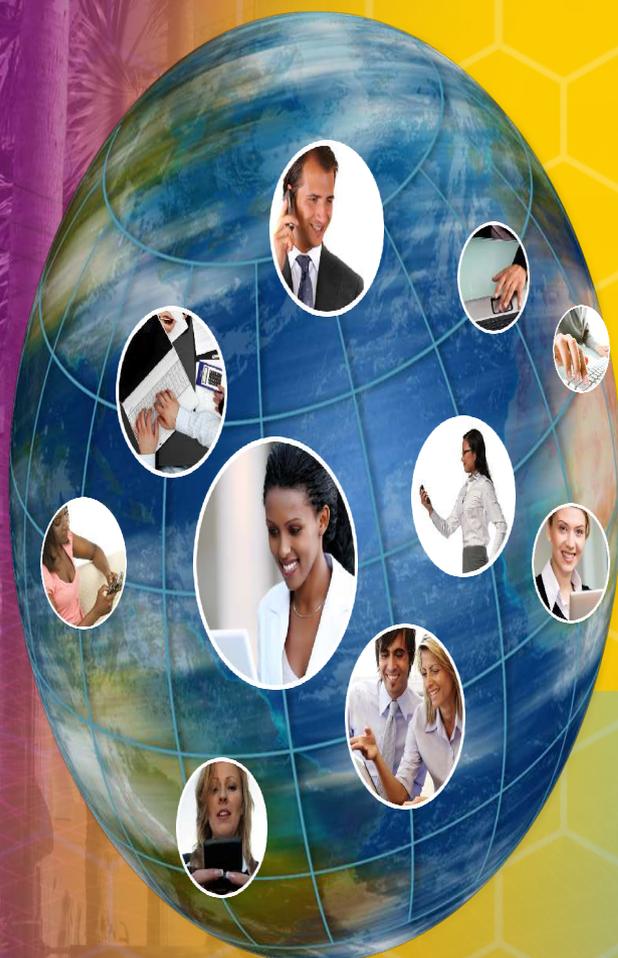


Social Software- Creating Value today, Opportunity tomorrow

Dolphy Dias, Collaboration Sales, IBM India/SA



Social Software for Business

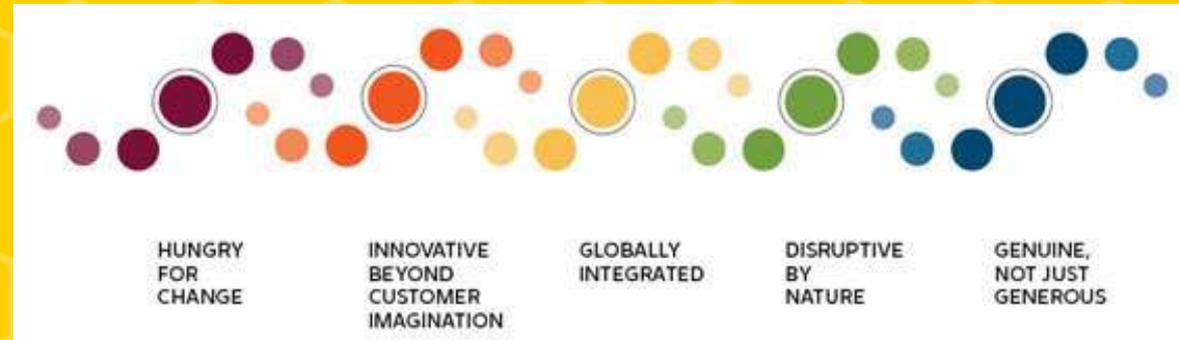
Making sense out of social software



**Is social software ready for business?
Is it time?**

Organisational Change, Boldness, need for collaborative innovation through the firewall drives social software adoption

- Organizations are bombarded by change, and many are struggling to keep up
 - 8 of 10 CEOs: significant change ahead, yet the gap between expected change and the ability to manage it is almost triple since '06
- CEOs view more demanding customers as an opportunity to differentiate
 - CEOs are spending more to attract and retain increasingly prosperous, informed and socially aware customers



2/3 of CEOs are implementing extensive innovations
>40% are changing their models to be more collaborative

Financial outperformers are making bolder plays

These companies anticipate more change, and manage it better. They are also more global in their business designs, partner more extensively and choose more disruptive forms of business model innovation

Finding the right people and information



- Work environments: more complex
- Work environments: more disconnected
- Interactions: more often, people you don't know

Changing Workplace Dynamics

In the year 2000, there were more people receiving pensions in Italy than people working (22 versus 21 million)



Within the next seven years, 33 million people in Japan (26%) will be over 65 years old

19% of the entire American workforce holding executive, administrative and managerial positions will retire in the next five years

By 2016, people aged 60-64 in Australia is expected to almost double

Boomers depart; millennials arrive

Tools,
open
standards

Changes in
workforce

Org.
change

Interact
w/people
you don't
know

Social
software:
it is time

Customer
service

Complex
workplace

Boldness

Innovation

Why use Social Software in your business?

