

Readying your portals for social business

*Improve business outcomes by adding social and
real-time collaboration to your portals*

A large, stylized version of the IBM logo, rendered in a gradient of yellow and orange. The letters are bold and blocky, with a slight shadow effect. The logo is positioned in the lower half of the page, centered horizontally.

Dealing creatively with complexity

Social networking, ubiquitous high-speed mobility and smarter devices represent a change in the way consumers and workers use the Internet. They share ideas, opinions, recommendations and insights to build and maintain trusted relationships in personal and professional networks that circle the globe.

Customers expect to have customized shopping experiences, to conduct transactions anytime, anywhere, and to participate in the creation and evolution of products and services. Workers prefer to communicate primarily through social networking channels and their devices of choice, not necessarily through what IT mandates.

Enterprises recognize that this shift has opened up new opportunities to become social businesses, where organizations and their people thrive based on trusted relationships with customers, with associates and among employees. Forward-thinking organizations are forging ahead, employing creative strategies and tactics while carefully experimenting with innovative business models, processes and technologies. Topping many leaders' agendas is using emerging social and mobile technologies to transform how people connect with each other and with information, both inside and outside of the firewall.¹ They know that becoming a social business is now a business imperative and that establishing trust is now a competitive advantage.

The social side of exceptional web experiences

Today's web-savvy customers, employees and citizens expect their online experiences to be nothing less than exceptional—in other words, engaging, personalized and empowering. They increasingly ignore sites that push information toward them in favor of sites that ignite their interests through reviews, ratings and conversations. They are looking for expertise and insight and want, in turn, to share their own knowledge and opinions.

Enterprise users expect company intranet portals and web applications to allow them to collaborate socially and in real time, using the same, intuitive tools they use in their personal lives. They also need ways to dynamically capture and reuse organizational knowledge so that valuable content is not left archived in emails once a project ends or an employee leaves. They want to break through silos, build their business networks, and share ideas and best practices with one another in a more natural way—a people-centric way.

To deliver exceptional web and work experiences, your organization must integrate social and real-time collaboration capabilities with intranet, extranet and Internet portals personalized to fit user roles, needs and preferences, plus synchronize them with business processes. Readyng your business for social collaboration and communication holds a potentially significant payoff: your organization can deepen relationships with customers, generate new ideas faster and enable a more effective workforce. Ultimately, by delivering exceptional online experiences with built-in social and real-time collaboration capabilities, your organization can realize value through greater revenue, improved customer satisfaction and lower operational costs.

Creating value through social portals

With an effective social business strategy that includes building robust social and real-time collaboration capabilities into portals, your organization can achieve the following:

- Deepen relationships
 - Online communities and forums can engage customers on multiple topics.
 - Product development teams can receive input from customers and associates.
 - Citizens can provide critical feedback on government services.

- Generate ideas faster
 - Employees, customers and suppliers can contribute ideas and insights in blogs and wikis.
 - Expertise and information can be tagged for easy discovery and reuse.
 - Broad, supportive professional networks can be built.
 - Employees and suppliers can quickly connect and communicate.
- Enable a more effective workforce
 - Employees can maintain dynamic personal profiles.
 - Virtual teams can operate seamlessly across time zones.
 - Organizational content can be managed securely, easily and efficiently.

IBM social collaboration platform and portal solutions

IBM delivers marketplace-leading software solutions to facilitate your organization's transformation to social business.

IBM WebSphere Portal software

IBM WebSphere® Portal software—a core component of IBM Customer Experience Suite—can help you quickly build scalable portals with rich interfaces designed to make it easier for users to access the tools, information, processes and contacts they need. Plus, with its proven, extensible, standards-based platform, combined with an underlying framework that provides common services, WebSphere Portal software enables you to quickly and easily reuse existing web-based and IT assets.

IBM Mobile Portal Accelerator software

IBM Mobile Portal Accelerator software extends access to your online content and applications from virtually any mobile device type. With out-of-the-box mobile portal samples and tools, you can easily and cost-effectively develop portlet applications. You “write once,” and the intelligent Multi-channel Server adapts the content for each mobile device based on the specific device

characteristics and capabilities. The software and the separately-priced Mobile Portal Accelerator Device Update service helps organizations quickly deliver personalized content, applications and services on even the latest devices available—without redeveloping the mobile web applications.

IBM Connections software

IBM Connections software empowers business professionals to be more innovative through use of social collaboration tools, including blogs, wikis, profiles, communities, file and bookmark sharing, forums, activities and more. Your employees can develop, nurture and remain in contact with colleagues; respond quickly to business opportunities by calling upon the expertise in their network; and discuss and refine new creative ideas with communities of coworkers, associates and customers.

IBM Lotus Quickr software

IBM Lotus Quickr® team collaboration software can help your users access and interact with the people, information and project materials they need to get work done. Lotus Quickr team spaces, content libraries, team discussion forums, wikis and connectors make it easy to share documents and information within a team. Also, Lotus Quickr software works with your enterprise content management system, as well as with Lotus Notes®, IBM Connections, IBM Sametime®, Lotus Symphony™, and Microsoft and other third-party productivity software.

IBM Sametime software

IBM Sametime software provides integrated real-time communications services—voice, data and video—that make it easy for people to find, reach and collaborate effectively with others. Its simple user experience—and the ability to invoke it from wherever people work, including from portals and web applications—helps speed business processes, reduce travel and conferencing costs, and enable collaboration among dispersed teams.

For more information

To learn more about the IBM WebSphere Portal family of solutions and IBM Lotus solutions, contact your IBM representative or IBM Business Partner, or visit:

- ibm.com/webexperience
- ibm.com/socialcollaboration

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¹ “Capitalizing on Complexity: Insights from the Global Chief Executive Officer Study,” The IBM Institute for Business Value, May 2010.



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