



Get Social. Do Business

Karthik Padmanabhan,
Country Manager, IBM Collaboration Solutions
IBM India and South Asia

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**



The world is changing, and becoming more...



Instrumented

Smartphone shipments
will outpace PCs by 2012



Interconnected

Social networking
accounts for 22% of all
online time



Intelligent

The social data analytics
opportunity will grow to 1
Zettabyte by 2011



Social Business



On a smarter planet, people are transforming the way they interact... and this transformation is impacting the way business is being done

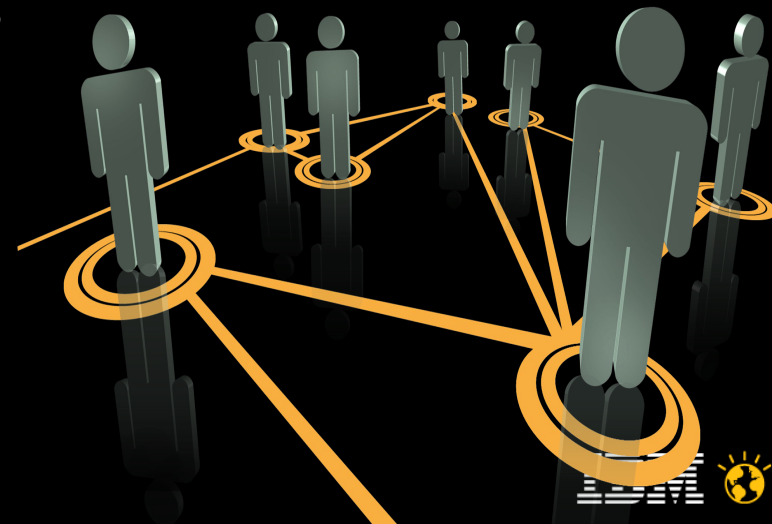
Why Social Business matters...

95% of standout organizations will focus more on “getting closer to the customer” over the next 5 years.

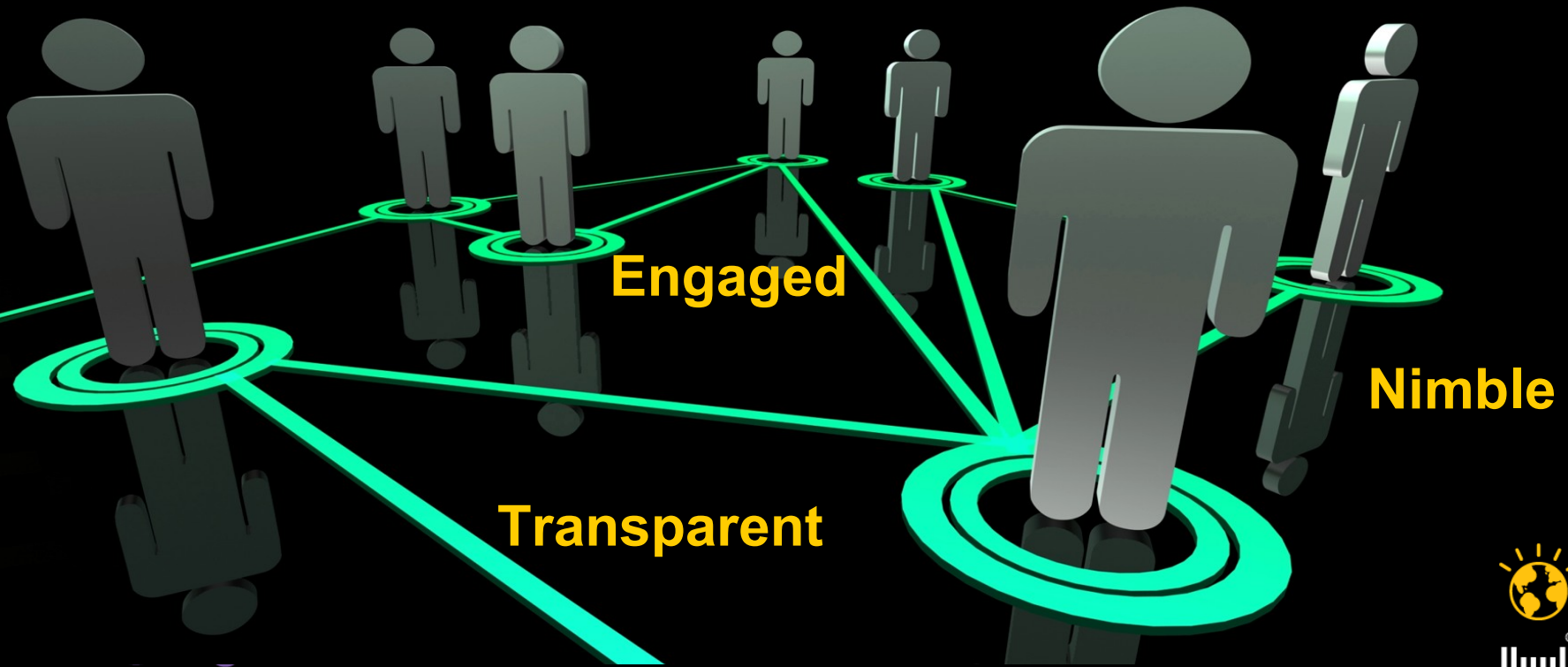
– IBM CEO Study 2010

Standout organizations are **57%** more likely to allow their people to use social and collaborative tools.

