What is Social Business?

Stuart J. McRae

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www.linkedin.com/in/stUartmcrae
www.facebook.com/sjmcrae
www.smcrae.com

The world is changing...
which is changing the way we work

Increasingly influential and vocal customers

Pressure to build and share expertise for competitive advantage

Growing demand for 24/7 and mobile connectedness

IBM Social Business Strategy

… **not separate but a continuum**
… driven by values, culture, processes & technology

Activate the Workforce
Improve productivity and unleash innovation

Create a Smarter Workforce

Create Exceptional Customer Experiences
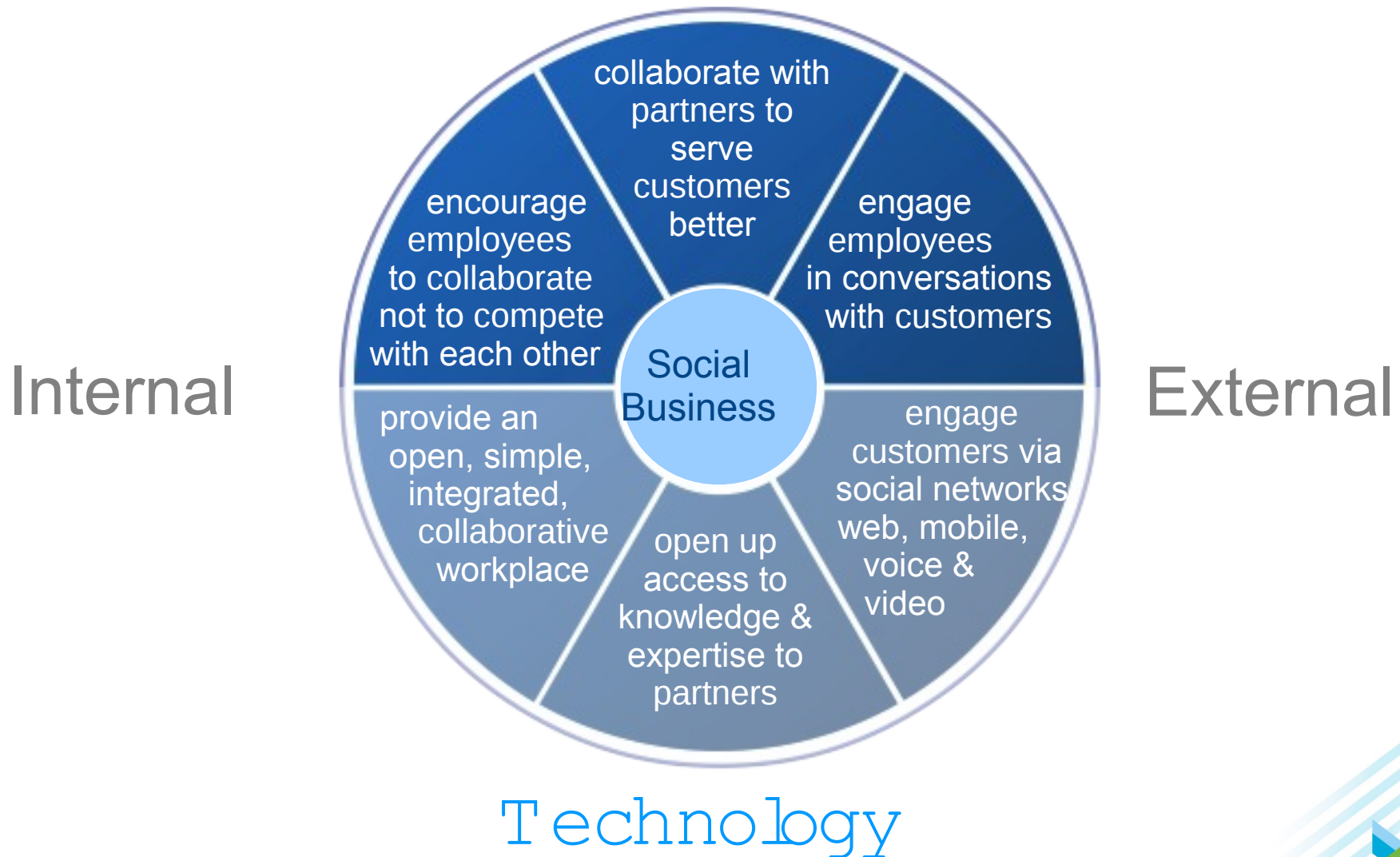
Delight Customers
Increase loyalty, advocacy, and revenue

… **with pervasive mobile access**
… the default access mode for social solutions

Social Businesses...
change their culture in ways enabled by technology

Culture

Internal

External

Technology

collaborate with partners to serve customers better

engage employees in conversations with customers

encourage employees to collaborate not to compete with each other

Social Business

provide an open, simple, integrated, collaborative workplace

engage customers via social networks web, mobile, voice & video

open up access to knowledge & expertise to partners

Social businesses deliver better results

Improve Customer Service

Can achieve 5% reduction in customer defection rate increasing profits by up to 68% [2]

Reduce Employee Turnover

Can reduce turnover, highly engaged employees are 87% less likely to leave their organizations than highly disengaged employees [5]

Increase Sales

Can increase sales manager revenue by 40% and improve efficiency by up to 50% [1]

Speed up Product Development

Can develop and bring new products to market in 1/3 time [3]

Maximize Productivity

Can retain the knowledge of seasonal staff within the company, and thus increase customer satisfaction in our resorts [7]

Increase Visibility

Can increases website traffic by 145 million visits [6]

Better Marketing

Can achieve 100% increase in market exposure [4]

Source 1: VCC case study, Source 2:Bain & Co
Source 3: Cemex case study, Source 4. Amadori case study
Source 5:Independent Study by The Corporate Executive Board, 2004
Source 6 Cars.com Case study, Source 7 Robinson Club
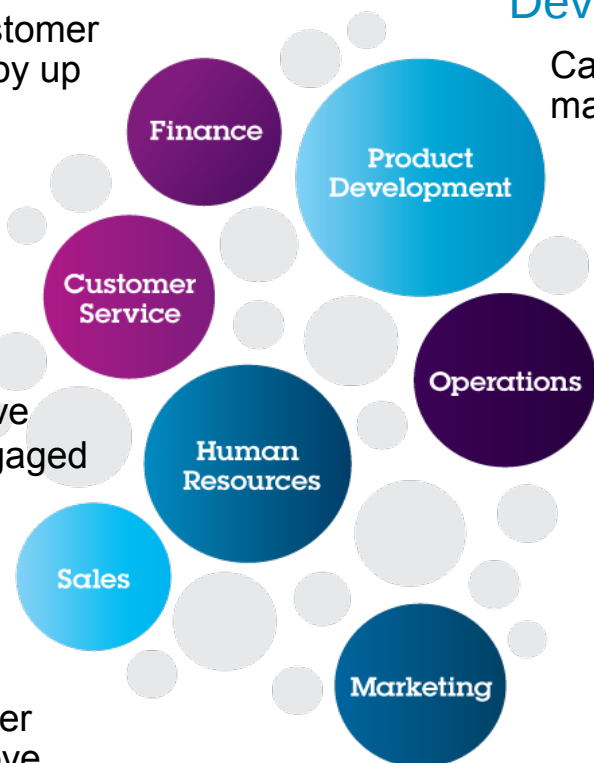
... by empowering your people to execute better

Market Management Process: Marketing

Do market segmentation in real-time and allow the marketing team adjust advertising on the fly

Critical Situation Process: Customer Service

Find who can best help me address this urgent problem for my client
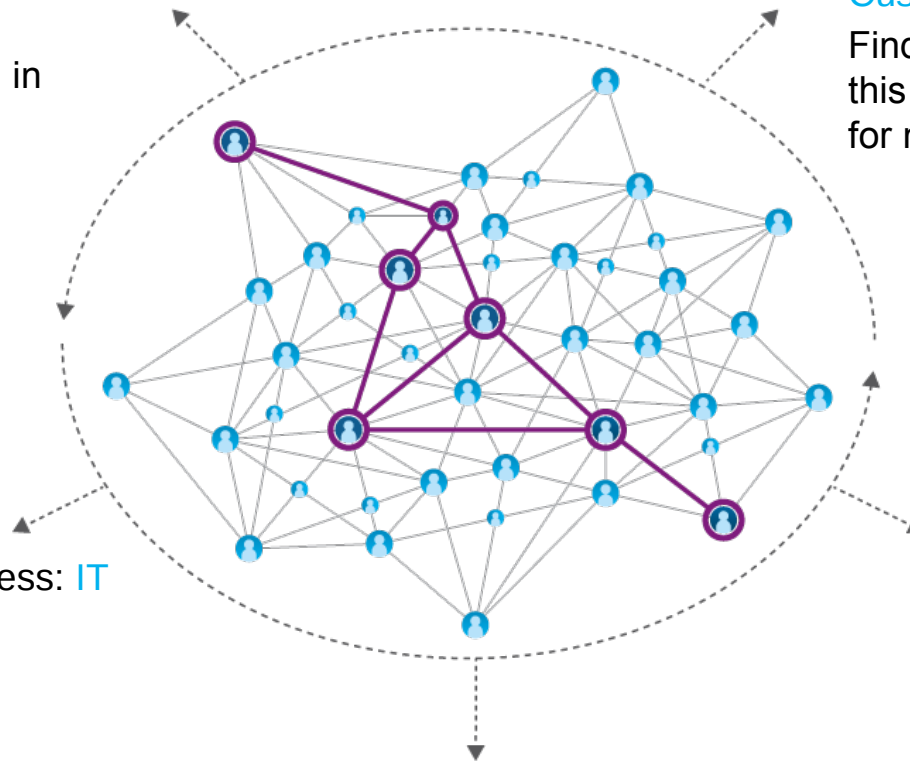
Software Deployment Process: IT

