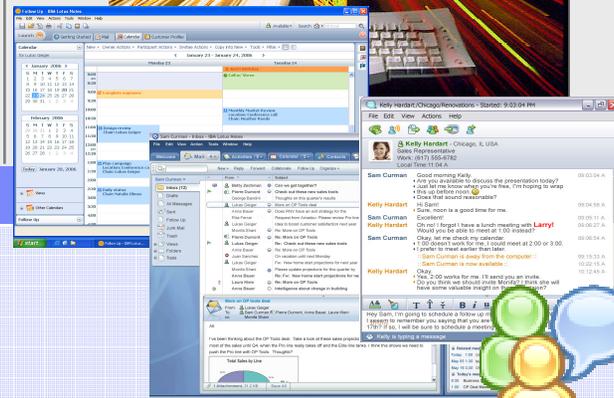
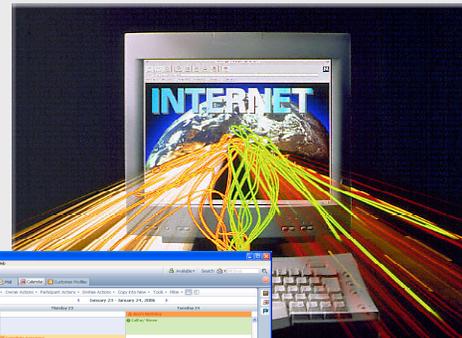


IBM Business Transformation & IT / CIO Office

Communication et collaboration unifiées  
chez IBM  
pour rencontre



Didier ROCHE  
Directeur BT&IT France, NWA

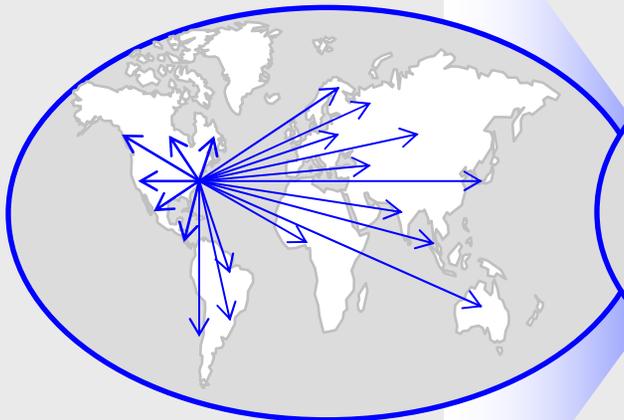
## La transformation IBM : Une démarche permanente

*Des années 90 ou il a fallu, pour survivre, regagner de toute urgence la confiance de nos clients et de nos actionnaires à la création d'un nouveau modèle de croissance pour le 21ème siècle, IBM a plus de 10 ans d'expérience en Business Transformation.*

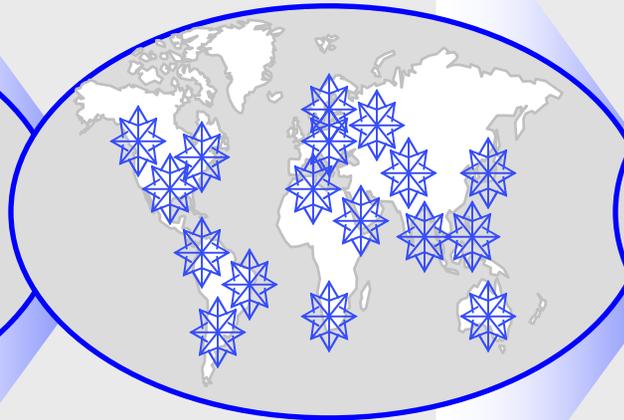


Notre business transformation a été et est toujours notre réponse à un marché en perpétuelle transformation.

International



Multinational



Globally  
Integrated



“We no longer have to replicate IBM from floor to ceiling in every country. We are optimizing key operations in the right places in the world – eliminating redundancies and excess overhead – and integrating those operations horizontally and globally. ...This is about doing the right tasks, with the right skills, in the right places.”

