

When Social Networking and Business Processes Collide.....

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17 March 2011

When Social Networking and Business Processes Collide..... Business Gets Social.

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Today in India: Two Parallel but Separate Worlds – UCC and Social Networking.

Leading Global Practitioners' Emerging Best Practices.

UCC

IP-PBX migration

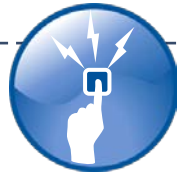
Global Web, Voice, Video

Conferencing

Applications built on Email

Mobility & SmartPhones

UCaaS



Social Networks

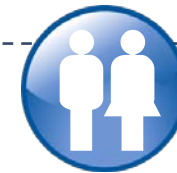
Email Displacement

Leverage IM & Presence

Shared Workspaces

Enterprise Social Network

Social Networking Analytics



Communicate

Share

Network

Aggregate

Gartner®

Key Issues

1. What trends are driving UCC market evolution and where are companies likely to gain competitive advantage?
2. How will Social Networking impact business?
3. What are the emerging best-practice strategy, implementation and operational guidelines for Business Processes to use Social Networking?

Evolution of Communications Technologies Affects User Behaviour and Procurement.

Communications tell you whether a network is **accessible**.

With **presence**, you can learn whether participants are **available**.

Context, sensors and social networking predict participants' **amenability** for **collaboration**.

1970s



DeskPhoneicus

1980s



EmailOpithicus

1990s



CroMobilius

2000s



IManderthal

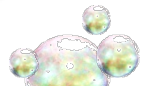
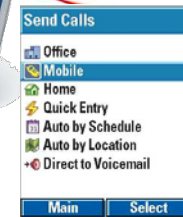
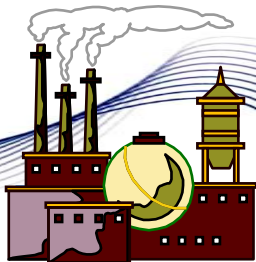
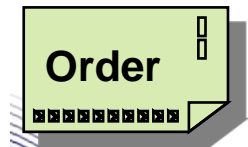
2010s



AustraloConnectus



Unified Communications and Collaboration Create Value From Better Business Process



Unified Communications — Ultimately Controls ALL Component Communications

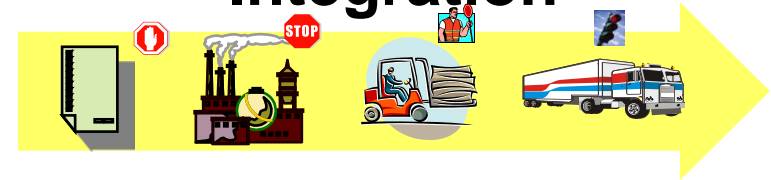
Buy Unified Communications as a Portfolio of Communications & IT Applications:

- **PBX** → IP Telephony and Softphone
- **E-Mail**, Calendaring and Directory Services → Desktop Communications
- **Voicemail** → Unified Messaging
- **Separate Conferencing** for Voice, Video and Web → Converged Conferencing and Collaboration
- **Instant Messaging** → "Next-Generation Dial Tone," Presence and Status Services for All Communications
- **Rich Presence Services** (New)
- **Assistant** – Intelligent Agent With Notification

