

Social Business – Advent of a new age

Simon Lee
ASEAN Executive
Web Experience & Social Business



PEOPLE are core to every BUSINESS



By nature, PEOPLE are SOCIAL



SOCIAL NETWORKS are on the rise | in the consumer space



Leverage this SOCIAL CONCIIOUSNESS

in your business



We don't just make social apps...
we make your apps social

The screenshot displays the IBM Lotus Connections user interface. At the top, a navigation bar includes links for Summary, Activities, Blogs, Communities, Bookmarks, Files, Profiles, Wiki, Home, and Details. Below this, a secondary navigation bar shows Updates, My Page, and Administration, along with an All Connections dropdown and a search box. The main content area is titled 'Home' and is divided into several sections: Profiles, Activities, Blogs, Bookmarks, and Communities. A person's back view is overlaid on the center of the page, looking at the interface. The 'Profiles' section shows a profile for Frank Adams, a Senior Manager, with contact information. The 'Activities' section shows a calendar for November 2009 and a notification for Wednesday, November 11, 2009, with 0 new responses to posts. The 'Blogs' section lists three latest blog entries: 'Message from the CEO' by Chris Crumney, 'Foundation server' by Robert Martin, and 'Fuel cells on Wikipedia' by Mark Neumann. The 'Bookmarks' section lists three bookmarks: 'Web Sphere Power magazine', 'Statestreet Research and Investments', and 'Fuel Cell Innovation'. The 'Communities' section shows one community: 'Foundation Server' by Stephen Hines. At the bottom left, there is a link for 'IBM Lotus Connections Home'.

Why should I use social software?

And why now?



Social Business



On a smarter planet, people are transforming the way they interact... and this transformation is impacting the way business is being done

Why Social Business matters...

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

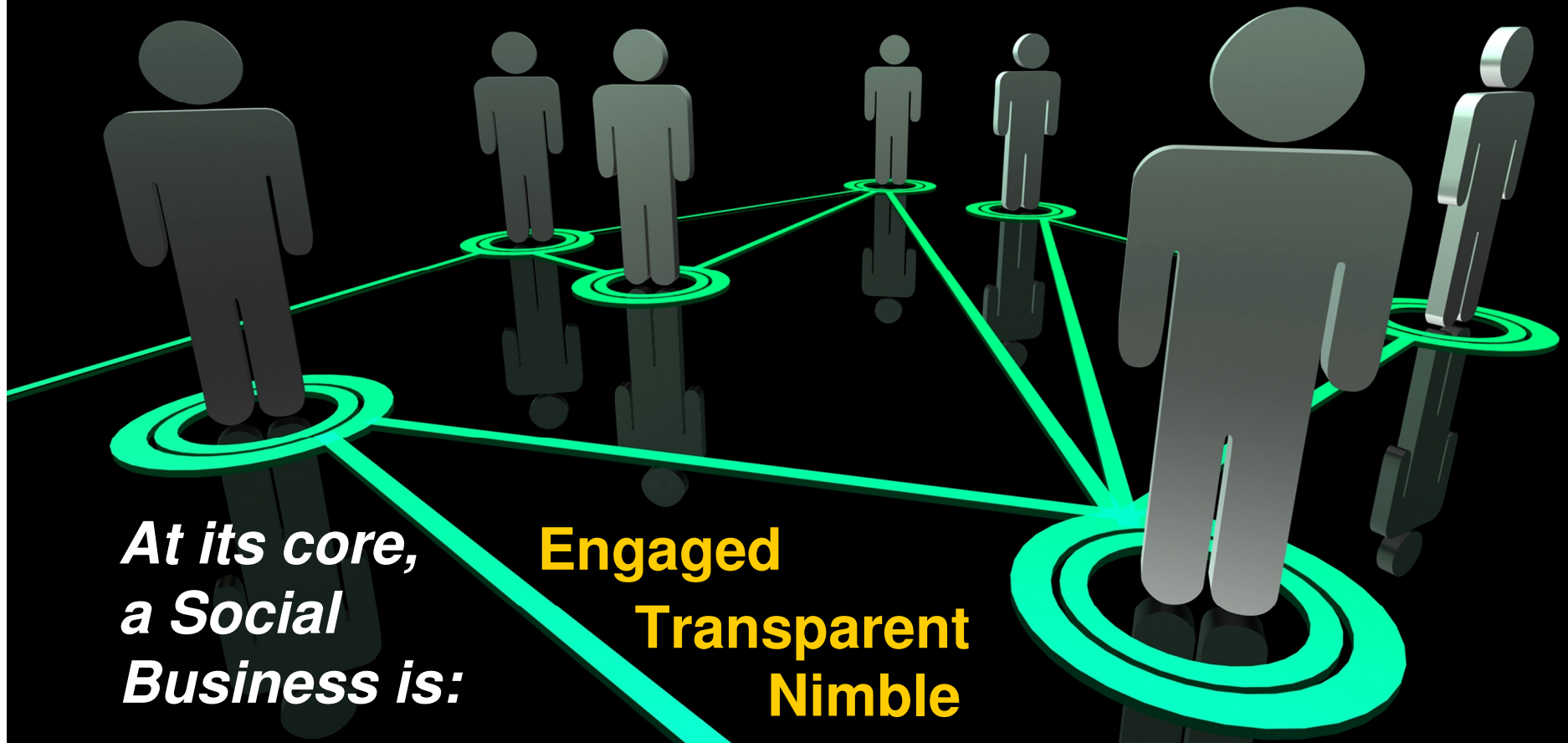
– IBM CEO Study 2010

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

– IBM CHRO Study 2010

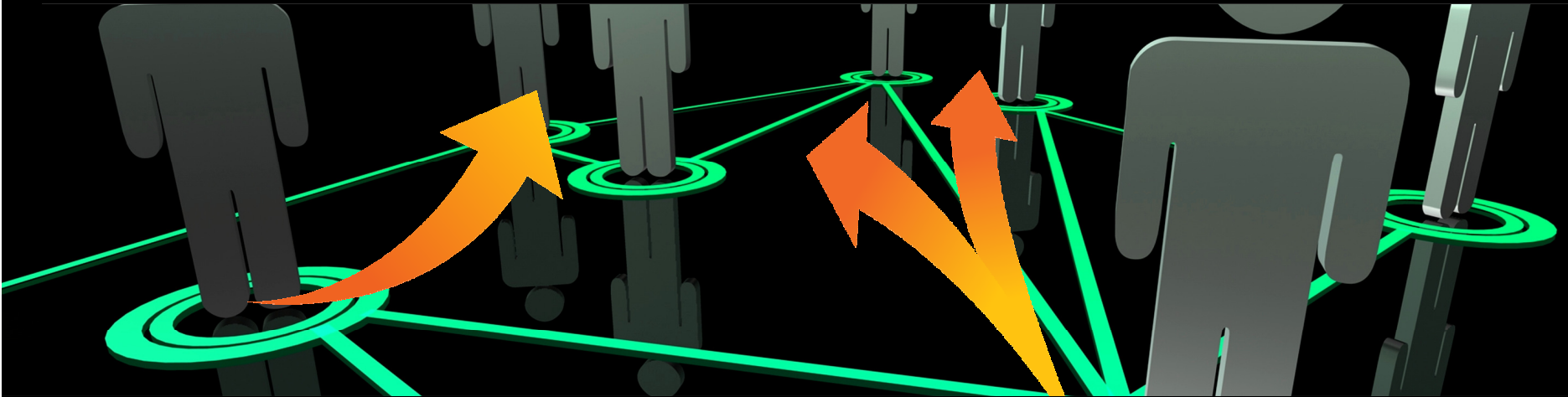


**A Social Business embraces networks of people
to create business value**



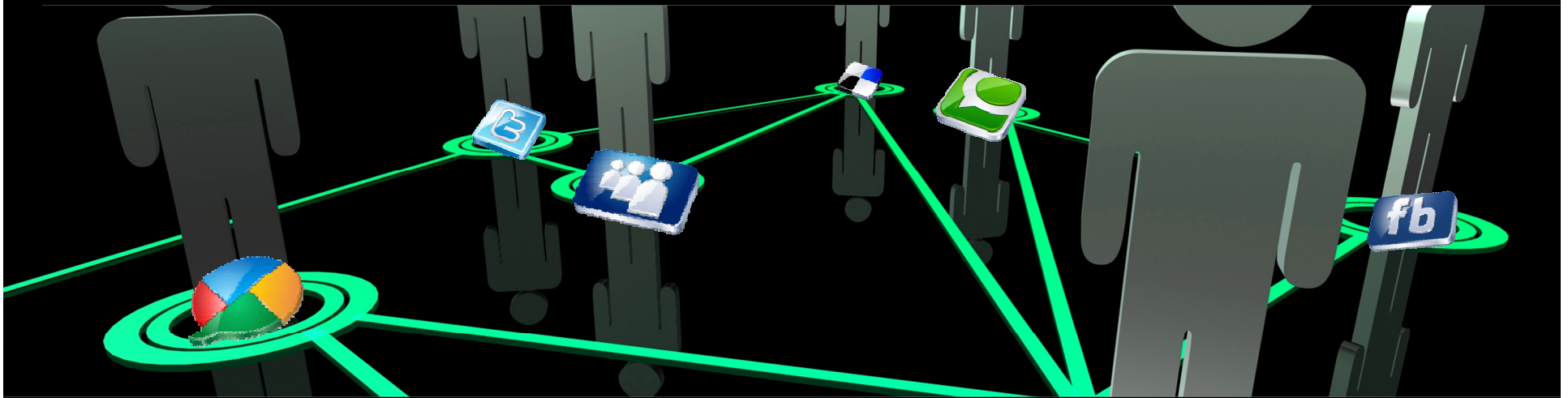
Engaged

Connecting people – whether customers, partners or employees – as networks to drive innovation