Be Change-Ready



- Empower people to share their knowledge and expertise
- Enable people to discover information quickly and easily

Integrate Globally



- Find and connect with the right experts fast
- Work together virtually without flying in for face to face meetings
- Connect everyone to your customers and partners
- Innovate your products and services, entering new markets and gaining new potential customers

Lead in Innovation

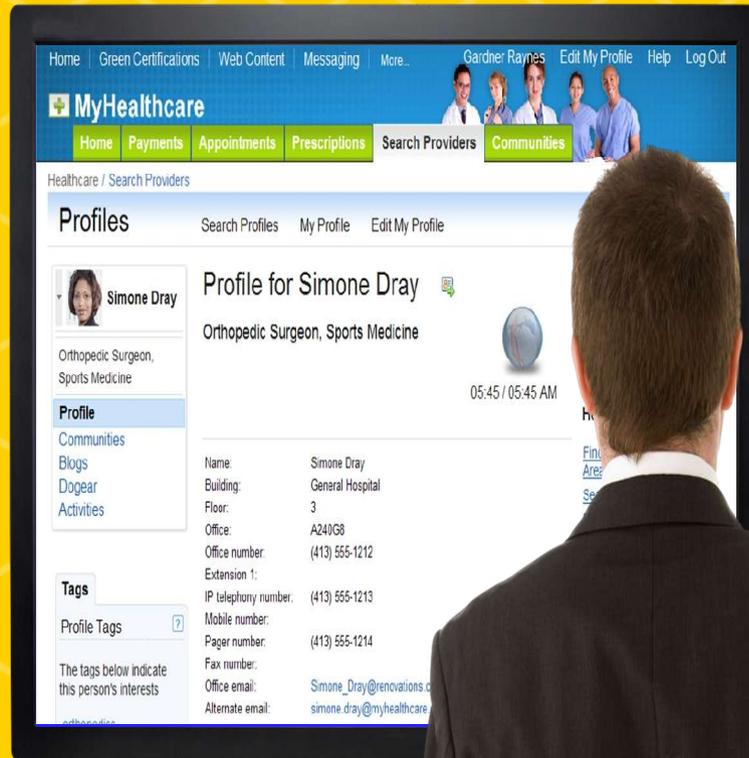


- Anticipate change faster than your competition

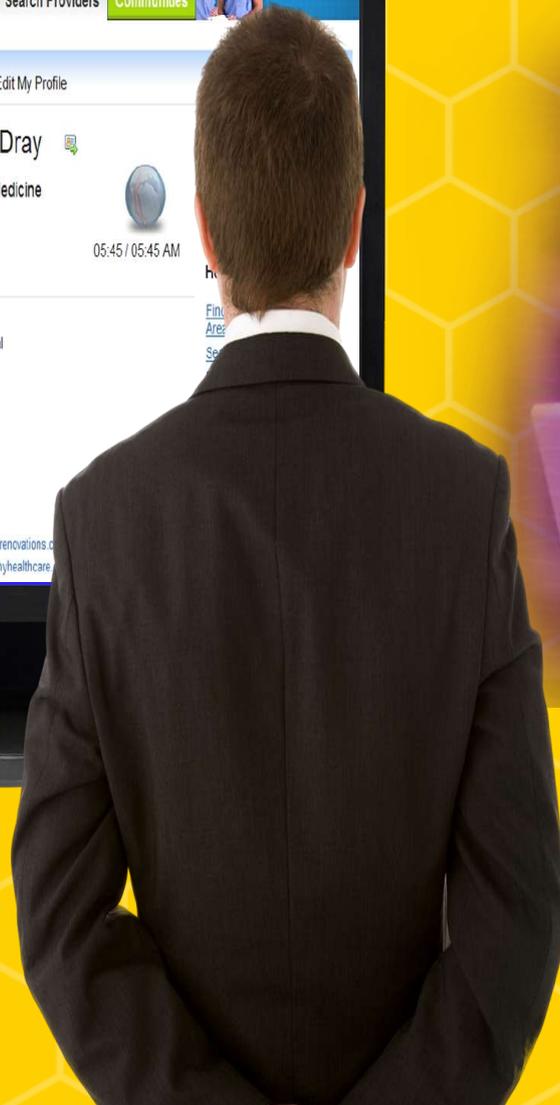
