Lotus. software

IBM

Social Software – Creating Value Today

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LOTUSPHERE
COMES TO YOU 2009

Activities	Profile	Dogear	Communities	⟱
Files	Wikis	Blogs		

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Some Initial Thoughts

"When it comes to using Web 2.0 collaboration tools, the momentum is behind wikis, blogs, and social networking, though primarily among co-workers. Some 70% of InformationWeek 500 companies say their employees are using those tools this year, compared with 55% last year."

InformationWeek 500, September 2008
"Trends Web 2.0, Globalization, Virtualization, And More"
www.informationweek.com/news/management/trends/showArticle.jhtml?articleID=210601098

"It will eventually be seen as essential to all large firms, encouraging more open and transparent communications with staff around the world, and helping to improve relations with existing and potential customers."

Nikos Drakos, Research Director at Gartner, July 2008
"Study encourages businesses to embrace social networking"
www.computing.co.uk/computing/news/2221395/study-encourages-businesses

The Enterprise Of The Future
Market Leading Organizations Will Be …..

	Hungry for change and ready for it	Capable of changing quickly and successfully. It shapes and leads market trends instead of merely responding to them. Market shifts become a chance to move ahead of the competition
	Globally integrated	Able to access the best capabilities, knowledge and assets from wherever they reside in the world and apply them wherever required in the world
	Innovative beyond customer imagination	Deep collaborative relationships allow it to surprise customers with innovations that make both its customers and its own business more successful

Source: 2008 IBM CEO Study, www.ibm.com/services/us/gbs/bus/html/ceostudy2008.html

The Enterprise Of The Future
How The Right Technology Can Help

	Hungry for change and ready for it	Find the right experts Work together without flying in for face to face meetings Get new team members up to speed quickly
	Globally integrated	Leverage worldwide sources of expertise, resources and assets Utilize social connections within and across organizations Insure all have the most current and accurate documents and information
	Innovative beyond customer imagination	Connect everyone to the customer Make offerings relevant to new markets and new potential customers Use technology to anticipate shifts faster than the competition

How would your organization answer these questions?

- **Does information flow smoothly across formal structure and thus allow your organization to leverage scale and expertise in product or service offerings?**

- **Is your organization overly focused on a few decision makers, roles, or experts that are invisibly but dramatically slowing the work and efficiency of many others?**

- **Is innovation spurred at key points by effective networks bringing together functions, offerings, or technical capabilities?**

Once social networks become visible leaders can address these and other questions in ways that have an immediate impact on performance.

"Driving Results Through Social Networks"

Author Rob Cage

IBM Research Centre for Social Software

- The centre's mission
  - Innovate and commercialise best practices in social networking
  - Work with businesses to pilot and customise enterprise social networks
  - Create jointly funded research collaborations with governments, academia, industry and venture capital participation
  - Design IBM's future Web 2.0 collaboration profile
  - Further social software governance
  - Develop the science of social software

