

Get Social

The Social Business Roadshow

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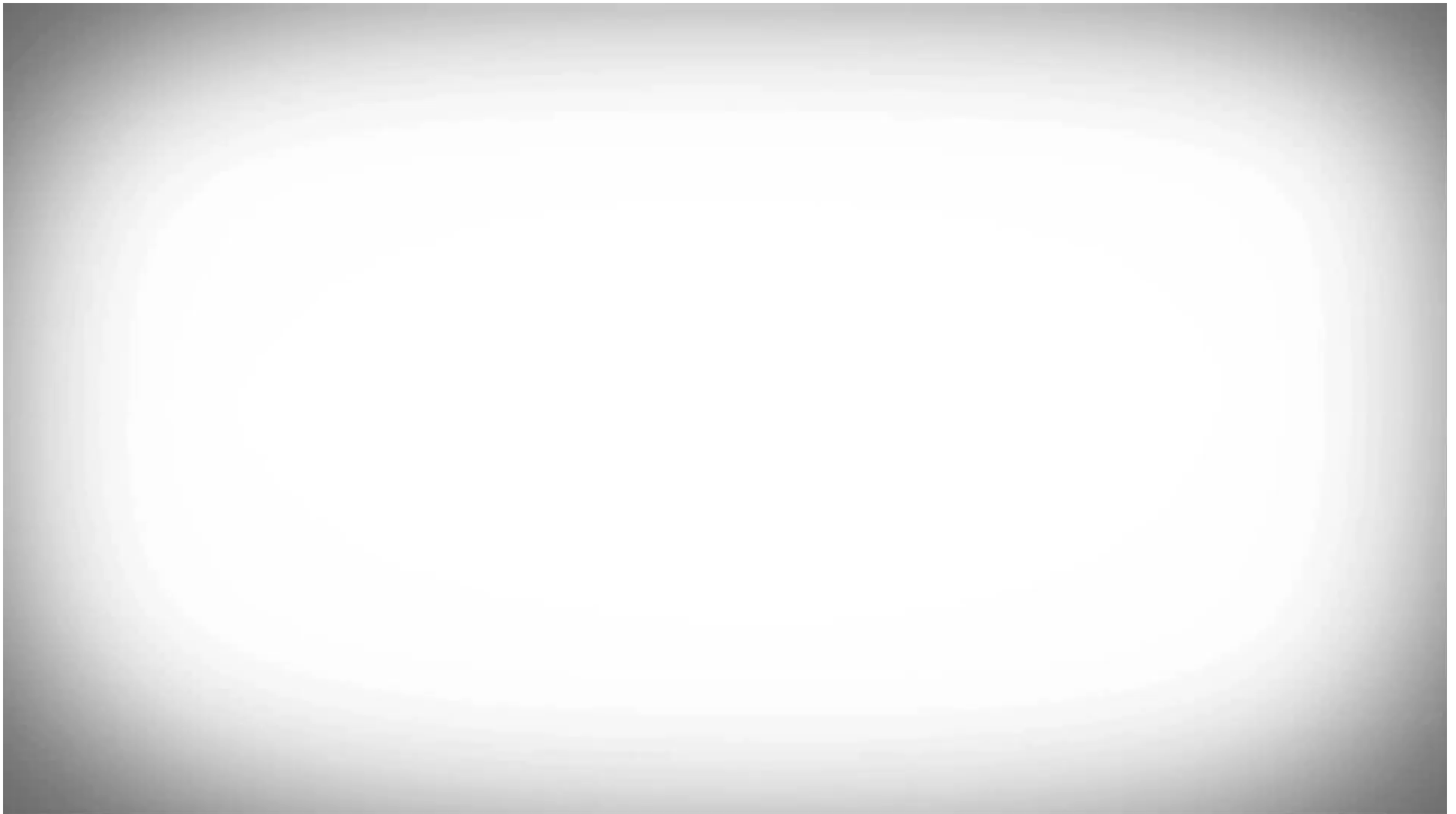
Hosted By:



Welcome and Intro Video

Kevin Cook, VP Sales, BrainSell Technologies





Introductions

Kevin Cook, VP Sales, BrainSell Technologies



Agenda

- Customer Testimonial
- The New Rules of Social CRM (*Sugar*)
- From Social Media to Social CRM (*IBM*)
---- Coffee break -----
- How Do You Integrate Social Media (*Sugar*)
- Best Practices for Becoming a Social Business (*IBM*)
- A Day in the Life of the Social Business

