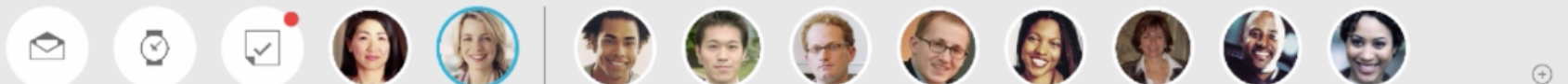
Renovations wants to throw an awards banquet for some of their top performers this year. I've been in touch with LiPin about dates, and they're close to making a decision.

While we work on that, we need to propose some offsite locations, visual theme, and give them options for catering and prize packages. Reply with your ideas.

Renata, let me know times you're available next week, so you, Nancy, & and I can meet about room set-up for their meet & greet and what furniture might need to be ordered.

Thanks,

Now: Checkpoint with China-based team | 5:30 - 7:30 pm | 555-123-1212 | (notescool)



Compose

Heather Reeds x discount



TODAY

Refine 2 results



Time

Today	1
This Week	1
This Month	2

Sender

Heather Reeds	1
---------------	---

Folder

Inbox	2
-------	---

HR Heather Reeds 10:01 AM
Re: Discount policies
Hi Nancy, Sorry for the delay! U...

THIS MONTH

HR Heather Reeds Sep 1
UPDATE on Discount policy for A...
Nancy - I've corrected the in...

Files in Your Mail

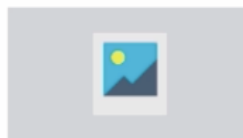


Image.257908841827.png
10:01 AM
21.2 k

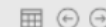


Pricing-DiscountGuideli...
10:01 AM
218.6 k

Barn 9am 10am 11am 12pm 1pm 2pm 3pm 4pm 5pm 6pm 7pm

TUE 23

Now: Checkpoint with China-based team | 5:30 - 7:30 pm | 555-123-1212 | (notesicool)





Compose

Gail Chao x



TODAY

Reply Reply All Forward Share to Blog [Icons]

Gail Chao 10:28 AM
Renovations awards banquet planning
Hi team, Renovations wants to throw an awards banquet for some of the...

Gail Chao 10:05 AM
Need client brief for ZetaBank
Hi Nancy, By eod Wednesday, I'll need the client brief for ZetaBank, for ...

Gail Chao 9:39 AM
Welcome to our newest team member: Paul Clemmons!
Hi everyone,

Gail Chao 9:37 AM
ZetaBank win!
Hi dream team, I just wanted to congratulate you on the big win with Zet...

THIS MONTH

Gail Chao Sep 9
Accepted: New Employee Orientation

Gail Chao Sep 1
ZetaBank WIN!
Hi dream team, I just wanted to congratulate you on the big win with ...

Renovations awards banquet planning 10:28 AM
Gail Chao to me, Monifa Shani, Herb Medway, Lukas Geiger, Pierre Dumont, Renata Washington [Show More](#)

Hi team,

Renovations wants to throw an awards banquet for some of their top performers this year. I've been in touch with LiPin about dates, and they're close to making a decision.

While we work on that, we need to propose some offsite locations, visual theme, and give them options for catering and prize packages. Reply with your ideas.

Renata, let me know times you're available next week, so you, Nancy, & and I can meet about room set-up for their meet & greet and what furniture might need to be ordered.

Thanks,



Greenwell | Home | Mail | Calendar | People | Communities | Apps

Compose | Gail Chao

People on this message

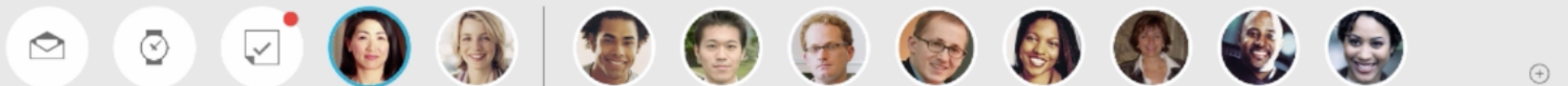
Showing relationships for all 7 people.

