

What is Social Business?

Stuart J. McRae

Executive Collaboration & Social Business Evangelist

IBM Collaboration Solutions

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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



Delight Customers
Increase loyalty, advocacy, and revenue

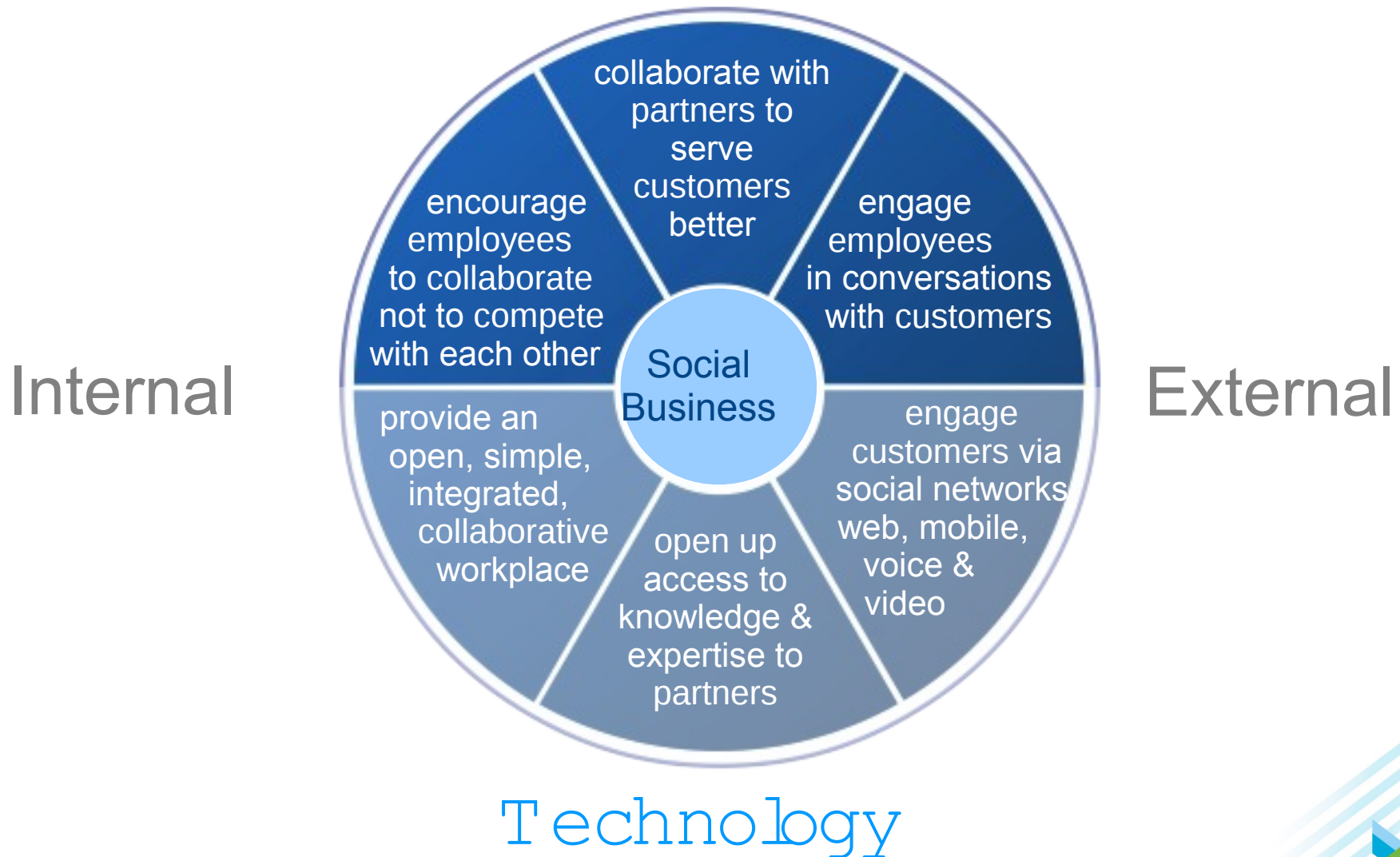
... with pervasive mobile access
... the default access mode for social solutions



Social Businesses...

change their culture in ways enabled by technology

Culture



Social businesses deliver better results

Improve Customer Service

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

Speed up Product Development

Can develop and bring new products to market in 1/3 time ⁽³⁾

Reduce Employee Turnover

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

Maximize Productivity

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

Increase Sales

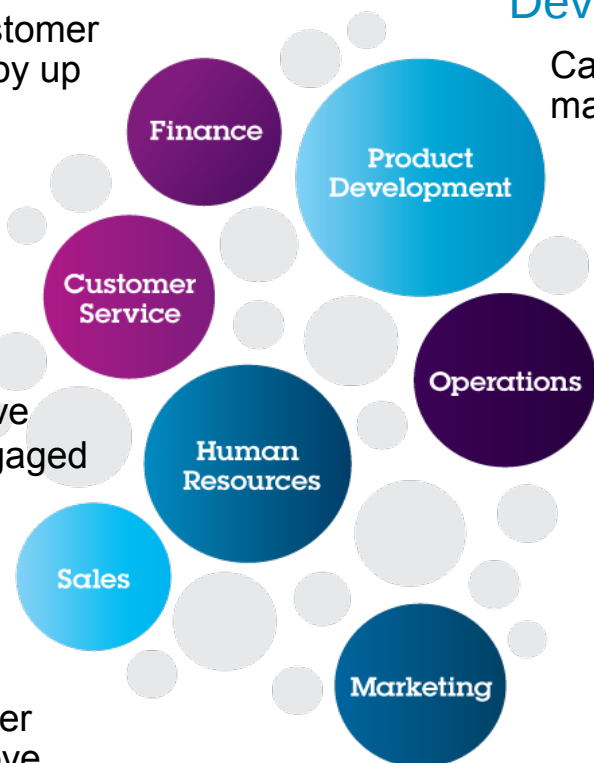
Can increase sales manager revenue by 40% and improve efficiency by up to 50% ⁽¹⁾

Increase Visibility

Can increase website traffic by 145 million visits ⁽⁶⁾

Better Marketing

Can achieve 100% increase in market exposure ⁽⁴⁾



... by empowering your people to execute better



Market Management Process:

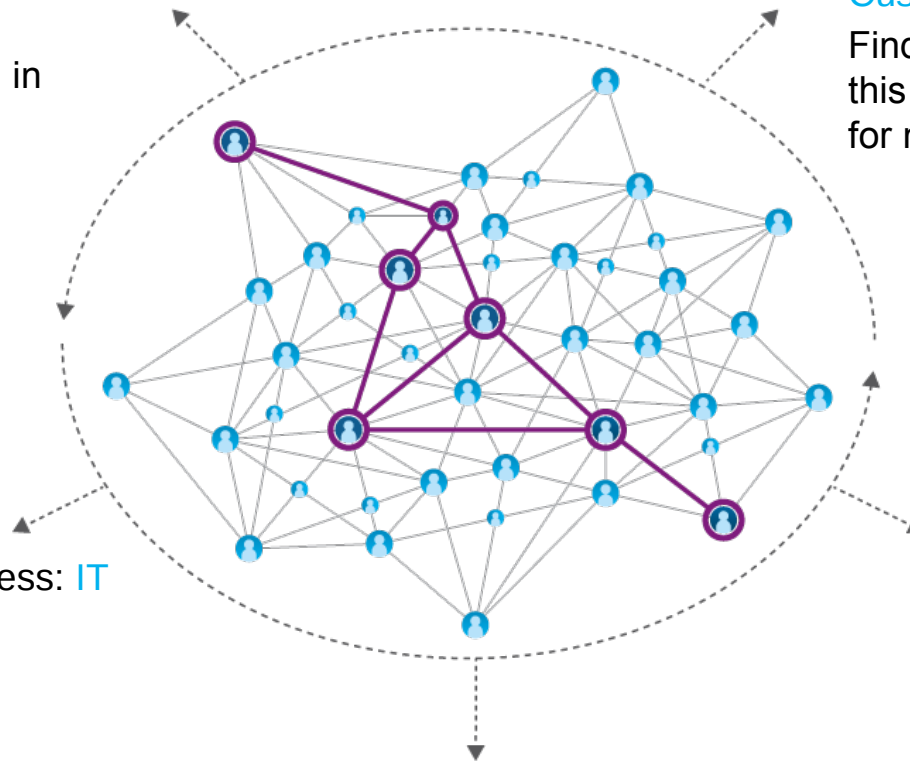
Marketing

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

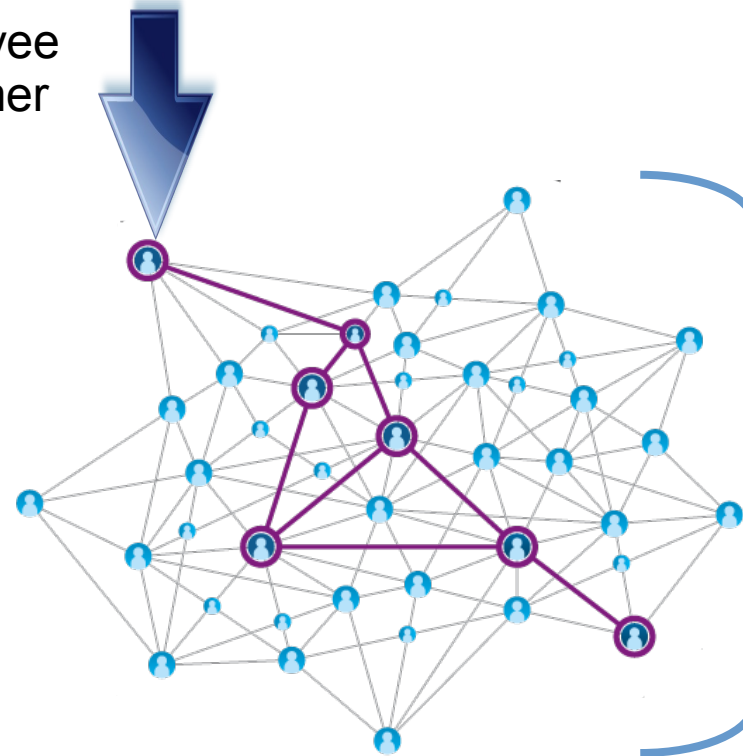
Lead Development Process: **Sales**

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



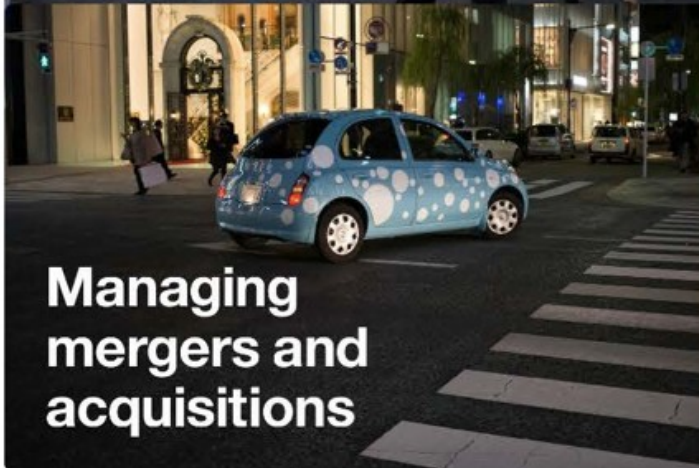
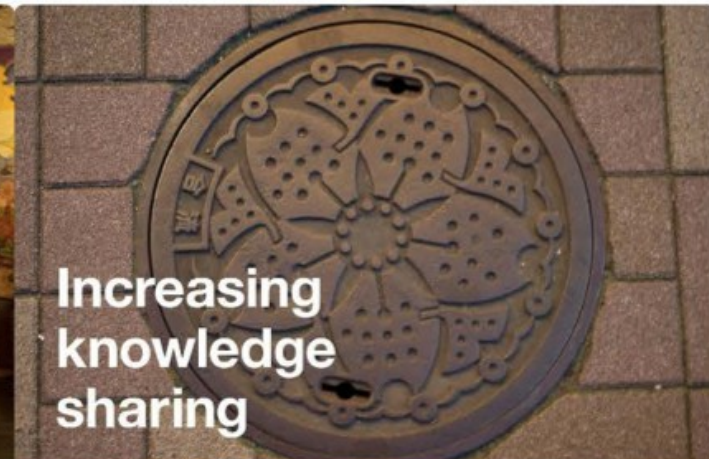
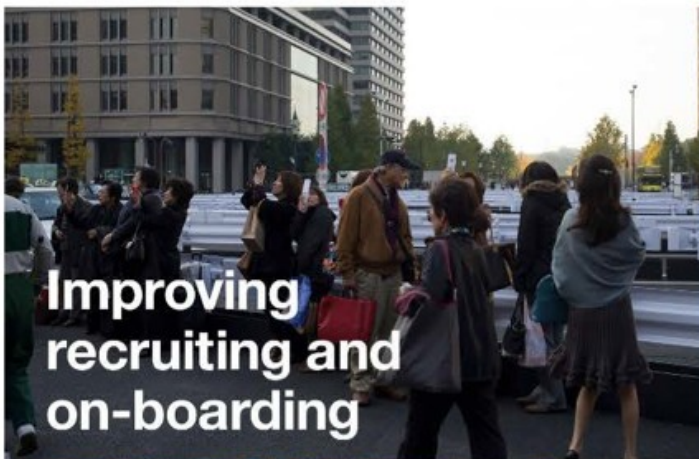
- To use the resources of
your whole organisation
- to make the sale
 - to impress the customer
 - to answer the question
 - to find the solution
 - to fix the problem
 - to close the deal



Repeatable social business patterns are emerging



Examples of proven ways of delivering business value



Demonstrating real return on investment beyond just “being social”

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

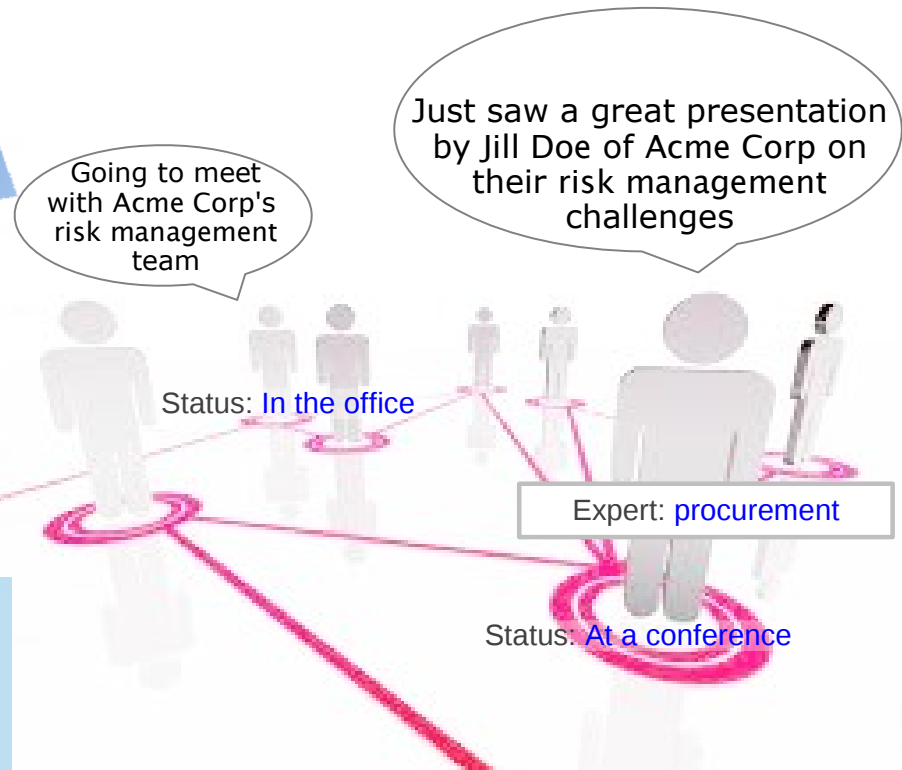


Social Businesses encourage open sharing

... 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



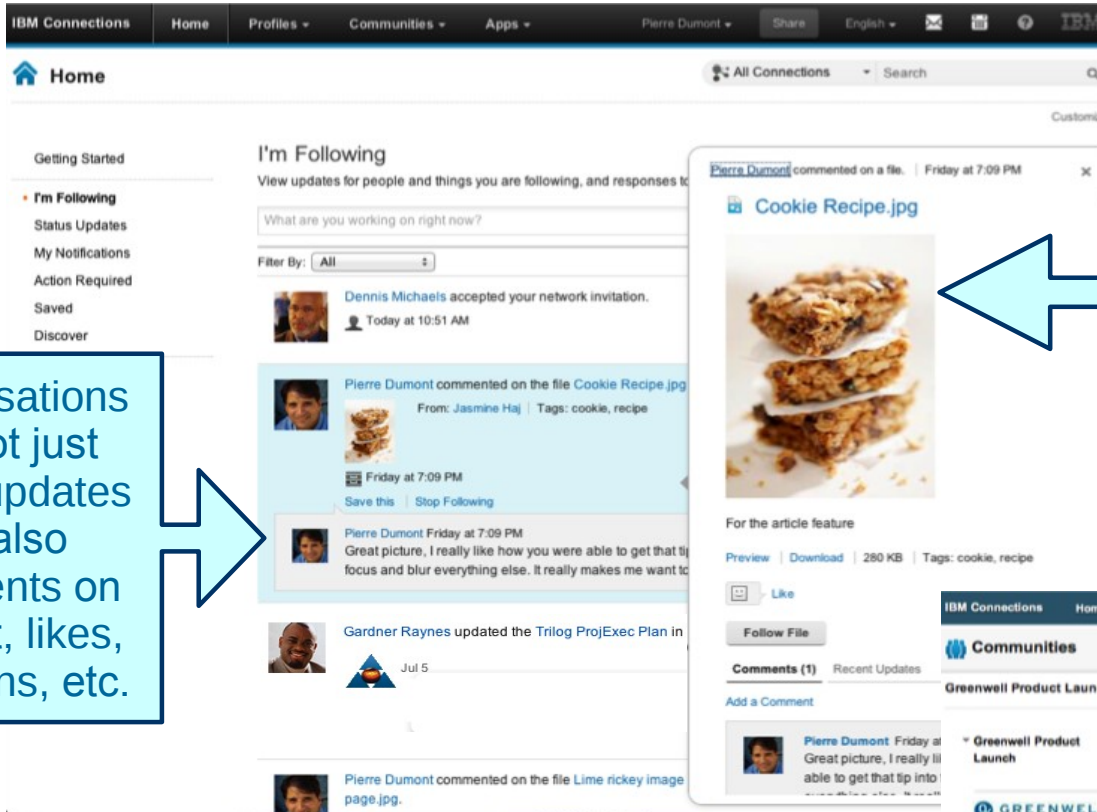
Success comes from changing user behaviour
 ... and corporate culture from "knowledge is power"
 to "knowledge shared is rewarded"
 The right tools and adoption strategy are needed to
 facilitate & encourage this new behaviour

