What is Social Business?

Stuart McRae

Executive Collaboration & Social Business Evangelist
IBM Collaboration Solutions

ibm.co/smcrae

stuart.mcrae@uk.ibm.com
www.twitter.com/smcrae
www.linkedin.com/in/stuartmcrae
www.facebook.com/sjmcrae
www.smcrae.com

SocialBusiness

Key drivers for changing how we work

Pressure to build and share expertise for competitive advantage

Increasingly influential and vocal customers

Growing demand for 24/7 and mobile connectedness

Social business is about generating better business outcomes

Increase Visibility

Can increases website traffic by 145 million visits [6]

Improve Customer Service

Can achieve 5% reduction in customer defection rate increasing profits by up to 68% [2]

Speed up Product Development

Can develop and bring new products to market in 1/3 time [3]

Increase Sales

Can increase sales manager revenue by 40% and improve efficiency by up to 50% [1]

Better Marketing

Can achieve 100% increase in market exposure [4]

Finance

Product Development

Customer Service

Operations

Human Resources

Sales

Marketing

Maximize Employee Productivity

Can retain the knowledge of seasonal staff within the company, and thus increase customer satisfaction in our resorts [7]

Reduce Employee Turnover

Can reduce turnover, highly engaged employees are 87% less likely to leave their organizations than highly disengaged employees [5]

Source 1: VCC case study, Source 2:Bain & Co , Source 3: Cemex case study, Source 4. Amadori case study
Source 5:Independent Study by The Corporate Executive Board, 2004, Source 6 Cars.com Case study, Source 7 Robinson Club
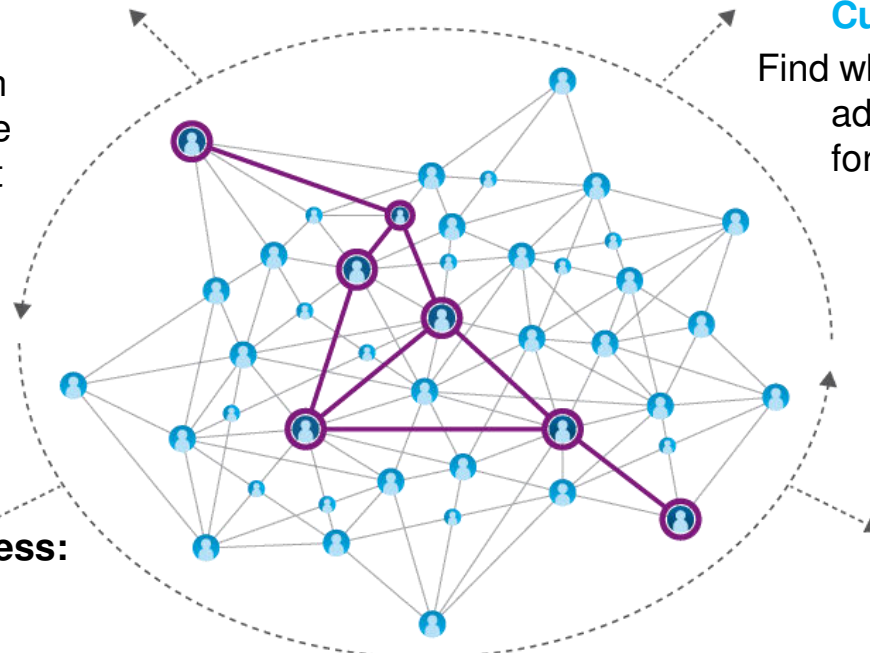
... by empowering your people to better execute your processes

Market Management Process: Marketing

Do market segmentation in real-time and allow the marketing team adjust advertising on the fly

Critical Situation Process: Customer Service

Find who can best help me address this urgent problem for my client

Software Deployment Process: IT

Find the technical expertiseand institutional knowledge to fix an error in our ERP system

Talent Management Process: HR

Anticipate and react competitive poaching of top talent

Lead Development Process: Sales

Use predictive analytics on every customer interaction to gather insights into what customers will buy next

... in order to serve your customers better

Empower the employee
in front of the customer
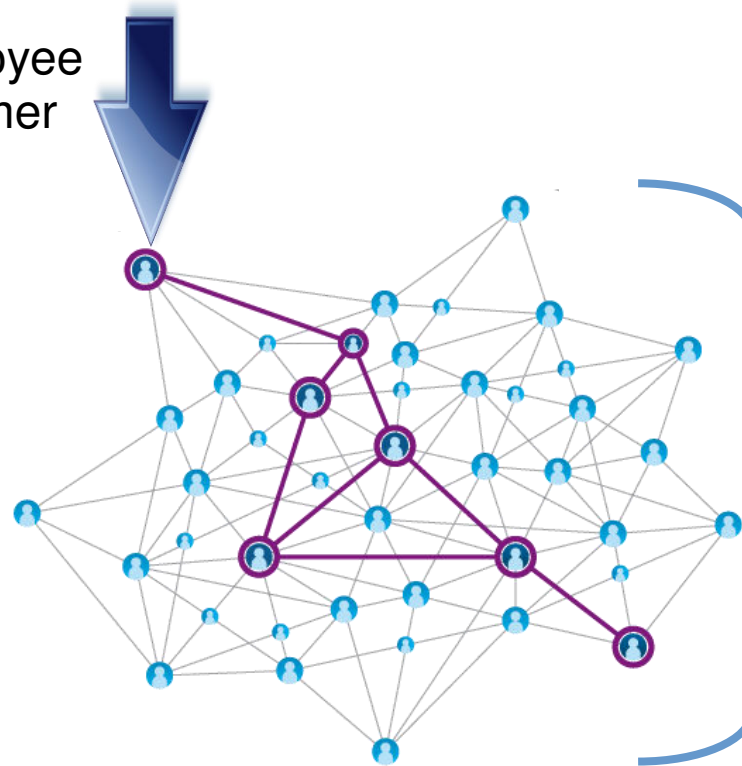
To use the resources of your whole organisation
- to make the sale
- to impress the customer
- to answer the question
- to find the solution
- to fix the problem
- to close the deal

Repeatable social business patterns are emerging
Examples of proven ways of delivering business value

Six example patterns selected for their ROI that reflect use cases from 70% of our clients

Improving recruiting and on-boarding

Finding expertise

Increasing knowledge sharing

Managing mergers and acquisitions

Gaining external customer insights

Enabling and improving workplace safety
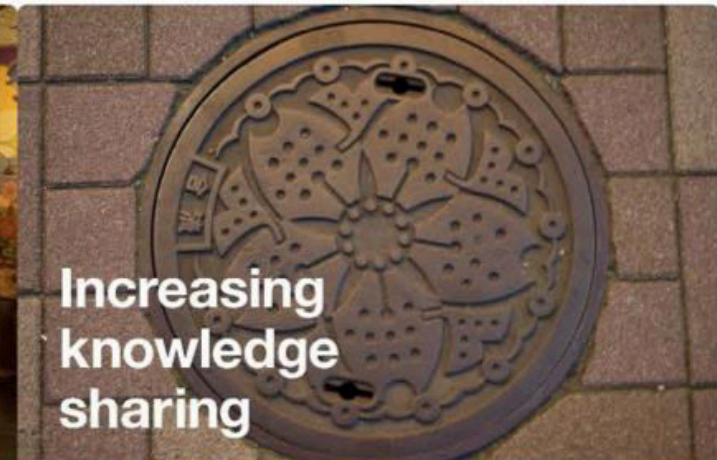
They demonstrate real return on investment beyond just "being social"

A Social Business provides employees with tools to build their knowledge networks
… *to spread knowledge, expertise, ideas from peer to peer across organisational boundaries*

Functional barriers   Hierarchical barriers   Operative islands

⊘ = "White space": no one is responsible, management blind spots, accountability gaps

