

**BusinessConnect and SolutionsConnect**

It's time to make bold moves.

# The Evolution of email into Social Business

Perry Rosenboom



# Technology has changed the way people engage

## Leading Technologies



Social



Mobile



Security

## Market Shifts

### Embrace Disruption

**43%**

Have mobile strategy to conduct business regardless of location

### Build Shared Value

**72%**

of CEOs in outperforming organizations make customer collaboration a top priority

### Dare to be Open

**56%**

of CEOs will open up their organizations in the next 3-5 years

These forces are driving the need for **people-centric engagement:**

*changing how people are understood and engaged as individuals*

# The Need for People-Centric Engagement

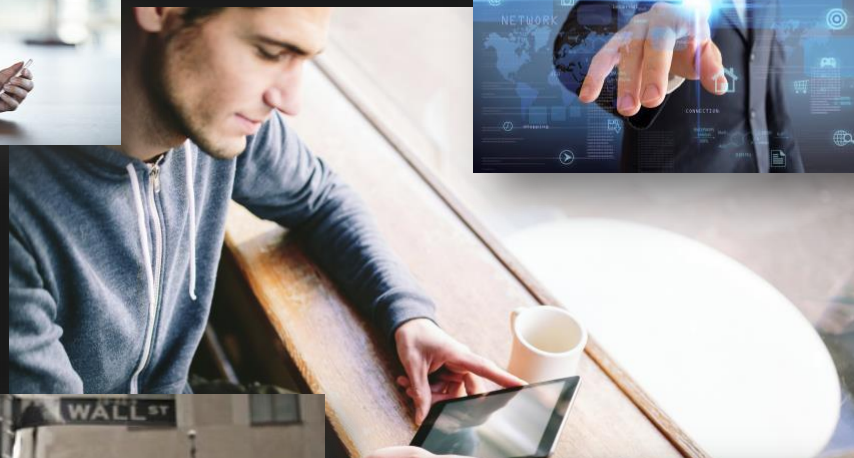
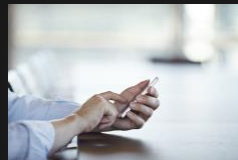
**84%** of Millennials and **70%** of Boomers say social and user-generated content has an influence on what they buy

**80%** of individuals are willing to exchange personal information for a personalised offering

**84%** of smartphone users check an app as soon as they wake up

**56%** of CEOs intend to operate their organisation in a more open manner in the next 3-5 years

**72%** of CEOs in outperforming organisations make customer collaboration a top priority



# Social Business enables “people-centric engagement” for enterprises



By 2017, **57%** of CEOs plan to engage clients through social media, compared to 16% in 2012.

Source: 2012 IBM CEO Study “Leading Through Connections”

