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# Lotusphere2011

IBM Software

“Social Business” - La  
Transformación Social de la  
Empresa





# Agenda

Introducción a la Web Social y sus desafíos

La evolución de la colaboración para un planeta inteligente

¿Qué es el “Social Business” y la “AGENDA” del Social Business?

Hacia la colaboración social...



## El mundo ya está cambiando...



- **74%** de empresas están ya integrando Web 2.0 cuando interactúan con clientes<sup>1</sup>
- **75%** de empresas están ya integrando Web 2.0 en las actividades del día a día de los empleados<sup>1</sup>
- **71%** de empresas están ya integrando Web 2.0 en las interacciones con socios y proveedores<sup>1</sup>
- **69%** de empresas informan que han recibido numerosos beneficios cuantificables de las herramientas Web 2.0<sup>1</sup>
- **38%** el crecimiento estimado para el mercado del software de Social Business hasta el 2014<sup>2</sup>
- **\$2B** el tamaño estimado del mercado del Social Business para el 2014<sup>3</sup>

1 Fuente: McKinsey Global Survey; "How companies are benefiting from Web 2.0"

2 Fuente: IDC, Predictions 2011: Welcome to the Mainstream

3 Fuente: IDC, "Determining the Value of Social Business ROI: Myths, Facts, and Potentially High Returns"



# Social Media amplifica la Web Social

**2 billones**  
videos YouTube  
cada día

**Diariamente 1 millón**  
Nuevos usuarios en LinkedIn

**500 millones**  
Usuarios Facebook

**200 millones**  
de Blogs hoy



**80%**  
De Empresas  
utilizan Facebook  
para contratación

**1 billón de**  
iPhone apps  
en 9 meses

**65 millones**  
de Tweets por día

Fuente: "Socialnomics" by Erik Qualman  
Fuente: Jake Hird, econsultancy.com



# Nuestro mundo está cambiando y la demanda de progreso a través de la innovación es clara ...

|  |  |  |   |   |
|--|--|--|---|---|
| <p><b>2 Billones</b><br/>de personas en la Web para el 2011*</p> |  | <p><b>4 Billones</b><br/>de suscriptores de telefonía móvil en todo el mundo a finales del 2008*</p> |   | <p><b>1 Trillón</b><br/>de dispositivos inteligentes conectados en el mundo</p> |
|  | <p><b>\$650 Billones</b><br/>se pierden en la productividad diaria debido a interrupciones innecesarias de procesos de negocio</p> |  | <p><b>85%</b><br/>de la capacidad de computación permanece ociosa</p> |   |

