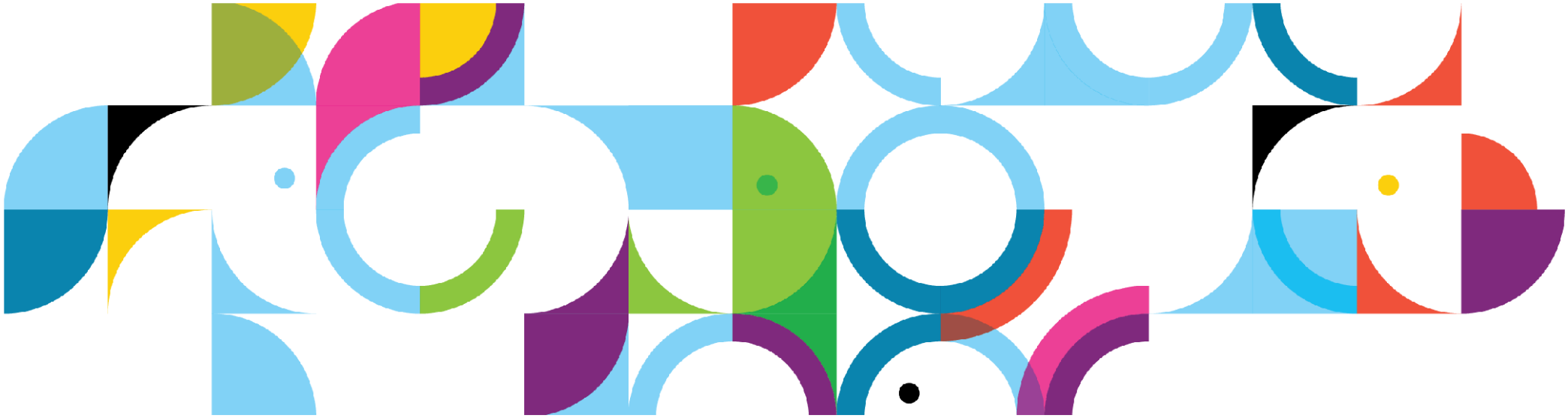
Social Business Seminar

Dublin 30th May, 2013



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and tomorrow...

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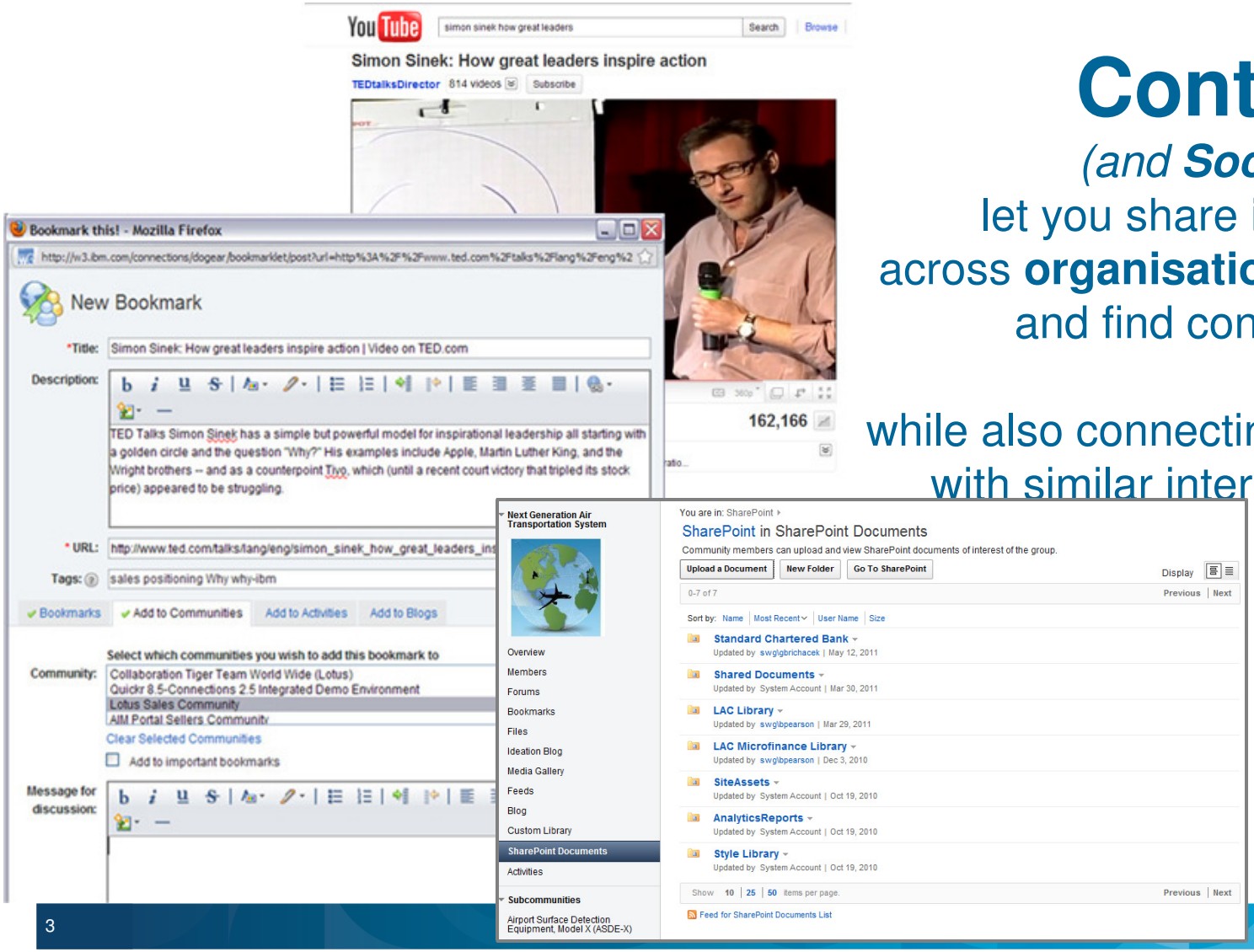
Search across all available content