Source: Gartner Group
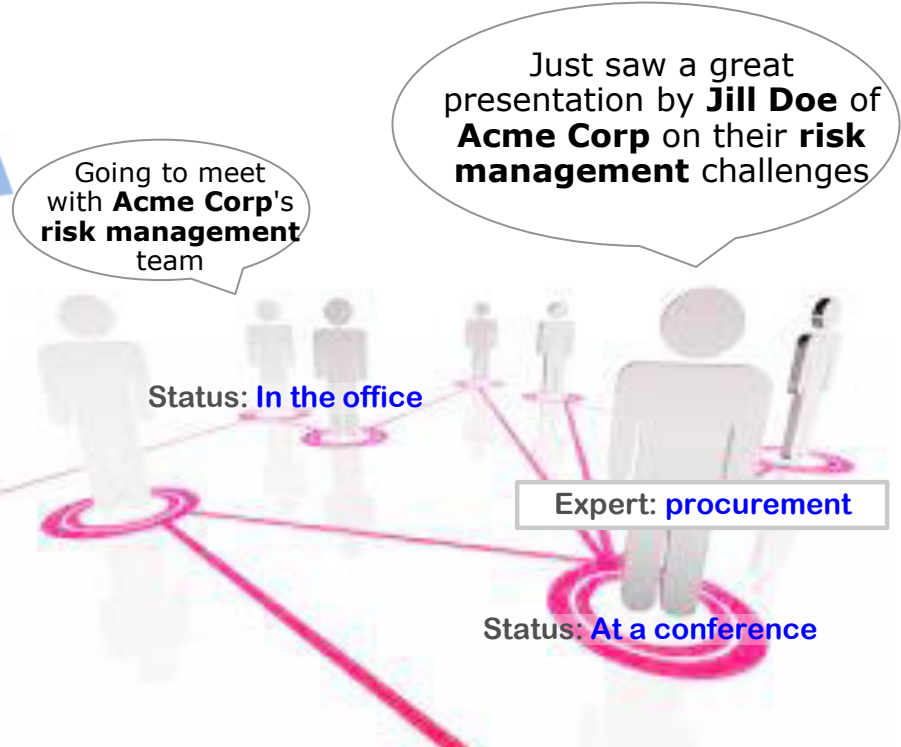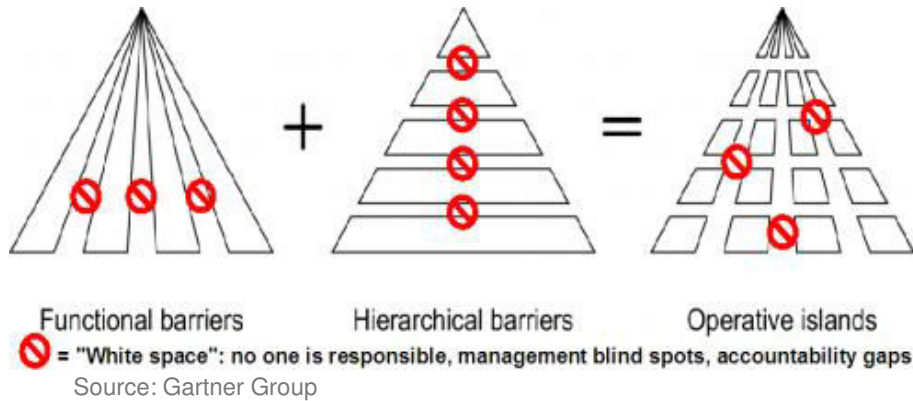
Success comes from changing user behaviour

The right tools <u>and</u> adoption strategy are needed to facilitate & encourage this new behaviour

Going to meet with **Acme Corp**'s **risk management** team

Just saw a great presentation by **Jill Doe** of **Acme Corp** on their **risk management** challenges

Status: In the office

Expert: procurement

Status: At a conference

"*Status updates alone on Facebook amount to more than ten times more words than on all blogs worldwide*" - David Kirkpatrick, *The Facebook Effect*

Based on: IBM Research's General Technology Outlook, 2012

Information Overload: *We need to change behaviour*

Email Model

All Organisations Have Silos
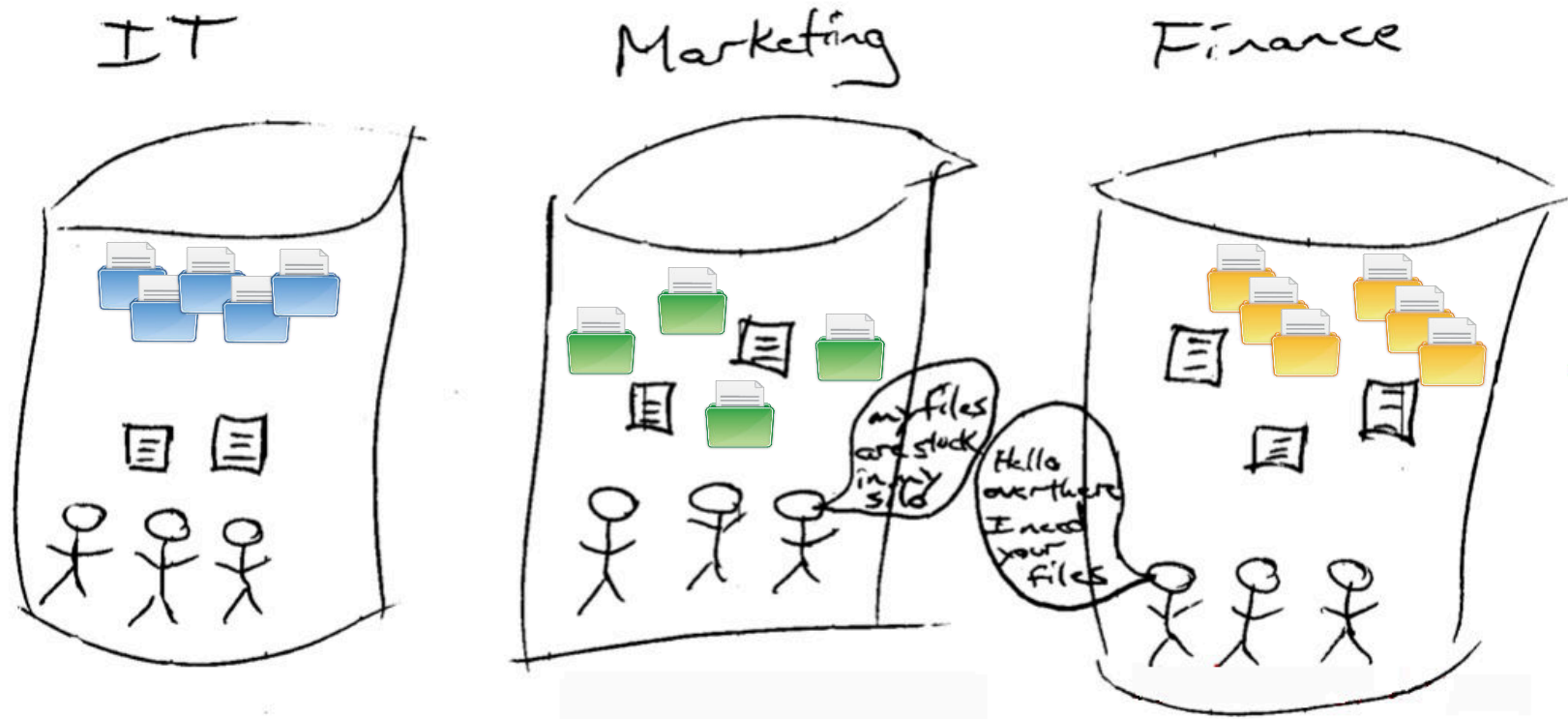
Social Collaboration Empowers Employees to Work Across Them

With a facility for **confidentiality** and access control
Open sharing within controlled groups, with moderation & compliance controls available

Only available to Community Members

Accessed through one aggregated **activity stream** for each user
Keeping them informed what is going across all their networks & communities

Open standards (OpenSocial) facilitate the aggregation of business events into the Activity Stream

Frank submitted the catering order for the Greenwell me

Frank Adams submitted the catering order for the Green Meeting

SAP work order

SAP   Friday at 12:21 PM

Save this | Stop Following

Twitter

Lucille Suarez replied to your Tweet
Thanks for sharing that article, Jas!

Twitter

Friday at 12:21 PM

Jasmine Haj created an activity named Identifying Refere Customers.

Jasmine Haj to identify referencable customers

Aug 23

Simon Vaughan posted a message to the Connec

Simon Vaughan Does anyone have a train their organisation that they can share?

Yesterday at 9:59 AM | - Like

Frank submitted the catering order for the Greenwell meeting   ✕

New Service Order

New catering order for Renovations

Download   **More** ▾

Overview   Categorization   Actions

Edit Order Info | Change History | Transaction History

Description   New catering order for GFS

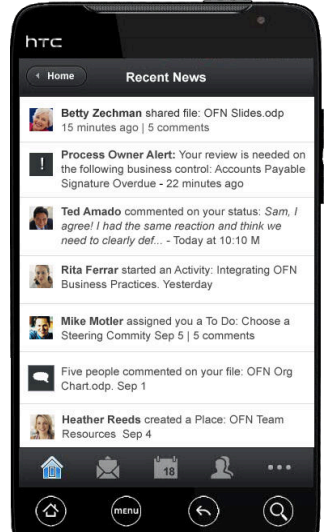Priority/Status   Medium ▾   Open ▾

Component

Product ID   4356

Object

Escalate   Service Order

No Silos:
include multiple internal & external information sources

Anytime, anywhere on any device

Recent News

Betty Zechman shared file: OFN Slides.odp
15 minutes ago | 5 comments

Process Owner Alert: Your review is needed on the following business control: Accounts Payable Signature Overdue - 22 minutes ago

Ted Amado commented on your status: *Sam, I agree! I had the same reaction and think we need to clearly def...* - Today at 10:10 M

Rita Ferrar started an Activity: Integrating OFN Business Practices. Yesterday

Mike Motler assigned you a To Do: Choose a Steering Commity Sep 5 | 5 comments

Five people commented on your file: OFN Org Chart.odp. Sep 1

Heather Reeds created a Place: OFN Team Resources Sep 4

With rich, **embedded experiences** in the activity stream
Keeping the user focussed and productive

- Read, act on your Activity Stream
  - → Repost, Recommend, Comment, ...

