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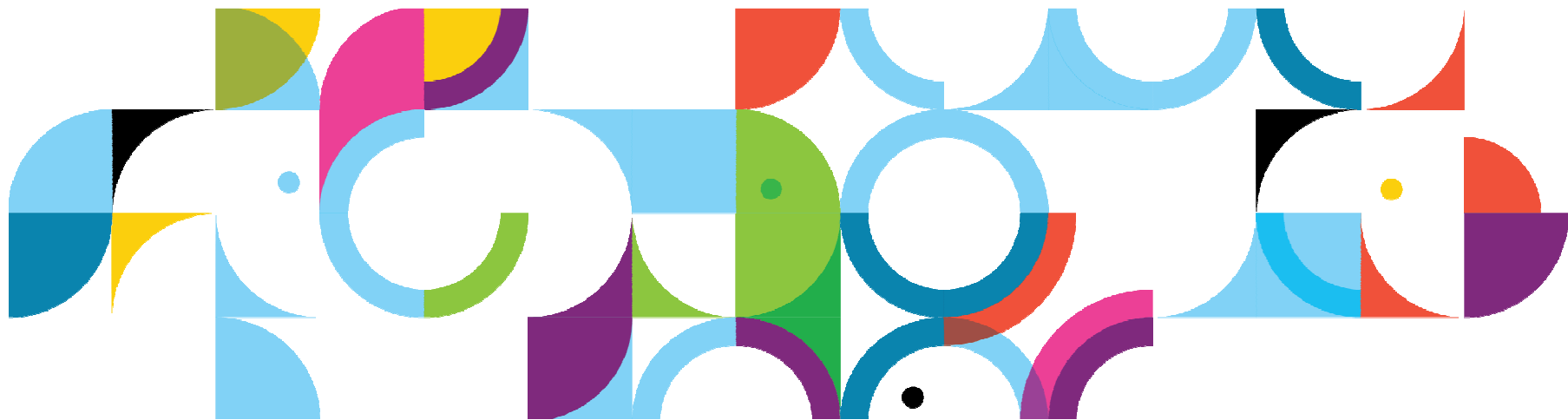


@davebthompson



Dave Thompson

Social Collaboration



Today, the social graph is transforming the way we interact

30 billion pieces of content are shared on Facebook each month

Pinterest

drives more traffic to retail sites than Google+, YouTube and LinkedIn combined



More companies **Now** use social **Internally** than Externally

66% of top financially performing companies leverage social in their processes

What is a Social Business?

