



IBM SolutionsConnect 2013

Dan pametnijih rješenja

Pametnim podacima do pametnih odluka

Social Software for Business

Ognjen Paučić

ICS Sales Leader CEE

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IBM Institute for Business Value

Industries



Banking



Energy



Government



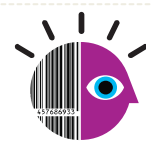
Healthcare



Education



Traffic



Retail



Communications

Functions



Executive
CEO



IT
CIO



Marketing
CMO



Finance
CFO



Human
resources
CHRO



Supply
chain
CSCO

Business and IT needs

Turn
information
into insights

Deepen
engagement with
customers,
partners and
employees

Enable
the agile
business

Deliver
enterprise
mobility

Accelerate
product
and service
innovation

Optimize IT
and business
infrastructure

Manage risk,
security and
compliance

Source: www.iibv.org (IBM Institute for Business Value)

Pametnim podacima do pametnih odluka



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five mega trends



The rapid adoption of **cloud** computing

Business advantages created through **data and analytics**

Increased focus on **security**

Emergence of **social and mobile**

Consolidation and integration of IT infrastructure

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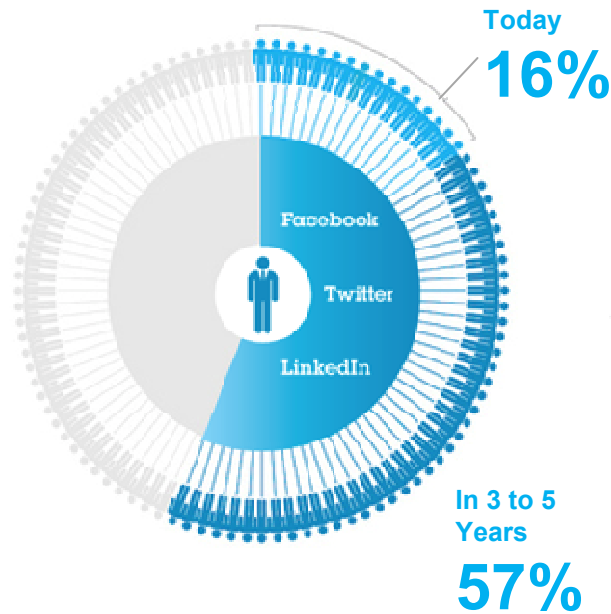
social business

Top 3 CEO Priorities:

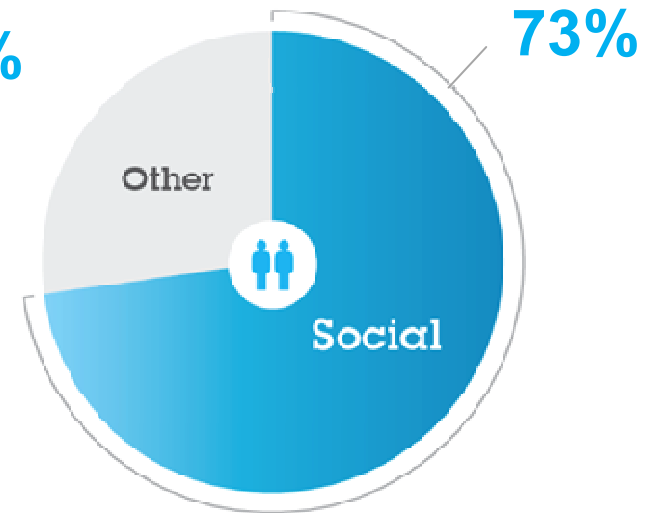
- Empowering employees through value
- Engaging customers and individuals
- Amplifying innovation with partnerships

Source:
2012 IBM CEO Study –
“Leading Through Connection”

