

Smarter systems for a Smarter Planet.

# The IBM Smarter Government Briefing Series



## Briefing 3:

### The Future of Citizen Engagement

Meeting the escalating demand for greater accessibility



## Get ~~Social~~ Connected

Mike Handes  @mikehandes

*Social Business Innovation Lead, IBM*

19/07/2011



# Agenda





# IBM's Government 2020 Report

Governments must simultaneously deal with the effects of six drivers that are reshaping our world, while building a foundation to promote the future prosperity of citizens



**ACCELERATING GLOBALISATION**  
**Countries and societies are becoming more economically interdependent across social, political and cultural boundaries.**



**CHANGING DEMOGRAPHICS**  
**Median ages are rising in the developed countries.**



**EVOLVING SOCIETAL RELATIONSHIPS**  
**Today, governments are expected to deliver results and value through secure, private services that are available anywhere at any time.**



**RISING ENVIRONMENTAL CONCERNS**  
**Societies and governments are becoming more attuned to what the earth can provide and what it can tolerate.**



**EXPANDING IMPACT OF TECHNOLOGY**  
**The adoption of the Internet is remaking the landscapes of business, healthcare and government.**



**GROWING THREATS TO SOCIAL STABILITY AND ORDER**  
**From terrorism to armed conflict to pandemics to natural disasters, the character of threats is changing.**

Today's imperative: **Managing within the current global financial and economic crisis in a way that begins to solve the above challenges and lay a foundation to build a better future.**



# The Current Environment for Governments

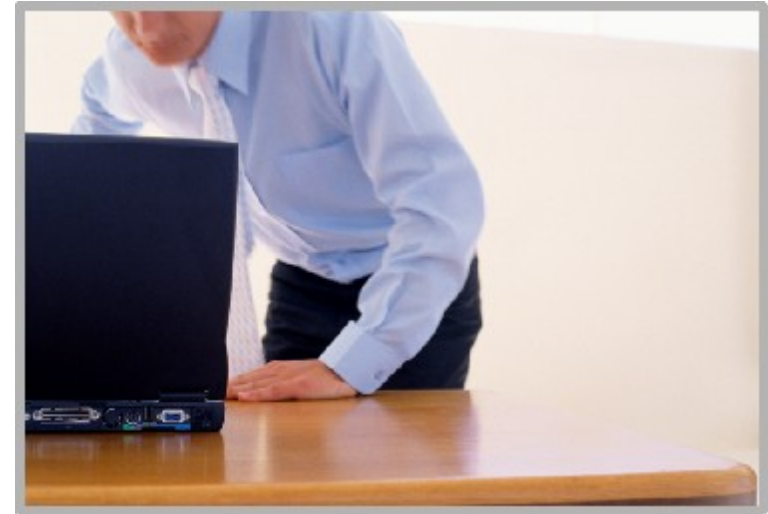
- **Investment Optimisation** – further reducing operational costs while improving IT capabilities and capacity
- **Economic Recovery and Altered Priorities** – stimulating the economy through various programs and executive priorities
- **New expectations for government** – citizens looking for government leadership in rebuilding the economy, supporting their needs, and keeping them informed



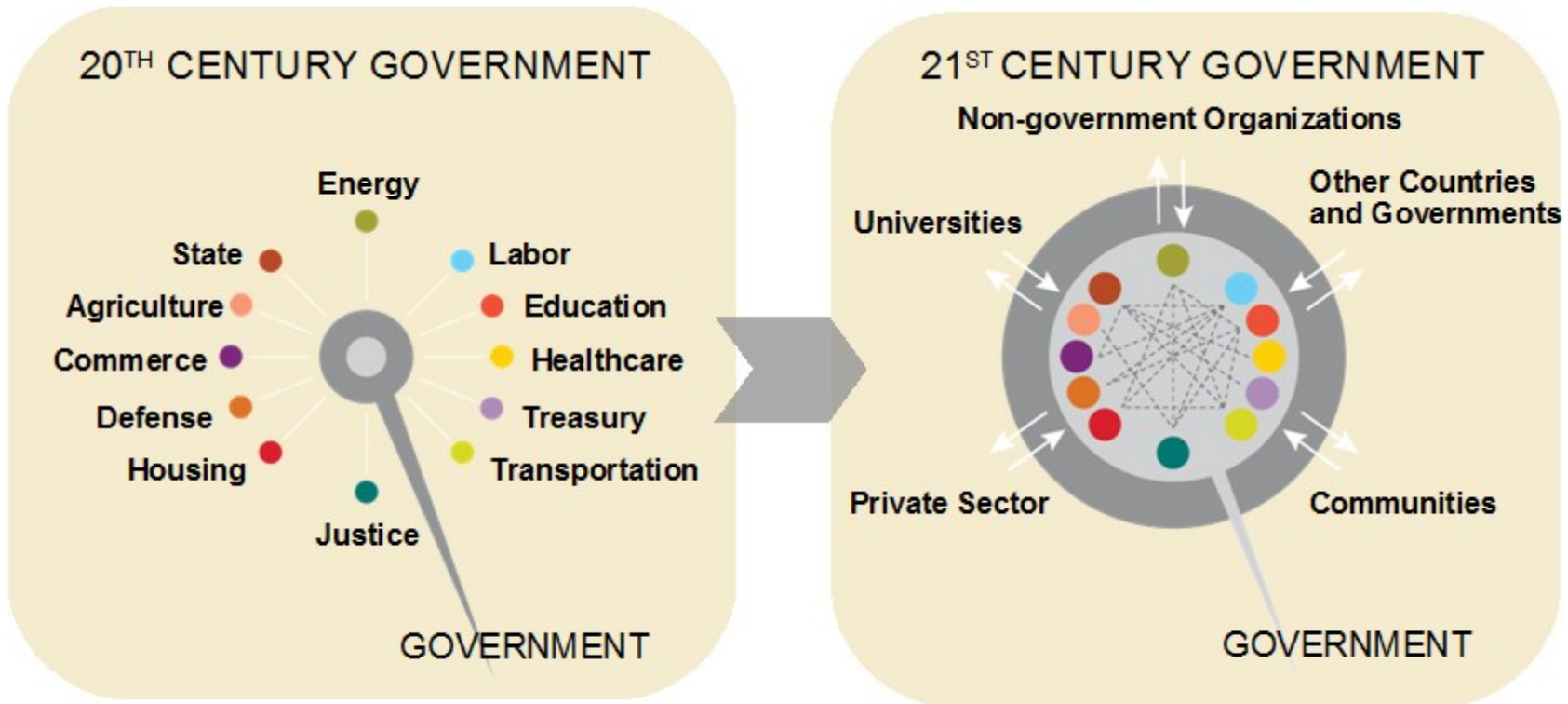


## Current challenges have elicited a variety of responses

- Improving citizen access to **critical services** through Web-based information delivery and **Web 2.0 participatory government**
- Increasing responsiveness by **providing constituents with a self-service model** for routine tasks, enabling employees to focus on exception issues
- Providing better, faster service with online forms tools that **lead citizens through complex government transactions**
- Improving the ability to provide **interagency collaboration**, especially in complex **emergency response situations**



# Government Collaboration



By thinking and acting in new ways, government leaders have the opportunity to make policy decisions and develop plans that will make a lasting contribution to the economic health and welfare of their communities.





# 3 big ideas to build one smarter planet

## Instrument the world's systems

Smartphone shipments will outpace PCs by 2012

## Interconnect them

Social networking accounts for 22% of all online time

## Make them intelligent

Social data analytics opportunity will grow to 1 Zettabyte by 2011

*“Watson is the latest example of IBM's 100-year history of scientific discovery.”*

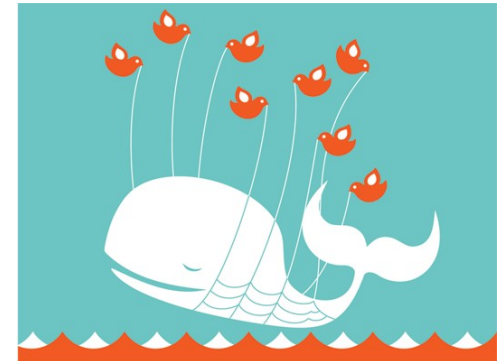
- Sam Palmisano, Chairman and CEO of IBM





- More than **500 million** active **users**
- 50% of these users log in every day
- Users spend **700 Billion minutes** a month on Facebook
- More than **30 billion** pieces of **content** are shared a month

- **140 Million tweets** per day
- **460,000** - Average number of **new accounts per day**
- **6,939** - Current **tweets per second** record, set 4 seconds after midnight in Japan on New Year's Day



- Every day, **2 Billion videos** are **watched**
- **24 hours of video** uploaded **every minute**
- More video uploaded in 60 days than 3 major US networks created in 60 years

