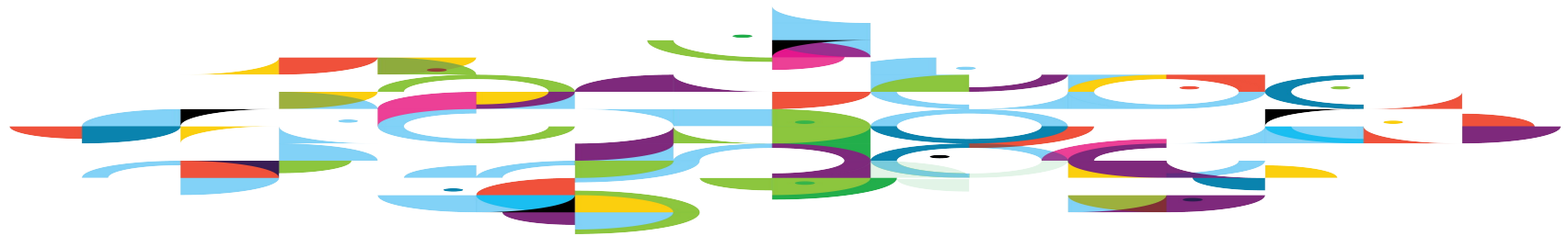


IBM Social Business

IBM Social Business
Primary Graphic



Technology is dramatically changing the way we live and work

How I Buy

Interacting with peers and engaging with companies I do business with.



How I Work

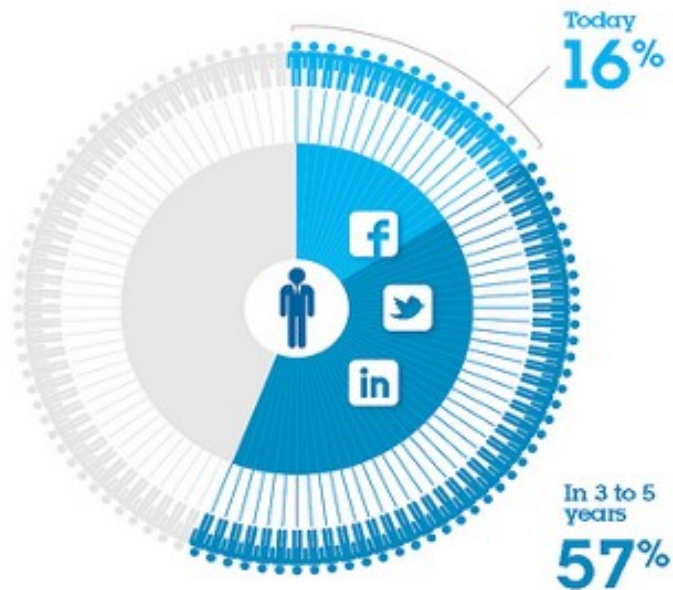
Collaborating from anywhere at any time with a number of devices.

How I Engage

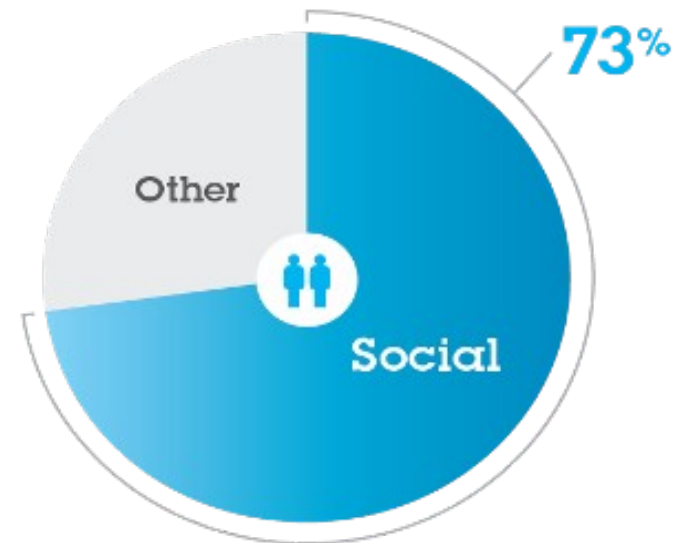
Tapping into a wide variety of insight and expertise.

CEOs Get Social!

Percent of CEOs using Social to Connect with Customers



Primary Channel for Engaging Customers within 5 Years



Top 3 CEO Priorities:

Empowering employees through value

Engaging customers and individuals

Amplifying innovation with partnerships

Value of Social Business

20% **Customer Service**
Increase Customer Satisfaction

20% **R&D**
Reduce time to market;
Increase number of successful innovations

30% **HR & Talent Management**
Increase speed to access knowledge;
Increase speed to access experts

And forever changing the way organizations operate

Employees

self-forming teams around fast moving opportunities

Customers

leading the conversations that define brands

Partners

becoming on-demand extensions of the enterprise



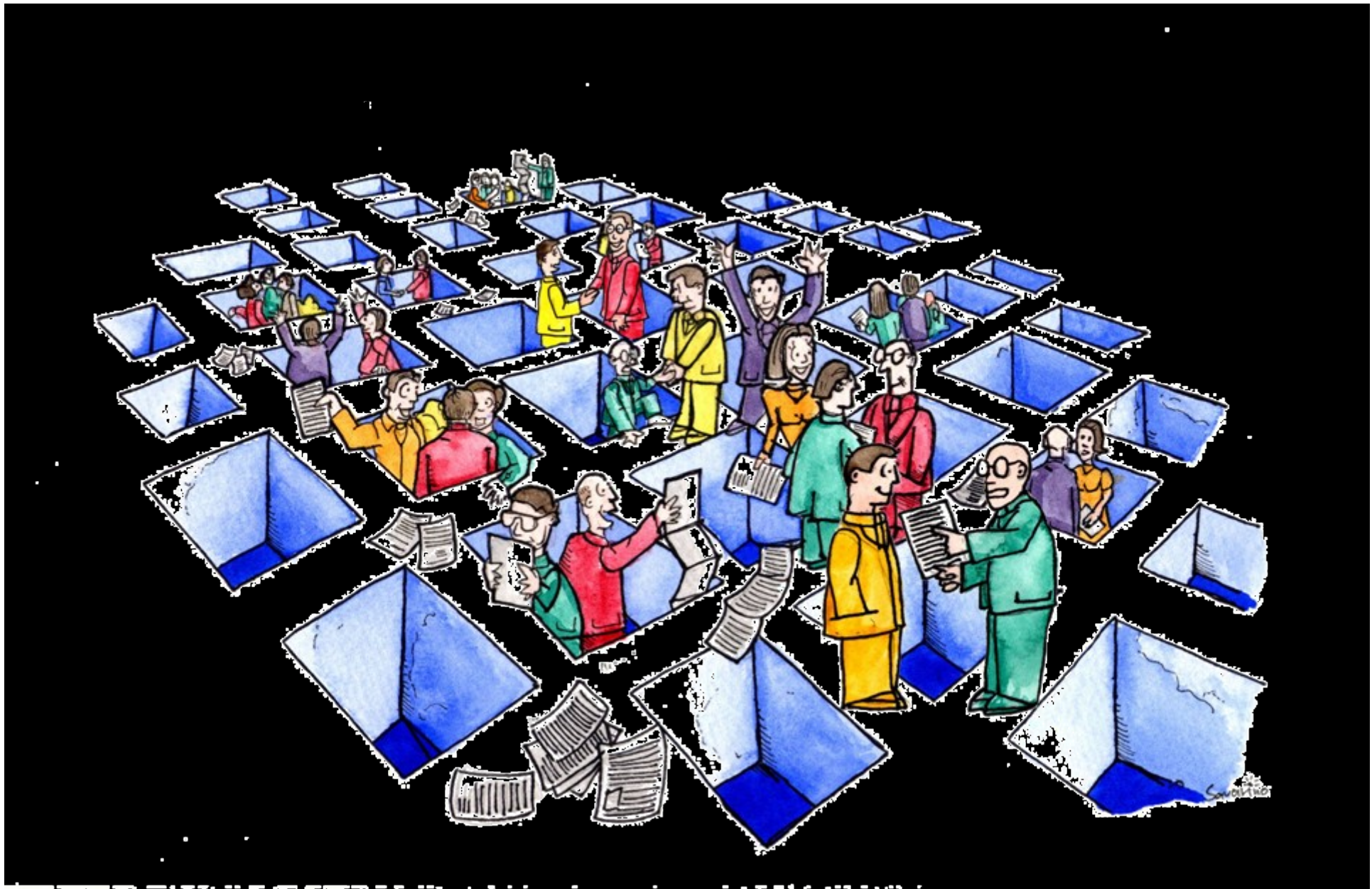
Social Business is the application of social collaboration tools & culture to business roles, processes and outcomes

