



Business Gets Social 2012

IBM Software Roadshow

Hong Kong, March 14th

ibm.com/socialbusiness/events



The Fifth IT Era: *the era of social business*



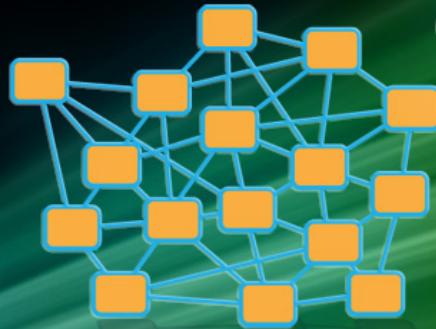
Mainframe



Departmental



PCs



Internet



Social

Social Business

changing the way organizations operate



Employees

self-forming teams around
fast moving opportunities

Customers

leading the conversations
that define brands

Partners

becoming on-demand
extensions of the enterprise



As barriers between people disappear, organizations can tap into collective intelligence, advocacy, and distributed talent across their entire business network to drive business results.

Transforming business processes and functions



A Social Business

A Traditional Business



Customer Care & Insight

'Push' marketing
Control mentality

Builds trusted relationships and brand advocacy

Product & Service Innovation

R&D new ideas internally
Traditional market testing

Shares insights to generate breakthrough ideas and speeds time to market

Workforce Optimization

Email & phone
Knowledge silos

Harvests insights from networks of people to create value

IBM provides broad set of capabilities to enable social business



REACH

Social
Networking



ENGAGE

Content in motion



DISCOVER

Analytics



ACT

Process and Information

Enabled by Open Standards

IBM provides industry leading consulting to enable social business



Social Business **AGENDA**

Align Organizational Goals & Culture

Gain Social Trust

Engage Through Experiences

Network Your Business Processes

Design for Reputation and Risk Management

Analyze Your Data

Get started today to map out the right path for your company



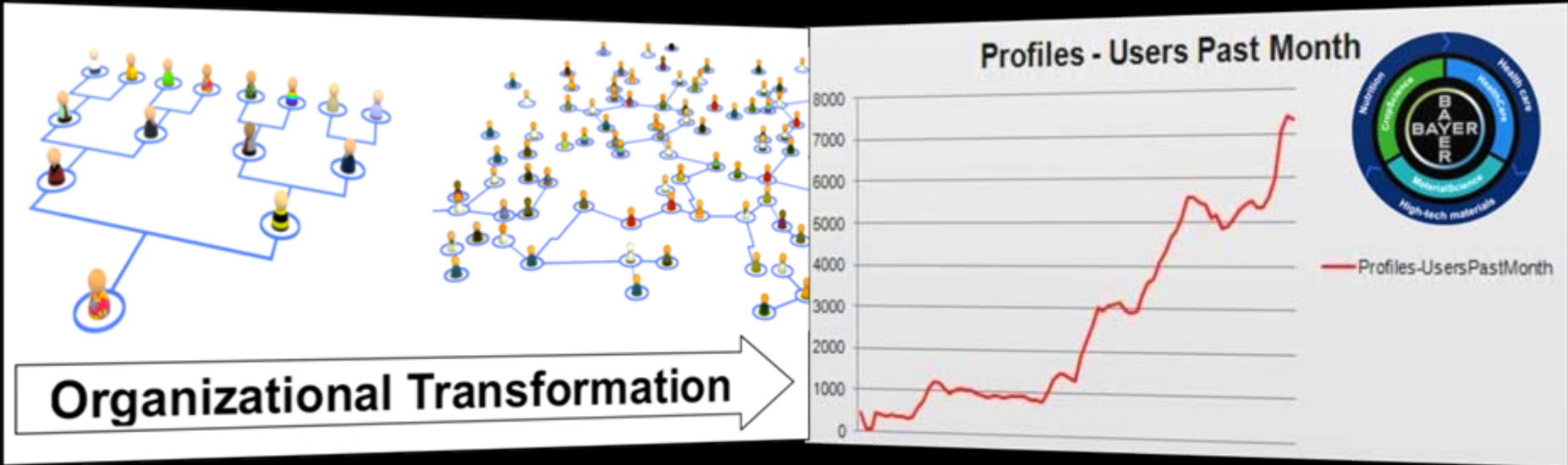
Culture eats strategy for lunch



Capture Intellectual Capital

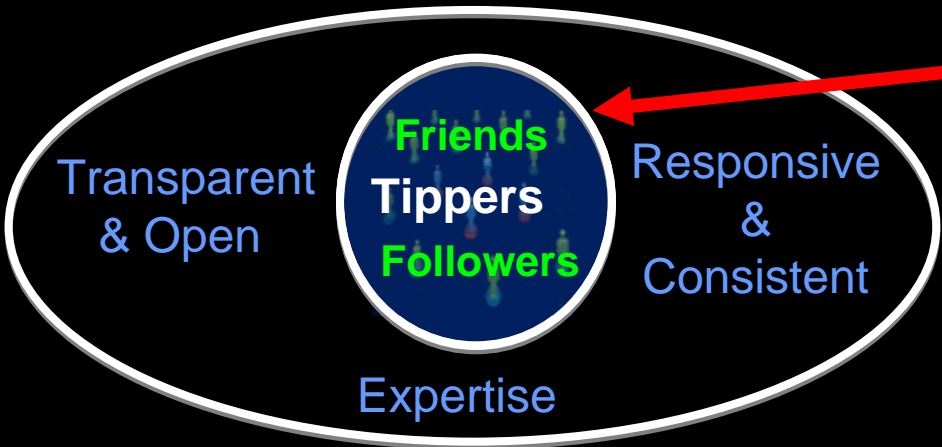
Improve Search Mechanisms & Finding Results

Substitution of shared drives and change attachment handling





Gain Trust to drive business



Transparent & Open
Consumer Dealer Reviews
Expertise & Leadership
Expert Advice on Car Buying
Responsive & Consistent
Rapid Response Time



“Open” Business Culture



LOWE'S
NEVER STOP
IMPROVING.

Work Out Loud

Plan, Test, Deploy - Out Loud
(Transparent)



