



실행이 관건이다

-소셜 비즈니스를 촉진하기 위한 소셜 아젠다

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Business Gets Social 2012

IBM Software Roadshow

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 **#소셜비즈11** 삽입

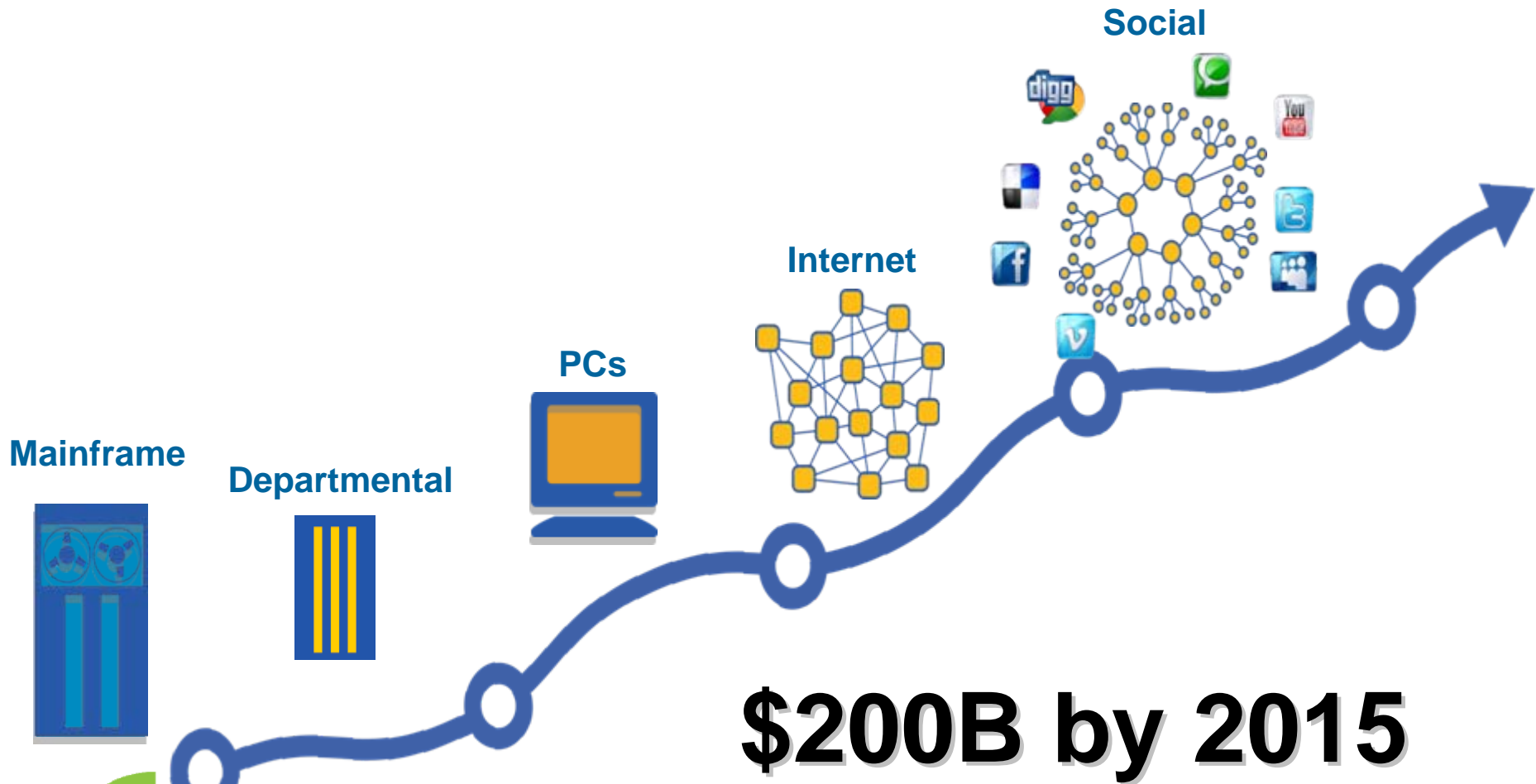
예) 방금 말씀하신 고객사례에 적용된 솔루션은 무엇인가요?
#소셜비즈11

3. LotusLive로:

www.lotuslive.com 접속후 미팅ID **138-447** 입력, 질문은
우측하단 대화창 이용



The Fifth IT Era: The era of Social Business



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Barriers to Social Adoption



#1 – Security and Access Control

50%



Barriers to Social Adoption



#2 – Encouraging Adoption

41%



Barriers to Social Adoption



#3 – Fit with Corporate Culture

40%



Barriers to Social Adoption



#4 – Integration with Other Systems

34%



Getting Started!

