

Get Social. **Do Business.**  
Lotusphere **Comes to You**

## Visible Social Business Results

Manfred Stadler

Social Business & Collaboration Sales Manager  
IBM Software – Central & Eastern Europe

manfred\_stadler@at.ibm.com



@manfredtwi  
#getsocial11






manfredstadler





# Three big ideas to build one **smarter planet**

- ...  **Instrument the world's systems**
-  **Interconnect them**
-  **Make them intelligent**

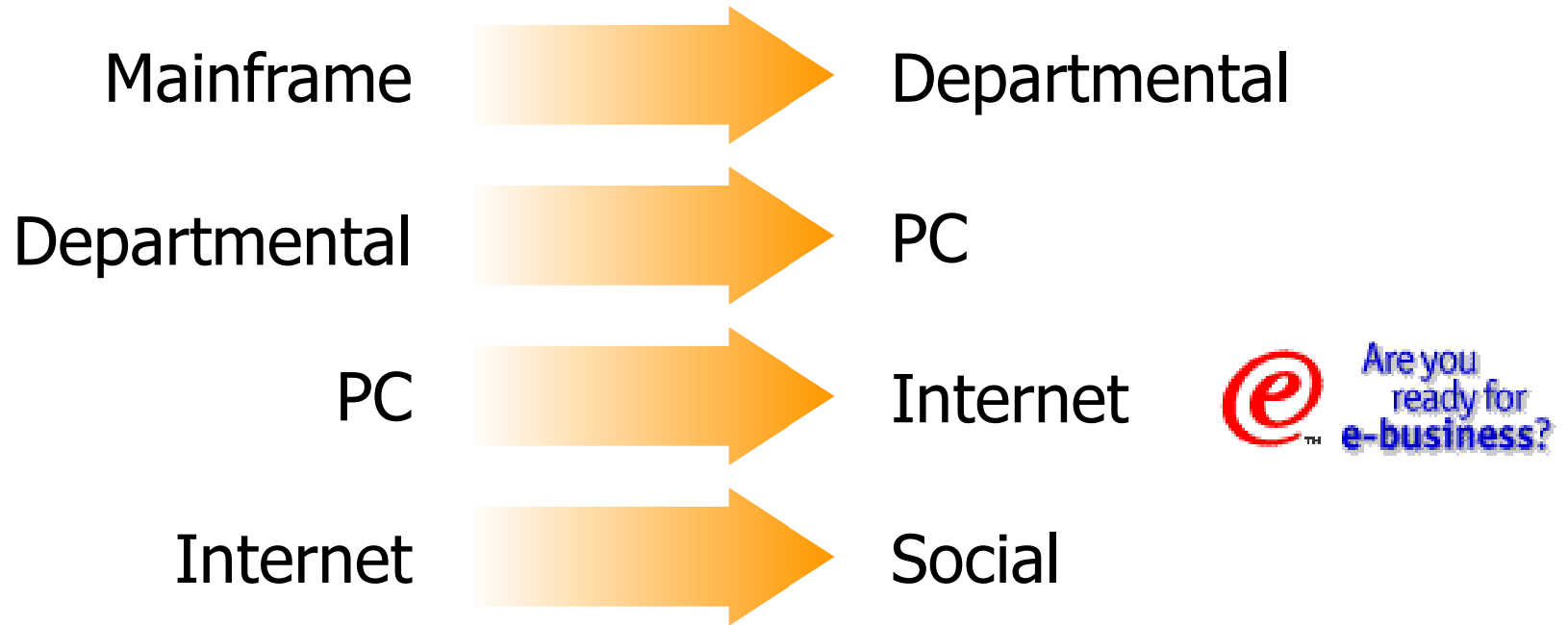
*"Watson is the latest example of IBM's 100-year history of scientific discovery."*

