



Boost Your Budget: **Collaborating: Doing** **more with less**

June 23, 2009

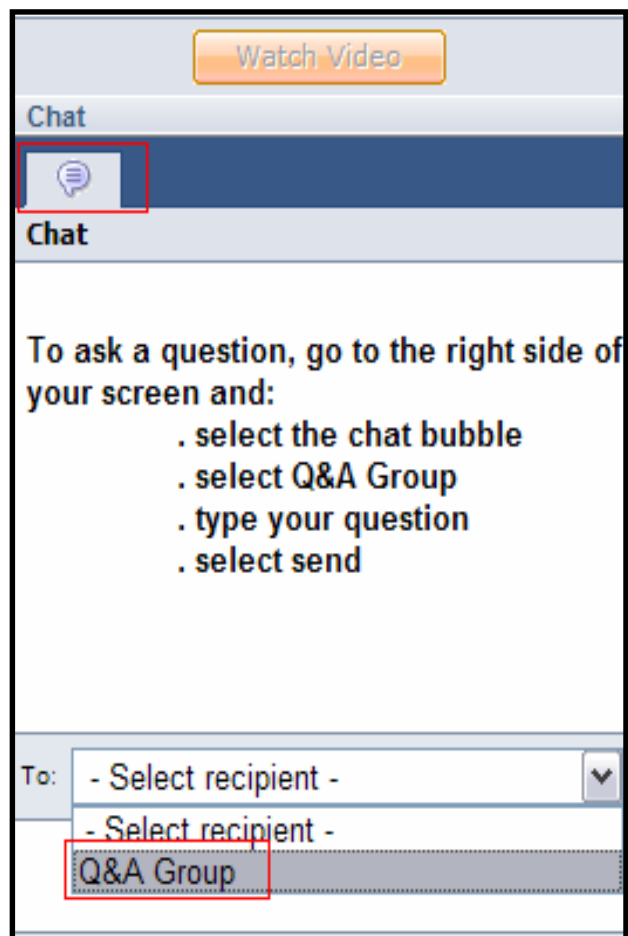


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How to submit a question



1. Phone lines are muted for all attendees
2. Submit your questions using Chat feature of SameTime Unyte



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Your speakers today



- **Mitch Mayne**
- **ISV & Developer Relations, Global Communication**
- Mitch is the external communication lead for IBM ISV & Developer Relations. He's responsible for the organization's overall messaging and positioning, and disseminating that message to our press, analyst, and business partner communities across the globe. Mitch is the creator and host/moderator of the "Boost Your Budget" series.



- **Chad Laws**
- **IBM Systems and Technology Group, Social Media and Community Strategy**
- Chad is the Social Networking and Collaboration Strategy Lead within the Global Business Partner Marketing organization. He is focused on collaboration with and between IBM Business Partners and is owner of the IBM PartnerWorld Community.

Your speakers today



- **Margaret Smith**
- **Global Program Manager, IBM Ecosystem Initiative**
- Margaret Smith is the global marketing leader for the IBM Ecosystem Initiative. Through the Value Net Connections program she helps Business Partners connect and collaborate with other IBM partners to grow their business.



- **Heather Huffman**
- **Program Director, developerWorks**
- Heather Huffman manages the worldwide developerWorks Marketing organization. Heather helps ensure students and IT professionals around the world can quickly and easily find the code, content, and community they need to stay abreast of the latest technical trends, develop their skills, and share their knowledge with the larger technical community.

Your speakers today



- **Dylan Charles**
- **Partner, Crimson Consulting**
- Dylan Charles is a former Partner at KPMG (BearingPoint) and The McKenna Group, and has over 20 years of strategy and planning experience in a range of industries including high technology, telecommunications, media, and consumer products. His expertise includes web and social media strategy development and planning.

Topics

- ▶ Market snapshot
- ▶ Five collaboration tips you need to know
- ▶ Leveraging your IBM relationship: Get connected
- ▶ Resources that can help
- ▶ Business Partner perspective: Crimson Consulting
- ▶ Q&A



Times are challenging...

