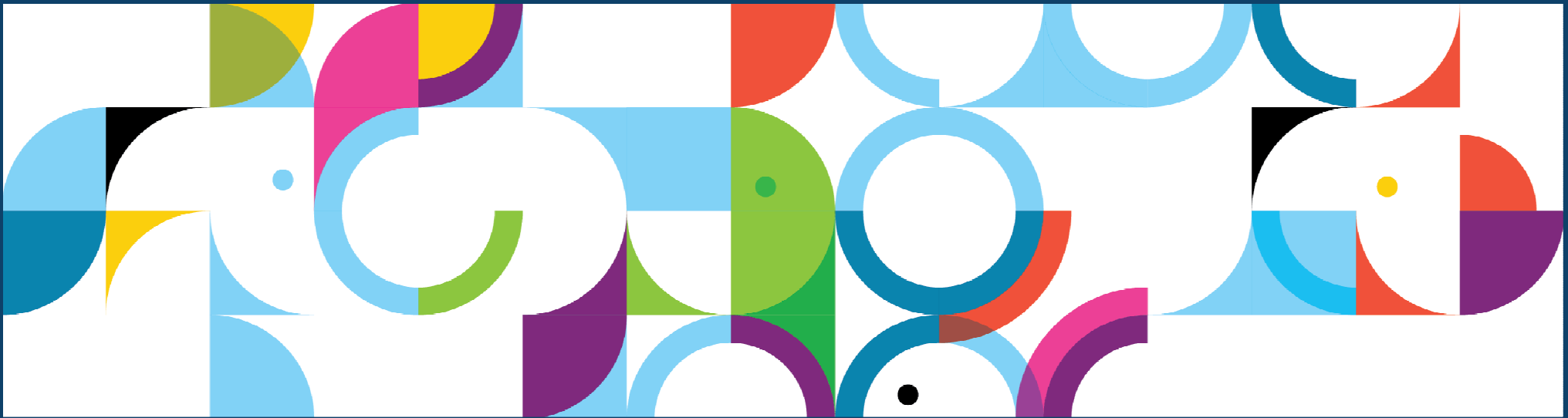


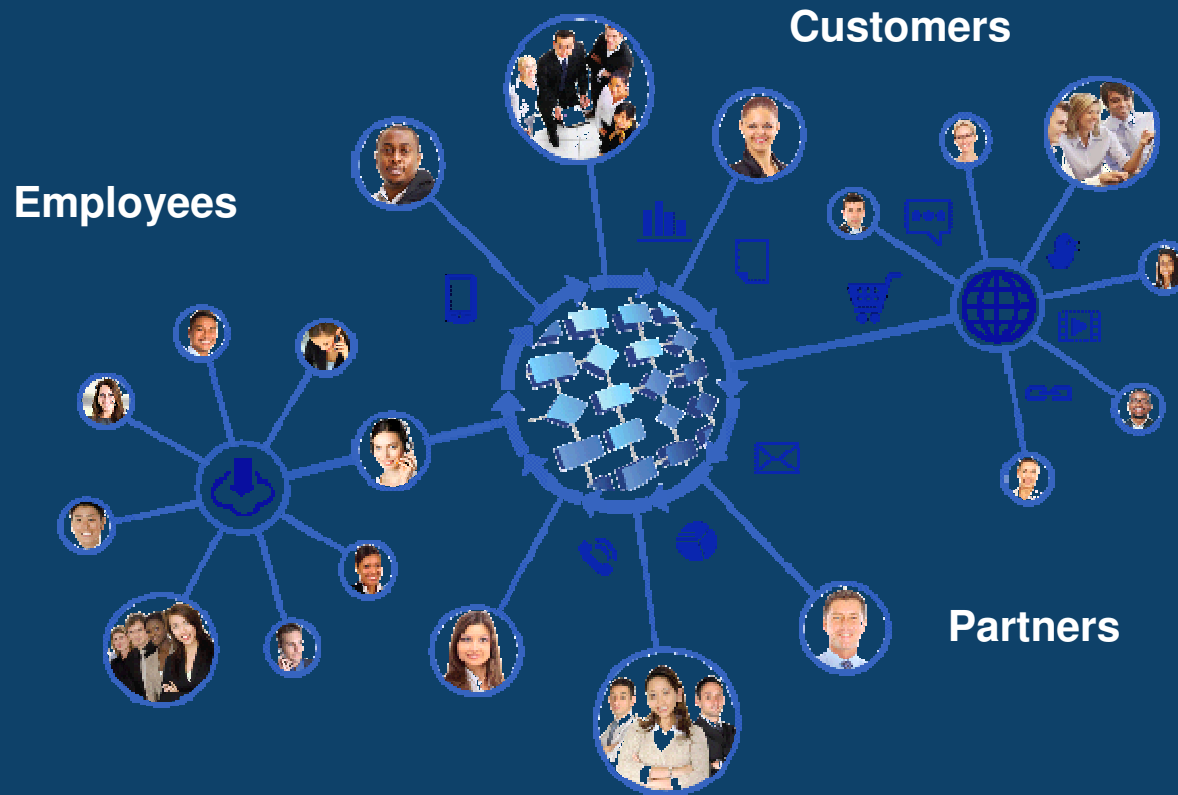
Pam Chandor Global Director, Social Business, March 2012

