



# The Collaboration Change

E-mail is not bad, it just needs to know its place!

## Business Gets Social **2012**

IBM Software Roadshow

[ibm.com/socialbusiness/events](http://ibm.com/socialbusiness/events)

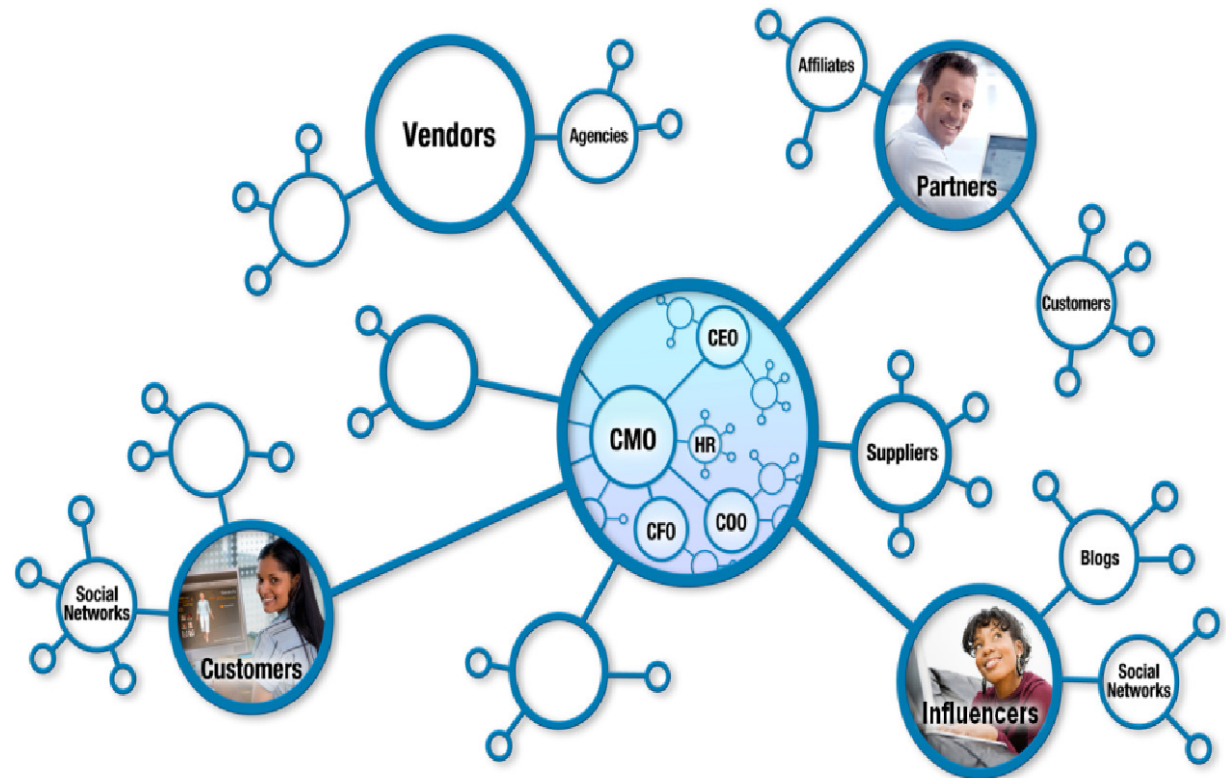
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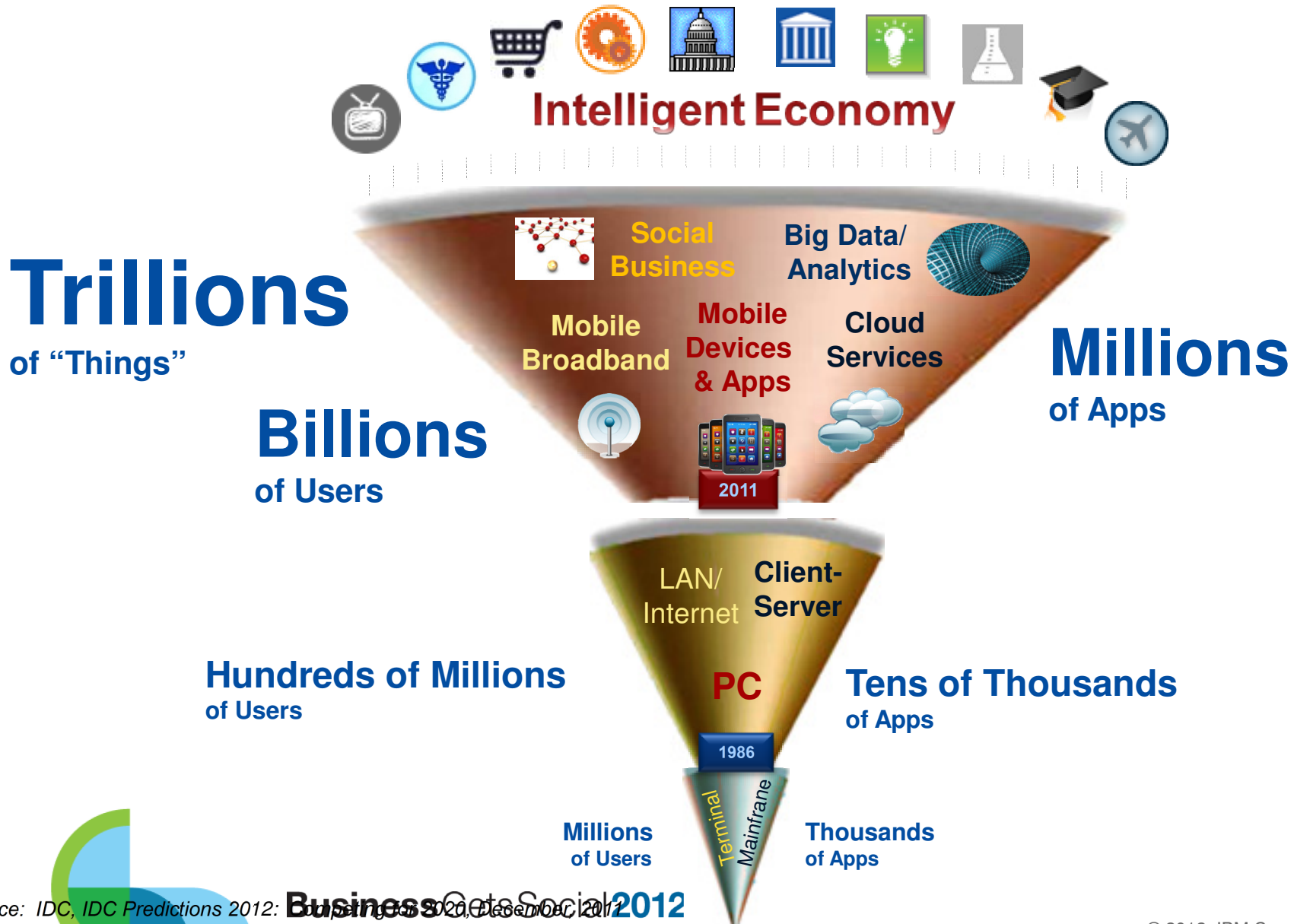


