INV103: Social networking services – Ready for business with IBM capabilities

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The Lotus software mission

Empowering people to be more effective, responsive and innovative in the context of the work they do

Innovation is the key to growth

Eighty-seven percent of CEOs believe fundamental change is required in the next two years to drive innovation.

Source: 2006 IBM Global CEO Survey

Major areas of innovation

- New products, services, and markets
- Business models and processes
- Operations

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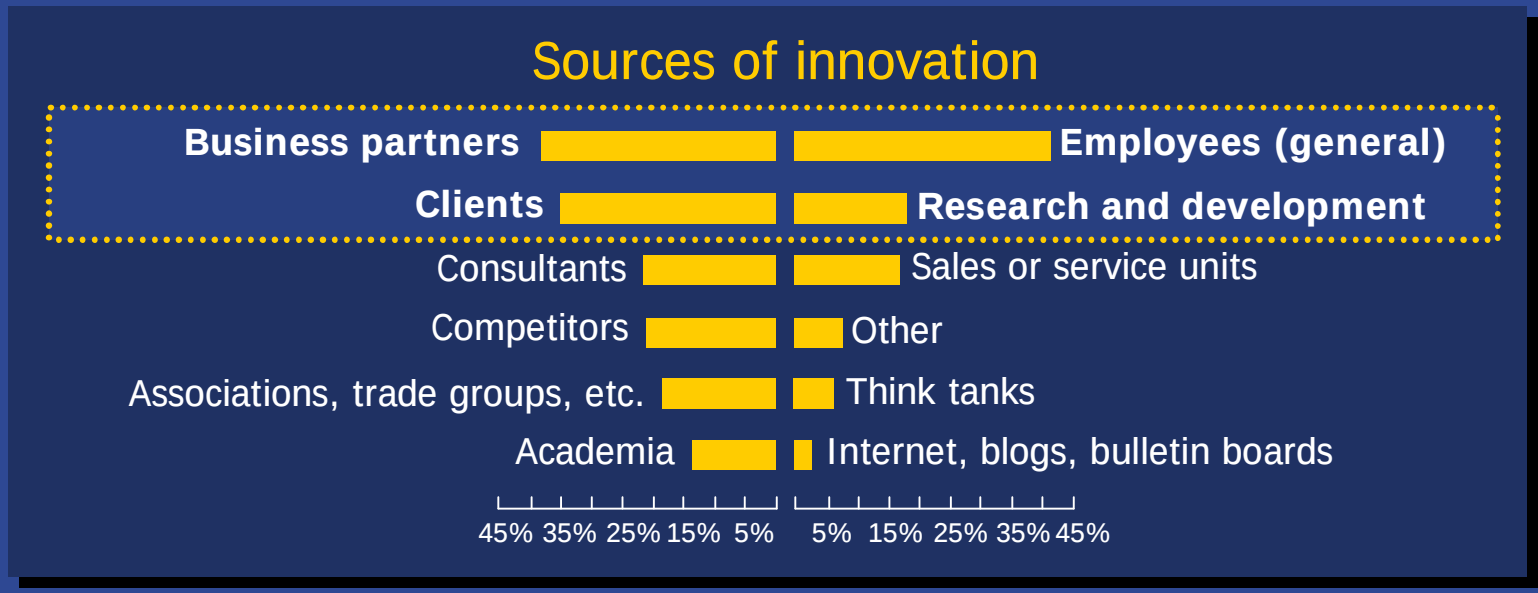
Innovation is a social process



Source: 2006 IBM Global CEO Survey

Breakthrough business performance will be achieved by harnessing collective knowledge and fostering interaction across globally connected communities of employees, customers and partners

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Changing Demographics Drives Adoption

19% of the entire American workforce holding executive, administrative and managerial positions will retire in the next five years

Within the next seven years, over 33 million individuals in Japan (26% of the population) are expected to be over 65 years old.

By 2016, the number of individuals aged 60-64 in Australia is expected to almost double

In the year 2000, there were more people receiving pensions in Italy (22 million) than people working (21 million)

Source: Beazley, et. al, *Continuity Management,* Mackay, Alan. "Mature Age Workers: Sustaining Out Future Labor Force." An Ageless Workforce - Opportunities for Business' Symposium Conference Paper. August 27, 2003. www.ageing.health.gov.au/ofoa/wllplan/aawpapers.htm, Time to act quickly on aging." The Japan Times Online. August 23, 2002 www.japantimes.co.jp/cgi-bin/getarticle.pl5?ed20020823a1.htm, A. Paulli, "Pension systems and gradual retirement in Italy", September 2000, p.17

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Changing Nature of Work Drives Adoption

- Work environments are more complex
  - Matrixed organizations
  - Organization changes
  - Mergers/Acquisitions
  - Global companies
  - Telecommuting
- Work is increasingly collaborative
  - Specialization
  - Ad hoc projects
- Work demands more social capital

"Today, more than 85 percent of a typical S&P 500 company's market value is the result of intangible assets. For many companies, the bulk of these intangible assets is its people, its human capital. It is no longer what you own that counts but what you know..."

—Craig Symons, Forrester Research, Inc.

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Social software: New ways to empower and connect people

Online marketplaces | Blogs | Photo sharing | Wikis

Social networking | Social bookmarking | Etc.

