

Business Gets Social 2012

Get Social. Do Business.



The Intranet Goes Social!



<http://twitter.com/#!/brentlello>



<http://au.linkedin.com/in/brentlello>

Blogs	Forums	Wikis	Files	↑
Communities	Bookmarks	<u>Profile</u>	Activities	
	Lello, Brent N. 			
AP Bue Xwebx & Social SA				
CANBERRA, ACT Australia				
Building: 8 Floor: 02 Office: CA02				
61-2-6201-8862				
brent.lello@au1.ibm.com				
 Send E-mail More Actions ▾				

Brent Lello

Executive, IBM Asia Pacific

Exceptional Web Experience and Social Business Software

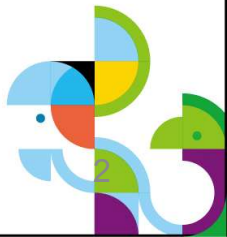
Get Smarter! Get Social!

Transform Your Business With IBM Collaboration Solutions



Agenda

- Intranets...moving to the next level
- Changing Workplace
- Intranets - Social, Contextual, Mobile
- Demo



Intranets...Moving to the Next Level

*“Fasten your seat belts for **2011!** Set to be the most important year yet for **intranets...**”*

Source: [The Top Ten Intranet and Digital Workplace Predictions for 2011](#)
December 2010

*“The **intranet** is becoming a platform for near “real-time” communication, accelerating the speed at which people communicate and business gets done.”*

Source: [Global Intranet Trends 2011](#) November 2010

*“This year, 60% of winners had a **mobile intranet.**”*

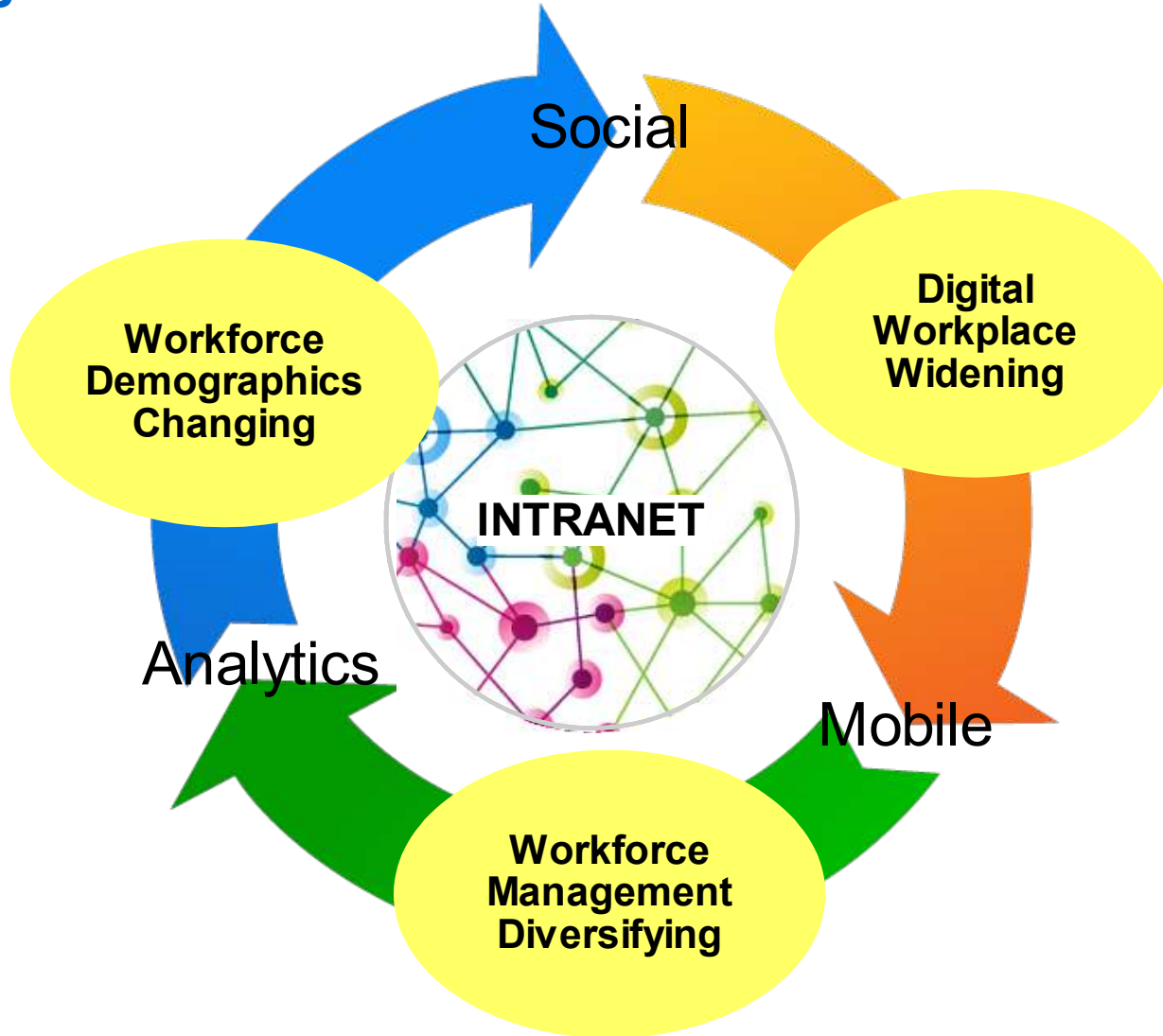
Source: [10 Best Intranets of 2011](#) January 2011

*“**Social media** are present on about half of all **intranets...**”*

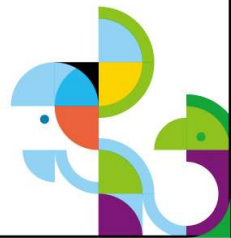
Source: [2010: Year of the Social Intranet](#) February 2010



Spurring the Intranet Movement



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Workforce Changing

Attracting & Retaining Workers Critical

*“By 2014, **50 percent** of all employed people will be **Millennials**”*

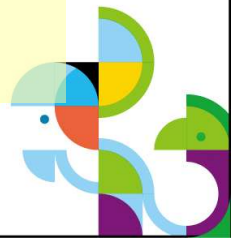
Source: *Millennials: 50% of Workforce by 2014* February 2011