# A profound change is coming to business

- Talent as a cloud
- Digital reputation and individual brands
- Leadership by connections
- Real-time teams
- Collective intelligence
- Engaged relationships
- IT access anywhere

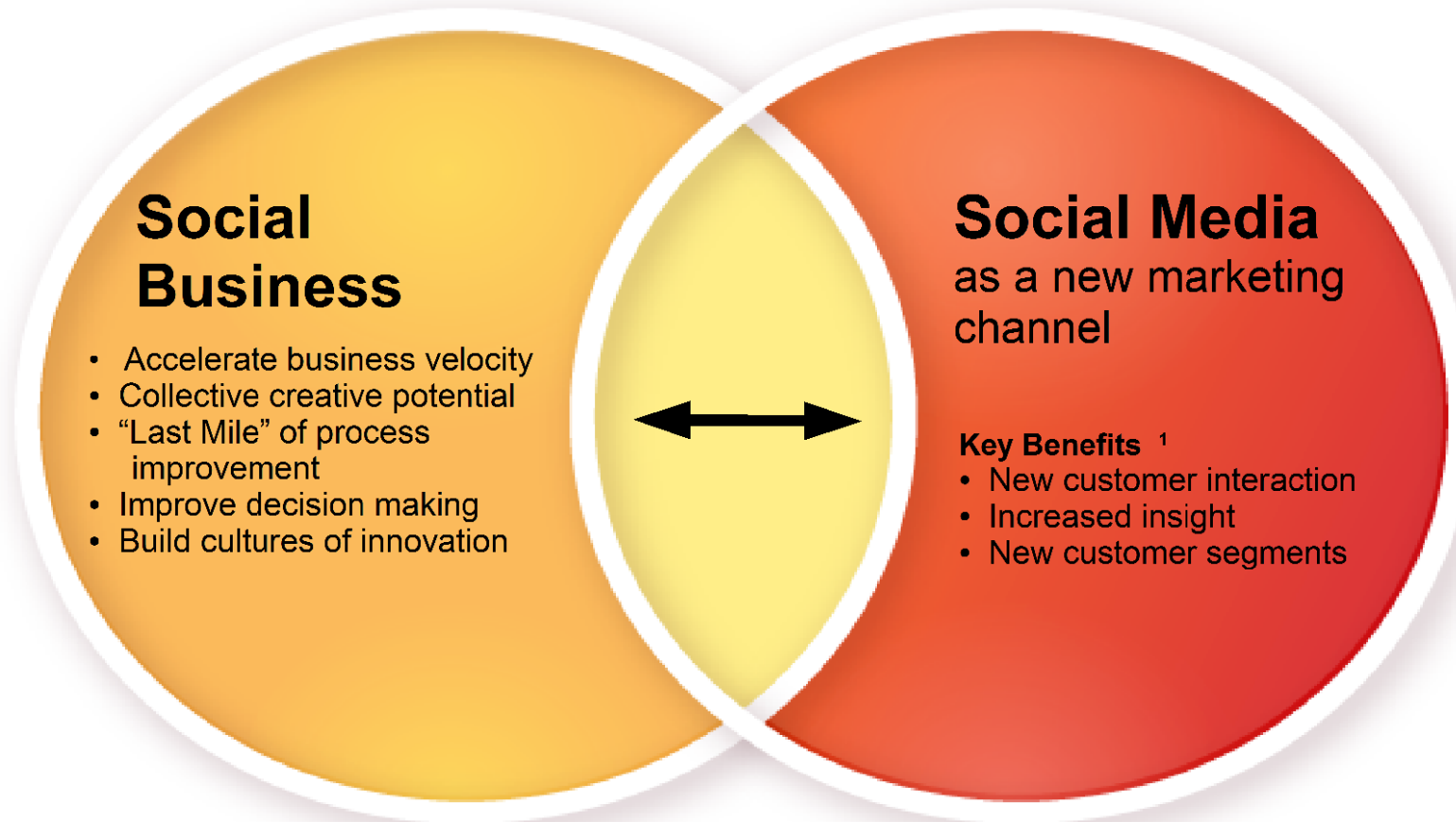


# The Third Platform for Industry Growth



Source: IDC, IDC Predictions 2012: **Business Gets Social 2012** © 2012, December 2011  
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# Social Business and Social Media deliver complementary benefits to organizations



