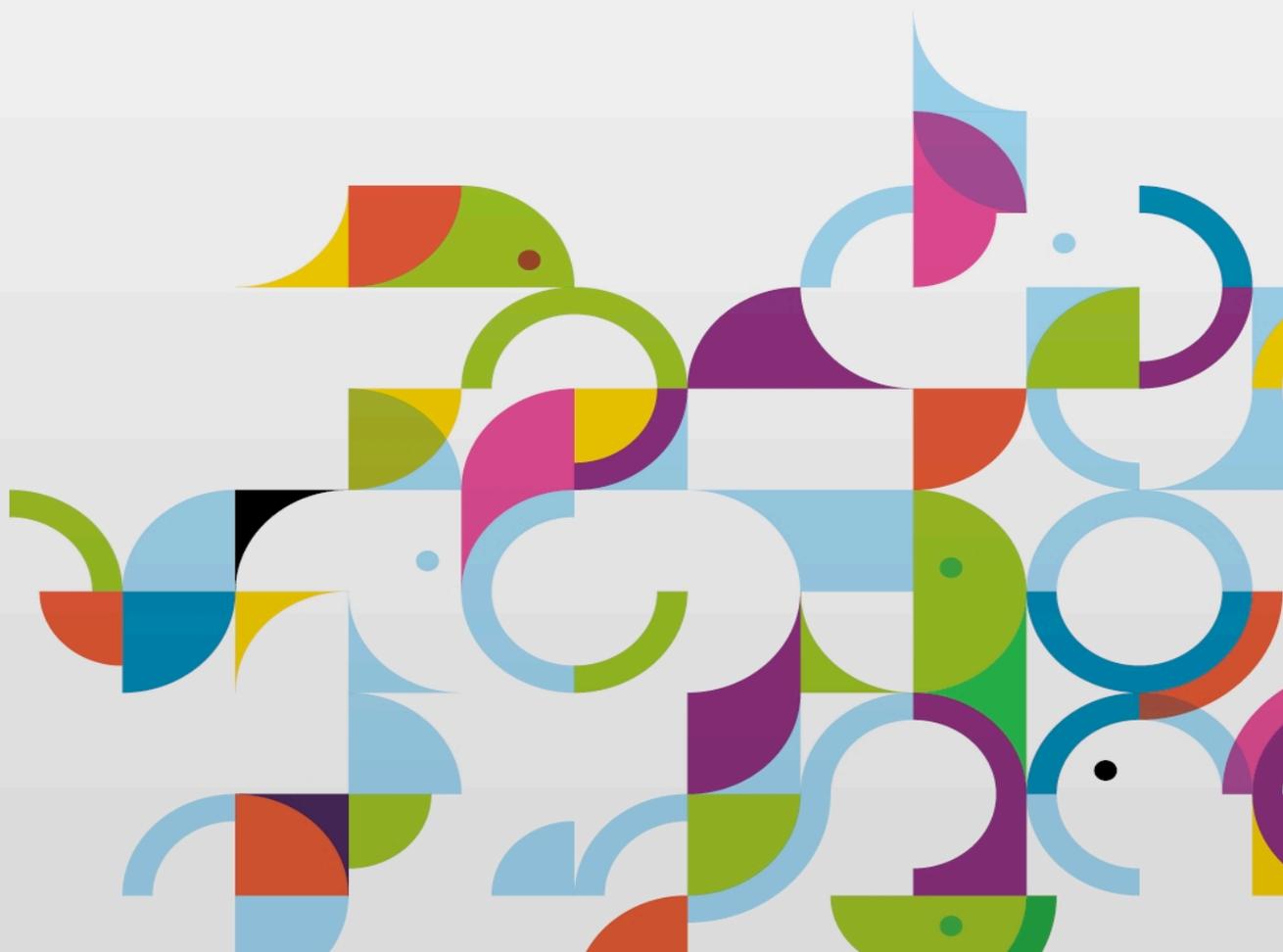


YOUR FIRST STEP TO BEING A SOCIAL GENIUS



IT PAYS TO BE SOCIAL.

In today's fast-changing, customer-centric, interconnected world, businesses need access to an assortment of expertise, in order to deliver right and relevant information to the right people at the right time. And that's exactly what a Social Business does – creating conversations, often in real time, to make business a more vibrant, engaging, open and responsive experience.

Inspired by the idea of being Social, we're organising the 'Social Genius Quiz' - a series of fun questions that will be thrown your way, at Lotusphere 2012, on 1st March, 2012.

Some questions will be asked as tweets, so don't forget to follow Lotusphere 2012 on twitter. The rest of the quiz will be held on-site at the conclave, where you can collaborate with your friends, colleagues, partners and customers to come up with the right answer.

Sounds simple? Well, that's what being Social is all about. What's more, the rewards are more than delightful. 'Social Geniuses' will win a smartphone along with exclusive Lotusphere goodies.

This exciting Social quiz is brought to you by IBM and QuizWorks. Founded only two years ago in 2009, QuizWorks quickly earned itself a place amongst India's top 3 offline Quiz Design and Hosting companies, and is associated with quiz properties like the IBM TGMC Tech Quiz, Mahindra Auto Quotient and BioQuiz with the Govt. of Karnataka. Its clientele includes Wipro, ITC, Oracle, 3M, IITs, NITs and many more.

As you can see, it pays to be Social. Register for Lotusphere 2012 now become a 'Social Genius'!