- Without switching context - avoid distractions
  - → Keep focused on the work at hand
  - → Reduce switching among applications

- Standards Based (OpenSocial)
  - → Allow business applications to push active Activity Stream updates
  - → Enable workflow actions in context

Mobile access so it is always at your fingertips
Anytime, anywhere, on any device

Either via a Mobile Browser or a Mobile App.
from any Smartphone or Tablet platform

Social Mail

Avoid the distraction of the Inbox

- Lightweight, social messaging
- Simple, elegant web mail & calendar
- Available wherever you browse
- Avoid the distraction of your inbox
- Keep users focused on the work at hand
- Reduce switching among applications
- Help users move to more appropriate tools
- Read, Search, Compose, Act in context...

Although even the email client becomes social

- A simplified, modern, integrated social **user experience**
- **Access** to **existing business applications** through web and social interfaces
- **Mobilise** access with comprehensive device and platform support
- Easy to **integrate, develop and deploy** business applications

All accessible directly from the desktop
Increase adoption by keeping the user in their familiar environment

See it on YouTube: https://www.youtube.com/watch?v=ddROrvT4D1A

Finding the people with the expertise to help through **context**

My Profile | My Network | Directory

Raynes, Gardner
Store Operations Manager, Northeast
Operations
Power Renovations
Boston, MA
617-555-2400
GRAYNES@powerrenovations.com

Edit My Profile

Raynes, Gardner
Working on
Connections Home

Today 11:29 AM

clear | update

Tags

My tags for this profile:

abc

art

artwork

branding

connections

creative

Tags

My tags for this profile:

abc
art
artwork
branding
connections
creative

People Tags

let **Employees** tag subject matter experts and help people with **Questions** find people with the **Answers**

Business Cards

link from **Content** to the **Experts** on it
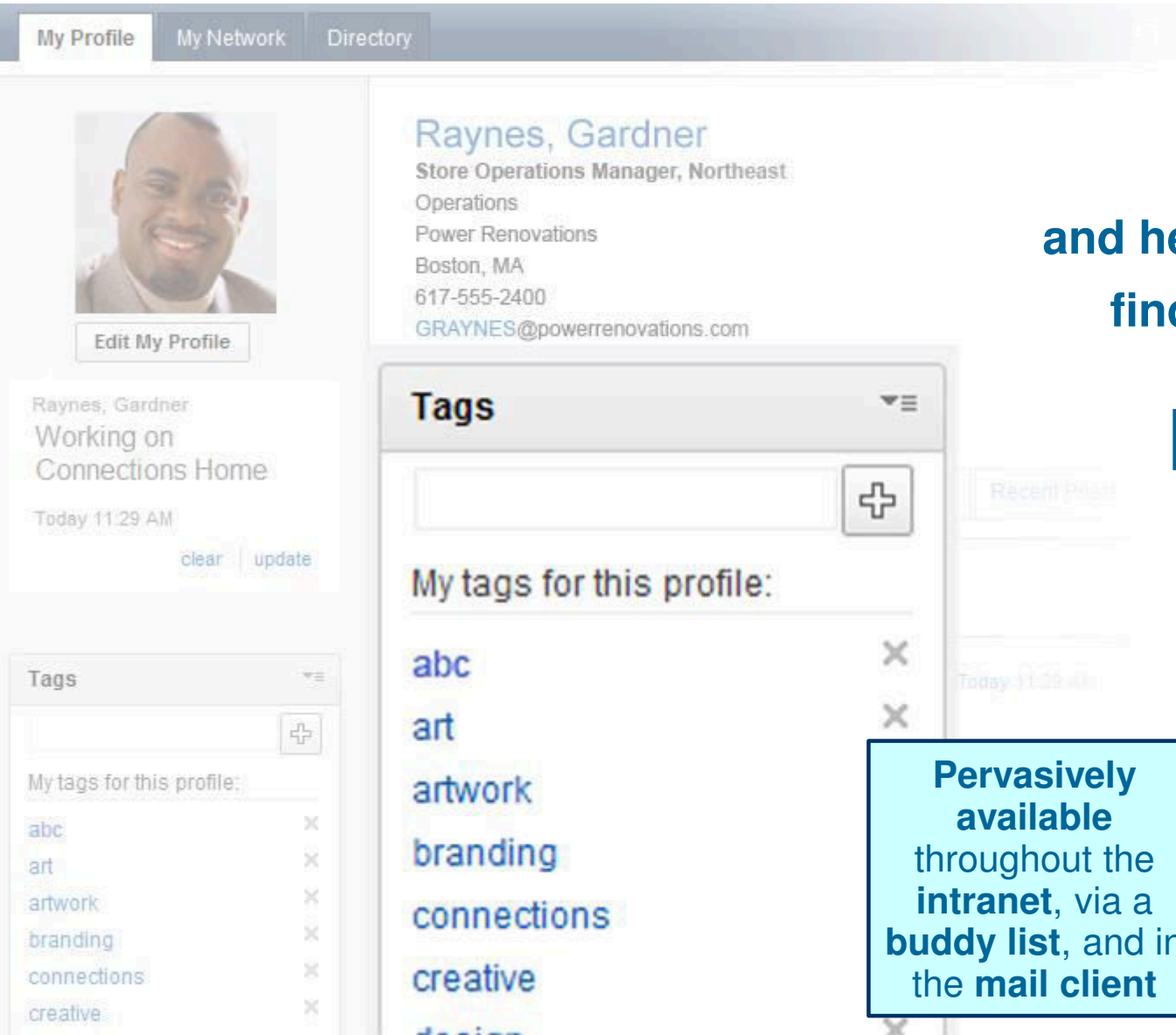
Pervasively available throughout the **intranet**, via a **buddy list**, and in the **mail client**

Blogs | Profile | Activities | Bookmarks | ⨯
Communities | Wikis | Files

Mell, Jon
Social Collaboration Solutions Sales Leader, North East IOT
LONDON Great Britain
44-7920 595530
JMELL@uk.ibm.com

Sametime: Can't chat now, in a meeting

Send e-mail | Chat | More Actions

Find the People you Need through the People you Know

- **Who do they Communicate with a lot?**
- **Who is in the same Communities?**
- **Who is involved with the same Activities?**
- **Who Blogs about the same sort of thing?**
- **Who Tags their Files with the same topics?**
- **Who Bookmarks the same sites?**

Pivot through the business card to explore any users credibility, knowledge and network

Which people have similar interests

Who works closely with them?