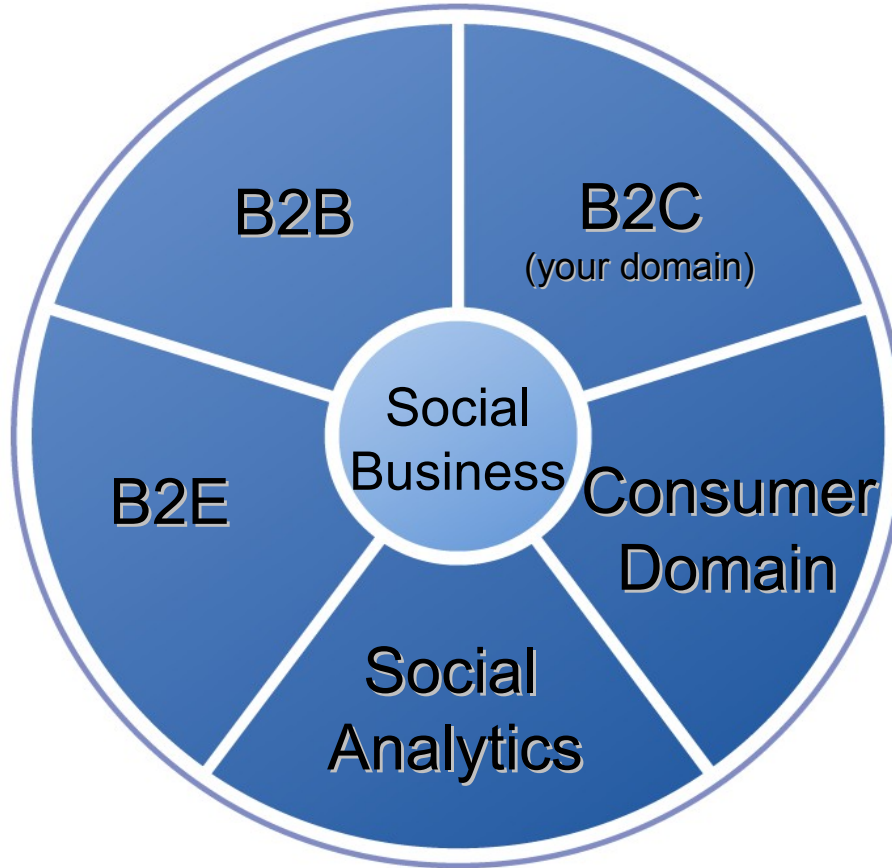






Health  
Eco-sy

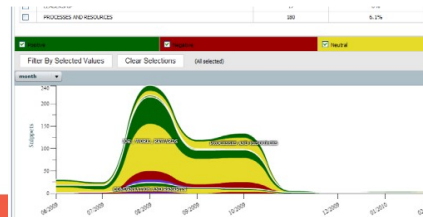
Stronger  
relationships



Workforce  
Optimisation &  
Ideation

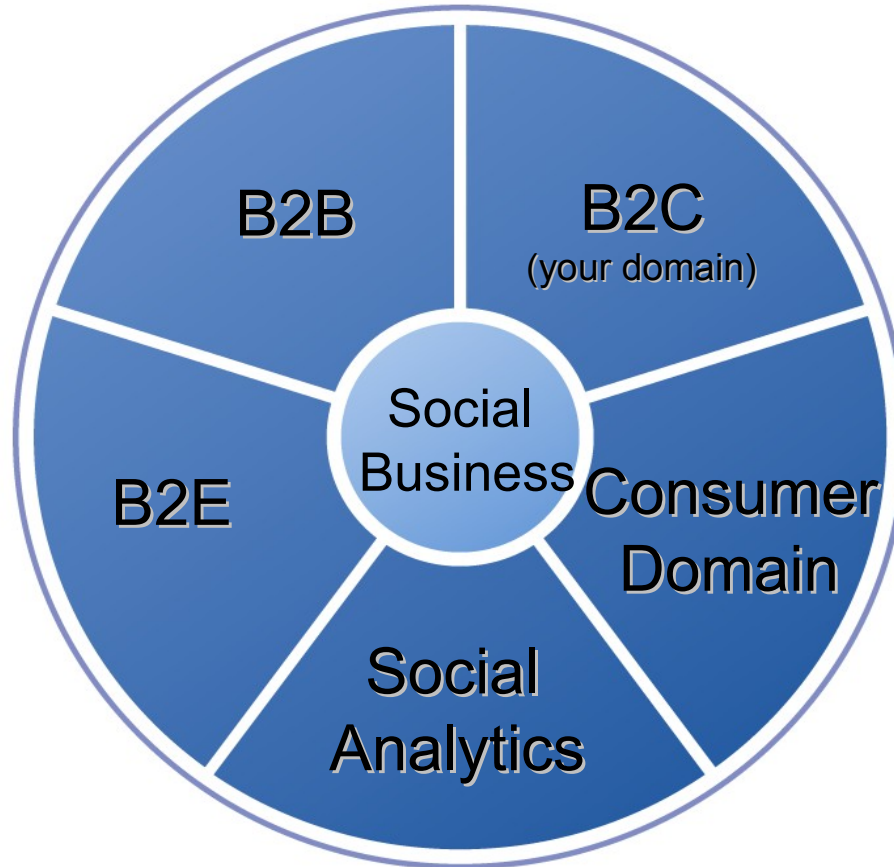


New Channels



Listen, Learn, Measure, Take Action





Stronger  
relationships



New Channels



# Australia Internet & Facebook Usage



## Australia

Internet Usage Stats and [Telecommunications Market Report](#)

### Internet Usage Statistics:

17,033,826 Internet users as of Aug/2009, 80.1%

### Internet Growth and Population

YEAR	Users	Population	%
2000	6,600,000	19,521,900	33.8%
2007	14,729,191	20,434,176	70.9%
2009	16,926,015	21,262,641	79.6%
2010	17,033,826	21,262,641	80.1%

G.N.I.p.c. = Per Capita Gross [National Income](#) in U.S. Dollars

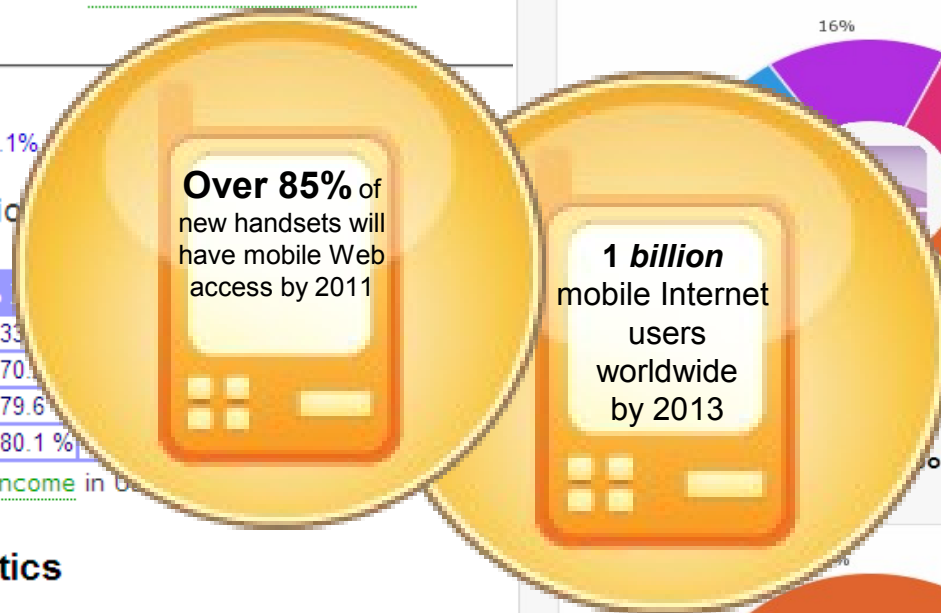
## Australia Facebook Statistics

### General info

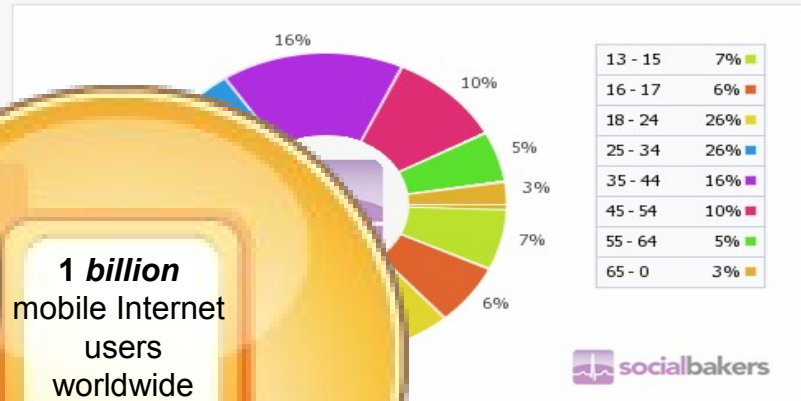
Total Facebook Users:	<b>10 031 300</b>
Position in the list:	<b>17.</b>
Average CPC:	<b>\$1.21</b>

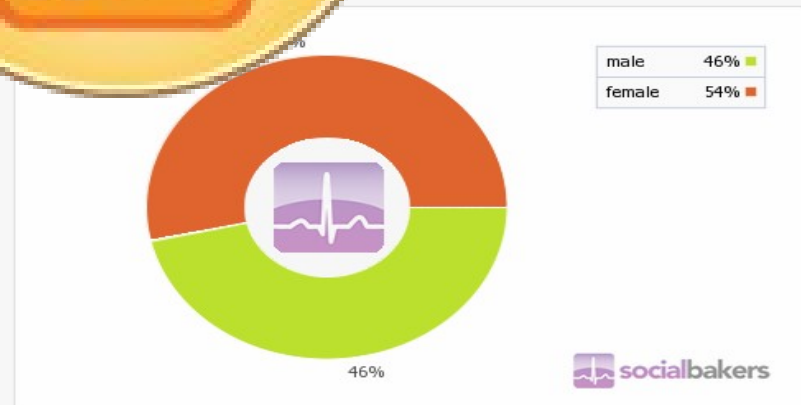
TOP 5 <a href="#">brands in Australia</a>	
<a href="#">Bubble O' Bill Ice Creams</a>	973 680
<a href="#">UGG Australia</a>	756 341
<a href="#">BONDS</a>	548 735
<a href="#">Coca-Cola Australia</a>	427 635
<a href="#">Pringles Australia</a>	399 607



