

Sandy Carter | VP, Social Business Sales and Evangelism
IBM Corporation

Social Business Success: Combining Strategy and Platform



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http://twitter.com/sandy_carter



Social Media to Social Business
Sandy Carter 

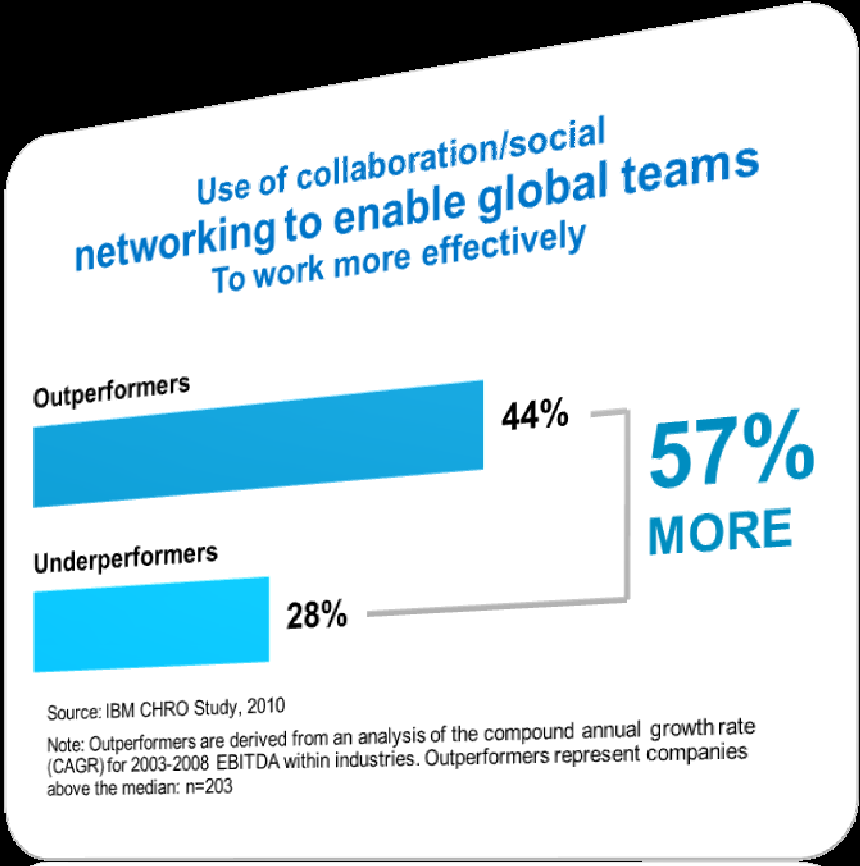
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<http://socialbusinesssandy.com/>

What is a Social Business?

Engaging

Transparent

Nimble



Leaders leverage social business for a competitive advantage...



ACTIVATE THE WORKFORCE
to Create a Smarter Workforce

DELIGHT CUSTOMERS
to Create Exceptional Customer Experiences

Social Business: From Liking to Leading

...by combining an enterprise social business strategy...



...with an enterprise social business platform



Social Business Solutions



Smarter Workforce

IBM Employee Experience Suite
Kenexa Talent Management Suite



Exceptional Customer Experience

IBM Customer Experience Suite

IBM Platform for Social Business



Social Networking

IBM Connections
IBM Notes & Domino
Social Edition
IBM Sametime



Social Analytics

IBM Social Analytics Suite



Social Content

IBM Enterprise Content
Management



Social Integration

IBM Websphere Portal
IBM WebContent Manager



SaaS Cloud



Dedicated Private Cloud



On Premises



Hybrid

DEPLOYMENT OPTIONS

Electrolux: Cultural Shift

CULTURE eats strategy for lunch!

Goals:

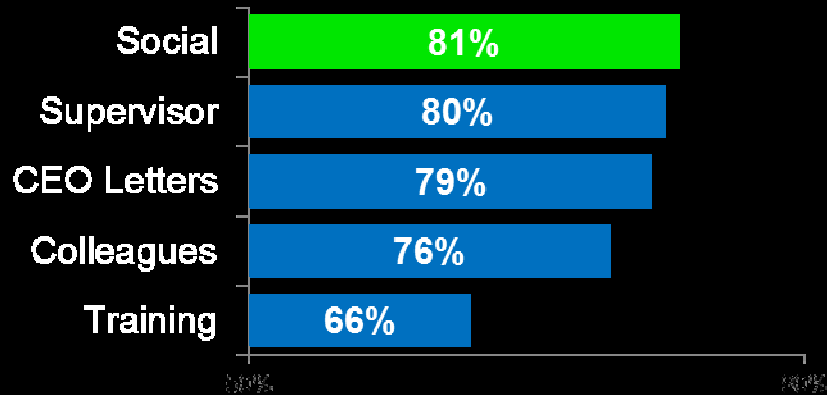
Engage all employees with corporate strategy