Get Social: A Business Imperative



Business. Made Social.

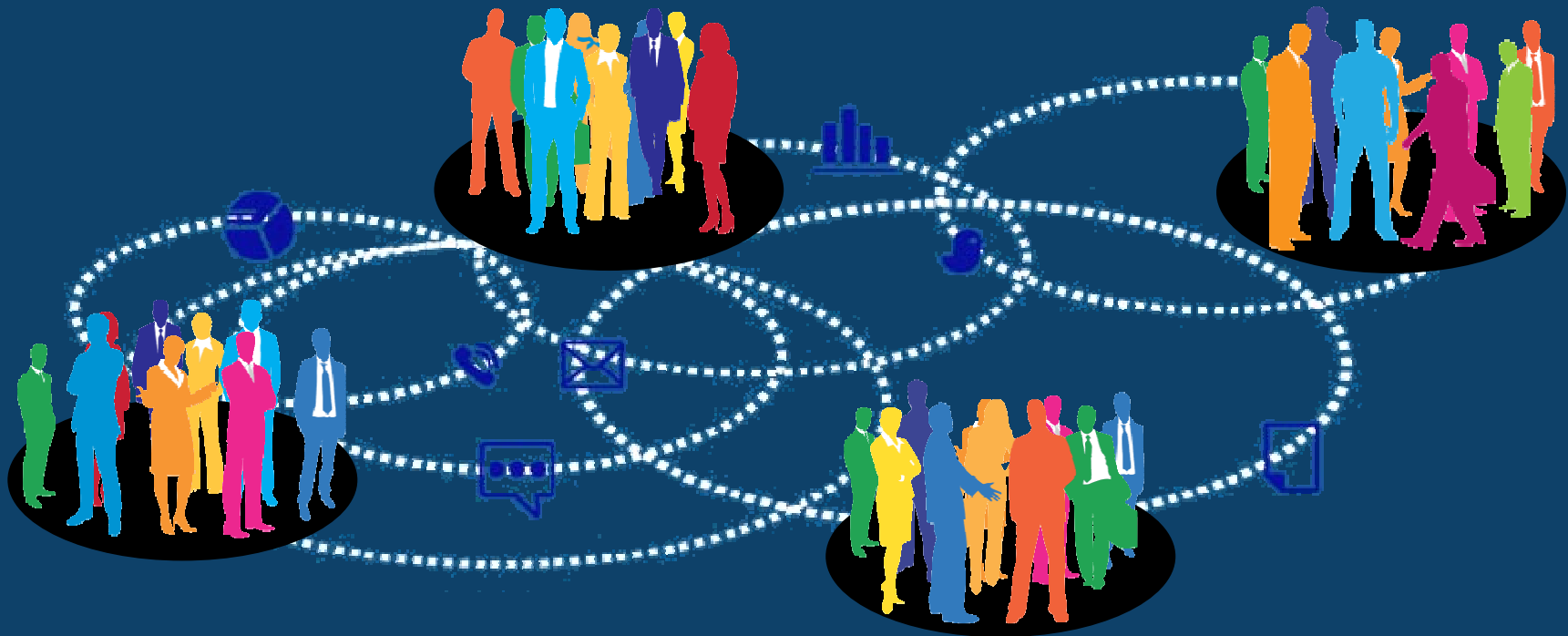
A social business optimizes interactions among people to create business value and gain competitive advantage



As barriers between people disappear, organizations can tap into collective intelligence, advocacy, and distributed talent across their entire business network to drive business results.