Renata Washington
Store Manager, Operations
Greenwell Company
Baltimore, Maryland, United States
rwashington@greenwell.com
512-555-8020

Message History:

- Gail Chao** 10:28 AM
Renovations awards banquet planning
Hi team, Renovations wants to throw an awards banquet for some of the...
- Gail Chao** 10:05 AM
Need client brief for ZetaBank
Hi Nancy, By eod Wednesday, I'll need the client brief for ZetaBank, for ...
- Gail Chao** 9:39 AM
Welcome to our newest team member: Paul Clemmons!
Hi everyone,
- Gail Chao** 9:37 AM
ZetaBank win!
Hi dream team, I just wanted to congratulate you on the big win with Zet...
- Gail Chao** Sep 9
Accepted: New Employee Orientation
- Gail Chao** Sep 1
ZetaBank WIN!
Hi dream team, I just wanted to congratulate you on the big win with ...

Calendar: TUE 23 | 5:30 - 7:30 pm | 555-123-1212 | (notes:iscool)



Compose

Gail Chao x

TODAY

Gail Chao 10:28 AM
Renovations awards banquet planning
Hi team, Renovations wants to throw an awards banquet for some of thei...

Gail Chao 10:05 AM
Need client brief for ZetaBank
Hi Nancy, By eod Wednesday, I'll need the client brief for ZetaBank, for ...

Gail Chao 9:39 AM
Welcome to our newest team member: Paul Clemmons!
Hi everyone,

Gail Chao 9:37 AM
ZetaBank win!
Hi dream team, I just wanted to congratulate you on the big win with Zet...

THIS MONTH

Gail Chao Sep 9
Accepted: New Employee Orientation

Gail Chao Sep 1
ZetaBank WIN!
Hi dream team, I just wanted to congratulate you on the big win with ...

Reply Reply All Forward Share to Blog

To: lukas Cc: Boc

Fw: **Lukas Geiger**
Lukas Geiger/Greenwell
[Search Directory](#)

Thanks,
Nancy



NANCY SMITH
Account Manager
Greenwell
Greenwell Headquarters, NY, NY
P: 1-646-555-1234 | E: nsmith@greenwell.com

Find me on:

Discard Send

8am 9am 10am 11am 12pm 1pm 2pm 3pm 4pm 5pm 6pm 7pm

TUE 23

Now: **Checkpoint with China-based team** | 5:30 - 7:30 pm | 555-123-1212 | (notesiscool)

Greenwell | Home | Mail | Calendar | People | Communities | Apps

Compose | Gail Chao x

TODAY

- Gail Chao** 10:28 AM
Renovations awards banquet planning
Hi team, Renovations wants to throw an awards banquet for some of the...
- Gail Chao** 10:05 AM
Need client brief for ZetaBank
Hi Nancy, By eod Wednesday, I'll need the client brief for ZetaBank, for ...
- Gail Chao** 9:39 AM
Welcome to our newest team member: Paul Clemmons!
Hi everyone,
- Gail Chao** 9:37 AM
ZetaBank win!
Hi dream team, I just wanted to congratulate you on the big win with Zet...

THIS MONTH

- Gail Chao** Sep 9
Accepted: New Employee Orientation
- Gail Chao** Sep 1
ZetaBank WIN!
Hi dream team, I just wanted to congratulate you on the big win with ...

