

Innovation – how social networking is impacting business and the way we work

Lotus Connections

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The Lotus software mission

Empowering people to be more effective, responsive and innovative in the context of the work they do

What is it and Why do we care ?

Social computing is a social structure in which technology puts power in communities, not institutions. (Forrester)

“Blogs.. simply the most explosive outbreak in the information world since the Internet itself.”

Business Week, May 2005

“Why should you care? Because power is shifting from institutions to communities, your company is at risk”. Forrester, 2006

“Enterprises have been ringing our phones off the hook to ask us about Web 2.0,”

Rod Smith, IBM VP for emerging IBM technologies

“Few enterprises realize how to implement the full range of [web 2.0] capabilities to succeed” Gartner Report

Blog it's a voice with a potential of reaching a huge audience

Within 1 hr of the London bombings, there were more than 1300 blog posts on the event – prompting the BBC to admit

“ We don't own the news any more”

- Richard Sambrook, Director, BBC World Service and Global News Division. October 2005.



“Death by Blog”: Kryptonite lock story

– first posted on Sept. 12th, 2004. Backed up by a video on Sept. 13th. Picked up by bloggers. Ten days later, an article in the New York Times.

Source:

- <http://news.bbc.co.uk/2/hi/technology/4962770.stm>
- <http://www.poynter.org/column.asp?id=45&aid=90065>

Lotus software



Web 2.0



facebook



iPod + iTunes

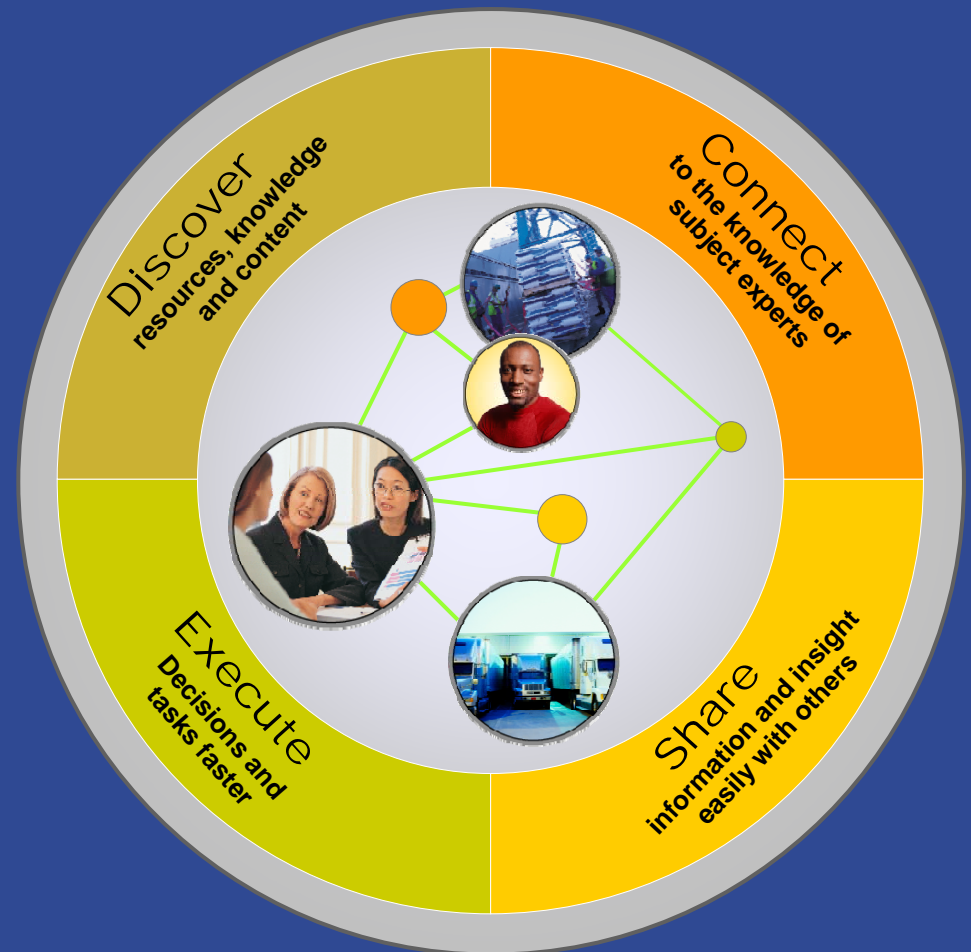


Characteristics of successful social software

- It becomes the hub of a hard-to-create data store
- It harnesses collective intelligence (“wisdom of crowds”)
- Users are motivated to participate because their contributions are rewarded
- Small software pieces are easy to connect, loosely joined
- The service provided by the software gets better as more people use it