Create common culture

Provide more effective environment to share content and collaborate

Approach & Results:

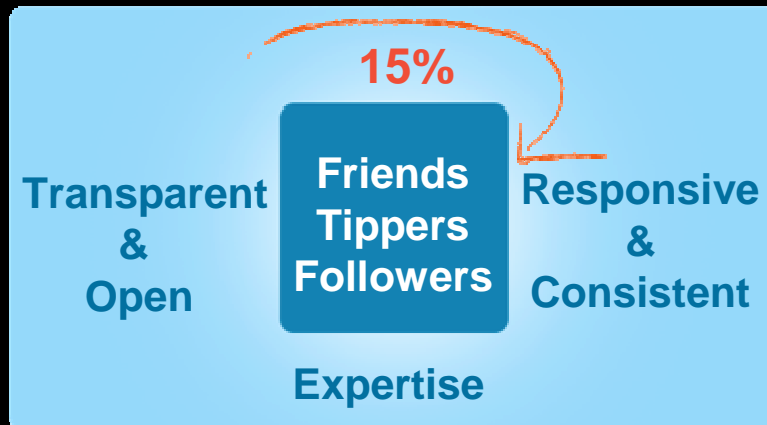
Communication Channel Effectiveness



Asian Paints: Gaining Trust with Tippers and Experts

From dealers who sell paint

to consultants on color and décor



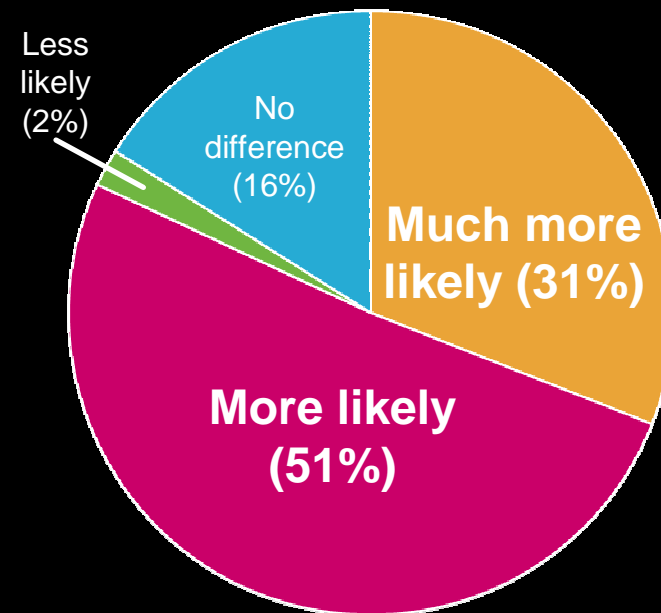
Tippers:

- Reseller Network
- Interior Design Firms
- Painters



Social Executives Are Trusted More

“The value in the future will not be holding information but sharing it”