**Instrumentados ... Interconectados ...  
Inteligentes**





# ... La creación de un Planeta Inteligente será conseguido a través de la Colaboración

5.3

horas perdidas por trabajador y por semana debido a procesos ineficientes



42%

toman decisiones con aportes equivocados por lo menos una vez a la semana



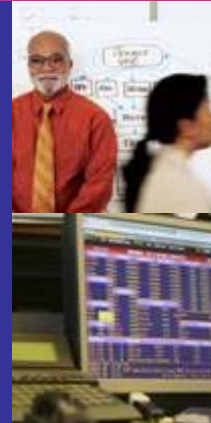
2

horas al día buscando la información correcta y el conocimiento



2/3

personas no pueden encontrar la ayuda que saben está ahí fuera



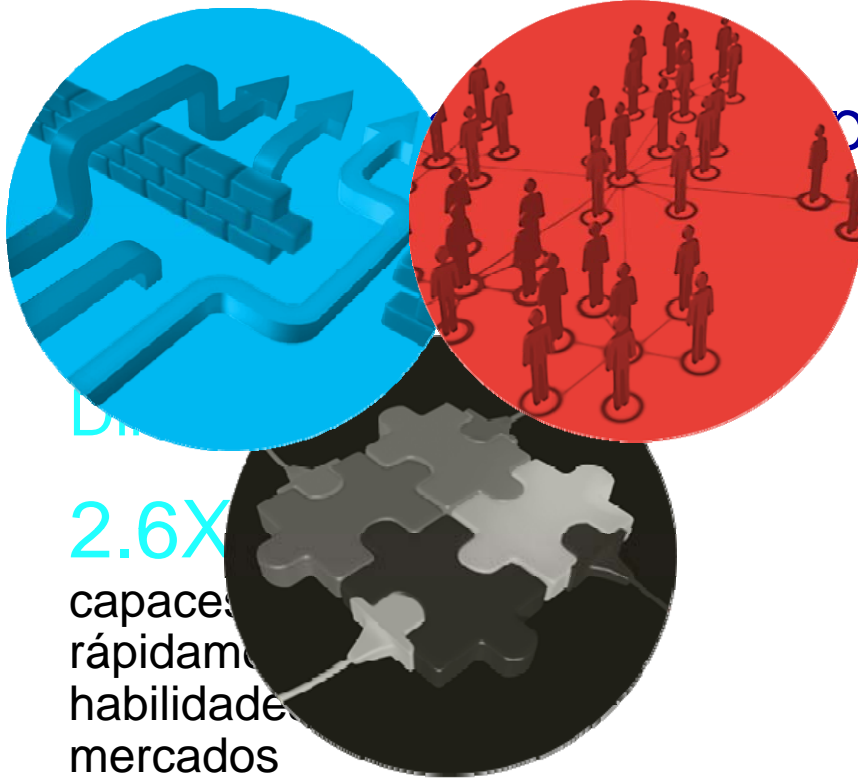
84%

de las empresas facilitan el trabajo a distancia



El 87% de CIOs de empresas de alto rendimiento esperan que sus negocios sean colaborativos y que busquen, con más frecuencia y activamente, aportes de sus clientes

Fuentes: "The New Voice of the CIO," IBM 2009 Global CIO study; Siemens study; Accenture study; Gartner survey



operaron su industria ... son  
adoptado prácticas de

## Colaborativas

**3.3X** de conseguir el conocimiento adecuado y resolver problemas con “ratings” y comentarios

**2.6X** capaces de identificar rápidamente habilidades en los mercados

**2.4X** de ser capaces de identificar empleados con la experiencia necesaria

## Conectadas

**3.5X** capaces de obtener e integrar datos de múltiples fuentes



# Las redes de negocios están cambiando desde la base



## Empleados:

están utilizando social media en todas las facetas de su vida, incluyendo su trabajo

## Clientes:

están liderando las conversaciones que definen a las marcas

## Competidores:

están recopilando ideas (“Crowdsourcing”) para aportar nuevas soluciones al mercado