– IBM CHRO Study 2010



A Social Business embraces networks of people to create business value



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

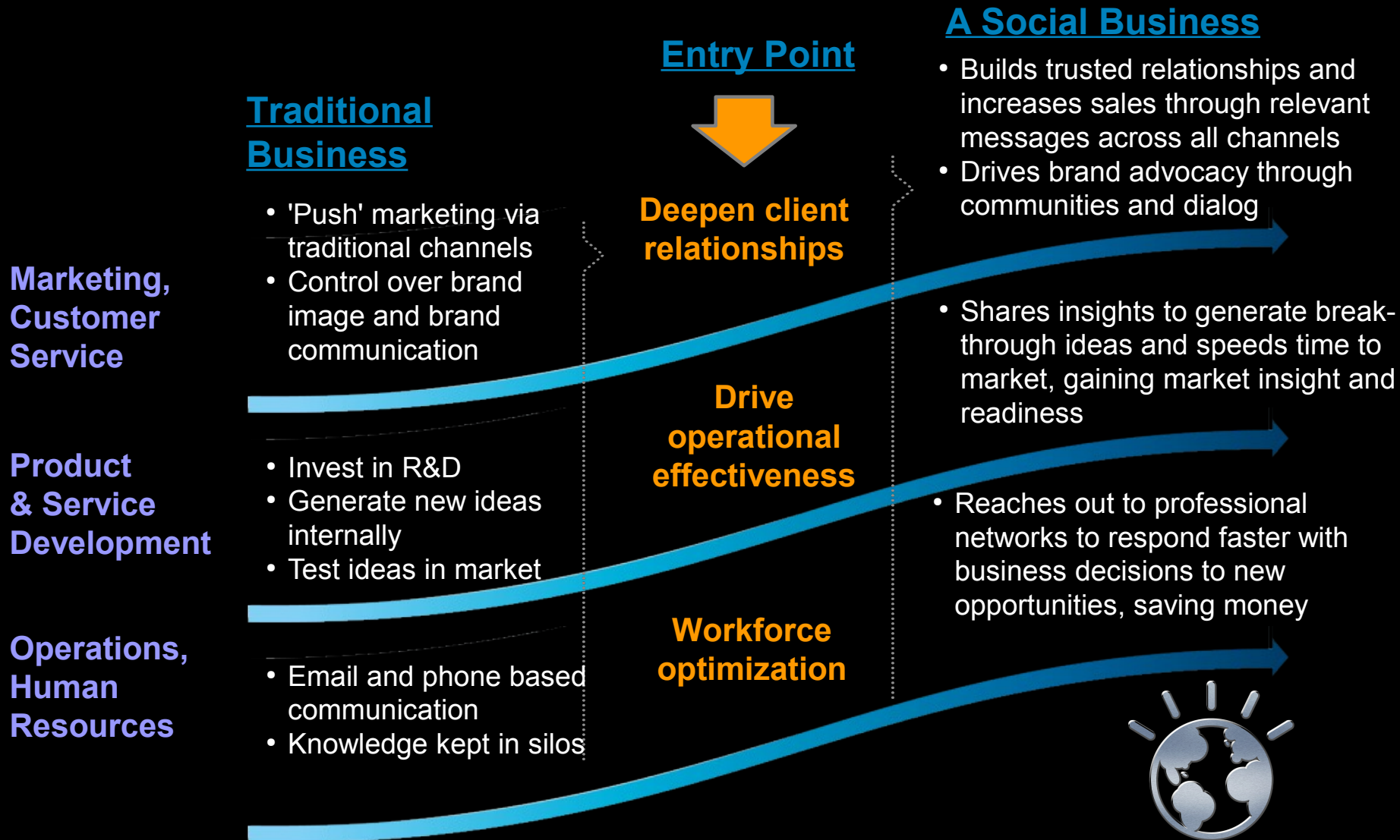


Trust

Security

Compliance

Social Enable Your Business Processes



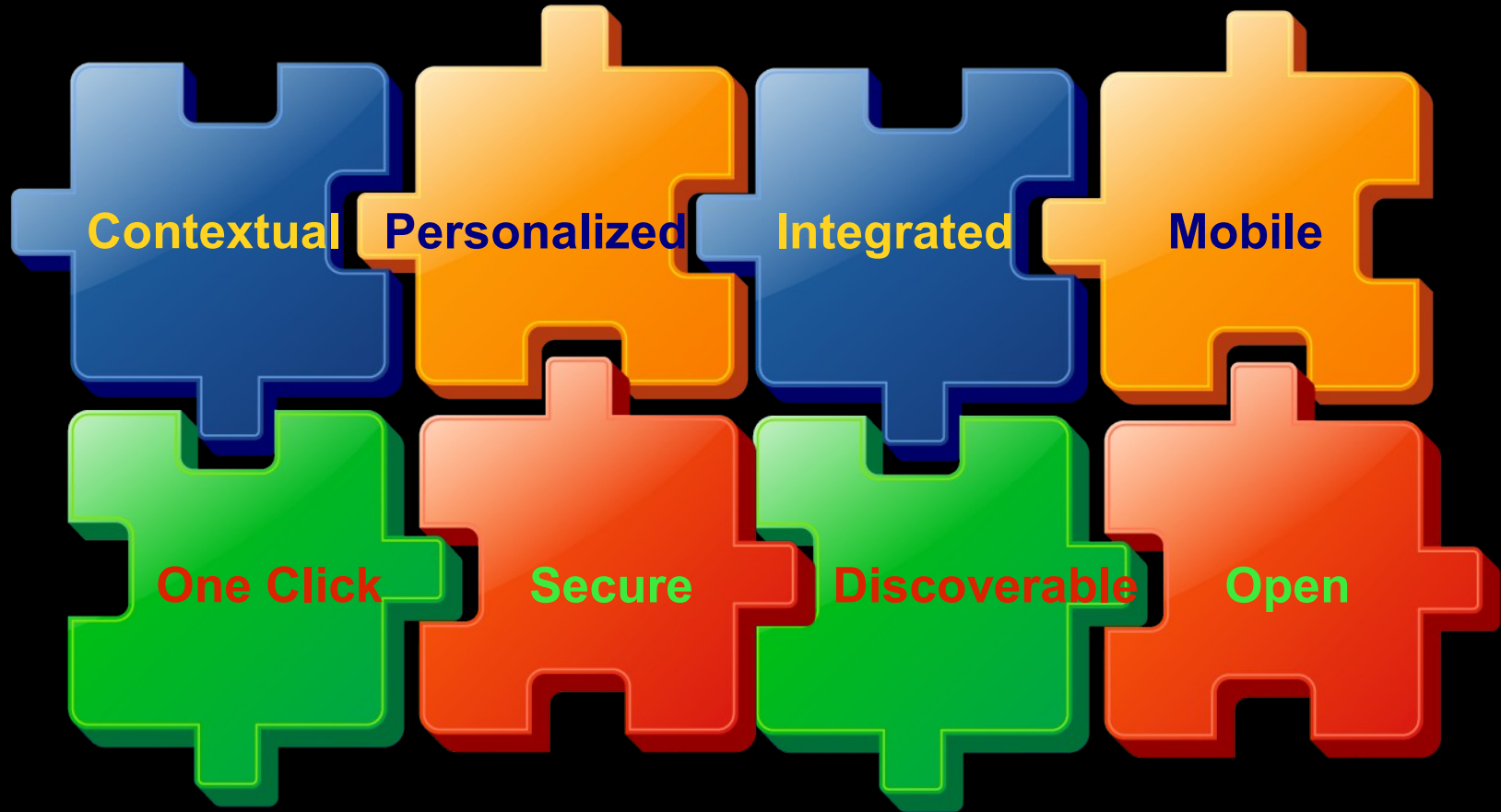


Exceptional
WORK
Experience

Exceptional
WEB
Experience

Available both on premises and in the cloud.

Exceptional **W****ORK** Experience



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**

Exceptional **WORK** Experience



Enterprise Activity Stream

The screenshot shows a web browser window displaying the IBM Work Experience dashboard. The browser's address bar is empty, and the page title is "Home". The dashboard is divided into several sections:

- Connect and Share:** A section with tabs for "My Newsfeed", "For Me", "Notifications", "Places", "Saved", and "Discover". It displays a list of activity items, including file shares and uploads.
- Mail:** A widget showing "12 new messages" with a list of recent emails from Natalie Olmos, Minh Li, and Frank Adams.
- Calendar:** A widget showing the date "Sep 10" and a list of events, including "OFN Kickoff Meeting" and "Review OFN Oppo".