PLAN OUT LOUD

Rolled out 40K iPhone
Added new features from feedback



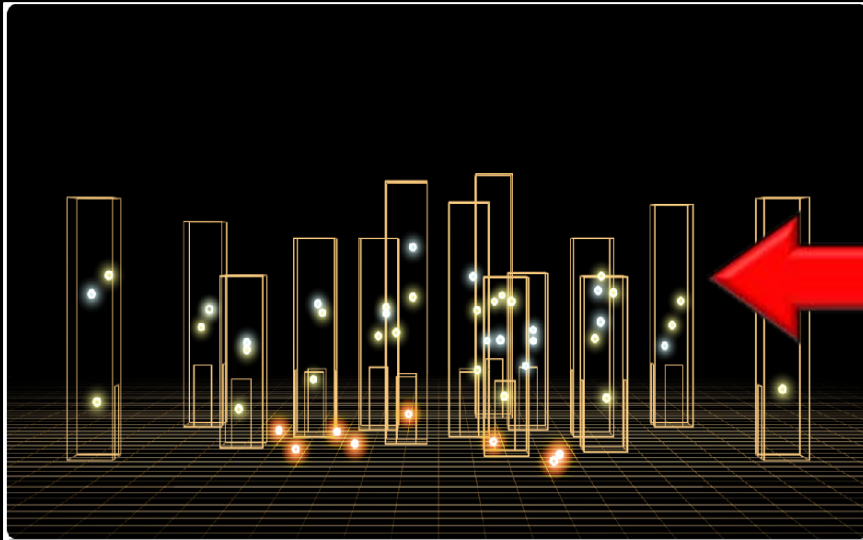
TEST OUT LOUD

Mock up of new Portal UI
Higher Adoption rates

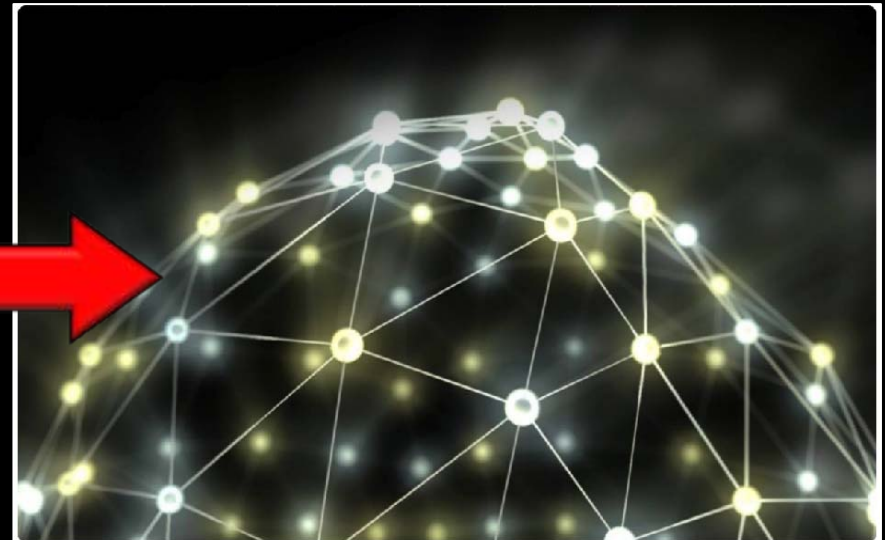


DEPLOY OUT LOUD

Number one Community
Support Community



**Want to keep line organization
(towers) ...**



**...to enhance it with network
behavior**

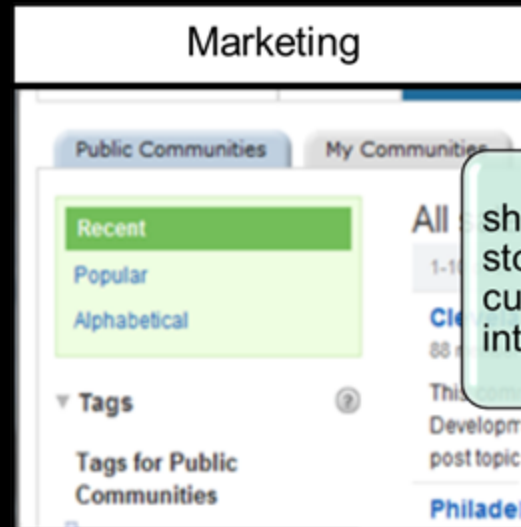
“Switching between both our line organization’s towers and network behavior quickly: THAT is our way into the future.... This potential will be our major source of growth in the future”