Contact Centre



Business Process Integration



Collaboration



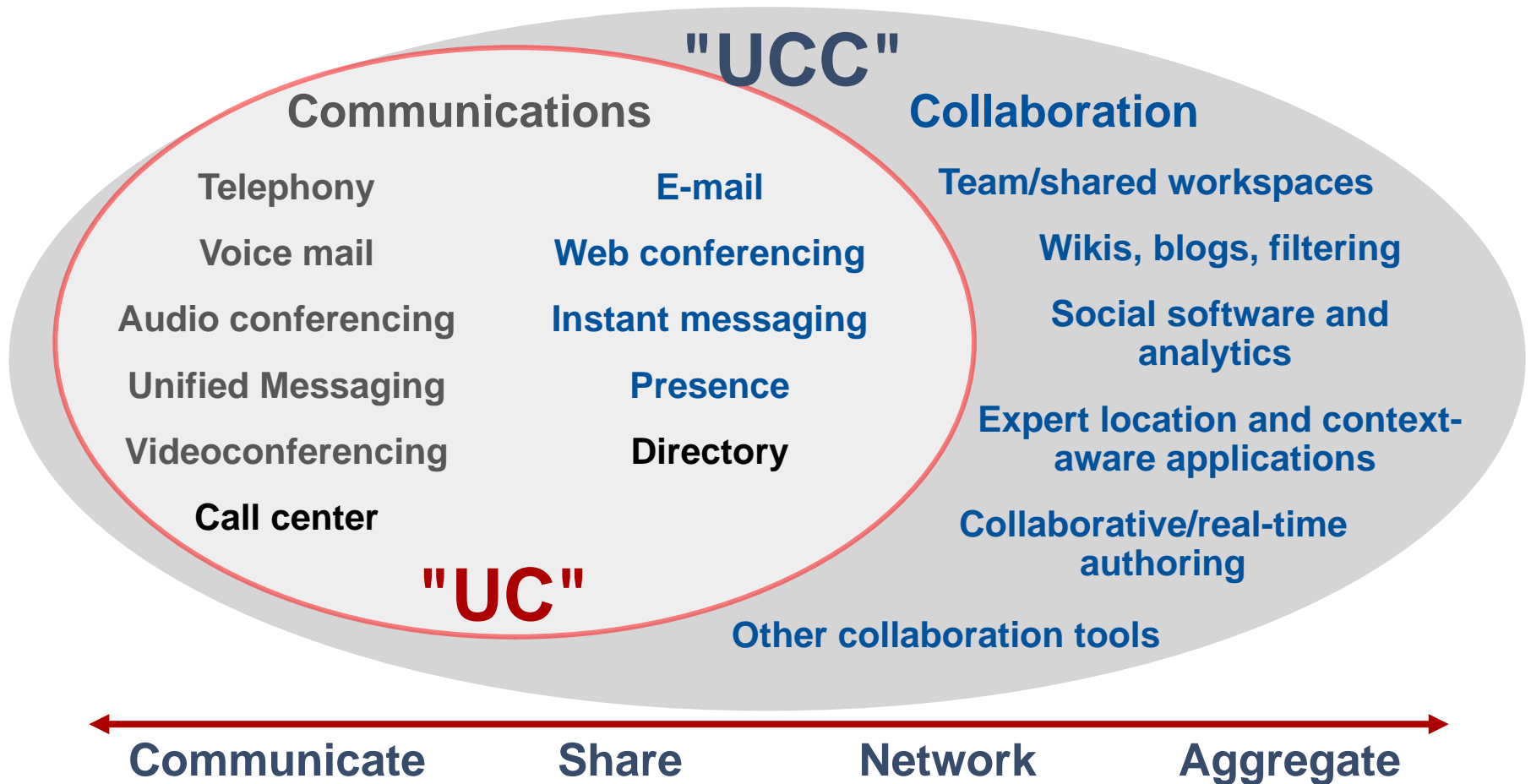
Mobility



..... and the **Vision Endpoint:**

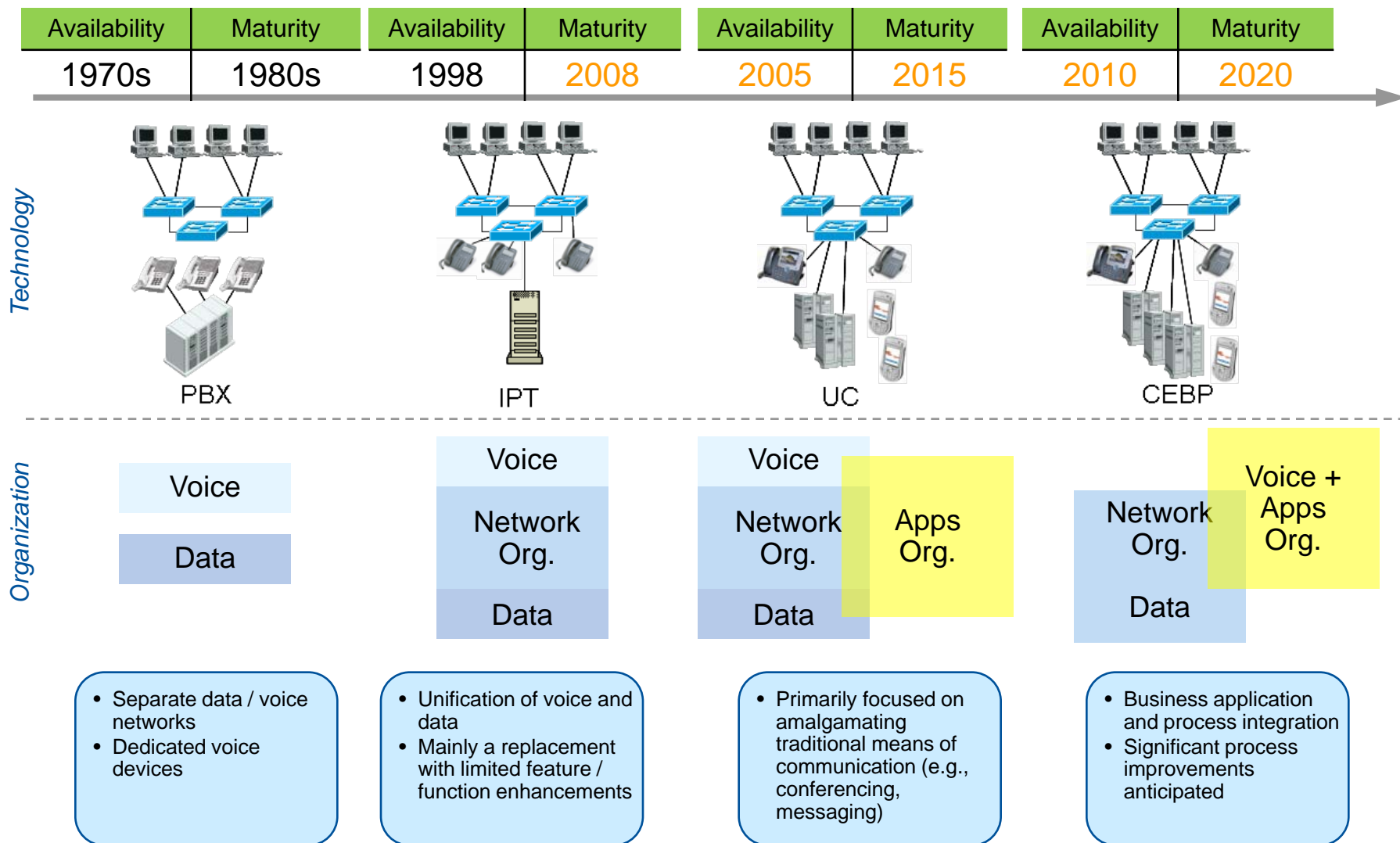
Management, Control, Analysis of *All* Communications **Gartner**

