



# Driving Productivity and Operational Efficiency by Connecting Your Workforce

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## Business Gets Social **2012**

IBM Software Roadshow

[ibm.com/socialbusiness/events](http://ibm.com/socialbusiness/events)



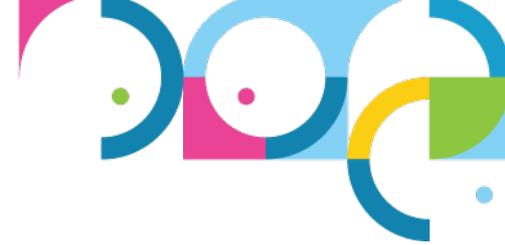


# Agenda

- 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

Source: Facebook, 2011

Source: Nielsenwire, 6/1/2010, Morgan Stanley

Source: Forrester: Forrsights Workforce Survey 2011

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

## Employees

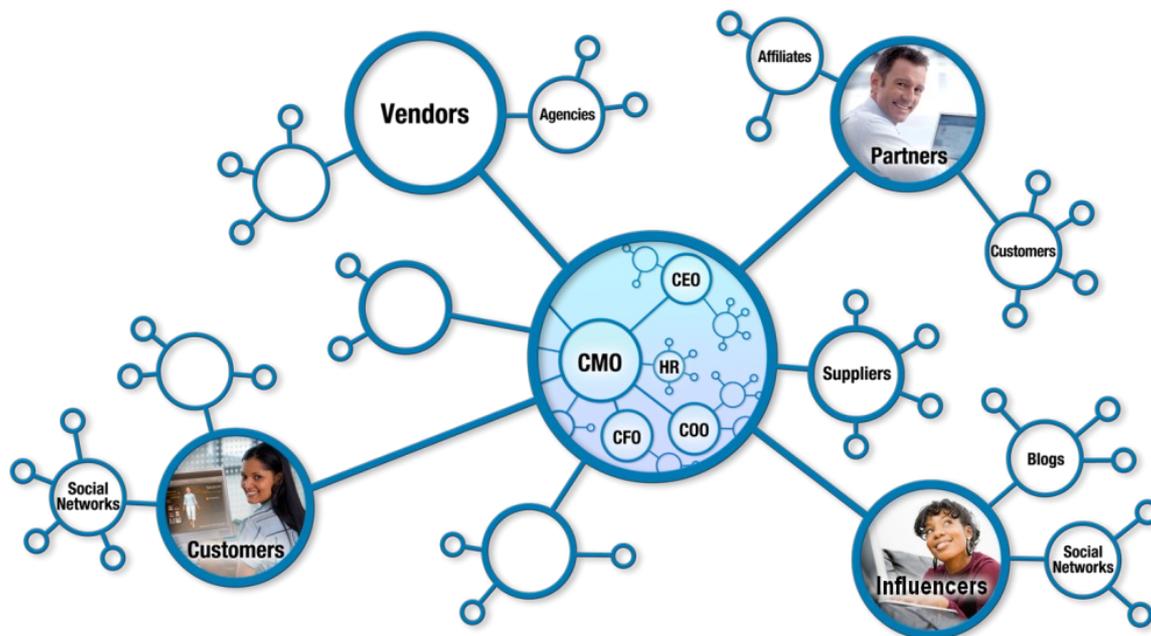
self-forming teams around fast moving opportunities

## 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.

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# 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:



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# Key services of a Social Business





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*

**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.*



**Enable people to engage productively in a business context**

*Develop personal insights and social intelligence*

*Facilitate emergent processes*

**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*



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# Essence of an expert



## *Who are you?*

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

<a href="#">Blogs</a>	<a href="#">Forums</a>	<a href="#">Wikis</a>	<a href="#">Files</a>	<a href="#">↑</a>
<a href="#">Communities</a>	<a href="#">Profile</a>	<a href="#">Bookmarks</a>	<a href="#">Activities</a>	