*“New hires fire up the web browser and make instant assessments of the **intranet**... because they know what good already looks like. They have seen *thousands of websites, make persistent use of social networks... the digital workplace has to perform and compete for attention and engagement*”*

Source: *The Top Ten Intranet and Digital Workplace Predictions for 2011* December 2010

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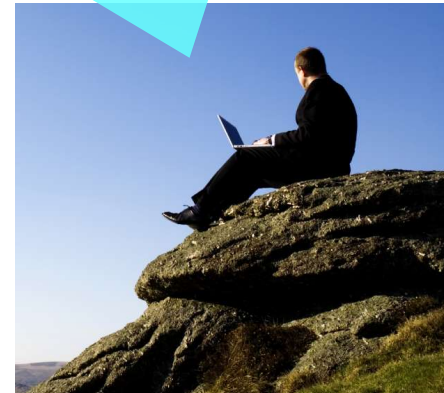


Digital Workplace Widening - *Intersection of Work/Life* *Technology Broadening & Deepening*

The global **mobile worker** population to increase to more than **1.19 billion in 2013**, representing nearly **35% of the worldwide workforce***

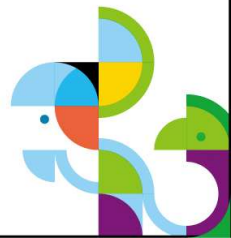
“...**Intranets** will not simply evaporate but they will **increasingly intersect** with other online services such as HR self-service, live communications including audio and video, social media **inside and outside the firewall** and **remote and mobile devices.**”

Source: [The Top Ten Intranet and Digital Workplace Predictions for 2011](#) December 2010



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*Source: IDC, Worldwide Mobile Worker Population 2009–2013 Forecast
Dec 2009



Managing Diverse Workforce & Technologies

Blurring Work/Life Lines Present Management Challenges

...today's employees live online, using the Internet to manage their personal lives while at the office. ...however the majority of employees give that time back by using mobile devices and collaboration tools to remain productive any time and from any location.

This means that **employees are creating their own work/life balance** by staying connected wherever they are.*

“As **intranet** environments have grown and their impact on the daily life of the organisation increased, so those at more senior levels have struggled to work out where to place the resource managing these services. ”

Source: [The Top Ten Intranet and Digital Workplace Predictions for 2011](#) December 2010



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Employees want an experience that is...

Engaging

Relevant

Trustworthy

Portable

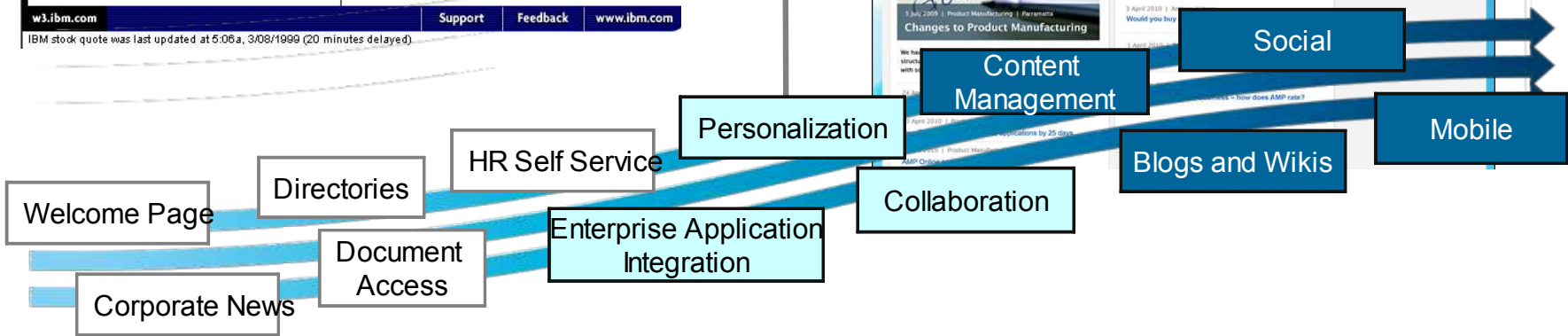


IBM W3....

Then



Now



Transform Your Business With IBM Collaboration Solutions



How IBM is investing for your success



Content



Social



Analytics

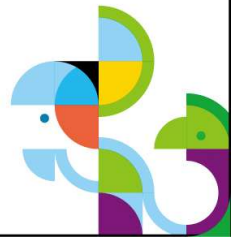


Mobile

Integration



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IBM Offers Integration Excellence...

Apps

Content

Cloud

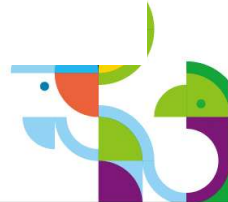
Collaboration

Consumer



...for Every Intranet Need

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YEAR	Users	Population	% Pop.	Usage Source
2000	2,283,000	6,702,500	34.1 %	ITU
2005	4,878,713	6,898,686	70.7 %	Nielsen//NetRatings
2008	4,878,713	7,018,636	69.5 %	Nielsen//NetRatings
2009	4,878,713	7,055,071	69.2 %	Nielsen//NetRatings
2010	4,878,713	7,089,705	68.8 %	Nielsen//NetRatings



Hong Kong Internet Usage Stats

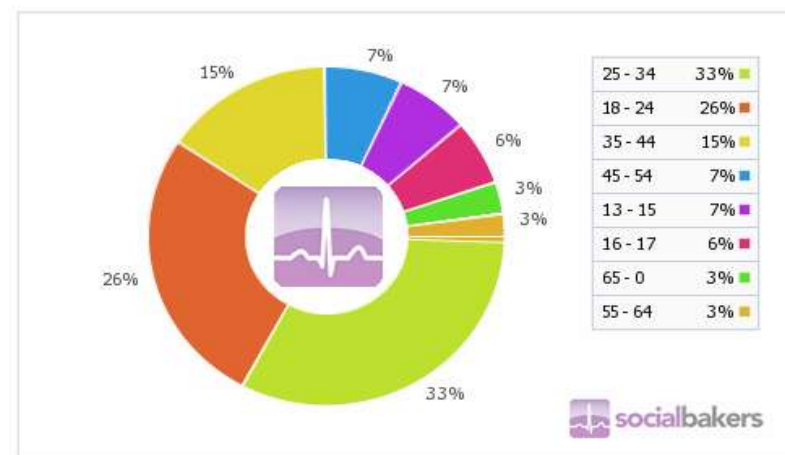
Total Facebook Users:	3 828 000
Position in the list:	39.
Penetration of population:	53.99%
Penetration of online population	78.46%



