Get BOLD
Social Business Agenda

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Smarter software for a Smarter Planet.

The Fifth IT Era:
The era of Social Business

Mainframe

Departmental

PCs

Internet
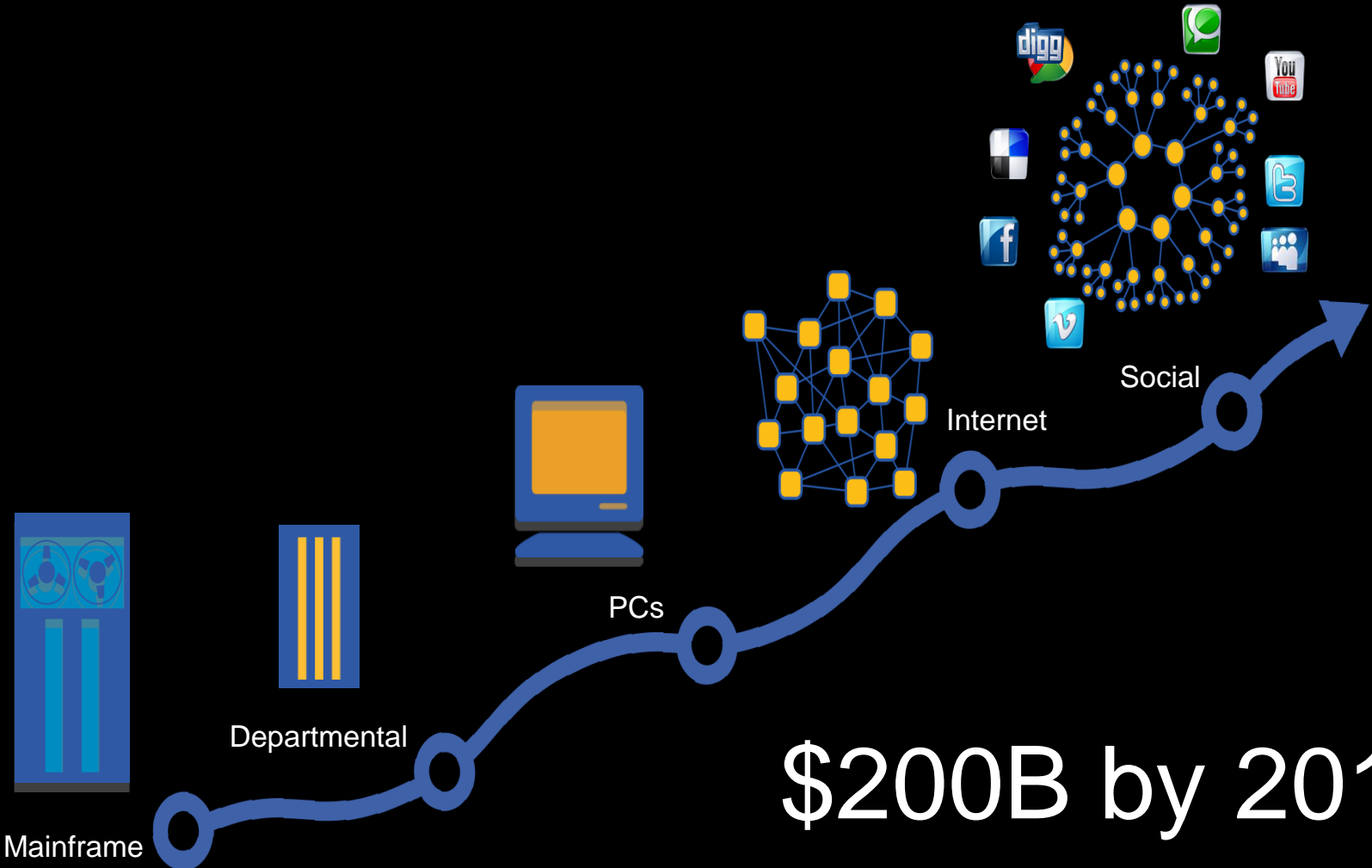
Social

$200B by 2015

Thailand Social Network Usage on the Rise!!

