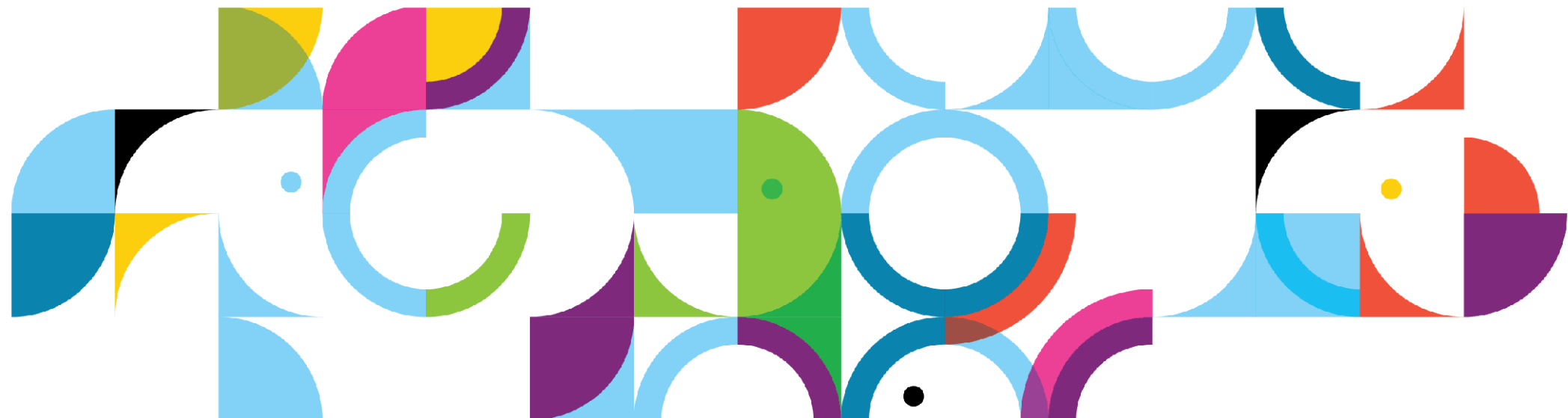


# Social Business Seminar

Dublin 30<sup>th</sup> May, 2013



Integrated with the audio, video and telephony you use today *and tomorrow...*

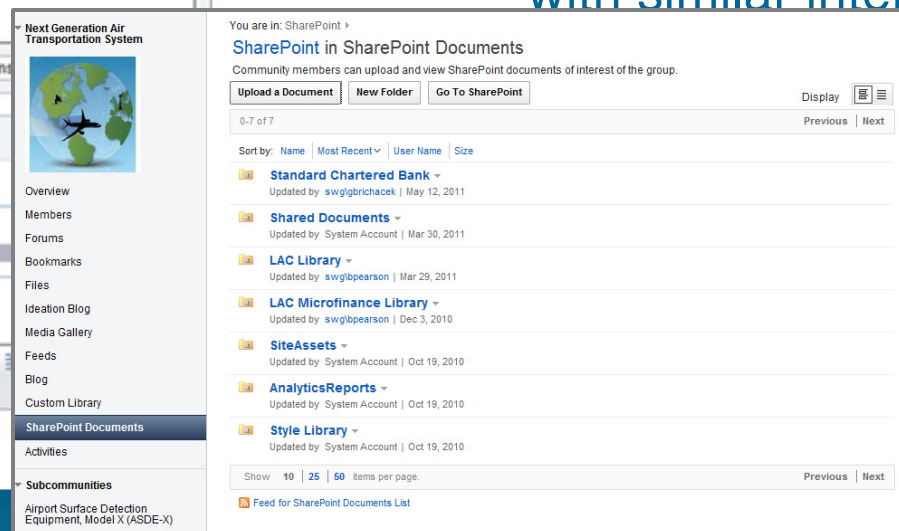
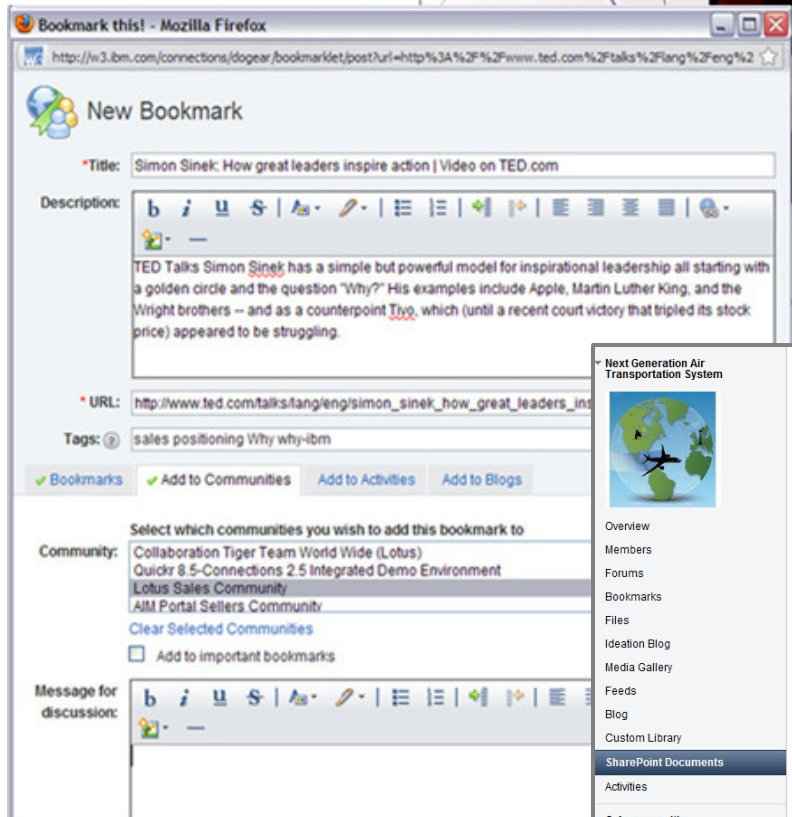
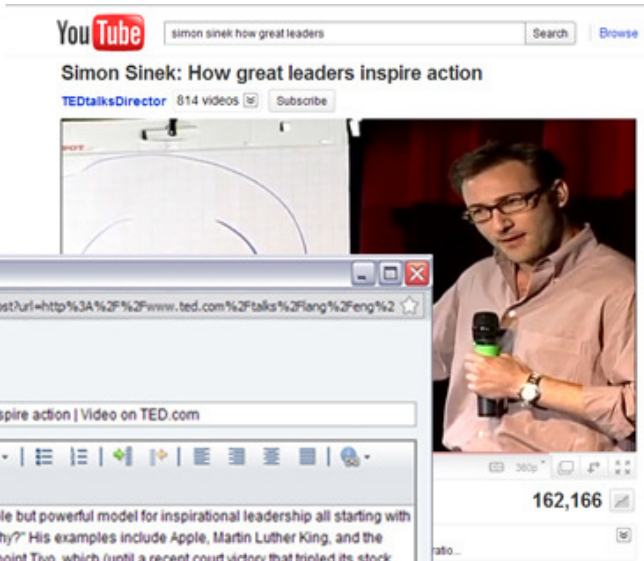