Reach colleagues in **real time** via any available mechanism

Easily escalate conversations: *Presence, Chat, Audio Chat, Video Chat, Click to Dial, Multi-way chat, Send Images, Transfer Files, Share Screen, Online Meeting, Audioconference, Videoconference*
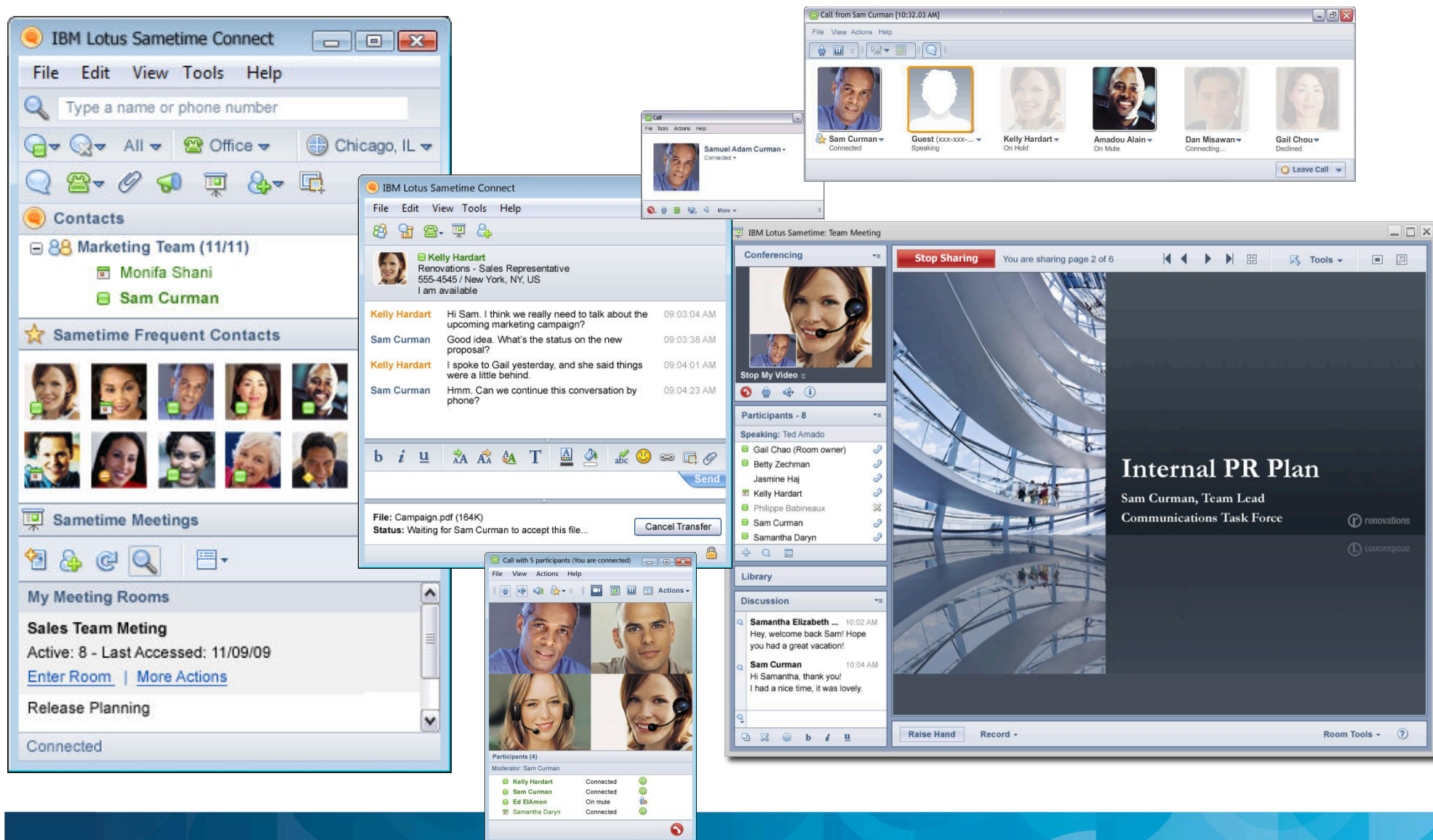
Reach people in real time, **wherever they are working**

Desktop	**Browser**	**Mobile**
Windows, Mac, Linux	**IE, Firefox, Safari**	**iPhone, BlackBerry,**
Microsoft Outlook, IBM Notes	**Mobile Browsers**	**Windows, Android**
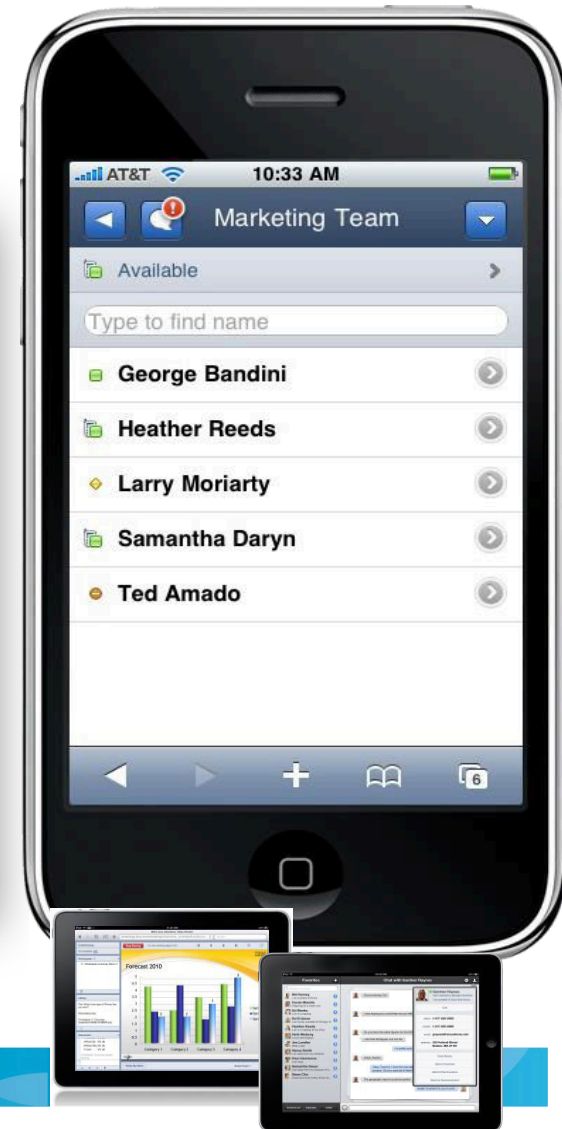
Search across all available content
(including underline external content that others found useful and tagged)

Content Tags

(and Social Bookmarks)
let you share **ideas & content**
across **organisational boundaries**
and find content **beyond the firewall**
while also connecting you to **people**
with similar interests or problems

Discover **Content** in the **Context** of the **People** who can help you to use it
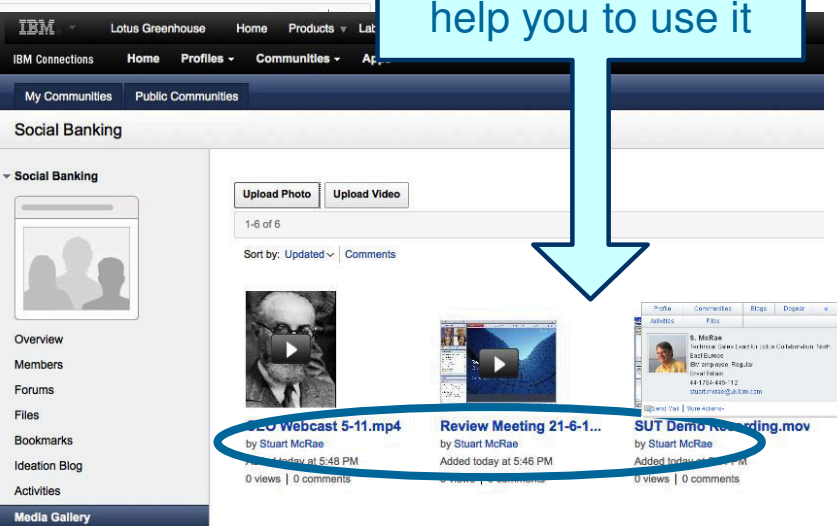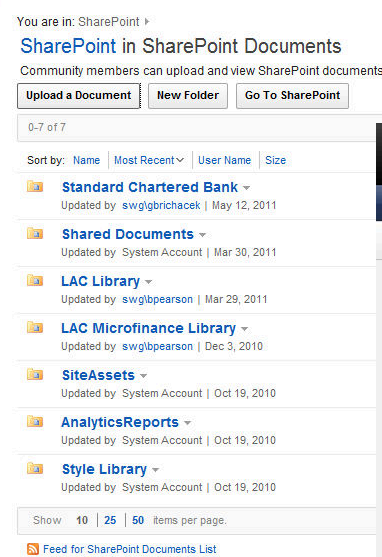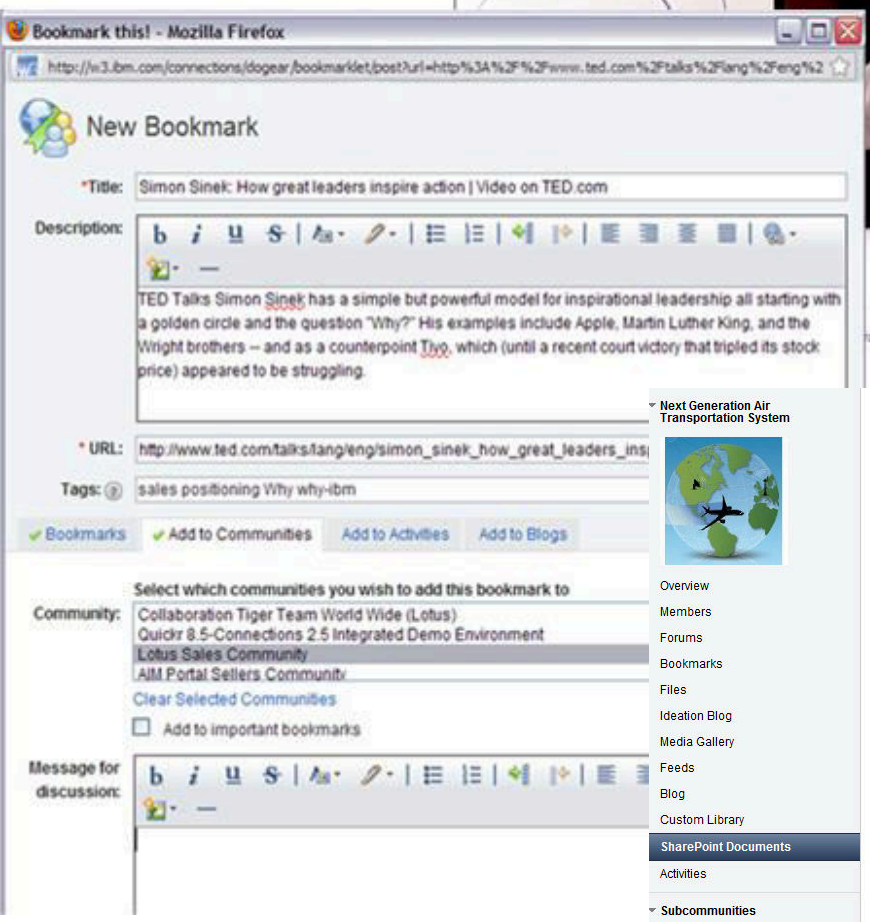
Social file sharing crosses silos while preserving access control
More than just a document library: *adds* <u>**context**</u> *for credibility & discoverability*