81% **of** **Online Population on Facebook**

20% **Growth** **in Twitter users in** **one month** **Sept - Oct. 2011**
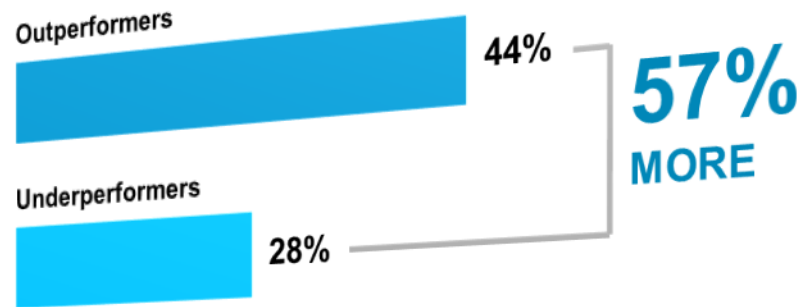
Source: Socialbakers.com

What is a Social Business?

Engaging

Transparent

Nimble

Use of collaboration/social networking to enable global teams
To work more effectively

Outperformers — 44%

Underperformers — 28%

57% MORE

Source: IBM Institute for Business Value Study 2010

Note: Outperformers are derived from an analysis of the compound annual growth rate (CAGR) for 2003-2008 EBITDA within industries. Outperformers represent companies above the median: n=203
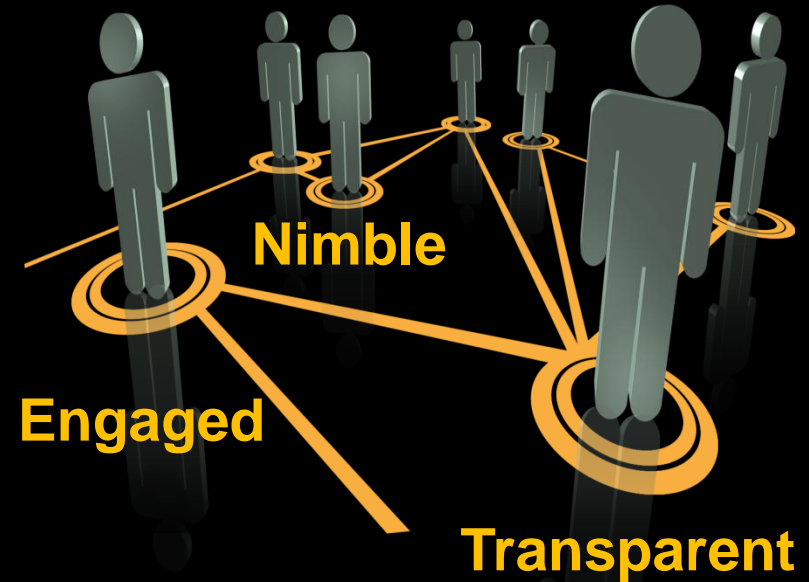
Social Media vs. Social Business

Social Media

Primarily marketing and PR

Social Business

Nimble

Engaged

Transparent

Encompasses organization and business processes

The Social Business Agenda

Social Business

A — **Align Organizational Goals & Culture**

G — **Gain Social Trust**

E — **Engage through Experiences**

N — **Network Your Business Processes**

D — **Design for Reputation & Risk Management**

A — **Analyze Your Data**
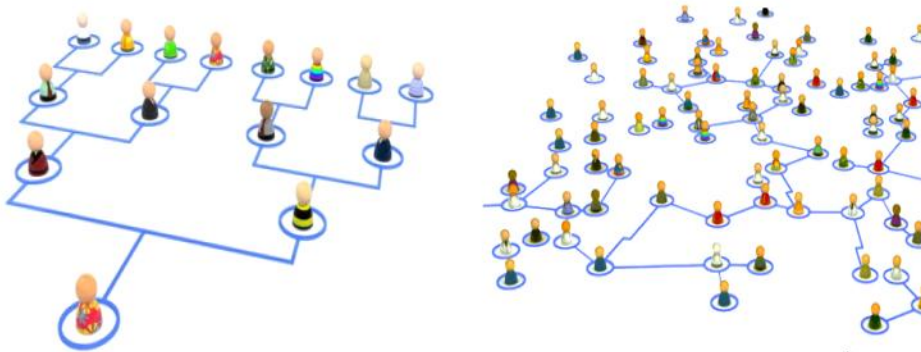
Bayer: Cultural Shift

CULTURE eats strategy for lunch!

