Driving Productivity and Operational Efficiency by Connecting Your Workforce

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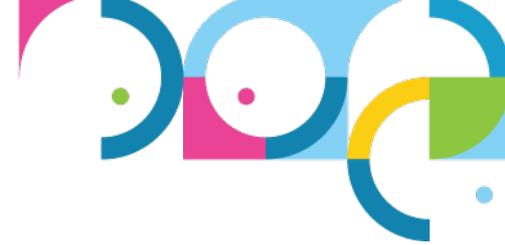IBM Software Roadshow

ibm.com/socialbusiness/events

Agenda

- What means to be a Social Business

- Foundation of a social platform

- Elements that power a Social Business

Technology is dramatically changing the way we live

How I Buy
Interacting with peers and engaging with the company.

How I Work
Collaborating from anywhere at any time.

How I Create
Tapping into a wide variety of insight and expertise.

People are empowered like never before

Find and share information instantly

- **155 million** tweets sent via Twitter each day
- More than **7 billion** pieces of content shared each week on Facebook

Rise of social networking and mobile devices

- Social networking accounts for **22%** of all online time
- Smartphone and tablet shipments now **outpace** PCs

Bringing social tools into the enterprise

- **37%** of US IT workers are using technology they master first at home, then bring to work
- **64%** of GenY download unauthorized applications at least once a week to get their job done

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Traditional roles and processes across the business network are evolving, forever changing the way organizations operate
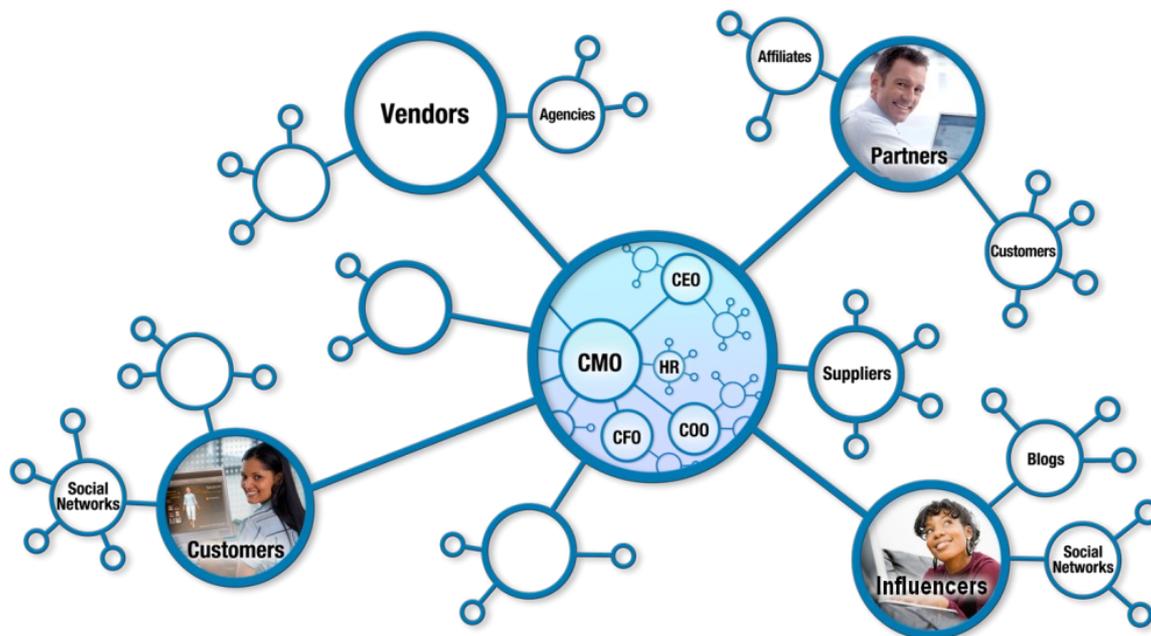
Employees

self-forming teams around fast moving opportunities

Customers

leading the conversations that define brands

Partners

becoming on-demand extensions of the enterprise

As barriers between people disappear, organizations are learning to tap into collective intelligence, advocacy, and distributed talent to drive business results.