**Encompasses organization and business processes**

**Primarily marketing and PR**

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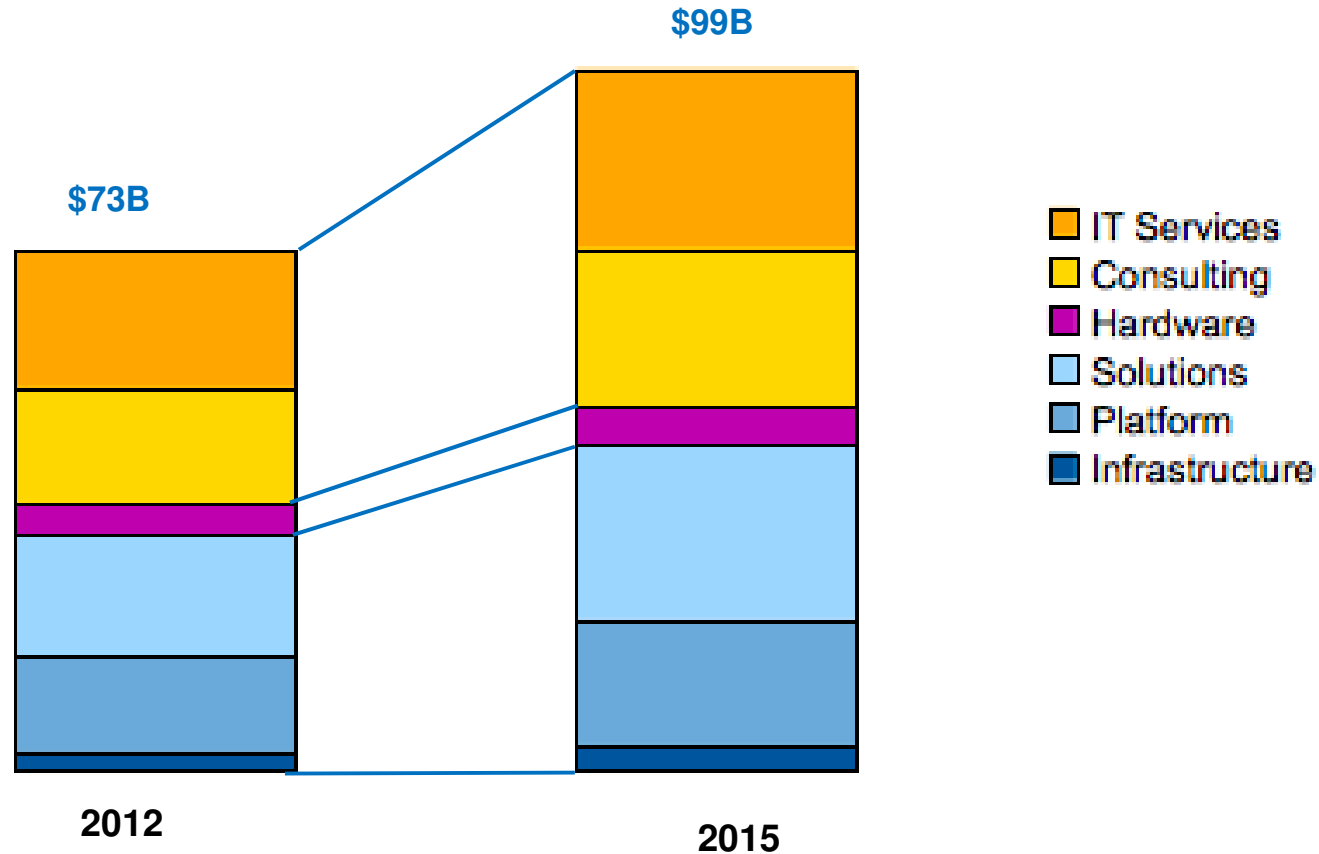
<sup>1</sup> McKinsey Global Survey, *What Marketers Say About Working Online*, 11/11





# Social Business Market Opportunity will reach \$99B by 2015; at 11% CAGR

Opportunity (\$B)



Source:: IBM Analysis.