*Share ideas, expertise, sense of purpose
Deliver insights in near-real time, in context
Connect to people in meaningful ways – instantly.
Keep content up-to-date, accessible and secure*



Often the Business Need is Breaking Down Silos...







Home



*Reduce
redundant work*

A consolidated, customizable overview of your social network

Access status updates and content updates from your network

Take action on content directly from your Activity Stream without switching contexts

Share and personalize Status Updates and Files using the share button

Re-post interesting content from your network in one click

Filter By: All Updates



Jasmine Haj Meeting with 3 customers

9:37 AM



Ted Amado commented on the file **Greenwell Web Marketing Text.odt**

Greenwell Web Marketing Text.odt
ODT 800 KB | Public

Apr 4



Dan Misawa wrote Mar 8
I will cover the finance sections



Ted Amado wrote Apr 4
Can we work on this?



Gardner Raynes updated the **Trilog Proj**

Apr 2

Ted Amado commented on the file **Greenwell Web Marketing Text.odt**. | Created 4/4/12 | [Repost](#)

Greenwell Web Marketing Text.odt

[Download](#) | 17 KB

1 Like

[Stop Following](#)

[More](#)

[Comments \(4\)](#)

[Sharing](#)

[Recent Updates](#)

Add a comment



Frank Adams 11/10/11 (version 4)
This looks good, though I'd prefer to do the hand off in Q2



Jasmine Haj 11/10/11 (version 4)
I understand. Let's discuss next week.



Dan Misawa 3/8/12 (version 10)
I will cover the finance sections



Ted Amado 4/4/12
Can we work on this?



Home



Take action on events

Home

All Connections Search

Customize

Getting Started

I'm Following

Status Updates

My Notifications

Action Required

Saved

Discover

My Page

Filter what you need

View & Act on updates

Includes 3rd party updates

I'm Following

View updates for people and things you are following, and responses to

What are you working on right now?

Filter By: All



Dennis Michaels accepted your network invitation.

Today at 10:51 AM



Pierre Dumont commented on the file [Cookie Recipe.jpg](#)

From: Jasmine Haj | Tags: cookie, recipe



Friday at 7:09 PM

Save this | Stop Following



Pierre Dumont Friday at 7:09 PM

Great picture, I really like how you were able to get that tip into focus and blur everything else. It really makes me want to



Gardner Raynes updated the [Trilog ProjExec Plan](#) in




Jul 5



Pierre Dumont commented on the file [Lime rickey image page.jpg](#).

Pierre Dumont commented on a file. Friday at 7:09 PM

[Cookie Recipe.jpg](#)



For the article feature

[Preview](#) | [Download](#) | 280 KB | Tags: cookie, recipe

[Like](#)

[Follow File](#)

Comments (1) Recent Updates

[Add a Comment](#)

Pierre Dumont Friday at 7:09 PM
Great picture, I really like how you were able to get that tip into focus and blur everything else. It really makes me want to

Work directly in the stream



Quickly share information with others

Easily share files & photos in your status update

Provide feedback in status updates by using a single click to indicate 'Like'

See and find others in the organization who liked the entry

Search across all status updates to leverage intellectual capital created in these micro conversations

Follow conversations via hashtags

Renovations charts

1-10 of 14,500 results Page 1 | 2 | 3 ... Next

Filter by: All Results

Minh Li most interesting <http://www.renovations.com/design>
Created 9:52 AM | 3 Likes

Gardner Raynes So, I was thinking of a new and better way to prioritize or organize my activity stream with the stuff that is important to me, when I noticed the Action Required design. In the community [Collaboration Software Next](#)
Created 9:36 AM

Minh Li ooohh scifi interface design at [renovations](#) conference
Created 9:15 AM

Samantha Daryn most interesting article about collaboration software at <http://www.renovations.com/article2134>
Updated 9:52 AM

Frank Adams so many [renovations](#) meetings, so little time
Created 9:52 AM

Jasmine Haj created the file [directions.jpg](#). | Created 3/29/12 x
Repost

directions.jpg

Preview | Download | 131 KB

Like

Stop Following

Comments (0) | Sharing | Recent Updates

Add a comment

There are no comments.

Write something...



Share from anywhere

Share from anywhere

IBM Connections Home Profiles Communities Apps Pierre Dumont Share English

Files All Files Search

Upload Files New Folder

Share Something

Status Update | Files

Post Updates To: Everyone

What are you working on right now?