- The Center's URL is
  - http://www.research.ibm.com/social/

MANY EYES

bluemail

Social Accessibility Project

The benefits of Networking are significant to the Individual as well as the Organization
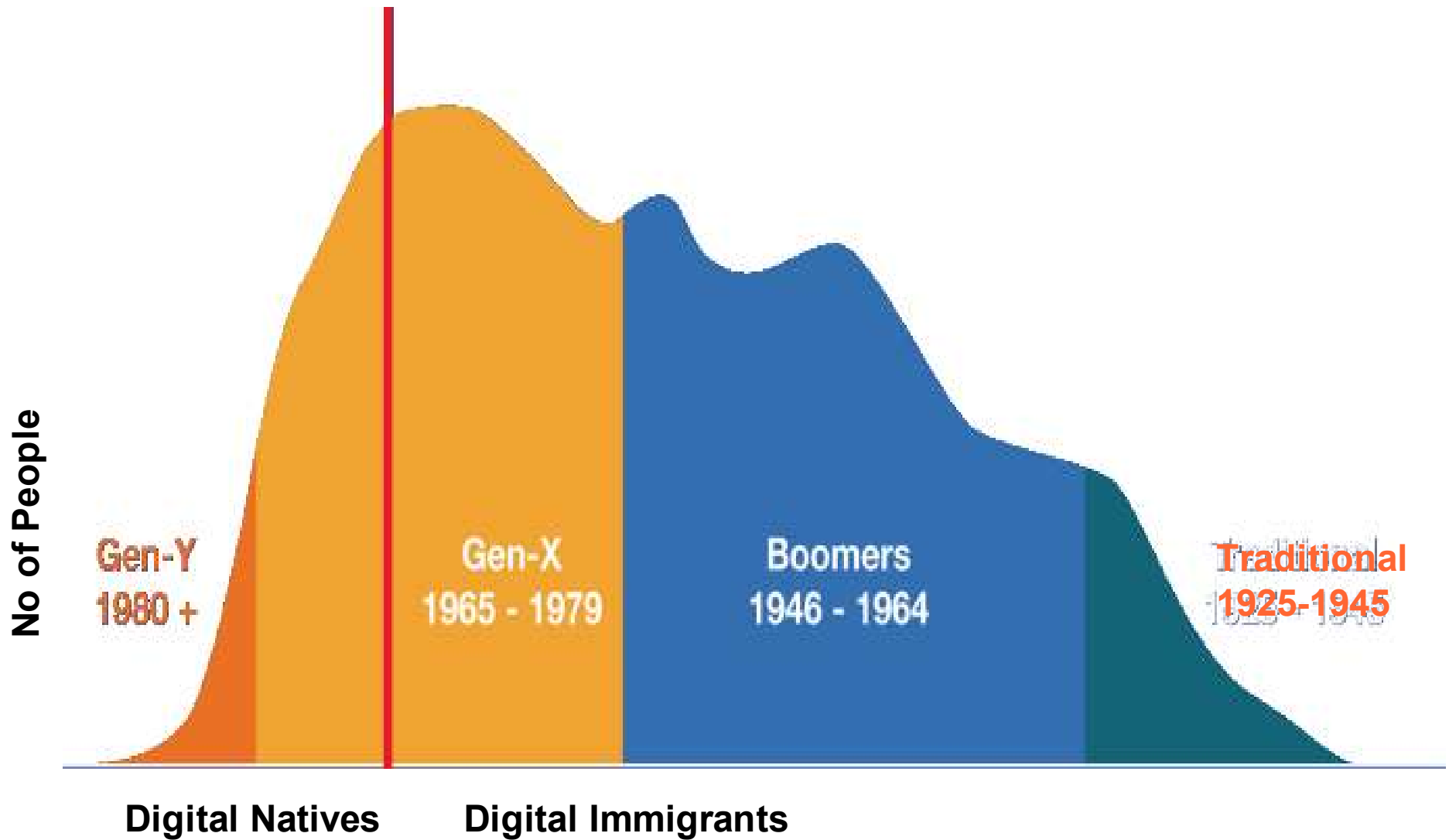
Individuals, It's about:

- Being and staying "in the loop"
- Being "top of mind" for special projects, interesting work (Statistics show that more than 70 percent of jobs are found and filled through networking)
- Increased visibility, efficiency & productivity
- Improved opportunities to contribute
- Being efficient by tapping into other's expertise as mentors or consultants
- Innovation through brainstorming and collaboration

Organizations, It's about:

- Improving the productivity of knowledge workers – since their work is highly collaborative and social
- Getting everyone involved in innovation through collaboration
- Making everyone's talent accessible to the organization
- Improving efficiency by leveraging the expertise of everyone
- Improved social capital
- Creates a dynamic environment that will provide sustainable business advantage through employee satisfaction & retention
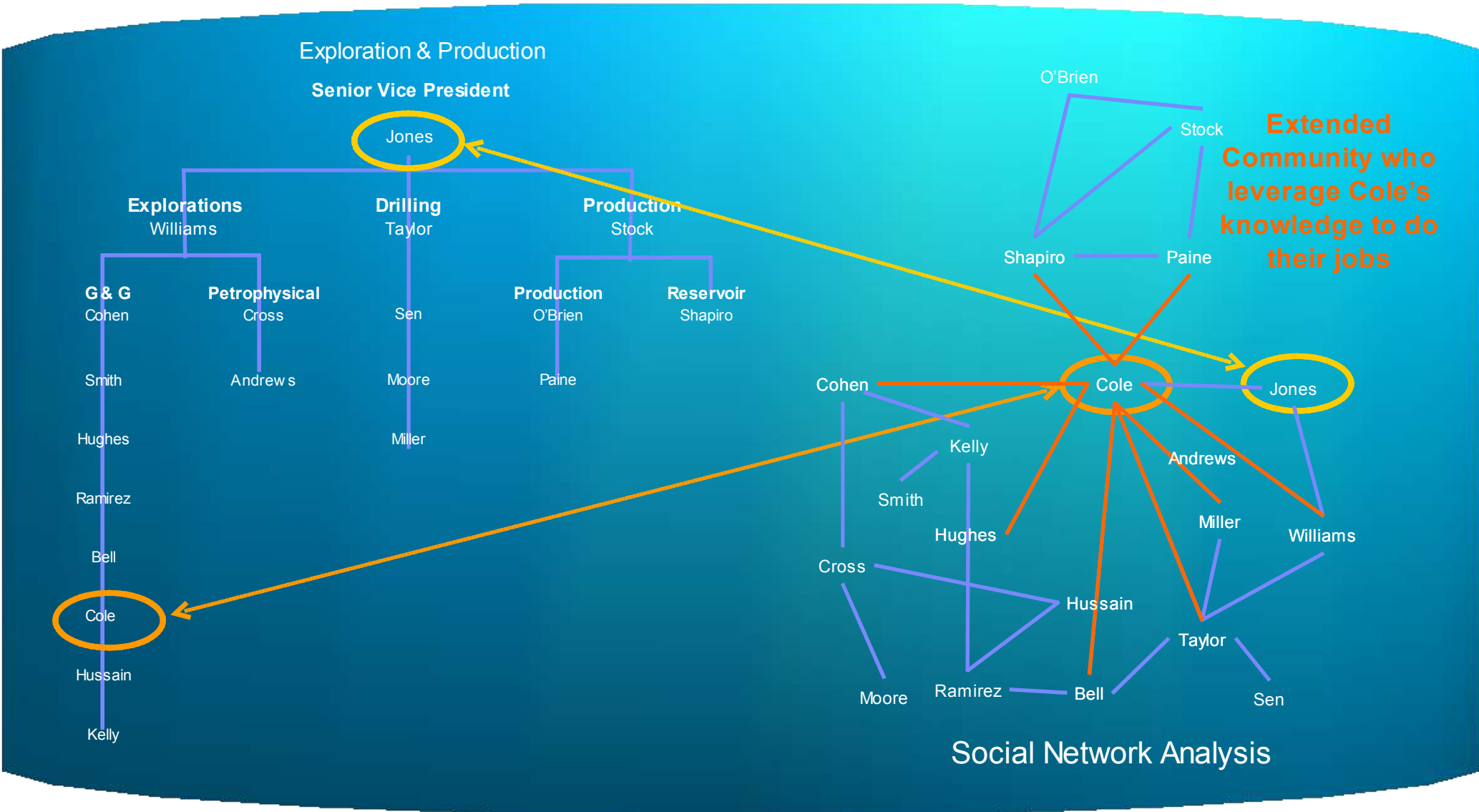
The Workers are Changing.......

No of People

Gen-Y
1980 +

Gen-X
1965 - 1979

Boomers
1946 - 1964

Traditional
1925-1945

Digital Natives   **Digital Immigrants**

…and so is Business

But workers use powerful applications at home

And workers are driving different patterns of work

Exploration & Production

Senior Vice President

Jones

Explorations
Williams

Drilling
Taylor

Production
Stock

G & G
Cohen

Petrophysical
Cross

Production
O'Brien

Reservoir
Shapiro

Smith

Andrews

Sen

Paine

Hughes

Moore

Ramirez

Miller

Bell

Cole

Hussain

Kelly

O'Brien

Stock

Shapiro

Paine

Cohen

Kelly

Smith

Cross

Moore

Ramirez

Hughes

Cole

Jones

Andrews

Miller

Williams

Hussain

Bell

Taylor

Sen

Extended Community who leverage Cole's knowledge to do their jobs

Social Network Analysis

......BUT
It's NOT all about Young People

Telegraph.co.uk

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Pensioners' Saga Zone rivals Facebook, Bebo

By Harry Wallop, Consumer Affairs Correspondent
Last Updated: 1:10AM GMT 07 Jan 2008

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Silver surfers are behind one of the surprise hits of the internet, with a social networking site set up by Saga scoring top marks in a new report.

Saga Zone, specifically designed for those over 50, has already attracted 30,000 loyal customers since it was launched in October last year and its success is the latest proof that pensioners have become one of the driving forces on the internet.

UK News

News

How about that?

