



Work Social

Business Gets Social 2012

IBM Software Roadshow

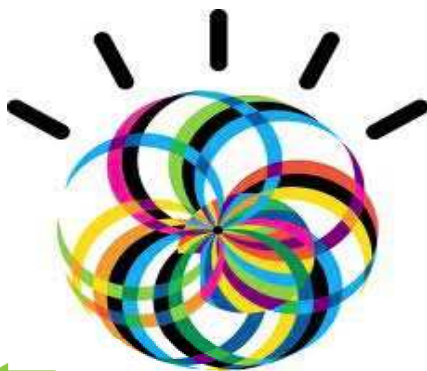
ibm.com/socialbusiness/events



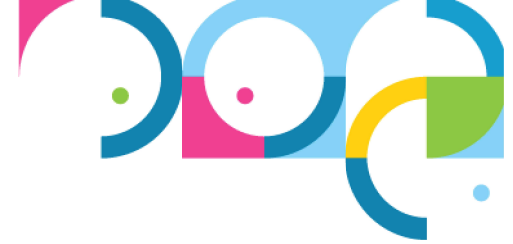
An opportunity to create a new market is emerging



- **Adaptive** social platforms **instrumented** with knowledge capture
- **Interconnected** with enterprise data and processes
- Made **intelligent** through differentiating analytics

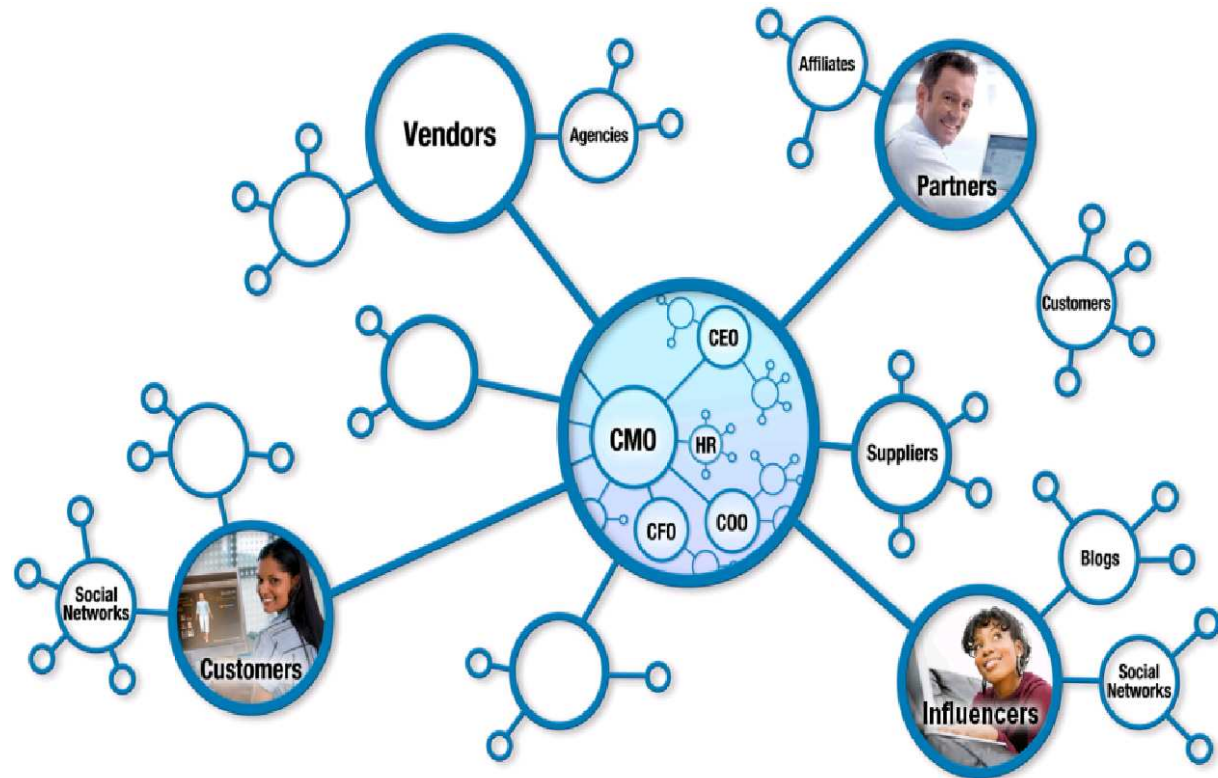


...will transform business

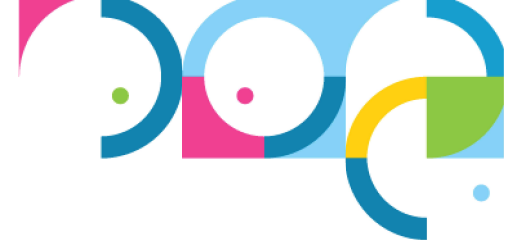


A profound change is coming to business

- Talent as a cloud
- Digital reputation and individual brands
- Leadership by connections
- Real-time teams
- Collective intelligence
- Engaged relationships
- IT access anywhere



The Third Platform for Industry Growth



Intelligent Economy

Trillions

of "Things"

Billions

of Users

Hundreds of Millions
of Users



Millions

of Apps

LAN/
Internet Client-
Server

PC

1986

Tens of Thousands
of Apps

Millions
of Users

Thousands
of Apps

Terminal
Mainframe

Business Gets Social 2012

IBM Software Roadshow

© 2012 IBM Corporation
Footer Field



Social technology is changing the way we live



Social Networks

- More than 7 billion pieces of content shared each week on Facebook
- Social networking accounts for 22% of all online time

Vast amount of content

- ...to discover, rate and share while increasingly online
- 1.2 Zetabytes of electronic data in the world



