

strategy

yours and ours



how much time  
& focus do you  
give to content?

documents  
electronic files  
authoring  
management  
workflow  
creation  
approval  
distribution  
retention

i am addicted to content

i am addicted to content



the problem

too much content

too many creators

too many contributors

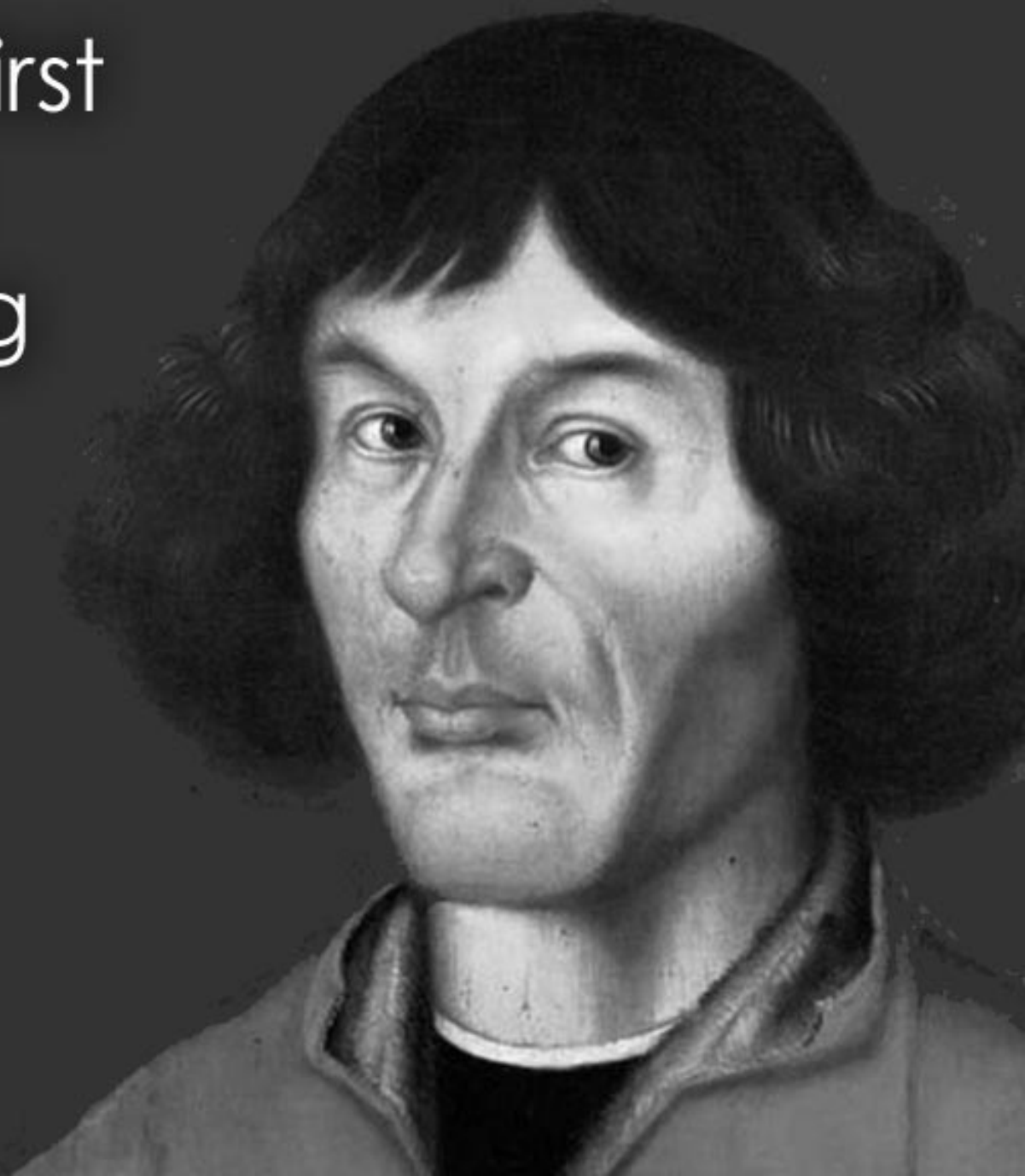
too difficult to control

impossible to predict

impractical to most users

maybe we're focusing  
on the wrong thing?

it's not the first  
time we've  
been wrong





jeff schick  
vice president  
social software

deep roots in ECM  
vision for social

dedicated to the  
marriage of the two



the challenge

everyone had an approach  
to handling content

and everyone was struggling  
in some areas

social was too little  
*(that includes Quickr)*



ecm was too much  
*(enterprise content management)*



first step

surface repositories  
in social context

# linked libraries & widgets

## Next Generation Air Transportation System

Stop Following

### Next Generation Air Transportation System



- Overview
- Members
- Forums
- Bookmarks
- Files
- Ideation Blog
- Media Gallery
- Feeds
- Blog
- Custom Library**
- SharePoint Documents
- Activities

### New to Custom Library?

Custom Library allows you to interact with documents and their metadata from ECM systems.