Goals:

Capture Intellectual Capital	Improve Search Mechanisms	Substitution of shared drives and change attachment handling

Approach & Results:

Organizational Transformation

Profiles - Users Past Month

Internal Deployment Outpaces External Deployment of Social

IBM 2011 Trends Report of over 4000 clients across 93 countries and 25 industries indicates strong internal deployment of social capabilities.

43%
Internal deployment (employee-facing)

41%
External deployment (Customer-facing)

20%
Use of mass market social networks

Source: IBM developerWorks 2011 Tech Trends Report
https://www.ibm.com/developerworks/mydeveloperworks/blogs/techtrends/entry/home?lang=en

Culture Assessment

| Cultural Theme	Culture Questions C = Current D = Desired						
		1	2	3	4	5	
Boundaries	Isolated functions						Cross functional cooperation
Teaming	Individual competitive						Team oriented
Learning	Slow adopting new skills						Continuous learning culture
Management Style	Controlling						Delegating
Horizontal Comms	Bureaucratic, formal channels						Free communication up the org
Open Comms	Guarded communication						Open communication
Initiative	Follow specific instructions						Take initiative
Risk Tolerance	Punish mistakes						Learn from mistakes
Pace	Slow, cautious pace						Fast pace
Rules / Process	Keep to rules						Ignore rules
Hierarchy	Many organizational layers						Few organizational layers

Asian Paints
Gaining Trust with Tippers and Experts

From just having dealers who sell paint…

… to giving color consultancy and décor ideas

15%

Transparent & Open

Friends
Tippers
Followers

Responsive & Consistent
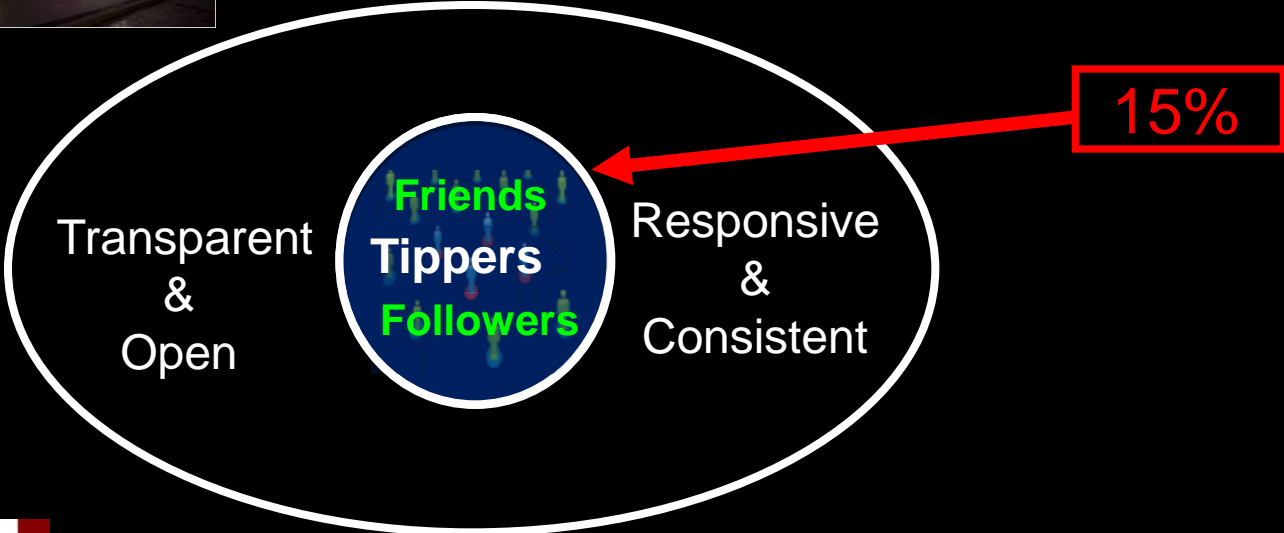
Leveraged Tippers:
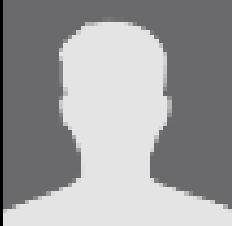Reseller Network
Interior Design Firms
Painters

