

Social Business

Make Social the way you do Business



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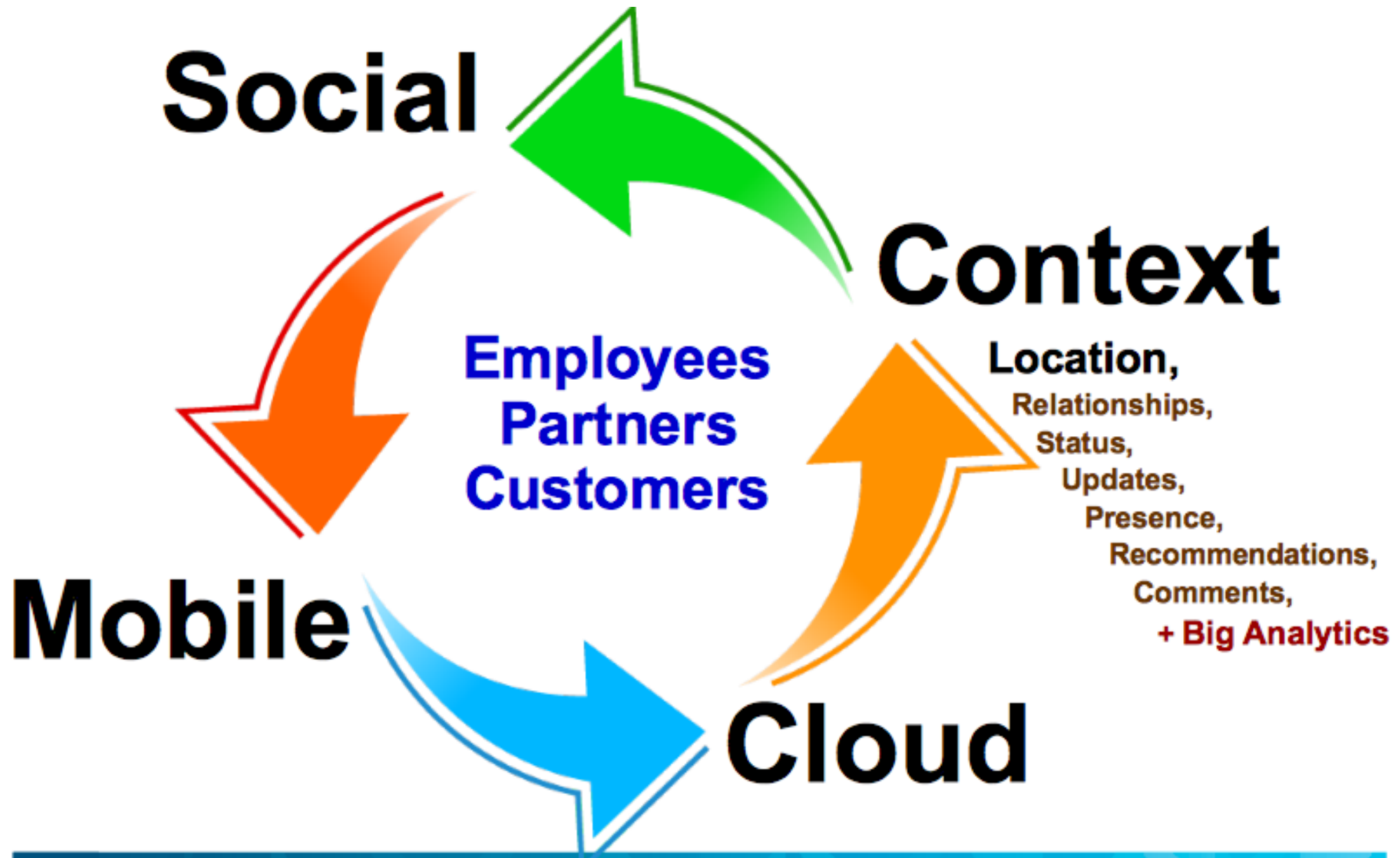