### User age distribution on Facebook in Australia



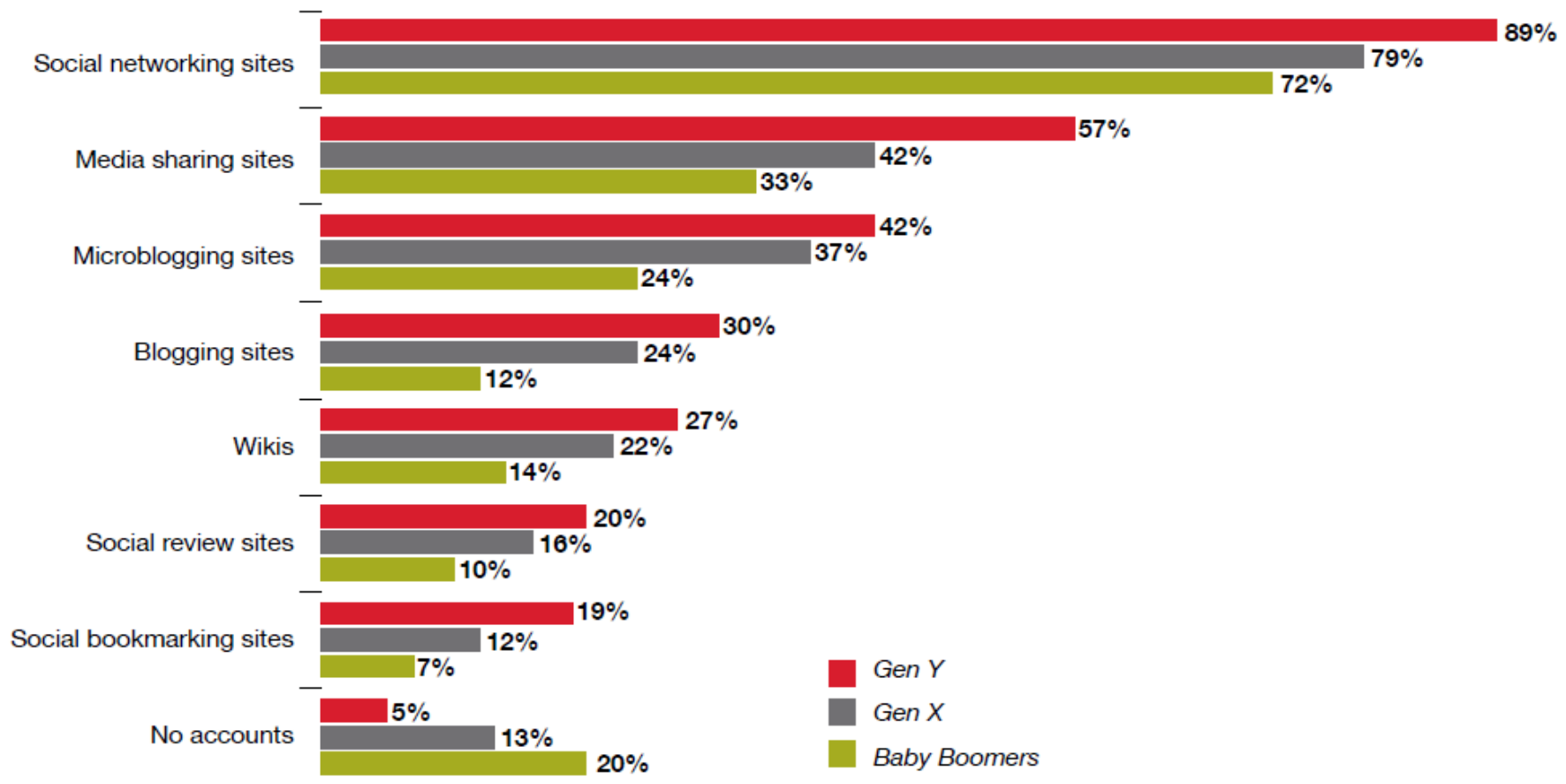
### Facebook in Australia



# Consumers with accounts on social sites



Percentage of consumers with accounts on social sites

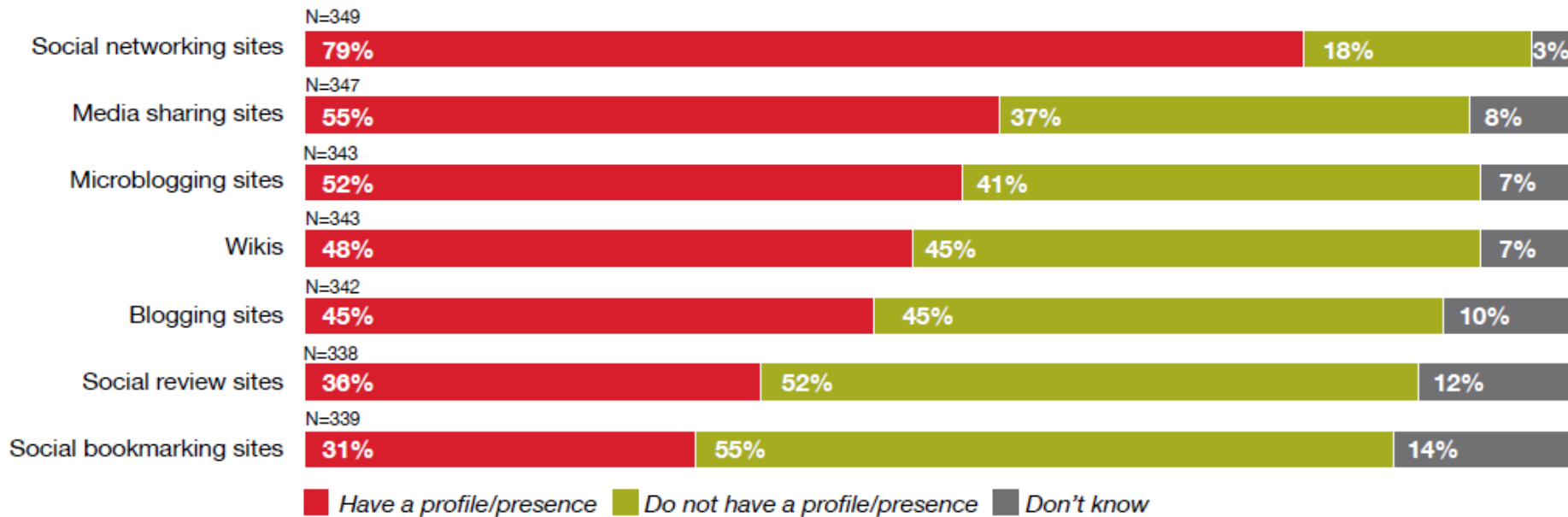


Notes: 1) Sample size N=1056. 2) Generation Y: People born between 1975 and 1992 (18 to 35 year olds); Generation X: People born between 1965 and 1974 (36 to 45 year olds); Baby Boomers: People born in or before 1964 (46 years olds and older). Source: IBM Institute for Business Value analysis. CRM Study 2011.

# Companies with a profile on a social site



## Percentage of companies with a profile on a social site



Note: Numbers rounded to equal 100 percent.  
Source: IBM Institute for Business Value analysis. CRM Study 2011.





- Wall
- Info
- Photos
- Transactions
- Video
- FAQs

**About**  
 vicroads.vic.gov.au Location:  
 VicRoads Information Services PO  
 Box 1644, ...  
 More

**1,468**  
 people like this


Create a Page  
 Subscribe via RSS  
 Report Page  
 Share


# VicRoads Customer Service Like

Product/Service





Wall VicRoads Customer Service · Most Recent ▾


 **Ella Gazzola**  
 Hi, I'm trying to re-book my License test, and my friend told me about a cancelled test list which may be able to provide me with a closer test date. Is this available and how would I go about booking a date through it?  
 17 hours ago

 **Janet Manzano** You need to keep on logging on the website and choose reschedule booking. It is just by chance to get cancelled bookings. Be ready like the next day or 2  
 12 hours ago

 **VicRoads Customer Service** Hi Ella, we currently don't have a 'cancelled test list' for drive test cancellations however; as Janet has said, you may look for the next available drive test via our website <http://go.vic.gov.au/zfed12>. As tests can be cancelled via tele...  
 See More  
 about an hour ago

 **Carl Reeson**  
 hi there, i wondered if it was possible to discuss a licencing issue  
 18 hours ago

 **VicRoads Customer Service** Hi Carl, I have sent a PM for further info. Cheers, Cathy.  
 18 hours ago

 **Sandi Semmler**  
 I'm trying to make an appointment to register our new trailer, but the phone just gives me the standard "we are experiencing a high volume of calls...." then hangs up on me...is there any way I can make an appointment online?? It really shouldn't be so hard.  
 19 hours ago

## Favorite Places

Which place do you like better?