(including 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

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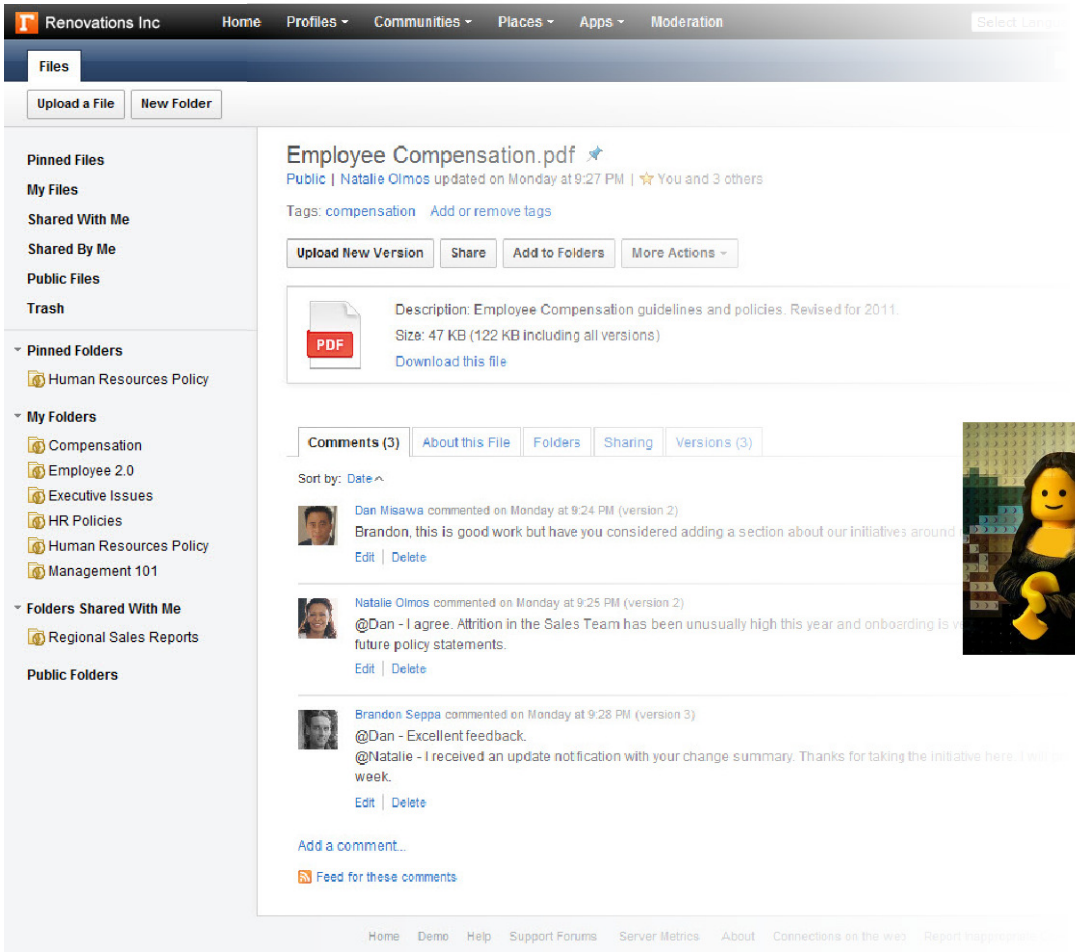
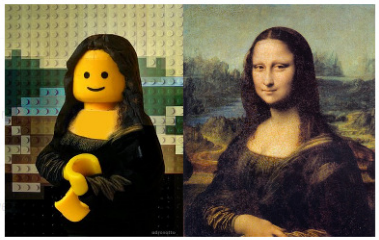
Social file sharing crosses silos while preserving access control

More than just a document library: *add* ***context*** *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 with,
but also Share on,
and Share within
a Community

http://www.youtube.com/watch?v=W5sgSZqsmtA

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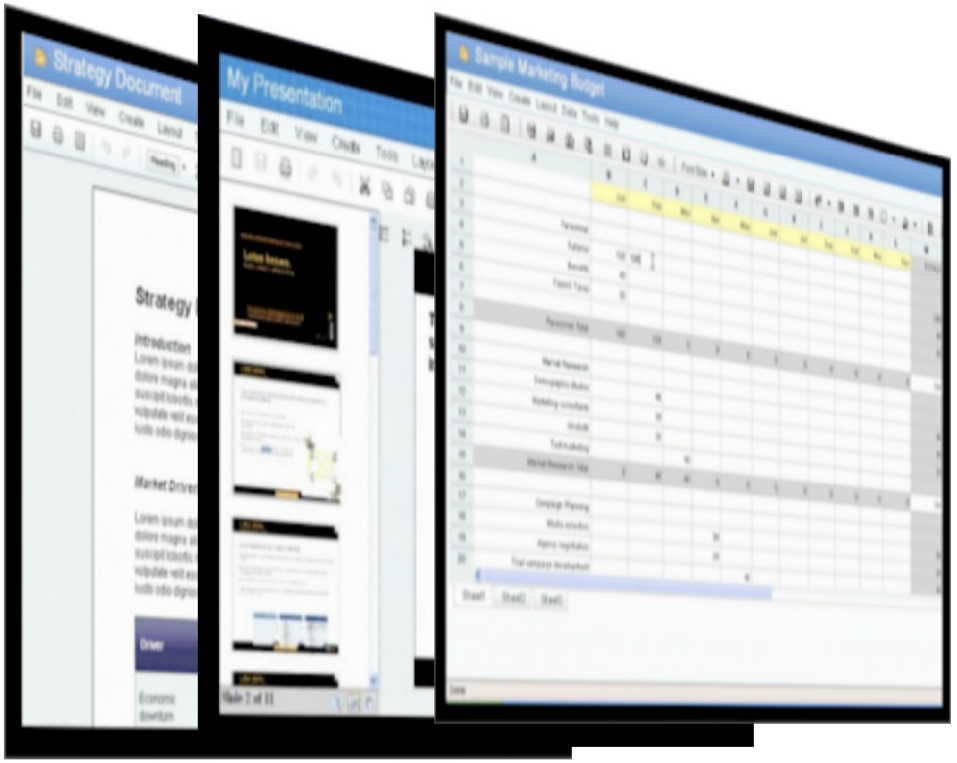
Social collaboration around rich document types

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**

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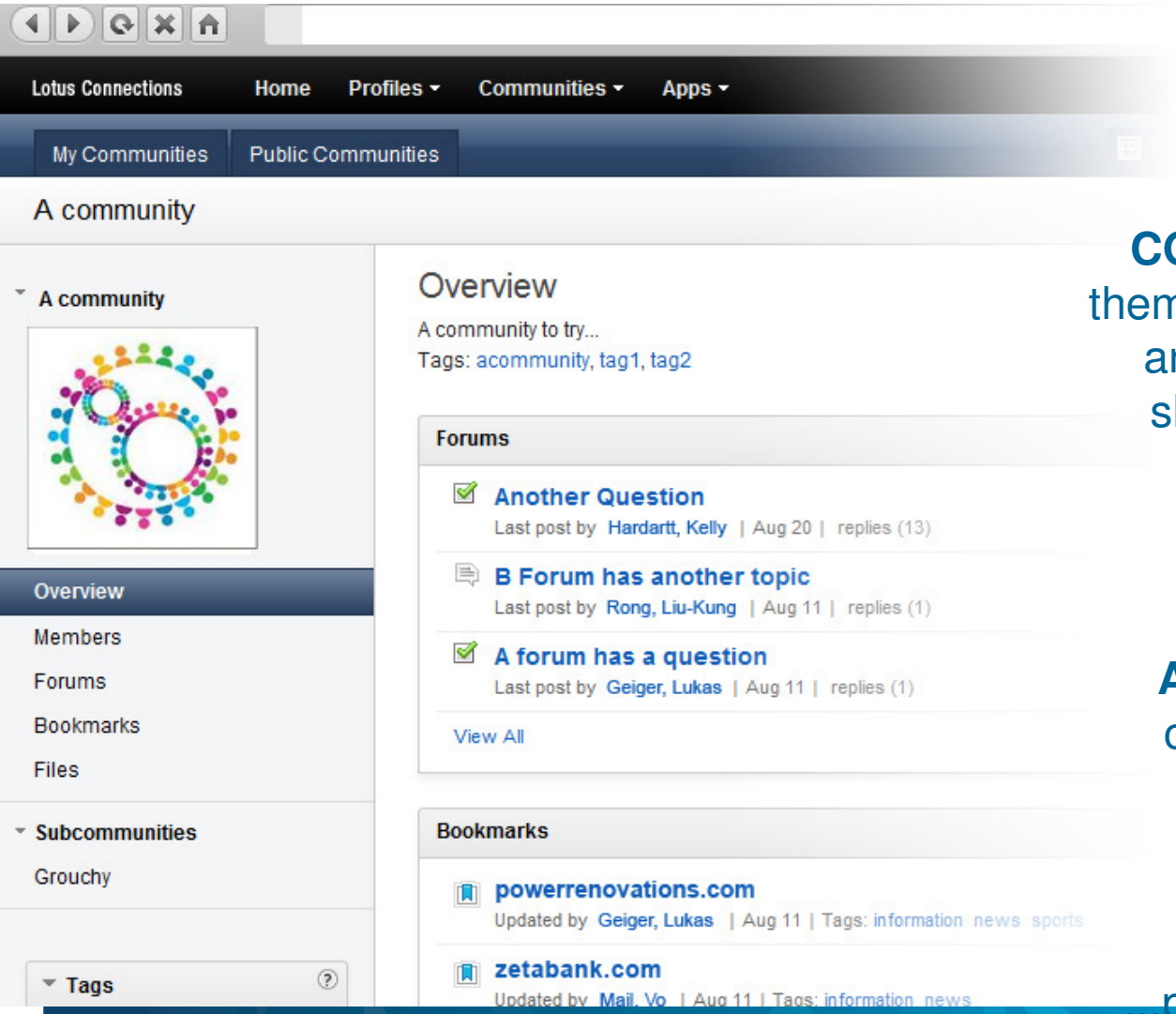
Building communities to collect & distill knowledge