Percent of CEOs using Social to Connect with Customers



Primary Channel for Engaging Customers within 5 Years

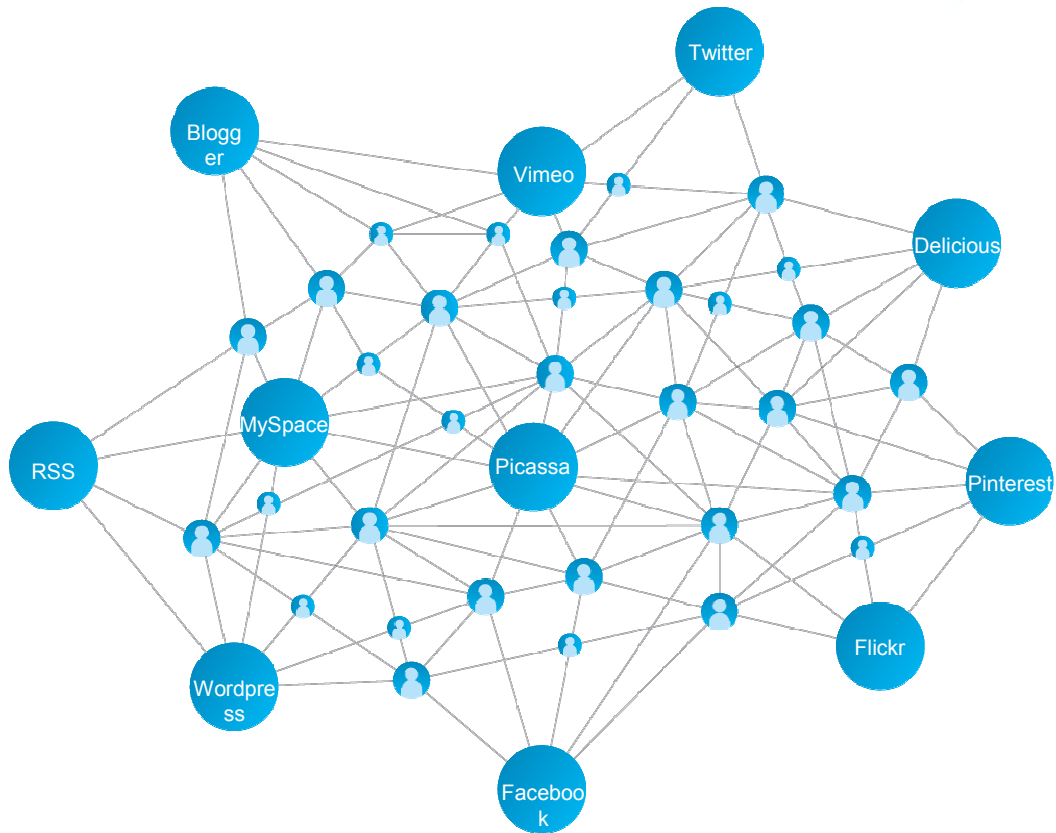


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mainstream



Pametnim podacima do pametnih odluka



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social business



Social Business: From Liking to Leading

Activate the workforce

Improve productivity and unleash innovation by tapping into the collective intelligence inside and outside their organizations

Create a smarter workforce

“When the right people engage with the right community, they can change the way business works”

Delight customers

Increase loyalty, advocacy, and revenue by listening, analyzing, and acting upon new insights to anticipate individual customers needs

Create exceptional customer experiences

“When customers are engaged on their own terms, you create more than a sale, you create an advocate”