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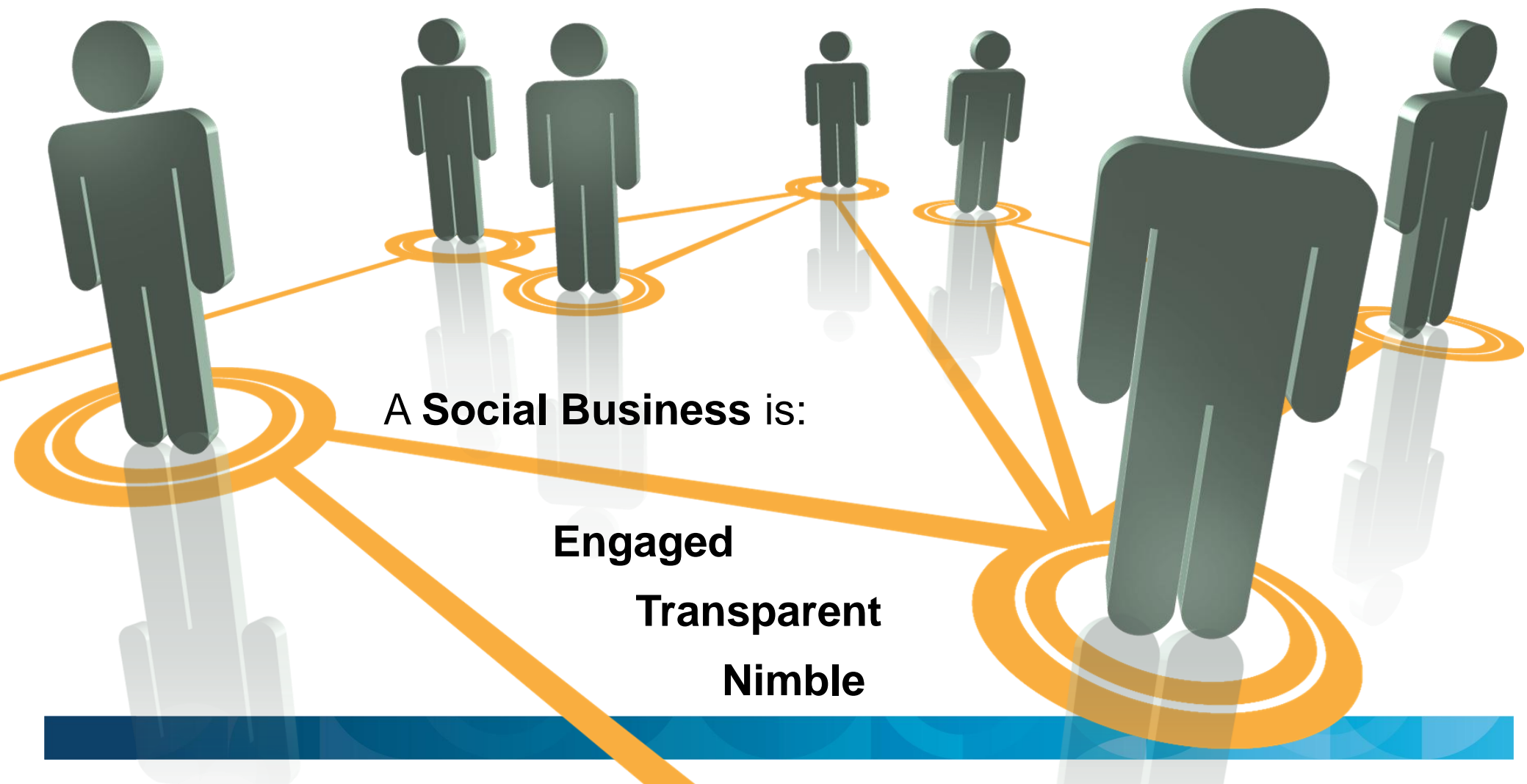
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“SoLoMo” is driven by Four Disruptive Megatrends