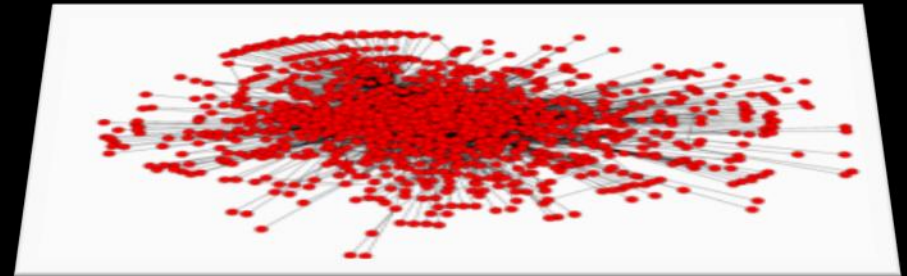# Social Metric on Tippers
Most trusted vs most followed

38

Twitter Followers: 86,000+
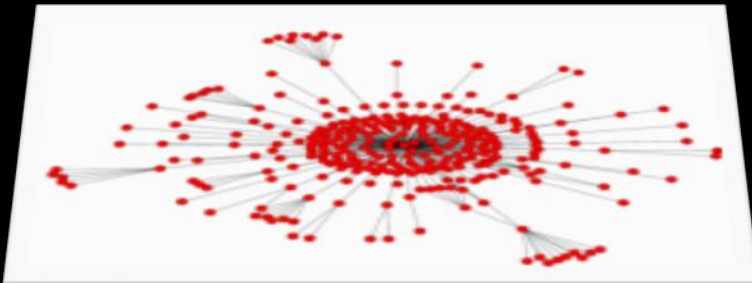**Reactions Generated: 3,291**
Reactions per 1K followers: 38

186

MASS INFLUENCER / TIPPER

Twitter Followers: 6,900+
Reactions Generated: 1,281
Reactions per 1K followers: 186

0.04

Justin Bieber
Twitter Followers: 7.4 Million
Reactions Generated: 294
Reactions per 1K followers: 0.04
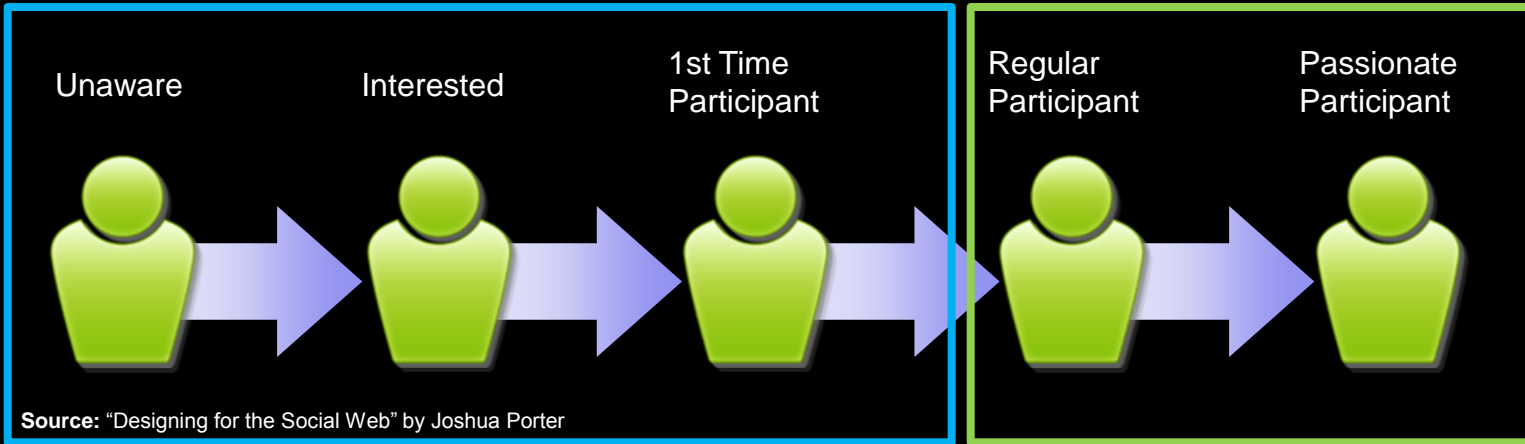
Trusted Networks Can Be Visualized Based on Interactions