Engaging, Transparent, and Nimble



ROI is REAL!
McKinsey Highlights! ¹

↑ marketing
effectiveness **20%**

↑ sales revenue **15%**

↑ customer sat **20%**

Social by the Numbers

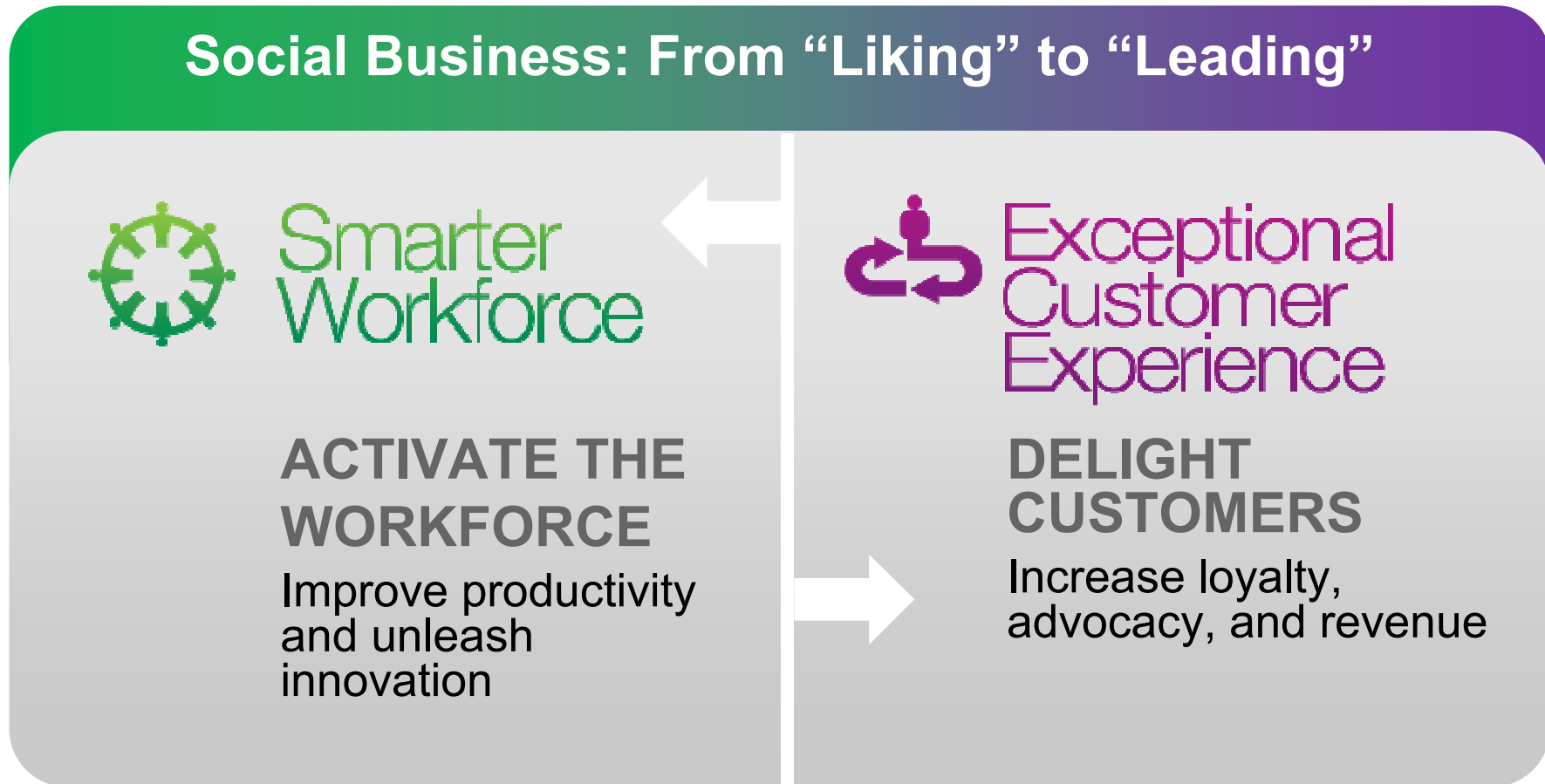
79% using ²

45% take lower pay ³

73% CEOs #1 Customer
Engagement ⁴



Leaders leverage social business for a competitive advantage...



...by embedding social into critical *business processes*



Knowledge Sharing & Ideation



Find Expertise



External Customer Insights



Recruiting & Onboarding



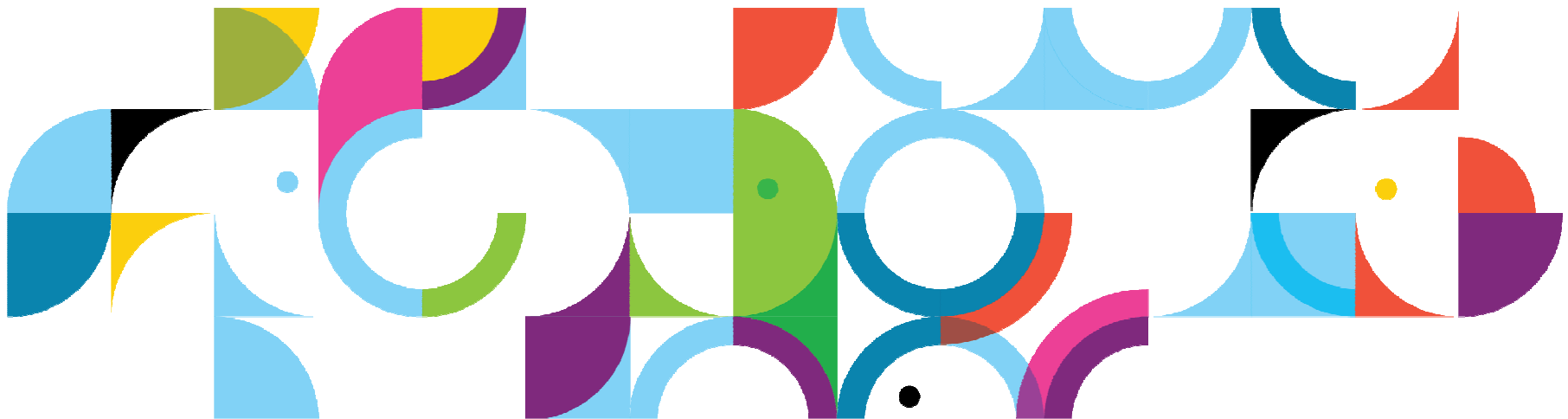
Merger & Acquisition



Safety

What do you know?