TOP 5 brands in Hong Kong

Brands	Facebook users
香港海洋公園 Ocean Park Hong Kong	282 237
Cathay Pacific Airways 國泰航空	123 542
Starbucks Hong Kong	121 428
HarbourCity	83 390
Sony Ericsson Hong Kong	65 449

User age distribution on Facebook in Hong Kong



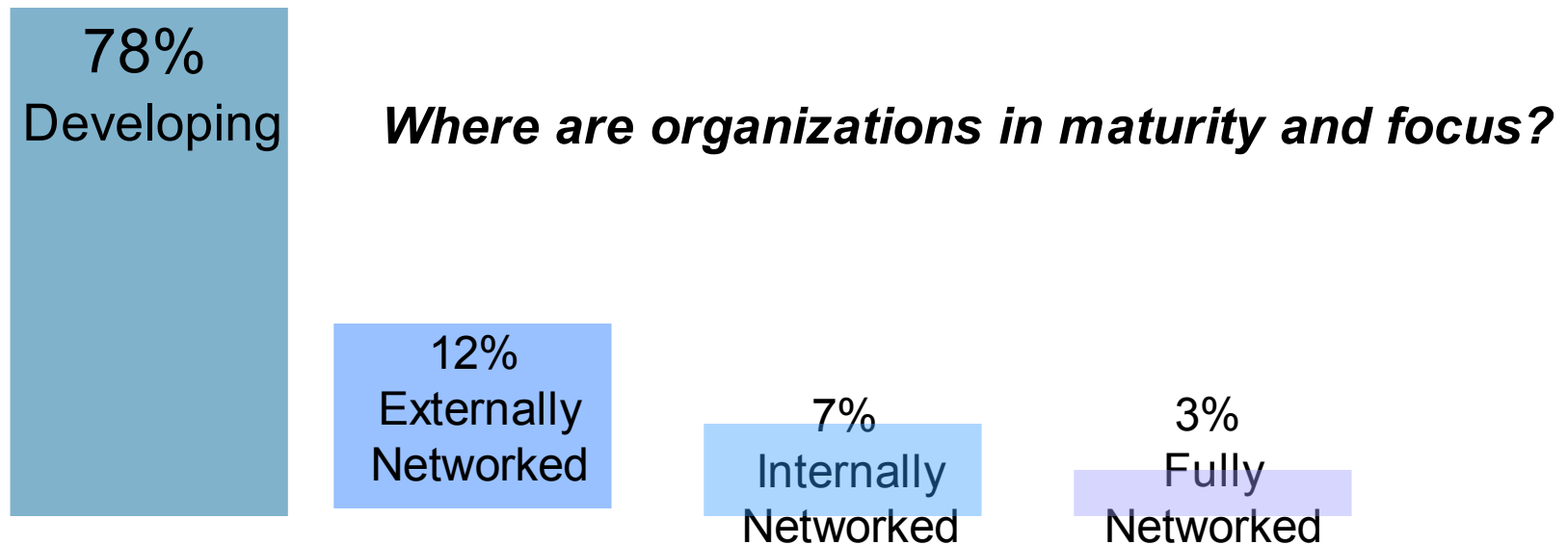
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Adoption of social technologies is growing

Most businesses start gradually and expand use over time

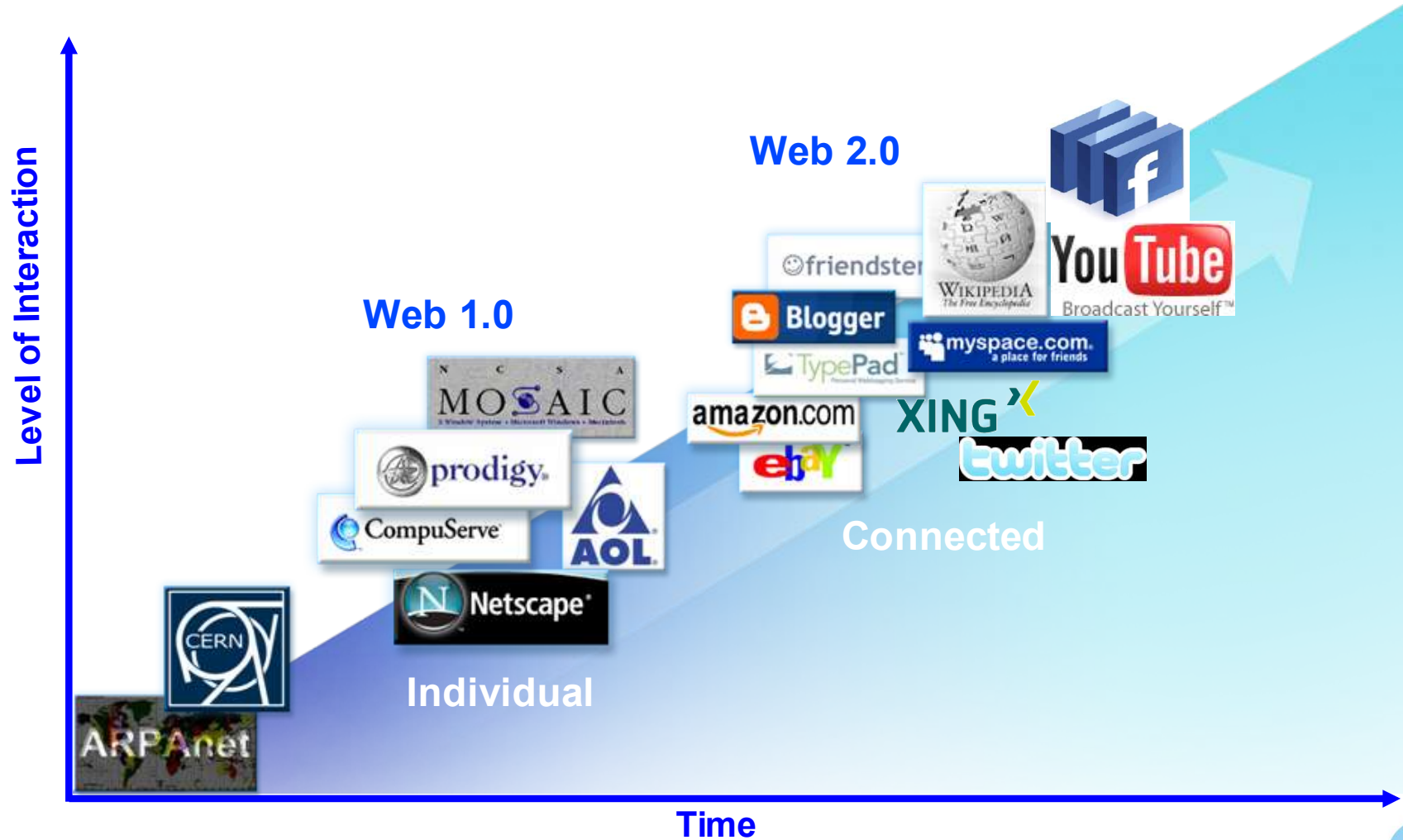
72% report their organizations are using at least one social technology
Over 4200 global executives – McKinsey



