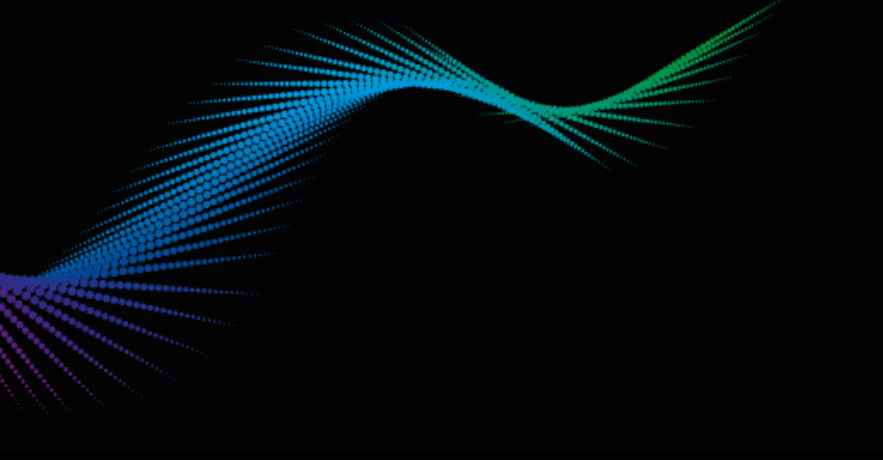


# Social Business Maturity *Changes* How You \_\_\_\_\_.

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@rawn





Social Business Transformation for IBM Software client-facing teams worldwide, as member of the internal **BlueIQ Social Software Adoption** team.

**Rawn Shah**

@rawn

rawn@us.ibm.com

Focus on metrics, analysis and business value

My 7<sup>th</sup> book: ***Social Networking for Business*** (Wharton School Publishing, Jan 2010)

I write the ***Connected Business*** blog on Forbes.com –  
<http://blogs.forbes.com/rawnshah/>



# Traditional styles of working are insufficient for this new reality

**5.3** hours

wasted  
per employee  
per week  
due to inefficient  
processes <sup>1</sup>



The world is heading  
towards

**1 Trillion**

connected objects. <sup>2</sup>

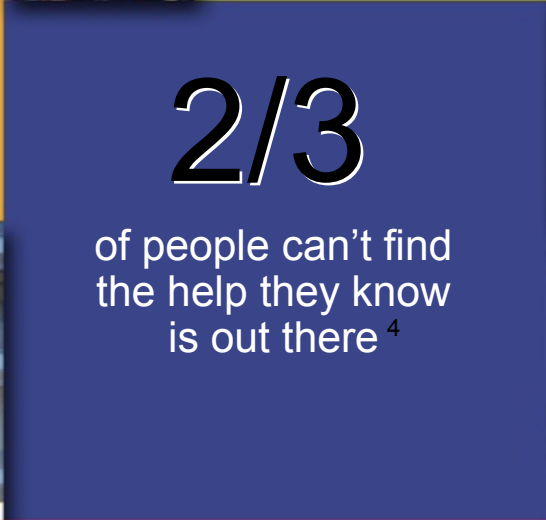


**\$12 Billion**

lost due to poor  
communication  
in US Hospitals  
Annually <sup>3</sup>

**2/3**

of people can't find  
the help they know  
is out there <sup>4</sup>



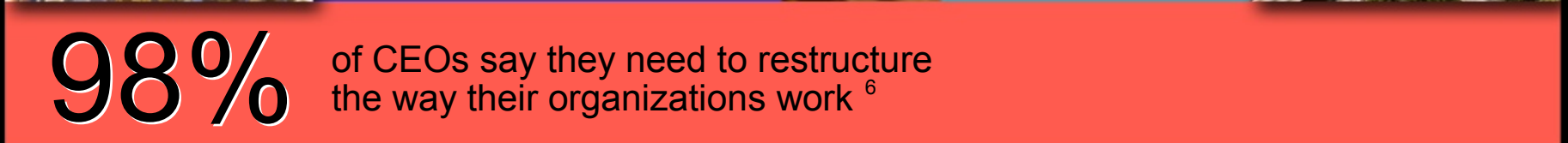
**800  
Billion**

Business  
events daily <sup>5</sup>



**98%**

of CEOs say they need to restructure  
the way their organizations work <sup>6</sup>

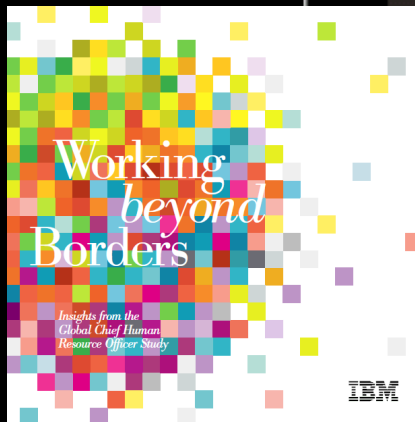
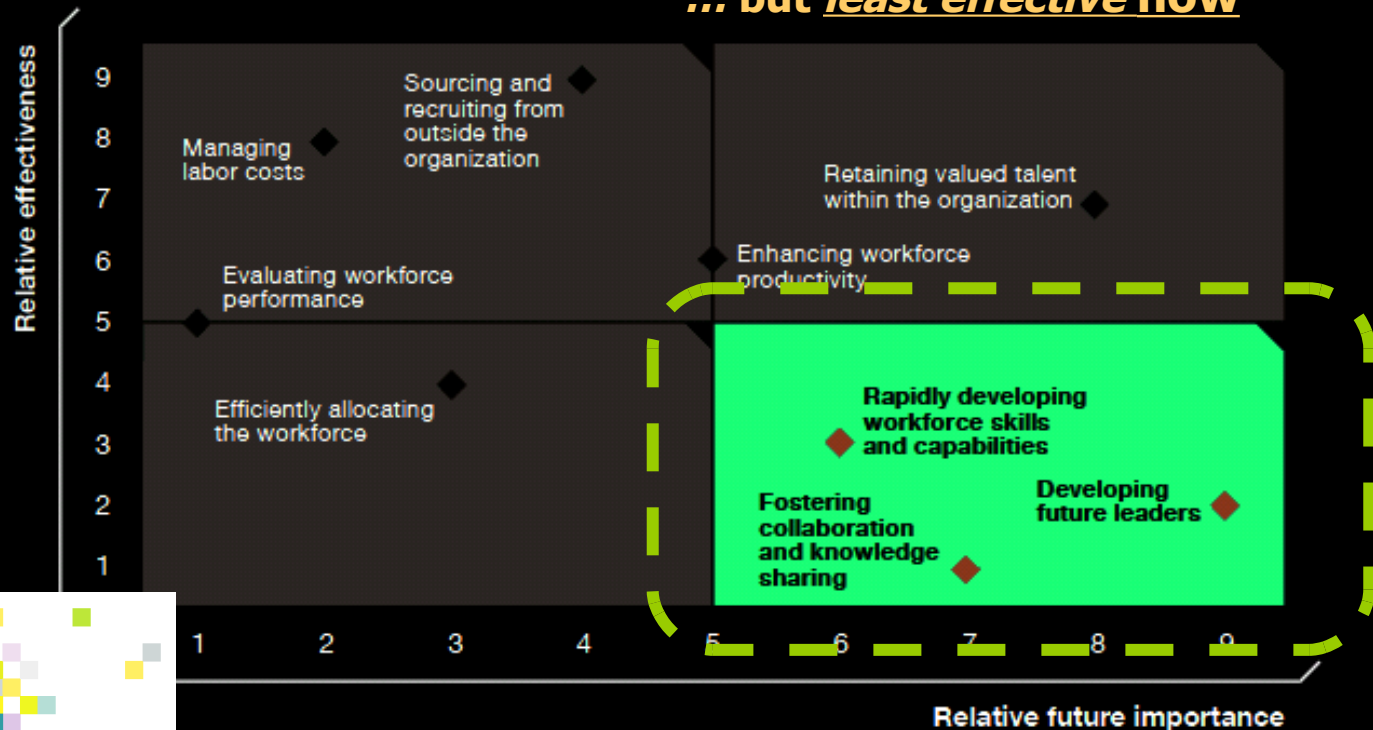


