#IBMSocialBiz

From Liking to Leading

The Success of your Business is Social

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Web Experience and Social Business Software
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SocialBusiness

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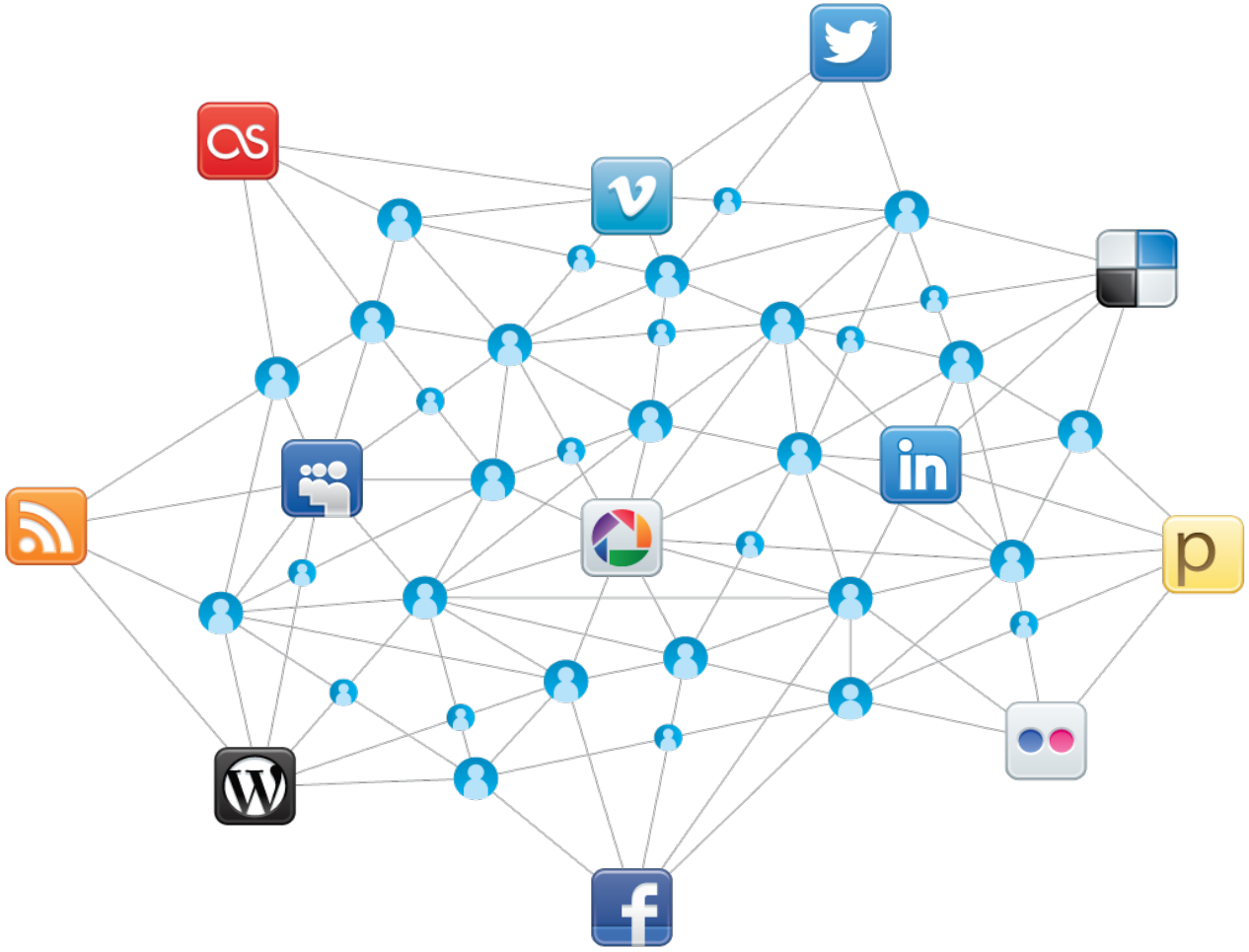
The social media revolution is changing the way people interact and creates new relationships leveraging the social graph



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Three shifts are creating an opportunity for social technology to create real business value

Pressure to build and share expertise for competitive advantage

Increasingly influential and vocal customers

Growing demand for 24/7 and mobile connectedness

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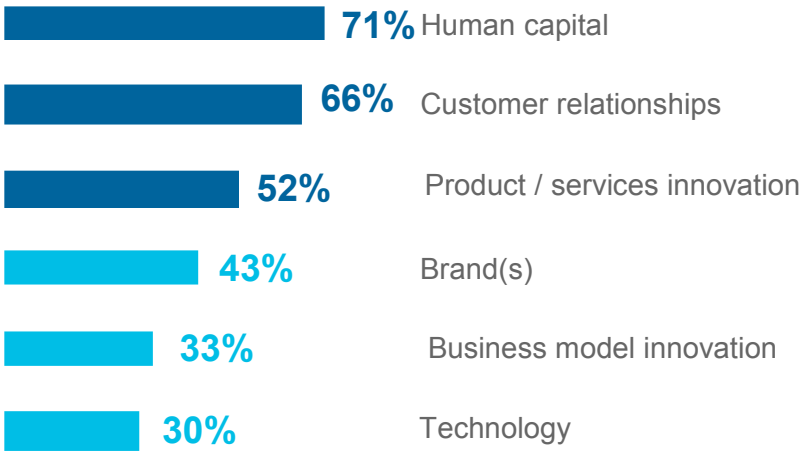
CEOs understand that they need to more effectively leverage their human capital to create competitive advantage

Human capital is the leading cited source of economic value, but...