A social business optimizes interactions among people to gain a competitive advantage

By removing barriers, a social business allows people to apply expertise and insights that improve and accelerate results across business functions:

Workforce Optimization	*Customer Care and Insight*	*Product and Service Innovation*

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Key services of a Social Business

Reach
Reach people where they live and work

engage
Enable people to engage productively in a business context

discover
Monitor and analyze social data to discover new business insights

act
Act on insight for business advantage

Social Business solutions are built on a core enabling set of capabilities that transform how businesses engage with people and harness social intelligence

Reach people where they live and work

Connect through identities on consumer, b2b, and corporate social networks

Communicate on the associated channels

Enable people to engage productively in a business context

Develop personal insights and social intelligence

Facilitate emergent processes

Monitor and analyze social data to discover new business insights

Analyze identities, social graphs, communication channels, and social content

Identify opportunities, problems, solutions, valuations, etc.

Act on insights for business advantage

Integrate social capabilities into the enterprise in order to act on new opportunities, make better decisions, optimize processes in real time, and govern and manage risk

Reach • Engage • Act • Discover

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Essence of an expert

Who are you?

Profiles: contact, organization information, your colleagues, expertise, interests, affiliation and contributions

Designs subject to change

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Essence of an expert - continued

What are you reading and sharing? What do you find valuable?

Bookmarks, tagging, blogs, wikis, files, microblogs and status updates

Essence of an expert – continued

How do you get your work done?

Communities, Activities, Files

What are your interests, who do you collaborate with and what do you want to keep up to date with?

Your association with Groups of people who share the common interest or work objective

Gaining insight / discovery

The people you may want to know

"Do you know" widget identifies people who may have common interests and objectives
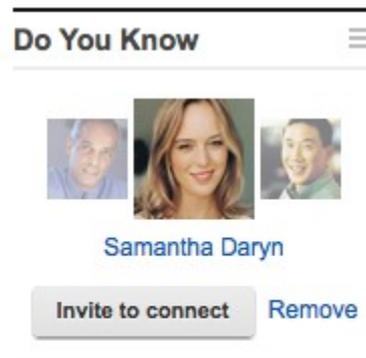
Do You Know ≡

Samantha Daryn

Invite to connect   Remove

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

Resources that you may want to be aware of

Community, Bookmark, Document and Wikis that may be helpful to you
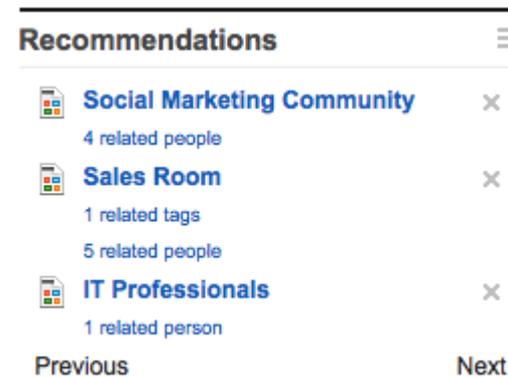
Recommendations ≡

Social Marketing Community ✕
4 related people

Sales Room ✕
1 related tags
5 related people

IT Professionals ✕
1 related person

Previous   Next

Gaining insight / discovery - continued

Better insight when forming and expanding your network

How are you related to any given individual?

