



# 소셜 플랫폼의 최강자 - IBM Connections

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 [facebook.com/patrachue](https://facebook.com/patrachue)

 [twitter.com/#!/patrachue](https://twitter.com/#!/patrachue)

## Business Gets Social 2012

IBM Software Roadshow

[ibm.com/socialbusiness/events](http://ibm.com/socialbusiness/events)





궁금한 점이 있으세요?

즉석에서 답변도 들으시고 푸짐한 선물도 받으세요!

편리하신 방법으로 질문하시면 됩니다!

1. 문자 메시지로 : **010-4995-8178**

2. 트위터로: twitter.com에서 트윗으로 질문 입력하신 뒤  
해시코드 **#소셜비즈12** 삽입  
예) 방금 말씀하신 고객사례에 적용된 솔루션은 무엇인가  
요? **#소셜비즈12**

3. LotusLive로:

[www.lotuslive.com](http://www.lotuslive.com) 접속후 미팅ID **138-447** 입력, 질문은  
우측하단 대화창 이용



# 여러분은 어떻게 일하고 계십니까?



## Anyone know this guy??



### Customer Info

Mark W Lewis to:

07/20/2009 01:14 PM

Sent by: **Connections-Communities@RESEARCH**

[Show Details](#)

Bcc: Chris Crumme

- Contracts MLM New Plans Process Narrative 022309.pdf
- Contracts MLM Plan Changes Process Narrative 022309.pdf
- Contracts NA New Plans Process Narrative 022309.pdf
- Contracts NA Plan Changes Process Narrative 022309.pdf
- Contracts NA RFP Review Process Narrative 022309.pdf
- Contracts New Plans MLM Process v0.2.vsd
- Contracts New Plans NA Process v0.2.vsd
- Contracts Observations & Talking Points 03-05-09.pdf
- Contracts Opportunities 03-11-09.xls
- Contracts Plan Changes MLM Process v0.2.vsd
- Contracts RFP Proposals Review NA Process v0.2.vsd
- PPI Contracts Update 03-16-09.ppt
- CBF Business Partner Update - 20090127b.zip
- CBF It Strategy - Product Area Capability Definitions v9 (version 1)-tr.xls
- 2006-12-26\_Institutional\_SISP.pdf
- TCREF\_FutureVisionValueChains-27Sep05-v2.ppt
- WorldWide Sales Forecast.otp
- Biweekly time sheet1.xls
- budget\_2.xls
- business controls.ods
- january.doc
- Marketing budget plan1.ods
- marketing\_06.ppt
- press\_release.docx
- Sales Status Meeting Report.odt
- Subprime Mortgage Data.xls



# 여러분은 어떻게 일하고 계십니까?




Send Send and File... Save as Draft Reply to All Delivery Options... Display More

**Reply to all !!**

To: Mark W Lewis/White Plains/IBM@RESEARCH@IBMUS,  
Cc: Ann Marie Darrough/Bethesda/IBM@Lotus, Bart Lautenbach/Cambridge/IBM@IBMUS, Bob Donahue/Paramus/IBM@Lotus, Brendan O'Sullivan/New  
Subject: **Re: Customer Info**

**THANKS!** ←

Frank Adams  
617.693.0440 (phone) | 617.320.1672 (cell)  
  
[www.renovations.com](http://www.renovations.com)

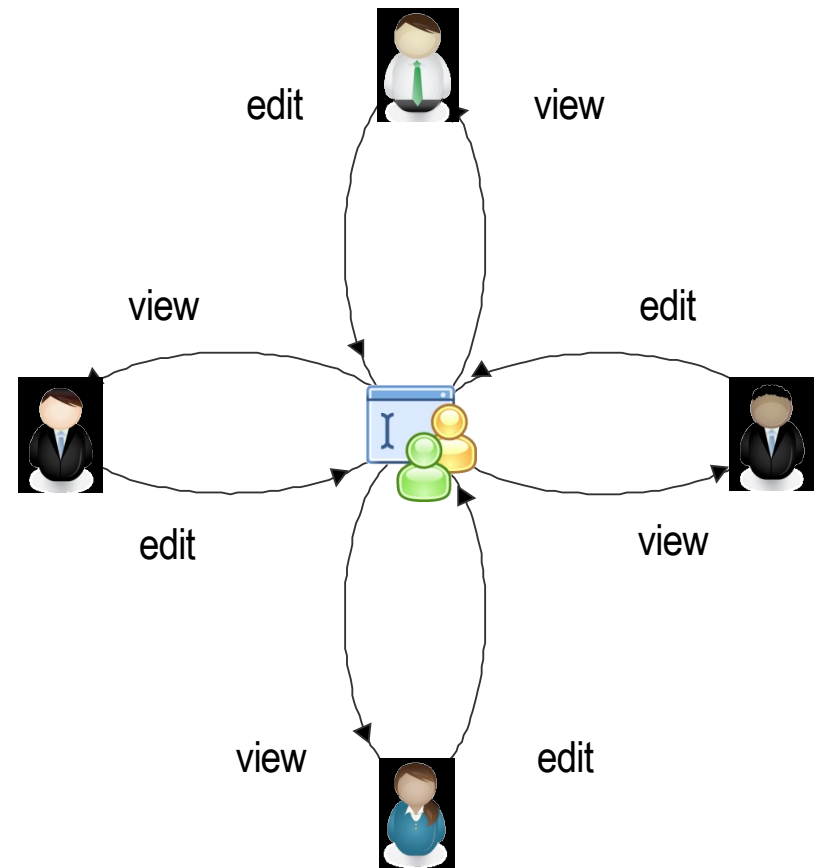
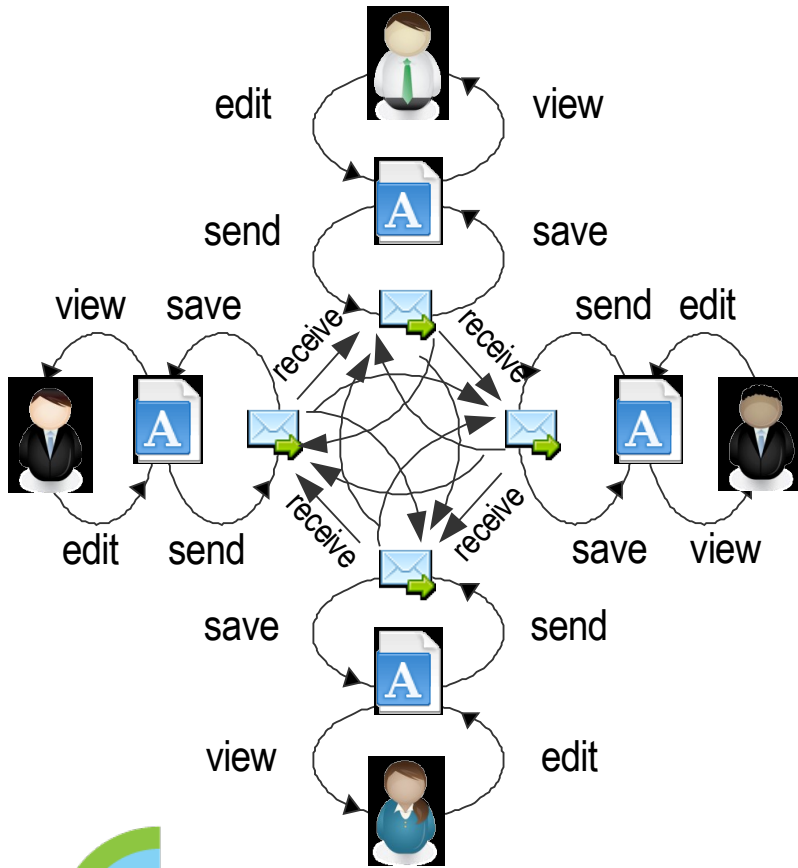
Contracts MLM New Plans Process Narrative 022309.pdf Contracts MLM Plan Changes Process Narrative 022309.pdf Contracts NA New Plans Process Narrative 022309.pdf  
Contracts NA Plan Changes Process Narrative 022309.pdf Contracts NA RFP Review Process Narrative 022309.pdf Contracts New Plans MLM Process v0.2.vsd  
Contracts New Plans NA Process v0.2.vsd Contracts Observations & Talking Points 03-05-09.pdf Contracts Opportunities 03-11-09.xls Contracts Plan Changes MLM Process v0.2.vsd  
Contracts RFP Proposals Review NA Process v0.2.vsd PPI Contracts Update 03-16-09.ppt CBF Business Partner Update - 20090127b.zip  
CBF It Strategy - Product Area Capability Definitions v9 (version 1).trxls 2006-12-26\_Institutional\_SISP.pdf TCREF\_FutureVisionValueChains-27Sep05-v2.ppt



# 여러분은 어떻게 일하고 계십니까?



## e-Mail vs Wiki collaboration



\* Chris Rasmussen at US National Geospatial Intelligence Agency.

