IBM

Lotus Connections

Social software that's ready for business

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innovation that matters

Making sense out of Web 2.0 and Social Software

del.icio.us

folksonomy

REST

Tags

Video Sharing

AJAX

Web 2.0

Mash-ups

RSS

Avatars

MySpace

Facebook

ATOM

Blogs

bookmarking

Wiki's

Social
Computing

Digg

LinkedIn

Social Networks

Communities

Consumerization

Why should my business care?

Agenda

Market Changes are Driving Business Adoption of Social Software
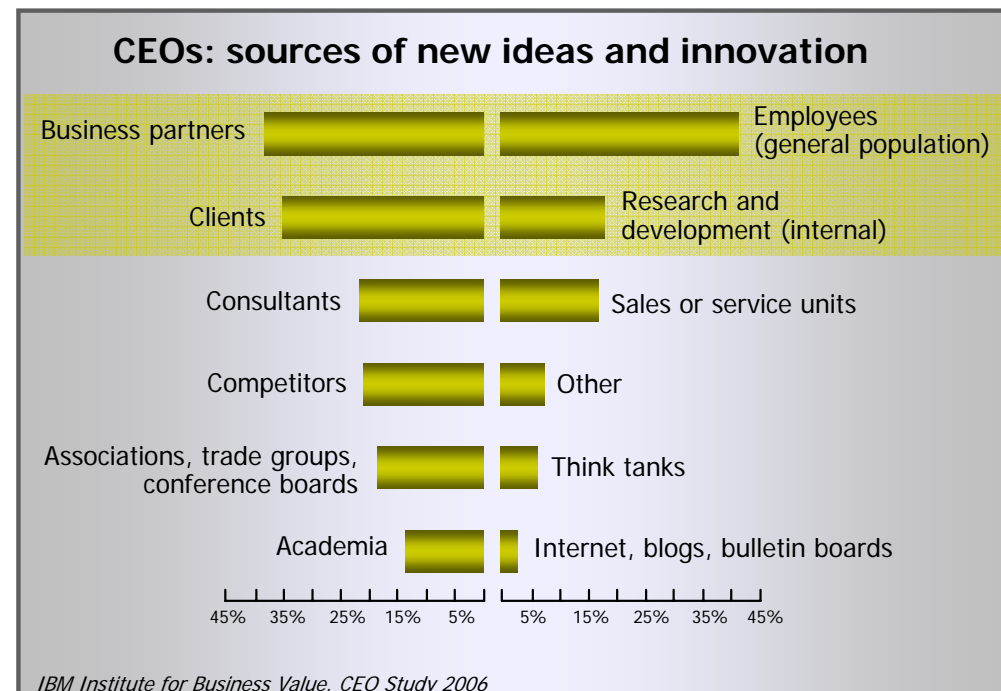
Introducing IBM Lotus® Connections

Business Using Social Software Today

Questions

Demand for Growth Drives Social Software Adoption

- Survey show innovators grow faster

- 75% of CEOs indicated that collaboration was important to innovation

- Top sources of innovation were business partners, employees and customers

- To thrive in this environment companies must:

  ▶ Weave communities into the product development process

  ▶ Execute those innovative ideas quickly

CEOs: sources of new ideas and innovation

Business partners — Employees (general population)

Clients — Research and development (internal)

Consultants — Sales or service units

Competitors — Other

Associations, trade groups, conference boards — Think tanks

Academia — Internet, blogs, bulletin boards

45% 35% 25% 15% 5% 5% 15% 25% 35% 45%

IBM Institute for Business Value. CEO Study 2006

The Changing Nature of Work Drives Adoption

- Human capital is replacing physical capital is a measurement of organizational value

- Work environments are more complex
  - Matrixed organizations
  - Organization changes
  - Mergers/Acquisitions
  - Global companies
  - Telecommuting