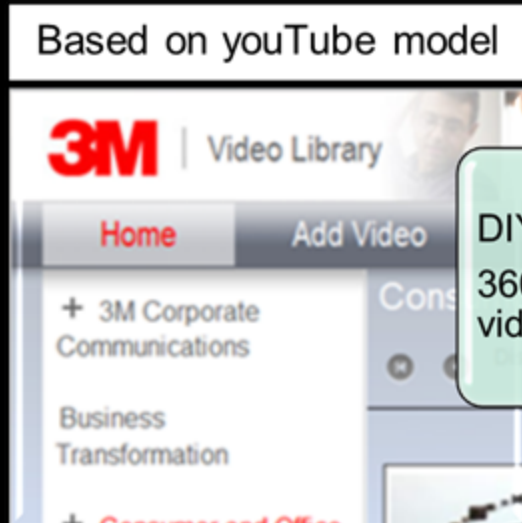
Innovation as a business model



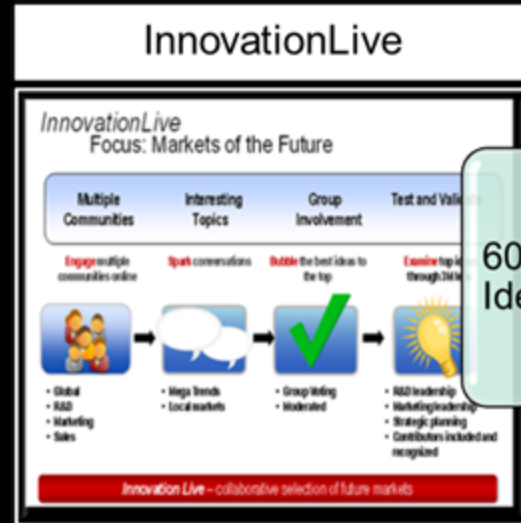
Find People



share stories of customer interactions



DIY
3600
videos



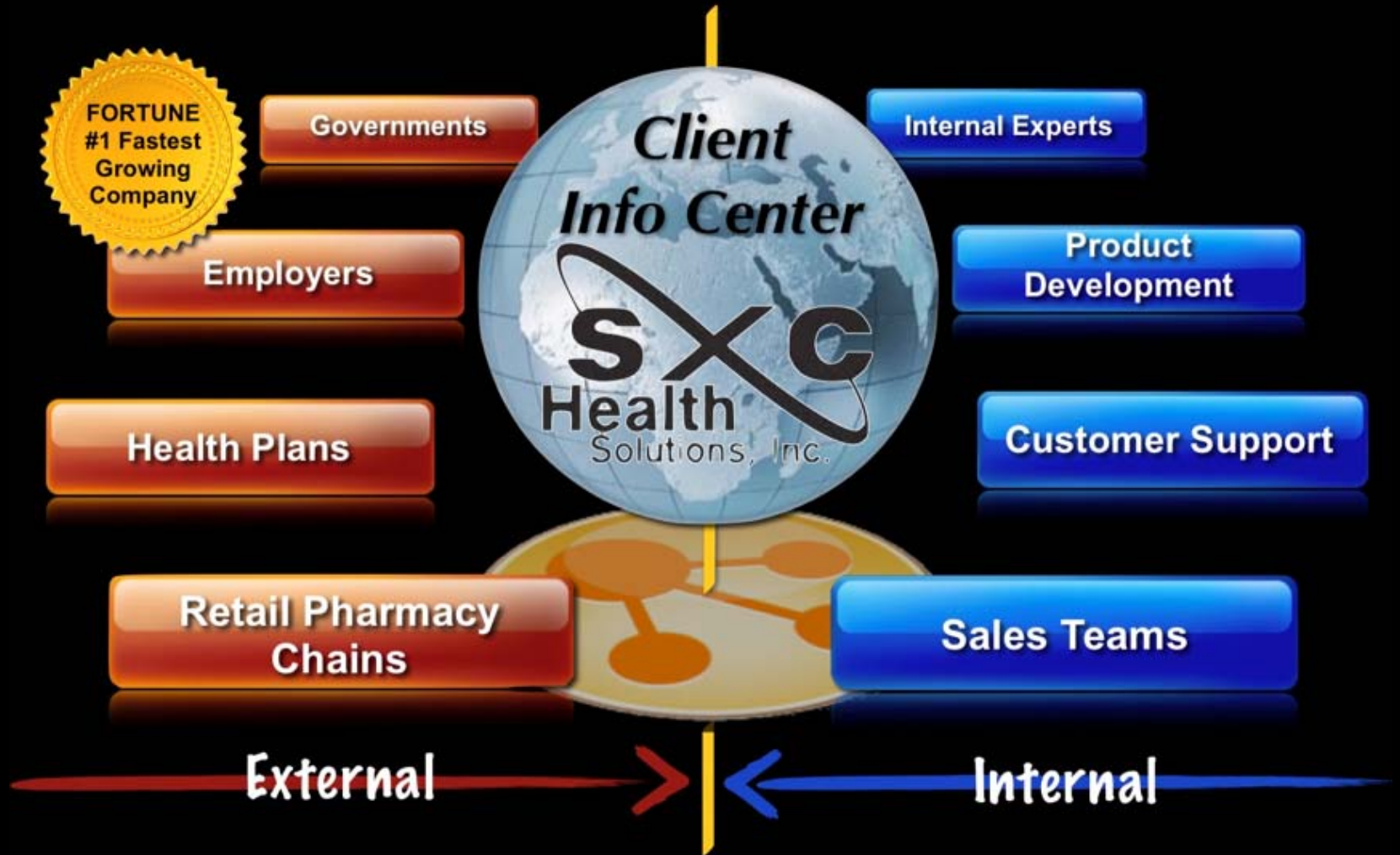
60 Country
Idea Jam



Bridging the Social Hub



"Some of our best ideas come from our customers"





An alliance of more than 2,300 local, community-based hospitals working together.

Leveraging lessons learn in social networking to enable the alliance

Providing a secure, social, web based environment to all members

Customer Care & Insight



Transforming Thick plume of data into real, actionable, Personalized healthcare information

Transformative infrastructure across payers, patients and doctors combining both data and social tools



Human Resource Sharing



NOW OPEN on SUNDAY

Question:

How did we get 25,000 people to warm to the idea of working on Sundays?