productivity



in
context



work
smarter



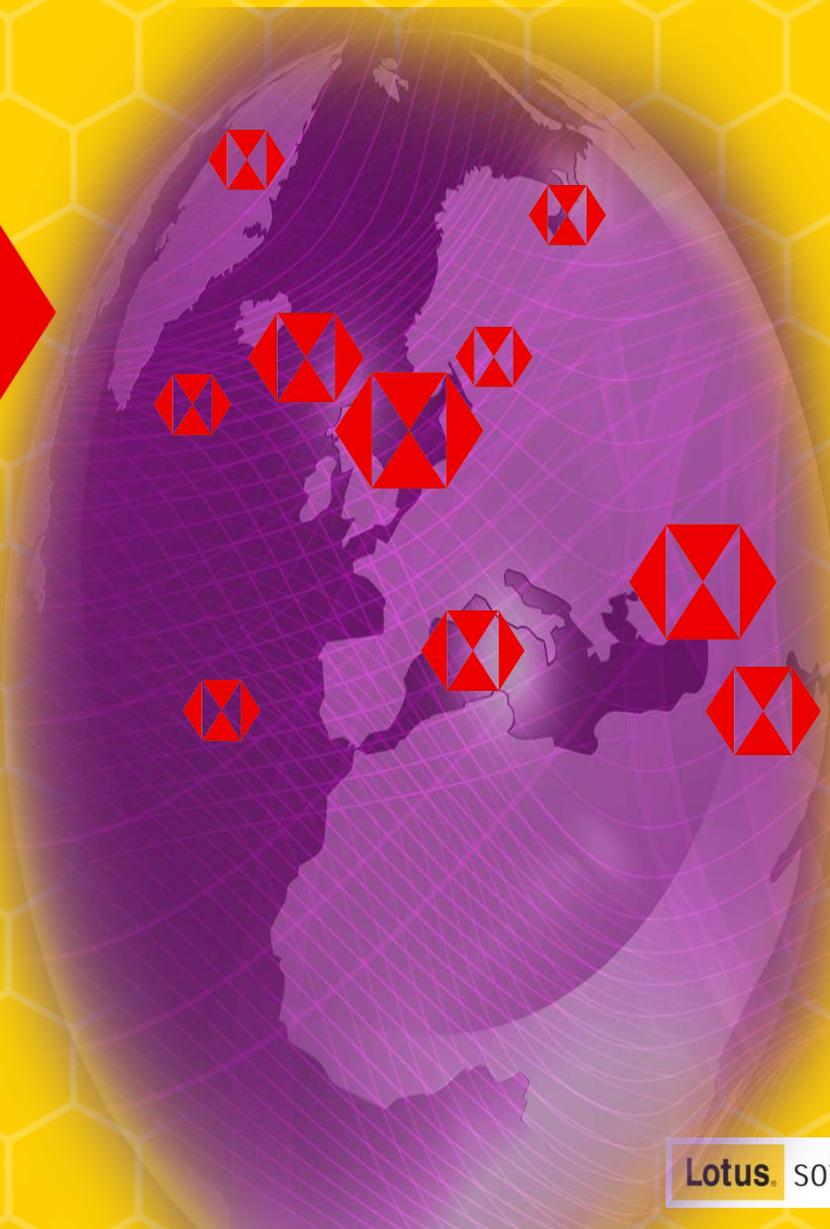


Social
Software
for Business

HSBC



The world's local bank





The world's local bank

Five key businesses

- Personal finance services
 - Commercial banking
 - Global banking and markets
 - Private banking
 - Insurance
- 9,500 offices in 85 countries
 - 300,000+ staff worldwide

Business Challenges

- Competitive differentiation – One HSBC
- Consistent offerings and service worldwide
- Efficiencies and synergies
- Bringing together the right people from across HSBC