Find the technical expertise and institutional knowledge to fix an error in our ERP system

Talent Management Process: HR

Anticipate and react competitive poaching of top talent

Lead Development Process: Sales

Use predictive analytics on every customer interaction to gather insights into what customers will buy next

... and to serve your customers better

Empower the employee
in front of the customer
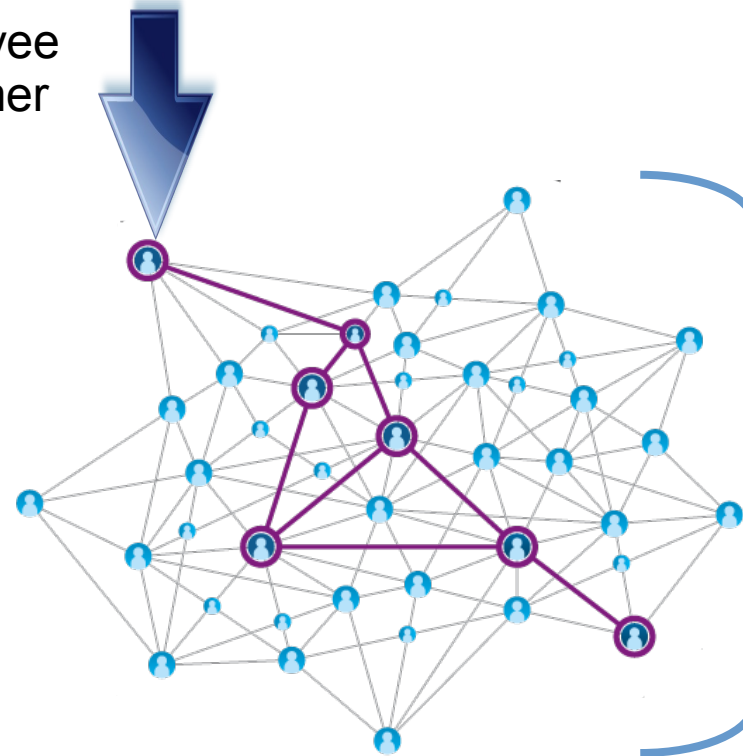
To use the resources of
your whole organisation
- to make the sale
- to impress the customer
- to answer the question
- to find the solution
- to fix the problem
- to close the deal

Repeatable social business patterns are emerging

Examples of proven ways of delivering business value

Improving recruiting and on-boarding

Finding expertise

Increasing knowledge sharing

Managing mergers and acquisitions

Gaining external customer insights

Enabling and improving workplace safety
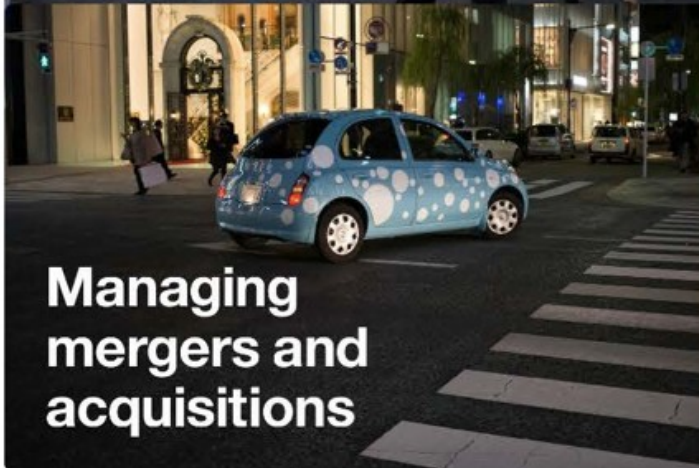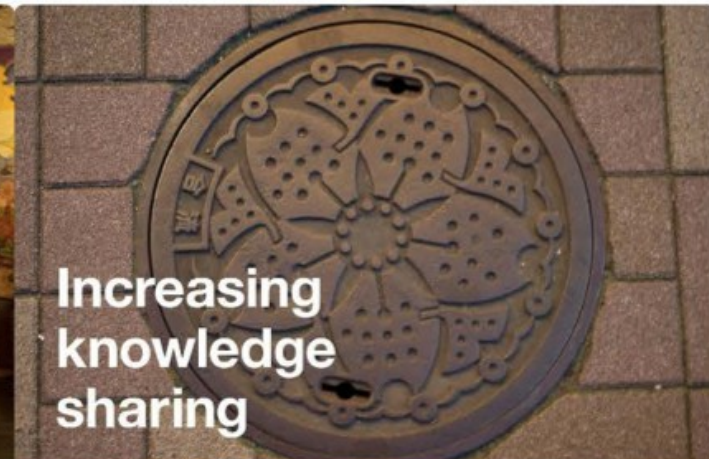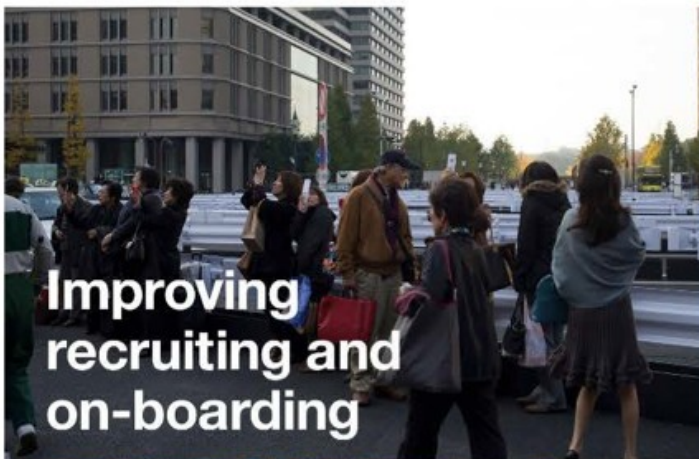
Demonstrating real return on investment beyond just "being social"

Download the white paper at http://ibm.co/11T856P

Social Businesses encourage open sharing
… spread knowledge & ideas from peer to peer across organisational boundaries

Functional barriers   Hierarchical barriers   Operative islands

🚫 = "White space": no one is responsible, management blind spots, accountability gaps

Source: Gartner Group

Going to meet with Acme Corp's risk management team

Just saw a great presentation by Jill Doe of Acme Corp on their risk management challenges

Status: In the office

Expert: procurement

Status: At a conference

Based on: IBM Research's General Technology Outlook, 2012
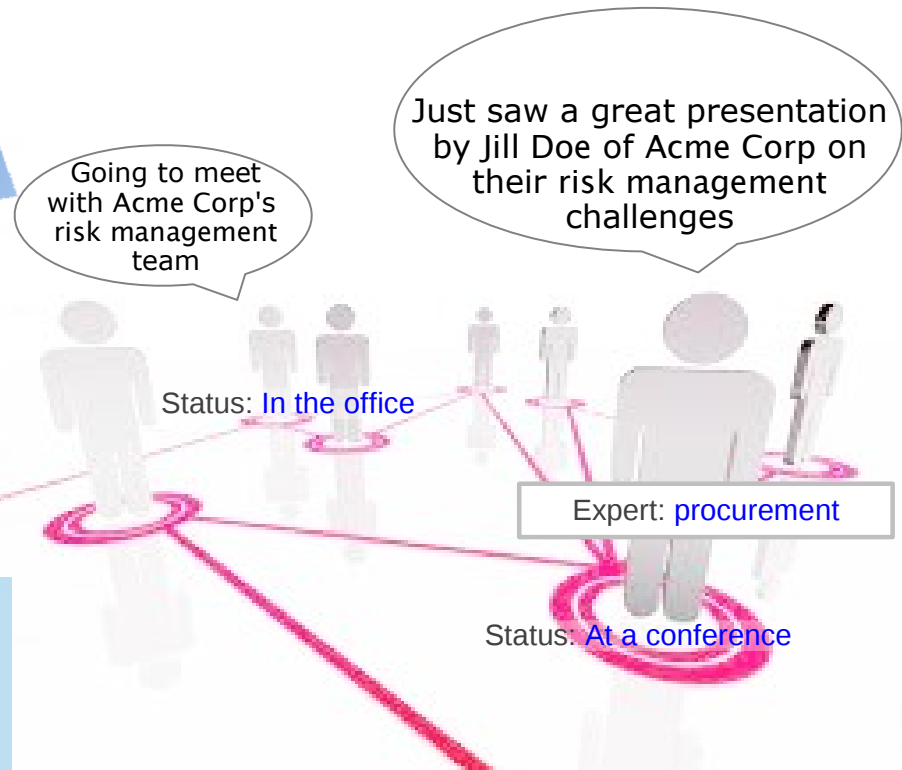
Success comes from changing user behaviour