Add a File Post Cancel

loads	Size	Sharing
0	44 KB	
0	71 KB	

Create public status update, or target it to a group

Attach a file (e.g. a photo) to status updates

BP's / ISVs can add their own sharing options



Respond faster to customers and make better decisions

IBM Connections Home Profiles Communities Apps Lucille Suarez Share English

My Profile My Network Directory Profiles by Name Search

Jasmine Haj

Administration Assistant to Lucille Suarez
Sales
MX
(001)(5255)5514-8101
JasmineHaj@demos.ibm.com
Local Time: 12:57 PM

Send Email Invite to My Network Download vCard Stop Following

Recent Updates Contact Information Background

Write a message on this profile

Filter By: All

A related link was added to Jasmine Haj's profile.
Today at 1:44 PM

Pierre Dumont commented on the file *Cookie Recipe.jpg*.
From: Jasmine Haj | Tags: cookie, recipe
Friday at 7:09 PM

Pierre Dumont Friday at 7:09 PM
Great picture, I really like how you were able to get that tip into focus and blur everything else. It really makes me want to eat it.

Pierre Dumont liked the file *Healthy dinner ideas.jpg*.
From: Jasmine Haj | Tags: kids, healthy, dinner

Who Connects Us?

You
↓
Pierre Dumont
↓
Jasmine Haj

How are you and Pierre Dumont connected
How are Pierre Dumont and Jasmine Haj connected

Report-to Chain

Dennis Michaels
Cindy Neumann
Lucille Suarez
Jasmine Haj

Full Report-to Chain
Same Manager

Network

View All (2)

My Links

LinkedIn
My Blog

Social tagging

Synchronized Person Info

Social Analytics

Org Structure

Social Networking

Custom links & widgets

Recent updates view



Discover popular topics right now

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

Discover trending topics and content via the trending widget

Recommendations ☰

- 
IT Professionals ×
1 related person
 - 
Social Marketing Community ×
4 related people
 - 
Sales Room ×
1 related tags
5 related people
- Previous Next

Do You Know ☰



Samantha Daryn

Invite to connect Remove

- You share a forum thread
- You share some colleagues
- You are in a community together

▪ **Status Updates**

▼ **Trending** ?

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

Things in Common ☰

- ▼ **Communities (3)**
 - Better Living
 - Project Planning
 - Greenwell Product La...
- ▼ **Discussions (2)**
 - What is the project ...
 - Feedback on new mark...



Access and respond to email

Backend is flexible:
Domino or Exchange

Access mail & calendar

Read & respond to mail

IBM Connections Home Page

Getting started with IBM Connections

1 Welcome

2 Share

3 Explore

Welcome to IBM Connections

Find out what IBM Connections is and how to use it.

IBM Connections is social networking software for the way you work. It helps you connect with your colleagues in a collaborative and time-efficient way to get your job done faster and better.

Whether you want to organize and share important information, manage project-related events, brainstorm ideas with your colleagues, or use an application to help you.

Use the Getting Started page to guide you through some of the key features of IBM Connections. Click through the tabs on the left to find out how to connect with other users, how to share content, and how to use the Explore tab to get an introduction to the different applications.

Home Demo Help IBM Lotus Support Forums Bookmark or Discuss This Server Metrics

New Message

- Twitter Mar 28
Jamie Thompson (@Imjamiethompson) mentioned me
Jamie Thompson (@Imjamiethompson) mentioned me
- Brookwood School Mar 26
This Week At Brookwood, March 26 - 30, 2012
This week at Brookwood
- CriticalMass Comms Mar 26
You're Invited to an STSM Panel
- BluelQ Inviter Mar 26
Lunch and Learn: Introduction to Social Software for T
- agsalesoperationsquickr... Mar 24
What's New in Lotus Quickr agsalesoperationsqui
LOTUS QUICKR NEWS Weekly new
- Smarter Commerce Mar 23
Smarter Commerce at the one year mark
- A Note from Sandy Carter Mar 23
5 questions to close Q1

Load more messages

5:17 PM 4/4/2012



Collaborate in context

Primarily focused on key messaging capabilities

View and compose mail message

Including rich text editing, spell check, etc.

Signatures, addressing, and directory search

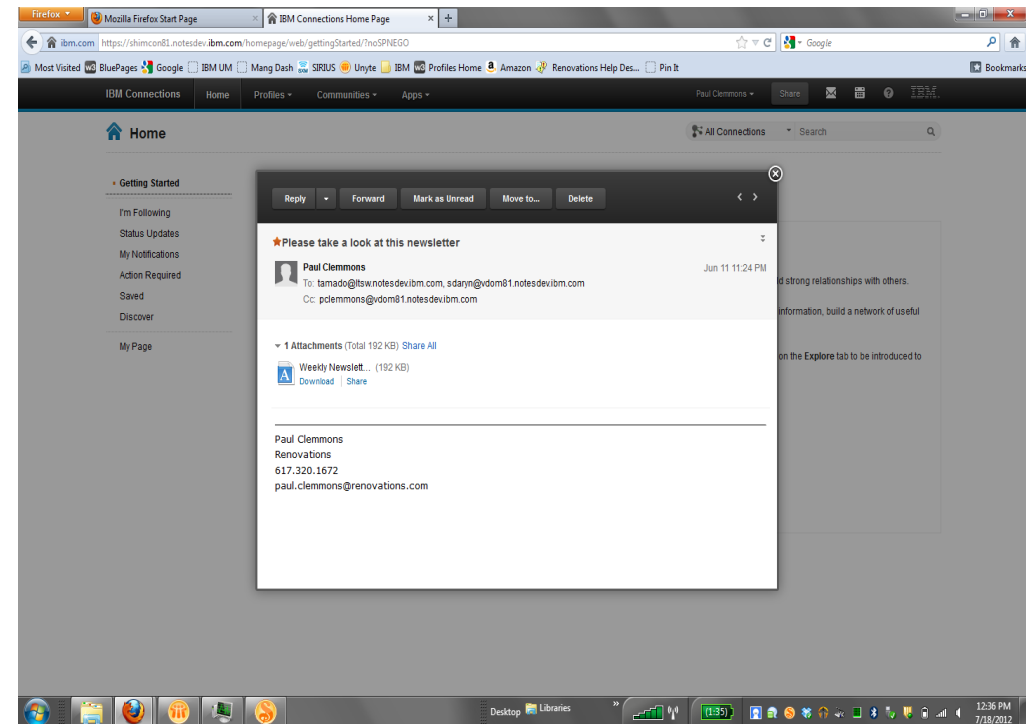
Mail badge provides visual indication of new content

Embedded Experiences

View one-day calendar and view individual entries

Security features

Ability to launch “primary” messaging client





Form a Group and start sharing information with others

New Recent Updates view to easily see what's happening in the community

Reply to forum threads via email

New view to manage community invites

Map community membership to LDAP groups

Expanded Community Overview field to create a compelling welcome page

The screenshot displays the IBM Connections interface for the 'Greenwell Product Launch' community. The top navigation bar includes 'IBM Connections', 'Home', 'Profiles', 'Communities', and 'Apps'. The user profile 'Pierre Dumont' is visible, along with options for 'Share', 'English', and various utility icons. The community header shows 'Greenwell Product Launch' with options to 'Stop Following this Community' and 'Community Actions'. The main content area is divided into several sections: 'Greenwell Product Launch' with a logo, 'Community Description' with a welcome message and icons for 'About Us', 'News', 'Calendar', 'Success Stories', 'Smart Feeds', and 'YouTube Videos', 'Members' with a grid of 19 member avatars, 'Upcoming Events' listing meetings and lunches, 'Media Gallery' with a grid of images, and 'Forums' with a list of discussion topics like 'What is the project timeline?' and 'Looking for the latest decision from marketing'. A left-hand navigation menu includes 'Overview', 'Recent Updates', 'Status Updates', 'Members', 'Forums', 'Ideaation Blog', 'Files', 'Blog', 'Events', 'Feeds', 'Activities', 'Media Gallery', and 'Wiki'. A 'Tags' section is also visible at the bottom left.