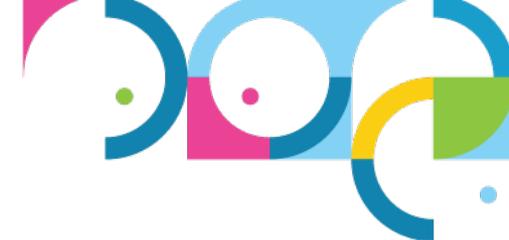
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 [Send E-mail](#) | [More Actions](#)▼



# 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

 **Jasmine Haj** created a new blog entry named [Update of Draft 1](#) in the [Better Living](#) blog.  
 Jan 2

 **Jasmine Haj** created a new blog named [Better Living](#).  
 Jan 2

 **Frank Adams** shared the file [Great Recipe.jpg](#) with the community [Greenwell Product](#)  
 **Great Recipe.jpg**  
JPG 800 KB | Public  
 Dec 12, 2011

 **Frank Adams** created the file [Great Recipe.jpg](#).  
 **Great Recipe.jpg**  
JPG 800 KB | Public  
 Dec 12, 2011

### Share something

Status Update | **Files**

\*Files:

Tags:  

Share with:  **No one** (visible to me only) 

**People or Communities**

**Public** (visible to everyone)

Allow others to share these files 



# Essence of an expert – continued



## *How do you get your work done?*

Communities, Activities, Files

### Greenwell Web Marketing Text.odt

Public | Heather Reeds updated on November 17, 2011 |  1 person

Add tags

Edit

View

Upload New Version

Share

Add to Folders

More Actions ▾



Description: No description for this file

Size: 16 KB (73 KB including all versions)

[Download this file](#) | [Open this file](#)

Comments (5)

[About this File](#)

[Folders](#)

[Sharing](#)

[Versions \(5\)](#)

Sort by: Date ^



Frank Adams commented on November 10, 2011 (version 4)

This looks good, though I'd prefer to do the hand off in Q2

[Delete](#)



Jasmine Haj commented on November 10, 2011 (version 4)

I understand. Let's discuss next week.

[Edit](#) | [Delete](#)

## *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

### Related Communities



Partner Development Community 



Customer Advisory Community 



Better Living 

[Add a Community](#)

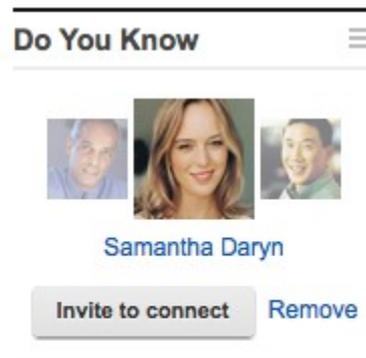
Designs subject to change



# 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**

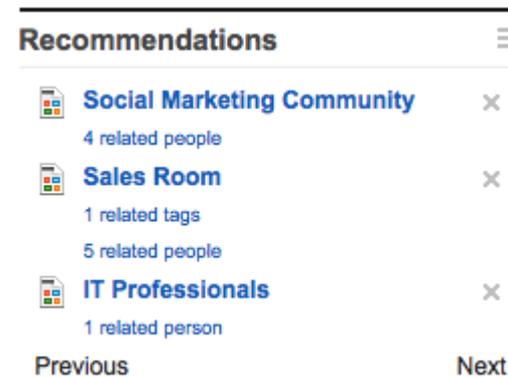
  
Samantha Daryn

[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?

The screenshot displays two side-by-side panels. The left panel, titled "Who Connects Us?", shows a vertical flow: "You" at the top, a downward arrow, and "Frank Adams" below it. A caption reads "Frank Adams is in your network." The right panel, titled "Things in Common", lists several categories with expandable arrows:

- ▼ **Communities (5)**
  - Customer Advisory Co...
  - Partner Development ...
  - The "Be Well" Place
  - Better Living
  - Greenwell Product La...
- ▶ **Discussion (1)**
- ▶ **Wiki page (1)**
- ▶ **Activities (2)**
- ▶ **File (1)**