Based on: IBM Research's General Technology Outlook, 2012



Moving from closed to open conversations

access expertise, share knowledge, reuse content & experiences - don't reinvent

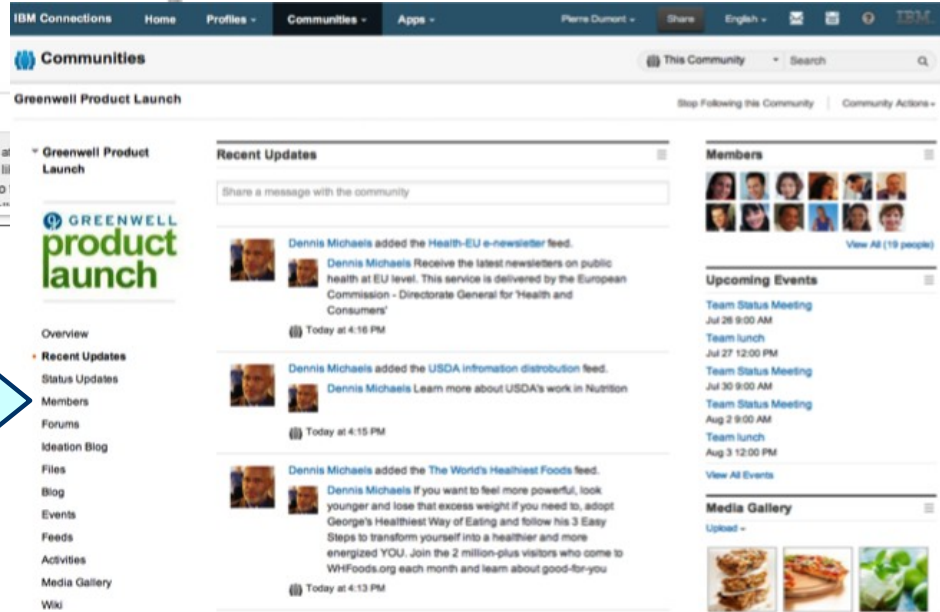


Conversations are not just status updates but also comments on content, likes, questions, etc.

Follow any person or content that interests you ... but you control which updates you see

Respecting confidentiality via open conversations within closed communities

- all app blue connections
- connections-mail feedback
- file first following forum go-to
- help mail next opportunity
- page status swg team test
- video was



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 meeting
Frank Adams submitted the catering order for the Greenwell Meeting
SAP work order
 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 Referencable Customers.
Jasmine Haj to identify referencable customers
Aug 23

Simon Vaughan posted a message to the Connect
Simon Vaughan Does anyone have a training schedule 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

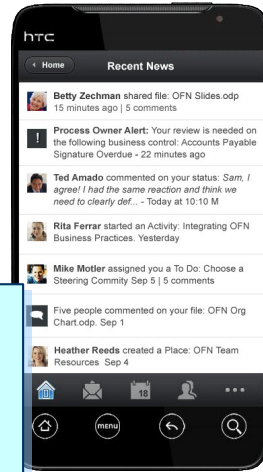
Edit Order Info | Change History | Transaction History

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

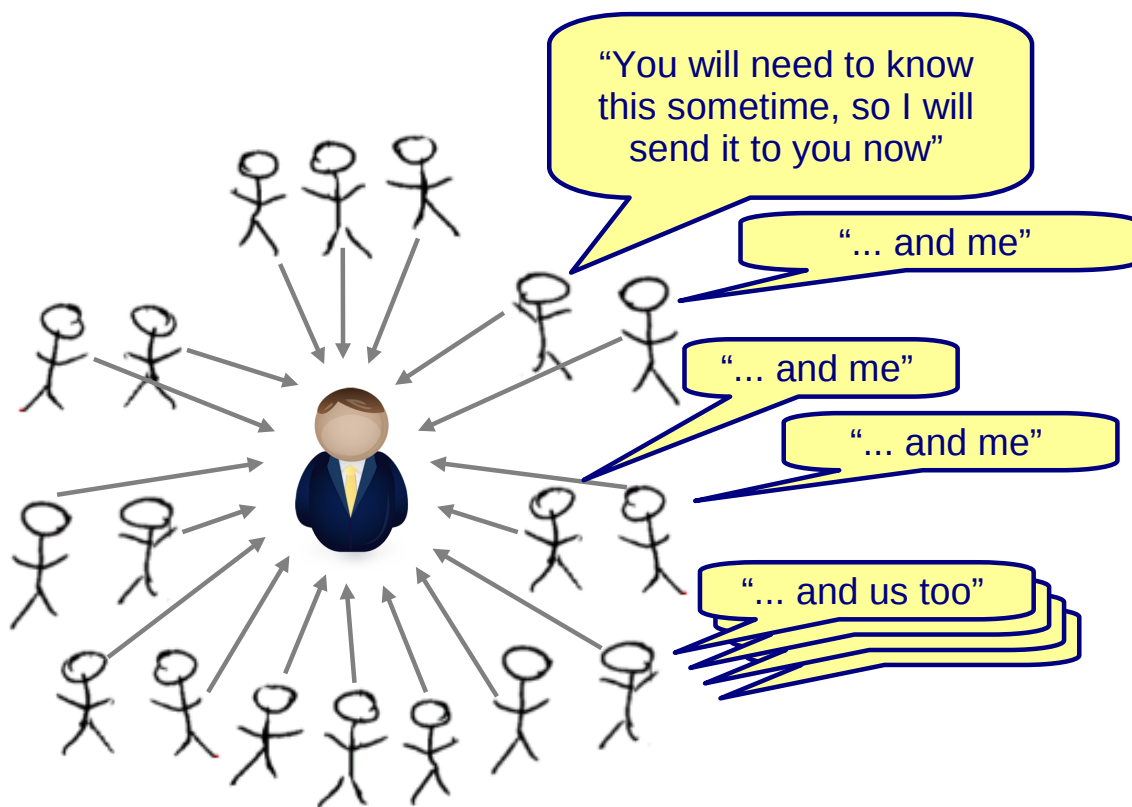
Anytime, anywhere on any device to maximise use of working hours

No Silos: integrate multiple internal & external information sources as needed



Open, Transparent Knowledge Sharing

...we need to change behaviour to address information overload

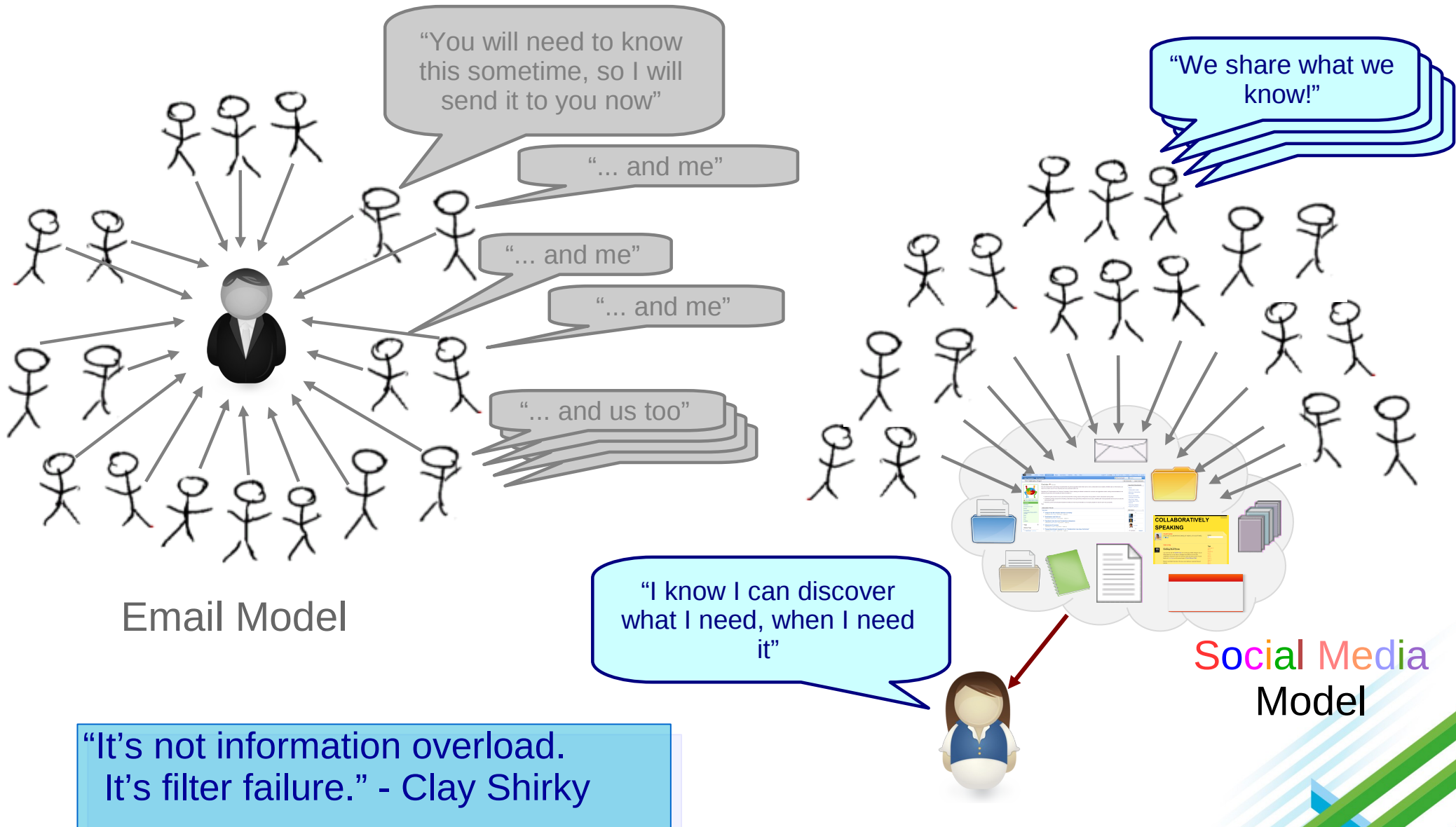


Email Model



Open, Transparent Knowledge Sharing

...we need to change behaviour to address information overload



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



Evolve from email to social collaboration



Updates - IBM Notes

Discover | Dennis Michaels - Mail | Dennis Michaels - Calendar | Updates

I'm Following: Status Updates, My Notifications, Action Required, Saved, Discover

Filter By: All

Samantha Daryn shared the file CMOPrezv3.odp with you.