Key sources of sustained economic value[1]

...CEOs face significant workforce challenges.

200%

Total costs of replacement can reach **200%** of an employee's annual salary.[2]

15%

The average turnover in the US per fiscal year.

Source 1: 2012 IBM CEO study: Q24 "What do you see as the key sources of sustained economic value in your organization?"
Source 2: SHRM Human Capital Benchmarking Database, 2011

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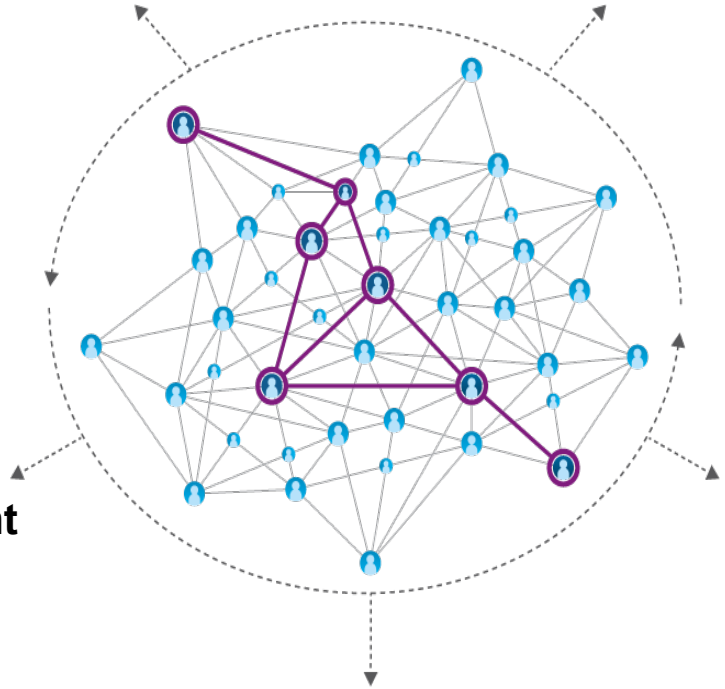
The emergence of social graphs is illustrating opportunities for competitive advantage by integrating social into business processes

Market Management Process: Marketing
We can now do market segmentation in real-time.



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 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 to gather insights into what customers will buy next

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ROI is created when social and analytics are applied to transform business processes

More examples of clients who improved their business operations by leveraging Social Business Solutions from IBM

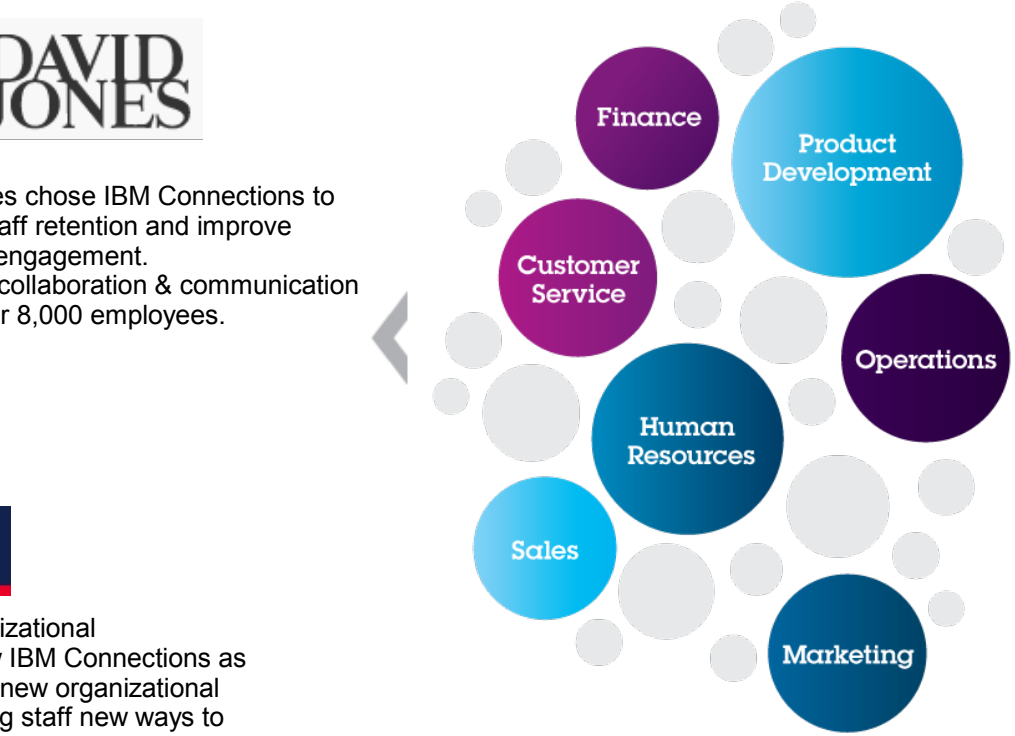
Australian Bureau of Statistics

Assists and encourages informed decision making, research and discussion within governments and the community, by leading a high quality, objective and responsive national statistical service.

