

**IBM BusinessConnect**  
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# Social Business



**IBM BusinessConnect**  
Vernetzter, intelligenter und informierter denn je



# **Social Business – Das soziale Netz(werk) für Ihr Wissen**

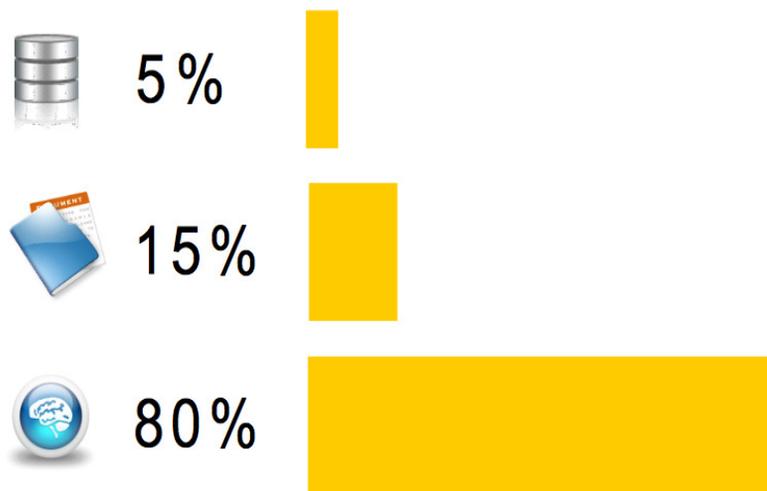
Robert Ambrosch – Social Business Consultant  
IBM Austria



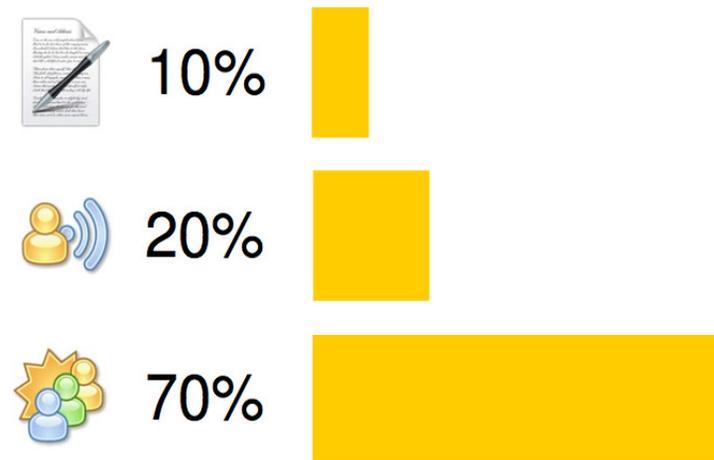


**Das kollektive Wissen Ihrer  
Mitarbeiter – kennen Sie den Wert?**

## Wissen?



## Lernen?



# Alterspyramide



Der Jubilar

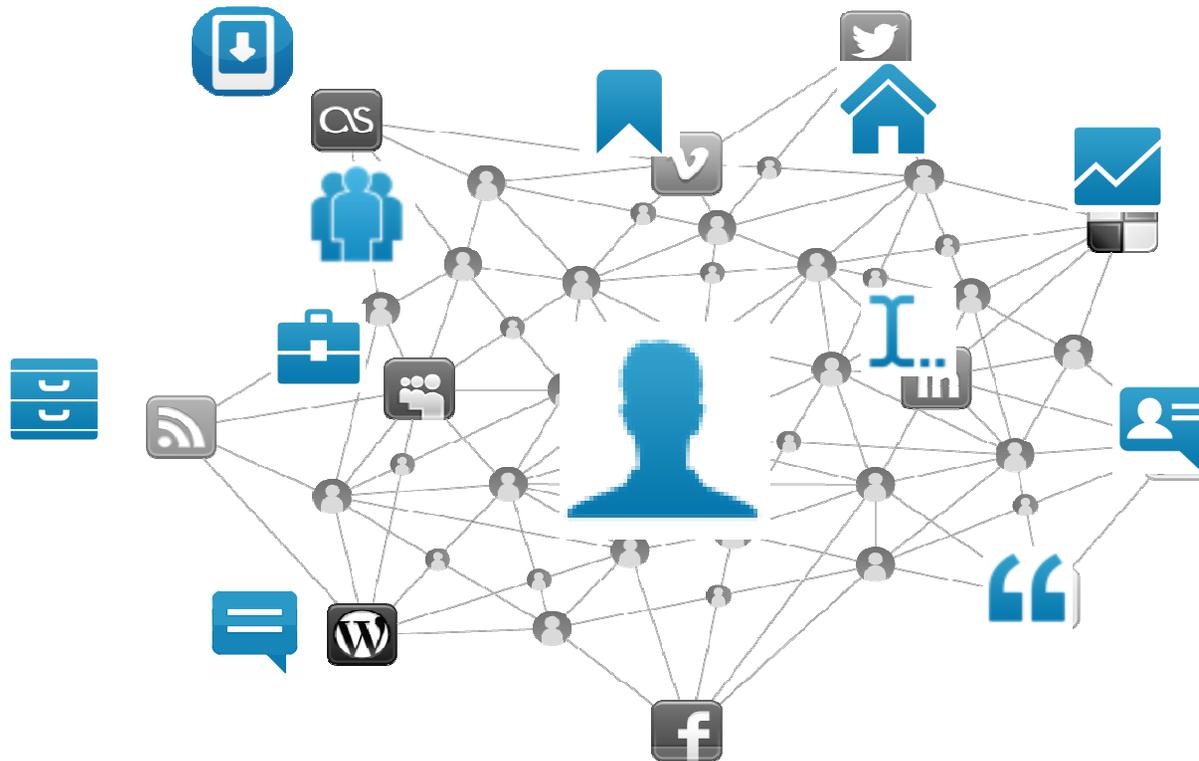
# 20 Jahre ! E-mail !



# Die Alternative - Web 2.0 - Soziale Netzwerke - Social Business

## Wikipedia: Social Business ....

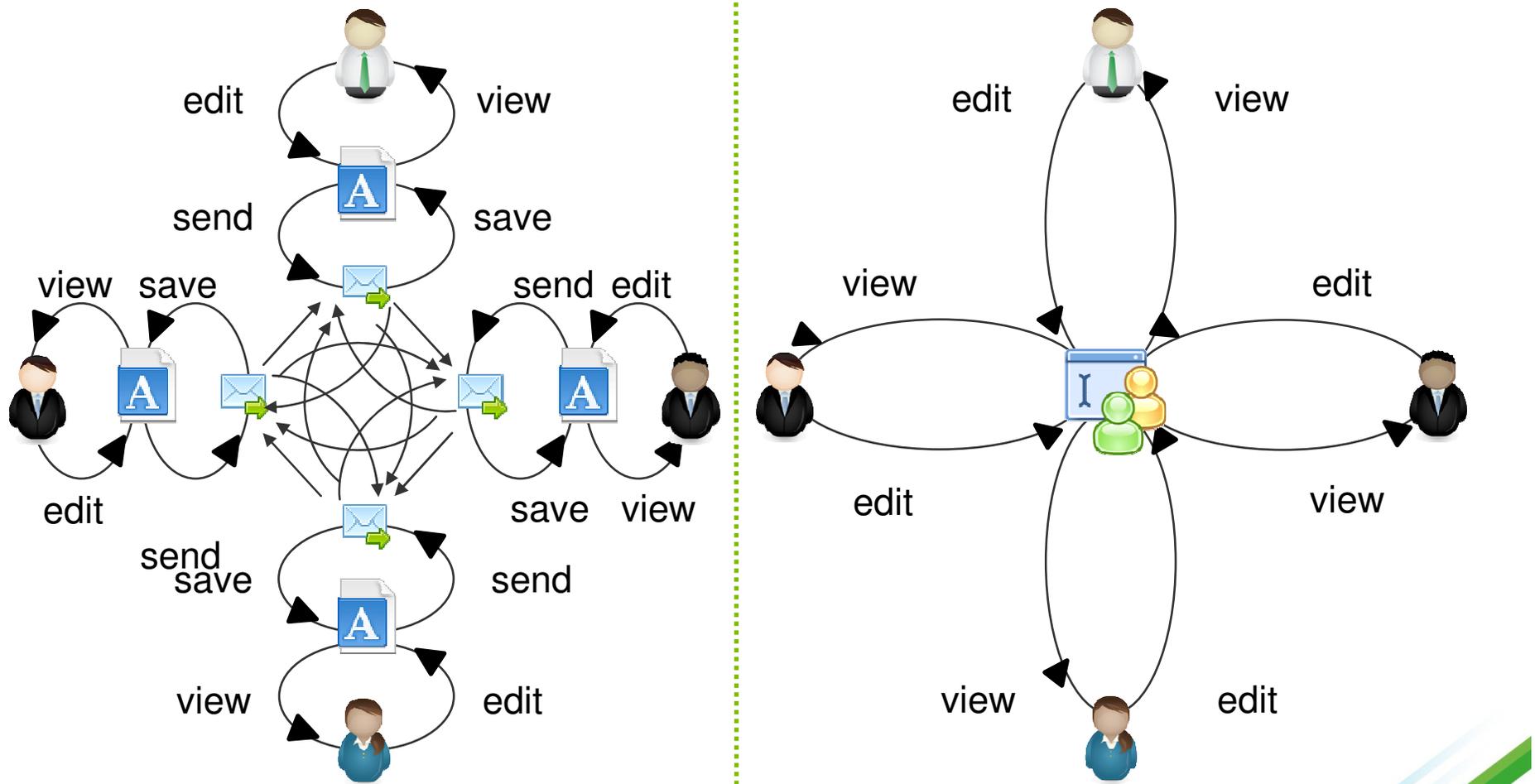
beschreibt die zunehmende Nutzung von sozialer Software in Unternehmen, um sich sowohl intern als auch extern stärker mit Mitarbeitern, Partnern und Kunden zu vernetzen.