- *Nations mood darkens as jobs vanish (AP, Jan. 2009)*
- *New Zealand enacts aggressive rate cuts (Bloomberg, Jan. 2009)*
- *India central bank lowers growth forecast (AFP, Jan. 2009)*
- *Italy gives okay to stimulus package (NASDQ, Jan. 2009)*
- *Developed economies will be worst hit, but emerging regions not immune (Gartner)*

But there are still opportunities.

- *43% of CIOs to increase IT infrastructure outsourcing. Forrester*
- *Outsourcing continues to gain traction and budget dollars owing to its inherent value add proposition. Credit Suisse*
- *Clients will look for innovation via smaller projects with quick ROI. Credit Suisse*
- *Top CIO priorities are infrastructure (29%), security (18%) and ERP(12%). UBS*

The Bottom Line: Now is the time to be smart about how you bring opportunities to the next level.

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Tips to make social media work for you

1. **Just do it.**

- ▶ Success is based on your attempts trying new things—this is no different
- ▶ Execute, learn, and adapt

2. **Use social media for your own purposes**

- ▶ LinkedIn, Facebook, Twitter

3. **Be yourself**

- ▶ Research shows most successful exchanges have a personal touch
- ▶ Personalize your profiles

4. **Start small to get big**

- ▶ Tap into the easy stuff first: social bookmarking, tagging, ratings and rankings
- ▶ Pilot your activities where they make sense for you as a consumer



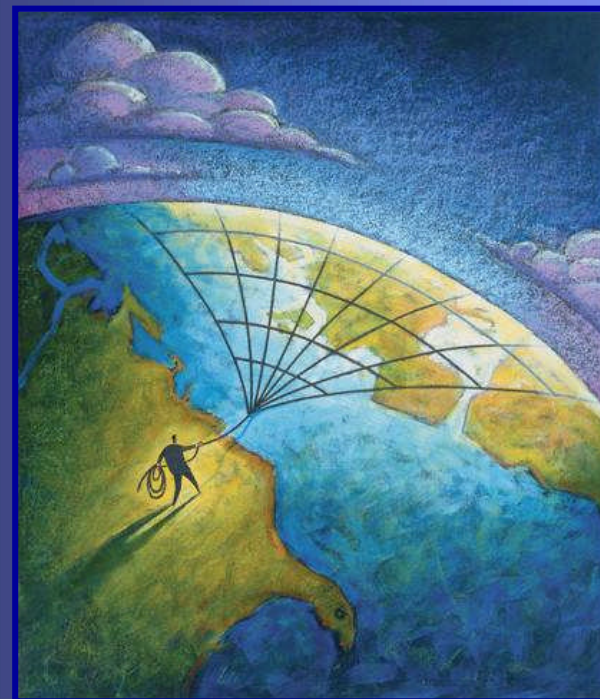
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Get Connected

- ▶ **Leverage your IBM relationship**
 - Improve your ability to create innovative solutions
 - Reach new markets
 - Broaden engagement opportunities



Gartner advised CIOs to encourage leadership teams to use social media more openly to communicate internally and externally to **rebuild brand confidence, energize the company culture, develop ideas and refine solutions.**

Gartner Research - CIO 2009 Resolutions (January 6, 2009)

Definitions

What's in a word?

Social Networking is as old as civilization. It involves the sharing of information among friends/acquaintances to socialize, discuss topics of interest, reduce risks, and make more informed decisions.

Social Media is how the internet has changed social networking. It includes the use of Web 2.0 tools like blogs, wikis, video file sharing, and social networking sites like Facebook to expand the reach of social networking and more effectively capture and share relevant information.
(Matt Goddard, R2i.ntegrated.com)

On-line Communities combine many social media capabilities in one secure place to facilitate communications, collaboration, and networking for social, educational, or business purposes



Why social networking?