Mail widget for inbox access

Calendar widget

Exceptional **WORK** Experience



The screenshot shows an IBM Lotus Notes email client interface. The top navigation bar includes 'Home', 'Mail', 'Calendar', 'People', 'Places', and 'Apps'. The email header shows 'Welcome back Samantha' and 'Log out'. The main content area displays an email from Dan Misawa with the subject 'Project Sofia kicking off this week'. The email body contains a file share for 'Sales Figures 2010.odt v.5 1:50p'. The file share interface includes a preview of the document, a description 'screens for next weeks meeting', and a comment from Minh Li: 'I updated July's figures let me know if ok'. A yellow callout bubble points to the file share with the text 'File share embedded experience in email'. The bottom status bar shows 'I am available'.

File share embedded experience in email

Exceptional **WORK** Experience



The screenshot displays the IBM Workplace interface. At the top, there's a navigation bar with 'Home', 'Mail', 'Calendar', 'People', 'Files', and 'Apps'. Below this is a 'Places' section with a 'New Place' button and a search bar. The main content area shows a list of places, including 'Rainforestry Innovation', 'Night Owl Brainstorming', 'Earth Day', 'Supplier Relations', 'Capital Expenditure Re-engineering', 'Biz Dev Circle', 'Brand Development Community', 'Banking and Finance', and 'Marketing Idea Playground'. A yellow callout box with the text 'Persistent access to Sametime functionality.' points to the 'Earth Day' entry. On the right side, there are 'Recommendations' for 'Ideation Space', 'AIW Place', and 'GEO Global Community'. At the bottom right, a 'Sametime' overlay is visible, showing a list of contacts under 'Marketing Team' and 'Sales Team', with a search bar and a status indicator 'I am available'.

Exceptional **WORK** Experience



or a Smart



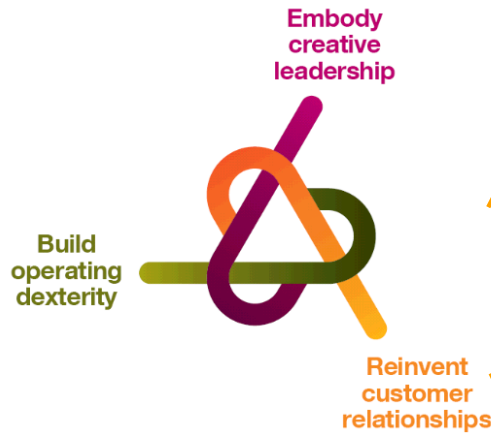
Exceptional **W**e**B** Experience

Customer Focus is CEO Imperative



2010 IBM Global CEO Study

High-performing companies capitalize on complexity in three ways...



“Getting closer to Customers” is the single most important theme. Engage customers in new ways that increase interest and loyalty to generate demand and revenue sources

Better understand customer needs and involve customers more effectively and directly in product and service development

Exploit the information explosion to hear the voice of your customer through the vast amounts of data, understand it , and act.

IBM.com/CEOStudy

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

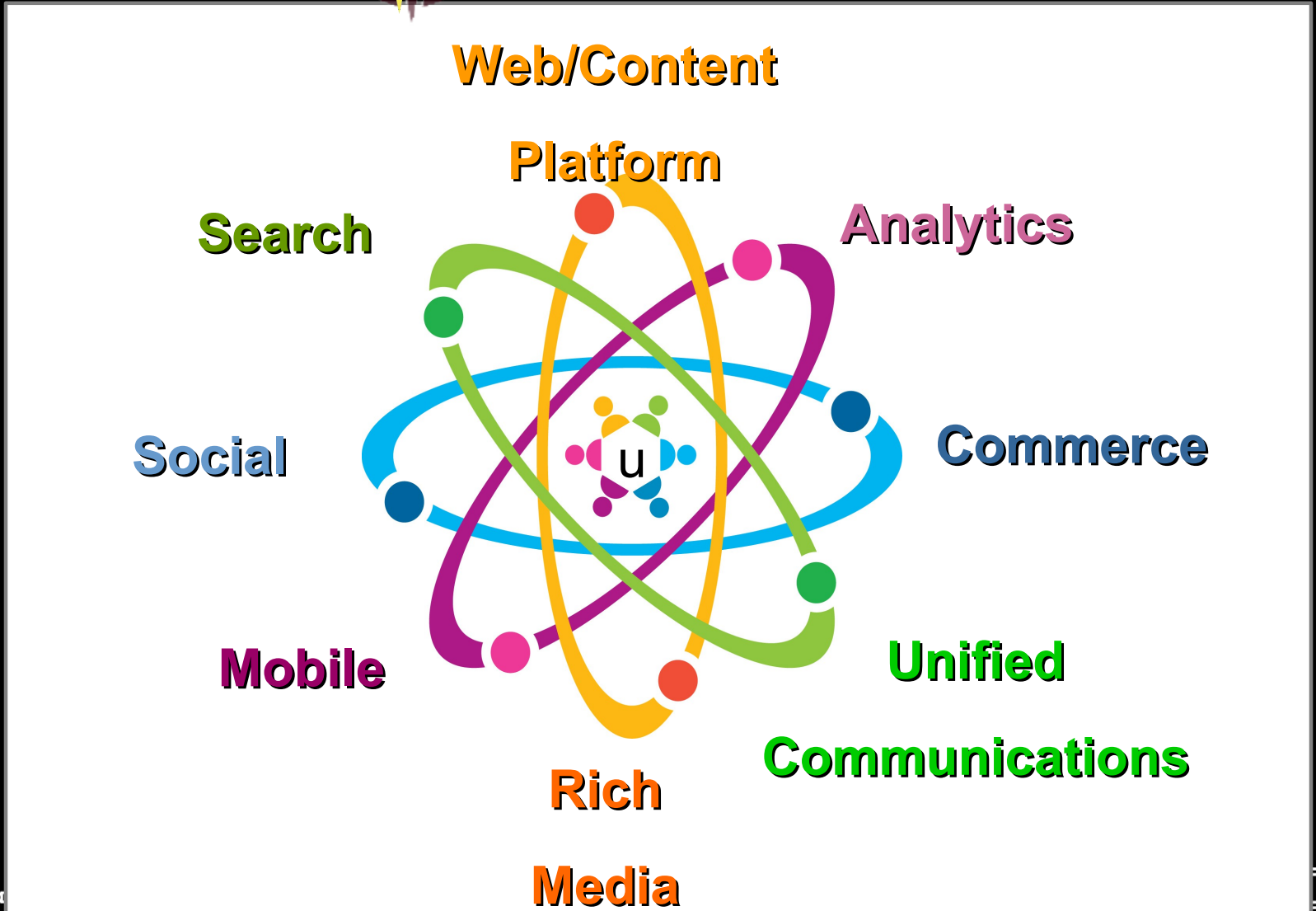


Asian Paints

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

Exceptional **W**e**B** Experience





IBM Customer Experience Suite

The centerpiece offering in the IBM Project Northstar Vision



Create Dynamic, Engaging Web Experiences that Wow Customers



Target the Right Experience to the Right User via the Right Channel at the Right Time



Improve Customer Loyalty by Enabling Users to **Socialize**



Optimize the Experience to Maximize Results



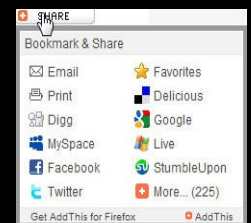
Realize Business Goals



Reach Customers Across Multiple Channels – Mobile, Web, Kiosk, Email...