Profiles - Communities - Files - Wikis - Blogs - Forums - Events  
 Media Gallery - Ideation Blogs - Activities - Activity Stream



# E-Mail Kommunikation im Vergleich zu Social Collaboration



Adapted from a illustration by Chris Rasmussen, US National Geospatial Intelligence Agency



Es geht nicht um das Bild,  
...es geht um den Künstler



der **Fokus** liegt auf **Personen...**  
**nicht Werkzeugen !**

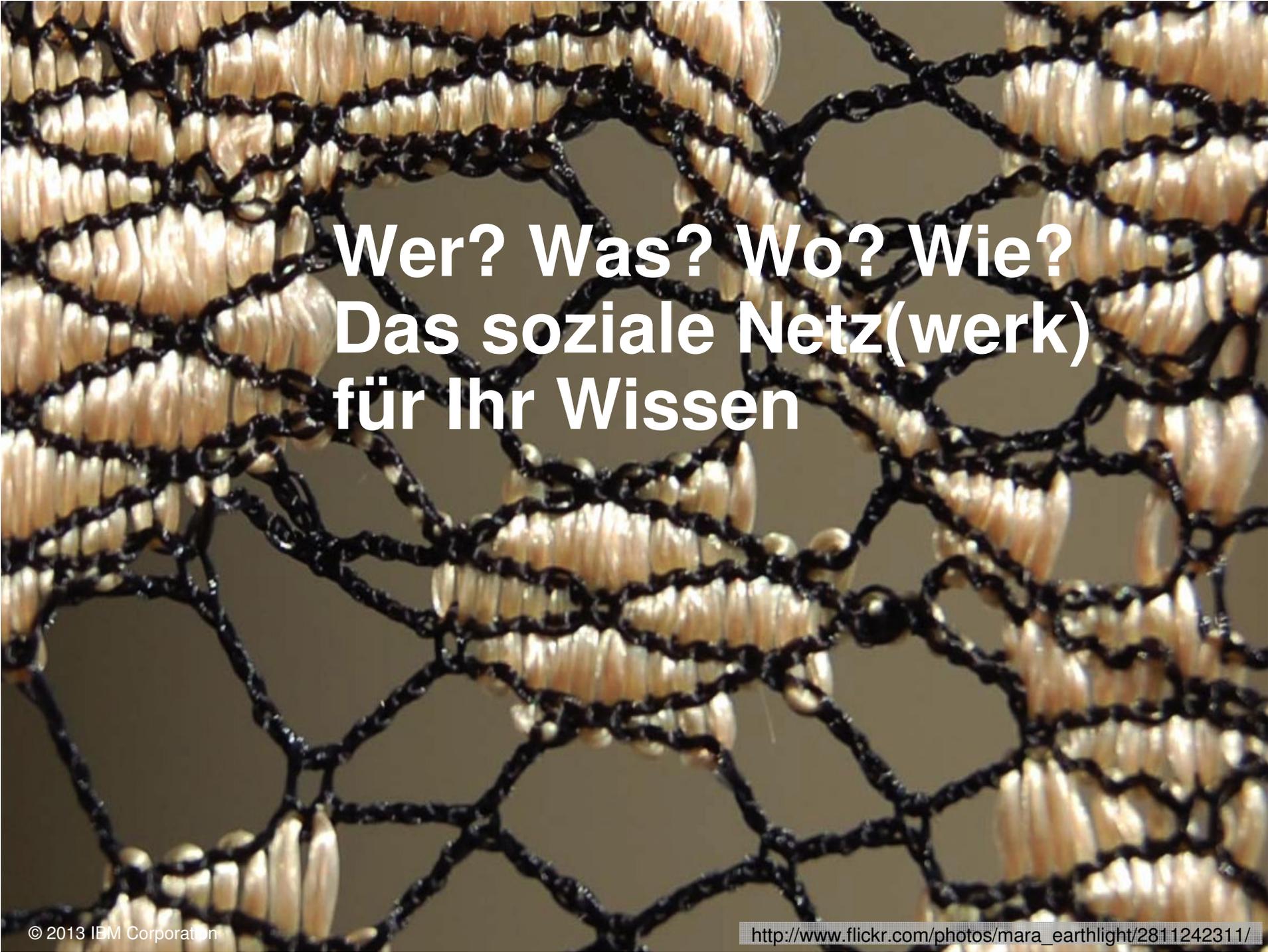
Inhalte und Informationen teilen

# Wissen ist die Währung für unser Business



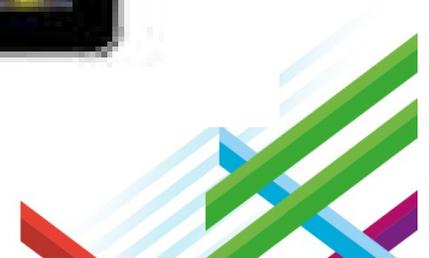
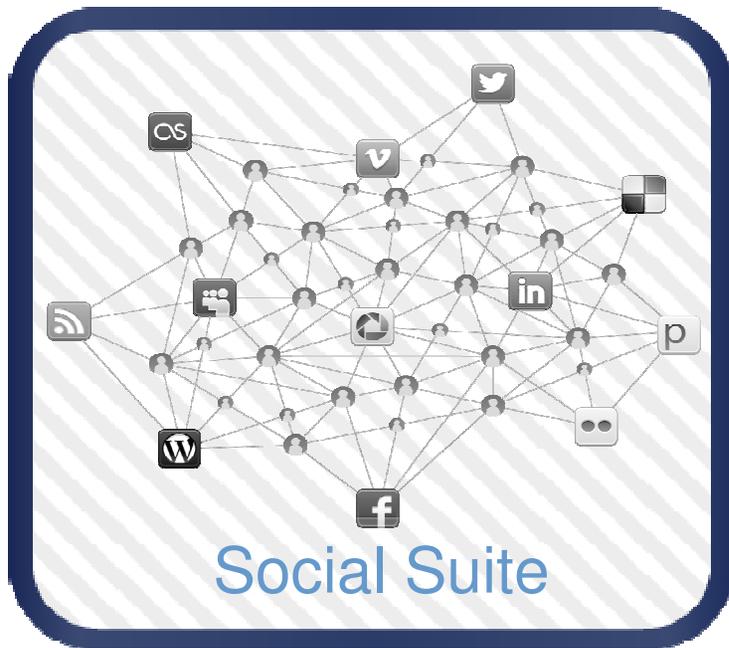
## Die Möglichkeit Experten zu finden





**Wer? Was? Wo? Wie?  
Das soziale Netz(werk)  
für Ihr Wissen**

# Erfolgsfaktoren ?



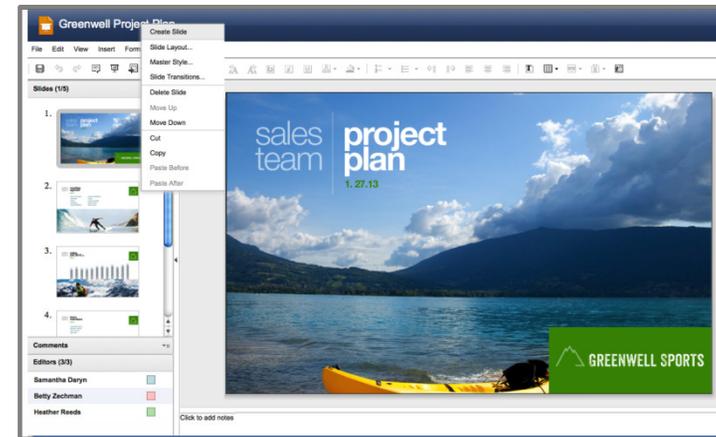
## Erfolgsfaktor - Integration der Dokumente in die Online Kollaboration

**Social Editing** – gemeinsam und parallel an Dokumenten arbeiten (bis zu 5 Personen gleichzeitig)

Kein lästiges Runter- und Raufladen oder „Roundtrip Editing“ mehr, sondern im Browser direkt auf dem Server editieren

Spezielle App für das iPad ermöglicht mobilen Zugriff

Texte, Spreadsheets & Präsentationen im Microsoft Format oder ODF - und PDF Export



IBM Docs



IBM Docs  
mobile





Roland Corporation enables employees and customers to informally share ideas, concepts and opinions anytime, anywhere, via mobile devices

## Creating a smarter workforce

Boosts its productivity and creativity globally

Roland involved nearly 200 employees in marketing and sales, some 90% of them working overseas to introduce a new product worldwide easily by harnessing collaboration tools.





Sennheiser improved its customer support process by allowing its users to reach out easily for help from experts

## Creating exceptional customer experiences

---

Improved customer support and its competitive position

Makes available technical data about performers and venues in an easily accessible knowledge base to solve issues with its products quick



# Social Business Usecases



Merger & Acquisition



Find Expertise



Knowledge Sharing



Recruiting & Onboarding



Safety

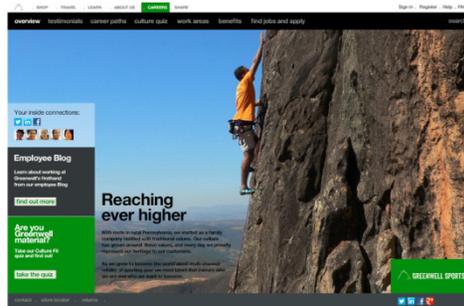


External Customer Insights



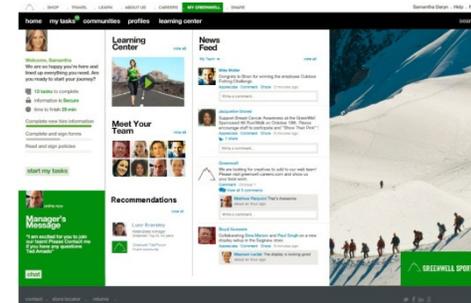
# Individualisierte Web-Erlebnisse für Ihre Mitarbeiter

## Externe Karriere-Seiten

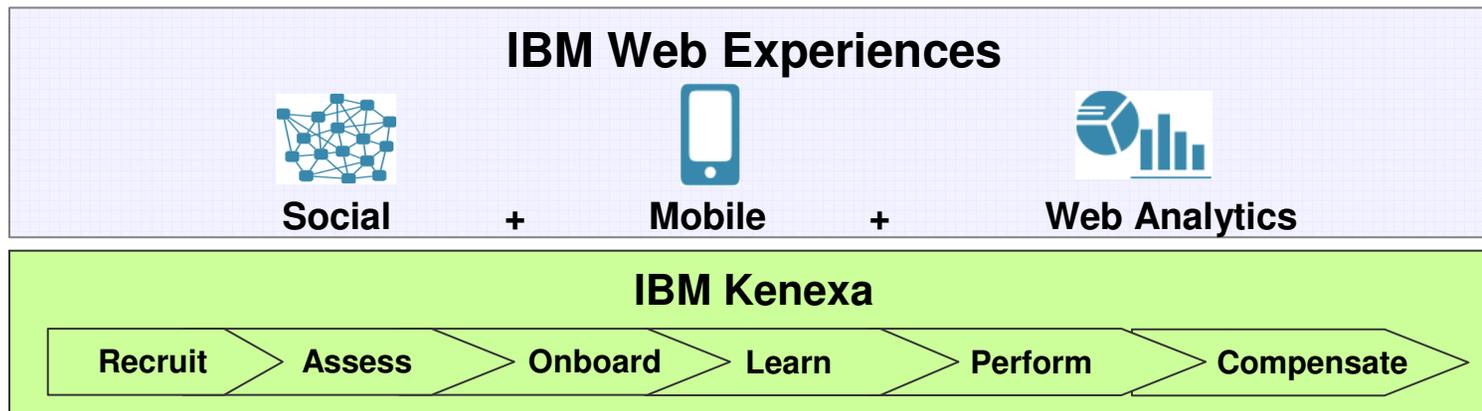


sprechen Sie die richtigen Talente an und holen Sie diese an Bord

## Mitarbeiter-Seiten



ein Intranet, das die Kreativität Ihrer Mitarbeiter freisetzt



# Mit eRecruiting dem Fachkräftemangel entgegenwirken

Matthias Schulz – Business Development Manager  
Focal Point Kenexa, IBM Deutschland