Social networking solutions

- ▶ **Discover** new relationships and access the collaborative knowledge of the organization and beyond
- ▶ **Connect** to undiscovered information and SMEs far beyond one's current network
- ▶ **Share** work by leveraging the connectedness of everything and everyone to work together in new ways
- ▶ **Execute** better business decisions faster through access to the right people, information and new tools to manage tasks and expedite collaboration with others



Two Key Reasons for Deploying Social Networking

- Innovation
- Knowledge Management/Discovery
 - ▶ Capture Intellectual Property
 - ▶ Capture “what’s in peoples heads”
- Your employees are already doing it.....but NOT for YOU

Why Focus on Community for Business?

- Sociologists can tell you how community will improve innovation
 - ▶ “Strong ties”: people we are closest to and communicate with most frequently
 - ▶ “Weak ties” people in our social network whom we may not know personally
 - ▶ New information more likely to come from weak ties since they connect individuals to other, more diverse social circles
 - ▶ *Community fosters weak ties*: this is why community matters to innovation
- Digital communities break the tie to geography and change social norms
 - ▶ They provide a virtual place that replaces geographic proximity
 - ▶ They support weak ties across geographies
 - ▶ They include lots of people ... to generate wisdom of crowds

Innovation is the key to growth

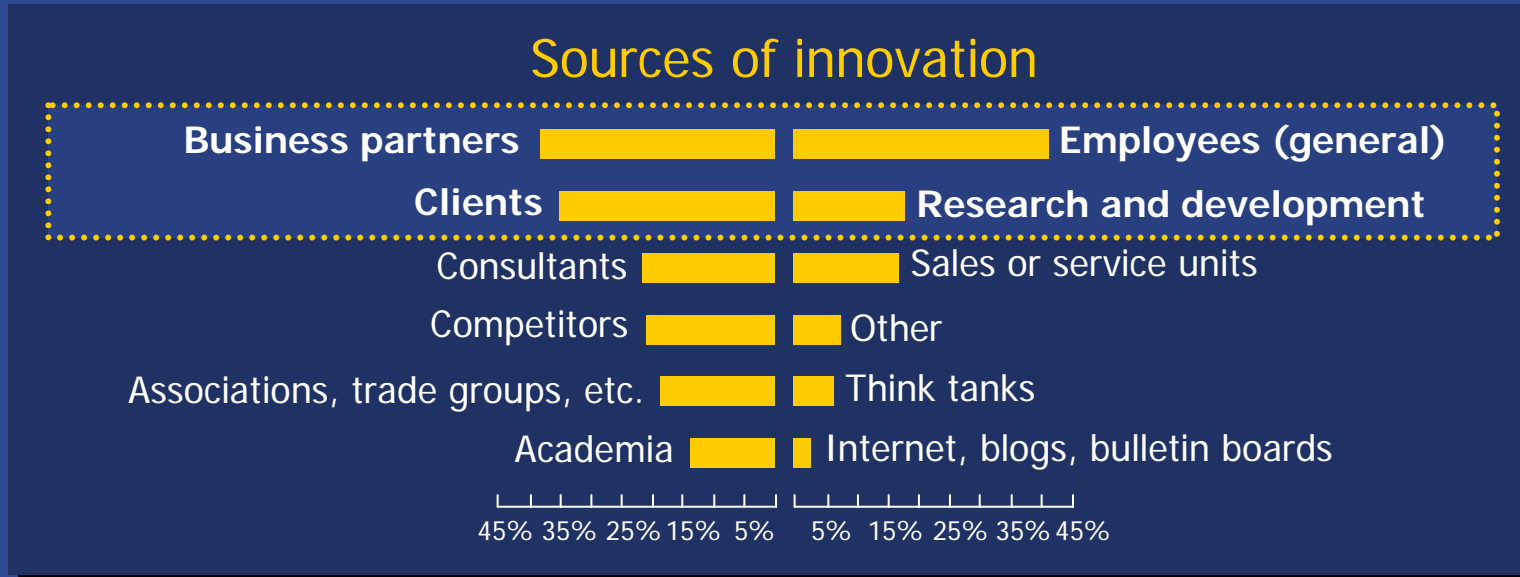
Eighty-seven percent of CEOs believe fundamental change is required in the next two years to drive innovation.