Characteristics of social software

- Bottom-up methods are used to build vibrant communities
- Users are motivated and rewarded for participating
- User input increases the value of the service and drives interaction
- Simple user experience is prioritized over advanced features

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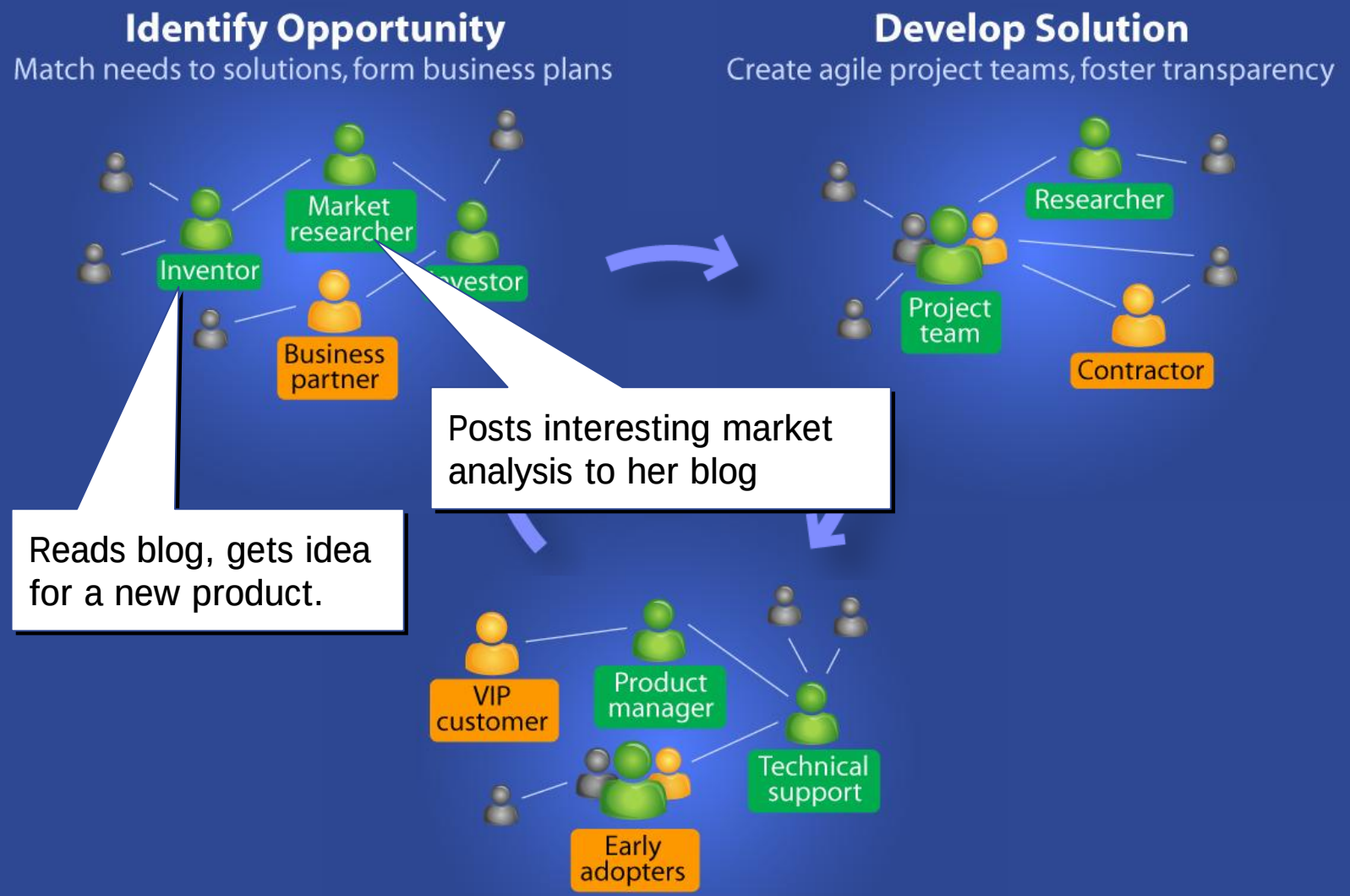
Using social software to enable innovation

Using social software to enable innovation



Using social software to enable innovation

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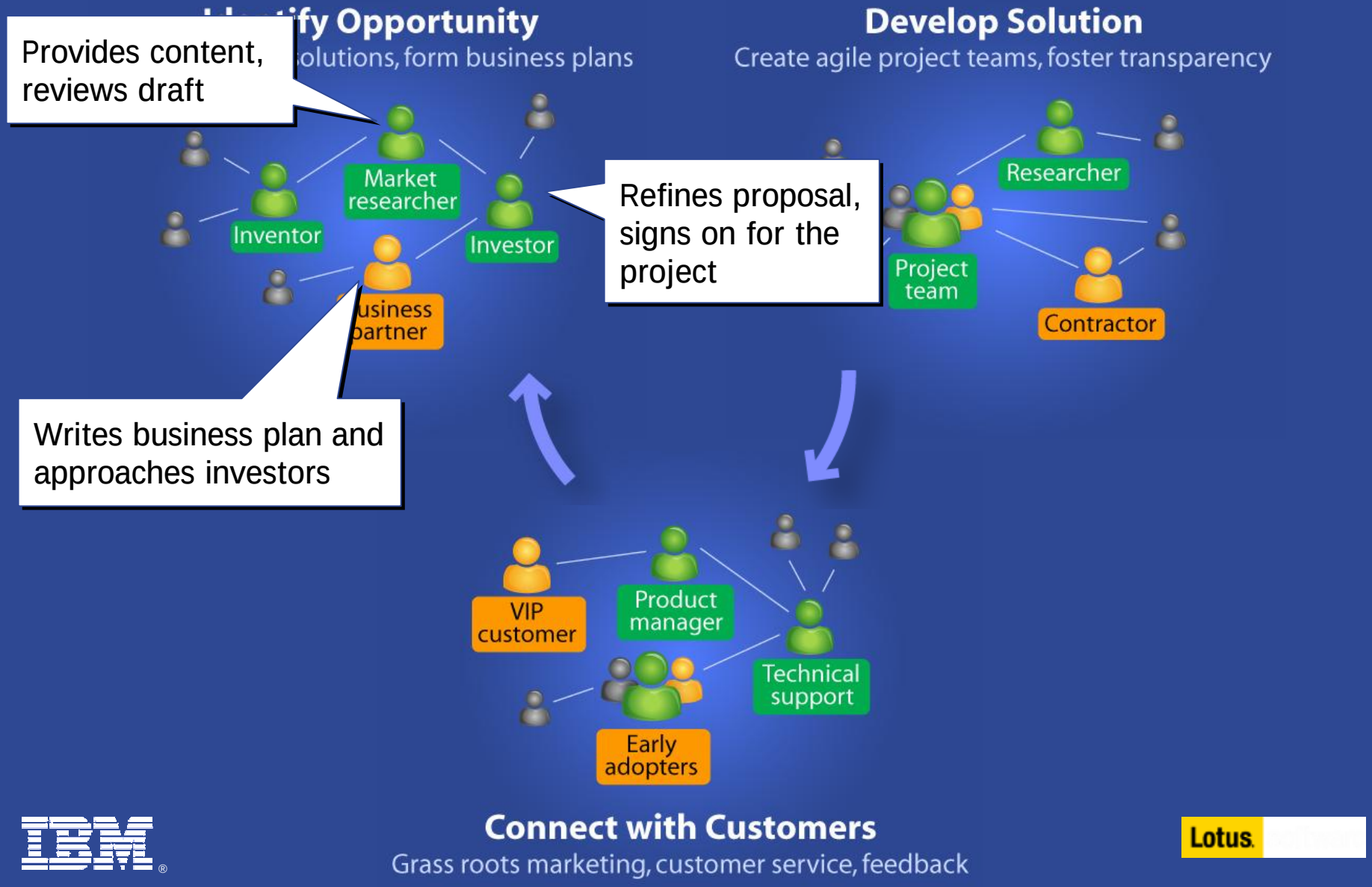