Reply | Reply All | Forward | Share to Blog

To: **Lukas Geiger** x

Fw: Renovations awards banquet planning

Add Attachments and Share Files

- My Computer
- Upload to Files
- My Files
- My Folders

Drop files here to attach

TUE 23

Now: **Checkpoint with China-based team** | 5:30 - 7:30 pm | 555-123-1212 | (notesiscool)

Greenwell | Home | Mail | Calendar | People | Communities | Apps

Compose | Gail Chao

Reply | Reply All | Forward | Share to Blog

To: Lukas Geiger

Fw: Renovations awards banquet planning

Add Attachments and Share Files

- My Computer
- Upload to Files
- My Files
- My Folders

- Quarterly_Report.doc
- EventLocation_Contacts.ods
- client plan LATEST.pdf
- All_Hands_Recording.mp4
- todo.txt
- expense_sheet_template.xls
- Accounts Overview.pdf

TUE 23

Now: Checkpoint with China-based team | 5:30 - 7:30 pm | 555-123-1212 | (notes:iscool)



Compose | Gail Chao x

- Gail Chao** 10:28 AM
Renovations awards banquet planning
Hi team, Renovations wants to throw an awards banquet for some of the...
- Gail Chao** 10:05 AM
Need client brief for ZetaBank
Hi Nancy, By eod Wednesday, I'll need the client brief for ZetaBank, for ...
- Gail Chao** 9:39 AM
Welcome to our newest team member: Paul Clemmons!
Hi everyone,
- Gail Chao** 9:37 AM
ZetaBank win!
Hi dream team, I just wanted to congratulate you on the big win with Zet...

Reply | Reply All | Forward | Share to Blog

To: **Lukas Geiger** x

Needs Action: Fw: Renovations awards banquet planning

Hi Lukas,
We'll need to provide Renovations with some options for location.
Can you find out from Gail how many people Renovations expects to host, then look at potential locations?
This file has capacity listings and contact info for the locations we've worked with in the past.

Thanks,

Nancy

- THIS MONTH
- Gail Chao** Sep 9
Accepted: New Employee Orientation
 - Gail Chao** Sep 1
ZetaBank WIN!
Hi dream team, I just wanted to congratulate you on the big win with ...

"Needs Action: " was added to the subject line. [Remove](#)

Today
Tomorrow
In 2 Days
Next Week



Greenwell | Home | Mail | Calendar | People | Communities | Apps

Compose | Paul Clemmons x

Refine 8 results

- Time: Today (1), This Week (1), This Month (6), Last Month (2)
- Sender: Paul Clemmons (6)
- Folder: Inbox (6)

Today

- Paul Clemmons 9:54 AM
Re: Welcome to our newest team...
Hi everyone,

Last Week

- Paul Clemmons Sep 18
Re: Welcome to our newest team...
Hi everyone, Thanks for the war...
- Paul Clemmons Sep 16
Accepted: New Employee Orient...
- Paul Clemmons Sep 15
Accepted: Meet w/Design Team

This Month

- Paul Clemmons Sep 9
Tentative: EOW close-out scrum
- Paul Clemmons Sep 1
Re: Welcome to our newest team...

Reply | Reply All | Forward | Share to Blog

Paul Clemmons x Amadou Alain x Gail Chao x Herb Medway x Kristin MacGyver x Mike Motler x

Re: Welcome to our newest team member: Paul Clemmons!

Thanks,

Nancy

NANCY SMITH
Account Manager
Greenwell
Greenwell Headquarters, NY, NY
P: 1-646-555-1234 | E: nsmith@greenwell.com

Find me on:

Show History

TUE 23

Now: Checkpoint with China-based team | 5:30 - 7:30 pm | 555-123-1212 | (notesicool)

Greenwell | Home | Mail | Calendar | People | Communities | Apps

Compose | Paul Clemmons x

Refine 8 results

- Time: Today (1), This Week (1), This Month (6), Last Month (2)
- Sender: Paul Clemmons (6)
- Folder: Inbox (6)

Today

Paul Clemmons 9:54 AM
Re: Welcome to our newest team...
Hi everyone,

Last Week

Paul Clemmons Sep 18
Re: Welcome to our newest team...
Hi everyone, Thanks for the war...

Paul Clemmons Sep 16
Accepted: New Employee Orient...