… and corporate culture from "knowledge is power" to "knowledge shared is rewarded"

The right tools and adoption strategy are needed to facilitate & encourage this new behaviour

Moving from closed to open conversations
access expertise, share knowledge, reuse content & experiences - don't reinvent

Follow any person or content that interests you

… but you control which updates you see
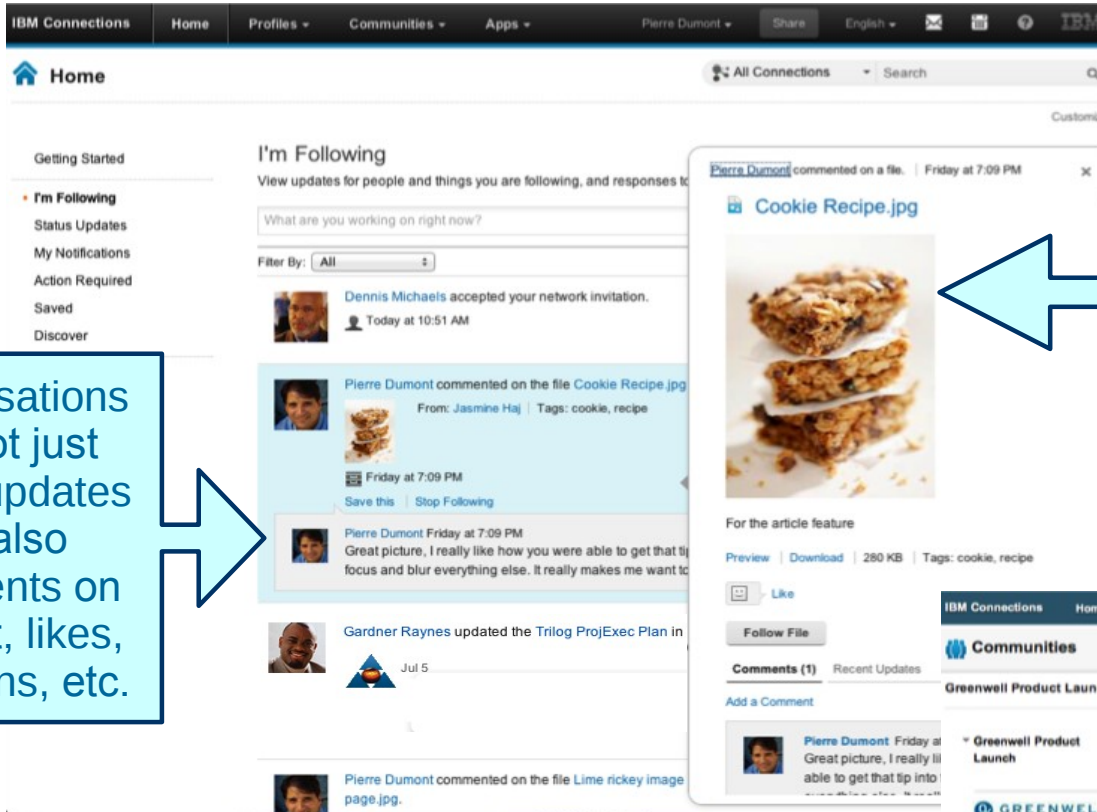
Conversations are not just status updates but also comments on content, likes, questions, etc.

Respecting confidentiality via open conversations within closed communities
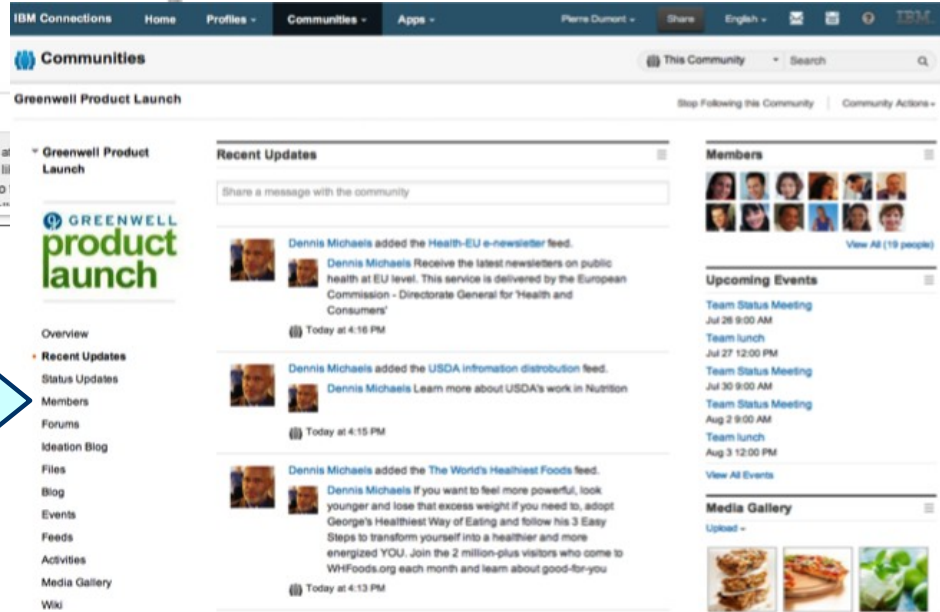
One aggregated activity stream per user
...one place to look for updates, not multiple silos to monitor

Open standards (OpenSocial) facilitate the integration of business events into the Activity Stream

Frank submitted the catering order for the Greenwell me
Frank Adams submitted the catering order for the Green
Meeting

SAP work order

SAP Friday at 12:21 PM

Save this | Stop Following

Twitter
Lucille Suarez replied to your Tweet
Thanks for sharing that article, Jas!

Twitter

Friday at 12:21 PM

Jasmine Haj created an activity named Identifying Refere
Customers.
Jasmine Haj to identify referencable customers
Aug 23

Simon Vaughan posted a message to the Connect
Simon Vaughan Does anyone have a train
their organisation that they can share?
Yesterday at 9:59 AM | Like

Frank submitted the catering order for the Greenwell meeting ✕

⚙ New Service Order
New catering order for Renovations

[Download] [More ▾]

Overview   Categorization   Actions

Edit Order Info | Change History | Transaction History

Description   New catering order for GFS
Priority/Status   Medium ▾   Open ▾
Component
Product ID   4356
Object

✎ 🖨 [Escalate]   Service Order

Embedded Experiences: act on updates in context without opening a separate browser window

Anytime, anywhere on any device to maximise use of working hours

No Silos: integrate multiple internal & external information sources as needed
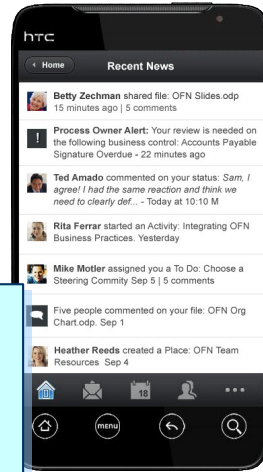
Open, Transparent Knowledge Sharing
...we need to change behaviour to address information overload
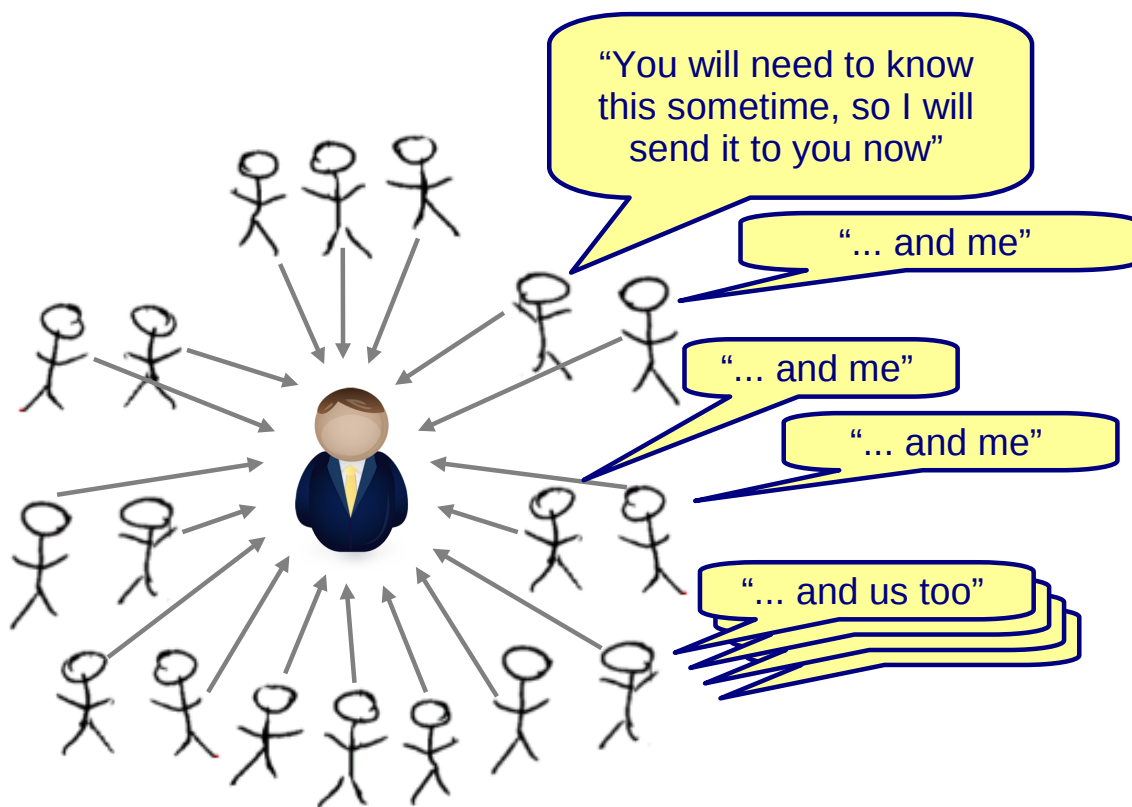
Email Model