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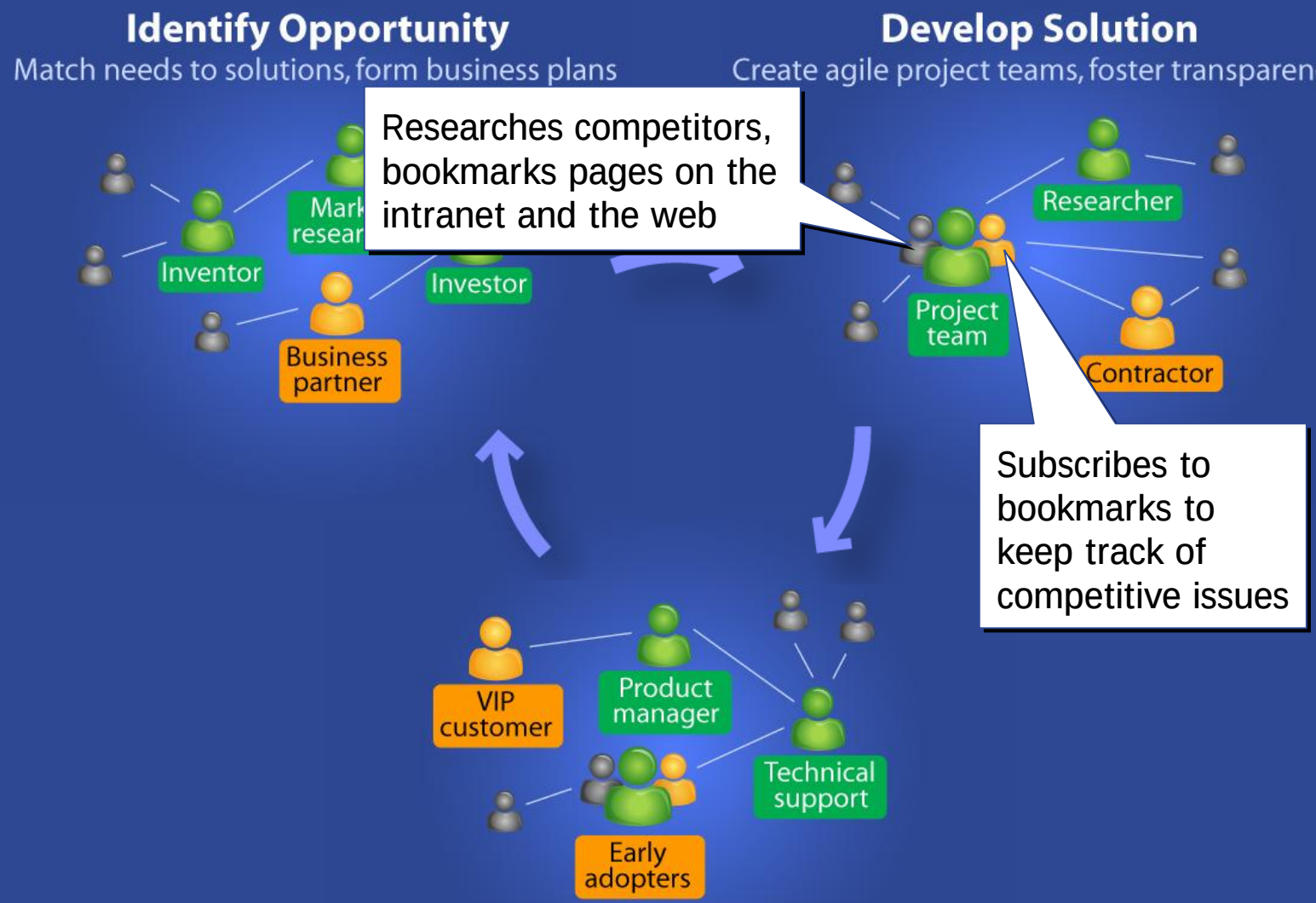