- Work is increasingly collaborative
  - Specialization
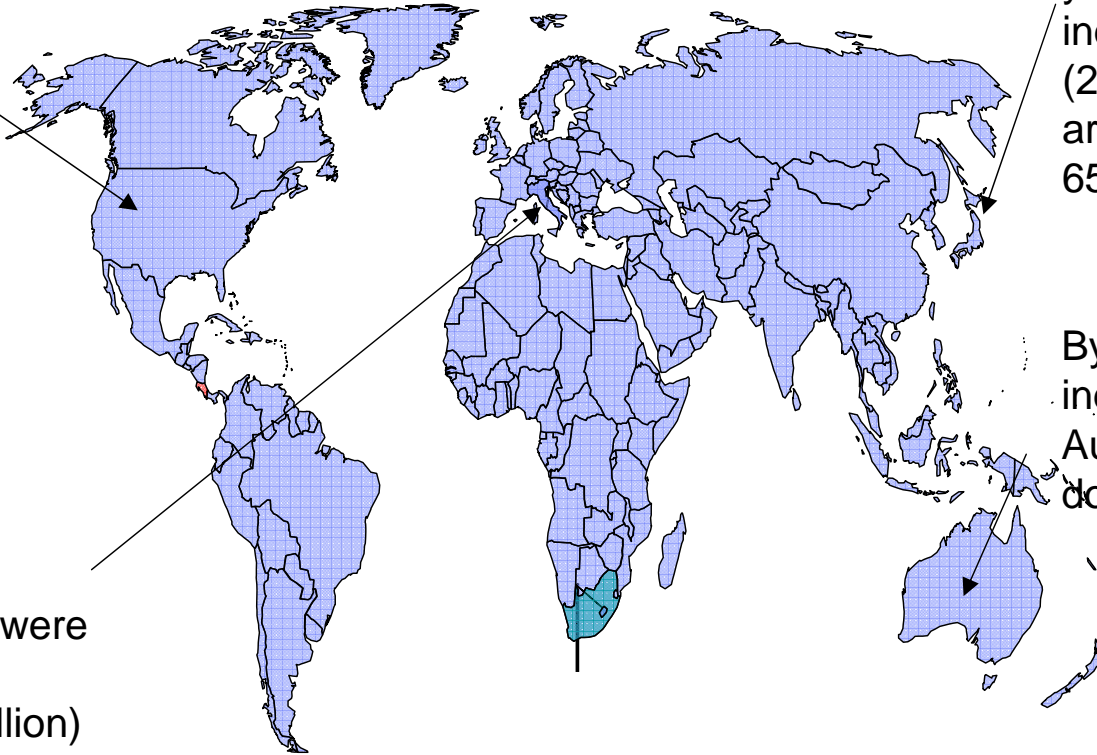 - Ad hoc projects

- 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.

