

# Harness a Changing Workforce & Drive Growth With IBM Social Software



**Jeff Schick**

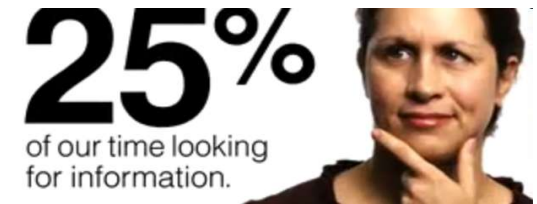
IBM Social Software  
Vice President



# Organizations must *work smarter*...

...to connect and **accelerate** the way they work

67% of people believe there are colleagues who can help them do their jobs better...but don't know how to find them.



...to connect and **transform** the way they work

91% of CEOs say they need to restructure the way their organizations work

Every week, 42% of people use the wrong information to make decisions

The most dynamic, collaborative and connected companies have widely adopted specific technologies that make smarter working practices viable.

- The new way of working, IBM Institute for Business Value, April 2010

# Why Social Software Now?

*“Almost 70% of companies are seeing value in deploying enterprise 2.0 capabilities citing more innovative products and services, better access to knowledge, higher revenues and more.”*

McKinsey Quarterly

## Connect to **accelerate** execution

“Do more with less” = workplace reality

Trusted and Accurate Information

Business AGILITY Mandate

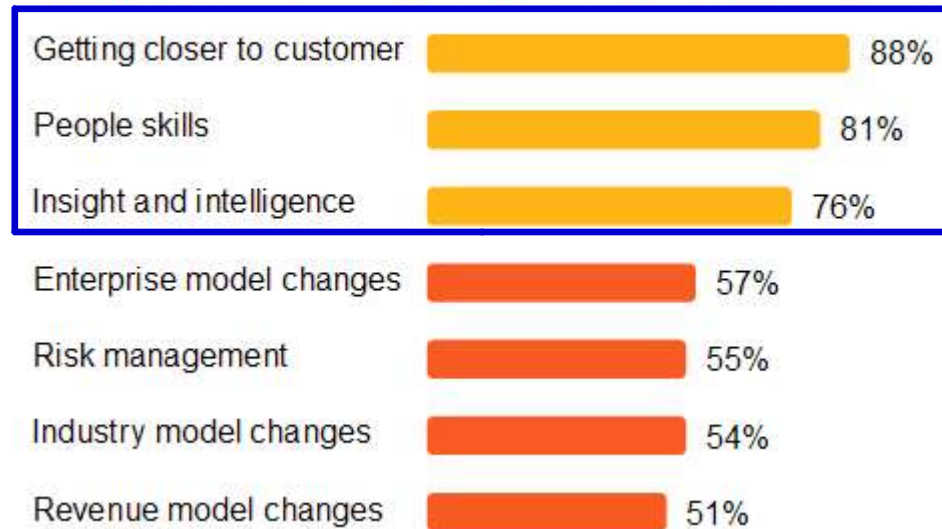
## Connect to **transform** business

Flexibility in Work

Culture of Sharing

Connect every employee to every customer

### Dimensions to focus on over the next 5 years

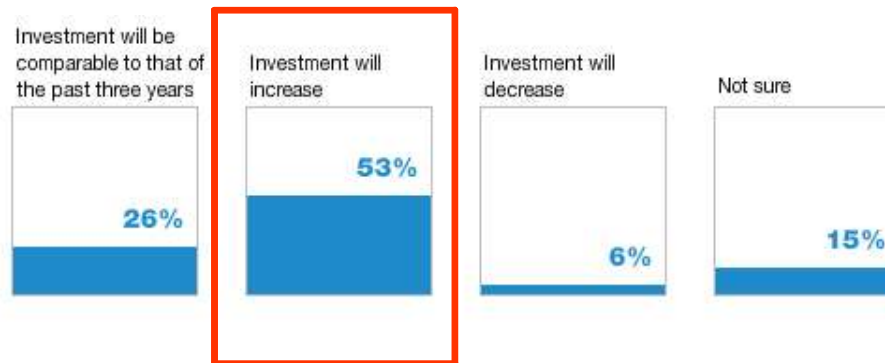


# Companies are investing in Social Software now

“**69 percent of respondents** report that their companies have gained **measurable business benefits**, including more innovative products and services, more effective marketing, better access to knowledge, lower cost of doing business, and higher revenues.