Integrate Across Heterogenous Systems to Deliver New Value




Exceptional **W**e **B** Experience

Personalized Experience

Investing is important to achieve your dreams.

Making the right choices is just as important. We'll help you build a portfolio that's tailored to your goals, risk tolerance and timeframes.

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Content



HOW MUCH IS ENOUGH?

Insurance is the most neglected aspect of the average joe's financial plan. This article focuses on the essential, but often overlooked, basics. [Read more.](#)

Tags: [Insurance](#), [Taxes](#), [Loans](#)

Author: [Pierre D.](#) Created: [Yesterday](#) Rating: 

PROTECTING INVESTMENTS AGAINST LOSS

Investments are people too! This article shows you how to maximize gains and minimize losses through smart structuring and asset protection. [Read more.](#)

Tags: [Investments](#), [Taxes](#), [Insurance](#)

Author: [Minh L.](#) Created: [2 days ago](#) Rating: 

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Author: [Alex K.](#) Created: [A week ago](#) Rating: 

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- Next steps
- [Apply for new Mutual Fund](#) >
 - [Modify your investments](#) >
 - [How to apply](#) >
 - [Contact Support](#) >
 - [Read the disclosure statement](#) >
 - [Have Prospero contact me](#) >

Exceptional **W**e **B** Experience




Investments ▾

Tasks Edit Preview Analytics Content Targeting Campaigns


Undo Changes Save Draft Submit for Review Enable LiveView

Impersonation →


Versions Drafts




New Customer
Customer less than 2 months
Owns 1 account
[Edit](#) | [Delete](#)




Frequent Customer
Customer logs in at least once a week
Transactions greater than 3 per week
[Edit](#) | [Delete](#)




Long Term Customer
Customer greater than 3 years
Account in good standing
[Edit](#) | [Delete](#)



High Transaction Customer
Customer has more than 3 accounts
Transactions greater than 10 per day
[Edit](#) | [Delete](#)



Social Customer
Customer is a fan on facebook
Uses Facebook app at least once a week
[Edit](#) | [Delete](#)





Create New Profile...

Personalization and Behavior Analytics

Making the right choices is just as important. We'll help you build a portfolio that's tailored to your goals, risk tolerance and timeframes.

[Get started now](#)



 Big Returns: Apply for the new mutual fund. [Apply Today!](#)

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Next steps

[Apply for new Mutual Fund](#) ▶

Exceptional **W**e**B** Experience



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Click to call



Small Business Solutions [Learn More](#)

SMALL SOLUTIONS BIG RETURNS
Renovations has the right decisions to help you invest in the future. Introducing the new solutions specifically designed for small businesses to help you through this arduous climate. In addition, we've thought of everything. [Read more.](#)
Tags: Investments, Businesses, Security
Author: Jasmine H. Created: Today Rating:

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5 People Like This

Betty Zechman	Heather Reeds	Gardner Raynes
Pierre Dumont	Ed El-Amon	

Social Communities

News from our Community

- Lucille Suarez created a new topic named [Trends in Tech](#) in the [Investment Insights](#) forum.
- Dennis Michaels created a new topic named [Telecom Insights](#) in the [Investment Insights](#) forum.
- Samantha Daryn added the [Prospero Home](#) bookmark to the [Investment Insights](#) community.

PRODUCTS

TOOLS

Facebook

Brian Cheng [quasifu](#)

quasifu Looking successful 20...
56 minutes ago · reply

quasifu Check out our new investments campaign!
56 minutes ago · reply

quasifu @seekaychin @lettuceman thanks for being such loyal customers
59 minutes ago · reply



Exceptional **W**e **B** Experience



Investments ▾ Tasks Edit Preview **Analytics** Content Targeting Campaigns Enable LiveView

Dashboard → Overview Conversions Page Views Clickthrough Reports

Pie Chart

Yesterday | 6/16/2010 Average...er Value

Page Categories | By Category

One Week Ending ...3/2010 - 6/19/2010 Abandon...rt Items

	Su	Mo	Tu	We	Th	Fr	Sa	Avg.
AM	12	1	2	3	4	5	6	12
	7	8	9	10	11	12	1	1,587
PM	1	2	3	4	5	6	7	1,270
	8	9	10	11	12	1	2	952
Avg.								635

Collaborative, simultaneous editing with commenting and tasks

BM C

Last

Page Views 664,189

Sessions / Visitor 1.19 | 1.20 | 1.16

Unique Visitors 53,307 | 73,325 | 40,425

Orders 981 | 1,866 | 657

Collaborate

renovations

Page level analytics and real-time dashboards

Frank Logout

MY LANGUAGE SELECT

ABOUT PLANNING INVESTMENTS RETIREMENT INSURANCE LOANS BANKING

Investing is important to achieve your dreams.

Making the right choices is just as important. We'll help you build a portfolio that's tailored to your goals, risk tolerance and timeframes.

Get started now

Exceptional **W**e**B** Experience



Investments | Tasks | Edit | Preview | Analytics | Content Targeting | Campaigns | Enable LiveView

Overview | Edit Content → | Translation | Add Page Content | Change Page Style | Change Page Layout | Access Controls

Display All | Administration | Collaboration | Tools | Existing Content → | New Content | Social Content

Object Palette
Drag and Drop Portlets, Widgets, and Content to the page below

- Site Update.odp
- Article List
- Article List Headlines
- Article List Targeted
- Article Multi-locale
- Article Short
- Article Standard
- Article Targeted
- Flash Movie
- Green Fund Banner
- Green Fund Banner 2
- Green Fund Banner 2
- Links Grid
- Links Table
- Movie
- Movie Gallery
- Product Teaser
- New Product Multi-locale
- News Article
- News Multi-locale
- News Targeted
- Product List
- Product List Short
- RSS Article List
- RSS Article List

Preview in context

Content

PROTECTING INVESTMENTS AGAINST LOSS
Investments are people too! This article shows you how to maximize gains and minimize losses through smart structuring and asset protection. Read more.
Tags: Investments, Taxes, Insurance
Author: Minh L. Created: 2 days ago Rating: ⭐⭐⭐

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Next steps

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- Modify your investments >
- How to apply >
- Contact Support >
- Read the disclosure statement >