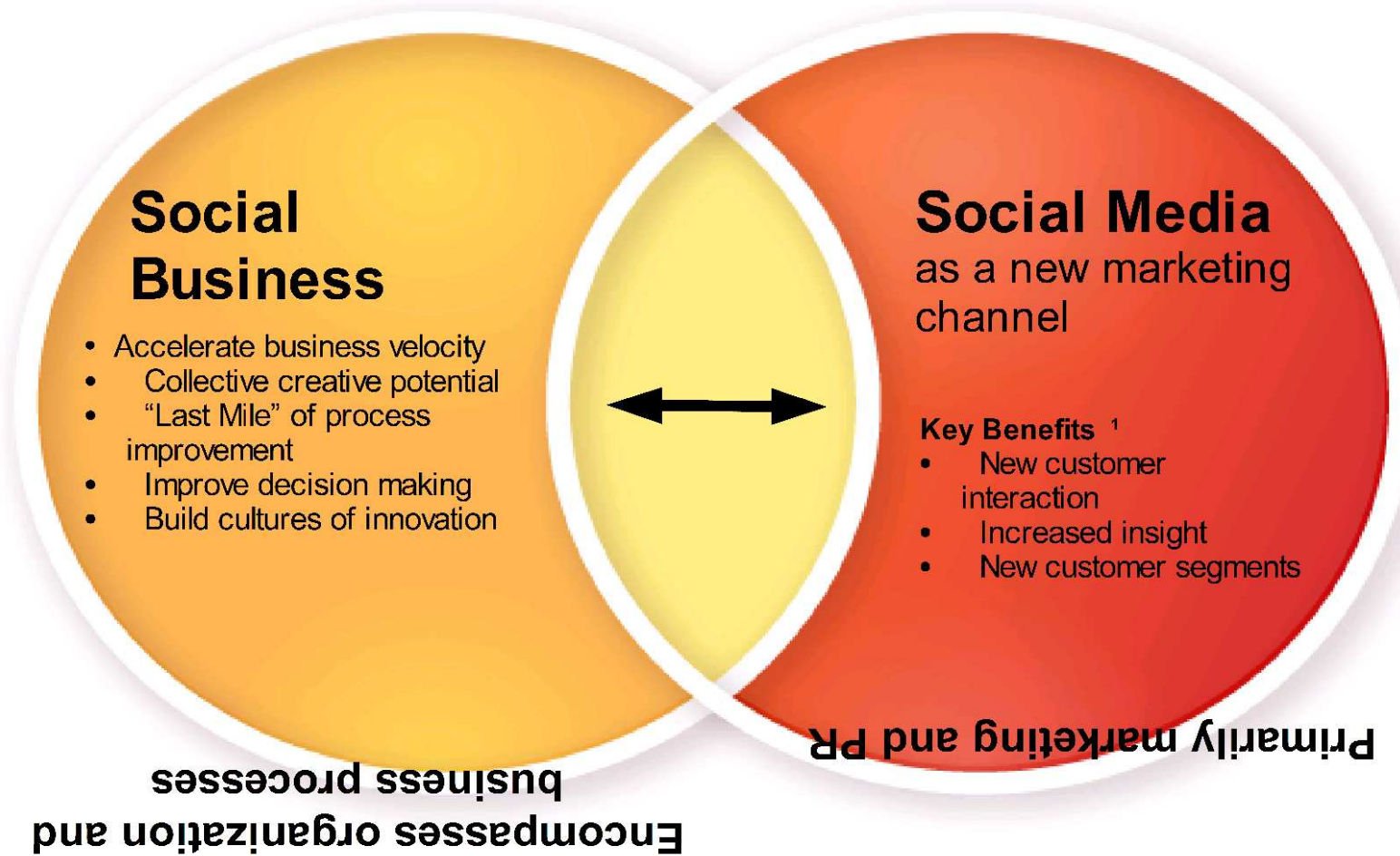
Mobile

- Access anywhere and anytime
- Smartphone shipments will outpace PCs by 2012
- Workers shift seamlessly between work-personal roles 24x7 with smart phones/tablets

Informed Consumer

- Empowered consumers have changed buyer-seller dynamic forever
- 155 million tweets via Twitter each day
- 75% don't believe ads

Social Business and Social Media deliver complementary benefits to organizations



¹ McKinsey Global Survey, *What Marketers Say About Working Online*, 11/11



The Social Business is changing the way we work



Customer Care and Insight

- Social Media Monitoring/Analytics
- 1 out of top 50 brands are using social media as a sustainable tool for marketing³

Product & Service Innovation

- Ideation, Jams
- 44% of F200 executives report using crowd-sourcing to improve corporate responsibility; 95% feel it has benefits⁴



Workforce Optimization

- Advertise Location, Talent clouds
- 60% recruit from social networks¹ and 55% are planning to invest more in social recruiting¹
- 70% of LE's spend on informal learning²