 **ESPN Zone at Disney's Boardwalk**  
 Resort  
 Vote for this

 **Brookvale McDonald's**  
 Fast Food Restaurant  
 Vote for this


Next · See Your Favorites

## Sponsored Create an Ad

**Who Searched You ?**  
 peoplelookup.com

 Find anyone locally. Search 100% free and easy

## 3 Foods Never To Eat!

 Warning: These 3 "health foods" secretly give guys a flabby belly. Avoid them like the plague! Click here

**Never wear glasses again**  
 nbeyesurgery.com.au

 Blade free laser eye surgery is approved for SAS, top gun and astronauts. Make your glasses and contact lenses a thing of the past!

**New Slots Game!**  
 Play on Facebook today!

# Rename Speed Like

Cause · Speed, Victoria, Australia



# 'Like' us to help rename Speed



Thanks for dropping by. If you and heaps of others 'Like' our cause, we'll change our town name to SPEEDKILLS. So go on, help us put a stop to rural speeding and reduce road trauma by passing the message onto your family and friends.



- Wall
- Info
- Photos
- Welcome
- Facts

About  
20,000 of you are now behind our mission to let people know SpeedKills. Tha...  
More

**34,600**  
people like this

Create a Page  
Subscribe via RSS  
Report Page

### Favorite Places

Which place do you like better?

- Brookvale McDonald's**  
Fast Food Restaurant  
Vote for this
- Pilu**  
Restaurant  
Vote for this

Next · See Your Favorites

### Sponsored Create an Ad

**Apple iPads Only \$24.87?**



Today Only: We Are giving away 1,000 Apple iPads at a 97% discount. Click HERE to get yourself an Apple iPad for only \$24.87!

### 3 Foods Never To Eat!



Warning: These 3 "healthy" foods secretly give guys a flabby belly. Avoid them like the plague! Click here

### Find Hidden Objects!



Play the new addicting hidden object game on Facebook!

Nicola Briggs played this.



# NSW Police

**@nswpolice** Sydney, Australia  
Official Twitter site of NSW Police Force. Please do NOT report crime here. To report crime - Crime Stoppers 1800 333 000. In an emergency - Triple Zero (000).  
<http://www.police.nsw.gov.au>

+ Follow



Tweets Favorites Following Followers Lists



**nswpolice** NSW Police  
Man charged over alleged armed robberies on buses – Eastern Beaches <http://fb.me/1ahG53gPf>  
7 minutes ago



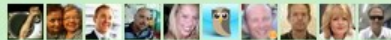
**nswpolice** NSW Police

## About @nswpolice

1,968 Tweets 175 Following 13,719 Followers 441 Listed

## You and @nswpolice

You follow accounts that follow @nswpolice · view



## facebook

Search



NSW Police Force

## NSW Police Force

Like

Government Organization · Parramatta, New South Wales



Wall

NSW Police Force · Most Recent



### NSW Police Force

#### Man charged over alleged armed robberies on buses – Eastern Beaches

A man has been charged following an alleged armed robbery and three attempted armed robberies on buses in Sydney's Eastern Beaches early in the year. About 9am on 31 March 2011, a 21-year-old woman was allegedly approached by a man while travelling on a bus on Cowper Street, Randwick. ...

6 minutes ago · Share

2 people like this.



**Vanessa Barilaro** they are getting desperate now  
3 minutes ago



#### Jackie Warn

admin are we able to have follow up stories on the new recruits that came out of the last class? Would like to know how they are doing, if its what they thought it would be etc. Also how are they going on the early starts and night shifts when its just so cold. Lol

17 minutes ago

Elenea Grunden likes this.



**Karen Malone** Saw one of them doing rbts near my house lol  
11 minutes ago



**Jackie Warn** we have then coming into work sometimes. When you ask about the cold nights they just shudder and wrap there jackets around them more. Lol  
8 minutes ago

### Wall

- Info
- Friend Activity
- Photos
- Notes
- Twitter
- Questions
- Video
- More

### About

Welcome to the official Facebook page of the NSW Police Force. We encourage...

More

164 check-ins

49,880 like this

### Likes



NSW Police Force  
Community  
Contact Unit



Search



## NSW Police Force

TheNSWPolice's Channel

Subscribe

Uploads



0:00 / 0:58





# Information Victoria

**@InfoVic** Victoria, Australia

Current state, local and federal government information by web, phone or face-to-face.

<http://www.vic.gov.au>

+ Follow



Tweets

Favorites

Following ▾

Followers ▾

Lists ▾



**InfoVic** Information Victoria

New era for tourist and heritage railways: New regulations designed to improve the long term viability of Victor... <http://bit.ly/qnhYO8>

1 hour ago



**InfoVic** Information Victoria

Review of the 2010-2011 Flood Warnings and Response interim report: Interim report now available. <http://bit.ly/o9XI9I>

20 hours ago



**InfoVic** Information Victoria

Community support grants: Community support grants support communities to develop infrastructure, improve people... <http://bit.ly/qJsiKH>

11 Jul



**InfoVic** Information Victoria

Rowville Rail Study: The Rowville Rail Feasibility Study is an Independent study investigating a 12 kilometre rai... <http://bit.ly/py80Kj>

8 Jul



About @InfoVic

682

Tweets

152

Following

2,650

Followers

161

Listed

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**michellegrattan** Michelle Grattan · [Follow](#)  
*Political Editor, The Age*



**MCEC** MCEC · [Follow](#)  
*One of the largest & greenest venues in Australia. MC...*



**pauljewson** Paul Jewson · [Follow](#)  
*Chef, coffee lover and busy scouting for a new resta...*

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[Resources](#) © 2011 Twitter

# Socialise from your site and Social Media sites



Enable customers to get problems resolved quickly

## RELATED EXPERTS



Join our Community

Allow customers to provide feedback



Comments

Really enjoyed this article!  
Posted Wednesday 3:07:51 PM by Frank Adams

Drive innovation by supporting idea contribution



# Democratization of Data - Citizen Mashup

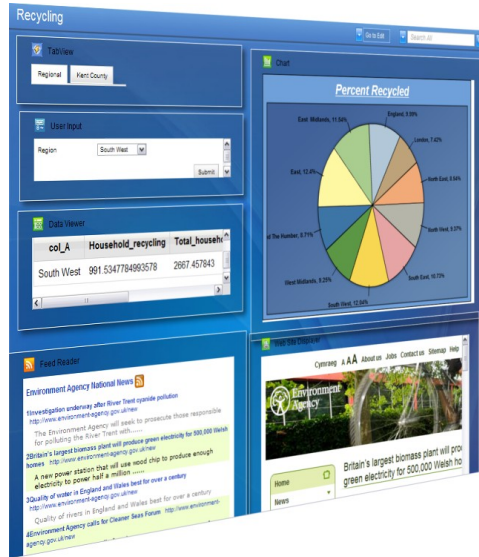


## Challenge:

- Empower the community by making government data accessible via a single platform in a format which can be personalised and shared

## Solution:

- 570+ feeds of government data available for creating customized mashups to put citizens in control



## Regional Performance

- Helps citizens answer “How is my region doing in increasing recycling rates?”
- Explore recycling data by region
- View up to minute news on recycling
- Built in 30 minutes

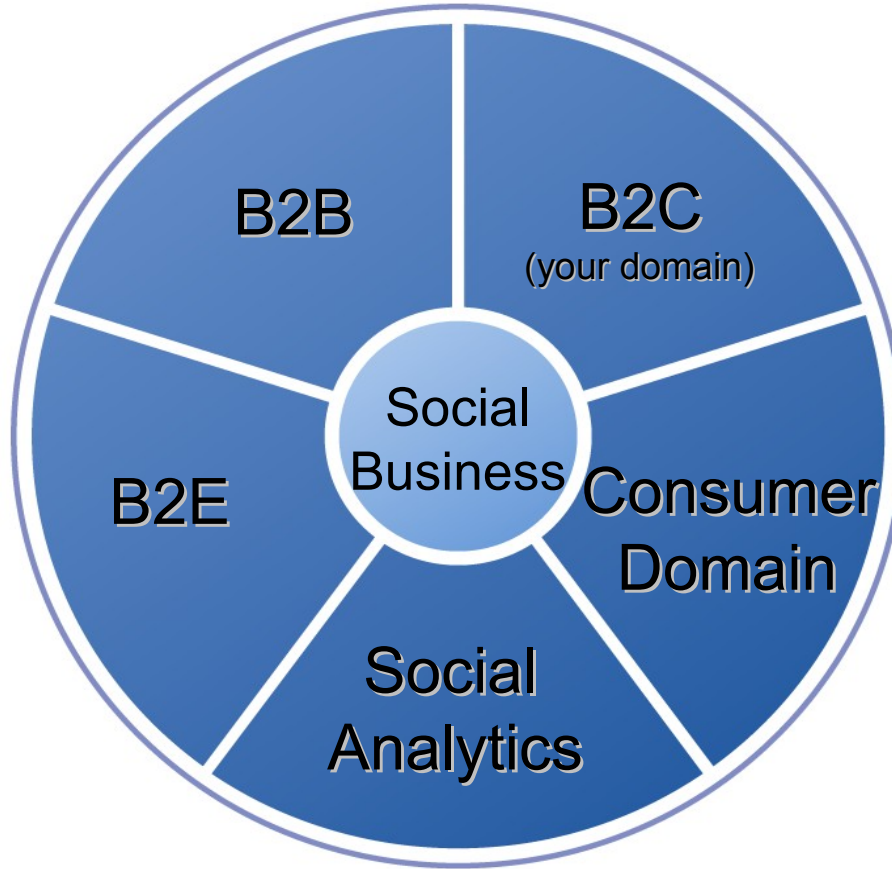
## City Performance

- Helps citizens answer “How can I improve my city’s household recycling?”
- Find local recycling centres and what they recycle
- Local news on city recycling performance
- Built in 15 minutes