A preview of corporate communications in the social media era

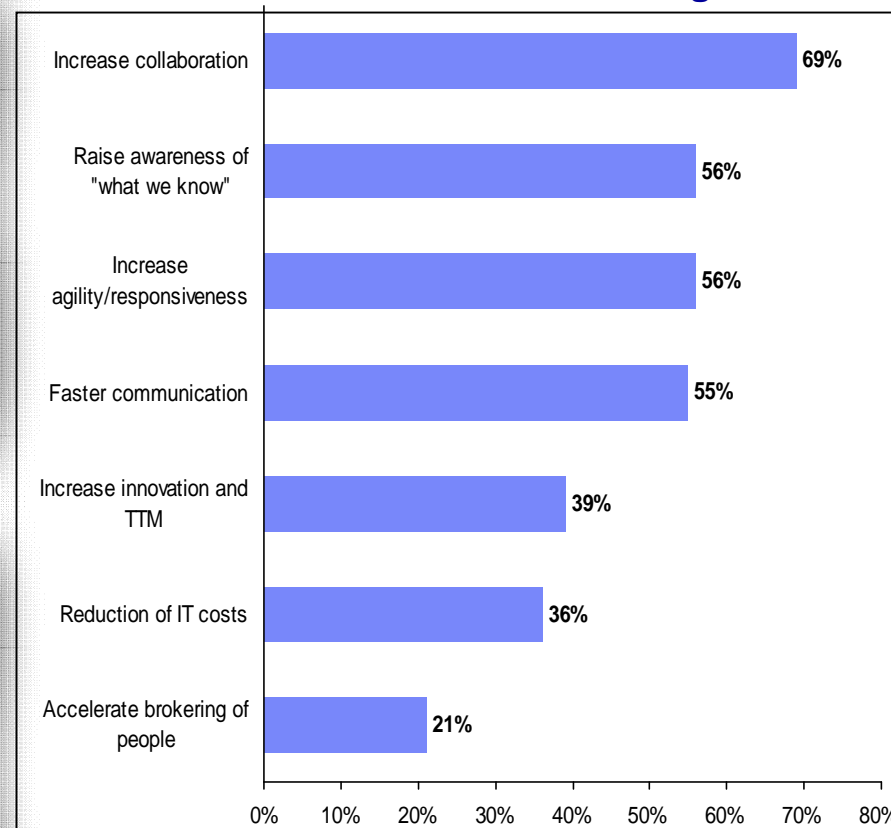
General Motors uses social networking tools to facilitate communication between executives and employees, as well as to give product experts the opportunity to present new designs to the employee community



Motorola's IT Department Takes On Enterprise 2.0

Motorola's "Intranet 2.0" initiative has met with considerable success, with 70,000 people using it every day, including partners. The company now has 4,400 blogs and 4,200 wiki pages and uses, among other technologies, social networking, bookmarking and tagging

Reasons for Social Networking



Source: AIIM Market IQ: Enterprise 2.0, Agile, Emergent & Integrated, march 2008

Social Networking is seen as the solution to bridge the gap in communication and collaboration related to the globalization of Enterprises

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Collaborate with other partners and IBM

PartnerWorld Communities

What they are: A social media experience that helps you collaborate with IBM and the largest Business Partner network in the industry



Why you need them: They give you ways to connect, collaborate and innovate for growth. PartnerWorld Communities provide social networking and collaboration capabilities designed to help you develop innovative solutions, reach new markets and broaden business opportunities.

- Evolves your PartnerWorld experience from a static site to an interactive experience
- Leverages a single ecosystem method to drive solution sales innovation

<http://www.ibm.com/connect/partnerworld>

PartnerWorld Community: How it works

PartnerWorld Communities

- Customize your own dashboard view of community activity.
- Communities: Work with people who share common interests and expertise.
- Blogs: Learn and share the latest with thought leaders.
- Profiles: Manage the contacts.
- Save, share, and watch bookmarks by expert or topic.
- Collaborate on project and next steps.