Search across all available content  
*(including external content that others found useful and tagged)*

# 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**



# 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

The screenshot shows a file sharing interface for 'Employee Compensation.pdf'. The file is public and was updated on Monday at 9:27 PM. It has tags for 'compensation' and options to 'Add or remove tags'. The file size is 47 KB (122 KB including all versions). The interface includes buttons for 'Upload New Version', 'Share', 'Add to Folders', and 'More Actions'. A comments section shows three comments from Dan Misawa, Natalie Olmos, and Brandon Seppa. A side-by-side comparison of the document is shown, with the left side being a pixelated version and the right side being the original. The interface also includes a sidebar with 'Pinned Files', 'My Files', 'Shared With Me', 'Shared By Me', 'Public Files', and 'Trash'. There are also 'Pinned Folders' and 'My Folders' sections.

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

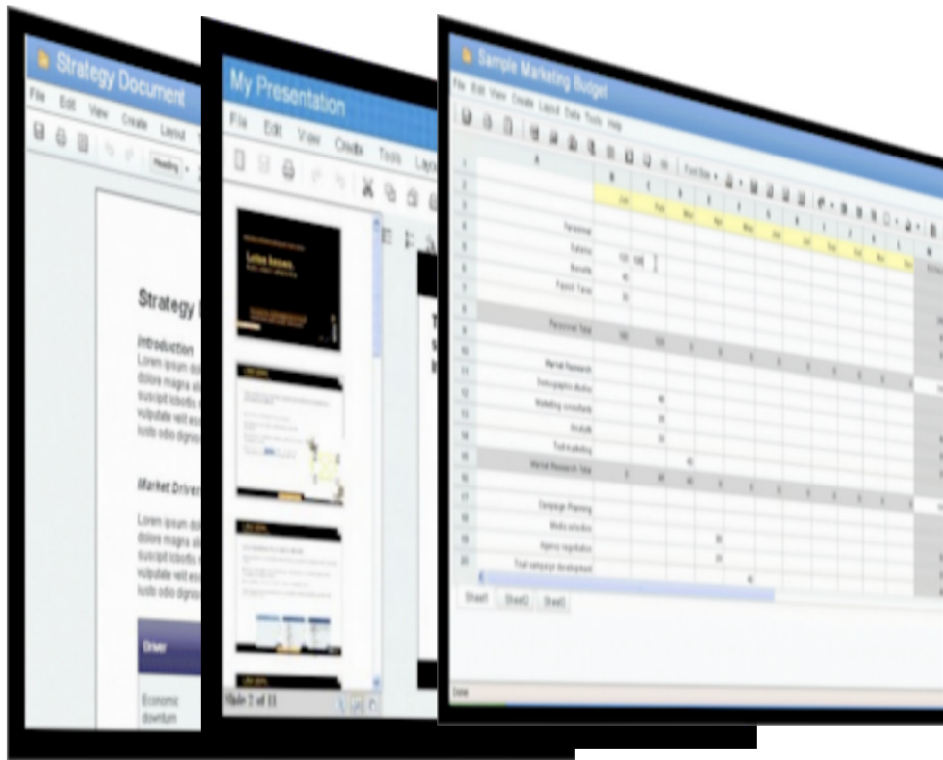


## Social collaboration around rich document types

***Documents, spreadsheets, presentations not just wikis, blogs, files & activities***

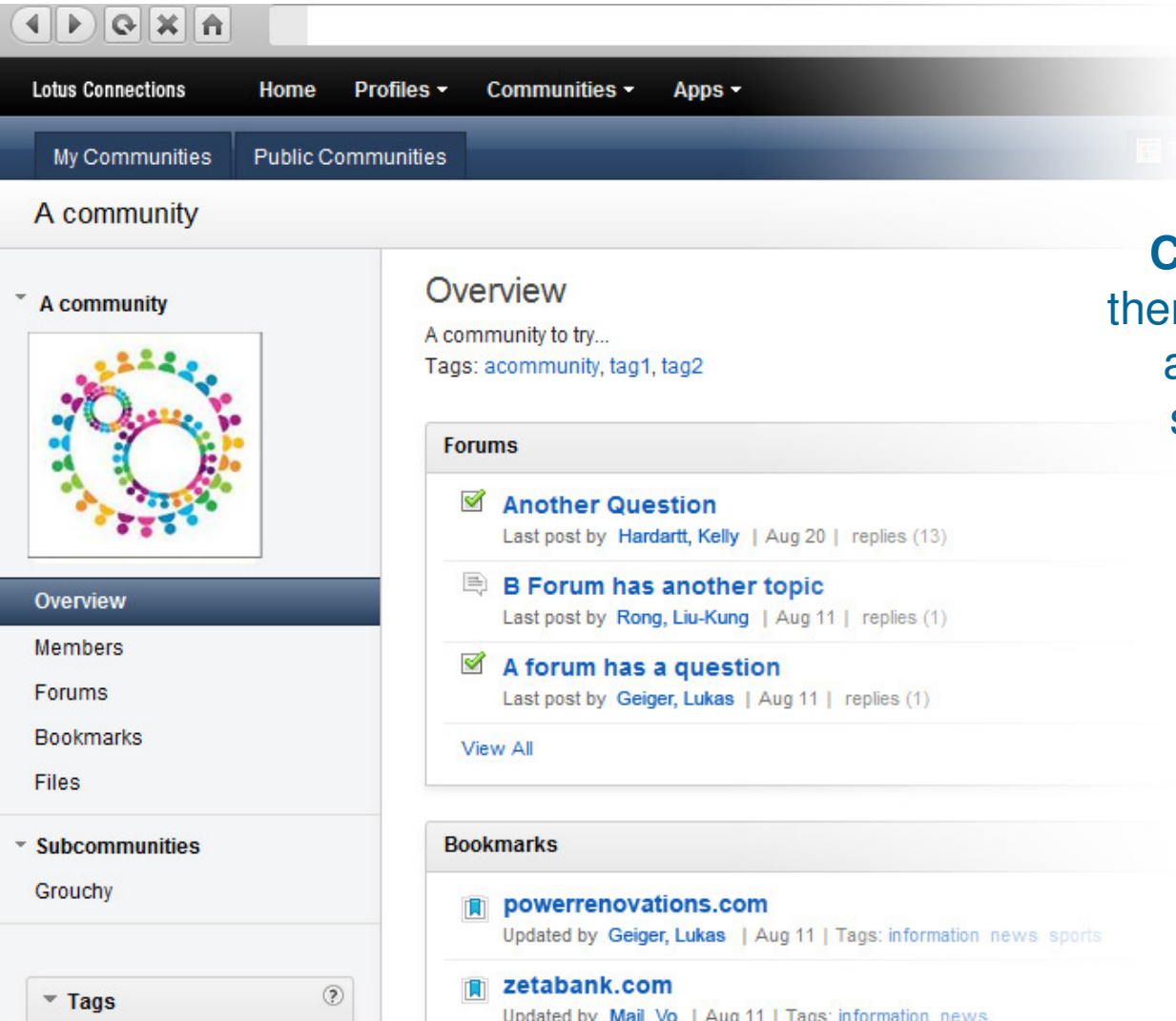