The importance of Collaboration for sharing knowledge in your organization



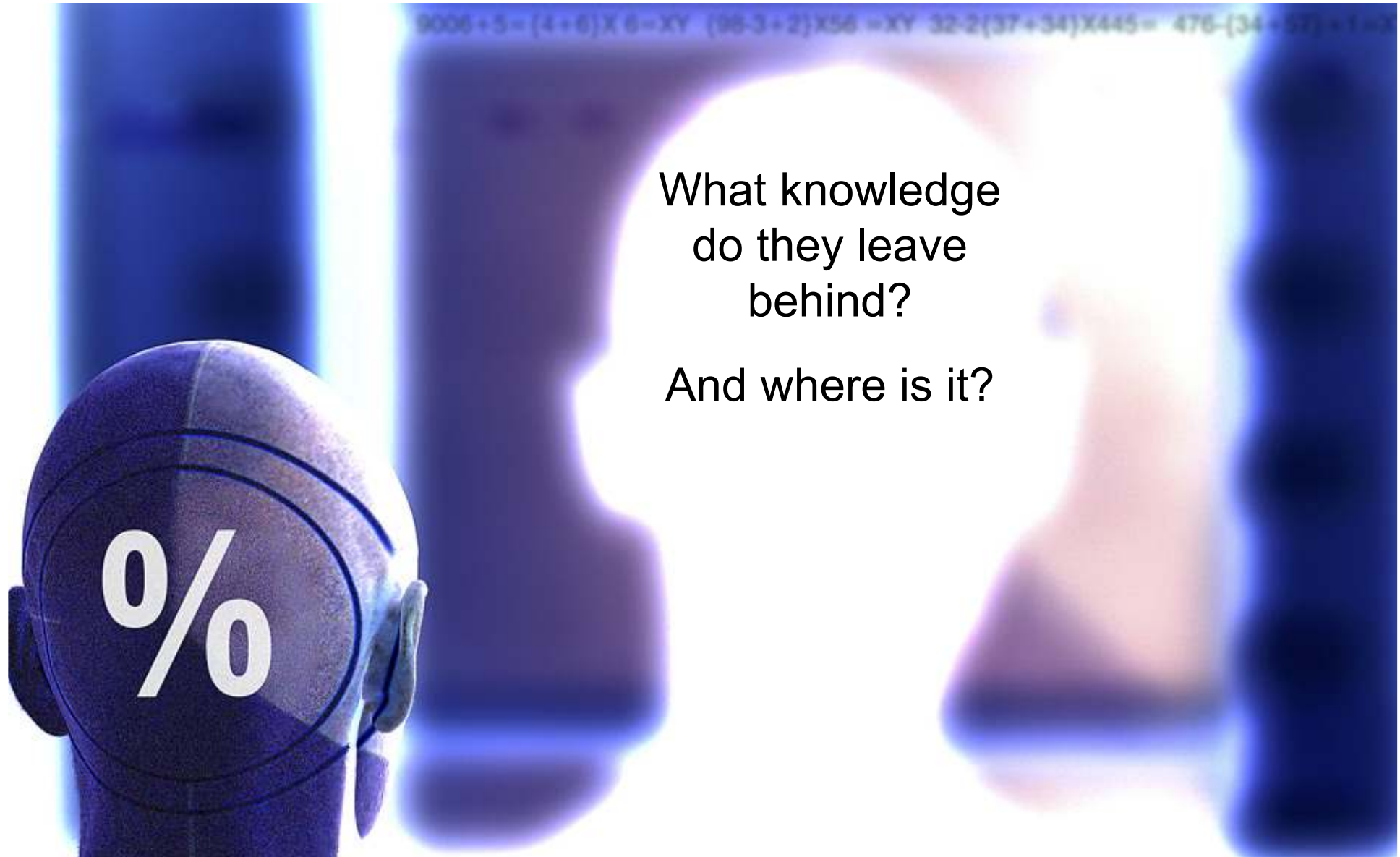
Imagine this...

This afternoon everyone
in your company walks
out the door...never to
return...including you.