- Sam Palmisano, Chairman and CEO of IBM



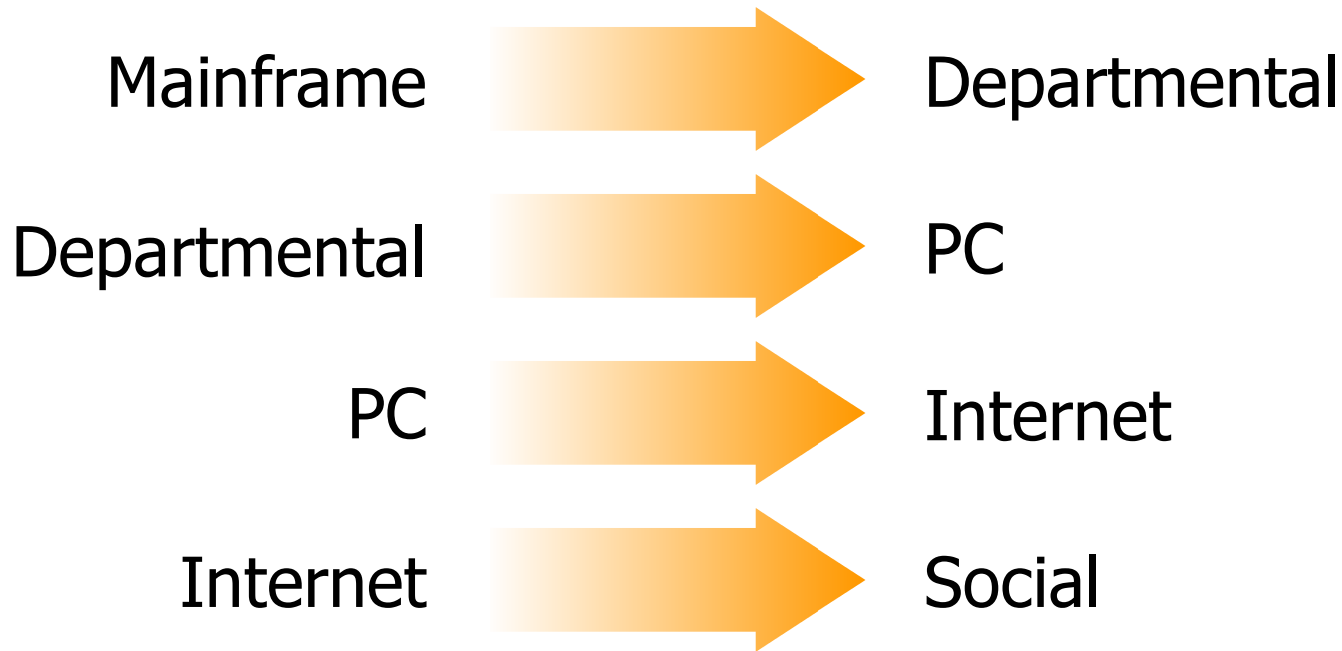


# the world as we know it ...





... “**social**” is a fundamental and **disruptive** process optimization opportunity ...



“...The key issue is organizational capital, that is, the management practices and cultural adjustments needed to enable the organization to deploy and take advantage of these new capabilities.”

— *Irving Wladawsky-Berger*





a business ...