Web-based collaborative editors for creating, sharing and collaboratively authoring word processor documents, spreadsheets and presentations create major new opportunities for better collaboration

### 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 &amp; distill knowledge



Lotus Connections Home Profiles Communities Apps

My Communities Public Communities

A community

A community

Overview

A community to try...  
Tags: acommunity, tag1, tag2

Forums

- Another Question**  
Last post by [Hardart, Kelly](#) | Aug 20 | replies (13)
- B Forum has another topic**  
Last post by [Rong, Liu-Kung](#) | Aug 11 | replies (1)
- A forum has a question**  
Last post by [Geiger, Lukas](#) | Aug 11 | replies (1)

[View All](#)

Bookmarks

- powerrenovations.com**  
Updated by [Geiger, Lukas](#) | Aug 11 | Tags: [information](#) [news](#) [sports](#)
- zetabank.com**  
Updated by [Mail, Vo](#) | Aug 11 | Tags: [information](#) [news](#)

Tags

# 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

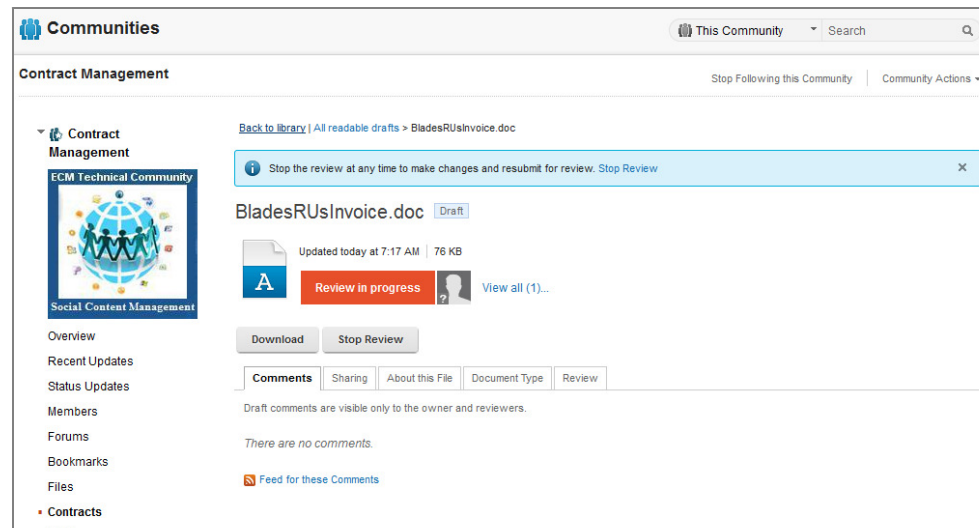
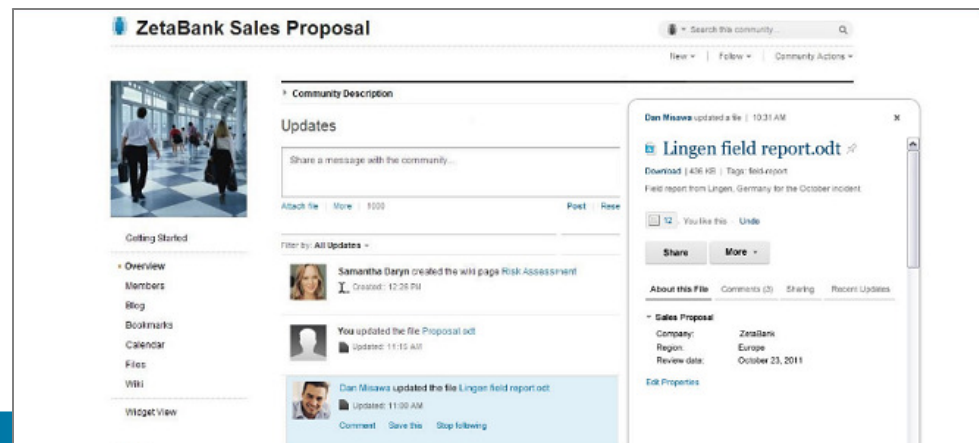
...providing **ACCESS CONTROL**  
and **MODERATION**