What do others think of it?
Who else understands it?
Have they improved it?

Recommendations,
Downloads,
Comments,
Versions,
Sharing,
Folders,
Authors,
Tags.

Not just Share <u>with,</u>
but also Share <u>on,</u>
and Share within
a <u>Community</u>

http://www.youtube.com/watch?v=W5sgSZqsmtA
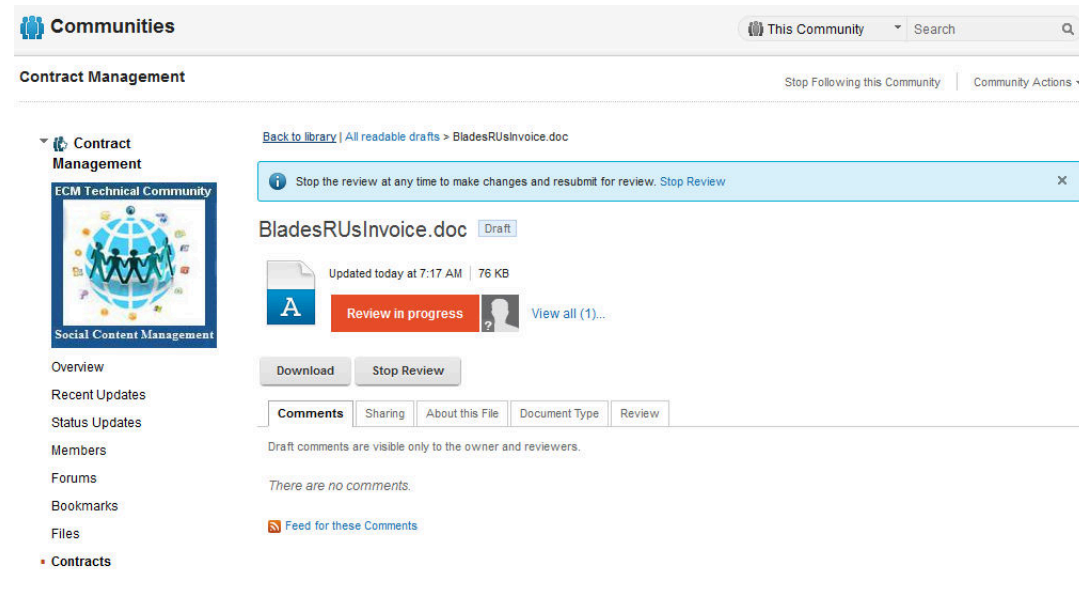
Wrap Social capabilities around Enterprise Content Management
Combining the power of Social Collaboration and Document Management
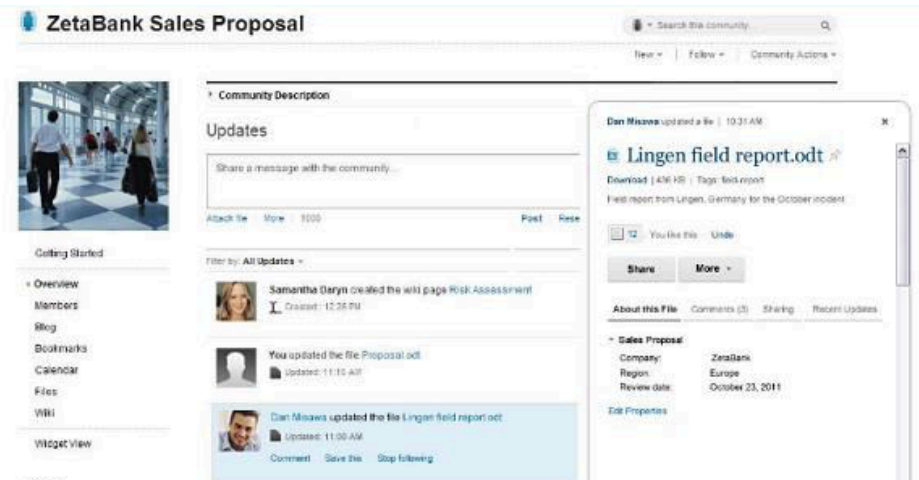
Provides a rich social content and document management experience for any community of users

- Fully integrated social features
  Tags, Likes, Download Count, Following

- Traditional ECM features:
  Check in/out, Approval Routing,
  Nested Folders, Full-Text & Metadata Search,
  Document Types and Metadata

- Updates integrated into the Activity Stream

- Mobile access to enterprise content

- Document workflow and records management

- Document libraries integrated into social search

- Content Management becomes as easy to use as Social Tools

Surfacing Existing Document Libraries in a Social Context

It's not **"Either … Or".**
wrap social sharing capabilities and communities of experts around existing
Content Libraries

Social collaboration around rich document types
Documents, spreadsheets, presentations *not just wikis, blogs, files & activities*

Web-based collaborative editors for creating, sharing and collaboratively authoring word processor documents, spreadsheets and presentations create major new opportunities for better collaboration

More than document editing through a browser:
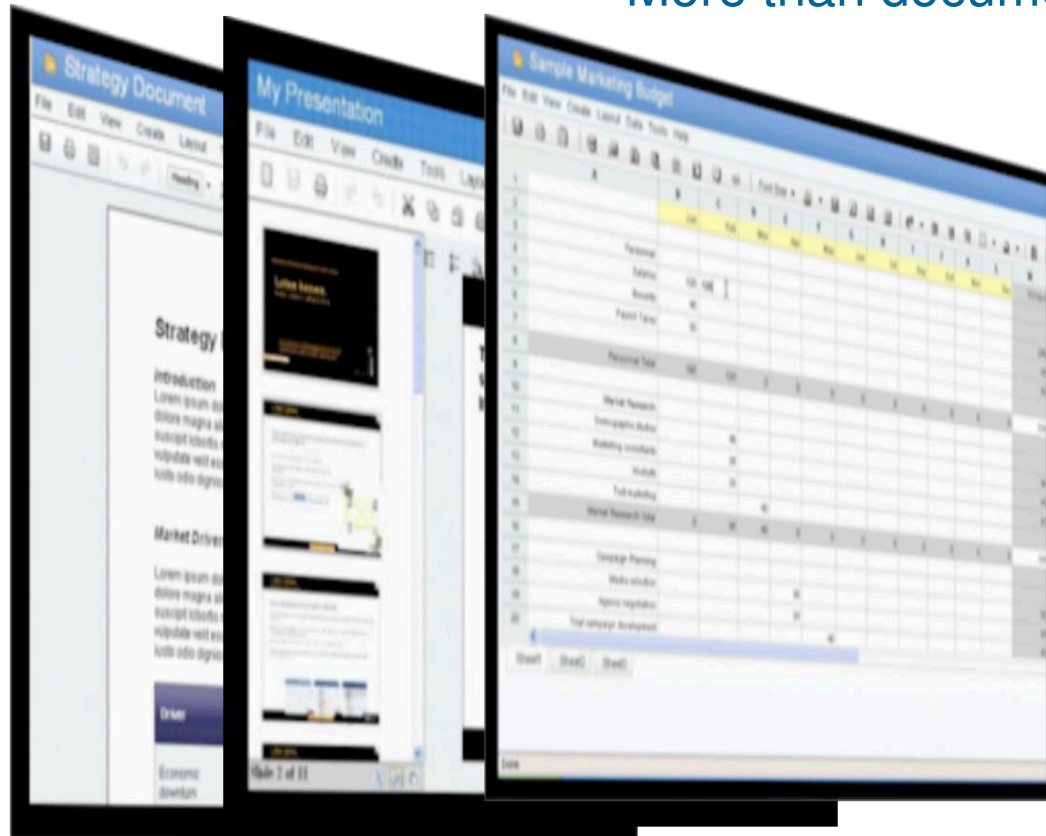
✓ **Real-time co-editing**