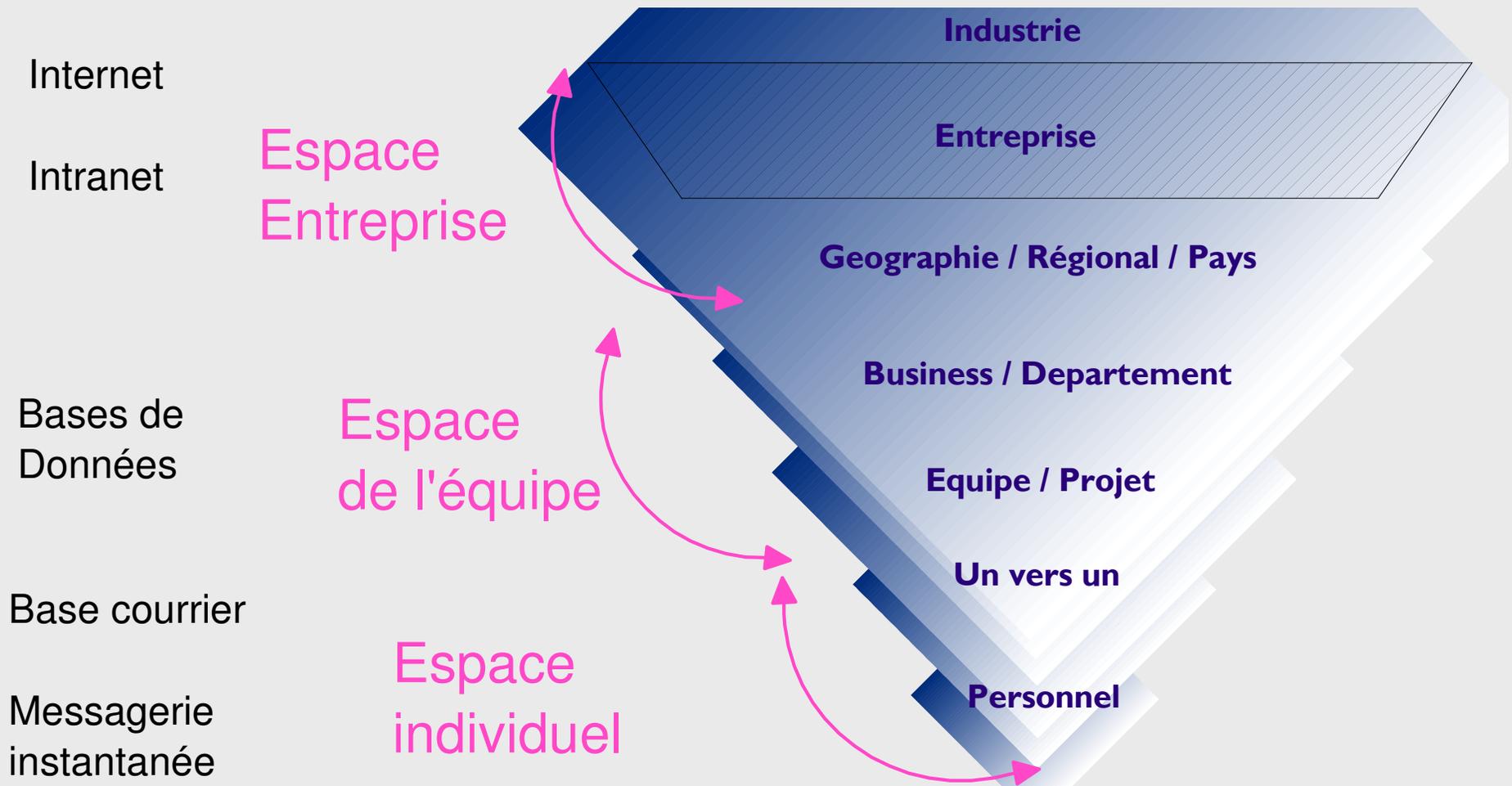
*- Sam Palmisano, IBM CEO, May 20, 2005 Analyst Meeting*

