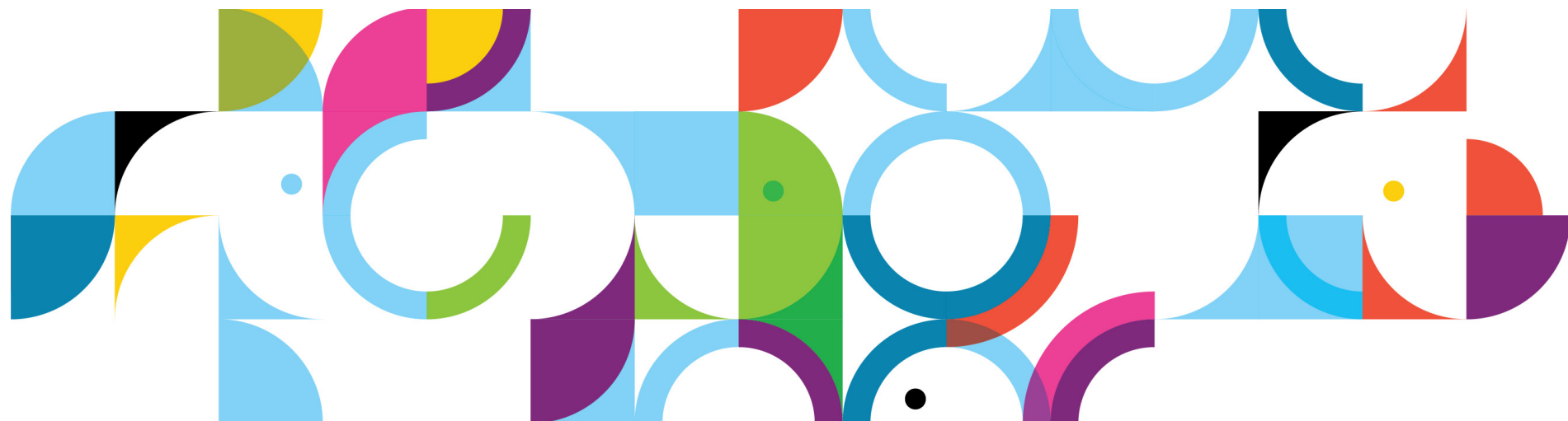


Social Business Seminar

Dublin 30th May, 2013



Social Business

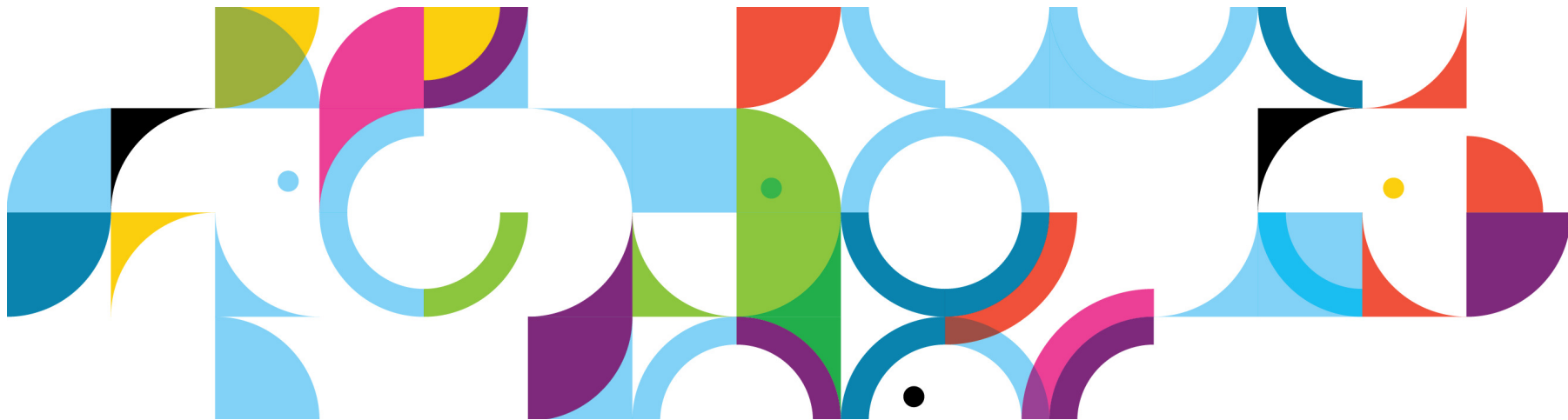
'A day in the life of...'

Stuart McRae

Executive Collaboration & Social Business Evangelist
IBM Collaboration Solutions

ibm.co/smcrae

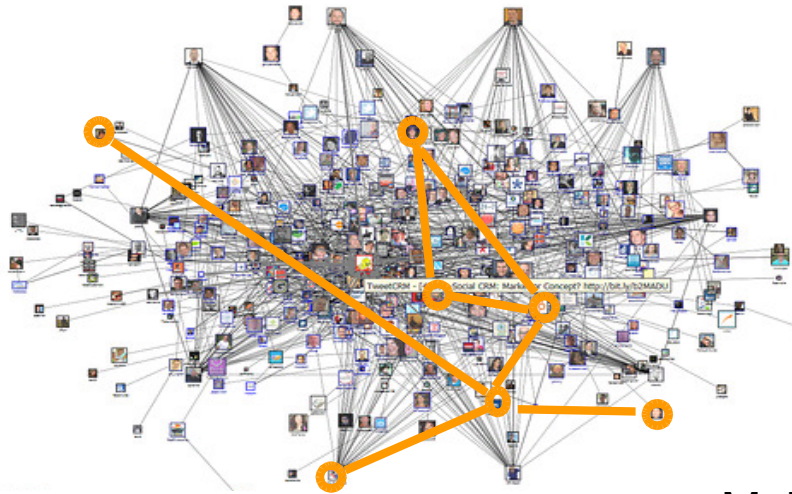
stuart.mcrae@uk.ibm.com
www.twitter.com/smcrae
www.linkedin.com/in/stuartmcrae
www.facebook.com/sjmcrae
www.smcrae.com



Five trends showing how social is changing the way we live and work

We are entering the **Post-PC era** with Apple expecting to sell 100M iPads in 2013 and usage shifting from creation at desks to consumption on the move

30 billion pieces of content are shared on Facebook each month



More companies **NOW** use social **internally** than externally

66% of top financially performing companies leverage social in their business processes

McKinsey estimate that social technologies could raise the productivity of interaction workers by **20-25%**

Four technology drivers for social business

Social

(staff are already used to it from the Internet)

Analytics

(including analytics on unstructured textual data)