Download | 1.02 MB

1 You like this - Unlike

Share Stop Following

Comments (2) | Sharing | Recent Updates

New Message

Find a message...

- Samantha Daryn 11:03 PM Invitation:Project Phoenix scrum (Jun 12 09:00 AM)
- Samantha Daryn 11:03 PM Update:Project Phoenix scrum
- Samantha Daryn 10:59 PM Invitation:Project Phoenix scrum (Tue 06/12/2012 05:00 AM)
- Samantha Daryn Apr 24 Important demonstration in Chicago next Tuesday
- Paul Clemmons Apr 24 This Week At Brookwood, March 26 - 30, 2012

Load more messages
Last updated 0 minutes ago

Direct access to the Connections Activity Stream

Embedded experiences in the inbox

Social Mail drop down accesses inbox & calendar from Connections

Dennis Michaels - Mail

showcase3

Inbox, Drafts, Sent, Follow Up, All Documents, Junk, Trash, Chat History, Views

Search in View 'Embedded Experience'

Who	Subject	Date	Size
Month of November (total: 3)			
Samantha Daryn	[Files] Samantha Daryn has commented on 'CMOPrezv3.odp'	Nov 2 8:11 AM	9K
Pierre Dumont	[Files] Pierre Dumont has shared 'CMOPrezv3.odp' with you Pierre	Nov 2 8:10 AM	9K
Pierre Dumont	[Profiles] You are invited to join my network Pierre Dumont has invited you	Nov 2 8:08 AM	8K
Older Messages (total: 8)			
IBM BPM	Travel Approval for Jasmine Haj Please	Oct 1 7:59 AM	2K
Pierre Dumont	[Blogs] 'Are you willing to make changes to be more "green" Pierre	Sep 26 3:51 PM	9K
Pierre Dumont	[Files] Pierre Dumont has shared 'CMOPrezv3.odp' with you Pierre	Sep 26 3:49 PM	9K
Pierre Dumont	[Profiles] You are invited to join my network Pierre Dumont has invited you	Sep 26 3:46 PM	8K
frank	Key Factor Survey Results (Link to	Sep 19 3:14 PM	3K
Pierre Dumont	[Blogs] 'Contest for new partner offerings' Pierre Dumont has notified	Sep 18 4:28 PM	9K
Pierre Dumont	[Profiles] You are invited to join my network Pierre Dumont has invited you	Sep 18 4:10 PM	8K
Pierre Dumont	[Files] Pierre Dumont has shared 'CMOPrezv3.odp' with you Pierre	Sep 18 4:00 PM	9K

[Files] Pierre Dumont has shared 'CMOPrezv3.odp' with you

Pierre Dumont to: 09/18/2012 04:00 PM

Please respond to PierreDumont

Embedded App: You are currently viewing an embedded app

Pierre Dumont wrote: As requested in your email.

CMOPrezv3.odp

Download | 1.02 MB

1 You like this - Unlike

Share Stop Following

Comments (2) | Sharing

Add a Comment

Samantha Daryn Nov 2 Thanks Pierre I went over it can we meet I have some comments about it.

Dennis Michaels today at 2:28 PM Thanks!

Add a comment

Sametime Contacts, My Widgets, Feeds, Day-At-A-Glance

Thu, Dec 13, 2012

07:00 AM - 10:00 AM IBM Connect planning session Cambridge, MA Samantha Daryn

11:00 AM - 02:00 PM BLOCK for commute to Somers Samantha Daryn

05:00 PM Pickup Jack after school

05:00 PM - 08:30 PM Team dinner McDonald's on Hudson Parkway Samantha Daryn

Day 348

Today Dec 13, 2012

December 2012

S M T W T F S

25 26 27 28 29 30 1

2 3 4 5 6 7 8

9 10 11 12 13 14 15

16 17 18 19 20 21 22

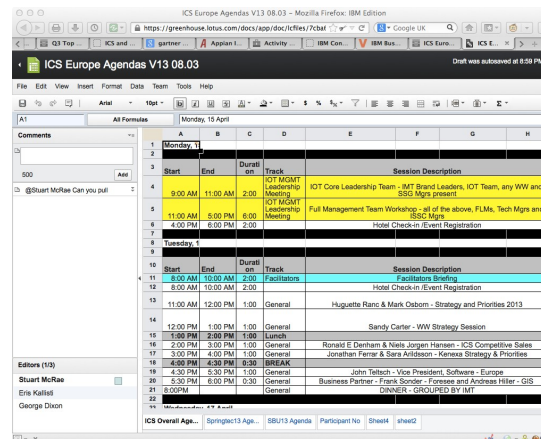
23 24 25 26 27 28 29

30 31 1 2 3 4 5

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



Individual creation,
communication medium
discourages sharing,
knowledge locked away in
inboxes



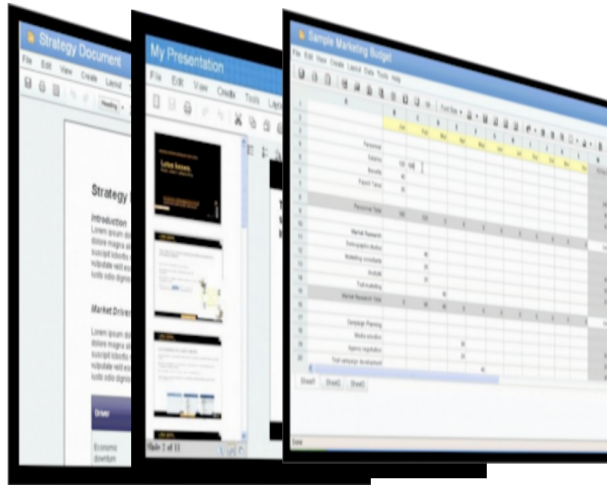
Make document creation
collaborative,
reduce desktop costs,
support mobile devices,
simplify content to focus
on the message



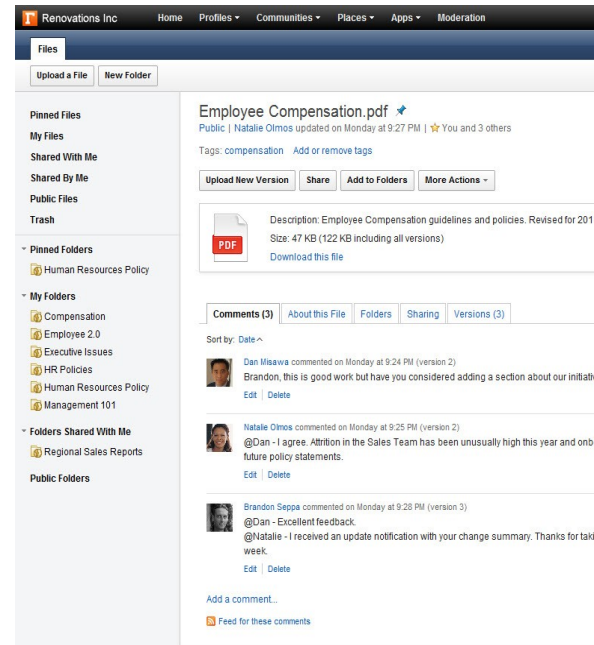
Choose the best media to
get the message across,
encourages collaboration,
sharing is a by-product of
creation