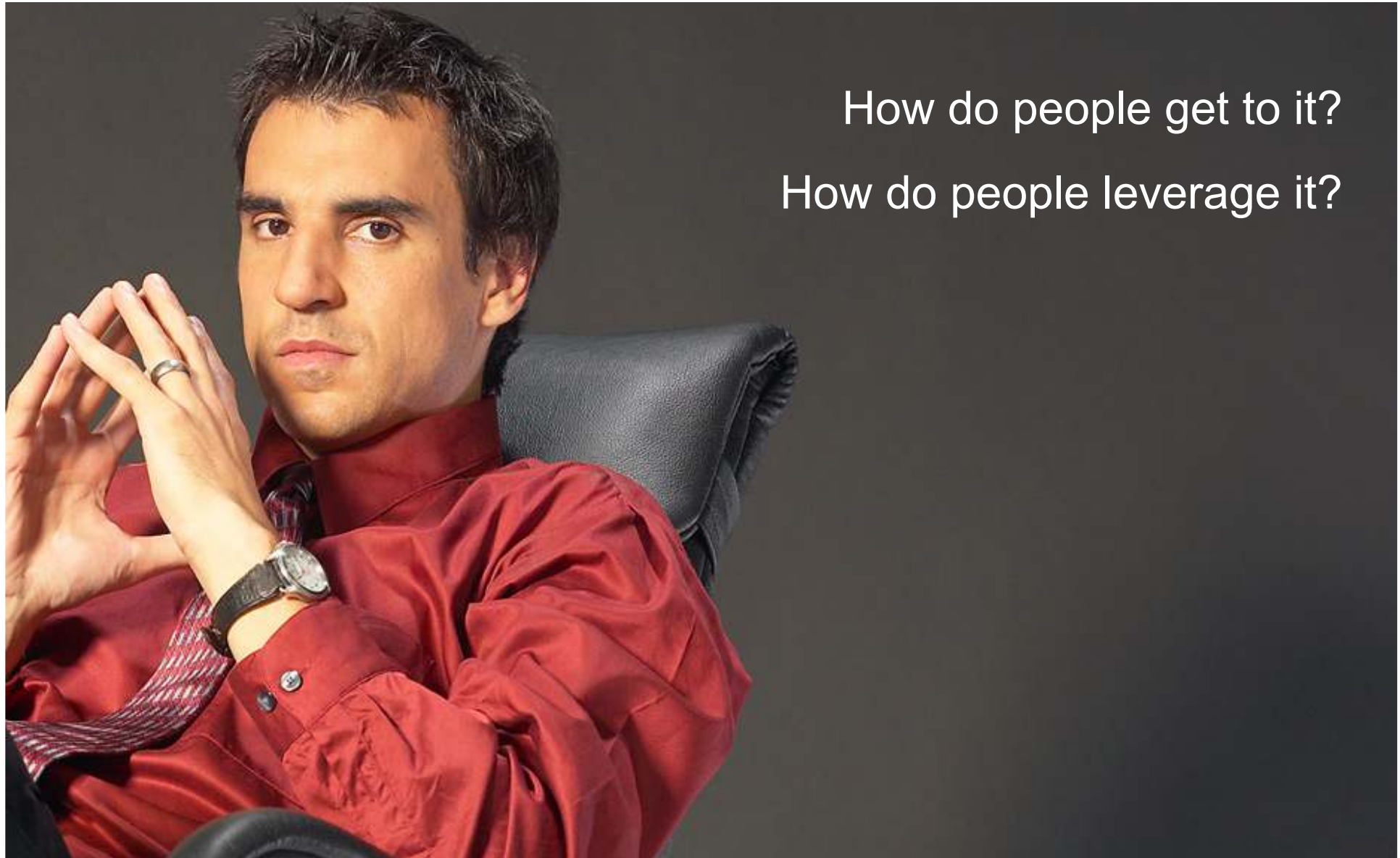
Would your company be
able to survive?



When a person leaves your company,



Where does your company “knowledge” reside?



How do people get to it?

How do people leverage it?

Good news! There is a better way!

A way business people
around the world are sharing
knowledge



Delighting clients and better engaging employees generates more successful business outcomes