# 소셜 비즈니스 관련 이런 고민이 있지 않으신가요?



Challenges/Concerns with Using Enterprise Social Software

Q. In your opinion, what are the key challenges/concerns associated with using/implementing social software?

- 참여유도 방법

- 비즈니스 목표에 미치는 영향 파악

- 다른 툴을 사용할 시간 부족

- 경영진에 투자설득 어려움

- 보안이슈

- 커멘트가 다 공개됨

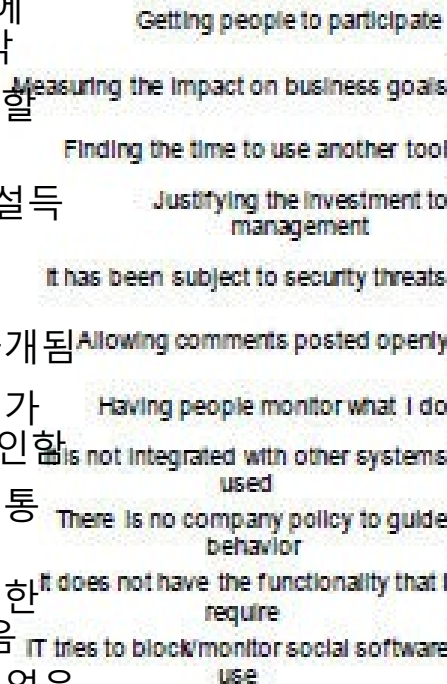
- 다른 사람이 내가 하는 일을 다 확인함

- 다른 시스템과 통합 안됨

- 소셜 행동에 대한 회사 정책이 없음

- 필요한 기능이 없음

- IT가 소셜소프트웨어 사용을 제한함



변화관리 필요

비즈니스 성과와 연계 필요

업무 프로세스에 녹아있어야 함

Benefit 및 ROI 증명 필요

회사차원에서 정보 관리 필요

기업용 소셜플랫폼 필요

"Becoming a Social Business" – Erin Traudt, Richard Vancil, IDC, Jan2011

**Business Gets Social 2012**

IBM Software Roadshow

# 소셜 플랫폼으로 해결할 수 있습니다.



**“기업에서는 소셜미디어가 아닌 소셜 비즈니스를 바라봅니다.”**

기존에는 블로그, 마이크로블로그, 포럼 등의 기능들을 개별적으로 활용.  
부서마다 각각의 소셜툴을 사용하여 일관성이 결여되고 통합되어 있지 못하다.

변경관리  
필요

비즈니스 성과와  
연계 필요

업무 프로세스에 녹  
아있어야 함

Benefit 및 ROI 증  
명 필요

회사차원에서  
정보 관리 필요



Social  
Platform

**IBM Connections**

**“소셜 플랫폼을 통해 업무 전후맥락에 맞게, 회사의 비즈니스  
창출에 기여할 수 있도록 소셜 비즈니스를 영위할 수 있습니  
다.”**



# IBM Connections는 소셜 플랫폼입니다.



**홈페이지** - 모든 Social Service Component 요약



**프로파일** - 전문가 검색, 소셜 네트워킹 기능을 통한 **follower/following** 지정



**블로그**



**활동**



**커뮤니티**



**소셜 책갈피**



**파일**



**위키** - 콘텐츠에 대해 공동 저작하여 지식 공유와 최신의 상태 유지, 버전 관리 제공



**포럼** - 아이디어 브레인 스토밍, 피드백, 다른 사용자의 전문성 활용.



**모바일**



**마이크로블로깅**



**소셜 분석**



IBM Connections는 소셜 플랫폼입니다.



모든 관련 내용을 한 곳에서 확인합니다.

**Activity Streams**

사람들은 같이 일해야 잘 합니다.

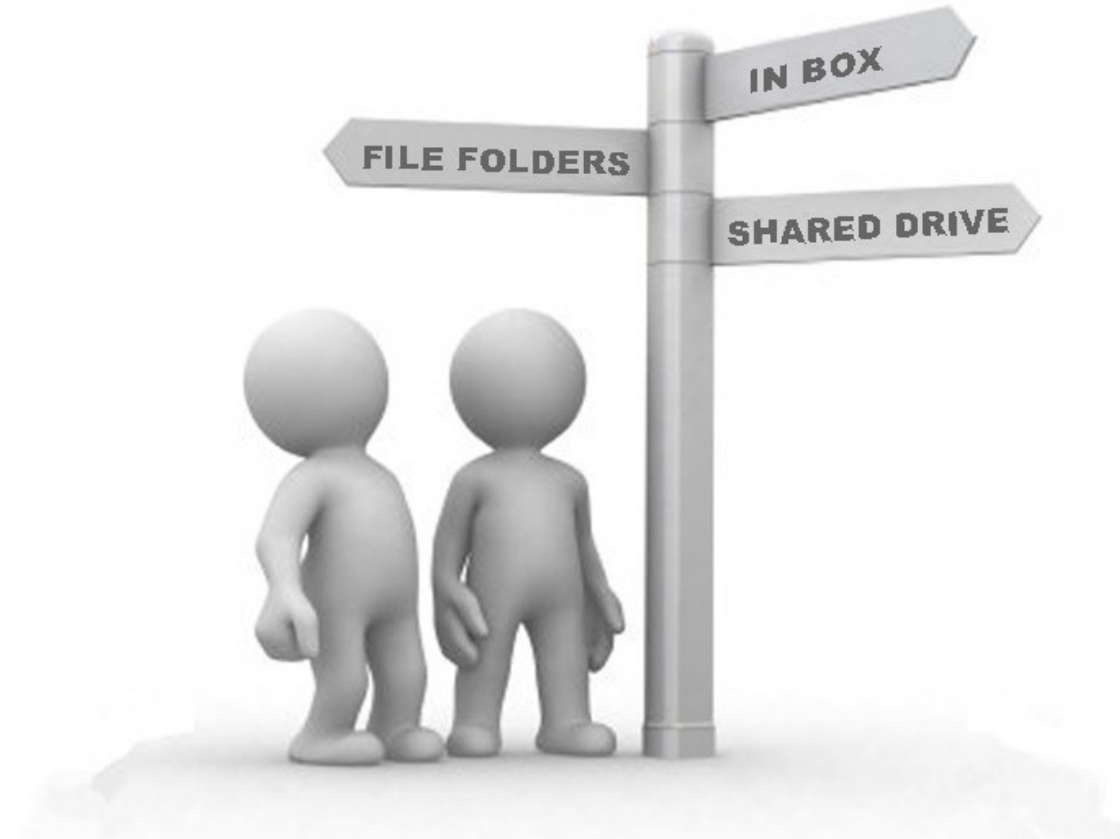
**Enhanced Communities for Teams**

업무 전후 맥락에 맞도록 환경이 제공됩니다.

**Social Embedded Experience**



Activity Streams는 모든 내용을 한 곳에 모아서 보여줍니다.



# Activity Streams 첫 화면에서는 모든 내용을 한 곳에서 확인합니다.

첫 화면

I'm Following

상태 업데이트

컨텐츠별 업데이트 내용 확인



Getting Started

**I'm Following**

Status Updates

My Notifications

Actions Required 12

Saved

Discover

My Page

What are you working on?

## I'm Following

View updates for content, communities, tags and people you are following.

Filter by: All

All

Activities

Blogs

Bookmarks

Communities

Files

Forums

People

Status Updates

Wikis

Tags

Third Party App

Alex created the blog entry Latest sales in Practitioners Blog

Alex added to the community Zeta Bank Sales Proposals

Alex shared a file in the community Team Resources Business\_Center\_Overview.jpg

10:25 AM | 300k | 2 likes | Tags: team



**Alex Kay** I'm working hard on this new sales proposal!

10:00 AM | 2 likes

4 more comments



**Dan Misawa** 10:10 AM

That's great to hear. Can't wait to see the new proposal :)



**Samantha Daryn** 10:15 AM

Wow! that was fast. Didn't you just finish your last one?



**Mary Ellen** has sent you a Tungle Calendar meeting invite Let's discuss the updated plans proposals 1:00pm-2:00pm Tuesday March 8 2011

9:00 AM | 2 likes

Show more...

## Recommendations

**Global Sales Community**

11 contacts are members  
2 tags in common

**Product Support Services**

2 contacts are members  
1 tag in common

**Sales tips and other goodies**

5 contacts have commented on this  
4 tags in common

**Market force initiative**

2 contacts have commented on this  
1 tag in common

1 - 5 of 20

Previous | Next

## To Do List

**Update ZetaBank Sales Proposal document**

You created this  
Due Today 12:45 PM

## Upcoming Events

**Sales Strategy Presentation**

Today: 11:00 AM

**Video Group Chat Hour**

Tomorrow: 11:00 AM

**Executive Panel**

August 22

**Briefing and Reception Party**

August 23

1 - 4 of 4

# Activity Streams ‘상태 업데이트’에서는 관련 사 람이나 커뮤니티의 내용을 확인합니다.

상태 업데이트

제일 먼저 '내가  
Follow하는 사람  
들' 업데이트를  
보여줌

Getting Started

I'm Following

• Status Updates

My Notifications

Actions Required 12

Saved

Discover

My Page

What are you working on?