UCC: Junction of 2+ Markets



- UCC represents a broad set of functions. Growing, evolving, changing, adapting.
- Few companies have the same requirements.

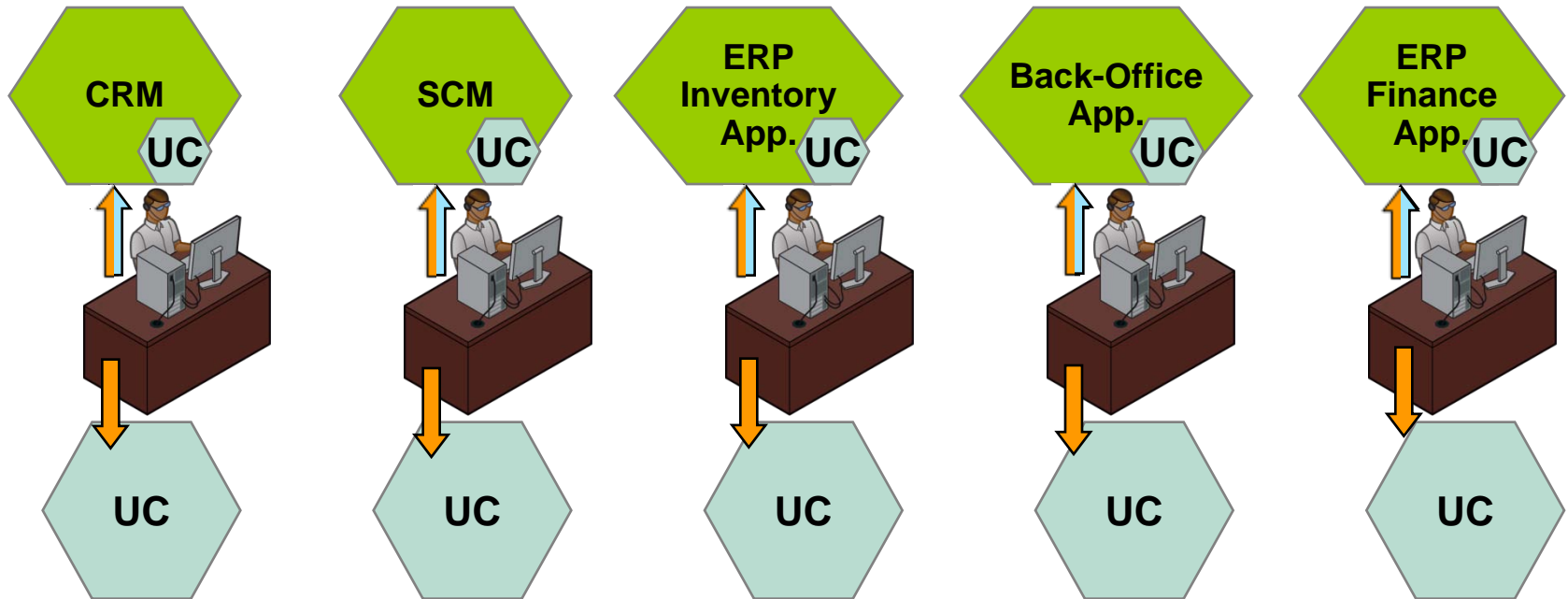
Organizational Change Must Lead Technology Change: NOT Lag Behind It!!!