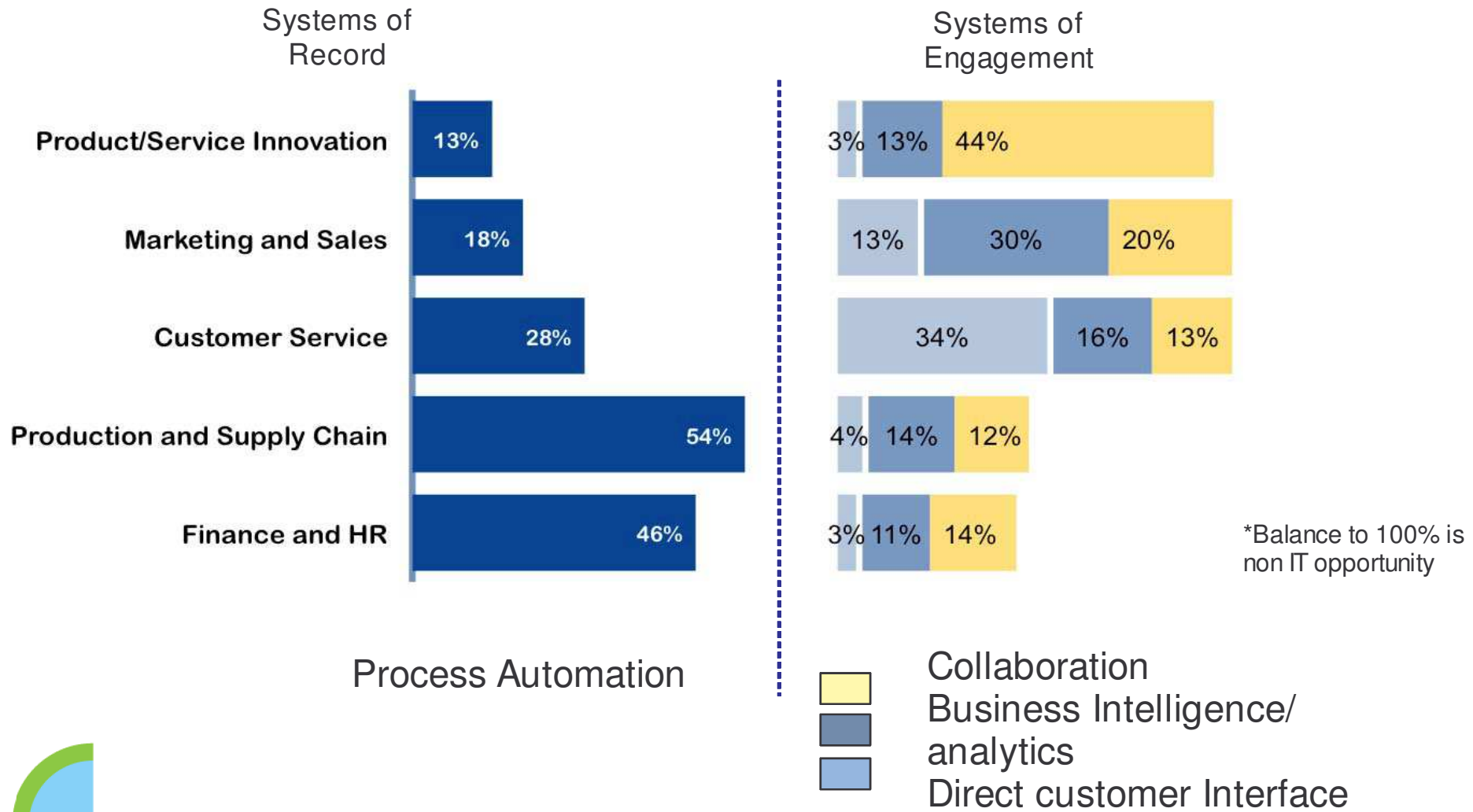
Governance/Risk/Compliance

- Clients seeking advice and solutions
- 41% of companies permit employees to use social media for business purposes, up from 19% in 2009⁵

The opportunity to drive business value from IT is shifting from process automation towards people-centric processes



Breakdown of IT enablement opportunities



Business Gets Social 2012

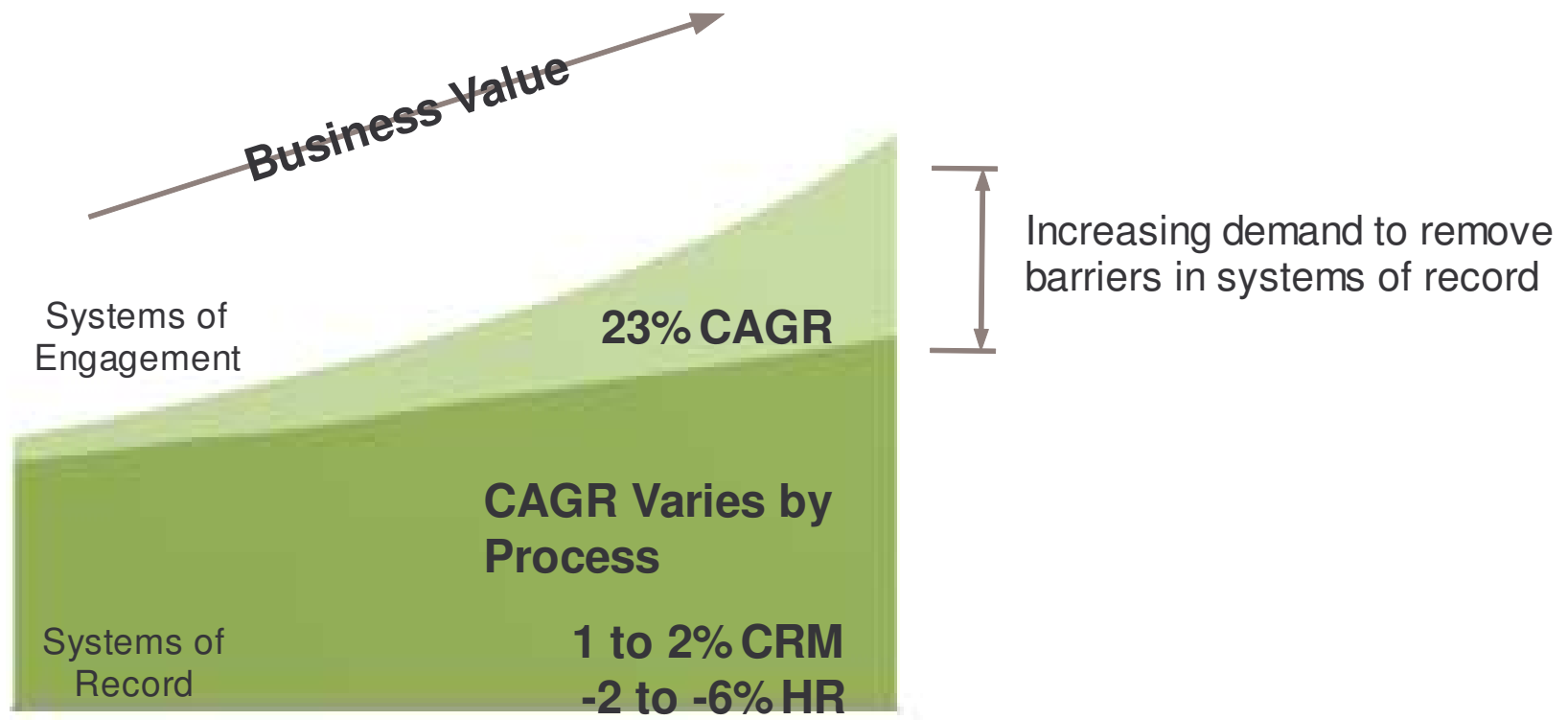
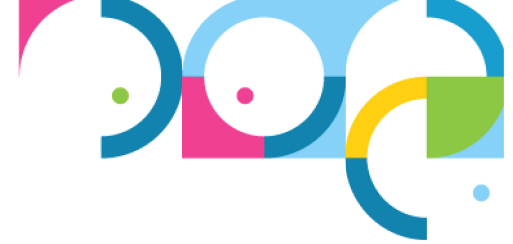
IBM Software Roadshow

8

Source: The Corporate Executive Board Company. IBM Strategy

Analysis based on APQC Process Classification Framework v5.0; n=550
© 2012 IBM Corporation

Demand for productivity and new markets drives demand for Social Business transformation