✓ **Author presence awareness**

✓ **Commenting & discussions**

✓ **Live sections**

✓ **Revision management**

✓ **Assignment & notifications**

✓ **Task management**

✓ **Attention management**

✓ **Mobile client with offline editing**

Building communities to collect & distill knowledge

Communities

let users with **COMMON INTERESTS** connect themselves across the enterprise - and puts all the **CONTENT** they share into the **CONTEXT** of the **EXPERTS** who can help you to use it

AGGREGATE different people, content types, discussions and activities into one **CONTEXT** where users can easily find it

...providing **ACCESS CONTROL** and **MODERATION**
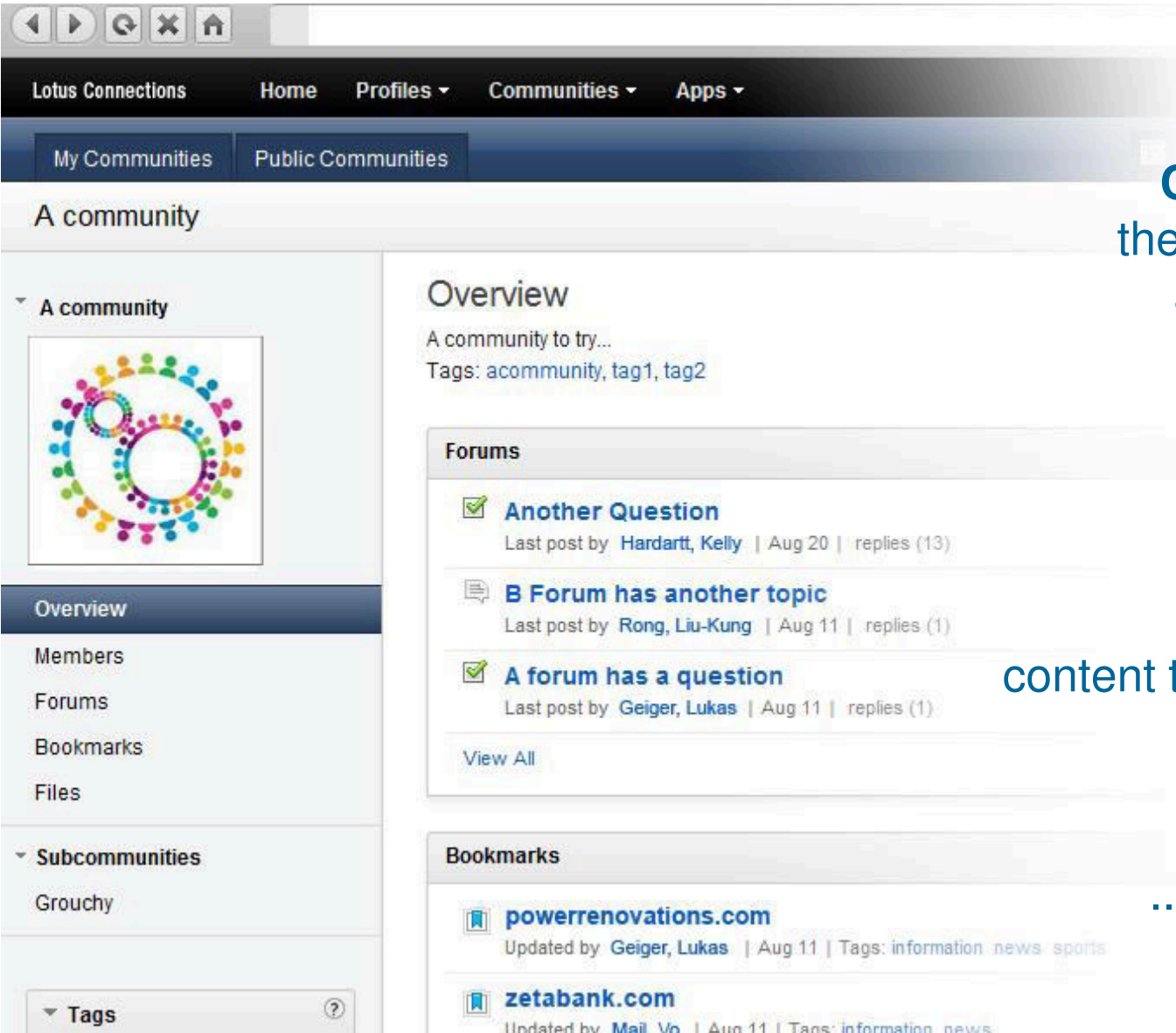
Crowdsourcing innovation
Not just brainstorming ideas … but putting them into action

- **Brainstorm**
- **Comment**
- **Vote**
- **Evaluate**
- **Graduate**
- **Action**

"Social should be more than just a talking shop"

Capture process knowledge into activity templates
Increase productivity by permeating best practices through the organisation

Example: More effective meetings

| IBM Connections | Home | Profiles ▾ | Communities ▾ | Apps ▾ | | Suzanne Livingston | Settings | Feedback | Help | English ▾ | Log Out |

Activities | To Do List | Activity Templates | Recent Updates
🗐 This Template ▾ | Monthly Project Review 🔍

Monthly Project Review - Meeting Logistics Template

Follow this Template | Template Actions ▾

Template Outline

Recent Updates
To Do Items
Trash
▸ Sections

▾ **Members** ⑦
Owners
Muriel Blondin
Public Access
Public (Read Only)

▾ **Tags** ⑦
Find a Tag
tpr
Cloud | List

Activity Goal - This is a model for a repeating monthly meeting projects management I created. Feel free to use it a... [more]

[Start an Activity from this Template]

Display: [≡][≣]

📜 Meeting goal and objectives	Muriel Blondin	Dec 15 2011	More
🖼 Participants	Muriel Blondin	Dec 15 2011	More
🖋 Code of conduct	Muriel Blondin	Dec 15 2011	More
🖼 Presentation format to use	Muriel Blondin	Dec 15 2011	More
📠 Audio brigde used for the Monthly XXXX meeting	Muriel Blondin	Dec 15 2011	📷 More
🖥 Web meeting details used for the Monthly XXXX meeting	Muriel Blondin	Dec 15 2011	📷 More
▾ **Agendas**			
📅 January Agenda - Monthly XXX Review	Muriel Blondin	Dec 15 2011	More
▾ **Actions / Minutes**			
📄 January Actions and minutes- Monthly XXXX Review	Muriel Blondin	Dec 15 2011	More
☐ To do item in ref of the minutes	Muriel Blondin	Dec 15 2011	More

Making Social Collaboration more than just a talking shop
✓ Getting things done in a social way
✓ Create ad hoc activities for all your tasks & share them with others involved
✓ Assign To Do items to yourself & others and track their process
✓ Aggregate your To Do list & Recent Updates across all your tasks
✓ Collect notes, links, documents for a task in one place to access & share

Use internal social collaboration to manage external conversations

… populate your web site with **Moderated Content** from INTERNAL **COMMUNITIES**

…while **Customer Content** is discussed safely **behind the firewall**

With the compliance controls you need

- **Open APIs to integrate with common Compliance & eDiscovery solutions**
  - Separate Instant Messaging, E-mail, Social Content solutions do not make sense
  - Separate approaches for IBM solutions, Microsoft solution, etc., do not make sense

- **Example: IBM Content Collector for IBM Connections**
  - Archiving of files, wikis, blogs, forums, profiles, activities for use by IBM eDiscovery Manager

- **Example: Partnership with actiance®**

  - Experienced in Financial Services industries

  - Compliance Value Proposition
    - Avoid sanctions, expedite eDiscovery, keep watch, reduce costs

  - Support for IBM Sametime & IBM Connections
    (as well as Microsoft SharePoint & Lync, Cisco Unified Presence, etc.)
    - Real time content monitoring & alerting
    - Full audit trails
    - Tamper proof archiving
    - Policy settings at Company, Group, User level

Social Analytics enable recommendations
Bring things people should know to their attention, based on their networks & content

Recommendations
- **IT Professionals** ×
  - 1 related person
- **Social Marketing Community** ×
  - 4 related people
- **Sales Room** ×
  - 1 related tags
  - 5 related people

Previous   Next

• **Status Updates**

▼ Trending ⑦
all app blue **connections**
connections-mail **feedback**
file first following **forum** go-to
help **mail** next opportunity
page status swg team **test**
video was

Do You Know ≡
Samantha Daryn

[Invite to connect]   Remove

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

Things in Common ≡
▼ **Communities (3)**
Better Living
Project Planning
Greenwell Product La...