Changing Demographics Drives Adoption

19% of the entire American workforce holding executive, administrative and managerial positions will retire in the next five years
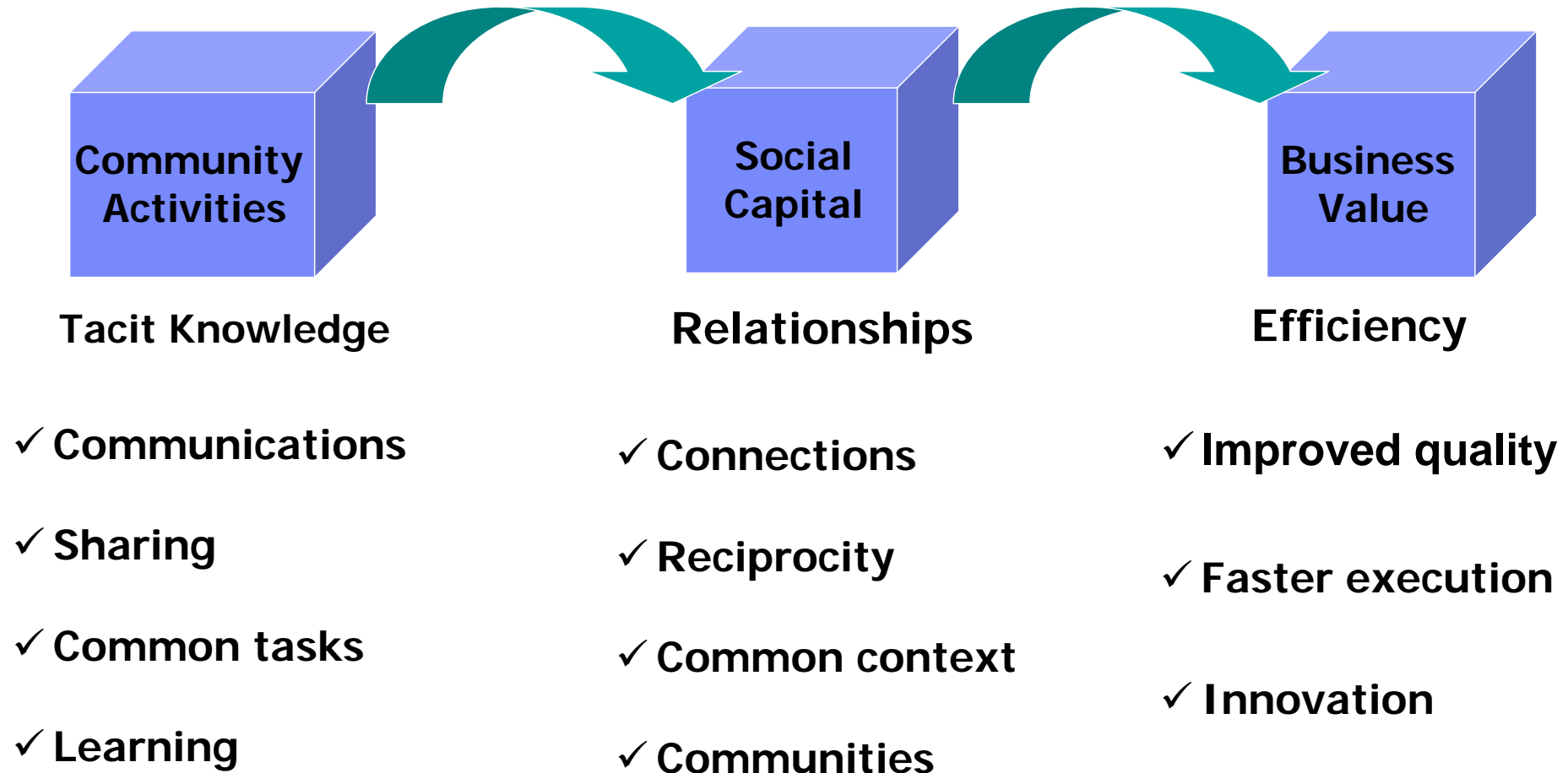
Within the next seven years, over 33 million individuals in Japan (26% of the population) are expected to be over 65 years old.

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

What is Social Software?

Social Software accelerates the creation and use of social capital

Community Activities	Social Capital	Business Value
Tacit Knowledge	**Relationships**	**Efficiency**

✓ Communications	✓ Connections	✓ Improved quality
✓ Sharing	✓ Reciprocity	✓ Faster execution
✓ Common tasks	✓ Common context	✓ Innovation
✓ Learning	✓ Communities	