Paul Clemmons Sep 15
Accepted: Meet w/Design Team

This Month

Paul Clemmons Sep 9
Tentative: EOW close-out scrum

Paul Clemmons Sep 1
Re: Welcome to our newest team...

Reply | Reply All | Forward | Share to Blog

Paul Clemmons x

Re: Welcome to our newest team member: Paul Clemmons!

Thanks,

Nancy

NANCY SMITH
Account Manager
Greenwell
Greenwell Headquarters, NY, NY
P: 1-646-555-1234 | E: nsmith@greenwell.com

Find me on:

Discard | Send

Barn | 9am | 10am | 11am | 12pm | 1pm | 2pm | 3pm | 4pm | 5pm | 6pm | 7pm

TUE 23

Now: Checkpoint with China-based team | 5:30 - 7:30 pm | 555-123-1212 | (notesicool)

Greenwell | Home | Mail | Calendar | People | Communities | Apps

Compose | Paul Clemmons x

Re: Welcome to our newest team member: Paul Clemmons! 9:54 AM

Paul Clemmons to Herb Medway, me, Amadou Alain, Gail Chao, Kristin MacGyver, Mike Motler, Pierre Dumont, Rita Ferrar [Show More](#)

Hi everyone,

Thanks for the warm welcome! I'm very excited to be working with you guys too.

As Gail said, I've just finished my MBA with a focus in eBusiness. For the past year, I've also been doing a part-time internship with Mike's team, working on analytics and the effects of different marketing tactics for the website. It was a great time and really rewarding.

I'm excited to join this team and do more work with customers, really getting on the ground and working directly with clients. Looking forward to some great times, killin' it with you guys!

See you soon,
Paul Clemmons

p.s. If any of you are into biking, I plan on biking to the office every day. If you're interested, I'd definitely be down for a lunchtime riding group too. Let me know!

----- Original message -----

Refine 8 results

Time	Count
Today	1
This Week	1
This Month	6
Last Month	2

Sender	Count
Paul Clemmons	6

Folder	Count
Inbox	6

Time

TUE 23

Now: **Checkpoint with China-based team** | 5:30 - 7:30 pm | 555-123-1212 | (notescool)

Greenwell | Home | Mail | Calendar | People | Communities | Apps

Compose | Paul Clemmons x

Thread muted

Re: Welcome to our newest team member: Paul Clemmons! 9:54 AM

Paul Clemmons to Herb Medway, me, Amadou Alain, Gail Chao, Kristin MacGyver, Mike Motler, Pierre Dumont, Rita Ferrar [Show More](#)

Hi everyone,

Thanks for the warm welcome! I'm very excited to be working with you guys too.

As Gail said, I've just finished my MBA with a focus in eBusiness. For the past year, I've also been doing a part-time internship with Mike's team, working on analytics and the effects of different marketing tactics for the website. It was a great time and really rewarding.

I'm excited to join this team and do more work with customers, really getting on the ground and working directly with clients. Looking forward to some great times, killin' it with you guys!

See you soon,
Paul Clemmons

p.s. If any of you are into biking, I plan on biking to the office every day. If you're interested, I'd definitely be down for a lunchtime riding group too. Let me know!

----- Original message -----

TUE 23

Now: Checkpoint with China-based team | 5:30 - 7:30 pm | 555-123-1212 | (notescool)

Greenwell | Home | Mail | Calendar | People | Communities | Apps

Compose | Gail Chao x

TODAY | Reply | Reply All | Forward | Share to Blog

- Gail Chao: Renovations awards banquet planning
- Gail Chao: Need client brief for ZetaBank
- Gail Chao: Welcome to our newest team member: Paul Clemmons!
- Gail Chao: ZetaBank win!
- Gail Chao: Accepted: New Employee Orientation
- Gail Chao: ZetaBank WIN!

Share: ZetaBank win!

Get more Green: Marketing x

ZetaBank win!

Share: ZetaBank win!

Hi dream team,

I just wanted to congratulate you on the big win with ZetaBank last month. It was really competitive this time, but you all came together, created solid proposals, presented well, and got it done even with lots of last-minute changes.