Easily keep track of the latest updates



Greenwell Product Launch

Stop Following this Community | Community

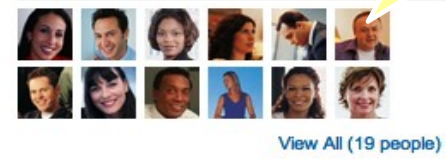
Access people & information

Add a status or content update

Recent Updates

Share a message with the community

Members



Upcoming Events

- Team Status Meeting Jul 26 9:00 AM
- Team lunch Jul 27 12:00 PM
- Team Status Meeting Jul 30 9:00 AM
- Status Meeting 9:00 AM
- lunch Aug 3 12:00 PM

Media Gallery



Greenwell Product Launch



- Overview
- Recent Updates
- Updates
- Blog
- Events
- Feeds
- Activities
- Media Gallery
- Wiki

Create a compelling experience

See what's new & take action



Easily find and manage your invitations



IBM Connections Home Profiles **Communities** Apps Simone Dray Share

Communities My Com

I'm an Owner

I'm a Member

I'm Following

I'm Invited 1

Public Communities

New view to quickly find community invites

greenwell innovation
launch marketing product
research sales

Cloud | List

New to Communities?

Get together with people who share your interests. Learn how to:

- Join a community and start contributing.
- Participate in your community's forum and get a discussion going.
- Share useful web resources with fellow members.
- Bring a group of like-minded people together by creating your own community.

[View Demo](#)

Start a Community

1 - 1 of 1

Previous | Next

Sort by: Date | Popularity | Name



Greenwell Product Launch

18 people | Updated by Pierre Dumont | Today 11:05 AM | Tags: greenwell, innovation, launch, marketing, product, research, sales

This is the community where we bring together Sales, Product Management, Marketing, and Development as we coordinate product launch for Greenwell!

Accept | Decline

Easily accept/decline invites from this view



Schedule and keep track of team events

Provides a central place to plan and coordinate team events

Accessible from IBM Lotus Notes® & Microsoft Outlook®

Events appear in activity stream

Indicate attendance, follow and comment for each event

Greenwell Product Launch



- Overview
- Recent Updates
- Status Updates
- Members
- Forums
- Ideation Blog
- Files
- Blog
- Events
- Feeds
- Activities
- Media Gallery
- Wiki

Tags

Find a Tag

lunch offsite status team

Events

Events **Calendar View**

Create an Event Edit Event Delete Event

Many views supported (by week, month, etc)

← July 2012 → View: Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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	08/01	08/02	08/03	08/04

Day 205 - 161 days left in the year

Add to Personal Calendar

Webcal link to add to your personal calendar



Spend less time searching for information



Drag-n-drop to upload files

Organize your files easily by dragging-n-dropping files into folders

Lock / unlock files

Upload/download multiple files at a time

Share/tag/delete multiple files at a time

Share folders with communities

The screenshot displays the IBM Connections interface for a community named 'Greenwell Product Launch'. The top navigation bar includes 'IBM Connections', 'Home', 'Profiles', 'Communities', and 'Apps'. The user 'Pierre Dumont' is logged in, and there are options for 'Share', 'English', and a search bar. The community page shows a sidebar with navigation links: Overview, Recent Updates, Status Updates, Members, Forums, Ideation Blog, Files (selected), and Blog. The main content area is titled 'Files' and shows a list of files for this community. The file list includes columns for Name, Shared, Shared By, Comments, Likes, Downloads, Size, and Sharing. The files listed are:

Name	Shared	Shared By	Comments	Likes	Downloads	Size	Sharing
Small Business Solutions.odt	5:15 PM	Pierre Dumont	0	0	0	281 KB	
Kids image for magazine.jpg	7/20/12	Jasmine Haj	1	0	0	359 KB	
Lime rickey image on home page.jpg	7/20/12	Jasmine Haj	1	1	0	851 KB	
Photo for kitchen segment.jpg	7/20/12	Jasmine Haj	0	0	0	304 KB	
Healthy dinner ideas.jpg	7/20/12	Jasmine Haj	0	1	0	305 KB	



Wiki



Copy/paste embed code from other sites directly into Rich Text editor (e.g. YouTube, SlideShare, etc).

Table column widths are easily adjustable during table creation

Drag-to-resize table columns

Insert multiple columns/rows at the same time

Support for page anchors

Copy and paste a row in a table, preserving row structure, makes it even easier to work with tables

The screenshot displays the IBM Connections Wiki interface for the 'Greenwell Product Launch' community. The page title is 'Mobility Demo', updated by Pierre Dumont. The main content area features a table with two columns: 'Movies' and 'Presentations'. The 'Movies' column contains a video player for 'IBM Connections Suite for Workforce Optimization'. The 'Presentations' column contains a presentation slide titled 'Trends' with a list of five points: 1. Social Technology Re-Shapes Corporate Culture, 2. Social Technology is the New Intranet, 3. Social Standards Come to the Enterprise, 4. Social Meets Mobile, and 5. Social Technology Drives Business. The presentation also includes a line graph and the hashtag #socbiz5. The interface includes a navigation menu on the left, a search bar at the top, and various action buttons like 'Edit' and 'Page Actions'.