Transparent

Removing unnecessary boundaries inside and outside the organization to allow your people and culture to reflect your brand and your values

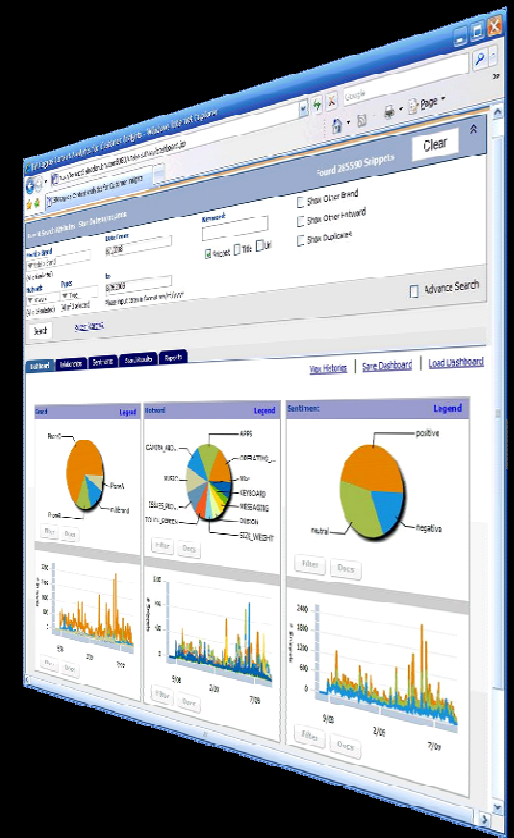
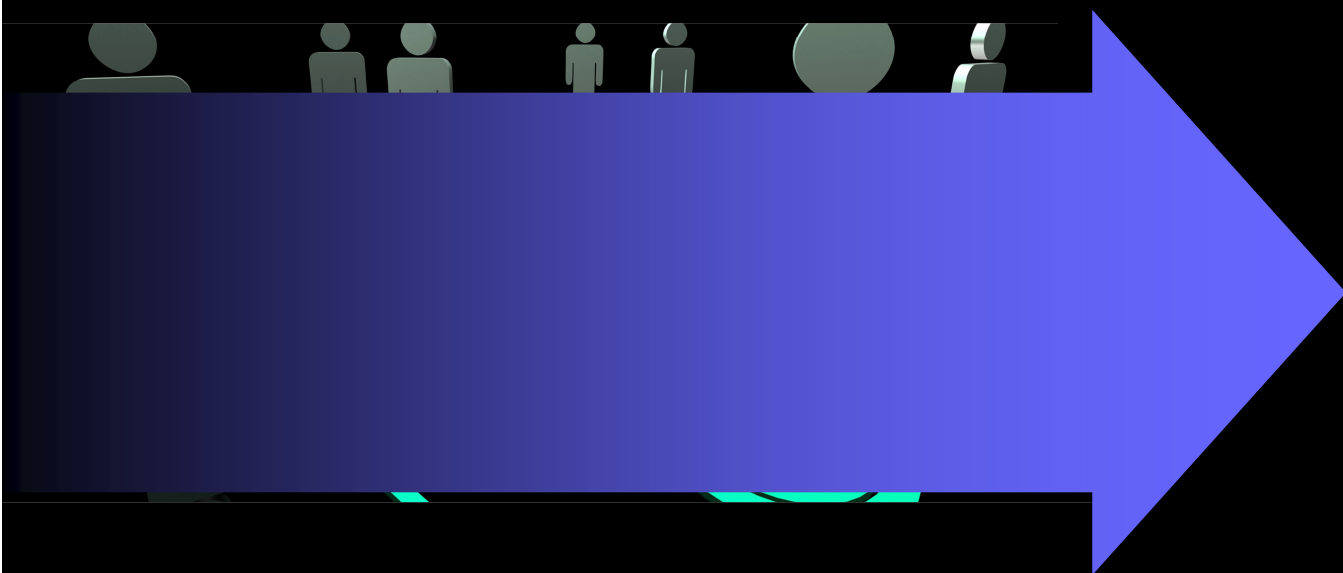


IBM

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Nimble

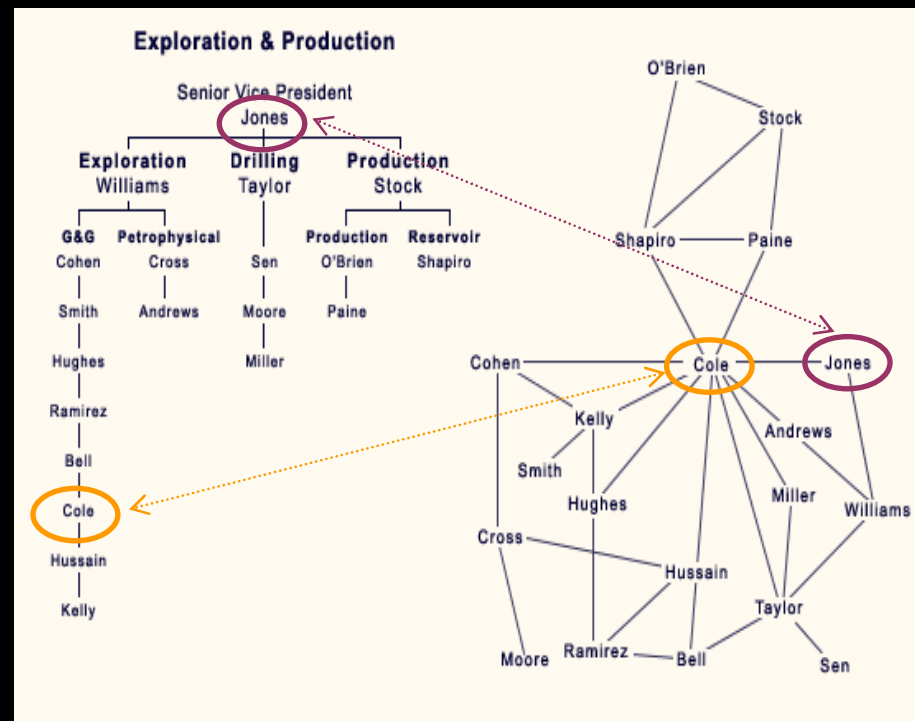
Leveraging these networks to speed up business, gain real-time insight and make quicker and better decisions



This new environment increases the importance of informal social relationships

“We have hired and trained people to work in silos. We need to identify future leaders who can operate in a globally integrated company, and train them to think and work globally.”⁽²⁾

*Patti Stumpp,
SVP HR, Invacare Corporation*



Sources: (1) Cross, R., Parker, A., Prusak, L. & Borgatti, S.P. 2001. Knowing What We Know: Supporting Knowledge Creation and Sharing in Social Networks. *Organizational Dynamics* 30(2): 100-120. [pdf]; (2) IBM 2010 CHRO Study



Social Enable your Processes

A Social Business

- Builds trusted relationships and increases sales through relevant messages across all channels
- Drives brand advocacy through communities and dialog

- Shares insights to generate breakthrough ideas and speeds time to market, gaining market insight and readiness

- Reaches out to professional networks to respond faster with business decisions to new opportunities, saving money

Entry Point



Traditional Business

Deepen client relationships

Drive operational effectiveness

Workforce optimization

Marketing, Customer Service

- 'Push' marketing via traditional channels
- Control over brand image and brand communication