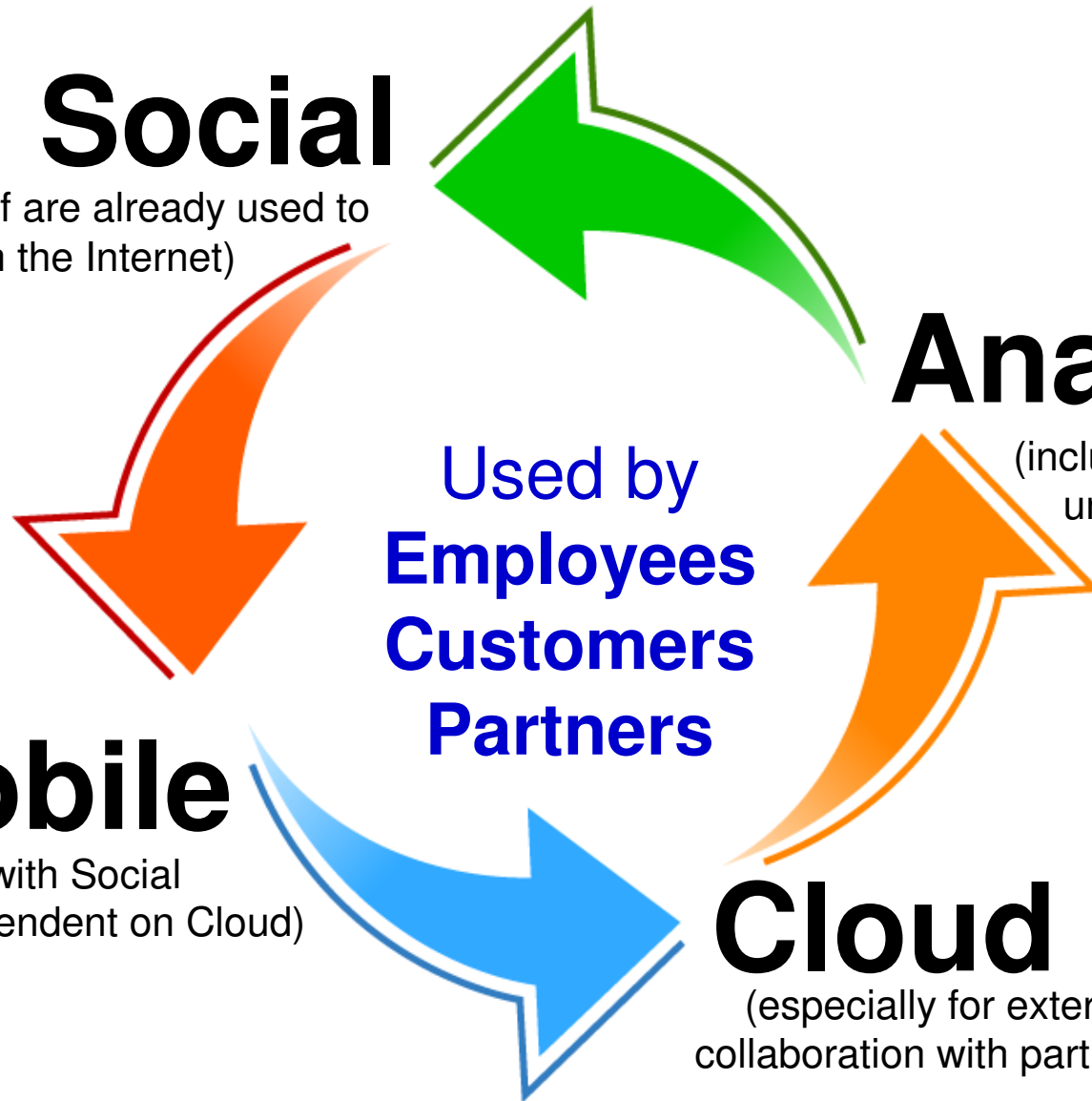
Used by
Employees
Customers
Partners

Mobile

(natural with Social & dependent on Cloud)

Cloud

(especially for external collaboration with partners)