Complete projects on time and meet goals

Gather the e-mails, IM chats, documents, messages, and other information that you and your team need to accomplish a project

Assign To Dos to project members

Create Activity Templates to capture and reuse best practices

Easily add or link to files in an Activity

Convert entries into to-do's

Title:

Tags:

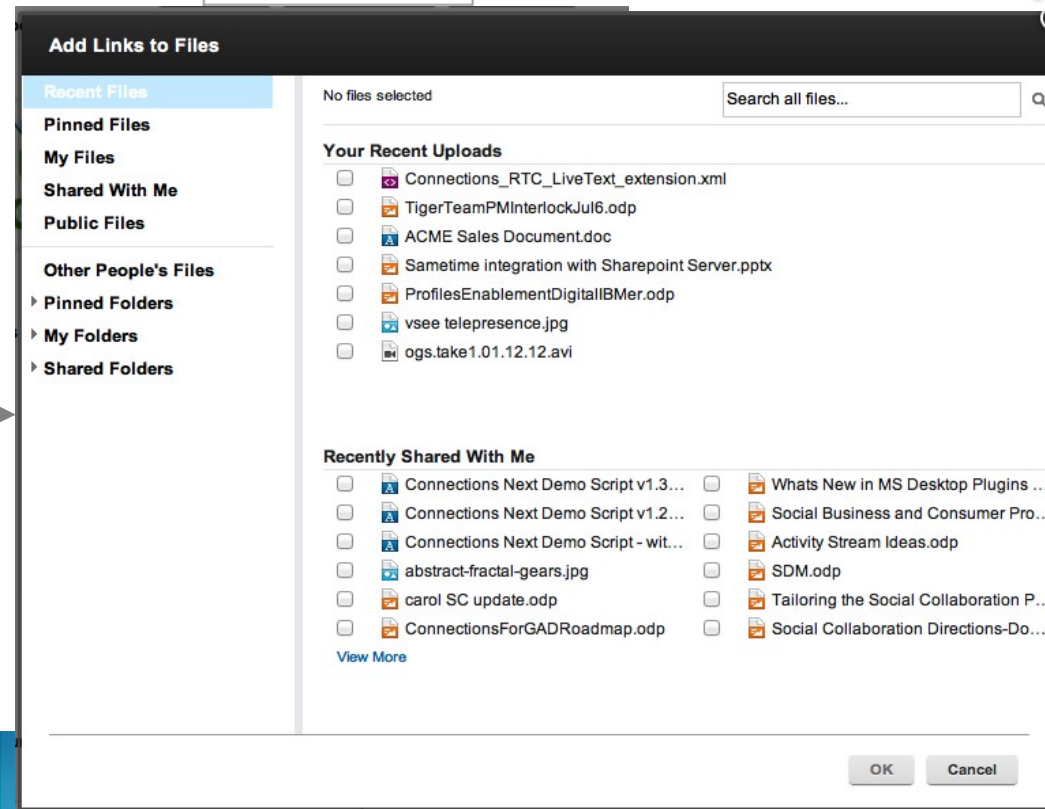
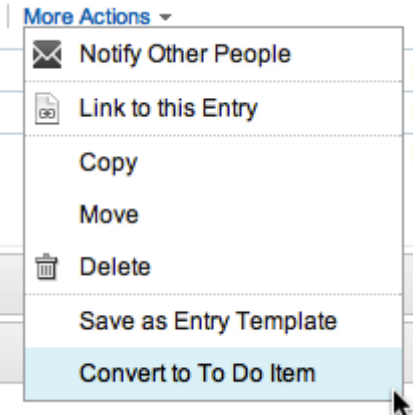
Description:

Add File ▾ | Add Bookmark | Add Cus

Attach File

Link to File

Link to Folder





Mobile Apps

*Anytime, anyplace
access to your network*

Access all of your Connections data from mobile browsers and free native apps

Sliding Drawers

Offline support for Files

Add Profiles to Device Contacts

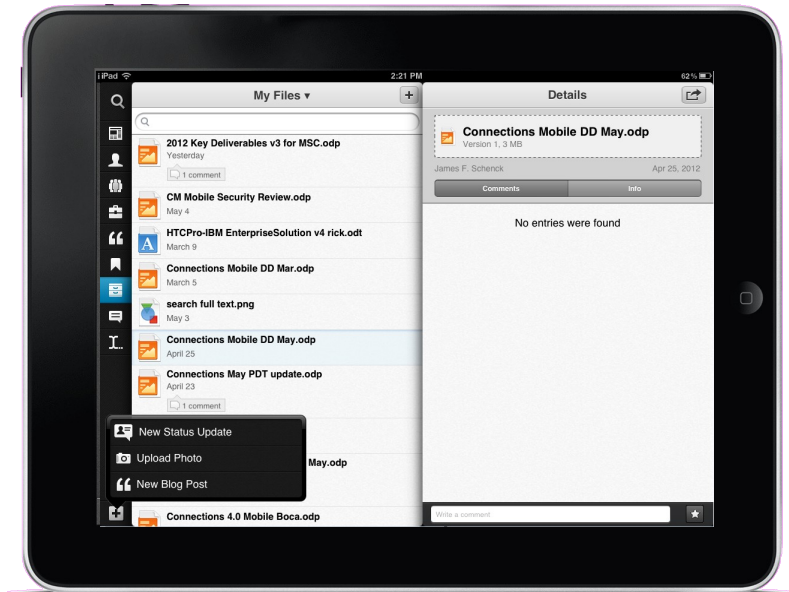
Remote wipe

Extensibility

Deploy via email

Full iPad Support

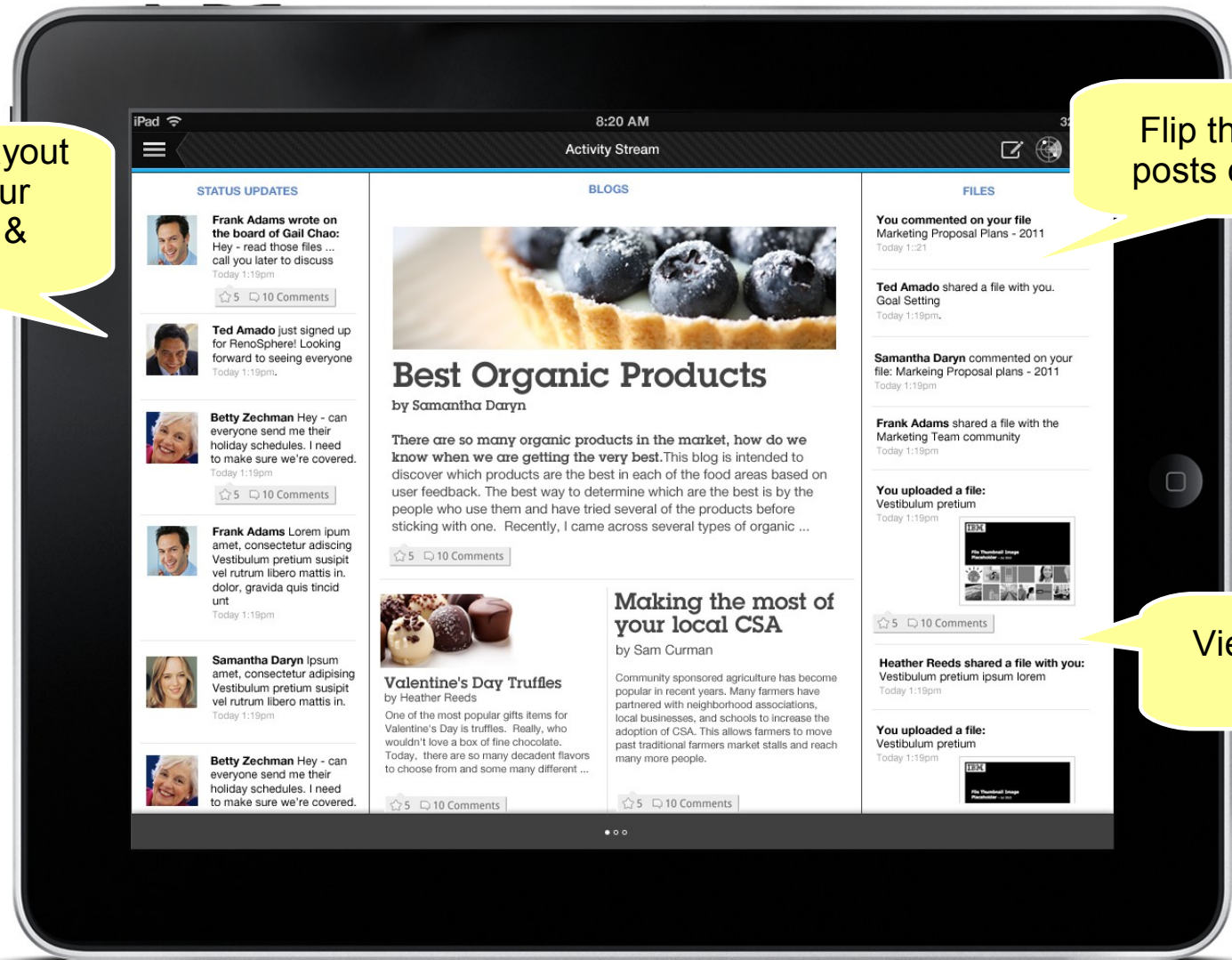
Download native app from major app stores:
iTunes®, Google Play, Blackberry App
World™