Source: How companies are benefiting from Web 2.0: McKinsey Global Survey Results, September 2009

**Future Investment:** Companies plans for investing in Web 2.0 technologies and tools over the next three years.



# Why IBM Social Software?

*IBM is the market leader*

*"IBM's Lotus Connections looked, at minimum, a year or more ahead of SharePoint in its social computing capabilities out of the box."*

**CIO**

"IBM Lotus Connections marked an early entry into enterprise social tools, and that has helped **keep the IBM Lotus offering at the head of the pack in functionality.** - Forrester Wave: Collaborative Platforms Q32009, August 2009

## Surface Your **Experts** in Tools & Applications with Web 2.0

Encourage knowledge sharing with Social Software Connectors for e-Mail, Desktop Productivity tools, browsers, and PDA clients

Embed Expertise in portals and key business processes for in-context collaboration

Work in the applications you use everyday.

## Designed for the **Enterprise**

First Business Social Software Suite and fastest growing software product in IBM History

Secure and Robust: don't rely on public and consumer networks for mission critical business community networking

Avoid Vendor Lock-in: leverage open standards design and build on the infrastructure investment in place today

Smarter software for a Smarter Planet.





# Rich Set of Web 2.0 Capabilities

*Connecting to accelerate with social and real-time collaboration*

**Leverage what others know**

**Manage your work more effectively**

**Stay in touch with team projects**

**Share expertise**

**Keep track of group documents**

**Find the right people**



**Instant messaging with experts and teammates**

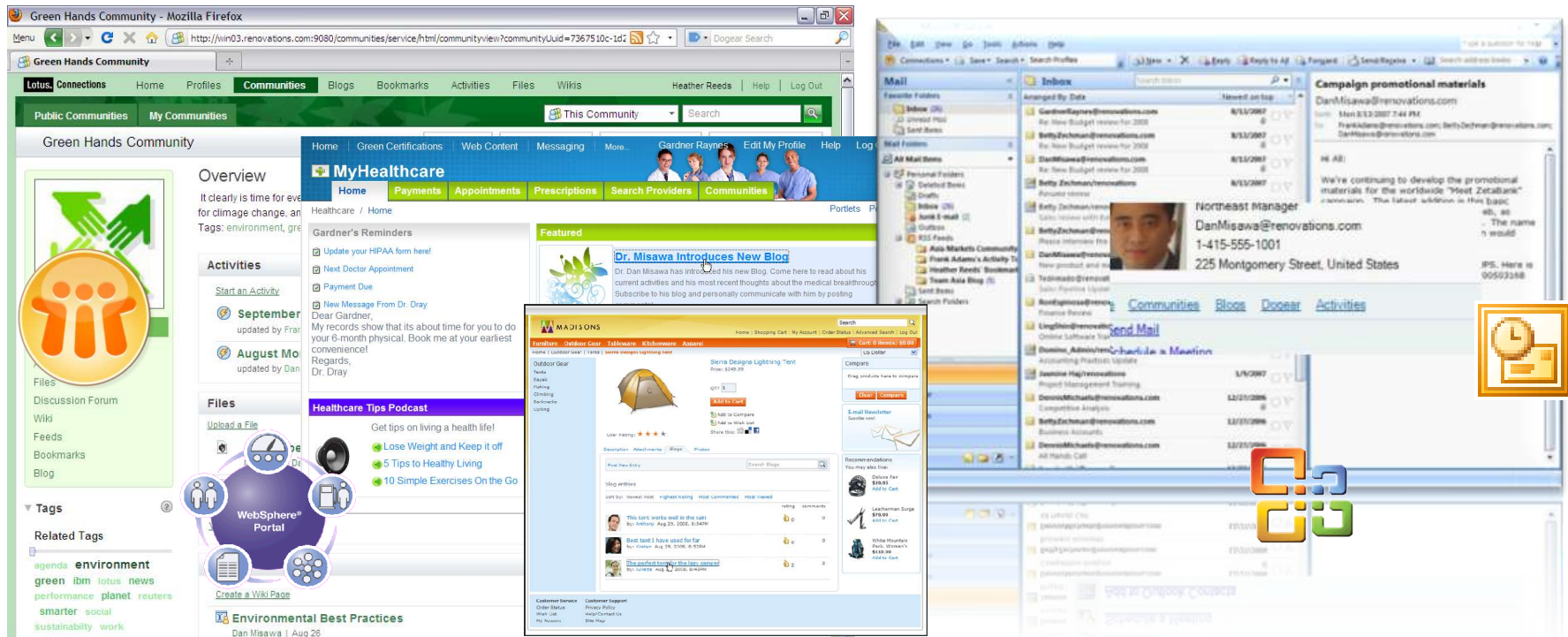
**Virtual meetings, real-time brainstorming**

# Transforming Business

## Building on Your Existing Investments

Embedding Expertise in existing business processes

Building relationships and communities with employees, partners and, customers



Delivering the most complete set of social software services enabling rich integration with IBM products and other solutions

# Improving Efficiency and Customer Service across Branches



## Challenge

U.S. Bancorp has more than 2,900 locations in two-dozen states including acquired subsidiaries of the failed FBOP Corporation. They lacked the ability to effectively collaborate, share content, and coordinate operations with branch locations resulting in inconsistent customer retail experiences and high employee attrition.