Open, Transparent Knowledge Sharing
...we need to change behaviour to address information overload

"You will need to know this sometime, so I will send it to you now"

"... and me"

"... and me"

"... and me"

"... and us too"

Email Model

"We share what we know!"

"I know I can discover what I need, when I need it"

Social Media Model
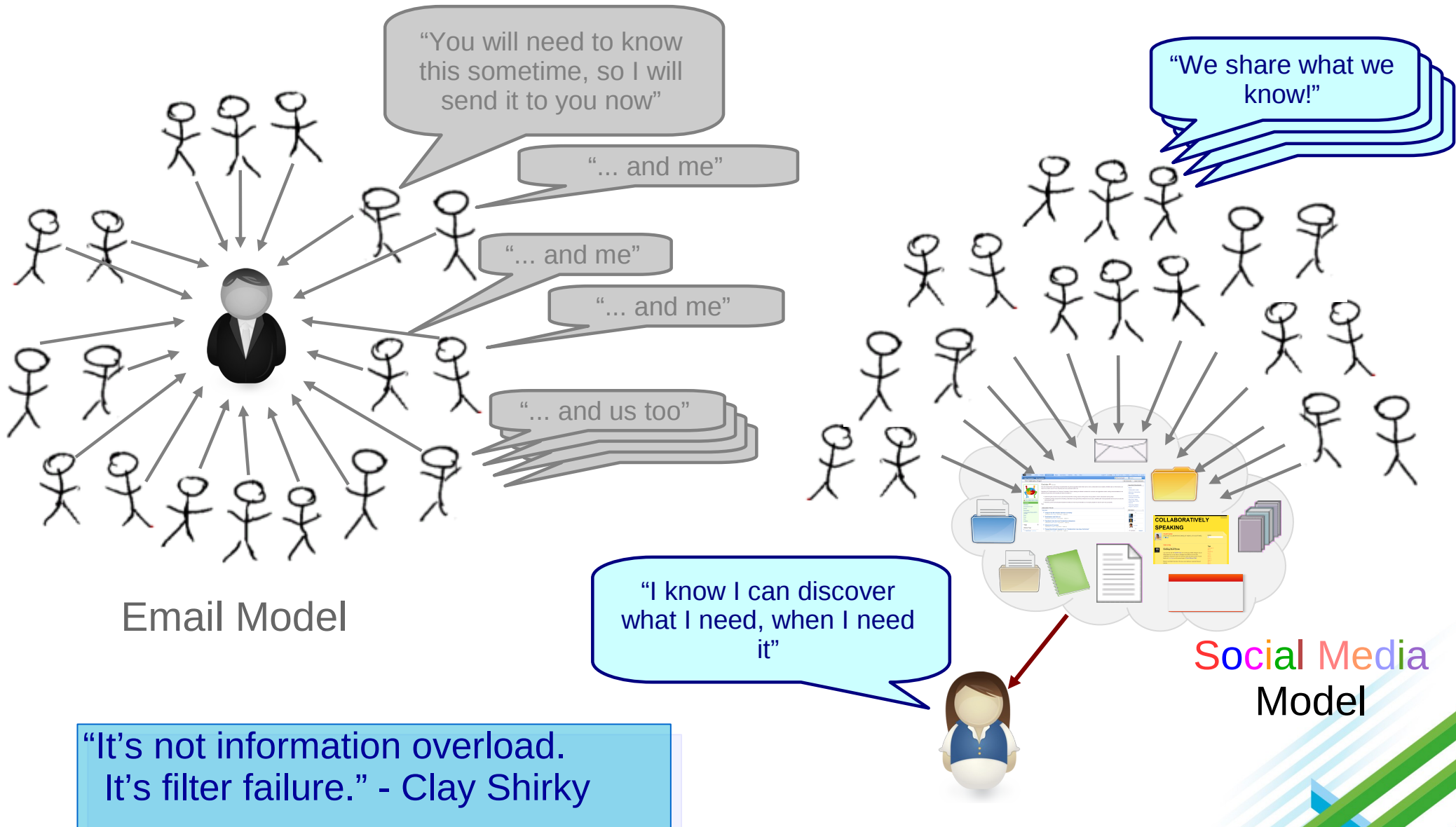
"It's not information overload. It's filter failure." - Clay Shirky

Evolve from email to social collaboration

Direct access to the Connections Activity Stream

Embedded experiences in the inbox

Social Mail drop down accesses inbox & calendar from Connections

Moving away from a document centric model
to focus on the content and the knowledge of experts

Documents, email & attachments	→	Online documents & file sharing	→	Focus on the content & communication

Individual creation, communication medium discourages sharing, knowledge locked away in inboxes
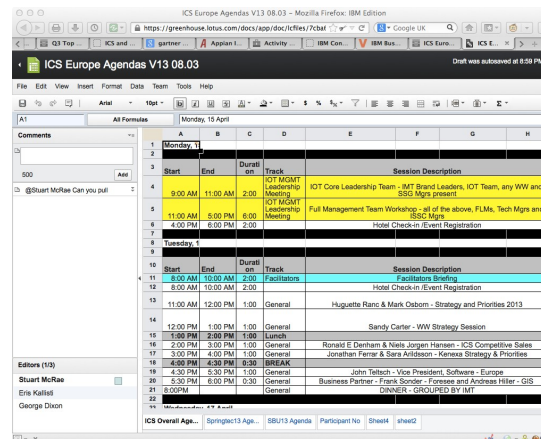
Make document creation collaborative, reduce desktop costs, support mobile devices, simplify content to focus on the message

Choose the best media to get the message across, encourages collaboration, sharing is a by-product of creation

wikis blogs
posts activities forums
rss status updates
likes bookmarks tags
communities share feeds
comments follow

Social, collaborative document creation & sharing

adds context for discoverability & usability
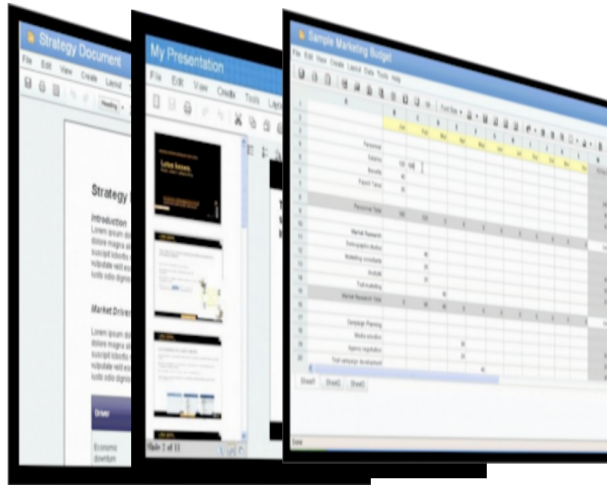
Real-time co-editing
Author presence awareness
Commenting & discussions
Assignment & notifications
Mobile access with offline editing*
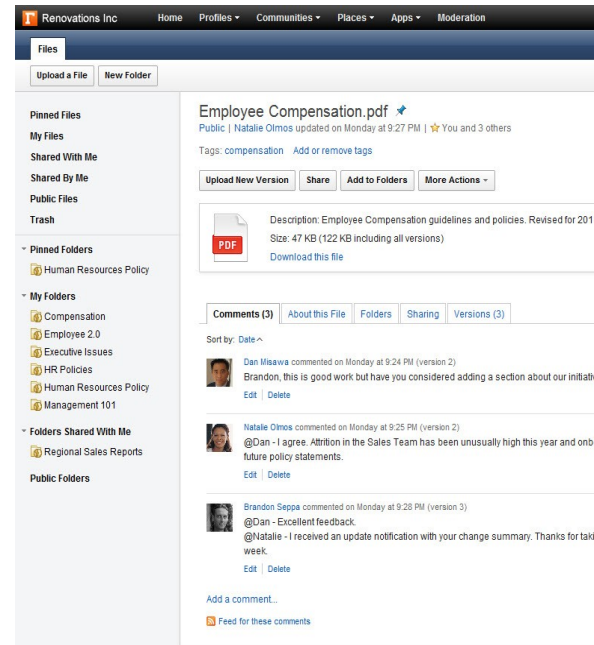
What do others think of it?
Who else understands it?
Have they improved it?