Sources: 1: "Measuring the Pain: What is Fragmented Communication Costing Your Enterprise?", [enterprise.siemens.com/open/se/docdownloads/secure/UCSurvey.pdf](http://enterprise.siemens.com/open/se/docdownloads/secure/UCSurvey.pdf)  
2: Pereira, Jorge, "From Autonomous to Cooperative Distributed Control: Towards the Internet of Smart Things," Second ERCIM Workshop on eMobility, WWIC, May 30, 2008.  
3: University of Maryland Smith School of Business, March 9, 2009, [www.rhsmith.umd.edu/news/releases/2009/030909.aspx](http://www.rhsmith.umd.edu/news/releases/2009/030909.aspx)  
4: Harris Interactive and Tacit Knowledge Systems poll, 2003  
5: McKendrick, Joe, "Is anyone ready to process a trillion events per day?", ZDNet.com, May 11, 2008, [blogs.zdnet.com/service-oriented/?p=1102](http://blogs.zdnet.com/service-oriented/?p=1102)  
6: 2008 IBM CEO study, [ftp://public.dhe.ibm.com/common/ssi/pm/xb/n/gbe03037usen/GBE03037USEN.PDF](http://public.dhe.ibm.com/common/ssi/pm/xb/n/gbe03037usen/GBE03037USEN.PDF)

## Three key HR / Workforce Shortfalls:

Among the most important in future...

... but least effective now



- IBM Institute for Business Value  
2010 Global Chief HR Officer study



## On a smarter planet...

...people are transforming the way they interact...

... this transformation is impacting ***the way business is being done***

## Why Social Business is important to our clients...

**95%** of standout organizations will focus more on “getting closer to the customer” over the next 5 years.

– IBM CEO Study 2010

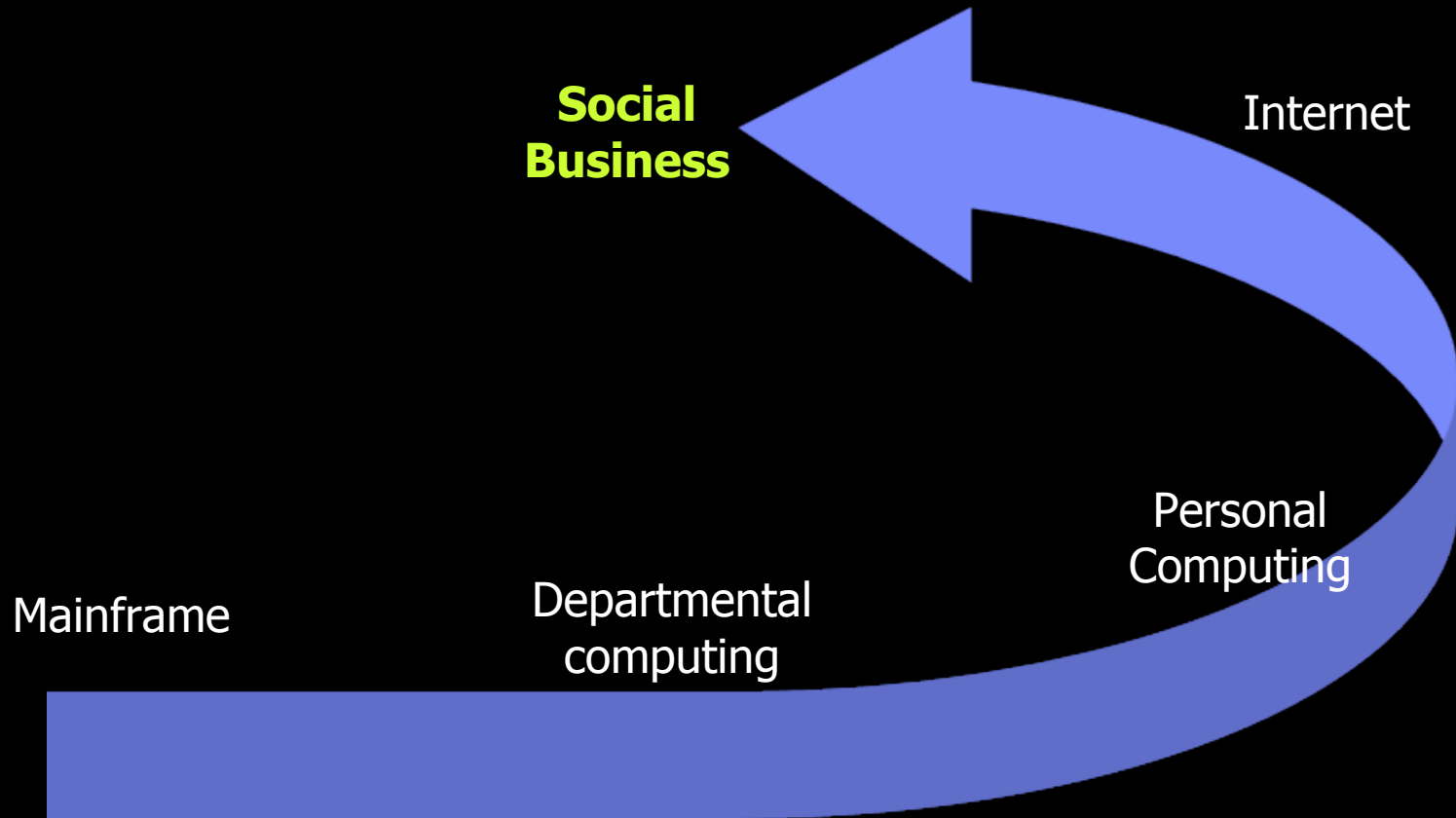
**77%** of companies increased speed of employee access to knowledge, **63%** increased marketing effectiveness, **45%** increased satisfaction with suppliers, & partners

– McKinsey Quarterly: *The Rise of the Networked Enterprise*

Standout organizations are **57%** more likely to allow their people to use social and collaborative tools.

– IBM CHRO Study 2010

We are still early into the **Fifth Shift** in Business Technology



What might  
**Social  
Business**  
*maturity*  
look like?