UC = Unified Communications CEBP = Communications Enabled Business Process

Communications-Enable Your Business

The Business Process



Other People or Management

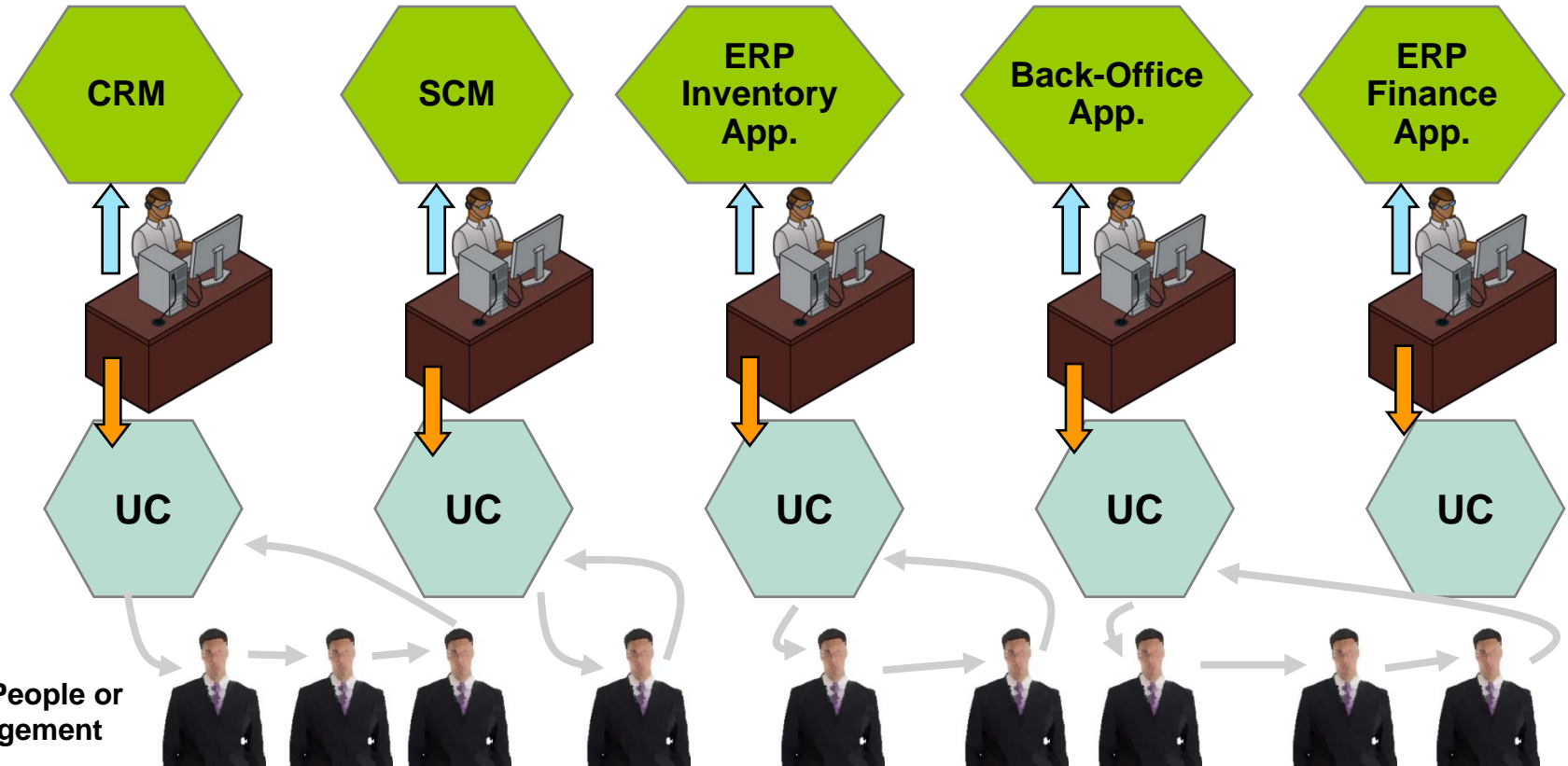


The Communications Process

UC = Voice, messaging, IM/presence, conferencing, etc.