"With IBM Connections ABS can use business-grade social software, straight out of the box."
Dale Chatwin, Director, Knowledge Management Initiative, ABS.

DAVID JONES

David Jones chose IBM Connections to Address staff retention and improve employee engagement.
Enhances collaboration & communication across their 8,000 employees.



Dulux

After a de-merger and organizational restructure Dulux Group saw IBM Connections as an innovative way to forge a new organizational collaborative culture providing staff new ways to communicate and team which was inclusive of all staff regardless of work location or worker type.

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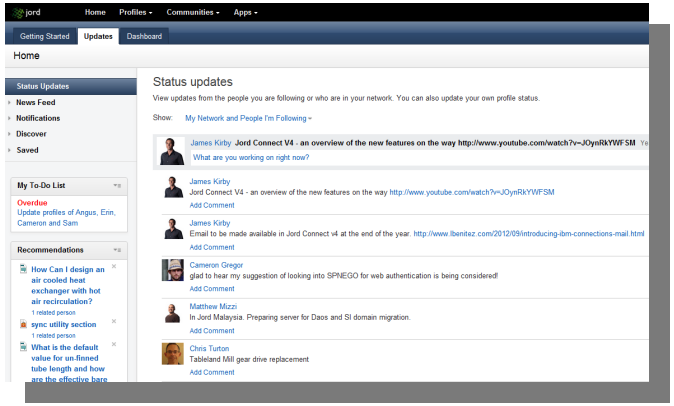
Challenges at Jord International

- Collaborating effectively across offices, divisions and cultures
- Giving Team leaders the tools to manage their teams
- Moving past information hording to sharing & the benefits of transparency
- Effective Management of things other than customer projects
- Sharing information without clogging up inboxes
- Centralised document sharing



Return On Investment with IBM Connections

- Reduced administration for non customer related projects and initiatives
- Centralized document sharing
- Speed of information discovery
- Savings on the email system through reduced number of emails
- Savings on network traffic as many file no longer require replication
- Increase Staff knowledge and moral
- Staff feel more part of a team as they can see the strategic goals of different teams, catch up on how they are going by reading their meeting minutes and offer input.
- Staff knowledge increases as the culture moves to sharing information rather than hording.
- Staff sanity increase as they can now avoiding some of the late night weekend calls from senior management through being more transparent.
- Staff moral increase through embracing new technologies for our internal systems.

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Leaders in every industry are leveraging Social Business technology to disrupt their industries and create competitive advantage

activate the workforce

create a **smarter** workforce

delight customers

create **exceptional** customer experiences

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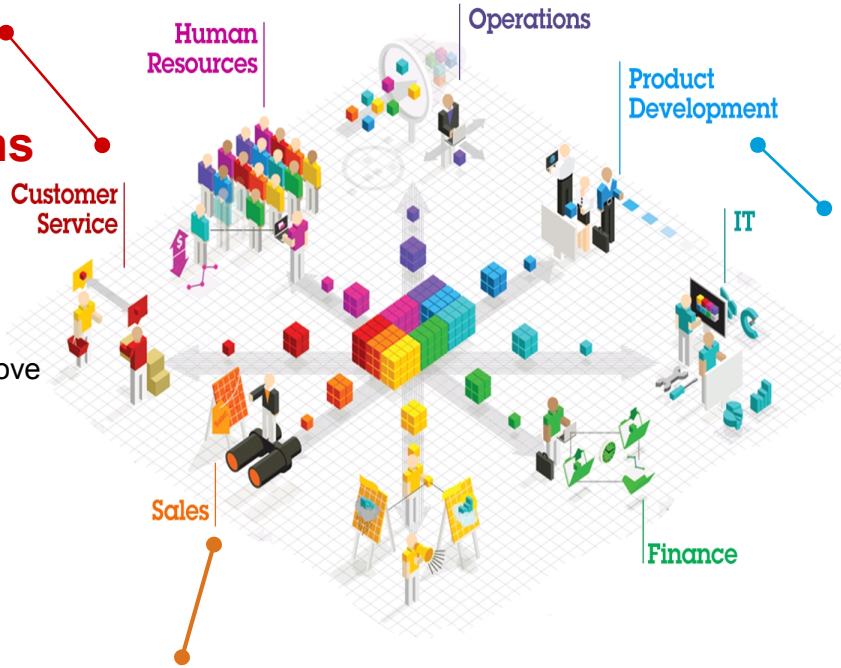
The primary objective of creating a smarter workforce is to generate shareholder / stakeholder value

