



Get Social. Do Business

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Smarter software for a Smarter Planet.



Agenda

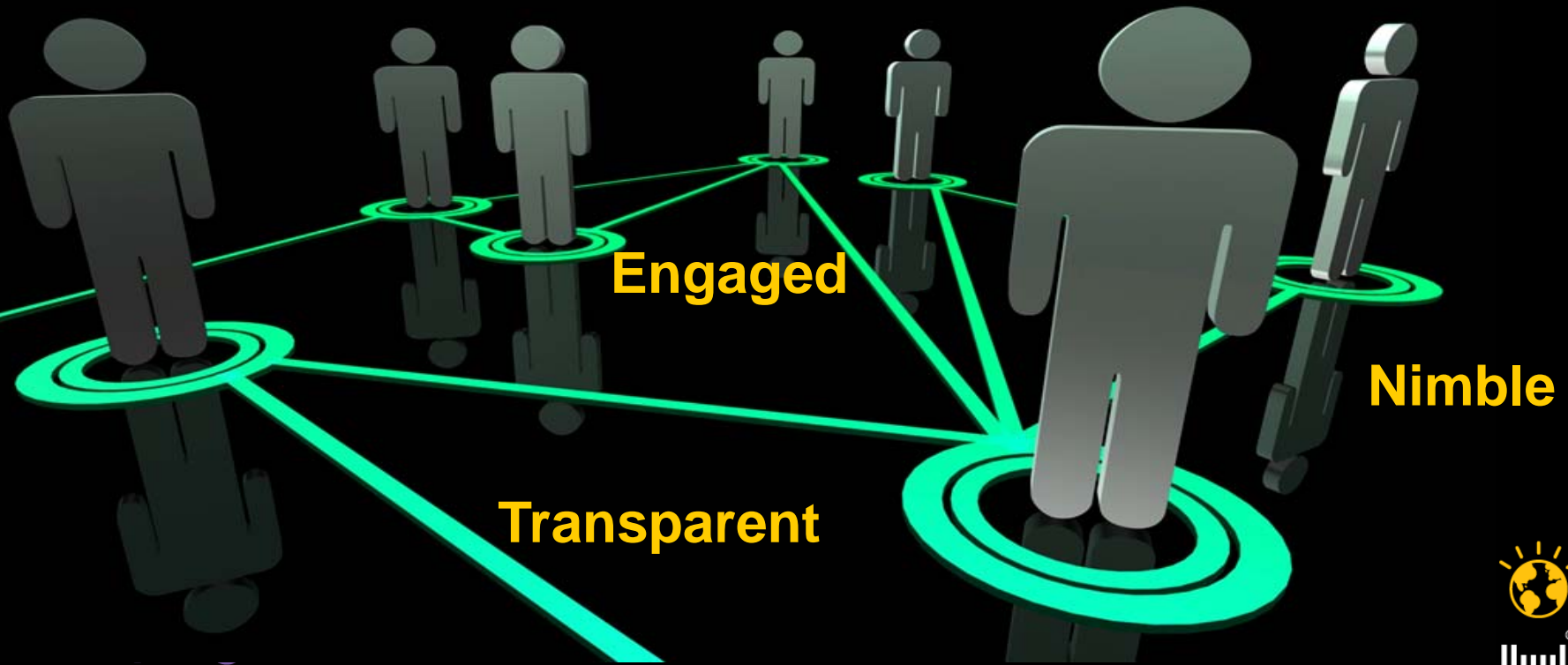
- **Why Be a Social Business?**
- **Tenets of a Social Business**
- **Business Successes**
- **Helping You Get There**
- **Technology Behind Social Business**







A Social Business embraces networks of people to create business value



Smarter software for a Smarter Planet.