▼ **Discussions (2)**
What is the project ...
Feedback on new mark...

Who Connects Us? ≡
You
↓
Frank Adams
↓
Samantha Daryn

▼ How are you and Frank Adams connected
- You are colleagues
- You share 3 activities
- You co-edited a wiki
- You shared a file with Frank Adams
- Frank Adams shared a file with you
- You share a forum thread

▼ How are Frank Adams and Samantha Daryn connected
- They are colleagues
- They share an activity
- They share a forum thread

Social Analytics to measure community vitality and system usage

- **Reports & dashboard to monitor community vitality**
- **Comprehensive metrics for all use of services & page views**
- **For use by:**
  - Business Owners
  - IT Owners
  - Community Owners
- **Flexible drill down & data slicing**
- **Extensibility**
- **Customise reports**

Participation

Leaders need to know how many people contribute and consume content in the community. Participation metrics answer questions like, "How many wiki pages were created in the past year?"

● Number of visits   View table

For each segment (day, week, month, or year) of the selected time period, displays the number of visits to this community, including anonymous users and repeat visitors.
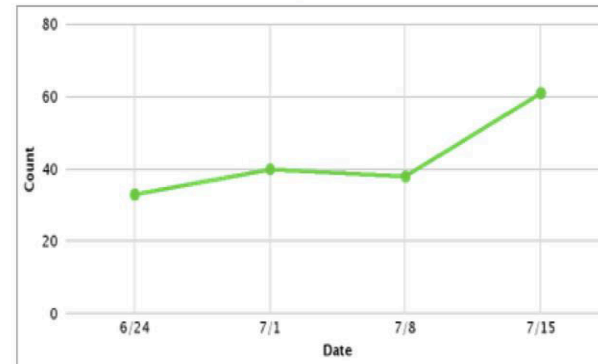
Metric	Total	Max
Number of visits	172	--
Number of unique contributors	--	6
Number of new updates	71	--
Number of unique people following the community	--	0

View More

Content

Leaders need to know about the content that is shared in the community and the type of value it brings to members. Content metrics answer questions like, "Which content do members value most?"

■ Most active content   View more detail

For the selected time period, displays content in this community ranked by usage, based on visits, content creation, follows, Likes, comments, and replies.
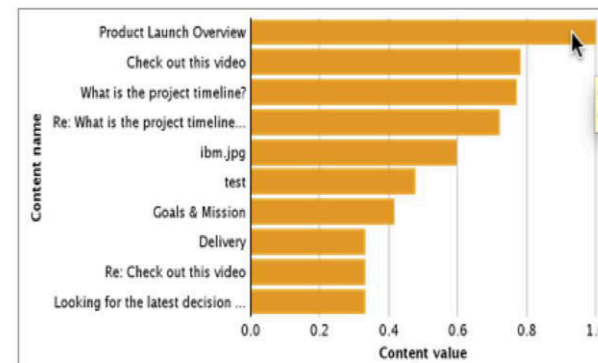
Metric	Total
Most active content	--

View More

Content name = Product Launch Overview
Content value = 1

Social Collaboration is about more than Social Applications
*It's all about __integration__ of existing **Collaboration**, **Content Repositories,** etc.*

Mobile

Browser

Desktop

Social Collaboration Layer
(Social Intranet)
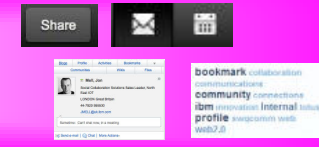
Public
Internet

Business
Apps

ERP,
BPM,
Web
Apps,
Workflow,
etc.

Team
Spaces

Profiles
Wikis
Blogs
Media
Activities
Search
Ideation
Community

ECM

WCM

Unified
Comms

Presence,
IM,
Audio,
Video,
Meetings,
Telephony

E-Mail

Social businesses need to drive **adoption** to achieve business value

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**

Social Business Strategy

Drivers for Use

Organisational Strategy
Corporate Culture
Community Building
Business Processes
Personal Productivity
Viral Adoption

TOP **10** Best Practices for Social Business **Adoption**

Create a New Way of Working
1. Integrate into Processes & Flows for business outcomes
2. Customize the Experience
3. Governance, policy, and communications
4. Hire Community Managers and Social Job Roles

Launch
5. Leaders Show the Way
6. Evangelize and Enable Employees

Engage
7. Motivate and Engage
8. Reverse Mentor your Leaders
9. Raise an Internal Brand Army
10. Show Metrics & Value

© 2013 IBM

IBM

Adoption Plan

IBM is recognised as the industry leader in Social Business

IDC
Analyze the Future
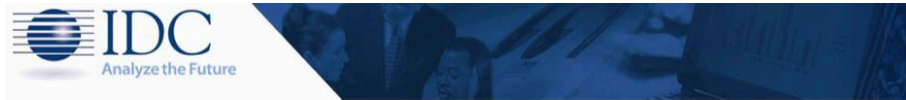
MARKET ANALYSIS

Worldwide Enterprise Social Software 2013–2017 Forecast and 2012 Vendor Shares: From ESS to ESN

Vanessa Thompson

Worldwide Enterprise Social Software Revenue by Vendor, 2010–2012 ($M)

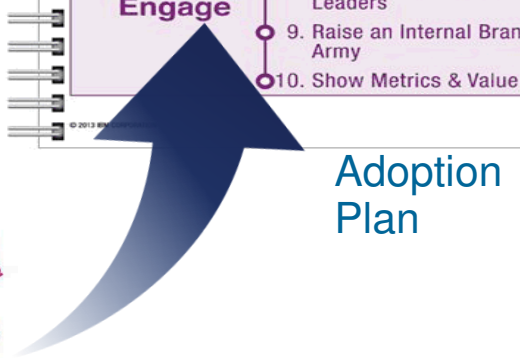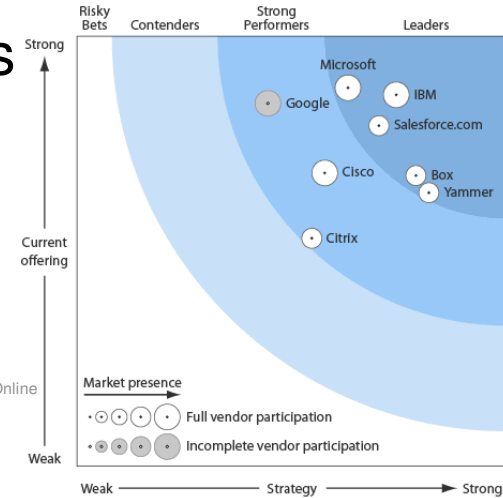|	2010	2011	2012	2012 Share (%)	2011–2012 Growth (%)
IBM	60.2	105.4	142.7	14.2	35.4

The Forrester Wave: Cloud Strategies of Online Collaboration Software Vendors 3Q 2012
Forrester Research Inc, Aug 2012

IBM Platform for Social Business

IBM Connections Suite	IBM Social Analytics	IBM Social Content Management	IBM WebSphere Portal family

Industry Leader in Worldwide Enterprise Social Software Platforms, ranked #1 by IDC for four years running

Industry Leader in Business Analytics, ranked #1 for Strategy & Capabilities in IDC's Global MarketSpace for Business Analytics IT Consulting & Systems Integration report 2012

Industry Leader in Enterprise Content Management, according to Gartner "the largest ECM vendor in terms of market share and total content revenue" leading in both vision & ability to Execute

Industry Leader in Horizontal Portals, residing in the Leadership category in the Gartner Magic Quadrant every year since it was created

Industry Leader in Cloud Strategies for Online Collaboration Software Vendors according to Forrester Wave in 2012

Deployment Choice: Software as a Service – Hosted Private Cloud – On Premises – Hybrid

IBM has a proven track record of delivering results for industry leaders

- **Benefit from our experience with leaders – Working with more than 60% of the world's Fortune 100 companies**

- **Exceptional web experiences for employees and customers created with:**

8	12	500
of the top 10 banks and retailers	of the largest telcos	governments covering all G8 nations