…identifying targets for driving engagement

Engage through Experiences
What is an *Exceptional* Experience

The Usage Life Cycle

Engagement

| Unaware | Interested | 1st Time Participant | Regular Participant | Passionate Participant |

Source: "Designing for the Social Web" by Joshua Porter

Consumption

Integrated: Consistent online and offline
Interactive: Gaming, Video, Mobile, Virtual Gifting
Identifying: Personalized, knowledge of you

Crowdsourcing our Ad Campaign

Now Trending #IBMSocialBiz
"Social engagement is the new ROI."

Now Trending #IBMSocialBiz
"Social is a weapon against irrelevancy."

Now Trending #IBMSocialBiz
"Business is the dominant social organism."

Interactive Social Gaming

Real World Game, Real World Impact.

Drive adoption rate and success of product

Community Pride

Post at a Glance

Mini-Dashboard

Featured Contributor

Interactive: Hilton Worldwide Mobile Workplace

Set a standard of how hotels should be…

(Social) Network Processes

Social Business

Outcomes

Traditional Business

Listen to market

Build advocates

Marketing, Customer Service

'Push' marketing

Control brand

Build communities
Act small

Operations, Human Resources

Siloed
Rigid

Embed social in process
Connect in and outside

firstDIRECT

Product & Service Development

Invest R&D
Ideas from inside

RBC

cemex
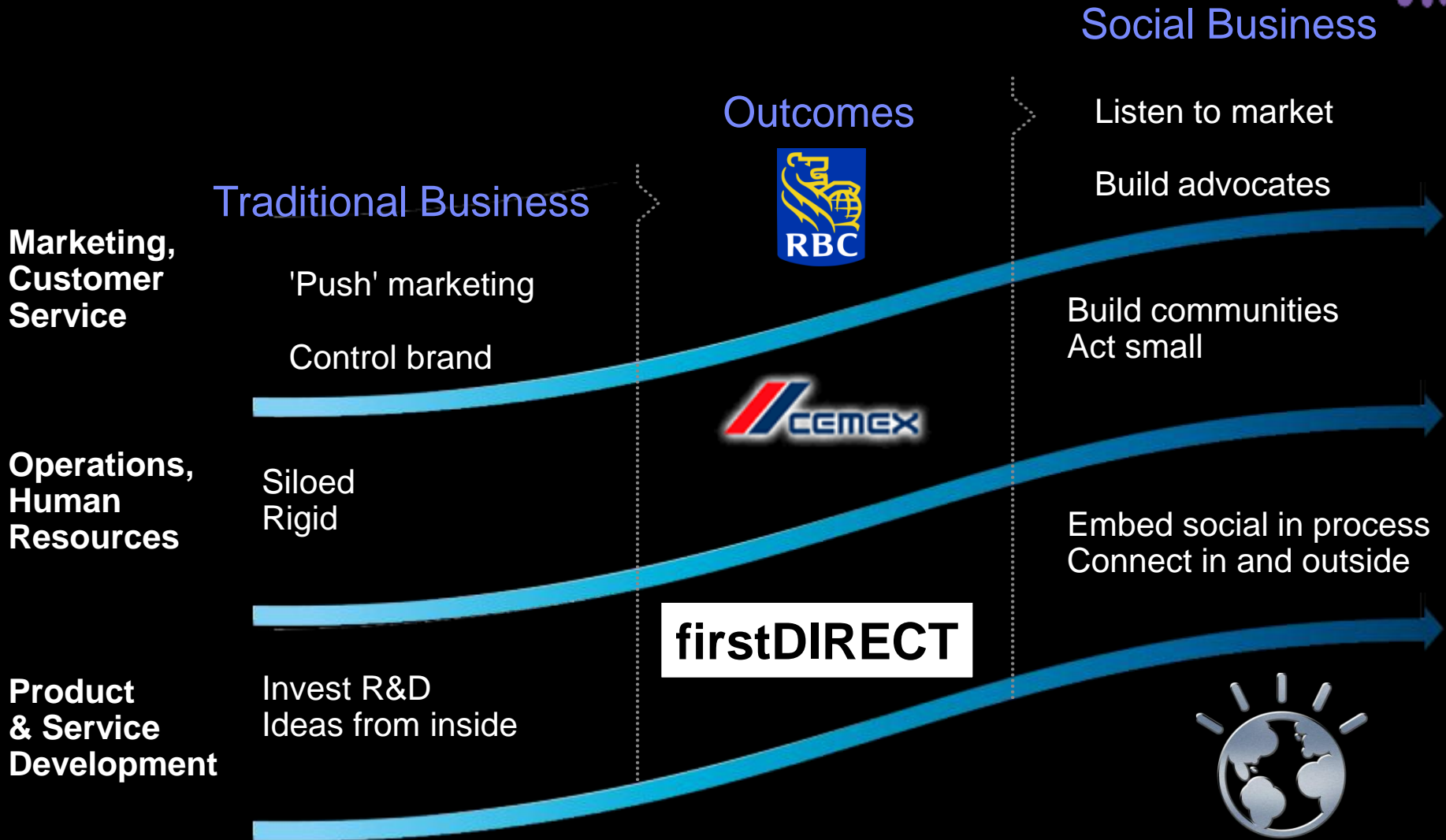
Customer Service

Old Process ➡ **Social Process**

- Register Customer
- Manage Profile
- Receive Request
- Retrieve Cust Data
- Manage Request

- Personalized base on analytics
- Customer service experts
- Crowdsourcing on new products
- Customer sat: **#5 to #1**

Source: Forrester Research report titled "2010 Canadian Bank Public Web Site Rankings" (April 2010)
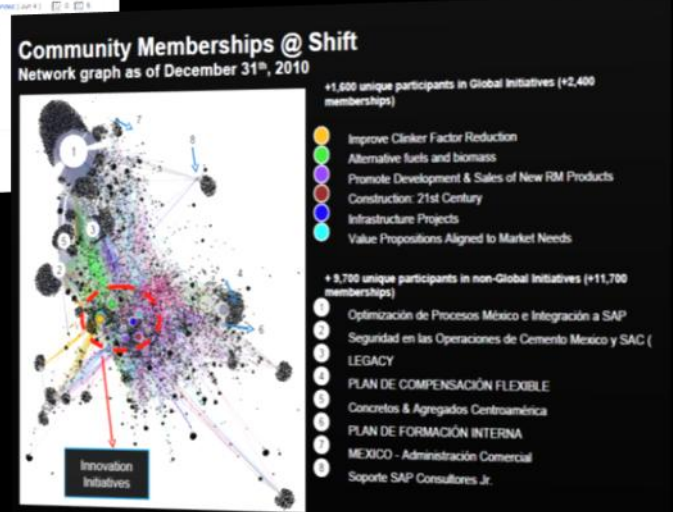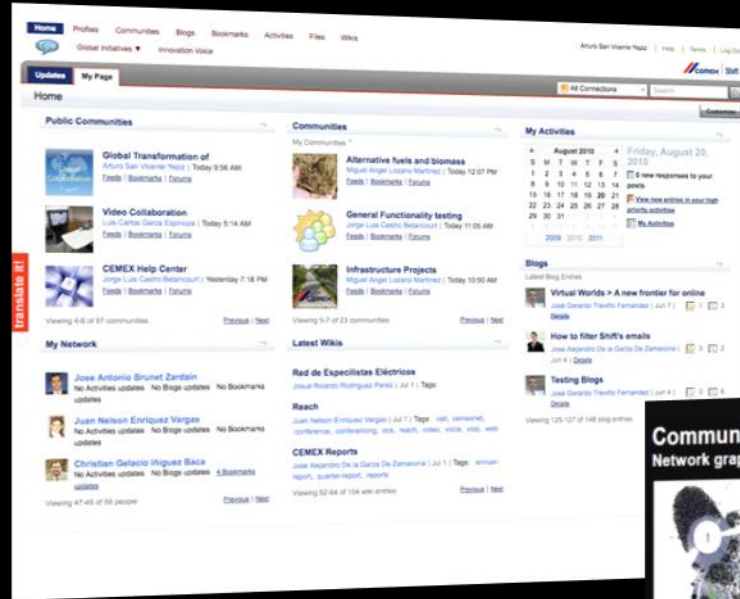
HR Resource Sharing