Agenda

Market Changes are Driving Business Adoption of Social Software

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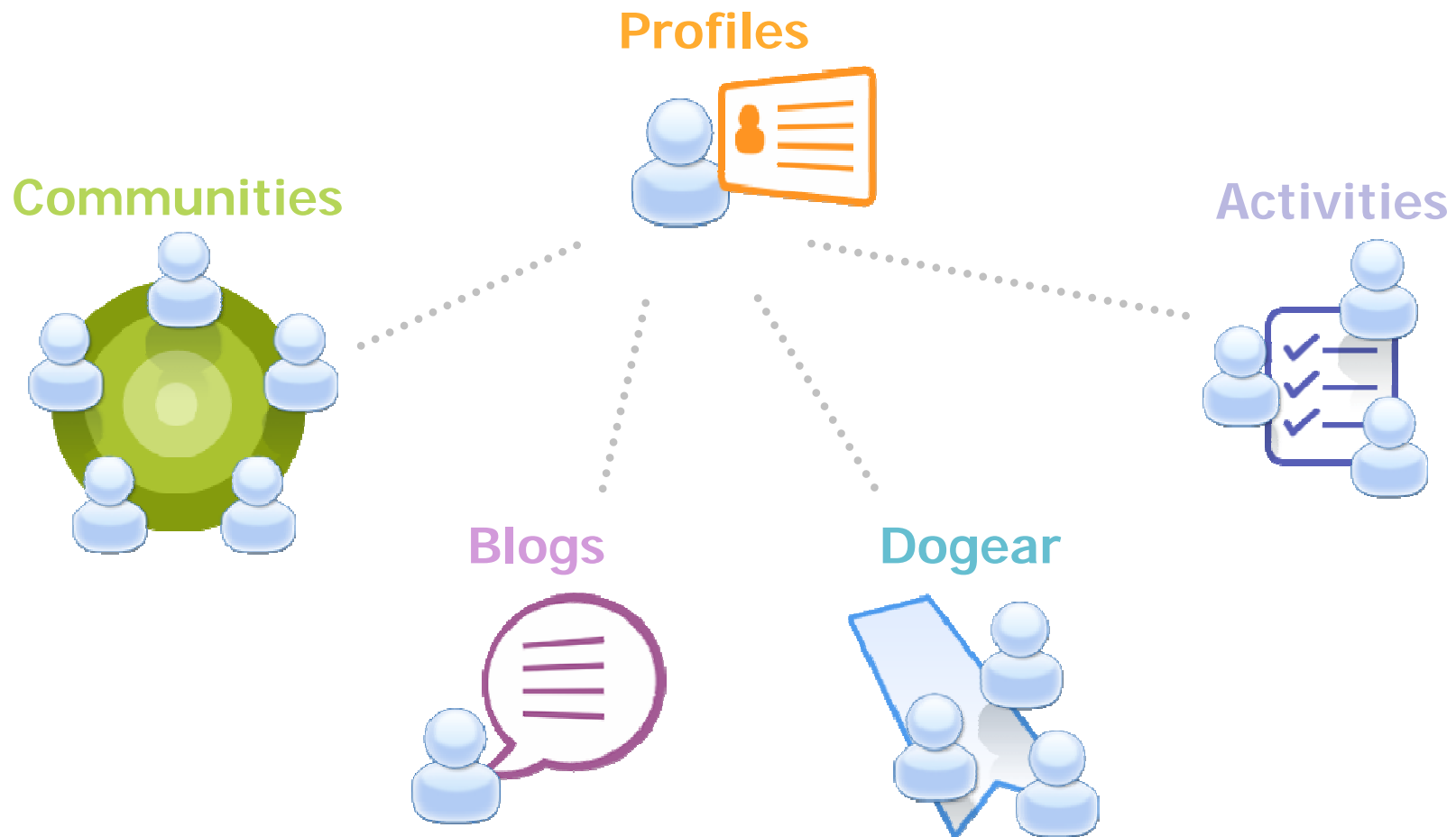Business Using Social Software Today

Questions

Introducing IBM Lotus® Connections

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.

Profiles

Communities

Activities

Blogs

Dogear

Lotus Connections has 5 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, join, and work with communities of people who share a common interest, responsibility, or area of expertise

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

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

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

Profiles

Find people by name, expertise, or keyword to locate someone with the experience and knowledge you need