# 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”*

The screenshot shows the IBM Social Business Ideation Blog interface. The main content area displays a list of ideas under the 'Human Resources' category. The ideas are sorted by date and include titles like '360 Degree Reviews Policy for Managers', 'Modification of the "Get Fit, Get Paid!" Program to include Yoga and Pilates', and 'Updated Social Computing Guidelines'. Each idea has a vote count and a 'Graduated' status.

An expanded view of a 'Graduated idea from Ideation Blog "Social Banking"' is shown in a pop-up window. This view includes a table of action items for an 'Advisor Chat' project:

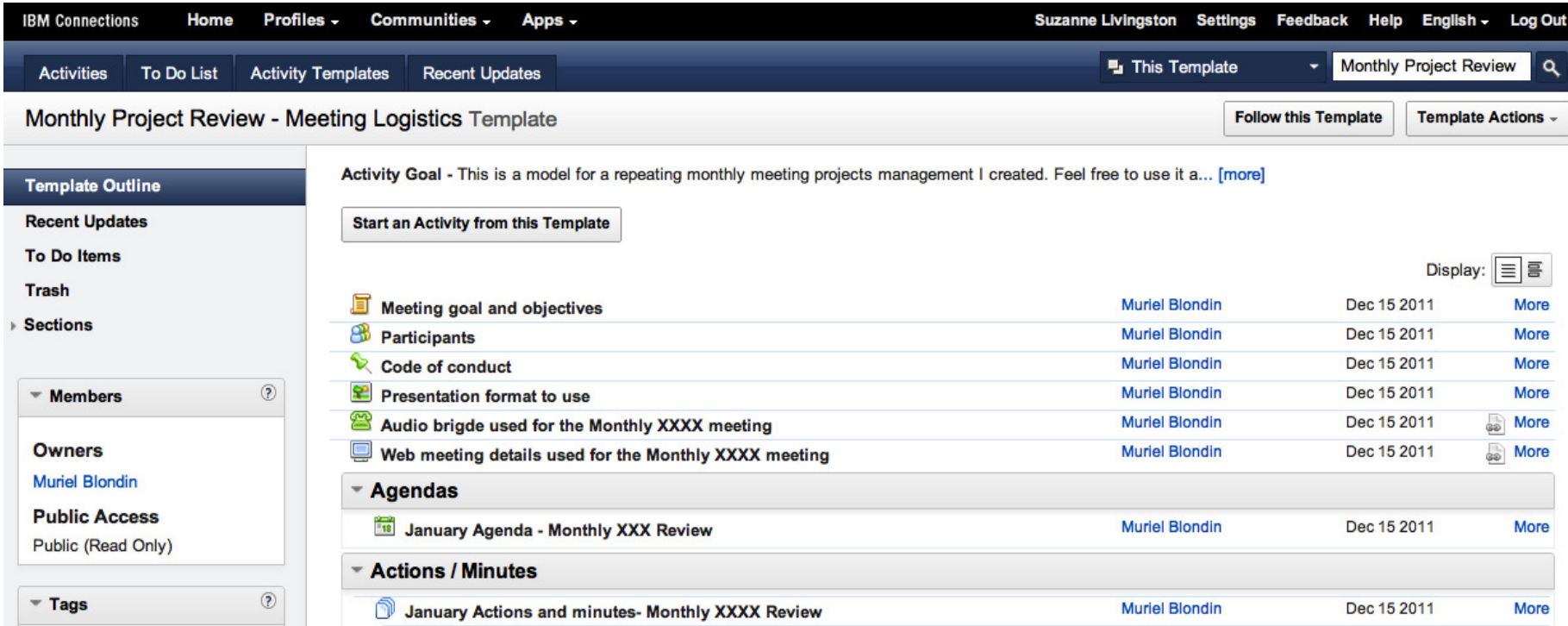
Item	Assigned To	Owner	Due Date	Status
Research alternative Chat & Presence solutions	Stuart McRae	Stuart McRae	Due May 20	Today 5:15 PM
IBM Sametime information	Stuart McRae	Stuart McRae		Today 5:31 PM
Align Strategy with Web Portal team	David J Strachan	Stuart McRae	Due May 27	Today 5:17 PM
Align strategy with Internal IM & Presence	Stuart McRae	Stuart McRae		Today 5:18 PM
Ask the Call Centre team if we can leverage this to displace calls and save money	Jon Mell	Stuart McRae	Due May 31	Today 5:20 PM
I have scheduled a meeting with Mark Osborn for next Tuesday to discuss	Stuart McRae	Stuart McRae		Today 5:41 PM



# 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

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
<b>Agendas</b>			
 January Agenda - Monthly XXX Review	Muriel Blondin	Dec 15 2011	More
<b>Actions / Minutes</b>			
 January Actions and minutes- Monthly XXXX Review	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