Social Business Market Opportunity

**\$70B** by 2017

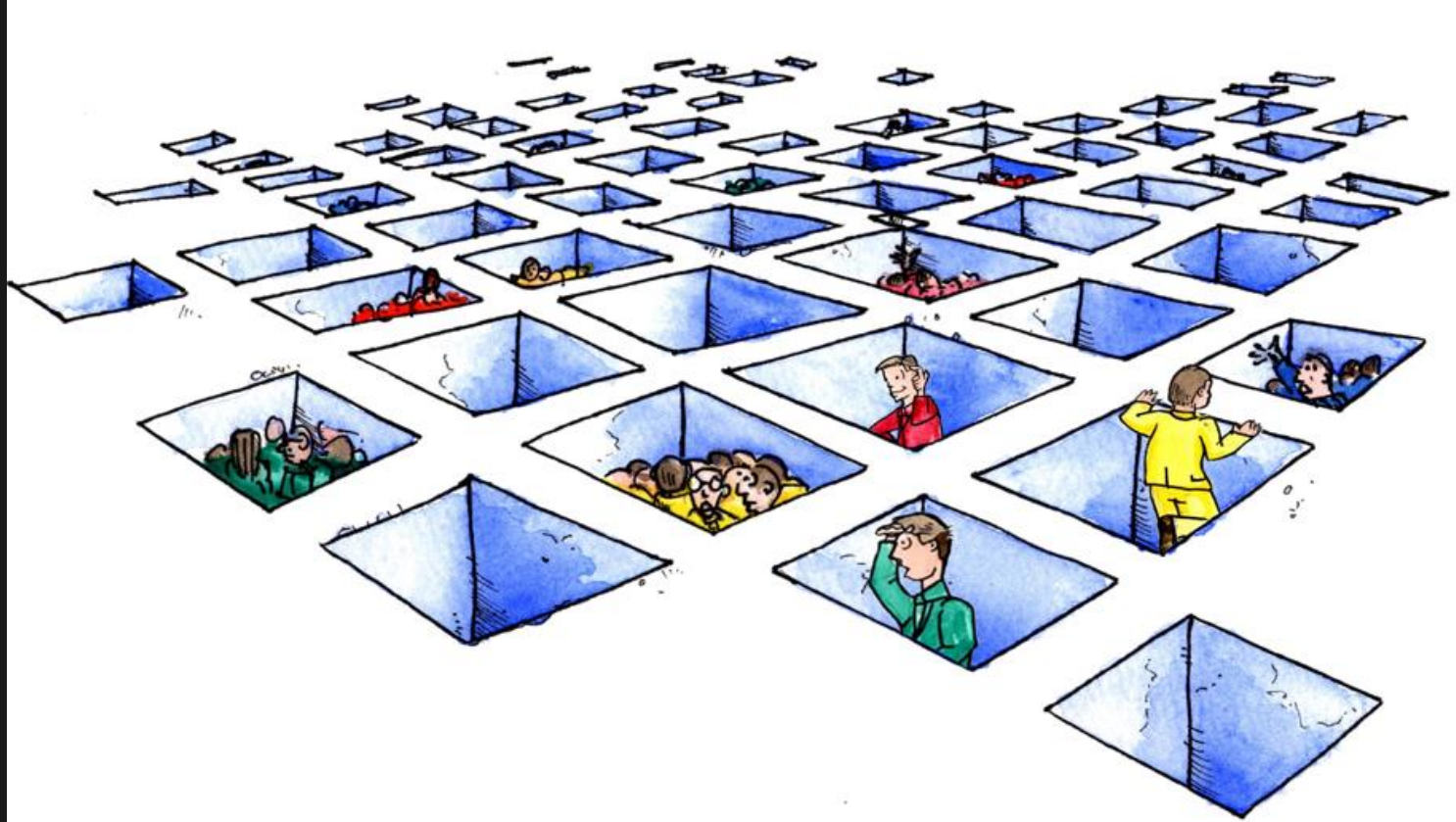
## Shifting the Focus

A Social Business will shift the focus from documents, project plans and other temporary artifacts **to the source of the energy, creativity and decision making that moves the business forward:**

People



# From this...



To this....



# A quick demonstration





We  
waste  
a lot of  
time  
at work





## Organizations lose:

- \$1,250 per user in annual productivity because of time spent dealing with spam
- \$1,800 per user on unnecessary emails from co-workers



# IBM Mail Next

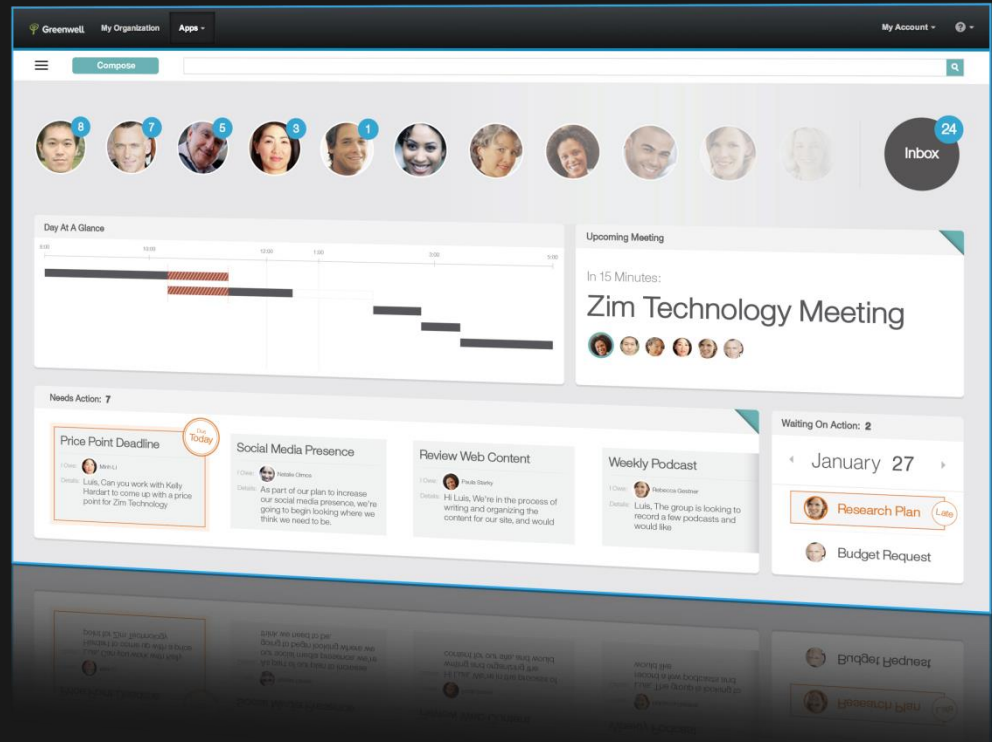
Focus on your **work**, not your **inbox**

## Empowered mail that helps you:

- Focus on your top priorities
- Find anything in your inbox or archive
- Dominate your action items

## IBM Mail Next

- **FAST** search
- **TUNE-IN** the important, **TUNE-OUT** the noise
- **OPTIMISED** for mobile, web
- **DELIVERED** in the cloud



# IBM Mail Next

Greenwell My Organization Apps My Account

Compose

8 7 5 3 1 24  
Inbox

Day At A Glance

Upcoming Meeting

In 15 Minutes:  
**Zim Technology Meeting**

Needs Action: 7

Waiting On Action: 2

Price Point Deadline **Due Today**

I Owe: Minh Li  
Details: Luis, Can you work with Kelly Hardart to come up with a price point for Zim Technology

Social Media Presence

I Owe: Natalie Ormos  
Details: As part of our plan to increase our social media presence, we're going to begin looking where we think we need to be.