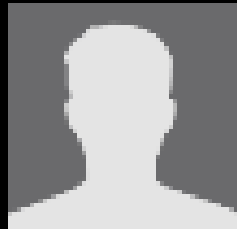


Likelihood of trusting
CEO & leadership who openly
communicate on Social*

* 2012 CEO, Social Media & Leadership Survey, BRANDfog, March 2012, p11

Trust = reactions; not followers

38

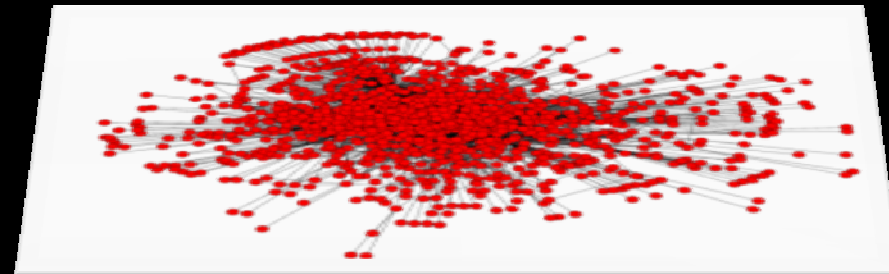
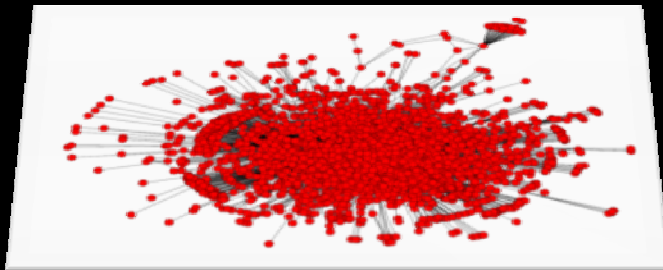


Twitter Followers: 86,000+
Reactions Generated: 3,291
Reactions per 1K followers: 38

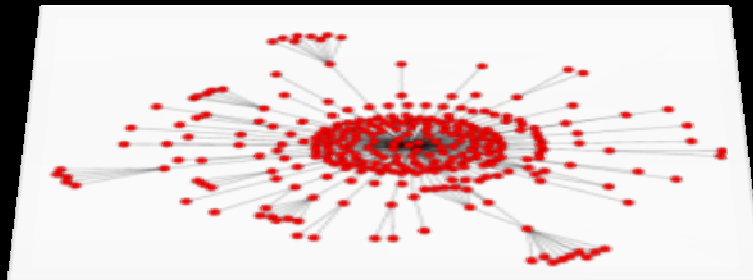
186



MASS INFLUENCER / TIPPER
Twitter Followers: 6,900+
Reactions Generated: 1,281
Reactions per 1K followers: 186



0.04



Justin Bieber
Twitter Followers: 7.4 Million
Reactions Generated: 294
Reactions per 1K followers: 0.04

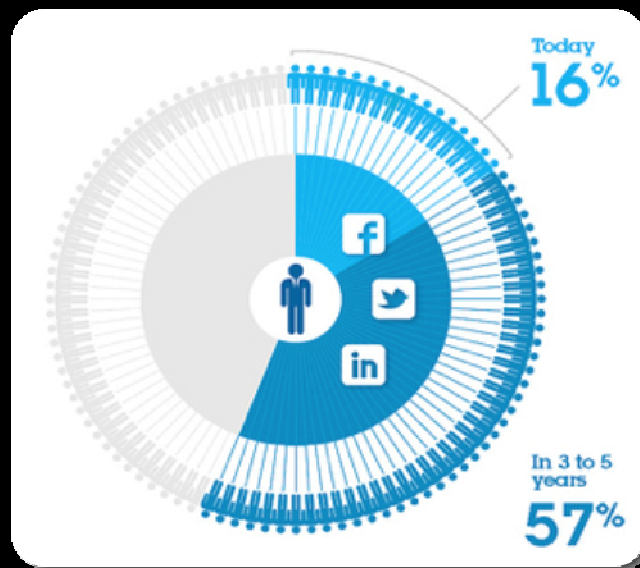
Networks can be Visualized Based on Interactions...

The screenshot shows a web interface for a social network. At the top, there are navigation tabs: Lotus Connections, Home, Profiles, and Communities. Below this, there are sub-tabs for All Communities and My Communities. The main content area is titled 'widget community' and includes an 'Overview' section with a description: 'This community is for the widget development' and a tag 'widget'. A sidebar on the left contains a navigation menu with options: Overview, Members, Atlas Communities Net, Forum, Bookmarks, and Feeds. A red arrow points from the 'Members' link in the sidebar to the 'Atlas Communities Net' section. This section displays a network graph with numerous user avatars connected by lines. Three specific nodes in the graph are circled in red. Below the graph is a 'Forum' section with the text: 'There are no topics yet for this community.'