Designs subject to change

Gaining insight / discovery - continued

Find what you are looking for

Finding the right information, the right people when you need it

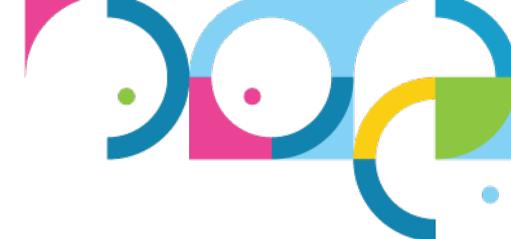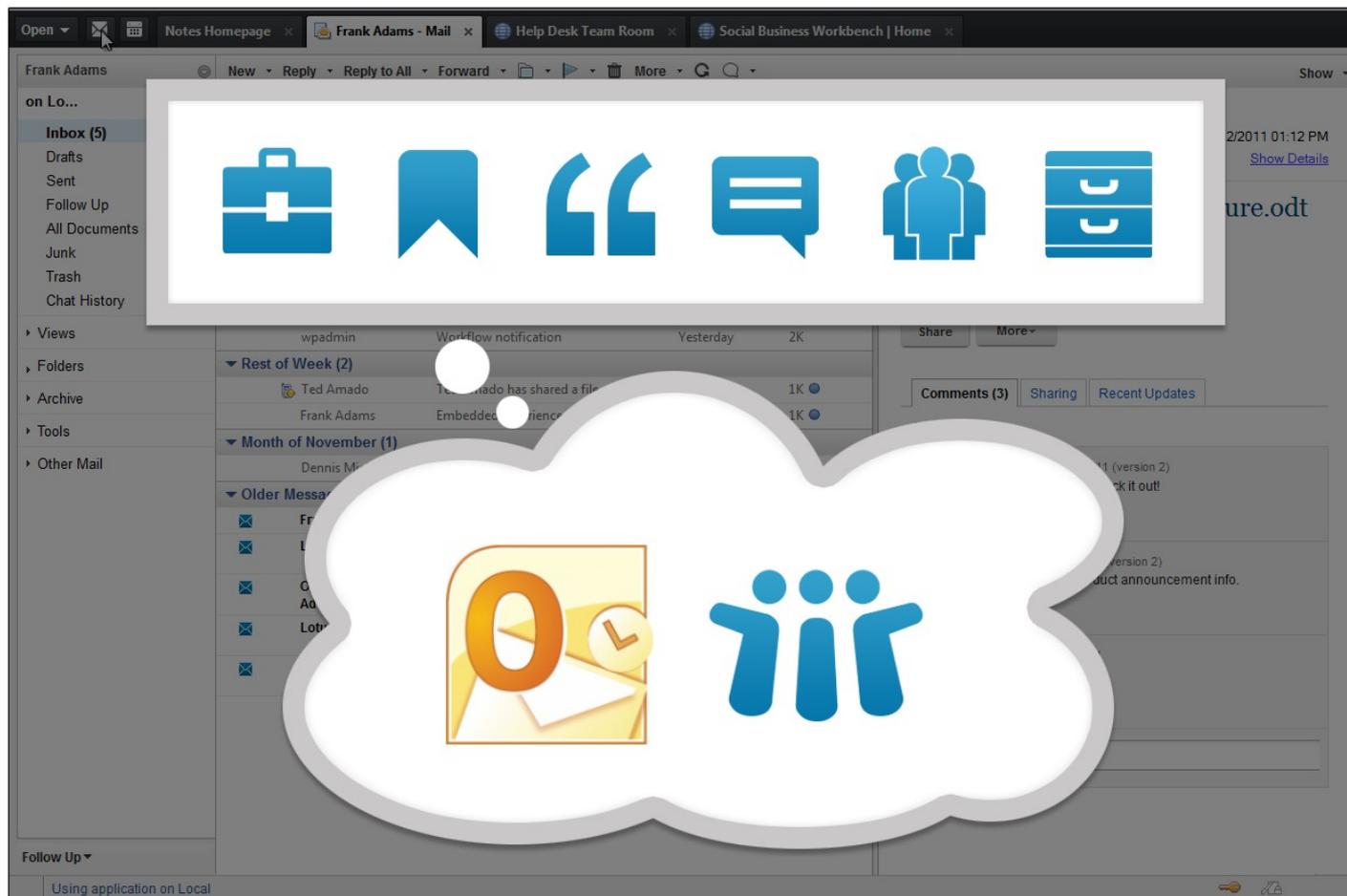# Social "enabled" business applications / tools

Stay Connected in your Mail application

Easy access to experts, key documents, stay current with what is happening in your network, initiate and work on collaborative tasks

