Social Business

Make Social the way you do Business

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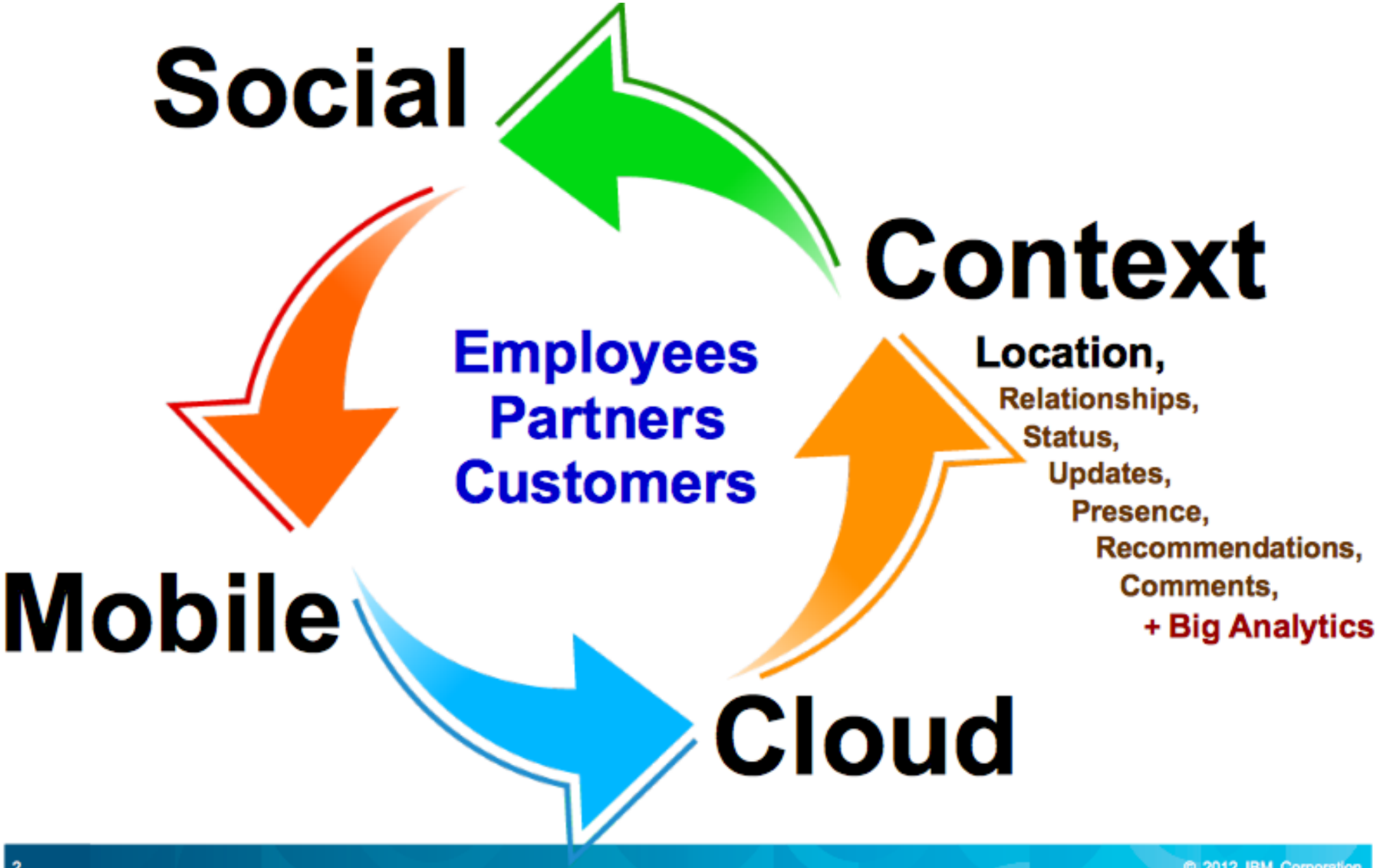
SocialBusiness