Business Partner Charter

IBM has built one of the most extensive global Business Partner networks in information technology today. Each relationship is guided by the IBM Business Partner charter, which articulates IBM's commitment to Business Partners and lays the foundation for mutual growth and greater profitability.

Blog Home

Lotus im Gespräch mit Andreas Hiller (GIS) zur Lösung beim Robinson Club/Blue Blog
Thorsten Zoerner | Today 7:24 AM | Details

(M)ein Leben als Technologie Adaptor
Thorsten Zoerner | Today 7:21 AM | Details

Lotus im Gespräch mit Andreas Hiller (GIS) zur Lösung beim Robinson Club
Stefan Pfeiffer | Today 5:23 AM | Details

Deployment

- ▶ 1Q: Available World Wide in English only, launched 3 communities (PW, VNC, GBPAC), 5 blogs, 4 forums
- ▶ 2Q: translation, new communities, greater functionality

Benefits

- ▶ Provides enhanced Partner-to-Partner matching and collaboration via Web

How you find other Business Partners

Tips

You can use the search field at the top of the page for quick searches. Use the form at the bottom of the page for more advanced searches.

New to Profiles?

Learn about how to use profiles.

Welcome to Profiles

Search for contact information and organizational information : publishing.

[Learn more](#) [Watch demo](#)

Search Profiles

To find a profile, enter the name or keyword of the person you would like to find.

Find by Name Find by Keyword

[Name Search](#)

[Advanced search options](#)

Chad Laws | [Help](#) | [Log Out](#)

- Name (First Last)
- Name (Last First)
- Organization
- Phone Number
- Job Title
- Profile Tags
- Community

Action:

- User logs in **with PW username and password**
- From "[Search Profiles](#)" page, Search by name or keyword in page field
- Or search using site search in upper right selecting "search tags" from drop down menu
- Listing of partners matching search string

IBM Value Net Connections

Value Net Connections

What it is: An end-to-end approach to help you get connected with other Business Partners to grow your business—from choosing the right partners and developing the right solutions, through to program support that can help you generate leads.

Why you need it: Value net teaming can help you:

- Control Costs
- Compress your sales cycle
- Increase your margins
- Drive innovation

Where to find it:

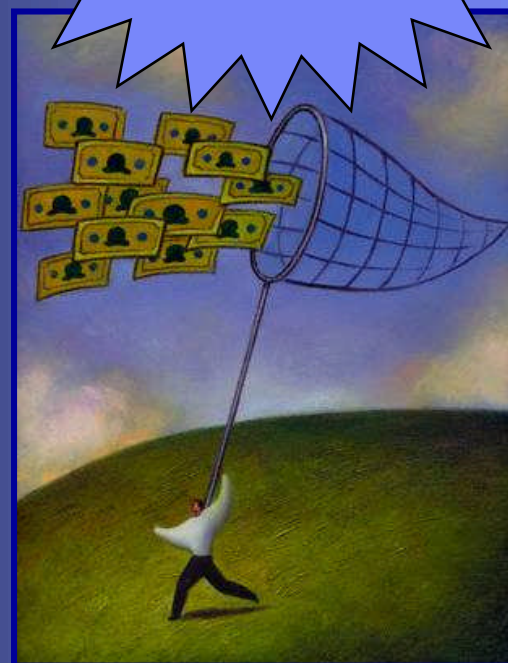
ibm.com/partnerworld/valuenet



Value Net Connections: How to get started

- ▶ Any IBM Business Partner worldwide can participate
- ▶ Go to the [Value Net Connections website](#)
- ▶ Complete a simple registration form
- ▶ A PartnerWorld Value Net Connections representative will contact you to kick-off the process

register an existing
teaming
relationship or
create and join a
value net team



ibm.com/partnerworld/valuenet

My developerWorks: IBM's community of developers, IT Professionals, & students

My developerWorks

Welcome to My developerWorks, a new way to connect with industry experts and other developers! As always, you can join one of our community **spaces**--micro-sites focused on a specific technical subject--or apply for your own; participate in a **forum** discussion; check out the latest musings from our popular **bloggers**; and share knowledge on our **wikis**. (Use the tabs above to dig deeper into these offerings.) But now you can take it to the next level with a truly personalized My developerWorks experience. Start by signing in and then building your profile (via the **Connect** tab or the link below).