Source: 2006 IBM Global CEO Survey

Major areas of innovation

- New products, services, and markets
- Business models and processes
- Operations

Innovation is a social process



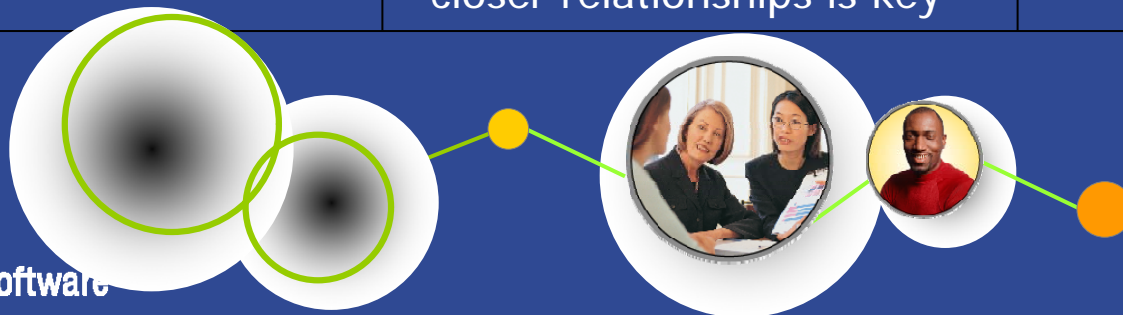
Source: 2006 IBM Global CEO Survey

Breakthrough business performance will be achieved by harnessing collective knowledge and fostering interaction across globally connected communities of employees, customers and partners

IBM Social Computing solves key customer needs

To maintain competitive position and grow revenues, companies require new solutions to enable them to collaborate across the enterprise and beyond—to more effectively manage experts, clients and the innovation process

Expertise management	Client management	Innovation management
Make me smarter, faster	Companies don't own their brands, communities do	The wisdom of crowds
<ul style="list-style-type: none">Find and collaborate with expertsLocate people and information faster	<ul style="list-style-type: none">Client and customer management is the juggernaut of any businessHelping companies build closer relationships is key	<ul style="list-style-type: none">Bottom-up, community-based innovation will be the hallmark of successful companies