# 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

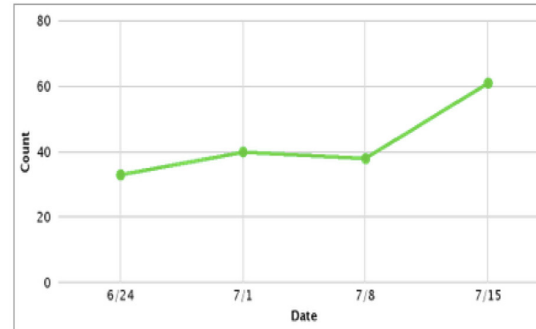
## Participation

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](#)

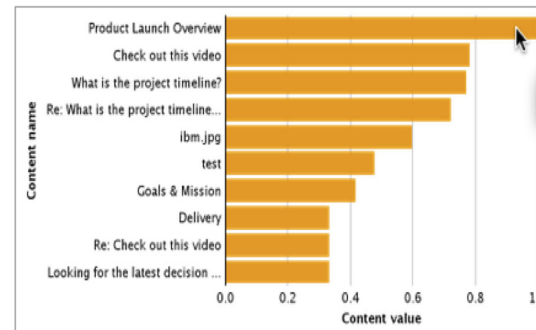
## Content

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 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

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**

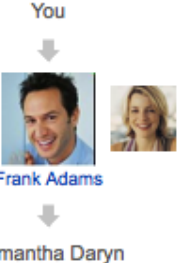
[Invite to connect](#) [Remove](#)

- 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

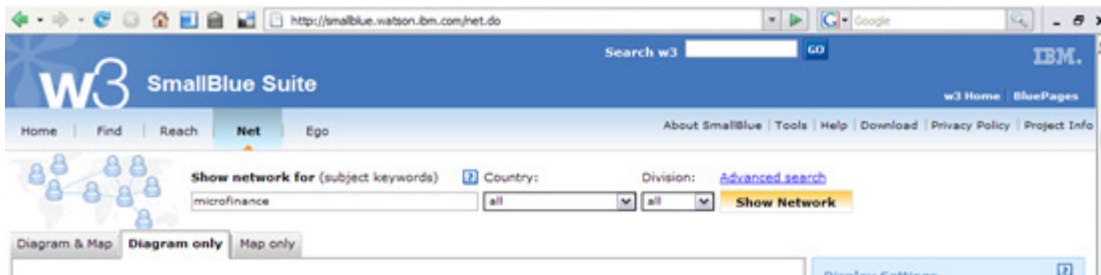
▼ How are you and Frank Adams connected

- 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

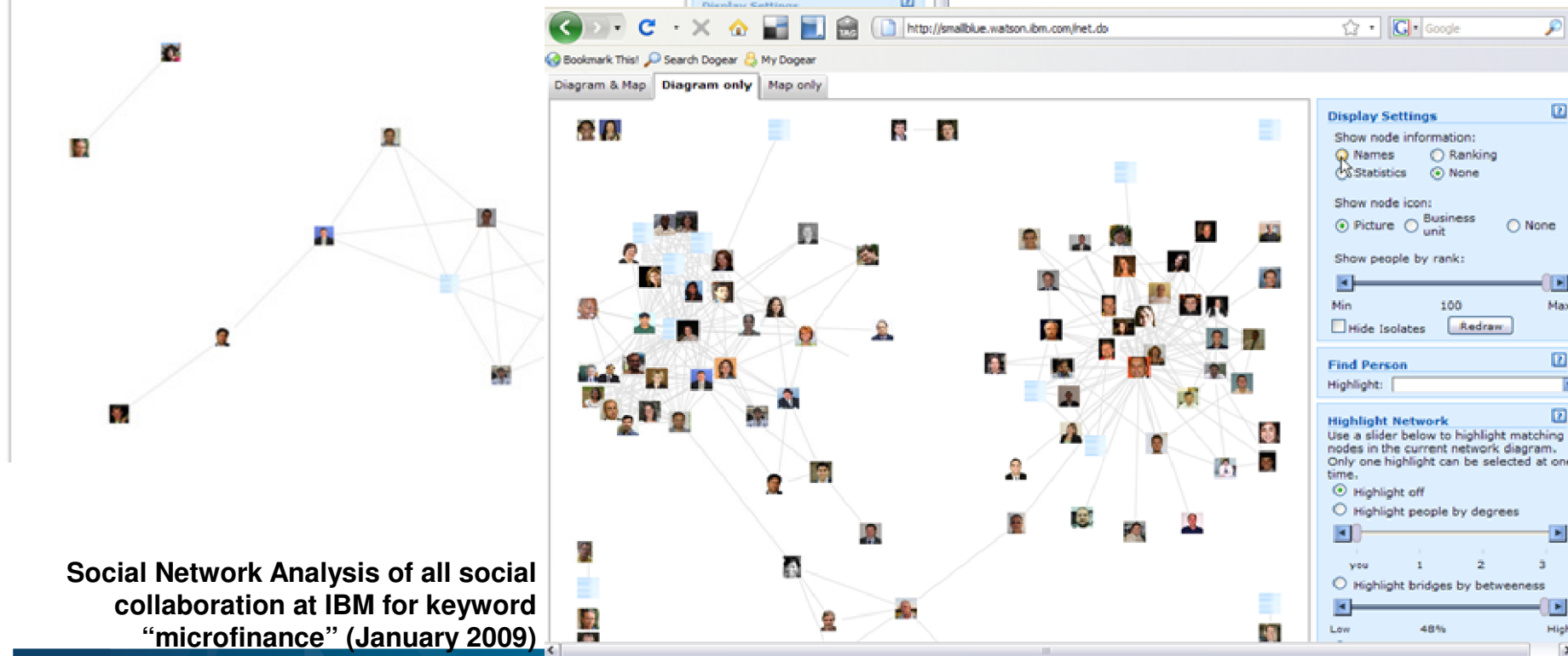
▼ How are Frank Adams and Samantha Daryn connected