Fuente: IBM CIO Study, 2010

Fuente: McKinsey Study of 1,700 executives





# de la colaboración

Centrada en Documentos



Centrada en la Gente



Centrada en la Comunidad

Almacena y Reenvía

Tiempo Real

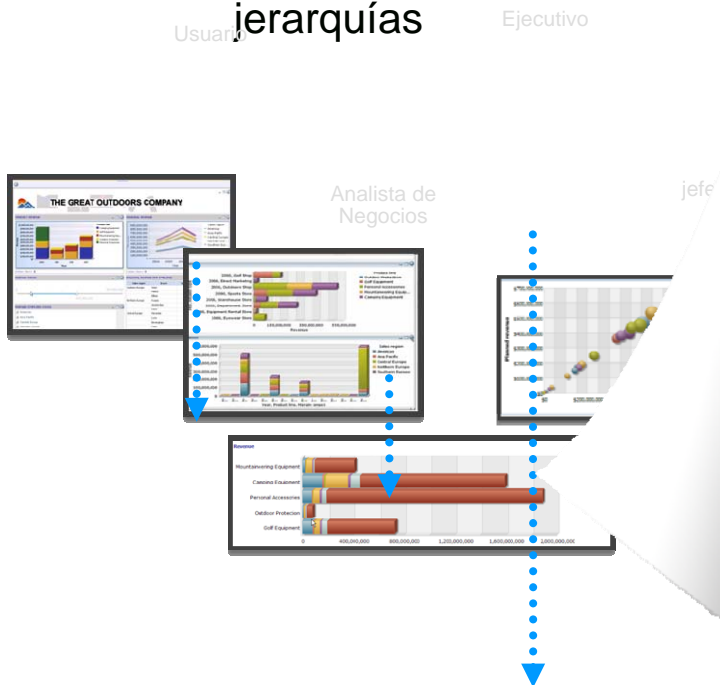
Social





# Antiguamente...

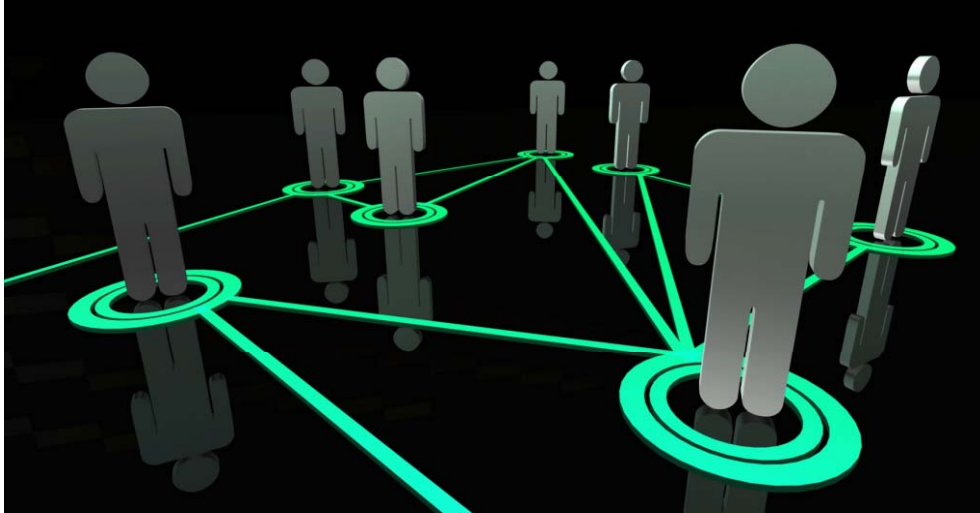
Habilidades entorno a roles y jerarquías



# En la actualidad ...

Áreas de trabajo comunes con una interacción más centrada ... en las personas





... se trata de personas;  
redes de personas

... que conecta a la gente  
más allá de las fronteras

... que depende de la confianza  
construida a través de una  
participación significativa

...y que consigue  
resultados increíbles  
(como derrocar un nuevo  
gobierno)

Nimble

Engaging

Transparent



## “Social Business” para un Planeta Inteligente



En un planeta más inteligente, la gente está transformando la forma en la que interactúan ... y esta transformación está afectando la forma de hacer negocios

Por qué el “Social Business” es importante para nuestros clientes...

**95%** de las empresas destacadas se centrarán más en “llegar más cerca a los clientes” en los próximos 5 años.

– IBM CEO Study 2010

**69%** de los encuestados reportan beneficios tangibles de negocios con las herramientas Web 2.0, incluyendo un mejor acceso al conocimiento, reducir los costes al hacer negocios, y mayores ingresos.

– McKinsey Global Survey 2009

Organizaciones sobresalientes son un **57%** más propensas en permitir a su gente utilizar las herramientas sociales y de colaboración.

– IBM CHRO Study 2010



# Social Business Agenda



Source: “Get Bold: Creating a Bold Social Media AGENDA for Your Business” by Sandy Carter,  
ISBN: 0132618311, Copyright © 2011, IBM Press

**Smarter software for a Smarter Planet.**





# Hacia la transición de la Empresa Social...



## Objetivos del “Social Business” (Ejemplos)

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1. Guía la fidelización de clientes
2. Alcanza el “espacio blanco”
3. Proporciona un apoyo proactivo
4. Desarrolla nuevos e innovadores productos
5. Retén al mejor talento