Recommendations,
Downloads,
Comments,
Versions,
Sharing,
Folders,
Authors,
Tags.

Not just Share with,
but Share on,
or with a Community

Access not just the document, but the knowledge of the people who created and have used it

Work together to improve the content

*Offline editing is a planned enhancements. Future plans are subject to change at IBM's discretion

All Organisations Have Silos
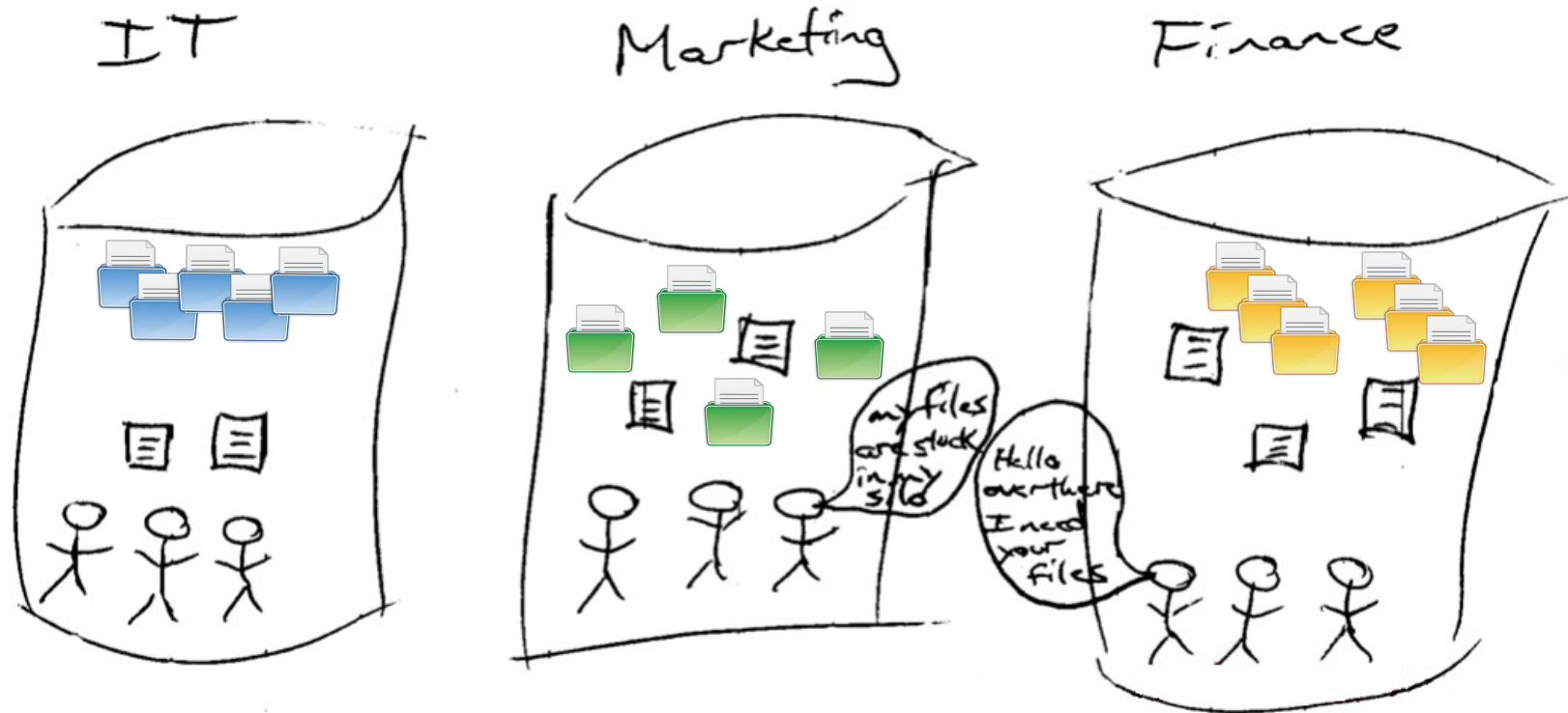
Empower your employees to work across them
... or integrate cultures, people & operations after a merger
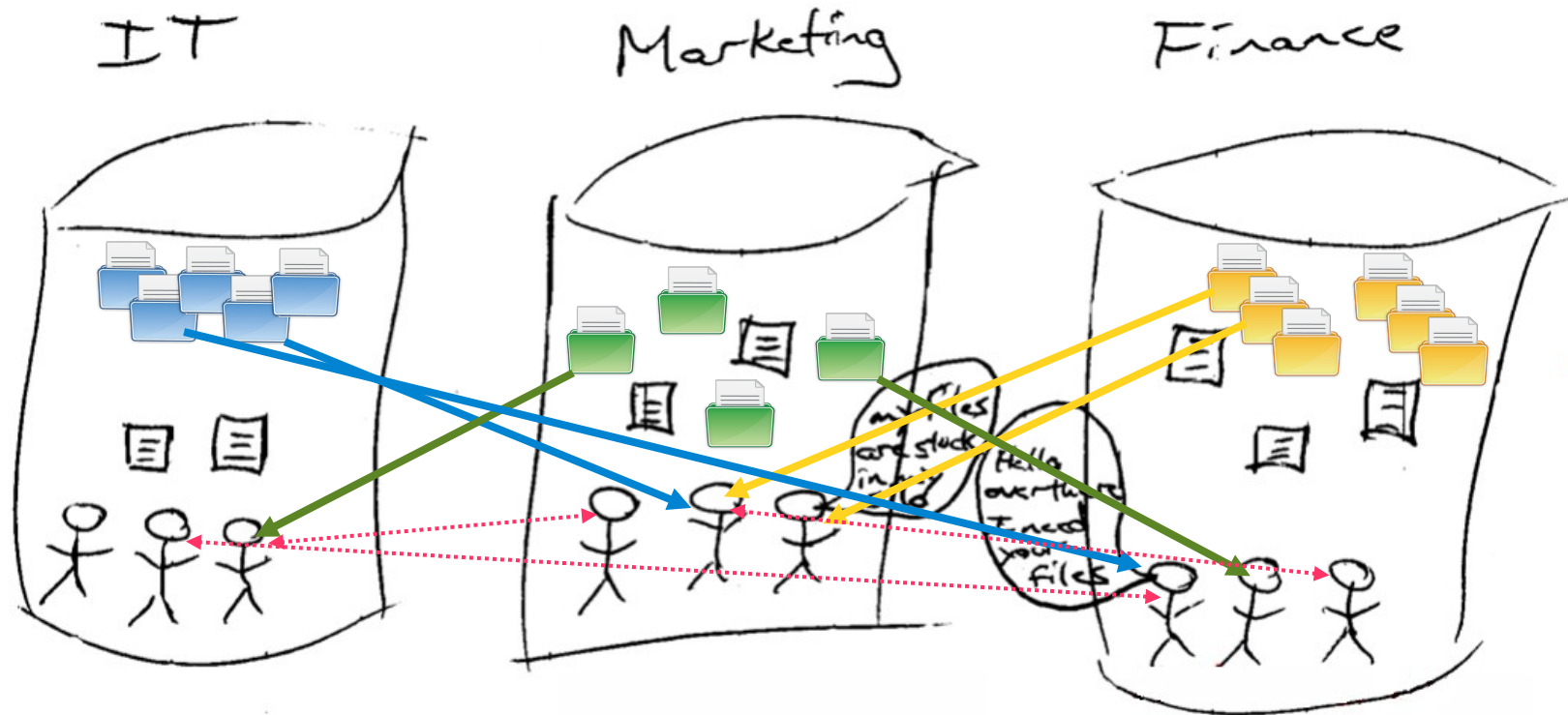
Discover knowledge across all available content
including external content that others found useful and tagged

Content Tags
(and Social Bookmarks)
let you share ideas & content
across organisational boundaries
and find content beyond the firewall
while also connecting you to people
with similar interests or problems