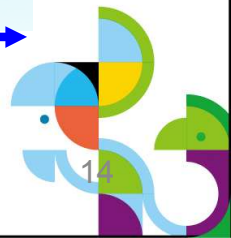
“Integrate the use of Web 2.0 into employees’ day-to-day work activities. This practice is the key success factor in all of our analyses, as well as other research we have done. What’s in the work flow is what gets used by employees and what leads to benefits.” - McKinsey



The Transition to "Enterprise 2.0"



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Profiles

Find the people you need



Communities

Work with people who share common roles and expertise



Files

Post, share, and discover documents, presentations, images, and more



Wikis

Create web content together



Activities

Organize your work and tap your professional network



Forums

Exchange ideas with, and benefit from the expertise of others



Media Gallery

Upload images and videos for viewing and share inline in community



Micro-blogging

Reach out for help your social network



Social Analytics

Discover who and what you don't know via recommendations



Home page

See what's happening across your social network



Bookmarks

Save, share, and discover bookmarks



Blogs

Present your own ideas, and learn from others



Ideation

Gather structured feedback through Ideation Blogs

Activity Streams, Notifications, Reputation and Expertise, Tagging, Filtering, Searching, Events, Subscriptions and Feedback

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Introducing Timeline - a New Kind of Profile

Timeline is your collection of the photos, posts and experiences that help tell your story. [Learn more.](#)

Ted Stanton, Ky Young Kim and 44 other friends have updated to the new profile.

[Get Timeline](#) [Not Now](#)

- Wall**
- Needs Review 1
- Info
- Photos (17)
- Notes
- Friends
- Subscriptions

Brent Lello

[Edit Profile](#) [View As...](#)

Business Unit Executive, Software Sales, Asia Pacific at IBM Studied Science, Computing & Partying at University of Tasmania Married From Murrumbateman, New South Wales Born on May 20, 1970 Add languages you know Add your blood type [Edit Profile](#)



Update Status Add Photo / Video

What's on your mind?

- Friends (152)**
- Vishal Arora
IBM
 - Rob Owens
 - Glenn Druce
 - Tony Maple
 - Andrew Revell

Brent Lello was tagged in Vanya Beljanski's album Wall Photos.



15 hours ago

Sponsored [See All](#)

Tasmania Alumni
www.hoswho.com



See if you're eligible to be included in the prestigious Worldwide Who's Who Registry. Apply now to be recognized!

\$2000 Woolworths Voucher
winningclicks.com.au



Free \$50 wine voucher for all new sign ups. Join now for your chance to win \$2,000 at Woolworths.

Search Jobs in Canberra!



Tired of the same old job? Opportunities await at CareerOne.com.au



Edit My Profile

In Hong Kong this week for the Social Business Roadshow event and customer calls and Q1 opportunity progression.

Today 5:10 AM

clear | update

Tags

Add tag(s) to this profile

My tags for this profile:

- a/nz
- asia-pacific
- blueiq
- blueiq-ambassador
- blueiq-ambassador-anz
- collaboration
- connections

Lello, Brent N.

IBM employee, Regular

IBM Australia Ltd

IBM Sales & Distribution, Software Sales

AP Bue Xwebx & Social SA

Solution Representative - Brand Specialist: Lotus.Web Experience

8 BRISBANE AVENUE CANBERRA, ACT, 2600 Australia

Building: 8 | Floor: 02 | Office: CA02

61-2-6201-8862

brent.lello@au1.ibm.com

Local Time: 2:27 PM

Send E-mail

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The Board

Contact Information

Expertise

Recent Posts

What are you working on right now?



Lello, Brent N. In Hong Kong this week for the Social Business Roadshow event and customer calls and Q1 opportunity progression. Today 5:10 AM (3 comments)



Tang, Lois Cy Today 10:55 AM

We have arranged a meeting with the CIO from Maxim's on this Thu afternoon, and let's make it a Q2 opportunity



Lello, Brent N. Today 11:13 AM

Here is the base presentation that we can modify for Maxim's tomorrow: <http://ibmurl.hursley.ibm.com/2M4S>



Cheng, Tsz Chung Today 11:17 AM

Here is some content to include in the presentation for Maxim's: <https://w3-connections.ibm.com/files/app/file/2ceafaf9-93ce-4f60-8417-6982e06cded4>



Lello, Brent N. Public Holiday for some today...but for me, I am traveling to Hong Kong for Social Business Roadshow and Customer meetings. Looking forward to catching up with Ted Stanton, Mike Craney and Brian Cheng :-)

Yesterday 5:18 AM

Lello, Brent N. Early start this morning, off to Sydney for Social Business Sales Blitz with Certus and along with Marty Buckley, meeting with the CIO of HCF around Social Business for Health Industry.