# Gaining insight / discovery - continued

## *Find what you are looking for*

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

Results 1-10 of 23

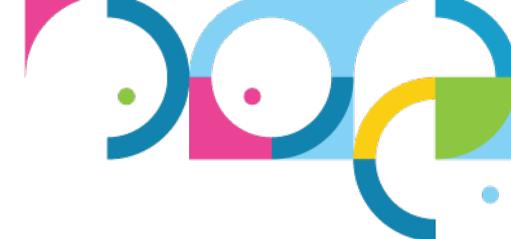
Page: 1 | 2 | 3

[Previous](#) | [Next](#)

Sort by: [Relevance](#) | [Date](#)

-  **Greenwell Web Marketing Text.odt**  1  
from a Community  
Jasmine Haj | Nov 17, 2011  
**File:** No description or summary for this result.
-  **Product Launch Overview**  1  
from a Wiki, in a Community  
Jasmine Haj | Nov 16, 2011  
**Wiki page:** [Greenwell](#) is committed to providing the world's healthiest foods. 130 foods that can serve as the basis of your Healthiest Way of Eating. Links to the articles about these foods can be found
-  **Greenwell Product Launch**  
from a Community  
Jasmine Haj | Nov 16, 2011 | Tags: [greenwell](#), [product](#), [launch](#)  
**Wiki:** Describing the community
-  **Greenwell Mission**  
from a Community  
Nov 10, 2011 | Tags: [greenwell](#), [mission](#)  
<http://ibm2.com>  
**Bookmark:** Describes the mission of the [Greenwell](#) company.