## Status Updates

View status updates from your network, people and communities you are following.

Filter by: People I Follow

- All
- People I Follow
- Communities I Follow
- My Network
- My Network and People I Follow
- My Updates

4 more comments



**Dan Misawa** 10:10 AM

Thats great to hear. Can't wait to see the new proposal :)



**Samantha Daryn** 10:15 AM

Wow! that was fast. Didn't you just finish your last one?



**Amadou Alain** Hi, I've updated the ZetaBank sales proposal. Let me know when you're ready to discuss.

9:00 AM

Show more...

## Recommendations

**Global Sales Community**

11 contacts are members  
2 tags in common

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August 23

1 - 4 of 4

# Activity Streams에서 첨부파일 및 관련 커멘트를 바로 확인합니다.

내용 확인

첨부파일 미리보기와 커멘트 확인

What are you working on?

Update

Share something...

Show: All Types ▾ View: Details ▾



Minh Li shared a file in Renovations Community



Business Center Overview.jpg

Updated 10:34 AM | 3 comments

300K



Gardner Raynes Hey look at this awesome presentation I just uploaded



Renovations Marketing.odp

Updated 9:48 AM | 3 comments | 2 Likes

1.2M



Minh Li has sent you a Tungle Calendar meeting invite: [Let's discuss the updated plans proposals](#) | 1:00pm-2:00pm Tuesday March 8 2011

Created 9:43 AM



Samantha Daryn updated the file [The Singularity is coming](#)

Updated 9:15 AM

Samantha Daryn updated a To Do for you: [Create Designs for Actions Required](#)

Updated 8:48 AM



Frank Adams added you to the community [The Loveliest community of them all](#)

Created 8:32 AM

## Recommendations

### Interaction Designers

2 contacts are members

12 tags in common

### Designs for the future

1 contact is a member

6 tags in common

### Temporal Outpost in Nether Regions

8 tags in common

2 contacts commented

### Gamers R Us

4 contacts are members

2 contacts have tagged

### Cooking with Lemon

2 contacts are members

12 tags in common

5 of 12 | Previous | Next

## To Do

### Update Designs

You created this | Today 10:31 AM

### Finish Homework

Minh Li assigned this to you | Apr 21 2011

### Get milk butter bread

Jeff Bridges assigned this to you |

Apr 20 2011

[View All My To Dos](#)

Bu  
IBV

# Activity Streams에서 마우스 한번 클릭하면 해당 내용을 상세하게 보고, '좋아요'를 표시합니다.

내용 확인

첨부파일 미리보기 및 즉각적인 피드백, '좋아요' 수행

The screenshot displays a social activity stream. At the top, there are navigation links for Home, Activity Stream, and Home. A 'Customize' link is in the top right. The main content area shows a post by Minh Li: 'Minh Li shared a file in Renovations Community Business Center Overview.jpg'. The post includes a thumbnail of a red train, the file name, update time (10:34 AM), 3 comments, and 300K views. Below the post are buttons for 'Update' and 'Share something...'. A dropdown menu is open, showing 'Download' and 'More' options. The 'More' menu is expanded, showing the file name 'Business Center Overview.jpg', a description, and a 'You like this' button with a heart icon and the number '12', which is highlighted with a red box. Below the file details are '14 Comments', 'About this File', '2 Versions', and 'Sharing' options. The comments section shows three comments from Bill Frazer, Lucille Suarez, and Gardner Raynes. At the bottom, there are more activity items from Samantha Daryn and Frank Adams.

# Activity Streams의 '공유' 버튼을 통해 상태에 첨부파일을 등록하여 공유합니다.

## 파일 공유

'상태 업데이트'를 보다가 바로 '공유' 버튼을 통해 파일을 공유

### Greenwell Partnership

#### Activity Stream

What are you working on?

Update

Share something...

Show: All Types ▾ View: Details ▾



Minh Li shared Business Center  
Created 9:52 AM



Gardner Raynes has sent a doc  
Created 9:48 AM



Minh Li has sent you a Tungle Calendar meeting invite: [Let's discuss the updated plans proposals](#) | 1:00pm-2:00pm Tuesday March 8 2011  
Created 9:43 AM



Samantha Daryn updated the file [The Singularity is coming](#)  
Updated 9:15 AM

You updated a To Do for you: [Create Designs for Actions Required](#)  
Updated 8:48 AM



Frank Adams added you to the community [The Loveliest community them all](#)  
Created 8:32 AM



Minh Li added you to the wiki [The fantabulous activity of tremendous use and perfectness](#)  
Created 8:24 AM

Share: Status Update | File

\*File:

\*Name:  ?

This file is IBM Confidential

Tags:  ?

Share with:  No one (private) ?  
 People/Communities (give specific file permissions to others)  
 Public (visible to everyone)

Include a Status Update Message ?