Easily link to a person's communities, blogs and bookmarks

Reporting chain view to see the structure of your organization

View experience, skills and past projects

Communities

Tools for finding, joining and creating communities

See what communities are new, popular, or active
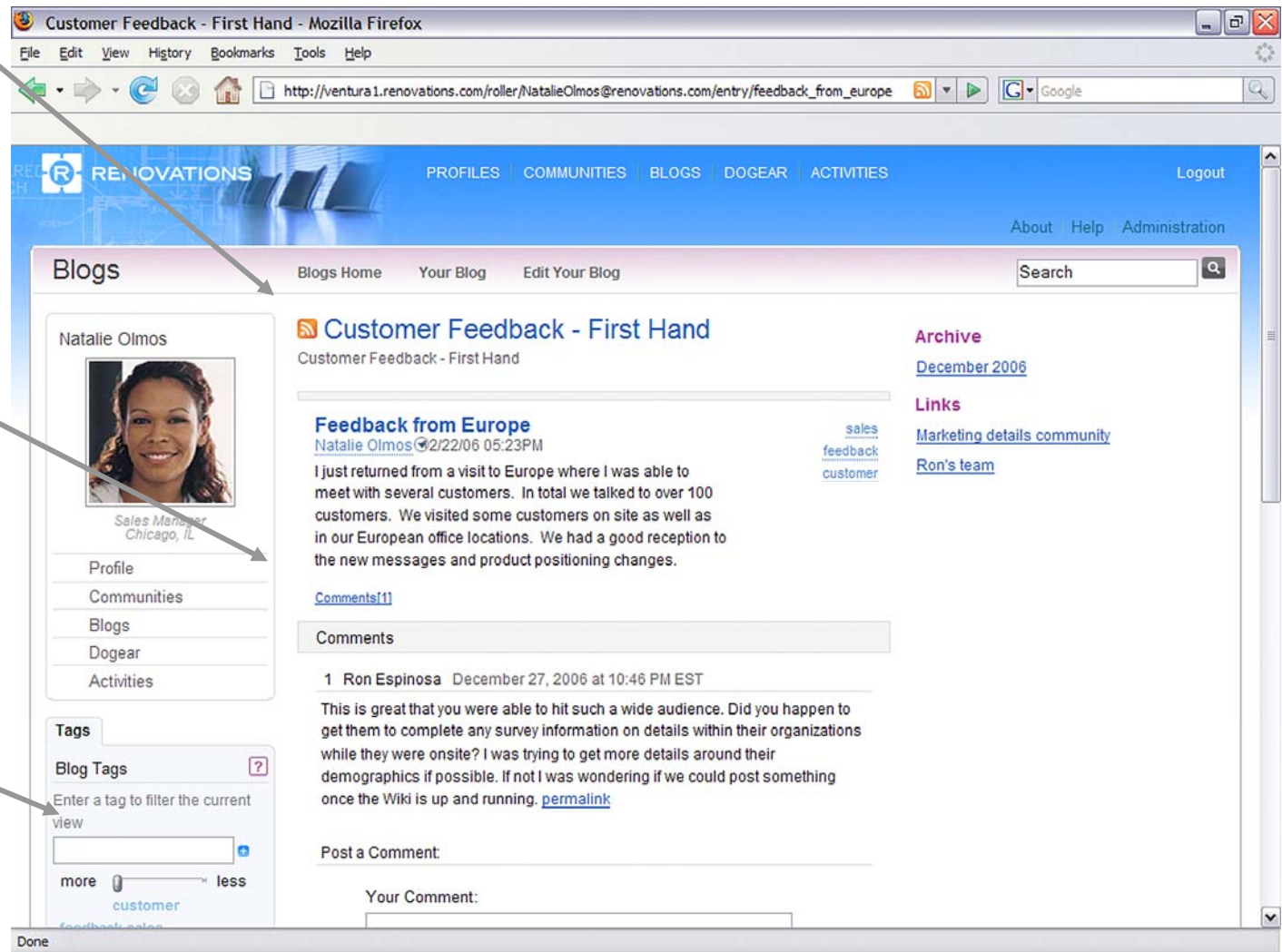
Tags help you find the community you need by filtering content