Mar 8



Lello, Brent N. Oracle on Facebook: Competitive Assessment - <http://ibmurl.hursley.ibm.com/2NC2>

Mar 7

Report-to Chain

- Wilkins, Steve
 - Kiternas, Zoran
 - Birdsall, Timothy
 - Lello, Brent N.

Full Report-to Chain
Same Manager

Network



View All (262)

My Links

- TripIt
- FaceBook
- Add Link

BlueThx (BETA Widget)

Get Smarter! Go Transform Your





Edit My Profile

Lello, Brent N.

IBM employee, Regular
 IBM Australia Ltd
 IBM Sales & Distribution, Software Sales
 AP Bue Xwebx & Social SA
Solution Representative - Brand Specialist: Lotus.Web Experience
 8 BRISBANE AVENUE CANBERRA, ACT, 2600 Australia
 Building: 8 | Floor: 02 | Office: CA02
 61-2-6201-8862
 brent.lello@au1.ibm.com
 Local Time: 2:27 PM

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The Board Contact Information Expertise Recent Posts

What are you working on right now?

- Lello, Brent N.** In Hong Kong this week for the Social Business Roads progression. Today 5:10 AM (3 comments)
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Blogs Forums Wikis Files
 Communities Bookmarks Profile Activities

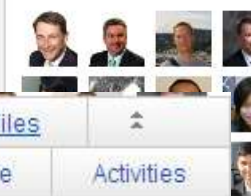
Mullins, John Cameron
 Business Unit Executive - Industry Solutions Division
 SINGAPORE Singapore
 Building: CBP | Floor: NA | Office: MOBILE
 65-6418-1975
 johnm@sg.ibm.com

Send E-mail More Actions

Report-to Chain



Network



In Hong Kong this week for the Social Business Roadshow event and customer calls and Q1 opportunity progression.

Today 5:10 AM clear update

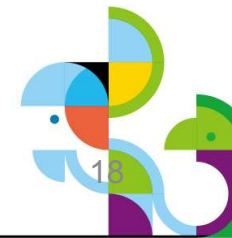
Tags

Add tag(s) to this profile

My tags for this profile:

- a/nz
- asia-pacific
- blueiq
- blueiq-ambassador
- blueiq-ambassador-anz
- collaboration
- connections

Get Smarter! Go Transform Your



Status Updates

- News Feed
- Notifications (25)
- Discover
- Saved

My To-Do List

You have no to-do items


Go to My To Do List

- Recommendations**
- XwebXdp.odp 1 related person
 - Rational Tiger Team 1 related tags
 - Concerto 1 related tags
 - IBM signs first TOCP win in Asia 1 related tags
 - Home - BlueIQ Resource Center - WikiCentral 1 related tags


Status updates

View updates from the people you are following or who are in your network. You can also update your own profile status.

Show: My Network and People I'm Following

 **Brent N. Lello** In Hong Kong this week for the Social Business Roadshow event and customer calls and Q1 opportunity progression. Today 5:10 AM

What are you working on right now?

 **Martin H. Buckley** (1 comment) Today 8:32

Social Collaboration @ Bayer: <http://youtu.be/l7pNV395jBY> via @AdamBrownAUS COOL!

 **Michael Young** Today 8:32 PM


That is a great. Good to hear a client's viewpoint. Thanks for sharing :)

Add Comment

 **Luis Suarez Rodriguez** Today 8:29

[ReShare from Kelly M. Smith] Working Outside the Inbox . Learn how you can play along with our reuseable activity here: <https://w3-connections.ibm.com/activities/service/html/mainpage#activitypage,FFFGb8e40c098d5441039ac4896b3a4db222> Chock full of goodness: instructions, blog posts, use cases, the works. And be sure to visit our wiki page where we are recording our results (also linked to from the activity. And please let us know if you decide to follow suit. The more people we have, the faster we can drive our organizations to be "smarter" about the way we communicate and share information // Fabulous work by Kelly, Jason & the rest of the team!! W00t!! #lawwe #woti

Add Comment

 **Luis Suarez Rodriguez** (20 comments) Today 8:24

Once again, struggling with the connectivity while on the road confirming that "always-on" is a silly myth ISP providers keep making us dream about, yet, it's far from becoming a reality any of these years! Yesterday lost the wi-fi connectivity in the hotel for the entire day, today I'm at Orly airport where I have to pay 10€ for a one hour connection & just using the 15 minutes free connection I have got. Seriously, the thousands and thousands of hours we lose on our productivity while on the road is starting to become a joke! Offline access? Yes, sir! The sooner, the better! Anyway, can't do any catch up since I'm about to run the 15 minutes of free wi-fi. Just to mention I've had a wonderful time in Paris, as usual, & now heading back home. First Madrid, a couple of hour layover, then Gran Canaria, where I'll be starting the weekend by the

 **Alessandro Chinnici** Today 8:14


several conf calls today either internal and with customers

Add Comment

 **Luis Suarez Rodriguez** (5 comments) Today 8:14

[ReShare from Miranda Gray] I see that most of the Best of IBM people seem to be 1 IBMer from me, and in particular a (random) BlueIQer from my network // Fascinating stuff, Miranda! It gets even *more* interesting when checking that list of Best of IBM hardly *anyone* of them are active users of IBM Connections in w3; yesterday did an experiment & checked over 250 of them and found 5 of them in w3C! Lots of work to get done still! But AMAZING achievement! Congrats to all & let's get them living social

Show 3 more comments...

 **Viorel Cosmin Miron** Today 2:58 PM

I must be with those active, *sigh* :D

Get Smarter! Go Transform Your

IBM Connections
Home Profiles Communities Apps
Brent N. Lello Settings Feedback Help English Log

Getting Started
Updates
Widgets

All Connections

Home

Status Updates

News Feed

Notifications (25)

Discover

Saved

My To-Do List

You have no to-do items

[Go to My To Do List](#)

Recommendations

- XwebXdp.odp** x
1 related person
- Rational Tiger Team** x
1 related tags
- Concerto** x
1 related tags
- IBM signs first TOCP win in Asia** x

Status updates

View updates from the My Network

Activities	To Do List	High Priority Activities
Blogs	Latest Entries	Public Blogs Listing
Bookmarks	Popular	Public Bookmarks
Files	Shared With Me	Pinned Folders
Forums	I'm an Owner	Public Forums
Wikis	I'm an Owner	Public Wikis

o update your own profile status.