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

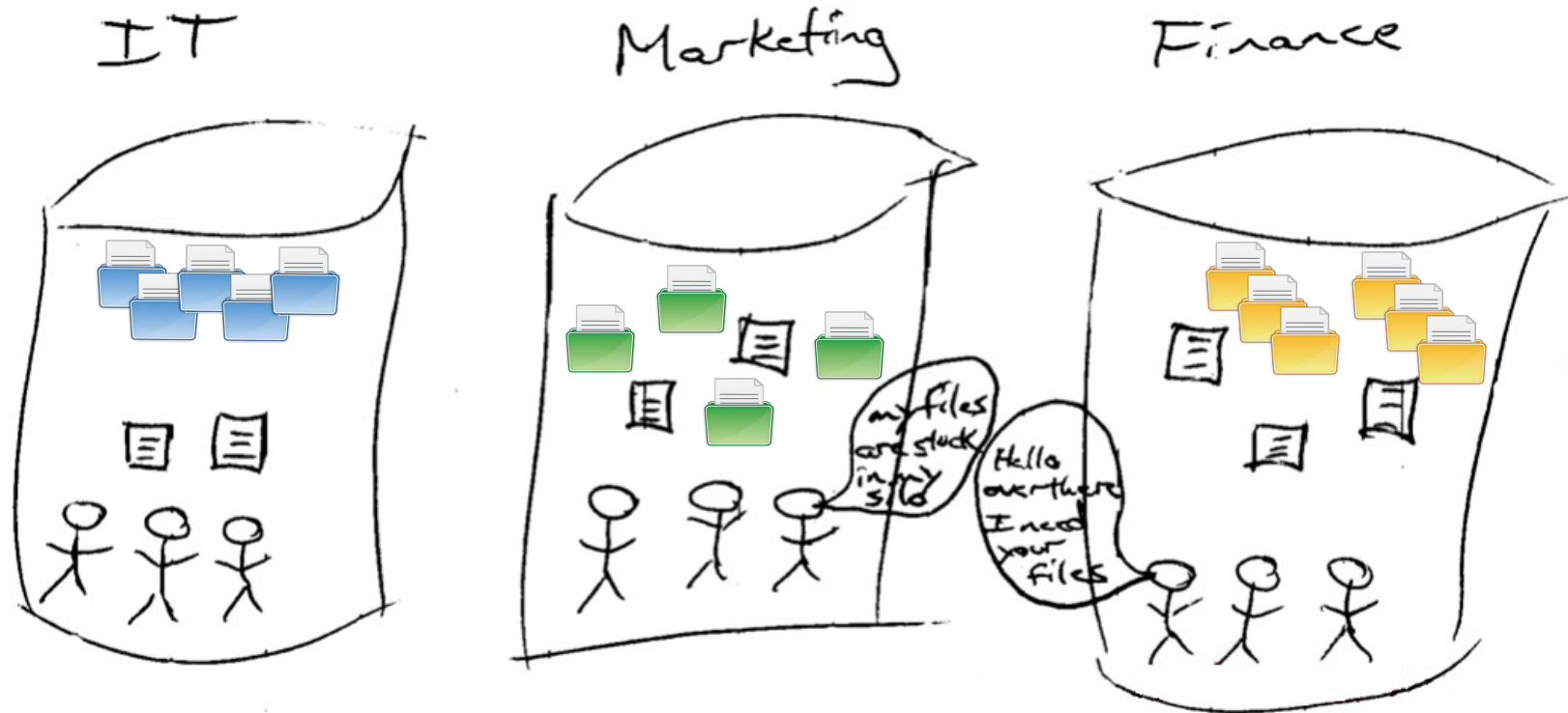
Access not just the document, but the
knowledge of the people who created
and have used it

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



UK

USA

India

Petroleum

Exploration

Group

ABC Corp

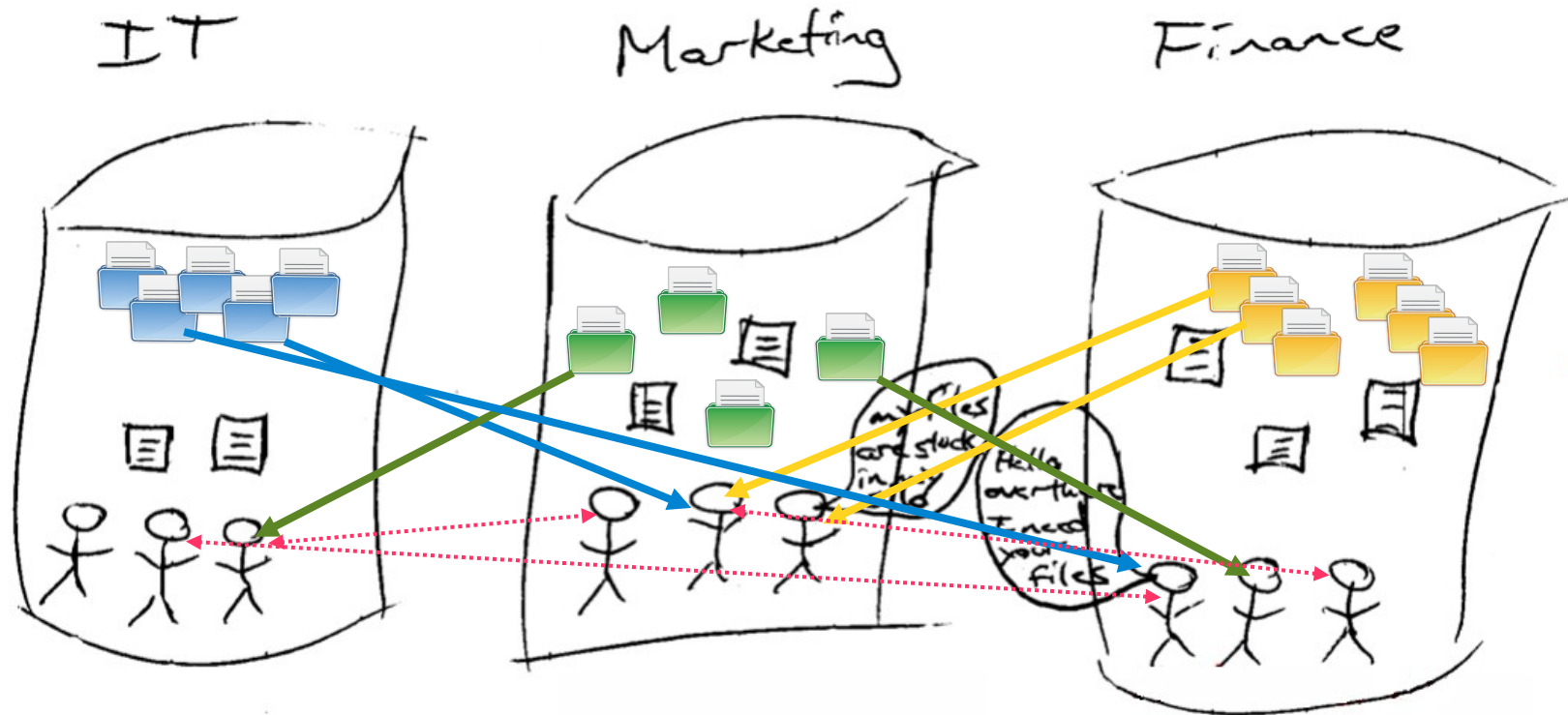
Acme Ltd

AA Holdings



Empower your employees to work across them

... or integrate cultures, people & operations after a merger



UK

USA

India

Petroleum

Exploration

Group

ABC Corp

Acme Ltd

AA Holdings



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

YouTube simon sinek how great leaders Search Browse

Simon Sinek: How great leaders inspire action
TEDTalksDirector 814 videos Subscribe

162,166

Bookmark this! - Mozilla Firefox

New Bookmark

Title: Simon Sinek: How great leaders inspire action | Video on TED.com

Description: TED Talks Simon Sinek has a simple but powerful model for inspirational leadership all starting with a golden circle and the question "Why?" His examples include Apple, Martin Luther King, and the Wright brothers -- and as a counterpoint Tyco, which (until a recent court victory that tripled its stock price) appeared to be struggling.

URL: http://www.ted.com/talks/fang/eng/simon_sinek_how_great_leaders_ins...

Tags: sales positioning Why why-ibm

Select which communities you wish to add this bookmark to

Community: Collaboration Tiger Team World Wide (Lotus) Quickr 8.5-Connections 2.5 Integrated Demo Environment Lotus Sales Community AIM Portal Sellers Community

Recommendations

- IT Professionals** 1 related person
- Social Marketing Community** 4 related people
- Sales Room** 1 related tags 5 related people

You are in: SharePoint >

SharePoint in SharePoint Documents

Community members can upload and view SharePoint documents of interest of the group.

Upload a Document New Folder Go To SharePoint

Sort by: Name Most Recent User Name Size

- Standard Chartered Bank** Updated by swgjbrihacek | May 12, 2011
- Shared Documents** Updated by System Account | Mar 30, 2011
- LAC Library** Updated by swgjbpearson | Mar 29, 2011
- LAC Microfinance Library** Updated by swgjbpearson | Dec 3, 2010
- SiteAssets** Updated by System Account | Oct 19, 2010
- AnalyticsReports** Updated by System Account | Oct 19, 2010
- Style Library** Updated by System Account | Oct 19, 2010

Show 10 | 25 | 50 items per page.

Feed for SharePoint Documents List

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

IBM Lotus Greenhouse Home Products

IBM Connections Home Profiles Communities

My Communities Public Communities

Social Banking

Upload Photo Upload Video

1-6 of 6

Sort by: Updated Comments

CEO Webcast 5-11-11.mp4 by Stuart McRae Added today at 5:48 PM 0 views | 0 comments

Review Meeting 21-6-11... by Stuart McRae Added today at 5:46 PM 0 views | 0 comments

Gaining true insights through social media

Advertising, Social Listening & Reporting



@MyCorp
 @MyCorpSupport
 @MyCorpFeedback
 @MyCorpJobs
 @MyCorpCEO



Like our Facebook Page & win a watch



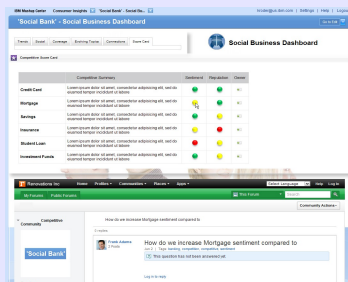
Pin this product



See our job vacancies on LinkedIn

Deep Social Analytics, Customer Targeting & Integration

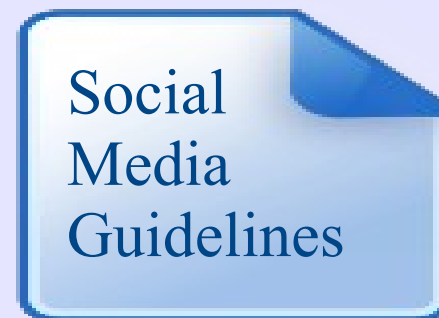
Social sentiment
 Predictive analytics
 Psycholinguistic profiling
 One View of the Customer
 Business intelligence
 Expertise location
 Product communities
 Competitive analysis
 Product strategy
 Process improvement
 Business processes