Part of becoming a social business is the opportunity to tap into an organization's collective intelligence

Collective Intelligence delivers increased innovation, global efficiency, and increased insights into your business internally and externally



<http://www.ibm.com/gbs/collectiveintelligence>

Enabling core business processes to be reinvented



Transformation means thinking about platforms instead of tools

Reach people where they live and work

Enable people to **engage** productively in a business context



Monitor and analyze social data to **discover** new business insights

Act on insight for business advantage

Enabled by Open Standards

Transforming business processes leads to differentiation and competitive advantage



RETHINKING

Customer Care and Insight

- Increased revenue through differentiated market insight
- Improved customer experience
- Increased profit through ability to predict buying behavior

Product and Service Innovation

- Faster time to market
- Differentiation based real-time user insight
- Increased revenue through new innovations

Workforce Optimization

- Higher productivity and retention
- Rapid skill transfer and on-boarding employees
- Shorter cycle times and improved decision making

Social businesses redefining their industries



Redefining how banking can be done



Transforming
Healthcare
Together®

Transforming patient care



Bayer MaterialScience

Transforming innovation through global collaboration



Children's Hospital Boston

Reinventing how medical knowledge is shared globally

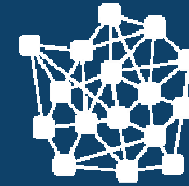
IBM has an end to end portfolio of capabilities, services, and delivery methods for social business