Three business drivers for social business



Pressure to build and share expertise for competitive advantage



Increasingly influential and vocal customers



Growing demand for 24/7 and mobile connectedness

Two sides to being a social business

Activate the Workforce

Improve productivity and unleash innovation



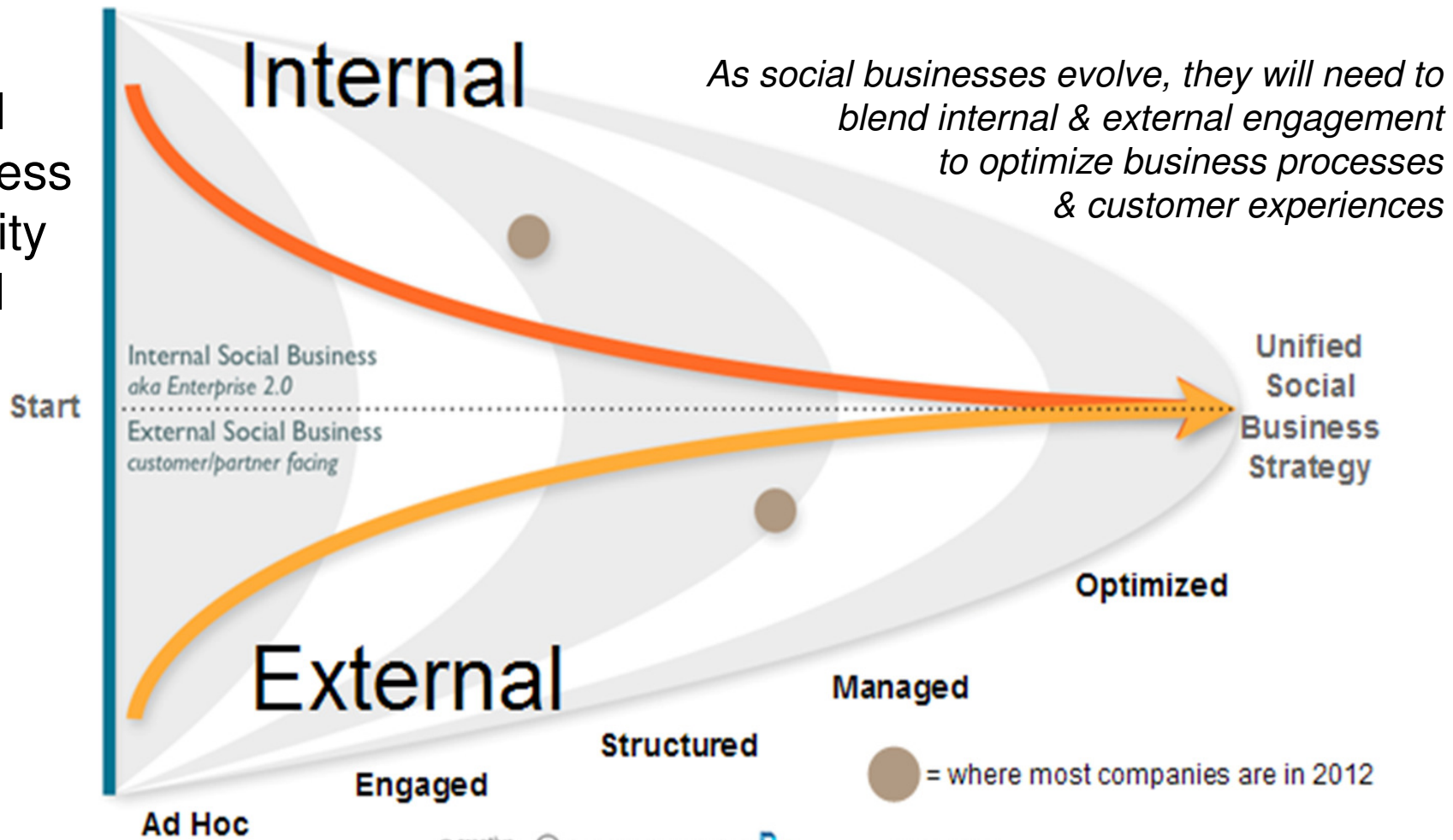
Delight Customers/ Citizens

Increase loyalty, advocacy, and revenue

With Pervasive Mobile Access
the default access mode for social solutions

One end point

Social Business Maturity Model



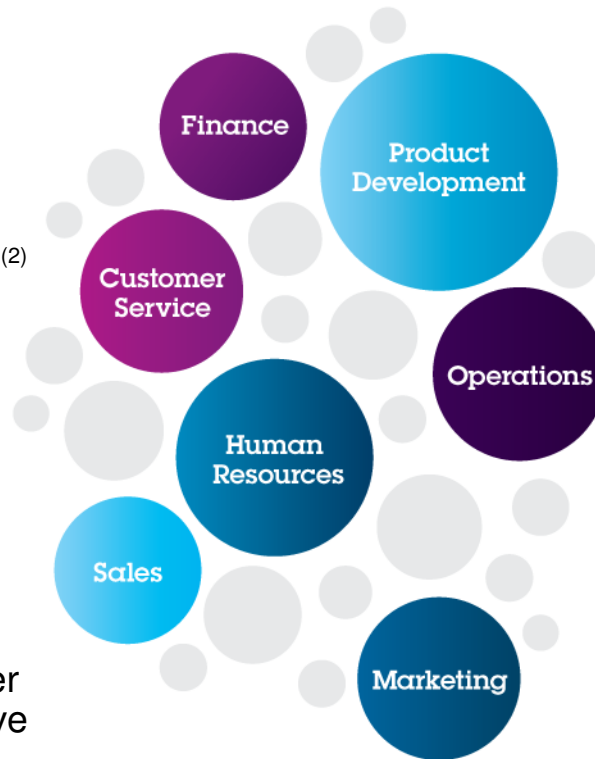
Social Business is a cross-organisational imperative being driven by Line of Business delivering tangible business benefits

Customer Service

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

Sales

Can increase sales manager revenue by 40% and improve efficiency by up to 50% ⁽¹⁾



Product Development

Can develop and bring new products to market in 1/3 time ⁽³⁾

Marketing

Can achieve 100% increase in market exposure ⁽⁴⁾

Source 1: VCC case study, Source 2: Bain & Co, Source 3: Cemex case study, Source 4. Amadori case study

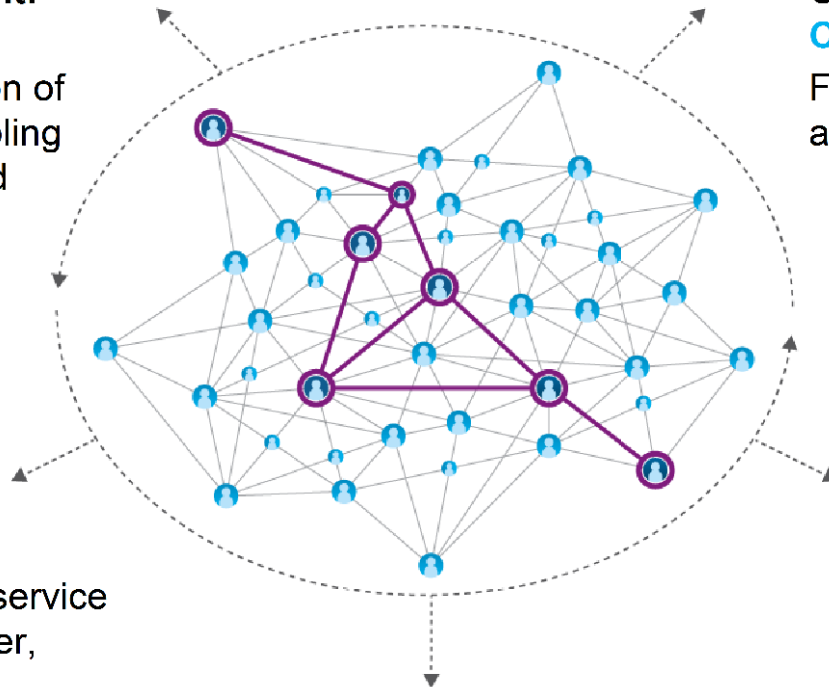
Integrating social collaboration into core business processes is creating new opportunities to make organisations work better

External Engagement:
Services Delivery

Effective segmentation of by demographic enabling user engagement and feedback

Complaint Handling Process:
Citizen/Customer Service

Find who can best help me address this urgent problem



Software Deployment Process: **IT**

Collaborate better with service providers to deliver better, cheaper IT capabilities

Talent Management Process: **HR**

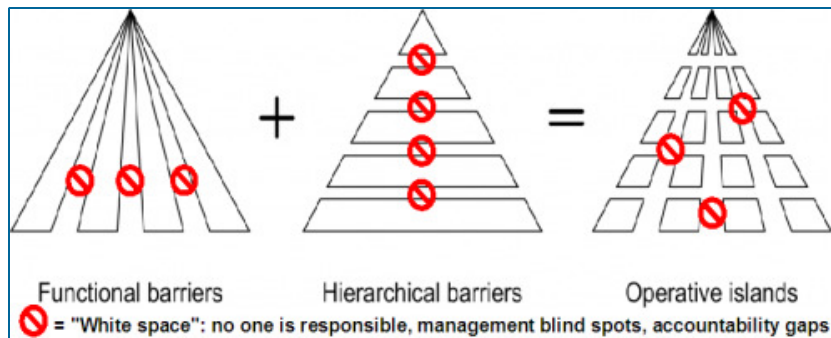
Hire and retain talent that matches public service ethos