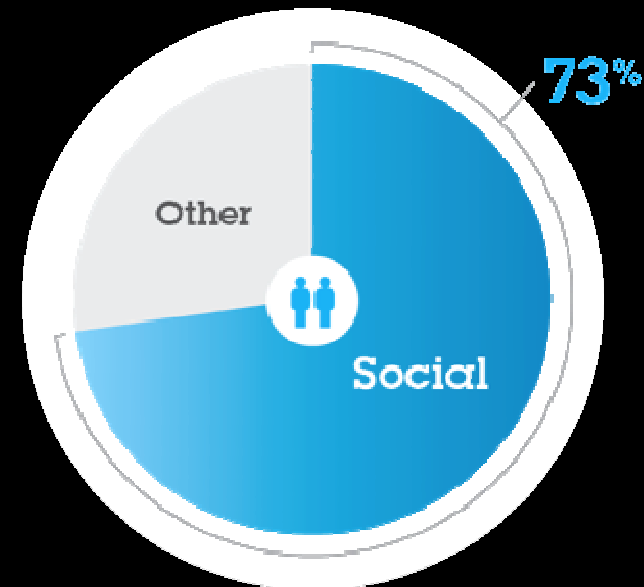
...identifying the targets for driving engagement

CEOs Get Social!

Percent of CEOs using Social to Connect with Customers



Primary Channel for Engaging Customers within 5 Years



Engaging to amplify rewards and motivation



- WOW story community
- 50K participants (out of 85K employees)
- 300,000 stories
- 260 added daily

McDonald's South Africa Transforms Engagement and Collaboration across the System



“Engagement with our People” initiative connects

- Head office
- Owner operators
- Restaurant managers
- Crew



Colgate Generates Innovative Ideas Faster with Sametime

1.4M IM's
per month

Secure
collaboration
with 6,000
partners

Improve time to
market for new
products



4,500 Online
Meetings
per month

Foster a
global culture

"We must collaborate in new ways as one global team... routinely and effectively, within Colgate, with customers and suppliers...."


- Ian Cook, CEO, Colgate Palmolive

The 2013 Roland Garros experience goes social and mobile



IBM Connections + Bunchball: Engaging with Integrated Gamification








The Big Kahuna

Jim Laredo

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PTS

Badges

SmarterCities "CityOne"



Main Menu | Turn # 9 | Texasville | 754,086 | On

- You earned the Energy Star Trophy for increasing energy conservation
- You earned the Commerce Star Trophy for improving economic growth
- You earned the Water Purifier Trophy for improving the water quality
- You earned the Magnet City Trophy for increasing your population by 25%

You implemented Mobile Banking Integration.

The action solved the problem and has provided the foundation for additional improvements to the city. Mobile Banking Integration has cost you 2,500 credits. Our client's Customer Satisfaction rating has gone up and its Profitability has risen.

Bonus Earned: 900 credits

Customer Satisfaction +30%

Profitability +30%

Complete Turn

7) Conversationalist
Everyone cares what you have to say! Respond to a forum topic.

Complete

Recently Completed

8) Broadcaster
Spread the Word! Update your status, so everyone knows what you're up to.

Complete

Recently Completed

Integrating social into workflow creates value across every level of your company

2 hours

@ecomagination*

Produced *thousands* of new ideas not published before

20%

Customer Service**

Increased customer satisfaction

30%


HR & Talent Management**

Increase speed to access knowledge

Increase speed to access experts

Process: Making it easy to quickly locate expertise and solve business problems at LVMH