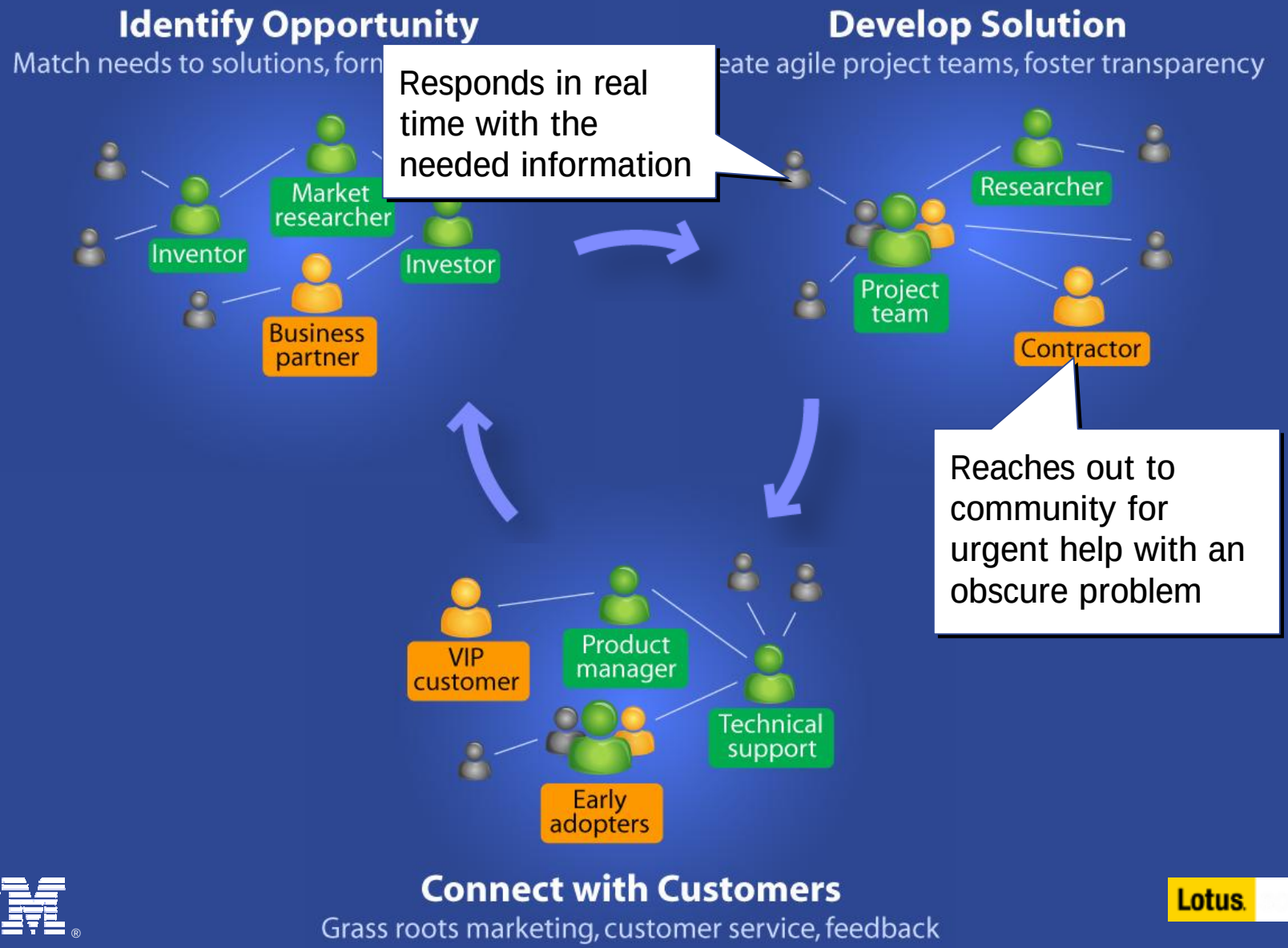
Using social software to e ation

Blogs about his research, debates issues with product team members

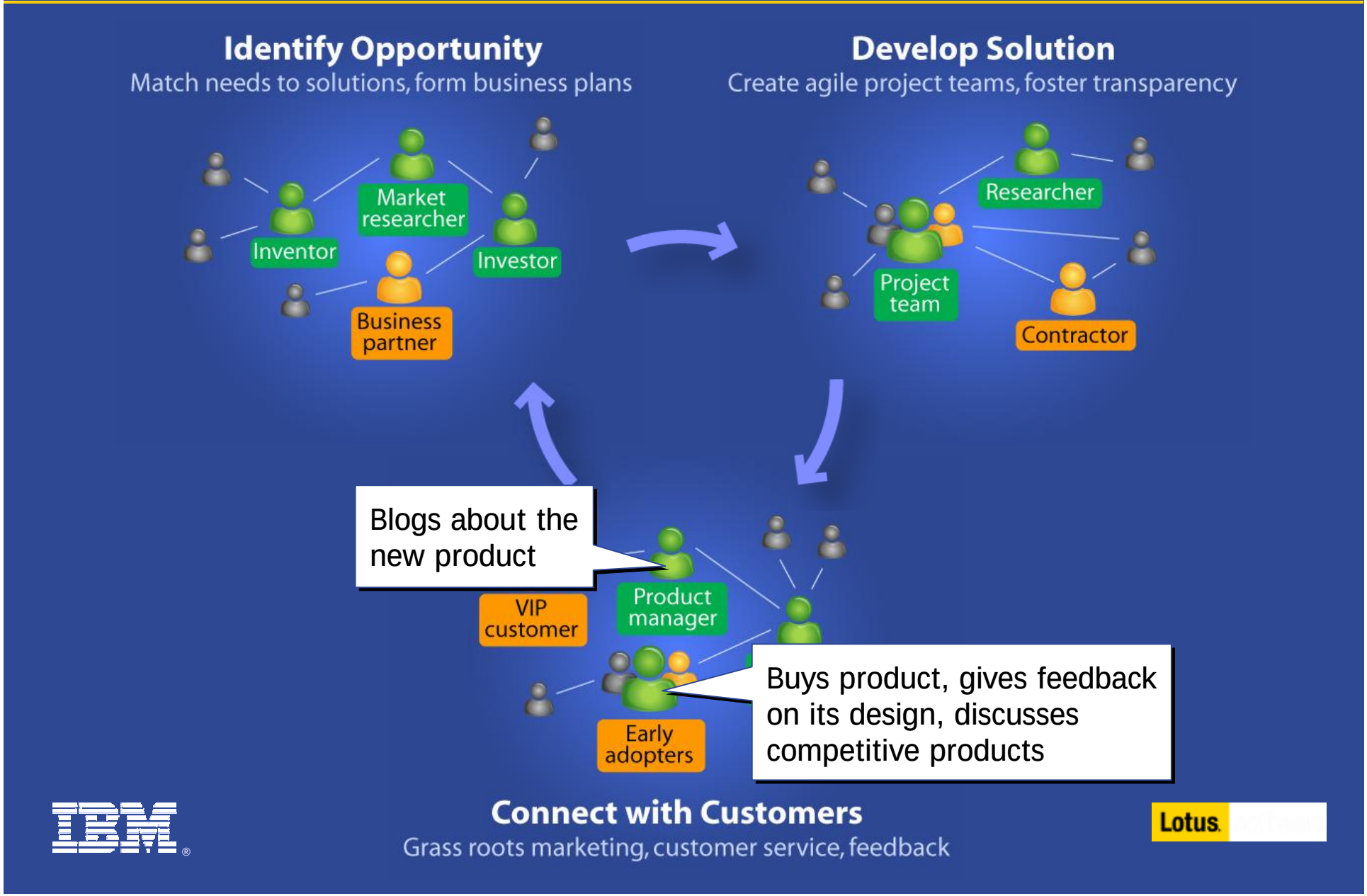
Subscribes to project team blogs and bookmarks to stay in touch