Discover Content in the Context of the People who can help you to use it

Gaining true insights through social media

IBM

Advertising, Social Listening & Reporting

@MyCorp
@MyCorpSupport
@MyCorpFeedback
@MyCorpJobs
@MyCorpCEO

Like our Facebook Page & win a watch

Pin this product

See our job vacancies on LinkedIn

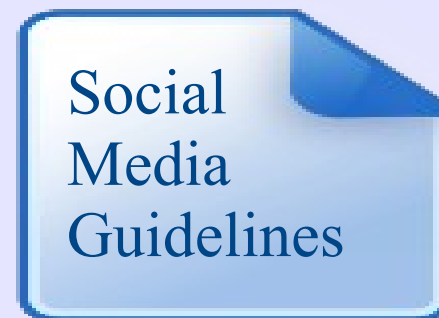## Deep Social Analytics, Customer Targeting & Integration

Social sentiment
Predictive analytics
Psycholinguistic profiling
One View of the Customer
Business intelligence
Expertise location
Product communities
Competitive analysis
Product strategy
Process improvement
Business processes
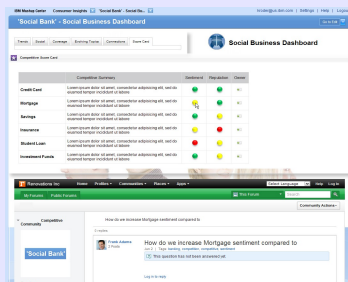
Employee Engagement & Understanding

@JoeBloggs-MyCorp
@JanDoe

Monitor, observe, learn
Ask, discuss, research
Share, crowdsource
Insight, leadership

Social Media Guidelines

http://ibm.co/zidX0C

Find experts and take action on insights

Finding expertise whenever it is needed
then access their content or reach out directly out to them

IBM

People Tags

let Employees tag
subject matter experts

and help people with Questions

find people with the Answers

Business Cards

link between Content

and the Experts on it

My Profile | My Network | Directory

Raynes, Gardner
Store Operations Manager, Northeast
Operations
Power Renovations
Boston, MA
617-555-2400
GRAYNES@powerrenovations.com

Edit My Profile

Raynes, Gardner
Working on
Connections Home

Today 11:29 AM

clear | update

Tags

My tags for this profile:

abc
art
artwork
branding

Tags

My tags for this profile:

abc ×
art ×

Recent Posts

- Who do they Communicate with a lot?
- Who is in the same Communities?
- Who is involved with the same Activities?
- Who Blogs about the same sort of thing?
- Who Tags their Files with the same topics?
- Who Bookmarks the same sites?

Pervasively available throughout the intranet, via a buddy list, and in the mail client

Or if they are not available, find someone else who can help

Blogs | Profile | Activities | Bookmarks | »
Communities | Wikis | Files

Mell, Jon
Social Collaboration Solutions Sales Leader, North East IOT
LONDON Great Britain
44-7920 595530
JMELL@uk.ibm.com

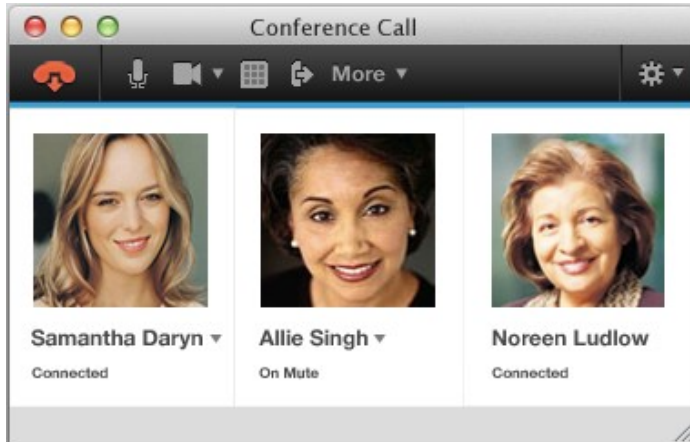Sametime: Can't chat now, in a meeting

Send e-mail | Chat | More Actions▾

After finding an expert, communicate effectively

Communities for access to knowledge & expertise

Users with COMMON INTERESTS can connect across the enterprise putting the CONTENT they share into the CONTEXT of the EXPERTS

AGGREGATE people, content, discussions & activities so users can easily find it

with ACCESS CONTROL, moderation and analytics

Crowdsourcing innovation
is not just about brainstorming ideas … but putting them into action

Brainstorm
Comment
Vote
Evaluate
Graduate
Action

"Social should be more than just a talking shop"

Social Business Process Spectrum

People driven processes

Workflow driven processes
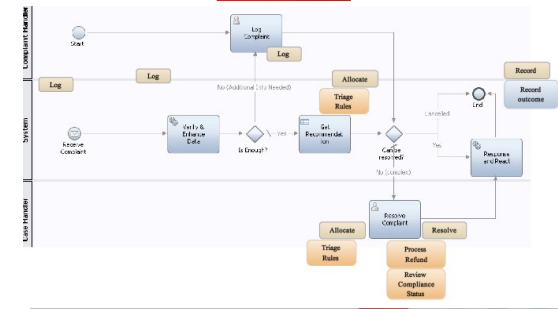
Capture process knowledge into activity templates
increasing productivity by permeating best practices through the organisation

IBM

Example: More effective meetings

IBM Connections | Home | Profiles ▾ | Communities ▾ | Apps ▾ | Suzanne Livingston | Settings | Feedback | Help | English ▾ | Log Out

Activities | To Do List | Activity Templates | Recent Updates | ▤ This Template ▾ | Monthly Project Review 🔍

Monthly Project Review - Meeting Logistics Template

Follow this Template | Template Actions ▾

Template Outline

- Recent Updates
- To Do Items
- Trash
- Sections

Activity Goal - This is a model for a repeating monthly meeting projects management I created. Feel free to use it a... [more]

Start an Activity from this Template

Display: ▤ ▤

📜 Meeting goal and objectives	Muriel Blondin	Dec 15 2011	More
👥 Participants	Muriel Blondin	Dec 15 2011	More
🪝 Code of conduct	Muriel Blondin	Dec 15 2011	More
🖼 Presentation format to use	Muriel Blondin	Dec 15 2011	More
☎ Audio brigde used for the Monthly XXXX meeting	Muriel Blondin	Dec 15 2011	📷 More
🖥 Web meeting details used for the Monthly XXXX meeting	Muriel Blondin	Dec 15 2011	📷 More

▾ Agendas

📅 January Agenda - Monthly XXX Review	Muriel Blondin	Dec 15 2011	More

▾ Actions / Minutes

🗐 January Actions and minutes- Monthly XXXX Review	Muriel Blondin	Dec 15 2011	More
☐ To do item in ref of the minutes	Muriel Blondin	Dec 15 2011	More

▾ Members ⑦

Owners
Muriel Blondin

Public Access
Public (Read Only)

▾ Tags ⑦

Find a Tag

tpr

Cloud | List

Making Social Collaboration more than just a talking shop
✓ Getting things done in a social way
✓ Create ad hoc activities for all your tasks & share them with others involved
✓ Assign To Do items to yourself & others and track their process
✓ Aggregate your To Do list & Recent Updates across all your tasks
✓ Collect notes, links, documents for a task in one place to access & share

Simplifying the Workplace

Mobility is becoming critical
and leading to Bring Your Own Device, challenging traditional IT models

Tim Banting • I think we are highlighting a tectonic shift in IT from maintaining devices and equipment to servicing the business needs and productivity needs of users.
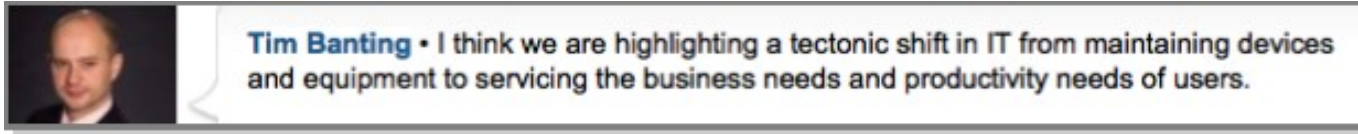
Source: LinkedIn Group Update
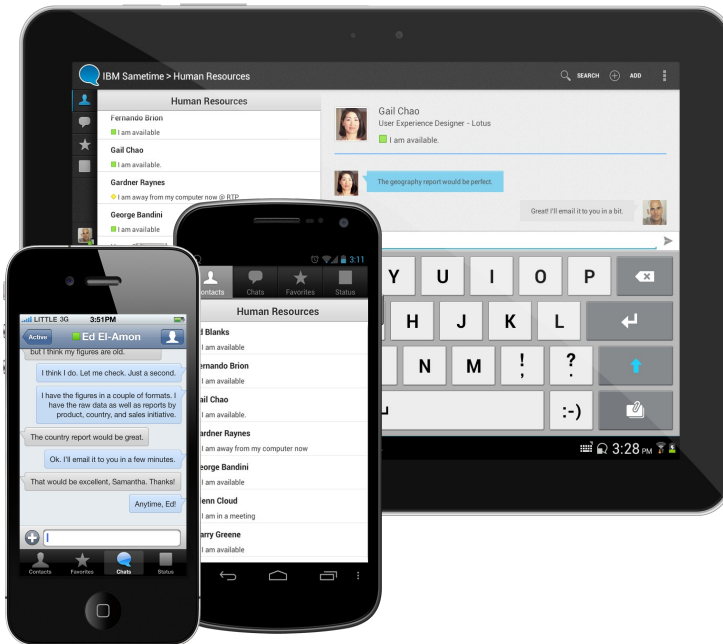
Mobile applications

Responsive design web sites

"Is it conceivable

that in 15 years time

manufacturing companies, advertising agencies,
insurance companies and retailers

will by buying hardware,

Software and

manpower,

to run email servers,

or blogs and wikis?"