"SoLoMo" is driven by Four Disruptive Megatrends



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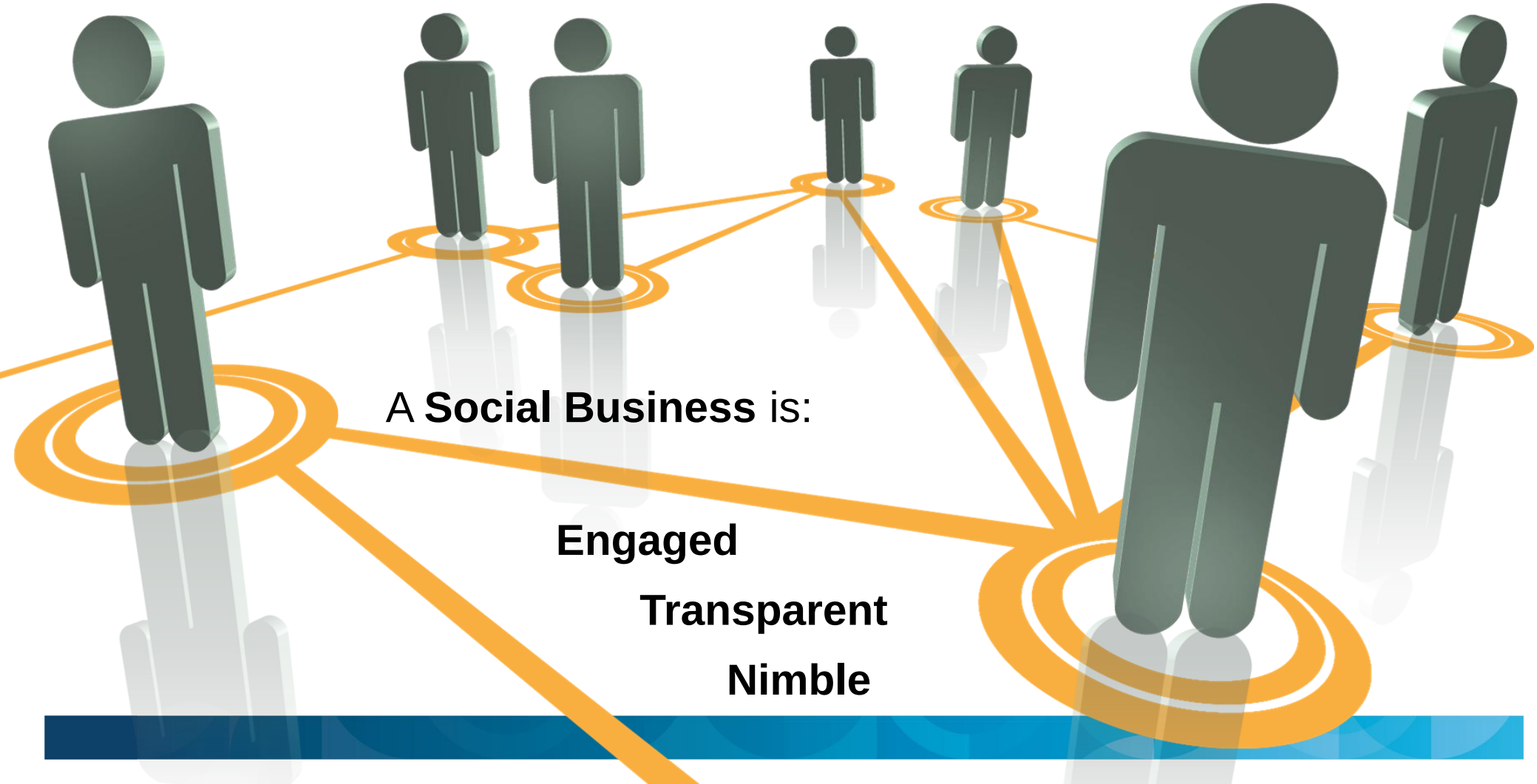
Defining a **Social Business**