Using analytics to anticipate and resolve problems before issues arise in customer service

72% of CEOs cite the need to improve their understanding of customers. [3]

Sales per agent can increase by as much as 12%.[2]



Accelerating innovation to deliver better products faster

In software, the top programmers write

10 times the code of average performers.[2]

Companies can develop & bring new products to market in 1/3 time.[4]

Improving sales skills and matching the right people to close more deals

Top 10% of sellers often generate 30-50% of a company's revenue.[2]

Sales manager revenue can increase by 40% and improve efficiency by up to 500%.[1]

Source 1: VCC case study, Source 2: Bersin Report - The Science of Fit
Source 3: 2012 IBM CEO Study, Source 4: Cemex case study

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How do social business and talent management come together to help create a smarter workforce?

A unique combination:
expertise, content, analytics and social platform to help clients transform business processes on a global scale

1. Build Skills

Identify, engage and on-board the **right talent** to serve your clients

Identify top contributors and increase **retention**

Build **new skills** across sales teams to increase their effectiveness to sell your latest offerings

2. Transform Culture & Processes

Leverage **best practices** from other organizations to become more agile and effective

3. Engage Clients

Build sales communities to share **insights** and discover customer needs

Connect sellers with the **right experts** before they engage

Interact with clients in new ways via **dedicated communities** and other social venues

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Kenexa will add a rich set of talent management solutions to the Social Business platform

Solution:

Smarter Workforce

Kenexa Talent Management Suite

NEW

- Recruiting
- Compensation
- Learning
- Surveys
- Assessments
- Performance Management
- Onboarding

Social Networking

Content

Analytics

SocialBusiness

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Success increasingly depends on creating and delivering exceptional web experiences for customers and employees

5 seconds:
Time to engage customer before they leave web site and 30% of customers leave 40% don't return[1]

81%
received product purchase advice from friends and followers through a social site[3]

Customers buying on tablet computers have
2% higher conversion rates
and **20% larger order size**[2]

By 2014, **50%** of all employed people will be
Millennials[4]

The global mobile worker population will increase to
1.3 billion
in 2015[5]

Highly engaged employees are
87% less likely to leave
their organizations than highly disengaged employees [6]

Source: [1] "When Seconds Count", Aug 2010, Equation Research, [2] "Tablets: Ultimate Buying Machines", Sept 28, 2011, Wall Street Journal, [3] Click Z, Jan 2010, [4] Millennials: "We R Who We R", Feb 5, 2011, Millennial Marketing, [5] IDC, Worldwide Mobile Worker Population 2011-2015 Forecast, doc #232073, December 2011 [6] Independent Study by The Corporate Executive Board, 2004

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Next generation web experiences need to....

Engage the individual and their community

Understand the individual

Deliver exceptional services

… with solutions built for mission critical processes

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Integrated Capabilities of IBM Connections

Profiles
Find the people you need

Communities
Work with people who share common roles and expertise

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

Wikis
Create web content together

Activities
Organize your work and tap your professional network

Forums
Exchange ideas with, and benefit from the expertise of others

Home
See what's happening across your social network

Social Analytics
Discover who and what you don't know via recommendations

Micro-blogging
Reach out for help or share news with your social network

Bookmarks
Save, share, and discover bookmarks

Blogs
Present your own ideas, and learn from others

Mobile
Access Connections anywhere, anytime with mobile & tablet access

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Everything Social

What's New in IBM Connections 4

Be ready to act with up-to-the-minute in-context views of critical activity in your network

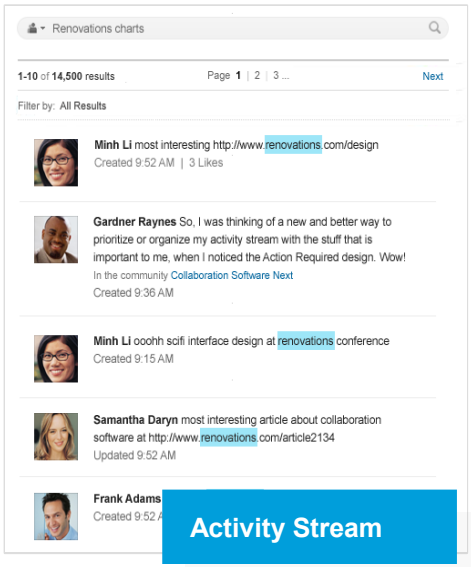
Take action – respond to postings, answer email, check your calendar, update your status, share a file wherever you are in Connections

Extend your reach using hashtags, pictures, likes, reposts

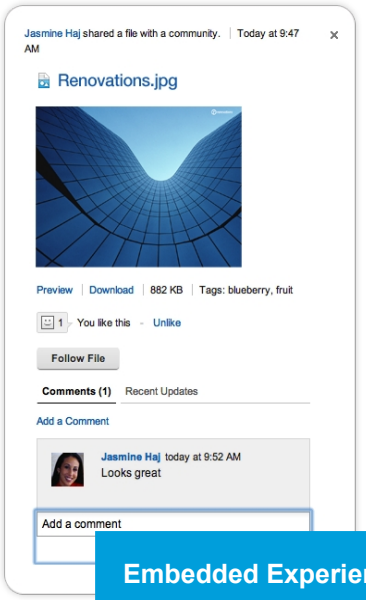
Support Social Business with open framework for integrating business applications into Activity Stream