Delivery of Solutions: **Planning**

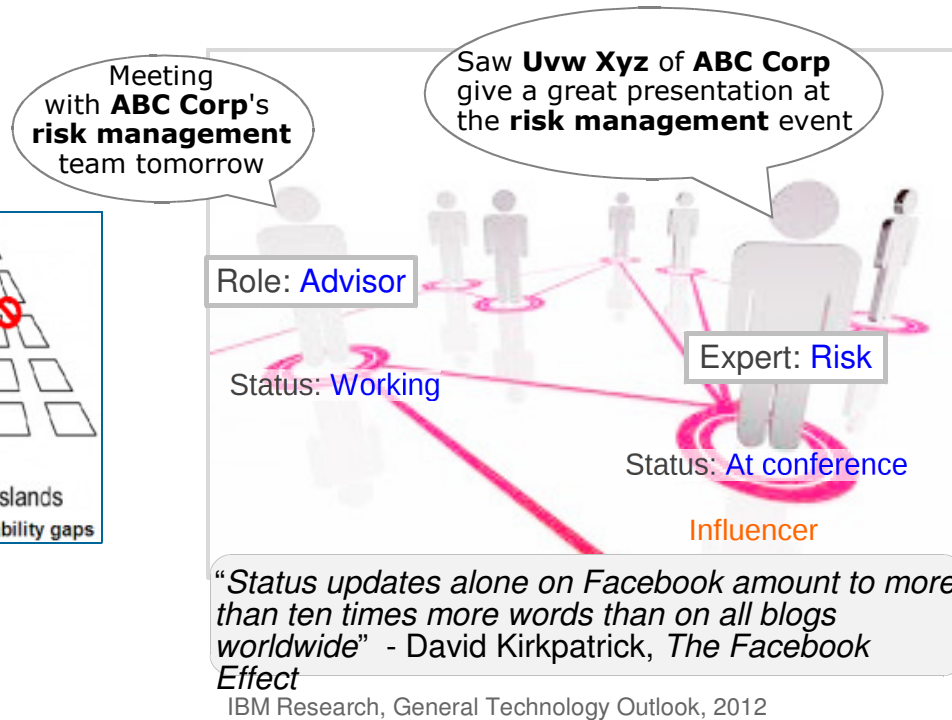
Use predictive analytics to gather insights into local needs by area/demographic

Social businesses manage their networks of people

... to spread knowledge, expertise, ideas from peer to peer across organisational boundaries

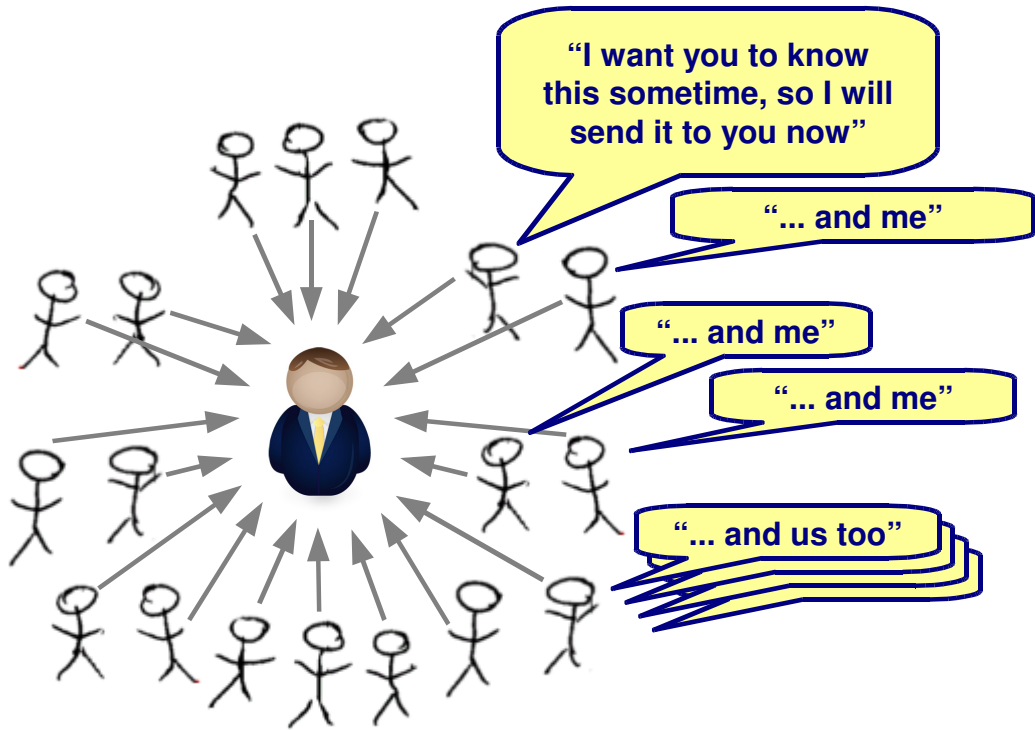


Source: Gartner Group



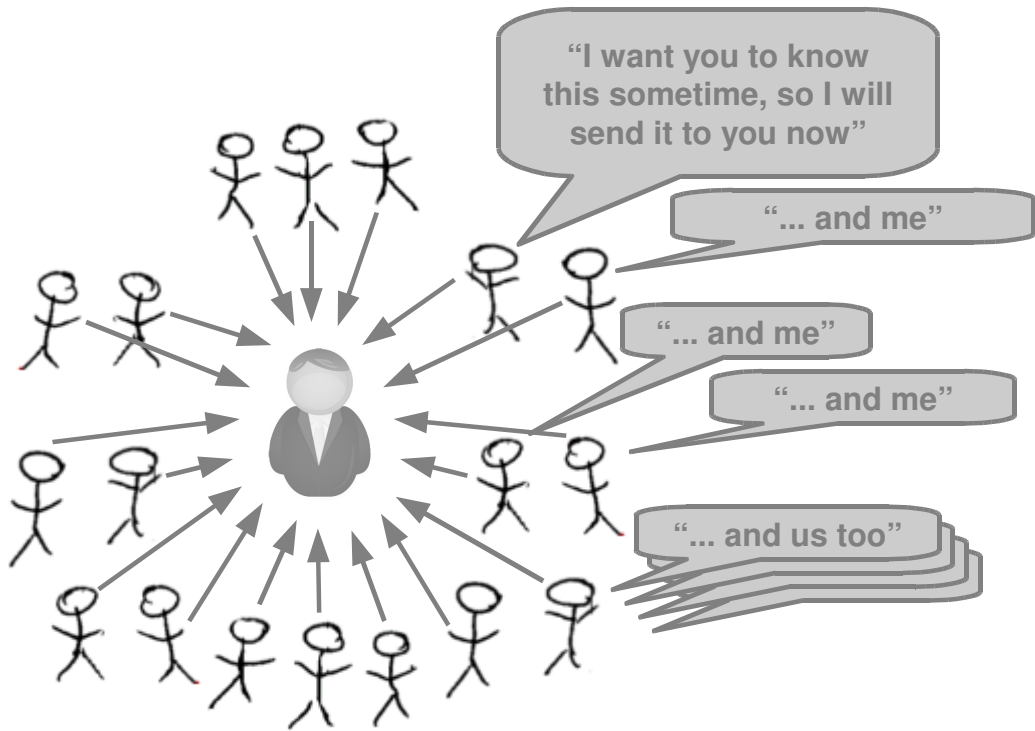
Success comes from changing user behaviour
The right tools facilitate and encourage this behaviour change

Information Overload: *We need to change behaviour*



Email Model

The New Paradigm: *Social Knowledge Sharing*



Email Model



Social Media Model

"It's not information overload. It's filter failure" - Clay Shirky

Move from **closed** to **open** conversations to **share** knowledge

Access expertise and ideas while making it easier to reuse content & experiences

The screenshot shows the IBM Connections 'I'm Following' feed. A post by Pierre Dumont is highlighted, showing a comment on a file named 'Cookie Recipe.jpg'. The comment says: 'Great picture, I really like how you were able to get that tip into focus and blur everything else. It really makes me want to...'. Below the comment is a 'Follow File' button. The interface includes a navigation bar at the top with 'IBM Connections', 'Home', 'Profiles', 'Communities', 'Apps', and user information. A search bar and 'All Connections' filter are also visible.

