

# Lotus knows.

Smarter software for a Smarter Planet.

## Bridging the Digital Divide: Demonstrating Enterprise Social Software

**Andy Porter** | Senior Technology Advocate

**Steve Cogan** | Lotus Connections Product Leader, UKI



## Agenda

- Introductions
- What is the Digital Divide?
- What is Enterprise Social Software?
- Digital Natives – Demo - Steve
- Digital Immigrants – Demo - Andy
- Summary
- Questions

## Andy

Porter, A (Andy)

Senior Technology Advocate,

WPLC Software

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LCTY 2010 Presentation

I am available @ IBM Barnes




[Blogs](#) [Profiles](#) [Activities](#) [Bookmarks](#) [Communities](#)

## Steve

Lotus. Connections Home Profiles Communities Blogs Bookmarks Activities Files Wikis

Profiles Home My Profile Edit My Profile



(no status set)

**Tags**

Tagged by 12 people

- blogger 2
- blogging 1
- blueiq 4

### Cogan, Steve

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## The Digital Divide

- Originally – described the haves and have nots
  - Have computers and the internet or don't
- Now I use it to refer to the divide between digital natives and digital immigrants

## I have a web presence. Am I a native?

The screenshot shows a user profile for 'Andy' on the 'Friends Reunited' website. The header includes navigation links: Home, Profile, Places, Groups, Friends (with a '2 new' badge), and Mail. A search bar is set to 'People'. The profile name is 'Andy's homepage' with a welcome message: 'Welcome back Andy. Here's what's been going on since you last visited...'. On the left, there is a profile picture of a man with glasses and a 'Update your profile' button. The main content area has several sections: 1. 'Update your profile with your latest news' with a text input field containing 'e.g. "Got promoted" or "Off on holiday soon!"' and an 'Update' button. 2. 'Add your latest news below' with a placeholder icon. 3. 'Things you need to do' showing '2 friend requests Who wants to be friends?'. 4. 'Latest news from my friends' featuring a post by 'Cali Clarke' dated '03/03/2010' about a building project. 5. 'Latest news from members at my places' featuring a post by 'Dave Dearness' dated '25/03/2010' about joining a school.

## I have a web presence. Am I a native?

The image shows a composite screenshot. In the background, a Facebook profile for 'Andy's home' is visible, with a navigation bar containing 'Home' and 'Profile', a search bar, and a 'Update your profile' button. Overlaid on this is a Myspace profile for 'Mr Ports'. The Myspace profile includes a navigation bar with 'Home', 'Browse', 'Find People', 'Music', 'Video', and 'Games'. The profile content features a profile picture of a man with glasses playing an acoustic guitar, a bio stating 'Mr Ports at your service', 'Male', '42 years old', 'London', 'United Kingdom', and 'Last Login: 07/01/2010'. Below the bio are mood and activity options: 'Mood: enlightened 😊' and 'View My: Pics | Playlists'. To the right of the Myspace profile, a portion of the Facebook profile is visible, showing a search bar with 'People' selected, an 'Update' button, and some text including 'landscaping, decorating,' and dates '03/03/2010' and '25/03/2010'.

## I have a web presence. Am I a native?

**Friend Reunions**  
Home Profile  
Andy's home  
Welcome back Andy.

**myspace**  
Home Bro  
**Mr Porter**  
Mr Ports

**slideshare**  
present yourself  
HOME BUSINESS CHANNELS EVENTS BROWSE UPLOAD

**Are you single?** My name is Markus and I created Plentyof free and we generate about 800,000 relationships a year. 1 professionals and users who are serious about meeting someone you may as well join us, we have millions of people. You aren't going to meet anyone trolling bars or supermarkets.

**Andy Porter** Presentations Documents

Welcome back, Andy Porter! (Edit profile)  
Your profile is 93% complete.

**Username mrports**  
Post on wall  
Private message

**Name** Andy Porter  
**Location** London, United Kingdom  
**Work** Technology Advocate at IBM

**Presentations (2)** Edit uploads

- Lotus Collaboration Update 2008**  
3 years ago, 2556 views  
Edit
- The Problem with eMail**  
3 years ago, 2587 views  
Edit



## I have a web presence. Am I a native?

The image shows a collage of three social media profiles. On the left is a FriendReun profile for Andy Porter, with a 'Home' tab selected and a 'Welcome back Andy.' message. In the middle is a Myspace profile for Mr Porter, featuring a photo of him playing a guitar and a 'Mood: enlight' status. On the right is a LinkedIn profile for Andy Porter, a Senior Technology Advocate at IBM, with a detailed work history and 251 connections.

**FriendReun Profile:**  
Home Profile  
Andy's home  
Welcome back Andy.  
Update your profile

**Myspace Profile:**  
Home Browse  
Mr Porter  
Mr Ports  
Mood: enlight  
View My Pictures

**LinkedIn Profile:**  
Home Profile Contacts Groups Jobs Inbox More...  
Search Optimization \$325M - Want Top Website Rank? Professional Certified  
Edit My Profile View My Profile  
Andy Porter [Edit]  
Senior Technology Advocate at IBM [Edit]  
United Kingdom [Edit] | Computer Software [Edit]  
What are you working on?  
Current: Senior Technology Advocate at IBM [Edit] Add Current Position  
Past: Principle Support Analyst at Lotus Development, Technical Support Analyst at Associated Newspapers, Software Engineer at CCAT Ltd  
Education: Applied Quantum Philosophy  
Recommended: 3 people have recommended you  
Connections: 251 connections  
Websites: My Website [Edit]  
Twitter: None Add Twitter account  
Public Profile: http://uk.linkedin.com/pub/andy-porter/1/a50/89 [Edit]

## I have a web presence. Am I a native?

The image is a collage of several web profiles and social media pages for Andy Porter. On the left, there's a Myspace profile with a blue header and a photo of Andy. In the center, there's a LinkedIn profile with a blue header and a photo of Andy. On the right, there's a Facebook profile with a blue header and a photo of Andy. The profiles show various details like name, location, work, and social connections.