## Arbeitnehmermarkt

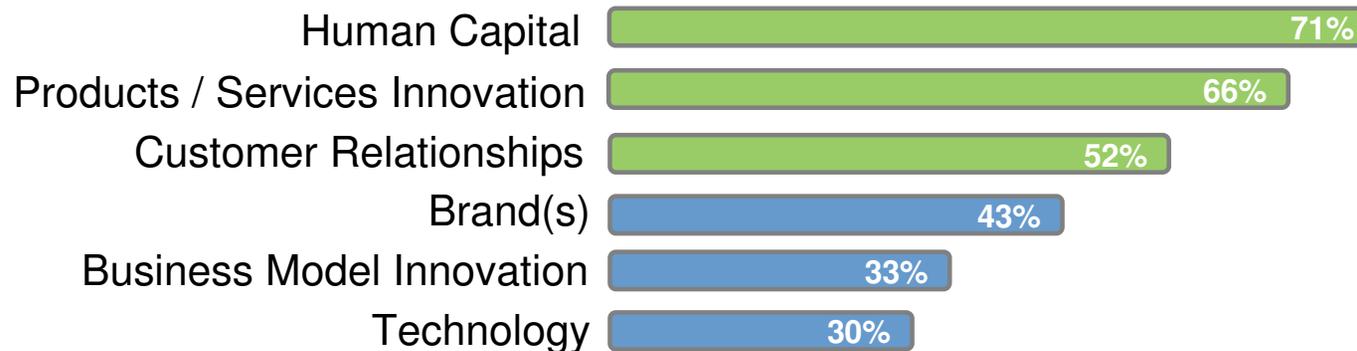
Die Arbeitswelt hat sich verändert

- Altersstruktur
- Abgang von Experten
- Global Enterprises
- Bachelor und Master



# IBM Institute for Business Value 2012

## Human Capital: Quelle nachhaltigen ökonomischen Wachstums



Key sources of sustained economic value<sup>1</sup>

- Die Gesamtkosten für die Suche und den Austausch einer Führungskraft betragen bis zu **200%** des Jahresgehalts.<sup>2</sup>



## Smarter Workforce

- 1) Integrierter Talent-Management-Ansatz notwendig
- 2) Fokus auf eRecruiting, eLearning und Motivation



## Attract: Die Lösungen

- **Employer Branding:** Die eigene Unternehmenskultur verstehen und diejenigen anziehen, die dazu passen
- **Recruitment Technologie:** Die richtigen Bewerber mit dem passenden Beruf verknüpfen, einfach, schnell und compliant
- **Assessments:** Die Bewerber herausfiltern, die den besten Talenten in der Organisation entsprechen
- **Recruitment Process Outsourcing:** Fokus weg von Sourcing-Aktivitäten hin zur Qualität der Einstellungen
- **Compensation / Vergütungsmanagement:** Informierte Entscheidungen bzgl. Gehaltshöhe und Bonussystem treffen



# AUS TRADITION INNOVATIV.

## Tradition

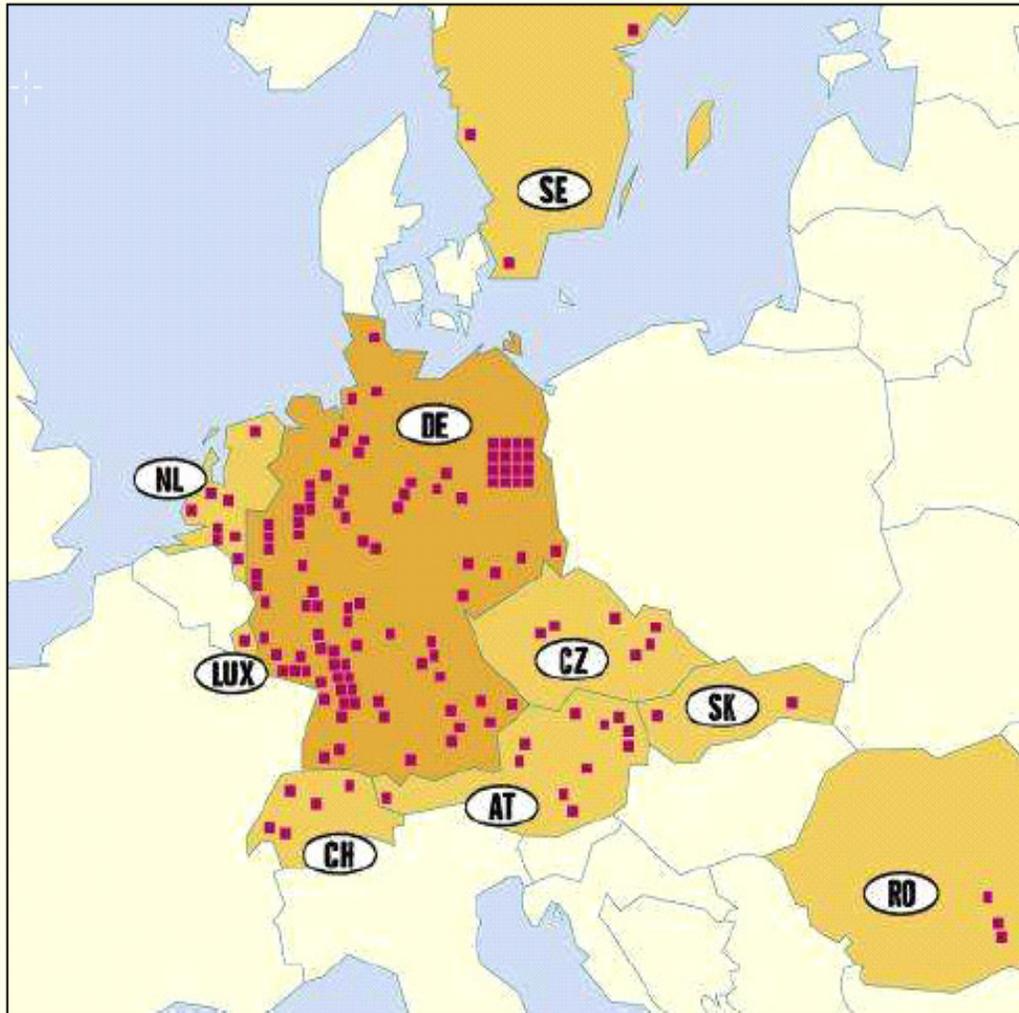
- Pfälzer Familienunternehmen
- Seit 1877 auf Bauen und Renovieren spezialisiert
- 5 Generationen Leidenschaft für's Heimwerken

## Pioniere

- 1968: erster kombinierter Bau- und Gartenmarkt
- 1980: erster Mega-Store in Deutschland (> 10.000 m<sup>2</sup>)
- 2003: erster Baumarkt mit Drive-In
- 2012: ständige Weiterentwicklung, z.B. Haus des Bades, Bilder-Werkstatt



# INTERNATIONAL VERTRETEN.



## Über 135 Märkte in 9 Ländern

- in erstklassiger Lage
- mit exzellenter Verkehrs-  
anbindung
- mit großen Einzugsgebieten
- mit einer durchschnittlichen  
Filialgröße von 11.600 qm

**WER ZU HORNBACH KOMMT,  
BRAUCHT KEINE 5 ZIERHAKEN.**

**ER BRAUCHT EINEN  
STARKEN PARTNER  
FÜR SEIN PROJEKT.**



**HORNBACH** 

## HR-Herausforderungen

- Image Hornbach als Arbeitgeber
  - Baumarkt / Retail
  - Hauptquartier nicht in der Nähe einer Metropole
  - Gute Consumer-Brand aber als Arbeitgeber?
- Recruiting-Prozess
  - Papier-Bewerbungen
  - Keine standardisierten Prozesse
  - Nicht IT-unterstützt
- Dezentrales Recruiting
  - Lokale Veröffentlichung und Besetzung von Stellen
  - Nebenaufgabe für das Management
  - Lange Antwortzeiten für die Bewerber



## Ziele / Optimierung Recruiting-Prozesse

- Steigerung der Qualität von Einstellungen
- Verbesserung des HORNBAACH-Images
- Verkürzte Durchlaufzeit der Stellenbesetzung
- Geringerer Zeitaufwand für die internen Kunden (Marktbüro/Marktmanager)
- Steigerung der Effizienz der Personalabteilung
- Kostenersparnis in der Personalwerbung



## Grundsätze im neuen Recruiting-Prozess

- Zentral pro Land organisiert
- Standard-Prozess mit Ausnahmen
- Recruiter als Dienstleister: führt alle Aktivitäten mit Ausnahme der Interviews durch
- Effektivität und Effizienz: Interessierte Kandidaten halten
- Bewerberpool: Sinnvoll für Effizienz und Qualität
- Messbarkeit: Ermöglicht die ständige Verbesserung und rechtzeitige Anpassung an veränderte Bedingungen



## Tool-Anforderungen

- Internationale Lösung
- Bewertung und Filterung von Kandidaten durch gezielte Fragen
- Effiziente Kommunikation zwischen Recruiter und Hiring Manager
- Integration mit anderen HR-Prozessen/Systemen (SAP/ Stellenportal)
- Messbarkeit KPIs
- Systemeinstellungen selbst vornehmen können



## Neues Personalportal

**Bei uns arbeiten 292.534 Jahre Erfahrung.  
Wir wollen noch mehr!**

[? Hilfe](#)

Sprache:

Deutsch 

**Stellenangebote durchsuchen** 

**Sie haben bereits ein  
Benutzerkonto:**

E-Mail:

Kennwort:

[Kennwort vergessen?](#)

Anmelden 



# Interaktives Personalportal

The screenshot shows the careers page for Greenwell Sports. At the top, there is a navigation menu with links for SHOP, TRAVEL, LEARN, ABOUT US, CAREERS (highlighted), and SHARE. On the right side of the top navigation, there are links for Sign in, Register, Help, and FAQ. Below the navigation is a dark header with links for overview, testimonials, career paths, culture quiz, work areas, benefits, find jobs and apply, and a search bar. The main content area features a large background image of a person rock climbing. On the left side, there is a section titled 'Your inside connections:' with social media icons for Twitter, LinkedIn, and Facebook, and a row of five profile pictures. Below this is an 'Employee Blog' section with the text 'Learn about working at Greenwell's firsthand from our employee Blog' and a 'find out more' button. Further down is a green section titled 'Are you Greenwell material?' with the text 'Take our Culture Fit quiz and find out!' and a 'take the quiz' button. The central text reads 'Reaching ever higher' followed by two paragraphs: 'With roots in rural Pennsylvania, we started as a family company instilled with traditional values. Our culture has grown around these values, and every day we proudly represent our heritage to our customers.' and 'As we grow to become the world's best multi-channel retailer of sporting gear we need talent that mirrors who we are and who we want to become.' At the bottom right, there is a green box with the Greenwell Sports logo and name. The footer contains links for contact, store locator, and returns, along with social media icons for Twitter, LinkedIn, Facebook, and Google+.