Conversations aren't just about status updates but also comments on content, etc.

Follow any person or content you are interested in

But respond to the need for confidentiality and access control

Open sharing within controlled groups, with moderation & compliance controls available

The screenshot displays the IBM Connections interface for a community named 'Greenwell Product Launch'. The top navigation bar includes 'IBM Connections', 'Home', 'Profiles', 'Communities', and 'Apps'. The user 'Pierre Dumont' is logged in, and the language is set to 'English'. The community header shows 'Greenwell Product Launch' with options to 'Stop Following this Community' and 'Community Actions'. The left sidebar contains navigation links: Overview, Recent Updates (selected), Status Updates, Members, Feeds, Activities, Media Gallery, and Wiki. The main content area features a 'Recent Updates' section with a text input field for sharing a message. Below this, three updates are listed, each by 'Dennis Michaels' and timestamped 'Today'. The updates are: 1) 'Dennis Michaels added the Health-EU e-newsletter feed.' with a description of receiving newsletters from the European Commission; 2) 'Dennis Michaels added the USDA information distribution feed.' with a description of learning about USDA's work in Nutrition; 3) 'Dennis Michaels added the The World's Healthiest Foods feed.' with a description of adopting George's Healthiest Way of Eating. The right-hand column contains sections for 'Members' (19 people), 'Upcoming Events' (including Team Status Meetings and Team lunches), and a 'Media Gallery' with an 'Upload' button and three image thumbnails.

Only available to Community Members

With an 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 meeting
 Frank Adams submitted the catering order for the Greenwell Meeting

SAP work order
 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 Referencable Customers.
 Jasmine Haj to identify referencable customers
 Aug 23

Simon Vaughan posted a message to the Connect
 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 Croonwoll meeting

New Service Order
 New catering order for Renovations

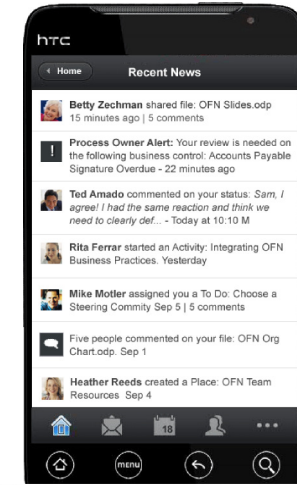
Download More

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



Attention Management: Embedded Experiences

Keeping the User Focussed

- Read, act on your Activity Stream
 - ➔ Repost, Recommend, Comment, ...
- Without switching context - avoid distractions
 - ➔ Keep users 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

Frank submitted the catering order for the Greenwell meeting
 Frank Adams submitted the catering order for the Greenwell Meeting

SAP work order
 Friday at 12:21 PM
 Save this | Stop Following

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

Twitter
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Jasmine Haj created an activity named Identifying Referencable Customers.
 Jasmine Haj to identify referencable customers
 Aug 23

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

Filter By: All Updates

Jasmine Haj Meeting with 3 customers
 9:37 AM

Ted Amado commented on the file Greenwell Web Marketing Text.odt
 ODT 800 KB | Public
 Apr 4

Dan Misawa wrote Mar 8
 I will cover the finance sections

Ted Amado wrote Apr 4
 Can we work on this?

Gardner Raynes updated the Trilog Proj
 Apr 2

Ted Amado commented on the file Greenwell Web Marketing Text.odt. Created 4/4/12 | Repost

Greenwell Web Marketing Text.odt

Download | 17 KB

1 Like

Stop Following More

Comments (4) | Sharing | Recent Updates

Add a comment

Frank Adams 11/10/11 (version 4)
 This looks good, though I'd prefer to do the hand off in Q2

Jasmine Haj 11/10/11 (version 4)
 I understand. Let's discuss next week.

Dan Misawa 3/8/12 (version 10)
 I will cover the finance sections

Ted Amado 4/4/12
 Can we work on this?

Write something...

Attention Management: The Share Box

Share Status & Content without Context Switching

The screenshot shows the IBM Connections interface with a 'Share Something' dialog box open. The dialog box has a title bar 'Share Something' and two tabs: 'Status Update' (selected) and 'Files'. Below the tabs, there is a 'Post Updates To:' dropdown menu set to 'Everyone'. A text input field contains the placeholder text 'What are you working on right now?'. At the bottom of the dialog, there is an 'Add a File' link, a 'Post' button, and a 'Cancel' button. A red box highlights the 'Share' button in the top navigation bar, with a red arrow pointing to the dialog box. Three callout boxes provide additional information: one points to the 'Share' button, another points to the 'Status Update' tab, and a third points to the 'Add a File' link.

Share from anywhere

Third Parties and Business Applications can add sharing options

Create public status update, or target it to a group

Attach a file (e.g. a photo) to status updates

Attention Management: 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...

This screenshot shows a social mail interface. At the top, there are action buttons: Reply, Forward, Mark as Unread, Move to..., and Delete. Below this is an email from Samantha Daryn with the subject "Important demonstration in Chicago next Tuesday". The email body contains text about a demonstration and mentions "James". A search overlay is visible, showing a search bar with "Brookwood" entered and a list of results, including "Brookwood School" and "This Week At Brookwood, March 26 - 30, 2012".

This screenshot shows a social mail interface with a message list. The list includes messages from Samantha Daryn and Paul Clemmons. The messages are:

- Samantha Daryn, 11:03 PM: Invitation:Project Phoenix scrum (Jun 12 09:00 AM)
- Samantha Daryn, 11:03 PM: Update:Project Phoenix scrum
- Samantha Daryn, 10:59 PM: Invitation:Project Phoenix scrum (Tue 06/12/2012 09:00 AM)
- Samantha Daryn, Apr 24: Important demonstration in Chicago next Tuesday
- Paul Clemmons, Apr 24: This Week At Brookwood, March 26 - 30, 2012

 At the bottom of the list, there is a "Load more messages" link and a timestamp "Last updated 0 minutes ago".

This screenshot shows a social calendar interface. The top bar includes the name "Paul Clemmons", a "Share" button, and icons for mail, calendar, and help. The main view is a daily calendar for "Tue, Jun 12, 2012". The calendar events are:

- Anniversary: Audrey's Birthday (8:00 AM - 8:45 AM)
- Boston Sports Club (10:00 AM - 11:00 AM)
- Prepare for Chicago trip (Paul Clemmons)
- Lunch with Sean at Cafe (12:00 PM - 1:00 PM)

Attention Management: mobile access to better use travel time

Anytime, anywhere, on any device

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

Connections

Frank Adams Update
Setting up a social / development dashboard in Team Concert

Status Updates

Filtered By: **Network and Following**

Heather Reeds Jan 14 2011
Great 4th quarter for Prospero! Way to go team!