Upload

Cancel

#### Upcoming Events

Sales Strategy Presentation  
Today 11:00 AM

Video Group Chat Hour  
Tomorrow 11:00 AM

Executive Panel  
April 22

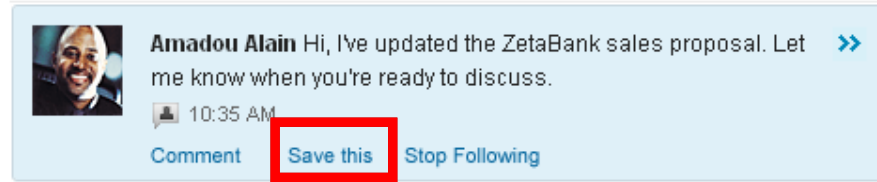
Briefing and Reception Party  
April 23

# Activity Streams에서 나중에 재확인을 위해 '저장'된 사항으로 이동시켜 관리합니다.

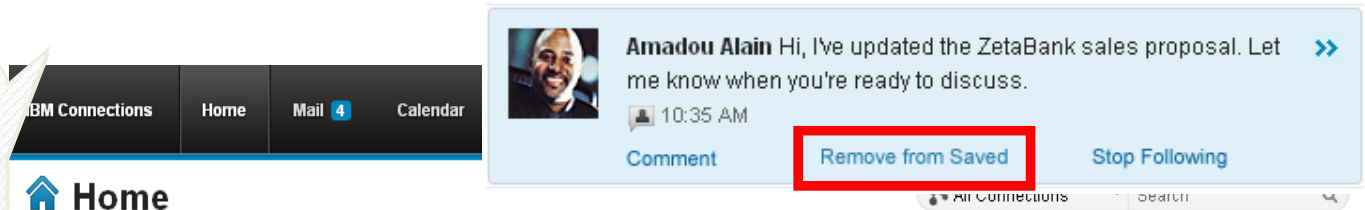
저장된 사항

특정 활동사항을 '저장'하여 관리할 수 있음

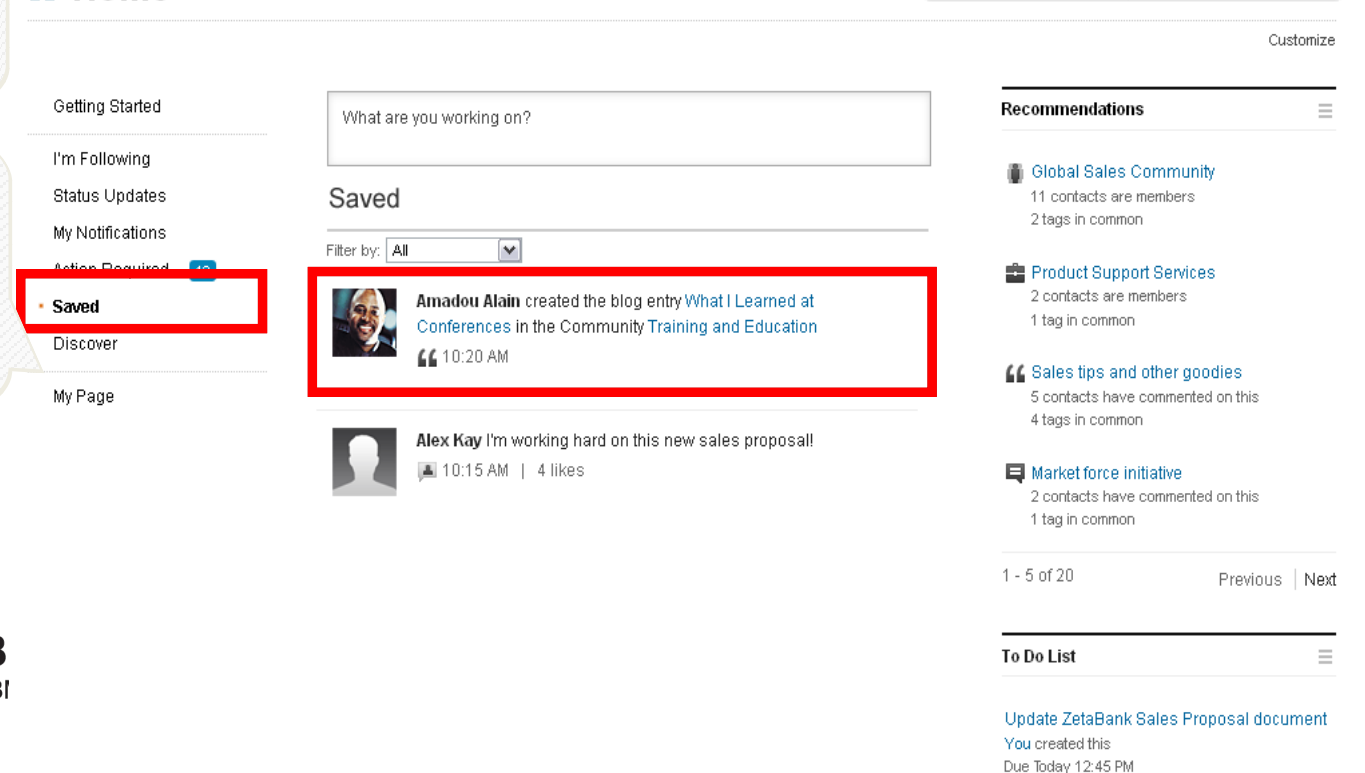
'저장된 사항'에서는 최신 커멘트만 보여짐



**Amadou Alain** Hi, I've updated the ZetaBank sales proposal. Let me know when you're ready to discuss. >>  
10:35 AM  
Comment **Save this** Stop Following



**Amadou Alain** Hi, I've updated the ZetaBank sales proposal. Let me know when you're ready to discuss. >>  
10:35 AM  
Comment **Remove from Saved** Stop Following



IBM Connections Home Mail 4 Calendar

Home

Getting Started

I'm Following

Status Updates

My Notifications

Action Required

**Saved**

Discover

My Page

What are you working on?

**Saved**

Filter by: All

**Amadou Alain** created the blog entry [What I Learned at Conferences](#) in the Community [Training and Education](#)  
10:20 AM

**Alex Kay** I'm working hard on this new sales proposal!  
10:15 AM | 4 likes

**Recommendations**

- Global Sales Community**  
11 contacts are members  
2 tags in common
- Product Support Services**  
2 contacts are members  
1 tag in common
- Sales tips and other goodies**  
5 contacts have commented on this  
4 tags in common
- Market force initiative**  
2 contacts have commented on this  
1 tag in common

1 - 5 of 20 Previous Next

**To Do List**

- Update ZetaBank Sales Proposal document**  
You created this  
Due Today 12:45 PM



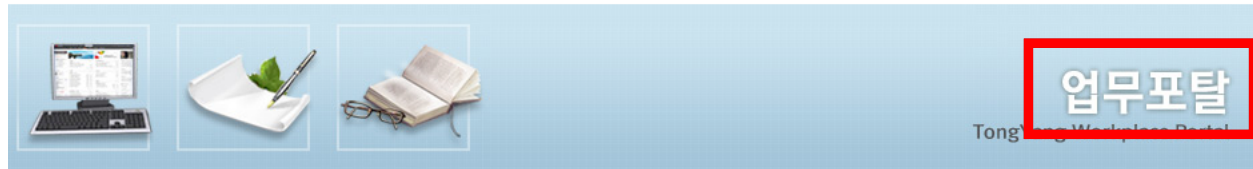
# Activity Streams에서 '업무 목록'을 확인하고 수 행합니다.

나의시스템메뉴    업무시스템    TOP20

- 나의시스템메뉴
  - ALM 시스템
    - 개발요청
    - 개발요청목록
    - 타당성검토List
    - 사업부계획/실적M/M별 현황
    - 업무영역프로젝트상태별 현황
    - 업무영역계획/실적M/M별 현황
    - IS파트계획/실적M/M별 현황
    - 월별프로젝트현황
    - 일별 시스템별 사용현황
    - 일별 부서별 사용현황
    - 일별 사용자별 사용현황
    - 일별 사용구분별 현황
    - 시스템별 사용율분석
    - 팀별 사용회수분석
    - 직급별 사용회수분석
  - 자주 사용하는 메뉴
    - 공정별 불량 취소수
    - 분단위별 물류흐름
    - 입력을 모니터링
    - 반제품 인자설정
    - 법인별결산현황
    - 지연전표내역
    - 시행품의-VOC등록

나의 메뉴 편집 >

팀룸 | 전자결재 | 회의관리 | 업무지원 | 설문/조사 | ITGS | TYBS



**업무포탈**

## Daily Check

업무	전자결재	Q&A	팀룸	커뮤니티	회의록	게시판	지식샘	블로그	진행	중요도	변경자	변경일
[ONE운영팀]			교육관련 자료수집						진행		이아름	10-04-29
[ONE운영팀]			출연실 폐쇄 요청의 건						진행		김정곤	10-04-26
[ONE운영팀]			업무 요청 테스트11111						진행		권준석	10-04-26
[ONE운영팀]			테스트						진행		권준석	10-04-26
[ONE운영팀]			아침점검 일정표						진행		박성대	10-04-23
[ONE운영팀]			4월 16일부터 접수내역 정리						진행		박성대	10-04-23
[ONE운영팀]			VPN(외부접속)시 모든 메뉴 오픈되는 그룹 처리 요청						진행		박성대	10-04-23
[ONE운영팀]			업무 분리 테스트1						진행		이아름	10-04-23
[ONE운영팀]			업무테스트1						진행		박성대	10-04-23
[ONE운영팀]			관심업무 작성 (테스트)-분리(정보공유)						진행		박성대	10-04-23
[ONE운영팀]			관심업무 작성 (테스트)						진행		박성대	10-04-23
[ONE운영팀]			정보취합						진행		박성대	10-04-23

### 내 할일

내용	담당자	기한
[업무관리] [업무]담당자지정-[T-ONE 성능테스트] 성능...	김대영	10-04-07
[커뮤니티] CoP 가입 처리	장인순	10-04-01

### 직무별 추천지식

제목	작성자	작성일
삼성생명보험(주) 기업공개 청약 가망고객 리스트 추출 및 ...	이재범	10-04-27
비상장 주식 거래 관리규정	이운성	10-04-23
수수료 징수규정	이운성	10-04-23
중남미 국가의 위기대응능력 개선 배경과 향후 과제(해외...)	정현	10-04-22

GetsSocial2012

# Activity Streams에서 '업무 목록'을 확인하고 수 행합니다.

업무 목록

To-Do 업무 목록  
을 확인 및 관리

Action Required 12

## Action Required

Filter by: All



**Amadou Alain** assigned you the To Do [Hire an Intern](#) >>

10:20 AM

[Remove from Action Required](#)



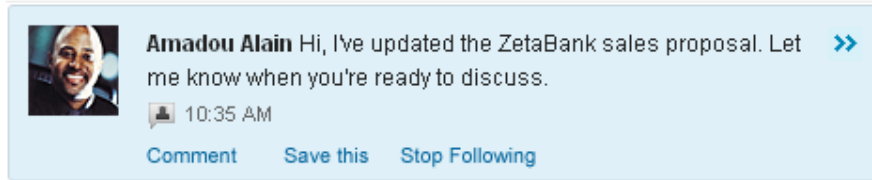
**Betty Zechman** has sent a document for you to sign.

10:20 AM

# Activity Streams에서 '관심대상 중지'를 지정합니다.

## 관심대상 중지

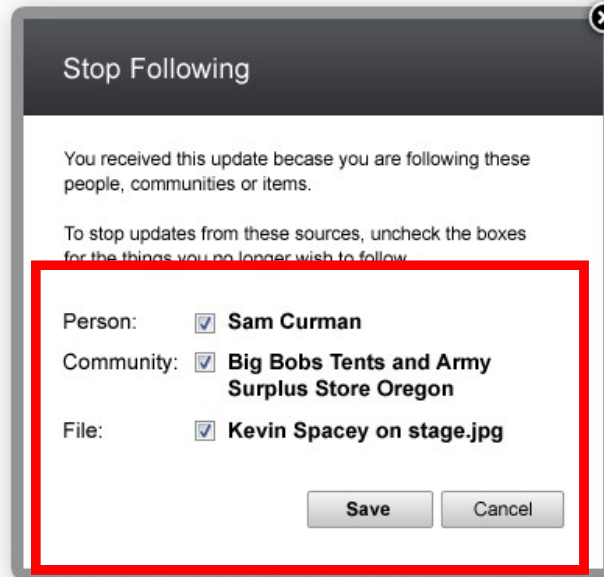
사람, 커뮤니티,  
파일 등 Follow  
하던 것을 중지  
할 수 있음



**Amadou Alain** Hi, I've updated the ZetaBank sales proposal. Let me know when you're ready to discuss. >>

10:35 AM

[Comment](#) [Save this](#) [Stop Following](#)



### Stop Following

You received this update because you are following these people, communities or items.