Transparent

Work in a security rich environment outside or inside the company to solve business problems

Engaged

Nexus of people and expertise

Nimble

Innovate quickly to create new business processes in the cloud

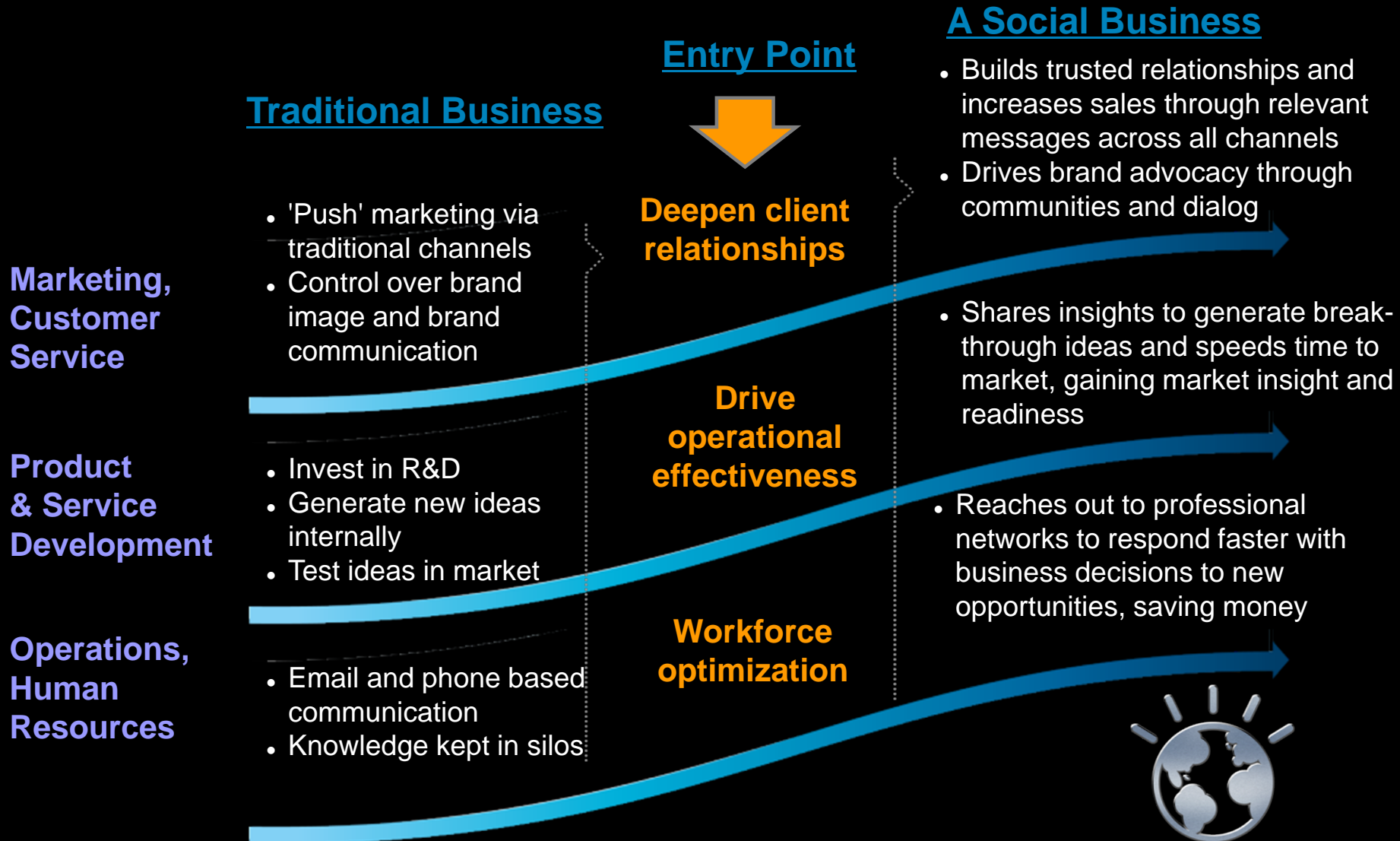


Trust

Security

Compliance

Social Enable Your Business Processes







For **CEMEX**, becoming a social business means developing a culture of knowledge and insight-sharing

Goal: to shift culture towards more open collaboration across a global organization



Campaign: Project Shift - an internal social network

Project Shift

Driving a measurable social transformation...