Employee Engagement & Understanding

@JoeBloggs-MyCorp
 @JanDoe

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



<http://ibm.co/zidX0C>

Find experts and take action on insights



IBM Mashup Center Consumer Insights 'Social Bank' - Social Bu... kroder@us.ibm.com | Settings | Help | Logout

'Social Bank' - Social Business Dashboard [Go to Edit](#)

Trends Social Coverage Evolving Topics Connections Score Card


Social Business Dashboard

Competitive Score Card

	RBC Competitive Summary	Sentiment	Reputation	Owner
Credit Card	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	Green	Green	📧
Mortgage	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	Yellow	Green	📧
Savings	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	Green	Yellow	📧
Insurance	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	Yellow	Red	📧
Student Loan	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	Red	Yellow	📧
Investment Funds	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	Green	Yellow	📧

Renovations Inc Home Profiles Communities Places Apps Select Language

My Profile My Network Directory Profiles by Name Search



Frank Adams
Senior Sales Manager
US
1-301-555-6105
FrankAdams@renovations.com
Local Time: 4:02 PM
IM: No Sametime status available

Send E-mail Download vCard

The Board Contact Information Background Recent Posts Customers

Log in to write a message on this board

Who Connects Us

Log in to view your

Report-to Chain

- Dennis Michaels
- Lucille Suarez
- Frank Adams

Full Report-to Chain
Same Manager
People Managed

IBM Mashup Center Consumer Insights 'Social Bank' - Social Bu... kroder@us.ibm.com | Settings | Help | Logout

'Social Bank' - Social Business Dashboard [Go to Edit](#)

Trends Social Coverage Evolving Topics Connections Score Card

Social Business Dashboard

Competitive Score Card

	Competitive Summary	Sentiment	Reputation	Owner
Credit Card	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	Green	Green	📧
Mortgage	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	Yellow	Green	📧
Savings	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	Green	Yellow	📧
Insurance	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	Yellow	Red	📧
Student Loan	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	Red	Yellow	📧
Investment Funds	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	Green	Yellow	📧

Renovations Inc Home Profiles Communities Places Apps Select Language Help Log In


My Forums Public Forums This Forum Search

Community Actions

Competitive Community

How do we increase Mortgage sentiment compared to

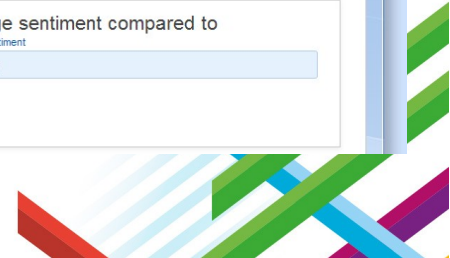
0 replies

 **Frank Adams**
2 Posts

Jun 2 | Tags: banking, competition, competitive, sentiment

This question has not been answered yet.

Log in to reply



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



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

Tags

My tags for this profile:

abc
 art
 artwork
 branding

Business Cards

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-

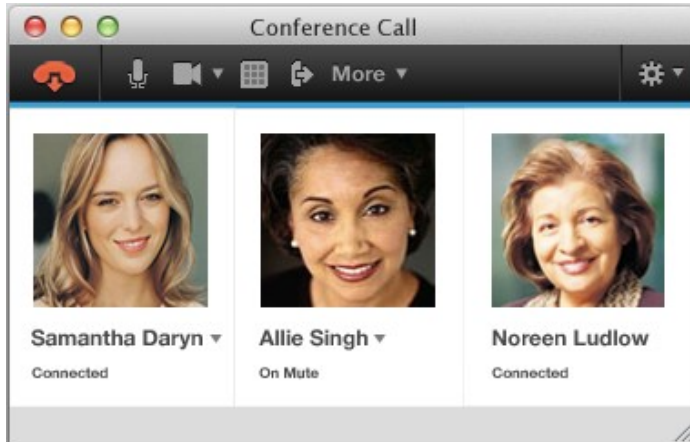
Pervasively available throughout the intranet, via a buddy list, and in the mail client

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

- 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?



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

Navigation icons: back, forward, refresh, close, home

Lotus Connections | Home | Profiles ▾ | Communities ▾ | Apps ▾

My Communities | Public Communities

A community

Overview

Members

Forums

Bookmarks

Files

Subcommunities

Grouchy

Tags

Overview

A community to try...
 Tags: acommunity, tag1, tag2

Forums

- ✓ **Another Question**
 Last post by [Hardart, Kelly](#) | Aug 20 | replies (13)
- ✎ **B Forum has another topic**
 Last post by [Rong, Liu-Kung](#) | Aug 11 | replies (1)
- ✓ **A forum has a question**
 Last post by [Geiger, Lukas](#) | Aug 11 | replies (1)

[View All](#)

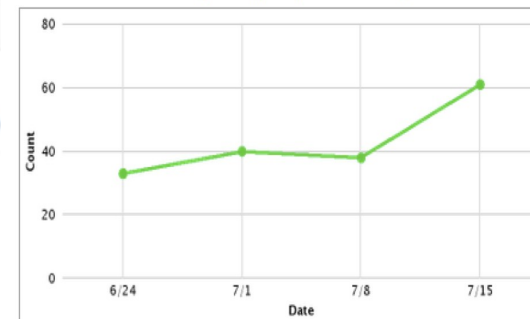
Bookmarks

- 📖 **powerrenovations.com**
 Updated by [Geiger, Lukas](#) | Aug 11 | Tags: information news sp
- 📖 **zetaabank.com**
 Updated by [Mail. Vo](#) | Aug 11 | Tags: information news

Participation

Leaders need to know how many people contribute and consume content in the community. Participation metrics answer questions like, "How many wiki pages were created in the past year?"

● Number of visits [View table](#)
 For each segment (day, week, month, or year) of the selected time period, displays the number of visits to this community, including anonymous users and repeat visitors.



Metric	Total	Max
Number of visits	172	--
Number of unique contributors	--	6
Number of new updates	71	--
Number of unique people following the community	--	0

[View More](#)

Crowdsourcing innovation

is not just about brainstorming ideas ... but putting them into action



Renovations Inc Home Profiles Communities Places Apps Moderation Select Language Brandon Seppa Help Log Out

My Blogs Public Blogs My Updates Administration This Ideation Blog Search

Human Resources Follow Ideation Blog Actions Community Actions

Human Resources

New Idea Settings

1 - 5 of 5 Page 1 Previous Next

Sort by: Date Title Votes Comments Visits

5 **360 Degree Reviews Policy for Managers**
 Frank Adams | Apr 22 | 1 comment | 14 visits
 I propose that we modify our review process such that people manager's are more thoroughly reviewed by their subordinates. We have compelling research data that suggests this sort of feedback to management helps tremendously in their development as our future Leaders. We should start with a simple, anonymous, generic survey with multiple choice questions and a few free-form text questions.
 [Voted] [Graduated]

5 **Modification of the "Get Fit, Get Paid!" Program to include Yoga and Pilates**
 Brandon Seppa | Apr 22 | 3 comments | 29 visits
 At present, the "Get Fit, Get Paid!" wellness program reimburses employees (up to a specific annual amount) for fitness club membership, but not for membership to a Yoga or Pilates studio. I propose to add this type of facility to the eligibility list to facilitate reimbursement in this category.
 [Voted] [Graduated]

2 **Updated Social Computing Guidelines**
 Pierre Dumont | Apr 22 | 4 visits
 It's clear from even a cursory review that our Social Computing guidelines are out of date. Our employees go online to share their thoughts about our company and the industry. This is the Age of Social Business. I propose a thorough update and a press release in thinking vis-a-vis Social Business.
 [Voted]

0 **Extend the Benefits Enrollment Period**
 Brandon Seppa | Apr 27 | Tags: hr benefits | 1 visit
 It's clear from the low percentage of completion, that the current enrollment period needs to be reassessed. I propose pushing the date of enrollment to those that have not registered starting in the next year.
 [Vote]

0 **Improved Training for New Expense Management**
 Ron Espinosa | Apr 22 | Tags: expense-management training
 The Sales Team is reporting extreme difficulty with the new expense management system. Smith has done some in-depth usability studies and is convinced that what is needed is more thorough online enablement in the order of US\$10,000) to have some professionally developed training on-site.
 [Vote]

Show: 10 | 25 | 50 items per page Jump to page

Feed for Ideation Blog Ideas | Feed for Ideation Blog Comments

Graduated idea from Ideation Blog "Social Banking"

- advisor chat Stuart McRae Today 5:13 PM More
- Comments from Ideation Stuart McRae Today 5:25 PM More

Action Items for Advisor Chat project

- Research alternative Chat & Presence solutions Due May 20 Assigned To: Stuart McRae Stuart McRae Today 5:15 PM More
- IBM Sametime information Stuart McRae Today 5:31 PM More
- Align Strategy with Web Portal team Due May 27 Assigned To: David J Strachan Stuart McRae Today 5:17 PM More
- Align strategy with Internal IM & Presence Assigned To: Stuart McRae Stuart McRae Today 5:18 PM More
- Ask the Call Centre team if we can leverage this to displace calls and save money Due May 31 Assigned To: Jon Mell Stuart McRae Today 5:20 PM More
- I have scheduled a meeting with Mark Osborn for next Tuesday to discuss Stuart McRae Today 5:41 PM More