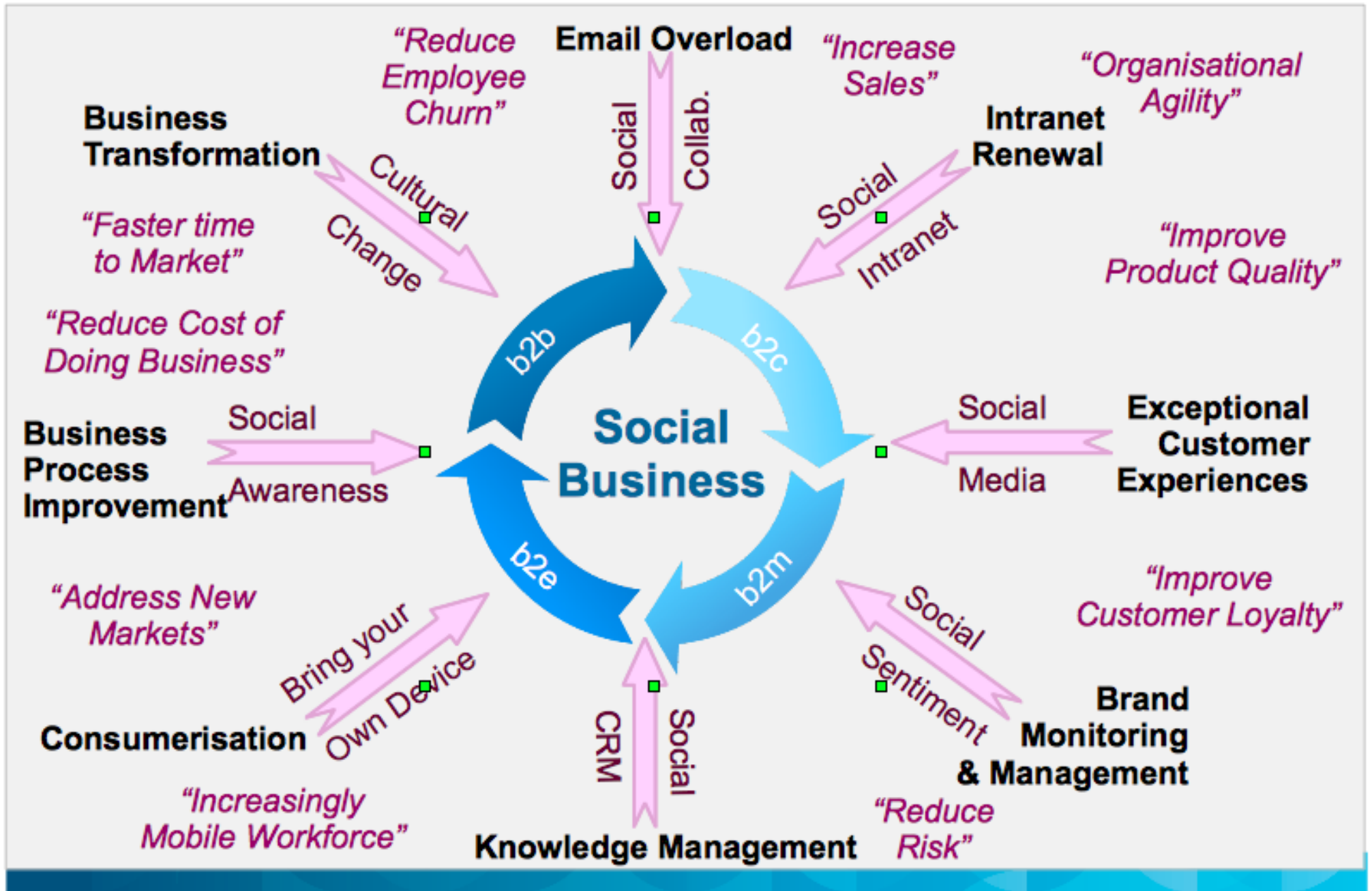


Defining a Social Business

A Social Business is one that embraces networks of people to create business value