Cloud should simply be a deployment choice
not a technology choice
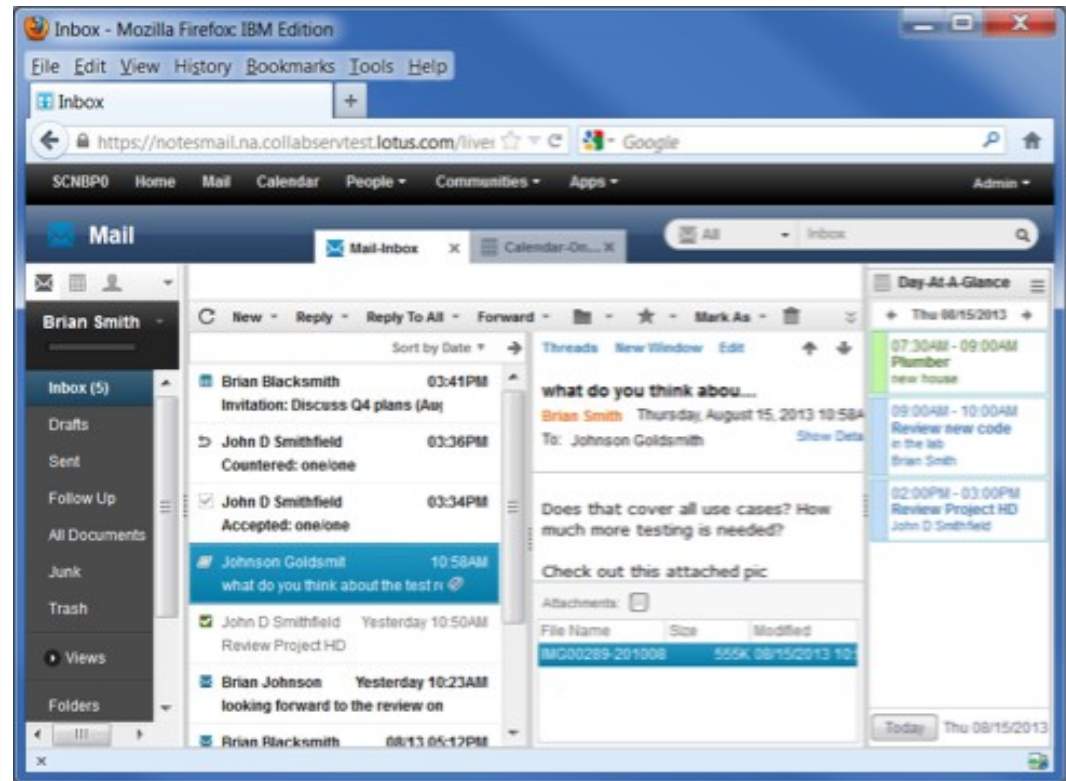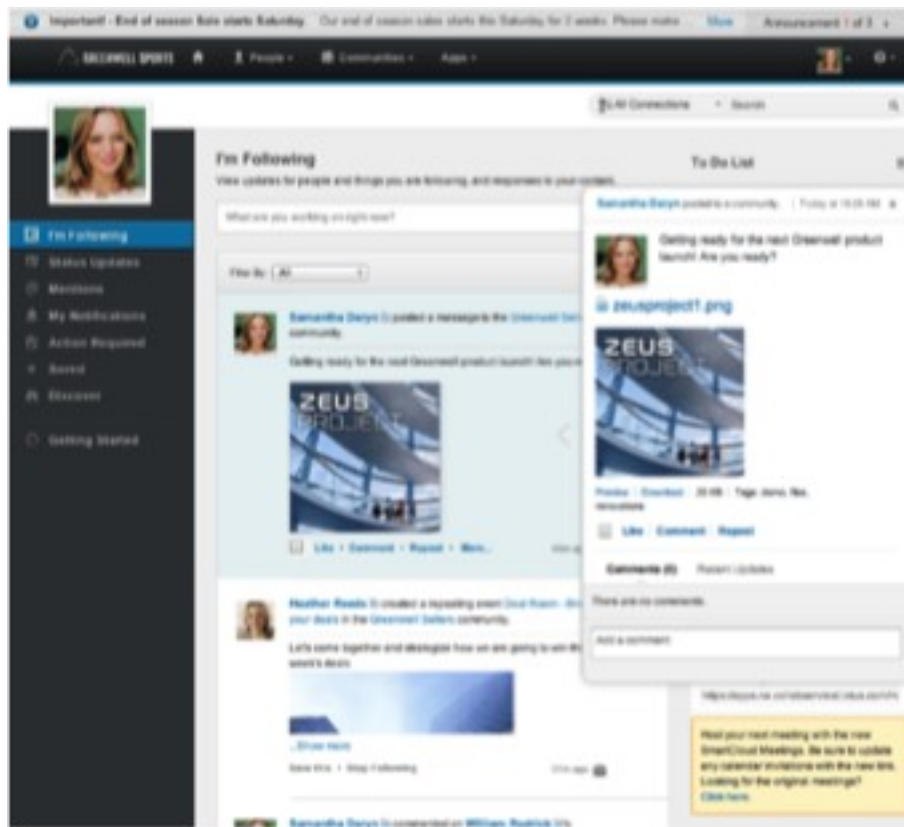
Adoption is key to achieving business value

Social Business Strategy

Social Business AGENDA

- **A** Align Organizational Goals & Culture
- **G** Gain Social Trust
- **E** Engage through Experiences
- **N** Network Your Business Processes
- **D** Design for Reputation & Risk Management
- **A** Analyze Your Data

Drivers for Use

- Organisational Strategy
- Community Building
- Personal Productivity
- Viral Adoption
- Business Processes
- Corporate Culture
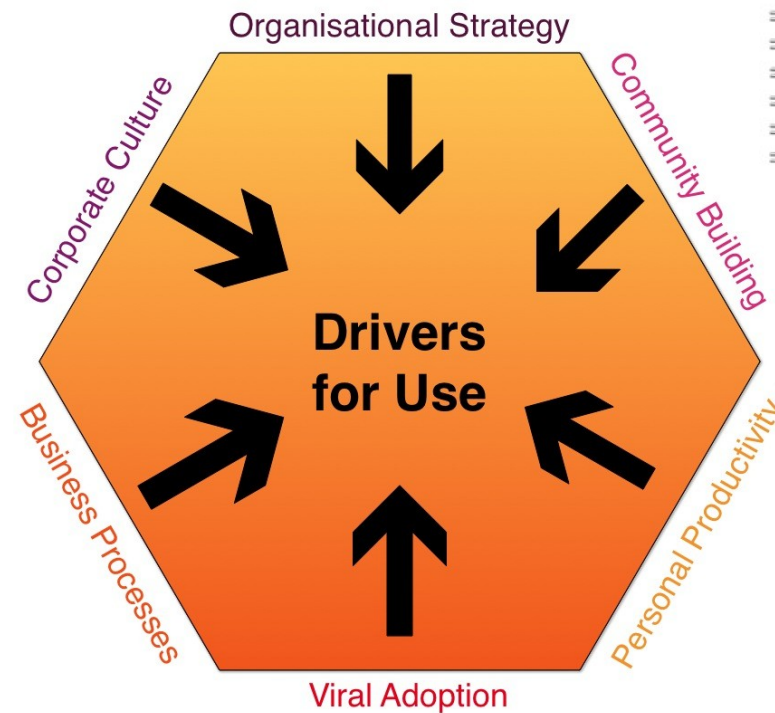
TOP 10 Best Practices for Social Business Adoption

Create a New Way of Working
1. Integrate into Processes & Flows for business outcomes
2. Customize the Experience
3. Governance, policy, and communications
4. Hire Community Managers and Social Job Roles

Launch
5. Leaders Show the Way
6. Evangelize and Enable Employees

Engage
7. Motivate and Engage
8. Reverse Mentor your Leaders
9. Raise an Internal Brand Army
10. Show Metrics & Value

Adoption Plan

Cemex redefined their product development process through a new collaborative initiative called "Shift"