Gain insight and drive vitality with Community metrics

Engaging mobile apps that work the way you want to – magazine style, activity streams, document editing, and more



Activity Stream



Embedded Experiences

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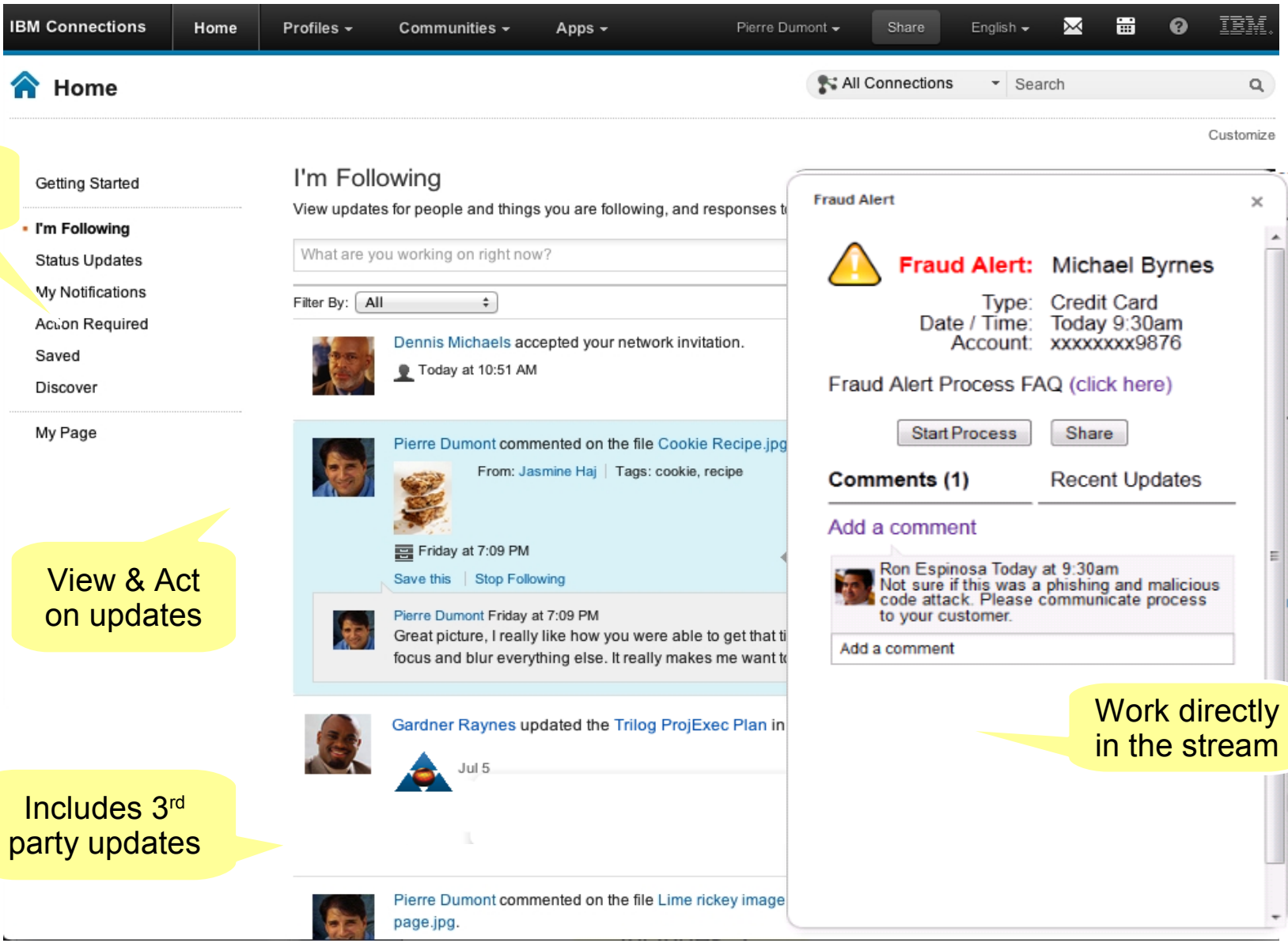
Activity Stream - Take action on events