- **Rapid organic adoption** = 17000 employees connected in the first year, 400 new communities, innovation initiatives increased from 5 to 9
- **Bring new products to market faster** = 600 participants across several countries develop CEMEX' first globally-branded ready-mix product

"It can make a big company look like a small company"

*– Gilberto Garcia,
Director of Innovation*

For *Federal Bank* being a Social business better communication, better decisions

NEED:

Connect LOBs to employees

Improve service
for premium customers



Federal Bank

Being transparent for better communication
across the organization

- Employees have a **social platform** to voice their thoughts, ideas to HR teams
- LOB teams are **well connected** to employees through social platform
- Intra and inter branch **communication becomes easy**











For **HSBC** being a Social business

produces revenue results by listening to customers

Need:

Deliver personalized content to over 50 million customers in 40 countries

Test and enable go-to – market with best offers



HSBC

Being nimble, using real data to make better decisions results:

- **35% improvement** in marketing campaign revenue
- **increased customer loyalty** by testing and adjusting marketing campaigns
- Designs **easily and quickly deployed** to all HSBC channels increasing time to market

For *Asian Paints* being a Social business means being connected to its partners

NEED:

Connect employees and dealers to improve supply chain efficiency

Improve service for premium customers



Asian Paints

Engaging, to strengthen relationships and create new ideas

- Dealers are able to **create their own communities**. Gives them a sense of ownership and share ideas
- Have already launched 'Dealer Portal'
- **Collaboration across the organization**
From Manufacturing unit to the customer and dealer























IBM LotusLive Symphony



The screenshot displays the IBM LotusLive Symphony web interface. At the top, a browser window shows the document title 'Business Update.odt'. Below the browser window is the application's menu bar (File, Edit, View, Create, Layout, Table, Tools) and a toolbar with various editing icons. On the left side, a 'Comments' sidebar is open, showing a comment from 'Ted Amado' with the text 'Let's get the official tag line from the marketing team and check on any trademark/copyright requirements'. A yellow callout box with a pointer to the comment area contains the text: 'Collaborative, simultaneous editing with commenting and tasks'. The main content area shows a document titled 'Business Update' with a 'renovations' logo and several paragraphs of placeholder text. At the bottom left, there are profile icons for two users, and at the bottom right, there is a status indicator 'I am available'.

How to Get Started ?



Social Business

A Align Organizational Goals & Culture

G Gain “Friends” Through Social Trust

E Engage Through Experiences

N Network Your Business Processes

D Design for Reputation and Risk Management

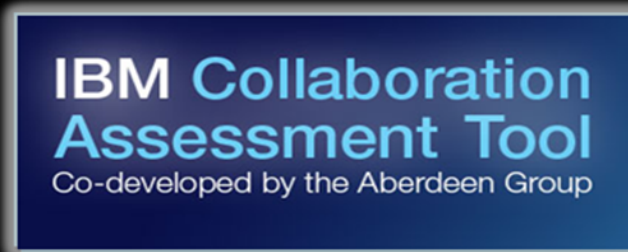
A Analyze Your Data

Social Business Announcements at Lotusphere

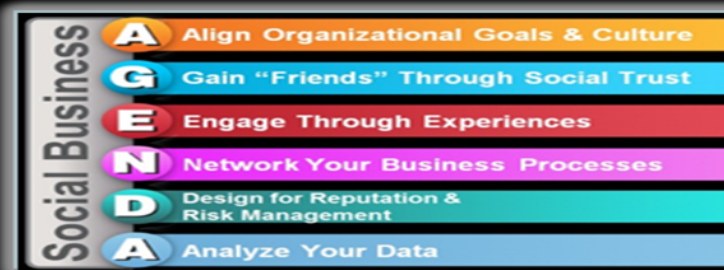
- New mobility enhancements allow customers to drive social business from any device
 - Support for iPad, iPhone, Google Android, RIM's Blackberry and Nokia devices across the portfolio
- Social Business Framework – based on open standards
 - Social Business toolkit – APIs
 - Activity Stream
- LotusLive Symphony - A new social web editing tool for word processor, spreadsheets, and presentation documents
 - Technology preview available now
- New licensing models to allow customers to deploy existing Domino applications in the cloud

Get Social. **Do Business.**

Ask for a Collaboration Assessment



Ask for a Social Business Agenda Workshop



Try LotusLive today:




Sign up for a Greenhouse account:



The World Changes Fast!





(no status set)

Tags

Add tag(s) to this profile

There are no tags yet for this profile.

Things in Common


There are no items in common for you and this profile.

Get To Know Your Colleague Better

Use the information in a person's profile to find out about their interests and skills, view their recent posts, and get in touch with them. See who is in the profile owner's network and find out how you are connected to them. Click **Invite to My Network** to invite the person to join your network, or click **Follow** if you want to get the person's latest updates.

Tip: Click ? to see help on a specific feature or click Help to view all help topics.