→ **Build your My developerWorks profile**

Click here to view profile

Find people... Search



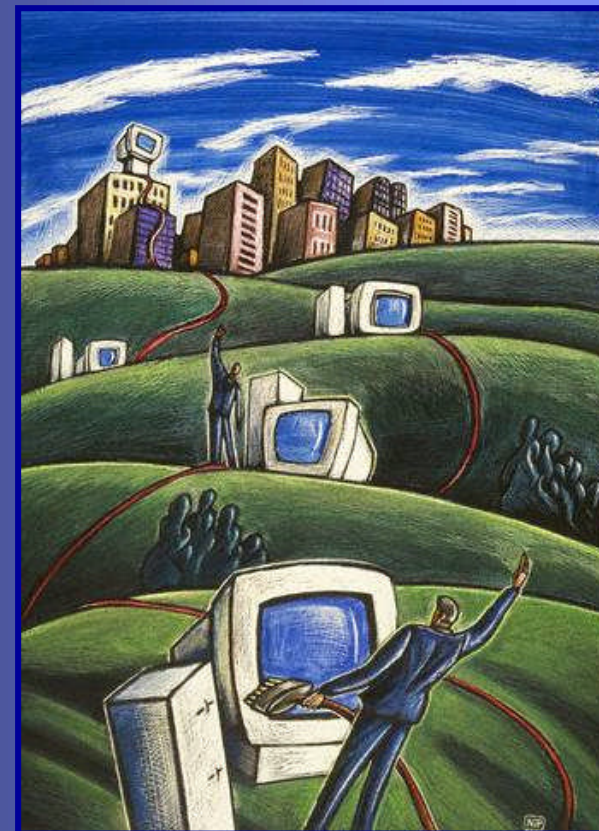
What it is: a professional network and knowledge base that connects the developer community worldwide to share and collaborate

Why you need it: My developerWorks is everything and everywhere our users can contribute, connect with others and engage with developerWorks.

Where to find it:
ibm.com/developerworks/mydeveloperworks

My developerWorks: Getting started

- ▶ 1. **Sign in** to My developerWorks & build your profile
- ▶ **Be sure to update** About me, Skills, Area of Interest, and add your photo so people can find you!
- ▶ 2. **Connect** with colleagues, thought leaders, experts, and groups experts on topics that interest you
- ▶ 3. **Follow or start** a blog on your favorite topic
- ▶ 4. **Use Groups and activities** to bring people together and collaborate on specific projects



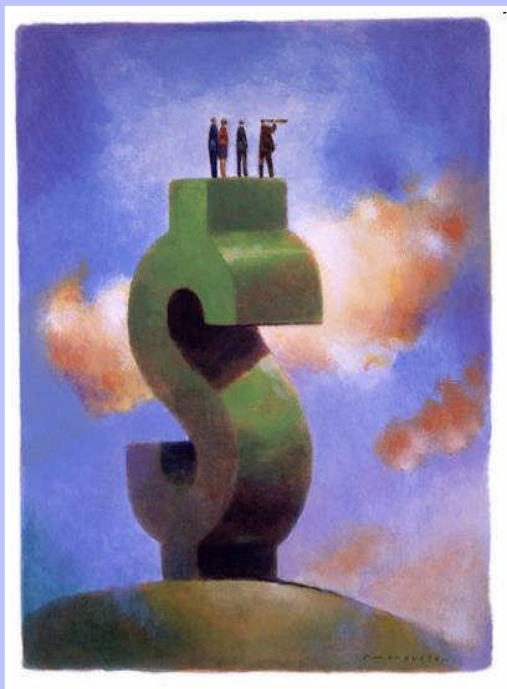
Check out this video for even more tips!