[Add Comment](#)

Becky Neumann
Looking at the late

[Add Comment](#)

Frank Adams Jan
Setting up a social, dashboard in Team

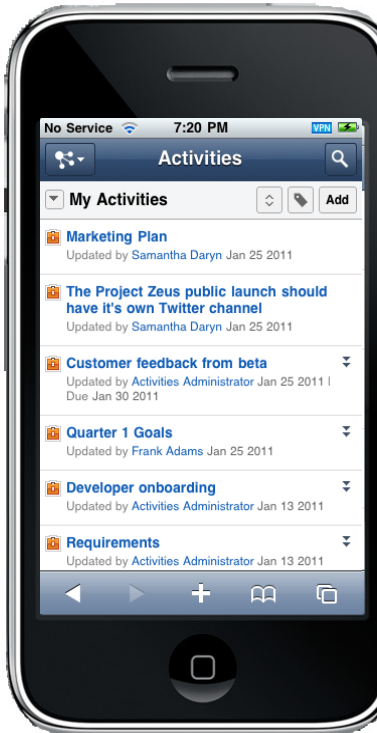
[Add Comment](#)

Heather Reeds J
Working on new us story

[Add Comment](#)

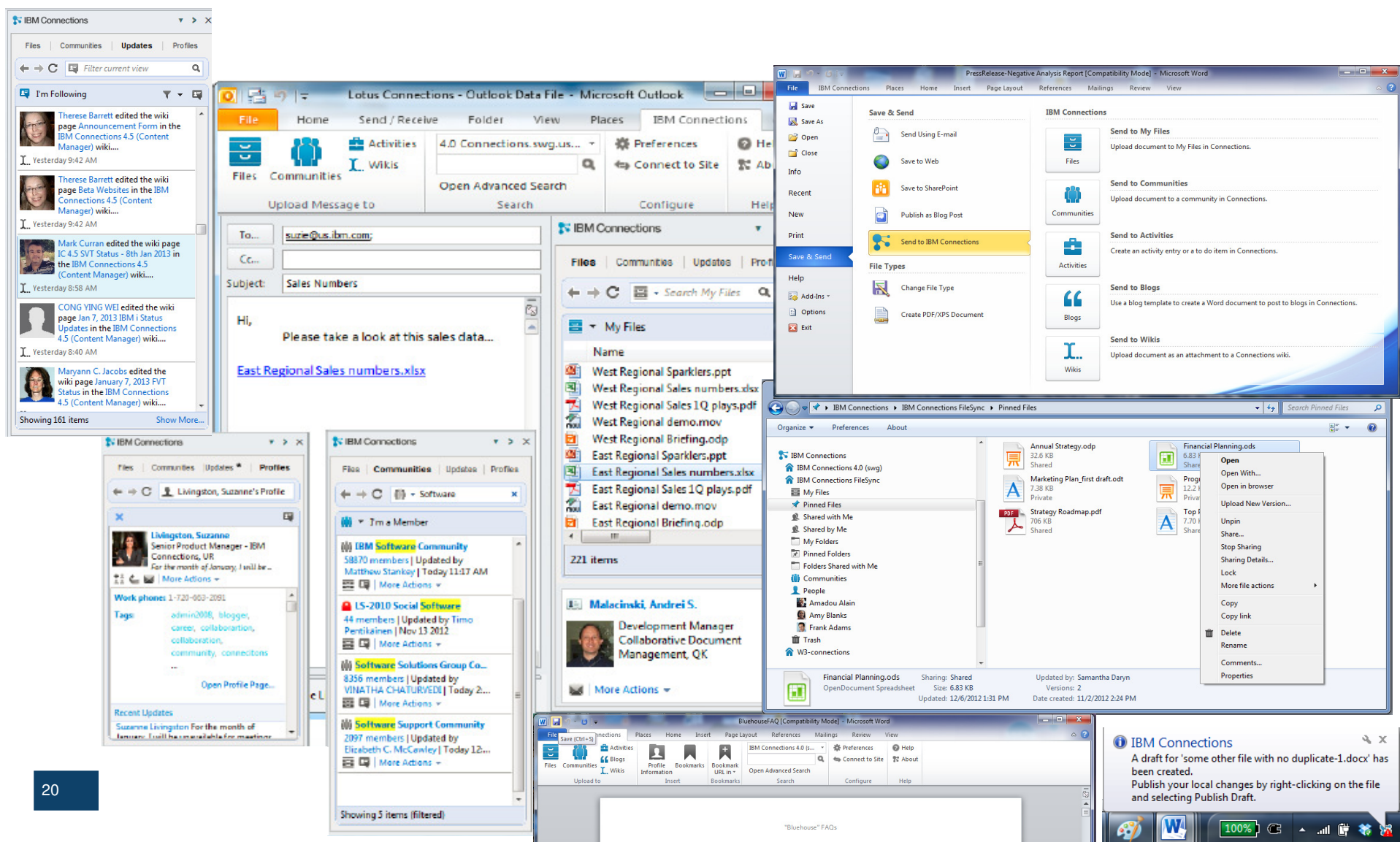
Stephen Hines J
Just filed new issue dashboard

[Add Comment](#)