SHOP . TRAVEL . LEARN . ABOUT US . **CAREERS** . SHARE

Sign in . Register . Help . FAQ

overview testimonials career paths culture quiz work areas benefits find jobs and apply search

Your inside connections:  
[Twitter] [LinkedIn] [Facebook]  
[Profile 1] [Profile 2] [Profile 3] [Profile 4] [Profile 5]

**Employee Blog**  
Learn about working at Greenwell's firsthand from our employee Blog  
[find out more](#)

**Are you Greenwell material?**  
Take our Culture Fit quiz and find out!  
[take the quiz](#)

## Reaching ever higher

With roots in rural Pennsylvania, we started as a family company instilled with traditional values. Our culture has grown around these values, and every day we proudly represent our heritage to our customers.

As we grow to become the world's best multi-channel retailer of sporting gear we need talent that mirrors who we are and who we want to become.

GREENWELL SPORTS

contact . store locator . returns

[Twitter] [LinkedIn] [Facebook] [Google+]

# Interaktives Personalportal

[SHOP](#)
[TRAVEL](#)
[LEARN](#)
[ABOUT US](#)
[CAREERS](#)
[SHARE](#)

[Sign in](#)
[Register](#)
[Help](#)
[FAQ](#)

[our culture](#)
[testimonials](#)
[career paths](#)
[culture quiz](#)
[work areas](#)
[benefits](#)
[find jobs and apply](#)

[search](#)

## Find Jobs

**Location**

- Saginaw, MI 485
- Louisville, KY 209
- San Bruno, CA 153

[MORE](#)

**Category:**

- Accounting 20
- Administrative 7
- Advertising 5

[MORE](#)

**Employment Type:**

- Full Time 20
- Part Time 7
- Temporary 5

[MORE](#)

**Date Posted:**

- All
- After **JAN 2012**

[MORE](#)

🔍

Jobs 1-20 of 1,516 Sort by: Date

---

**Retail Associate**  
Saginaw, MI - 2 hours ago | Full Time | Oct 8

Retail Associates assist customers in finding merchandise and making buying decisions. They also ensure the department and merchandise are organized and fully stocked.

apply

send to a friend

save to cart

share 🐦 in f

---

**Retail Outfitter**  
Saginaw, MI - 2 hours ago | Full Time | Oct 8

Assists customers in finding merchandise and making buying decisions. Restocks merchandise to ensure the department and merchandise displays are organized and fully stocked.

apply

---

**Retail Associate**  
Saginaw, MI - 2 hours ago | Full Time | Oct 8

Retail Associates assist customers in finding merchandise and making buying decisions. They also ensure the department and merchandise are organized and fully stocked.

apply

---

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Saginaw, MI - 2 hours ago | Full Time | Oct 8

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apply

---

Page

1
2
3
4
5
Next >

GREENWELL SPORTS



# Interaktives Personalportal

## News Feed

[view all](#)

Write a comment...



**Rita Ferrar**

Saginaw sales on record for a store opening - great work team!

[Appreciate](#) [Comment](#) [Share](#) · 2 minutes ago

Write a comment...



**Matthew Pierpoint**

Congrats all: "@HookHunt Cabelas is great. Thanks to the customer service lady who helped me out today!"

[Appreciate](#) [Comment](#) [Share](#) · 8 minutes ago

Write a comment...



**Dina Maroni**

Collaborating with [Maureen Leclair](#) and [Paul Singh](#) on a new display setup. Great experience!

[Appreciate](#) [Comment](#) [Share](#) · 8 minutes ago



**Boyd Gossens** The display is looking good! about an hour ago

Write a comment...



**Greenwell**

Join us at the GreenWell Annual Picnic October 28th in Fairmount Park. Prizes awarded for best costumes.

[Comment](#) · October 1

[View all 5 comments](#)



**Maureen Leclair** That's Awesome about an hour ago

Write a comment...

## Forums

[view all](#)

[Start a Topic](#)



**Help Desk**  
Updated by [Maureen Leclair](#)  
Thursday, 12:00 PM



**Fitness Tips**  
Updated by [Jasmine Haj](#)  
January 10



**Merchandising Techniques**  
Updated by [Frank Adams](#)  
January 5

## Communities

[view all](#)

**So you want to be a runner**  
Updated by [Al Moreno](#)  
January 5

**After work pick up games**  
Updated by [Matthew Pierpoint](#)  
January 15

**Human Resources**  
Updated by [Betty Heinz](#)  
December 21

## Tags

[cloud](#) | [list](#)

[Find a Tag](#)

[Baseball](#) [Basketball](#) [Cardio](#) [Climbing](#)  
[Fitness](#) [Goals](#) [Health](#) [Healthy](#)  
[Inspiration](#) [Motivation](#) [Run](#) [Running](#)  
[Sports](#) [Team](#) [Tired](#) [Walk](#) [Volleyball](#)

## Your Connections



## Top Contributors



[Clare Boothe](#)



[Ed ElAmon](#)



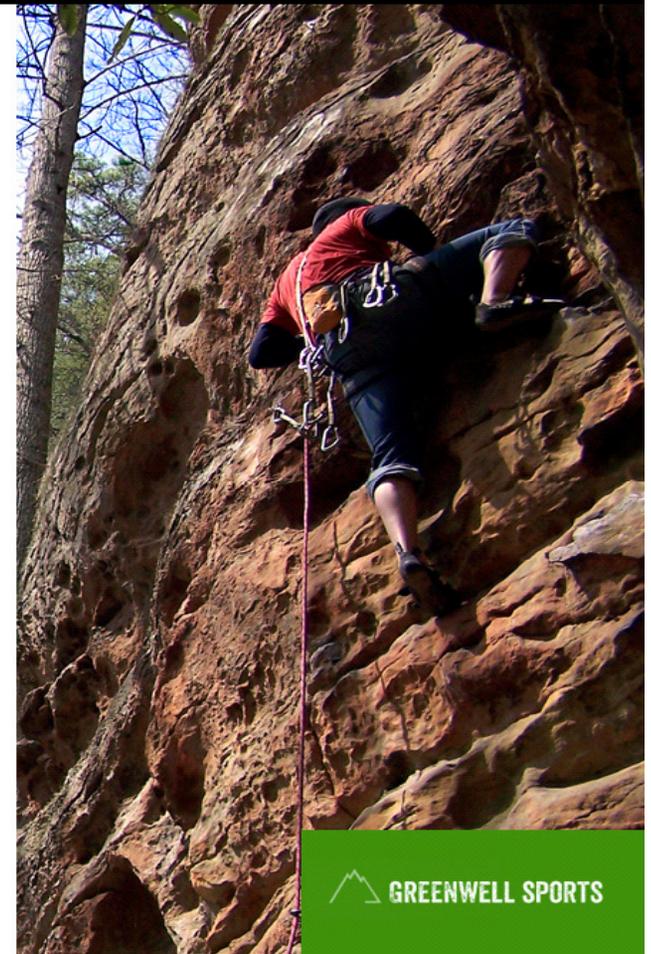
[Minh Li](#)



[Stanley Carlow](#)



[Dmitri Yannats](#)



GREENWELL SPORTS



# Interaktives Personalportal

**GREENWELL®**  
Sporting Goods

f in G+ YouTube

www.greenwell.com



## CAREERS

- Our Culture
- Testimonials
- Career Paths
- Take the Culture Quiz
- Work Areas
- Benefits
- Apply Now

### Your Inside Connections:



## Welcome to the Greenwell Sporting Good's Career Site

With roots in rural Pennsylvania, we started as a family company instilled with traditional values. Our culture has grown around these values, and every day we proudly represent our heritage to our customers. As we grow to become the world's best multi-channel retailers of sporting gear we need talent that mirrors who we are and who we want to become.

Before you apply, take some time to discover our cultural quiz and read about our employees who have passion in play.



### DO YOU HAVE A PASSION IN PLAY?

Take the quiz now.



### EMPLOYEE BLOG

Learn about working at Greenwell's firsthand from our employee Blog.



### APPLY NOW

Search for career opportunities in North America

# Assessments um Leistungen vorherzusagen

[SHOP](#)
[TRAVEL](#)
[LEARN](#)
[ABOUT US](#)
[CAREERS](#)
[SHARE](#)

[Samantha Daryn](#) · [Help](#) · [FAQ](#)

[our culture](#)
[testimonials](#)
[career paths](#)
[culture quiz](#)
[work areas](#)
[benefits](#)
[find jobs and apply](#)

[search](#)

## Section One

🕒 Time to finish 30 min

	Strongly Disagree	Slightly Disagree	Not Sure/ In between	Slightly Agree	Strongly Agree
1. Others consider me a good teammate.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I forget to put things back where they belong.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Rather than wait to be told, I tend to start doing what I think needs to be done.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I would not like a job that required me to work under high pressure and stress.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
5. I prefer to follow the rules.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
6. I am willing to sacrifice my needs for the good of the team.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I sometimes misplace things.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I am the first to get at work.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Even if it is correct, I find criticism from others difficult to take.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
10. I believe rules often limit my productivity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

⏪ Cancel Assessment
previous
next
Finalize Assessment ⏩

[contact](#)
[store locator](#)
[returns](#)

## Messbarkeit: Qualität Initiativbewerbungen

Direktabsagen nach Herkunft				
Jahr	2012	<input checked="" type="checkbox"/>		
Monat	(Alle)	<input type="checkbox"/>		
Code	(Alle)	<input type="checkbox"/>		
Stellenformularname	(Alle)	<input type="checkbox"/>		
Stellen ID	<input type="checkbox"/> Stellentitel	<input checked="" type="checkbox"/> Anzahl Bewerbungen	Anzahl Direktabsage	
109BR	Initiativbewerbungen	648	593	
158BR	Initiativbewerbung Zentrale	474	273	
722BR	Initiativbewerbungen Bezirk Laß	422	311	
723BR	Initiativbewerbungen Bezirk Kunz	436	349	
724BR	Initiativbewerbungen Bezirk Abendroth	475	327	
725BR	Initiativbewerbungen Bezirk Martin	329	263	
726BR	Initiativbewerbungen Bezirk Zahnwetzler	247	203	
727BR	Initiativbewerbungen Bezirk Schmid	125	96	
742BR	Initiativbewerbungen Bezirk Guth	213	141	
743BR	Initiativbewerbungen Bezirk Giannotta	62	38	
744BR	Initiativbewerbungen Bezirk Lilie	357	267	
746BR	Initiativbewerbungen Bezirk Diefenthäler	124	102	
747BR	Initiativbewerbungen Bezirk Gerlach	83	46	
748BR	Initiativbewerbungen Bezirk Rösner	175	137	
790BR	Initiativbewerbungen BKC	20	10	
<b>Gesamtergebnis</b>		<b>4190</b>	<b>3156</b>	

## Messbarkeit: Zeit bis zur Erstellung

**Time to Sign: Stellen öffnen / Eingestellt . Es wurden nur geschlossene Stellen berücksichtigt.**

Jahr	2012		Eingestellt	195 Personen
Monat	(Mehrere Elemente)		Mittelwert	79 Tage
Stellenformular	DE Suchauftrag Märkte		Median	79 Tage