Social
Content Management



Social Analytics



Social Collaboration



Social Portal



Services



Cloud



Mobile

Product Highlights

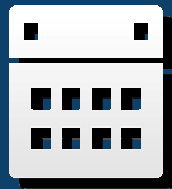
IBM
Connections



IBM
Connections Mail



IBM Docs



Social Content
Management



Lotus Notes
Social Edition



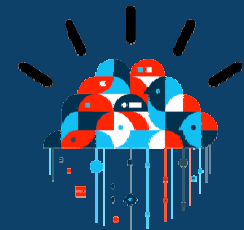
Exceptional Web
Experience



Mobile



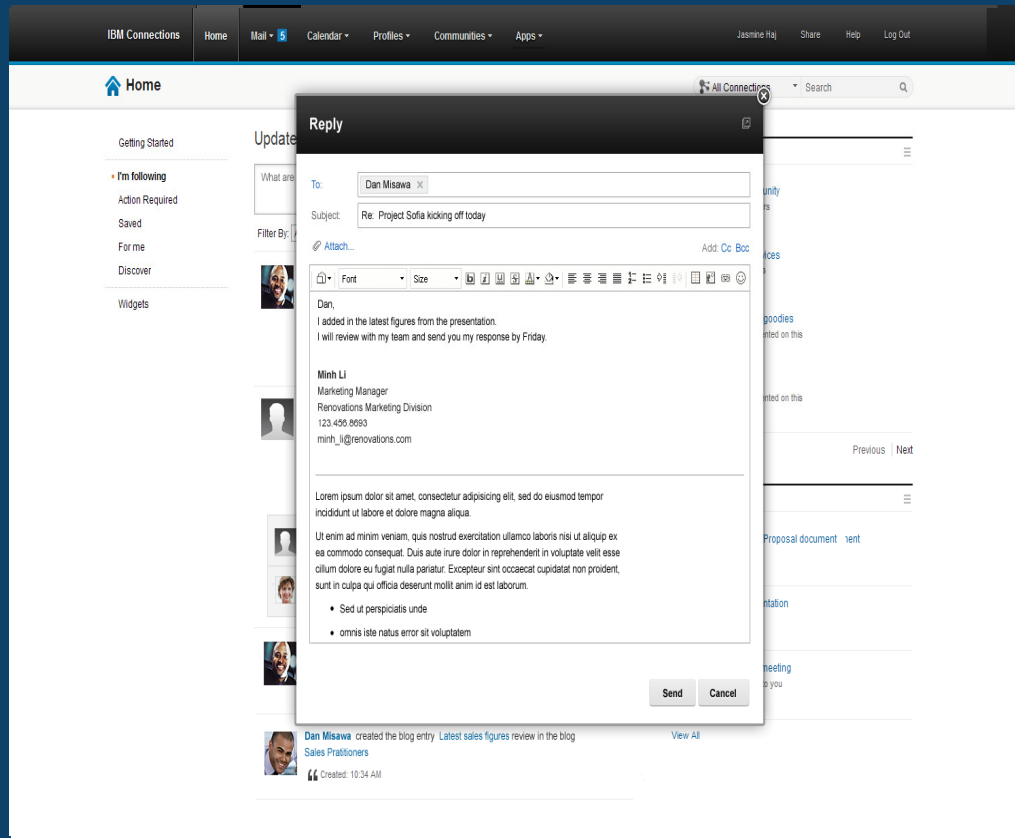
IBM SmartCloud
for Social Business



IBM[®] Connections Next



Activity Stream and embedded apps



IBM®



Connections Mail





Social Content Management

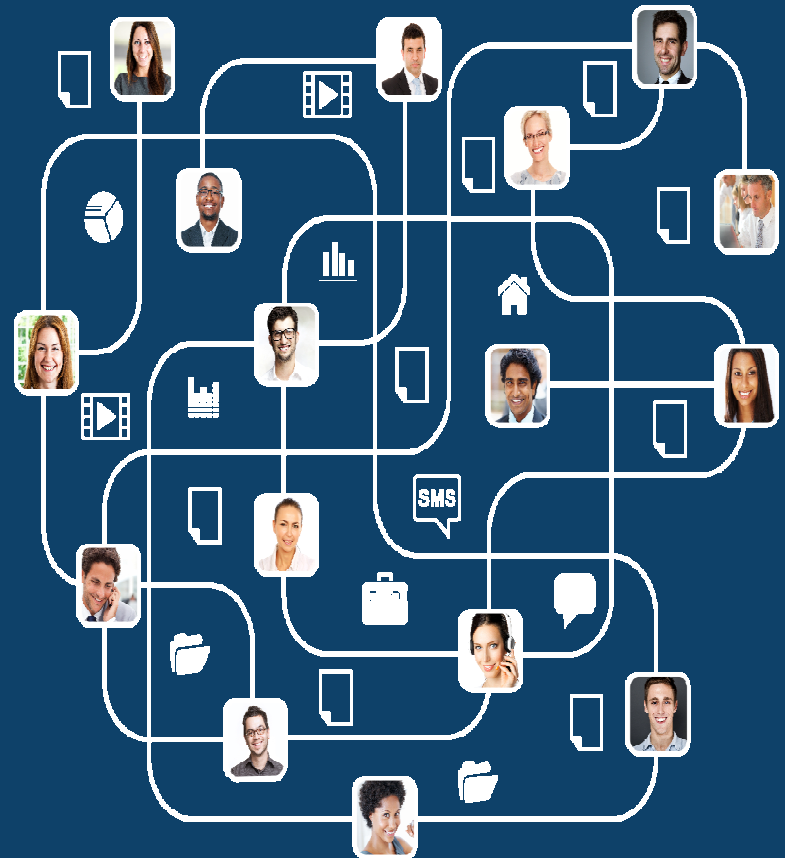