Communications-Enable Your Business

The Business Process

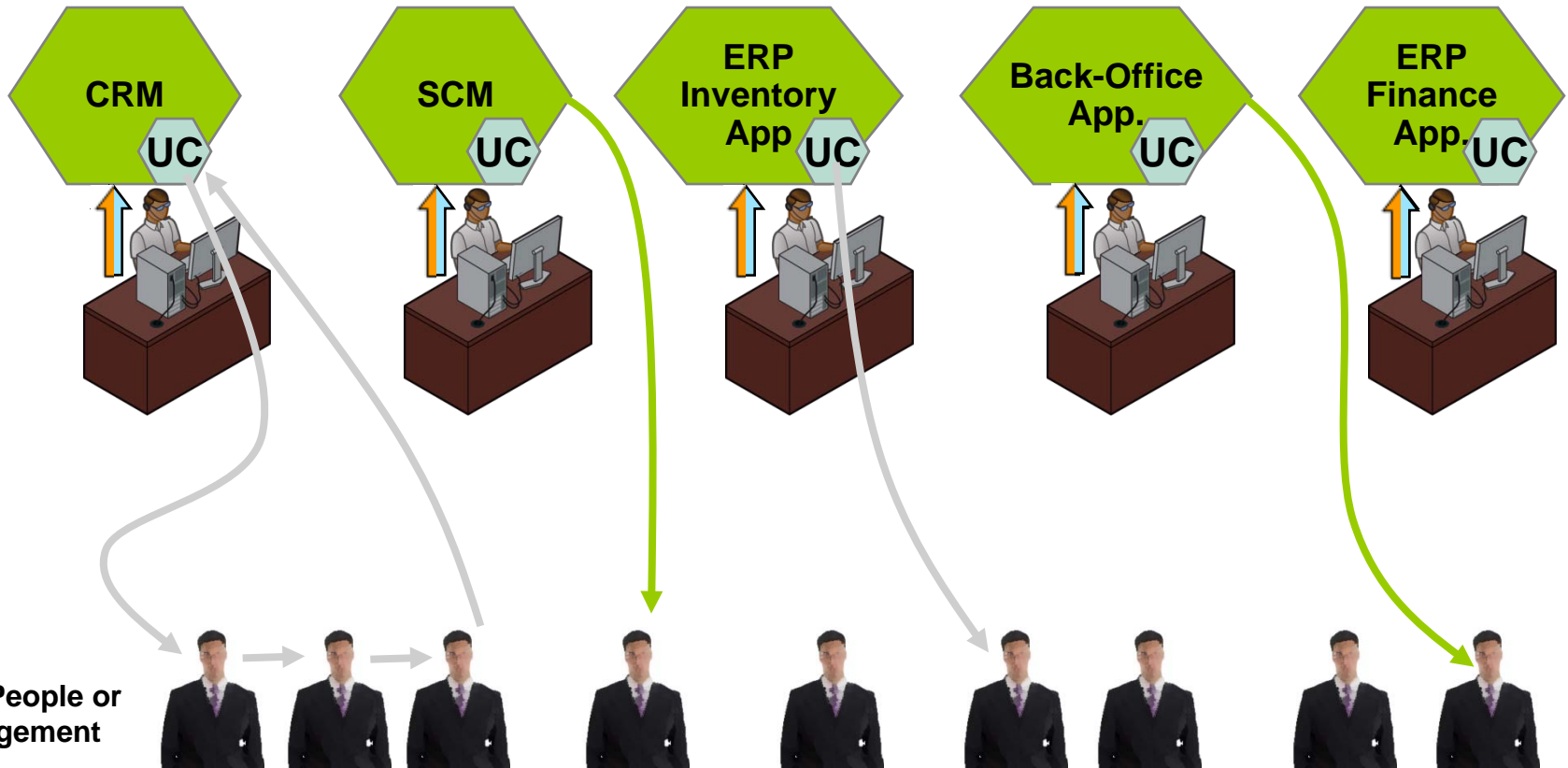


The Communications Process

UC = Voice, messaging, IM/presence, conferencing, etc.