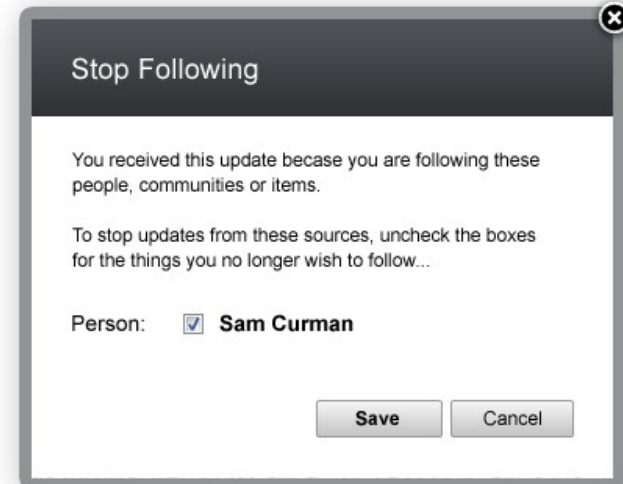
To stop updates from these sources, uncheck the boxes for the things you no longer wish to follow.

Person:  **Sam Curman**

Community:  **Big Bobs Tents and Army Surplus Store Oregon**

File:  **Kevin Spacey on stage.jpg**

[Save](#) [Cancel](#)



### Stop Following

You received this update because you are following these people, communities or items.

To stop updates from these sources, uncheck the boxes for the things you no longer wish to follow...

Person:  **Sam Curman**

[Save](#) [Cancel](#)

사람들은 같이 일해야 잘 합니다.



Enhanced Communities for Teams fosters Innovation



# Communities 통합화면에서 커뮤니티 관련 모든 업무를 시작합니다.

통합 화면

초대된 커뮤니티 확인

관련 커뮤니티 추천

## Communities

I'm a Member

I'm an Owner

I'm Following

I'm Invited (4)

Public Communities

Tags

Sharing

### Recommendations

#### Business Analytics Research

2 contacts are members  
12 tags in common

#### Risk Management Strategies

1 contact is a member  
6 tags in common

#### Product Manuals

2 contacts commented  
8 tags in common

#### EMEA Clients

4 contacts are members  
2 contacts have tagged

#### Delivery & Support

2 contacts are members  
12 tags in common

5 of 12 | Previous | Next

## New to Communities?

Use this page to keep track of your communities. Filter the display to show the communities you own, you belong to, or follow.

Tip: Click the help icon to see help on a specific feature.

Learn More

## My Communities

Start a Community

1-3 of 3

Sort by: Name | Show: All Places



#### Sales Practioners Restricted

103 members | Updated by Samantha Daryn | Jul 2 2011 | Tags: business, sales, best\_practices

This is a place for Sales representatives to share and learn about Sales best practices. Sales objectives and results can be discussed here since membership is restricted to invitation only.



#### Marketing Tools Restricted

51 members | Updated by Samantha Daryn | Jul 2 2011 | Tags: business, marketing

The Renovations Marketing Community is a global community for the Renovations marketing team to share ideas and experiences.



#### Project Zeus

514 members | Updated by Samantha Daryn | Jul 2 2011 | Tags: strategy, project\_zeus, roadmap

Project Zeus is a strategic initiative involving several product areas. This is a long term initiative spanning multiple geographies around the globe. This is a global community to share ideas and experiences.

Busi  
IBM Co

# Communities에서 자주 방문하는 커뮤니티를 확인하고 업무를 수행합니다.

커뮤니티

최근 자주 방문한 커뮤니티 확인

The screenshot shows the IBM Communities interface. At the top, there are navigation tabs: Mail (4), Calendar, Profiles, Communities (selected), and Apps. Below the tabs, there are filters: Communities, I'm a Member, I'm an Owner, I'm Following, and Public. A search bar contains the text "Find a community...". A red box highlights the section "Showing communities you have recently visited". Below this, there is a grid of community cards, each with an icon, title, and update time.

Community Name	Update Time
Customer Service	Updated 11:40 PM
Business Analytics Research	Updated 3:57 PM
Renovations Marketing Commu...	Updated 1:15 PM
App Development Team	Updated 5:01 PM
Product Manuals	Updated 8:12 AM
ZetaBank Sales Proposal	Updated 1:30 PM

# Communities에서 일어나는 모든 업무 내용을 Activity Stream 형태로 확인합니다.

## 커뮤니티 Activity Stream

커뮤니티에 관련된 사람과 업무 관련된 Activity Stream

IBM Connections

Home

People

Communities

Apps

Dan Misawa

Y

🕒

IBM

## Greenwell Partnership

Communities

New | Follow this Community | Customize | More Actions



### Overview

Members

Board

Discussions

Activities

Files

Blogs

Wikis

### Tags

Design

Development

### Activity Stream

What are you working on?

Post | Cancel

Attach a File | 1000

Show: All Types | View: Details



Minh Li shared Business Center Overview.odp

Created 9:52 AM



Gardner Raynes has sent a document for you to sign: Plans 2011.pdf

Created 9:48 AM



Minh Li has sent you a Tungle Calendar meeting invite: Let's discuss the updated plans proposals | 1:00pm-2:00pm Tuesday March 8 2011

Created 9:43 AM



Samantha Daryn updated the file The Singularity is coming

Updated 9:15 AM

You updated a To Do for you: Create Designs for Actions Required

Updated 8:48 AM



Frank Adams added you to the community The Loveliest community them all

Created 8:32 AM



Minh Li added you to the wiki The fantabulous activity of tremendous ue and perfectness

Created 8:24 AM



Dan Misawa sent you an Invitation to connect

Created 8:24 AM

### Important Bookmarks

Design Fundamentals

Really Simple RSS

Java made easy

New Car or Used Car

Branding Imprinting

View All

### Members



### Related Communities

Greenwell Waters | external updated 12:51 AM

Video Group Chat Hour | external updated June 23

Executive Panel April 22

Briefing and Reception Party April 23

Add a community | Updates

# Communities에서 관련 내용을 그룹 일정 형태로 관리 공유합니다.

## 그룹 일정

그룹 전체의 업무 일정을 관련 항목 (agenda, presentation, files)과 연결하여 등록

일정항목에 대한 한 번 클릭을 통해 상세내용 확인

The screenshot shows the IBM Connections interface for the 'Greenwell Partnership' community. The top navigation bar includes 'IBM Connections', 'Home', 'People', 'Communities', and 'Apps'. The community name 'Greenwell Partnership' is displayed at the top, along with a search bar and options like 'New', 'Follow this Community', 'Customize', and 'More Actions'.

The main content area is titled 'Events' and features a 'New Event' button. Below this is a calendar for July 2011. The calendar shows several events, including 'Marketing Meeting' on Wednesday, July 3rd, and 'Group Meeting' on Thursday, July 4th. A detailed view of the 'Group Meeting' event is shown, including the time (10:00 - 11:30 AM), the organizer (Sam Curman), and the phone number (1-888-421-3333 PC 12345). The event description reads: 'Let's discuss everyone's action items for the week. Post your recent work in the activity.'

On the left side of the calendar, there is a sidebar with various navigation options: Overview, Members, Board, Discussions, Activities, Files, Blogs, Wikis, Events, Upcoming Events, Tags (Design, Development), and Calendar View. The 'Calendar View' option is highlighted with a red box.



# IBM에서는 'Innovation Jam'을 통해 내/외부의 혁신적 아이디어를 수집합니다.

## Innovation Jam

토론 주제를 큰  
카테고리로 묶어  
세부 아이디어를  
수집

IBM InnovationJam

Hello Thomas (Sign out) | My Jam Help Search Discussions

Home About the Jam Jam Resources Jam Sessions

Jam Sessions My Jam Activity Hot Ideas Most Active

Jam Phase 1 | InnovationJam complete

Welcome to InnovationJam

Got an idea on how to use emerging technologies to make business and society better? Ready to collaborate with technology and business thought leaders to dream up breakthrough products, services, processes and business models? Let's Jam!

View transcript of video

InnovationJam Discussions

Select an area of opportunity at right and dive in!

**JAM ALERT**

Need more details on some technologies you can apply to finding solutions to these challenges? Click on the "Jam Resources" tab in the top navigation to review some.