Subject matter expert, blogs internally about ongoing work

Using social software to enable innovation



Using social software to enable innovation



Using social software to enable innovation

Key elements of the process

- Communities

- Social methods for sharing and discovering expertise

- Activities

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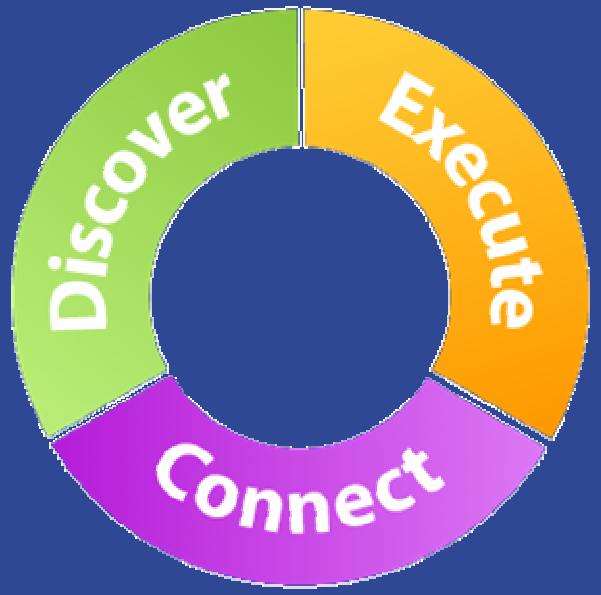
Business value of social software

- Speed discovery
  - Surface ideas and opportunities
  - Locate experts and business partners
  - Optimize search for information that users value
- Execute more effectively
  - Enable effective virtual teaming
  - Connect related efforts in large organizations
  - Understand the social networks behind the business
- Connect better with valued communities
  - Grass-roots marketing
  - Increase loyalty through online communities
  - Generate feedback



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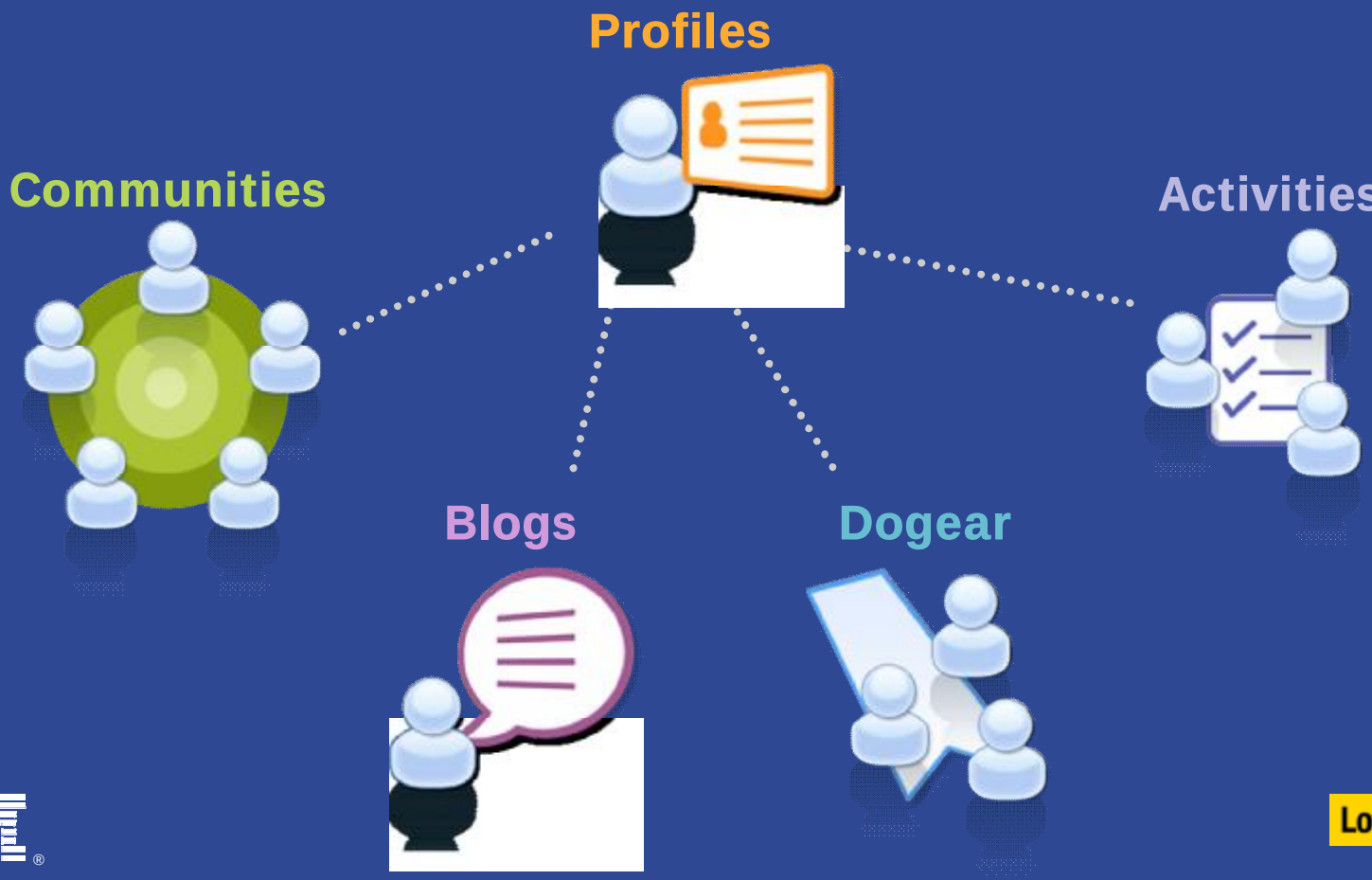
Introducing Lotus® Connections