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**

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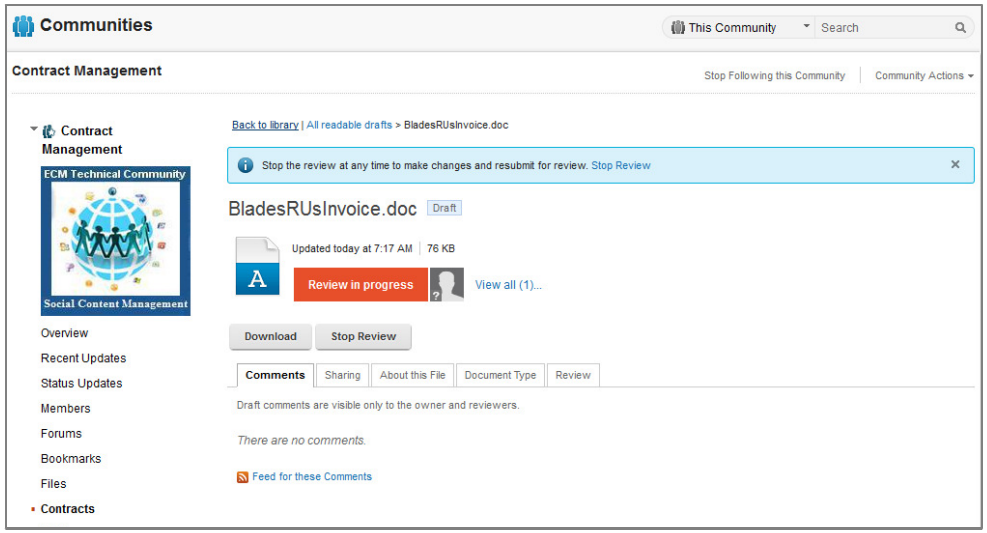
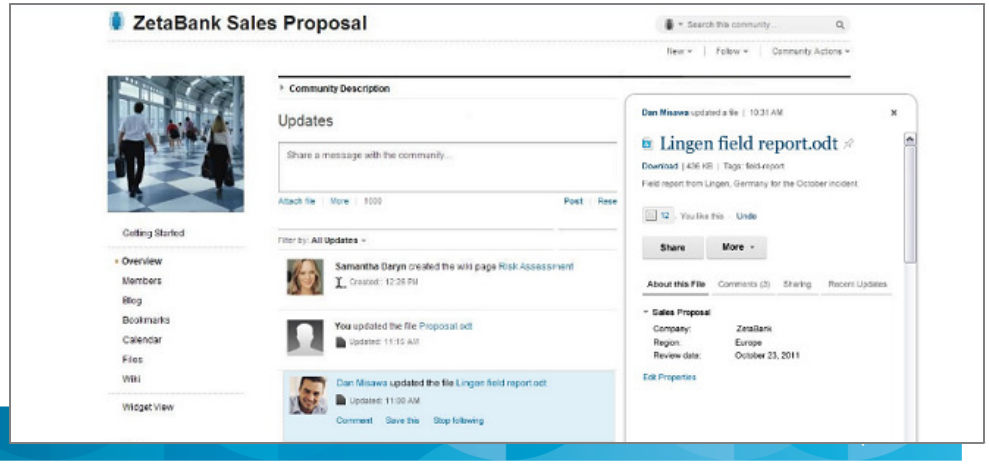
Wrap a community of experts & social sharing around content libraries

Combine the power of social collaboration and document management

Provide a rich social content and document management experience for any community

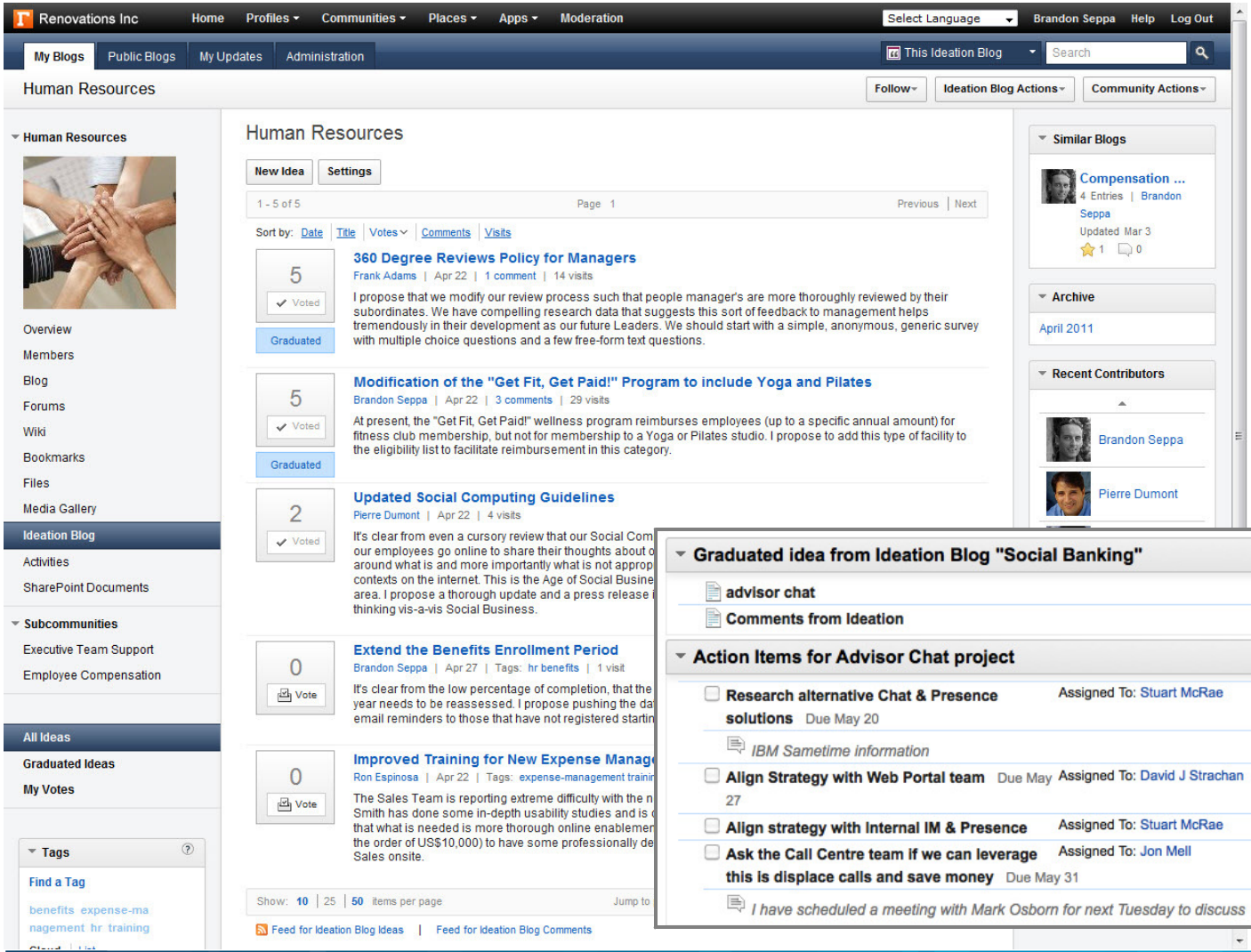
- Fully integrated **social features**
  e.g. Tags, Likes, Download Count, Following
- Traditional **Enterprise Content Management** features
  e.g. Check in/out, Approval Routing, Nested Folders, Full-Text & Metadata Search, Document Types and Metadata
- Updates integrated into the **Activity Stream**
- 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
- Ability to surface full ECM capabilities