<http://www.youtube.com/watch?v=GSSjXiQCF-k>

IBM Innovation Centers

Serving the IT ecosystem

IBM Innovation Centers



What they are: Physical centers located around the globe designed to help you grow your business and reach more clients

Why you need them: With more than 40 locations around the globe, the experts at our centers can help you build solutions, solve real problems in real time, grow cutting-edge skills, and team with IBM and other Business Partners. These globally networked centers mean growth opportunities, as you can work with local experts around the world to reach new markets.

Where to find them: ibm.com/partnerworld/iic

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Crimson Introduction



Management Consulting Services on Marketing Issues



Broad SME Network

- 6 Continents
- 64 Countries

Deep Expertise

- Technology
- Marketing
- Management Consulting

Industry-Leading Clients

Cisco Microsoft	IBM SAP	Adobe Seagate	Symantec Oracle
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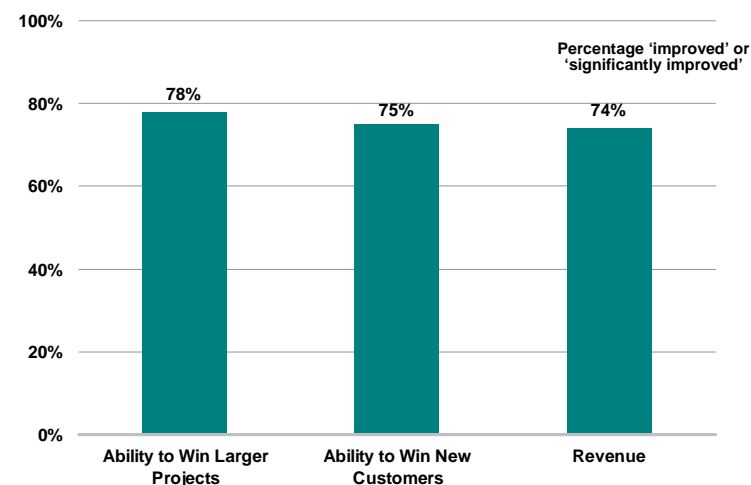
In Our Research, Partners Show Broad Interest in Social Media

- ▶ Interest includes:
 - Vendor provided
 - Distributor provided
 - 3rd party/independent Partner provided
- ▶ The primary benefit of P2P is seen as expansion of opportunity, including:
 - The ability to offer more comprehensive solutions
 - Geographic expansion
 - Deeper expertise
- ▶ Trust is a major issue for Partners in aligning with peers
 - Competition
 - Mutual understanding
 - Partner quality
- ▶ IBM can help assure that you are working with strong peers

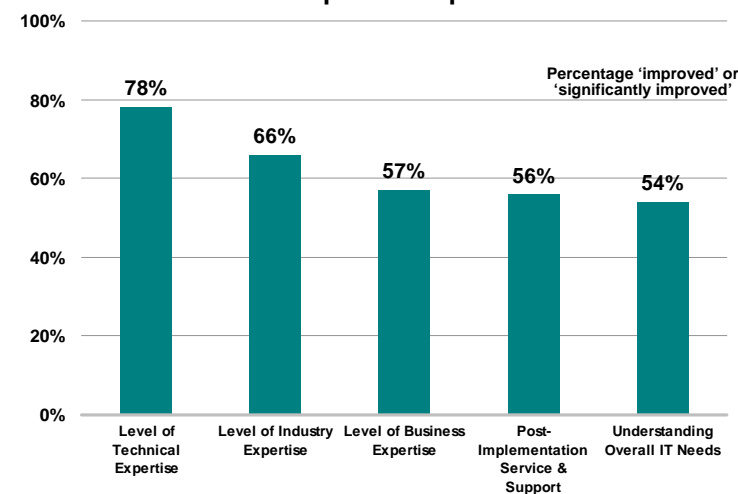
The Benefits Expressed are Based on Both Revenue and Expertise