Impact on Traditional Systems 2010 – 2020

SOURCE: IBM Analysis

Business Gets Social 2012

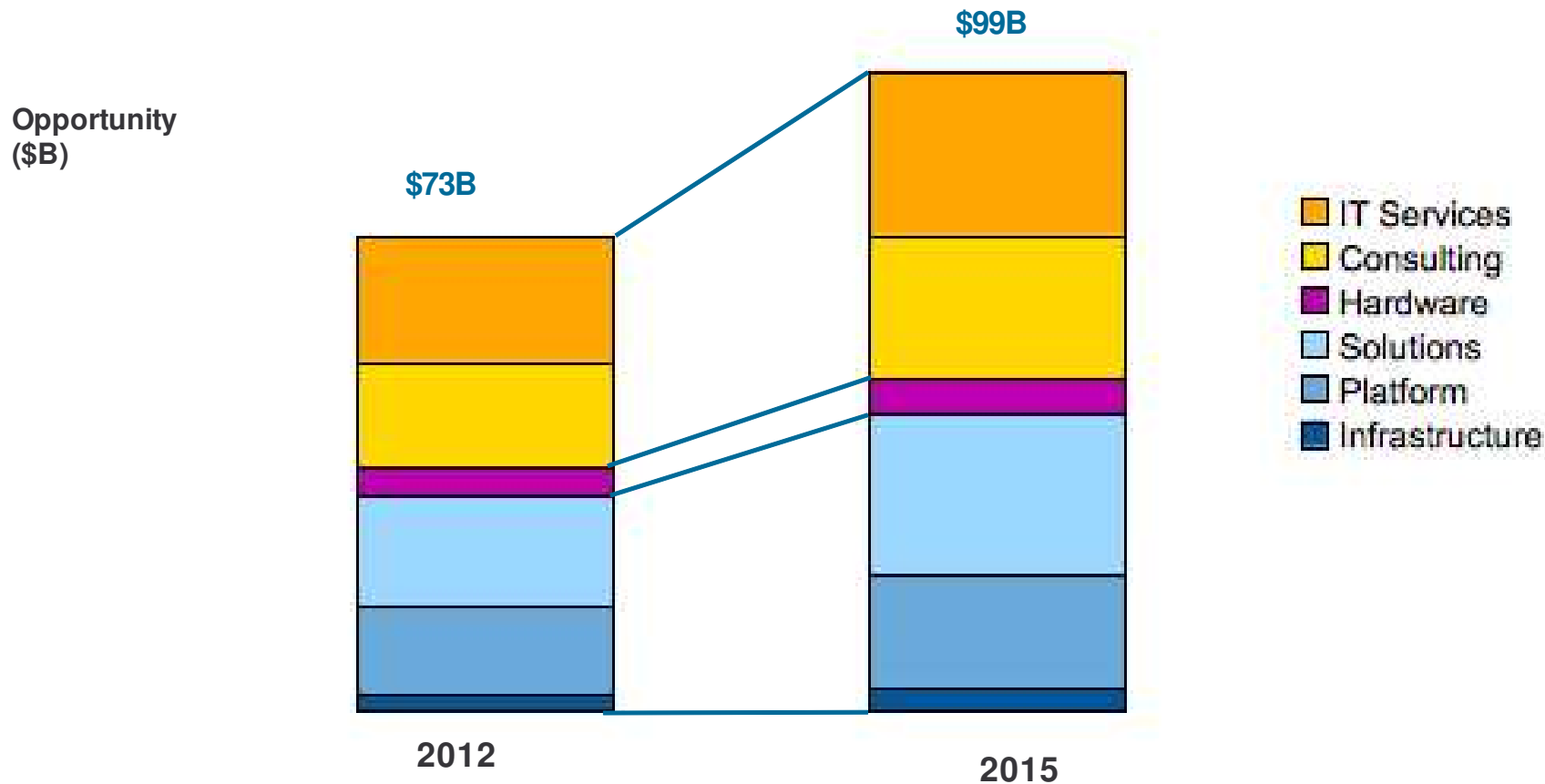
IBM Software Roadshow

9





Social Business Market Opportunity will reach \$99B by 2015; at 11% CAGR



Source: IBM Analysis.

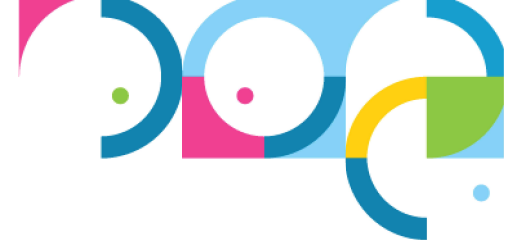
Note: Solutions are the highest growth areas (13% CAGR) driven by analytic capabilities

Business Gets Social 2012

IBM Software Roadshow

10

There are 3 layers of value of Social Business



Collaboration/Discovery (Driven by social media tools)

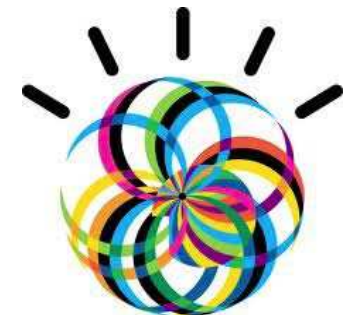
- Employee, partner, customer engagement
- Accelerated ideation
- Better and faster decision making
- Better collaboration

Insight (Driven by analytic tools)