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social collaboration model

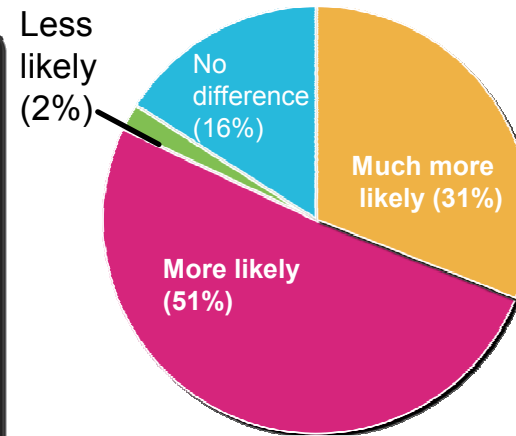


The screenshot displays the IBM SolutionsConnect user interface. On the left is a navigation sidebar for user 'Samantha Daryn', including folders like 'Inbox', 'Drafts', and 'Marketing Folder'. The main area shows an email inbox with messages from Ted Amado, Gail Chao, Sam Curman, and Margo Ezekiel. The selected email from Margo Ezekiel is open, showing a shared file 'Product Update.odp' with a thumbnail image of wooden spoons. Below the file, there are 'Like', 'Share', and 'Follow File' buttons, and a 'Comments (0)' section with an 'Add a comment' input field. On the right side, there is a 'Socialtime Contacts' sidebar with sections for 'Feeds', 'Day-At-A-Glance', 'Activities', 'My Widgets', and 'Updates'. The 'Updates' section shows a comment from Charles E. Smith about a forum post.

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engage on vision, culture

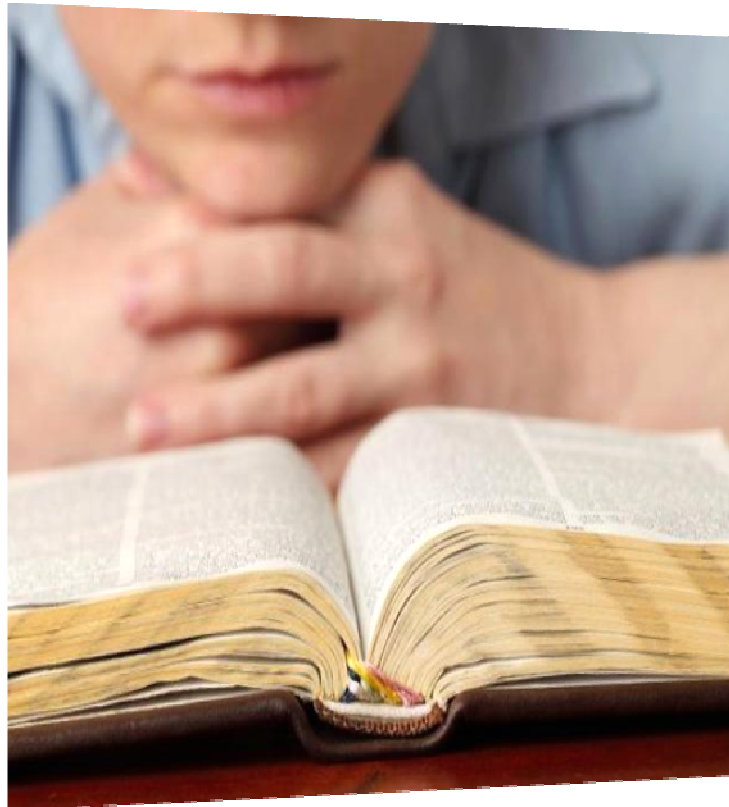


Likelihood of trusting CEO & leadership who openly communicate on Social

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power of social sharing



Google finding trusted source of information

Web Images Maps Shopping More Search tools

About 50,100,000 results (0.30 seconds)

- [PDF: A new study reveals moms' most trusted sources of information.](#)
www.cdc.gov/healthcommunication/TJL18_200812.pdf
File Format: PDF/Adobe Acrobat - Quick View
Findings: The results indicate that the evening news is still the most trusted source of information ahead of newspapers, online updates, and even morning talk ...
- [Press Widely Criticized, But Trusted More than Other Information ...](#)
www.people-press.org/press-widely-criticized-but-trusted-m...
Jump to [Most Consider Their News Sources to Be More Accurate](#) ... find news that is accurate. About six-in-ten (62%) say the news sources they use most ...
- [How to Find Trustworthy Science and Health Information - Smithsonian](#)
blogs.smithsonianmag.com/how-to-find-trustworthy-science...
Mar 2, 2011 - Today, we're overwhelmed with sources of information, with ... from here, I do often use it to find other trusted sources, thanks to the footnotes.
- [How to Find Good Medical Information Online | Wishing Well](#)
www.childrenswishingwell.org/how-to-find-good-medical-inf...
Nov 14, 2012 - How to Find Good Medical Information Online ... Another trusted source would be government websites like those sponsored by the National ...
- [Patient Resource Publishing : Trusted Sources of Information](#)