Auto Req ID	Stellentitel	Referenznummer Bewerber	Nachname	Vorname	Eingestellt (Vertrag unterschrieben zurück)
1008BR	Fachberater (w/m) für den Warenbereich Eisenwaren, Werkzeuge, E	227488		Beate	14
1013BR	Fachberater (w/m) für den Warenbereich Eisenwaren, Werkzeuge, E	184721		Steve	8
1020BR	Leiter Organisation & Controlling (w/m)	171396		Sebastian	16
1023BR	Betreuer (w/m) für gewerbliche Kunden	231736		Markus	15
109BR	Initiativbewerbungen	9252		Inge	68
10BR	Mitarbeiter (w/m) Warenein-/ausgang	9029		Timo	94
		9540		Matthias	94
		14943		Avdi	148
		123706		Mehmet	346
111BR	Fachberater (w/m) für den Warenbereich Sanitär, Fliesen	14371		Steffen	175
112BR	Kassierer (w/m)	11807		Helga	121
		14945		Petra	121
		14946		Loretta	121
138BR	Architekten/Innenarchitekten (w/m)	11922		Susanna	92
		12227		Marko	84
139BR	Küchenfachberater (w/m)	19053		Harald	126
140BR	Badfachberater (w/m)	16474		Ullrich	105
		16769		Christian	105
144BR	Architekten/Innenarchitekten (w/m)	11704		Nese	97
145BR	Küchenfachberater (w/m)	13688		Sabine	97
		14382		Maik	96
146BR	Badfachberater (w/m)	13689		Florian	96
		14377		Annette	96

Ausschnitt

## Messbarkeit: Antwortzeit je Bewerber

**Zeit zwischen Bewerbungseingang zu Suchauftrag / Eingestellt . Es wurden nur geschlossene Stellen berücksichtigt.**

Auto Req ID	Stellentitel	Referenznummer Bewerber	Nachname	Vorname	Bewerbungseingang zu Suchauftrag / Eingestellt
1008BR	Fachberater (w/m) für den Warenbereich Eisenwerk	227488		Beate	1
1013BR	Fachberater (w/m) für den Warenbereich Eisenwerk	184721		Steve	9
1020BR	Leiter Organisation & Controlling (w/m)	171396		Sebastian	1
1023BR	Betreuer (w/m) für gewerbliche Kunden	231736		Markus	1
1098BR	Initiativbewerbungen	9252		Inge	64
10BR	Mitarbeiter (w/m) Warenein-/ausgang	8330		Ivan	1
		9029		Simo	22
		9540		Matthias	57
		149		Ivdi	1
		14371		Mehmet	52
111BR	Fachberater (w/m) für den Warenbereich Sanitär, FI	4371		Steffen	67
112BR	Kassierer (w/m)	11807		Helga	64
		14945		Petra	1
		14946		Loretta	1
138BR	Architekten/Innenarchitekten (w/m)	11922		Susanna	58
		12227		Marko	48
139BR	Küchenfachberater (w/m)	19053		Harald	1
140BR	Badfachberater (w/m)	16474		Ullrich	6
		16769		Christian	3
144BR	Architekten/Innenarchitekten (w/m)	11704		Nese	86
145BR	Küchenfachberater (w/m)	13688		Sabine	43
		14382		Maik	26

**AUSSG**

## Messbarkeit: Einstellungen aus dem Talent-Pool

**Eingestellte Bewerber von der Top Liste / Zahl der Neueinstellungen. Es werden alle eingestellten Bewerber berücksichtigt.**

Jahr: 2012

Monat: (Mehrere Elemente)

Stellenformulardname: DE Suchauftrag - Zentrale

Auto Req ID	Stellentitel	Eingestellt (Vertrag unterschrieben zurück)	Von der Topliste
161BR	User Experience Webdesigner (w/m)	1	1
369BR	Projektassistenten (w/m) Bau	1	
370BR	Fachberater Farben/Tapeten für telefonischen Kundenservice (w/m)	1	
371BR	Fachberater Holz/ Baustoffe für telefonischen Kundenservice (w/m)	2	
372BR	Fachberater Fliesen/ Sanitär für telefonischen Kundenservice (w/m)	2	
373BR	Fachberater Garten/Zoo für telefonischen Kundenservice (w/m)	1	
377BR	Projektmanager E-Business Development - Schwerpunkt Mobile (w/m)	1	1
380BR	Leiter Operative Kundenservice (w/m)	1	1
391BR	Teamassistent (w/m) Recruiting	1	
392BR	Vorstandssekretär/-in	1	
412BR	Assistenz Vertrags- und Immobilienmanagement (w/m)	1	
460BR	Qualitätsmanager Outdoor/Living	1	1
462BR	Mitarbeiter Logistik Direktversand (w/m)	2	2
476BR	Referent Personalplanung und Marktbeseztzung (w/m)	1	1
478BR	Mitarbeiterin technischer Support Systeme	1	1
479BR	Servicearbeiter für den telefonischen Kundenservice (w/m)	2	
515BR	Referent Personaleinsatzplanung (w/m)	1	1
62BR	Online Marketing Specialist Schwerpunkt Onlineshop - SEM (w/m)	1	1
<b>Gesamtergebnis Quartal 1</b>		<b>22</b>	<b>10</b>
<b>Gesamtergebnis Quartal 2</b>		<b>44</b>	<b>27</b>
<b>Gesamtergebnis Quartal 3</b>		<b>69</b>	<b>55</b>

## Lessons learned

- Klare Recruiting-Strategie festlegen
  - Wollen wir noch Papier-Bewerbungen?
  - Automatisches Filtern?
  - Umgang mit Initiativ-Bewerbungen
- Verantwortlichkeiten klar definieren
- Kommunikation zu allen Betroffenen und umfangreiche Schulung
- Das Projekt endet nie, Verbesserungen entstehen in der Praxis



## Es gibt immer was zu tun

- Ausbauen des Employer Brandings (auch eigene Mitarbeiter als Markenbotschafter einsetzen)
- Anwendung Social Media
- Internes Recruiting ausbauen/Talentmanagement
- Roll-out in weitere Länder
- Weitere Optimierung des Prozesses (Auto-Filtering)
- Onboarding-Strategie
  - Die Einführung eines professionellen eRecruitment-Systems hat die Voraussetzungen für eine verbesserte Positionierung von Hornbach im Wettbewerb um Talente geschaffen



## Empower: Die Lösungen

- **Onboarding:** Produktiv und motiviert vom ersten Tag an
- **Learning Suite:** Lernen und Wissensaustausch in einem sozialen und mobilen Umfeld
- **Leadership Development:** Mitarbeiter halten und aktuelle sowie zukünftige Führungskräfte fördern



# Social Onboarding

[SHOP](#) [TRAVEL](#) [LEARN](#) [ABOUT US](#) [CAREERS](#) [MY GREENWELL](#) [SHARE](#)

[Samantha Daryn](#) [Help](#) [FAQ](#)

[home](#) [my tasks <sup>13</sup>](#) [communities](#) [profiles](#) [learning center](#) [performance](#) [recognition](#)

[search](#)

**Welcome back**  
 Samantha, you have 5 tasks in your queue

### My Tasks

view all

- Learning (3) Due
- Merchandising Basics Jan 15, 2013
- Become a Mentor Jan 18, 2013
- Time Management Jan 28, 2013

### Onboarding (1)

- Meet Josh, new hire Jan 16, 2013

### Calendar

view all

<< January 2013 >>

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	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	6	7	8	9

## Learning Center

view all

Time Management

## Performance

view all

Job Duties: Get 100 new sales leads

Completed

Teamwork: Increase collaboration within sales team

Started

## Recognition

view all

Lastest Recognition

**Louise Fitzgerald**  
 Samantha shows great initiative in all projects...  
[Read More](#)

Awards

1

Superior Sales

## News Feed

My Team view all

**Rita Ferrar**  
 Saginaw sales on record for a store opening - great work team!  
[Appreciate](#) - [Comment](#) - [Share](#) · 2 minutes ago

Write a comment...

**Matthew Pierpoint**  
 Congrats all: "@HookHunt Greenwell is awesome thank you so much to the customer service lady who helped me out today!"  
[Appreciate](#) - [Comment](#) - [Share](#) · 8 minutes ago

Write a comment...

**Dina Maroni**  
 Collaborating with [Maureen Leclair](#) and [Paul Singh](#) on a new display setup. Great experience!  
[Appreciate](#) - [Comment](#) - [Share](#) · 8 minutes ago

**Boyd Gossens** The display is looking good! about an hour ago

Write a comment...

**Greenwell**  
 Sunday Funday! Please join us at the GreenWell Annual Picnic October 28th in Fairmount Park. Prizes awarded for best team costumes.  
[Comment](#) · October 1  
[View all 5 comments](#)

**Maureen Leclair** That's Awesome about an hour ago

Write a comment...

GREENWELL SPORTS

# Social Onboarding

SHOP
TRAVEL
LEARN
ABOUT US
CAREERS
MY GREENWELL
SHARE

Samantha Daryn · [Help](#) · [FAQ](#)

home
my tasks <sup>13</sup>
communities
profiles
learning center
search

**Welcome, Samantha**  
We are so happy you're here and lined up everything you need. Are you ready to start your journey?

- 📅 13 tasks to complete
- 🔒 information is **Secure**
- 🕒 time to finish **29 min**

Complete new hire information

---

Complete and sign forms

---

Read and sign policies

---

start my tasks

## Learning Center

[view all](#)

## Meet Your Team

[view all](#)

## Recommendations

[view all](#)

Evenlyn Starwood

- You share colleagues
- You share a bookmark
- You share a forum thread
- You have used the same tag

invite to connect

[Remove](#)

## News Feed

My Team ▾

**Mike Motler**  
Congrats to Brian for winning the e Fishing Challenge.  
[Appreciate](#) · [Comment](#) · [Share](#) · 2 min

Write a comment...

**Jacqueline Oronez**  
Support Breast Cancer Awareness Sponsored 5K Run/Walk on October encourage staff to participate and  
[Appreciate](#) · [Comment](#) · [Share](#) · 8 min

👍
🗨️
🔗
1 share

Write a comment...

**Greenwell**  
We are looking for creatives to add Please visit [greenwell.careers.com](#) your best work.  
[Comment](#) · October 1  
[View all 5 comments](#)

Write a comment...

**Matthew Pierpoint** That's Av about an hour ago

Write a comment...

**Boyd Gossens**  
Collaborating Dina Maroni and Paul Singh on a new display setup in the Saginaw store.  
[Appreciate](#) · [Comment](#) · [Share](#) · 8 minutes ago

Write a comment...

**Maureen Leclair** The display is looking good about an hour ago

+
🌐
chat.greenwell.com/hiringmanager

Participants (2)

- Samantha Daryn
- Ted Amado

GREENWELL SPORTS



# Social LMS + LCMS

The screenshot shows the 'Learning Suite by KeneXa' web interface. At the top, there is a navigation bar with links for Home, Learn, Ask, Managers Only, Explore, and My Profile. Below this is a section titled 'My Recent Assignments' with tabs for eLearning, Schedule, and Pending. Under the eLearning tab, three course cards are displayed: 'Curriculum' (containing 'KLS Management - 101'), 'Identity Theft', and 'Collaborative Relationships'. Below the assignments is a 'Hot New Headlines' section featuring a link to 'XYZ Corp Win Report'. The 'Recent Buzz' section includes a text input field 'What's on your mind?' with a 'Share' button and a post from Josh Logan asking 'do we support blackberry and Android?' with the text 'Looking for blackberry specifically version 7.' and a timestamp of 'Sep 20, 2012 at 12:26:02 PM'. At the bottom, there is a footer with navigation icons for Bookmarks, Subscriptions, Workspaces, and My Wall.