Industry Leader in Social Software Platforms, ranked #1 by IDC for four years running (and more than twice the size of the nearest competitor)
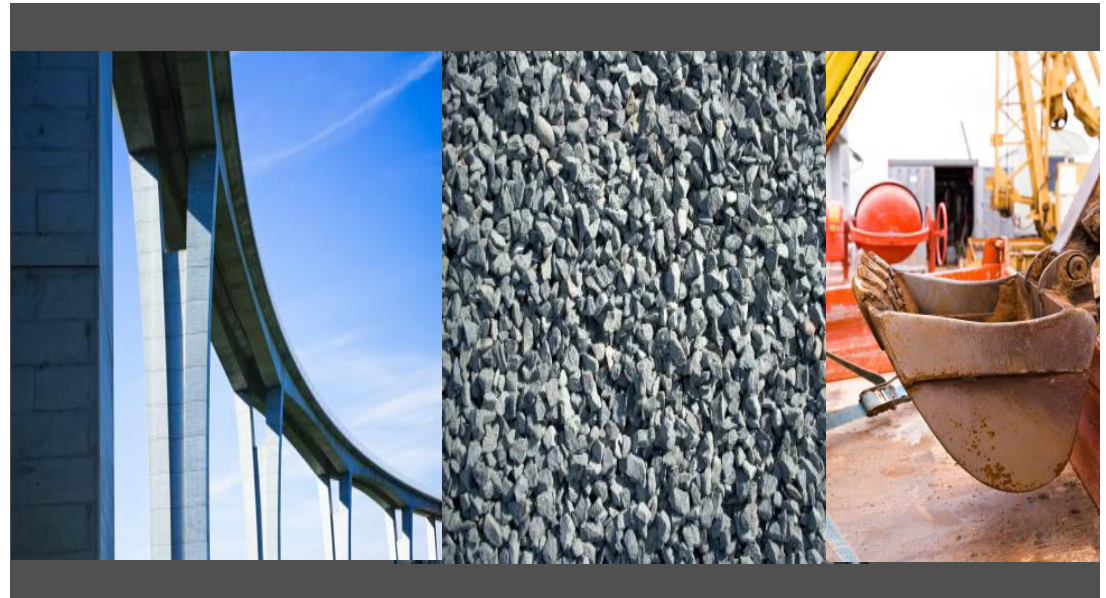
Cemex redefined their **product development process** through a new collaborative initiative called "Shift"

Creating a smarter workforce

1/3

Reduction time of new product development

A social business transforms product
and service innovation through
global collaboration

CEMEX

TD Bank Group impoved its internal teaming and its customer service across geographic & organizational barriers, by integrating social business solutions into their **operations** processes

Creating a smarter workforce

Improved customer service and employee communication

Reduced e-mail by up to 25%, shortened on-boarding time by 50%, eliminated unnecessary travel and meetings expenses, and created new channels for engaging customers.

"TD Bank is committed to weaving social networking into everything we do and how we do it."

— Wendy Arnott, Vice President of Social Media and Digital Communications, TD Bank Group

Lowes demonstrate the ROI of Social Business

DachisGroup

Approaching work with a **collaborative mindset** means we are **constantly connected** to our ecosystem of employees, partners and clients.

SUBSCRIBE VIA RSS OR EMAIL | DOWNLOAD FACT SHEET

Serendipity Happens… to Deliver Million$

Posted on September 30th, 2011 By Susan Scrupski

As the world turns… social, expect to be surprised by the fruits of serendipity. When large workforces embrace working socially, or as I love to call it – in "socialworking" mode, they discover new ways of solving problems and creating opportunities. Insights are revealed in the fluid web of connections and sharing. We've seen a dramatic mood swing toward all things social this year. Even the naysayers have been touting the benefits of working socially recently.

I wanted to take the opportunity to highlight just one example of how working in a truly social organization delivers benefits that could never have been predicted in an executive conference room undergoing the scrutiny of a hard-core ROI analysis.

The Million Dollar Cry for Help

This vignette comes from our member Andrew Carusone at Lowe's Companies, Inc. who told the story at our workshop this summer. Lowe's on-boarded 100% of its employee base to its collaborative platform, IBM Connections last year. That's every executive, store manager, retail clerk, and stock boy on the payroll. The entire Lowe's workforce of 289,000 employees have

Susan Scrupski Susan has been analyzing the technology market for 20 years. Her interests are in workforce collaboration and the extended enterprise. Susan is a leading voice on social collaboration trends and supports council members in their efforts to evangelize social business in their own organizations.

Bio | Twitter | Blog | Linked In

Recent Posts

http://www.dachisgroup.com/2011/09/serendipity-happens-to-deliver-million/

Bayer MaterialScience drives widespread adoption to achieve real value

http://onforb.es/LaLDj5

Forbes ▾   **Real Time** +26 posts this hour

> De Ruwe's has been able to get 66% of Bayer Material Science employees using the whole platform on a regular basis.

TECH | 5/28/2012 @ 12:53PM | 5,621 views

Ironically, people are talking again

They find experts faster and more efficiently

Employees share a lot more information –
"It's Culture Changing"

One place where knowledge and people can connect

The Power of the crowd

Executives are more accessible

How this CIO Helped Bayer Become Social

14 comments, 12 called-out   **+ Comment now**

Every time I see another article about how CIOs are wasting their time participating in social media, I'm frequently reminded of one of my favorite Mark Twain quotes, "The man with a new idea is a crank until the idea succeeds."

And succeed they have. Take Bayer's MaterialScience CIO Kurt De Ruwe, who tells me that introducing social technologies into Bayer has created an irreversible movement: "You can't stop it. Once you make it available to people on the right platform the magic happens. The users are driving adoption, creating value and they are much happier. All in all it's inexpensive to run and the impact it has on the organization, though difficult to quantify in numbers, is huge."

Omron's social intranet experience improves productivity & collaboration

- **Manufacturer of control equipment, factory automation systems, electronic components, automotive electronics, ticket vending machines and medical equipment**

- Employees where looking for info to do their jobs, wanted a better way to collaborate

- Consolidated databases, Cognos, ERP (JDE), CRM (Relavis), social networking into one user experience

- New global intranet that supports collaboration (e.g. find experts) and enhanced productivity (e.g., sales better prepared for customer meetings)

"Our ultimate goal was not just knowledge transfer from one employee to another but to transfer organizational knowledge and expertise to the customer as quickly as possible" Michel Min, strategic communication and e-marketing manager, Omron Europe

IBM's journey to transform itself into a Social Business

Organize Key Content

Broadcast Information

Find Information

Find Experts

Share Knowledge

Ask and Answer Questions

IBM Internal Social Business Story

- 1997: Recommends that its employees get out onto the Internet – at a time when many companies were seeking to restrict their employees' Internet access
- 2005: Makes a strategic decision to encourage IBMers to participate in the blogosphere
- 2007: Launches Connections, its own enterprise social networking platform
- 2008: Introduces social computing guidelines to encompass virtual worlds & sharing of rich media
- 2009: Opens IBM Center for Social Software to help IBM's global network of researchers collaborate with corporate residents, university students and faculty

IBM Employee Social Media Usage

- 75% IBMers use w3 (IBM intranet) every day
- 1m daily page views of internal wikis
- 17,000 individual blogs
- 198,000 IBMers on Facebook
- 25,000 tweeters
- 300,000 LinkedIn (most in world)
- 15m downloads of employee-made podcasts
- 380k sametime users
- 400,000 employee profiles on IBM Connections, IBM's social networking initiative allowing employees to share status updates, collaborate on wikis, blogs and activities, share files.

IBM now advise their clients from a 'having been there / having done it' perspective

For More Information

Proven Social Business Patterns for Success
- http://bit.ly/socialpatterns

Evolution of the Social Business (Business Computing World)
- http://www.businesscomputingworld.co.uk/evolution-of-the-social-business/

IBM's Social Business home page
- http://www.ibm.com/socialbusiness

Video Case Studies around Social Business
- http://www.ibm.com/software/collaboration/videos

IBM 2012 Global CEO Study
- http://ibm.co/TW0a9b "Leading through Connections"

The Business of Social Business: What Works and How It's Done
- http://ibm.co/WYVTW4 (IBM Institute of Business Value)

Becoming a Social Business Community on the IBM web site
- http://ibm.co/adoptsocial

Social Media and Business Process Management
- http://ibm.co/SX91qt

IBM Social Business Insights Blog
- http://ibm.com/blogs/socialbusiness

IBM's Social Computing Guidelines
- http://www.ibm.com/blogs/zz/en/guidelines.html

IBM's Own Social Business Transformation Story (by IDC)
- http://ibm.co/NxpP52

Thank You.

Stuart McRae

Executive Collaboration & Social Business Evangelist
IBM Collaboration Solutions

ibm.co/smcrae

stuart.mcrae@uk.ibm.com
www.twitter.com/smcrae
www.linkedin.com/in/stuartmcrae
www.facebook.com/sjmcrae
www.smcrae.com

IBM

SocialBusiness