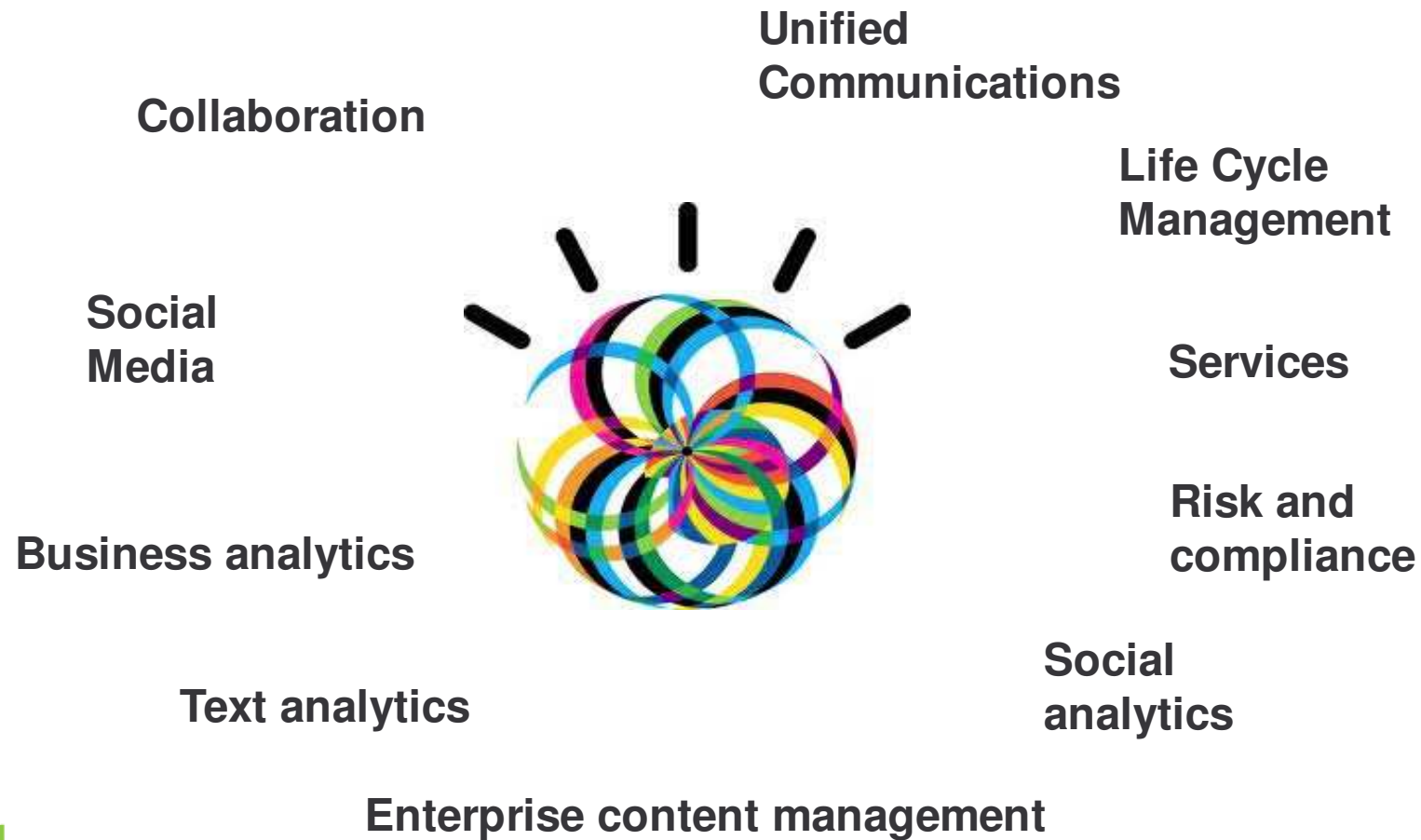
- Attention management (filtering and prioritization)
- Pattern Insight
- Sentiment analysis
- Adoption and behavior metrics

Transformation (Driven by process integration)

- Process efficiency
- Process acceleration
- Accelerated engagement
- Business culture of innovation



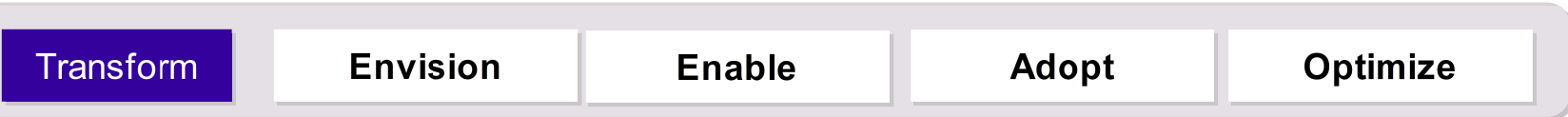
IBM is bringing together a large number of technologies and services to help organizations optimize business processes



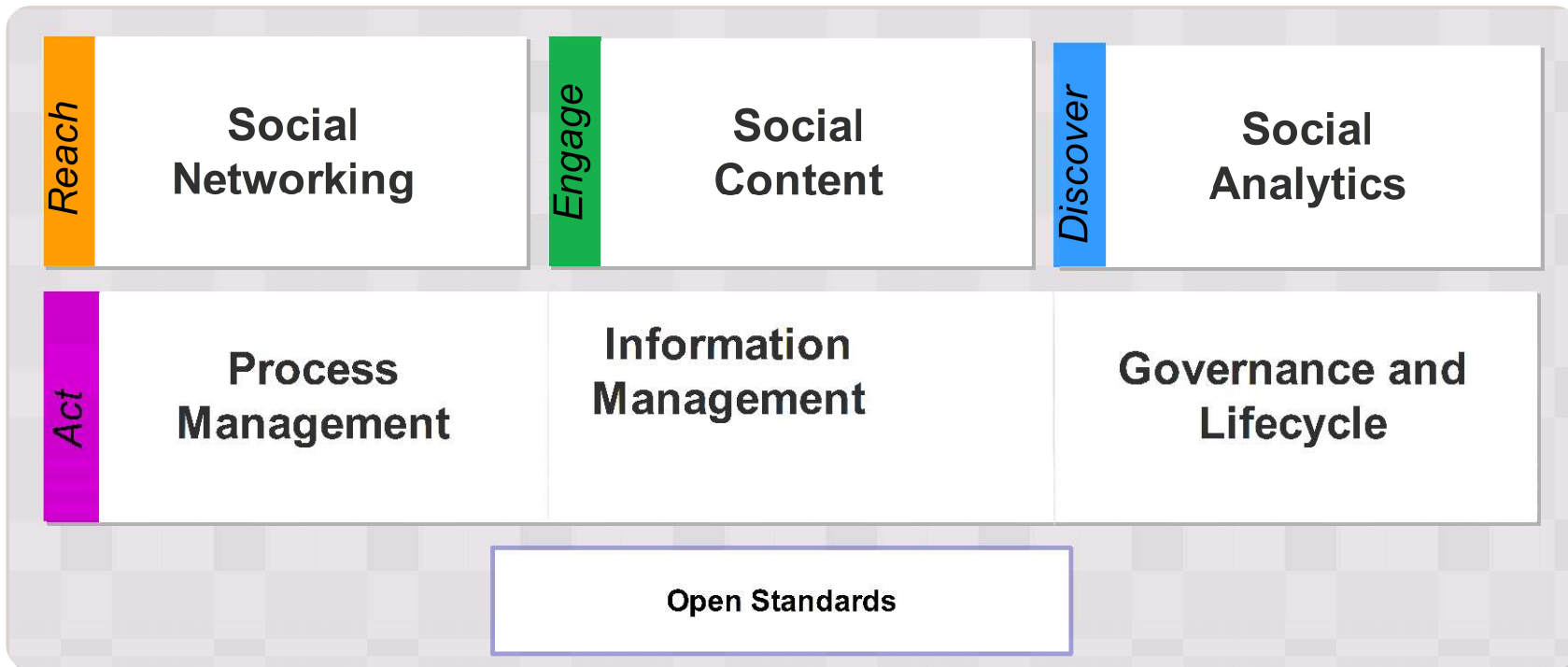
IBM's Social Business Framework enables powerful solutions