# a **social** business ...



***Engaged***

***Transparent***

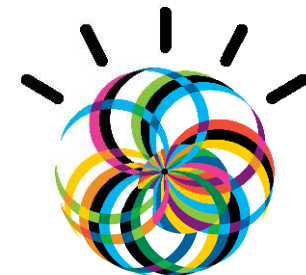
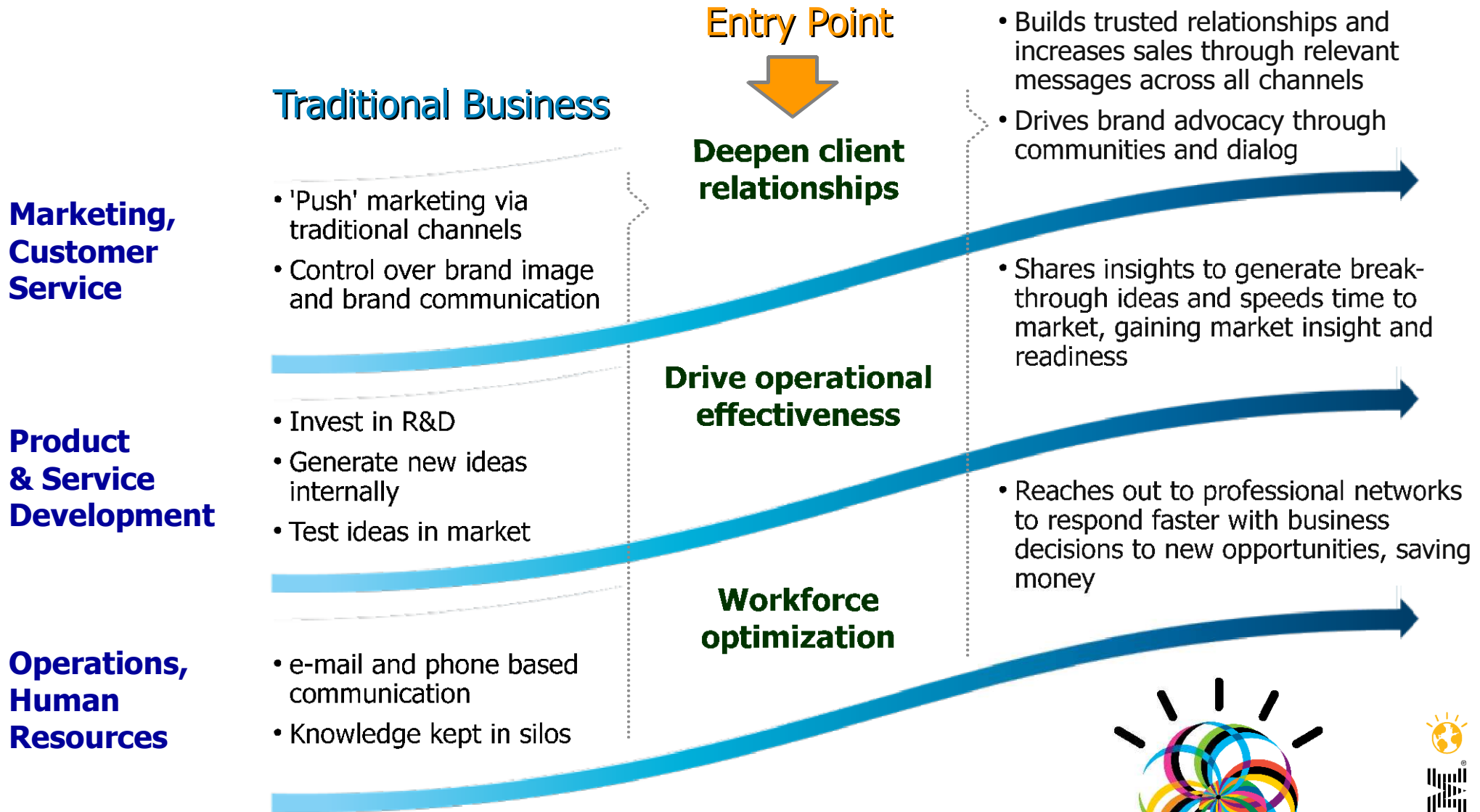
***Nimble***