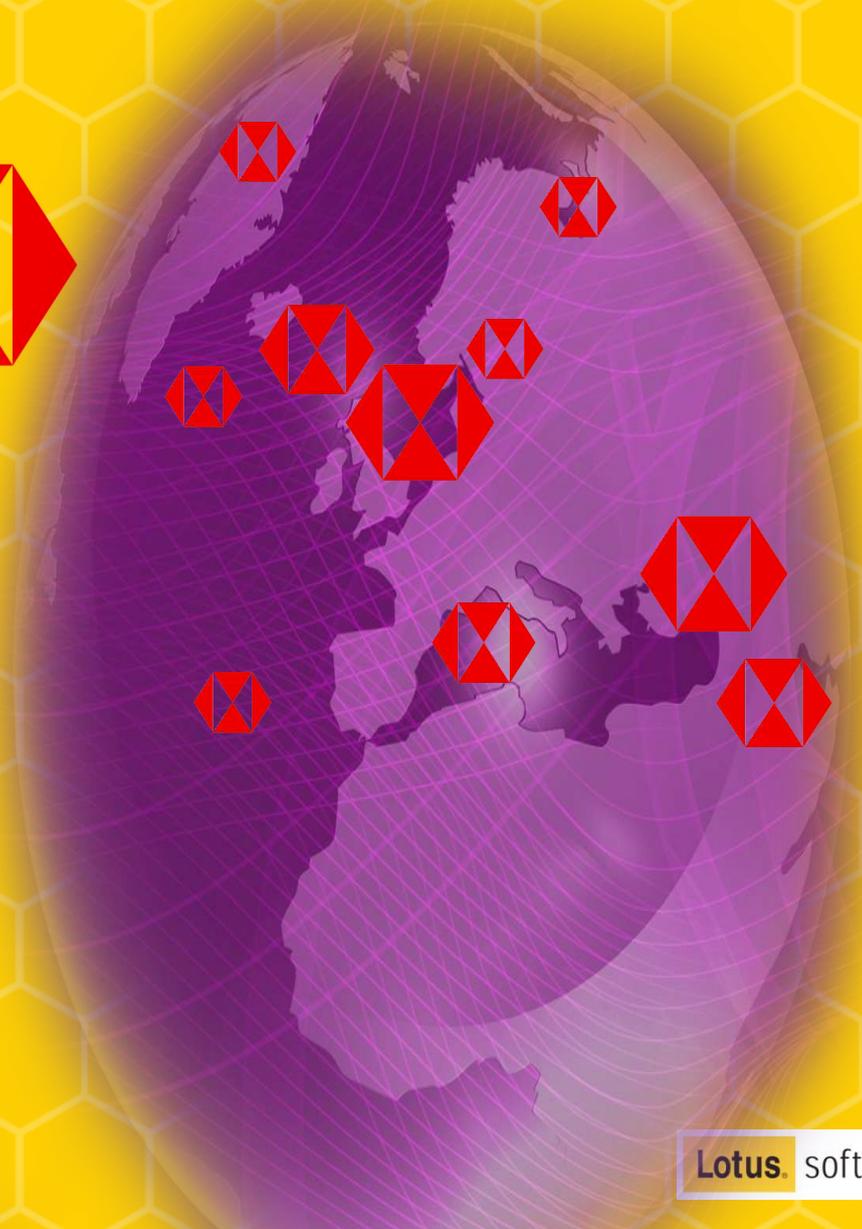
The Solution

- Integrated collaborative solution
 - Email, instant messaging
 - Team spaces, unified communications
 - Social networking
- People can “change the way they work”
- Lotus Connections for social software

HSBC



The world's local bank



Services within Lotus Connections



Profiles

Quickly find the people you need by searching across your organization on skills or contacts, create a network of colleagues, and interact socially.



Communities

Create, find, join, and work with communities of people who share a common interest, responsibility, or area of expertise



Blogs

Use a weblog to present your idea and get feedback from others; learn from the expertise and experience of others who blog



Dogear

Save, organize and share bookmarks; discover bookmarks that have been qualified by others with similar interests & expertise



Activities

Organize your work, plan next steps, and easily tap your expanding professional network to help execute your everyday deliverables, faster



Home Page

Manage your attention by viewing relevant social data aggregated from across your subscriptions, notifications, and network colleagues.

- Moving forward Lotus social software, IBM Research and IBM Business Partners will help you to work smarter, gain more insight and establish new advantages
- Let's begin to tour the exciting road ahead...

IBM Web 2.0 Social Software Solutions: Work Smarter & Faster

I NEED TO WORK SMARTER

Lotus Connections enabled CRM

Increase Sales productivity with easy access to expertise and new contacts

Richer, Dynamic Profiles

Easily find the skills you need and create stronger professional networks to execute the tough projects

Richer, Dynamic Profiles

Social Network Visualization

Visualization helps you create a more effective and empowered organization

Enhanced Profiles with Social Content and Easier Search

- View their background, current status, published files and colleagues
- Post updates and comments on their wall
- Find people by clicking on the cross-organization tag cloud
- Business Value
 - Richer, more social profiles make it easier to find who you need and creates stronger networks
 - Tap their expertise without interrupting them

The screenshot shows a user profile for Jasmine Haj on the HSBC internal network. The profile includes a photo, contact information (Technical Specialist, Building 34-5, Mexico City), and a bio stating 8 years of experience in banking. It features sections for 'Contact Information', 'Background', 'About Me', and 'The Buzz'. The 'The Buzz' section contains three recent updates with comments from other employees. A 'Tags' section on the left lists various business-related terms like 'bank', 'computer', and 'finance'. The right sidebar shows 'Report to chain', 'Colleagues', and 'My Links'.

- Coming in Lotus Connections 2.5

Lotus Connections enabled CRM Solution

- iExtensions is a Notes based Customer Relationship and Sales Force Automation application
- Synchronize iExtensions contacts & Lotus profiles
- Discover new contacts through automatic Email alerts on Profile changes
- Business Value
 - Generate new leads by utilizing existing client contacts found via rich employee profiles
 - Increase Sales productivity with smarter sales staff who can tap the power of your organization