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"

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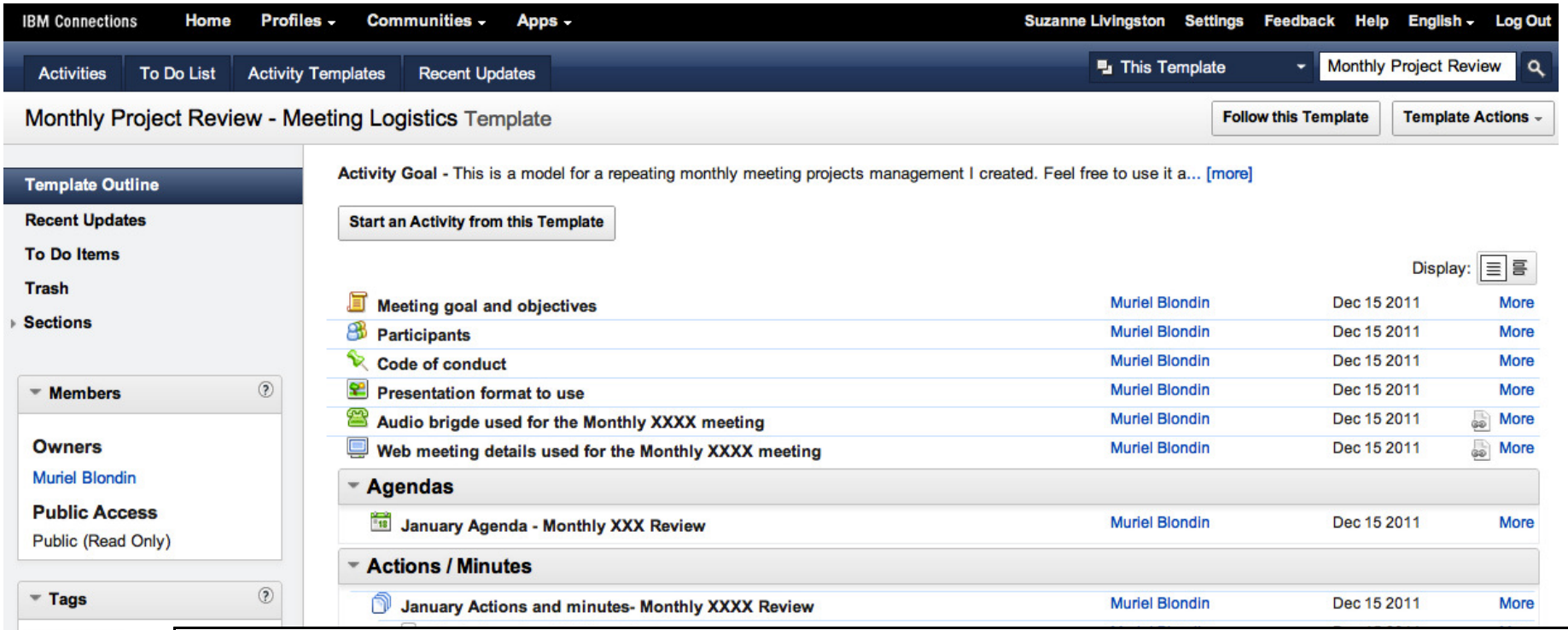
Capture process knowledge into activity templates