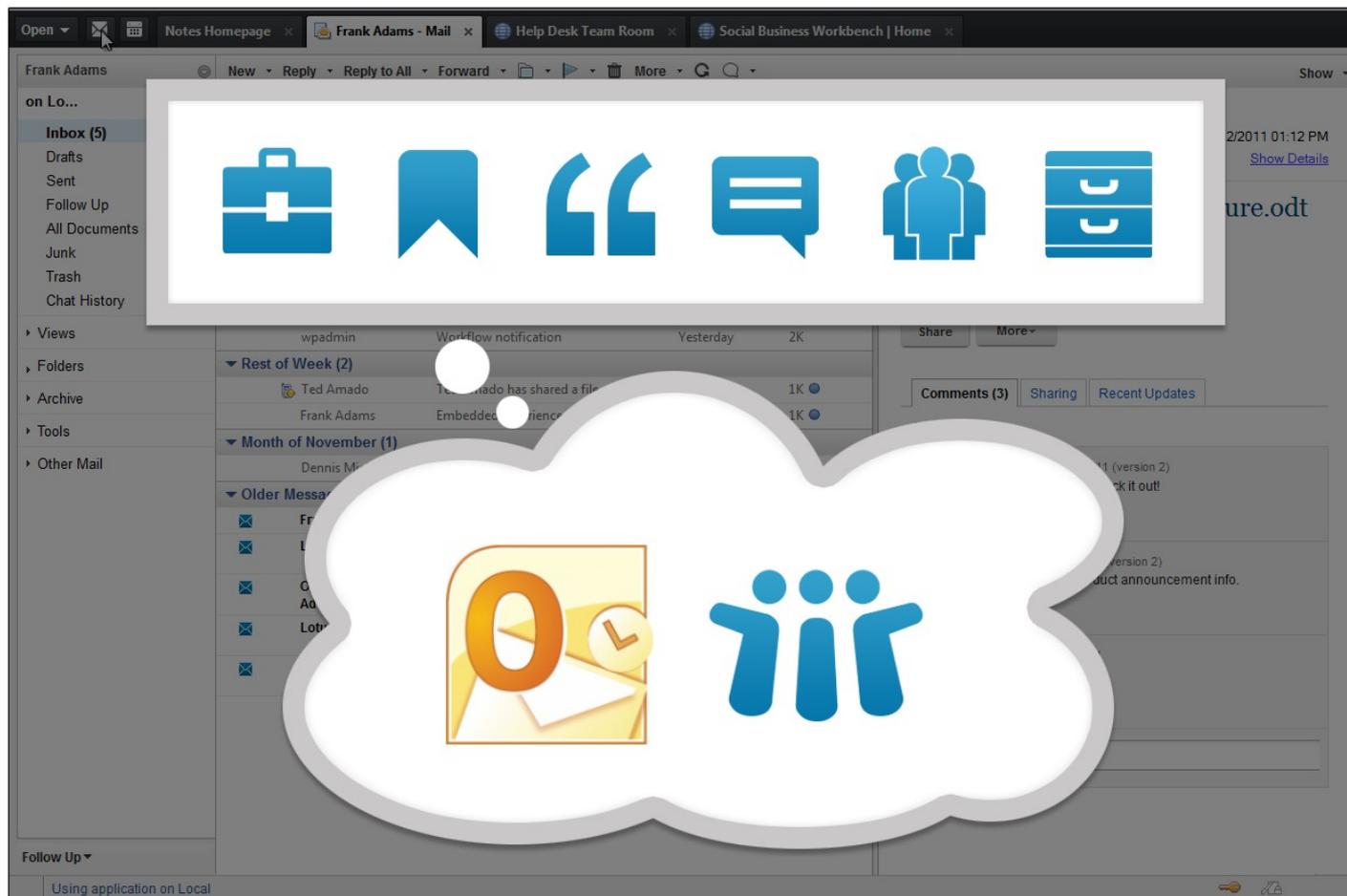




# Social “enabled” business applications / tools

## 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



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# Social “enabled” business applications / tools - continued

## Mobilize team / crowd

Collaborate on a set of objectives and insights, find the right experts and drive actions

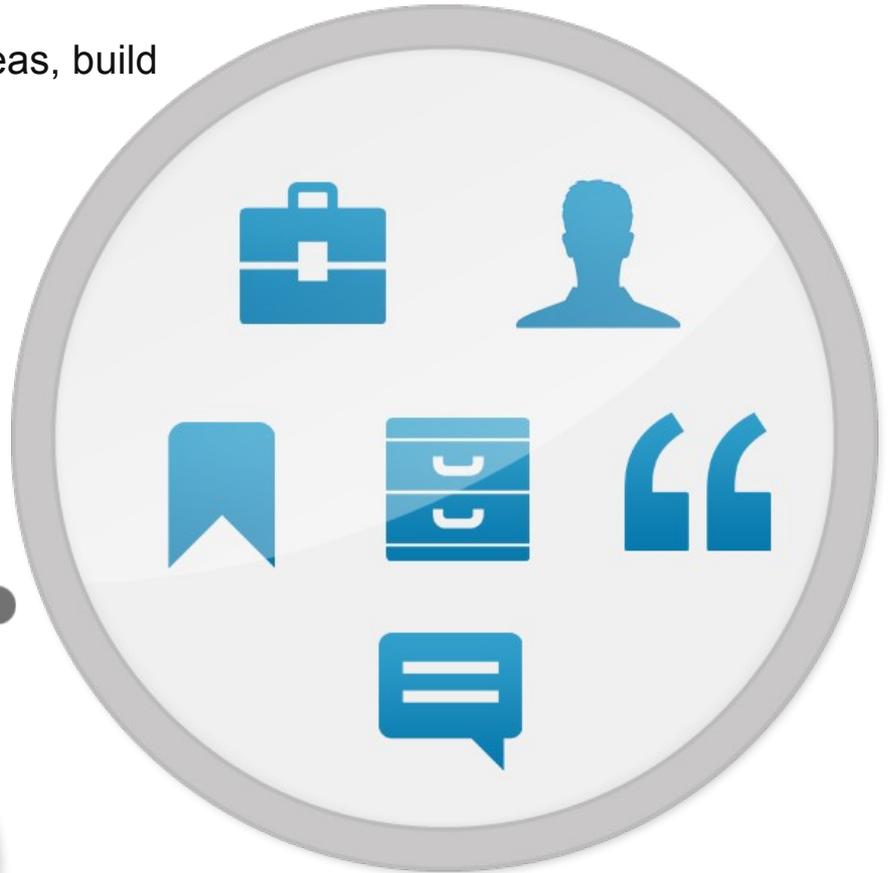
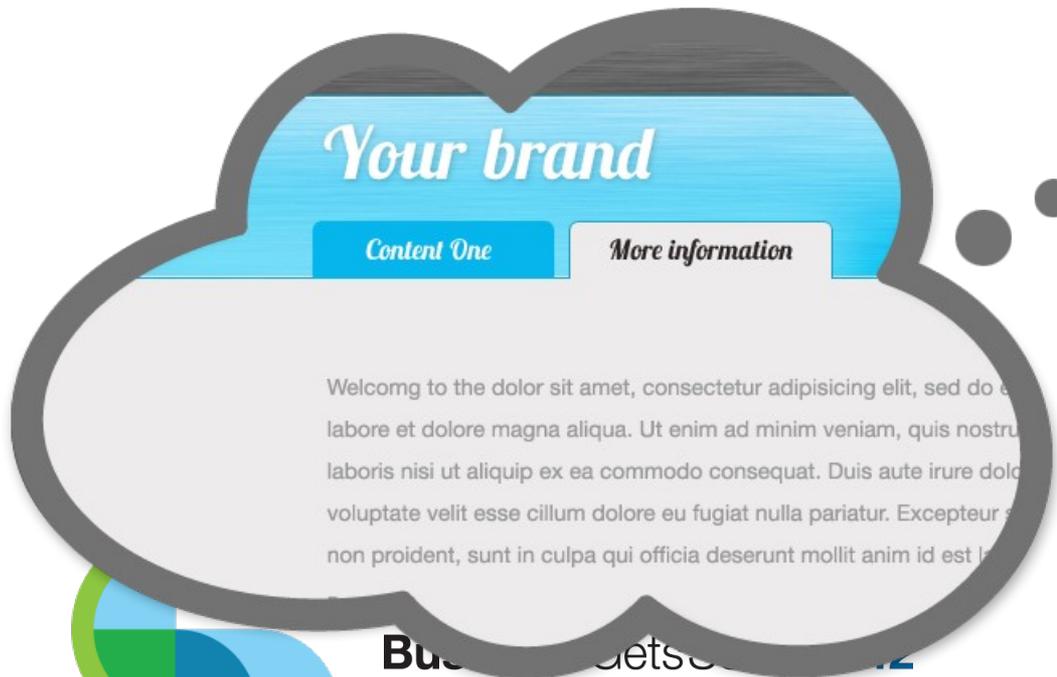