[Learn More](#)

You are in: Legal > Information Handling

[Upload a File](#) [New Folder](#) [Views -](#)

Showing 1-2

Name	Last Updated	Updated By
<b>Graphics for Direct Mail.odp</b>	1/17/11	George Brichacek
<b>Customer Information Guidelines.pdf</b>		Administrator

Show 10 | 25 | 50 items

[Subscribe to this folder](#) [Open folder in enterprise document server](#) [Check out](#)

- Download (40 KB)
- Check Out
- Edit document
- Edit properties
- Replace
- Delete

### Subcommunities

- Airport Surface Detection Equipment, Model X (ASDE-X)
- Automatic Dependent Surveillance-Broadcast (ADS-B)

next step

ibm connections  
content manager



twitter  
warning

## IBM Webcast

### "From Liking to Leading": Transforming Your Business with the IBM Generation Platform for Social Business

Event Date: 03/13/2013 11:00 AM Eastern Daylight Time

A comprehensive platform for social business can deliver business value. Join us and see first-hand the latest collaboration technology advances. Learn:

- how a complete social business platform can best position you to create an effective and engaged workforce.
- what you should consider when looking for a social business platform.
- why thinking early and often about adoption can speed the time to value.

Hear from Jeff Schick, IBM Vice President of Social Software, and from several of our customers. They will share how social integration has transformed their organizations. Learn how Microsoft customers in particular can make their existing investments more effective.

Whether you're a business leader looking to transform your front office, an existing IBM customer, or even a prospect, don't want to miss this exciting and informative broadcast.

#### Speakers:

**Jeff Schick**  
**Vice President, Social Software**  
**IBM**

# CCM at a glance

it's an add-on to IBM Connections

GREENWELL SPORTS

Home

Profiles

Communities

Apps

Metrics

Frank Adams

Share



IBM

Home

All Connections

Search



Customize

Getting Started

I'm Following

Status Updates

My Notifications

@Frank Adams

Action Required

Saved

Discover

My Page

Administration

## Action Required

View items that require your response.

What are you working on right now?

Filter By: All



Jasmine Haj submitted Great Outdoors.odt in Greenwell Sellers for review.



Great Outdoors.odt

Today at 9:29 PM

Save this



Request requires attention

Minh Li returned your travel request. Please fill in required information

Social BPM

Today at 9:23 PM



Dennis Michaels invited you to become a network contact.

Today at 4:51 PM



New Top Talent Candidate

Samantha Daryn has rocked on the assessment test.

Applicant passed top talent threshold amount

Jasmine Haj submitted Great Outdoors.odt in Greenwell Sellers for review.

Your review is requested.

Great Outdoors.odt Draft in Review

Download | 737 KB

Accept

Reject

Comments (0) Recent Updates Review

Jasmine Haj submitted the draft for review today at 9:30 PM.

### Reviewers

Community Owners require one reviewer to review this draft.

Jasmine Haj

Frank Adams



# CCM at a glance

activity stream updates on CCM events

SPORTS

Home

Profiles

Communities

Apps

Metrics

Frank Adams

Share

All Connections

Search

## Action Required

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Social BPM

Today at 9:23 PM

Jasmine Haj submitted Great Outdoor  
for review.

Your review is requested

Great Outdoor

Download 737 KB

Accept

Reject

Comments (0) Recent Updates

Jasmine Haj submitted the  
PM.

### Reviewers

Community Owners require approval

Jasmine Haj

Frank Adams

# CCM at a glance

embedded experience with approval, comments like, download & more

Frank Adams · Share

All Connections Search

Customize

**Required**  
Please provide your response.

Working on right now?

Jasmine Haj submitted Great Outdoors.odt in Greenwell Sellers for review.

Great Outdoors.odt

Submitted at 9:29 PM

This draft requires attention

Frank returned your travel request. Please fill in required information

BPM

Submitted at 9:23 PM

Jasmine Haj submitted Great Outdoors.odt in Greenwell Sellers for review.

Your review is requested.

Great Outdoors.odt [Draft in Review](#)

Download | 737 KB

[Accept](#) [Reject](#)

Comments (0) Recent Updates [Review](#)

Jasmine Haj submitted the draft for review today at 9:30 PM.

**Reviewers**

Community Owners require one reviewer to review this draft.

- Jasmine Haj
- Frank Adams

# CCM at a glance

## document details including review progress

GREENWELL SPORTS

Home

Profiles

Communities

Apps

Metrics

Dennis Michaels

Share

Communities

This Community

Greenwell Sellers

Stop Following this Co

Greenwell Sellers



Overview

Recent Updates

Status Updates

Members

Best Practices

Contracts

Surveys

Location Plan

You are in: Library > Customer satisfaction.odp

### Customer satisfaction.odp Draft



Heather Reeds updated February 19, 2013 | 460 KB

Review in progress



View all (3)...

