



# Discover expertise. Drive innovation. Deliver results.

Social collaboration solutions to support your business objectives



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Featuring research from

**Gartner**

## Working smarter means working together

IBM Lotus® Connections software can help you become a social business and help you build and extend communities of colleagues and business associates to drive innovation. You can leverage your collective brainpower to come up with better ideas, increase your agility in your marketplace and become a more efficient and social organization.



**Home page**—collect the social data that's important to you, so you don't have to hunt for it, and post a "microblog" status report for other participants



**Profiles**—find and discover the expertise and talent throughout your organization using a directory and expertise location engine



**Communities**—work together with people who have common interests and expertise, rally around a particular cause or project, and share information and ideas



**Blogs**—present your ideas in a forum, receive feedback and capitalize on the opinions and experience of others



**Bookmarks**—find, save and share useful web-based content through social bookmarking



**Activities**—view, manage and quickly complete tasks with your teams by sharing assignments, documents and content



**Wikis**—create and share content together with your teams and professional network



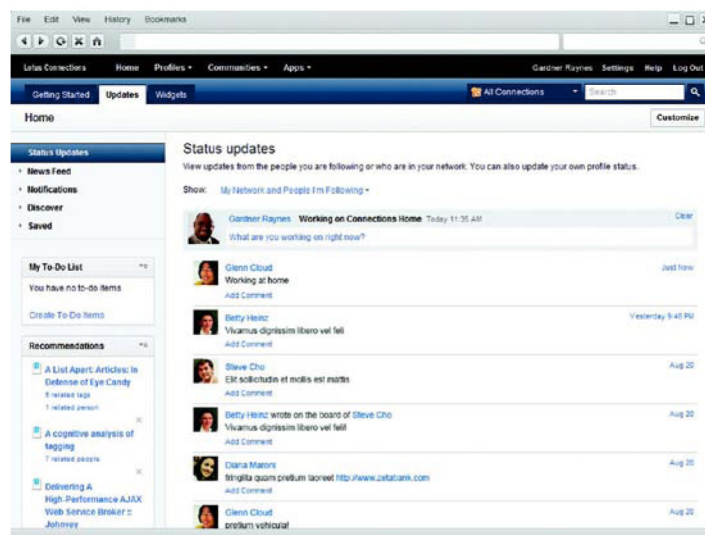
**Files**—share documents, presentations and other files with your colleagues—eliminating system duplicates and reducing inbox bloat



**Forums**—conveniently create an online discussion board, where people can ask questions and share their experiences, enabling your organization to benefit from the expertise of other people through the exchange of ideas



**Social analytic widgets**—expand your professional network with widgets such as "Do you know?" and receive alerts for new people, ideas and communities that might interest you



IBM Lotus Connections software brings social networking capabilities together in an intuitive user interface.

### Work smarter, not harder

Locate the people and information you need to accomplish more in less time. Use Lotus Connections software to:

- Identify and locate the right people when you need them.
- Connect to communities of knowledge based on your needs, role and method of working.
- Share insights and get recognized for your talents.
- Benefit from your colleagues' expertise and apply best practices to new projects.
- Locate information more quickly with tag clouds, social search and shared bookmarks.
- Stay in touch with your colleagues, their ideas and their contributions.
- Reduce email overload and break free from inbox bloat.
- Organize, manage and keep group projects on track.

### Open the doors to collaboration without sacrificing security features

You need to protect your information and network. Unlike some public, consumer-based social networks, Lotus Connections software is built for business and can help you:

- Deploy a comprehensive, integrated social software environment behind your firewall.
- Control access and determine who can see what.

- Implement the measures you need to help enhance security.
- Empower end users and help relieve day-to-day IT burdens.

### Build on a flexible and open application environment

Lotus Connections software is more than just software. It is the basis for a powerful social collaboration platform solution.