1. Compliance Concerns

1

Form a Digital Council

- Cross organizational
- Responsible for policies

2

Identify Tools Required

- Automated content capture
- Robust reporting

3

Develop a Rollout Plan

- Implementation
- Communication & Education

Getting Started!

1. Compliance Concerns

Executive Sponsors



Digital Council

Key Activities

Community Management

Center of Excellence

Content Management

Standards

Reputation / Risk Mgmt

Metrics & Measurement

Getting Started!

2. Risk Concerns



1 **Develop your social listening skills**

2 **Have a plan including
how you rate comments**

3 **Have a response team in place**

4 **Have a timeline to respond quickly**



Getting Started!

3. Reputation Concerns



Reputation Management Plan ::

Listen

Respond

Engage

Measure

Getting Started!

3. Reputation Concerns

Talk to people like they're people

Listen to what people say

Reputation Management

Engage people by Building relationships

Measure where what is being

Getting Started!

4. Start Point Concerns

Social Connections - HR and Talent Management

30%

- ✓ increased speed to knowledge and finding experts

-10%

- ✓ reduced cost





5

Things about Social Business Successes You Would Never Have Predicted!



5

Building a **COMMUNITY** is like a GREAT Song!

- ✓ **Purpose**
- ✓ **Leadership**
- ✓ **Create & Selection of memberships and tippers**
- ✓ **Engage**
- ✓ **Social Curation**
- ✓ **Metrics & Measurement**

4

Who is **LEADING** Globally with internal Social Business Adoption?

#1 GERMANY



**Embedded Social into process
Internal then External**



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3

Most active emerging verticals are **Finance** and **Government**

#1 Finance & Government



BNY MELLON



USAID
FROM THE AMERICAN PEOPLE



2 SoLoMo is Codependent

Social

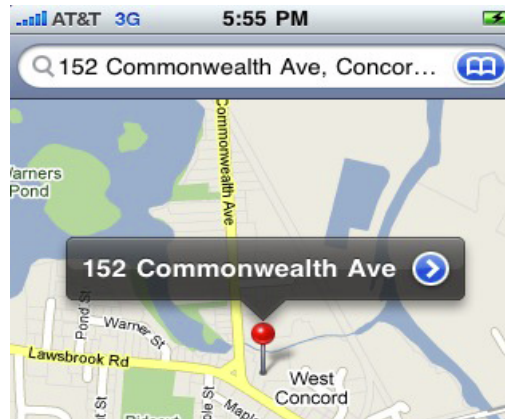
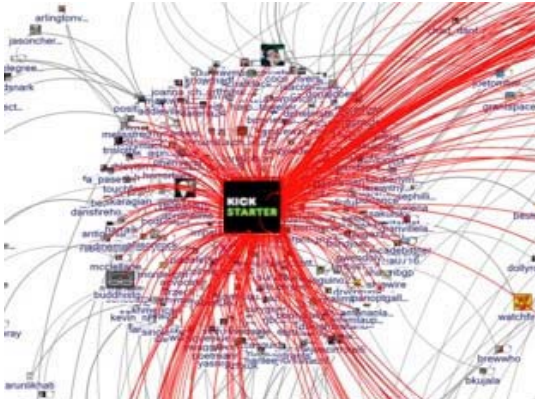
So

Location

Lo

Mobile

Mo



1 CULTURE is the success differentiator

- ✓ **Community Manager**
- ✓ **Social Analytics Manager**
- ✓ **Social Reputation and Risk Manager**
- ✓ **Social Customer Support Manager**
- ✓ **Social Innovation Manager**



IBM Social Business Agenda Top 10



Social Business

A

1. **Culture** eats strategy for lunch!
2. Build 1 Digital Council.

G

3. **Trust** and friend plans are Social Business musts!

E

4. Exceptional experience **engage everyone**.
5. **Hire a community manager**.

N

6. To change, you must **embed social into business processes**, the soul of business.

D

7. Build your **Brand Army**.
8. **Hire a reputation manager**.

A

9. **Analytics** is the new black.
10. Create **YOUR Social Business Agenda**.