**Social  
Business**

Internet

Personal  
Computing

Mainframe

Departmental  
computing

## The IBM Workforce



**400,000+ people**  
**168 Countries**

**2,000 Offices**

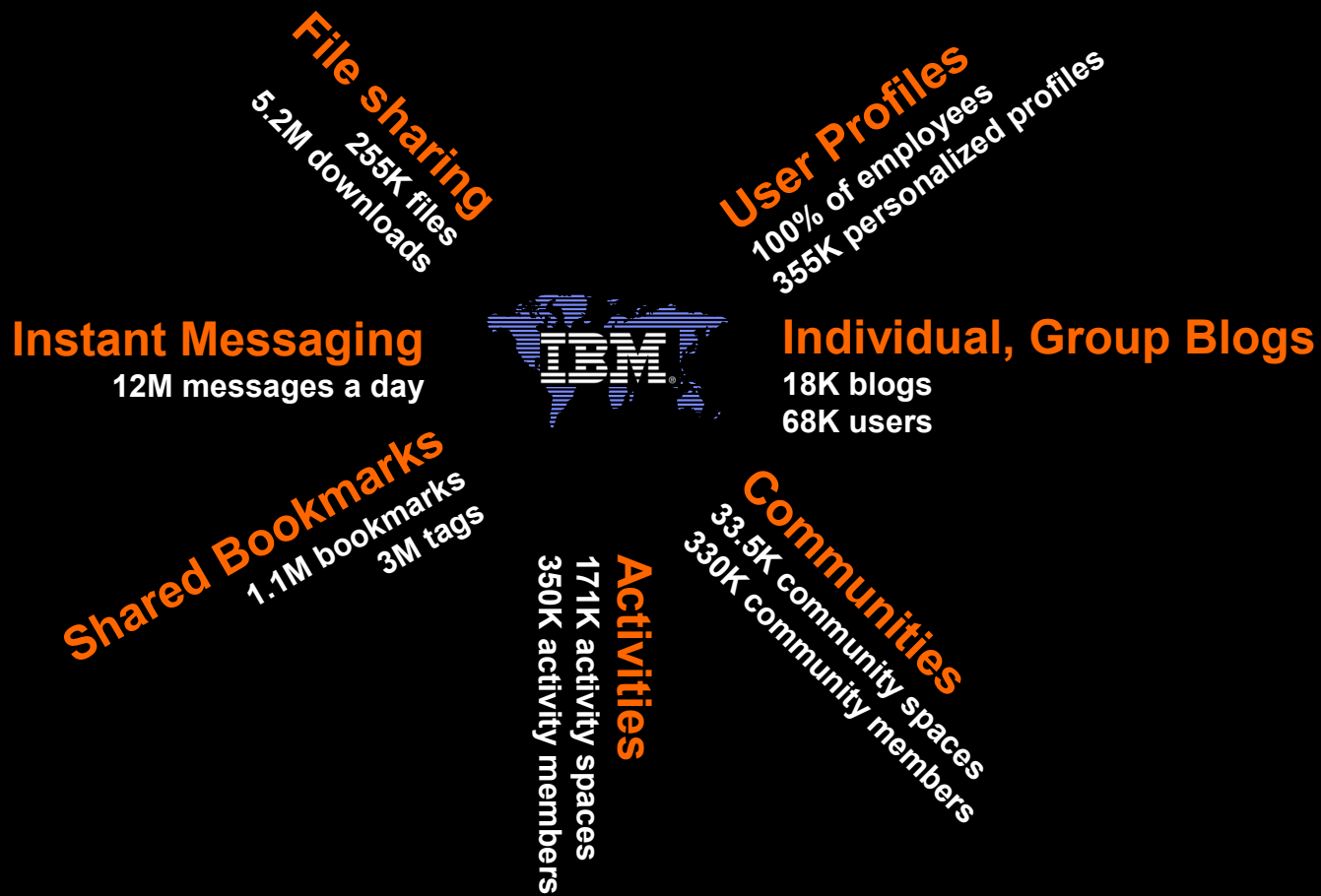
**140,000+ are**  
**100% remote**

**50% are mobile**

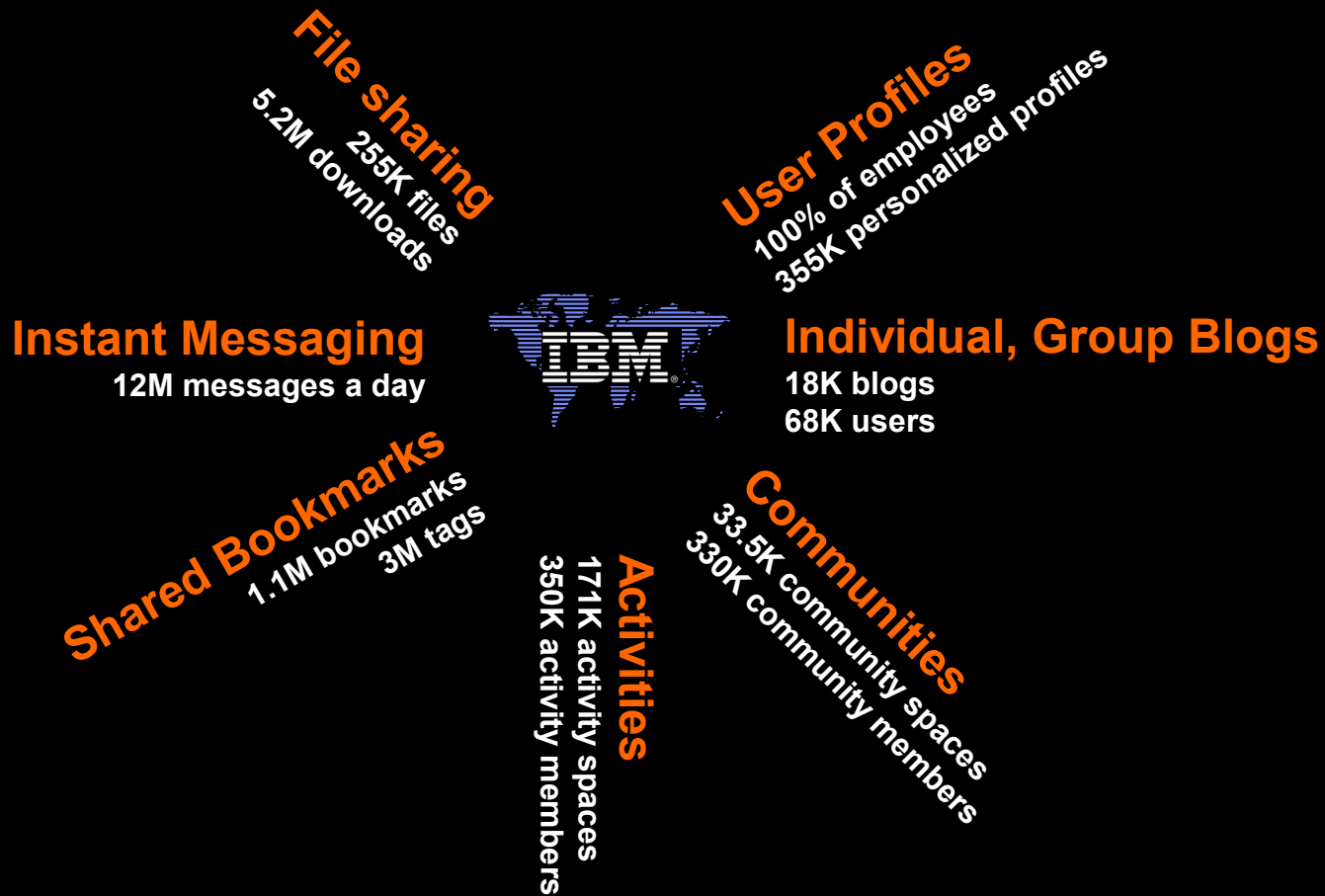
**50% have <5 years**  
**at IBM**

**70+ acquisitions**  
**since 2002**





# 1. Maturity in Adoption



For details, please see  
Joshua Scribner's  
SBS2011 presentation:  
<http://bit.ly/blue-iq>