Health  
Eco-sy



Workforce  
Optimisation &  
Ideation



# What is Social Government ?

A Social Government Organisation embraces networks of people to create business value through collaboration



- A social business is
  - Engaged
  - Transparent
  - Nimble
- Nurtures networks of people to create business value
- Embraces new technologies and operational models to improve business outcomes



# Drivers for Government Adoption of Social Initiatives



- 3200 staff and 700 field data collectors – economic, business, environmental, population/demographic statistical outputs
- 9 offices located in all capital cities across Australia

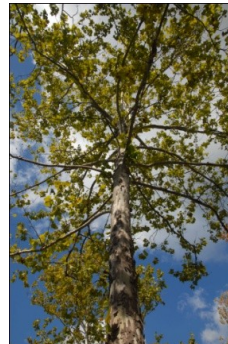
## Challenges

- Recruiting quality staff
- Virtual teams are a reality
- Resource Constraints
- Increasing demands
- Security and confidentiality

- Knowledge fragmented
- Information hard to find
- External collaboration requirements

## Solution – IBM

- Enterprise-grade solution
- Leverage new ways of working
- Complement existing systems and not replace



**“With IBM Connections ABS can use business-grade social software, straight out of the box.”**

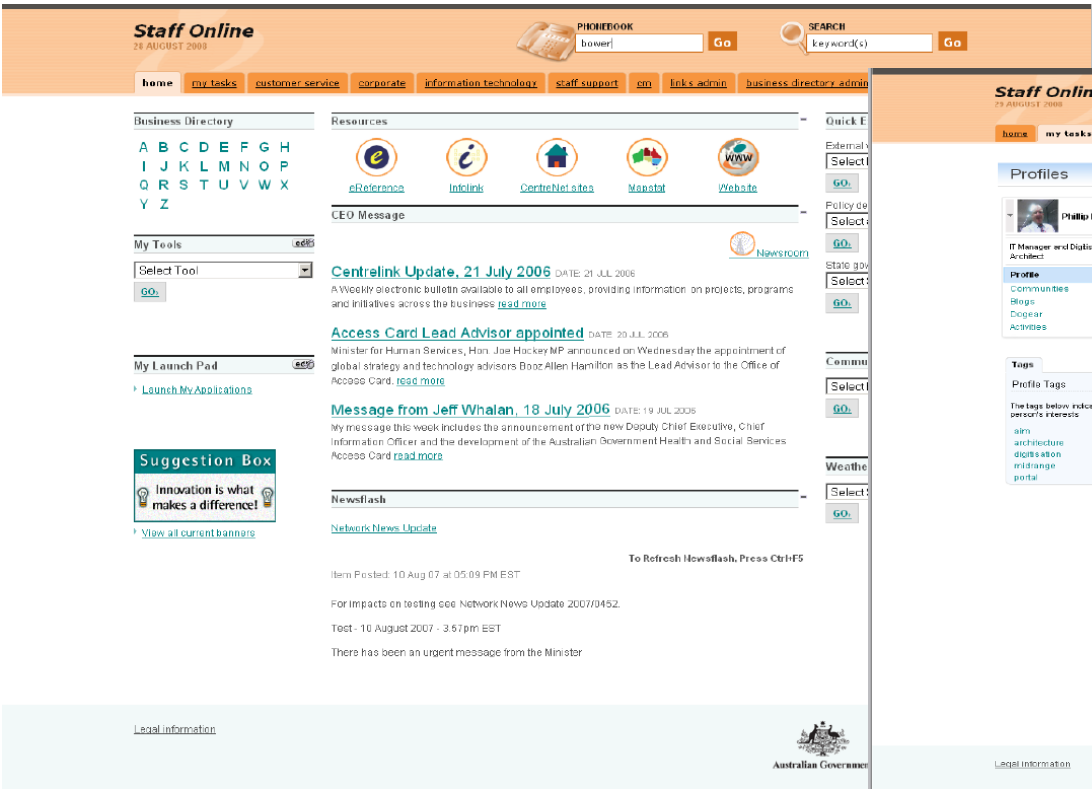
Dale Chatwin, Director, Knowledge Management Initiative, ABS.

## Benefits

- Online communities formed around interests, technologies
  - Best practices now emerging
- Speeding the induction process
  - New staff familiar with social tools
  - Context, “why” rather than “how”
- Senior managers communicating with dispersed teams via Blogs



# Centrelink is expanding the value of its Staff Portal with social software and mobile access

**Staff Online**  
24 AUGUST 2008

PHREBOOK: bower Go SEARCH: keyword(s) Go

home my tasks customer service corporate information technology staff support cm link & admin business directory admin

**Business Directory**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**Resources**  
eReference Inlink CentreNet sites Manabul Website

**CEO Message**  
Centrelink Update, 21 July 2008 DATE: 21 JUL 2008  
A Weekly electronic bulletin available to all employees, providing information on projects, programs and initiatives across the business. [read more](#)

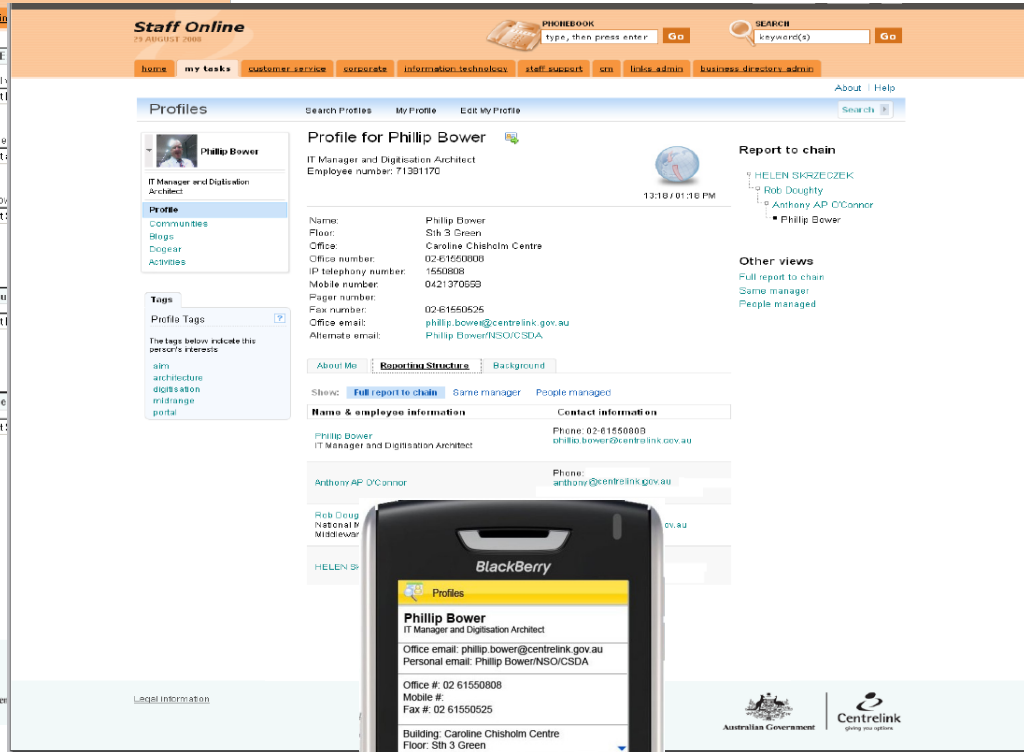
**Access Card Lead Advisor appointed** DATE: 20 JUL 2008  
Minister for Human Services, Hon. Joe Hockey MP announced on Wednesday the appointment of global strategy and technology advisors Doug Allen Hamilton as the Lead Advisor to the Office of Access Card. [read more](#)

**Message from Jeff Whalan, 18 July 2006** DATE: 19 JUL 2006  
My message this week includes the announcement of the new Deputy Chief Executive, Chief Information Officer and the development of the Australian Government Health and Social Services Access Card. [read more](#)

**Newsflash**  
Network News Update

Item Posted: 10 Aug 07 at 05:09 PM EST  
For impacts on testing see Network News Update 2007/0452.  
Test - 10 August 2007 - 3:57 pm EST  
There has been an urgent message from the Minister

Legal Information Australian Government



**Staff Online**  
23 AUGUST 2008

PHREBOOK: type, then press enter Go SEARCH: keyword(s) Go

home my tasks customer service corporate information technology staff support cm link & admin business directory admin