This client is huge, and winning against the competition was no small feat. I think a small celebration might be in order.

Thanks,

Gail

Gail Chao
Project Manager, Marketing

Post

TUE 23 | 8am | 9am | 10am | 11am | 12pm | 1pm | 2pm | 3pm | 4pm | 5pm | 6pm | 7pm

Now: Checkpoint with China-based team | 5:30 - 7:30 pm | 555-123-1212 | (notesiscool)



Compose

Gail Chao x



TODAY

Reply Reply All Forward Share to Blog [Icons]

Gail Chao 10:28 AM
Renovations awards banquet planning
Hi team, Renovations wants to throw an awards banquet for some of the...

Gail Chao 10:05 AM
Need client brief for ZetaBank
Hi Nancy, By eod Wednesday, I'll need the client brief for ZetaBank, for ...

Gail Chao 9:39 AM
Welcome to our newest team member: Paul Clemmons!
Hi everyone,

Gail Chao 9:37 AM
ZetaBank win!
Hi dream team, I just wanted to congratulate you on the big win with Zet...

THIS MONTH

Gail Chao Sep 9
Accepted: New Employee Orientation

Gail Chao Sep 1
ZetaBank WIN!
Hi dream team, I just wanted to congratulate you on the big win with ...

Renovations awards banquet planning

10:28 AM

Gail Chao to me, Monifa Shani, Herb Medway, Lukas Geiger, Pierre Dumont, Renata Washington

Show More

Hi team,

Renovations wants to throw an awards banquet for some of their top performers this year. I've been in touch with LiPin about dates, and they're close to making a decision.

While we work on that, we need to propose some offsite locations, visual theme, and give them options for catering and prize packages. Reply with your ideas.

Renata, let me know times you're available next week, so you, Nancy, & and I can meet about room set-up for their meet & greet and what furniture might need to be ordered.

Thanks,

Checkpoint with China-based team
5:30 pm - 7:30 pm
Chair: Nancy Smith
Location: 555-123-1212

8am 9am 10am 11am 12pm 1pm 2pm 3pm 4pm

TUE 23

Now: **Checkpoint with China-based team** | 5:30 - 7:30 pm | 555-123-1212 | (notesiscool)



Join a Meeting

Meeting ID:6684-2165 [Change](#)

If you are not a member, [Join as a Guest](#)

Member login:

[Forgot password?](#)

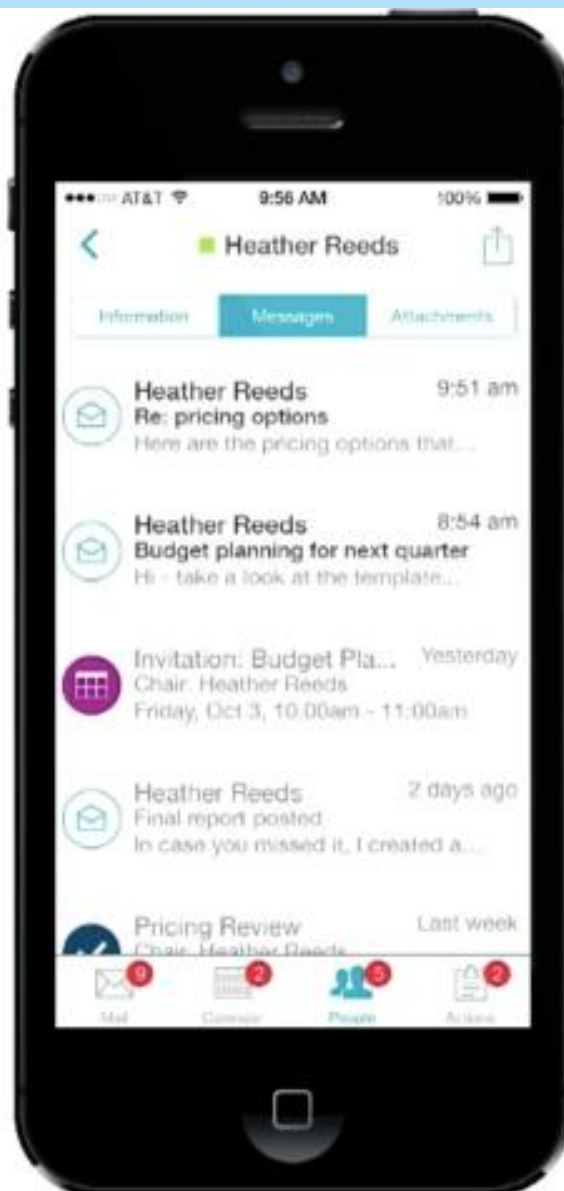
Start with this login page next time
[Use My Organization's Login](#)