[Learn More](#)



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The Board | [Contact Information](#) | [Background](#) | [Recent Posts](#)

Write a message on this profile board.

Who Connects Us?


There are no connections between you and Karthik Padmanabhan.

Report-to Chain

- SHANKER ANNASWAMY
 - PRADEEP P. NAIR
 - Karthik Padmanabhan

[Full Report-to Chain](#)
[Same Manager](#)
[People Managed](#)

Network



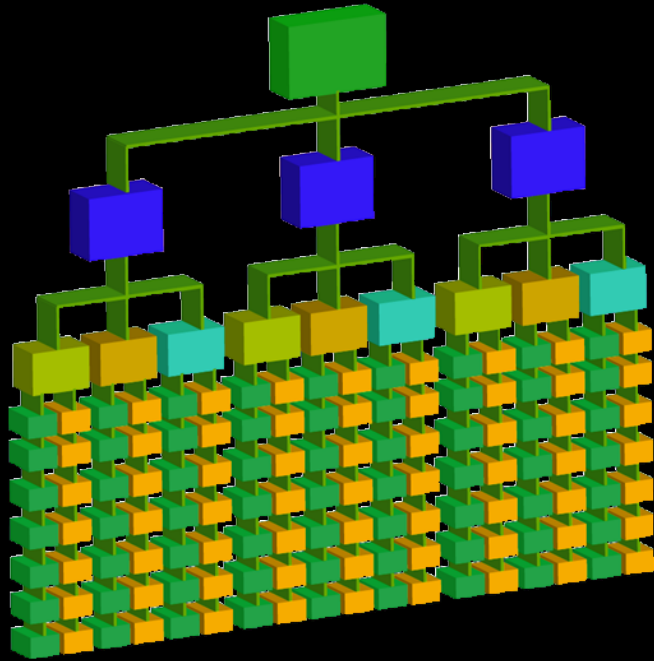
[View All \(53\)](#)



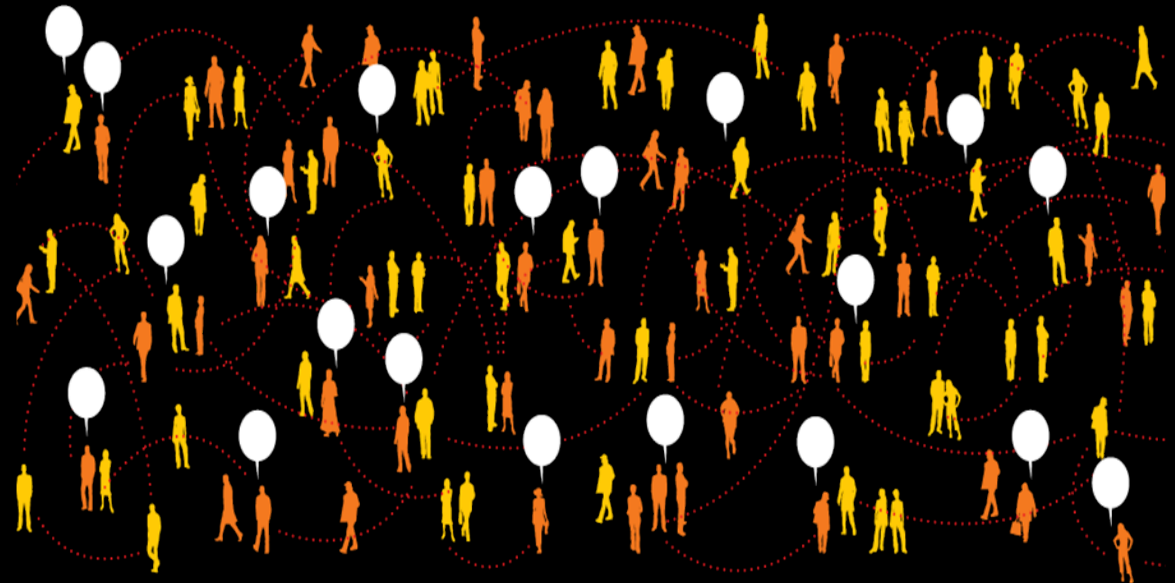
Follow me @karthik_padman
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Leading companies are engaging with their stakeholders to drive innovation