Increase productivity by permeating best practices through the organisation

Example: More effective meetings

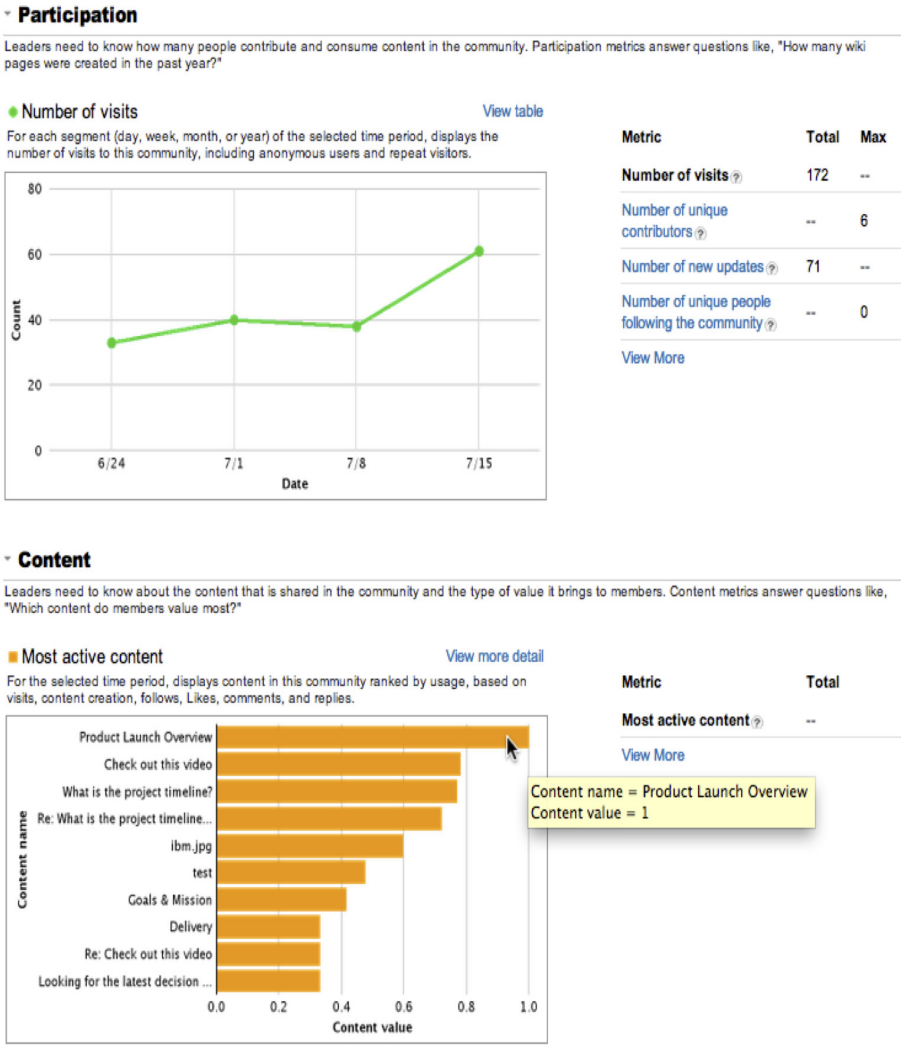


Making Social Collaboration more than just a talking shop

- ✔ 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

Social Analytics help community managers deliver value to members

- 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



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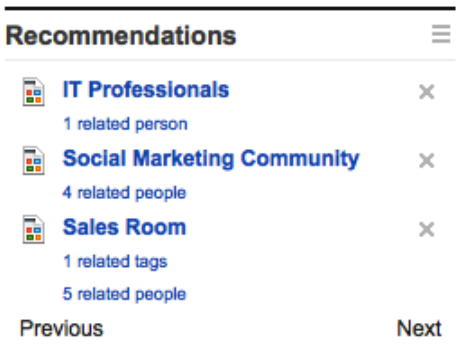
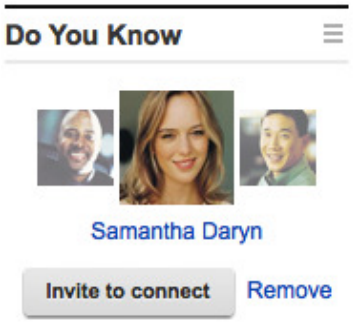
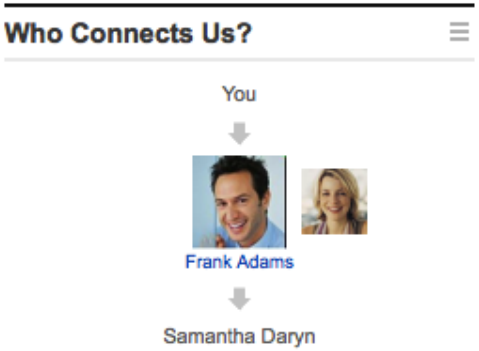
Social Analytics enable recommendations

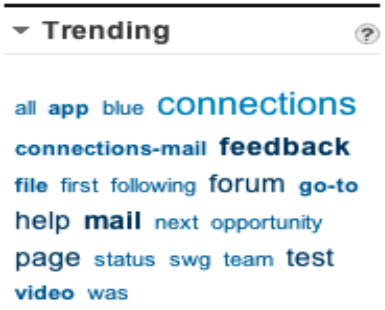
Bring things people should know to their attention, based on their networks & content

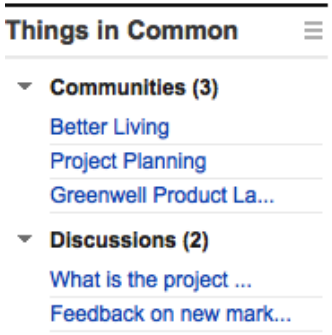






- **Status Updates**





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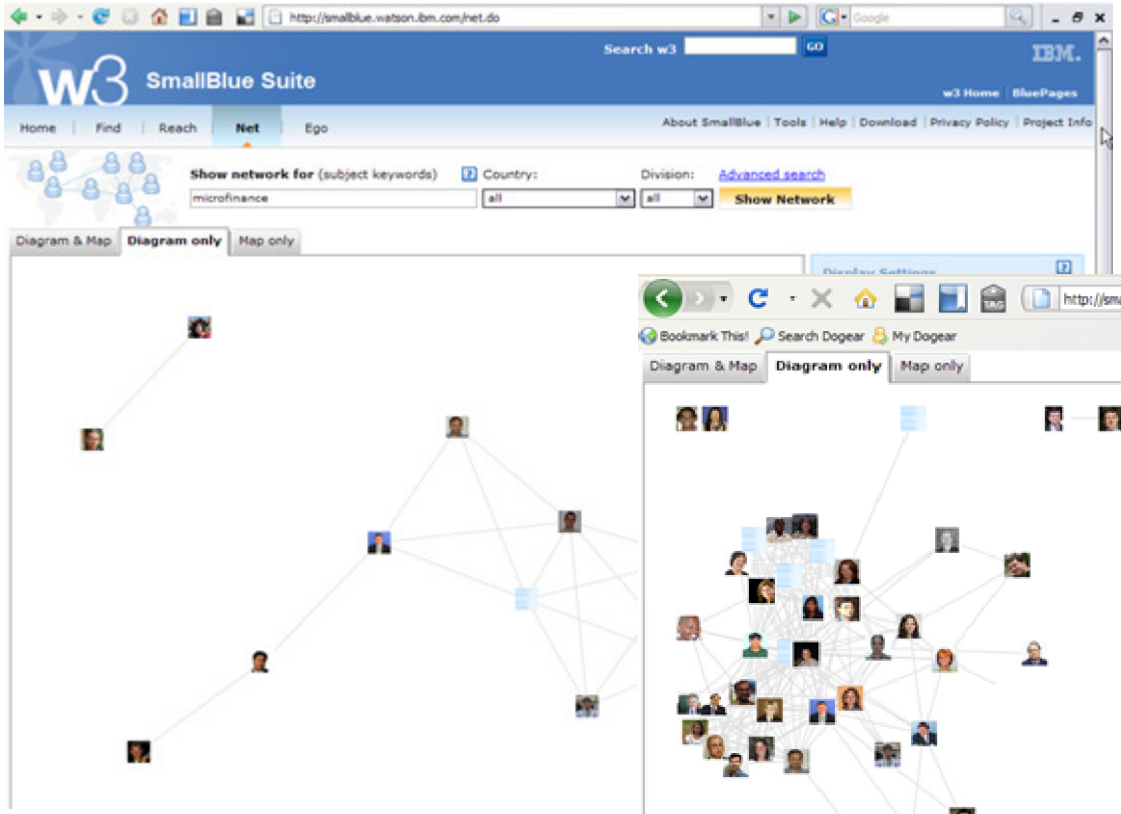
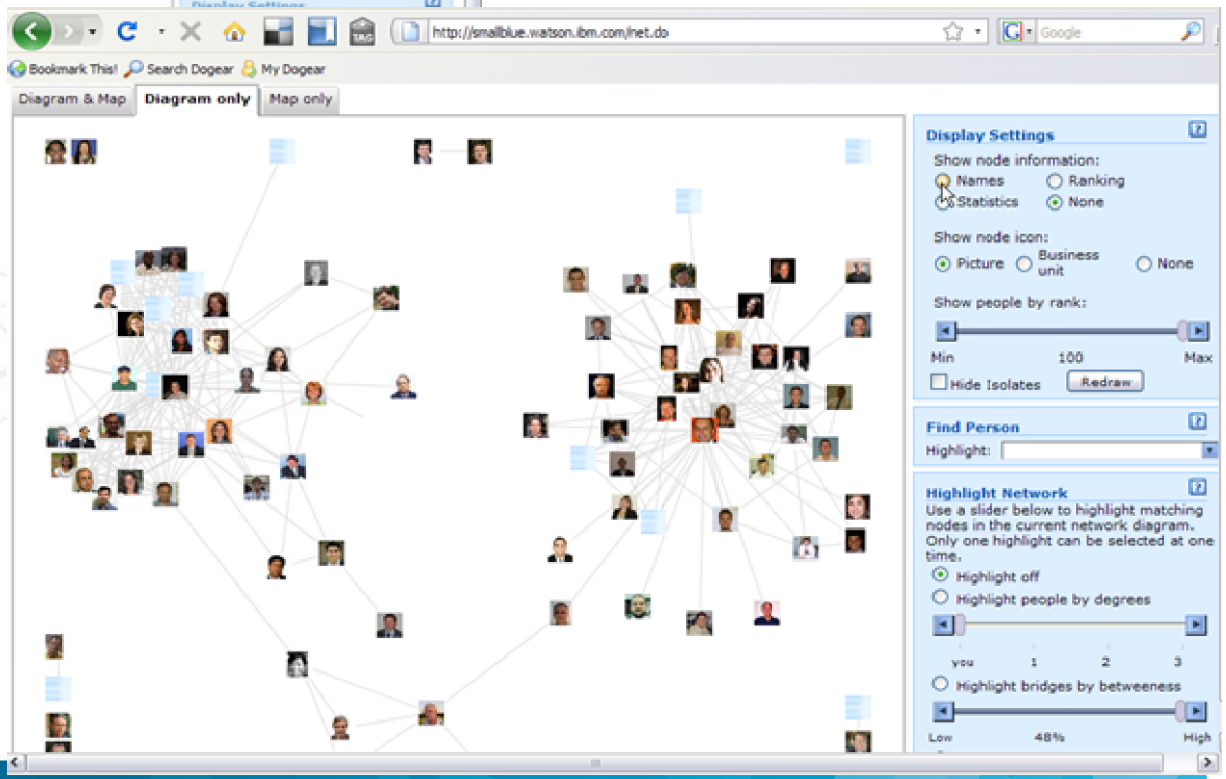
Advanced Social Analytics reveal who is discussing what with who