## La feuille de route de la Business Transformation chez IBM

- **Supporter la croissance** par la transformation des processus et l'optimisation de l'IT.
- **Amener le centre de décision business proche des clients** pour répondre plus rapidement et plus efficacement à leurs attentes
- **Globaliser les fonctions support** (fonctions support partagées)
- **Créer une culture de collaboration, d'innovation, et d'excellence**
- **Développer et opérer selon de nouvelles valeurs**



## Caractéristiques de l'information chez IBM



# IBM a changé et change encore tous les jours !

## Mobilité

**Sans bureau attribué**

**Monde = 40% France = 70%**

## Ancienneté chez IBM?

**Moins de 5 ans = 45%**

**Moins de 10 ans = 71%**

**Non-US < 5 ans = 54%**

## Arrivées suite acquisitions

**1 sur 9 = 40 000**

# Les valeurs et motivations changent aussi génération après génération

Source: FDU Magazine

	Veterans 1922 - 1945	Baby Boomers 1946 - 1964	Generation X 1965 - 1980	Generation Y 1981 - 2000
<b>Work ethic and Values</b>	Hard work Respect authority	Workaholics Question authority	Self-reliance Sceptical	What's next Entrepreneurial
<b>Work is . . .</b>	An obligation	An exciting adventure	A difficult challenge A contract	A means to an end Fulfillment
<b>Core Values</b>	Respect for authority Conformers	Optimism Involvement	Scepticism Informality	Confidence Extreme fun
<b>Interactive Style</b>	Individual	Team player Loves to have meetings	Entrepreneur	Participative
<b>Communications</b>	Formal Memo	In person	Direct Immediate	Email Voice mail
<b>Feedback and Rewards</b>	Satisfaction in a job well done	Money Title recognition	Freedom is the best reward	I want it NOW Meaningful work
<b>Messages that Motivate</b>	Your experience is respected	You are valued You are needed	Do it your way Forget the rules	Work with bright, creative people
<b>Communication Media</b>	Rotary phones Write a memo	Touch-tone phones Call me anytime	Cell phones Call me only at work	Internet Email

# Le bureau virtuel : On Demand Workplace

Les applications sont à +90% sur l'intranet W3 et 100% de la communication



Messagerie



Messagerie instantanée

Global Print

Imprimer sur tous les sites

BluePages

Répertoire IBM mondial

Search

Moteur de recherche

HelpNow

Assistance

Feedback

Commentaires

Single sign-on : IBM Intranet ID + password

# Messagerie instantanée + voix intégrées (CLICK To Call)

**Review voice strategy 877-421-00...**

On: February 16, 2007  
 At: 11:00 AM - 12:00 PM  
 Starting in: 10 minutes  
 Call: 421-0028 [Connect me](#)

Attending (0)

Not yet here (7)

- Bob Hughes\*
- Jukka A Aunola
- Michael Rubin
- Paul Sunley
- Flor Brouard
- Karen Fenno
- Mark Wegman

**Robert Hughes**  
 BT/IT Global IT Infrastructure CoE IT (N...  
 725-7242 / 1-914-514-5016  
 I am available @ Pleasa... (Sametime 7.5)\*

Scheduled



Calendar Entry  
**Meeting**

[Connect me now](#)

- Notify r
- Mark P

**Subject** Infrastructure Strategy & Architecture Team Meeting (877-421-0030 pc 799889, or, 770-615-1247)

**When**

Starts	Thu 02/01/2007	09:00 AM	1 hr 30 mins
Ends	Thu 02/01/2007	10:30 AM	

**Invitees**

Required (to) Bob Hughes/Somers/IBM@IBMUS, John Bendas/Somers/IBM@IBMUS, Mark Wegman/Raleigh/IBM@IBMUS, Matthew Johnson/Australia/IBM@IBMUS