Answer:

We made our employees part of a highly transparent decision making process.





Improves Customer Service



The screenshot shows the RBC Advice Centre website. At the top, there's a navigation bar with links for Banking, Investing, Wealth Management, and Advice & Tools. A search bar is also present. The main content area features a cartoon character holding a scroll that says "Welcome to the RBC Advice Centre" and "Your online resource with the advice you want - whenever, wherever you want it." Below this is a "Have a Question?" section with a text input field and an "Ask" button. To the right, there's a "Contact Us" section with links for "Call 1-866-822-6446", "Book an Appointment", and "Chat Live". A secondary navigation bar includes links for Home, Everyday Banking, Home Ownership, Loans & Credit, Savings & Investing, Business Advice, and Key Life Moments. The "Featured Advice" section contains three articles: "How you can best save for your child's education with an RESP", "Teaching your kids about the value of money", and "When opening your child's first bank account, consider how it will be used". On the right side, there's a "RBC Advice Near You" section with a "Locate:" dropdown menu set to "Branch & ATMs", a "Postal Code:" input field, and a "Go" button. Below this is a promotional banner for a mobile app: "Want a fun way to teach your kids about money? We have an app for that. Learn More".

Personalized base on analytics

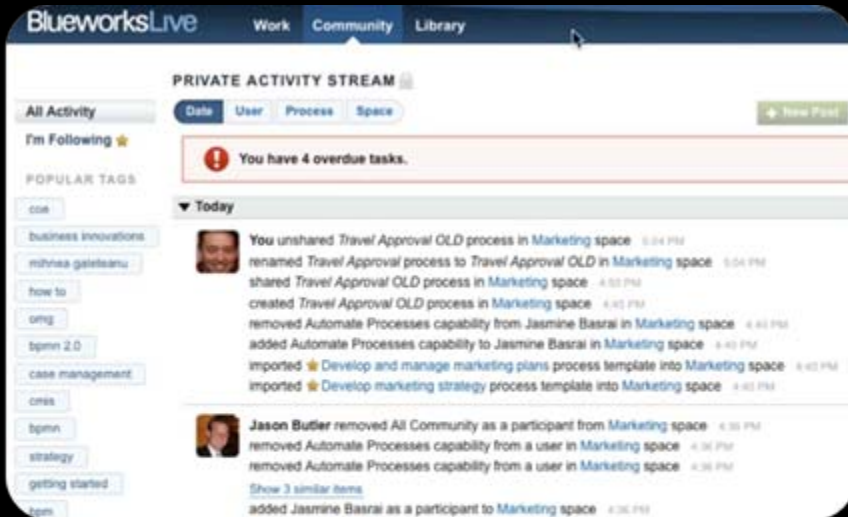
Customer service experts

Crowdsourcing on new products

Customer sat: **#5 to #1**



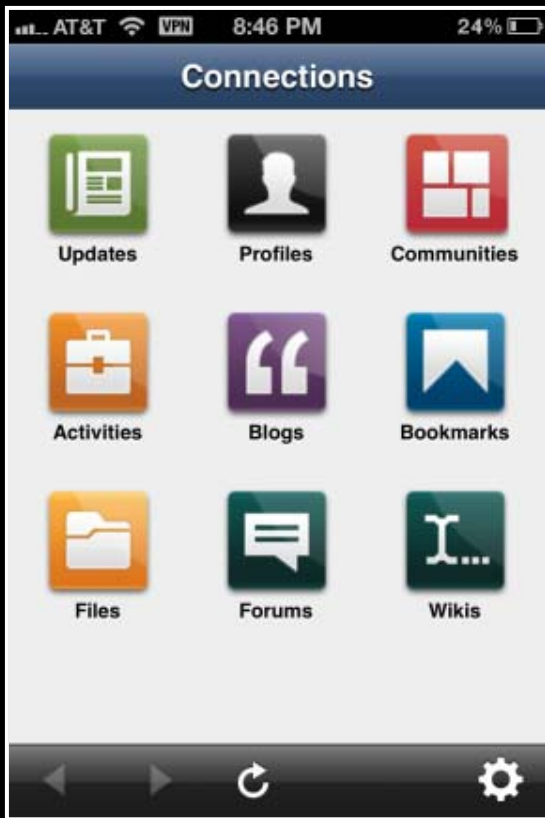
- Document, Collaboration, and improve business process management
- Every Tuesday, managers upload, modify, and delete their processes for further collaboration
- BPM improvements is the led for innovation
- Innovation lab is open to their customers