About | Help

**Profiles** Search Profiles My Profile Edit My Profile

**Profile for Phillip Bower**  
IT Manager and Digitalisation Architect  
Employee number: 71301170

**Name:** Phillip Bower  
**Floor:** Sth 3 Green  
**Office:** Caroline Chisholm Centre  
**Office number:** 02 61550808  
**IP telephone number:** 1550808  
**Mobile number:** 0421 370593  
**Pager number:**  
**Fax number:** 02 61550525  
**Office email:** philip.bower@centrelink.gov.au  
**Alternate email:** Phillip.Bower@NSO/CSDA

**Report to chain**  
HELEN SKRZECZEK  
Rob Doughty  
Anthony AP O'Connor  
Phillip Bower

**Other views**  
Full report to chain  
Same manager  
People managed

**Tags**  
Profile Tags  
The tags below indicate this person's interests:  
aim architecture digitalisation exchange portal

**About Me** Reporting Structure Background

Show: Full report to chain Same manager People managed

**Name & employee information** Contact information

Phillip Bower IT Manager and Digitalisation Architect Phone: 02 61550808 philip.bower@centrelink.gov.au

Anthony AP O'Connor Phone: anthony@centrelink.gov.au

Rob Doug National P Midswear Phone: 02 61550808

HELEN SKRZECZEK

Legal Information Australian Government



**“Services Oriented Collaboration (SOC)”**





## Improving organisational effectiveness through implementation of Social Business platform

### The need:

- Working in partnerships
- Reaching out to new markets
- Developing innovative products and services, and
- Bridge the growing generational gap in communications and ways of working



### The solution:

- IBM's Social Business solution - IBM Connections

### The benefits:

- Increased organisational effectiveness by reducing time locating information/expertise
- Increased work quality by enabling the creation and discovery of online communities
- Gained the power of collaboration that contributed to the development of global policy “on-line” with access to self-help support and live moderators



# IBM's Enterprise Social Business Platform – IBM Connections



## Capabilities in IBM social software



### Home page

See what's happening across your social network



### Blogs

Gather and prioritize community ideas, present your own ideas, and learn from others



### Communities

Work with people who share common interests and expertise



### Social Everywhere

Social networks are better when you can connect at anytime and from anywhere.



### Files

Post, share, and discover documents, presentations, images, and more.



### Social

Stay in touch with your social network



### Profiles

Find the people you need



### Wikis

Create web content together



### Social Analytics

Work with people who share common interests and expertise



### Activities

Organize your work and tap your professional network



### Bookmarks

Save, share, and discover bookmarks



### Forums

Exchange ideas with, and benefit from the expertise of others





# Mike Handes

Edit Profile

Portal & Emerging Technology Lead at IBM Studied Computer Science at University of Technology, Sydney Lives in Sydney, Australia Married to Taemar Handes From Sydney, Australia Born on June 25, 1971 Add languages you know Edit Profile



Share: Status Photo Link Video Question

What's on your mind?

- Wall
- Info
- Photos (18)
- Notes
- Friends

Married to



**Taemar Handes**

- Friends (151)
- Adam Brown
  - Marty Buckley
  - Josh Vanmanen



## Mike Handes

### Just completed a 15.28 km run with RunKeeper

Duration 1:13:51 | Calories Burned 1234  
Average Pace 4:50 / km | Average Speed 12.41 km/h | Elevation Climb 181 m

Saturday at 1:47pm via RunKeeper · Like · Comment · Track your fitness

Michael Cameron likes this.

**Michael Cameron** Nice run!  
Sunday at 10:11am · Like

Write a comment...



## Mike Handes

Apart from being mesmerised by my own extremely active eyebrows and incredibly nude head, I thought the messaging was pretty clear. Pretty good for a single take don't you think :-)

<http://ww2.loadedtech.com.au/6822/2011-07-03/AL73>



### 3 big ideas to build a truly Customer Centric Business

[ww2.loadedtech.com.au](http://ww2.loadedtech.com.au)

Today's business climate has created a demanding landscape where people and companies are more connected, workforces are more distributed, and technology is making collaboration easier.

## People You May Know




**Matt Ponsford**  
13 mutual friends  
Add Friend



**Barry Wiech**  
18 mutual friends  
Add Friend

## Sponsored

**Am I Cute?**



You be the judge! Click [HERE](#)

**Apple iPads Only \$24.87?**




Today Only: We Are giving away 1,000 Apple iPads at a 97% discount. Click [HERE](#) to get yourself an Apple iPad for only \$24.87!

**be2 Mature Single Dating**  
[be2.com.au](http://be2.com.au)



Looking for a serious relationship? Meet elegant mature singles in your area today. Register now for free at be2!

**Win a trip to space**



It's Virgin Money's



# Handes, Michael B.

**IBM employee, Regular**  
**IBM Australia Ltd**  
IBM Sales & Distribution, Software Sales  
Social Business Innovati  
**Solution Representative - Brand Specialist: Lotus.Web Experience**  
601 PACIFIC HIGHWAY ST LEONARDS , NSW , Australia  
Building: NH | 61-2-9354-8643  
[mhandes@au1.ibm.com](mailto:mhandes@au1.ibm.com)



Local Time: 3:01 PM

[Send e-mail](#) | [Download vCard](#)

## Contact Information

## Background

## The Board

What are you working on right now?



**Handes, Michael B.** Working with IBM PR in advance of my appearance on Sky News tomorrow! Today 1:42 PM  
[ReShare](#) | (2 comments)



**Stokes, Michael A.** Today 2:29 PM  
What's the topic & time for the appearance ?



**Handes, Michael B.** Today 2:59 PM  
"Unleashing your collaborative potential" @2pm 2morrow

Write another comment...

Handes, Michael B.  
Working with IBM PR in advance of my appearance on Sky News tomorrow!

Today 1:42 PM [clear](#)

[What are you working on right now?](#)

## Profile Notes!

[Click to enter notes about Handes, Michael B.]

## Tags

My tags for this profile:

- aptrix
- avaya
- basketball
- blueiq
- blueiq-ambasador
- blueiq...

## BluePages-to-Profiles pilot

- [Details](#)
- [Opt out](#)
- [Discuss the BP-Profiles pilot](#)

[View this Profile in BluePages](#)

## Report to chain

- Stevens, Andrew
  - Best, Anthony A.C.
    - Gorry, James
      - Handes, Michael B.

[Full report-to chain](#)

[Same manager](#)

## Network



[Show all \(172\)](#)

## My Links

[Portal](#)



## Handes, Michael B.

**IBM employee, Regular**  
**IBM Australia Ltd**  
 IBM Sales & Distribution, Software Sales  
 Social Business Innovati  
**Solution Representative - Brand Specialist: Lotus.Web Experience**  
 601 PACIFIC HIGHWAY ST LEONARDS , NSW , Australia  
 Building: NH | 61-2-9354-8643  
[mhandes@au1.ibm.com](mailto:mhandes@au1.ibm.com)



Local Time: 3:01 PM

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▶ **Contact Information**

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**50 Facts about Customer Experience « Return on Behavior Magazine**

created by: Michael B. Handes | Jul 8

**3 big ideas to build a truly Customer Centric Business**

created by: Michael B. Handes | Jul 7

**Facebook opens its API in hopes of eclipsing MySpace**

created by: Michael B. Handes | Jul 4

**IBM Connections vs. Microsoft Sharepoint: Social Personal File Management**

created by: Michael B. Handes | Jun 28

**BluePages-to-Profiles pilot**

- [Details](#)
- [Opt out](#)
- [Discuss the BP-Profiles pilot](#)

[View this Profile in BluePages](#)

**Report to chain**

- Stevens, Andrew
  - Best, Anthony A.C.
    - Gorry, James
      - Handes, Michael B.

[Full report-to chain](#)

[Same manager](#)

**Network**



[Show all \(172\)](#)

**My Links**

Portal

Handes, Michael B.  
 Working with IBM PR in advance of my appearance on Sky News tomorrow!

Today 1:42 PM [clear](#)

[What are you working on right now?](#)

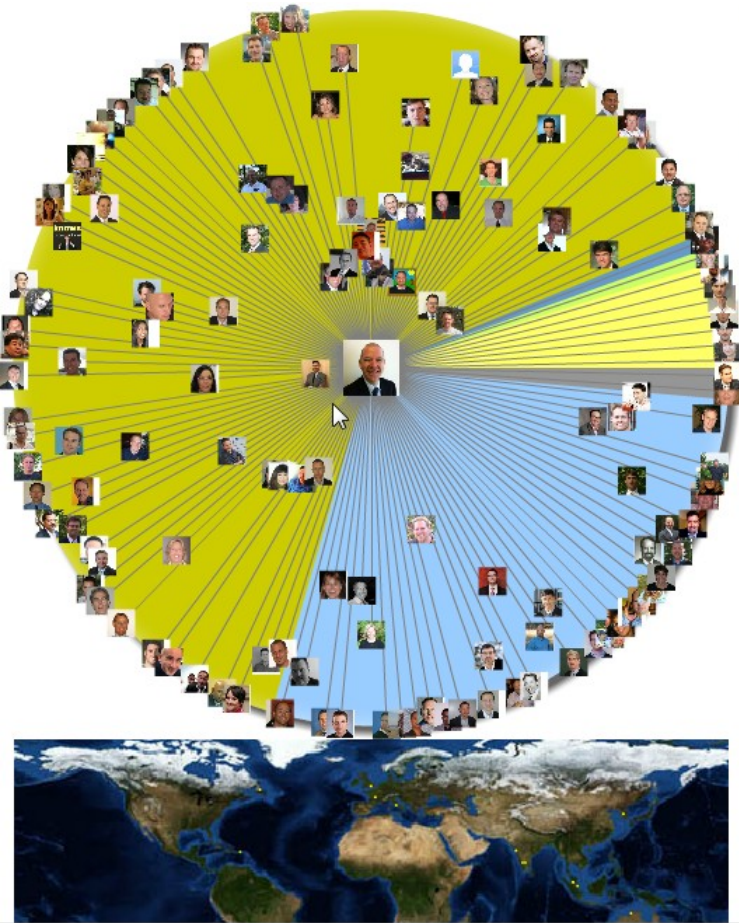
**Profile Notes!**

[Click to enter notes about Handes, Michael B.]