Social "enabled" business applications / tools - continued

Mobilize team / crowd

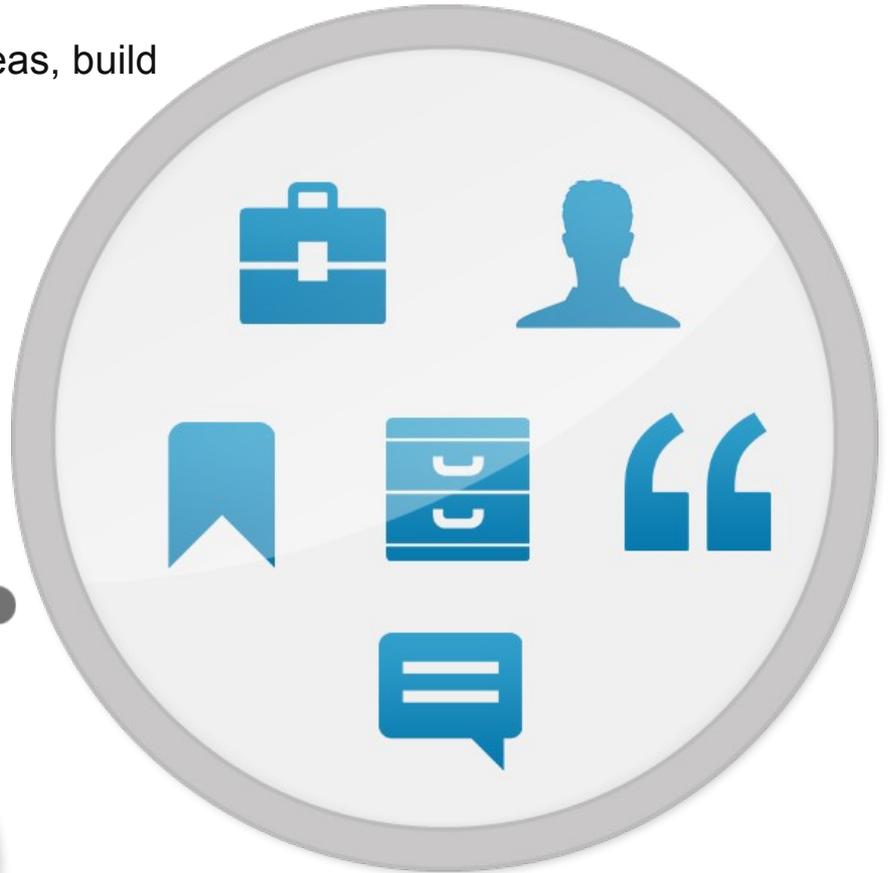Collaborate on a set of objectives and insights, find the right experts and drive actions
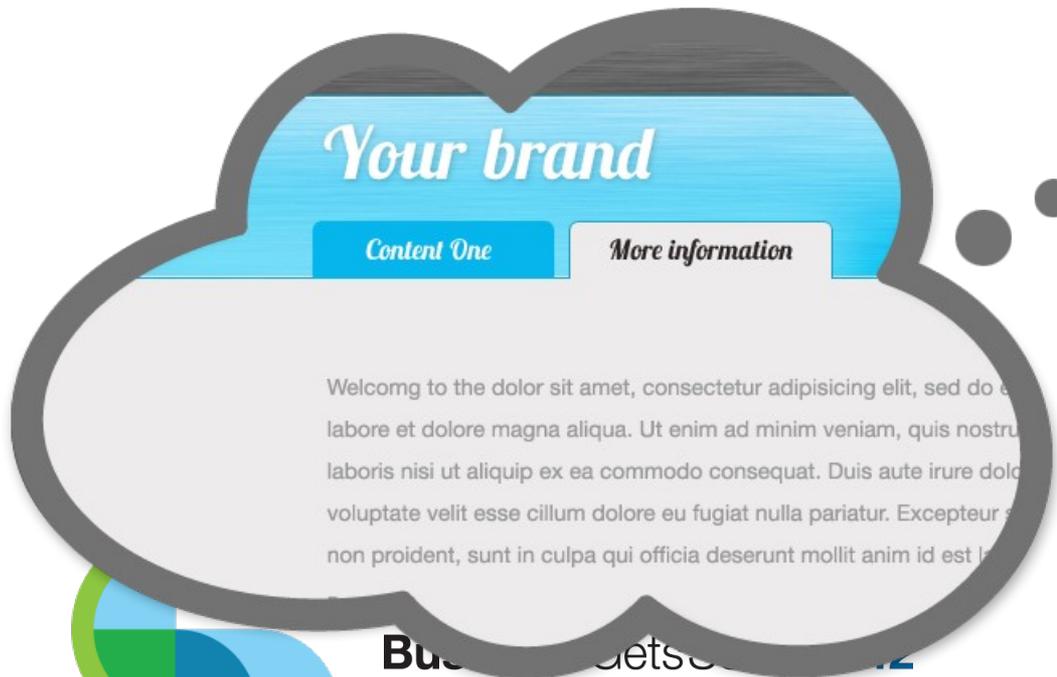
Social "enabled" business applications / tools - continued