Mobile Apps

*Anytime, anyplace
access to your network*



Magazine-style layout to work with your activity stream & content

Flip through posts quickly

View topics of interest

Desktop Plug-In

Bring social to your end users

Windows Explorer

Lock/unlock files from desktop

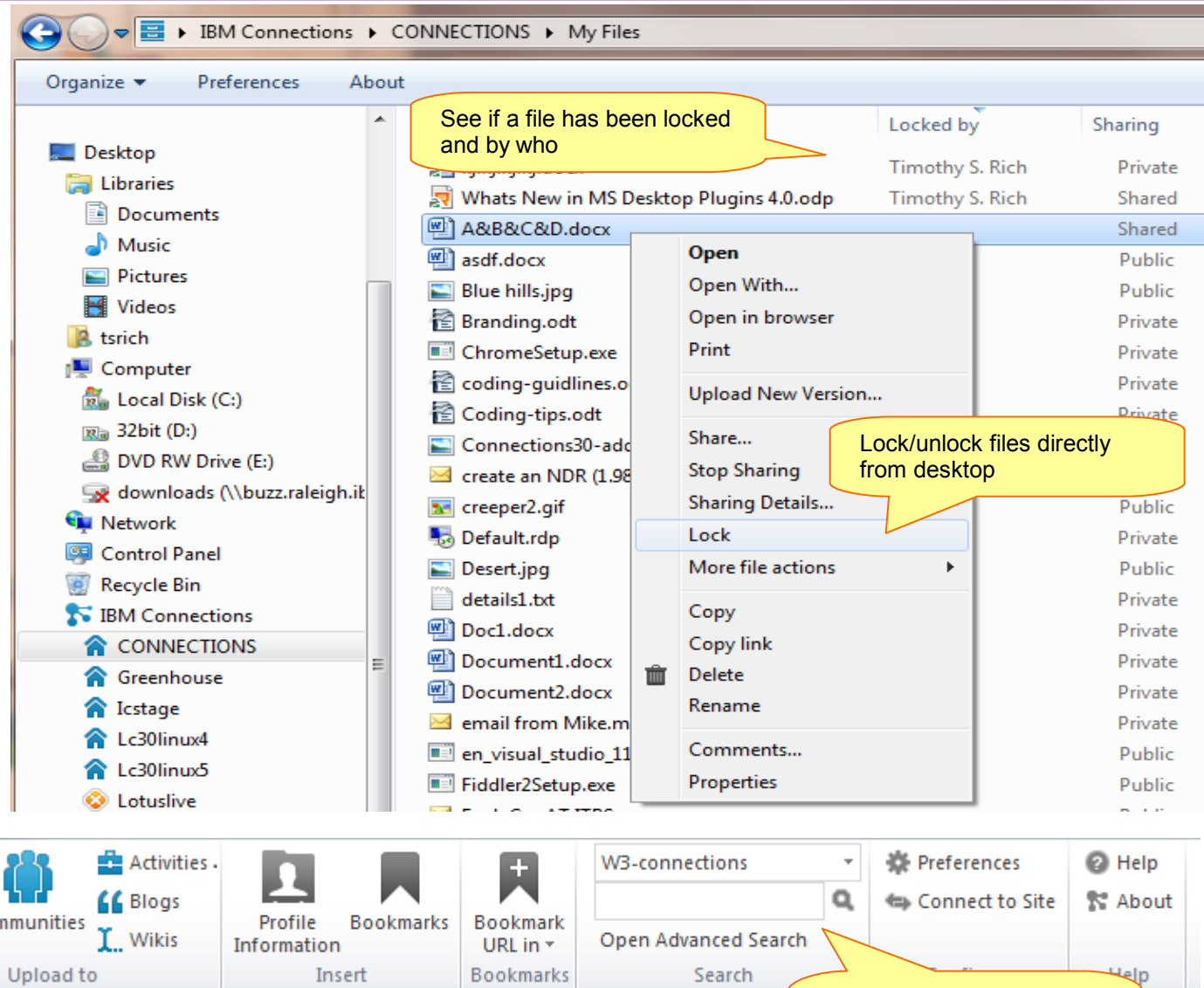
Manage Recycle Bin

Microsoft Office

New Ribbon integration to support Files and Communities

Improved User Experience

Save To Files



New Files and Communities support

New search in both Outlook and Office with access to Advanced Search.



Status Updates for IBM Lotus Notes

Post your status so that colleagues can see what you are working on

View status updates from colleagues in your network

View status updates from colleagues you are following

Comment on a status posting

View your board or someone else's board

View the list of people you follow

The screenshot shows the 'Status Updates' window in IBM Lotus Notes. At the top, there is a search bar and a 'Status Updates' title. Below this, a user's profile picture and name are visible next to a status update: 'Check out this article on marketing to the right'. The time 'Today 1:30:10 PM' is displayed. Below the status, there are 'Update Status' and 'Clear' buttons. A section titled 'Network Board Updates for MCKINSTRY, SUSAN K.' follows. This section contains three status updates: 1. From Heather L. Reeds: 'Check out this article on marketing to the right audience. http://www.marketingriteknow.com/article45987 Today 1:30:10 PM Add Comment'. 2. From Francis Meriwether: 'Has anybody seen the quantum asx install disc? If you have, please let me know. Thx :) Today 1:24:13 PM 2 Comments'. 3. From Alain, Amadou: 'Whew! Just finished a 53 page project proposal! Today 1:22:40 PM Add Comment'. The bottom of the screenshot shows another status update from Heather L. Reeds: 'working on Renovationshere 2012 screenshots Today 1:21:45 PM'. Navigation arrows are visible at the bottom of the window.