[Edit](#)

**Going Places** ▶  
Travel and transportation as well as virtual destinations.

**Staying Healthy** ▶  
The science and business of well-being.

**A Better Planet** ▶  
Balancing economic and environmental priorities.

**Finance & Commerce** ▶  
The changing nature of global business and commerce.

@2006, IBM Corporation | Terms & Conditions | Feedback

# IBM에서는 'Innovation Jam'을 통해 내/외부의 혁신적 아이디어를 수집합니다.

Innovation  
Jam

'My Posts' : 내  
가 등록된 글

'My Watch  
Post' : 내 관심  
항목

'My Watch  
Jammer' : 내 관  
심 인물

'My Polls' : 내가  
참여한 항목

**My Posts (11)**

Title	Replies
Content categories	0
This is a post by a Jam Host	1
This is a post by a Jam Host	0
IBM's MiniJam now supports other languages	0
Want to Jam in other languages?	0

**My Watched Posts (3)**

Title	Jammer	Remove
While sustainability is important...	Richard Nesbitt	<input type="checkbox"/>
Trust as a component of culture	Liam Cleaver	<input type="checkbox"/>
Need help?	Nora Jones	<input type="checkbox"/>

**My Watched Jammers (2)**

Jammer	Posts	Remove
Michael Römer	10	<input type="checkbox"/>
Richard Nesbitt	2	<input type="checkbox"/>

**My Polls (1)**

Title
I prefer distance learning to classroom lectures

**My Profile**

First Name: Kris  
Last Name: Lawas  
Email: klawas@us.ibm.com  
Affiliation: Jam Program Office, IBM CIO  
Location: United States

Upload a profile photo or image  
Browse...

Or, select from the options below:

Cancel Submit

**My Network**

1 SETUP YOUR PROFILE 2 DEFINE YOUR NETWORK CRITERIA 3 REVIEW AND COMPLETE

Define your attributes  
Select from the list of attributes below. Describe yourself so that the system can match you with others who have a similar profile.

- Corporate match-maker
- Green advocate
- Lived/worked abroad
- Multi-lingual
- YouTube junkie
- Gamer
- LinkedIn user
- Mobile employee
- Philanthropist
- Web 2.0 enthusiast

Cancel Back Continue

'My Network' :  
나와 관련될 만  
한 사람들

'아이디어 블로그'를 통해 아이디어 발굴 및 피드백을 확인하고, 적용가능한 항목으로 발전시킵니다.

## 아이디어 블로그

My Updates

This IdeaCtr Blog

Search

Follow

IdeaCtr Blog Actions

Community Actions

Project Zeus



Overview

Members

IdeaCtr Blog

### Project Zeus

Cancel Graduation

New Idea

Settings

2



Graduated

#### The Project Zeus public launch should have it's own Twitter channel

Samantha Daryn | Jan 25 | 1 comment | 8 visits

When we launch the project Zeus product line, we should use social media such as twitter to promote the products and get the name out there.

Add a Comment | Edit | Open Activity for This Idea | More Actions

#### Comments (1)



1 Samantha Daryn commented Jan 25 | Permalink ☆ 0

I also think we should have a Facebook group

Add a Comment

Previous | Main | Next

Feed for IdeaCtr Blog Ideas | Feed for IdeaCtr Blog Comments

Feed for Comments for this Idea

Archive

January 2011

Recent Contributors



Samantha Daryn



Gardner Raynes

1 - 2 of 2 authors

아이디어에 대한 투표 및 적용 가능한 형태로 발전시킴

# Communities에서 미디어갤러리를 통해 텍스트 외의 사진/비디오를 공유합니다.

미디어 갤러리



Overview

Members

MediaGallery

IdeaBlog

Forums

Files

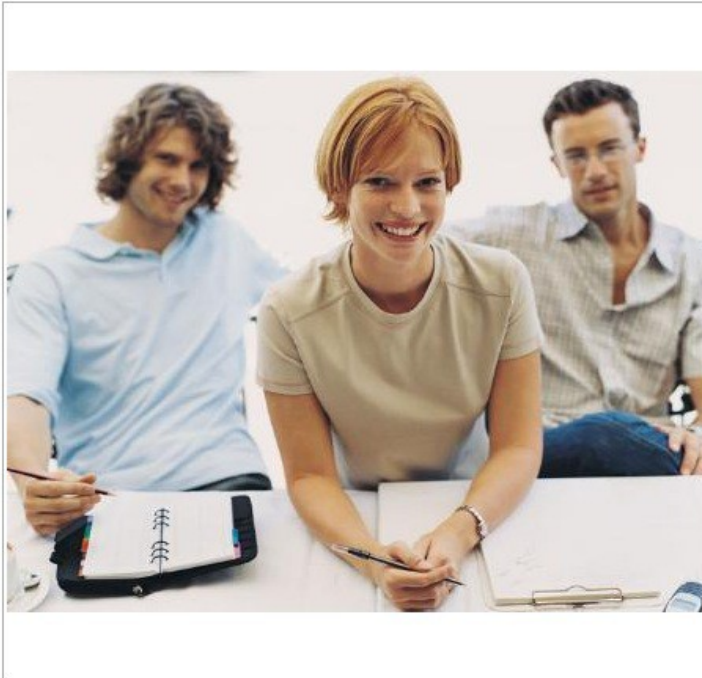
Bookmarks

Wiki

Events

비디오/사진 공  
유

Preview



**3people.jpg**

by Dan Misawa | Added December 10, 2010

[Go to summary](#)

**3people.jpg**

by Dan Misawa  
Added December 10, 2010

**Gospelbrassband.jpg**

by Frank Adams  
Added November 12, 2010

**Signs-of-autumn\_wallpaper**

by Jasmine Haj  
Added November 11, 2010

**Business Gets Social 2012**

IBM Software Roadshow



Communities의 콘텐츠는 '조정/승인' 기능을 통해 양질의 콘텐츠 관리와 신뢰를 확보합니다.



# Communities의 컨텐츠는 '조정/승인' 기능을 통해 양질의 컨텐츠 관리와 신뢰를 확보합니다.

조정/승인

커뮤니티에 올라오는 컨텐츠에 대한 승인 기능

블로그, 파일, 포럼의 관심 대상 컨텐츠에 대한 조정 기능

- Content Approval
- ▼ Blogs
  - Entries
  - Comments
- ▼ Files
  - Content
  - Comments
- ▼ Forums
  - Posts
- ▼ Flagged Content

## Content Approval - Files Content

View and manage content for all files.

Require Approval Rejected

Approve Reject Delete

There are no Files Content for Content Approval.

Showcase Home Profiles Communities Apps Moderation

Frank Adams Settings Help English

## Moderation

- Content Approval
  - ▶ Blogs
  - ▶ Files
  - ▶ Forums
  - ▼ Flagged Content
    - ▼ Blogs
      - Entries
      - Comments
    - ▼ Files
      - Content
      - Comments
    - ▼ Forums
      - Posts

## Flagged Content - Blogs Comments

View and manage comments for all blogs.

Flagged for Review Quarantined

Dismiss Quarantine Delete

1-2 of 2

<input type="checkbox"/> Comments	In Response To	Updated	Submitted By
<input checked="" type="checkbox"/> Also I saw this at a competitor	We should have a new creat...	4/12/11	Betty Zechman
<input type="checkbox"/> These will be very helpful!	Social "governance" polici...	2/2/11	Samantha Daryn

Show 10 | 25 | 50 items per page.

# Communities의 모든 서비스와 페이지뷰에 대한 리포트 및 대시보드 형태로 모니터 합니다.

커뮤니티 관리

- Community
  - People
  - Participation
  - Content
  - ▶ Custom Reports

사람/참여/컨텐츠별 리포트 확인

개인별 커멘트 건수, 등록 문서 건수 등 제공

## Earth Day

Communities

### Community

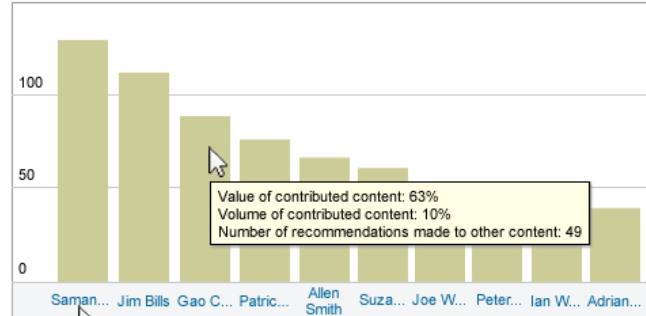
Mar 1, 2011 - Mar 31, 2011

#### People

Export People metrics

Metric: Top 10 contributors

View more detail



Metric: Samantha Daryn

Total

Top 10 leaders ?

Top 10 contributors ?

Number of unique authenticated visitors ?