- ▶ More than 74% of partners surveyed saw collaboration (social networking) with other partners as a significant factor in sourcing new customers, generating revenue, and winning larger projects
- ▶ Most partners regularly work with an average of 8 other partners, and 31% of their revenue comes via partnering (growing at 15%)

Collaboration Impact



Expertise Impact



IBM Business Partners told us they saw benefit in a range of areas:

Social networking for business:

- “As long as this is an interactive channel for us, not an IBM Broadcast Channel, there is indeed a wow factor here”
- “There is a great deal of built up demand for these types of capabilities”
- “Much of the strength will come as start talking... I suspect Forums will take off”

Site Comments:

- “As important as profile information is the capability to create and respond to forums, and to a lesser extent, respond to blogs is key”
- “I’m excited about this and look forward to seeing it”

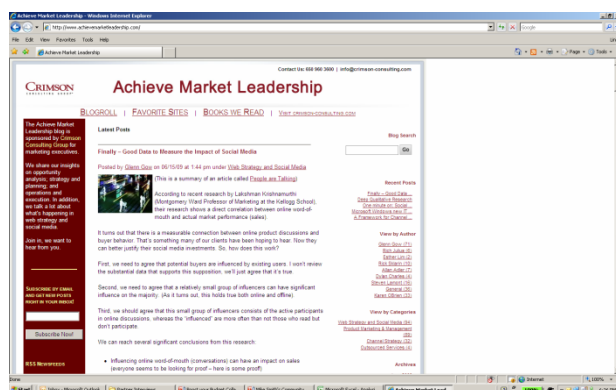
Feature/Functionality	Importance
Special interest groups	High
Ability to see feedback/ratings	High
Discussion groups	High
Online Meeting Spaces	High
Blogs	Med
Chat	Med
Scheduled face-to-face events	Med
Personal-matching	Med
RSS feeds	Med
File sharing	Low
Calendaring	Low

As a company Crimson uses social media extensively and it has resulted in business

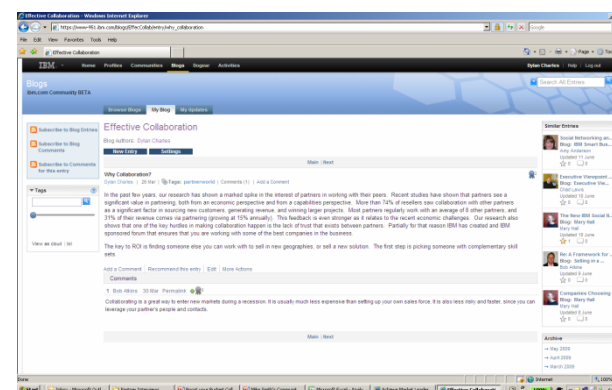
► Our experience using the community:

1. Our company has an extensive blogging program
2. And we participate in a range of forums
3. We are using the IBM community as one of our primary vehicles
4. This type of involvement has generated leads for us