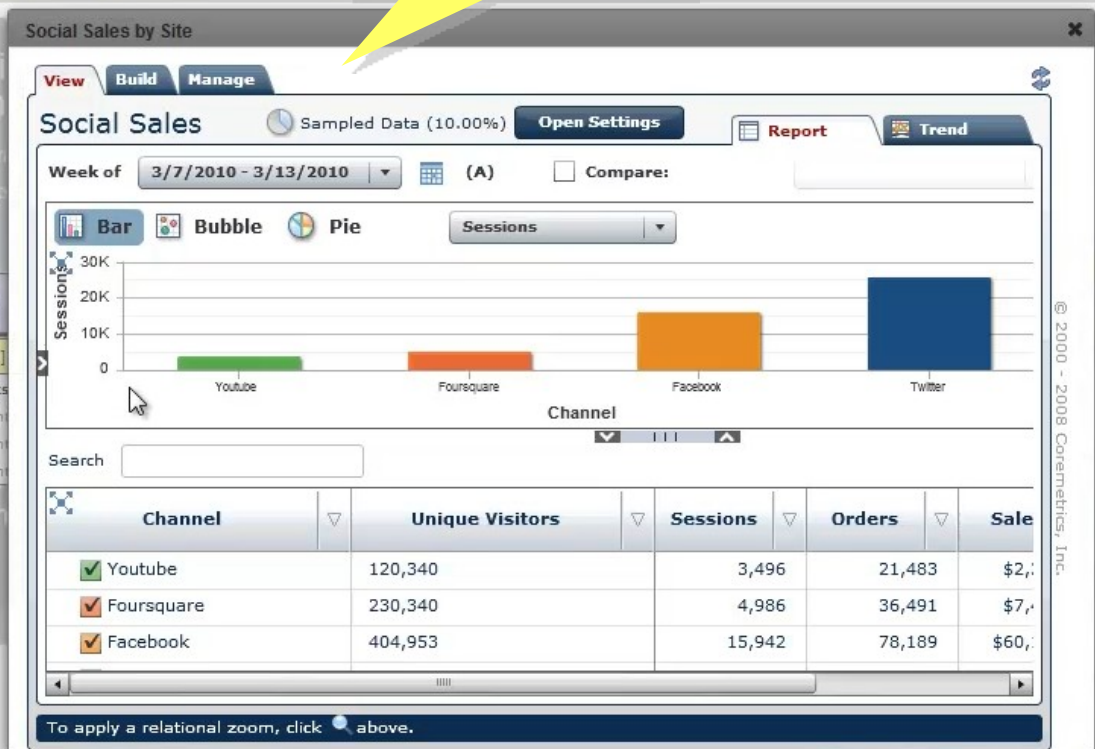
Drag and drop editing

Preview in context

Exceptional **W**e**B** Experience

Click count analytics

Advanced analytics on page actions



Exceptional **W**e**B** Experience



PROSPERO

Heather [Logout](#)

MY LANGUAGE [SELECT](#)

ABOUT PLANNING INVESTMENTS RETIREMENT INSURANCE LOANS BANKING

Quick Edit | Advanced Edit | Reports



Greater Returns

Become one of the many investors... While these investment schemes... outcomes. [Click here](#) to review

Step 1 | Step 2 | Step 3 | Step 4

Personal Information

Personal Information

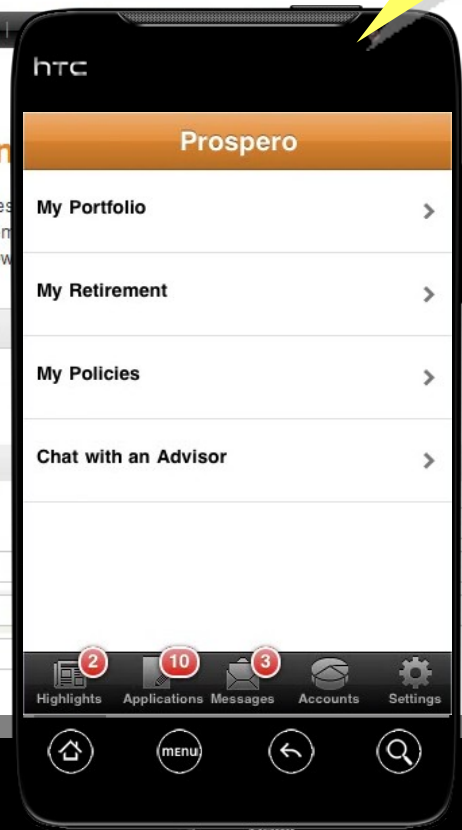
Title: Mr Mrs

Last Name:

E-mail address:

Date of Birth:

Mobile



Chat with an Investment Rep

Dan Misawa

[Start Chat](#) | [Call Me](#)

Next steps

- Apply for new Mutual Fund >
- Modify your investments >
- How to apply >
- Contact Support >
- Read the disclosure statement >
- Have Prospero contact me >
- Find an advisor >

Help & Support

- Compare products >

Exceptional **W**e **B** Experience



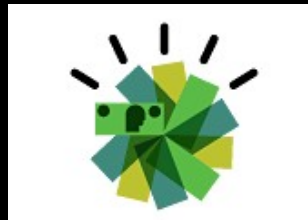
Extensible, Configurable Exceptional Web Experience Templates



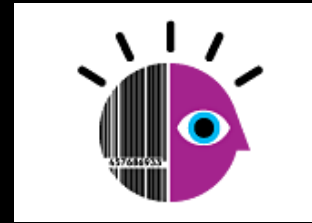
**Smarter
Healthcare**



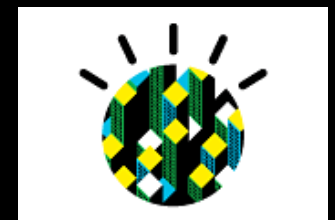
**Smarter
Government**



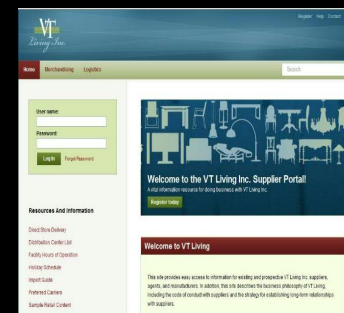
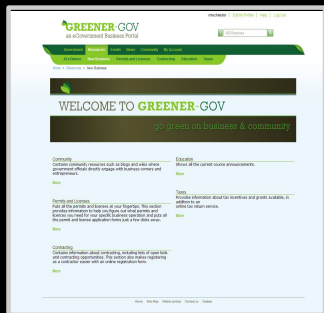
**Smarter
Banking**