IBM SoLoMo

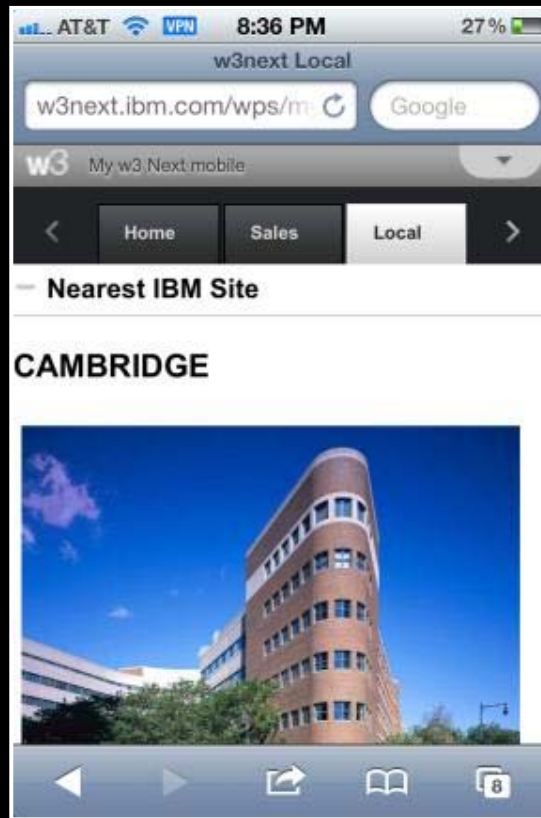


Expertise Location, Social File Sharing, Communities



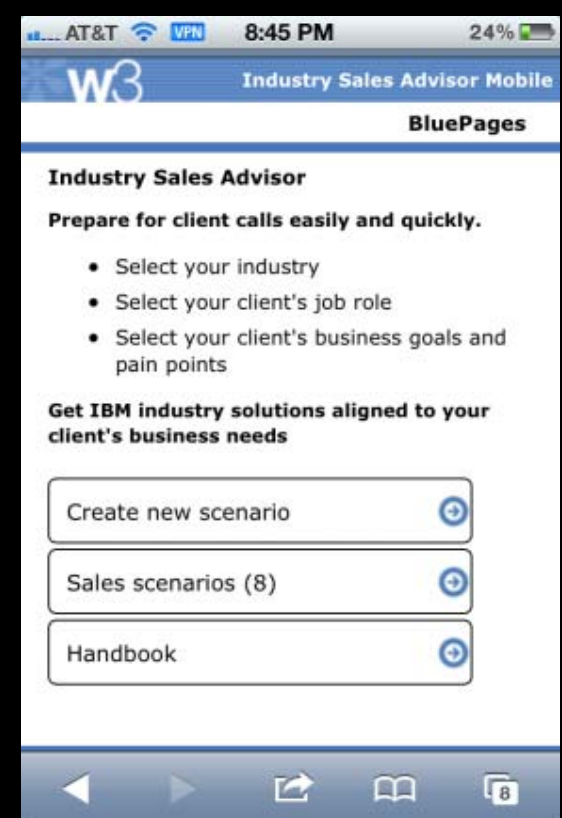
Social Networking

GPS Location provides access to key IBM resources



Location

Access to "Role" based solutions via Mobile apps



Mobile Access



SoLoMo Improves Productivity



100k mobile devices in use at IBM today

- 65k Smartphones and Tablets
- 35k Blackberry

IBM CIO Office study:

- Mobile access increases sales productivity by 11 hours per opportunity!

Estimated 3 year ROI of 195%

2015 goals:

- 500k users
- 80% of all enterprise capabilities accessible from mobile devices



Blackberry®



Apple® iOS



Windows® Phone



Android™

Thank You



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[linkedin.com/in/tedstanton](https://www.linkedin.com/in/tedstanton)



twitter.com/tedstanton