Product & Service Development

- Invest in R&D
- Generate new ideas internally
- Test ideas in market

Operations, Human Resources

- Email and phone based communication
- Knowledge kept in silos



Exceptional
W**ORK**
Experience

Exceptional
W**e**
B
Experience

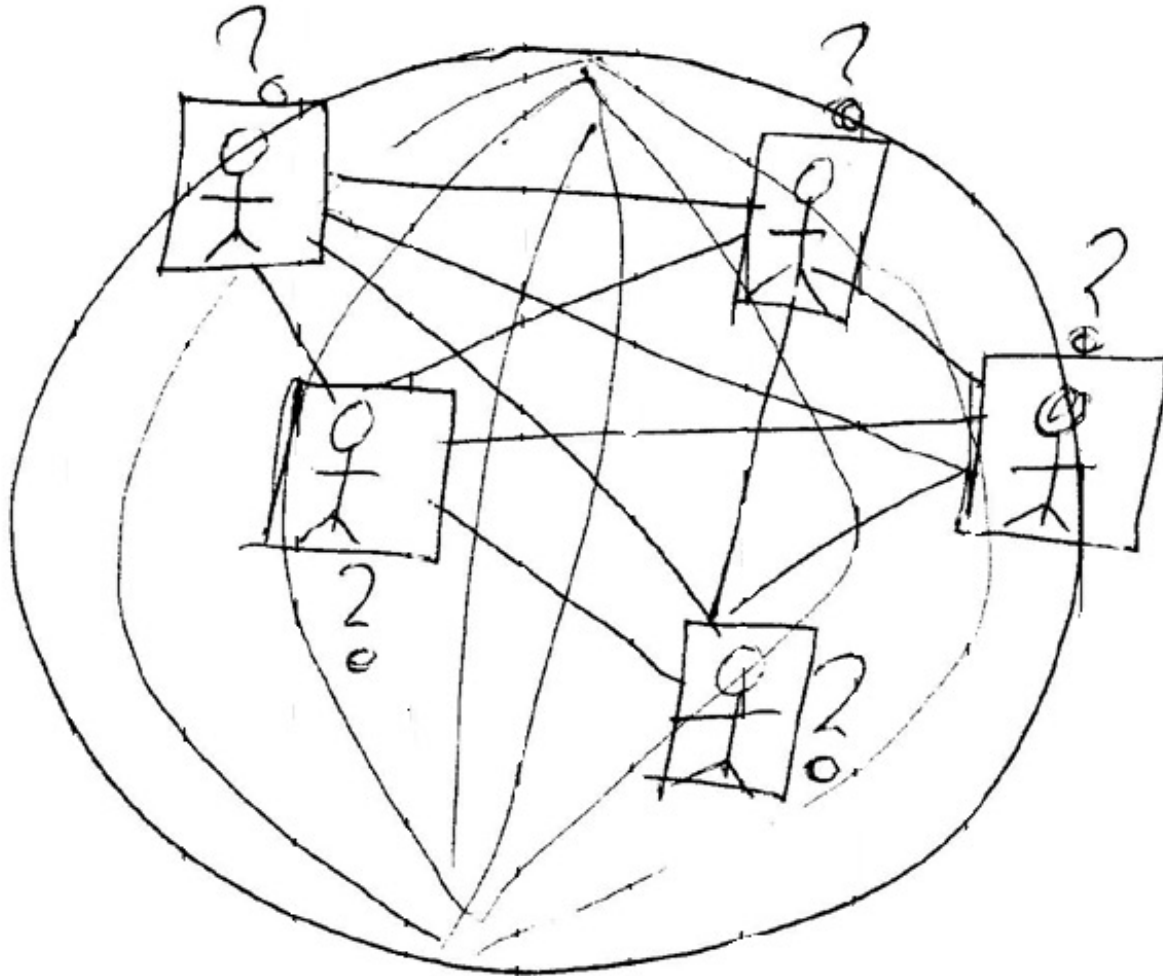
Available both on premises and in the cloud.

Where does it hurt?

Describe the pain



Who's Who in the Zoo



Who's Who
IN THE ZOO.

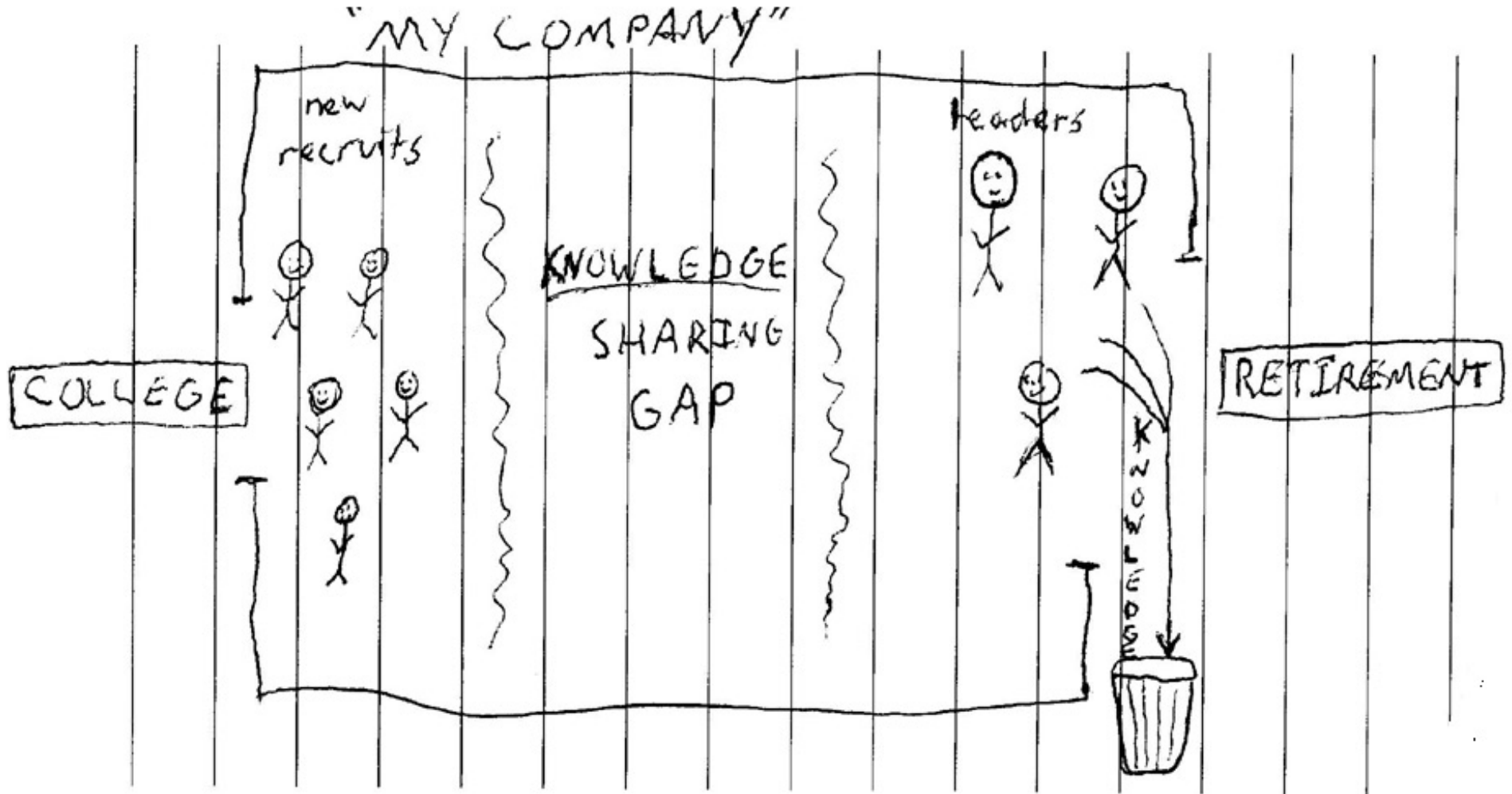
Profile Page

Know and be known

The screenshot shows a Lotus Connections profile page for Minh Li. The page is divided into several sections:

- Header:** Lotus Connections, Home, Profiles, Communities, Blogs, Dogear, Activities, Wikis, Files, Places. Help | Log In
- Navigation:** Profiles Home, My Profile, Edit My Profile. Search: Name (First Last)
- Profile Summary:**
 - Minh Li**, Business Accounts Manager
 - Hong Kong, China
 - Phone: (011) (852) 2597 2888
 - Office e-mail: MinhLi@renovations.com
 - Local Time: 1:02 AM
 - Report to chain: Dennis Michaels, Gardner Raynes, Minh Li
 - Full report to chain, Same manager
 - Colleagues: Ling Shin, Frank Adams, Jasmine Haj
 - My Links: My Confections Blog, MyAsiaSpace
- Activity:** Minh Li is visiting customers in Beijing Thu May 14 09:18:30 EDT 2009
- Tags:** asia, confectionery
- Contact Information:**
 - Office number: (011) (852) 2597 2888
 - Office e-mail: MinhLi@renovations.com
 - IM: I Am Active @ Hong Kong
- Background:**
 - Major Accomplishments:
 - Fundamental accounting knowledge.
 - Efficient, detail-oriented, highly organized
 - Strong analytical and problem solving skills.
 - Proficient in Axapta, ONYX (CRM database), QuickBooks, Great Plains, FileMaker Pro, Adobe Photoshop, PageMaker, PowerPoint, Macintosh OS, PC, Linux.
- About Me:** Born in Hong Kong in 1985, lived and worked entirely in Hong Kong and loving everyday. I like to take long walks early in the morning.
- The Buzz:** Write something...
- Comments:** Minh Li is visiting customers in Beijing Thu May 14 09:18:30 EDT 2009

Knowledge Sharing Gap



Communities

Lotus Connections

Home Profiles **Communities** Blogs Bookmarks Activities Files Wikis


English | Louis Richardson | Help | w3 Home | Report a Problem | Support Forum | Log Out

Public Communities My Communities

This Community Search

Travel and Transportation IndustrySPACE

Mail Community Leave Community



Overview
Members
Bookmarks
Feeds
Discussion Forum

Tags

Related Tags
airline airlines airlines
blog callprep chain client-
reference client-references
cross-brand cross-brand-
sales-plays isa leadership
passenger proposal
proposal-support
reference references
sales-play sales-plays
smarter-planet supply t&t
thought transportation
travel
travel_&_transportation

Overview

Welcome to the Travel and Transportation IndustrySPACE Community - a group of industry focused business professionals with common wants and needs. This community will become the "place" to build connections and to share insights and expertise. In short, we want the community to be an enabling resource that helps T&T professionals succeed.

Need help with an RFP? Need a client reference? Have industry specific news to share? **Join this community today to start the dialogue with your T&T colleagues!**

Please reach out to your global community contacts for any further information - Allyson Barnhart or Tom Liebtog.

Please direct all technical queries and comments to IndustrySPACE Admin/India/Contr/IBM.