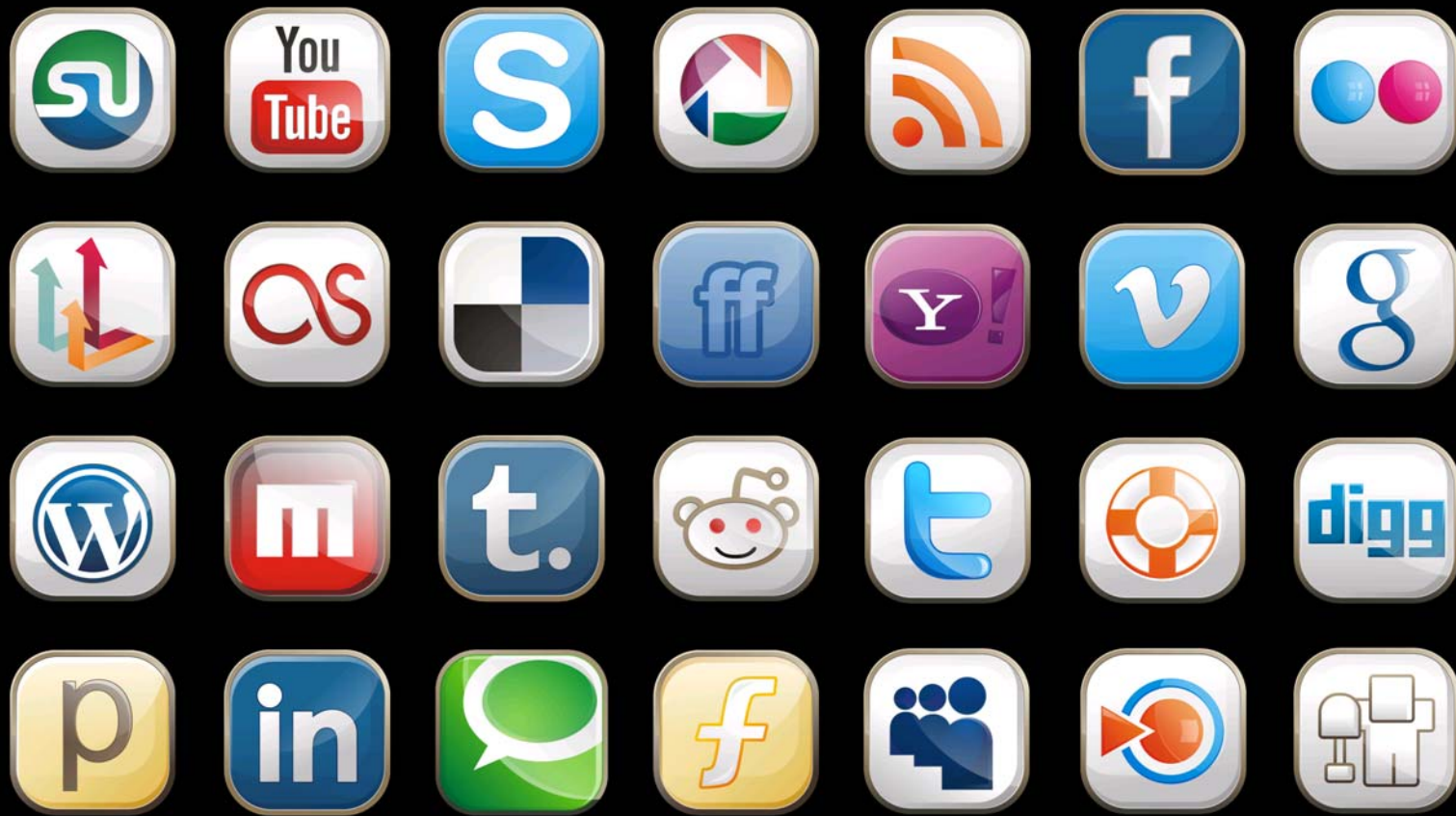
- From Highly structured, Silo'ed and Static, Organizations to...
- To Engaged, Transparent, and Nimble







A Social Media Revolution



Customers are moving to the cloud

'After email, with **58%** saying they'd be **using a cloud solution of some type in the next 24 months**, overall **collaboration** was the second most important workload, with **48%** saying they'd be looking to **build out an internal cloud, or use a public solution.**'

"IDC North American Cloud Survey" - Robert Mahowald, January 2011