1,209

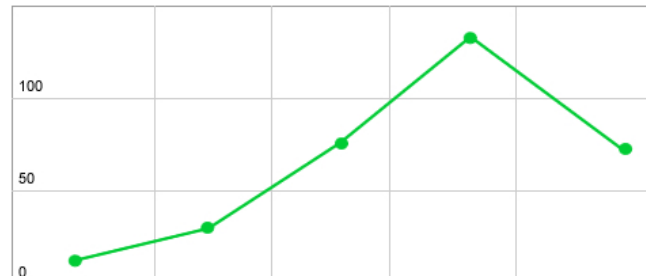
View more

#### Participation

Export Participation metrics

Metric: Number of contributors

View more detail



# Communities의 폴더에서 파일 다중 업로드/다운로드를 수행합니다.

파일 업로드

Public Files  
Trash  
Pinned Folders  
Connections Shared Deployment  
Lotus Connections on w3

Lotus Connections on w3  
Public | Updated Jan 28 | 4 files

Add Files Share Stop Following More Actions

1-4 of 4

Name

Water lilies.jpg

Lotus Connections Files.pdf

폴더에서 다중  
파일 업로드/다운로드

Add Files

Recent Files  
Pinned Files  
My Files  
Shared With Me

Other People's Files  
Pinned Folders  
My Folders  
Shared Folders

No files selected

Search all files...

Recent Uploads

<input type="checkbox"/>	bee.jpg	<input type="checkbox"/>	ECE Collaboration Frameworks.odp
<input type="checkbox"/>	Autumn.jpg	<input type="checkbox"/>	Lotus Connections_Getting Started.pdf
<input type="checkbox"/>	must ahave name.png	<input type="checkbox"/>	Sample Attachment 1.bt
<input type="checkbox"/>	all_about_me (name).jpg	<input type="checkbox"/>	LC_ITSO_2010Mar.pdf
<input type="checkbox"/>	announce1.jpg	<input type="checkbox"/>	LC_Communities.odp
<input type="checkbox"/>	about_me.jpg	<input type="checkbox"/>	LCw3 Metrics v2.odp
<input type="checkbox"/>	Sample Attachment 3.bt	<input type="checkbox"/>	Lotus Connections Files.pdf
<input type="checkbox"/>	Sample Attachment 2.bt	<input type="checkbox"/>	Lotus Connections.odp

View More

Recently Shared With Me

<input type="checkbox"/>	Blue_Green zone.odp	<input type="checkbox"/>	Q3 2009 Lotus Connections Results FINAL.odp
<input type="checkbox"/>	RunningEffectiveOnlineMeetings - Apr 2010.odp	<input type="checkbox"/>	LC work queue Spread sheet January 13 2010.xls
<input type="checkbox"/>	Lotus_Connections_Calendar_Video.swf	<input type="checkbox"/>	Comparison between w3 & ibm.com Community Lot
<input type="checkbox"/>	Lotus_Connections_Overview_Transform_Europe-Te	<input type="checkbox"/>	Measurement of Social Software Lotusphere 2010 ID
<input type="checkbox"/>	ConnectionsGraphicalRepFunctionalityFeb2010.ppt	<input type="checkbox"/>	ibm.com Community Business Requirements_Q1_2
<input type="checkbox"/>	External Collaboration with Clients and Partners.odp	<input type="checkbox"/>	ClientSPACE Level 1 Support-V4 Mar 2.doc
<input type="checkbox"/>	collaboration countdown.ppt	<input type="checkbox"/>	ECE 9.8.09 R7.ppt
<input type="checkbox"/>	5CoolFirefoxFeatures.swf	<input type="checkbox"/>	MollyEpisode2-Files.wmv

View More

Add Files Cancel



# 업무 전후 맥락에 맞도록 환경이 제공됩니다

Social Embedded Experience can make employee work in context



# 소셜분석을 통해 사람과 콘텐츠에 대한 추천을 제 공합니다.


소셜분석 / 추천

사람/커뮤니티/  
콘텐츠 추천

사용자의 프로파  
일, 태그, 소셜네  
트워크 및 모든  
활동 기반

Profiles > Directory  
Profiles > My Network

Do You Know



Anna Dreyzin

Invite to connect Remove

- You are tagged the same
- You have used the same tag
- You share a bookmark
- You share some colleagues
- You share activities
- You share some files
- You are in a community together
- They share files with you
- The same people have tagged you both
- You share some files

Home > Updates

Recommendations

- Feature Comparison  
WikiCentral vs Lotus  
Connections Wiki -  
ITD BeNeLux  
Architects -  
WikiCentral.url  
5 related tags
- Collaboration Council  
March 10 2010.odp  
2 related tags  
1 related person
- "Bluehouse" - Home  
5 related tags
- Collaboration Central  
6 related tags  
1 related person
- IBM Lotus  
Connections Home  
Page Login  
5 related tags

Previous Next

Communities >  
Public Communities

Recommendations

- LWTT Connections  
2 related tags
- Social-Based  
Collaboration  
2 related tags
- Technical Sales  
Social Software  
Evangelists  
2 related tags
- Lotus Connections -  
API Developers  
Resource  
2 related tags

Previous Next

# 소셜분석을 통해 특정 사람의 프로파일에서 공통인 부분과 연결 경로를 제공합니다.

소셜분석 / 추천

특정 사용자와  
알 수 있는 경로  
분석하여 제공

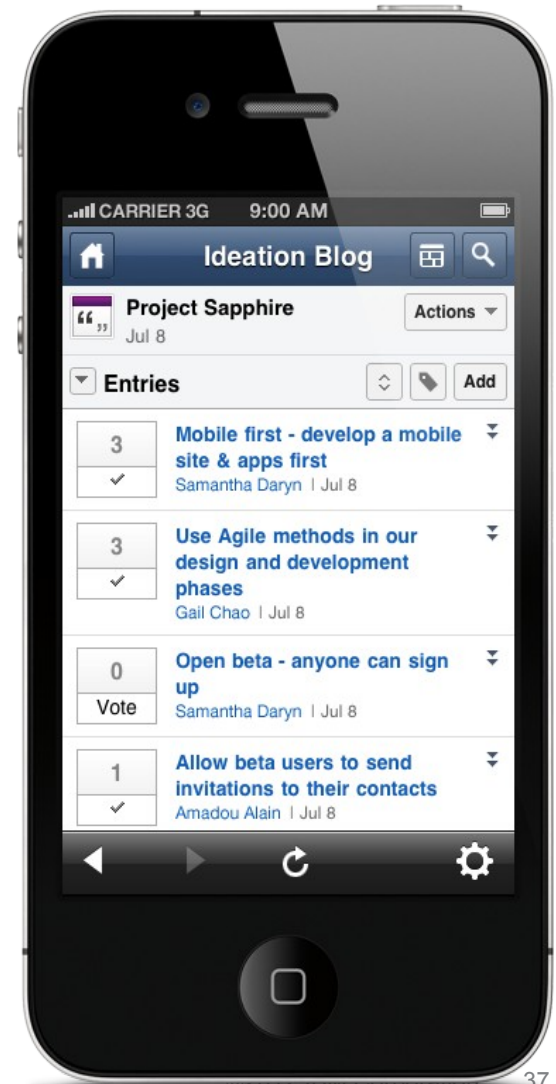
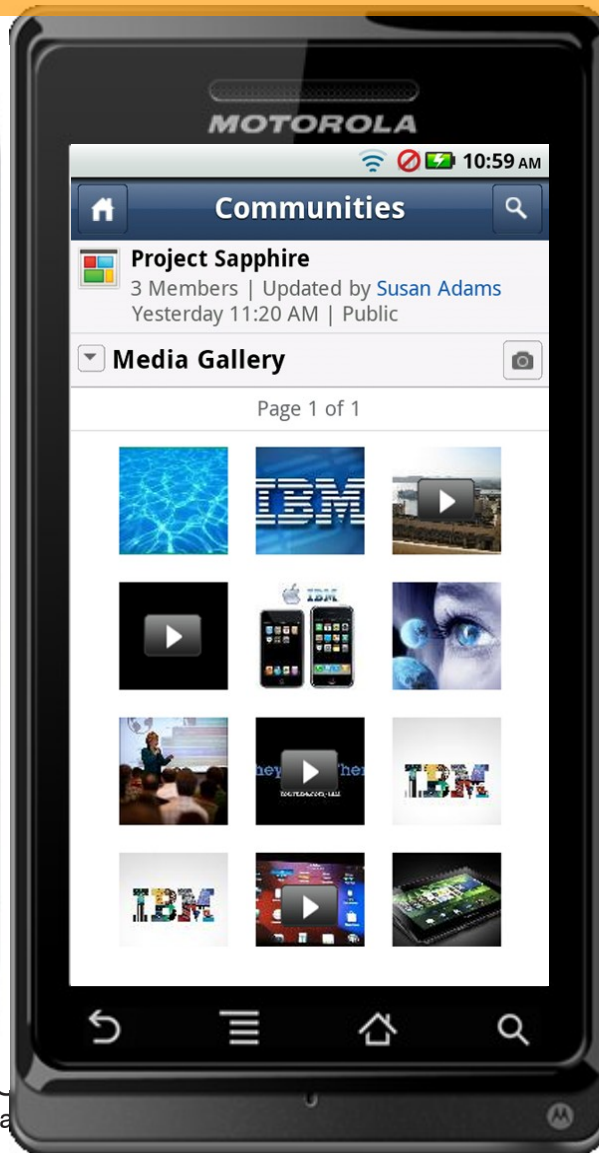
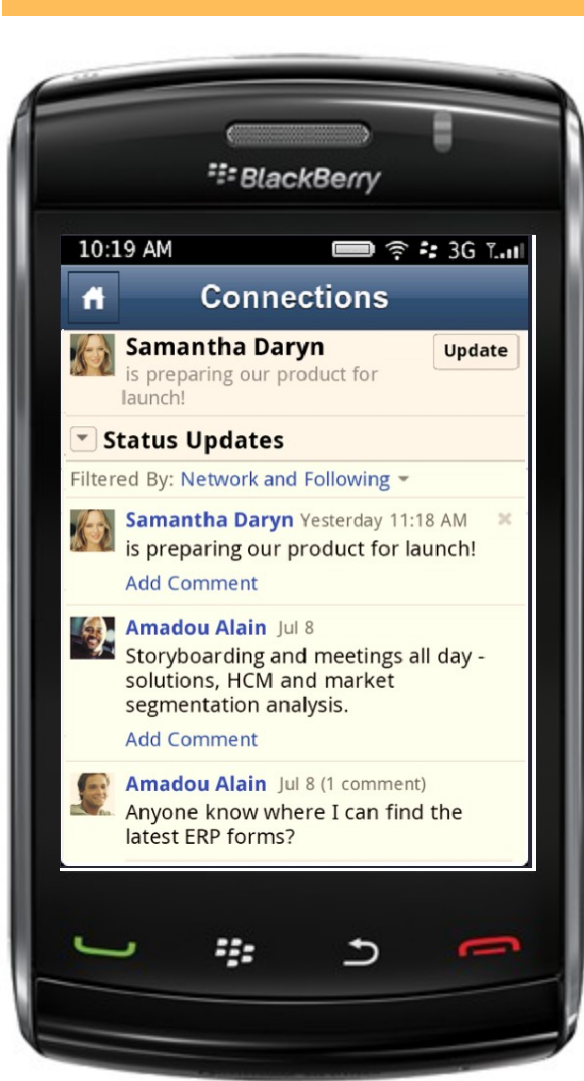
특정 사용자와  
공통 분모를 확  
인해서 제공