Communications-Enable Your Business

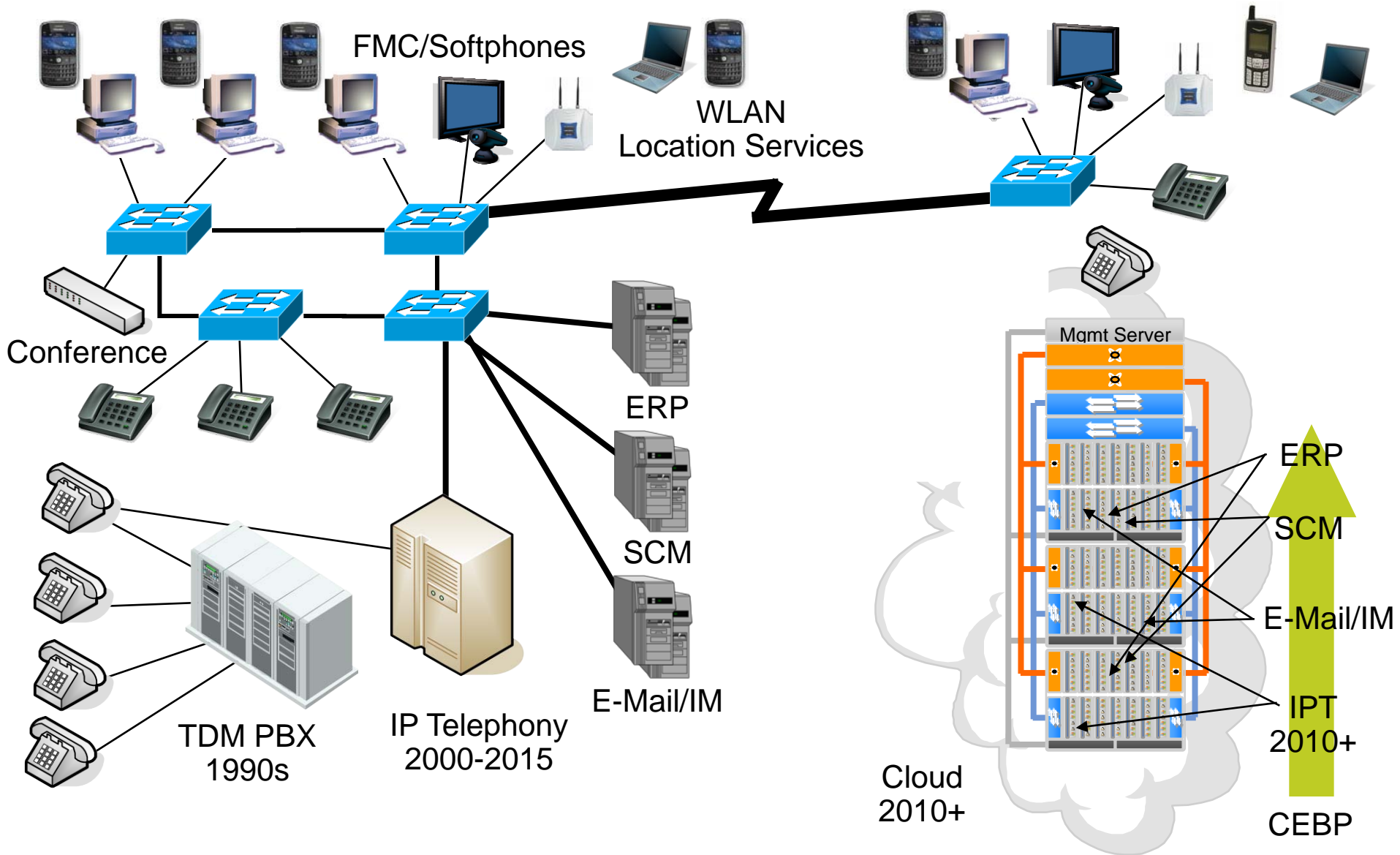
The Business Process



The Communications Process

UC = Voice, messaging, IM/presence, conferencing, etc.

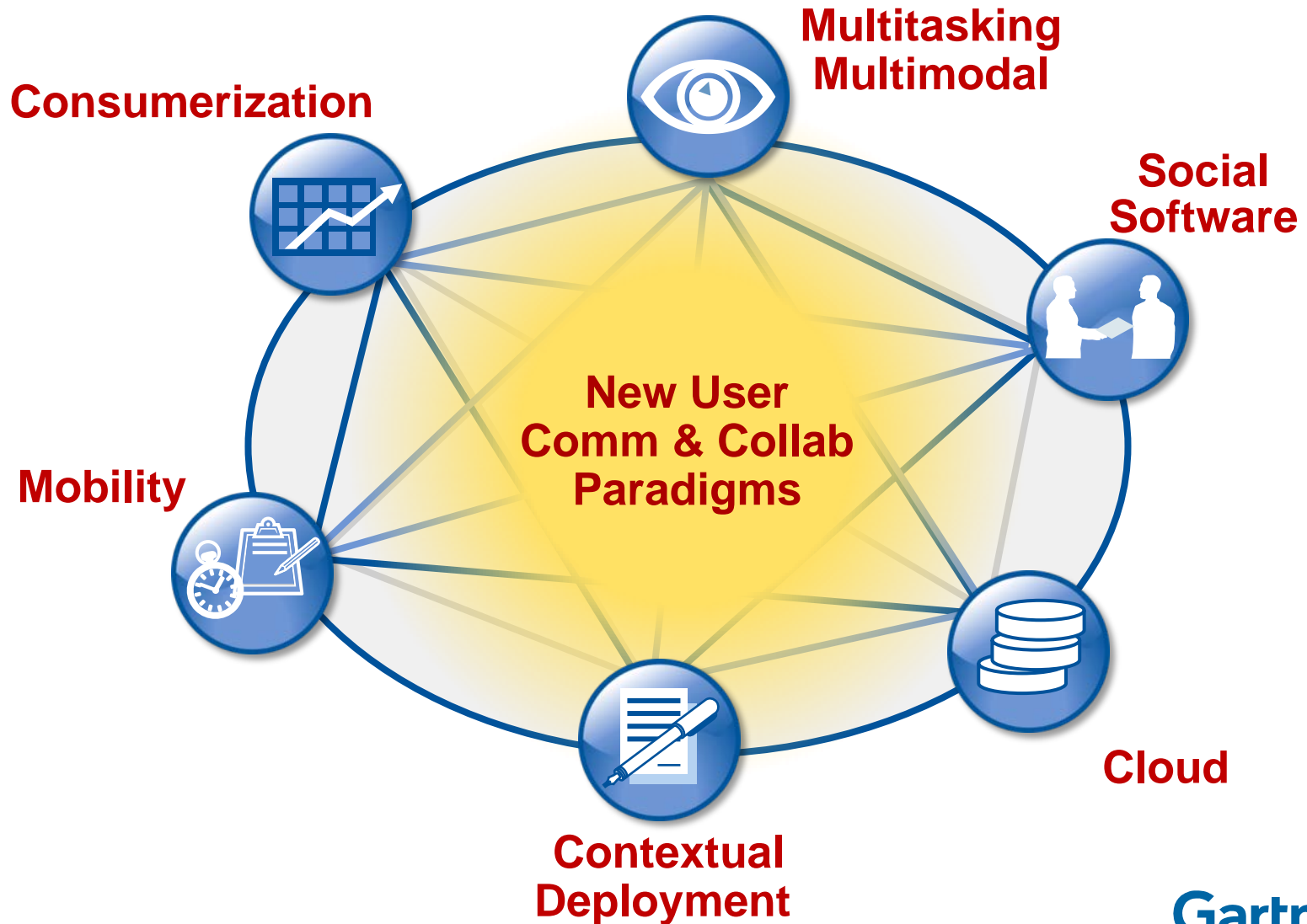
The Machinery of Communications and IT Virtualization Promotes Business Use of UCC



Key issues

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Social Networking - Driving Change in UCC



Consumerization & Social Networking: Creating Vast Collaboration Literacy

Most consumer collaboration on the Web
has a business cognate ...