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



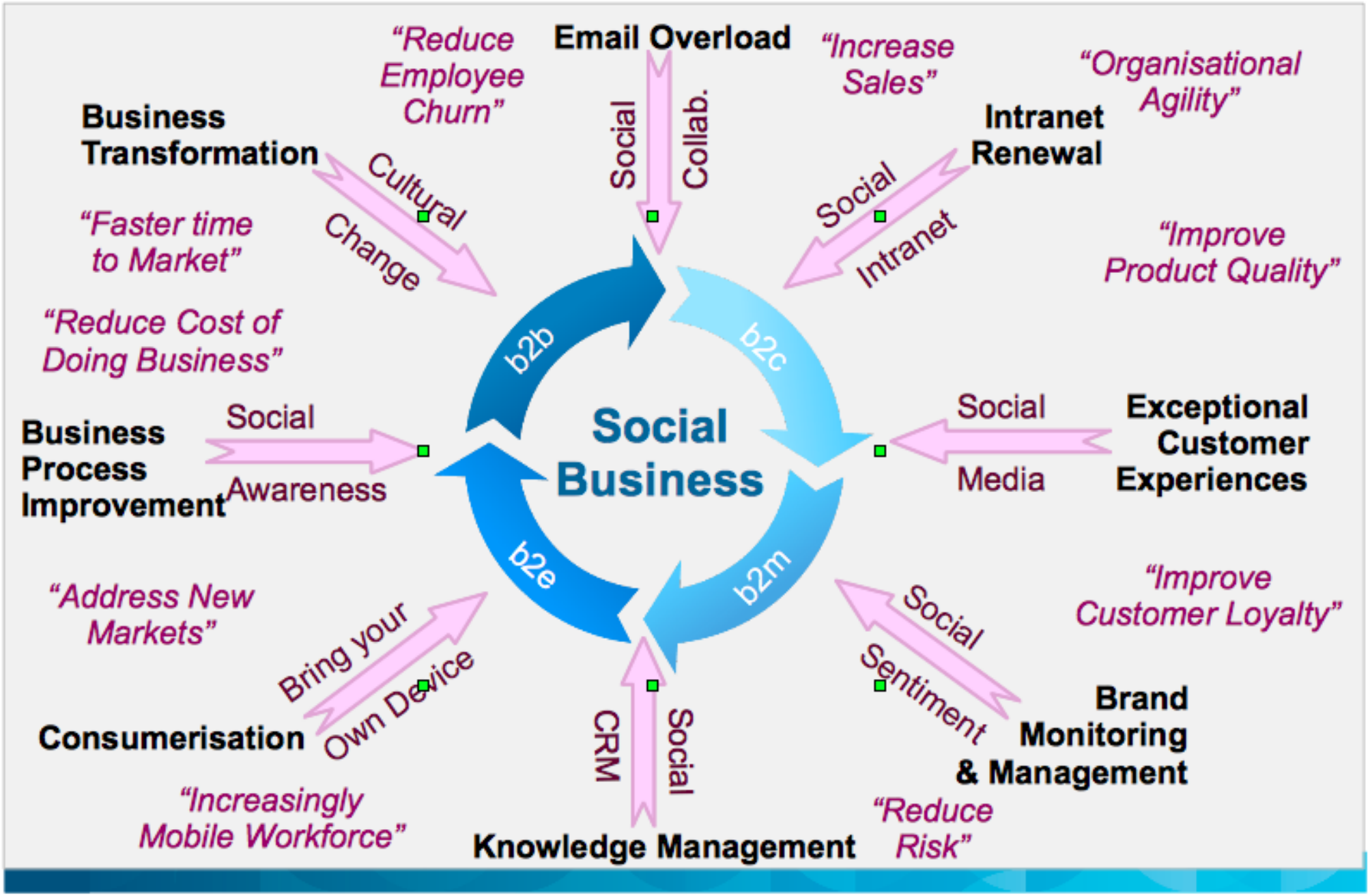
A **Social Business** is:

Engaged

Transparent

Nimble

What Problem Are You Trying To Solve?