Social**Business**

IBM Software

Lotusphere 2012

Business. Made Social

1st March, Hyatt Regency, Mumbai.

www.ibm.com/software/in/lotus/lotusphere/

To sharpen your Socialising skills continue to read below and learn more about what it takes to be a Social Business.

DEFINING SOCIAL BUSINESS

What Social Business Is—and Isn't

A social business activates networks of people to create a business that is engaged, nimble, and transparent. It connects individuals across all types of boundaries; allows people networks to form and dissipate as needed; delivers the right content and expertise to the right people; and improves and accelerates how work gets done. It has several characteristics that distinguish it from other businesses.

Engaged

A social business connects people to expertise. It enable individuals—whether customers, partners or employees—to form networks for generating new sources of innovation, fostering creativity, and establishing greater reach and exposure to new business opportunities. It establishes a foundational level of trust across these business networks and, thereby, a willingness to openly share information. It empowers these networks with the collaborative, gaming and analytical tools needed for members to engage each other and creatively solve business challenges.

Transparent

A social business strives to remove unnecessary boundaries between experts inside the company and experts in the marketplace. It embraces the tools and leadership models that support capturing knowledge and insight from many sources, allowing it to quickly sense changes in customer mood, employee sentiment or process efficiencies. It utilizes analytics and social connections inside and outside the company to solve business problems and capture new business.

Nimble

A social business leverages its social networks to speed up business, gaining real-time insight for timely and better decisions. It gets information to customers and partners more quickly. Supported by ubiquitous access on mobile devices and new ways of connecting and working together in the Cloud and on open platforms, a social business turns time and location from constraints into advantages. Business is free to occur when and where it delivers the greatest value, allowing the organization to rapidly adapt to the changing marketplace.

Shifts and Trends Creating the Opportunity for Social Business

Many interrelated technological, business and societal changes are occurring at once, setting the stage for social business. For starters, the same forces that are driving a smarter planet are redefining how systems of people operate:

- **Instrumentation.** Smartphone shipments will outpace PCs by 2012—putting unprecedented power literally in people’s hands, anywhere they go. As a result, people can capture an extraordinary array of real-time information and apply context and expertise to it.
- **Interconnection.** Social networking accounts for 22 percent of all online time—connecting nearly individual on earth. At any time, people can access almost any information and expertise, then share it with a wide audience.
- **Intelligence.** The social data created by increased relationships and interactions will grow to one zettabyte by the end of 2011. By applying analytics to this data, people networks themselves can learn in order to recommend and take action.

The structure and power within enterprises are shifting, too. Technology trends are helping to accelerate the move from hierarchical to socially synergistic enterprises, in which:

- **Customers** have unlimited real-time access to ever-changing information and expertise, and they have an almost unlimited ability to share it. As a result, customers are leading the conversations and now wield unprecedented power over how brands are perceived.
- **Employees** are engaging externally in ways that are outside the traditional scope of work, demanding social tools in the workplace and actively sidestepping established hierarchies and IT processes to use them.
- **Partners** are acting as virtual employees, extending the enterprise to scale up or down quickly and maximize flexibility.

Common Terms in the Social Business Arena

The language of social business is evolving quickly. Some of the most common terms in use today include the following:

- **Enterprise 2.0**—enables collaboration behind the firewall between employees and partners that can enable large organizations to act more like a “small” business in the best sense of the word.
- **Social CRM**—allows an organization to make customers a focal point of how it does business, where the customers are actually a key force behind the development of the ideas, services and products that the organization produces.
- **Social media**—provides additional channels composed of various social sites such as Twitter and Facebook, each of which have their own processes, guidelines, governance and forms of accountability.
- **Social software**—comprises a broader set of social tools (messaging, chats, blogs, wikis, activities, file sharing, profiles, forums, analytics, tagging, among others) that enable all of the concepts above and include applications used within an enterprise behind a firewall as well as third-party services that extend beyond the firewall.
- **Social content management**—extends content management beyond the enterprise—to encompass the wealth of social content being created, stored and shared by customers, employees and partners across the Web.
- **Social analytics**—changes the way organizations monitor online conversations, mine social data for insights, and apply these insights to improve business processes and decisions.

IBM Helps to make your Business Social with the following products

IBM Social Business Products and Services include:

- Social Collaboration
- Social business applications
- Real-time collaboration
- Mobile collaboration
- Office productivity suites and web editors

- Unified Communications
- Unified communications middleware
- Real-time expertise communities

- Social Business application development
- Collaboration application development platforms
- Mash-ups

Product List:

- IBM Connections
- IBM Lotus Quickr for Portal
- IBM Lotus Quickr for Domino
- IBM Lotus Quickr Connectors

- IBM Unified Communications and Collaboration (UC2™)
 - IBM Sametime (Standard and Advanced)
 - IBM Sametime Unified Telephony

- IBM Collaboration Client Offerings:
 - Lotus Notes
 - Lotus iNotes
 - Lotus Notes Traveler
 - Lotus Symphony

- IBM Collaboration Server Offerings:
 - Lotus Domino
 - Lotus Domino Express
 - Lotus Protector for Mail Security
 - Lotus Protec for Mail Encryption

- IBM Collaboration Application Development Offerings:
 - Lotus Domino Designer
 - Lotus Enterprise Integrator
 - Lotus Connector for SAP
 - Alloy by IBM and SAP

- IBM Cloud Offerings
 - LotusLive Notes
 - Lotus Domino Utility Server for LotusLive

- WebSphere Content Management

- Complementary Applications: IBM Cognos, IBM ECM File and Content Manager, IBM WebSphere Commerce