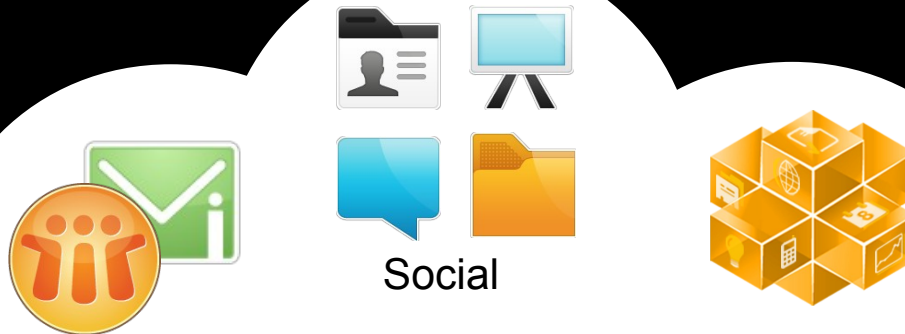
**Smarter
Retail**



**Smarter
Insurance**



IBM LotusLive Social Business in the Cloud



Social

Enterprise-class email Business Services Integrated third-party apps

2010



Domino apps



LotusLive
Symphony

2011



Mobile access



Admin & help desk
support



NEW Integrated third-
party apps

IBM LotusLive Symphony



The screenshot displays the IBM LotusLive Symphony web interface. At the top, there is a browser window with a menu bar (File, Edit, View, History, Bookmarks) and navigation buttons. Below this is the document title 'Business Update.odt'. The main interface has a menu bar (File, Edit, View, Create, Layout, Table, Tools) and a rich text editor toolbar. On the left, a 'Comments' sidebar is open, showing a comment from 'Ted Amado' with a profile picture and a 'Comment' input field. 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 logo for 'renovations' and several paragraphs of placeholder text (Lorem ipsum). At the bottom left, there are two small profile pictures of users. At the bottom right, there is a status bar showing 'I am available' and a chat icon.

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](#)



Karthik Padmanabhan

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Assistant: Sujatha Lokesh
Local Time: 10:07 PM

[Send E-mail](#) [Invite to My Network](#) [Follow](#) [Download vCard](#)

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 \(53\)](#)