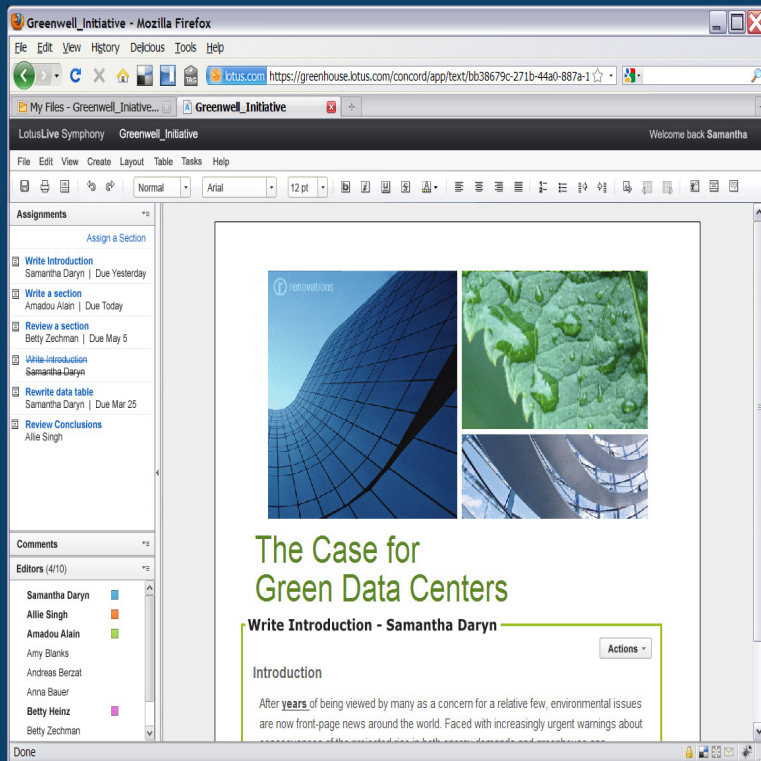
Name	Shared	Shared By	Downloads	Size	Sharing
Great Recipe.jpg	Dec 12	Frank Adams	82	51 KB	
PurchaseOrder123.ods	Nov 21	Ling Shih	1	26 KB	
Lime rickey image on home page.jpg	Nov 17	Jasmine Hq	50	851 KB	
Cookie Recipe.jpg	Nov 17	Jasmine Hq	137	280 KB	
Citrus splash.mp4	Nov 17	Jasmine Hq	7	5.78 MB	
Nice Restaurant.jpg	Nov 15	Jan Adams	136	208 KB	
Background image for home	Nov 15	Jasmine Hq	0	1.28 MB	
Healthy dinner ideas.jpg	Nov 15	Jasmine Hq	1	305 KB	
antioxidant organic chocolate	Nov 15	Jasmine Hq	1	294 KB	
photo for kitchen segment.jpg	Nov 15	Jasmine Hq	1	304 KB	