Lotus Connections is social software for business that empowers you to be more effective and innovative by building dynamic networks of coworkers, partners and customers



Lotus Connections services

Profiles
Quickly find the people you need by searching across your organization using keywords that help identify expertise, current projects and responsibilities

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

Blogs
Use a weblog to present your point of view and get feedback from others; read what others are saying

Dogear
Save, organize and share bookmarks to valued online resources, discover bookmarks that have been shared by others

Activities
Organize your work, plan next steps, and collaborate easily with others to execute on your everyday deliverables

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Key points from the demo

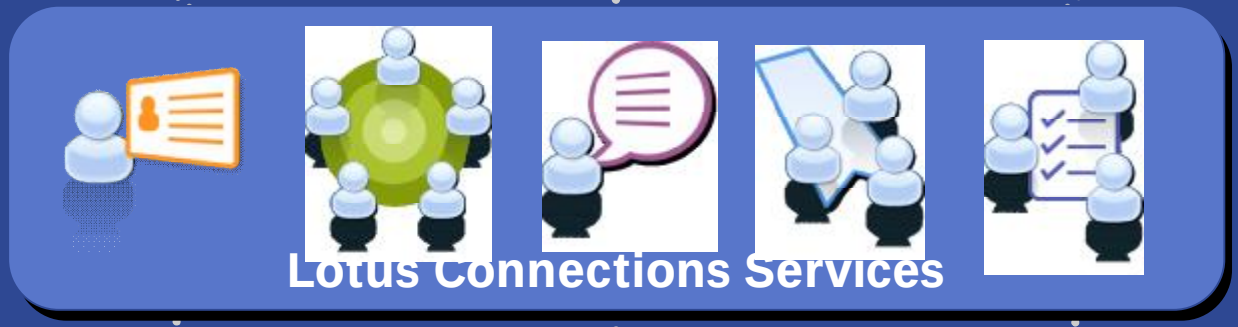
- Profiles is a hub for contact info, organizational structure and user-provided information, and access to the other services
- Activities provides a new, more user-centered, way to organize work and collaborate in small groups
- Tagging provides flexible organization and searching
- The services work together to drive discovery
- Access the services easily from your daily tools, and integrate them with any site or application

Using Lotus Connections from your daily tools

IBM Lotus Notes®
Powerful activity sidebar

IBM Lotus Sametime®
Community broadcasts
Activities plugin

Microsoft® Office™
Post to activity



IBM WebSphere® Portal
Portlet integrates any/all services into portal pages/sites

Web UI
Web application
Browser bookmarklets

Extensibility
Feed readers
Business card
Mashups
REST APIs

Lotus Connections services: loose integration

- Five lightweight, independent services
- Synergy: the whole is greater than the sum of its parts
- Incremental adoption: start anywhere, go anywhere
- Simple, standard integration and extensibility
- Consistent administration