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innovation



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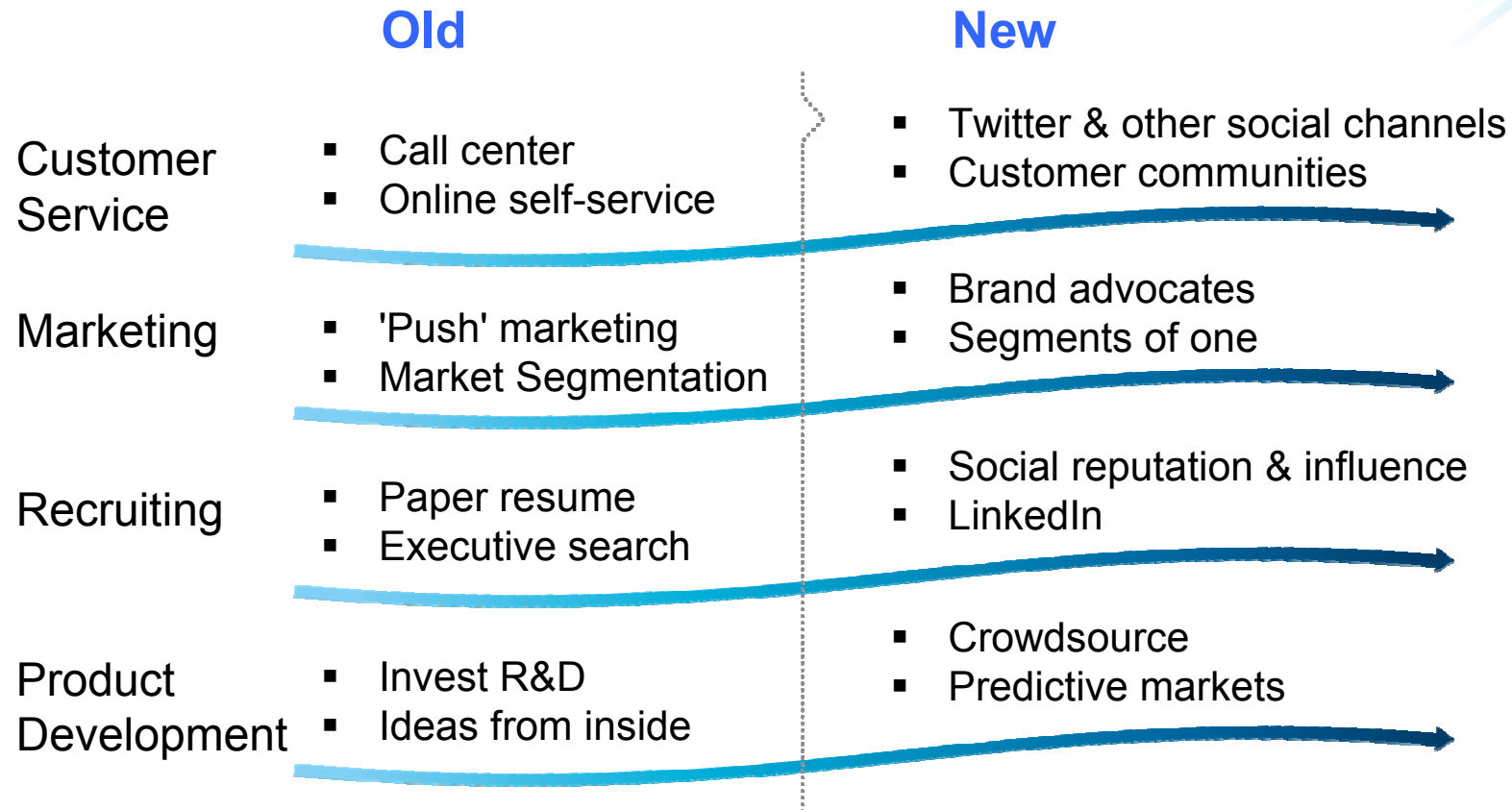


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new production line



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be pragmatic



“Dear Optimist, Pessimist
and Realist,

while you guys are arguing about
the glass of water, I drunk it.

sincerely, the Pragmatist”

Thank You



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