Collaboration strategy
To support your business objectives

Lotus® software

IBM

Build your collaboration strategy with IBM.

Leveraging technology and cultural change to achieve better business outcomes

Business leaders are recognizing the importance of embracing change. They realize that they need dynamic and flexible organizations that leverage global resources to achieve their full potential. To meet this challenge, successful leaders are building cultures of innovation.

Innovation improves business outcomes, and successful businesses are pursuing more collaborative models to make it happen. According to the 2008 IBM Global CEO Study, 71 percent of CEOs plan to place greater focus on external partnerships and collaboration that extends beyond the traditional walls of the enterprise.[1]

The benefits of a cohesive collaboration strategy are clear. Businesses can better leverage their distributed talent, find the best expertise at the right time and gain deeper insight through better relationships with customers and partners. Good ideas develop and spread faster, operations become more efficient, and companies can find new ways to differentiate.

> "CEOs told us they are pursuing more collaborative models to gain efficiencies, fend off competitive threats and avoid commoditization. Their end goal is to offer customers a differentiated value proposition."
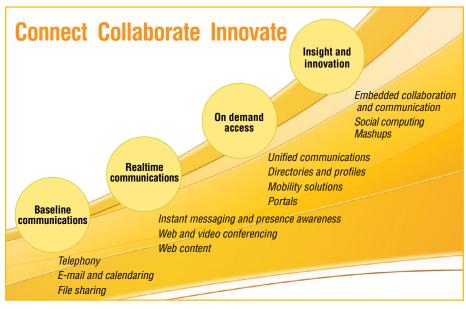>
> —*The Enterprise of the Future, IBM Global CEO Study, 2008*

The right collaboration strategy creates a virtuous cycle that helps people connect, collaborate and innovate. People connect to information, processes and each other to collaborate more effectively and innovate more extensively. As people connect in new and richer ways, collaboration improves, kicking off greater innovation. Ultimately, the collaboration strategy helps build a deeply connected enterprise with a collaborative business model and a culture of innovation.

Connect Collaborate Innovate

Insight and innovation

Embedded collaboration and communication
Social computing
Mashups

On demand access

Unified communications
Directories and profiles
Mobility solutions
Portals

Realtime communications

Instant messaging and presence awareness
Web and video conferencing
Web content

Baseline communications

Telephony
E-mail and calendaring
File sharing

Greater collaboration capabilities can help you unlock the power of your people to optimize your organization's business outcomes.

Connect   Collaborate   Innovate

To achieve effective collaboration, organizations need the ability to connect people to expertise, content and process, both inside and outside the enterprise. E-mail and file sharing are standard tools that employees use to do their jobs every day. But, as business continues to evolve, other rich means of connecting enable organizations to achieve better business outcomes. From realtime connections made possible by instant messaging to insights gained through social networking tools, employees can focus on their high-value work, and do it from virtually anywhere.

People can leverage connections to collaborate. Social networking software and portals allow them to tap into existing knowledge and discover new resources to increase the value of collaboration. A unified communications strategy helps them collaborate efficiently and effectively using combined capabilities within a familiar interface. To foster collaboration, organizations must provide a rich, robust and secure environment that overcomes the vulnerabilities of consumer-based social networking and communications tools. Enterprise solutions keep information safe while expanding the possibilities of collaboration in the workplace.

By building collaborative business environments that enable people to connect in richer ways, organizations can accelerate the pace of innovation. Good ideas spread quickly and new methods of working emerge as people embrace social networking capabilities such as communities, wikis and blogs. Mashups enable individuals to solve business problems in new ways by creating customized applications from personal, company and Web resources—without involving IT. A *culture* of innovation emerges, one that supports the business agenda, helps drive growth and sharpens the competitive edge.

Create a collaborative culture of innovation

Your business can implement all the latest technology, but it won't make a difference if your employees don't actually use it. To truly benefit from technology, you also need to create a culture of innovation. New employees in the workforce might readily embrace—and even expect—social networking tools on the job, but not everyone knows where to begin. Company leaders can set an example by embracing collaborative technology. It's also important to solicit feedback from your employees on what tools are most effective for them. And training employees to use newer capabilities, such as blogs and wikis, can help them share information and contribute to the organization's knowledge base.

Build better business outcomes with an effective collaboration strategy

Over the past 20 years, companies have focused primarily on business automation as a way to cut costs, increase efficiencies and drive better results. But business automation can only yield so many benefits. Businesses are looking at their top-line growth objectives to turn ideas into products and services that can be delivered to a global marketplace. Collaboration is emerging as the surest path to revenue growth, greater responsiveness and overall business optimization.

IBM can help you combine technology and cultural change to develop a collaboration strategy that is designed to produce better business outcomes:

- Increased profits
- Lower operating costs
- Stronger client and partner relationships
- A more adaptive workforce
- Greater responsiveness to change and opportunity
- The ability to innovate by tapping into collective talent
- An increased ability to leverage and preserve tacit knowledge

No matter where your organization is in its journey toward greater connection, collaboration and innovation, IBM can assist you in developing a collaboration strategy that helps you leverage your existing investments, take advantage of innovations in technology and implement cultural change to create an enterprise of the future.

Evolve with a cohesive collaboration strategy

CURRENT	DESIRED
Business characteristics • Internally focused • Slow to respond • Trailing competitors in innovation	**Business characteristics** • Market focused • Highly responsive to customers and partners • Leading competitors in innovation
Technology • Multiple, nonlinked telephony services and separate Web conferencing systems • No realtime, team-based content services or social computing • Only a basic portal	**Technology** • Unified, security-rich communications and Web conferencing • Realtime, team-based content services, such as blogs, wikis and profiles, that support enterprisewide content sharing • A full-featured portal that supports Web 2.0 features such as mashups
Culture • Work is frequently duplicated • Employees work primarily with the same internal contacts • It's difficult to locate content and expertise	**Culture** • Geographically dispersed and remote workers can easily collaborate, reducing duplicated efforts • Employees share knowledge openly with internal and external partners • It's easy to discover content and expertise

For more information

To learn more about how IBM and IBM Lotus® products can help you develop a successful collaboration strategy, contact your IBM representative or visit:

ibm.com/lotus

1 *The Enterprise of the Future,* IBM Global CEO Study, 2008

LOB14011-USEN-00