**¡Céntrate en la construcción de la casa ... y no en el martillo!**



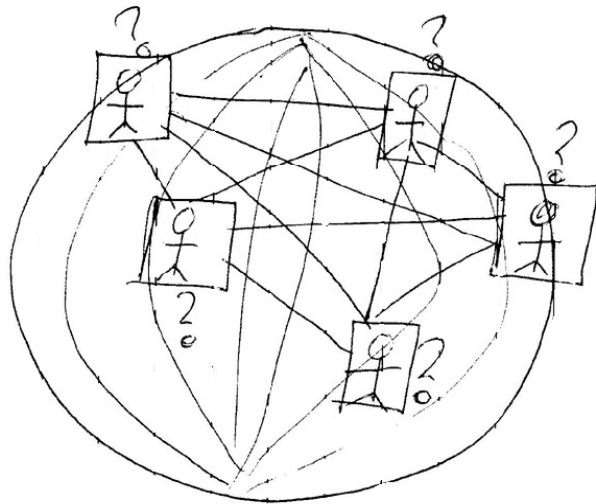
## ¿Vendes Vitaminas o Aspirinas?



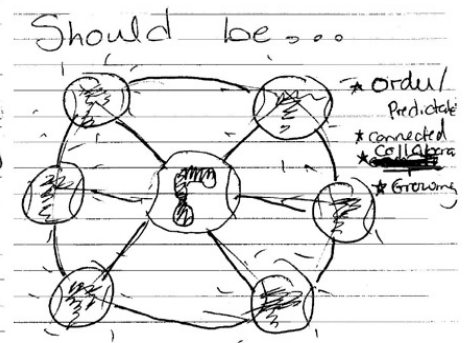
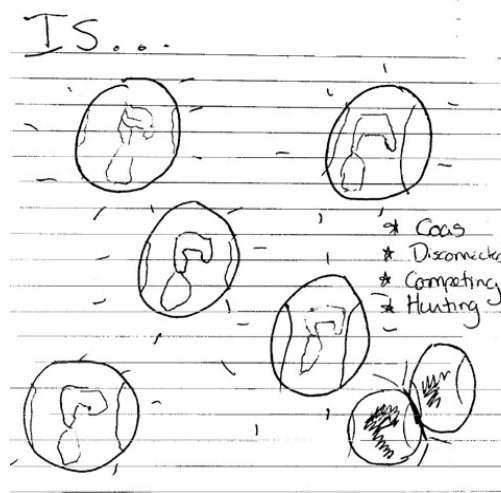
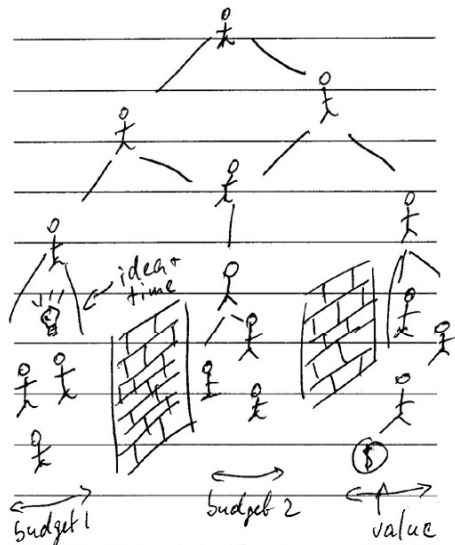
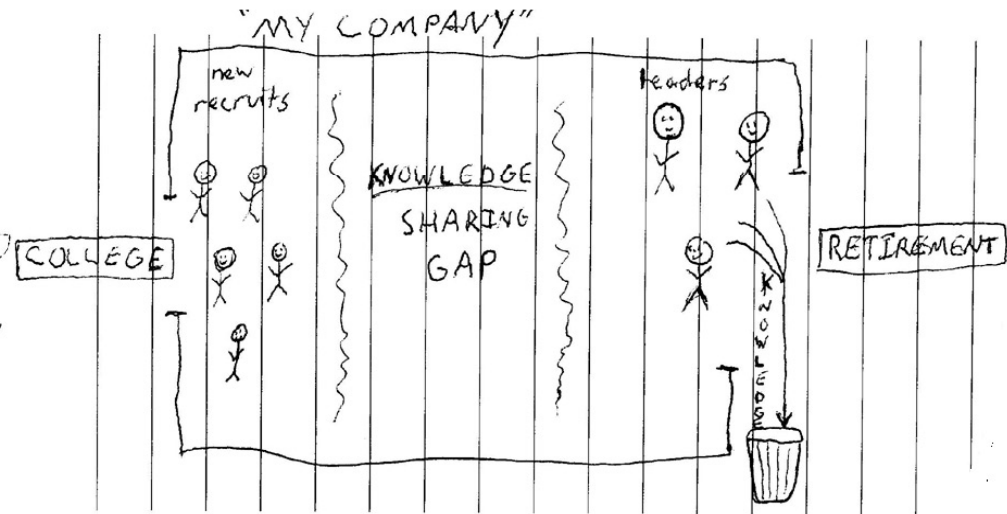
¿Hacer mejor el negocio?  
¿O hacer frente a un dolor de cabeza?