Filter what you need

View & Act on updates

Includes 3rd party updates

Work directly in the stream

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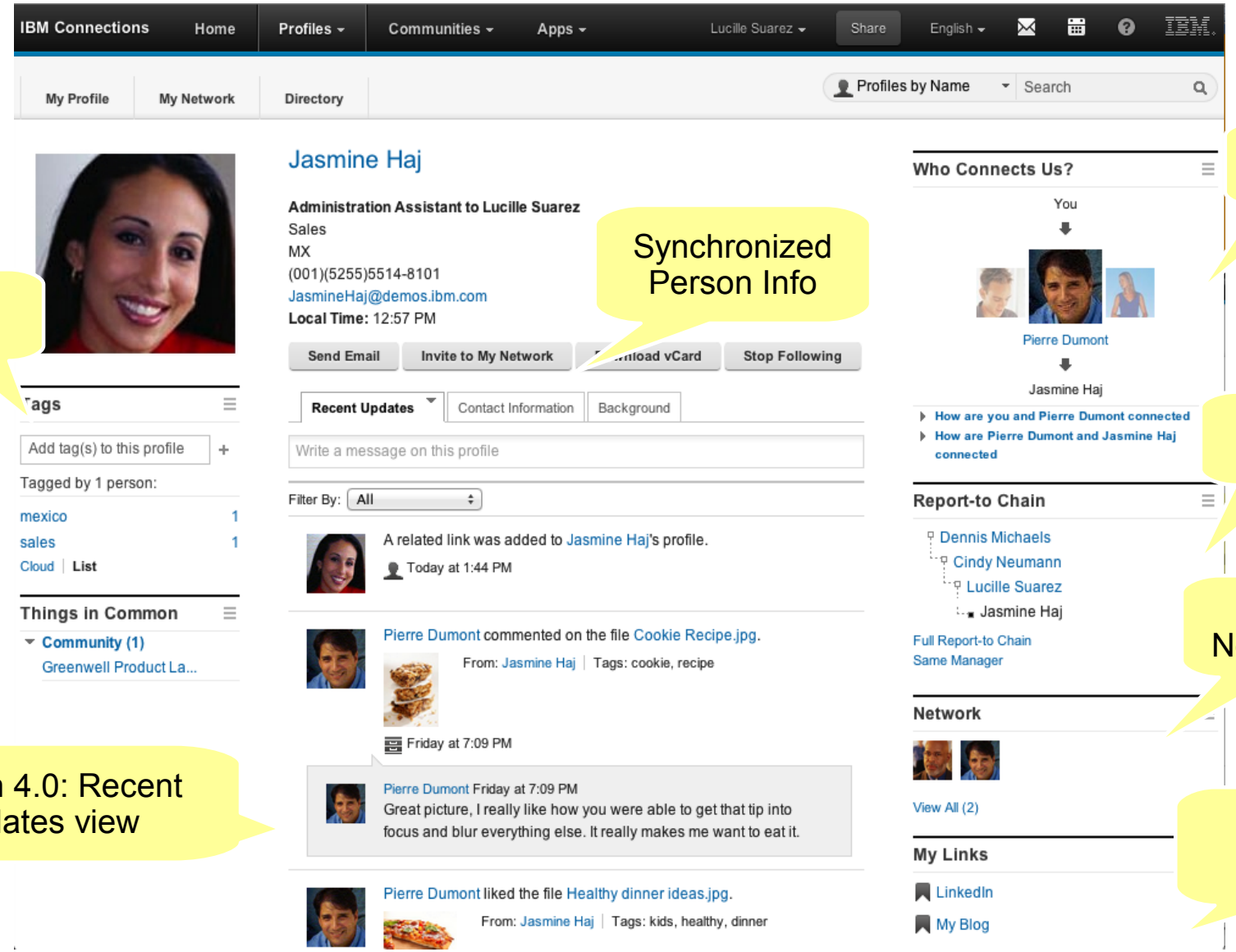
Respond faster and make better decisions