Innovation and Knowledge Management

■ As an individual



▶ Who I am



▶ What I am interested in



▶ What I know



▶ What I have found



▶ What I am working on

■ As a company / Group

▶ Who are my people

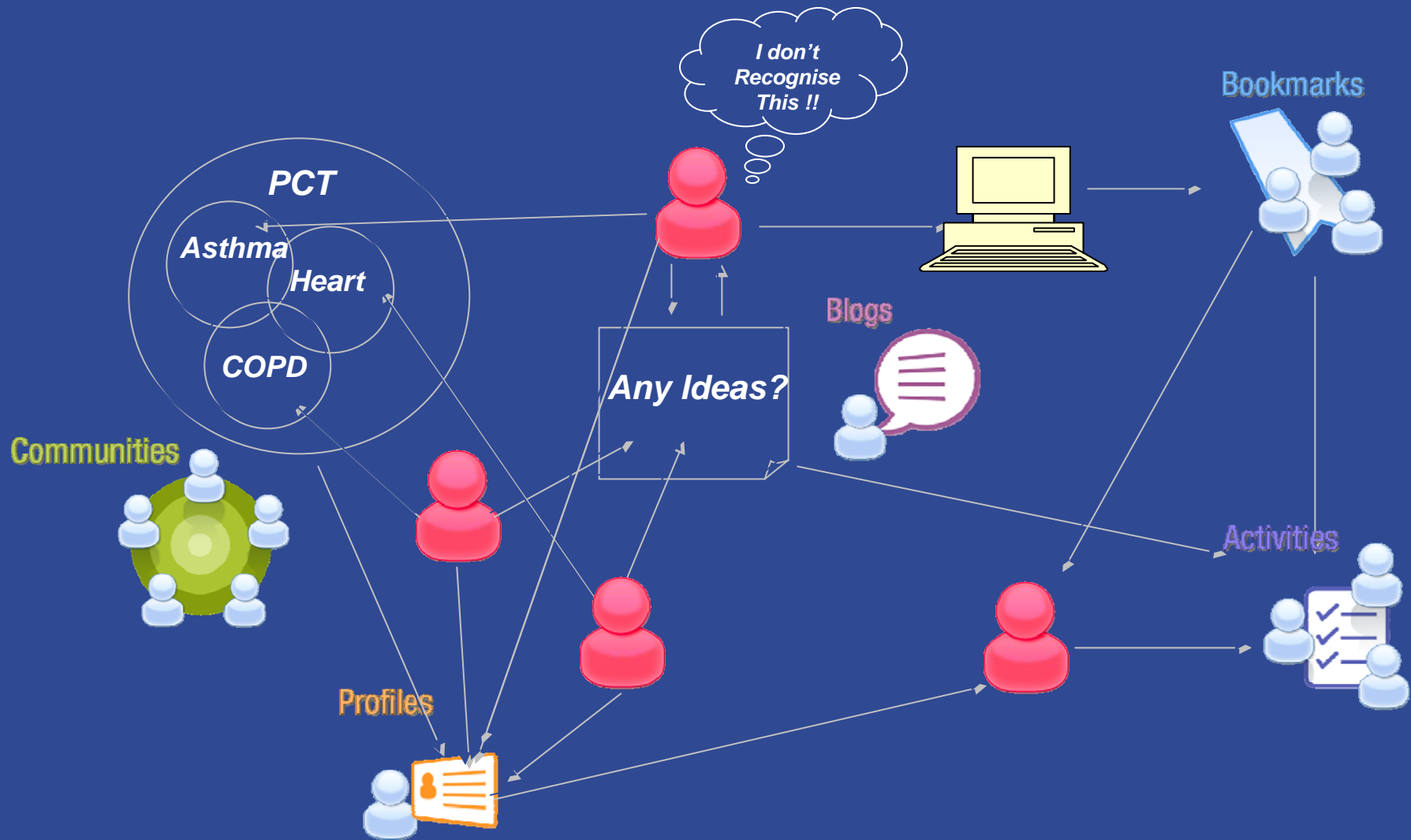
▶ What are they interested in

▶ What do they know

▶ What have they found

▶ What are they working on

...or to put it another way!



Using Lotus Connections from your daily tools



IBM Lotus Notes®
Powerful activity sidebar



IBM Lotus Sametime®
Community broadcasts
Activities plugin



Microsoft® Office™
Post to activity



IBM WebSphere® Portal
Portlet integrates any/all services into portal pages/sites

Web UI
Web application
Browser bookmarklets

Extensibility
Feed readers
Business card
Mashups
REST APIs

Our experiences with social software at IBM



Profiles

IBM's internal BluePages application provided the basis for Profiles. BluePages holds 475,000 profiles and serves 3.5 million searches per week. It is the hub of both user requests and all app authentication for IBM.



Communities

IBM Community Map hosts 700 communities. IBM Forums hold 36,000 entries.



Blogs

IBM's BlogCentral hosts 27,300 weblogs (420 group blogs) with 62,000 entries and 60,000 comments, and 10,800 distinct tags.



Dogear

IBM's internal Dogear system has 185,000 links from 3,425 users. One-third are intranet links and only 2.5% are private.



Activities

IBM's internal Activities service has seen all content and usage statistics grow by 2.5x over the second half of 2006 to 10,000 activities, 60,000 entries and 32,000 users.

DEMO

Embracing the monkeys



Network-enabled Typemonkeys

- We've all heard that a million monkeys banging on a million typewriters will eventually reproduce the entire works of Shakespeare.
- What happens when all the monkeys are networked together in an endlessly collaborative virtuous circle?
- Welcome to Web 2.0