LVMH



LOUIS VUITTON

MOËT HENNESSY • LOUIS VUITTON

THE GROUP
INVESTOR RELATIONS
TALENTS
LVMH NEWS
LVMH, PATRON OF THE ARTS
AND SOCIAL SOLIDARITY

► 2011 THIRD QUARTER REVENUE PRESENTATION
Tuesday October 18, 2011

► LVMH - BULGARI DOCUMENTATION
Access the documents

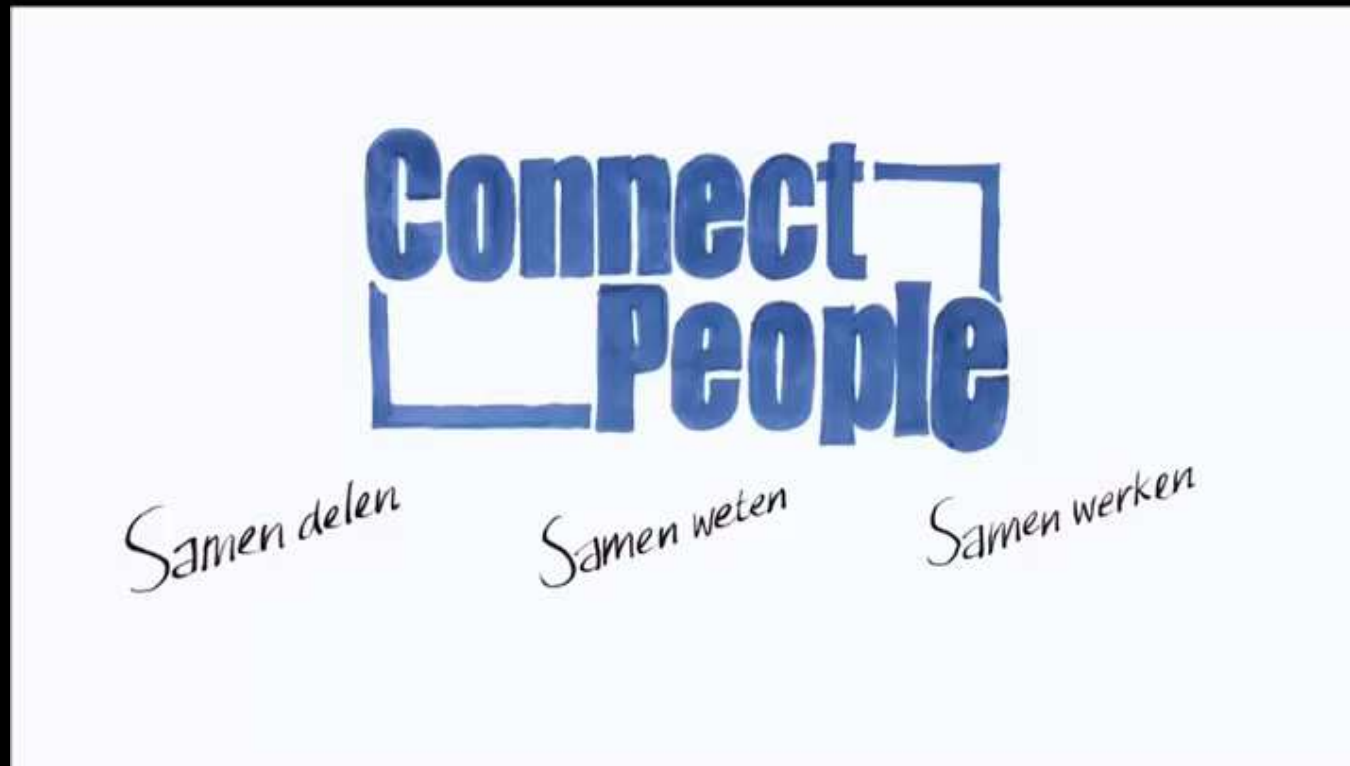
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2011-12-15 05:39 PM 105.40 € -0.47 %

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- Increase daily work productivity
- Realize financial savings
- No disruption to existing environment

SaaS Cloud

Show the Future Process at Dutch Tax



Design for Reputation and Risk Management

1**Have a plan and a team**

- Develop a Disaster recovery plan!

2**Be proactive and fast****3****Be transparent with 2 way dialogue**

- Don't try to manipulate

A



Analytics

Affinity Analytics

Sentiment

Comprehensive Analysis

Evolving Topics

Coremetrics Tools

Seton Hall University • www.shu.edu

LIVE View

Time Period: Week: 4/19/09-4/25/09

Page Details

Graph: Clickthrough Rank

Page Views	953
Sales	\$0.00
Orders	0
Conversion	0.0%
Event Points	1,201
Events	3
Event Points/Session	1.43

More Page Details

Pages: APPLYING/UNDERGRADUA...

Clicks	413
Entry Page Views	70
Departure Page Views	418
Sessions	838
One Page Sessions	43
Average Time On Page	0:01:07

Key Links

Selected Links

Seton Hall Fact Facts

Clicks	22 (4)
Sales	\$0.00 (1)
Orders	0 (1)
Conversion	0.0% (1)
Event Points	47 (5)
Events	0 (2)
Event Points/Session	2.14 (10)

Admissions 101 - Seton Hall U

SETON HALL UNIVERSITY

ADMISSIONS 101: STRAIGHT ANSWERS, STRAIGHT FROM THE SOURCE

OFFICE OF UNDERGRADUATE ADMISSIONS

Attend this panel discussion on May 13 or 14 for rising high school sophomores and juniors to find out everything you wanted to know about the college admissions process...but didn't know to ask.

Location: Admissions 101 takes place in Jubilee Hall auditorium, set on our beautiful 58-acre campus in South Orange, NJ.

About Seton Hall: Only 14 miles from NYC, SHU offers the opportunity of a large university with the attention of a small college.