- Manage and extend collaborative capabilities easily by accessing social information anytime, anywhere, through a web browser, mobile device, rich-client application and more
- Integrate with your collaboration suite, including IBM Lotus Notes®, IBM Lotus Sametime® and IBM Quickr® software, as well as Microsoft® applications such as Microsoft Outlook, Microsoft Office and Microsoft SharePoint
- Easily develop custom features and extends them to other applications with industry standards such as XML, HTML and Atom protocols
- Start small and grow to enterprise professional networks with DEXible deployment options

Source: IBM

Socially-driven processes are disrupting traditional approaches to business. Social technologies allow people to connect, interact and rally together with unprecedented speed and ease, yet there is still confusion about the value that social technologies deliver.<sup>1</sup>

<sup>1</sup>Gartner Inc., Business Gets Social, Tom Austin et al, G00207424, 8 October 2010

## Research from Gartner

# Social Simplified: Gartner's Glossary of Social Technologies and Terms

Social technologies and capabilities are rapidly evolving, and, as with any early stage disruptive trends, misinterpretation and misuse of terms leads to confusion. This glossary provides a foundation for understanding social technology and terms. It is intended to be used by IT leaders as a reference tool and as basis to establish a consistent and shared understanding of social technologies and terms.

### Key Findings

- Misunderstanding of social technologies and terms leads to confusion and conflict.
- There are six core principles that make social solutions truly social.
- Enterprises can derive business value from social solutions, but making such solutions truly social requires culture and mind-set shifts.

### Recommendations

- Use this glossary as a foundation to establish a common language and shared understanding of social terms.
- Understand and monitor the evolution of social technologies and trends overall, and specifically within your industry and market.

## ANALYSIS

### Introduction

Personal adoption of social media and engagement in social discourse is widespread and rapidly expanding. Americans spend 23% of their time online on social networking sites and blogs (see Nielsen NetView, 2 August 2010 [http://blog.nielsen.com/nielsenwire/online\\_mobile/what-americans-do-online-social-media-and-games-dominate-activity/](http://blog.nielsen.com/nielsenwire/online_mobile/what-americans-do-online-social-media-and-games-dominate-activity/)). There is a profound and growing impact of social activity on companies, government agencies, schools and organizations in virtually all industries, whether or not these entities actively participate.

Enterprise adoption for serious business use has been unfolding at a more conservative pace. Within organizations, adoption is uneven, with some business units enthusiastically engaging

and others actively resisting. Thus, it is no surprise that business and IT leaders – even those within a given enterprise, business unit or team – lack a uniform understanding of technologies, terms and capabilities. This results in confusion, misunderstanding and conflicts.

Further complicating matters, the social technology market is diverse and expanding at a rapid pace. Some technology providers, in their zeal to capitalize on the burgeoning opportunity, add to the confusion by slapping a “social” adjective on not-quite social solutions.

Business and IT leaders, at minimum, need to understand and closely follow developments in social software. Even where early investment may not be warranted, it is prudent to consider where various social software options may fit in your business, and the impact they can have on relationships with employees, customers, suppliers and partners.

In this research, we describe the essential attributes of what makes an element social and distinct from similar technologies used in an “unsocial” manner. We define the most important and prevalent technologies and terms.

### Attributes of a Social Solution

Social solutions are oriented toward people and communities, rather than being centered around an enterprise or organization. What makes social solutions truly social is the mass collaboration. Simply deploying or using a social technology does not automatically deliver a truly social solution. For example, some organizations attempt to create Facebook pages as glorified Web pages, but these are not social if they are used simply to broadcast information, fail to engage participants or expose social discourse.

There are six core principles that distinguish social media from other forms of communication and collaboration:

- **Participation:** The essence of Web 2.0 is two-way, free-form communication. The ability for communities to actively contribute, share content and see each other's content is an essential characteristic that makes a social solution truly social.

- **Collective:** The term, when used as an adjective, identifies the ability for a solution to attract and engage aggregations of individuals, groups, communities, mobs, markets and firms that shape the direction of society and business.
- **Transparency:** This is the ability for a social solution to enable participants to view and act upon the contributions of other participants. Exposing shared content creates a sense of communal input, trust and self-governance.
- **Independence:** Participants in a social solution engage of their own volition. Even though they are part of a collective or mass collaboration effort, they can do so freely.
- **Persistence:** The content created using Web 2.0 technologies lives on, and is available for subsequent consumption or contribution for some period of time.
- **Emergence:** A social solution may begin with a core technology and set of initial content, but it is the actions of the community that shape its structure over time. Social solutions allow, but do not control, such structures to evolve.