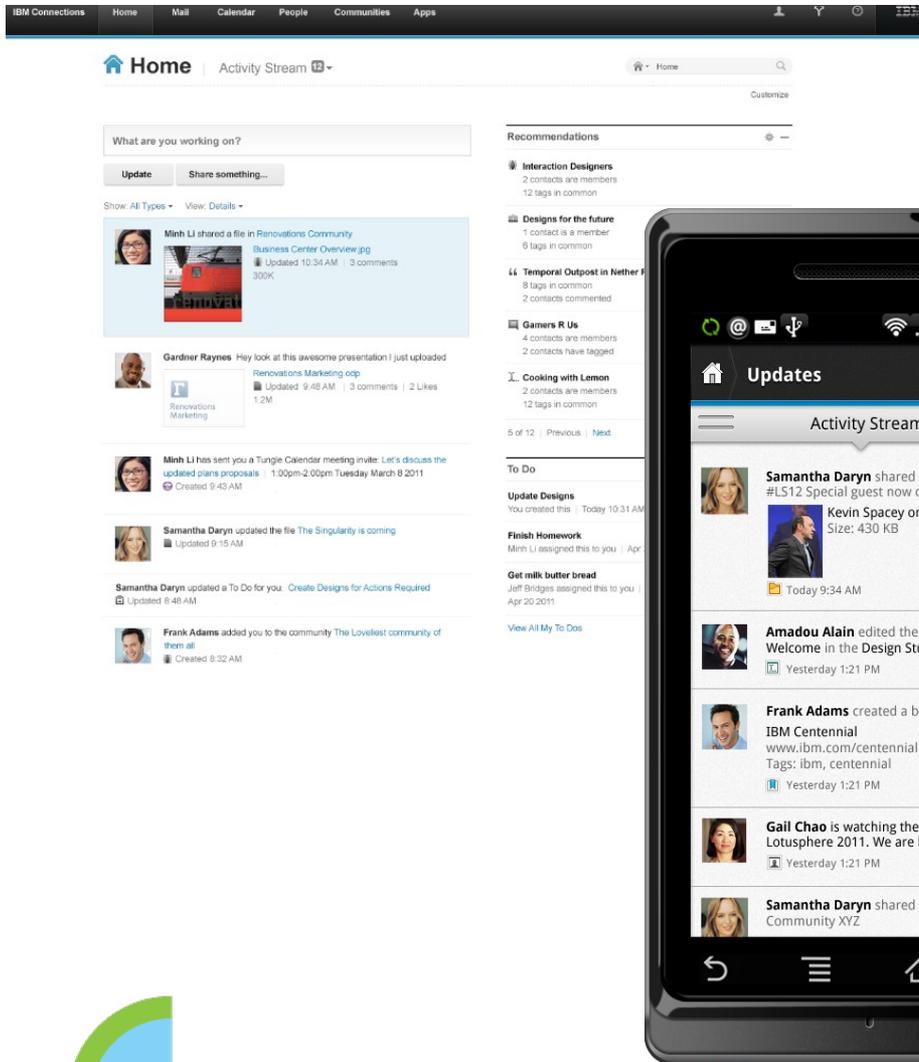**"Socialize your web sites" – internally or externally**

Promote experts, engage with your audiences, harness ideas, build communities, drive discussions, and get answers
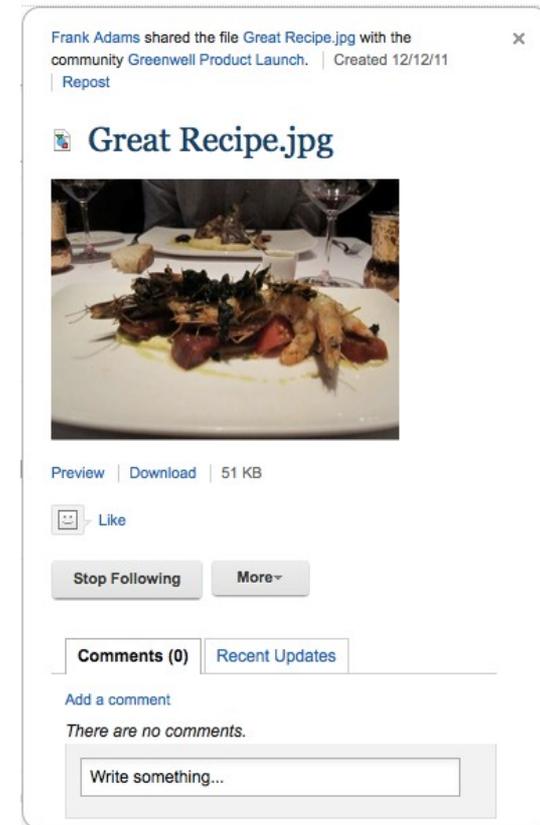
Design Principles

Consumable information flow

Simplify user actions

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More on Design Principles

Moving from sending to sharing
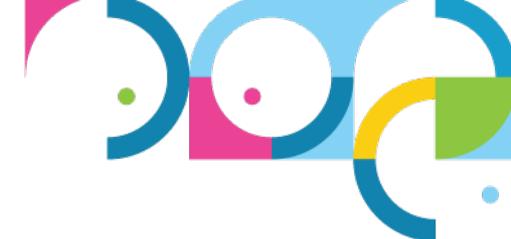
Optimized Mobile Access

Flexibility of deployment options

Support a large set of system platforms and deployment options

In the cloud ...