Easily tap into their
opinions and advice

Keep informed of what friends
are doing and thinking

Mobilize colleagues for
projects and causes



Tag videos and
postings that other
people should see,

Control what others
can see and know
about me

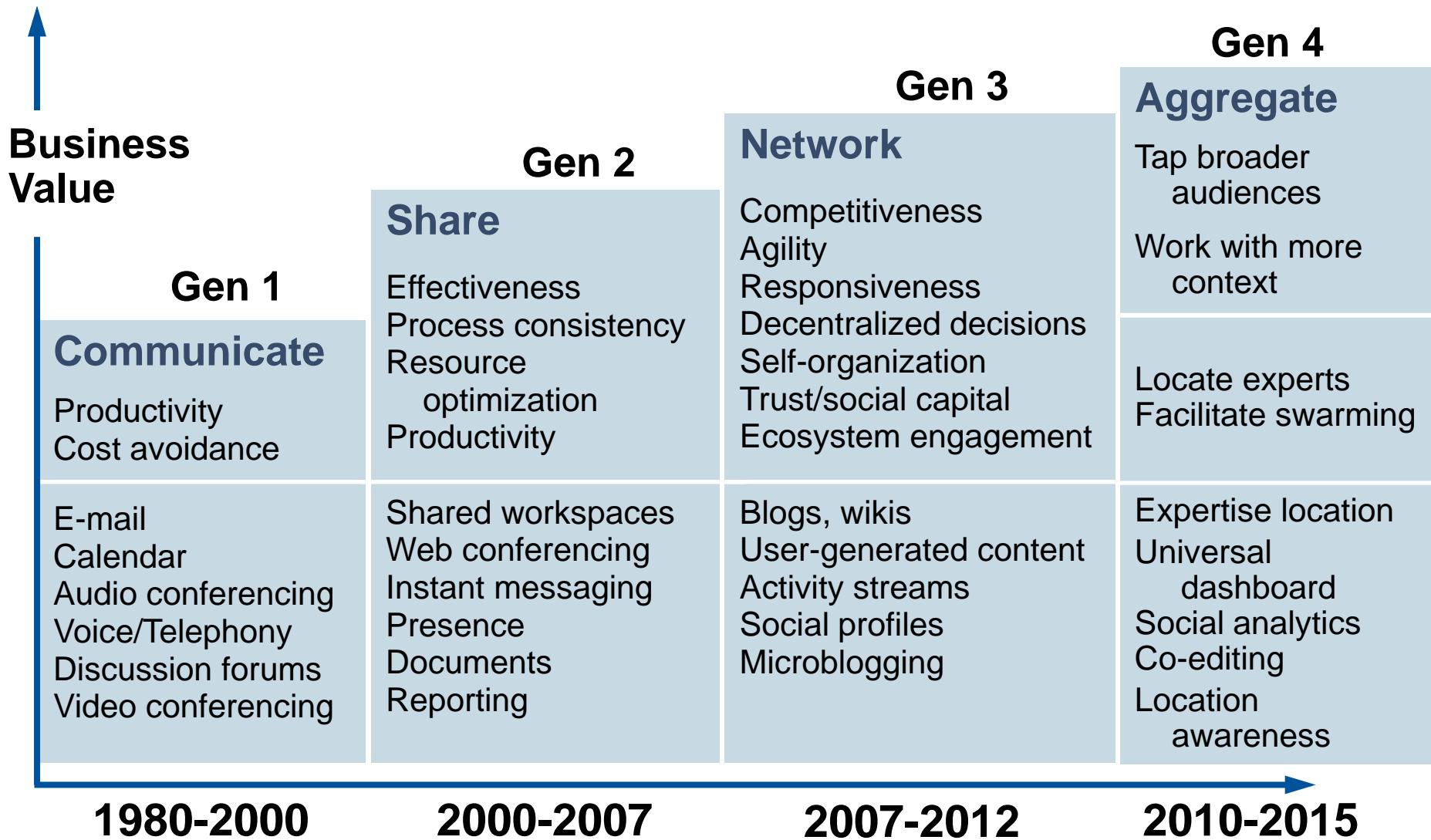
Tailor the platform with
extensions and applications