Tags: collaboration, cvi, industry, industryspace, space, transportation, travel

Bookmarks

[Add a bookmark](#)

- 001. IBM CEO Study 2010**
Updated by Susan C. Bernstein | Jun 9 | Tags:
- Announcing the IBM Travel and Transportation Framework: a roadmap for modernizing air and rail**
Updated by WILLIAM E. SIMONDS | May 3 | Tags: w3_travel_transportation
- Industry Sales Advisor**
Updated by Susan C. Bernstein | Apr 28 | Tags: callprep isa
- Industry value propositions index page -- download nine industry value propositions**
Updated by Charles E. Jenkins Jr | Apr 8 | Tags:
- Industry Sales Advisor**
Updated by Kit Mccaffrey | Apr 5 | Tags:

[View All](#)

Feeds

[Add a feed](#)

Important Bookmarks

00. Sales Support Information
001. IBM CEO Study 2010
01. All Travel & Transportation client reference materials
02. Smarter Travel & Transportation client reference materials
03. Smarter Travel & Transportation industry resource guide
04. Global Travel and Transportation Event Calendar
05. Practitioner Portal
06. Travel and Transportation Industry Wiki
07. Travel & Transportation Consultant's Workbench
08. Travel and Transportation Made Easy
09. Industry Resources
10. Statement of qualification wiki
11. Getting Started
12. Smarter Transportation LinkedIn Community

Announcing the IBM Travel

Blogs, Wikis, Forums...

The screenshot displays the IBM Communities website interface. At the top, there is a navigation bar with the IBM logo and links for Home, Profiles, Communities, Blogs, Bookmarks, Activities, Files, and Wikis. A search bar is located on the right side of the header. Below the navigation bar, the page title is "Communities" with the subtitle "ibm.com Community". There are tabs for "Public Communities" and "My Communities". A banner for "The Collaboration Soapbox" is visible, along with a "Request to Join this Community" button.

The main content area shows a forum thread titled "Social Collaboration Business Use Cases" by Martha Mealy, dated Apr 20 2009. The thread has 5 replies and is marked as the "Last Post". Below this, there are two posts:

- Martha Mealy** (11 Posts):
Social Collaboration Business Use Cases
Apr 20 2009
Use this forum topic to share use cases and comment on others people have posted.
[Log in to reply](#)
- Martha Mealy** (11 Posts):
IBM's use case - social software and sales prospecting
Apr 20 2009 in response to [Martha Mealy](#)
Awhile ago I did some training with one of our sales teams who would be kicking off a sales prospecting effort. After the training session, one of the sales people, Jeannette Browning, call me over and showed me how she had already started to use the Activities capability of Lotus Connection to manage her prospecting. Because the process of developing each prospect was relatively similar, she had constructed a template to keep track of all the different opportunities she was working. Using the activities, she could very quickly look at each activity to know when she had talked to the prospect last and when to reach out to them again. She used the integration of Lotus Notes and Activities to store all her emails with prospects within their respective activity. And she viewed an aggregated list of next actions across her prospects using a sidebar 'to-dos' plug-in for Firefox.

Using Lotus Connections Activities, she has calculated that the number of hours she spends with clients and prospects has increased by 50%, and the number of client touches has increased between 500-600%! Best of all, she has helped improve the overall performance of the tele-sales team by sharing this template with her colleagues.

For more information on how IBM is using social software, read "[Getting into social software at IBM](#)"
[Log in to reply](#)

At the bottom, a partial post by **Jeannette Browning** (2 Posts) is visible, titled "IBM's use case - social software and sales prospecting", dated May 27 2009 in response to Martha Mealy. The text begins: "Since we met, it has really taken off! I have done many presentations to different sales and sales enablement organizations, and they are spreading the word. It gets their attention when I say that I can save at a *minimum* of 1 hour per day in performing my daily tasks. In addition, it enhances collaboration on our customers".

On the left side of the page, there is a sidebar with a navigation menu containing links for Overview, Members, Blog, Feeds, Discussion Forum, Bookmarks, and Files. Above the menu is a small image of a pair of boots on a wooden crate.

Tags



Richardson, Louis (LOUIS)

IBM employee, Regular
IBM USA
IBM Software Group, Worldwide Sales
WW Sales Executive, Social Software
Solution Sales Manager: General
4111 NORTHSIDE PKWY, NW ATLANTA, GA, United States
Building: 700H | Floor: NA | Office: HOME
1-678-264-4912
richardi@us.ibm.com

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

Contact Information

Tags

My tags for this profile:

- connections
- connections-evangelist
- ecm
- evangelist
- quickr
- quickr-evangelist
- retail

Richardson, Louis (LOUIS)
Executive briefing for State of Victoria (Australia). Audience includes Darren Whitelaw who I've found to be a fellow evangelist for social software and good presentations (Check out his stuff @ <http://www.slideshare.net/Digitaldarren>). I'm looking forward to his feedback.

Today 9:41 AM [clear](#)

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

Tags

My tags for this profile:

- connections
- connections-evangelist
- ecm
- evangelist
- quickr
- quickr-evangelist
- retail



Local Time: 11:20 AM

BluePages-to-Profiles pilot

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

[View this Profile in BluePages](#)

Report to chain

- Picciano, Robert
 - Farrell, David
 - Chandor, Pamela P. (Pam)
 - Richardson, Louis (LOUIS)

[Full report-to chain](#)

[Same manager](#)

Network



[Show all \(133\)](#)

My Links

There are no links yet for this profile.

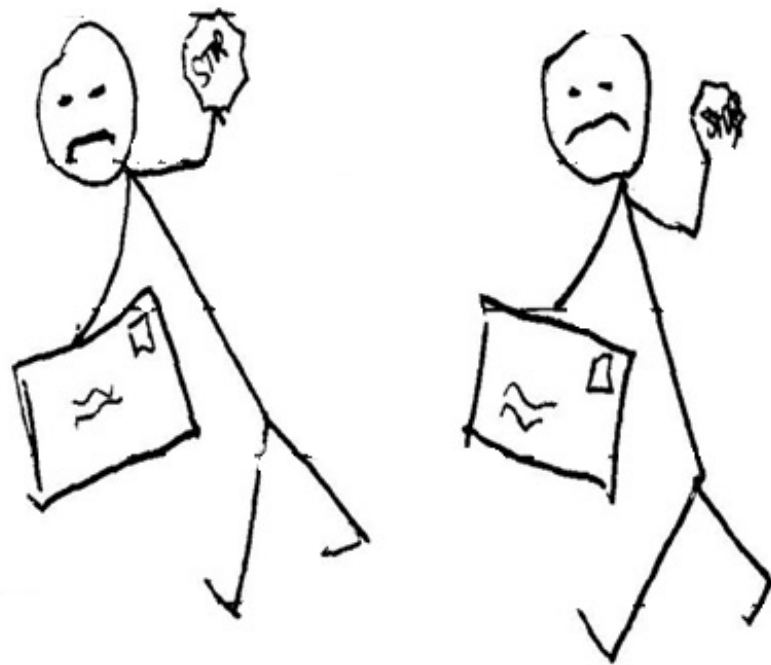
[\[Add link\]](#)



Richardson, Louis (LOUIS) Heading to Chicago for the 2010 Portal Excellence Conference. Session on Monday (3:15pm...shameless plug) on "Social Software Delivers Real Business Value". Meeting with HCSC on Tuesday. Meeting with Genus customers on Wednesday and delivering NA ALW Lotus Whiteboard training on Thursday. Jul 18

(1 comment)

Email Hoarding of Business Information



~~#~~ EMAIL HOARDING
OF BUSINESS INFORMATION

- FORGOTTEN ABOUT INBOXES
AND HOME FOLDERS OF
EMPLOYEES WHO LEAVE. WHY
DID THEY WASTE THE TIME, DID
THEY DELETE VALUABLE INFO.

Team library

The screenshot displays the Lotus Quickr interface for a team library. At the top, the user is identified as Ron Espinosa, with links for Help and Log out. The current location is 'Product Launch Team'. A left-hand navigation menu includes options like Welcome, Announcements, Team Calendar, Library (highlighted), Project Tasks, Blog, Discussion Forums, Contacts, Feed Reader, Wiki, and Administrative. The main content area shows the 'Library' section with a description: 'Respond to customer RFPs using this place.' Below this, there are view options: Draft Views, Shared Views, Personal Views, and External Publish Views. A list of items is shown, including folders for 'Industry Performance', 'Market Analysis', 'Market Segmentation', 'Project Plans', and 'Request for Proposals', and files for 'Customer Presentation.odp' and 'Launch Presentation.ppt'. Each item includes a checkbox, a folder or file icon, the name, and update/creation metadata. On the right side, there are buttons for 'Create', 'Upload', and 'Insert Link to a Document'. An 'About This Library' section provides details like Name, Description, and Role. A circular callout bubble at the bottom right says 'Drag desktop files and folders here'.

Lotus Quickr Places Ron Espinosa Help Log out

My Places Product Launch Team

Welcome
Announcements
Team Calendar
Library
Project Tasks
Blog
Discussion Forums
Contacts
Feed Reader
Wiki
Administrative

Library Find
Respond to customer RFPs using this place.
Views: Draft Views Shared Views Personal Views External Publish Views

You are in Library > Navigate by categories

1-9 of 9

Sort by: Name ^ Author Last Modified

- Industry Performance**
Updated 5/13/09 12:28:48 PM EDT by [Frank Adams](#) | First created on 5/13/09 12:28:48 PM EDT
- Market Analysis**
Updated 5/13/09 12:31:56 PM EDT by [Gardner Raynes](#) | First created on 5/13/09 12:31:56 PM EDT
- Market Segmentation**
Updated 5/13/09 12:29:21 PM EDT by [Frank Adams](#) | First created on 5/13/09 12:29:21 PM EDT
- Project Plans**
Updated 5/12/09 11:57:30 AM EDT by [Minh Li](#) | First created on 5/12/09 11:57:30 AM EDT
- Request for Proposals**
Updated 5/13/09 12:31:41 PM EDT by [Gardner Raynes](#) | First created on 5/13/09 12:31:41 PM EDT
- Customer Presentation.odp**
Updated 12/27/06 5:49:40 PM EST by [Gardner Raynes](#) | First created on 6/6/07 10:29:33 AM EDT
- Launch Presentation.ppt**

Create
Upload
Insert Link to a Document

About This Library
Name: Library
Description: Respond to customer RFPs using this place.
Role: Editor

- Add to Lotus Quickr connectors
- Subscribe to this library
- Copy links...
- Help

Drag desktop files and folders here

Easy access from desktop applications

Renovations Chocolates Healthy Confections - Asia Launch.docx - Microsoft Word (Trial)

Home Insert Page Layout References Mailings Review View Add-Ins

Lotus Quickr

- Check In
- Check Out
- Publish

Lotus Quickr menu options:

- Add to Place...
- Open from Place...
- Create from Document Type...
- Save to Place As...
- Actions
- Links
- Versions...
- Preferences...
- Properties
- Add Places...
- Lotus Quickr connectors Info Center

According to the report's authors Global Industry Analysts (GIA), the market will on average experience compound annual growth of 3.95 per cent, thanks to products such as sugarless sweets and functional chocolate. The report is likely to be welcomed by confectionery manufacturers, many of whom have previously worried about how to tailor confectionery products - traditionally regarded as being high in sugar and fat - to changing consumer tastes.