Old Process ⟶ **Social Process**

Collaboration

Resource Sharing

Productivity

Future Planning

Management 2.0 Challenge

Winner!

Community Memberships @ Shift
Network graph as of December 31st, 2010

- Brainstorming new ideas
- Sharing skills
- >500 expert communities

Product Development: First Direct (HSBC)

Old Process ➝ **Social Process**

Old Process flow:
- Requirements & Concepts
- Definition & Plan
- Develop & Qualify
- Ramp up & Launch
- Life Cycle Mgmt

- Crowdsourcing to drive more products and services
- Changing the way people interact with banks
- Drive conversation

Value of Social Business

18% **Customer Service**
Increased customer satisfaction

15% **HR & Talent Management**
Cost reduction + Increased speed to knowledge and experts

20% **R&D**
Increased time to market and successful innovation

"The rise of the networked enterprise. Web 2.0 finds its payday" – McKinsey Global Survey Results, 2010

Design for Reputation and Risk Management

1 Have a plan and a team
- Develop a Disaster recovery plan!

2 Be proactive and fast

3 Be transparent with 2 way dialogue
- Don't try to manipulate

Analytics

AFFINITY ANALYTICS

- **Relationship Tables**
- **Relationship Matrix**
- **Relationship Graph**
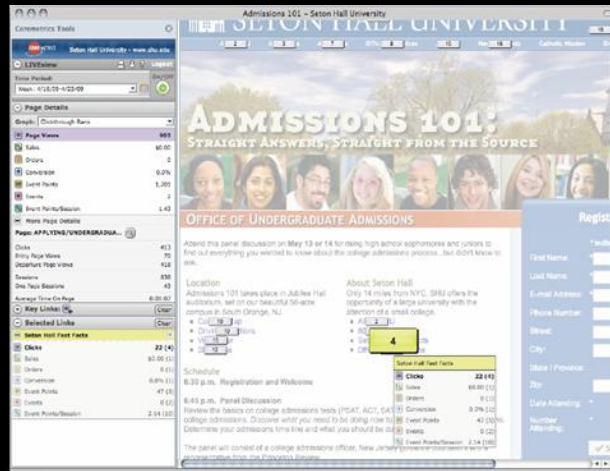
SENTIMENT

- **Dimensional Analysis**
- **Filtering**
- **Voice**

Seton Hall

Source:
http://www.shu.edu/offices/loader.cfm?csModule=security/getfile&pageid=156753

COMPREHENSIVE ANALYSIS

- **Keyword Search**
- **Dimensional Navigation**
- **Drill Through to Content**

EVOLVING TOPICS

- **Relevant Topics**
- **Associated Themes**
- **Ranking and Volume**

98% Positive Sentiment of IBM's Social Business Messaging (Jan 17-23rd)

Accelerating adoption

Adoption QuickStart

- Assess Readiness and Prioritize Roll Out
- Champion and Support Executive Sponsorship
- Support Communications, Training, and Governance
- Train Early Adopters, Advocates, and End Users
- Monitor, Measure, and Share Engagement and Business Value

Social Business QuickStart

IBM-BVA
with:
"Day in the Life" Demos
and the:
IBM Experience Modeler

Business Value Assessment

Wanted Community Manager

Define scope, desired outcomes, and boundaries

Balance the needs of knowledge contributors and seekers

Promote membership and reward active participation

Support active and appropriate content contributions

Monitor, measure, and share engagement & business value

Educate and Advocate regarding community value

Community Manager Training

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

Social Business Agenda Workshop

IBM SmartCloud ROI Calculator

80 60 100 40 120 20 140 0 160 MPH

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