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○ Facebook students underachieve in exams

Which?, the consumer group, tested 10 of the most popular social networking sites - those where like-minded internet users can chat online, share photos and gossip.

While Bebo, Flikr and Facebook are the top three, Saga Zone is fourth and gets top marks for performance and is rated the best site for discussion groups.

Saga, the insurance and holiday group, set up the networking site after the success of its magazine, which sells 660,000 copies each month.

The site, though still in its infancy, has a loyal following, with its oldest registered user a 93-year-old man. The average age of members is in the low 60s.

Saga Zone has tapped into a group of people who

External Links

Saga Zone

SAGA**zone**

Log out
ThewizardBT

My Zone   About Me   Things To Do   Search   Help   Contact Us   House Rules

Money

Share your financial opinions and advice.

Please note: contents of discussions and comments submitted to the Zone forums are posted by individuals acting in their own right and do not necessarily reflect the views of Saga or the Acromas Group, who cannot take responsibility for the views expressed by participants on the site.
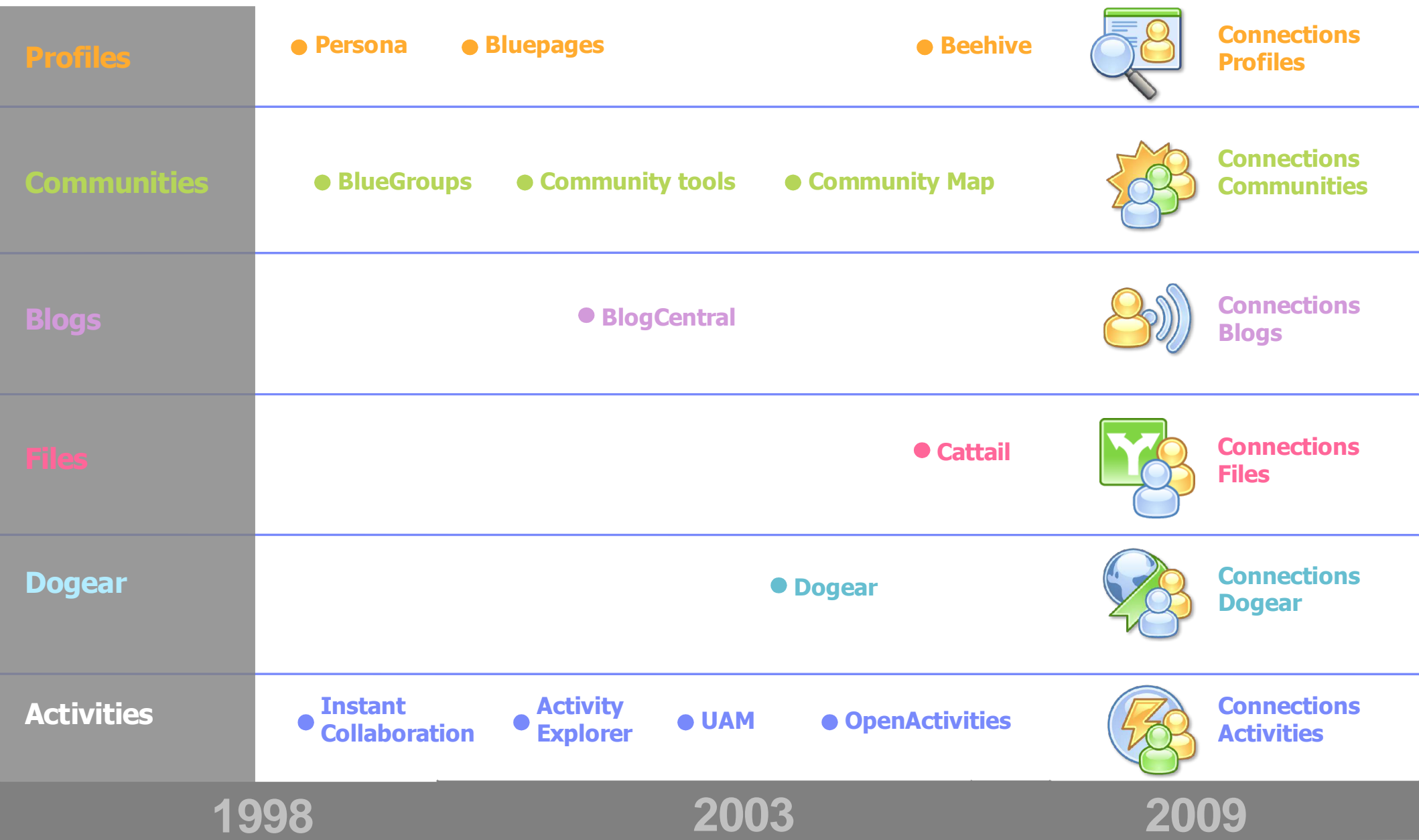
Create a new topic