# ¿Dónde duele más? Describe el dolor ...



Who's work  
in the zoo.







# en la empresa social

No pierdas de vista lo que está pasando con sus proyectos



Encuentra la versión más reciente de un documento



Comparte tus ficheros rápidamente



Administra tu trabajo de una manera más efectiva



Encuentra a las personas adecuadas para resolver tu problema ahora



Aprovéchate de lo que saben los demás



Habilita y crea un espacio para recoger e intercambiar ideas de una manera informal





# Se trata de crear una empresa social ...

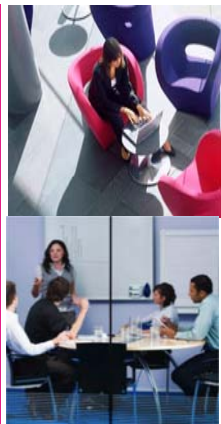


Sobre la transformación social y de negocio



Sobre la cultura de la Innovación

Sobre relaciones de confianza



[ibm.com/social](http://ibm.com/social)



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# Appendix



For **IBM**, becoming a social business means organically developing the next generation of creative leaders

Goal: Improve leadership development from the ground up



Campaign: IBM Leadership self-driven networks

## Leadership Networking Group

The value is real...

- **Rapid, organic growth of community**  
= over 1,200 members share information, collaborate and network about what it means to be an IBM leader
- **Insights for innovation and market growth** = Learn from others' best practices





For **Sogeti**, becoming a social business means rapidly developing and deploying skills

Goal: More closely align a spread out workforce



Campaign:  
Sogeti TeamPark – a collaborative platform for employees

## TeamPark

Driving real business results...

- Knits a single corporate culture = unites 200 locations in 14 countries
- Speeds market responsiveness = reduces search time for finding staff expertise, speeds the formation of consulting teams, and enter new markets more quickly

“People are finding each other, creating new services. It could be an extremely valuable part of our culture.”

– Erik van Ommeren





For **CEMEX**, becoming a social business means developing a culture of knowledge and insight-sharing

Goal: to shift culture towards more open collaboration across a global organization



Campaign: Project Shift - an internal social network

## Project Shift

Driving a measurable social transformation...

- **Rapid organic adoption** = 17000 employees connected in the first year, 400 new communities, innovation initiatives increased from 5 to 9
- **Bring new products to market faster** = 600 participants across several countries develop CEMEX' first globally-branded ready-mix product
- **Market growth** = new markets for existing products, new products for existing markets

"It can make a big company look like a small company"

– Gilberto Garcia,  
Director of Innovation

# Social Businesses deliver powerful outcomes

## Social Business Initiative



- Deployed a social collaboration platform to bring together legal professionals in new ways

## Outcome

- Accelerated the growth of the PLI client base upto 100 per day



- Created a social innovation platform to source new service ideas from a broader base of employees

- Added 554 new “voices” to the dev process during first six months
- Published the first idea a mere ten minutes after launch

Significant savings from faster formation of consulting teams to address customer needs



- Deployed a social collaboration platform to help 20,000 people in 200 locations work together effectively



# IBM Social Business

IBM Social Business Industries Symposium  
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