Files Plug-In for IBM Lotus Notes

Upload files for your own use or to share with others

Drag and drop an attached file or a file from your desktop to Files

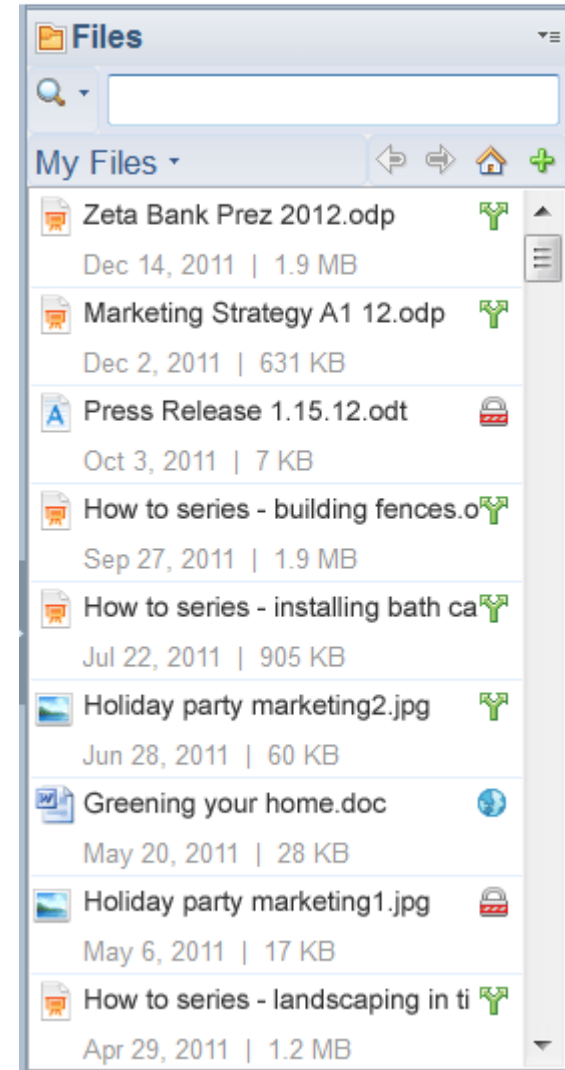
Drag and drop or copy and paste a file from Files to your desktop