Across email, instant messaging, social media, etc...



Social Network Analysis of all social collaboration at IBM for keyword "microfinance" (July 2008)



Social Network Analysis of all social collaboration at IBM for keyword "microfinance" (January 2009)

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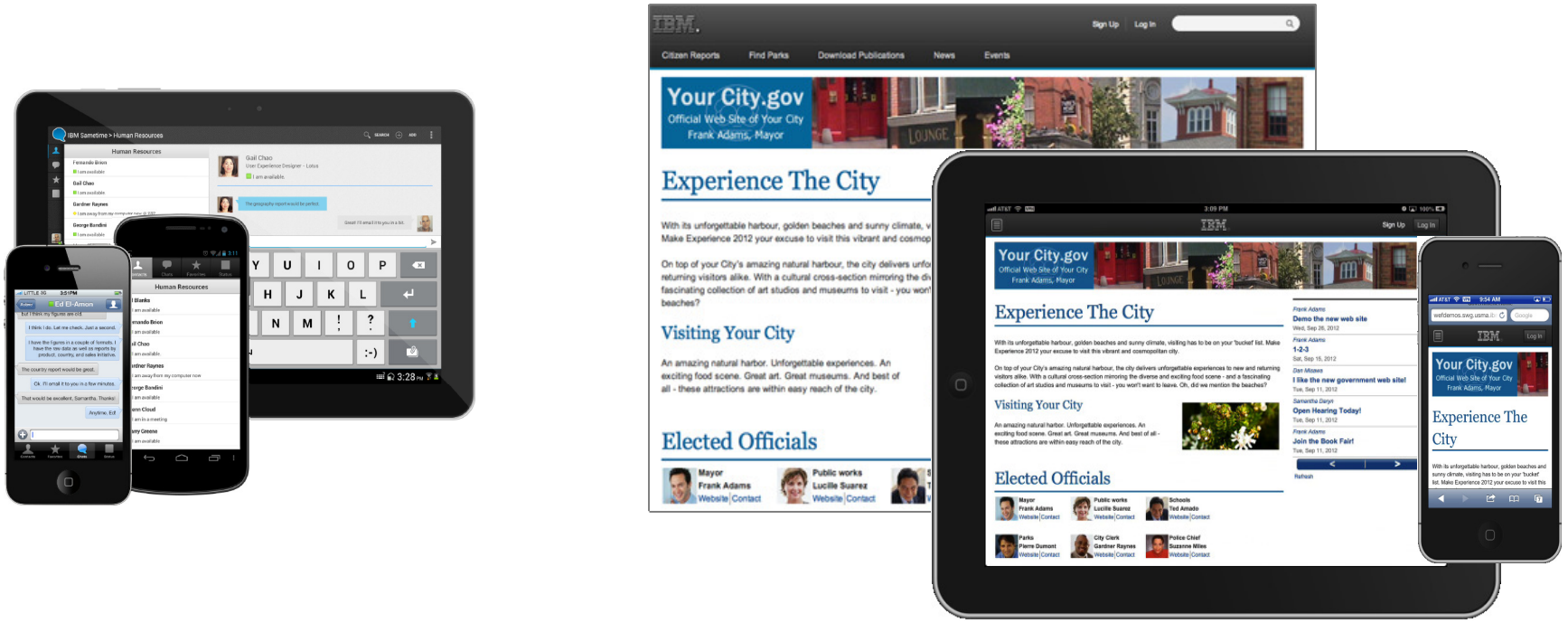
Mobility leads to Bring Your Own Device, challenging traditional models

- Pervasive & comprehensive mobile app. support across all collaboration services