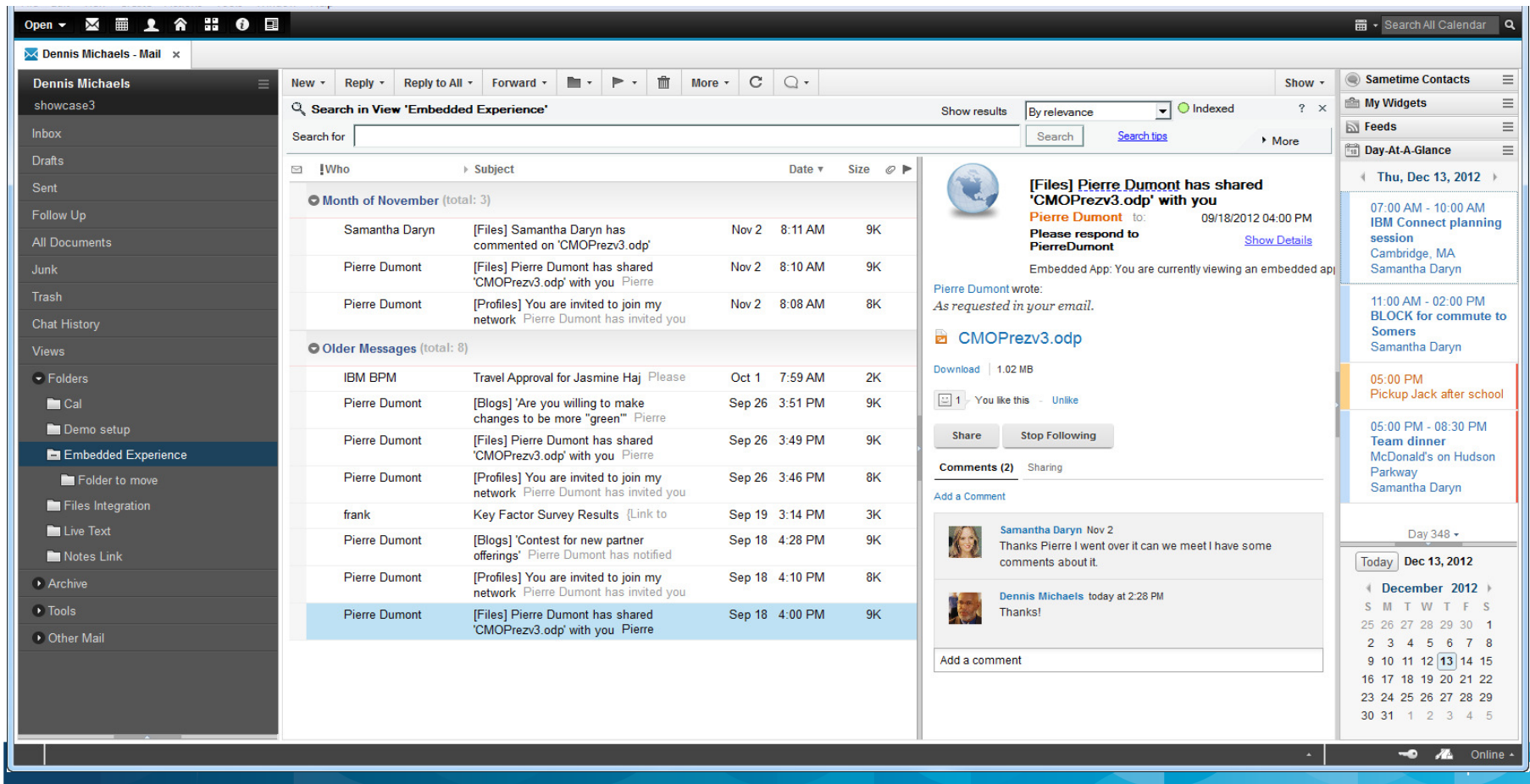
Attention Management: all accessed directly from the desktop

Increase adoption by keeping the user in their familiar environment



Attention Management: even the email client becomes social

- Delivering 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



The screenshot shows an email client interface with a social layer. The main pane displays a list of messages, including one from Pierre Dumont sharing a file 'CMOPrezv3.odp'. The right pane shows a social feed for the file, with comments from Samantha Daryn and Dennis Michaels. The interface includes a sidebar with folders, a search bar, and a calendar widget.

Who	Subject	Date	Size
Month of November (total: 3)			
Samantha Daryn	[Files] Samantha Daryn has commented on 'CMOPrezv3.odp'	Nov 2 8:11 AM	9K
Pierre Dumont	[Files] Pierre Dumont has shared 'CMOPrezv3.odp' with you Pierre	Nov 2 8:10 AM	9K
Pierre Dumont	[Profiles] You are invited to join my network Pierre Dumont has invited you	Nov 2 8:08 AM	8K
Older Messages (total: 8)			
IBM BPM	Travel Approval for Jasmine Haj Please	Oct 1 7:59 AM	2K
Pierre Dumont	[Blogs] 'Are you willing to make changes to be more "green"' Pierre	Sep 26 3:51 PM	9K
Pierre Dumont	[Files] Pierre Dumont has shared 'CMOPrezv3.odp' with you Pierre	Sep 26 3:49 PM	9K
Pierre Dumont	[Profiles] You are invited to join my network Pierre Dumont has invited you	Sep 26 3:46 PM	8K
frank	Key Factor Survey Results (Link to	Sep 19 3:14 PM	3K
Pierre Dumont	[Blogs] 'Contest for new partner offerings' Pierre Dumont has notified	Sep 18 4:28 PM	9K
Pierre Dumont	[Profiles] You are invited to join my network Pierre Dumont has invited you	Sep 18 4:10 PM	8K
Pierre Dumont	[Files] Pierre Dumont has shared 'CMOPrezv3.odp' with you Pierre	Sep 18 4:00 PM	9K

[Files] Pierre Dumont has shared 'CMOPrezv3.odp' with you
 Pierre Dumont to: 09/18/2012 04:00 PM
 Please respond to PierreDumont
 Embedded App: You are currently viewing an embedded app

Pierre Dumont wrote:
 As requested in your email.

CMOPrezv3.odp
 Download | 1.02 MB

1 You like this - Unlike

Share Stop Following

Comments (2) Sharing

Add a Comment

Samantha Daryn Nov 2
 Thanks Pierre I went over it can we meet I have some comments about it.

Dennis Michaels today at 2:28 PM
 Thanks!

Add a comment

Day-At-A-Glance
 Thu, Dec 13, 2012

07:00 AM - 10:00 AM
 IBM Connect planning session
 Cambridge, MA
 Samantha Daryn

11:00 AM - 02:00 PM
 BLOCK for commute to Somers
 Samantha Daryn

05:00 PM
 Pickup Jack after school

05:00 PM - 08:30 PM
 Team dinner
 McDonald's on Hudson Parkway
 Samantha Daryn

Day 348

Today Dec 13, 2012

December 2012

S	M	T	W	T	F	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Finding the people with the expertise to help through context

People Tags

identify subject matter experts
and help people with

Questions find people with the
Answers

Business Cards

link from Content
to the Experts on it

My Profile | My Network | Directory

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

Tags

My tags for this profile:

- abc
- art
- artwork

My tags for this profile:

- abc
- art
- artwork
- branding
- connections
- creative

- 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?