Blogs

Easily create blogs posts to share knowledge with a wide audience

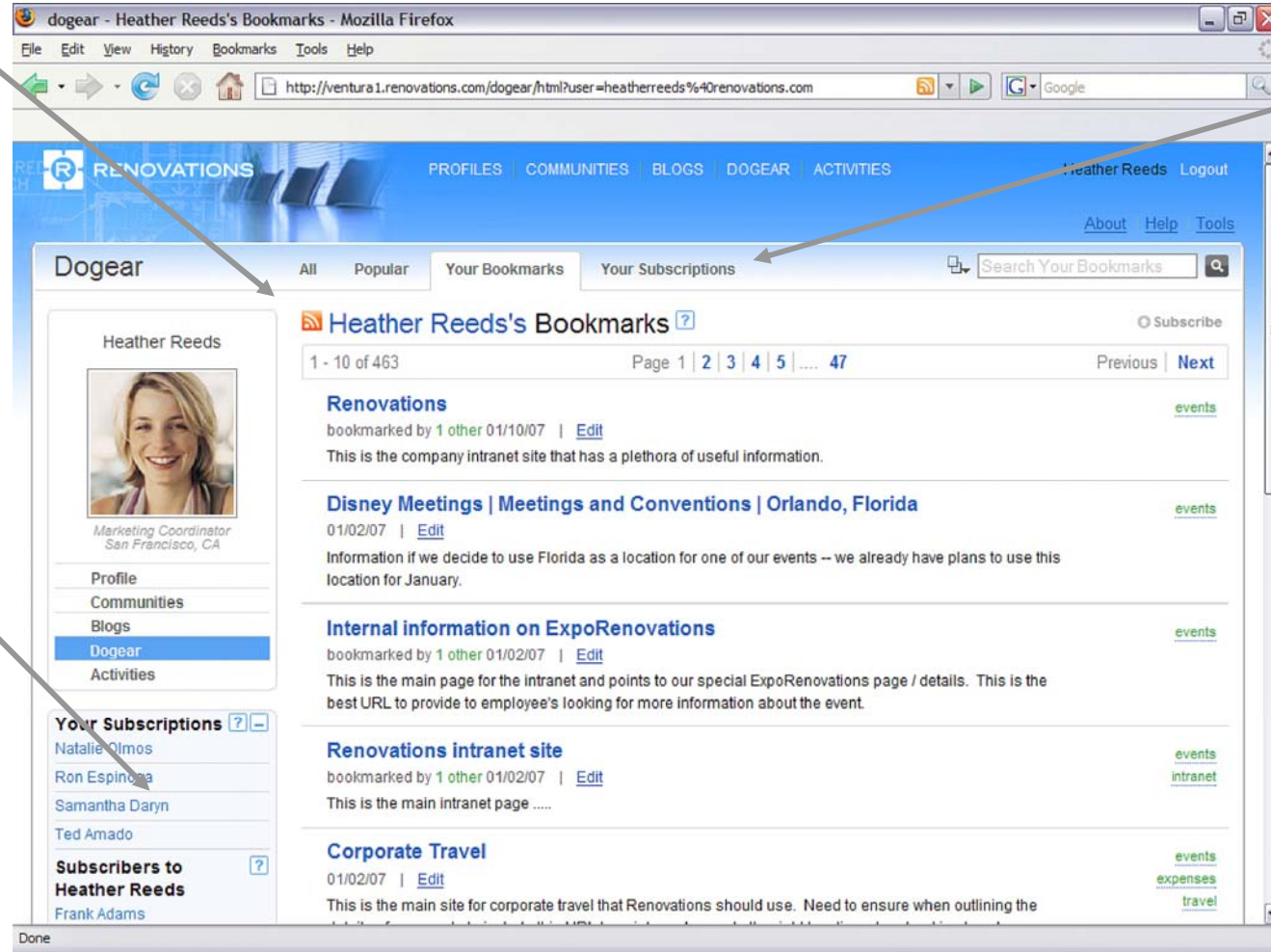Exchange viewpoint and share perspectives to increase innovation