# Social Enable Your Processes ...

## Social Business





# Lotus Collaboration Platform ...



**Knowledge Worker**





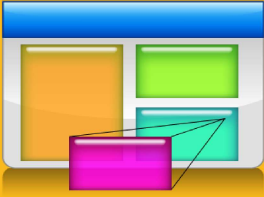
**Informational Worker (Boundary)**



**External Partners**

 **Universal Access**  

On Premises  
Cloud

 **Messaging**  **Communicating**  **Connecting**  **Integrating**

**Lotus®**

**Open Standards Architecture**

**Business Applications** 

**Information Management** 





# social business **experiences** ...

*Optimize your  
workforce*



*Deepen client  
relationships*

**Exceptional**

**W**  **RK**

**Experience**

**Exceptional**

**W**  **B**

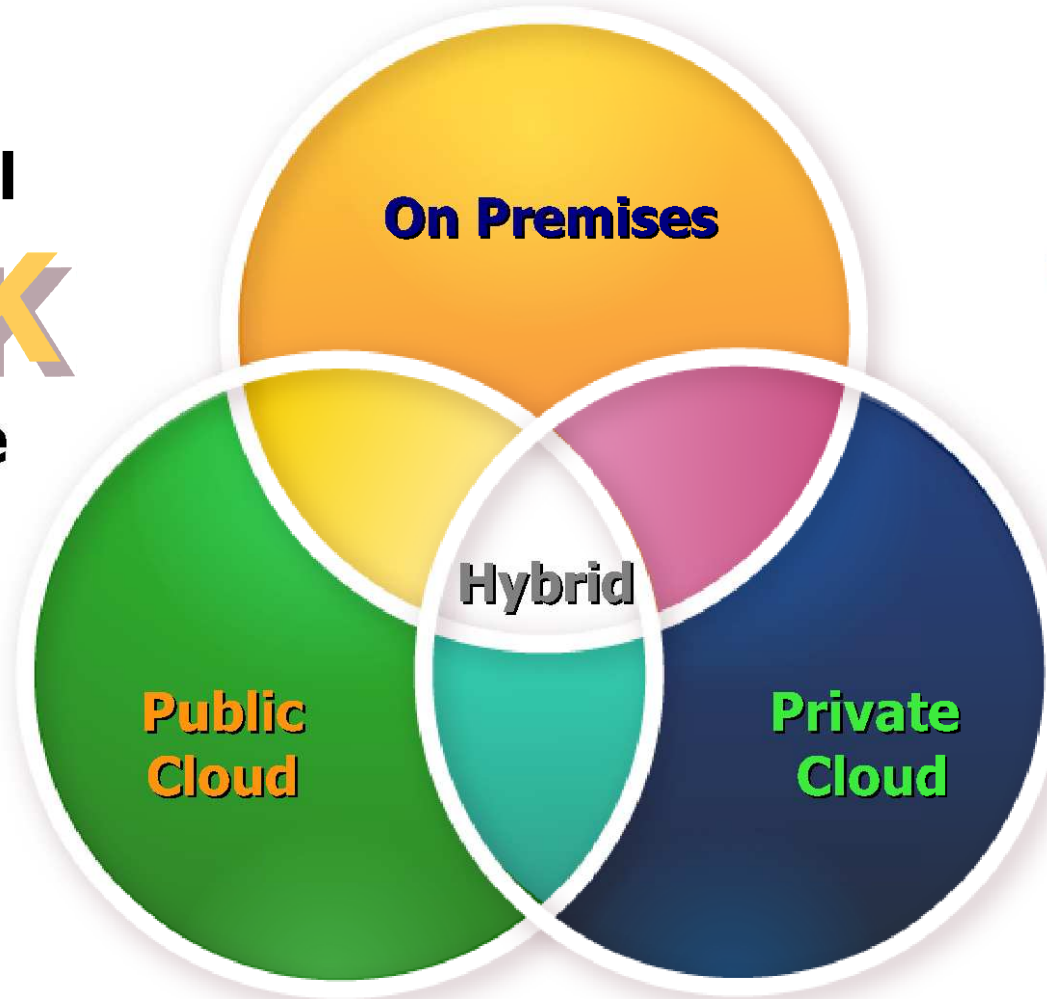
**Experience**

**IBM Social Business Framework**



# social business **deployment models** ...

**Exceptional**  
**WORK**  
Experience



**Exceptional**  
**WEB**  
Experience

IBM Social Business Framework



# Exceptional **WORK** Experience



Standout organizations are **57%** more likely to allow their people to use social and collaborative tools.



# Exceptional **WORK** Experience

## Smarter Innovation



## Cemex "Shift"

- Rapid organic adoption by 17,000 employees connected first year
- 400 new **communities**, innovation initiatives increased from 5 to 9 bringing **new products to market faster**
- 600 participants across several countries develop CEMEX' first **globally-branded** ready-mix product

<http://www.youtube.com/watch?v=YZA20c47fA8>





# Exceptional **WORK** Experience

## Smarter Chemical Industries



connect.BASF

*Online Business Network of BASF*

### Business Need:

- bring distributed work groups together
- BASF IT Services has 2,300 employees in 10 countries across Europe
- need solution to connect employees into an ever growing network of formal and informal communities to deliver intelligent and sustainable solutions

### Solution:

- connect.BASF is the global platform for networking and community participation across BASF
- membership rocketed to >11,000 in just 3 months ...