The screenshot displays the iEXTENSIONS CRM interface. The top navigation bar includes tabs for Settings, Leads, Contacts (highlighted), Activities, Library, Opportunity, and Products. Below this is a secondary navigation bar with icons for Contact, Organization, Tools, Admin, Actions, New, and Report. A left sidebar contains a tree view with options: By Contacts, By Organization, Admin, and Other. The main content area shows a contact record for Mary Bobson. The record is organized into three columns: Contact, Phones, and Business. The Contact column lists Mary Bobson. The Phones column lists Office Phone: (555) 555-5123, Office Fax: (555) 555-9876, and Cell Phone: (555) 555-3214. The Business column lists Bobson Supplies, President, 123 Broadway, New York, New York 10001, United States, Shaji S, Customer, and mbobson@bobsonsupplies.com. Below the contact details, there is a section for 'Relationships from Lotus Connections' with a red arrow pointing to it. This section lists: Advisors: Amanda Bell -> Mobile Communications; Associates: Mary Dawn -> NuFashion, Inc.; Friends: Anthony Deluca -> Hall Manufacturing; and Consultants: David Jerram -> Jerram Marketing Ltd. At the bottom of the screenshot, another contact record for Silvie Brejchova is partially visible, with Office Phone: 44 207 569 1104 and address: Ms. Silvie Brejchova, Corebridge, 170 Piccadilly, London, W1J 9EJ, United Kingdom.

iEnterprise Solution

IBM Web 2.0 Social Software Solutions: Enable Insight

I NEED MORE INSIGHT

Personal File Sharing

Always have the most current and accurate content and information. Find what you need faster and easier...

Collaborative Wiki

Brainstorm and collaboratively edit content without burdening or traveling

Collaborative Decision Support

Gain insight of market trends through faster and collaborative visualization. Make better decisions faster.

Next Generation Content Creation

Work faster by creating new content from mashing up existing document "chunks"



Personal File Sharing & Document Management

- Post your key files to your profile and easily share them
- Organize and tag them so they can be found quickly by you and others
- Ratings of files, comments and notification of new versions
- Business Value
 - The latest and greatest intellectual capital can be discovered and shared
 - Identify SME's and their content instantly

The screenshot shows a user profile for Sam Curman with a navigation bar (Explore, My Files, Notifications, Watchlist) and a search bar. The main content area displays a list of files with columns for file name, update date, public status, download count, star rating, comment count, and a 'more' link. The files listed include:

- Sales Target Recognition Event**: Updated Monday at 11:31 PM | Public. 0 downloads, 0 stars, 2 comments.
- Presentation Template.otp**: Added Monday at 11:15 PM | Public. 0 downloads, 0 stars, 0 comments. Description: "This is the template I have been using for the external presentations we have coming up."
- 3Q Sales incentives update.doc**: Updated Aug 13 | Shared with 4 people. 1 download, 2 stars, 6 comments.
- Back to school employee discounts.doc**: Updated Aug 4 | Public. 0 downloads, 3 stars, 2 comments. Description: "Employee discounts"
- renovations image.jpg**: Added Aug 3 | Public. 7 downloads, 0 stars, 0 comments.
- Lotus Quickr and Portal FAQ.ppt**: Updated Jun 25 | Public and shared with 13 people. 139 downloads, 5 stars, 5 comments.
- Roadmap presentation to GCPC.ppt**: Updated Jun 23 | Shared with 19 people. 13 downloads, 0 stars, 0 comments. Description: "Roadmap presentation to GCPC with demo of social content sharing"
- Lotus Quickr: Comparative review of the deployment options.ppt**: Updated May 21 | Public and shared with 31 people. 344 downloads, 6 stars, 14 comments. Description: "Detailed presentation on the functionality of Lotus Quickr: what is common and the differences between the two deployment options. Please check with PM before sharing with a customer (under NDA). Share as a PDF (see comment below)"
- Lotus Quickr Next PRD - use cases.ppt**: Updated May 15 | Shared with 32 people. 68 downloads, 7 stars, 8 comments. Description: "'Quickr Next' themes, priorities and use cases"
- Lotus Quickr Next Overview.ppt**: 80 downloads, 3 stars, 2 comments.

The left sidebar shows 'My Files' (Files Shared with Me, Files I Shared with Others), 'My Collections' (As an Owner: Create a new collection, New Collection 2, social sharing, test4, Wikis; As a Contributor: Consumability Enablement, SharePoint; As a Reader: GM Videos, Lotusphere INV111 demo), and 'Tags' (architecture, blog, bluehouse, cinews, cloud, collaboration, community, connections, ibm, innovation, innovationjam, java, linux, lotus, management, news, software, strategy, tools, wiki).



Sam Curman is preparing for a conference 2 hours ago

- My Files
- Files Shared with Me
- Files I Shared with Others

My Collections

- As an Owner
 - Create a new collection
 - New Collection 2
 - social sharing
 - test4
 - Wikis
- As a Contributor
 - Consumability Enablement
 - SharePoint
- As a Reader
 - GM Videos
 - Lotusphere INV111 demo

Tags

- architecture blog bluehouse cinews cloud collaboration community connections ibm innovation innovationjam java linux lotus management news software strategy tools wiki
- View as list | cloud | all

Sam Curman » Files

Showing: All of my files | Search these files | Filter this list

Upload a File

1-20 of 43

Sort by: Name | Most Recent | Most Downloaded | Most Recommended | Most Commented