Keywords can be used to search within a blog or across multiple blogs

Dogear

Centrally store your bookmarks your own bookmarks and share them with others

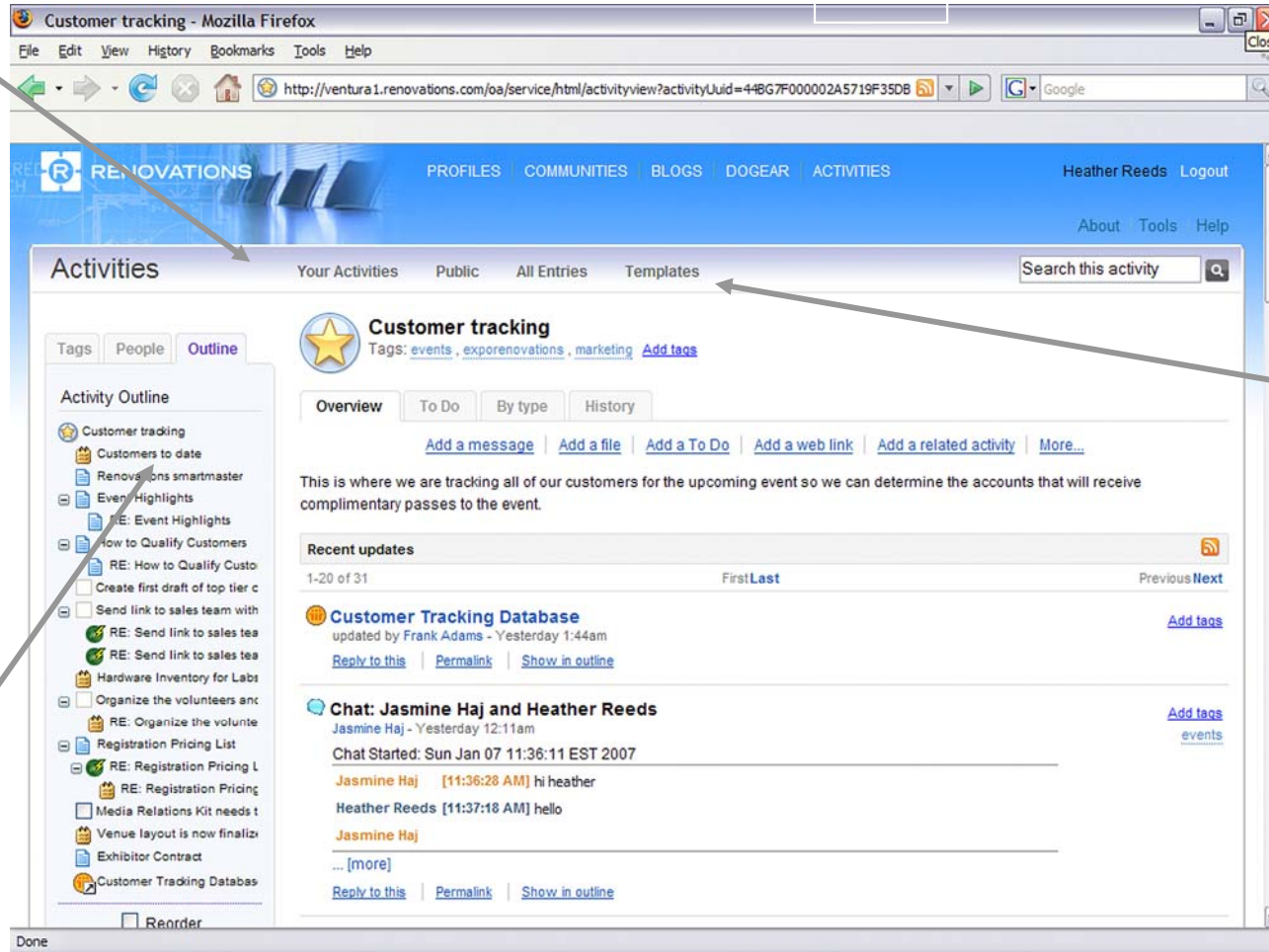**Filter bookmarks by "tagging" them with as many keywords as you want**

Subscribe to your coworkers' bookmarked web pages

Activities

Organize and work with all your tasks, both individual as well as group projects, in a single place

Tap your professional network to get things done

Create templates for repeated tasks to capture best practices

Lotus Connections Basic Topology

Corporate
LDAP Directory

IBM Websphere®
Application Server

Browsers
Lotus Notes
Lotus Sametime
WebSphere Portal
Web applications
Feed readers
Other rich clients