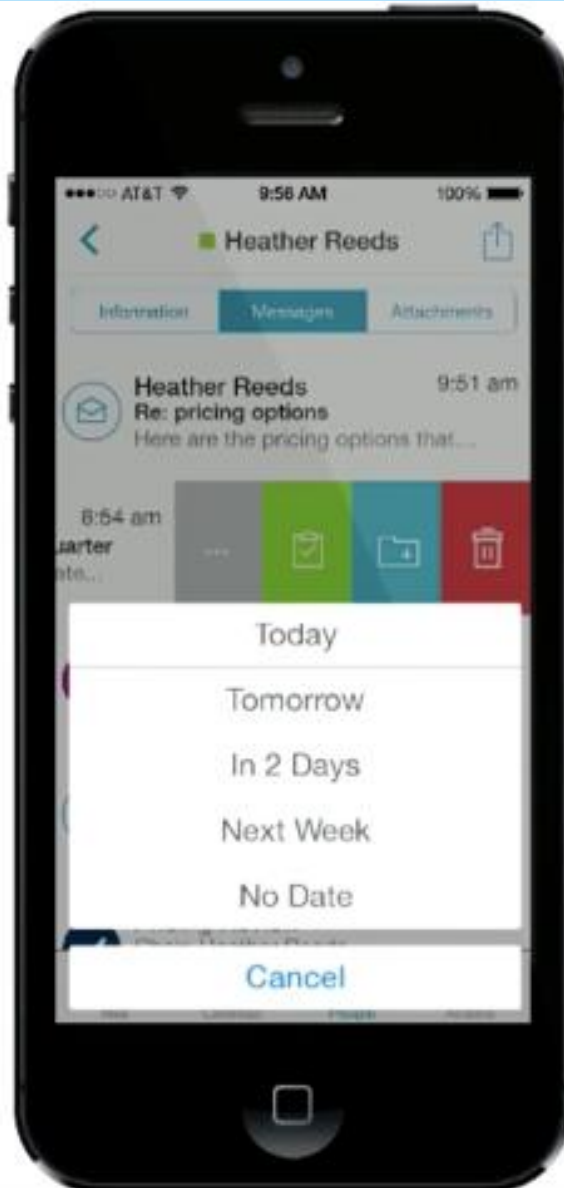
[Join Meeting](#)