- They are colleagues
- They share an activity
- They share a forum thread

# 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)



# Mobility leads to Bring Your Own Device, challenging traditional models

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



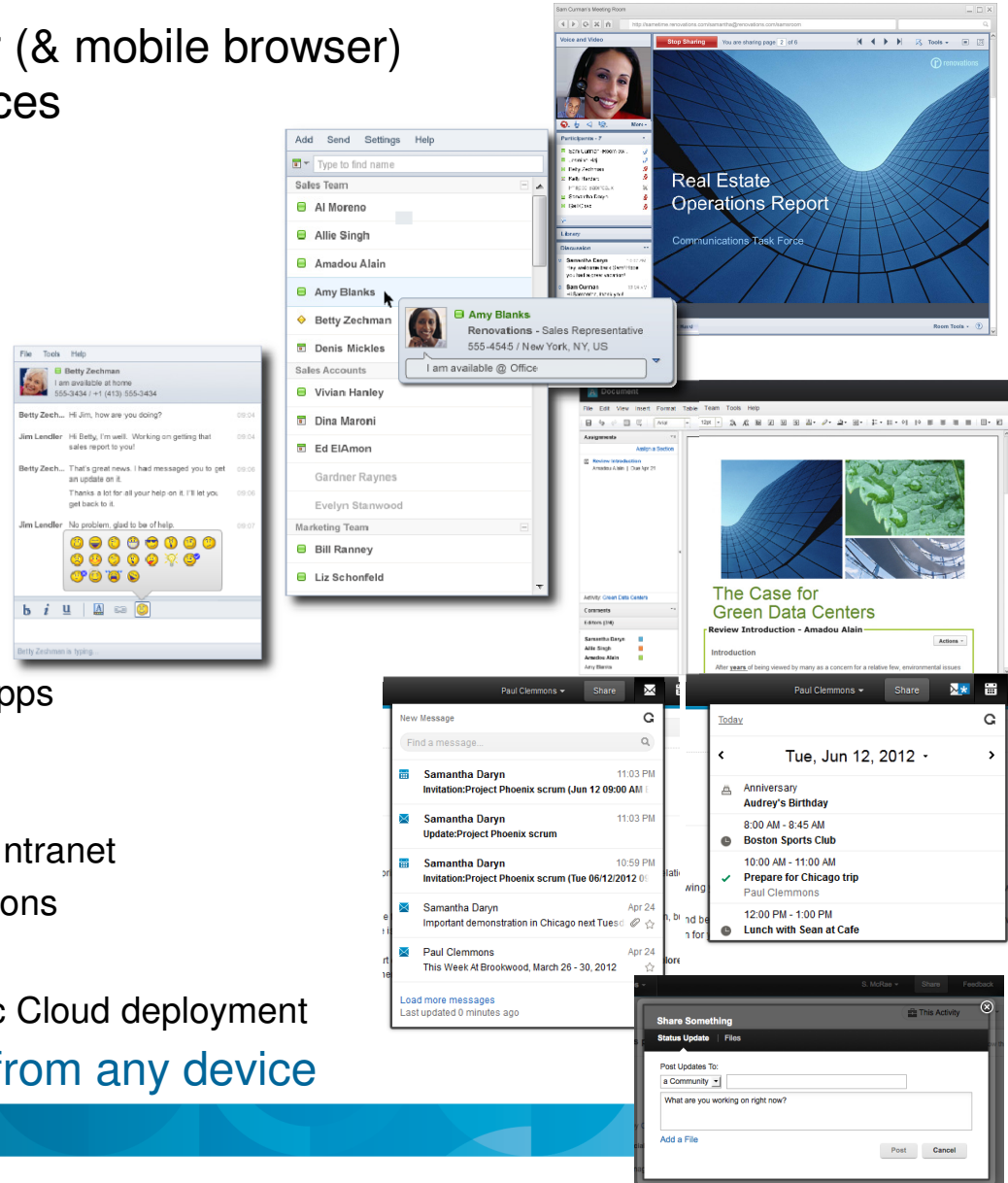
**Tim Banting** • I think we are highlighting a tectonic shift in IT from maintaining devices and equipment to servicing the business needs and productivity needs of users.