All over the world, consumers are turning away from traditional confectionery products due to fears over health problems such as obesity, while dietary patterns such as the low-carbohydrate diet are becoming more and more popular, the analysts predict.

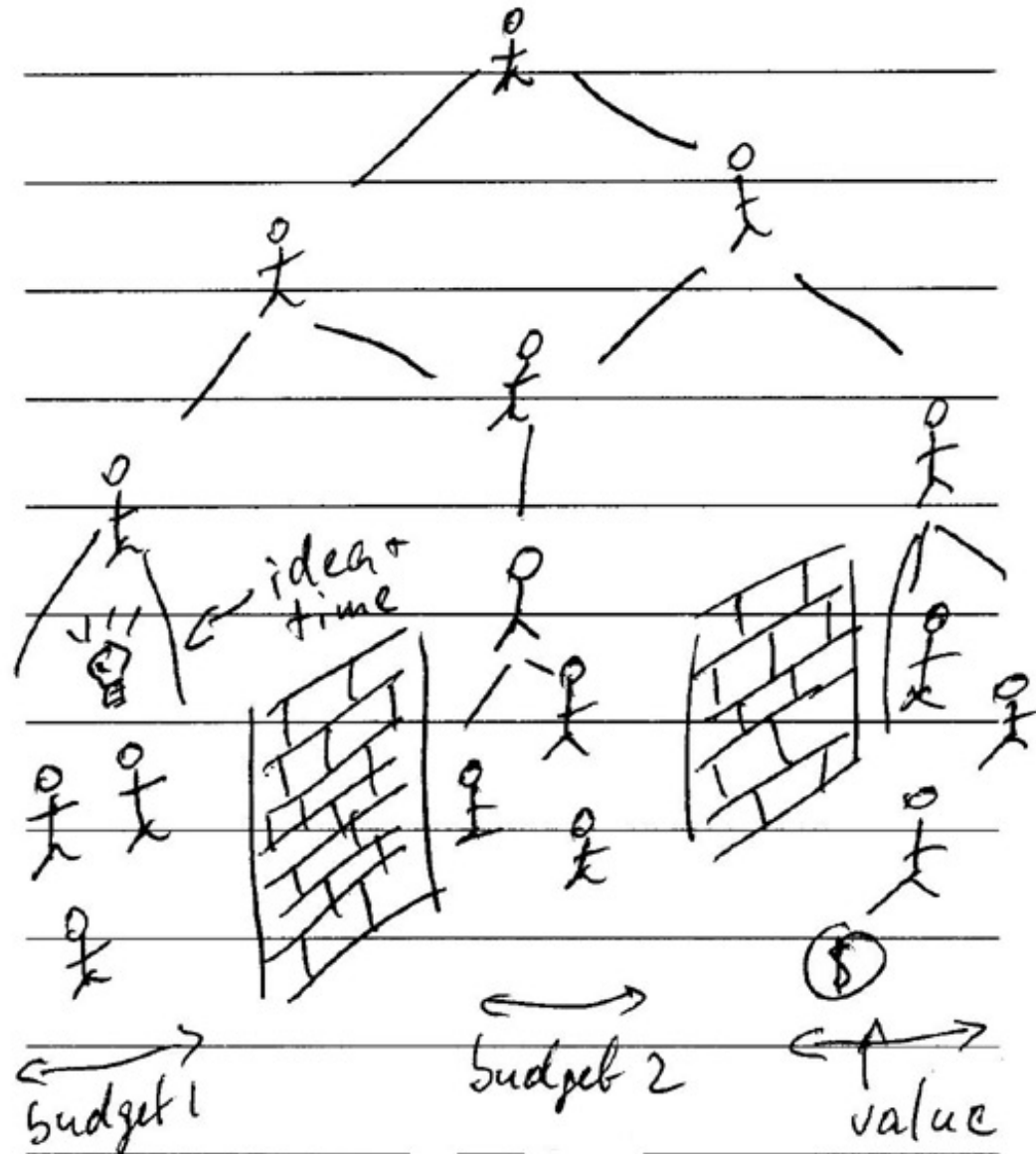
According to GIA, the sale of healthy confectionery in developing markets are particularly important for future growth, thanks to booming consumer spending power in these areas. The analysts claim that sales of confectionery in these areas are "transcending traditional notions" to become a staple snack instead of a treat, a trend that mirrors the state of the markets in Europe and the US. The report also states that Latin America and Asia Pacific (China in particular) represent the fastest growing markets worldwide. Individual countries to keep an eye on include China, Vietnam, Indonesia and Thailand, the analysts claim.

Asia Market Growth Projections

Year	China	Japan	Korea	Singapore
2008	1000	1000	500	500
2009	1500	1500	1000	1000
2010	2500	2500	1500	1500
2011	4000	4000	2000	2000
2012	6000	6000	3000	2500
2013	8000	8000	4000	3000

However, manufacturers should not

Organizational boundaries



Social Bookmarks

Finding

China's taste for chocolate -- china.org.cn - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.china.org.cn/business/2008-09/16/content_16461850.htm

china taste for chocolate

Bookmark this!

中国网 CHINA.ORG.CN

RSS Newsletter SiteMap Feedback

Home · Weather · Forum · Learning Chinese · Jobs · Hotel · Flights

Search This Site Search

China | International | Business | Government | Environment | Sports | Travel | Living in China | Arts & Entertainment | Books | Health | Video | Photos

Home / Business / Food & Beverage Tools: [Save](#) | [Print](#) | [E-mail](#) | [Most Read](#) | [Comment](#)

China's taste for chocolate

Adjust font size:

Life is sweet for people who work in the confectionery industry.

Now it can be even sweeter in China, where market potential and a better understanding of confectionery culture is leading to a new bonanza of sweets and chocolates.

"Chinese people in the past only considered chocolate as something with a sweet taste and brown color," said Elvin Ho, Asian Pacific regional sales and marketing director of Barry Callebaut, the world's biggest chocolate maker.

"Now they are beginning to realize that chocolate can represent more than just snacks and fashionable assortments."

Lured by growing market demand, Barry Callebaut opened its first Chinese plant in Suzhou, Jiangsu Province in east China and moved its Asian headquarters from Singapore to China in January to focus its development on the world's fastest growing consumer market.

High-end market

Sales of China's chocolate and confectionery boomed over the past five years after a handful of western brands began entering the country in the 1980s. Major brands such as Mars, Hershey's and Cadbury have snapped up the high-end market in China.

China Archives Year Keyword Search

Related >>

- Swiss export more chocolate to China
- Volunteers wanted for chocolate study
- Study shows children benefit from chocolate, milk
- American pioneers chocolate in China
- *Chocolate Rain*: YouTube 2007 biggest musical winner

Most Viewed >>

- CISA: Iron ore price talk still ongoing
- Overseas assets in 2008 soar to US\$2.92 ...
- Rural finance firms get boost
- China's GDP grows 9% in 2008
- Surging netbook sales bring cheer to ret...