IBM Social Business Acceleration Adoption



2. Business Value Assessment

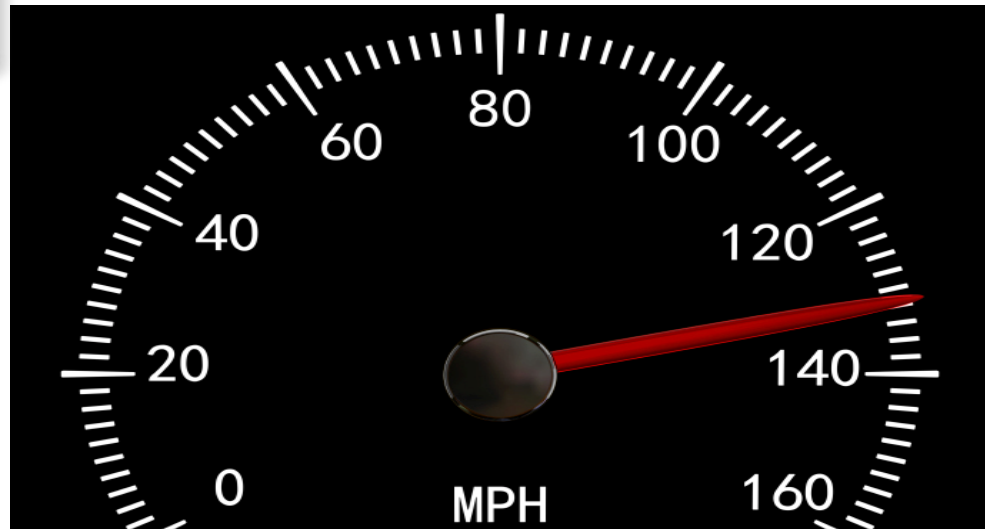
- A** Align Organizational Goals & Culture
- G** Gain "Friends" Through Social Trust
- E** Engage Through Experiences
- N** Network Your Business Processes
- D** Design for Reputation and Risk Management
- A** Analyze Your Data

1. Social Business Agenda Workshop

Adoption QuickStart

- Assess Readiness and Prioritize Roll Out
- Champion and Support Executive Sponsorship
- Support Communications, Training, and Governance
- Train Early Adopters, Advocates, and End Users
- Monitor, Measure, and Share Engagement and Business Value

3. Social Business QuickStart



4. Community Manager Training

ROI Summary	Initial	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Net Savings with IBM Solution	\$375,000,000						
Return on Investment	0%						
Net Present Value (NPV) Savings	\$287,976,139						
Payback Period (Months)	1						

Current Costs (In \$)	Initial	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Annual Software Costs - Enterprise CAL	\$0	\$75,000,000	\$75,000,000	\$75,000,000	\$75,000,000	\$75,000,000	\$375,000,000
Annual Software Costs - Hardware PDU	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Annual Software Costs - Enterprise PDU	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Annual Server Support Costs - Hardware Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Annual Server Support Costs - Application Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Annual Server Support Costs - Infrastructure	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Staffing	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Enterprise Mobility	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Application	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Product Sales	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$0	\$75,000,000	\$75,000,000	\$75,000,000	\$75,000,000	\$75,000,000	\$375,000,000

Proposed Costs (In \$)	Initial	Year 1	Year 2	Year 3	Year 4	Year 5	Total
LotusLive Cloud	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Proposed Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Data Transfer Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Internal Project Management	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Desktop Client Licenses, Tool	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Costs & Savings	Initial	Year 1	Year 2	Year 3	Year 4	Year 5
Annual Costs	\$0	\$75,000,000	\$75,000,000	\$75,000,000	\$75,000,000	\$75,000,000
Annual Benefits	\$0	\$0	\$0	\$0	\$0	\$0
Cumulative Costs	\$0	\$75,000,000	\$150,000,000	\$225,000,000	\$300,000,000	\$375,000,000
Cumulative Benefits	\$0	\$0	\$0	\$0	\$0	\$0
Net Benefits	\$0	\$75,000,000	\$175,000,000	\$275,000,000	\$375,000,000	\$375,000,000
Cumulative Net Benefit	\$0	\$75,000,000	\$250,000,000	\$525,000,000	\$900,000,000	\$1,275,000,000

5. LotusLive ROI Calculator

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