# Social “enabled” business applications / tools - continued

## “Socialize your web sites” – internally or externally

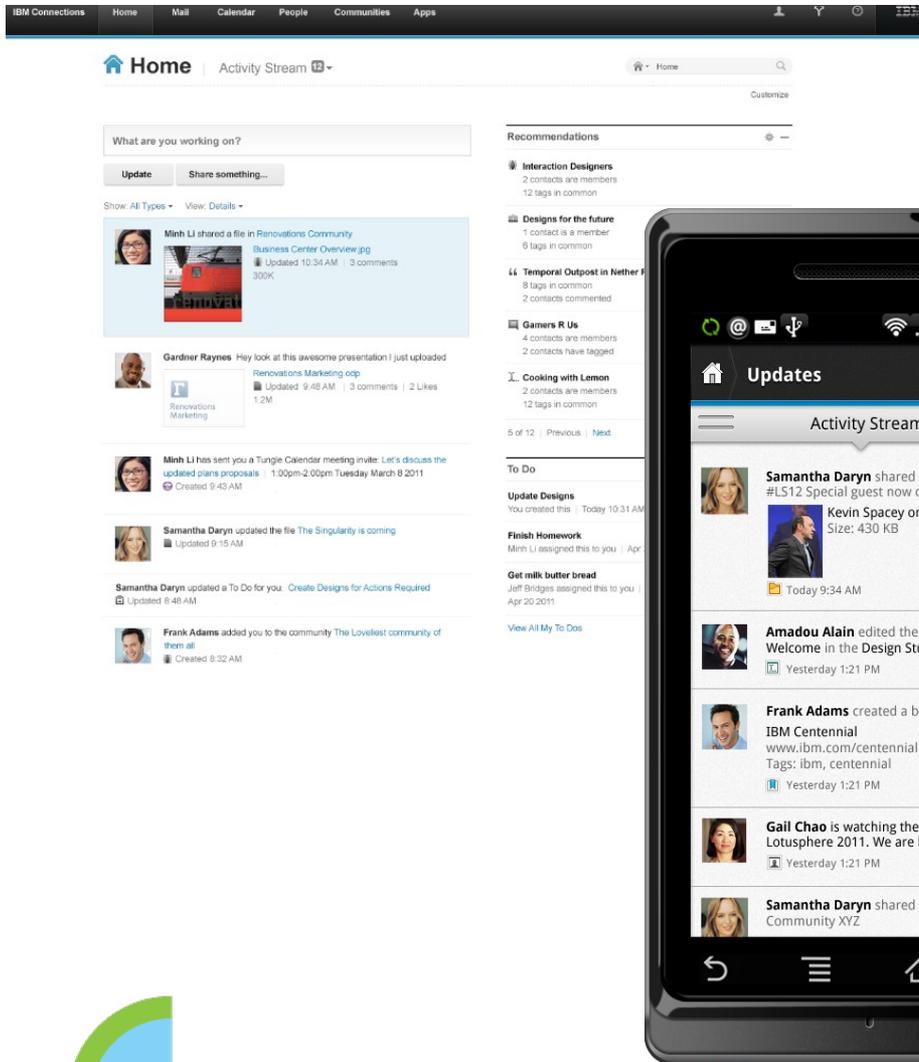
Promote experts, engage with your audiences, harness ideas, build communities, drive discussions, and get answers