Bring Your Own Device (BYOD) is on the agenda in more and more organisations

Source: LinkedIn Update
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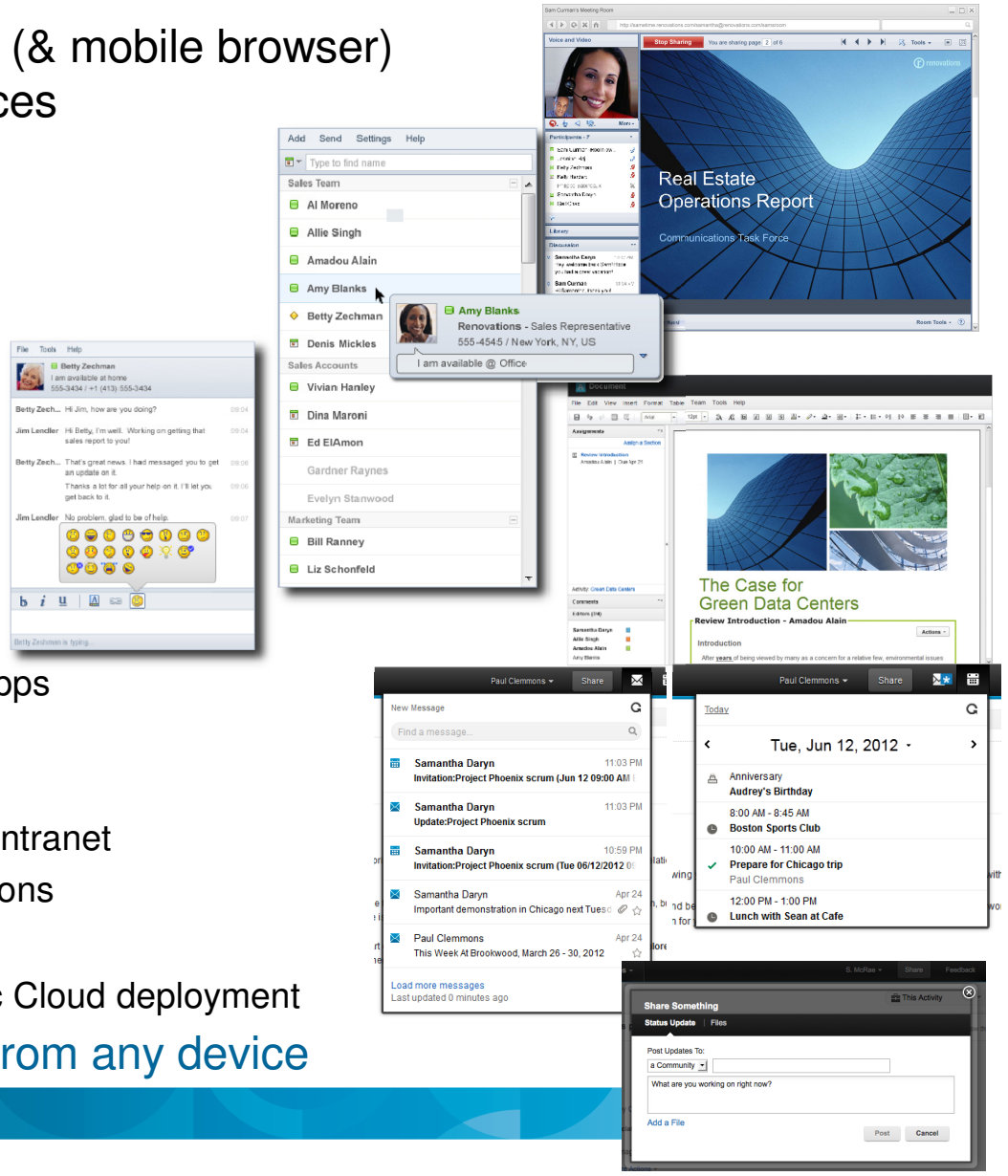
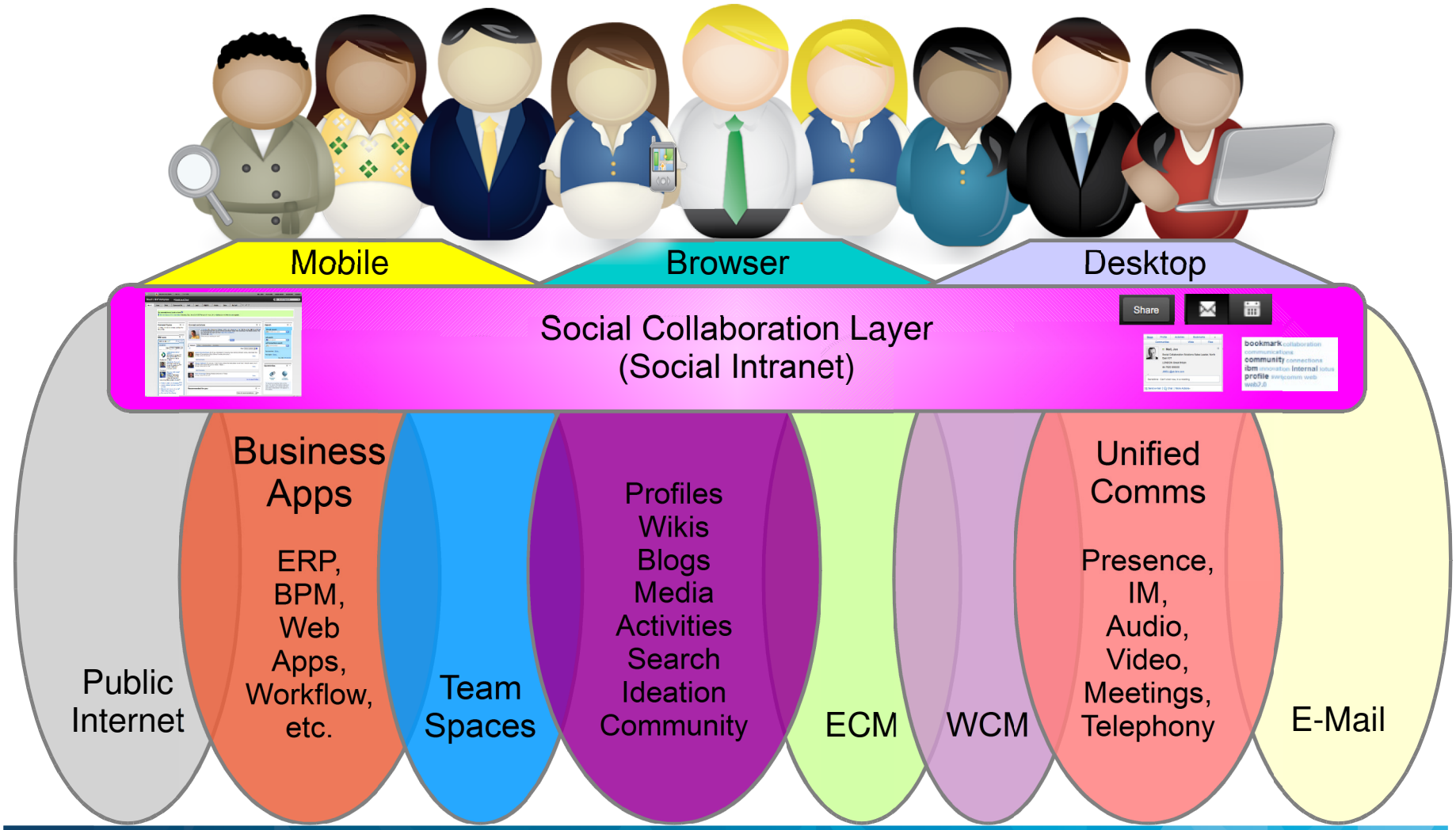
Browser-only Users to Reduce Client Costs

- Pervasive & comprehensive browser (& mobile browser) access across all collaboration services
  - Integrated Activity Stream
  - E-Mail, Calendar and Contacts
  - Buddy Lists & Instant Messaging
  - Meetings with Audio & Video
  - Persistent (Group) Chat
  - Social Media & Social Networking
  - Community Management
  - Social Document Management
  - Online Document Collaborative Editing
  - Social intranet replaces the “desktop”
  - Universal support for mobile browsers and apps
  - Share Box for attention management
  - Pervasive access to Inbox & Calendar
  - Presence & Business Cards throughout the Intranet
  - Integration of Web-based Business Applications
  - Both Internal & External Collaboration
  - On premises, Hosted Private Cloud or Public Cloud deployment
- Work effectively anytime, anywhere from any device



Social collaboration is more than social applications

*It's all about **integration** of existing collaboration, content repositories, applications, etc.*



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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

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IBM is recognised as the industry leader

Access Layer Application (Examples)

- IBM Intranet Experience Suite
- IBM Customer Experience Suite
- IBM Business Process Manager

IBM Platform for Social Business

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

Industry Leader in Social Software Platforms, ranked #1 by IDC for four years running and more than twice the size of the nearest competitor

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

Professional Services

- Process Integration
- Governance
- Security
- Lifecycle Management

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IBM has a proven track record of delivering results

- **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

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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

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USDA
United States Department of Agriculture

"USDA is an every day, every way Department and we want to connect with people in ways that are the most convenient and effective for them."