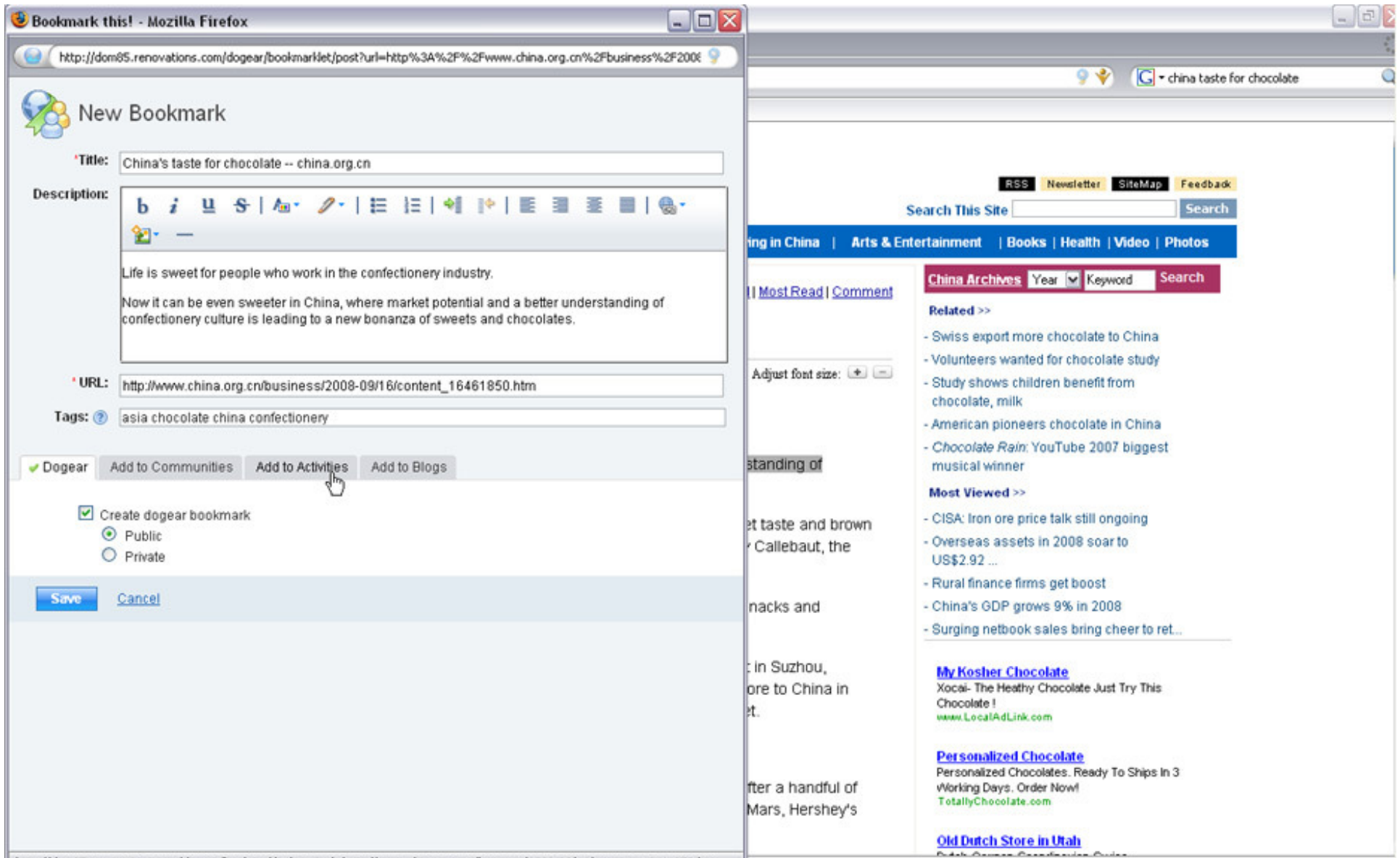
My Kosher Chocolate
Xocai- The Healthy Chocolate Just Try This Chocolate!
www.LocalAdLink.com

Personalized Chocolate
Personalized Chocolates. Ready To Ship In 3 Working Days. Order Now!
TotallyChocolate.com

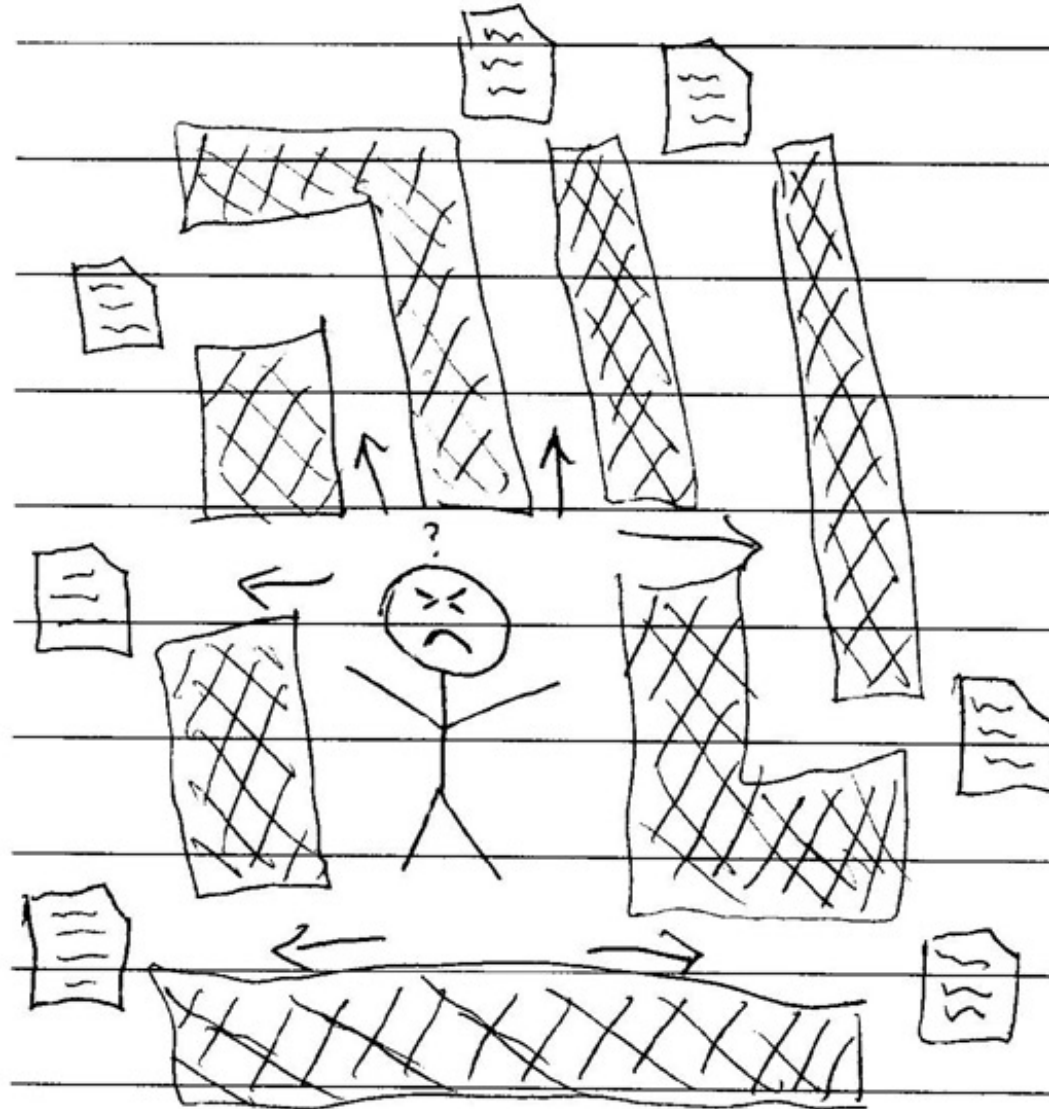
Old Dutch Store in Utah
[Old Dutch Store in Utah](#)