## Glossary

**answer marketplace:** A social environment where a participant can pose a question, and other participants can contribute and refine answers.

Although answer marketplaces are possible in just about any social media environment, they are specifically designed to facilitate the activity with structures enabling an exchange of value, such as money or points. For example, participants posing a question can offer remuneration for an answer, and answer providers can quote a “price” for their expertise. The two parties can offer and counteroffer. Questioners can review several bids and credentials and choose the most desired. The process can be public or private (meaning anonymity is managed as part of the marketplace process). Results of the interaction may also be public or private.

**blog:** A website designed to make it easy for authors to create entries in chronological order and to facilitate reader commentary on authored entries.

Derived from the term “weblog,” blog entries are displayed in reverse chronological order (most recent entry first) and are generally archived

on a periodic basis. Blogs initially were used to express opinions on topical events, such as sports, music, fashion or politics, but have emerged as established communication channels for businesses, as well as for individuals. See *microblogging*.

**collective:** Composed of individuals, groups, communities, mobs, markets and firms that shape the direction of society and business.

As a noun, this term reflects the aggregations of people engaged in a shared activity. As an adjective, collective is one of the core principles that distinguish social solutions from nonsocial solutions.

**crowdsourcing:** The processes for sourcing a task or challenge to a broad, distributed set of contributors using the Web and social collaboration techniques.

Crowdsourcing is being successfully applied to narrowly defined tasks, open-ended challenges or simply a call for ideas. It may also be used internally or externally and, in either case, may be open to any participant or confined to a group of experts.

**discussion forum:** An environment where participants can pose issues for discussion and respond to any contribution, thus creating “threaded discussions.”

Threaded discussions can spawn a discussion “tree” where the discussion branches out in many directions or subthreads. The participants control the content. This is in contrast to a blog, where the reader comments are limited to a single thread subservient to the blog post, and participants can’t create a subthread stemming from a comment to the original blog post.

**emergent structures:** Structures that are unknown or unplanned prior to social interactions but that emerge and evolve as activity unfolds.

Emergent structures may be processes, content categorization, organizational networks and hidden virtual teams. Emergent structures are used to gain a better understanding into the true “nature of things” to more effectively organize, manage or interact with a community, or to optimize its efforts.

**Enterprise 2.0:** The use of read/write (or Web 2.0 technologies) by businesses for a business purpose.

Social media is ushering in a new era of transparency and allowing formerly hidden social structures to emerge. Social networks have the potential to deliver a new category of information based on social interactions. This information can be used to inform operational processes, facilitate engagement with employees, customers, business partners and the social Web, as well as create innovative business opportunities.<sup>2</sup>

The term Enterprise 2.0 was coined by Andrew McAfee (see McAfee, Andrew [2009] "Enterprise 2.0: New Collaborative Tools for Your Organization's Toughest Challenges," Harvard Business School Publishing: Boston).

**expertise location:** Expertise location involves identifying human expertise, determining the status of that resource, and integrating the person or expertise into the interaction process.

It is used to maintain in-depth representations of skills, geographic locations, availability and other parameters relevant to the use of the expertise.

**folksonomy:** See *social tagging*.

**idea engine:** A social environment where participants can enter an idea for social validation and contribution.

Other participants can support and augment the idea, ignore it or refute it. Like answer marketplaces, idea engines are designed specifically to enable mass collaboration around ideas so that the best, most-supported and most-viable ideas are vetted and advanced by the collective. In some cases, idea engines operate like a stock exchange, where participants are able to invest in ideas and then get a return on that investment if an idea moves forward in the vetting process.

**mass collaboration:** The ability for multitudes of people to quickly and effectively contribute to the development or evolution of an idea, artifact, process, plan, action, etc.

In the context of social software, mass collaboration includes participation by people who otherwise may not have had a pre-existing relationship. Examples of mass collaboration include social tagging/folksonomies, crowdsourcing and idea engines.