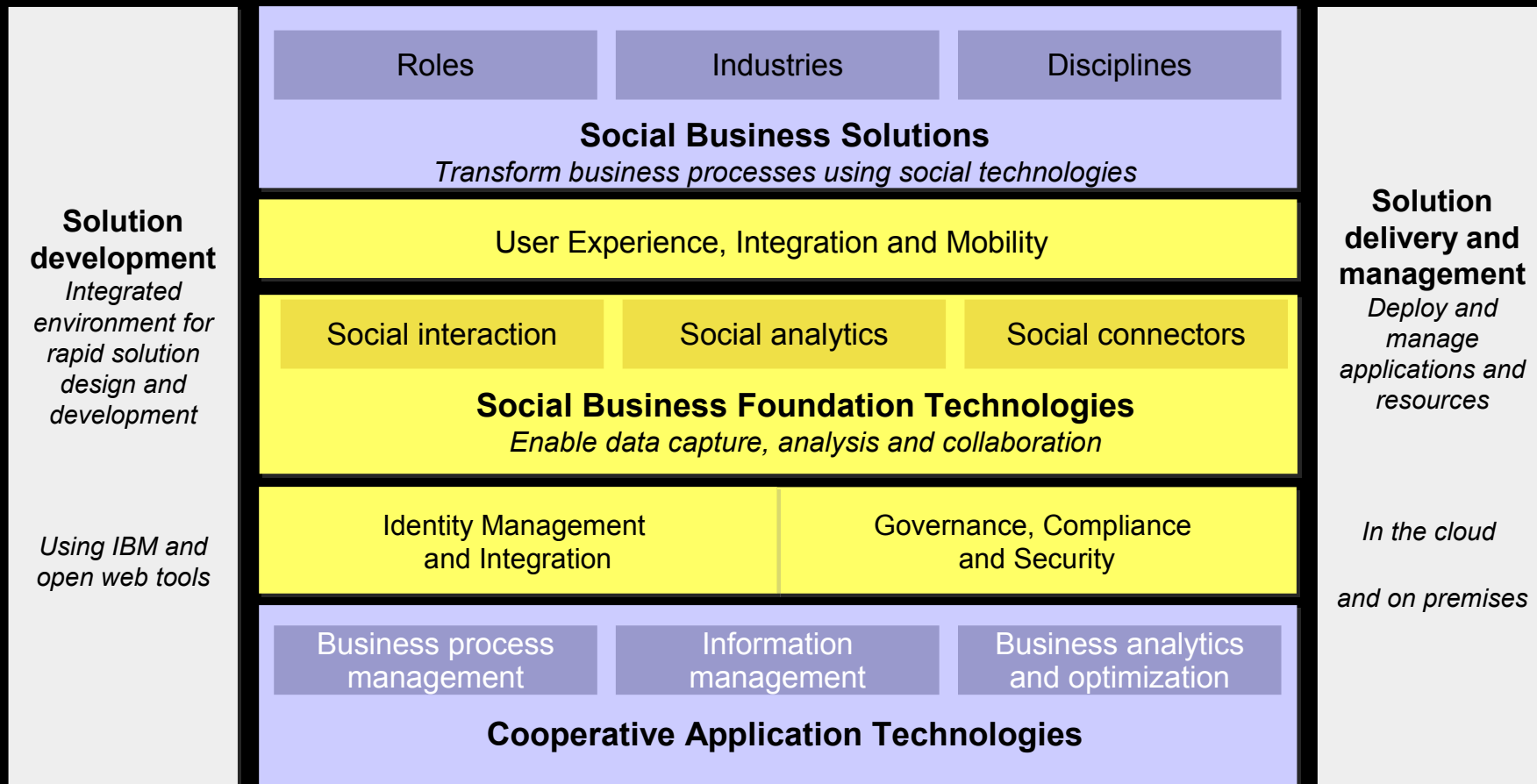


Follow me @karthik_padman
http://twitter.com/#!/karthik_padman

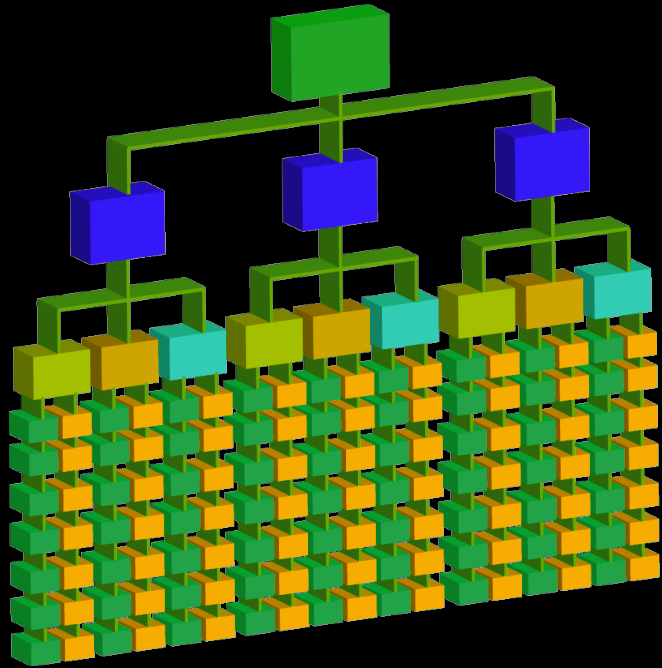


IBM Social Business Framework

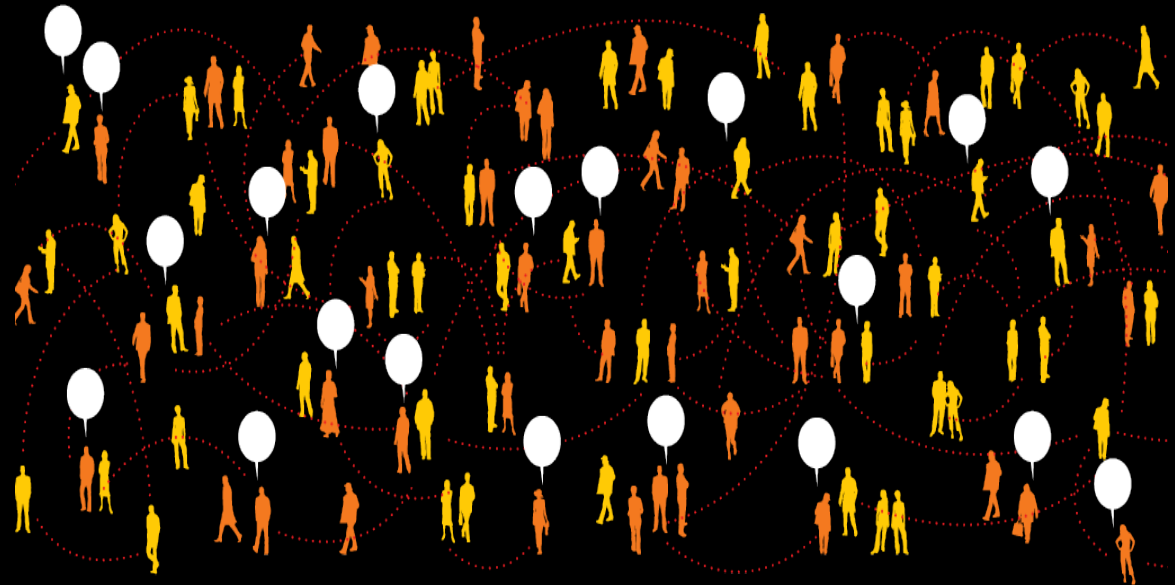
Describes the capabilities available from IBM and IBM Partners to implement Social Business solutions



Leading companies are engaging with their stakeholders to drive innovation



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



Exceptional **WORK** Experience



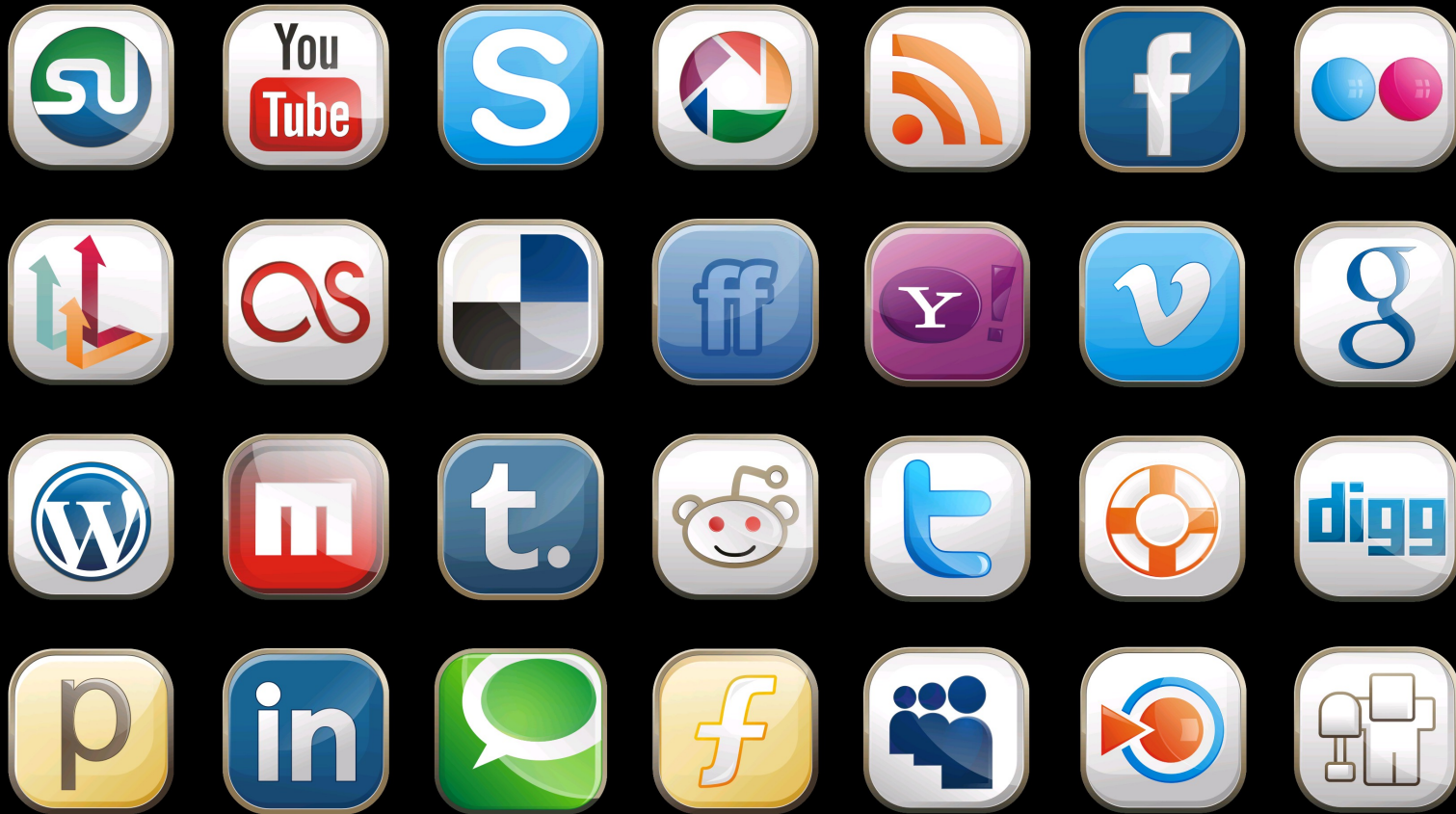
The screenshot displays the IBM MyWorkSpace interface. At the top, there is a navigation bar with 'Home', 'Mail', 'Calendar', 'People', 'Places', and 'Apps'. A user profile for 'Samantha' is visible. Below the navigation bar is a 'Home' section with 'New', 'Customize', and 'More' options. The main content area is divided into several sections:

- Connect and Share:** Includes a 'My Newsfeed' section with a 'Share something' input field and a 'Filter newsfeed' dropdown.
- Newsfeed:** A list of activities from users like Konrad Lagarde, Frank Adams, and Heather Reeds.
- Share Box:** A floating window with tabs for 'Status', 'Message', 'File', 'Blog Post', 'Forum Topic', and 'Task'. It contains a large text input area and an 'Attach' section with 'File' and 'Bookmark' options. A yellow callout points to this box.
- Inbox:** A list of messages from 'Natalie Olmos', 'Minh Li', and 'Frank Adams'.
- Calendar:** A view for 'Sep 10' showing events like 'OFN Kickoff Meeting' and 'Review OFN Opportunity'.

Share Box is available from any destination.