Schedule: 6:30 p.m. Registration and Welcome; 6:45 p.m. Panel Discussion

Register

First Name: *

Last Name: *

E-mail Address: *

Phone Number:

Street:

City:

State / Province:

Zip:

Date Attending: *

Number Attending: *

25% increase in tuition

13% enrollment

Social business excellence requires an enterprise social platform

Social Business Solutions



IBM Employee Experience Suite
Kenexa Talent Management Suite



IBM Customer Experience Suite

IBM Platform for Social Business



Social Networking

IBM Connections
IBM Notes & Domino
Social Edition
IBM Sametime



Social Analytics

IBM Social Analytics Suite



Social Content

IBM Enterprise Content
Management



Social Integration

IBM Websphere Portal
IBM Web Content Manager



SaaS Cloud



Dedicated Private Cloud



On Premises

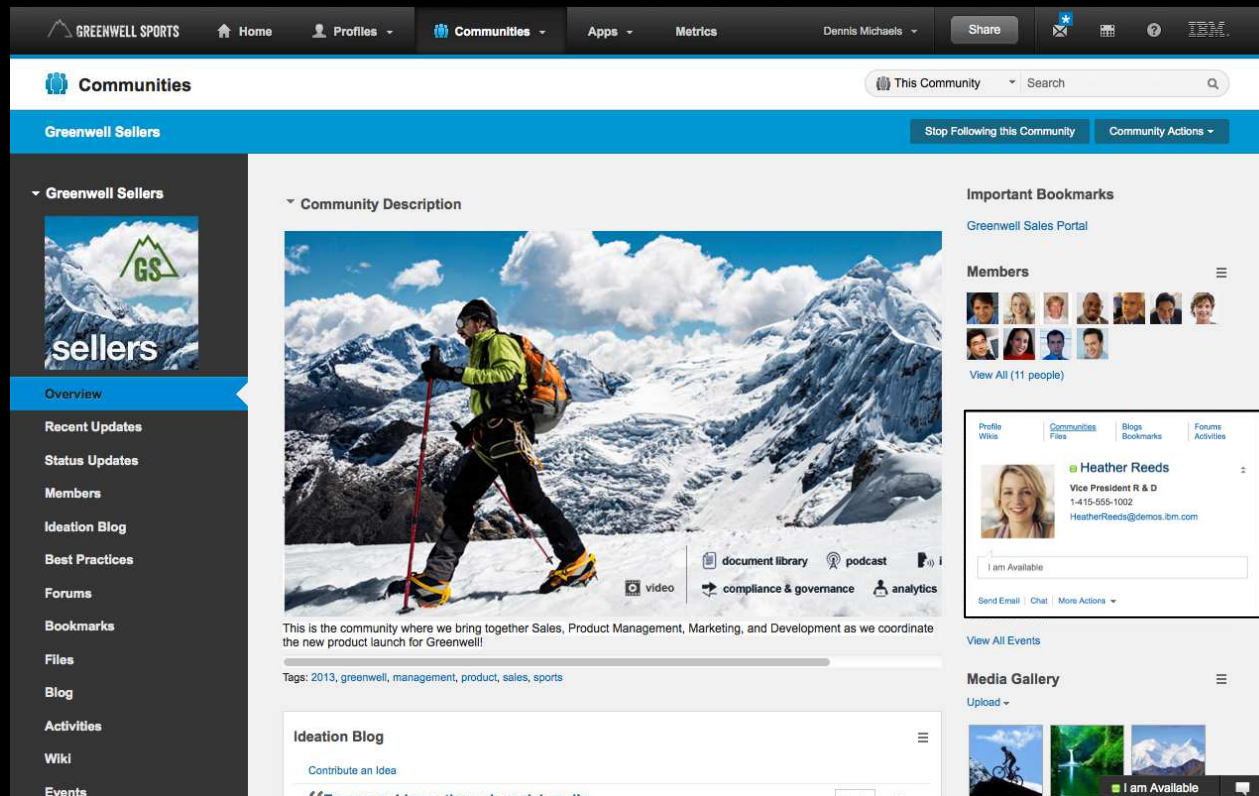


Hybrid

DEPLOYMENT OPTIONS

Rich social content and document management experience

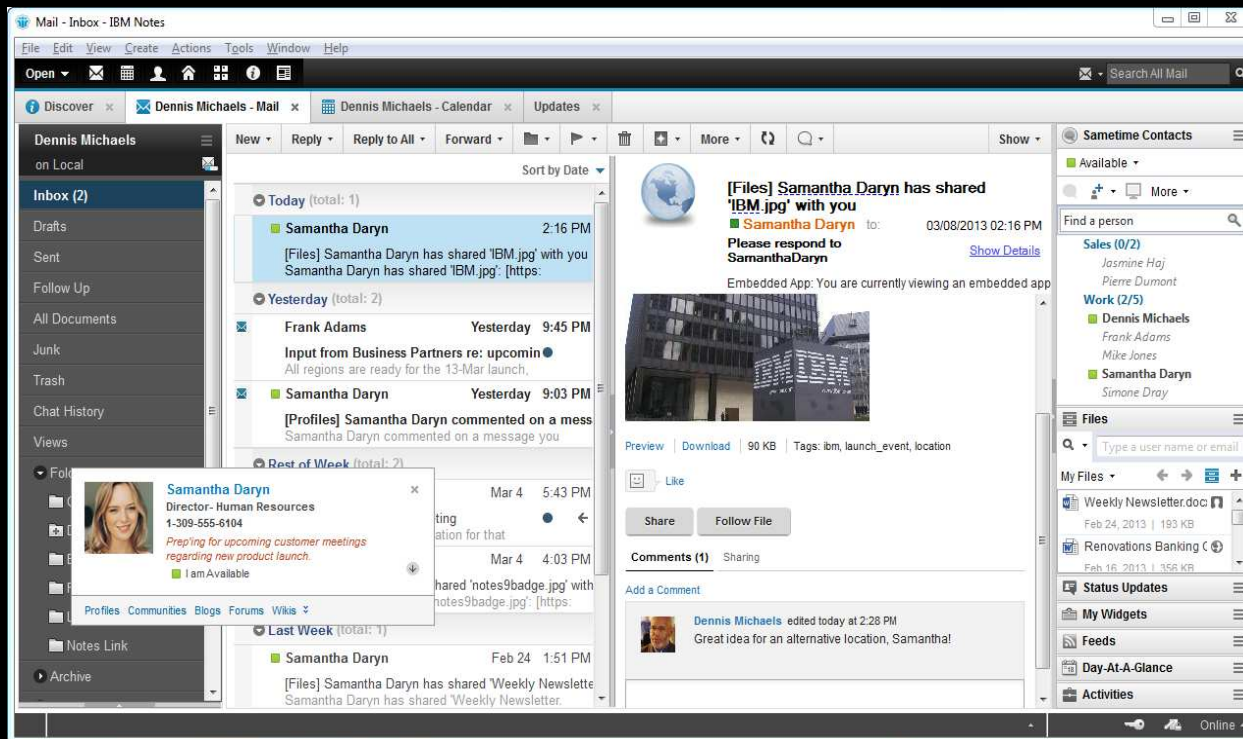
Announcing Connections Suite V4.5!



- Integrated Document Management
- Integrated Activity Stream
- Integrated “Like” and @mention features
- Upgraded mobile interface

Social Mail: Engaging employees to collaborate seamlessly and in context by connecting them to people and communities...

Announcing Notes 9.0 Social Edition!