Social Bookmarks

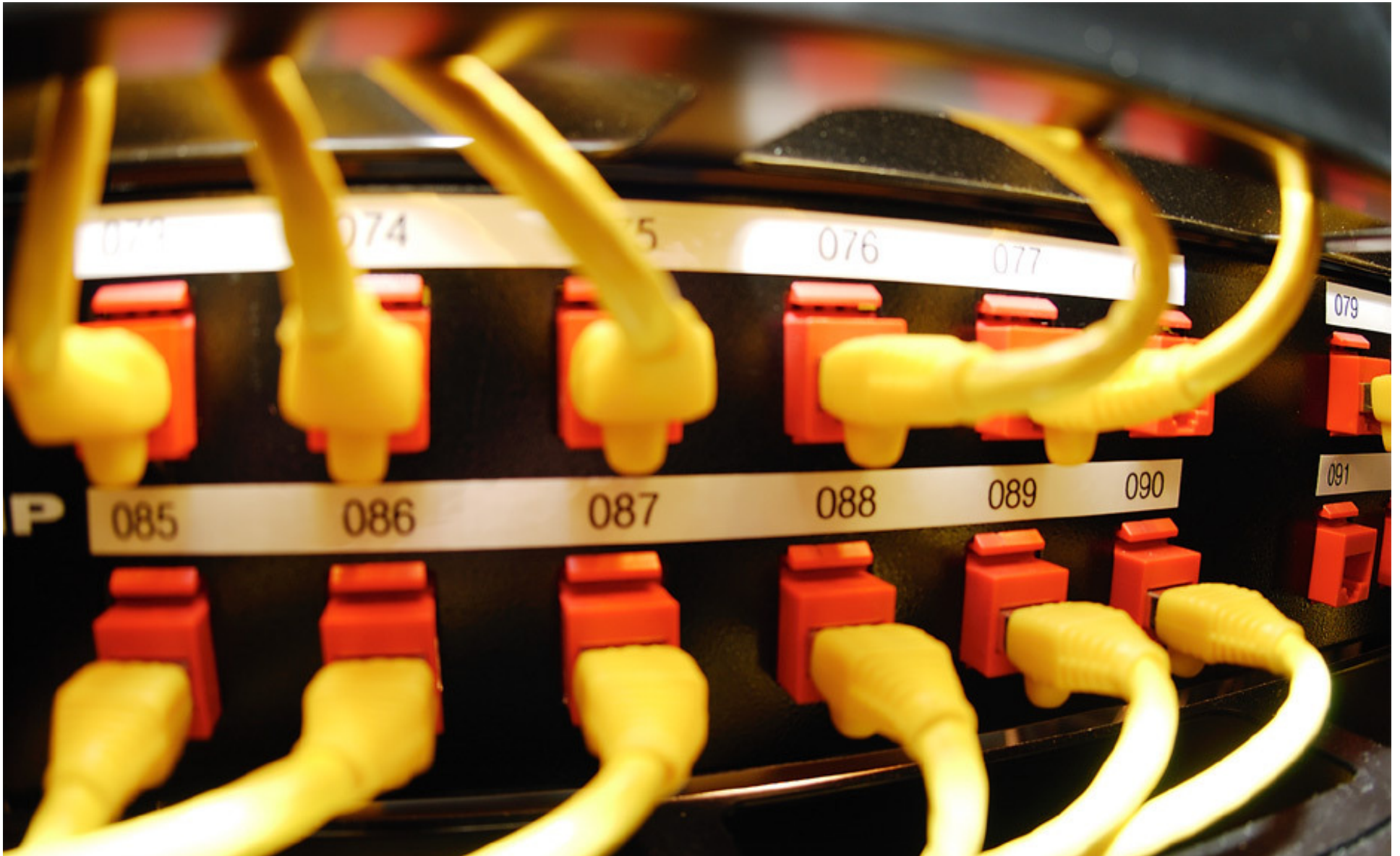
Tagging



Maze to information



Available Information



Accurate Information



Credible Information

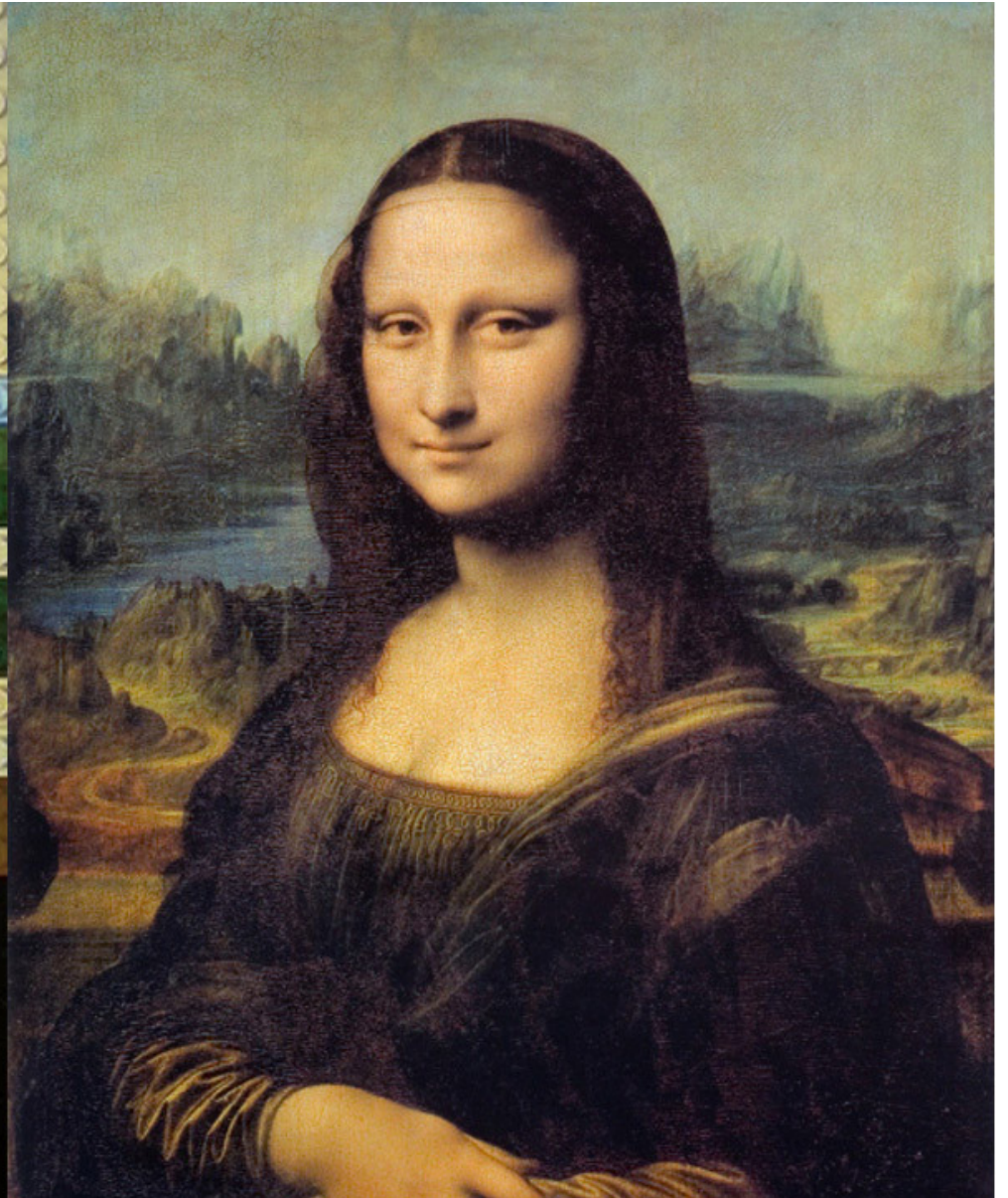


So you do a search and find something



Who created it?

What experience or skills do they have?



What have others said about this?

How have they used it?
How have they tagged it?



Virtual business card and more

Welcome to Lotus Connections on w3. Get answers on how to handle IBM confidential content and other questions.

Lotus Connections English | Louis Richardson | Help | w3 Home | Report a Problem | Support Fo

Home Profiles Communities **Blogs** Bookmarks Activities Files Wikis

Browse Blogs **My Blog** My Updates Public Blogs Search

LotusKnows You are an Evangelist

LotusKnows you are an Evangelist

- Overview
- Members
- Wiki
- Discussion Forum
- Feeds
- Bookmarks
- Blog**
- Activities
- Files
- Photos (BETA Widget)
- Collaborative Review (BETA Widget)

Tags

LotusKnows you are an Evangelist

New Entry

1 - 1 of 1 Page 1 Previous Next

Sort by: Date Title Most Recommendations Most Comments Most Visits

Why do you do product demos?

Louis Richardson | May 23 | Tags: demo evangelist lotus | Comments (2) | Visits (44)


Blogs	Profile	Activities	Bookmarks	
Communities		Wikis		Files
	Richardson, Louis (LOUIS)			
	WW Sales Executive, Social Software			
	ATLANTA, GA United States			
	Building: 700H Floor: NA Office: HOME			
	1-678-264-4912			
	richardl@us.ibm.com			
	Send e-mail More Actions			

We do our sales product... I hope to be a... I can't... out... it all... "Hi... bee... Of c... deal?"

the awesome privilege and responsibility to make sure we... I have the pleasure of visiting with customers and... s when I see us waste a good opportunity to demo our... t below. But in a time of extreme competition, we have to... can be painful... er than most. We could easily take our entire enterprise... ing the most of every situation. After the acquisition, I found... out. The request would be something like this:... next week. We've done 3 demos to date and each has... e solution and that our products look too hard."... os. Who gets the chance to blow 3 demos and stay in the

Now that I've been at IBM for a while, I see how that might happen. We are great technologists. We are great thinkers. But sometimes we don't do a good job in translating the business value of our technologies and innovations...especially when we get in front of "line of business" users.

So I'd like for you to take a minute (actually 4 minutes) to view this video I created on a flight back to the US this past week. And I'd love to hear your thoughts and ideas. Is this the case? Am I missing something?



Similar Blogs


- Wei Luo:** 2 Entries | Updated Feb 14 2010
- sacha ch**: 1066 Entries | Updated Yesterday
- You're m**: 50 Entries | Updated April 14 2010
- Lotus Sai**: 16 Entries | Updated June 14 2010
- Shaun Si**: 15 Entries | Updated November 14 2009

Archive

May 2010

Credentials directly from the content









- Welcome
- Announcements
- Team Calendar
- Library**
- Project Tasks
- Blog
- Discussion Forums
- Contacts
- Feed Reader
- Wiki
- Administrative

 **Library** Find
Respond to customer RFPs using this place.

Views: **Draft Views** Shared Views Personal Views External Publish Views

You are in Library > Navigate by categories 

1-9 of 9





<input type="checkbox"/>	Sort by:	Name ^	Author	Last Modified
<input type="checkbox"/>		Industry Performance	Updated 5/13/09 12:28:48 PM EDT by Frank Adams First created on 5/13/09 12:28:48 PM EDT	
<input type="checkbox"/>		Market Analysis	Updated 5/13/09 12:31:56 PM EDT by Gardner Raynes First created on 5/13/09 12:31:56 PM EDT	
<input type="checkbox"/>		Market Segmentation	Updated 5/13/09 12:29:21 PM EDT by Frank Adams First created on 5/13/09 12:29:21 PM EDT	
<input type="checkbox"/>		Project Plans	Updated 5/12/09 11:57:30 AM EDT by Minh Li First created on 5/12/09 11:57:30 AM EDT	
<input type="checkbox"/>		Request for Proposals	Updated 5/13/09 12:31:41 PM EDT by Gar	
<input type="checkbox"/>		Customer Presentation.odp	Updated 12/27/06 5:49:40 PM EST by Gar	
<input type="checkbox"/>		Launch Presentation.ppt	Updated 5/13/09 12:37:09 PM EDT by Nat	
<input type="checkbox"/>		Positioning Statements.doc	Updated 5/13/09 12:34:16 PM EDT by Natalie Olmos First created on 5/13/09 12:10:12 PM EDT	

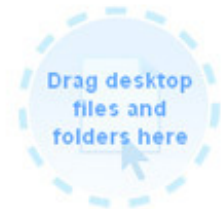
Create ▾

Upload
Insert Link to a Document


About This Library

Name: Library
Description: Respond to customer RFPs using this place.
Role: Editor

-  Add to Lotus Quickr connectors
-  Subscribe to this library
-  Copy links...
-  Help



Activities	Blogs	Communities	Dogear
Profile	Files		

 **Minh Li**
Business Accounts Manager
Hong Kong, China
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Sametime: I am available @ Hong Kong

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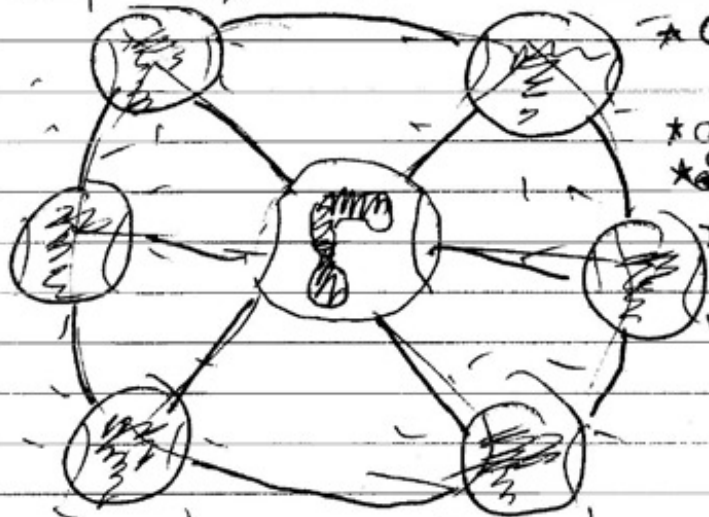
Community and teams

IS...