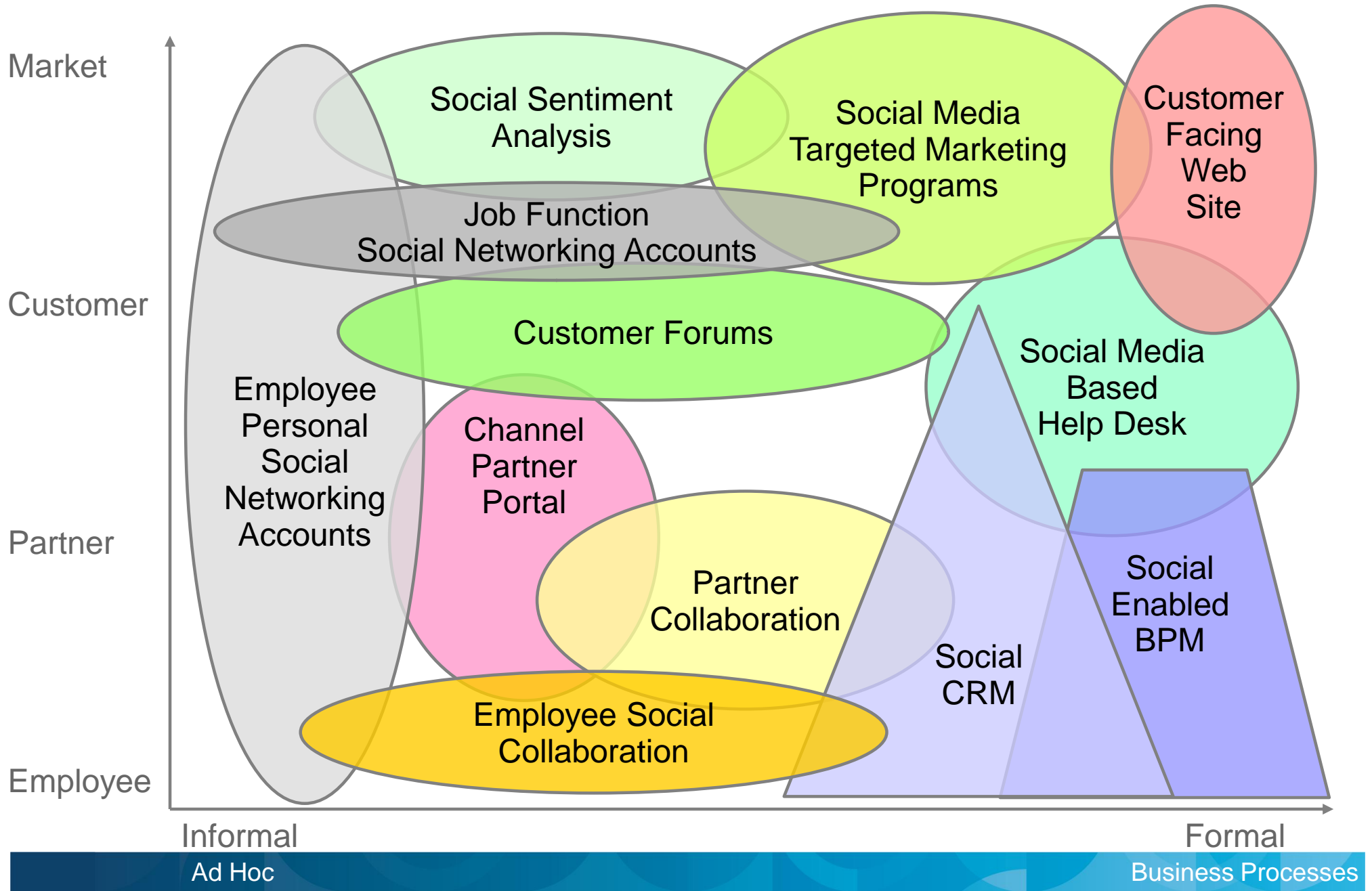
What Problem Are You Trying To Solve?