Aspects of Social Business

External

Beyond the Customer
Social Sentiment and
Understanding your Market

Engaging your Customer
Exceptional Web Experiences
and the new Multi-Channel Challenge

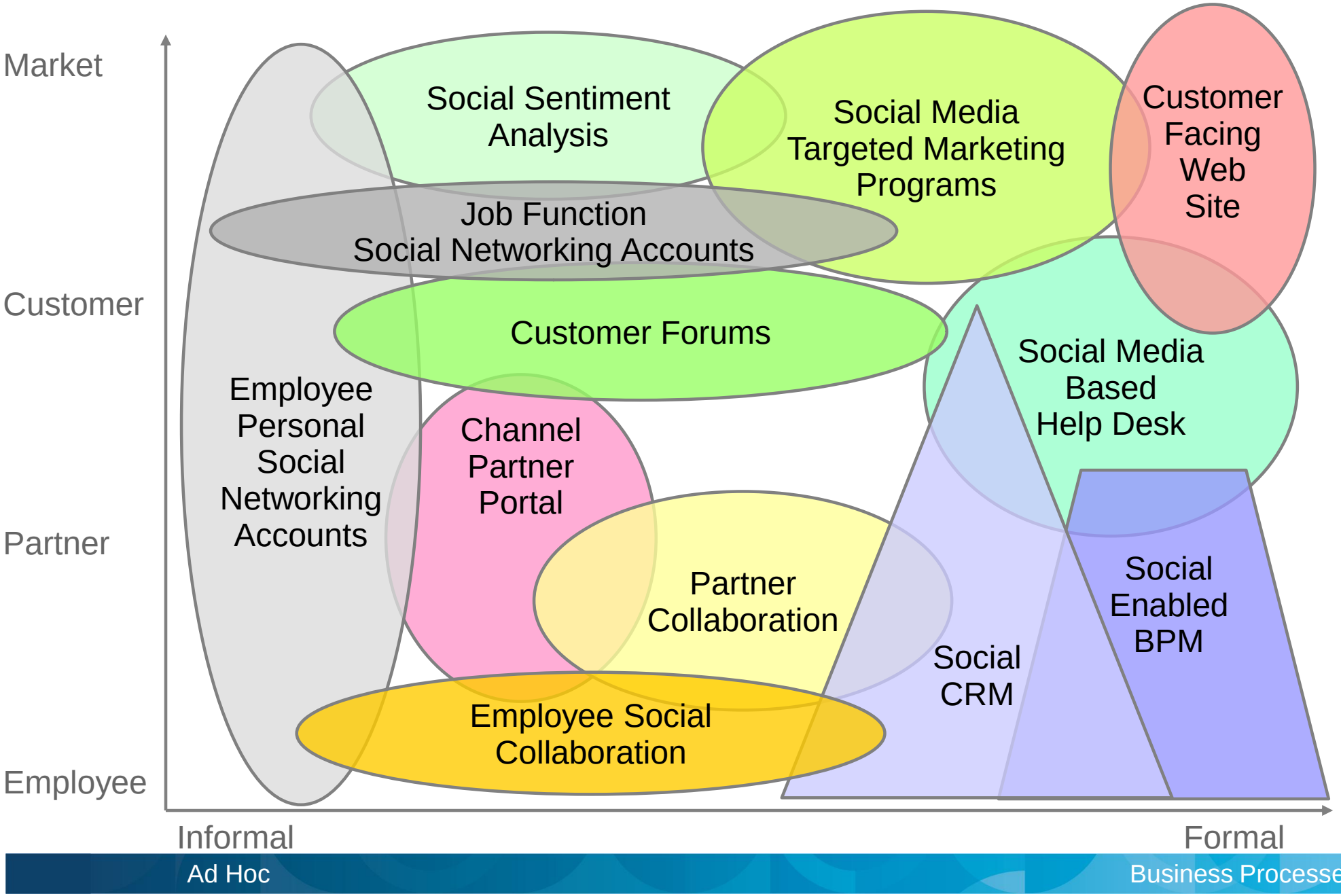
Beyond the Enterprise
Extending Collaboration to Partners,
Suppliers and the Channel