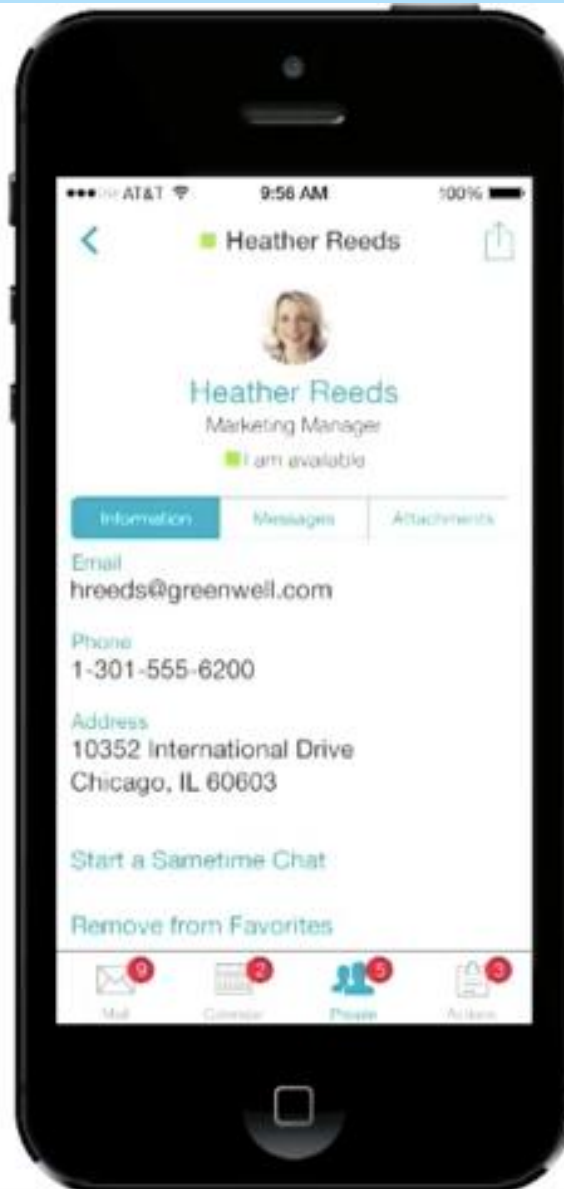
[Get the Mobile Meetings App](#)

[Install the Meetings Plug-in](#)



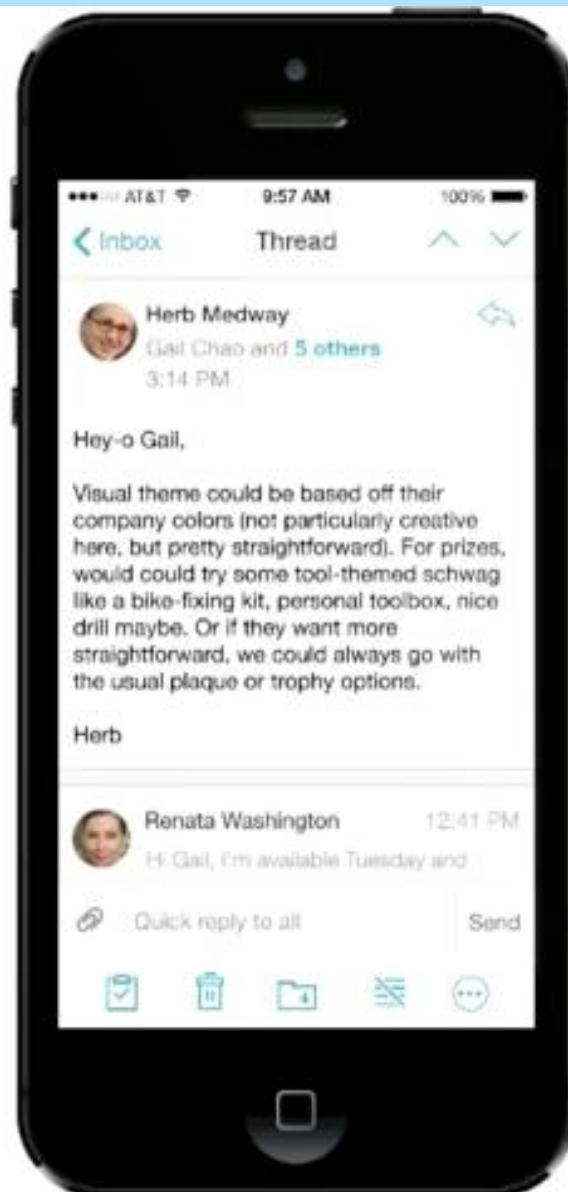
















Как IBM Verse может помочь мне?!