### Value to Client:

- Employees are better able to represent themselves across the organization regardless of organizational role
- Visibility on projects and task creates more effective and time saving knowledge sharing
- Employees felt connected and responsive during Pakistan flood crisis



#getsocial11 - Get Social. Do Business.

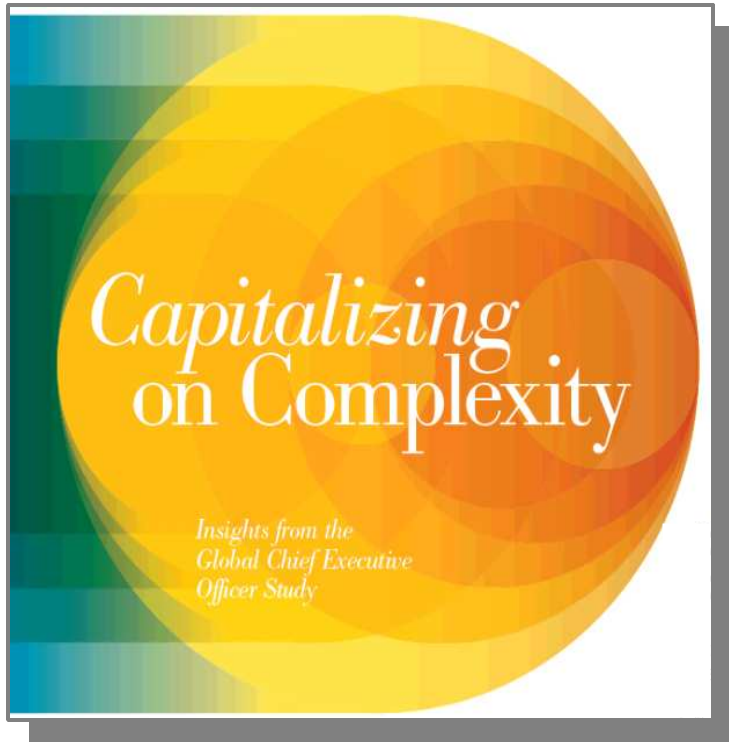


# Exceptional **WORK** Experience





# Exceptional **W** **B** Experience



**95%** of standout organizations will focus more on “getting closer to the customer” over the next 5 years.

- A **2% increase in customer retention** has the same effect on profits as **cutting costs by 10%**
- A **5% reduction in customer defection rate** can **increase profits by 25-125%**, depending on the industry
- Acquiring new customers can cost **5x more** than satisfying and retaining current customers





# Exceptional **WEB** Experience

## Smarter Dealerships



## Harley-Davidson USA

- Worldwide Dealer Web portal deployed with IBM software
- delivers online access to all the tools, information, news and processes dealers need in an **unified personalized way**
- eliminates the need for dealers to access multiple disparate systems, and **makes it easy** for Harley-Davidson to **get new dealers on-line quickly**





# Exceptional **W**e**B** Experience

## Smarter Airlines

There's no better way to fly.



**Lufthansa**



Book & Plan   Offers & Ideas   My Bookings   Information & Service   Miles & More

Welcome Mr. Stadler

Dear Mr. Stadler

On these pages you can see all of the bookings you have made on Lufthansa.com, check your mileage account and update your profile and preferences plus a lot more



### My profile

- Personal data
- Address and contact details
- Method of payment
- Preferences
- Newsletter and SMS services
- Miles & More



### My booking overview

- All of your booking made on [www.lufthansa.com](http://www.lufthansa.com) at a glance.
- To the booking overview



### My mileage account

- Here you can check and print your current mileage statement online.
- To your mileage account

### My Miles

- Login:
- Status:
- Award miles:
- Status Miles:

### Help & Contact

Review our FAQ section or Lufthansa representative.

### My Quick Links

- Check in for my flight
- Book a flight
- Change my profile
- View my bookings





# Exceptional **W**e**B** Experience

## Smarter Airlines



### Business Need

Dear Mr. Stadler

On these pages you can see all of the book...  
mileage account and update your profile an...  
and preferences plus a lot more

- Attract **more customers**
- Deliver a **consistent and sophisticated brand image**
- Encourage **brand interaction** and build **brand loyalty**
- **Differentiate** the Lufthansa brand



Welcome Mr. Stadler

My Miles

Login:

Status:

Award Miles.