Enterprise Content
Case Management
Content Analytics
Information Lifecycle
Governance

IBM® Docs™

A better way to create documents. Together.



EXCEPTIONAL Web Experiences



Mobile



Analytics



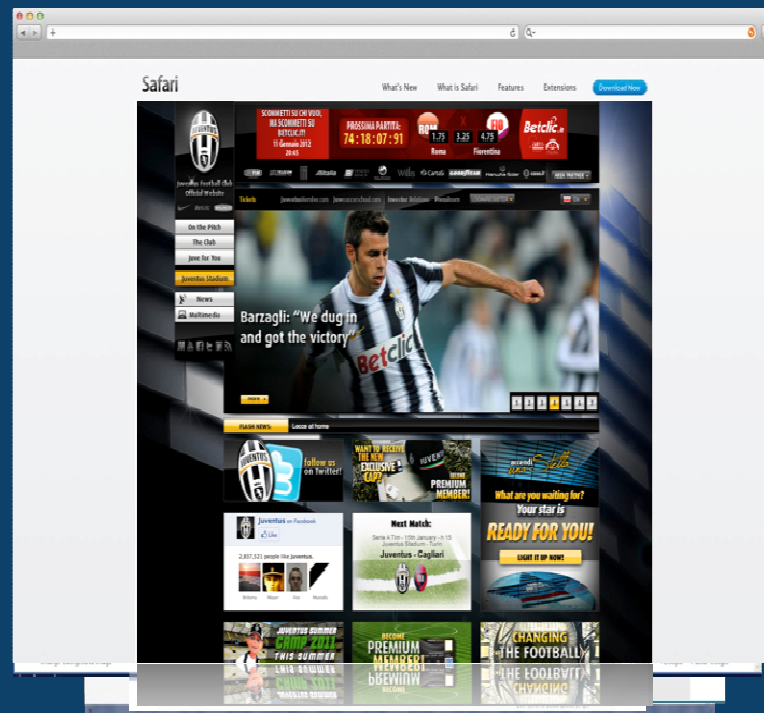
Scalability



Rich Content



Social
Communities



IBM® Customer Experience Suite

Beta Available **Now**



Portal +
Community
Pages



Web Content
Manager



Web
Experience
Factory

MOBILE MOBILE

IBM®

Social + Mobile
a leading provider



Mobile capabilities across a wide range of platforms



IBM Symphony



IBM Connections



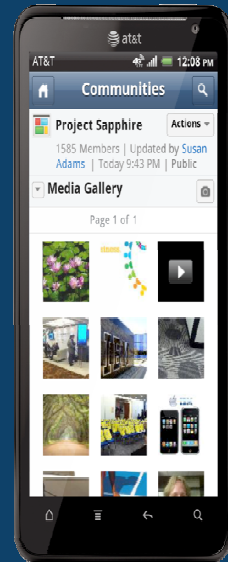
IBM Lotus Notes



IBM Sametime



Apple® iOS



Android™



Blackberry®

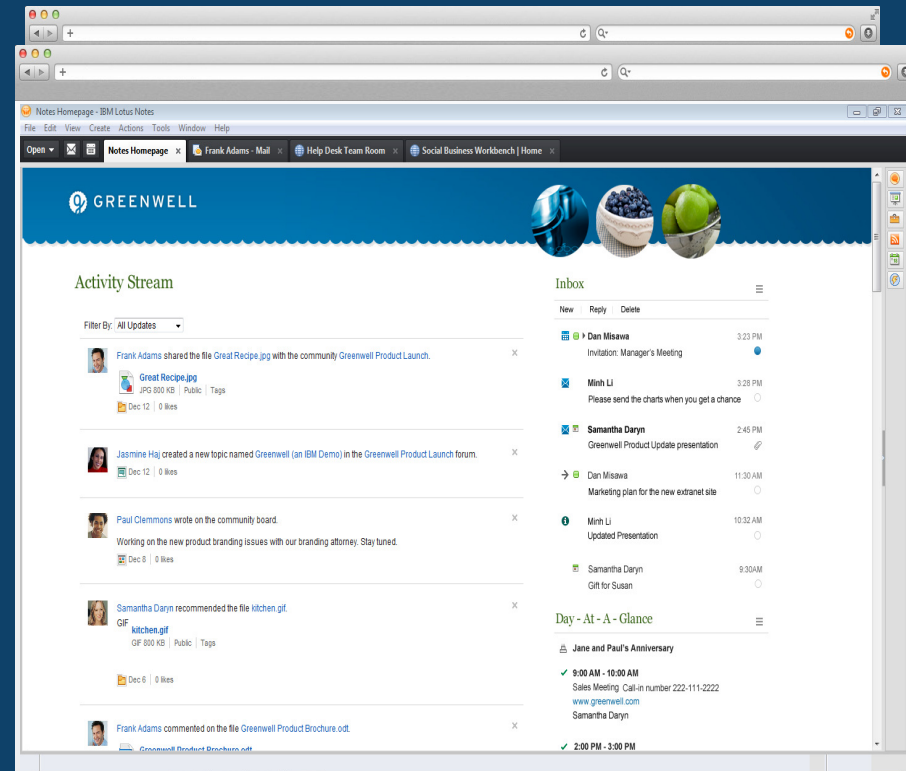


Windows® Phone

Announced planned support for Windows Phones