Share sites and links of
common interest

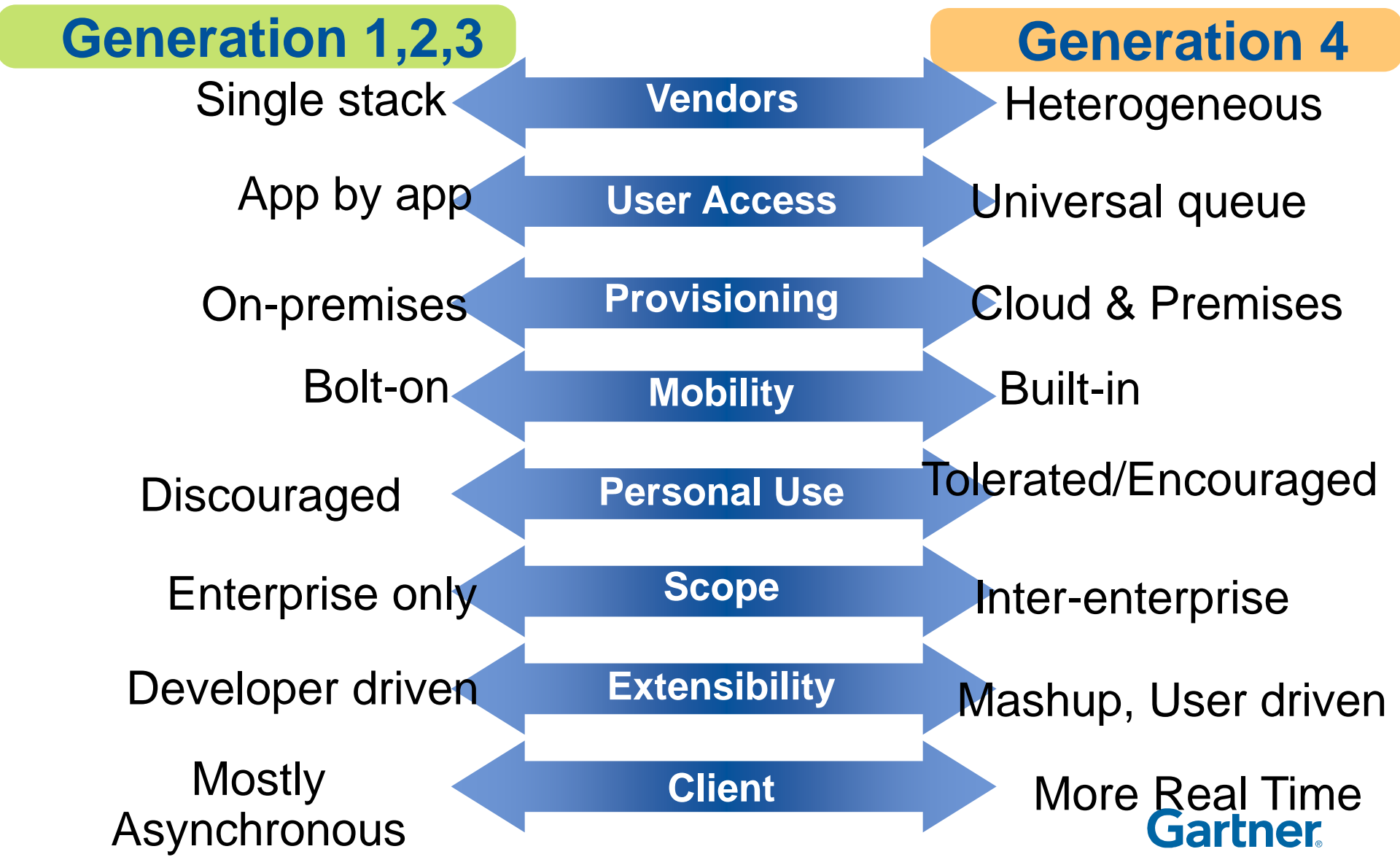
Broker contacts to others
with like interests/goals

Organizations have an unprecedented opportunity to tap
into the vast consumer literacy around collaboration.

Business & Social Networking Facilitates Aggregated Comms and Collab in Biz Process



The Evolution of 4th Generation Collaboration



(Social and Business) Communities Drive the World of 4th Generation Collaboration

The screenshot displays the Lotus Connections interface with several callout boxes highlighting key features:

- E-mail and IM:** A callout box points to the central email list, which includes messages from Pierre Dumont, Minh Li, Frank Adams, Gardner Raynes, and Simone Dray.
- Tag Clouds:** A callout box points to a tag cloud on the right side of the interface, featuring terms like "energy", "green", "environmental", and "globalization".
- Activity sharing:** A callout box points to a list of activities on the right, such as "Build Eco-product line marketing plan (2)", "Update Spring Plan (2)", and "Spring college recruiting event (2)".
- Profiles:** A callout box points to the "Profiles" section, which shows profiles for Minh Li and Vijay Nehry, both associated with "renewations".
- Blogs:** A callout box points to the "Blogs" section, which lists various blog entries like "IBM Thinks Green with Supercompu..." and "Energy Usage Benchmark May Help ...".
- Bookmark sharing:** A callout box points to the "Bookmark sharing" section, which displays a list of bookmarks related to "The Nature Conservancy" and "U.S. Env...".

E-mail goes social

Collaboration Goes Contextual

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Prediction:

By 2014, social networking services will replace e-mail as the primary vehicle for interpersonal communications for 20% of business users.

By 2015, 40% of large enterprises will have a corporate "Facebook," for circulating both business and personal data. Gartner®

Prediction:

By 2015, Internet-supported social processes will influence at least 80% of consumers' discretionary spending.

Prediction:

By 2014, more effort will go into redesigning existing applications to make them social than deploying discrete social software products.

Your Action Plan

Plan strategically, but as needed, respond tactically.

- **Plan for UCC; Evaluate CEBP**
 - Inventory your current UCC environment; identify gaps in business need and your UCC portfolio.
- **Update Your Knowledge of Social Networking Favourites**
 - Survey business units for use of external collaboration services; identify opportunities for piloting Social Networking overlays.
- **Support Your Business Processes with Social Networking**
 - Create a process for identifying and fulfilling business needs for new UCC services complete with social networking support.

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