Brent N. Lello Today 5:10 AM

In Hong Kong this week for the Social Business Roadshow event and customer calls and Q1 opportunity progression.

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[Add Comment](#)

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[ReShare from Kelly M. Smith] Working Outside the Inbox . Learn how you can play along with our reuseable activity here: <https://w3-connections.ibm.com/activities/service/html/mainpage#activitypage,FFFGb8e40c098d5441039ac4896b3a4db222> Chock full of goodness: instructions, blog posts, use cases, the works. And be sure to visit our wiki page where we are recording our results (also linked to from the activity. And please let us know if you decide to follow suit. The more people we have, the faster we can drive our organizations to be "smarter" about the way we communicate and share information // Fabulous work by Kelly, Jason & the rest of the team!! W00t!! #lawwe #woti

[Add Comment](#)

Luis Suarez Rodriguez Today 8:24 (20 comments)

Once again, struggling with the connectivity while on the road confirming that "always-on" is a silly myth ISP providers keep making us dream about, yet, it's far from

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Files My Files Search

Upload a File New Folder Recent

Pinned Files

My Files

Shared With Me

Shared By Me

Public Files

Trash

Pinned Folders

Add frequently-used folders here by clicking the pin icon.

My Folders

Folders Shared With Me

Public Folders

Tags

Find a Tag

asean asia-pacific automotive blogging business-process business-value case-studies channel china collaboration collaboration collaborat inn spenda collaborat

My Files

Files that you own:

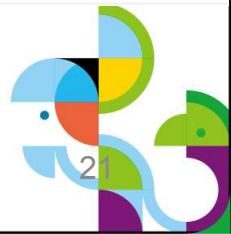
Display: Custom

1-50 of 78 Page 1 | 2 Previous Next

Sort by: Name Updated Downloads Comments Recommendations

	IBMLufthansaComFlyer.pdf Created 3/5/12 6 downloads	0 stars			M
	Delivering Exceptional Web Experiences - Tea Tree Gully.odp Created 2/27/12 2 downloads	0 stars			M
	Delivering Exceptional Web Experiences - CLG - BL - Draft V1.odp Created 2/24/12 9 downloads	0 stars			M
	Social Business - Li & Fung.odp Created 2/17/12 5 downloads	0 stars			M
	2012 AP Portal & Social Business Strategy - Brent Lello.odp Created 1/11/12 19 downloads	0 stars			M
	Social Business Adoption Offerings.odp Created November 29, 2011 6 downloads	0 stars			M
	hybrid native web choosing_between_native_and__210167.pdf Created November 17, 2011 6 downloads	0 stars			M
	Leveraging Social Media to Increase Brand Awareness and Drive Leads - Brent Lello.odp Created November 10, 2011 9 downloads 1 comment	1 star			M
	Leveraging Social Media to Increase Brand Awareness and Drive Leads - Brent Lello.pdf Created November 10, 2011	0 stars			M

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Files

- Upload a File
- New Folder

- Pinned Files
- My Files
- Shared With Me
- Shared By Me
- Public Files
- Trash
- Pinned Folders
Add frequently-used folders here by clicking the pin icon.
- My Folders
- Folders Shared With Me
- Public Folders

Social Business Agenda Engagement Overview V2.odp

Public | Created October 26, 2011 | No recommendations

Tags: social-business, social-business-agenda Add or remove tags

- Upload New Version
- Share
- Add to Folders
- More Actions



Description: No description for this file
Size: 1.47 MB
[Download this file](#)

- Comments (1)
- About this File
- Folders
- Sharing
- Versions (1)

Sort by: Date



Janique Vanderkerkhove commented on October 26, 2011 (version 1)
Very good high level overview
Will we specify some high level deliverables /time line?
[Delete](#)

Add a comment...

[Feed for these comments](#)



Files

Upload a File

New Folder

Pinned Files

My Files

Shared With Me

Shared By Me

Public Files

Trash

Pinned Folders

Add frequently-used folders here by clicking the pin icon

My Folders

Folders Shared With Me

Public Folders

Social Business Agenda Engagement Overview V2.odp

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More Actions



Description: No description for this file

Size: 1.47 MB

[Download this file](#)

Comments (1)

About this File

Folders

Sharing

Versions (1)

Created: October 26, 2011 6:21:18 AM China Standard Time by [Brent N. Lello](#)
Any update: March 5, 2012 12:29:25 PM China Standard Time
Size: 1.47 MB
Recommendations: 0
Downloads: 21 (5 anonymously)

[Bo Mabry](#) Version 1 on 10/26/11

[Brent N. Lello](#) Version 1 on 3/5/12

[Ian Wai Yew Loe](#) Version 1 on 11/21/11

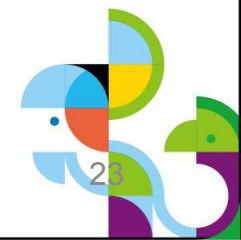
[Janique Vanderkerkhove](#) Version 1 on 10/26/11

[Jarrod Swan](#) Version 1 on 2/1/12

[JUN LIU](#) Version 1 on 12/9/11

[Kim Robertson](#) Version 1 on 10/26/11

[Michael B. Handes](#) Version 1 on 10/26/11



Getting Started

I'm following

Action Required

Saved

For me

Discover

Widgets

Updates

What are you working on right now?

Filter By: All Updates



Heather Reeds commented on the file [Greenwell Web Marketing Text.odt](#).



Greenwell Web Marketing Text.odt

ODT 800 KB | Public

Jan 13



Frank Adams wrote Jan 13
looking good!



Heather Reeds wrote Jan 13
Is this final now?