**Chair** Rick Sheffic/Burlington/IBM

**Where** Location

**Categorize**

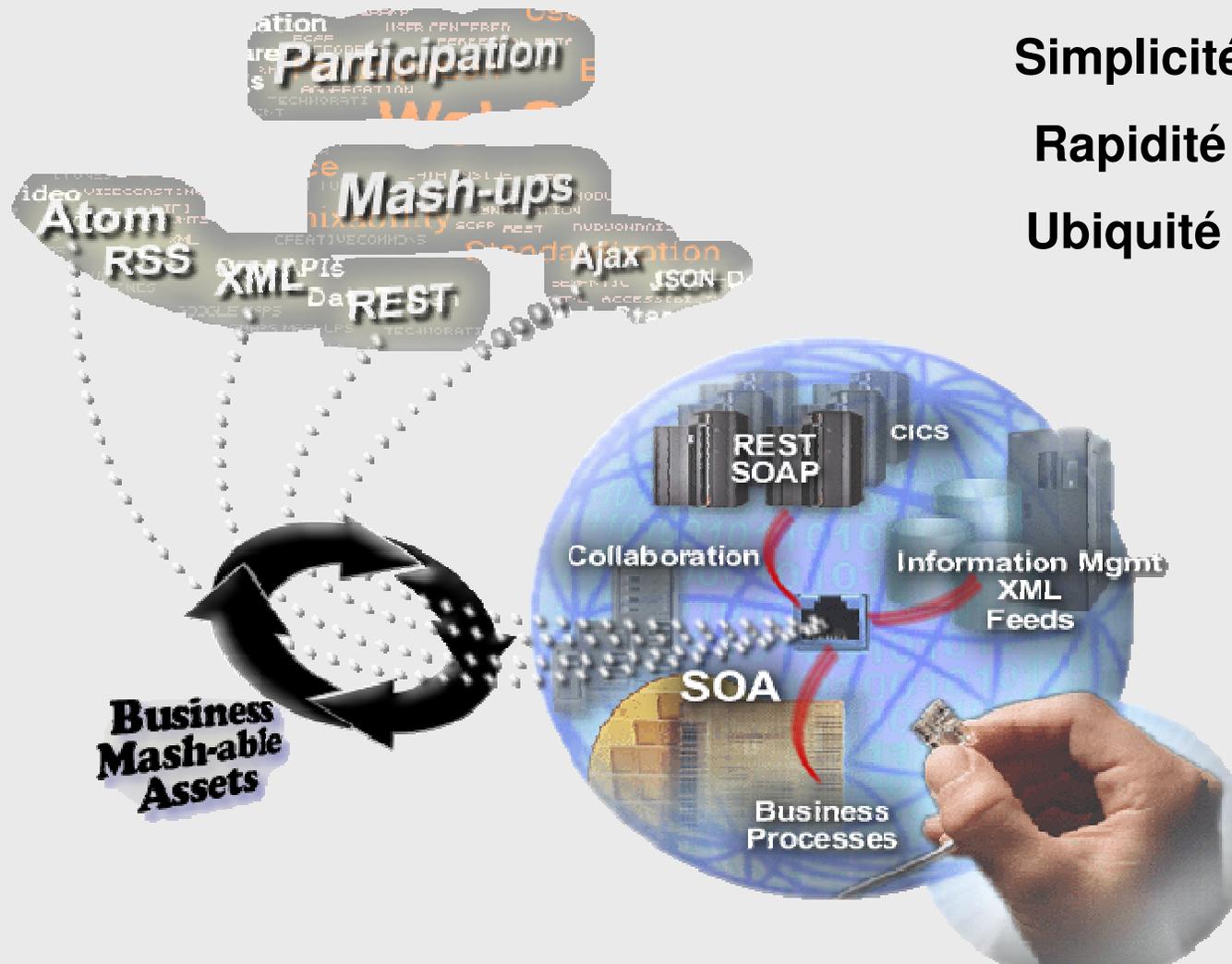
**BESOINS**

**Agilité**

**Simplicité**

**Rapidité**

**Ubiquité**



**DSI / CIO**

**Urbanisation**

**Sécurité**

**Résilience**

**Scalabilité**

# Des outils de collaboration intégrés

sormilic@us.ibm.com - Carol Sormilic/Armonk/IBM [started: 2:01:27 AM]

File Edit View Tools Help

Type to find name

Carol Sormilic

Carol Sormilic  
VP, Enterprise BTE and Total Workplace Experience Center of Excellence  
376-5572 / 1-203-486-5572  
I am available (Sometime 7 E 11)

**Sametime #1 collaboration tool in IBM**

Welcome Brian G. Goodman | History | Profile | Administration | Log Out

w3 WikiCentral v2 Dashboard

WikiCentral v2 Home Dashboard

Welcome to WikiCentral v2 - the new wiki engine

Recently Updated

## WikiCentral

Where do I start?  
All content in WikiCentral v2 is organised into spaces. So to start browsing content, simply click on one of the spaces listed below.  
Please use [SandBox](#) for any testing you would like to do.