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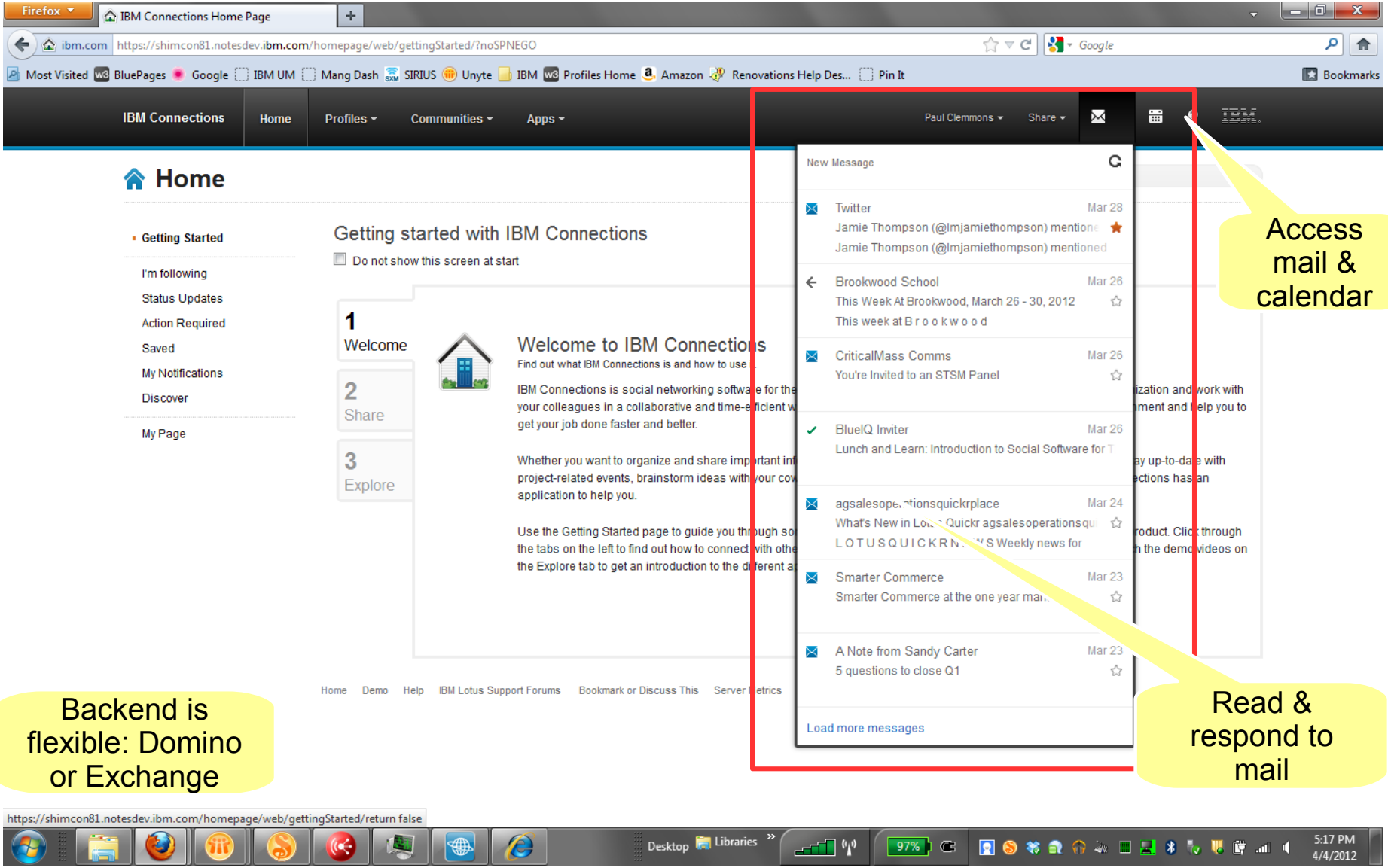
Connections Mail - Access and Respond



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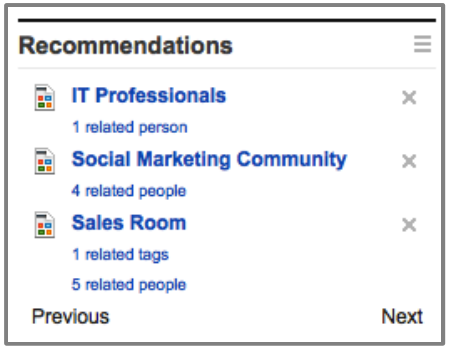
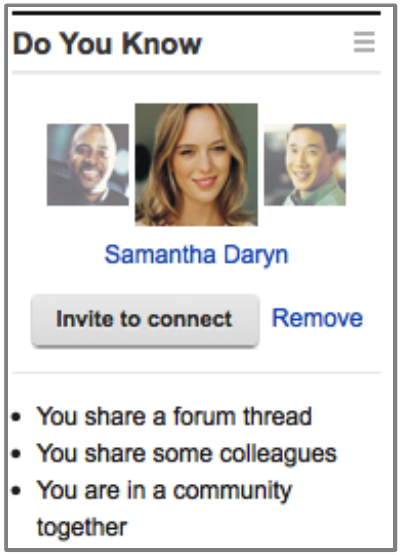
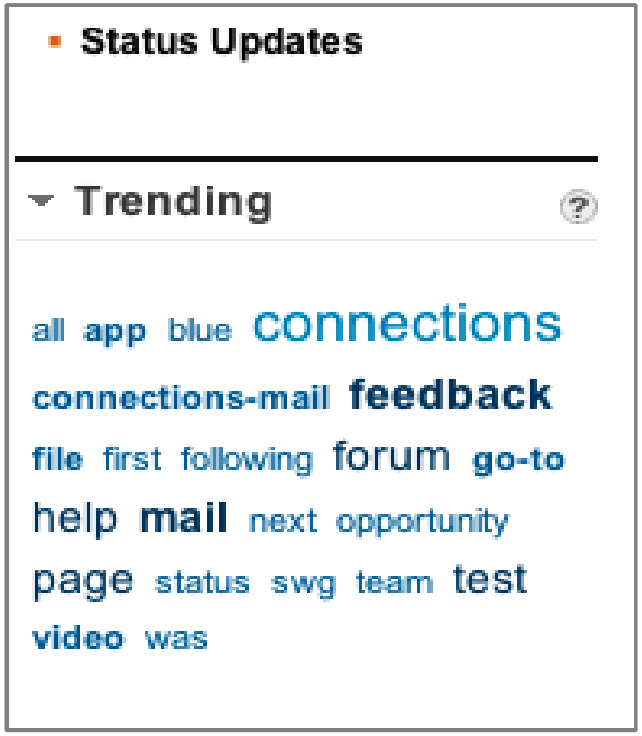
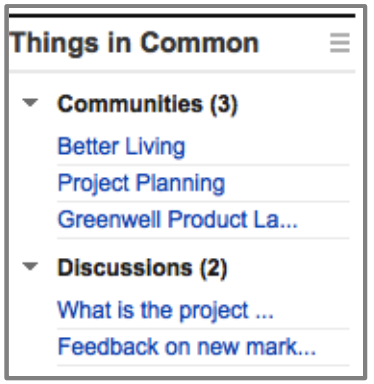
Discover popular topics & expertise