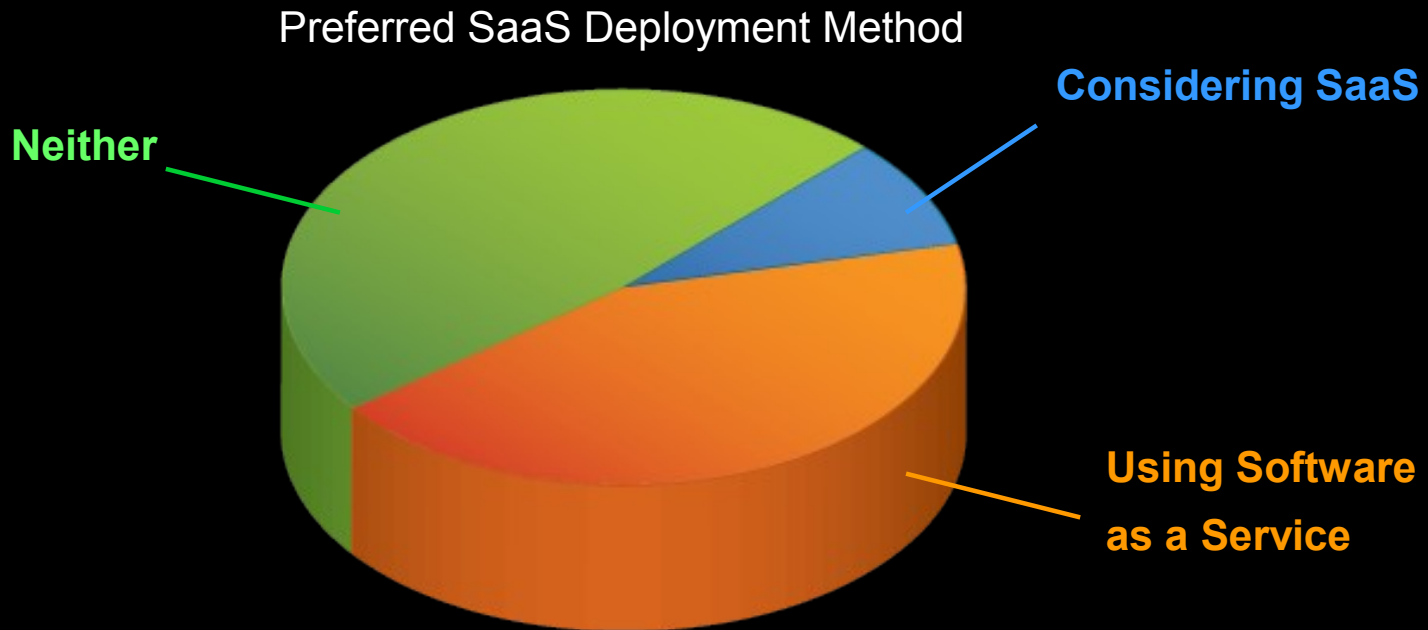
A Social Media Revolution



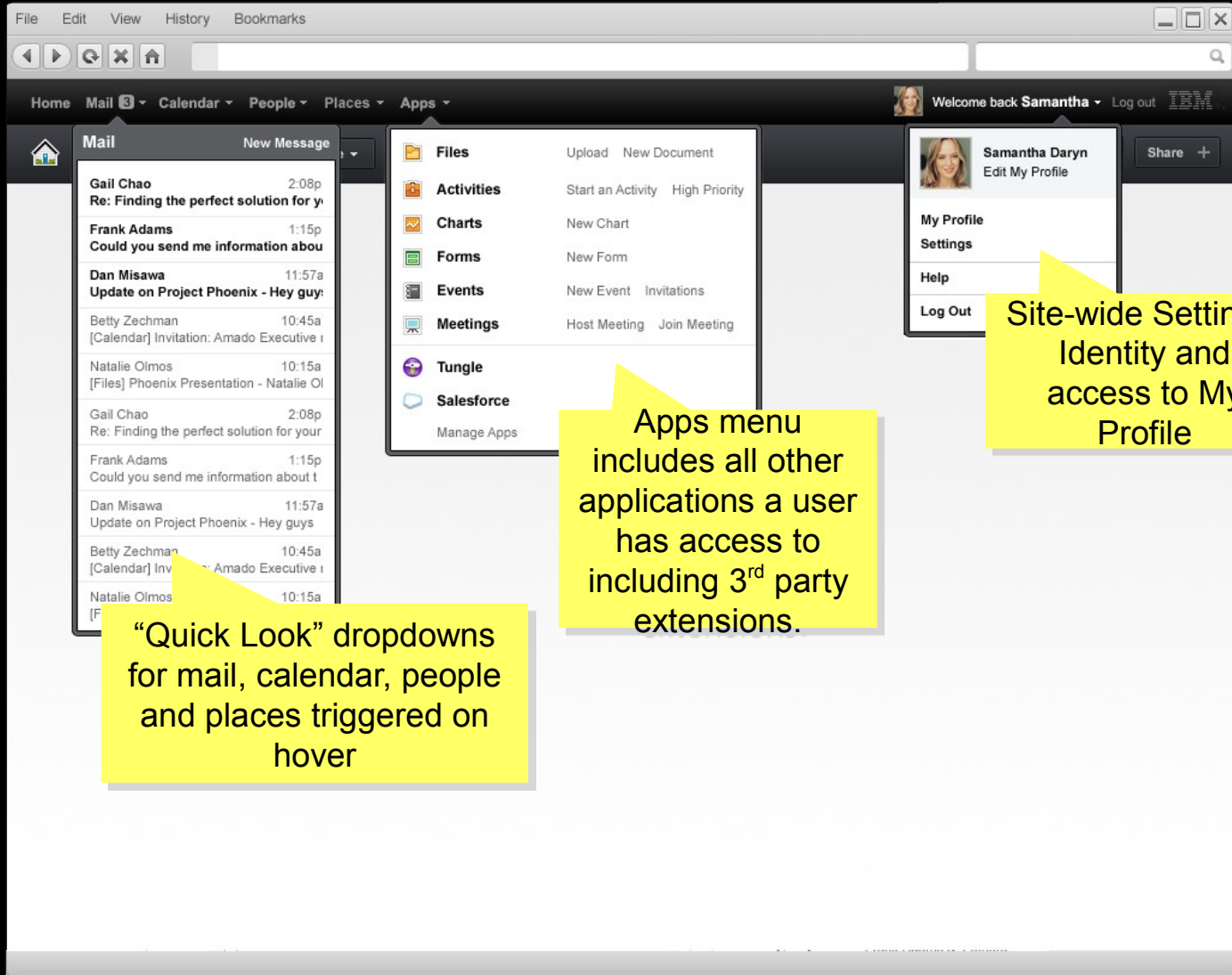
Customers are moving to the cloud

'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



Exceptional **WORK** Experience



“Quick Look” dropdowns for mail, calendar, people and places triggered on hover

Apps menu includes all other applications a user has access to including 3rd party extensions.

Site-wide Settings, Identity and access to My Profile