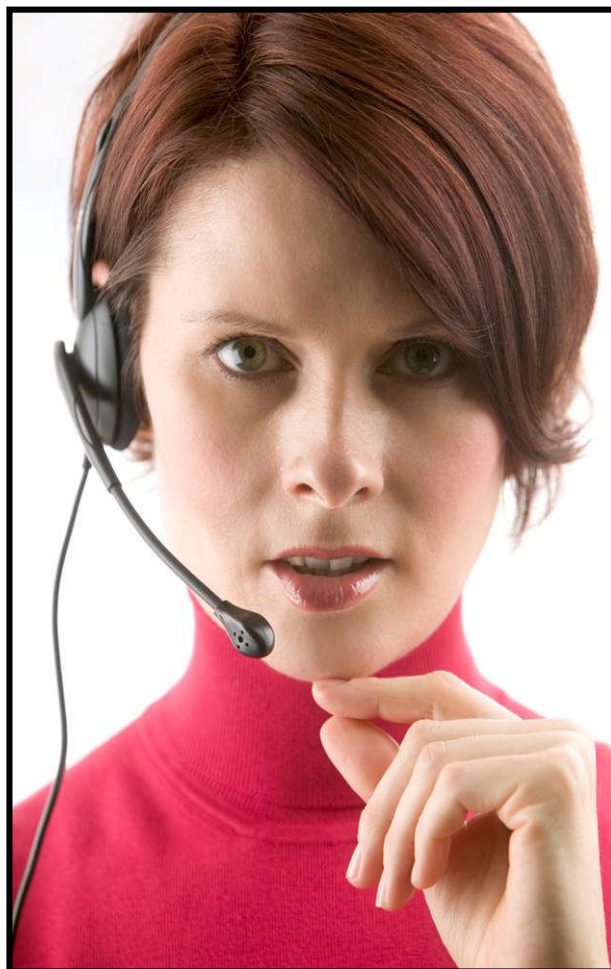
Crimson Blog



IBM PW Blog



Ask the audience



Boost Your Budget webcast series

http://ibm.com/partnerworld/pwhome.nsf/weblook/eac_a_webcasts_boost.html

What they are: A series of webcasts focused on helping you navigate today's economic climate by leveraging your relationship with IBM

Why you should attend: You'll learn how to stretch your marketing dollar further, build an effective pipeline of sales leads and potential clients, how to technically enable quickly and cost effectively, and how you can close the sale in challenging times

In this series:

1. **Effective strategies for marketing in tough economic times** (*Jan 29 – recording now available*)
2. **Cost effective technical enablement tools you can use today** (*Mar 25 – recording now available*)
3. **Making the sale in tough economic times** (*May 21 – recording now available*)
4. **Collaborating: Doing more with less** (*June 23, 11am ET*)

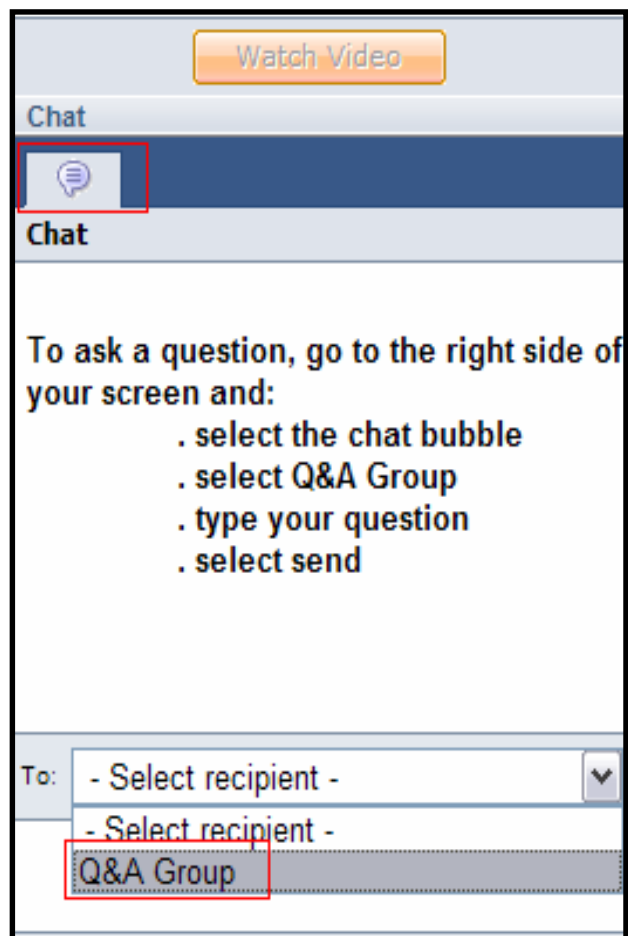


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A smaller version of the IBM logo is positioned in the top left corner of the white rectangular box. It features the letters 'IBM' in blue, with each letter composed of eight horizontal stripes.

Thank you!