Blogs | Profile | Activities | Bookmarks

Communities | Wikis | Files

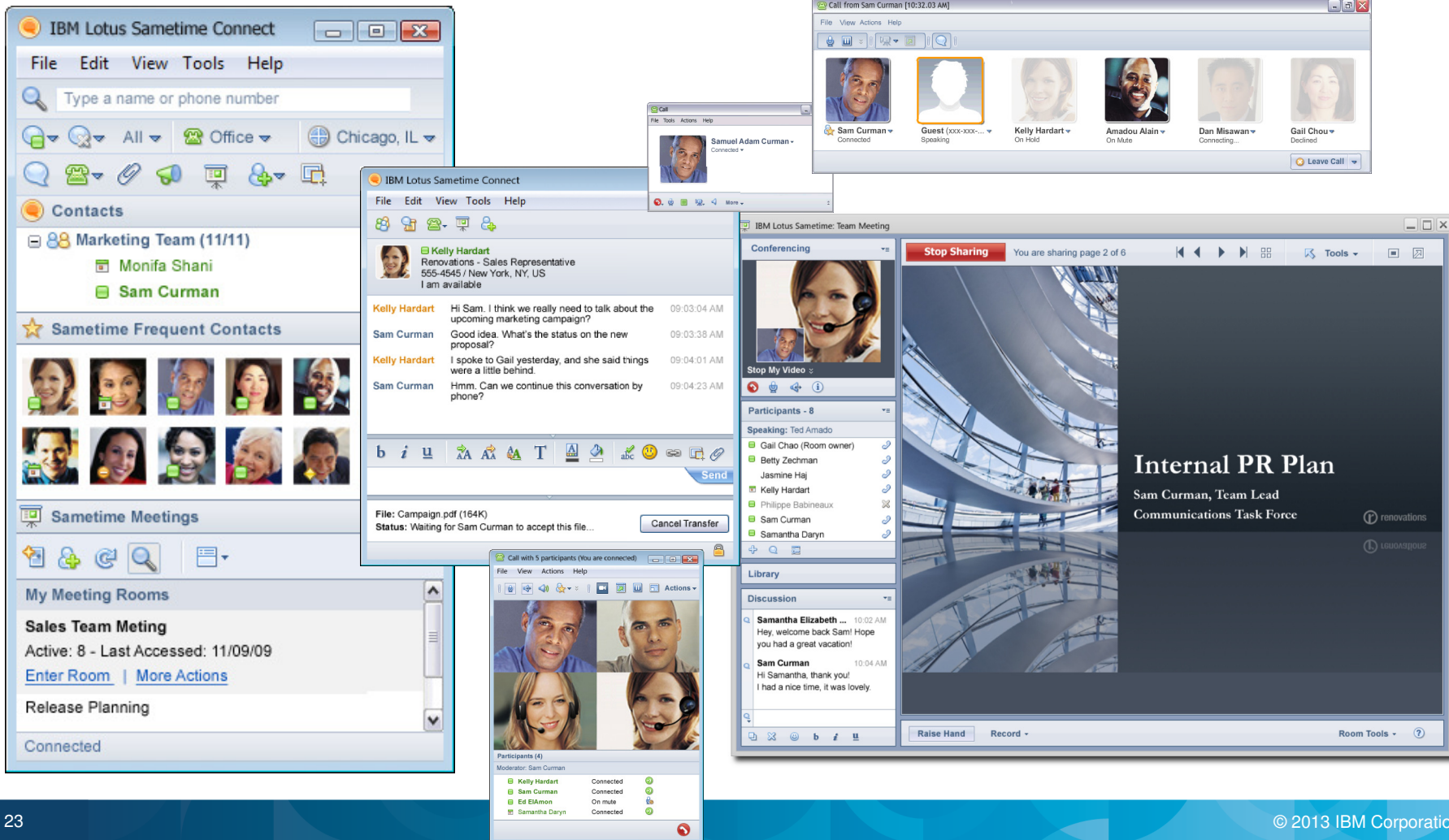
Mell, Jon
Social Collaboration Solutions Sales Leader, North East IOT
LONDON Great Britain
44-7920 595530
JMELL@uk.ibm.com

Sometime: Can't chat now, in a meeting

Send e-mail | Chat | More Actions-

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

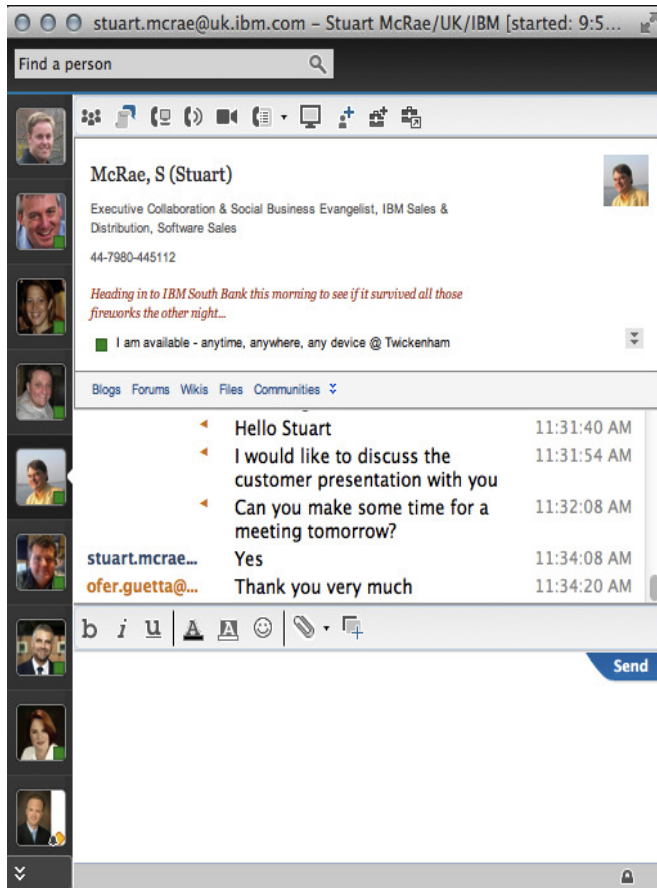
Easily escalate conversations: Presence, Chat, Audio Chat, Video Chat, Click to Dial, Multi-way chat, Send Images, Transfer Files, Share Screen, Online Meeting, Audioconference, Videoconference



Reach people in real time, wherever they are working

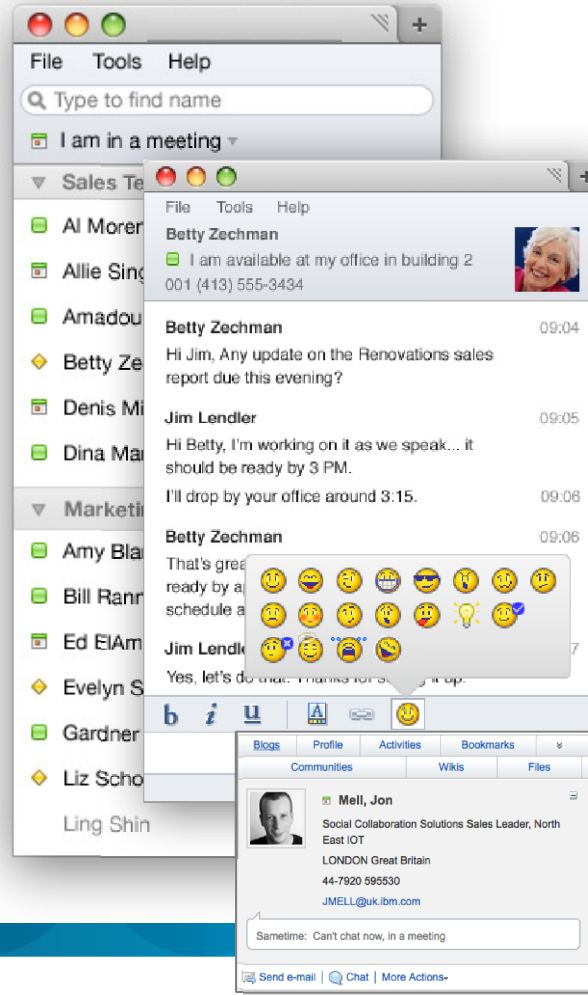
Desktop

Windows, Mac, Linux
Microsoft Outlook, IBM Notes



Browser

IE, Firefox, Safari
Mobile Browsers



Mobile

iPhone, BlackBerry,
Windows, Android