Send an HTML link to a file

Search for files

Sort files for easier browsing

Open Connections Files in a browser

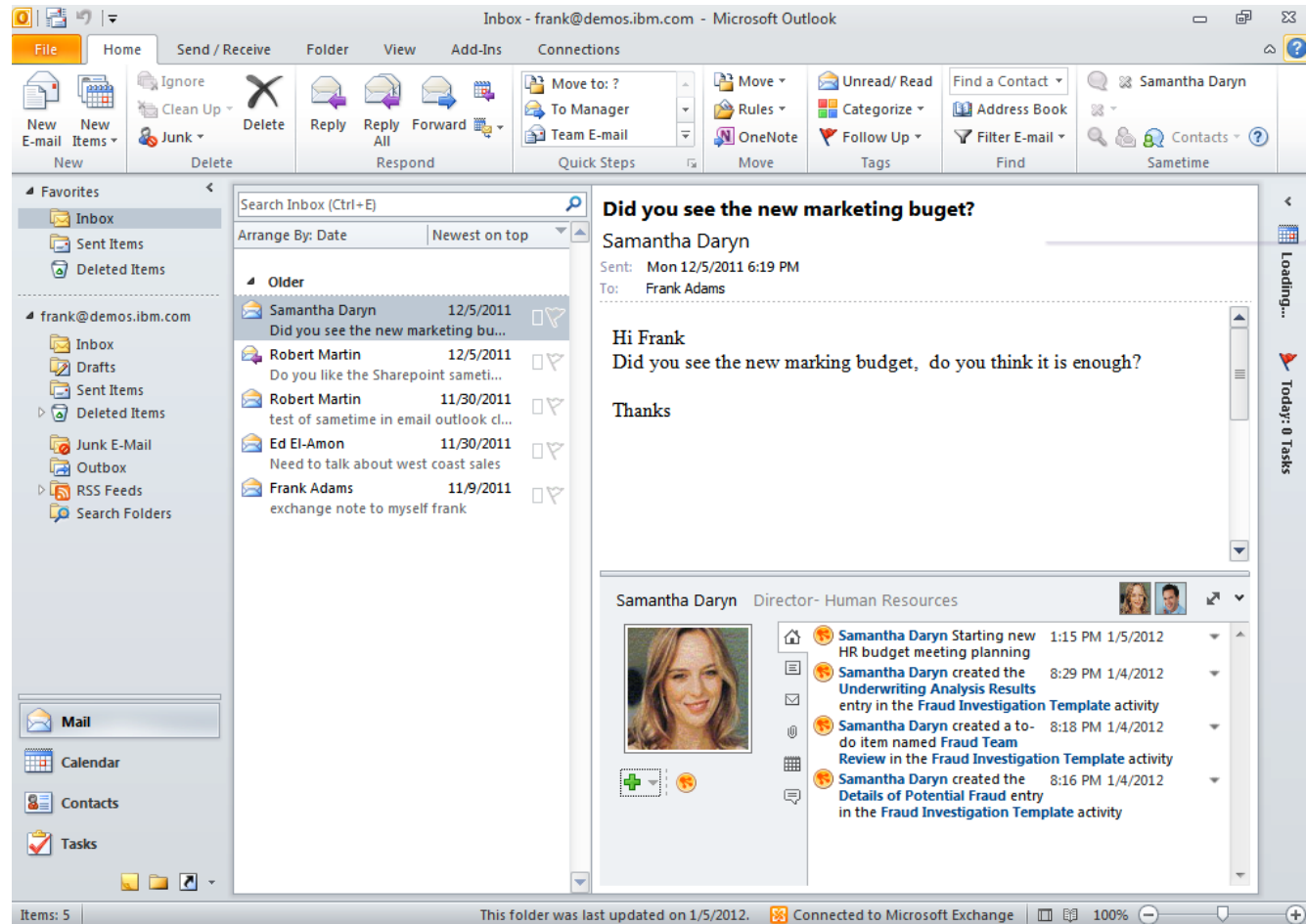


Social Connector

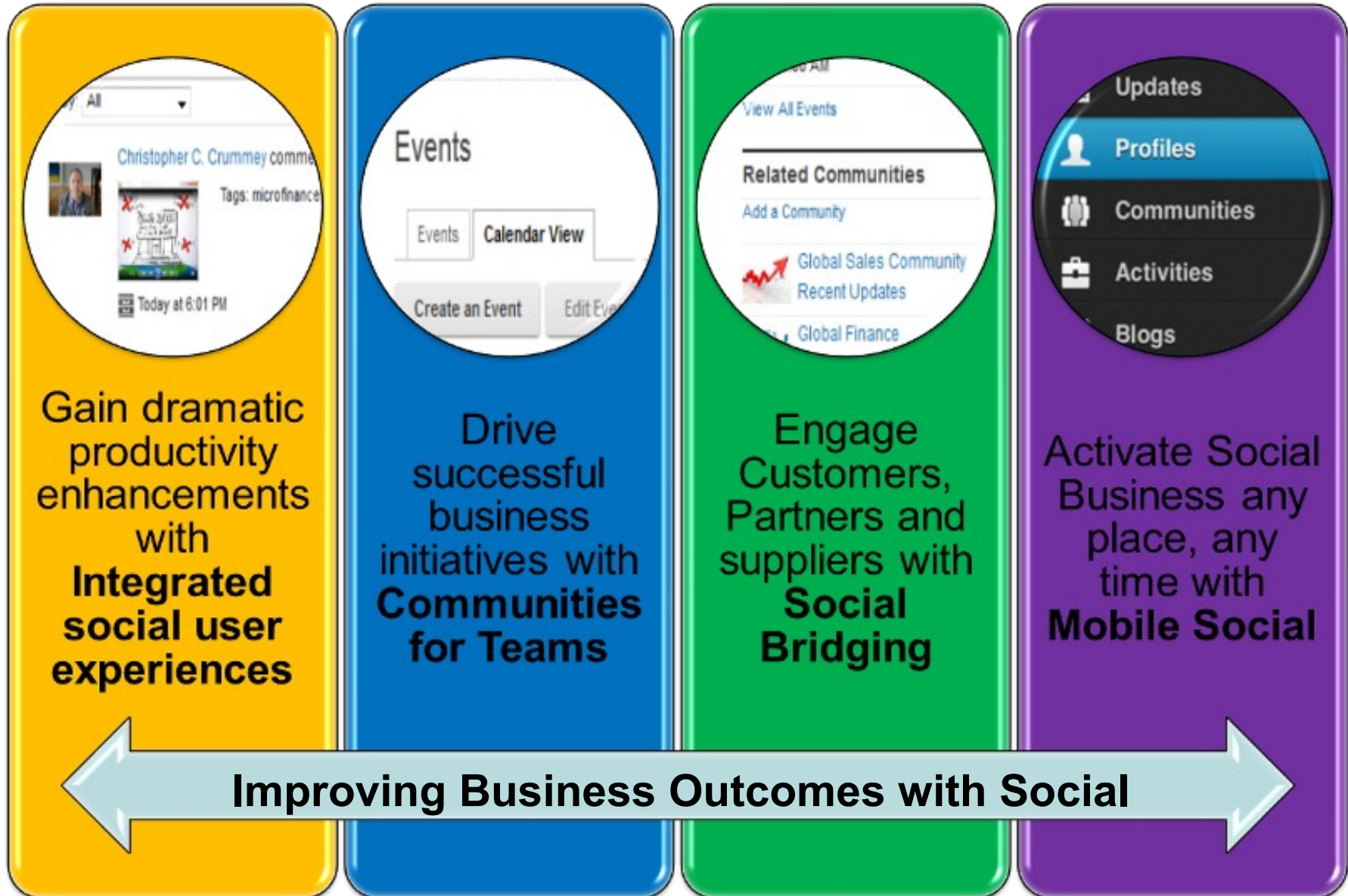
Look up people data from Connections Profiles

Access content available through activity feed

Automatically syncs Social Network directory data to Outlook Contacts



IBM Platform for Social Business



Industry leadership

8

of the top 10 banks
and retailers

12

of the largest telcos

500

governments covering
all G8 nations

#1

Ranking by IDC for
3 consecutive years

60%

of Fortune 100 use
IBM Social
Business

36,000+

IBM Social Business
general business
customers globally

Expertise across all Industries & Geographies

...provides unparalleled experience on how to achieve success

IBM Connections



...is social software, designed to meet the needs of business.

...empowers business professionals to be more innovative and productive, by helping them identify and build networks of subject matter experts.

...facilitates the creation of vibrant communities of employees, business partners, and customers where creative ideas can be exchanged that can foster increased business growth.

...helps teams accomplish their business objectives, whether they are located locally or distributed geographically.

Integrated Capabilities of IBM Connections



Profiles

Find the people you need



Home

See what's happening across your social network



Communities

Work with people who share common roles and expertise



Social Analytics

Discover who and what you don't know via recommendations



Files

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



Micro-blogging

Reach out for help or share news with your social network



Wikis

Create web content together



Bookmarks

Save, share, and discover bookmarks



Activities

Organize your work and tap your professional network



Blogs

Present your own ideas, and learn from others



Forums

Exchange ideas with, and benefit from the expertise of others



Mobile

Access Connections anywhere, anytime with mobile & tablet access

Digital China

IBM Lotus helps Digital China enter enterprise Web 2.0

Business challenge

Paying increasing attention to helping the enterprise further improve its agility and collaboration capabilities, Digital China needed to focus on the building of a unified e-collaboration platform using integration-based collaboration concept and solutions, open standards and Service Oriented Architecture (SOA) and emerging technologies such as Web 2.0.

Solution

Digital China implemented a collaboration application framework based on IBM® Lotus® software, including IBM Lotus Notes® and Lotus Domino®, Lotus Connections, Lotus Quickr™ and Lotus Sametime®. The Lotus software acts as a system layer to offer standardized application services. Digital China distills SOA service component mode on the service layer to enhance the collaboration of different applications through the association of structured and unstructured data, people, organizations and teams.

Benefits

More than 130 online applications are running on Digital China's collaboration system

All group-wide information from three areas and four business groups can be published through a single platform

Digital China can offer multiple self-help collaboration services to improve system agility and collaboration adaptability.

Digital China can offer multiple self-help collaboration services to improve system agility and collaboration adaptability.

Solution components:

IBM Lotus Notes and Lotus Domino

IBM Lotus Connections

IBM Lotus Quickr

IBM Lotus Sametime



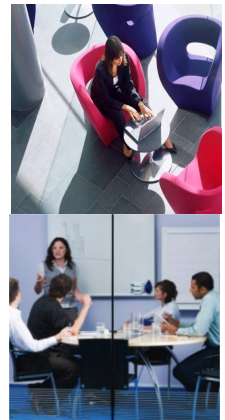


Social Business
is not an option
– it's a mandate



Social Business
transformation
delivers real
business value

Becoming a Social
Business is easy
with the IBM
Connections



Start Your Social Business Journey Now!

ibm.com/social