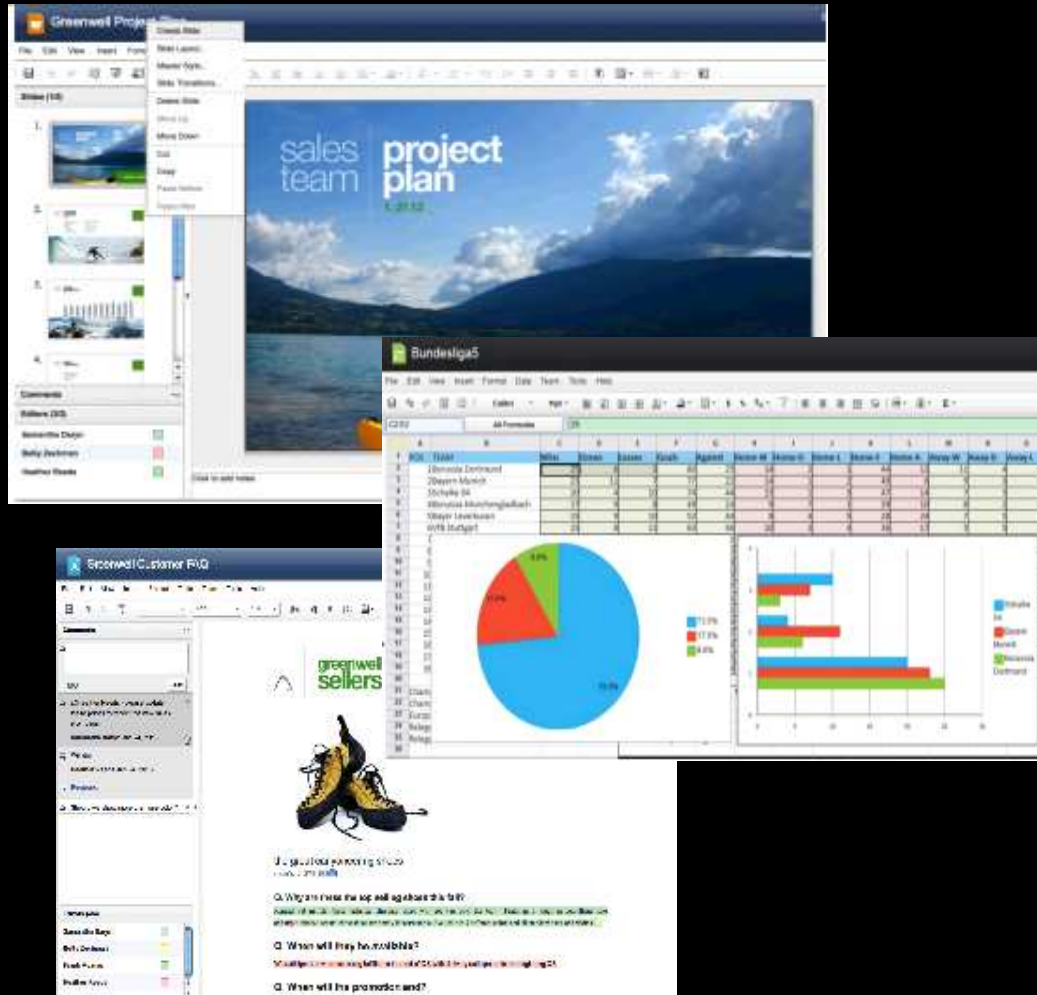


- Turns email notification into active participation
- Activity Stream with “Updates” widget
- OpenSocial Support
- Widgets & LiveText
- Connections Files integration

...so they forget about managing email and just get work done!

Web-based editing for collaboratively authoring word processor, spreadsheet and presentation documents

Announcing IBM Docs!



- View and edit files via browser
- Real-time co-editing with multiple people
- Collaboratively share comments

Mobility expands the reach of social and increases engagement with employees and customers



- Tightly-integrated software portfolio across industry-leading devices
- Secure off-line access to files
- Security and application management features
- Optimized mobile experiences via WebSphere Portal

Our market leadership...

Leading social business in three dimensions

Dynamic

outcomes for our clients

Differentiated

social business engagement platform

Deep

ecosystem and industry expertise

Working with more than

60%

of the world's Fortune 100 companies

#1

Market Leader in Social Software Platforms, ranked #1, for three years running¹

New!

Bringing to market new, cutting-edge capabilities, including, gamification, video, compliance, project management and mobility

1. Source: IDC: Number 1 position from 2009-2011, IDC Worldwide Enterprise Social Software 2011 Vendor Shares, doc #235273, June 2012.

...provides unparalleled experience on how to achieve success

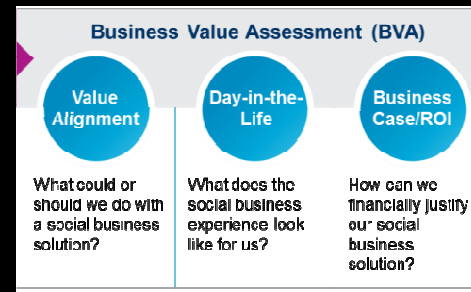
SocialBusiness Agenda



Learn from CXO Studies



Establish Strategy



Define Business Value



Accelerate Adoption

GET BOLD

Sandy Carter
IBM Vice President,
Social Business
Evangelism

"For crying out loud, IBM 'gets' social media. Don't you think it's about time that you do? This is the book to get you started."
—Guy Kawasaki,
author of *Enchantment*

Using Social Media to
Create a New Type of
Social Business

Available Now

ISBN-10: 0132618311

ISBN-13: 9780132618311



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