The screenshot shows a mobile application interface on a smartphone. The status bar at the top displays 'Verizon', signal strength, Wi-Fi, the time '3:42 PM', and '72%' battery. The app has a red header with a gear icon, a 'HOT LAVA' logo, and an 'Edit' button. The main content is a list of items categorized by letters: M, P, Q, W. Under 'M', there is 'mLearning Podcast' (Released: Oct 4, 2011) with a 'DOWNLOAD' button, and 'My Mobile Coach' with a progress bar. Under 'P', there is 'Plan and Govern' (Released: Aug 22, 2011) with a 'DOWNLOAD' button. Under 'Q', there is 'Quantum Meruit Claims (Podcast)' (Released: Aug 8, 2011) with a 'DOWNLOAD' button. Under 'W', there is 'Wasted Costs (Podcast)' (Released: Aug 8, 2011) with a 'DOWNLOAD' button. At the bottom, there is a navigation bar with icons for 'New', 'Active', 'Favorites', 'Deleted', and 'Search'.

# LMS + LCMS

SHOP . TRAVEL . LEARN . ABOUT US . CAREERS . **MY GREENWELL** . SHARE

Samantha Daryn . Help . FAQ

home my tasks <sup>5</sup> communities profiles **learning center** search

### Learning Modules [view all](#)

**Time Management**



**Merchandising Basics**



**Become a Mentor**



### News Feed

**My Classmates** [view all](#)

Write a comment...

 **Paul Singh**  
Who has watched the module on tracking sales records? Have a couple of questions about it...  
[Appreciate](#) · [Comment](#) · [Share](#) · 2 minutes ago

Write a comment...

 **Maureen LeClair**  
Congrats to all who passed the New Sales Associate Training!  
[Appreciate](#) · [Comment](#) · [Share](#) · 8 minutes ago

Write a comment...

 **Greenwell**  
New Learning Modules for the Sales Associate workforce are now available.  
[Appreciate](#) · [Comment](#) · [Share](#) · January 3

Write a comment...

 **Dina Maroni**  
Learn all about settin up stellar in-store displays with **Boyd Gossens**  
[Appreciate](#) · [Comment](#) · [Share](#) · January 2

 **Boyd Gossens** My displays always look good! about an hour ago

Write a comment...

### Active People [view all](#)

 **Boyd Gossens**  
15 followers

 **Dina Maroni**  
10 followers

 **Rita Ferrar**  
5 followers

 **Paul Singh**  
1 followers

### Bookmarks [view all](#)

 **Team Goals**  
Updated by **Maureen Leclair**  
November 6

 **My Transcripts**  
Updated by **Samantha Daryn**  
June 5

### Recommended Communities [view all](#)

 **Tuesday Yoga**  
Updated by **Elain Johnson**  
January 5

 **Sales Associates**  
Updated by **Bill Jordan**  
January 15

 **All about Greenwell**  
Updated by **Dennis Michaels**  
December 21





contact . store locator . returns .

## Das Wissen ist bereits vorhanden



Dokumente



Community



Email



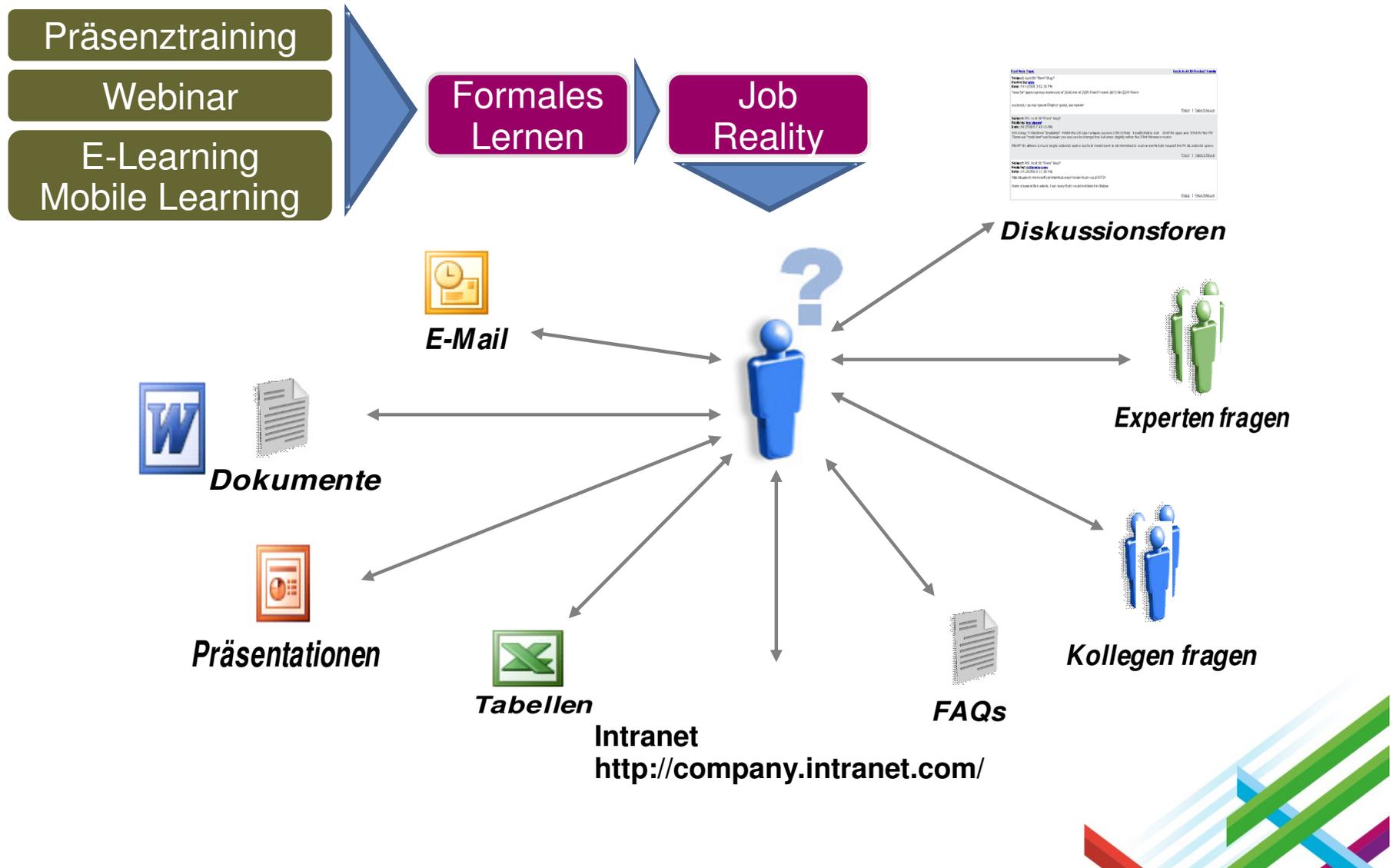
Wissens-  
Datenbank

### ...aber

- Wo suche und finde ich die Information?
- Fachexperten sind entweder nicht auffindbar oder werden mit Fragen überhäuft
  - Die Beantwortung dauert Tage oder Wochen
  - Die Antworten werden nicht gespeichert
  - Die Antworten sind inkonsistent und nicht vom Unternehmen freigegeben
- FAQs sind nicht ausreichend,
- aber Didaktik/ eLearning ist häufig ein Mysterium für Fachexperten und lohnt sich nur für recht statisches Wissen, das eine grössere Anwendergruppe betrifft

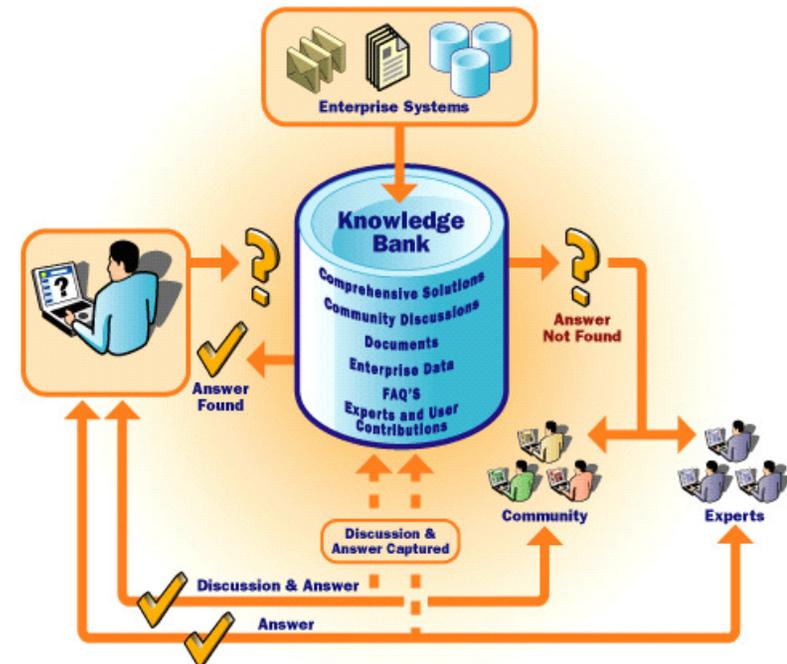


# Informeller Wissensaustausch



## Fragen stellen

- 1) Anwender benötigt Informationen
- 2) Er fragt die Wissensdatenbank an;  
Falls Antwort gefunden → erledigt!
- 3) Anwender fragt Experten und/oder  
Kollegen, Workflow sichert  
Eskalation; Erhält Antwort → erledigt!
- 4) Diskussionen und Antworten werden  
gespeichert; Rating von Antworten  
möglich



# eKnowledge mit integriertem LMS

- ▶ Home
- Knowledge Bank**
- FAQ
- Expertise Exchange
- Discussion Forums
- Files
- Learning Content
- Podcasts
- Document Folders
- Utilities**
- Favorites
- Knowledge Viewer
- Advanced Search
- Member Directory
- Expert Directory
- Subscriptions
- Archives
- Contact Us

**Locate Information**

[Find](#)

**Your Open Items**

Questions You Asked [Close All](#) | [Close Selected](#)

Question	Details	Replies
Is the camera in the razr any good?	<a href="#">View</a>	1 <input type="checkbox"/>
how does number portability work?	<a href="#">View</a>	1 <input type="checkbox"/>

**Featured Information**

What is Wireless Number Portability?

**Top Favorites**

**Favorite Elements**

- Re: The V vs. Treo?
- Why all the fuss over keeping your number?
- The V vs. Treo?