Social Collaboration & Transformation
Social Intranets Empower the Workforce
to Improve Customer Service & Business Outcomes

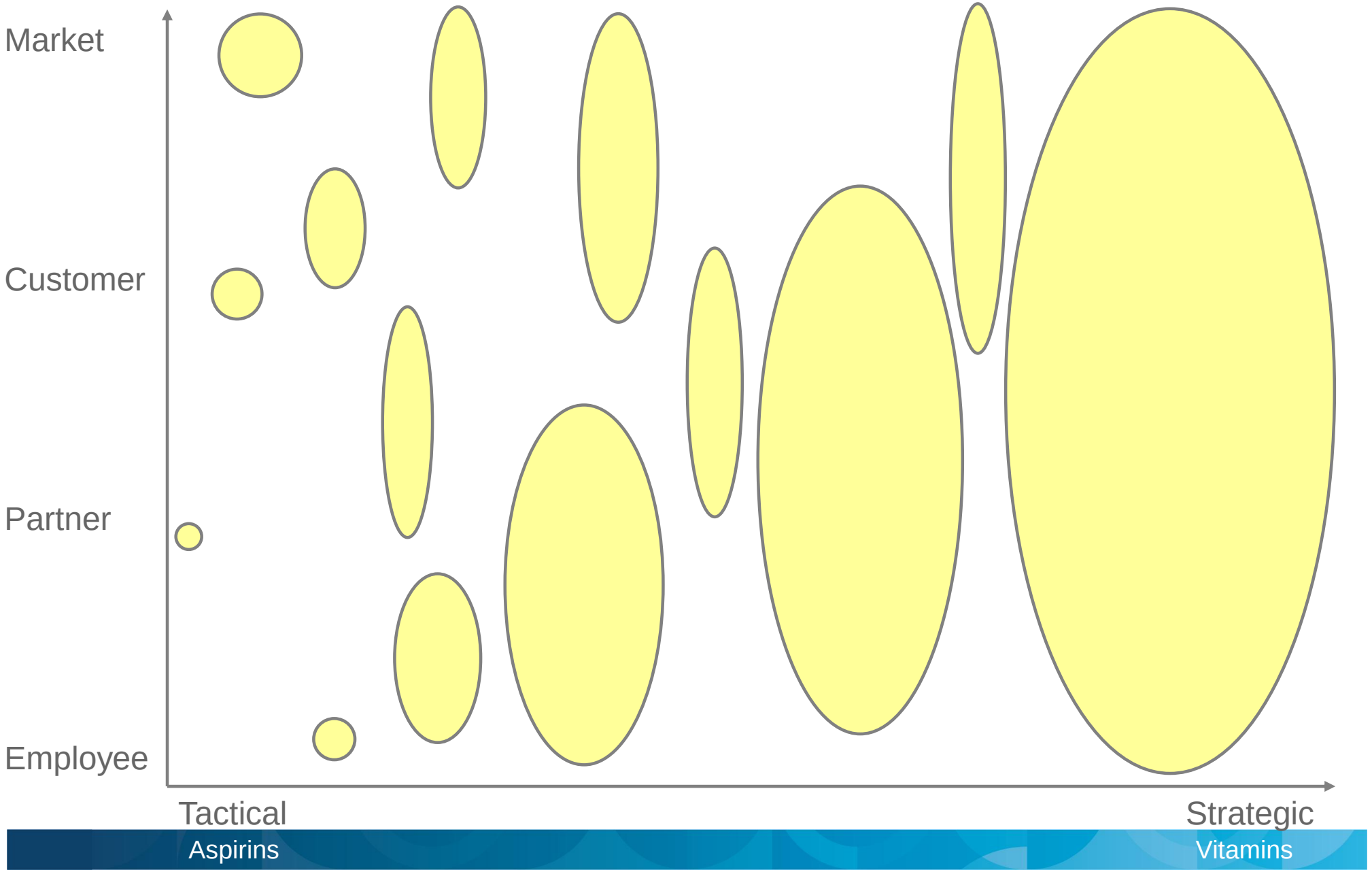
Internal

Transformational Impact

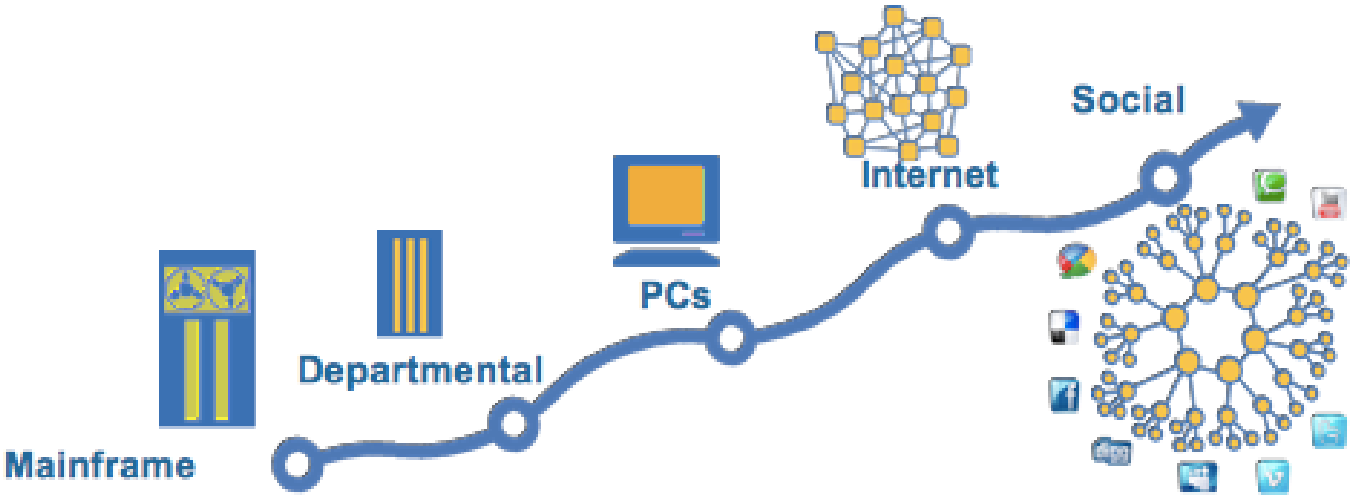
There isn't just one way to use Social Media - *"Everyone Tweets!"*



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

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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

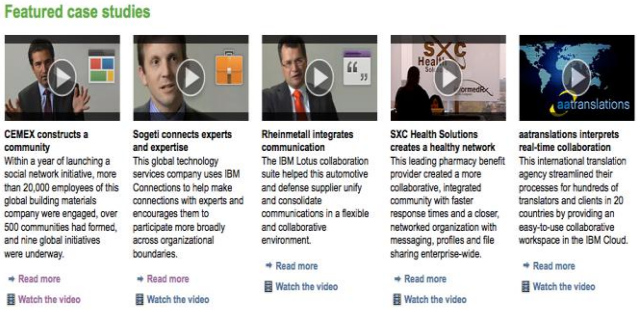
IBM Links

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

Thank You.

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