Forum index » Money

Jump to Page: 1 [2][3][4][5] ... [14][15][16][17][18][Next >][Last »]

Topic	Last Post
Support the latest campaign for tax breaks for pensioners (15 posts) Register your support **Started by:** Saga Zone Host	**Re: Support the latest campaig...** Peter_Jackson 02/04/2009 09:25:04
Premium Bonds (294 posts) **Started by:** Dakris	**Re: Premium Bonds** Wee Alec 28/04/2009 08:29:43
Car is a Write Off . (4 posts) any tips for getting a good price from insurance company? **Started by:** theothermarg	**Re: Car is a Write Off .** theothermarg 27/04/2009 16:06:41
BEST CURRENT FIXED RATE BONDS (1 posts) Let others know what you find here....... **Started by:** Daffydee	**BEST CURRENT FIXED RATE BONDS** Daffydee 27/04/2009 14:22:38
Cash ISA (34 posts) What a minefield! **Started by:** Whatamess	**Re: Cash ISA** frad 25/04/2009 09:25:18
Wednesday's budget (23 posts) What are your views? **Started by:** Saga Zone Host	**Re: Wednesday's budget** Den Boy 24/04/2009 20:44:24
New Bond or Gold Bars (6 posts) What to Go For **Started by:** kinkyboots	**Re: New Bond or Gold Bars** rowser 23/04/2009 17:05:56
Pension dilema (34 posts) **Started by:** Florence46	**Re: Pension dilema** davidcfp 20/04/2009 16:50:17
Voice from the grave (18 posts) **Started by:** keithb13	**Re: Voice from the grave** Ad Astra 19/04/2009 19:12:32
Bradford & Bingley Shares (3 posts) Are they worthless? **Started by:** Roger Stanley	**Re: Bradford & Bingley Sha...** coxwold 18/04/2009 19:43:41
House or ISA (12 posts)	**Re: House or ISA**

IBM's internal innovations

	1998		2003		2009
Profiles	● Persona	● Bluepages		● Beehive	**Connections Profiles**
Communities	● BlueGroups	● Community tools	● Community Map		**Connections Communities**
Blogs		● BlogCentral			**Connections Blogs**
Files				● Cattail	**Connections Files**
Dogear			● Dogear		**Connections Dogear**
Activities	● Instant Collaboration	● Activity Explorer	● UAM	● OpenActivities	**Connections Activities**

1998   **2003**   **2009**

IBM Lotus® Connections social software

Lotus Connections is social software for business that **empowers you** to be more **innovative** and helps you **execute** more quickly by using dynamic networks of **coworkers**, **partners** and **customers**.

Lotus. Connections

Home page

Profiles   **Communities**

Blogs   **Files**   **Activities**   **Wikis**   **Dogear**

Profiles

Quickly find the people you need by searching across your organization and connecting to others.

Lotus Connections

All your social software needs ready for business

Communities

Create, find, join, and work with communities of people who share a common interest, responsibility, or area of expertise

Dogear

Save, organize and share bookmarks; discover bookmarks that have been qualified by others with similar interests & expertise

Blogs

Use a weblog to present your idea and get feedback from others; learn from the expertise and experience of others who blog

Activities

Organize your work, plan next steps, and easily tap your expanding professional network to help execute your everyday deliverables, faster

Homepage

Manage your attention by viewing relevant social data aggregated across your subscriptions, notifications, and network of colleagues.

Files

Upload and share any type of file with colleagues and communities. Store versions and view downloads, comments and ratings.

Wikis

Create wiki spaces for individuals, groups, and communities to coauthor pages. View changes across pages, ratings, and comments.

A Look
at
Lotus Connections 2.5

![Lotus software]

Multiple Blogs & Wikis

Blog – About my Role
Wiki – Community Tasks

Community

Enterprise

Blog – My Ramblings
Wiki – Enterprise (e.g. Support)

Blog – About our Task
Wiki – Task Output

Team