Help & Contact

Review our FAQ section or

My profile

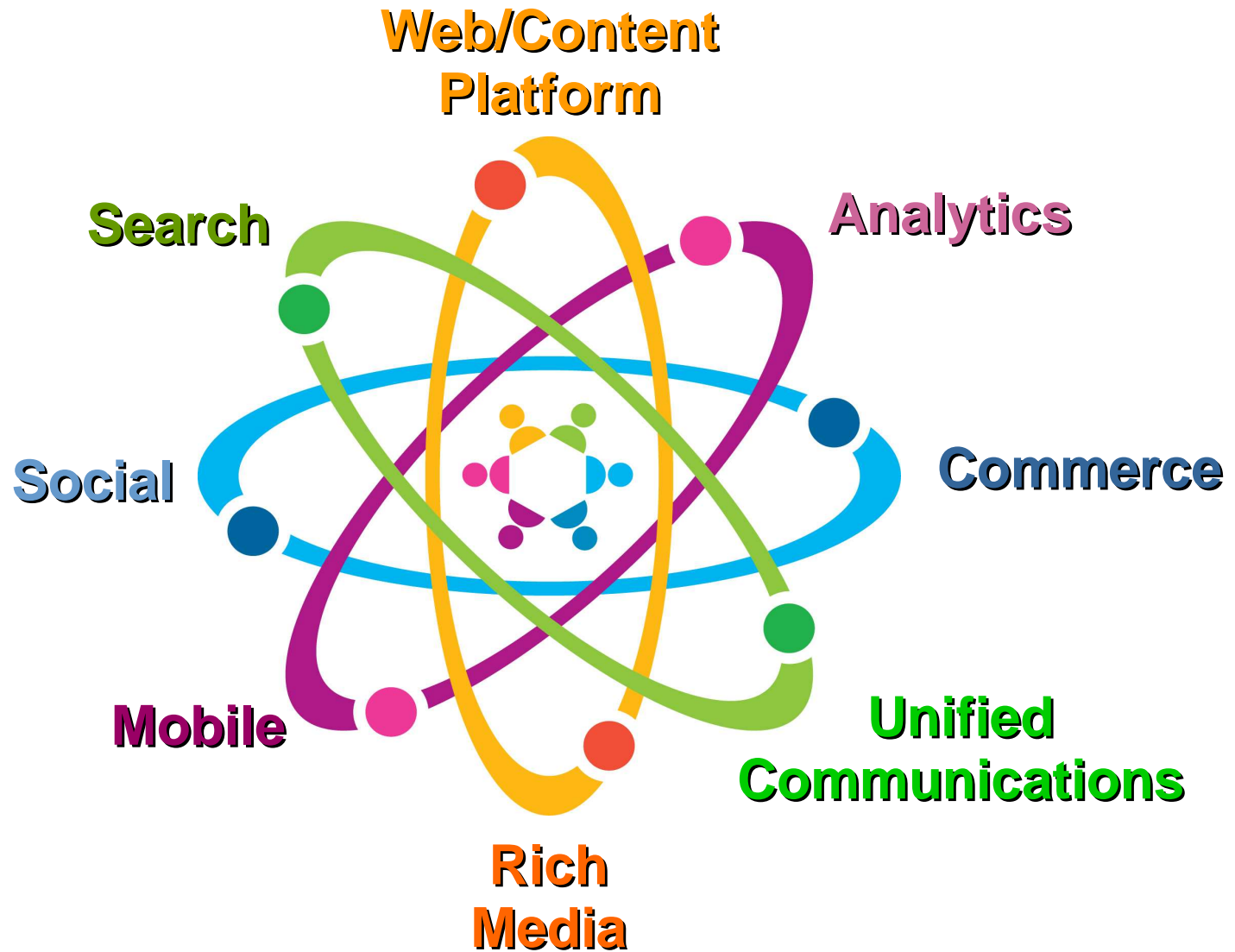
- Personal data
- Address and contact
- Method of payment
- Preferences
- Newsletter and SMS
- Miles & More