Brainstorm
 Comment
 Vote
 Evaluate
 Graduate
 Action

"Social should be more than just a talking shop"



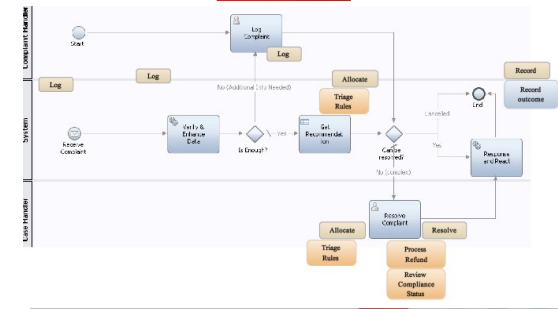
Social Business Process Spectrum



People driven processes

email
people
meeting
phone
talk
travel
drive
voicemail
mobile
spreadsheet
attachment

Workflow driven processes



Capture process knowledge into activity templates

increasing productivity by permeating best practices through the organisation



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

Members

Owners
Muriel Blondin

Public Access
Public (Read Only)

Tags

Find a Tag

tpr

Cloud List

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: [List Icon] [Table Icon]
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 bridge 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
<input type="checkbox"/> To do item in ref of the minutes	Muriel Blondin	Dec 15 2011	More

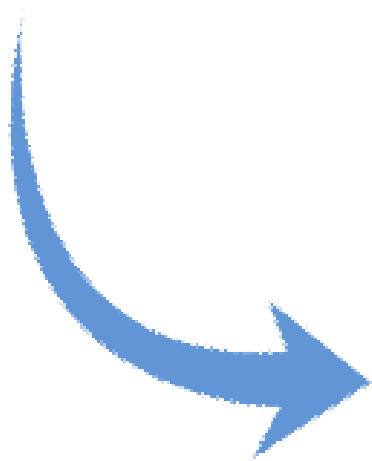
Making Social Collaboration more than just a talking shop

- ✓ 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

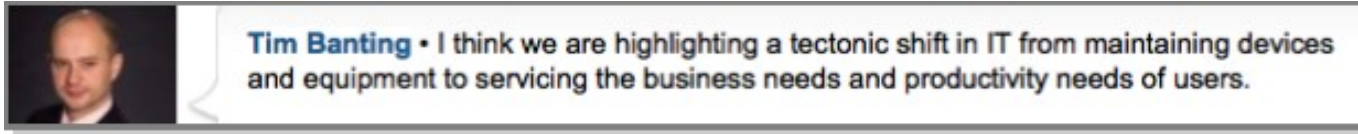


The screenshot shows the 'Stuart's IBM Workplace' interface. It features a top navigation bar with 'w3' logo and menu items like 'IBM Workplace', 'My Links', 'You & IBM', 'Collaboration', 'About IBM', and 'Support'. Below this is a user profile bar for 'Stuart' with a 'Welcome back Stuart' message and 'Sign out - Edit Profile' options. A secondary navigation bar includes 'My w3', 'Home', 'Work', 'Career and life', 'Mail', 'SWG Technical', 'Legal', 'BI@IBM', 'Mobile', 'Sales', and 'My Stuff'. The main content area is divided into several sections: 'Featured topics' with a highlighted article 'Our Purpose, Values and Practices'; 'IBM news' with a '2014 Smarter Cities Challenge' headline; 'Connect and share' with a status update field and a feed of posts from Rishab Sharma, Rishi Bhargava, John Rooney, and Michelle M. Morrison; 'Search' with 'People search', 'w3 search', and 'w3 Connections search' options; and 'Ask an IBMer' with a keyword search field.

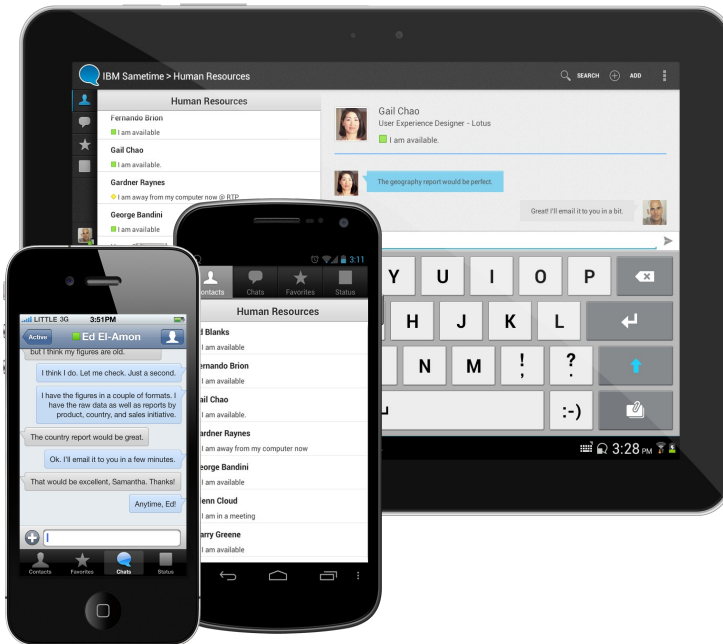


The screenshot shows the 'w3' interface with a clean, modern design. The top navigation bar is dark blue with the 'w3' logo and menu items. A search bar at the top right says 'Search people, sites and applications...'. The main content area is organized into three primary columns: 'News for All' (with an 'update available' badge) featuring articles like 'Story of the week', 'It's Think Friday', 'Friday Five: Five tools to help with work-life integration', and 'Liveblogging: Cognitive Systems Colloquia'; 'Your news' featuring articles like 'The Future of Intelligence', 'The customer-activated enterprise', 'IBM acquires Xtify Inc.', and 'Mobile strategy for competitive advantage'; and 'Get connected' featuring options to 'Connect with other IBMers', 'Share your knowledge and ideas', 'Engage with IBM on shared goals', and 'Find experts and showcase your expertise'. The interface is more spacious and easier to navigate than the previous version.

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



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 buy hardware,

Software and

manpower,

to run email servers,

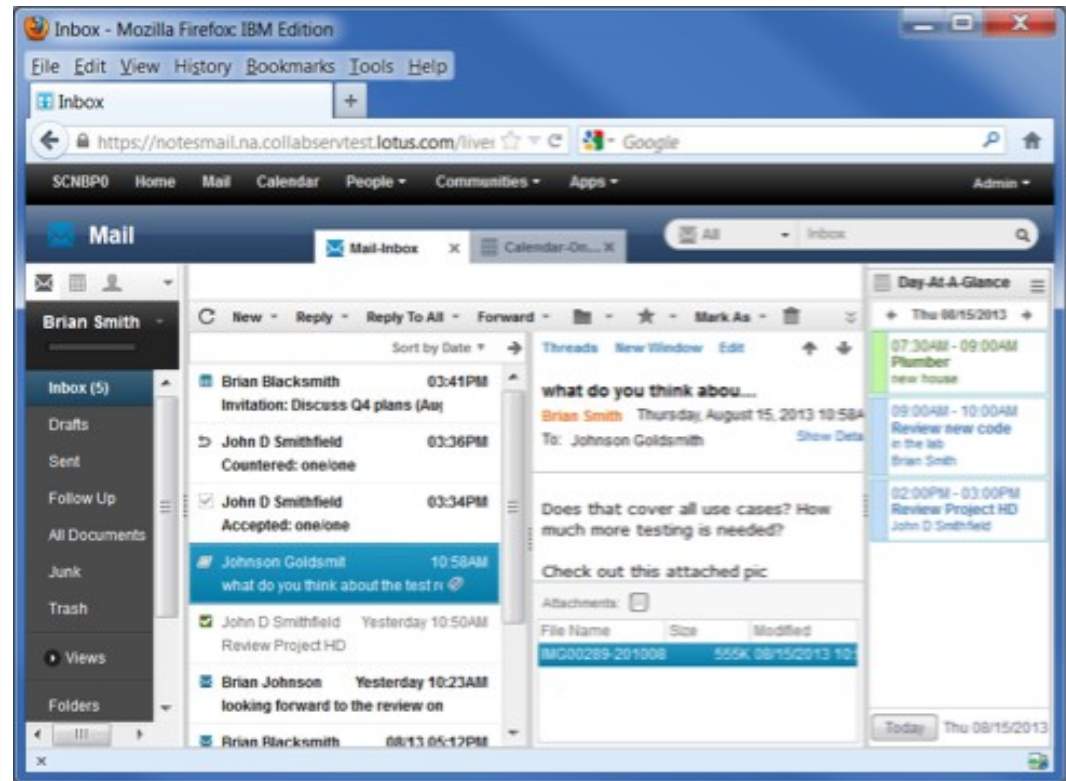
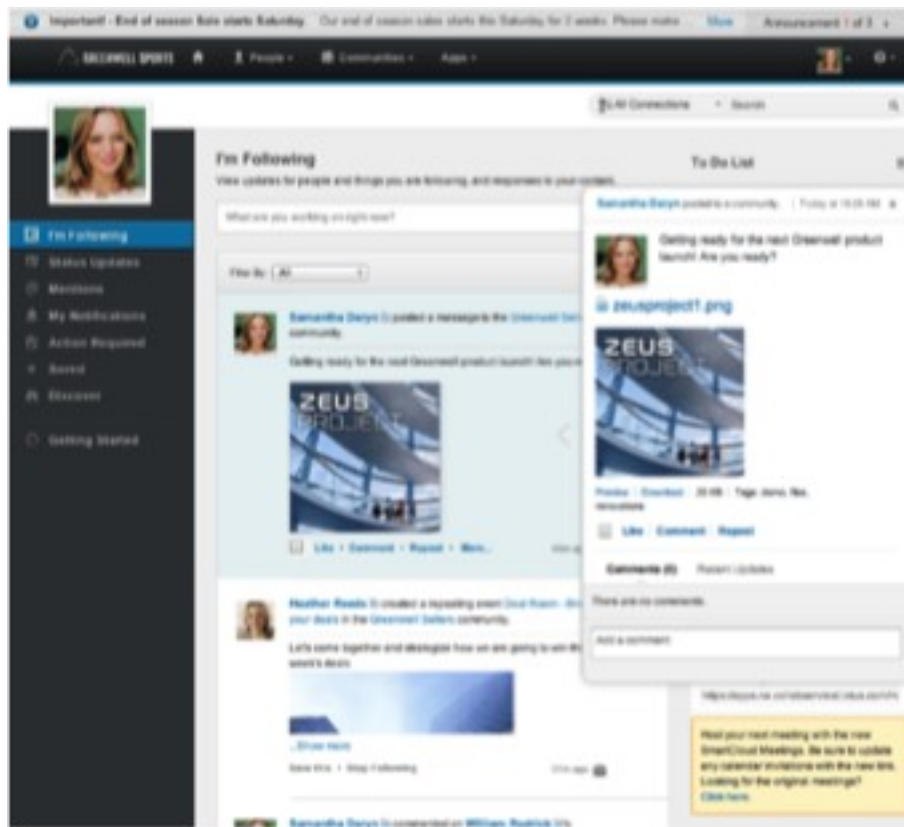
or blogs and wikis?”