- Sales Target Recognition Event**
Updated Monday at 11:31 PM | Public
announcement
- Presentation Template.otp**
Added Monday at 11:15 PM | Public
This is the template I have been using for the external presentations we have coming up.
- 3Q Sales incentives update.doc**
Updated Aug 13 | Shared with 4 people
Bumped up upper category awards
- Back to school employee discounts.doc**
Updated Aug 4 | Public
Employee discounts
- renovations image.jpg**
Added Aug 3 | Public
- Lotus Quicqr and Portal FAQ.ppt**
Updated Jun 25 | Public and shared with 13 people
- Roadmap presentation to GCPC.ppt**
Updated Jun 19 | Shared with 19 people
Roadmap presentation of social
- Lotus Quicqr: Comparison of social**
Updated May 21 | Public and shared with 13 people
Detailed presentation on the functional differences between the two deployment options. Please check with PM before using as a PDF (see comment below)
- Lotus Quicqr Next PRD - use cases**
Updated May 15 | Shared with 32 people
"Quicqr Next" themes, priorities and use cases
- Lotus Quicqr Next Overview.ppt**

Filtering to find what you need quickr

Social data - ratings, downloads, comments, etc

Collections to share related sets of files

Social Tagging

Wiki Collaborative Editing

- Jointly create and edit web content using rich text editor
- Rich navigation and tagging making it easy to find information
- Supports tables, images, document uploads, tags and more
- Notifications of new content, versions & pages
- Stand-alone service or integrated with a community

The screenshot shows a Lotus Connections Wiki page for 'Green Initiative 2008'. The page has a blue header with navigation links like 'Home', 'Profiles', 'Communities', 'Wikis', 'Blogs', 'Files', 'Dogear', and 'Activities'. The user 'Sam Curman' is logged in. The page content includes a 'Welcome' message, a list of 'Current Projects' (Alternative Energy, Carpooling and Transport, Green Thumb Project, LEED Certification, Recycling), and a table of 'Project Lead' information. The table lists project leads like Ted Amado, Betty Zechman, Garner Raynes, Nina Short, and Andrew Bryant. There are also links for 'Comments (6)', 'Versions (22)', 'Attachments (3)', and 'About'. The page is marked with a star and the number 3.

Coming in Lotus Connections 2.5

IBM Web 2.0 Social Software Solutions: Deliver New Compelling Innovations

Social Software Infused Solutions

Access social software services instantly and in context from within my business applications

I NEED AN ADVANTAGE

Vibrant Communities

Customer communities spawn new product innovation to create competitive advantage

Social Commerce

Create compelling shopping experience wherever buying decision is made

Infuse your Business Solutions with Social software

- Use iWidgets to easily add social software capabilities into line of business solutions
- Easily utilize secure social software services within portal applications using Web 2.0 standards
- Tight integration enables easy access to services
- **Business Value:**
 - ▶ Create vibrant communities of employees and customers to create innovative products and a shared customer experience
 - ▶ Enable instant, in context access to knowledge and discover information in the context as they work

The screenshot shows a web portal for 'MyHealthcare'. The navigation bar includes links for Home, Green Certifications, Web Content, Messaging, More..., Gardner Raynes, Edit My Profile, Help, and Log Out. Below the navigation bar are tabs for Home, Payments, Appointments, Prescriptions, Search Providers, and Communities. The main content area is divided into several sections:

- Gardner's Reminders:** A list of reminders including 'Update your HIPAA form here!', 'Next Doctor Appointment', 'Payment Due', and 'New Message From Dr. Dray'. A message from Dr. Dray is partially visible, mentioning a 6-month physical and a book appointment.
- Featured:** A section titled 'Featured blogs' with a callout box pointing to a blog post by 'Dr. Misawa Introduces New Blog'. The post text mentions a new drug to combat the flu and includes a call to action to 'Subscribe to your Healthcare!'.
- Healthcare Tips:** A section with a speaker icon and tips such as 'Lose Weight and Keep it off', '5 Tips to Healthy Living', and '10 Simple Exercises On the...'. A callout box points to this section with the text 'View comments and subscribe'.
- In the news:** A section with a callout box pointing to a news item 'Healthcare wins Top Award!' with the text 'Add your feedback'.

Available today

Infuse your business solutions with Social software

The screenshot shows the MyHealthcare website interface. At the top, there is a navigation bar with links for Home, Green Certifications, Web Content, Messaging, More..., Gardner Raynes, Edit My Profile, Help, and Log Out. Below this is a secondary navigation bar with buttons for Home, Payments, Appointments, Prescriptions, Search Providers, and Communities. The main content area is titled 'Healthcare / Search Providers' and features a 'Profiles' section. A search bar is located in the top right of this section. The profile for Simone Dray, an Orthopedic Surgeon and Sports Medicine specialist, is displayed. A callout box points to a chat icon with the text 'Chat with a nurse'. Another callout box points to the profile title and location with the text 'View detailed information on Doctor'. A third callout box points to a 'Need some advice? Speak to a Nurse' section with the text 'Take action or find related Doctors'. This section lists three nurses: Betty Zechman, Dan Misawa, and Natalie Olmos/renovations. Below this is a 'Helpful Links' section with links for 'Find Other Doctors in the Area', 'Search Health Advice', and 'Book Appointment'. The doctor's profile includes a list of contact information: Name: Simone Dray, Building: General Hospital, Floor: 3, Office: A240G8, Office number: (413) 555-1212, Extension 1, IP telephony number: (413) 555-1213, Mobile number, Pager number: (413) 555-1214, Fax number, Office email: Simone_Dray@renovations.com, and Alternate email: simone.dray@myhealthcare.com. A sidebar on the left shows a navigation menu for the profile, including Profile, Communities, Blogs, Dogear, and Activities. A 'Tags' section at the bottom left indicates the doctor's interests, with 'orthopedics' listed.