Note: Solutions are the highest growth areas (13% CAGR) driven by analytic capabilities

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# There are 3 layers of value of Social Business

## **Collaboration/Discovery** (Driven by social media tools)

- Employee, partner, customer engagement
- Accelerated ideation
- Better and faster decision making
- Better collaboration

## **Insight** (Driven by analytic tools)

- Attention management (filtering and prioritization)
- Pattern Insight
- Sentiment analysis
- Adoption and behavior metrics

## **Transformation** (Driven by process integration)

- Process efficiency
- Process acceleration
- Accelerated engagement
- Business culture of innovation

# Enabling Social Business: People centric process integration



## Smarter Commerce

Sterling Commerce, Core metrics, Unica,  
Customer Experience suite, Cognos  
Consumer Insight, IBM Case Manager

## Collaborative Decisioning

Cognos 10 + Connections

## Advanced Case Management

FileNet + Connections  
Case Manager + Sametime

## Community Insights

Cognos Consumer Insight +  
Connections; Cognos BI +  
Connections (*planned*)

## Social Augmented BPM

Lombardi /  
WebSphere Process Server +  
Connections (*planned*)

## Social enhanced Governance

Tivoli directory, identity, and  
security mgmt. products +  
Connections + LotusLive

## Social Software Engineering

Rational Jazz + Connections  
+ Sametime

## Social Application Middleware

WebSphere products + Cognos +  
Connections, etc.

## Social Information Management

DB2 products + Cognos +  
Connections, etc.



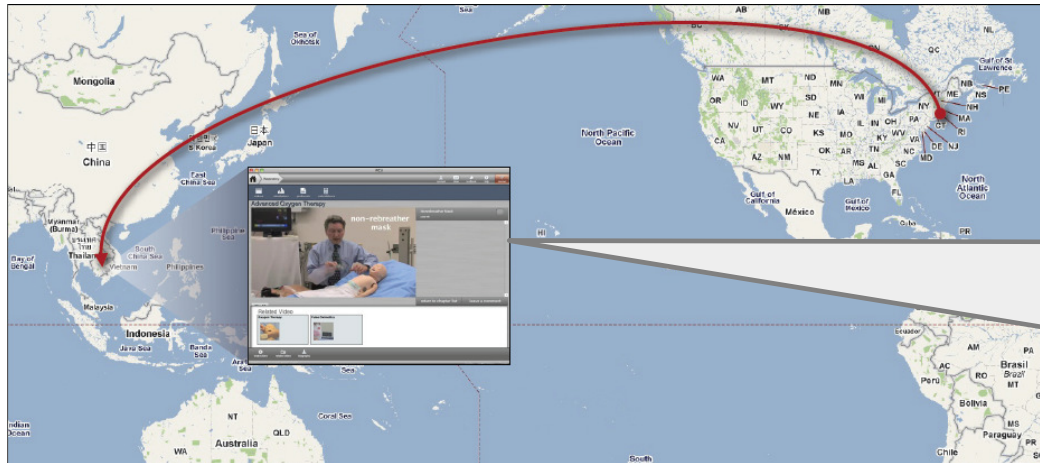
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# Highly Specialized Social Learning Example:

Pediatric Intensive Care Without Walls (PICU – WoW) – Improving children's health by providing critical care training around the world



Knowledge sharing, training and collaboration to connect the experts with clinicians on an as-needed basis to specific areas of the training for deeper understanding