**Tags**

My tags for this profile:

- [aptrix](#) ×
- [avaya](#) ×
- [basketball](#) ×
- [blueiq](#) ×
- [blueiq-ambasador](#) ×
- [blueiq](#) ×



**YARDI, CHETAN A**

IBM Sales & Distribution, Software ...  
Solution Sales  
Asia Pacific Executive - Web Experi...  
India

Last Communication:  
Thursday, 15 April 2010 9:19:39 PM

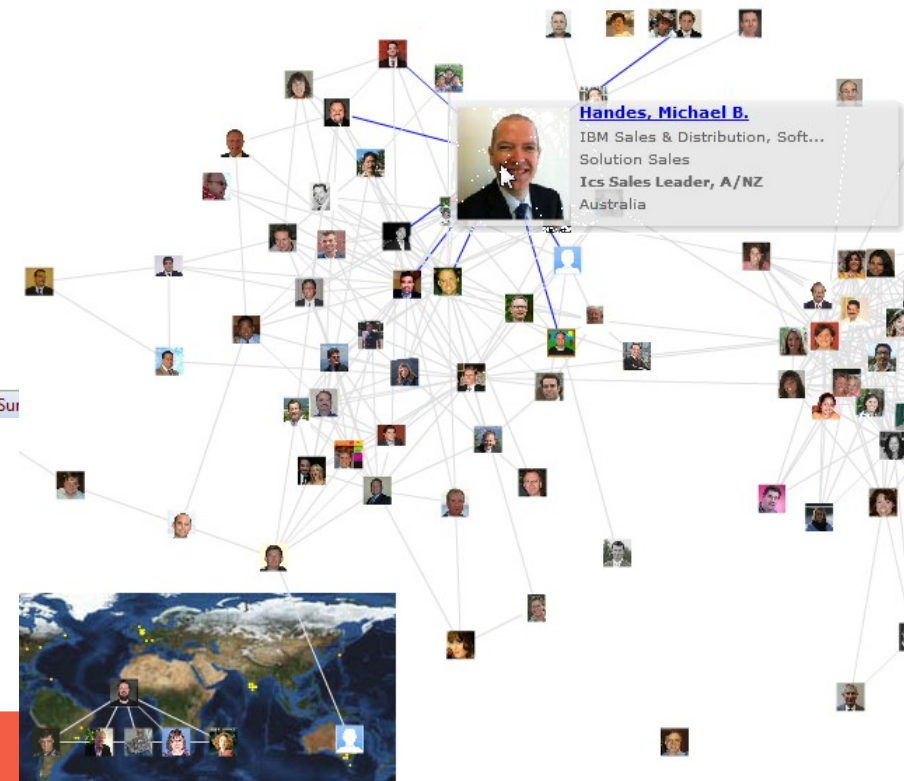
The number of unique people that are being contributed to your extended social network by this person is: **541**

Show by Country

- India [174]
- United States [172]
- Singapore [35]
- Germany [6]
- United Arab Emirates [6]
- China [4]
- Great Britain [4]
- Hong Kong [4]
- Malaysia [4]
- Australia [3]
- Brazil [2]
- Canada [2]
- Israel [2]
- Hungary [1]
- Italy [1]
- Mexico [1]
- Netherlands [1]
- New Zealand [1]
- South Korea [1]
- Sweden [1]
- Switzerland [1]
- N/A [115]

Show by Division

- S&D [272]
- SWG [105]
- GBS [11]
- GTS [7]
- RES [5]
- IES [3]
- CHQ [2]
- ITD [1]
- STG [1]
- N/A [134]



**Handes, Michael B.**

IBM Sales & Distribution, Soft...  
Solution Sales  
Ics Sales Leader, A/NZ  
Australia

US Pacific: Sur

# Recommendations anyone?



### Do You Know

**Mike Deggs**

[Invite to connect](#) [Remove](#)

- You have used the same tag
- You share some colleagues
- You are in a community together
- You share some files
- You share activities
- They share files with you

### Who Connects Us?

You

**Matt Howard**

Mike (MIKE) Deggs

▼ How are you and Matt Howard connected

- You are colleagues
- You share 2 activities
- You share 3 files

▶ How are Matt Howard and Mike (MIKE) Deggs connected

### Recommendations

- Collaboration Agenda for Insurance** [×](#)  
1 related person
- WebSphere Portal Accelerators Toolbox** [×](#)  
1 related tags
- Victoria Healthcare Industry Community** [×](#)  
1 related person
- APIOT SWG ENABLEMENT Community PUBLIC** [×](#)  
1 related person
- Lotus UC2 Sales Leader Community** [×](#)  
2 related people

[Previous](#) [Next](#)

### Recommendations

- IBM WebSphere Portal Demos Site** [×](#)  
1 related tags  
1 related person
- Workplace Forms** [×](#)  
1 related tags
- My Top Ten Plugins for Lotus Notes 8 Sidebar** [×](#)  
1 related person
- The CMS Matrix - cmsmatrix.org - The Content Management Comparison Tool** [×](#)  
1 related tags
- Optus: \$9.99 to use iPhone as modem** [×](#)  
3 related people

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# Tangible Business Benefits of Web 2.0



## Measured Benefit

## Relevant Purpose

**30%**

- Increase in speed of access to corporate knowledge
- Increase in awareness of internal and external communications

**20%**

- Reduction in communications costs
- Reduction in travel costs
- Increase in employee satisfaction
- Reduction in time to publish for policy/products/services
- Reduction in marketing costs
- Increase in customer satisfaction

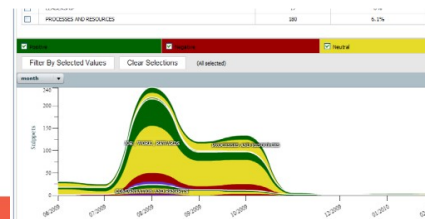
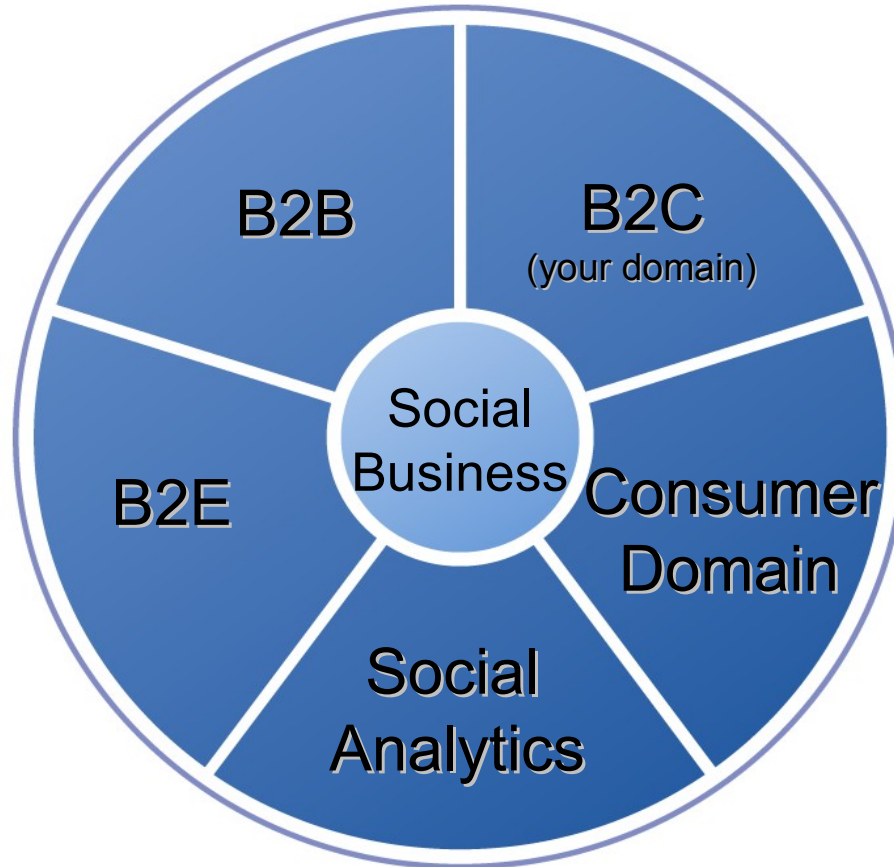
**15%**