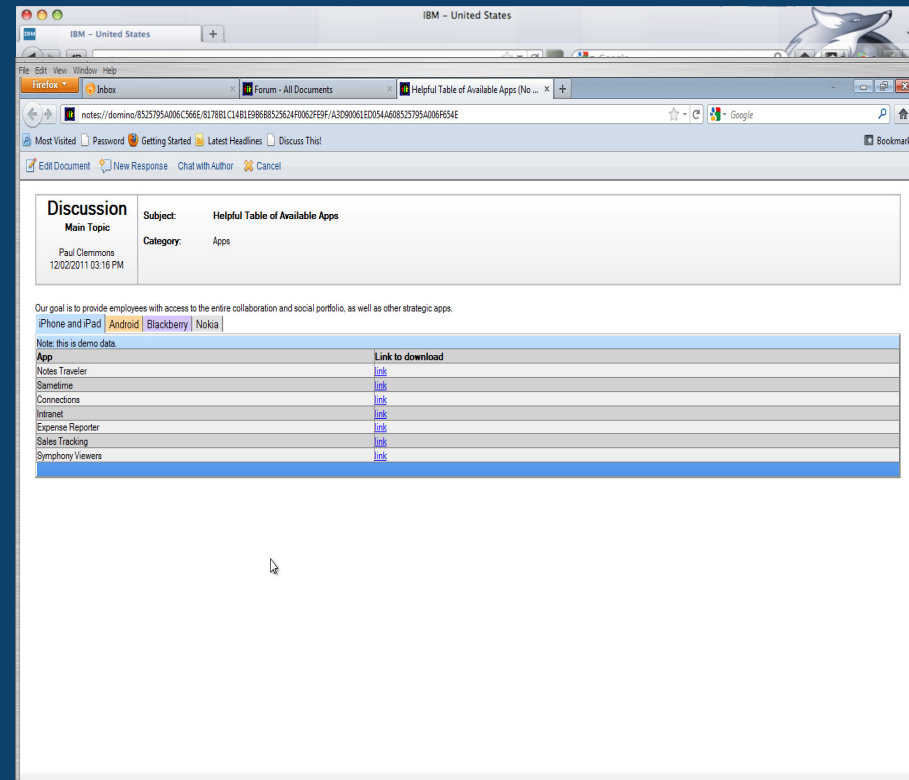
Lotus Notes[®] Social Edition





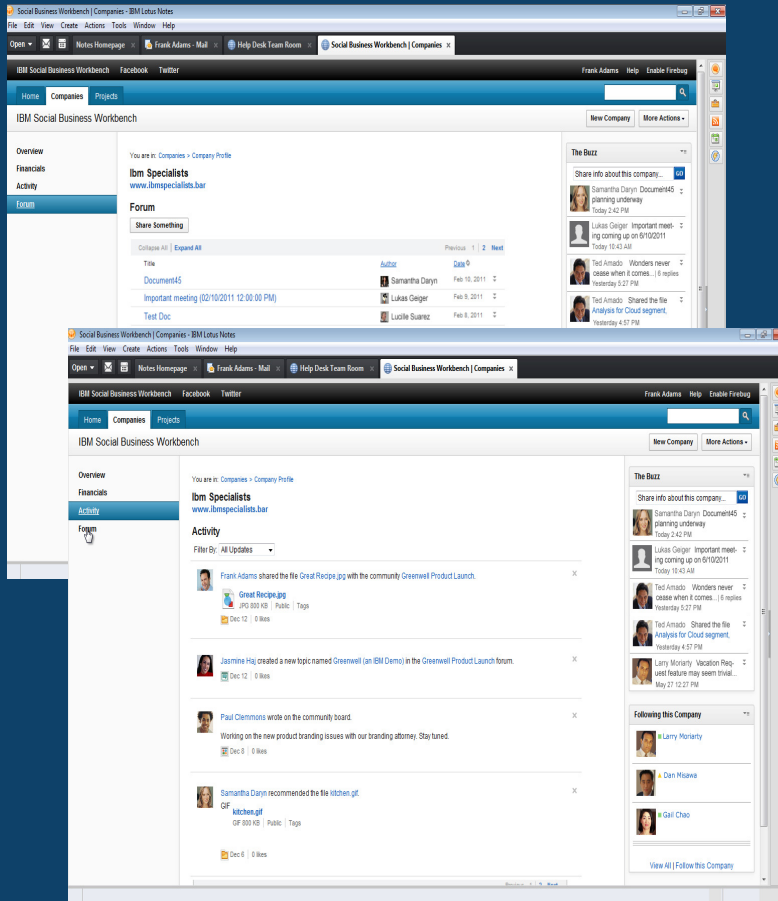
Enhanced capabilities from the browser

New Notes app browser plug-in



Domino Applications

XPages OpenSocial



How to make it work: Business and IT must come together

Business



IT

RETHINK the way you do business

Social business is an opportunity to stand out.
The time to act is now.

Social Business AGENDA

- A**lign Organizational Goals & Culture
- G**ain Social Trust
- E**ngage Through Experiences
- N**etwork Your Business Processes
- D**esign for Reputation and Risk Management
- A**nalyze Your Data

Get started **today** to map out the right path for your company



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THANK YOU