## Our Social Environment *before...*

**Governance:**

Pragmatic

**Adoption:**

Ad hoc evangelism

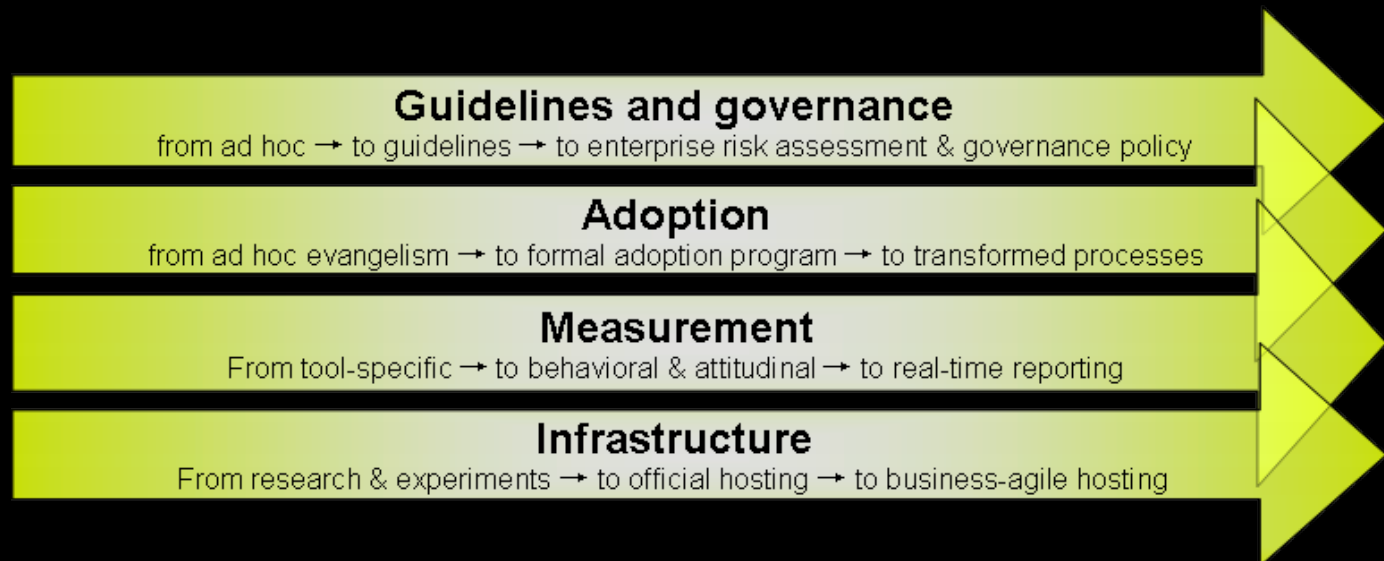
**Measurement:**

Tool activity measures

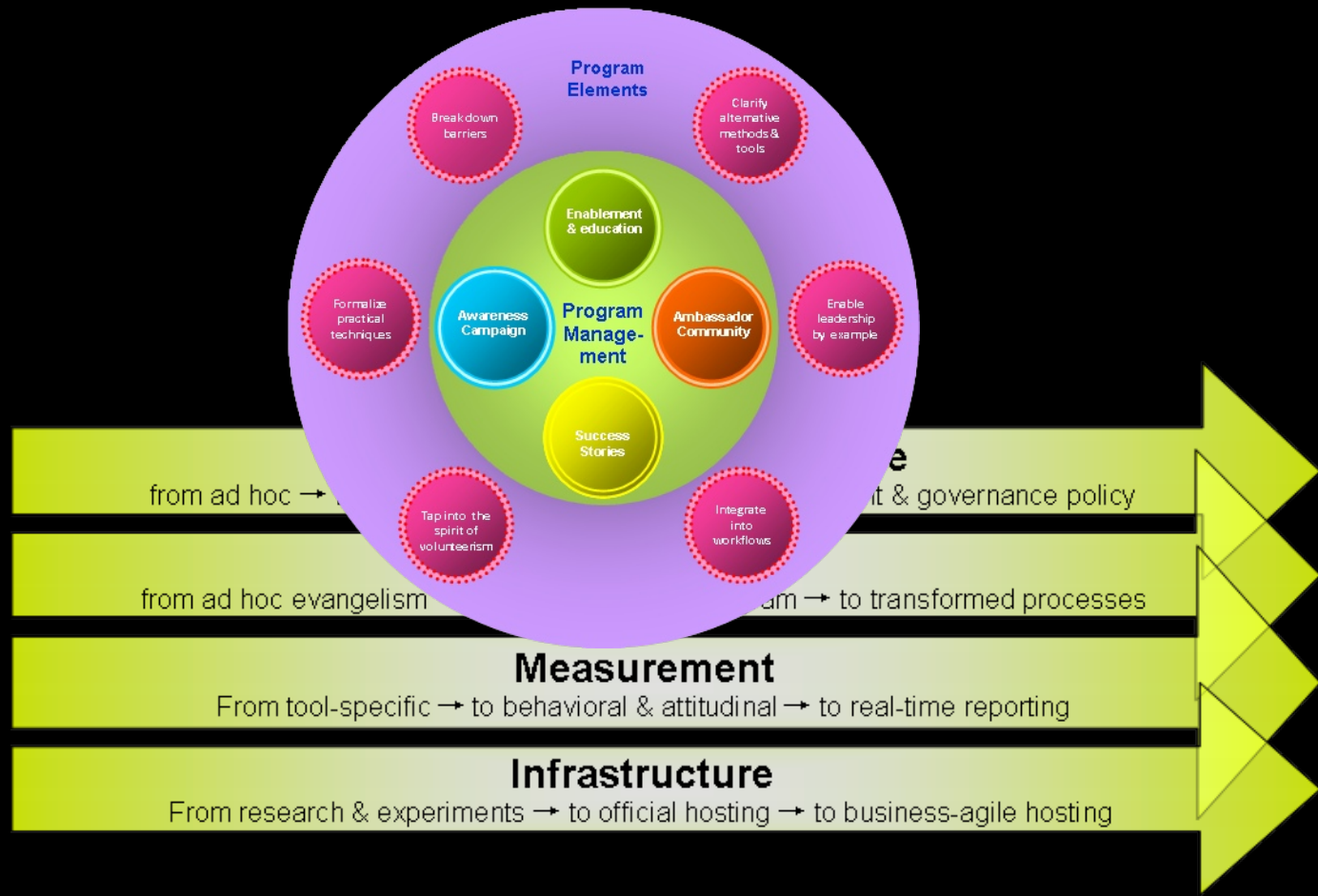
**Infrastructure:**

Diverse, non-integrated  
& experimental tools

## Our Social Environment *now...*

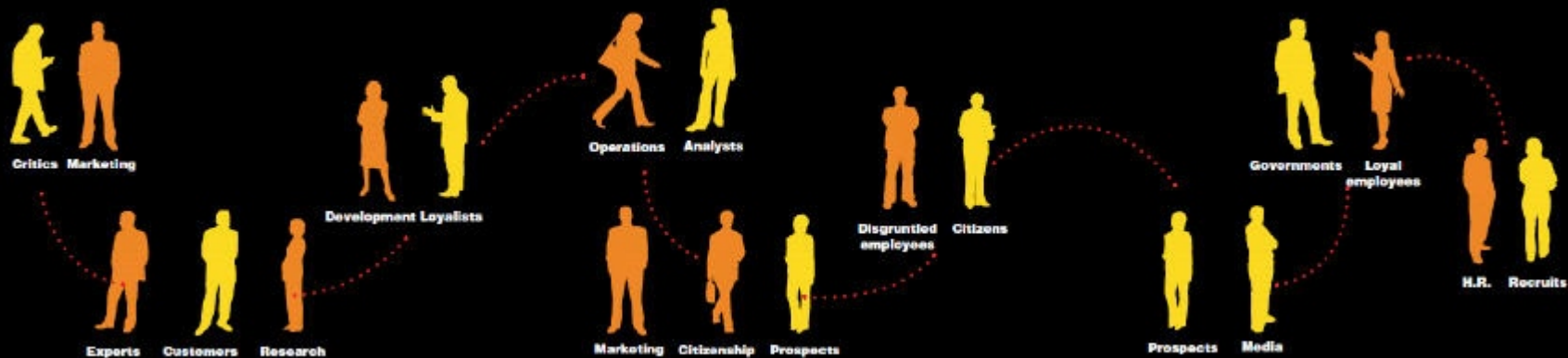


## 2. Maturity in Program Management



**For details, please see  
our whitepaper:  
<http://bit.ly/blue-iq>**





## Our Conversations *before...*



## Our Conversations *now...*





### 3. Maturity in Conversation



- Over 3800 registered participants from 82 countries worldwide
- Jamming for avg. 4.6 hrs over 3 days, with 10 replies to each post on avg.

**company culture, role,  
information-sharing, measure,  
internal/external**

**leadership, connected,  
trust, networks,  
personal brand**

**Dynamic, predictive analytics,  
signaling, responsive**

**Community, adoption,  
sharing, learning**

**Emergent, extensible, expertise,  
knowledge sharing**

# Social Business Maturity **Adjectives**

## **Transparent**

company culture, role,  
information-sharing, measure,  
internal/external

## **Engaged**

leadership, connected,  
trust, networks,  
personal brand

## **Nimble**

Dynamic, predictive analytics,  
signaling, responsive

## **Collaborative**

Community, adoption,  
sharing, learning

## **Innovative**

Emergent, extensible, expertise,  
knowledge sharing