- Reduction in overall operational costs
- Reduction in customer support costs

\* Source: McKinsey Global Survey on Web 2.0 Adoption







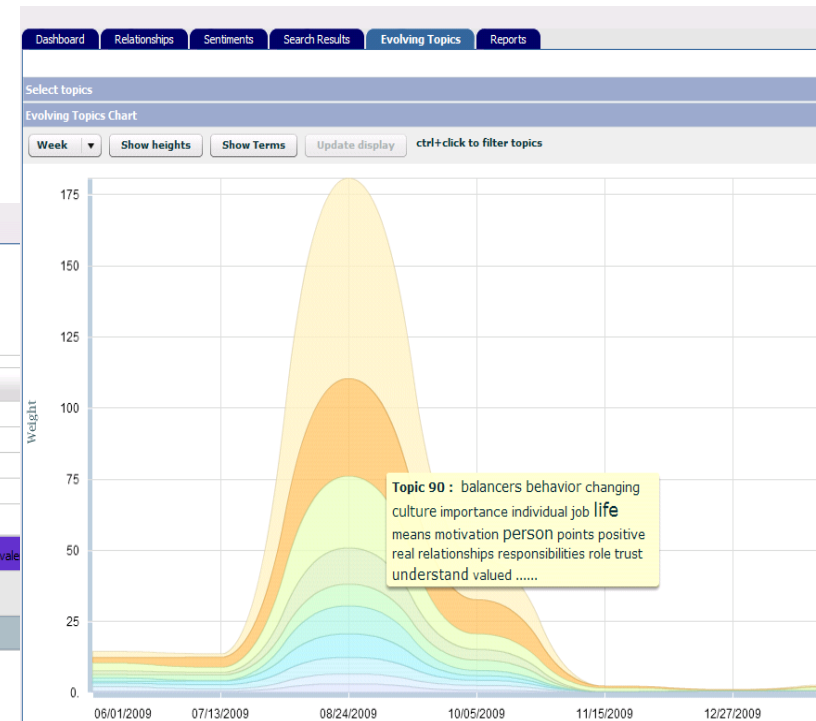
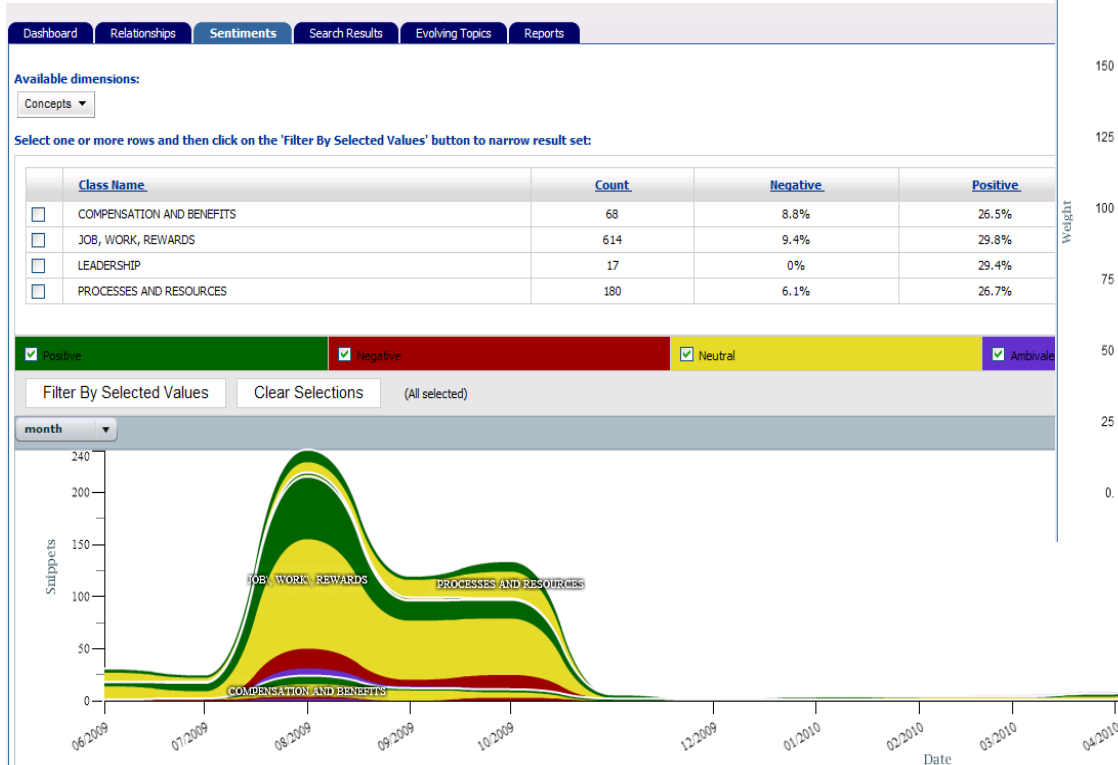
Listen, Learn, Measure, Take Action



# Applying analytics: Social Insight Inside the Organization



- Consumer / Employee Insight
- Assess sentiment, affinity & evolving topics
- Weigh employee interest & engagement



# What are folks saying about your agency, policies, issues?

## www.tactweet.com live demo

TACTweet is a Cloud Service That Enables Anonymous Monitoring of Open Source Social Network Site  
*If you would like to acquire a production or pilot version of TACTweet for your own organization, please call Global Techn*







Refresh TACTweet Display


Feed \* Veterans Administration


Filter Now Reset

Search: Veterans Administration [Twiddle](#) [Spokeo](#)

 **SuckItOlivia** ... on the lawn of Veterans Administration for  A Time for Heroes,  a June 12 benefit for the Elizabeth Glaser... <http://dlvr.it/WTF68>  
14 minutes ago · reply · retweet · favorite

 **jobgeni** #jobs #career File Clerk - Veterans Affairs, Veterans Benefits Administration - Portland, OR  
<http://ow.ly/1dfW6O>  
about 1 hour ago · reply · retweet · favorite

 **LindnerCtrHope** Mental healthcare reform for Veterans Administration being pushed.. Details here: <http://ow.ly/5hJTW>  
about 1 hour ago · reply · retweet · favorite

 **tgparkereft** PTSD incorrectly calculated

twitter Join the conversation


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 **CBSNews** A new report suggests Pakistan has arrested five people who helped the CIA find Osama bin Laden  
<http://bit.ly/jOzBb5>  
14 hours ago · reply · retweet · favorite  
20+ recent retweets

 **BreakingNews** More from WPost: 35-40 people have been arrested on suspicion of working for CIA on bin Laden raid  
<http://wapo.st/jjD6Rz>  
2 hours ago · reply · retweet · favorite  
10+ recent retweets

 **cnnbrk** Official: Pakistan arrested informants who led CIA to #bin Laden  
<http://t.co/pfkHIXm>  
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 **YuuriSeoup** Sailing Directions (Planning Guide) Arctic Ocean 2004 (National Geospatial-Intelligence Agency Publication): <http://amzn.to/jTkGZM>  
14 hours ago · reply · retweet · favorite

 **heycameraman** RT @OmahaUSACE: The National Geospatial-Intelligence Agency created a chart/map showing the flood extent around the area of...  
<http://fb.me/D4hAbZLb>  
18 hours ago · reply · retweet · favorite

 **EMCDO\_HQ** RT @OmahaUSACE: The National Geospatial-Intelligence Agency created a chart/map showing the flood extent around the area of...  
<http://fb.me/D4hAbZLb>  
20 hours ago · reply · retweet · favorite

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business  
government  
social  
tangible  
agenda  
transforming  
value  
how  
hype  
challenges



# The IBM Social Business Agenda Methodology

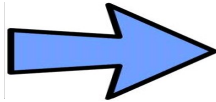


## Vision

Exploring the art of the possible



Workshop 1

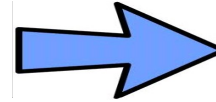


## Roadmap

Discussing the art of the probable



Workshop 2



## Solutioning

Pragmatically detailing business and technical requirements



Workshop 3



# Overcoming Social Business OBSTACLES



## SB Agenda

- Lot's of hype
- No context – “it's what my kids do”
- It's not for business
- Security, compliance...
- There's no real benefit
- Purchased but not going to be used
- Vision that quickly shows the broad value of social business
- Identify salient business activities and drivers to make sale
- Creates business scenarios that are meaningful to Government
- Share existing visual demonstrations that show value
- Build tangible business case
- Provide foundation for adoption



## Social Business Exchange



### Overview

Welcome to Social Business Exchange where you can register to receive all the latest case studies, analyst recommendations, thought leadership from IBM, webcasts, event invitations, self assessments and hands-on demos around IBM Collaboration Solutions.

Every three weeks or so, you'll receive an email with a new resource to extend your knowledge and help you develop your skills around cultivating Exceptional Web Experiences and Exceptional Work Experiences.

Register for Social Business Exchange now, selecting a stream that suits you, regardless of the stage you're at. If you're not sure which stream to choose, please review the stream descriptions provided below.

### We're here to help



Easy ways to get the answers you need.



Call me



Online text chat



E-mail us

Or call us at:  
1800 808 066  
Priority code:  
101H986W





## Next Steps....

- Register for Social Business Exchange
- Receive the IDC whitepaper "Becoming a Social Business: The IBM Story" which explores IBM's internal evolution to a social organisation
- Complimentary assessment of your organisation's current collaboration capability – utilising an online assessment tool
- Engage with IBM on building your Social Business Agenda





# THANK YOU



**Mike Handes**

Social Business  
IBM Software Group

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