Good to have  
Tips  
TODO List  
FAQ

Create a space - share information with your team.

Feed Builder - create your custom RSS feed.

Spaces: My New (81) All

81 new spaces added in the last 7 days.

Wednesday, February 22, 2006

ANZ\_BCS\_Finance (ANZBCSFIn)  
Application Hosting and Database Administration Canada (ANZADCA)  
Asset Management (AM)  
Business Analysis (UK) (BA1)  
CairoX City (emurk)  
Entropy Anti Patterns (EAP001)  
Henry (1234)  
TGS-Created (CheetMITS)

Popular tags  
wikicollaboration contest  
culture DBE  
globalizationcommunity  
Information-on-demand  
Information-Management  
novation  
reunion\_what\_matters Lotus  
segar marketing meeting  
us\_olderglobalbusiness  
uspharm-group Rational  
us sales security

Welcome to BlogCentral  
Based on Lotus Connections

Featured selections for managers

**Our Values in Action episode 2: Wei-Lun Hsu acts**  
Wei-Lun Hsu's quick action supported by the Manager Values Fund keeps currency moving as advertised at the ATM in Taiwan.

**A Manager Must Give Direction**  
In this video, Val Sahmani, GM Infrastructure Management Services discusses why a manager must give direction.

**Building Relationships episode 3 with Randy Kerr**  
In this episode, Randy Kerr, manager, Technology Collaboration Services Group, Worldwide Business Area Managers, talks about his own approach to helping

## Podcasting

w3 BlogCentral BLOGIAM

Advanced tagging

Required fields are marked with an asterisk (\*).

ThinkPlace idea: "ThinkPlace RSS feed"

Keyword tags:

Description:

Mania's tags

**MORE** LESS  
adoption blog design dogear enterprise2.0 google news personalization productivity research rss rssfeeds search social-software socialnetworking tagging tips tools utility utilities

Enhance information findability/discoverability and user collaboration.

Keywords: RSS

Co-authors/contributors: DEGENATU\_MELANIA (mdegenat@us.ibm.com) Star: Matthew\_S\_(Mat) (matstar@us.ibm.com)

Attachment: No attachments have been attached for this idea.

## Social Networking & Tagging

w3 BlogCentral

Welcome to BlogCentral  
Based on Lotus Connections

Recent entries | My activity | My favorites | Top tags

## BlogCentral

Ready to contribute?

Subscribe to comments  
Dogear This Add to Dogear

Featured Blog Entries

New Web Services Distributed Management Overview V...	Kyle L. Crouwater	Today 1:41:30 PM	0	★
Community Source July update complete - Annual ...	John R. Hind	Today 1:36:10 PM	0	★
IBM earnings: it's all about Lotus Connections	cmeyan@us.ibm.com	Today 1:30:50 PM	0	★
TEST	Tomoki Amano	Today 1:28:27 PM	0	★
Vfware ESX: TCO and savings	Nan Dell'Era	Today 1:01:49 PM	0	★
Performance tuning and benchmark for Vfware ESX	Nan Dell'Era	Today 12:46:38 PM	0	★
Competing on Analytics: How our warehousing solu...	ritzmann@us.ibm.com	New Today 12:43:38 PM	0	★
Converting a physical server to a VM or converting...	Nan Dell'Era	Today 12:33:26 PM	0	★
Trying to get flash into our wiki	RYAN SHILLINGTON	Today 12:33:14 PM	0	★
What is REST?	JeffK. Wilson	Today 12:13:11 PM	0	★
Patent bonus	William J. Hare	Today 12:10:58 PM	0	★ 1
IQ for PIMs	JRape@us.ibm.com	Today 12:01:19 PM	0	★ 1
Draft WebSphere ESS Redbook published today	Mark Wainwright	Today 11:59:43 AM	0	★