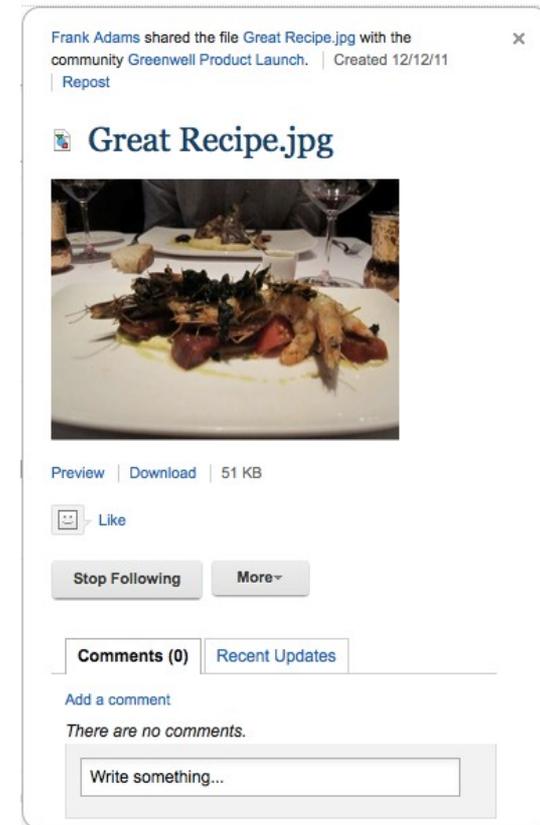
# Design Principles



## Consumable information flow



## Simplify user actions



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# More on Design Principles



## Moving from sending to sharing

**Share something**  
Status Update | Files

What are you working on right now?

Attach a file | 1000 Post Reset

**Share something**  
Status Update | **Files**

\*Files: Browse...

Tags:  ?

Share with:  No one (visible to me only) ?  
 People or Communities ?  
 Public (visible to everyone) ?

Allow others to share these files ?

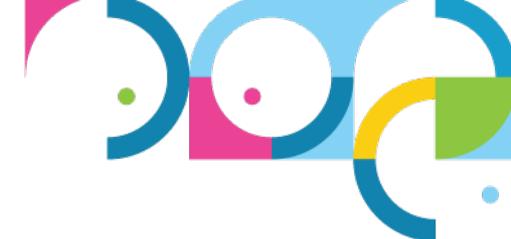
Upload Cancel

## Optimized Mobile Access



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# Flexibility of deployment options

Support a large set of system platforms and deployment options



Deploy on site ...



In the cloud ...



Hybrid ...