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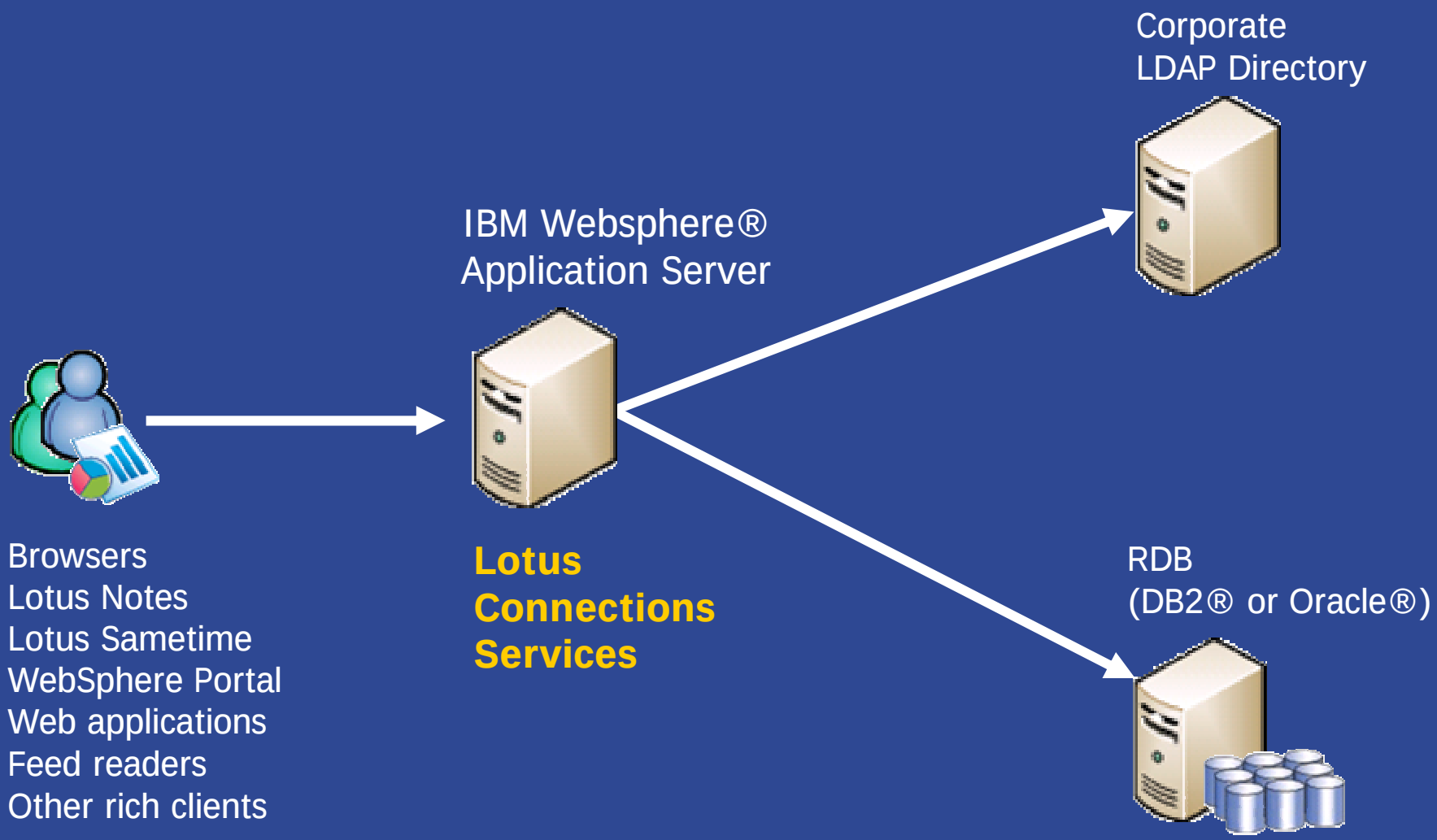
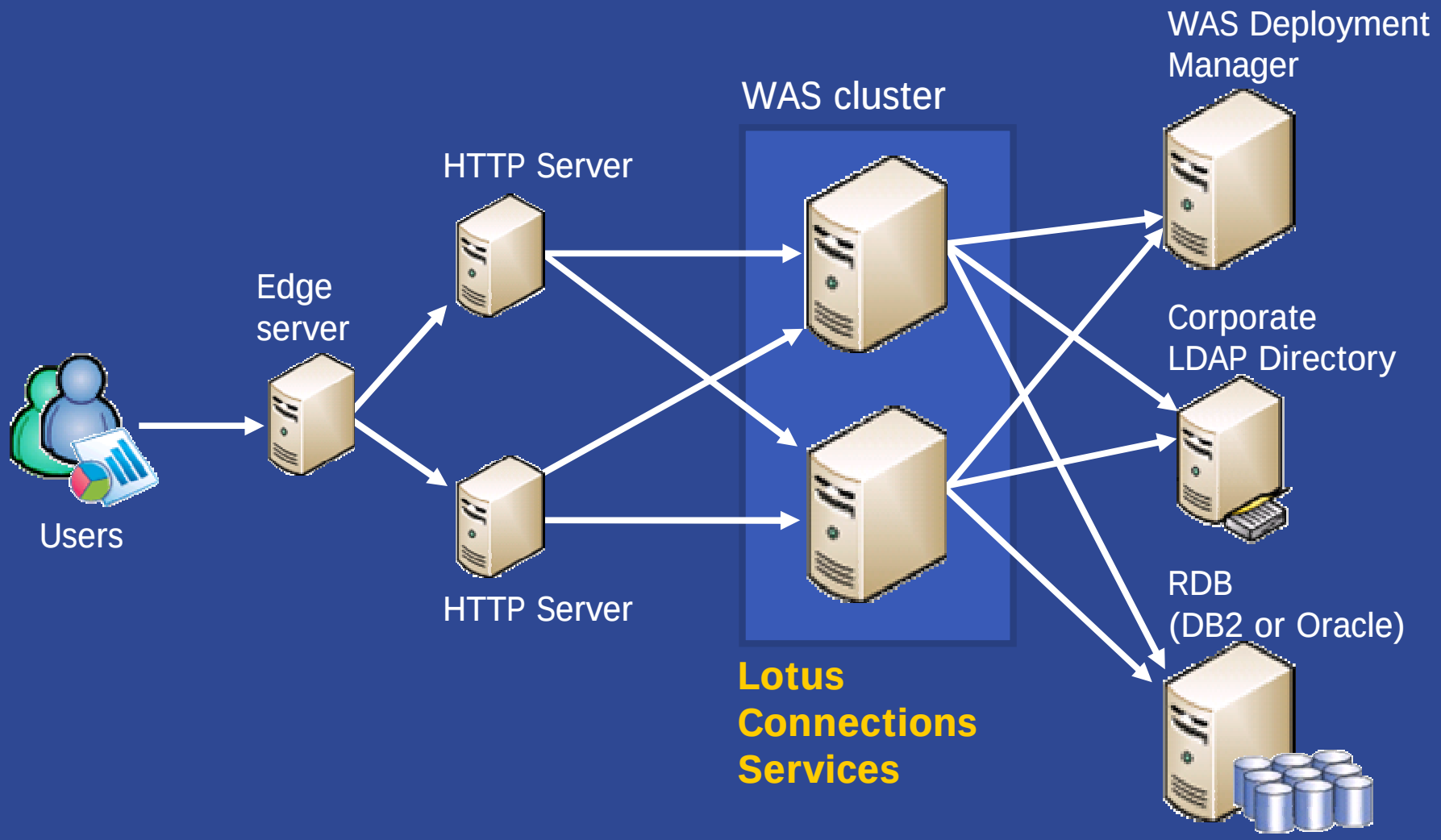
Lotus Connections extensibility

- Simple
  - Easy to learn – REST-style HTTP based API with XML, Javascript and HTML formatted output
  - Enables “amateur” as well as professional developers
- Open
  - Access for all users to all functionality, regardless of client or platform
  - Based on Open standards: XML, HTTP, JavaScript, atom+APP feeds
- Extensible
  - Leverages open standards extensibility (XML, HTTP, atom+APP feeds, etc...)
  - Used internally by our own plugins, mashups and partners

Lotus Connections Basic Topology



A Typical Clustered Topology



Our experiences with social software at IBM

Profiles

IBM's internal BluePages application provided the basis for Profiles. BluePages holds 475,000 profiles and serves 3.5 million searches per week. It is the hub of both user requests and all app authentication for IBM.