# Outils de collaboration dans l'entreprise et au-delà

Search w3 
Search Collaboration
w3 Collaboration Central

Collaboration Central

- Overview
- IBM Collaboration in Action Framework
- Meetings and Events
- Teams
- Communities
- Individual Initiatives
- Sitemap

Corporate IT Supported:

**MEETINGS AND EVENTS**

- Notes 7 calendar
- Audio Conferences\*
- Web Conferences\*
- Video Conferences\*
- Webcasts\*
- Conference Rooms\*

**TEAMS**

- QuickPlace\*
- TeamRoom Plus
- TeamRoom Pro
- Knowledge Café

**COMMUNITIES**

- CommunityMap
- Forums
- ActionNet

**INDIVIDUAL INITIATIVES**

- Instant Messaging\*
- Notes email\*
- BluePages

Where can you find over 1,900 IBMers that are passionate about collaboration... ?

Where can you participate in education & learning sessions about Web 2.0, The Culture of Collaboration, and the future of Sametime? [Read More >>](#)

**UPDATE: Expert and Knowledge Tracker**  
Expert resources brought directly to you as you are performing your job.  
[Read More >>](#)

**Smarter Decisions Faster: TeamFocus**  
Let this team of certified facilitators help your team take action!  
[Read More >>](#)

IBM Collaboration in Action
Featured Offerings
News
Reference

## IBM Collaboration in Action Framework

[The IBM Collaboration in Action Framework](#) is a cutting-edge strategic construct to effectively align collaboration and collaboration-improvement efforts to drive performance, innovation and business growth.

↓ [Learn more](#) about the IBM Collaboration in Action Framework. (PDF, 1.69 MB, Nov 2005)

↓ [Learn more](#) Knowledge in Action Study. (PDF, 308 KB, Jun 2005)

Page 12

© 2008 IBM Corporation

## What is TAP?



The Technology Adoption Program is IBM's new model for managing technology to drive innovation for our internal transformation & growth.

### The TAP Community

The TAP community is made up of IBMers from every business unit, every division, every country and every job role. This wildly diverse group of people has something in common. Each member of the TAP community is passionate: about driving culture change, about delivering business value, about innovation, about creation. Each of the groups making up the TAP community has a distinct role, but many members of the TAP community contribute to more than one group.

- [Innovators](#)
- [First Adopters](#)
- [Early Adopters](#)
- [TAP team](#)
- [TAP Agents](#)
- [TAP Partners](#)

### Lien vers TAP



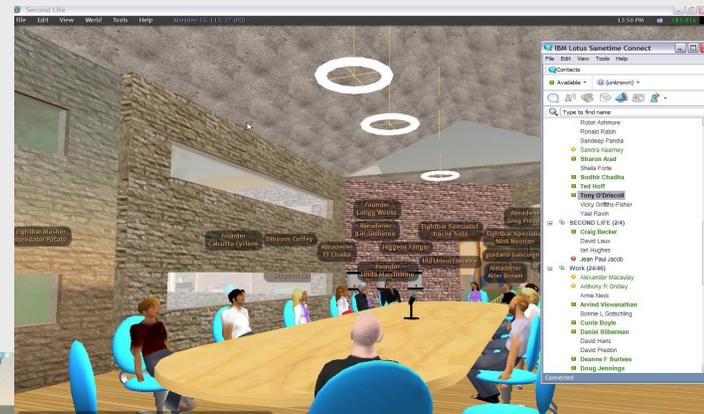
Avg. User rating: ★★★★★  
 Date added: **13 Apr 2007**  
 Last updated: **22 May 2007**  
 Registered users: **7821**  
 Requirements: **Windows**