Home | Green Certifications | Web Content | Messaging | More... | Gardner Raynes | Edit My Profile | Help | Log Out

MyHealthcare

Home | Payments | Appointments | Prescriptions | Search Providers | Communities

Healthcare / Search Providers

Profiles Search Profiles My Profile Edit My Profile Search

Profile for Simone Dray
Orthopedic Surgeon, Sports Medicine

Chat with a nurse

Need some advice? Speak to a Nurse

- Betty Zechman
- Dan Misawa
- Natalie Olmos/renovations

Helpful Links

- [Find Other Doctors in the Area](#)
- [Search Health Advice](#)
- [Book Appointment](#)

Profile
Communities
Blogs
Dogear
Activities

Tags
Profile Tags ?
The tags below indicate this person's interests
orthopedics

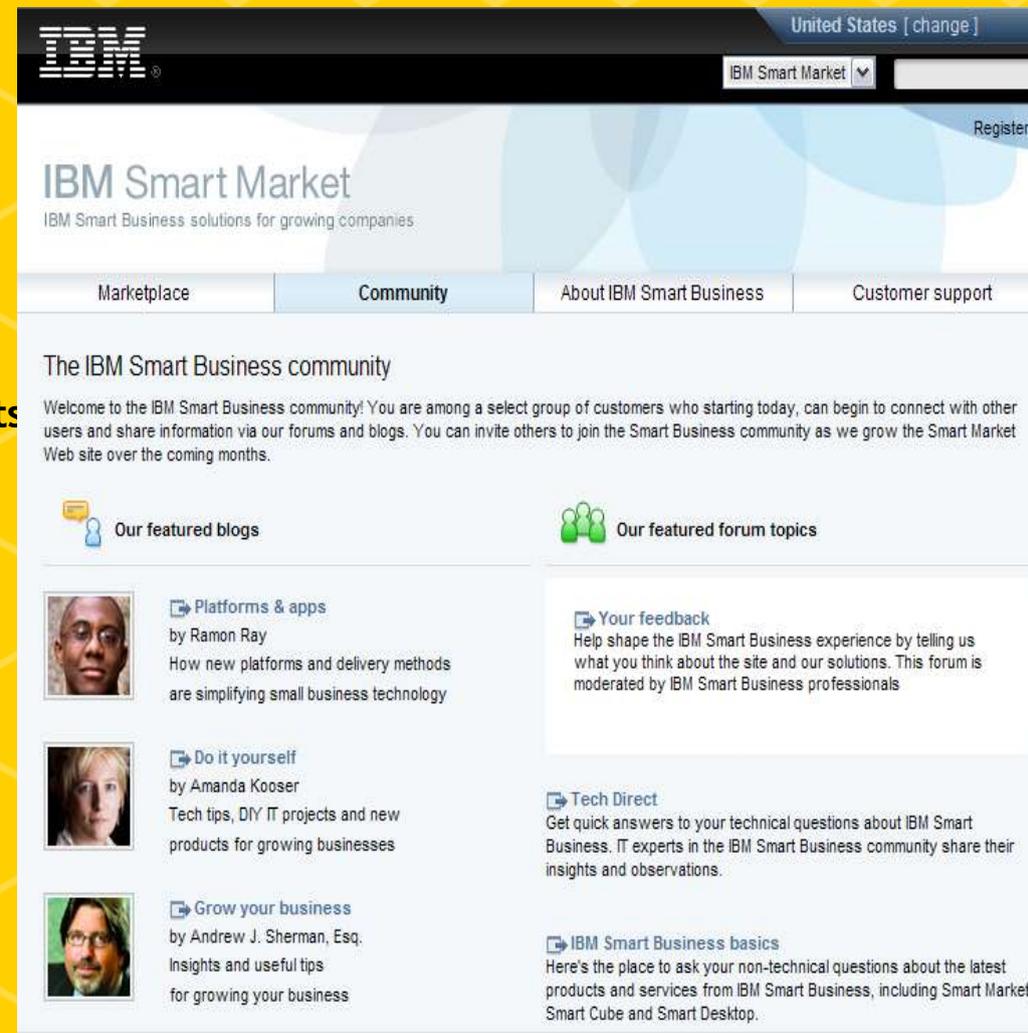
Name: Simone Dray
Building: General Hospital
Floor: 3
Office: A240G8
Office number: (413) 555-1212
Extension 1:
IP telephony number: (413) 555-1213
Mobile number:
Pager number: (413) 555-1214
Fax number:
Office email: Simone_Dray@renovations.com
Alternate email: simone.dray@myhealthcare.com