# Social Business Maturity **Qualities**

**Transparent**

**Engaged**

**Nimble**

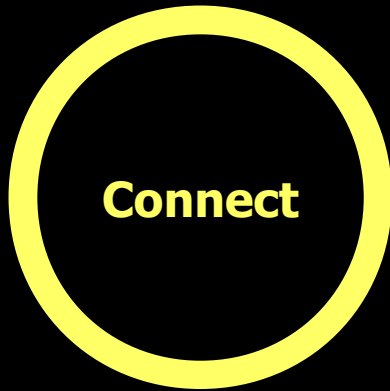
**Collaborative**

**Innovative**

# Social Business Maturity **Qualities**



## Social Business Maturity **Verbs: Actions**



**Connect**

**Decide**



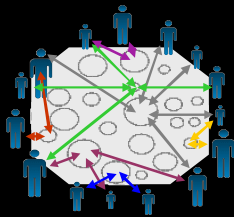
**Sales Leader**

*IBM  
Software Sales*

*When clients in St. Louis approached about IBM's SecondLife Virtual World leadership, it was **urgent that he find an expert***

*He turned to Atlas for Lotus Connections ... **found 100 experts on the topic in minutes**, then filtered down to find the Global Director for Virtual Business.*

*The Director was **on a plane the next day to St. Louis to meet with two major clients***



**IBM Global  
Technology Services**  
*Communities of Practice*

**Social Learning** – from your peers and topic experts vs. coursework – helped members of the GTS Communities of Practice achieve:

**84%** faster access to Expertise

**84%** increase in shared knowledge

**74%** increase in productivity

**65%** improved their digital eminence

**Learn**

**Optimize**



**Connect**

**Decide**



**Practice Leader**

*IBM Sales  
Enablement*

*Helped a customer brainstorm on future product and organizational direction using a IBM mini-Jam to include the customer's employees worldwide:*

*Per the customer:*

*"... I think the Jam went far better than I had hoped, and I had some high expectations. My hopes remain very high that **this will make a fundamental change in the way our company operates.**"*