Review Web Content

I Owe: Paula Starkey  
Details: Hi Luis, We're in the process of writing and organizing the content for our site, and would

Weekly Podcast

I Owe: Rebecca Gestner  
Details: Luis, The group is looking to record a few podcasts and would like

January 27

Research Plan **Late**

Budget Request

# IBM Mail Next

**Greenwell** My Organization Apps - My Account ? -

Compose

**Inbox** 24

Mail Including Minh

- Re: Materials to start on the project...** 6:30 AM  
 Hi Luis, Rita was working on a few documents that should help, related to what my group worked on for the new banking services. Rita – can you send?
- Your team's presence in the Greenwell Collaboration Community** Yesterday, 9:00 PM  
 Hi Luis, Great suggestions on the call this morning! It will be helpful to have your team interact in this community, and will provide a way for the new employees to come up to speed
- Re: Price Point Deadline**  
 Luis, Can you work with Kelly Hardart to come up with a price point for Zim Technology by February 1st?
- Re: Training Sessions** Friday, Jan 24th  
 We will be running two training sessions next week that are mandatory for new employees. They are all day sessions, and will be on Thursday and Friday.
- Re: Review web content for the new banking services** Friday, Jan 24th  
 We're in the process of writing and organizing the content for our site, and would like to have your team take a pass at reviewing our information.
- Re: Social Media Presence** Thursday, Jan 23rd  
 As part of our plan to increase our social media presence, we're going to begin looking at what our employees are tweeting, and whether you might want to be

**Re: Materials to start on the project...**

Hi Luis,

Rita was working on a few documents that should help, related to what my group worked on for the new banking services. Rita – can you send?

- Minh

**Herb Medway** - Jan 20th  
 Luis - Here is a link to a related community that may be worth looking at. I've had you added as a member. - Herb

**Steve Cho** - Jan 20th  
 Be careful, Luis. We have to make sure we keep this information internal.

**Luis** - Jan 20th  
 I'm starting on this new project. Can any of you send me files from similar projects?

I need to take action on **2** items for Min

I am waiting on **7** action items from Min

# IBM Mail Next

The screenshot displays the IBM Mail Next interface. At the top, there is a navigation bar with 'Greenwell', 'My Organization', and 'Apps' menus. On the right, there are links for 'My Account' and a help icon. Below the navigation bar, there is a 'Compose' button and a search icon. The main content area is partially obscured by a 'Team Analytics' modal window. This modal window shows a network diagram with George Bandini (Senior VP) at the center, connected to several team members: Louise Fitzgerald (Legal), Jim Lendler (Communications), Natalie Olmos (Communications), Steve Cho (Operations), Minh Li (Marketing), Herb Medway (Marketing), and Rita Ferrar (Marketing). The background shows a list of emails, including 'Materials to start on...', 'Your team's presence in...', 'Price Point Deadline', 'Training Sessions', 'Review web content for the new banking service', and 'Social Media Presence'. At the bottom, there are two status indicators: 'I need to take action on 2 items for Min' and 'I am waiting on 7 action items from Min'.

# IBM Mail Next – quick demonstration

Greenwell My Organization Apps My Account

Compose

Filter

Type

- All
- Messages
- People
- Files
- Links
- Meetings

Time

- This Week
- This Month
- Last Month
- This Year
- Later

Search Results

4 Messages

6 People

3 Meetings

4 Files

4 Links

Re: Materials to start on the project... 6:30 AM  
Hi Luis, Rita was working on a few documents that should help, related to what my group worked on for the new banking services. Rita – can you send?

Your team's presence in the Greenwell Collaboration Community Yesterday, 9:00 PM  
Hi Luis, Great suggestions on the call this morning! It will be helpful to have your team interact in this community, and will provide a way for the new employees to come up to speed

Re: Price Point Deadline Yesterday, 8:15 PM  
Luis, Can you work with Kelly Hardart to come up with a price point for Zim Technology by February 1st?

Re: Price Ideation January 3  
Luis, I had some really cool ideas for what we could do for pricing. Let me know when you are going to be back in town and I'll share.

Competition.odp  
We have researched five other banks and none of them are doing the type of program that we are currently considering.

Evergreen.pdf  
We have launched the project on December 15th 2013 with the following team, Luis Benitez, Herb...

12:00 - 1:30 Review Progress Friday January 10

2:00 - 3:00 Prep for Launch Tuesday January 14

3:00 - 4:30 Project Planning Tuesday January 28

Evergreen Launch Activity  
Evergreen Community  
www.greenwell.com  
Federal Reserve Regulations





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