# 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



ARIA



SAML



# 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 3<sup>rd</sup> party integration



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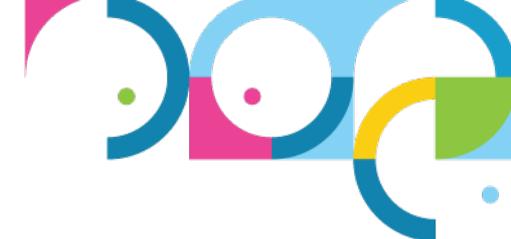
to name a few ...

# Agenda

- What means to be a Social Business
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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

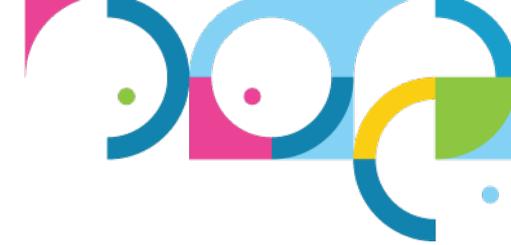


## Document Libraries

Securely manage and collaborate on business documents

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## Document Libraries

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



## Team Places

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



## Team Collaboration & Enterprise Content Manager

Combine the flexibility of collaborative content with highly-scalable enterprise repositories



## Templates

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



## Social Everywhere

Socialize existing business applications and processes



## Connectors

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



# 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

**Outbreak Resources**

Name	Updated	Modified By	Likes	Downloads	Geography
Augsberg field report.odt	May 18	Ronald Smith	8	36	Europe
Ahles field report.odt	May 18	Gui Chao	1	2	Europe
Aldorf field report.odt		John	9	9	Europe
Algrinback field report.odt		Jeff Smith	3	58	Europe
Aisfeld field report.odt		Jeanne Daryn	0	0	Europe
Altena field report.odt		Jeanne Daryn	0	0	Europe
Hazern field report.odt		Jeanne Daryn	0	0	Europe
Javer field report.odt	May 18	Samantha Daryn	0	0	Europe

**ZetaBank Sales Proposal**

**Community Description**

**Updates**

- Samantha Daryn created the wiki page Risk Assessment
- You updated the file Proposal.odt
- Dan Misawa updated the file Lingen field report.odt
- Amadou Alain created the event Project plan work session

**Lingen field report.odt**

Download | 436 KB | Tags: field report

Field report from Lingen, Germany for the October incident.

12 You like this - Undo

Share More

About this file Comments (3) Sharing Recent Updates

**Sales Proposal**

Company: ZetaBank  
Region: Europe  
Review date: October 23, 2011

Edit Properties

Notification of an update residing within Social Document Management

Social Document management content embedded experience

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Designs subject to change

# Document Management goes Social

- Goal to include “social” features for content stored within Document libraries such as;
  - Tagging
  - Recommending
  - Commenting
  - Download Count

The screenshot displays the IBM Connections interface for a community named 'Outbreak Resources'. The page shows a file titled 'gogreentree.jpg' which has been checked out by Pat Shan. It was updated by Samantha Daryn on Monday at 2:00 PM. The file has a description 'good for the environment' and a size of 3 KB. It has 5 downloads. The version history shows two versions: Version 2 on 12/7/10 by David J. Kennedy and Version 1 on 12/6/10 by Yao Pang Alex Song. The page also includes navigation links like 'Home', 'Mail', 'Calendar', 'Profiles', 'Communities', and 'Apps' at the top, and a search bar for the community.





And more ...

Access Points

Reach

### Social Networking



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

Engage

### Social Content



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

Discover

### Social Analytics



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

Social business capabilities

Act

### Process Management



### Governance and Lifecycle

Delivery models



On site



Cloud



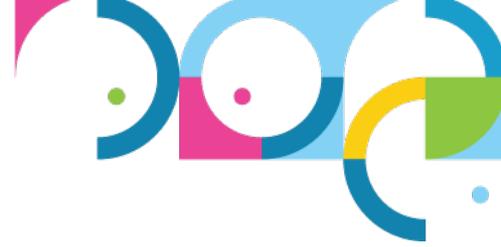
Hybrid

# 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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