### *GenO Liquid / AMS Co-Sourcing*

*IBM GBS*

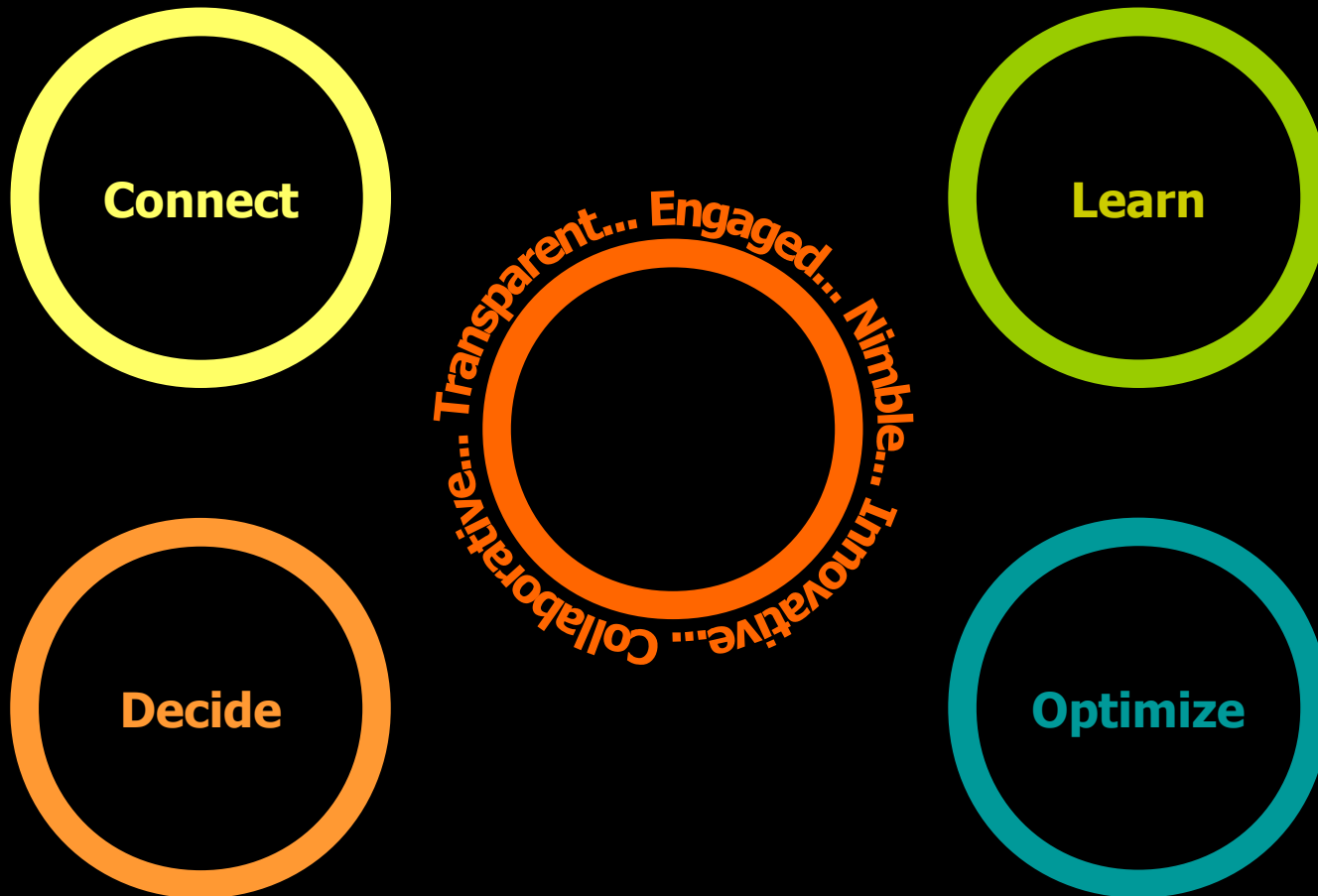
*Agile, time-based competitive  
crowdsourcing across global teams to  
improve speed, agility and flexibility in  
software engineering*

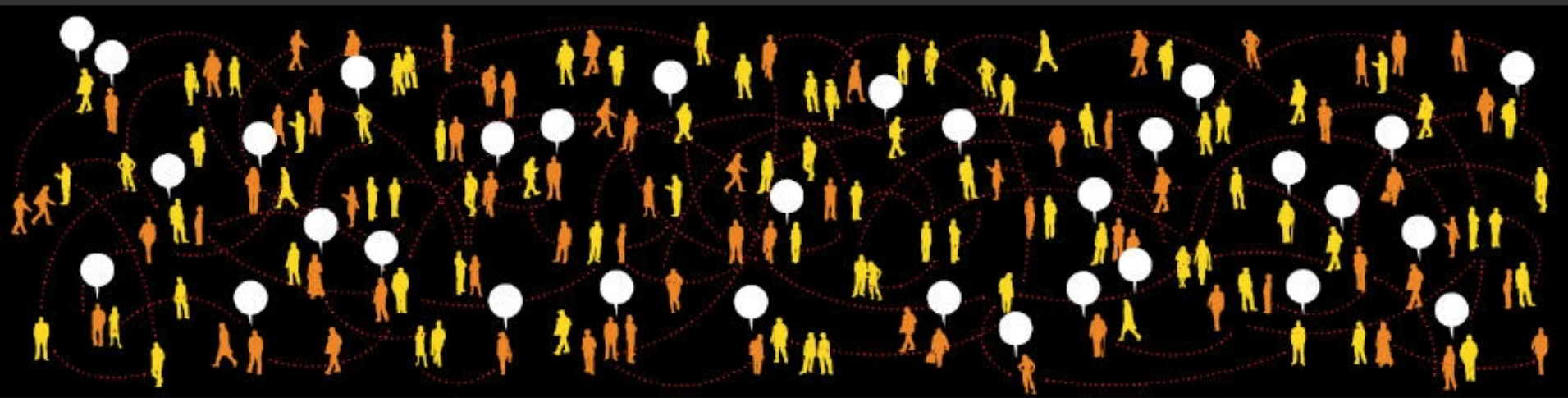
- Accelerating **Time-to-Value**
- Building global talent by emphasis on **digital reputation**
- A change to **a project management system based on outcomes** rather than resources involved
- integrated with IBM Rational team-based software engineering tools