- Personalized, smart recommendations for the People, Community and Content ***you*** should know
- Based on your Profile, tags, social network, and actions
- Found in Home page, Profiles and Communities
- **New in 4.0**! End users can discover trending topics and content via the trending widget









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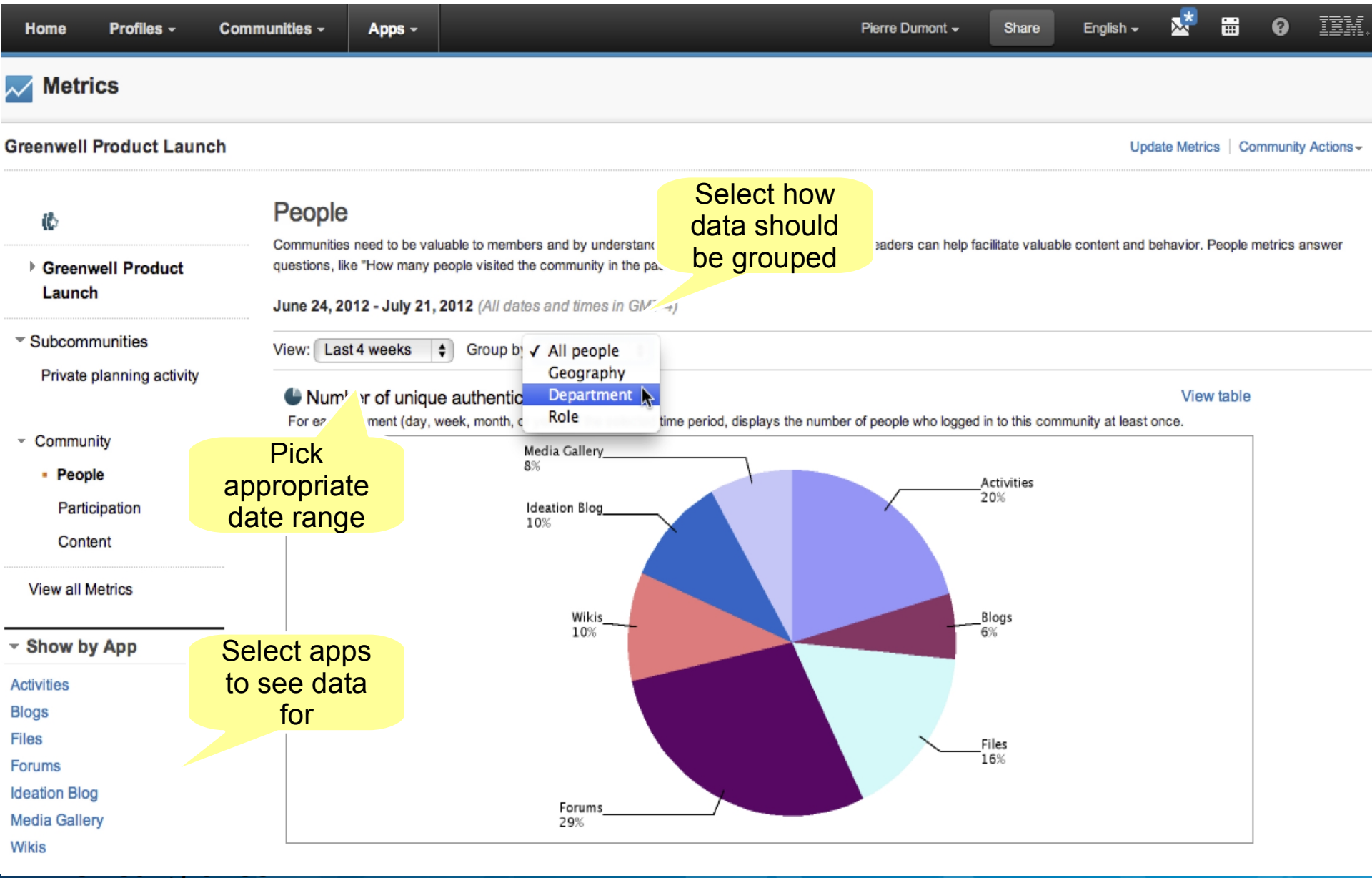
Metrics - Understand adoption



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THANK YOU

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