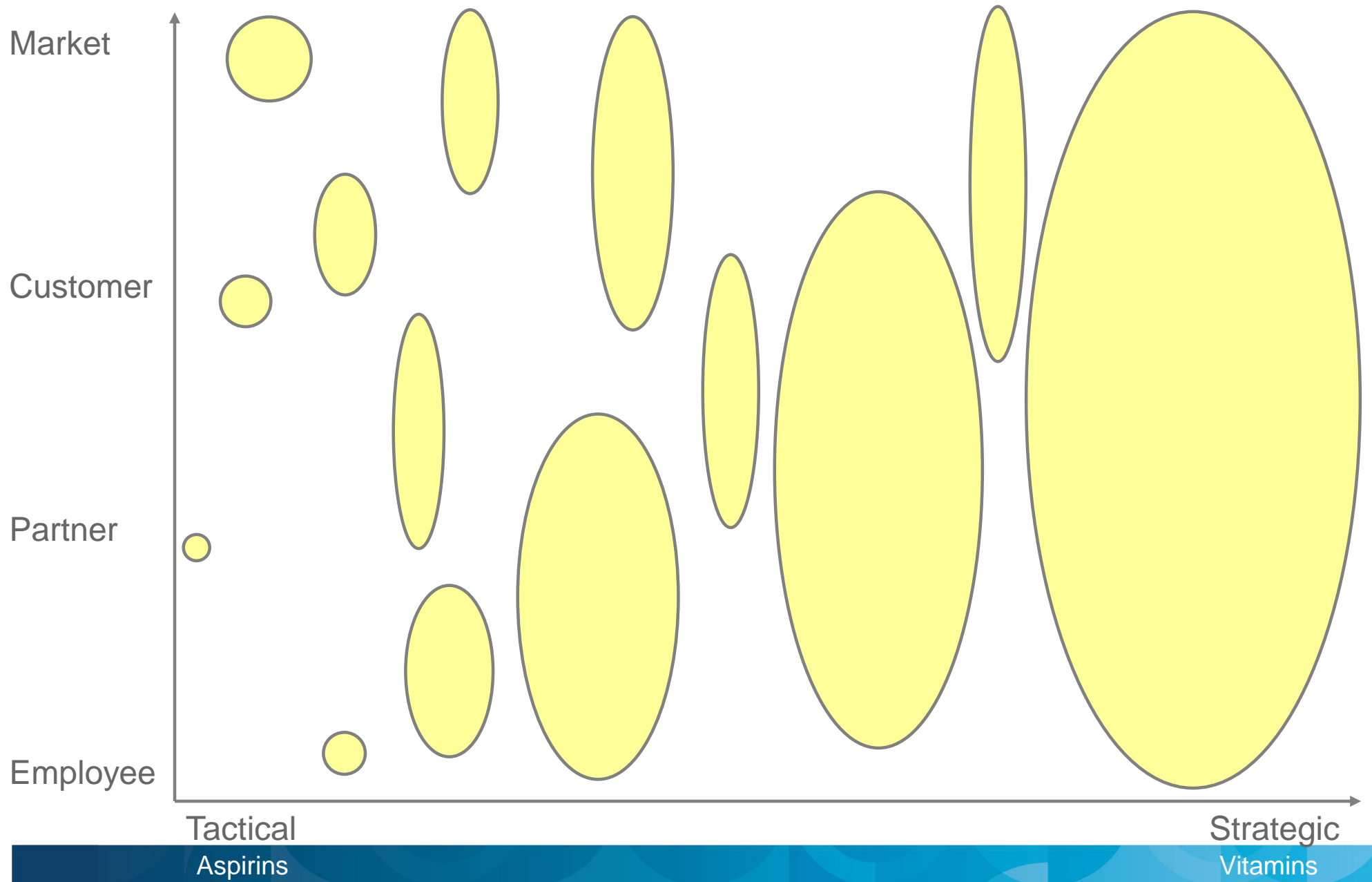
Aspects of Social Business



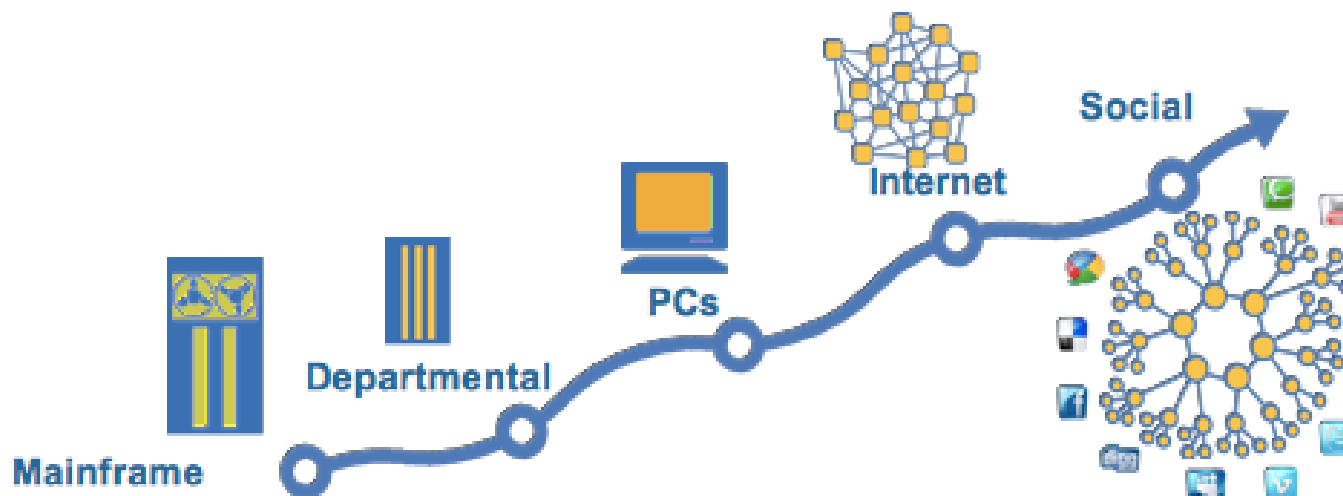
There isn't just one way to use Social Media - *"Everyone Tweets!"*



Success in Focussed, Tactical Projects builds confidence for Strategic Transformation



Social Business is fundamentally about... ... Business Transformation & Process Optimisation



Transforming the way business is done, for example:

Employees: already using social networking tools in their private lives

Customers: engaging in conversations about & with companies they use

Partners: interacting continually to accelerate business value

Organizations: crowd-sourcing ideas to bring new solutions to market

My Links

Evolution of the Social Business (BCW)

- <http://www.businesscomputingworld.co.uk/evolution-of-the-social-business/>

Blog post on Social Business 2012 trends

- <http://smcrae.posterous.com/social-business-in-2012>

IBM Links

The Business View of Social Business

- <http://www.ibm.com/socialbusiness>

Video Case Studies around Social Business

- <http://www.ibm.com/software/collaboration/videos>

The IBM Social Business Platform & Products

- <http://www.ibm.com/social>

Becoming a Social Business Community on the IBM web site

- <http://ibm.co/adoptsocial>

IBM's Own Social Business Transformation Story (by IDC)

- <ftp://aix.software.ibm.com/ftp/demos/226706-IDC-Whitepaper-Becoming-a-Social-Business-IBM-Story.pdf>

IBM's Social Computing Guidelines

- <http://www.ibm.com/blogs/zz/en/guidelines.html>

Featured case studies

<p>CEMEX constructs a community Within a year of launching a social network initiative, more than 20,000 employees of this global building materials company were engaged, over 500 communities had formed, and nine global initiatives were underway.</p> <p>→ Read more Watch the video</p>	<p>Sogeti connects experts and expertise This global technology services company uses IBM Connections with experts and encourages them to participate more broadly across organizational boundaries.</p> <p>→ Read more Watch the video</p>	<p>Rheinmetall integrates communication The IBM Lotus collaboration suite helped this automotive and defense supplier unify and consolidate communications in a flexible and collaborative environment.</p> <p>→ Read more Watch the video</p>	<p>SXC Health Solutions creates a healthy network This leading pharmacy benefit provider created a more collaborative, integrated community with faster response times and a closer, networked organization with messaging, profiles and file sharing enterprise-wide.</p> <p>→ Read more Watch the video</p>	<p>astranlations interprets real-time collaboration This international translation agency streamlined their processes for hundreds of translators and clients in 20 countries by providing an easy-to-use collaborative workspace in the IBM Cloud.</p> <p>→ Read more Watch the video</p>

Thank You.



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