Gardner Raynes updated the [Trilog ProjExec Plan](#) in the [Project Management Community](#)



Jan 13

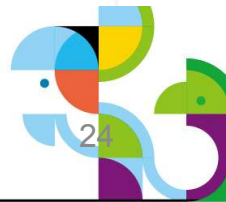


Frank Adams submitted the [catering order](#) for the Greenwell Meeting



Jan 13

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Getting Started

I'm following

Action Required

Saved

For me

Discover

Widgets

Updates


What are you working on right now?


Filter By: All Updates

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 **Greenwell Web Marketing Text.odt**
ODT 800 KB | Public

 Jan 13

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 **Gardner Raynes** updated the [Trilog ProjExec Plan](#) in the [Project Management Community](#)

 Jan 13

[Save this](#)

 **Frank Adams** submitted the [catering order](#) for the [Greenwell Meeting](#)

 Jan 13

Gardner Raynes updated the [Trilog ProjExec Plan](#) in the [Management Community](#) | Created yesterday at 3:01 P
[Repost](#)

Project Health

Planned vs. Actual Progress



Expected End Date: 12/12/11 (Pending)

My Tasks

Project: All Status: All

1-1 of 1

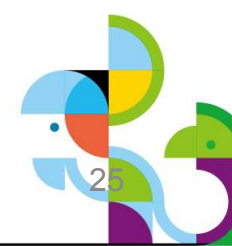
Sort by: Name Start Date End Date

0% **LotusLive Prod** 

Start: 12/9/11 | End: 12/12/11 | Proj
Project

Show: 10 | 20 | 50 | 100 | All items

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ODT 800 KB | Public
Jan 13


 [Frank Adams](#) wrote Jan 13
looking good!

 [Heather Reeds](#) wrote Jan 13
Is this final now?

 [Gardner Raynes](#) updated the [Trilog ProjExec Plan](#) in the [Project Management Community](#)

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 [Frank Adams](#) submitted the [catering order](#) for the [Greenwell Meeting](#)

 Jan 13

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New Service Order

New catering order for Renovations

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Overview Categorization Actions

Edit Order Info Change History Transaction History

Description:

Priority/Status:

Component:

Product ID:

Object:

Escalate Service Order

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 **Frank Adams** 11/10/11 (version 4)
This looks good, though I'd prefer to do the hand off in Q2

 **Jasmine Haj** 11/10/11 (version 4)
I understand. Let's discuss next week.

 **Frank Adams** 11/15/11 (version 4)
Ok

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New Message

Find a message...

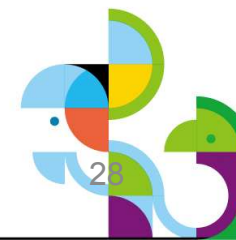
- Frank Adams** Yesterday
 - Declined: Lunch and Learn** ☆
 - Reply ▾ Mark As ▾ Delete
 - Reply To Sender
 - Reply To All
 - Forward
- Dan Misawa Nov 7, 2011
 - Invitation: Lunch and Learn ☆
- Dan Misawa Nov 2, 2011
 - Invitation: Product Naming (Mon 01/16/2012 02:30P) ☆
- Dan Misawa Nov 2, 2011
 - Invitation: Team Offsite (Mon 01/30/2012 10:00AM) ☆
- Dan Misawa** Nov 2, 2011
 - Project planning meeting update** ☆
- Frank Adams Nov 2, 2011
 - Fw: Greenwell ☆
- Frank Adams Nov 2, 2011
 - Fw: Embedded Experiences Design ☆
- Frank Adams** Nov 2, 2011
 - Fw: Ted Amado has share a file** ☆

All Connections Search

ell Web Marketing Text.odt.

Plan in the Project Management Community

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Socially enabling Business Processes

A Traditional Business

A Social Business

Sell effectively, grow the business and increase customer loyalty

SVP Sales



CMO



SVP Customer Service



SVP R&D



SVP HR



Unclear view of customer, limited avenues

Push marketing, control

Call center inefficiencies, scramble to find right answer and resource

Linear, unclear view of needs and requirements

Knowledge silos, unclear talent management, ineffectiveness

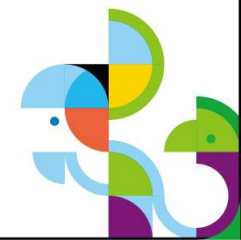
Builds trusted relationships and brand advocacy through new channels

Self service and allowing expert knowledge to be discovered and shared

Shares insights to generate breakthrough ideas and speeds time to market

Harvests insights from networks of people to create value

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In 5 years...



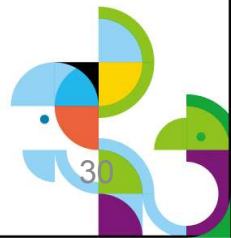
80%

of the current global population with have a mobile device

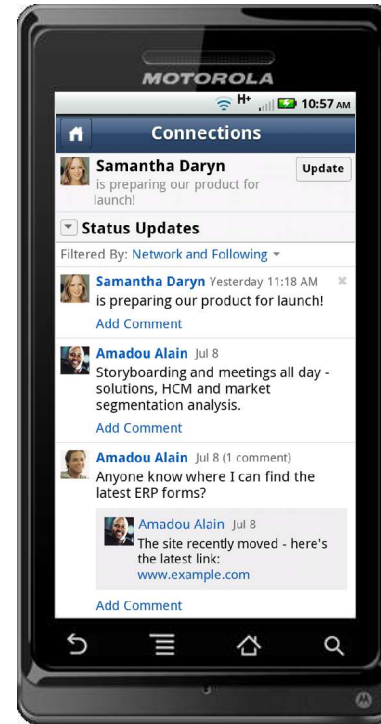
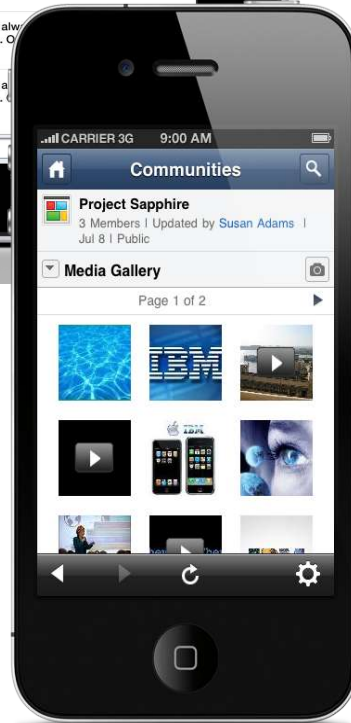
significantly narrowing the digital divide

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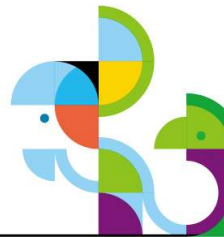
<http://asmarterplanet.com/blog/2011/12/the-digital-divide-will-cease-to-exist.html>



Business Gets Social 2012 Get Social. Do Business.