Communities

IBM Community Map hosts 700 communities. IBM Forums hold 36,000 entries.

Blogs

IBM's BlogCentral hosts 27,300 weblogs (420 group blogs) with 62,000 entries and 60,000 comments, and 10,800 distinct tags.

Dogear

IBM's internal Dogear system has 185,000 links from 3,425 users. One-third are intranet links and only 2.5% are private.

Activities

IBM's internal Activities service has seen all content and usage statistics grow by 2.5x over the second half of 2006 to 10,000 activities, 60,000 entries and 32,000 users.

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Example: Global Financial Services company

Customer Needs

More efficient communications across global organization

Expertise difficult to identify across organization / geography boundaries

Difficult to staff new projects quickly and effectively

Desired Capabilities

Locate experts (profile search/social network data)

Share information and expertise (blogs, bookmarks, communities)

Filter and find valued research sources internally and on the internet

Collaborate easily on deliverables

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Example: Leading Telecommunications company

Customer Needs

Create a new innovative telecom services

Gain insight into customer segments to sell more and increase loyalty and purchases

Diversify revenue sources from their user community

Desired Capabilities

Enable community reviews of products, services, events, etc.

Allow the company to poll user communities regarding new product ideas

Tap innovate ideas from business partners

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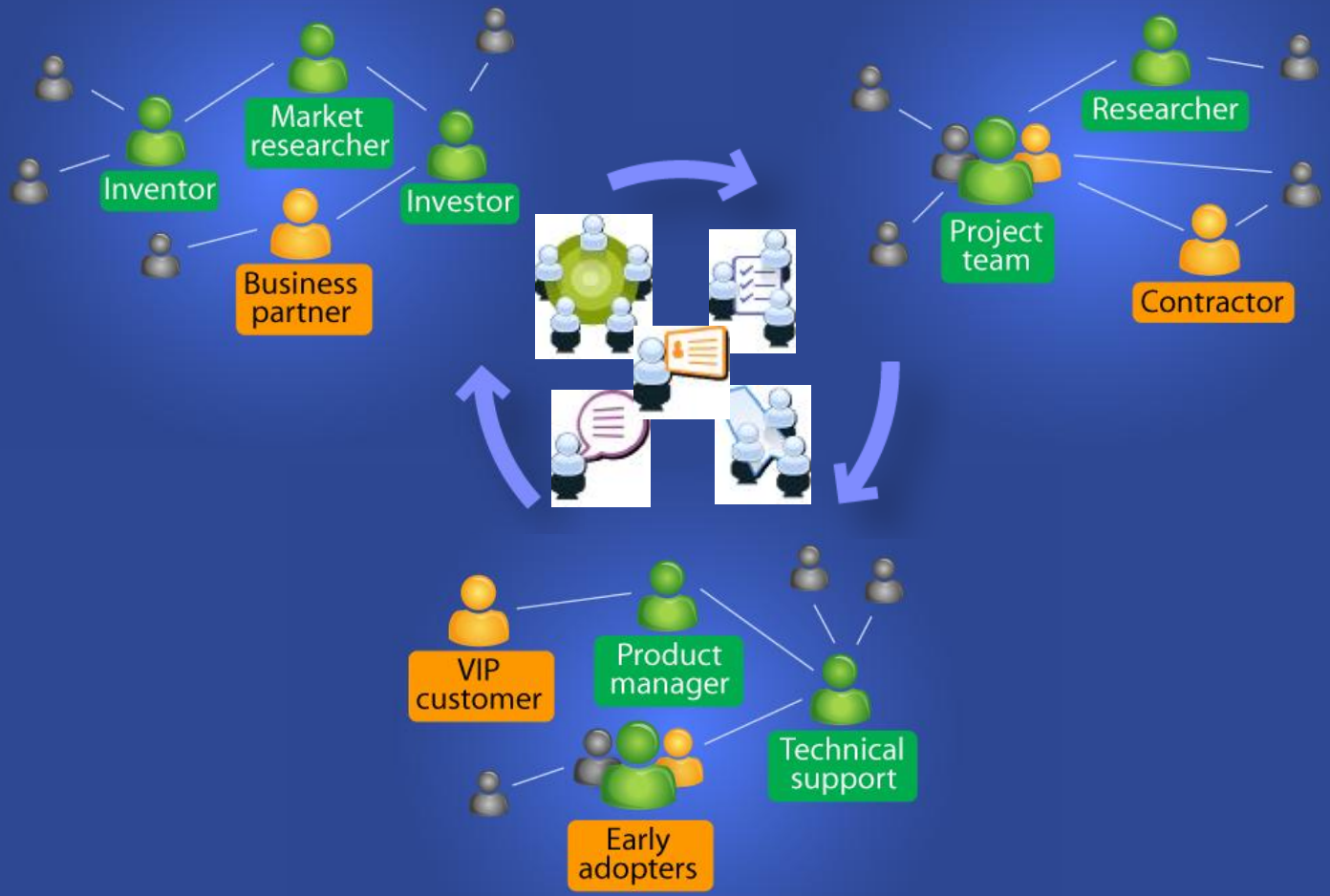
Leveraging early deployment to improve the services

- IBM Technology Adoption Program
  - A new model for managing technology to drive innovation inside IBM
- Pre-beta piloting has begun
  - Customer feedback is improving the services before they ship
- Outcomes
  - Benefits far outweigh privacy concerns
  - Everyone finds their own killer app
  - Many features added/removed as a result of real business usage
  - Strong focus on letting users continue to use their usual tools
  - Iterative, agile, development has helped to drive usability and quality
  - Open, extensible, architecture has encouraged innovation around the services
  - Virtual teaming has helped us to deliver more value, faster

It’s working for us...

Identify Opportunity
Match needs to solutions, form business plans

Develop Solution
Create agile project teams, foster transparency



Connect with Customers
Grass roots marketing, customer service, feedback

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The Value of Social Software for Business

Empower People

Execute with Confidence

Complete Tasks Faster

Grow through Innovation

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Lotus Connections on ibm.com

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