View detailed information on Doctor

Take action or find related Doctors

Vibrant, Interactive Communities Deliver Innovations

- **Customer Service**
 - ▶ Tap employee and customer experience to find innovative solutions to problems
 - ▶ EVERY successful company has expert customers willing to help others
- **Focus Group Communities**
 - ▶ Composed of key customers and product development staff
 - ▶ Deliver feedback on potential new products and services
 - ▶ Cheaper, faster and broader feedback
- **Grass Roots Communities**
 - ▶ Fill unmet customer needs
 - ▶ Can be focused geographically, demographics, etc
- **Business Value**
 - ▶ Lower customer support costs
 - ▶ Drive product innovation
 - ▶ Increase customer loyalty and site visits



The screenshot displays the IBM Smart Market website interface. At the top, there is a navigation bar with the IBM logo, a location selector for "United States [change]", and a search bar for "IBM Smart Market". Below the navigation bar, the main heading reads "IBM Smart Market" with the tagline "IBM Smart Business solutions for growing companies". A secondary navigation bar includes links for "Marketplace", "Community" (which is highlighted), "About IBM Smart Business", and "Customer support". The main content area is titled "The IBM Smart Business community" and contains a welcome message. Below this, there are two featured sections: "Our featured blogs" and "Our featured forum topics". The "Our featured blogs" section lists three entries: "Platforms & apps" by Ramon Ray, "Do it yourself" by Amanda Kooser, and "Grow your business" by Andrew J. Sherman, Esq. The "Our featured forum topics" section lists three topics: "Your feedback", "Tech Direct", and "IBM Smart Business basics".

Social Commerce - Blogs

WebSphere Commerce and Lotus Connections

- Integrating social data, like blogs, into the shopping experience
- Shoppers want to hear from other shoppers - not you
- Your customers can supply the best ideas about changes to your products
- **Business Value**
 - ▶ Improve the customer relationships and increase e-commerce transaction rates
 - ▶ Mine innovative ideas from customers for new products

The screenshot shows the Madisons e-commerce website. The main product is the 'Sierra Designs Lightning Tent' priced at \$249.99. Below the product details is a 'Blogs' section with the following entries:

Post New Entry	Search Blogs		
blog entries			
Sort by: Newest Post Highest Rating Most Commented Most Viewed			
	This tent works well in the rain by: Anthony Aug 29, 2008, 8:54PM	rating: 0	comments: 0
	Best tent I have used for far by: Kirsten Aug 29, 2008, 8:52PM	rating: 0	comments: 0
	The perfect tent for the lazy camper by: Juliette Aug 29, 2008, 8:43PM	rating: 2	comments: 2

Callout boxes highlight 'Blog entry Ratings' and 'Blog entry Comments'.

Available today through
IBM services

Social Commerce – Customer Communities

- Create communities around product categories
- No matter what product you have there are innovative, expert customers who want to share
- Forums provide many to many discussions
- Present promotions based on those discussions
- **Business Value**
 - ▶ Increased customer traffic and site stickiness
 - ▶ Self-service lowers customer support costs

The screenshot shows the Madisons website's forum section for 'Outdoor Gear'. The forum thread is titled 'Camping gear?' and is posted by user 'mikey' on 9/8/2008. The post content reads: 'Some friends of mine and myself are headed to do some camping at the end of this month in Tennessee. Any recommendations on what type of gear I need? I'm trying to not look like the amateur I really am....'. Below the text is a product image of a tent with the price '\$199.99' and an 'Add to Cart' button. A callout box with a yellow background and a brown border points to this product image, containing the text 'Embedded E-Spot'. Other forum posts by users 'alice' and 'bob' are visible, discussing the same topic. The right sidebar features a 'Compare' section, 'Recommendations' for products like 'Deluxe Fan', 'Sleeping Bags', and 'Lantern', and a 'Customer Photos' section.

Available today through
IBM services

Mobile Augmented Social Commerce

- Scan a products bar code with your mobile device
- See product information from vendor
- See and interact via text to speech with avatars who share social data on the product
- **Business Value**
 - ▶ Combines social data, popularity of mobile phones, to create more compelling shopping experience where the buying decision is being made



IBM Research

Summary

- A flatter, smarter and smaller world creates new challenges
 - A need for more insight
 - A need for advantage
 - A need to work smarter
- IBM is one of the leaders in Social Software for business and delivers capability today to help meet those challenges
- New innovations will extend IBM's leadership
 - More dynamic profiles allow employees to work smart and faster
 - New Wiki and file sharing add powerful. Collaboration capabilities
 - Richer, interactive communities to drive innovation from customers