**microblogging:** A narrow-scope form of blogging.

Pioneered by the social network site Twitter, microblogging users publish very short, often one-line messages to their contacts, who have specifically opted to follow the blogger's microblogging activities. This is a "one-to-many" approach to short communications where the "many" choose who to follow versus one-to-one or one-to-few short communications, such as texting, where the recipients are chosen by the sender.

**prediction market:** A mechanism that can forecast outcomes of ongoing issues of contention or uncertain outcomes, based on analysis of content or actions taken by the collective.

Prediction markets rely on crowdsourcing. They can also be used to prioritize ideas (users bet on which ideas have the greatest chance of success) and to assess risk (users bet on which paths carry the least risk).

**presence:** A foundational technology that provides indications of the status and availability of contacts.

Presence shows whether a participant is online, and may provide a description of that person's status. While presence is often used by applications in nonsocial environments (e.g., e-mail or instant messaging), it is increasingly used by social solutions to show the current status of a community's participants.

**social computing:** An approach to IT whereby individuals tailor information-based and collaborative technologies to support interactions with relatively large and often loosely defined groups.

Social computing is an umbrella term that describes individuals' increasing use of technology for the purpose of participating in group activities (which may be in the execution of work-related activities). Social computing extends the reach, scope and number of relationships in which individuals can actively engage, and amplifies each individual voice so he or she can potentially reach global audiences and communities. It is fundamentally different from enterprise computing, which is a planned, governed and controlled architecture designed to meet the specific functional needs of an enterprise in the pursuit of business activities (or of a public-sector organization in the delivery of services). It is also different from personal computing, which centers on individuals using computing technologies for individual productivity versus group activities.

**social CRM:** Social applications intended for sales, marketing and customer service organizations to engage customers or prospects along any CRM process.

Social CRM is used to engage customers in a range of collaborative activities, including the codevelopment of new products or

<sup>2</sup>Gartner Inc., Business Gets Social, Tom Austin et al, G00207424, 8 October 2010

services, generate brand awareness, offer price comparisons, assist the selling process or connect with postpurchase activities (such as customer service), as well as marketing support for postpurchase dissonance.

**social feedback:** The ability for participants in a social media environment to add their opinions about the quality or relevance of the content.

Common examples of social feedback are “like/not like,” “thumbs up/thumbs down,” dig it, star ratings, social commentary, tagging (or mass categorization), flagging and badging.

**social media:** An online mass collaboration environment where content is created, posted, enhanced, discovered, consumed and shared participant to participant without a direct intermediary.

The term “media” in this context is an environment characterized by storage and transmission of messages around or about content, while “social” describes the distinct way these messages propagate in a many-to-many fashion among peers. Mass collaboration is enabled and conducted through social media.

**social networking:** The act of establishing online many-to-many human connections for the purposes of sharing information with the network or subsets thereof.

Although one-to-one connections are possible in social network sites, the preponderance of activity engages a broader range of participants in any given network.

**social network analysis:** A technique for analyzing patterns of relationships among people in groups.

It is useful for examining the social structure and interdependencies of individuals or organizations. It involves collecting data from multiple sources (such as surveys, e-mails, blogs and other electronic artifacts), analyzing the data to identify relationships, and mining it for new information, such as the quality or effectiveness of the relationship.

**social profile:** A description of individuals’ salient characteristics that meaningfully identify them for a given social site, or for a collaboration application.

Profiles describe any number of characteristics about individuals, such as interests, expertise, professional affiliations, status, recent activity and geographic location. Individuals may also use their social profile to determine privacy, access and other preferences for social activity.

**social publishing:** The capability for the masses to accumulate their individually developed content (versus shared development via a wiki) into a usable repository and shared channel for social use and feedback.

Individually developed content is different from content collaboratively developed, as in a wiki. Common examples include photographs and video.

**social software:** Software that enables, captures and organizes interaction between participants in a social site or solution.

The ability for social software to enable mass collaboration differentiates it from other collaboration technologies. Examples of social software include the technologies that enable blogs, wikis, discussion forums, expertise location and many other technologies.