Download

Stop Review

Comments

Sharing

About this File

Document Type

Review

Heather Reeds submitted the draft for review on February 19, 2013

#### Reviewers

Community Owners require one reviewer to review this draft.

Frank Adams

Cindy Neumann

Lucille Suarez

Review for Others...

# CCM at a glance

## multiple libraries within one community

Greenwell Sellers



- Overview
- Recent Updates
- Status Updates
- Members
- Best Practices
- Contracts
- Surveys
- Ideation Blog
- Forums
- Bookmarks
- Files

You are in: Library

### Library

Upload a File New Folder

Display:

Show: All Files Showing 1-7

Previous Next

Name	Updated	Updated By	Likes	Downloads	Size
Forms	1/15/13	Lucille Suarez			
Sales Geos	1/15/13	Lucille Suarez			
Customer satisfaction.odp <span>Draft in Review</span>	2/19/13	Heather Reeds	0	0	460 KB
OGS platform script jan3 version.odt	2/8/13	Frank Adams	0	0	48 KB
Seller Handbook.odp <span>Draft in Review</span>	1/15/13	Frank Adams	0	0	10 KB
Greenwell Sales Process - Q1 2013.odt <span>Draft in Review</span>	1/15/13	Lucille Suarez	0	0	280 KB
Greenwell Product Overview - Spring 2013.odp <span>Draft in Review</span>	1/15/13	Frank Adams	0	0	8.76 MB

Show 10 | 25 | 50 items per page

Subscribe to this library Enable editing (check connector installation)

Previous Next

View Trash

#### Reviewers

Community Owners require one reviewer to review this draft.

- Cindy Neumann
- Lucille Suarez
- Frank Adams

# CCM at a glance

see docs are checked out & who is reviewing

## Library




















Upload a File

New Folder

Display:

Show: All Files ▾ | Showing 1-7

Previous | Next

Name	Updated ▾	Updated By	Likes	Downloads	Size
 Forms	 1/15/13	Lucille Suarez			
 Sales Geos	 1/15/13	Lucille Suarez			
 Customer satisfaction.odp <span>Draft in Review</span>	  2/19/13	Heather Reeds	0	0	460 KB
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Show 10 | 25 | 50 items per page




Previous | Next

 Subscribe to this library Enable editing (check connector installation)

View Tra

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-  Cindy Neumann
-  Lucille Suarez
-  Frank Adams

# CCM at a glance

nested folders, count/sort by likes & downloads

GREENWELL SPORTS

Home

Profiles

Communities

Apps

Metrics

Dennis Michaels

Share

✉

📅

ⓘ

IBM

Communities

This Community Search

Microfinance Community

Stop Following this Community

Community Actions

Microfinance Community



Overview

Recent Updates

Status Updates

Members

Library

Files

Bookmarks

Forums

Related Communities

Media Gallery

Events

You are in: Microfinance Community

## Microfinance Community













Upload a File

New Folder

Display:  

Show: All Files Showing 1-6

Previous Next

Name	Updated	Updated By	Likes	Downloads	Size
 Growth markets	 2/17/13	Dennis Michaels			
 Renovations Banking Co-Op Proposal 2.doc	 2/19/13	Dennis Michaels	0	0	356 KB
 microfinace.xlsx <span>Draft</span>	 2/17/13	Dennis Michaels	0	0	8 KB
 Budget_US_4Q2011.ods	 2/17/13	Dennis Michaels	0	0	12 KB
 Renovations Banking Co-Op Proposal.doc	 2/17/13	Dennis Michaels	0	0	356 KB
 Customer satisfaction.odp	 2/17/13	Dennis Michaels	0	0	460 KB

Show 10 | 25 | 50 items per page

Previous Next

Subscribe to this library Enable editing (check connector installation)

View Trash

- Download
- Upload New Version
- Check Out
- Share
- Edit Properties
- Follow
- Copy to Folder
- Move to Folder
- Move to Trash

# CCM at a glance

supports document types & custom metadata

The screenshot displays a web application interface for document management. At the top, the header includes 'GREENWELL SPORTS', a 'Home' link, and an IBM logo. A left sidebar lists navigation options: 'Communities', 'Microfinance Community', and a detailed view for the 'Microfinance Community' with a plant icon and a list of items like 'Overview', 'Recent Updates', etc. The main content area is partially obscured by a modal window titled 'Upload File'. This modal contains a form for uploading a document. The form fields include: '\*File:' with a 'Choose File' button and 'no file selected' text; '\*File name:'; 'Tags:'; and a 'Description:' text area. Below these is a 'Document type:' dropdown set to 'Contract'. Under 'Document Type Properties', there are checkboxes for 'Show only required fields' (unchecked) and 'Show inline help text' (checked). A section titled 'Contract' contains fields for '\*Date Signed:' (two empty boxes), '\*Approving Manager:' (filled with 'Heather Reeds'), 'Product:' (empty), and '\*Product Shipped?:' (set to 'True'). At the bottom of the modal are 'Check In', 'Save as Draft', and 'Cancel' buttons. In the background, a table with columns 'Likes', 'Downloads', and 'Size' is visible, showing five rows of data.