### Real Results

- Delivers a **personalized web experience** for millions of customers in more than 80 countries and 12 languages
- Supports **16,000 customers** check-ins/day, and **3+ million** online ticket sales/year
- Showcases a **single, consistent brand image** across 4 different online presences



# Exceptional **W****B** Experience





# Exceptional **W**e**B** Experience

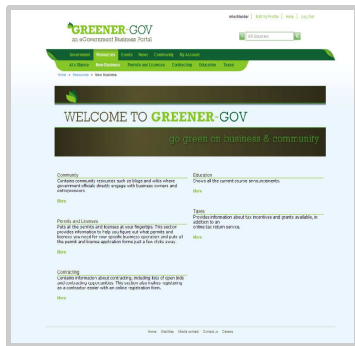
## Extensible, Configurable Exceptional Web Experience Templates



### Smarter Healthcare



### Smarter Government



### Smarter Banking



### Smarter Retail



### Smarter Insurance





# Social Business

**A**

Align Organizational Goals & Culture

**G**

Gain "Friends" Through Social Trust

**E**

Engage Through Experiences

**N**

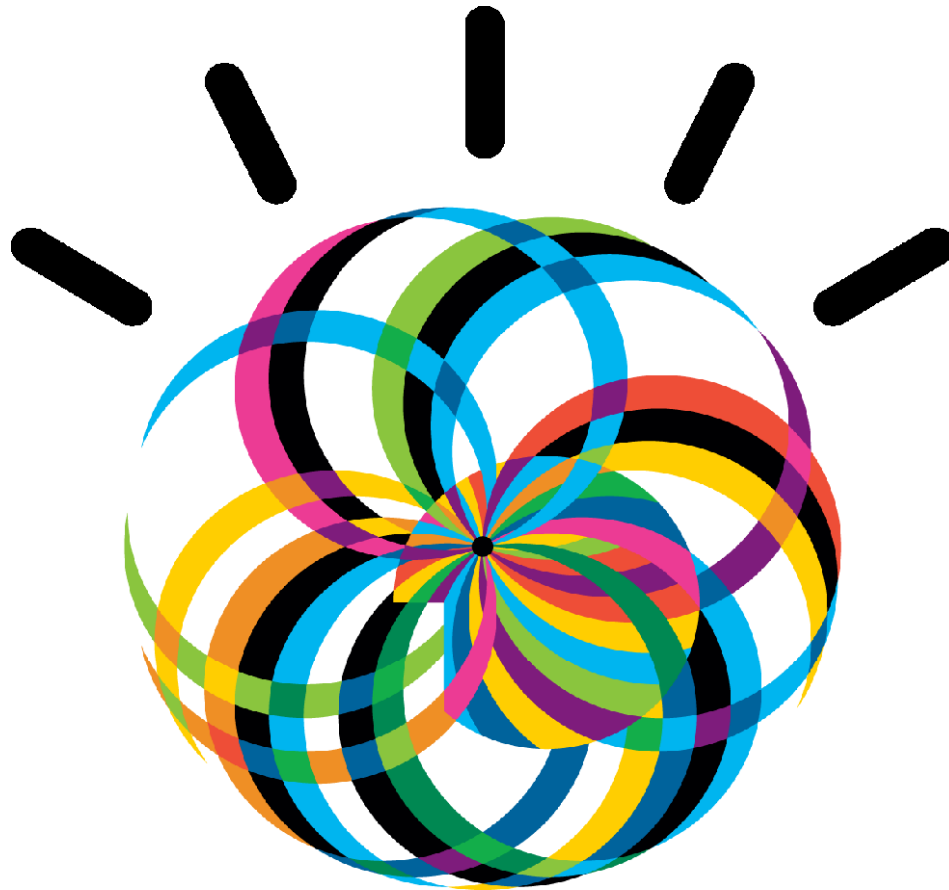
Network Your Business Processes

**D**

Design for Reputation and Risk Management

**A**

Analyze Your Data



# Thank you !

manfred\_stadler@  
at.ibm.com

twitter  @manfredtwi  
#getsocial11

in manfredstadler





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