## I have a web presence. Am I a native?

The collage displays several web profiles for Andy Port:

- Friend Reunion:** A website with a navigation bar (Home, Profile) and a welcome message: "Welcome back Andy." It features a photo of Andy Port and a "Update your profile" button.
- Myspace:** A profile for "Mr Ports" with a bio: "Mr Ports". It includes a photo of Andy Port playing a guitar and a "Mood: enlight" status.
- LinkedIn:** A profile for "Andy Port" with a bio: "Senior Tech United King". It shows a "Welcome back" message and a "Your profile is 93%" indicator.
- Facebook:** A profile for "Andy Port" with a bio: "Senior Tech United King". It shows a "Welcome back" message and a "Your profile is 93%" indicator.
- Twitter:** A profile for "mrports" with a bio: "Bio Collaboration and Social Software Advocate at IBM Lotus. Wife, 1 kid and 2 cats. Guitar in a band. Geek." It shows a "Lost phone. Cancelled SIM. Blocked phone. Ordered replacement. Found old phone, Typical :-{" tweet and a "MrPorts is under new managment" tweet.

## I have a web presence. Am I a native?

# PortsThoughts

www.mrports.com



[Home](#) [About Mr Ports](#) [Contact Mr Ports](#) [Mr Ports Links](#) [Mr Ports Twitterings](#)

→ → ~~SUN~~ SUNDAY, MARCH 21, 2010

### Samsung Android phone does not work with Samsung software

Yesterday I wasted half a day trying to figure out why my brand new [Samsung Galaxy Portal](#) (called a Spica in the rest of Europe or the GT-15700 for the geeks) phone would not connect to the software provided with it called New PC Studio. It turns out that for the software to detect the device as being a phone you need to go (in Android) into Settings / Applications / Development and enable USB Debugging. Hardly intuitive. Even with the software recognising the phone, most of the basic functionality is not supported - I'm talking little things like syncing contacts and uploading or downloading media such as photos. The only thing that is supported is "Update Device".

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## If you are over 25 you are Old!



“What's the difference between that and a gramophone?”  
“About 30 years and a plastic cover to you chief”

## That's worse than Logan's Run!



## Digital Native vs. Immigrant

- Natives grew up with
  - Mobile Devices/Phones
  - Internet Access
  - Always on Broadband
  - World Wide Web
  - Social Sites
  - Real time Presence Awareness
- Natives Expect
  - Access from any device
  - “River of Knowledge” style notifications
  - Mashups
- Immigrants grew up with
  - Traditional Applications
    - LOB
    - Email
    - Teamrooms
  - Slow Networking
  - Face to Face meetings
  - Pen Pals
- Immigrants often
  - Misunderstand tools
  - Want Email notifications
  - Worry about abuse
  - More wary of privacy and disclosure



- According to research by media regulator Ofcom, the survey found that 25 per cent of eight to 12-year-olds surveyed have a social networking profile.
- [http://www.theregister.co.uk/2010/03/29/social\\_networking\\_survey/](http://www.theregister.co.uk/2010/03/29/social_networking_survey/)
- Like it or not Social Networking is already here.



## Organisations must embrace both communities

- The traditional users have the experience, wisdom and knowledge
- The new comers bring innovation, fresh ideas, vigor

## What is Enterprise Social Software?

- The Mind is not a vessel to be filled. It is a fire to be lighted - Plutarch

## What is Enterprise Social Software

- Social Software is all about People
- It is not seeking to replace the Internet offerings – that are already here
- However, it provides these types of social application but with
  - Control within your organisation
  - Security
  - Integration
  - Extensibility into LOB application
  - Identity
- If organisations don't provide these tools within the workplace then users will simply use the uncontrolled external sites
- It enables you to mine the collective wisdom of your organisation
- It simplifies expertise location
- Allows you to find out interesting stuff about people

## It is only through social software that I discovered ...



## Digital Native Demo - Steve



## Digital Native Demo - Steve



## What we've seen

- Notifications
- Profiles
- Tagging
- Social Bookmarking
- Communities
- Blogs
- Wikis
- Activities
- Social File Sharing

## Digital Immigrant Demo - Andy





## Digital Immigrant Demo - Andy



## What we've seen

- From my Mail Client ...
- Expertise Location in Context
- Access Connections
- Organized File Sharing
- Import from Productivity tools into Team Space

## Shades of Grey

- Of course things are not necessarily as black and white as I have painted them
- Any individual can very much have a hybrid approach
- The important thing is that both approaches are being served by the same infrastructure

## What you have seen

- Lotus Connections 2.5
- Lotus Sametime 8.5
- Lotus Notes 8.5.2
- Lotus Quickr 8.5
- Lotus Symphony 3.0

## Thanks For Your Time

Andy

- [ports@uk.ibm.com](mailto:ports@uk.ibm.com)
- <http://www.mrports.com/>
- <http://twitter.com/mrports>

- Steve
- [steve.cogan@uk.ibm.com](mailto:steve.cogan@uk.ibm.com)
- <https://www-950.ibm.com/blogs/KSP/>
- <http://twitter.com/stevecogan>

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