Increase Visibility

Can increase website traffic by 145 million visits ⁽⁶⁾

Improve Customer Service

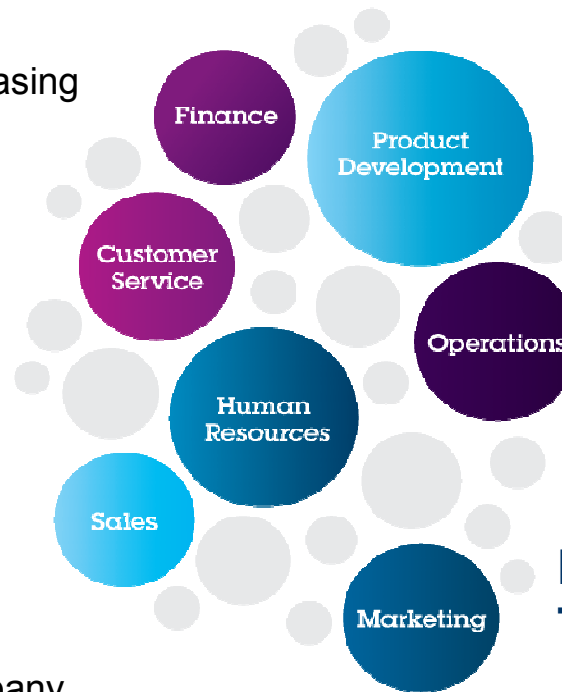
Can achieve 5% reduction in customer defection rate increasing profits by up to 68% ⁽²⁾

Speeds up Product Development

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

Increases Sales

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



Increases Marketing

Can achieve 100% increase in market exposure ⁽⁴⁾

Maximizes Employee Productivity

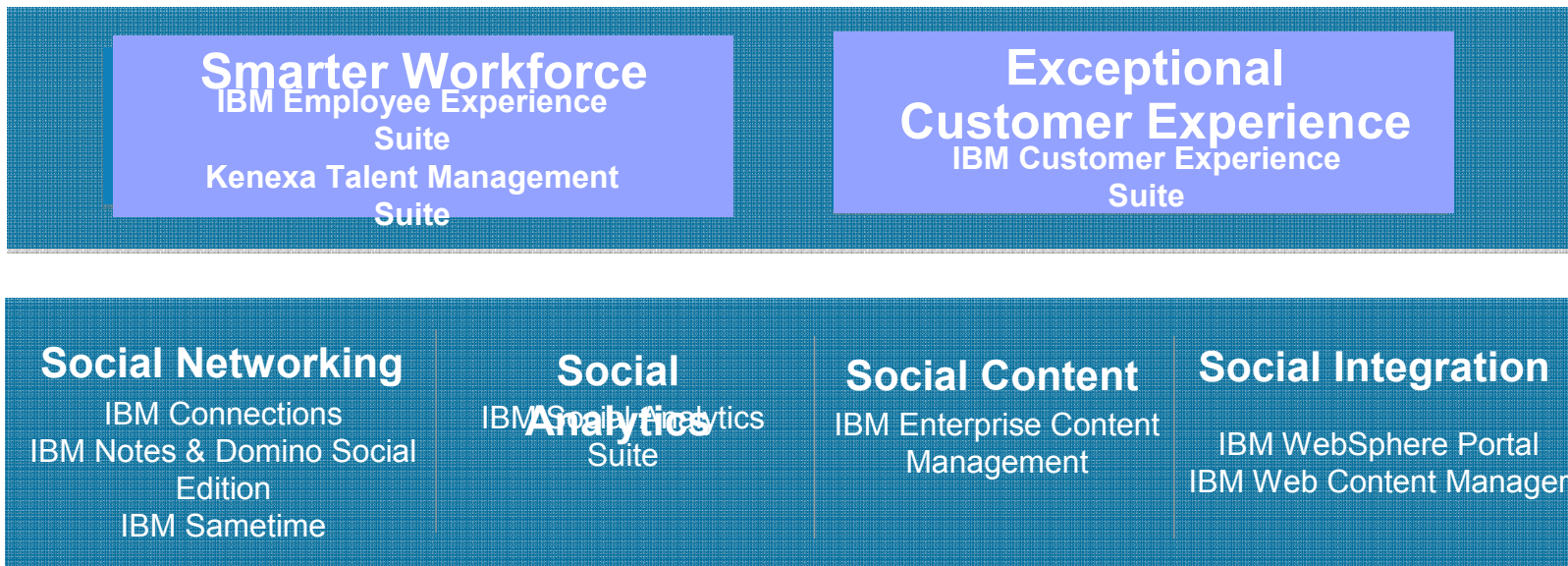
Can retain the knowledge of seasonal staff within the company, and thus increase customer satisfaction in our resorts ⁽⁷⁾

Reduces Employee Turnover

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

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

IBM offers a full range of industry leading capabilities to meet the requirements of any organization



Deployment Options

IBM SmartCloud for Social Business

Dedicated Private Cloud

On Premises

Hybrid

Ideas? Questions? Comments?

