# IBM Connections: A business partner's perspective

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## So, who am I?

- David Peacock
  - Find me on Twitter, LinkedIn, Google+, Skype, Facebook, Quora, etc., etc.
  - *Oh, no! Yet-Another-Social-Media/Business-Evangelist…!*
  - Please, don't despair…
  - I'm actually…
  - **Head of Service Delivery at Portal**
    - Deliver projects, solutions and manage our customer relationships
    - Work at the coal-face with customers; often line-of-business, certainly not always IT

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# What am I going to talk about?

- Observations
  - engaging with customers with "Social Business" or "Enterprise Social Networks"
- Overviews
  - of how we and a couple of our customers benefit from Connections
- Connections 4
  - and what's appealing about some of the features in Connections 4

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# Observations from the field, #2

- The Tooling versus Behaviour
    - "Social is all about people", or is it?
    - The business value is in *sharing*
    - Teams that are already collaborating might not be your best initial adoption targets
    - Users are often reluctant to invest their efforts & 'intellectual property' into something that's called a 'pilot' or 'trial'
    - "Deploy And They Will Come" generally doesn't work
    - which leads me down the cow path…..

# Observations from the field, #3

- Don't just "pave the cow paths"
  - Don't just map current ways of working to your proposed solution just because it may be quicker
  - In simply paving the cow paths and ignoring the highways, we do a disservice to our customers, and potentially deliver less value
  - Enterprise Social Networks can define more effective and efficient highways
  - Enterprise Social Networks will eventually supplant the traditional intranets and portals currently used to manage internal employee communications, workflows, and files.
  - They have the advantages of being purpose-built for today's business: they are fluid, immediate, end-user oriented and collaborative.

# Observations from the field, #4

- Consider use of "Game Mechanics" ("Gamification")
  - Adoption leverage tool
  - Stimulate participation
  - Encourage effective use of the social tools
  - Promote engagement

# How do we use Connections?

**Executive team**
- Formal company announcements via "Mainstream" blog
- Status updates
- Exec Q&A Forum

**Marketing**
- Activites for projects & activity planning and event management
- Files & wikis for sharing collateral & new media content
- Bookmarks for PR coverage
- Blogs for updates & news
- Media gallery for rich media content

**Support**
- Wikis about technical solutions across IBM middleware
- Sharing fixes, patches
- Technical knowledge transfer through Wikis
- Forums for Q&A
- Profiles for skills tracking

**Service Delivery**
- Activities project planning and tracking
- Profiles for skills tracking
- Wikis for knowledge sharing

**Sales**
- Status updates
- Blogs for new wins
- Contact and knowledge sharing through files and wikis

**Development**
- Profiles for skills tracking
- Wikis and blogs for knowledge sharing
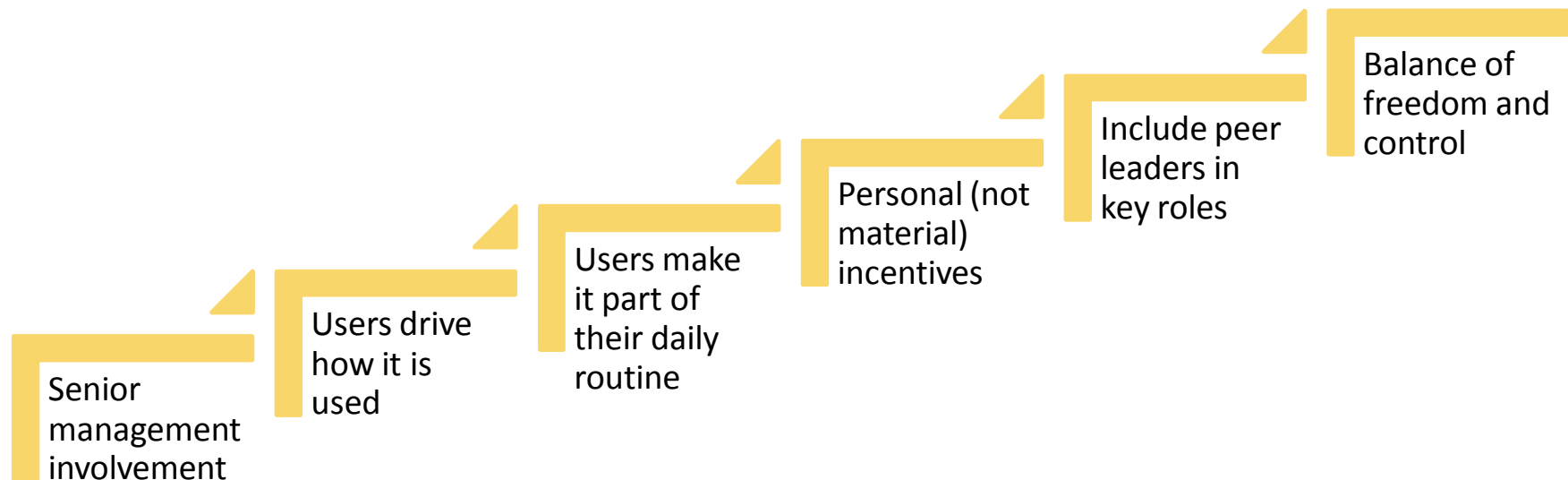- "Ideation" blogs for idea generation

**HR & Finance**
- Appraisals
- Company announcements
- Procedures, business workflow & forms

# How we adopted Connections

Senior management involvement

Users drive how it is used

Users make it part of their daily routine

Personal (not material) incentives

Include peer leaders in key roles

Balance of freedom and control

Plus the use of Game Mechanics with ISW's Kudos Badges

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# Central Government Department

## Parliamentary questions

- Receiving questions for a minister could result in scrabbling around to find the right information
- If the answer involved many departments, need to go out, collate detail, write response, share, store and then provide back to the requester
- Using Wikis in Connections, individuals contribute to a response together
- Sharing information more willingly enables people to find answers without having to request them – self-service

## Merging departments

- Merging 5 departments into 2
- The team managing the merger project used Connections to collaborate and share information
- Making the transition open and transparent

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# Perceptive Informatics (A Parexel Company)

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- Perceptive is the industry's leading eClinical trials solutions provider
- **Vision** - An online environment for their users to design, provision, run and report on their clinical trial programs with a single set of user credentials
- Use of game mechanics for user adoption

**Benefits of becoming a social business?**

- Allowing their Global business to share ideas and interact
- Helping give their Indian operation a "voice"
- Capturing views and opinions they've never got before
- Allowing staff to hear what is on executives' minds
- Allowing partners to contact all levels in their organisation
- Learning about "the art of the possible"

# About Portal

- **Award winning technology and business consultancy**
  - Listed in the Sunday Times Tech Track 100 for 2012
  - IBM UK's Software Business Partner of the Year 2011
  - CRN Channel Award for Mid-Market Reseller of the Year 2011
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