Consulting
Services



Software



Enabling Social Business: People centric process integration



Smarter Commerce

Sterling Commerce, Core metrics, Unica, Customer Experience suite, Cognos Consumer Insight, IBM Case Manager

Collaborative Decisioning

Cognos 10 + Connections

Advanced Case Management

FileNet + Connections
Case Manager + Sametime

Community Insights

Cognos Consumer Insight + Connections; Cognos BI + Connections (*planned*)

Social Augmented BPM

Lombardi /
WebSphere Process Server +
Connections (*planned*)

Social enhanced Governance

Tivoli directory, identity, and security mgmt. products + Connections + LotusLive

Social Software Engineering

Rational Jazz + Connections +
Sametime

Social Application Middleware

WebSphere products + Cognos +
Connections, etc.

Social Information Management

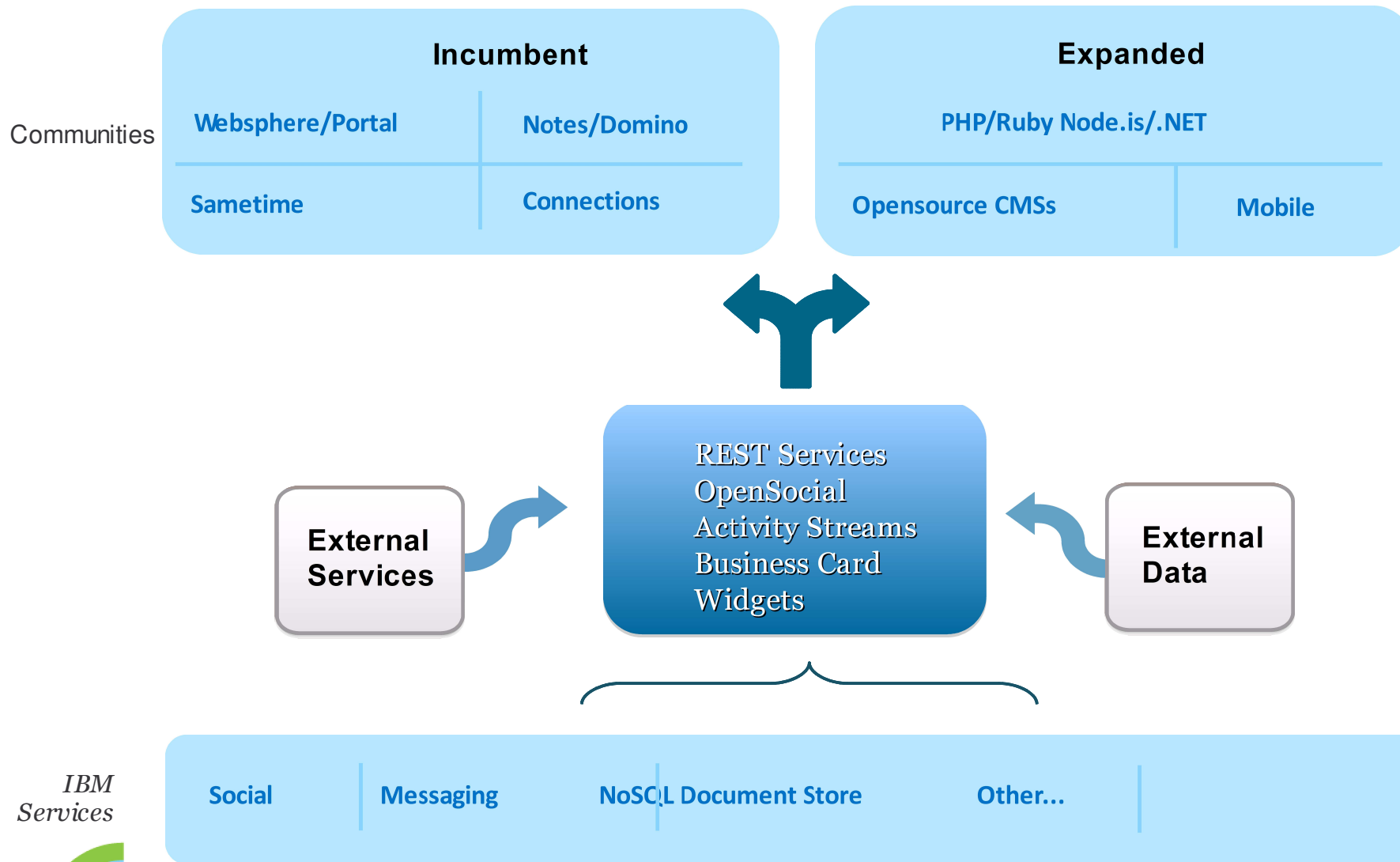
DB2 products + Cognos +
Connections, etc.



Business Gets Social 2012

IBM Software Roadshow

Expanding the developer communities supported



IBM Services

Business Gets Social 2012

IBM Software Roadshow

Majority of “people-oriented” business processes will be impacted by the application of a broad set of IBM Social Business capabilities

- Social Business drives a **transformation** of people-centric processes
 - Opportunity to monetize **IBM capabilities** at the business process level
 - Services-led
 - Key value levers are enabling **systems of engagement** and **social intelligence**

CRM

- Sales pattern reuse
- Efficient expertise leverage
- Create customer advocates
- Harnessing communities to support sales

HCM

- Dynamic team assembly
- Improved retention/ identification of leadership potential
- Engagement, accountability, reputation

PLM

- Collaborative product creation
- Transparency across engineering teams
- Error reduction
- Accelerated ideation