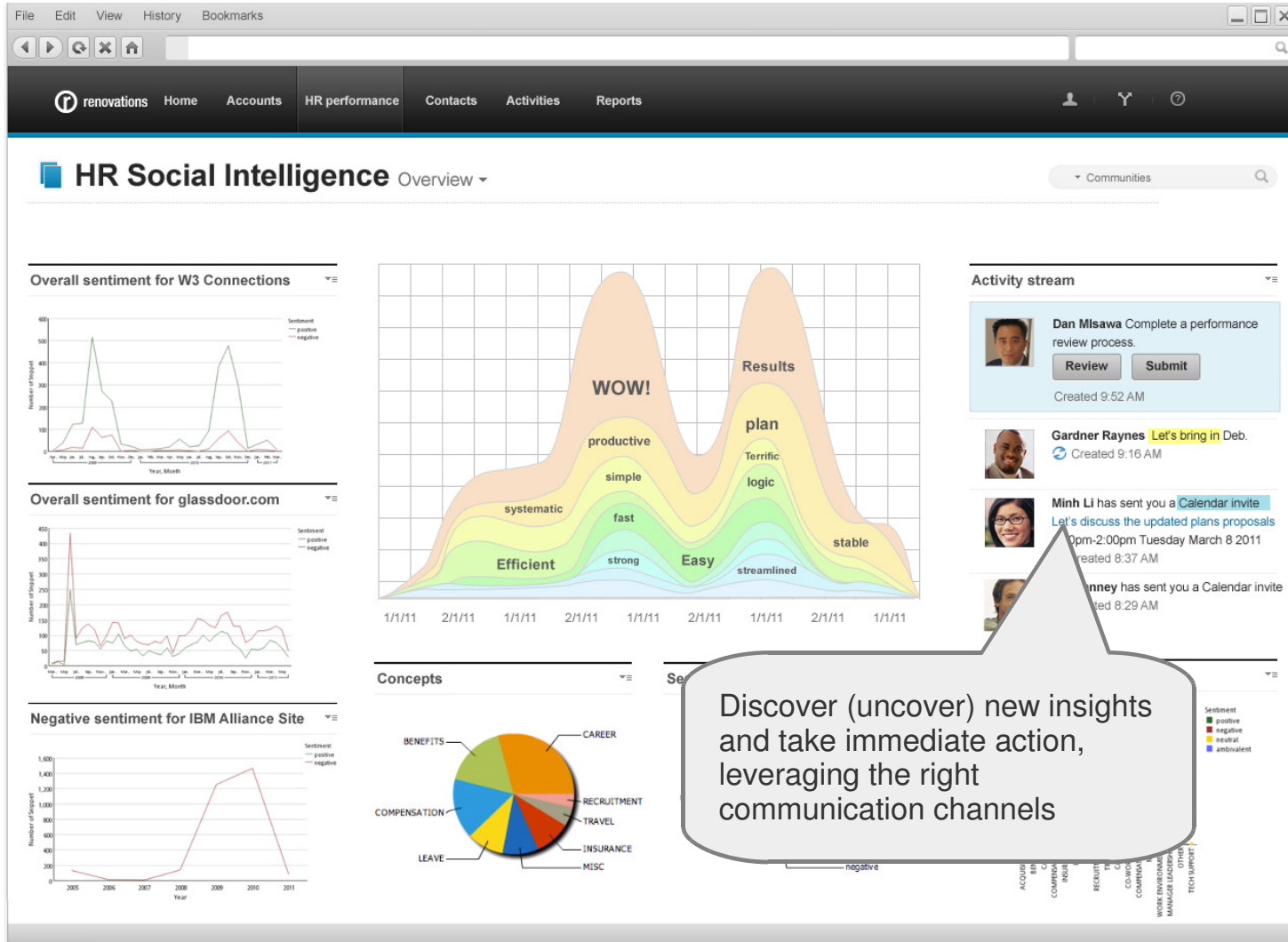


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# Human Capital Management Solution Example:

Optimizing the workforce by providing better insights into employee sentiment and a 'pulse' of what's going on.



Discover (uncover) new insights and take immediate action, leveraging the right communication channels



Get Social. **Do Business.**

Thank  
YOU

**Q&A**



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