Cloud should simply be a deployment choice not a technology choice



IBM SmartCloud for Social Business

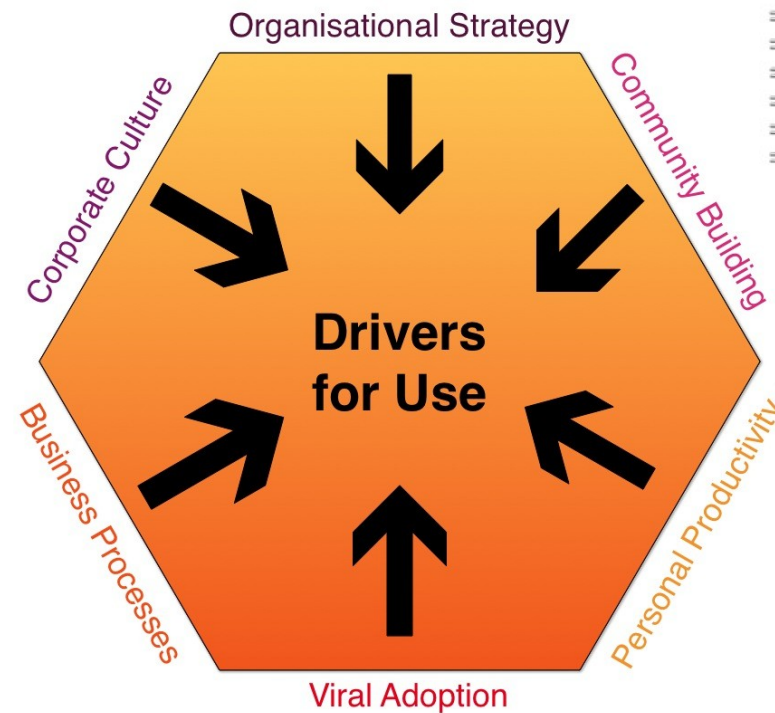


Adoption is key to achieving business value



Social Business	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

Social Business Strategy



TOP 10 Best Practices for Social Business Adoption

- 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
- 5. Leaders Show the Way
- 6. Evangelize and Enable Employees
- 7. Motivate and Engage
- 8. Reverse Mentor your Leaders
- 9. Raise an Internal Brand Army
- 10. Show Metrics & Value

Create a New Way of Working (Items 1-4)

Launch (Items 5-6)

Engage (Items 7-10)

© 2013 IBM

Adoption Plan





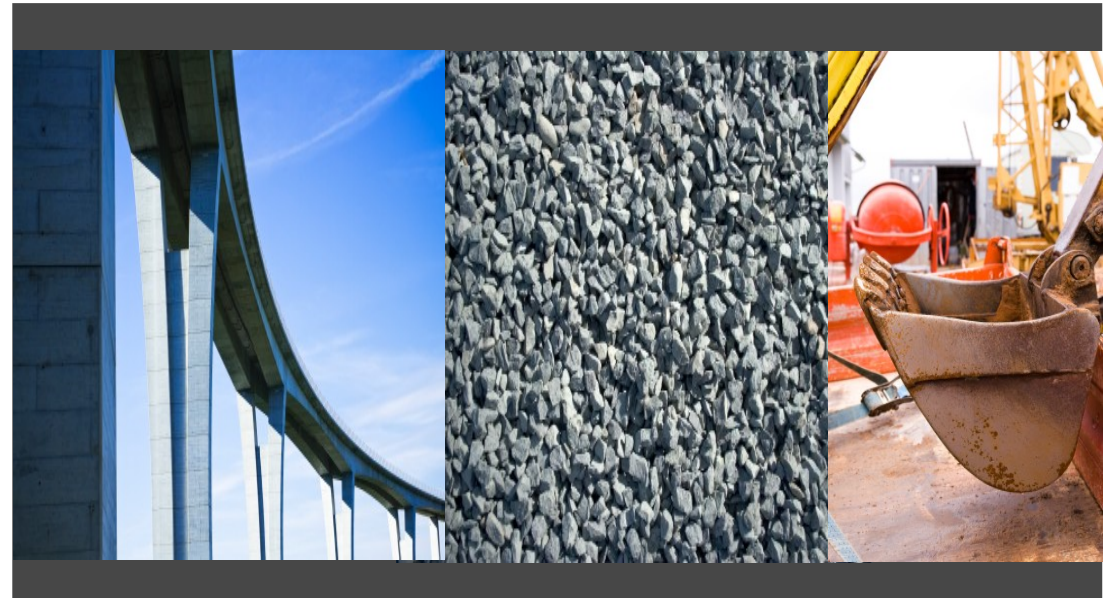
Cemex redefined their product development process through a new collaborative initiative called “Shift”

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.

Since 2009

- ~ 50,000 employees participating
- 288,000 stories shared on average each story acknowledges 1.8 employees
- That's over 260 stories submitted each day!

Wow MOMENTS
capturing, celebrating & sharing employee customer service stories

Wow Moments Program Introduced
Great everyday customer service stories unshared and not widely known
Success stories and customer service achievements can be widely shared on TD Intranet

Connecting TD Employees from across the country to customer success stories.

Customer Experience
Employees are motivated by the stories and can apply learnings to their job each day.

Building a Culture of Recognition
Informal recognition made public and transparent, promotes more sharing of stories.

Contributing to...

- Legendary Customer Experiences**
- Extraordinary Employee Experiences**

Helping Managers be better Managers
Easily access meaningful stories involving their employees

Customer Experience Index
Highest in Customer Satisfaction 6 years in a row by J.D. Power and Associates

Employee Engagement & Recognition
TD recognized as Canada's TOP 100 Employers for 5 years in a row



“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



Forbes

Real Time

+26 posts this hour

De Ruwe's has been able to get 66% of Bayer Material Science employees using the whole platform on a regular basis.

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

<http://onforb.es/LaLDj5>

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."



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

IBM's own journey to transform itself



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

Organise Key Content



Broadcast Information



Find Information



Find Experts



Share Knowledge



Ask and Answer Questions



IBM: recognised industry leader in Social Business



MARKET ANALYSIS

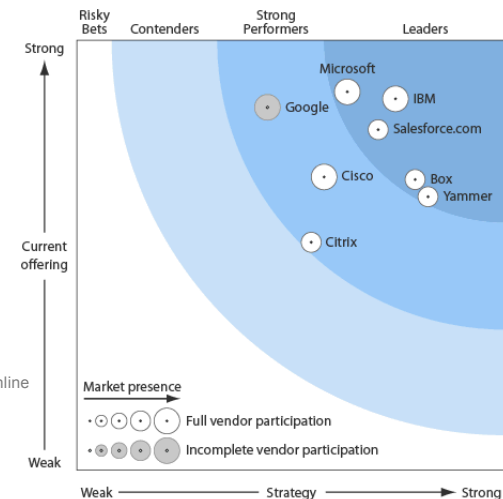
Worldwide Enterprise Social Software 2013–2017 Forecast and 2012 Vendor Shares: From ESS to ESN

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>

SocialBusiness
Patterns in achieving social business success
by leading and powering organizations



Featured case studies



CEMEX constructs a community
Within a year of launching a social network initiative, more than 20,000 employees of this global building materials company were engaged, over 500 communities had formed, and nine global initiatives were underway.

➔ Read more
▶ Watch the video



Sogeti connects experts and expertise
This global technology services company uses IBM Connections to help make connections with experts and encourages them to participate more broadly across organizational boundaries.

➔ Read more
▶ Watch the video



Rheinmetall integrates communication
The IBM Lotus collaboration suite helped this automotive and defense supplier unify and consolidate communications in a flexible and collaborative environment.

➔ Read more
▶ Watch the video



SXC Health Solutions creates a healthy network
This leading pharmacy benefit provider created a more collaborative, integrated community with faster response times and a closer, networked organization with messaging, profiles and file sharing enterprise-wide.

➔ Read more



aatranslations interprets real-time collaboration
This international translation agency streamlined their processes for hundreds of translators and clients in 20 countries by providing an easy-to-use collaborative workspace in the IBM Cloud.

➔ Read more
▶ Watch the video



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