Creating a smarter workforce

1/3

Reduction time of new product development

A social business transforms product and service innovation through global collaboration
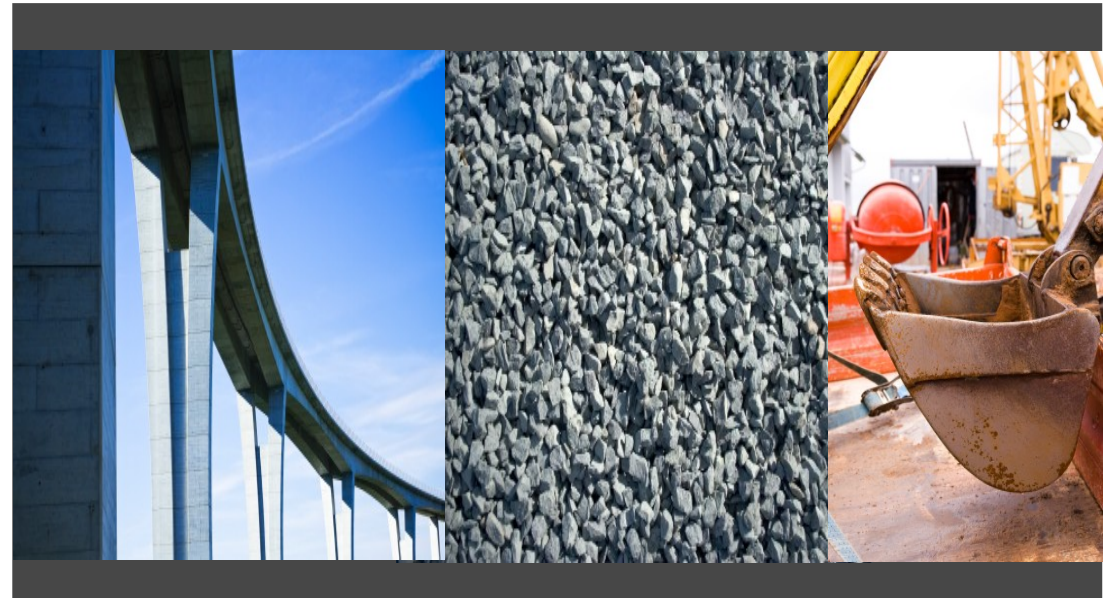
TD Bank Group improved its teaming and customer service across geographic & organizational barriers, by integrating social business solutions into its operations

Creating a smarter workforce

Improved customer service and employee communication

Reduced e-mail by up to 25%, shortened on-boarding time by 50%, eliminated unnecessary travel and meetings expenses, and created new channels for engaging customers.

"TD Bank is committed to weaving social networking into everything we do and how we do it."

— Wendy Arnott, Vice President of Social Media and Digital Communications, TD Bank Group

Bayer MaterialScience drives adoption to achieve real business value

IBM

Forbes · | **Real Time** +26 posts this hour

TECH | 5/28/2012 @ 12:53PM | 5,621 views

http://onforb.es/LaLDj5

- Ironically, people are talking again

- They find experts faster and more efficiently

- Employees share a lot more information – "It's Culture Changing"

- One place where knowledge and people can connect

- The Power of the crowd

- Executives are more accessible

How this CIO Helped Bayer Become Social

14 comments, 12 called-out   + Comment now

Every time I see another article about how CIOs are wasting their time participating in social media, I'm frequently reminded of one of my favorite Mark Twain quotes, "The man with a new idea is a crank until the idea succeeds."

And succeed they have. Take Bayer's MaterialScience CIO Kurt De Ruwe, who tells me that introducing social technologies into Bayer has created an irreversible movement: "You can't stop it. Once you make it available to people on the right platform the magic happens. The users are driving adoption, creating value and they are much happier. All in all it's inexpensive to run and the impact it has on the organization, though difficult to quantify in numbers, is huge."

Omron's social intranet experience improved productivity & collaboration

- Manufacturer of control equipment, factory automation systems, electronic components, automotive electronics, ticket vending machines and medical equipment

- Employees looking for information to do their jobs, wanted a better way to collaborate

- Consolidated databases, Cognos, ERP (JDE), CRM (Relavis), social networking into one user experience

- New global intranet that supports collaboration (e.g. find experts) and enhanced productivity (e.g., sales better prepared for customer meetings)

"Our ultimate goal was not just knowledge transfer from one employee to another but to transfer organizational knowledge and expertise to the customer as quickly as possible" Michel Min, strategic communication and e-marketing manager, Omron Europe

IBM's own journey to transform itself

Organise Key Content

Broadcast Information

Find Information

Find Experts

Share Knowledge

Ask and Answer Questions

IBM Internal Social Business Story

- 1997: Recommends that its employees get out onto the Internet – at a time when many companies were seeking to restrict their employees' Internet access
- 2005: Makes a strategic decision to encourage IBMers to participate in the blogosphere
- 2007: Launches Connections, its own enterprise social networking platform
- 2008: Introduces social computing guidelines to encompass virtual worlds & sharing of rich media
- 2009: Opens IBM Center for Social Software to help IBM's global network of researchers collaborate with corporate residents, university students and faculty

IBM Employee Social Media Usage

- 75% IBMers use w3 (IBM intranet) every day
- 1m daily page views of internal wikis
- 17,000 individual blogs
- 198,000 IBMers on Facebook
- 25,000 tweeters
- 300,000 LinkedIn (most in world)
- 15m downloads of employee-made podcasts
- 380k sametime users
- 400,000 employee profiles on IBM Connections, IBM's social networking initiative allowing employees to share status updates, collaborate on wikis, blogs and activities, share files.

IBM can advise clients based on its practical experiences

IBM: recognised industry leader in Social Business


IDC
Analyze the Future

MARKET ANALYSIS

Worldwide Enterprise Social Software 2013–2017 Forecast and 2012 Vendor Shares: From ESS to ESN

Vanessa Thompson

Worldwide Enterprise Social Software Revenue by Vendor, 2010–2012 ($M)

	2010	2011	2012	2012 Share (%)	2011–2012 Growth (%)
IBM	60.2	105.4	142.7	14.2	35.4

The Forrester Wave: Cloud Strategies of Online Collaboration Software Vendors 3Q 2012
Forrester Research Inc, Aug 2012
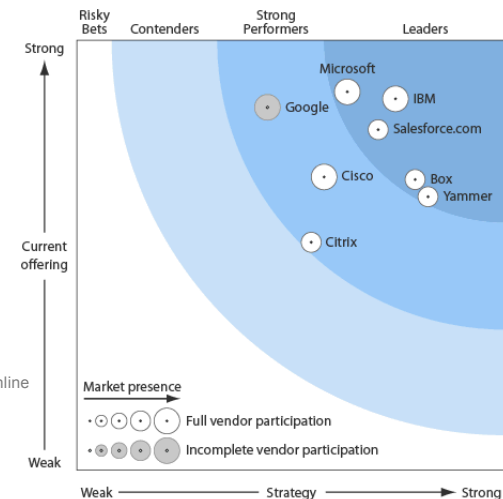
IBM Platform for Social Business

IBM Connections Suite	IBM Social Analytics	IBM Social Content Management	IBM WebSphere Portal family

Industry Leader in Worldwide Enterprise Social Software Platforms, ranked #1 by IDC for four years running

Industry Leader in Business Analytics, ranked #1 for Strategy & Capabilities in IDC's Global MarketSpace for Business Analytics IT Consulting & Systems Integration report 2012

Industry Leader in Enterprise Content Management, according to Gartner "the largest ECM vendor in terms of market share and total content revenue" leading in both vision & ability to Execute

Industry Leader in Horizontal Portals, residing in the Leadership category in the Gartner Magic Quadrant every year since it was created

Industry Leader in Cloud Strategies for Online Collaboration Software Vendors according to Forrester Wave in 2012

Deployment Choice: Software as a Service – Hosted Private Cloud – On Premises – Hybrid

For More Information

Proven Social Business Patterns for Success
- http://bit.ly/socialpatterns

Evolution of the Social Business (Business Computing World)
- http://www.businesscomputingworld.co.uk/evolution-of-the-social-business/

IBM's Social Business home page
- http://www.ibm.com/socialbusiness

Video Case Studies around Social Business
- http://www.ibm.com/software/collaboration/videos

IBM 2012 Global CEO Study
- http://ibm.co/TW0a9b "Leading through Connections"

The Business of Social Business: What Works and How It's Done
- http://ibm.co/WYVTW4 (IBM Institute of Business Value)

Becoming a Social Business Community on the IBM web site
- http://ibm.co/adoptsocial

Social Media and Business Process Management
- http://ibm.co/SX91qt

IBM Social Business Insights Blog
- http://ibm.com/blogs/socialbusiness

IBM's Social Computing Guidelines
- http://ibm.co/zidX0C

IBM's Own Social Business Transformation Story (by IDC)
- http://ibm.co/NxpP52

Come and talk to IBM's Social Business
Experts in the Solutions Demonstration Area

Thank You!

Stuart J. McRae
Executive Collaboration & Social Business Evangelist
IBM Collaboration Solutions

ibm.co/smcrae

stuart.mcrae@uk.ibm.com
www.twitter.com/smcrae
www.linkedin.com/in/stUartmcrae
www.facebook.com/sjmcrae
www.smcrae.com