**social tagging:** User-defined metadata that can serve to organize socially contributed content.

Also known as “folksonomies,” social tagging evolves when many users identify their classification of a given content element. “Tag clouds” pinpoint various identifiers and the frequency of use on a folksonomy site. This type of grass-roots community classification is an example of collective intelligence providing emergent structure to a socially accumulated body of content.

**social technologies:** Any technology that facilitates social interactions and is enabled by a communications capability, such as the Internet or a mobile device.

Examples of social technologies are social software (e.g., wikis, blogs, social networks) and communication capabilities (e.g., Web conferencing) that are targeted at and enable social interactions.

**social Web:** The universe of opportunities available for people (the general public) to actively participate in open group activities on the Web.

The social Web is generally considered the human social aspect of Web 2.0.

**Web 2.0:** The evolution of the Web from a collection of hyperlinked content pages to a platform for human collaboration and system development and delivery.

Technologies that enable Web 2.0 include Ajax and Really Simple Syndication (RSS), as well as overall concepts such as social media, Web platforms and Web-oriented architecture.

**wiki:** a collaborative authoring system for creating and maintaining linked collections of Web pages.

A wiki enables users to add or change pages in a Web browser without having to worry about where and how the content is stored. Wikis enable mass authorship where potentially millions of people can collaborate to generate new content.

### Conclusion

Social technologies, terms and approaches are evolving fast, and the market is expanding rapidly. Because social developments can have a profound impact on enterprise performance, it is important for business and IT leaders to have a current and shared understanding of the critical terms, technologies and trends.

Gartner RAS Core Research G00205887, Susan Landry, Anthony Bradley, 5 October 2010

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## Sogeti fosters global collaboration with IBM Lotus Connections

Sogeti is a leading provider of professional technology services, specializing in application management, infrastructure management, high-tech engineering and testing. Sogeti works closely with its clients, enabling them to leverage technological innovation and achieve maximum results.

### Challenge

Sogeti, a Capgemini subsidiary that specializes in technology services, needed to connect its more than 20,000 employees spread across 200 offices in 14 countries. Since Sogeti's people are the company's most valuable asset, social networking and other capabilities would connect Sogeti people all over the world, providing them with a social platform that would allow them to share information and foster robust collaboration.

### Solution

After evaluating multiple solutions, Sogeti chose Lotus Connections V2.5 because it is a powerful collaboration platform that both goes beyond the simple sharing of documents and provides people-centric collaboration as opposed to project- or document-centric functionality.

To provide a collaborative Web 2.0 work environment for its employees, Sogeti integrated the new IBM Lotus Connections platform with its

existing Microsoft® Office, Microsoft Outlook and Microsoft SharePoint software, as well as with first-phase Confluence Enterprise wiki software. The company rolled out Lotus Connections to more than 20,000 internal users. Using the Lotus Connections platform, Sogeti also created its TeamPark approach, a concept that will help Sogeti customers implement successful end-to-end social software strategies.

### Benefits

- Improved internal knowledge sharing helps Sogeti speed the formation of consulting teams for customer engagements, while also driving efficiency improvements
- As an early adopter, Sogeti expects Lotus Connections to help the company enter new markets, drive new revenue and create market-share opportunities

To know more about Lotus Connections and about this case study visit [here](#).

Source: IBM

Just as the Internet had a disruptive impact on organizations' processes and business models at the beginning of the decade, today social media is changing the way business is conducted. Organizations need a strategy that will enable them to capitalize on the new socially-powered relationship dynamics. It is the ability of social media to enable rapid mass collaboration that differentiates it from previous generations of technology.<sup>3</sup>

<sup>3</sup>Gartner Inc., Business Gets Social, Tom Austin et al, G00207424, 8 October 2010

## For more information



To learn more about IBM Lotus Connections 3.0 software, contact your IBM sales representative or visit:



[ibm.com/lotus/connections](http://ibm.com/lotus/connections)



Lotus Connections 3.0 software is part of the IBM social collaboration platform. For more information, visit:

[ibm.com/in/socialcollaboration](http://ibm.com/in/socialcollaboration)

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