87 процентов респондентов оценили влияние социальных инструментов на их бизнес, как увеличивающее конкурентоспособность на рынке!

The screenshot displays the IBM Verse interface with several key sections:

- Top Navigation:** Includes icons for messages, a clock, a checklist, and a row of user avatars.
- Compose and Search:** A 'Compose' button and an 'Inbox' search bar.
- Recent Messages:** A section showing a message from 'Management' with a '2' notification.
- You Owe Others:** A section with a '4' notification, likely indicating pending tasks or messages.
- Top People Sending Messages:** A list of users: Rita Ferrar (2), Jim Lender (6), and Lukas Geiger (4), with a '30' notification.
- Social Notifications:** A list including '3 Network Invitations', '1 Wiki Update', and '4 Files Shared with You'.
- Calendar:** A timeline at the bottom showing a meeting for 'Partner enablement' from 11 am to 12:30 pm on Wednesday.

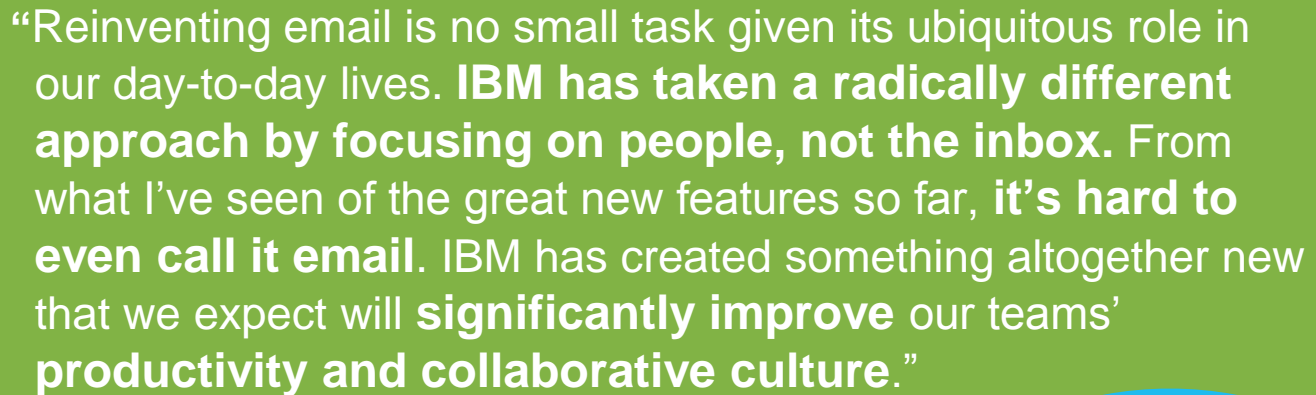
Соединяет сотрудников, позволяя им работать и делиться знаниями, стимулируя **рост и инновации**

Дает инновационные инструменты, направленные на улучшение **эффективности и качества работы**

Сотрудники, которым легче сосредоточиться на своих делах чувствуют себя **более счастливо и вовлеченно**


Дает возможность сотрудникам фокусироваться на том, что важно!

Первые отзывы о продукте!



“Reinventing email is no small task given its ubiquitous role in our day-to-day lives. **IBM has taken a radically different approach by focusing on people, not the inbox.** From what I’ve seen of the great new features so far, **it’s hard to even call it email.** IBM has created something altogether new that we expect will **significantly improve** our teams’ **productivity and collaborative culture.**”

Allianz Suisse
Robert Spaltenstein | Head of Groupware



“Wow, **this is what we were waiting for!** The new layout is perfect.”

Saxion University
Remco Angioni



“We expect IBM Verse will significantly enhance our way of global collaboration and therefore **increase the productivity** of our global organization.”

Sika
Edwin Meier | CIO deputy



“IBM Verse is absolutely going to help my team **focus on the most important messages and people.** The ability to reduce email clutter will bring **clarity and focus** to most everything we do on a daily basis.”

DAI
Steve Mullen | Director