[All Favorites](#)

**Learning Tools**

As a user of this site you have access to various learning resources. Click here to [Access My Learning](#)

**Member Recognition**

 SME of the Month  
[More >>](#)



# Suchergebnisse aus mehreren Quellen

**Locate Information**

**Corporate Information**

1	<b>How many phone numbers can a treo store?</b>	Jun 1, 2006 <a href="#">Alice English</a>
2	<b>Choosing Wireless Service</b>	Oct 13, 2006 <a href="#">Stacy Manner</a>
3	<b>Can I add storage to the Treo 650?</b>	May 19, 2006 <a href="#">Joe Graham</a>

Found In: [Expertise Exchange](#)

Found In: [Information on Wireless Phones](#)

Found In: [Expertise Exchange](#)

I'm looking for a way to expand it capacity.

**Need more information?** [Ask the Experts.](#)

**Discussion Forums**

1	<b>Re: The V vs. Treo?</b>	May 15, 2006 <a href="#">Stacy Manner</a> ★★★★★ (1)
2	<b>Phone vs. PDA</b>	May 19, 2006 <a href="#">Alice English</a>
3	<b>What version?</b>	Sep 11, 2006 <a href="#">Mike Fairman</a>
4	<b>New Phone?</b>	May 16, 2006 <a href="#">Alice English</a>

Found In: [Wireless Phone Discussion](#)

Found In: [Wireless Phone Discussion](#)

Found In: [Calling Plans and Features Discussion](#)

Found In: [Wireless Phone Discussion](#)

Even though they're big compared to other phones, the full keyboard makes them great for email and text messaging.

Which of these phones gives the best balance between phone features and PDA features?

What Palm OS version does the Treo run?

I heard that Motorola has a new phone. Does anyone know about it?

...eine davon sind Lernobjekte



# Wenn nichts gefunden, Experten fragen

**Enter Question**

Please enter your question below. Fields with an asterisk (\*) are required.

\* Question:

Details:

[Spell Check](#)   [Preview](#)

**Attachments:** [Attach from my computer](#)

**Related Information:** [Link related information](#)

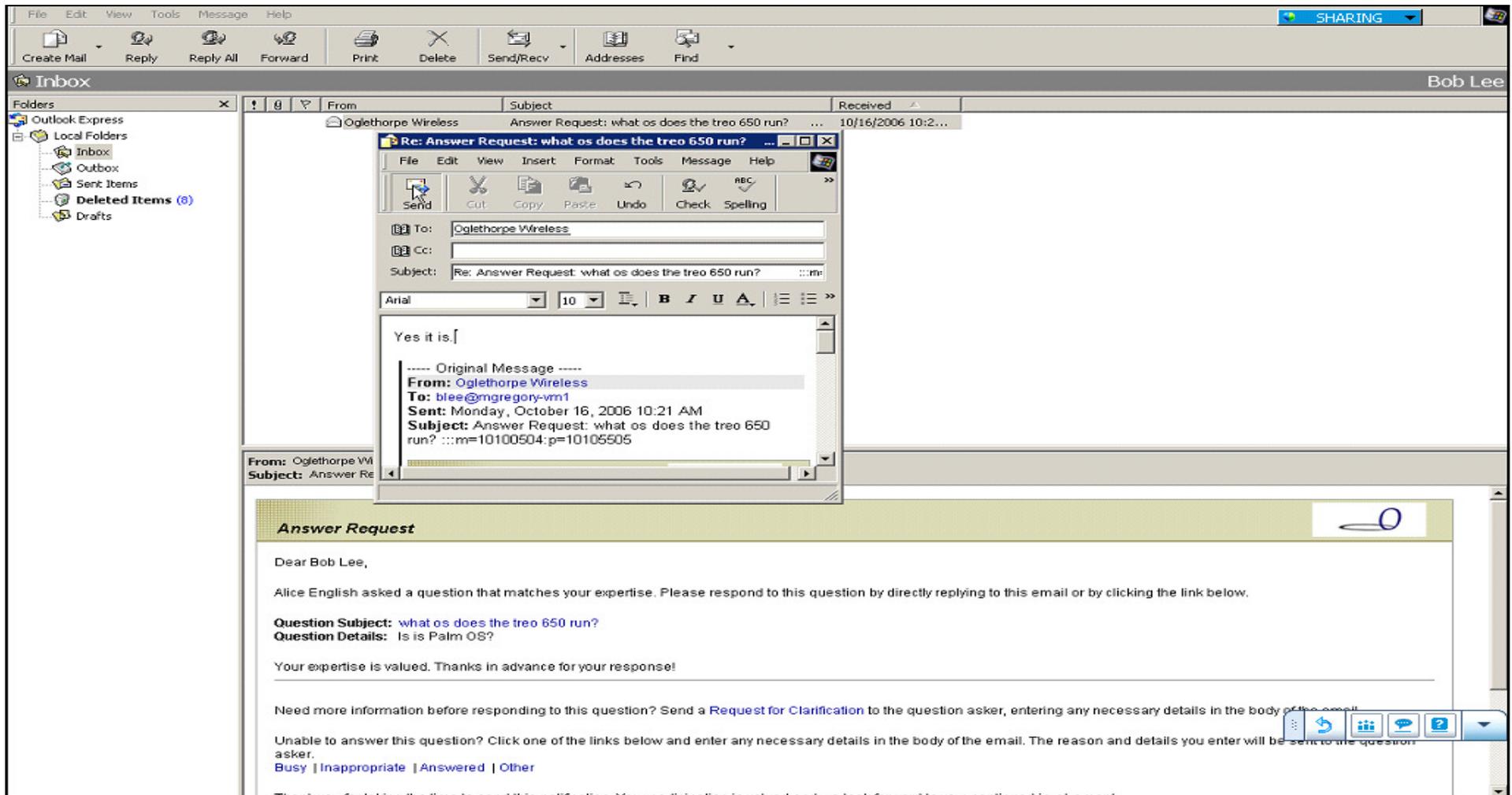
Notify me of replies to this question

This is a high priority question

Erweiterung der ursprünglichen Anfrage um zusätzliche Informationen, sodass Experten und/oder Communities diese zielgerichtet beantworten können. Anfrage wird an mehrere Experten gestellt, Dringlichkeit wird vom System unterstützt, wird nach einer gewissen Zeit nicht geantwortet



## Experten erhalten die Frage per E-Mail



Experten müssen sich nicht erst in ein Tool einloggen, sondern beantworten Fragen per E-Mail als kämen Sie direkt vom Kollegen!



# Dynamischer Lerninhalt

Merchandise | Corporate Governance | Employee/Retiree/Emergency Information | Ethics | Suppliers **LOGIN**

**BOEING** Search  →

[BA 58.71 \(-4.04\)](#)

About Us ▾ Products ▾ Businesses/Services ▾ Media ▾ Investors ▾ Careers ▾ Global ▾

**ANA's Special D**  
ANA presents their fir

- 10,000 LCMS Transaktionen / Stunde
- 58,000 LCMS Kurse / Tag
- 1.2 Millionen Seiten / Tag
- 1,500 Kurse gehosted im LCMS
- 100% der Boeing Business Certification Kurse

Headline News: Boeing, Siemens Form

## Motivate: Die Lösungen

- **Employee Engagement:** Mitarbeiter in zentralen Bereichen motivieren, um die Arbeitsergebnisse zu maximieren
- **Performance Management:** Klare, messbare Performance-Erwartungen besprechen und messen
- **Nachfolgeplanung:** Klare Pfade für die nächste Generation an Führungskräften planen
- **Assessments:** Potenzielle Führungskräfte identifizieren, Stärken fördern, Führungskräften helfen, ihre Mitarbeiter zu coachen
- **Führungskräfte-Entwicklung:** Training auf Individuen hin optimieren
- **Compensation:** An den richtigen Stellen investieren



# Übersichtliche Auswertungen

EATON Response Rate Tracker

### Organizational Survey Response Rate

Description	Total Head Count	Total Responses	Response Rate
Eaton Corporation	0	0	0%
<a href="#">Automotive Group</a>	9941	9796	98.5%
<a href="#">Corporate Functions</a>	1054	949	90%
<a href="#">Electrical Group</a>	17337	16787	96.8%
<a href="#">Fluid Power</a>	15364	14921	97.1%
<a href="#">Truck Group</a>	7289	7011	96.2%
<b>Total</b>	<b>50985</b>	<b>49464</b>	<b>97%</b>

Logout
Download to Excel

**Kenexa OrgMapper**
**CATERPILLAR®**

Refresh View Expand Chart Contract Chart Chart Legend Activity Report Download Org Chart Logout

- 1 Select a survey unit in the org. chart below. *To make any changes to the org chart, the first step is to highlight the survey unit you want to change by clicking on the name of the survey unit.*
- 2 Choose a function:
 

Add Edit Delete Move

**Add:** Click the Add button and you will be asked to enter information for the new survey unit in the chart. The new survey unit will fall directly under the survey unit that you selected in step 1.

**Edit:** Click the Edit button and you will be asked to change the information for the survey unit that you selected in step 1.

**Delete:** Click the Delete button and you will receive a warning message confirming your deletion request on the survey unit you selected in step 1. To protect the org chart, you will only be able to delete survey units with no children attached, i.e., you will not be able to delete an entire branch of the chart at one time.

**Move:** Click the Move button and you will receive instructions to move the survey unit you selected in step 1.

- 2001 - Caterpillar Inc. - 4360
  - East Division - 4364
    - Component Products & Control Systems Division (DA Mokie) - 4289
      - Caterpillar México (D King) - 2695
        - Finanzas / Materiales / Relaciones Industriales (J Gamez) - 0321
        - Lineas de Ensamble/Calidad de Producto/Tool Control (H Ramirez) - 3743
        - New Releasing/Entrenamiento/Ing. Soldadura/P. Indirectos/NPI/L. Diseño (G Garza) - 3751
        - Planta Sta. Catarina/Club Familiar (A Rodriguez) - 3748
      - Chemical Products Business Unit (DJ Ullius) - 3924
        - CPBU Administrative (DJ Ullius) - 3925
        - CPBU Business Services (TP Simson) - 3938
        - CPBU Hose & Coupling Team (TA O'Hanlon) - 3944
        - CPBU MTS, Filters, Support (ER Presser) - 3939
        - Emponia Mobil-Trac Components Facility (TJ Nelson) - 3940
          - Emponia Associates () - 3941

**HSBC**
**HSBC Global People Survey**

Which language

Deutsch

Português (Brasil)

العربية

한국어

繁體中文

台灣繁體中文版

English

Italiano

Español

日本語

한국어

Словенски јазик

香港繁體中文版

简体中文

日本語

Русский

Magyar

Бahasa Indonesia

Bahasa Malaysia

Français

Polski

العربية

Español de España (Conseller) Français

Multi

Username:

Password:

**Notes:** Please disable pop-up blockers when using this system, as they may affect your ability to log on. To disable pop-up blockers, type in your log on credentials and hold down the CTRL key as you click the Login button.