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

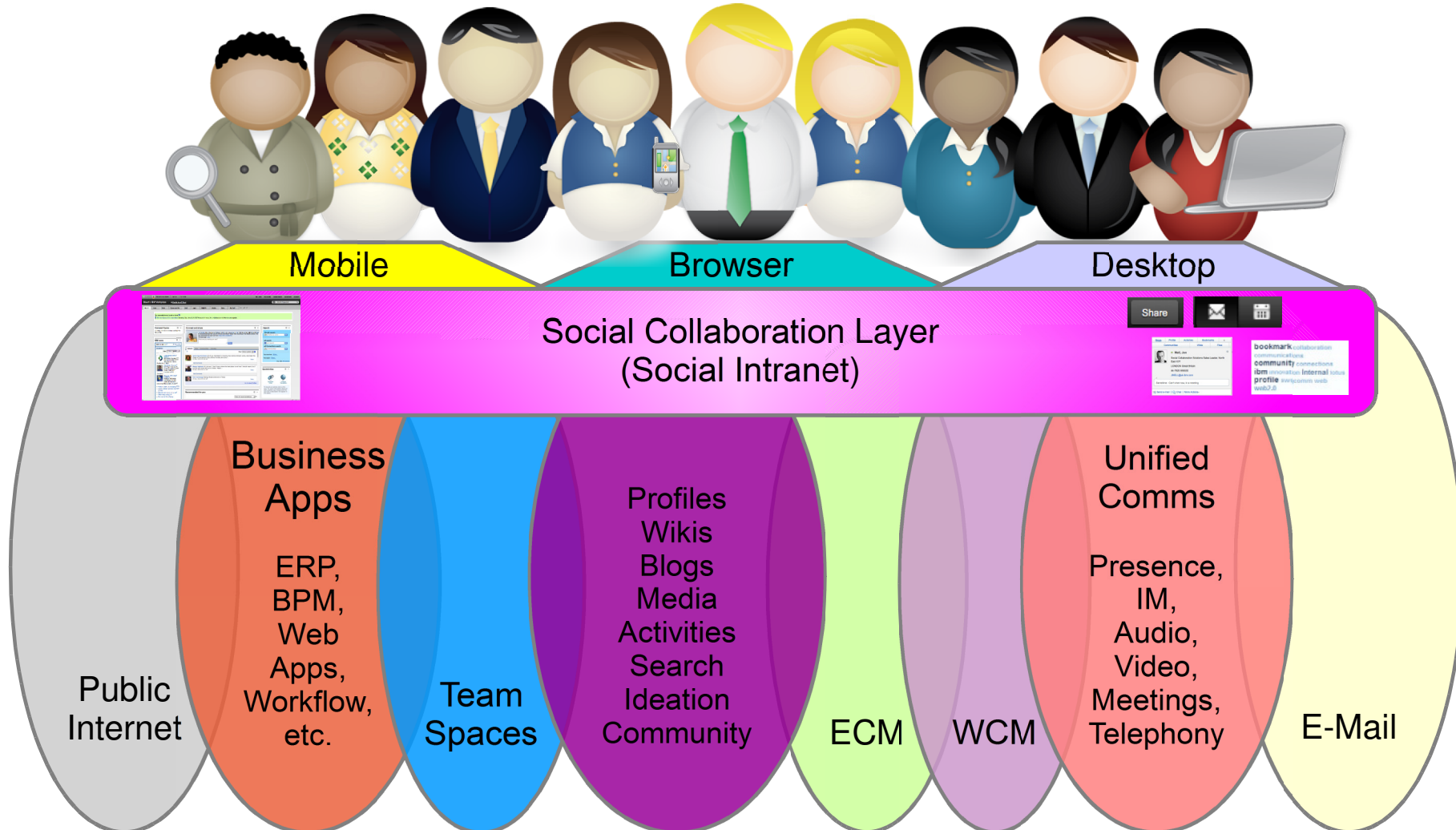
# Browser-only Users to Reduce Client Costs

- 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.



# 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**



# IBM is recognised as the industry leader



## 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**

of the top 10 banks  
and retailers

**12**

of the largest telcos

**500**

governments  
covering  
all G8 nations

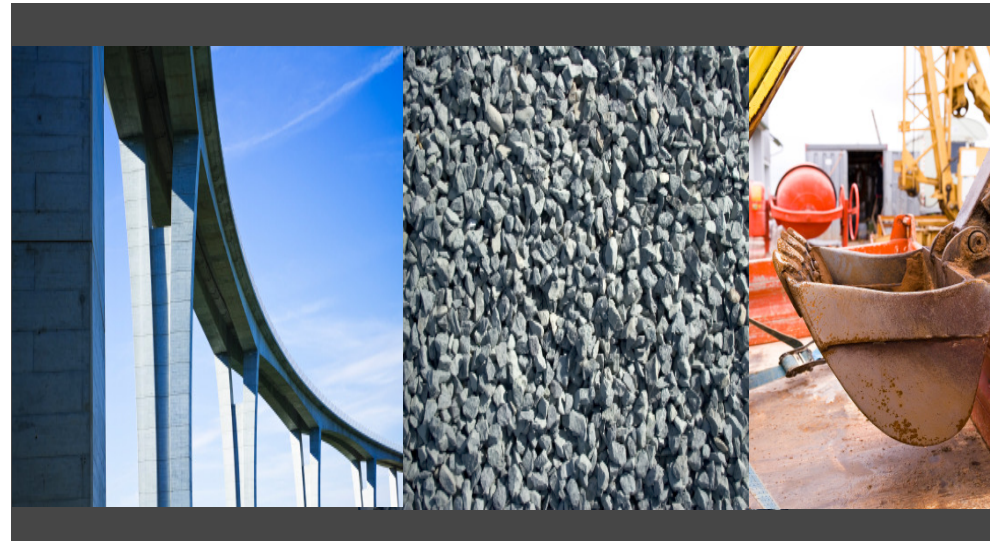
# Cemex redefined their **product development process** through a new collaborative initiative called “Shift”

## Creating a smarter workforce

# 1/3

## Reduction time of new product development

A social business transforms product and service innovation through global collaboration





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.”

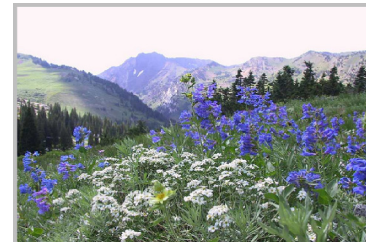
While 78% of consumers trust other consumers...only 14% trust advertisements.  
Bloggers and forums can deliver messages with independent credibility



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

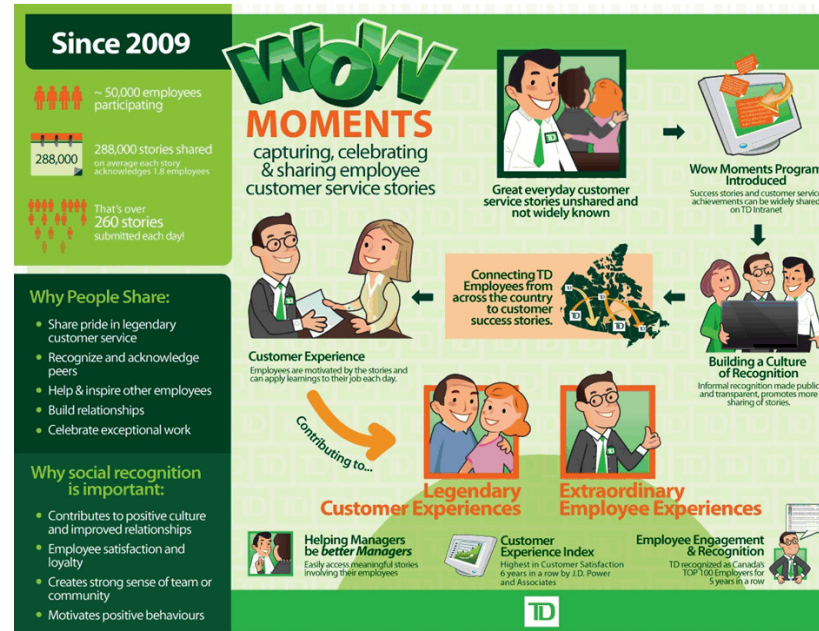


**TD Bank Group** improved its internal teaming and its customer service across geographic & organizational barriers, by integrating social business solutions into their **operations** processes