SCM

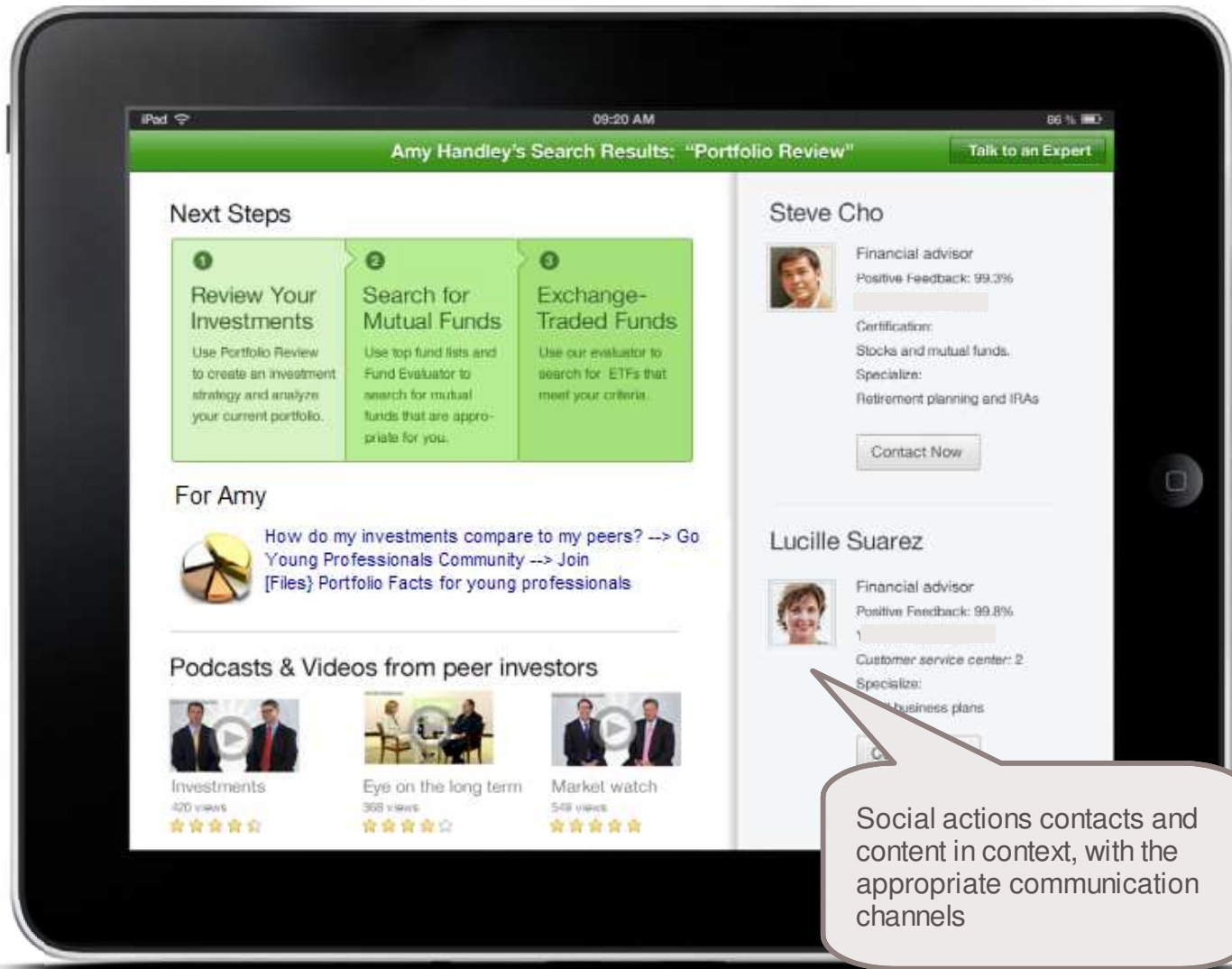
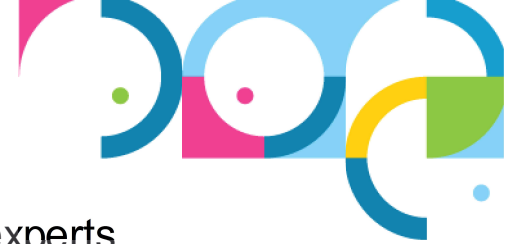
- Flexible relationships
- Process coordination across a supply chain

ERP

- Coordination across a business process
- Continuous process optimization

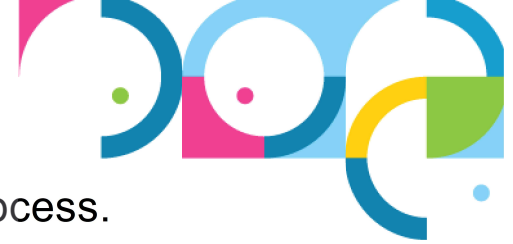
Customer Care Solution Example:

Financial services customer, gets personalized service, insights and a direct link to experts, content and an external community that have similar financial goals



Sales Force Optimization Solution Example:

Integrate CRM, Collaboration, Content, and analytics in the context of the sales process. Drive increased productivity, Less manual inspection. Data driven culture.



Ability to interact directly with customers, discover opportunities, find skills and recommend next best actions

Offering	Periodic Qty	Price
WebSphere Portal	2	\$10,000.00
BladeCenter	4	\$20,000.00

Owner	Type	Date	Status
Vijay Nehru	Client discussion	15 Dec 2010	Open
Misha Thompkin	Discussion	10 Nov 2010	Closed

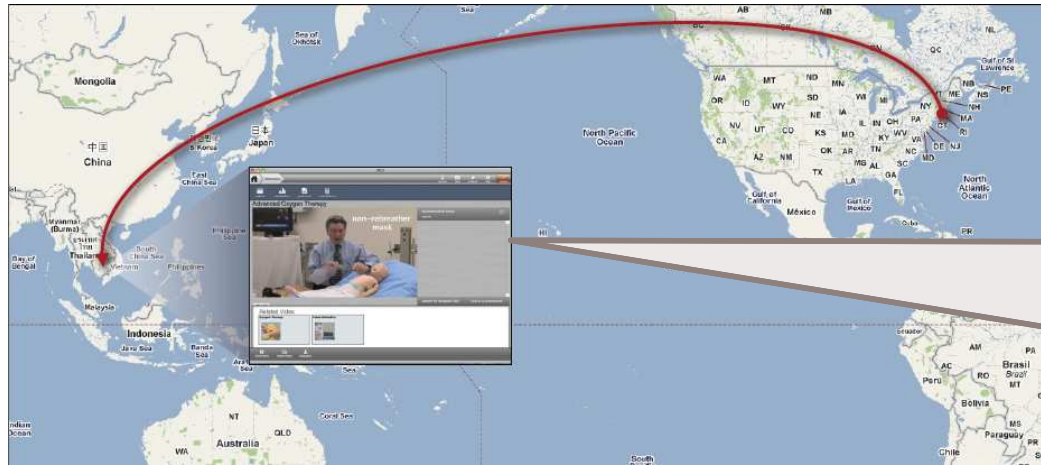
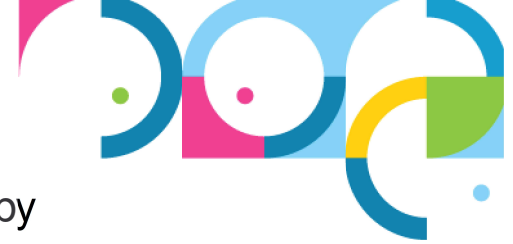
Business Gets Social 2012