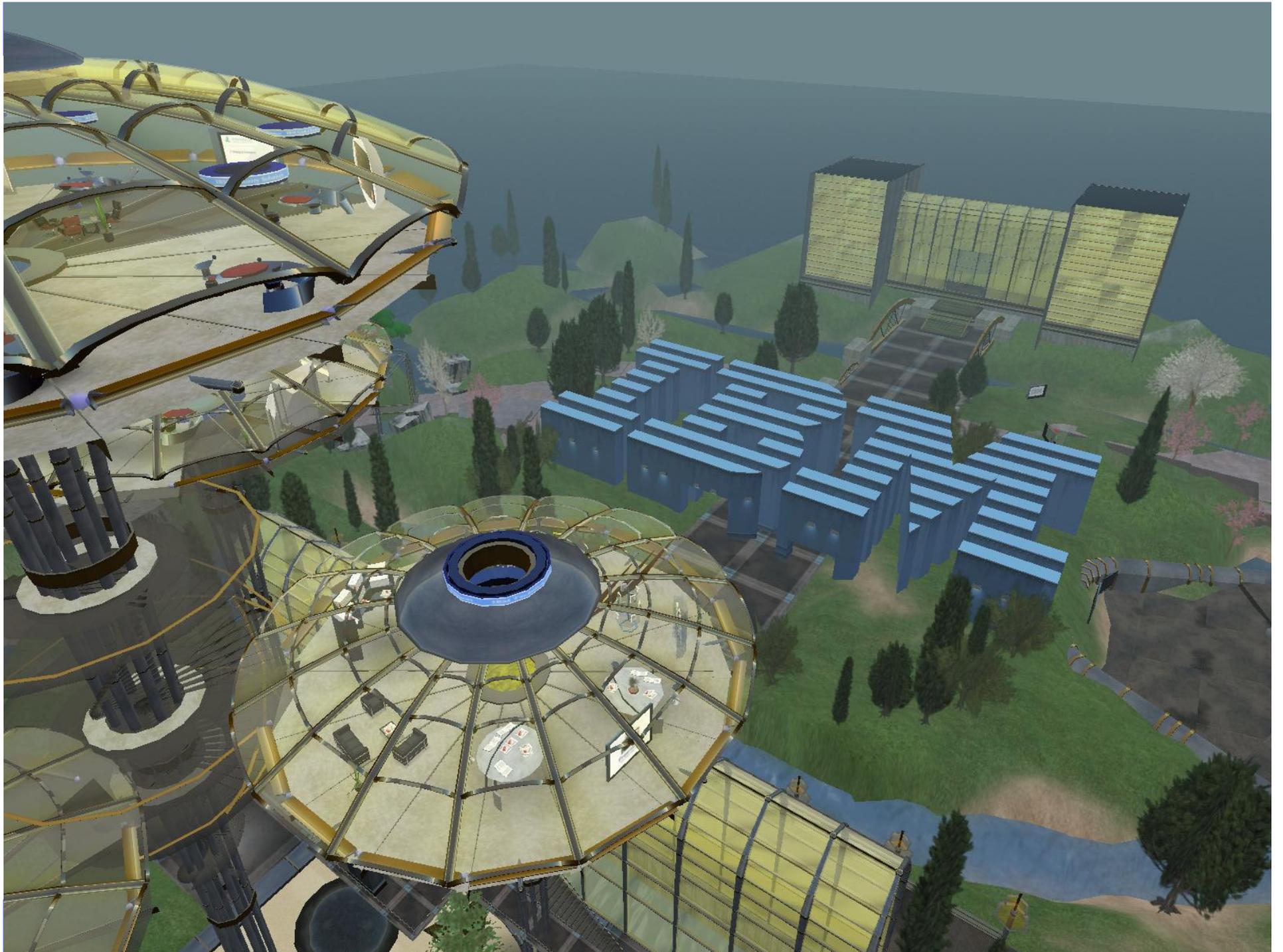


Avg. User rating: ★★★★★  
 Date added: **18 Apr 2007**  
 Last updated: **18 May 2007**  
 Registered users: **4101**  
 Requirements: **Windows , Linux**

## Intranet 3.0

- **Premiers pas dans les mondes virtuels**
  - Exploration, expérimentations
    - Second Life
    - Active Worlds
    - Metaverse





*[ROCHED@FR.IBM.COM](mailto:ROCHED@FR.IBM.COM)*