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Mutual Funds Basic, Bond & More
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CARRIER 1:34 PM

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Rick McLean
LUTC

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CARRIER 1:32 PM

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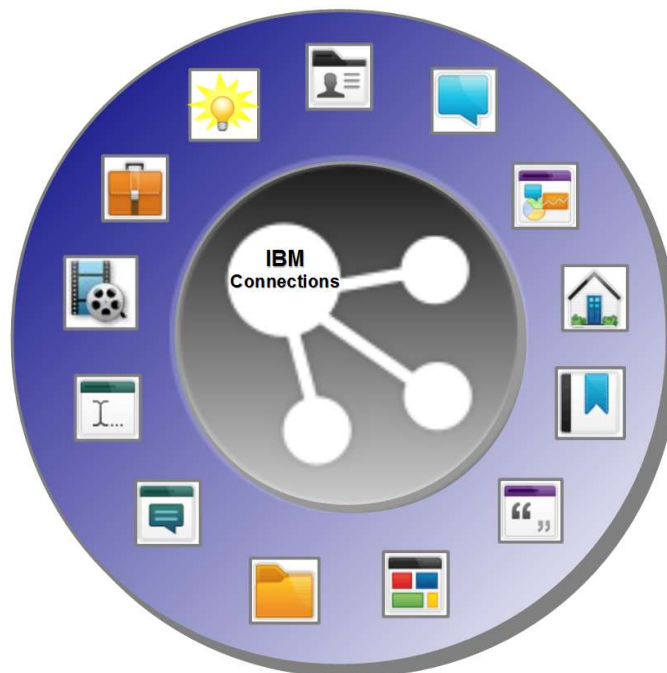
IBM Social Business Everywhere Strategy



ORACLE®



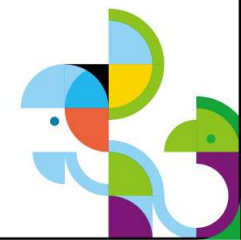
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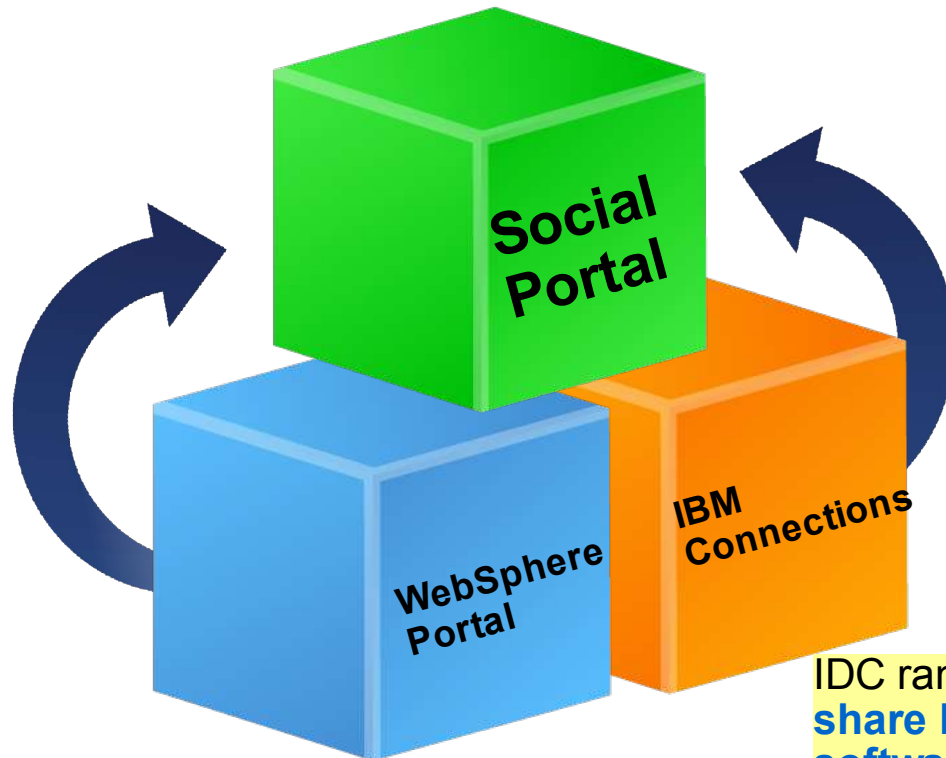


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IBM Social Portal Foundation

Best-of-Breed Web Experience & Market-leading Social Software

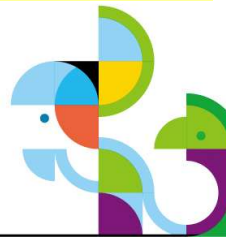


WebSphere Portal Server has the **broadest set of portal capabilities** of all the portal product vendors' products. **There is little that organizations can't do** vis-a-vis portals with this product.

(Gartner, "Magic Quadrant for Horizontal Portals", ID Number: G00206214, September 2010)

IDC ranked IBM as the **worldwide market share leader in the social platform software segment**, based on total worldwide revenue for 2010.

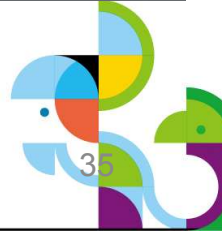
(IDC, "Worldwide Social Platforms 2010 Vendor Shares", Doc#228808, June 2011)



Customer Success is Best Measure of Success

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Source: Nielsen Norman Group Report: Intranet Design Annual 2011: Year's 10 Best Intranets



THANK YOU



Brent Lello

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