**Lotus
Connections
Services**

RDB
(DB2® or Oracle®)
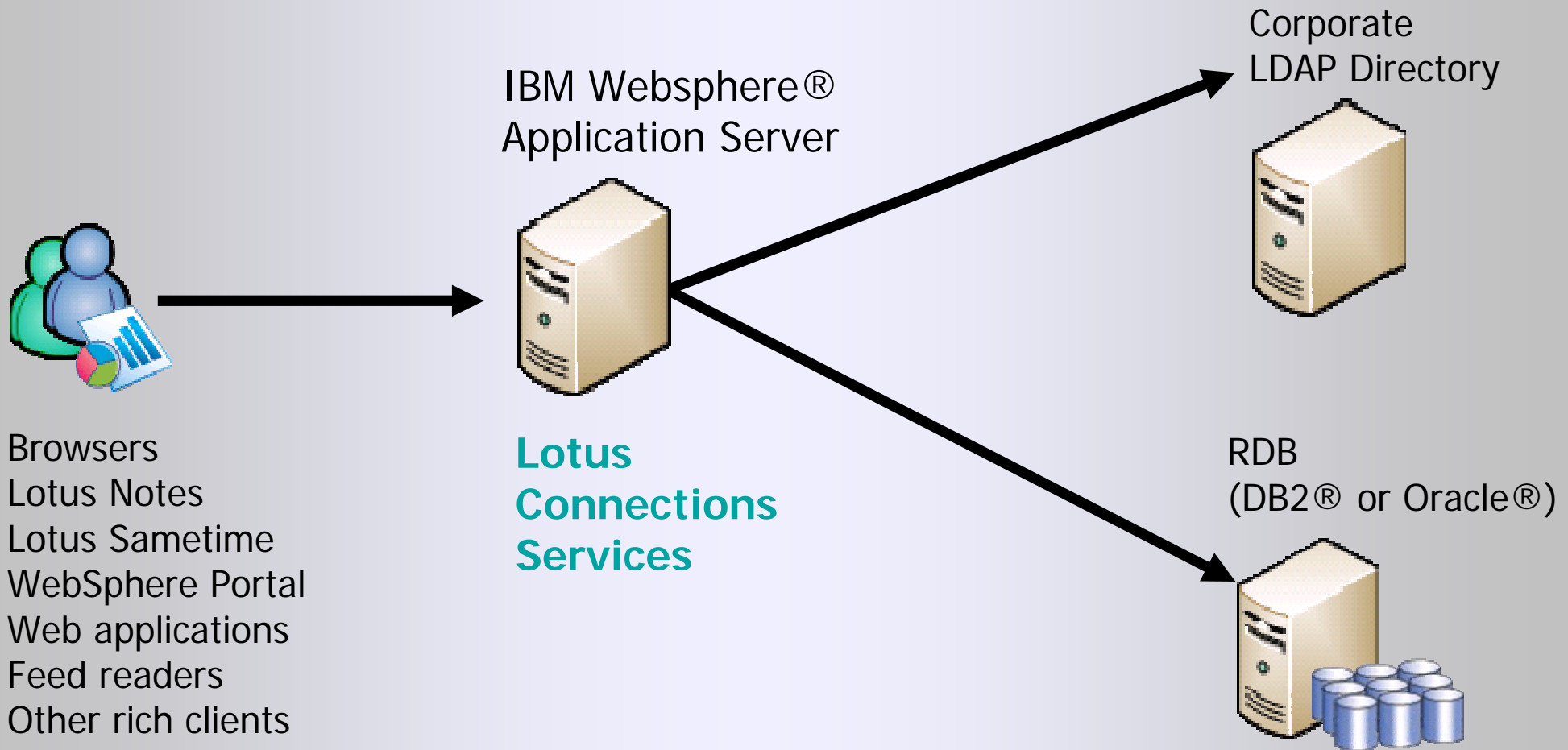
Using Lotus Connections from your daily tools

IBM Lotus Notes®
Powerful activity
sidebar

IBM Lotus Sametime®
Community broadcasts
Activities plug-in

Microsoft® Office™
Post to activity

Lotus Connections Services

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

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Lotus Connections is already at work in 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 applications 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.

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

Example: Leading United States manufacturer

Customer Needs

Create a community to which users want to belong

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

Diversify revenue sources from their user community
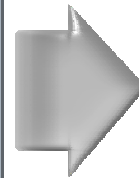
Desired Capabilities

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

Allow the company to poll user communities regarding new product ideas

Help customers find and connect with other users and ask questions

The Value of Social Software for Business

Empower People

- Employees can tap the collective knowledge of an expanded and growing professional network

- Integrated and open services that you use as part of your daily work

Execute with Confidence

- Groups can access task related information

- Exchanging ideas across the organization improves quality of deliverables

- Duplicate tasks are avoided

Complete Tasks Faster

- Information from undiscovered subject-matter experts can be found quickly

- Research is faster using pre-qualified bookmarks

- Projects are staffed with the best people

Grow through Innovation

- Customer and partner relationships are strengthened via communities

- New products/services spawned from those communities can be executed with efficient task management

Learn more about how
Lotus Connections can work for You...

www.ibm.com/lotus/connections
Latest product info, research, podcasts, and more

धन्यवाद
Hindi Hindi

多謝
Traditional Chinese

ขอบคุณ
Thai

Спасибо
Russian

Gracias
Spanish

Thank You
English

شكراً
Arabic

多谢
Simplified Chinese

Obrigado
Brazilian Portuguese

Danke
German

Grazie
Italian

Merci
French

நன்றி
Tamil Tamil

ありがとうございました
Japanese

감사합니다
Korean