Hybrid ...

Deploy on site ...

Lead with Open Standards
Maximizes integration possibilities

- Enabling the next generation of socially-enabled solutions to enhance customers' existing investments and heterogeneous platforms
  - Focus on open standards and "loosely coupled" web-centric architectures

- A commitment to drive and leverage open standards
  - *Maximize choice, flexibility, and ease of integration*
  - *Drive enterprise innovation* and leverage rapid innovation on the public web
  - *Minimize incremental cost* of targeting additional desktop and mobile platforms
  - *Leverage dominant skillsets* based around web technologies

HTML5   W3C   ARIA   SAML   OAUTH   OpenAjax alliance

CMIS Content Management Interoperability Services   Activity Streams   opensocial

Solve Business Challenges
Deliver comprehensive solutions through Partnerships

- Make it easy to add social capability to business application and processes
  - Focus on consumable components for easy leverage in support of appropriate in context social interactions

- A commitment to an extensible and open architecture

  - Easily add onto any infrastructure

  - Restful APIs for easy integration

  - Access to relevant Social data anytime and anywhere

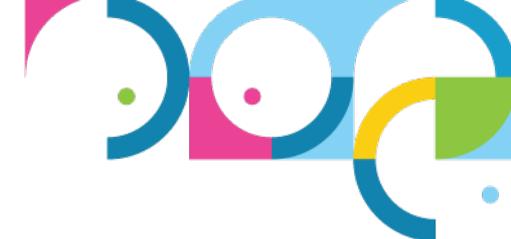 - Extensible for 3rd party integration

to name a few ...

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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

Media Gallery
Add sizzle by sharing rich media like Photos and Videos

Home page
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 your social network

Bookmarks
Save, share, and discover bookmarks

Blogs
Present your own ideas, and learn from others

Ideation Blogs
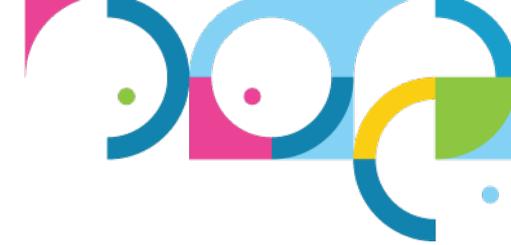Create ideas and leverage the crowd to develop them

Document Libraries
Securely manage and collaborate on business documents

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IBM Lotus Quickr®

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

Team Collaboration & Enterprise Content Manager
Combine the flexibility of collaborative content with highly-scalable enterprise repositories

Social Everywhere
Socialize existing business applications and processes

Team Places
Easily create shared places for projects to use blogs, wikis, forums, calendar and more

Templates
Get any project off the ground quickly by reusing templates for projects

Connectors
Access, share, and collaborate with colleagues without switching context to accelerate adoption

Lotus
Quickr for Domino

Lotus
Quickr for WebSphere Portal

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Document Management goes Social

- Goals are to;

  - seamlessly integrate traditional document libraries capability into Connections Communities

  - Seamless access to document functions and awareness of changes through Connections News stream

  - Searchable and discoverable via Connections Social Discovery and Analytic Service

Social Document management content embedded experience

Notification of an update residing within Social Document Management

Document Management goes Social

- Goal to include "social" features for content stored within Document libraries such as;

    - Tagging

    - Recommending

    - Commenting

    - Download Count

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Designs subject to change

Access Points

Social business capabilities

Delivery models

Social Networking
Reach
Services could include; Mail, presence awareness, meetings, collaborative document editing, & more.

Social Content
Engage
Services could include; web document editing, collaborative authoring, shared files / folders & more.

Social Analytics
Discover
Services could include; real-time sentiment analysis, web analytics, smart filtering & more.

Act
Process Management

Governance and Lifecycle

On site

Cloud

Hybrid

And more ...

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Summary

- IBM continues to lead the market in social and receive accolades from analysts and customers

- Our Social portfolio continues to transform and deliver capabilities to support customers in transforming their organizations to Social Businesses

- Start your Social Business journey now and drive greater results using technologies such as IBM Connections and IBM Lotus Quickr

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