GREENWELL SPORTS Home

Communities

Microfinance Community

Microfinance Community

Overview

Recent Updates

Status Updates

Members

Library

Files

Bookmarks

Forums

Related Communities

Media Gallery

Upload File

\*File: Choose File no file selected

\*File name:

Tags:

Description:

Document type: Contract Change...

Document Type Properties

Show only required fields

Show inline help text

Contract

\*Date Signed:

\*Approving Manager: Heather Reeds

This field accepts numbers, letters, and special characters.

Product:

This field accepts numbers, letters, and special characters.

\*Product Shipped?: True

Check In Save as Draft Cancel

Search

Following this Community Community Actions

Display:

Previous Next

Likes	Downloads	Size
0	0	356 KB
0	0	8 KB
0	0	12 KB
0	0	356 KB
0	0	460 KB

Previous Next

View Trash

# CCM at a glance

breadcrumb trail, like/unlike, doc types & metadata

GREENWELL SPORTS

Home

Profiles

Communities

Apps

Metrics

Dennis Michaels

Share

## Communities

This Community

Microfinance Community

Stop Following

Microfinance Community



Overview

Recent Updates

Popular Updates

Members

Library

Tags

Bookmarks

Groups

You are in: Microfinance Community > Renovations Banking Co-Op Proposal 2.doc

## Renovations Banking Co-Op Proposal 2.doc



Updated February 19, 2013 | Version 1.0 | 356 KB

Add Tags

Like

Download

Upload New Version

Check Out

More Actions

Comments (0)

Versions

Sharing

About this File

Document type: Contract Change...

### Contract

Date Signed: 2/21/13 at 8:00 AM

Approving Manager: Heather Reeds

Product: Product X

Product Shipped?: true

Edit Properties

Edit Properties

Share

Follow

Copy to Folder

Move to Folder

Move to Trash



# CCM at a glance

other things you should know

GREENWELL SPORTS

Home

Profiles

Communities

Apps

Metrics

More Apps

Home

Getting Started

I'm Following

Status Updates

My Notifications

@Frank Adams

Action Required

Saved

Discover

My Page

Administration

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Great Outdoors.odt

Today at 9:29 PM

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Request requires attention

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Social BPM

Today at 9:23 PM



Dennis Michaels invited you to become a network contact.

Today at 4:51 PM



New Top Talent Candidate

Samantha Daryn has rocked on the assessment test.

Applicant passed top talent threshold amount

simple Filenet install

sync'd access controls

searches metadata  
& full text

let's take a  
closer look

demo

what is being announced?

Connections Content  
Manager 4.5

IBM Connections Suite 4.5  
(Includes: Connections 4.5, CCM,  
Sametime Advanced, Sametime SUT Lite)

# Quickr customers?

Standalone Quickr customers  
(Quickr for Websphere Portal  
& Quickr for Domino)

will be entitled to Connections 4.5  
& Connections Content Manager

# CEO Collaboration bundles that include Quickr?

(CEO Enhanced Collaboration  
or CEO Community Collaboration)

1:1 entitlement to  
IBM Connections Suite 4.5  
(Includes: Connections 4.5, CCM,  
Sametime Advanced, Sametime SUT Lite)

# Connections Content Edition?

(IBM Connections FileNet  
Content Manager Edition bundle)

1:1 entitlement to  
IBM Connections 4.5  
& Connections Content Manager

FileNet Content Manager Add-on will be  
entitled to Connections Content Manager

Other entitlements?

Details to come in Q2

and we're not done yet...





social content

people focused


content rich


useable

valuable

# questions?

louis richardson  
evangelist & storyteller  
social business/smarter workforce


[creativitycrisis.com](http://creativitycrisis.com) 

[richardl@us.ibm.com](mailto:richardl@us.ibm.com) 

[twitter.com/inter\\_vivos](https://twitter.com/inter_vivos) 

[about.me/louisrichardson](http://about.me/louisrichardson) 

[slideshare.net/louisrichardson](https://slideshare.net/louisrichardson) 

[linkedin.com/in/louisrichardson](https://linkedin.com/in/louisrichardson) 

[youtube.com/user/louisrichardsonjr](https://youtube.com/user/louisrichardsonjr) 