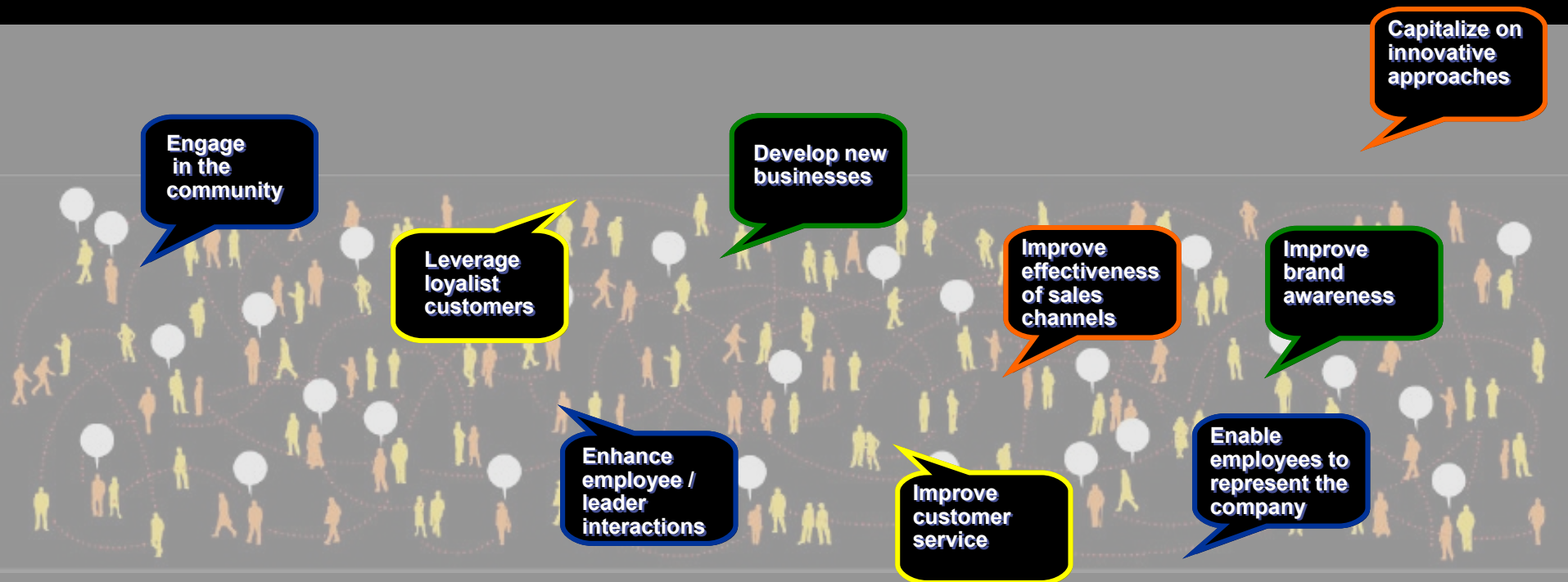
**Learn**

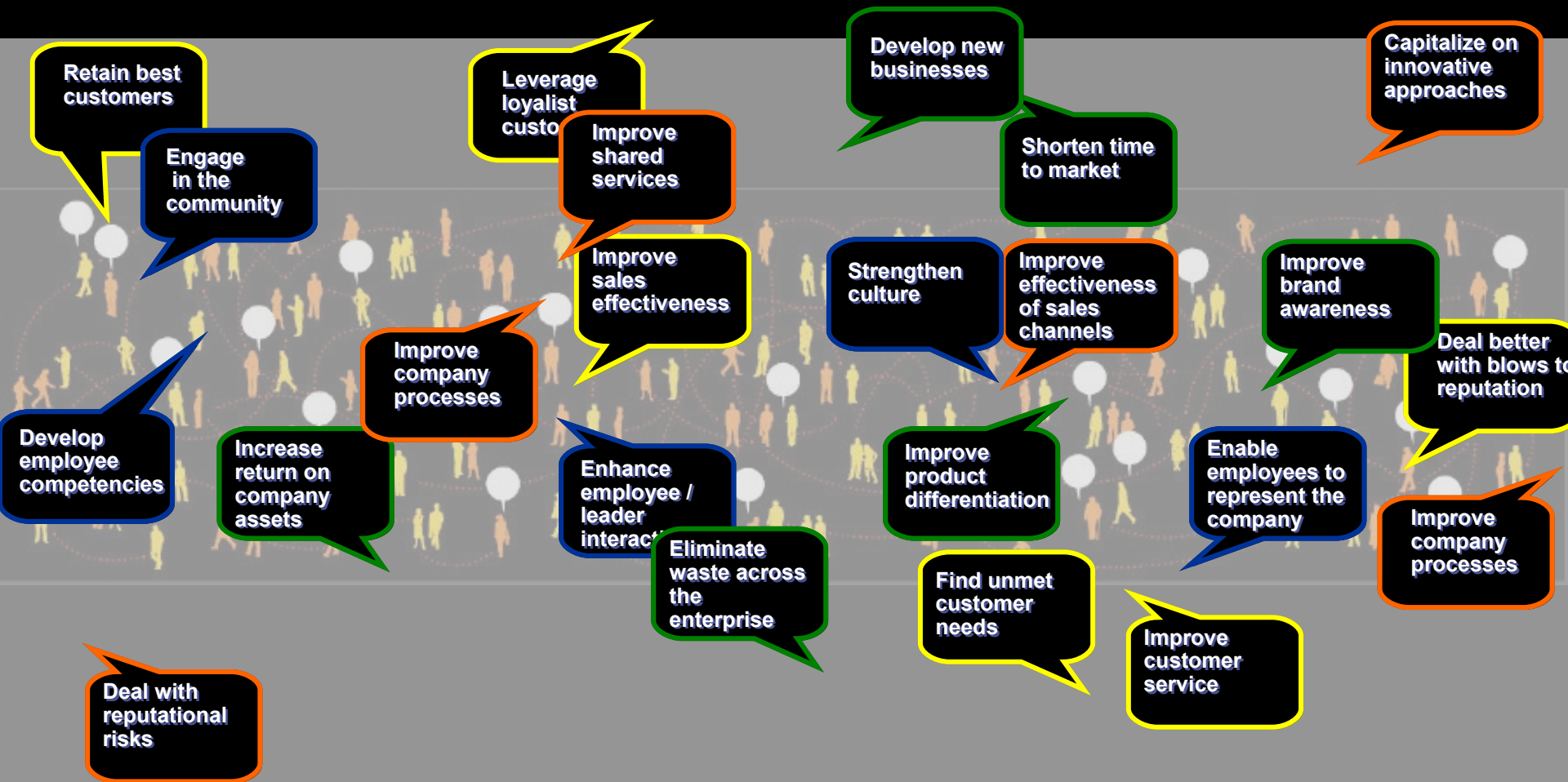
**Optimize**

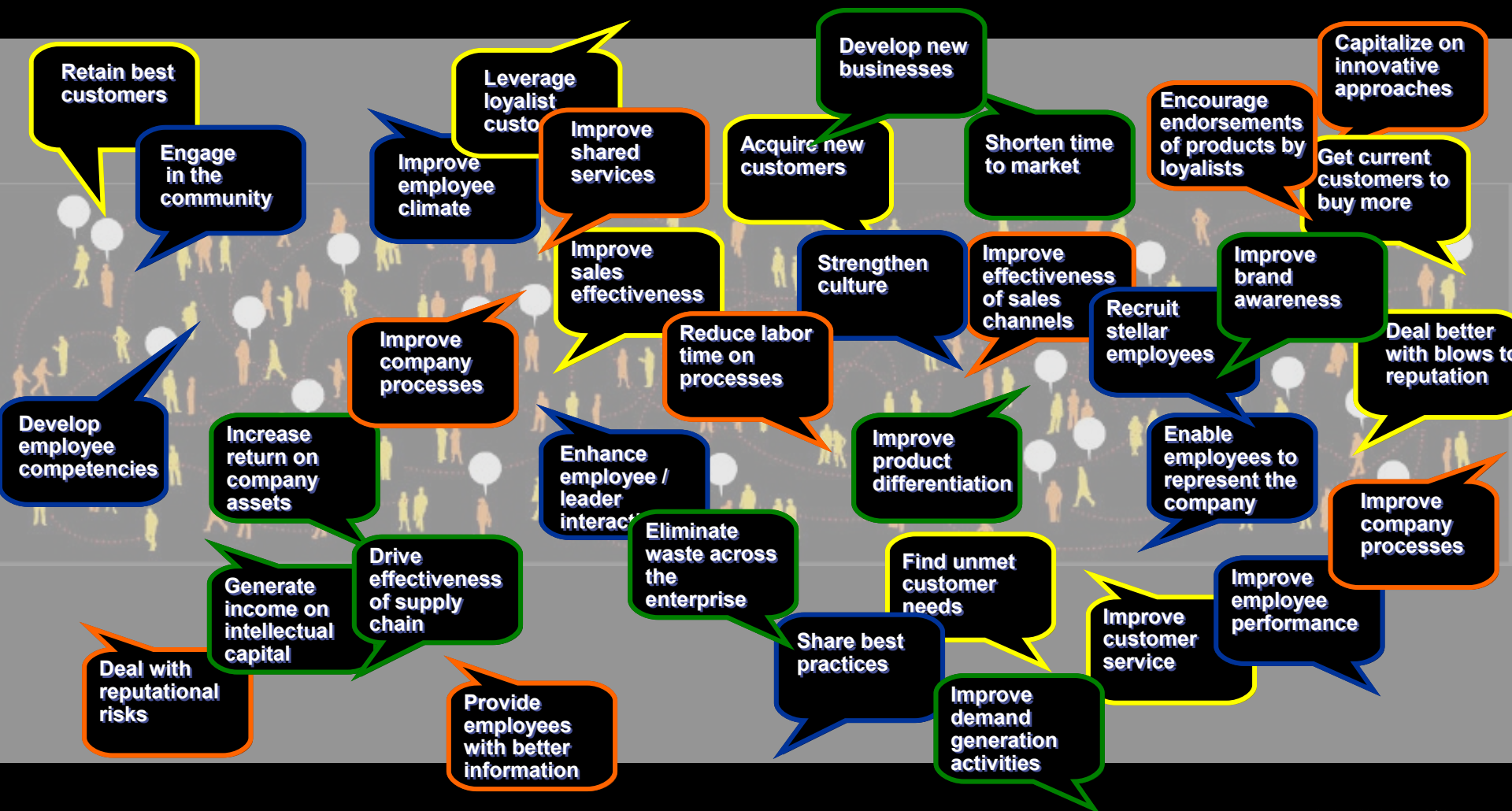
## 4. Maturity in Qualities & Actions



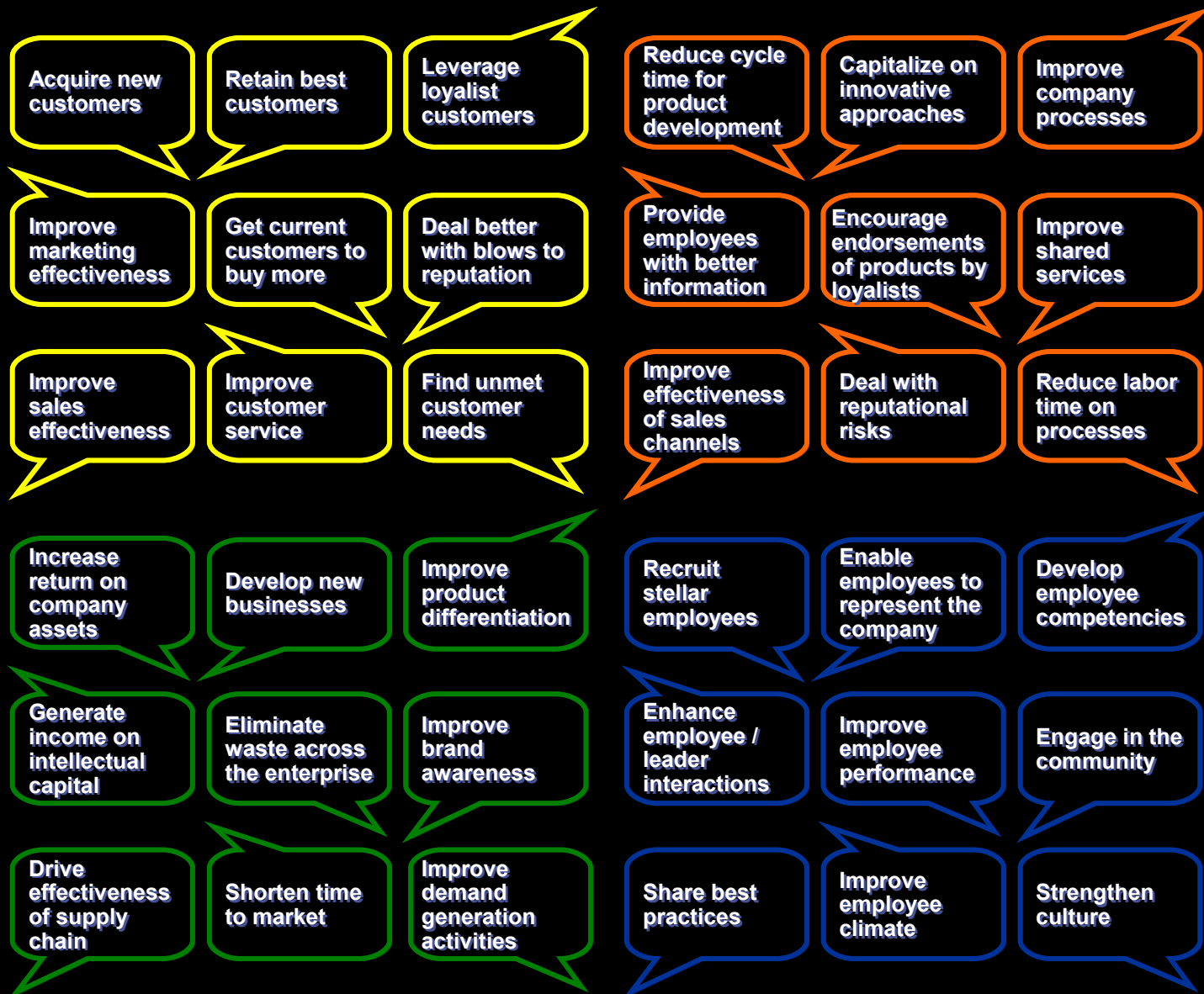














# How Organizations Create Business Value



## 5. Maturity in Value Creation

**Customer  
Value**

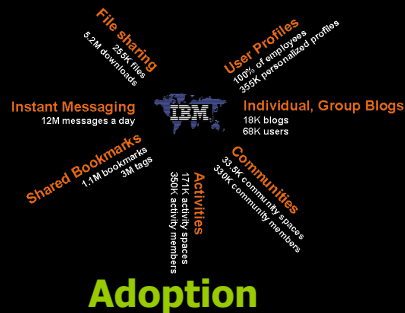
**Operating  
Efficiency**

**Operating  
Excellence**

**Org Culture  
Value**

# Social Business Maturity changes how we ...

## ... view the meaning of business adoption





## Social Business Maturity changes how we ...

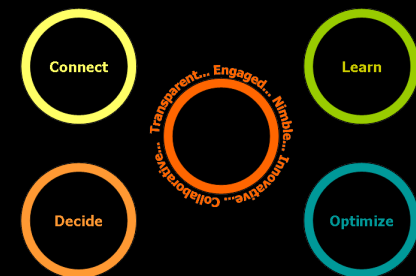
# Social Business Maturity changes how we ...

... view the meaning of business adoption

... operationalize a participatory, engaged workforce environment

... converse on business topics and priorities

... act and react, and the quality of our actions



**... build and describe business value  
to our company**

# Thank you

## ▪ Tactical Steps:

- Read: *Nurturing BlueIQ: Enterprise 2.0 Adoption in IBM*
- Read: *Forrester Study: Total Economic Impact of IBM Social Collaboration*
- **Assess Your Organization:** IBM Social Business Assessment Tool (AKA *IBM Collaboration Assessment*)

## ▪ Learn about the business value

- IBM Global Business Services *Strategy & Transformation services*
- IBM Software Group's *Social Software Adoption Program*
- Video: *Business Value of Social Software*

## ▪ Listen to our customers

- CEMEX: *Shift Platform*
- Sogeti: *Sogeti becomes more social*
- Rheinmetall: *Becoming a social business with IBM software*



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