IBM Software Roadshow



Highly Specialized Social Learning Example:

Pediatric Intensive Care Without Walls (PICU – WoW) – Improving children's health by providing critical care training around the world



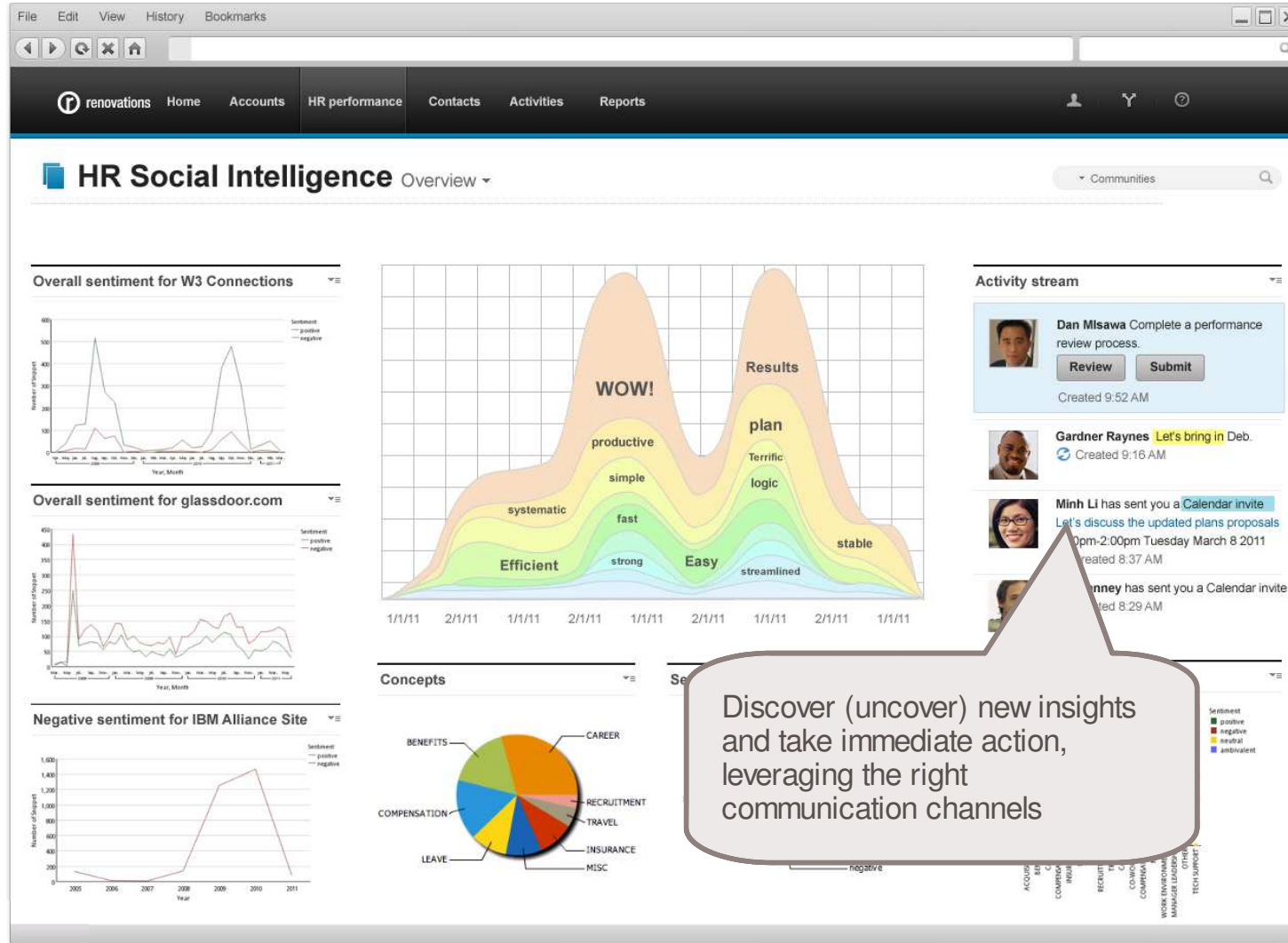
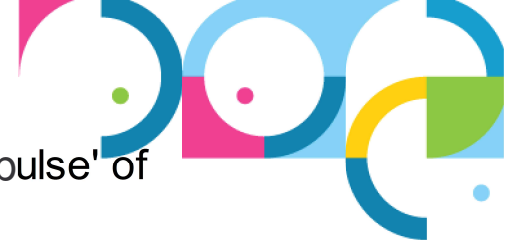
Knowledge sharing, training and collaboration to connect the experts with clinicians on a as-needed basis to specific areas of the training for deeper understanding



Business Gets Social 2012
IBM Software Roadshow

Human Capital Management Solution Example:

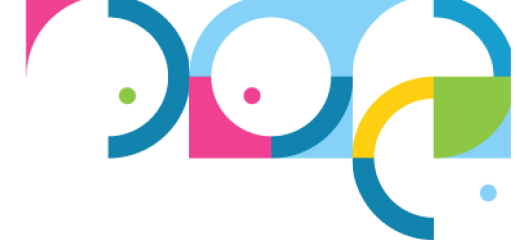
Optimizing the workforce by providing better insights into employee sentiment and a 'pulse' of what's going on.



Discover (uncover) new insights and take immediate action, leveraging the right communication channels



Social Business is an evolutionary foundation for Systems of People



Systems of People (SoP)

- Adaptive social platform
- **Interconnected** with enterprise data and processes,
- **instrumented** with knowledge capture, and
- made **intelligent** through differentiating analytics



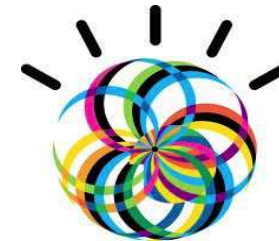
Social Apps



Social Networks



ERP



Social Business



Business Gets Social 2012

IBM Software Roadshow

21