While 78% of consumers trust other consumers…only 14% trust advertisements.
Bloggers and forums can deliver messages with independent credibility

In USDA's 150th Year, the REA's Successor Continues to Have Impact on Rural South Dakota Communities

Vice President Biden Tours Everglades

Spring brings oohs and aahs – wildflower season begins to bloom across national forests and grasslands

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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

"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

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State government eliminates paper and transforms business processes

The Need

- To lower costs and increase efficiency in the Department of Information and Innovation (DII) vendor contract process – handling as many as 80 contracts per month
- To maintain security and authenticity of physical signatures on paper forms
- To streamline work loads, reduce wait time and error rates inherent with paper processes and physical signatures

The Solution

- SmartCloud for Social Business and Silanis e-SignLive
- The combined solution enables organizations and individuals to invite their customers, partners, and suppliers to instantly sign documents over the web
- Lets DII process vendor contracts in an environmentally-friendly, paperless manner

VERMONT

"This initiative is our way of taking a positive approach to the downturn in the economy. It's a challenge that has led us to seek out ground-breaking technologies like the combination of e-SignLive and LotusLive, which is **improving the way we do business while costing us less."**

Kris Rowley, Chief Information Security Officer
State of VT, DII

Benefits:

- Meets state cost-cutting initiatives by reducing operating costs and improving efficiencies
- Cuts contract approval time from **weeks to minutes**
- Reduces paper consumption and courier costs by eliminating need to print and physically route contracts for signing

silanis
The most widely used e-signature solution™

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United Nations

Validating goals and strategy across a diverse & distributed organisation

Professional Social Network Platform

"bringing people together"

virtually connect UN members across 132 countries

Cultural Theme	Culture Questions	1	2	3	4	5	C = Current D = Desired
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

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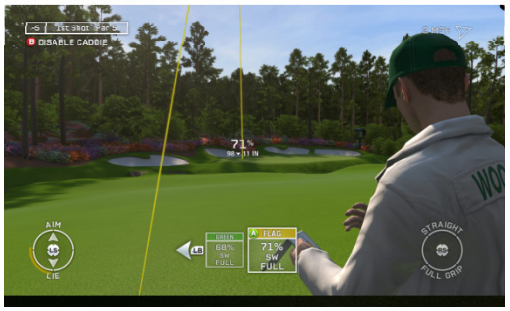
Children's Hospital, Boston

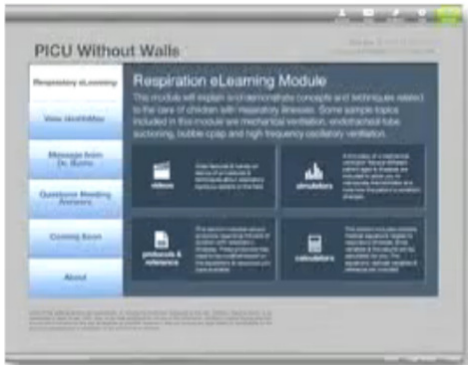
Video education for pediatric doctors supported by a community of specialists in healthcare for children



Masters site Run by IBM Videos
HD / Avatars / Content

XBOX LIVE

Learning powerful “Teaming Skills”, different locations, generating “hypothesis”



Distributed Solution
Runs from USB Drive
Cloud Based Updates
Social Network

Dr J. Burns, Children's Hospital Boston

http://www.youtube.com/watch?v=GW_5WSxzBFo

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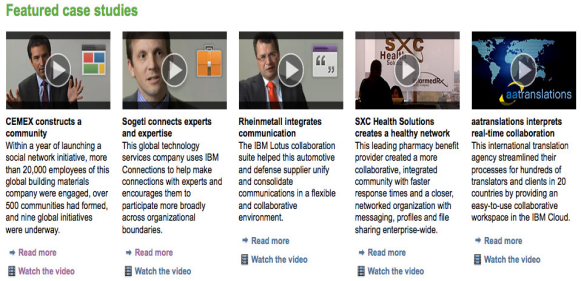
For more information

- IBM's Business Perspective on Social Business
  - http://www.ibm.com/socialbusiness
- Video Case Studies around Social Business
  - http://www.ibm.com/software/collaboration/videos
- IBM's Social Business Platform & Products
  - http://www.ibm.com/social
- The Business of Social Business: What Works and How It's Done
  - http://ibm.co/WYVTW4 (IBM Institute of Business Value)
- IBM Industry Insights: Social Business for Government on YouTube
  - http://bit.ly/YoReu6
- 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'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



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Thank You.

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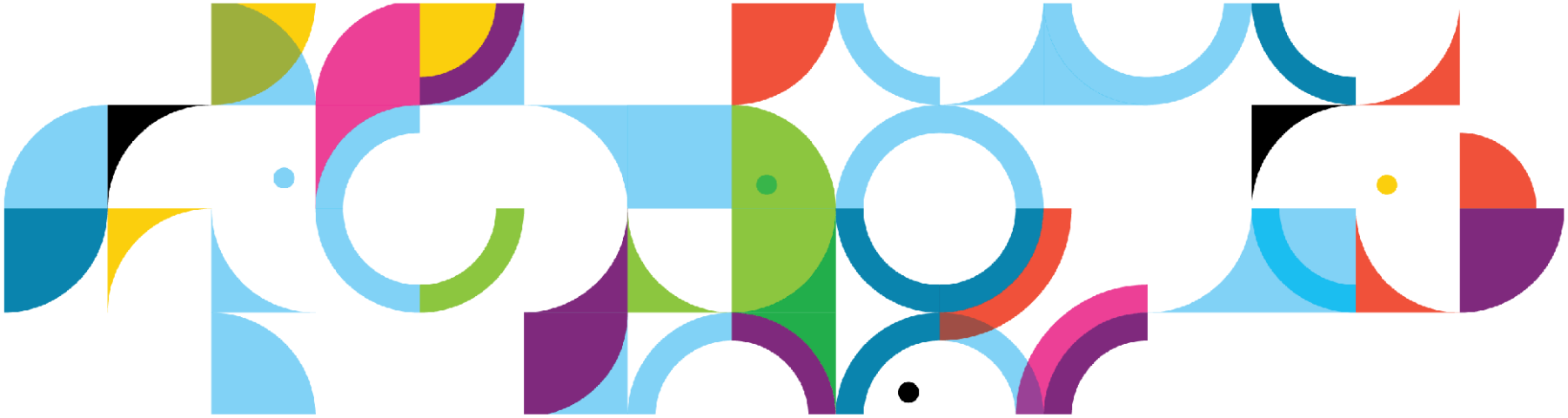

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