**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

# 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



“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



The most widely used e-signature solution™

# 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

# Children's Hospital, Boston

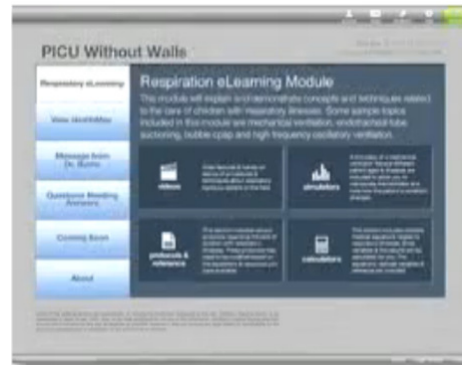
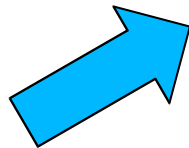
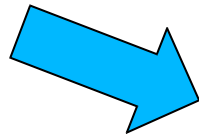
*Video education for pediatric doctors supported by a community of specialists in healthcare for children*



Masters site Run by IBM Videos  
HD / Avatars / Content



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



## 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>

### Featured case studies

 <p><b>CEMEX constructs a community</b> Within a year of launching a social network initiative, more than 20,000 employees of this global building materials company were engaged, over 500 communities had formed, and nine global initiatives were underway.</p> <p>→ Read more ▶ Watch the video</p>	 <p><b>Sogeti connects experts and expertise</b> This global technology services company uses IBM Connections to help make connections with experts and encourages them to participate more broadly across organizational boundaries.</p> <p>→ Read more ▶ Watch the video</p>	 <p><b>Rheinmetall integrates communication</b> The IBM Lotus collaboration suite helped this automotive and defense supplier unify and consolidate communications in a flexible and collaborative environment.</p> <p>→ Read more ▶ Watch the video</p>	 <p><b>SXC Health Solutions creates a healthy network</b> This leading pharmacy benefit provider created a more collaborative, integrated community with faster response times and a closer, networked organization with messaging, profiles and file sharing enterprise-wide.</p> <p>→ Read more ▶ Watch the video</p>	 <p><b>atranslations interprets real-time collaboration</b> This international translation agency streamlined their processes for hundreds of translators and clients in 20 countries by providing an easy-to-use collaborative workspace in the IBM Cloud.</p> <p>→ Read more ▶ Watch the video</p>
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The business of social business  
IBM Institute of Business Value

Social media and business process management  
IBM

IDC  
Analyze the Future

WHITE PAPER  
Becoming a Social Business: The IBM Story  
Sponsored by IBM  
Eric Traudt Richard Varol  
January 2011



# Thank You.

## Stuart McRae

Executive Collaboration & Social Business Evangelist

IBM Collaboration Solutions

[ibm.co/smcrae](http://ibm.co/smcrae)

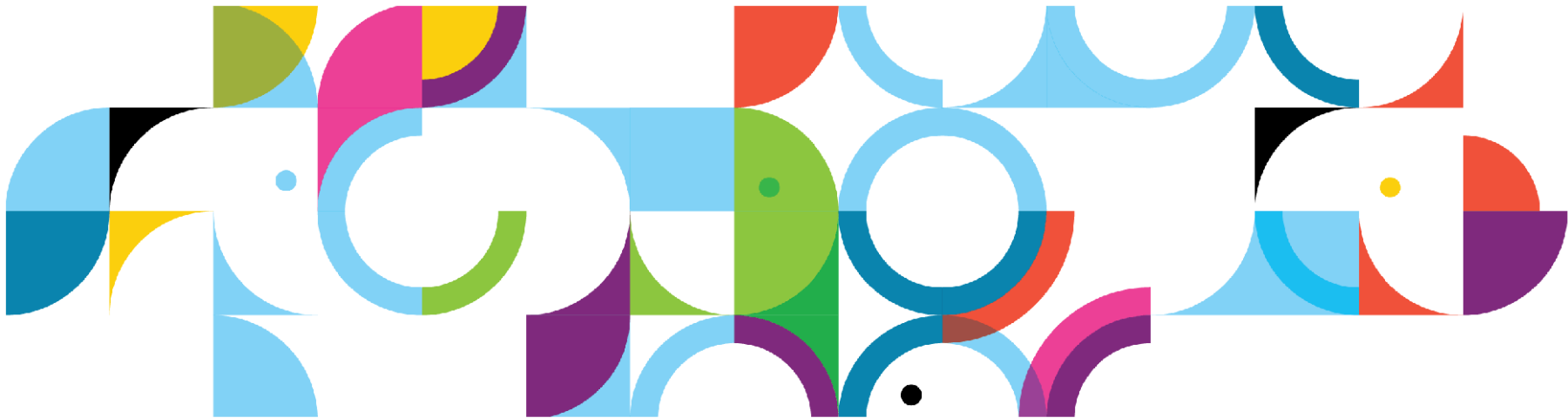
[stuart.mcrae@uk.ibm.com](mailto:stuart.mcrae@uk.ibm.com)

[www.twitter.com/smcrae](http://www.twitter.com/smcrae)

[www.linkedin.com/in/stuartmcrae](http://www.linkedin.com/in/stuartmcrae)

[www.facebook.com/sjmcrae](http://www.facebook.com/sjmcrae)

[www.smcrae.com](http://www.smcrae.com)



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