If you experience problems logging on, refer to your invitation e-mail to verify your log on credentials. If you need additional assistance, contact the Kenexa Help Desk at 1-877-563-3070 (U.S. toll free) or 1-408-419-5400 (outside the U.S.), or send an e-mail to [hsbctesthelpdesk@kenexa.com](mailto:hsbctesthelpdesk@kenexa.com)

powered by Kenexa Online Surveys © Kenexa 2007

**JOHNSON CONTROLS**
**Employee Engagement Survey Center**

Link to Johnson Controls Intranet Document Library  frequently Asked Questions Help Logout

**Our Key Leader Program**

Top of the Day

Key Dates

March 5-7  
Org Mapper Training

March 8-23  
Org Mapper

April 30-May 15  
Administrative Order

**Tools:**

- Org Mapper and Survey Order
- Response Rates
- EES Website—Take Action!
- Response Online Dynamic Reporting

**Documentation/ Resources:**

- Pre-Survey Coordination Workshop
- Post-Survey Champion Workshop
- Excite Presentation
- Best practices—Communication
- Best practices—Behavior change
- What is an EES?

**User Guide:**

- Org Mapper and Survey Order
- EES Website
- Online Dynamic Reporting Guide
- Manager's Guide to EES

TAKE CONTROL

See where it takes you.

# Planen im Organigramm

Kenexa Tasks(10) Kyer, Jane: [logout](#) Quicksearch

## Employee Portal

Kenexa **2X** Perform

[Add Panel >>](#)

### Personal Information



**Jane Kyer**  
 (212) 225-8945  
 Sales Engineer  
 Talent Management  
 Pittsburg, Pennsylvania  
[View Notes \(2 New\)](#)

### Personal Objectives

Sales Engineer [Add New Goal](#)

Performance goals for Revenue

Objective	Due Date	% Complete	Goal Status	Risk Status
<a href="#">Increased Sales for 2009</a>	11/01/2009	62%	Rejected	On Target
<a href="#">Reduced Turnover</a>	09/04/2009	0%	Approved	Not Started
<a href="#">Longer Contract signing</a>	02/01/2010	22%	Pending Approval	High Risk
<a href="#">Shorter Development Time</a>	11/01/2009	33%	Rejected	Medium Risk

### Task Summary

Task Name	Assigned Date	Due Date
<a href="#">Approve Goal</a>	N/A	N/A
<a href="#">Self Checkin</a>	01/15/2009	N/A
<a href="#">Performance Test</a>	01/11/2009	01/15/2009
<a href="#">Finish Interview</a>	11/21/2009	01/15/2010
<a href="#">Approve Job (Shift Leader)</a>	08/01/2010	01/01/2011
<a href="#">Correct Error (Customer Service Rep.)</a>	01/11/2009	01/15/2009
<a href="#">Screen Applicant</a>	12/01/2009	01/01/2011

### Performance Reviews

Sales Engineer

Review Title	Status	Due Date
<a href="#">Performance Review 2010</a>	Pending Manager Review	11/01/2010
<a href="#">Objective Review</a>	Completed	
<a href="#">Competency Review</a>	Completed	
<a href="#">350 Review</a>	Waiting for Responses	12/01/2010

### Career Path - Finance

Step	Next Job Family	Competency Match	Profile Match
2	Software Engineer	99%	98%
3	Advertising	12%	28%
4	Sr. Marketing	50%	76%

# Planen im Organigramm

**KeneXa** | Tasks(10) | Rosemary Critelli: [logout](#) | Quicksearch

## Manage My Team

Team Org View | Filtered by: Org. Level | Go

Export to: | Change View: | Modeling Controls:

**Overview**

**Selected Talent Card**

**Jane Kyer**  
Developer  
(212) 225-8945  
janeKyer@yahoo.com

Current Salary	\$25000
Salary Range Placement	\$5000
Market Adjustment	\$750
Adjusted New Salary	\$2500
Recommended Merit Incr...	3%

**Rosemary Critelli**  
Manager  
(702) 338-2214  
roseC@hotmail.com  
Overall Rating: ★★★★★

- Add to Journal
- View Notes
- Approve Goals
- Approve Appraisals
- Approve Development Plans

**Tony Stosh**  
Sr. Sales  
(616) 885-2145  
tStark@gmail.com  
Overall Rating: ★★☆☆☆

**Kari Wright - Compensation**

Current Salary	\$25000
Salary Range Placement	\$5000
Market Adjustment	\$750
Adjusted New Salary	\$2500
Recommended Merit Increase %	3%

**Phil Baronie**  
Analyst  
(212) 334-1231  
philBaronie@mail.com  
Overall Rating: ★★★★★

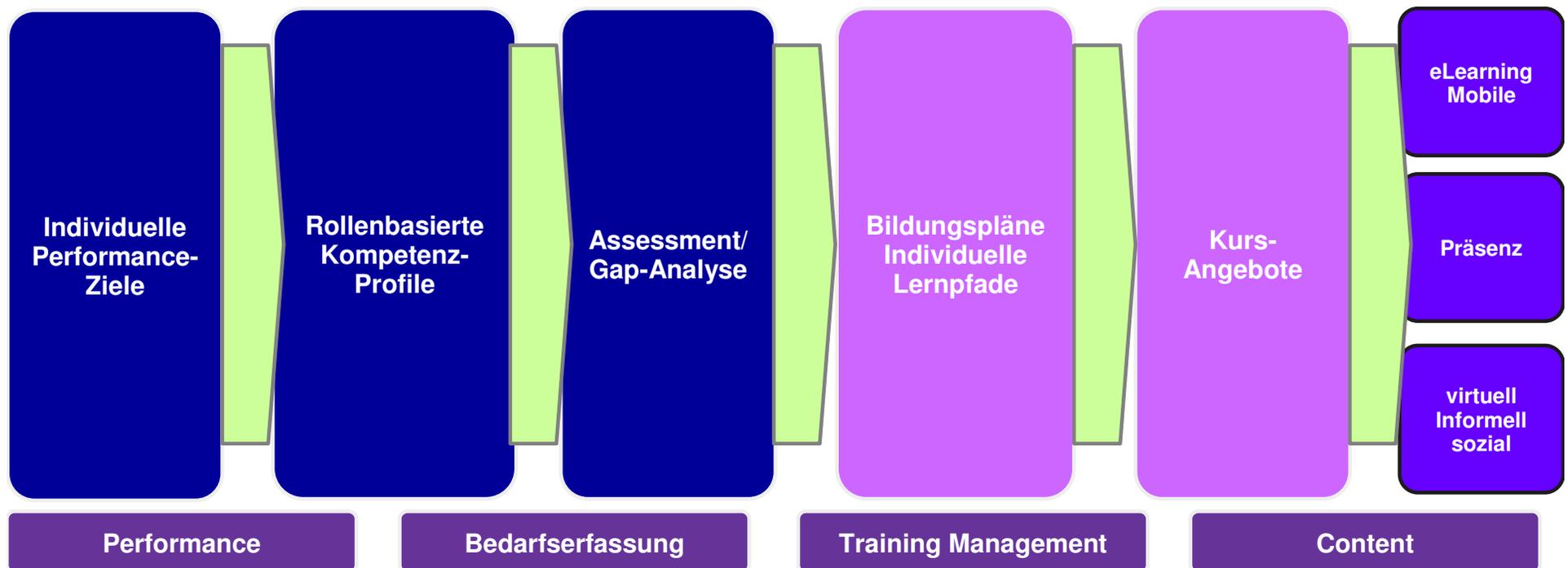
**Jenna Lawless - Succession Plans**

Retail Sales Director	Promoted
Risk & Compliance Manager	Not Considered
Product Manager	Ready
Accounting Manager	Ready 12mo
Export Marketing Director	Ready 32mo

**Jane Kyer**  
Developer  
(212) 225-8945  
janeKyer@yahoo.com  
Overall Rating: ★★★★★

**Anthony Clark**  
Intern  
(333) 345-1929  
sonicBoom@gmail.com  
Overall Rating: ★★☆☆☆

# Performance Management und Learning



## Smarter Workforce

Inspiriert die Mitarbeiter,  
einen Unterschied zu machen,  
kreativ zu führen und zu performen

Identifiziert und zieht die besten  
Talente an



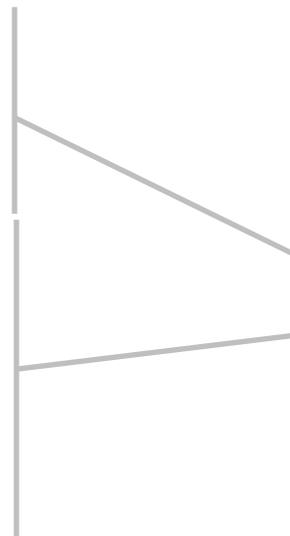
Entwickelt Mitarbeiterfähigkeiten  
und nutzt die kollektive Intelligenz





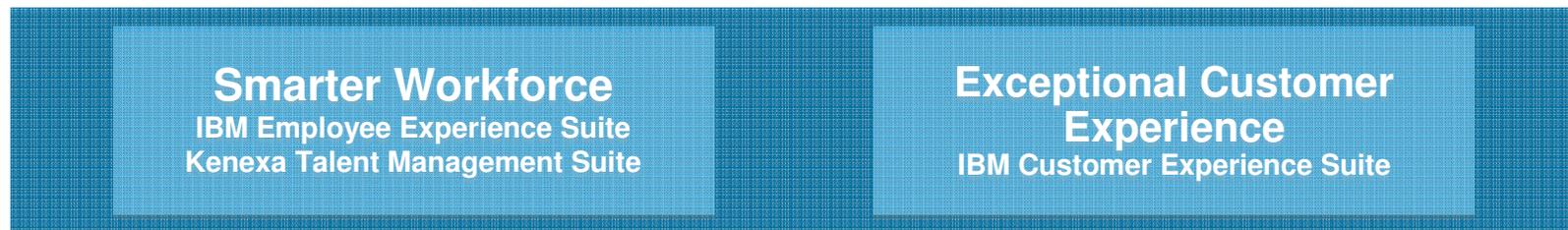
## Die Kombination von IBM Social Business und Kenexa eröffnet eine neue Ära - Smarter Workforce

- Leadership and Organizational Change Services
- Scientific Human Insight
- Social Collaboration
- Business Analytics
- Enterprise Content Management





IBM bietet das komplette Spektrum an herausragenden Lösungen an, die keine Wünsche offen lassen



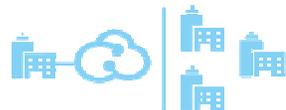
## IBM Plattform für Social Business



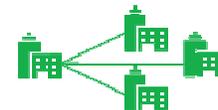
## Einführungsoptionen



IBM SmartCloud für Social Business



Dedizierte, private Cloud



Im Eigenbetrieb



Hybrid



Die nächsten Schritte: Erfahren Sie den Nutzen der internen und externen Vernetzung durch die Social Business Agenda

<b>A</b>	<b>Align Organizational Goals &amp; Culture</b>
<b>G</b>	<b>Gain Social Trust</b>
<b>E</b>	<b>Engage through Experiences</b>
<b>N</b>	<b>Network Your Business Processes</b>
<b>D</b>	<b>Design for Reputation &amp; Risk Management</b>
<b>A</b>	<b>Analyze Your Data</b>



**IBM BusinessConnect**  
Vernetzter, intelligenter und informierter denn je



# Fragen?



**IBM BusinessConnect**  
Vernetzter, intelligenter und informierter denn je



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# Danke!