## IBM Solution

Using Lotus Quickr and Lotus Connections, retail employees can now find expertise via Profiles, share their branch experiences via Bookmarks and Blogs, learn from others leveraging Communities of Practice and easily share content in Teamrooms.

"Keeping up with economic developments and policy changes and the need to quickly communicate while innovating for growth would be nearly impossible with traditional methods, and that's why **Lotus collaboration software will continue to be incredibly useful to us**, especially as we continue to solidify our company's position as a leader in the financial services industry."  
--Mark Dickelman, Sr VP, US Bank

## Results/Benefits

Social software allows the bank's 58,000 employees to easily capture, find and share best practices

Customers receive enhanced customer service because retail bank employees can easily find experts or information needed

Implement consistent operational practices through better communication with HQ and social interactions with peer employees working in other retail locations





# Leveraging Expertise at Rheinmetall AG

*Employees need to know what the organization knows...*

## Challenge:

Employees need to work in flexible and process oriented teams in decentralized departments  
Need to be more innovative and execute more quickly by using dynamic networks of coworkers, partners and customers

## Benefit:

Employees are now well prepared for discussions and project preparations  
There is 100% team transparency, 24/7 project work is possible  
Employees have the ability to search for knowledge and experts all over the company



## Practising Law Institute (US)

*Dedicated to providing the legal community with the most up-to-date, relevant information and techniques*

More than 100,000 attorneys

Providing the legal community with relevant information in a variety of formats and media

The Practising Law Institute uses social software to forge closer relationships with their clientele. By connecting them with expert content and leading law experts in order to help lawyers grow their professional competence, *PLI is accelerating the growth of PLI's client base and increasing PLI users by 1.25% per day.* This unique business model sets PLI apart in its field.



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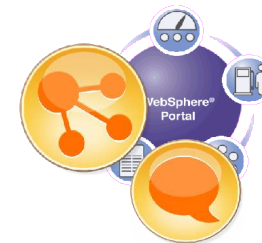
Books



CDs



DVDs



## Business Objectives and Needs

Company employees in one region were not able to easily communicate and share knowledge with other employees located in other parts of the world. To help accelerate its globalization and improve employee communication, they needed to create a common global system that would help it:

- Share common information, strategic directions and goals worldwide

- Drive collaboration between employees worldwide

- Locate and connect employees based on specialties and skill sets.

## Solution

New collaboration system provides its employees with a new, global communication platform.

- The Profiles component provides a function to search employee information, including expertise, background and report-chain

- The Wiki and Files components allow users to access information and documents, such as training course materials

- The Blogs component enables users to post and publish the latest news and executive messages

- The Communities component allows employees to form virtual groups

- The Search component provides a function to rapidly search for various information, including people, documents and communities.

# Improved Productivity at RailCo



*Leading North American  
railroad franchise*

*32,000 route miles*

*45,000 employees*

*Largest intermodal carrier*

## Business Objectives and Needs

Leverage Web 2.0 collaboration solutions to drive cost savings, operational efficiency and revenue increases:

Achieve a more unified, open culture and improve management / unionized employees communications

Innovate and differentiate the customer experience in a difficult economic environment

Address changes in workforce demographics, retain organizational knowledge and attract/retain 'Gen X/Y'

## Solution

**Executive blogs, communities, and discussion forums** to improve knowledge sharing and communications between management and unionized employees

**Profiles, expertise location, and team workspaces** to effectively support project-based, geographically dispersed work teams

**Collaborative document creation and content repositories** to harvest critical knowledge from retiring employees

## Estimated Benefits (3yr)

### Quantified Benefits:

Increased sales effectiveness on top accounts: \$8.1M

Reduced travel cost through on-line collaboration: \$0.4M

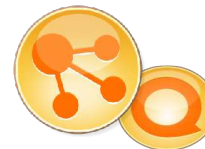
Improved efficiency to attract and retain new employees: \$0.2M

Increased employee productivity: \$14.6M

### Qualitative Benefits:

Reduced friction from "management vs. unionized labor" mindset

More engaged and motivated workforce





# Learn more about how IBM Social Software can work for you



**Latest product info, research, and more**

<http://www.ibm.com/lotus/connections>

<http://www.ibm.com/lotus/quickr>

<http://www.ibm.com/lotus/sametime>



**Keep up to date on Collaboration 2.0 activities @ IBM!**

<http://thecollaborationsoapbox.com>

[synch.rono.us](http://synch.rono.us)

**Lotus Greenhouse – experience the software ‘live’**

<https://greenhouse.lotus.com/home/login.jsp>