The image shows a screenshot of an IBM employee profile for Julia Kennedy. The profile includes her name, title (Senior Executive: Strategic Initiatives), location (SOMERS, NY), and contact information. On the right side, a sidebar titled "Who Connects Us?" is highlighted with a red box, showing a connection path from "You" to Barbara A. Mathers and then to Kennedy, Julia. Below this, it lists shared connections and activities. On the left side, a "Things in Common" section is also highlighted with a red box, showing shared communities like "GWWPE Strategy" and "Sormilic 2010 TE Fal...".

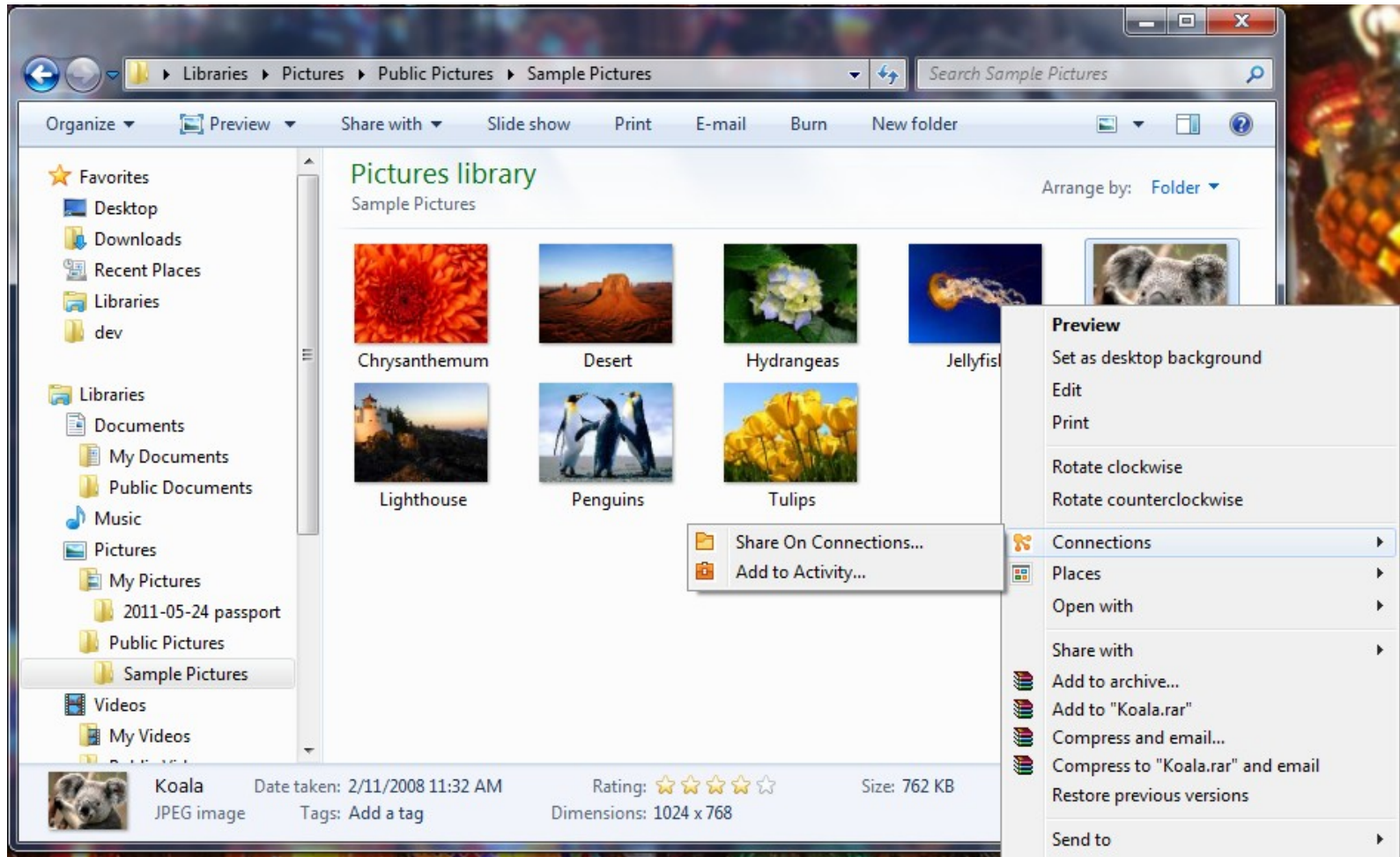
# Apple iPad에서도 PC환경과 동일하게 사용할 수 있습니다.



스마트폰에서도 동일하게 사용할 수 있습니다.



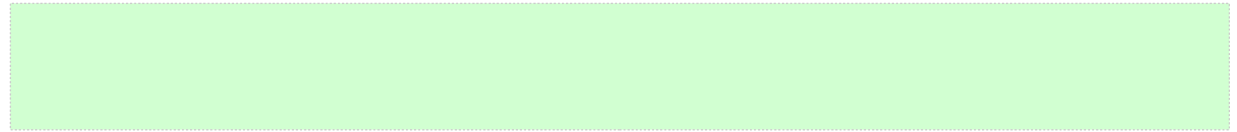
# 사용자 탐색기에서도 동일하게 사용할 수 있습니다.



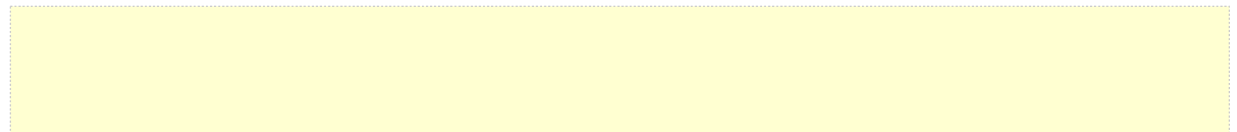


소셜 플랫폼을 통하면 비즈니스에 도움이 됩니다.

모든 관련 내용을 한 곳에서 확인합니다.



사람들은 같이 일해야 잘 합니다.



업무 전후 맥락에 맞도록 환경이 제공됩니다.





## 소셜 플랫폼의 최강자 = IBM Connections





궁금한 점이 있으세요?

즉석에서 답변도 들으시고 푸짐한 선물도 받으세요!

편리하신 방법으로 질문하시면 됩니다!

1. 문자 메시지로 : **010-4995-8178**

2. 트위터로: twitter.com에서 트윗으로 질문 입력하신 뒤  
해시코드 **#소셜비즈12** 삽입  
예) 방금 말씀하신 고객사례에 적용된 솔루션은 무엇인가  
요? **#소셜비즈12**

3. LotusLive로:

[www.lotuslive.com](http://www.lotuslive.com) 접속후 미팅ID **138-447** 입력, 질문은  
우측하단 대화창 이용