- * Coas
- * Disconnected
- * Competing
- * Hunting

Should be...



- * Order / Predictable
- * Connected
- * Collaborative
- * Growing

Team places

The screenshot displays a Lotus Quickr web interface. At the top, the header includes the Lotus Quickr logo, the word 'Places', and user information for 'Ron Espinosa' with links for 'Help' and 'Log out'. Below the header is a navigation bar with 'My Places' and a dropdown menu currently set to 'Asia'. The main content area is titled 'Product Launch Team' and features the 'renovations chocolates' logo. A left-hand navigation menu lists various options: Welcome, Announcements, Team Calendar, Library, Project Tasks, Blog, Discussion Forums, Contacts, Feed Reader, Wiki, and Administrative. The main text area contains a 'Welcome Product Launch Team' message, followed by a paragraph explaining the importance of a product launch process, a paragraph about an improved process, and a list of successful activities including reviewing and developing processes, integrating organizations, and creating launch plans. At the bottom, there are three columns of links: 'Explore' (Home, Learn More, Help, Search Center), 'Tools' (Find People, Lotus Quickr Connectors), and 'Work' (Create a Place, Manage Places).

Lotus Quickr Places Ron Espinosa Help Log out

My Places Asia

Product Launch Team

Welcome

- Announcements
- Team Calendar
- Library
- Project Tasks
- Blog
- Discussion Forums
- Contacts
- Feed Reader
- Wiki
- Administrative

renovations chocolates

Welcome Product Launch Team

Once a product is developed, effectively product launch becomes the critical step to its success. The Product Launch Process must address all the steps necessary to start volume production, plan and execute marketing activities, develop needed documentation, train sales and support personnel (internal and external), fill channels, and prepare to install and support the product. Product Launch activities are described in more detail in our Product Launch Activity.

An improved product launch process results in faster time-to-market and time-to-profit. Activities are better planned and coordinated and more tightly integrated. System data requirements are better understood, and systems may be better integrated. The result is better production ramp-up, more effective marketing, a sales force better prepared to begin selling the new product, and a service and support group better able to service and support the new product, leading to greater customer acceptance.

Successful activities include:

- Review current product launch process
- Develop improved process
- Integrate organization
- Determine system integration requirements
- Develop plan templates
- Deploy improved process and tools
- Develop product launch plans

Explore

- Home
- Learn More
- Help
- Search Center

Tools

- Find People
- Lotus Quickr Connectors

Work

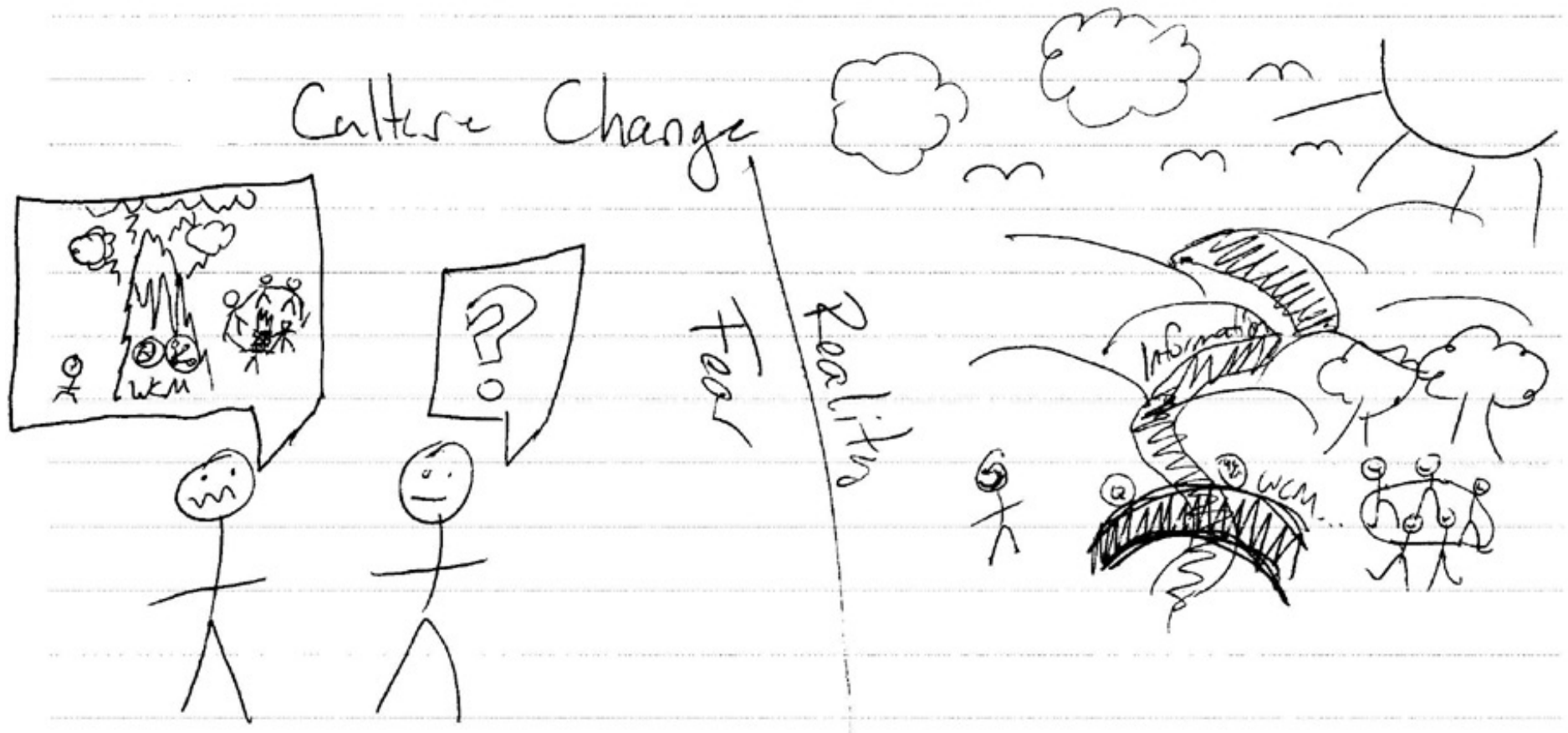
- Create a Place
- Manage Places

Communities

The screenshot shows the IBM Lotus Connections Home Page in a Mozilla Firefox browser. The browser's address bar displays the URL <http://dom85.renovations.com/homepage/web/widgets>. The page features a navigation menu with tabs for Updates Page, Widgets Page (which is selected and has a mouse cursor over it), Search, and Customize. The main content area is divided into several sections:

- Dogear:** A section for recent bookmarks, including "China's taste for chocolate -- china.org.cn" by Ron Espinosa and "Dynamic trends continue Asia's confectionery growth. | Asia > South East" by Heather Reeds.
- Profiles:** A section for user profiles, featuring "My Profile" for Ron Espinosa, Business Accounts Manager at Renovations.com.
- Popular Wikis:** A section for popular wikis, including "Green Hands Community - Bookmarks" and "Top Customer Accounts Community - Bookmarks".
- My Wikis:** A section for user-specific wikis, including "wiki test - Bookmarks" by Frank Adams.
- YouTube:** A section for YouTube videos, featuring a "Recently Featured" list of videos such as "Sinéad Mulve...", "Meet Ireland...", and "Eurovision C...".

It's not as difficult as some imagine



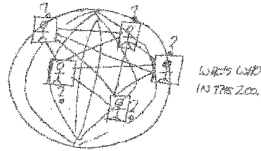
It's taken ages to get here

From Daniel Pink's
A Whole New Mind

Agricultural Age (farm workers)
Industrial Age (factory workers)
Information Age (knowledge workers)
Conceptual Age (creators & empathizers)



That's "why"...

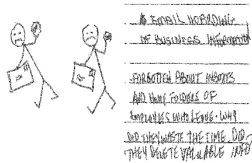


Who's Who in the Zoo?
Profiles



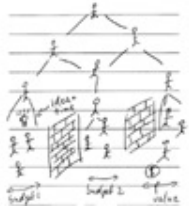
Knowledge Sharing Gap

Tags, Communities & Forums



Email Hoarding

Shared content in context



Organizational Boundaries

Social Bookmarks



Maze to info

Credibility & value thru all content

Disparate working & interest groups



Communities and Teams

and there's more

thank you

it's been my pleasure

Please go to www.thecollaborationsoapbox.com
You can read any of the materials there, but we
would suggest you request to join the community
so you can contribute and comment.



Simon Lee

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