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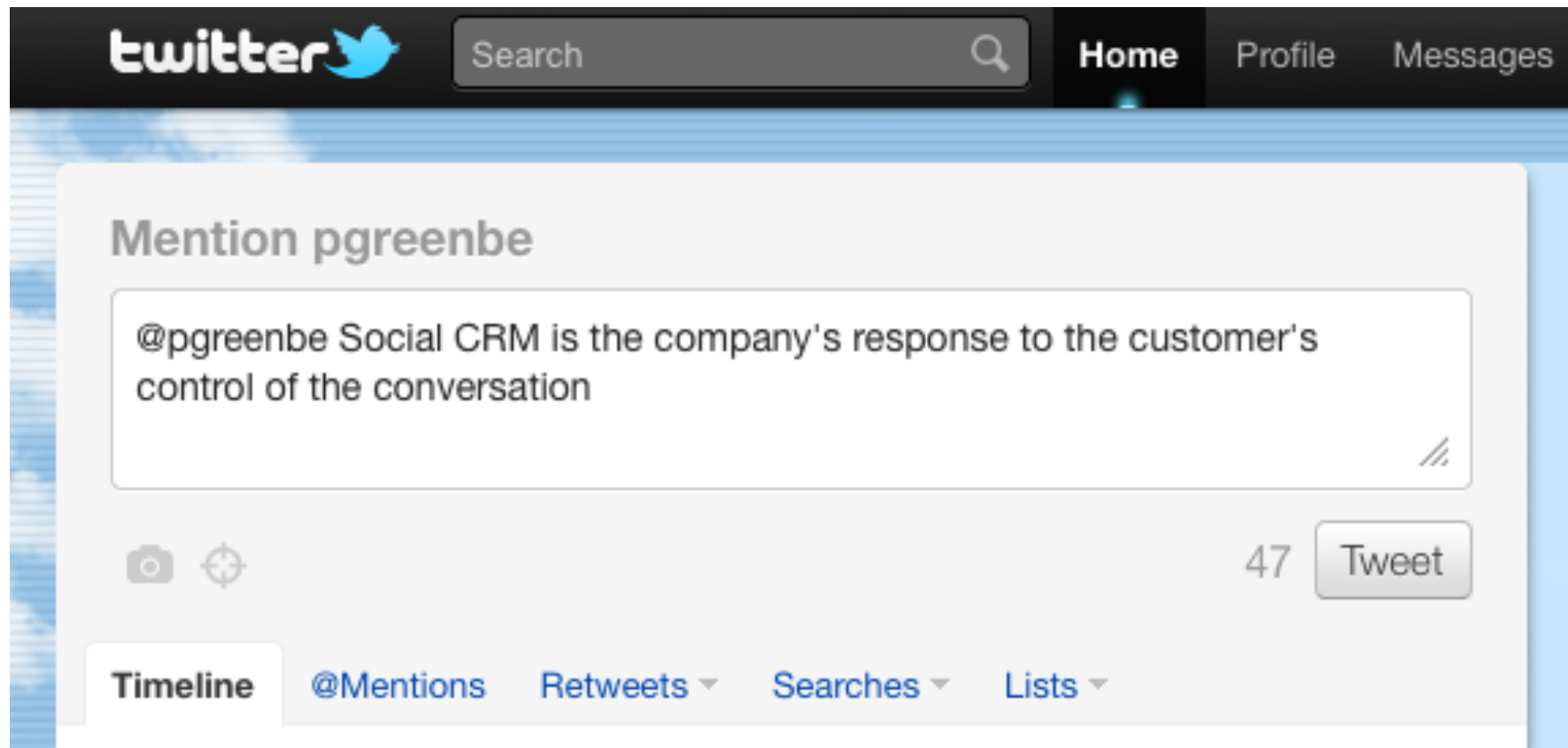
Overview

- Customer Testimonial
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Social CRM Is...



Media Star Promotions: Redefining Social Marketing with Sugar Mobile

Kevin Cook, VP Sales, BrainSell Technologies



Agenda

- Who is Media Star?
- What they needed to solve
- Resolution
- How it's changed their business

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About Media Star Promotions

- Headquarters: Baltimore, MD
- Founded in 1987
- Media Star Promotions (MSP) is an integrated marketing agency, creates influencer-based marketing strategies for consumer brands.
- <http://mspromotions.com/>

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10

Choosing a CRM Solution

- Media Star Promotions (MSP) applies influencer marketing strategies and tactics to raise brand awareness and adoption for its clients.
- MSP needed a way to gather detailed influencer data in the field.
- The CRM needed to be mobile, customizable, easy to use and scalable.

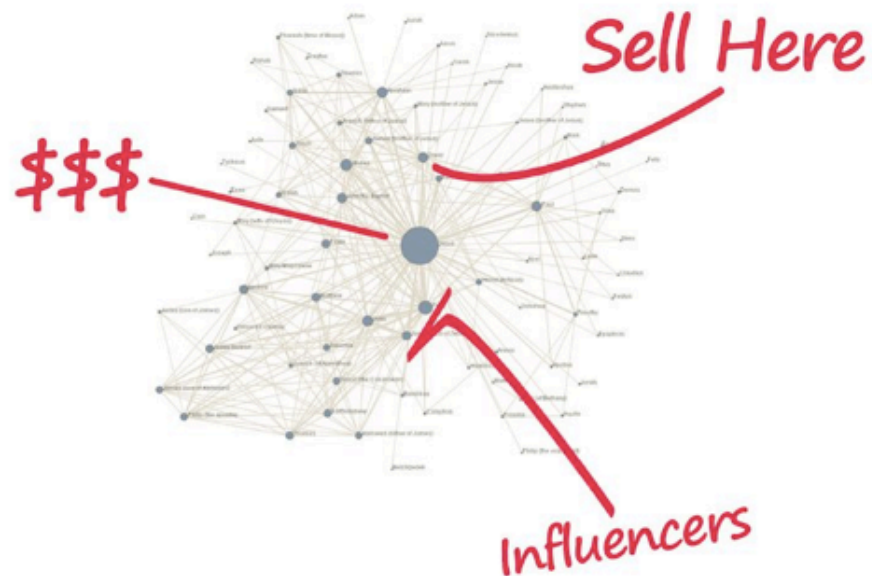
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The Solution

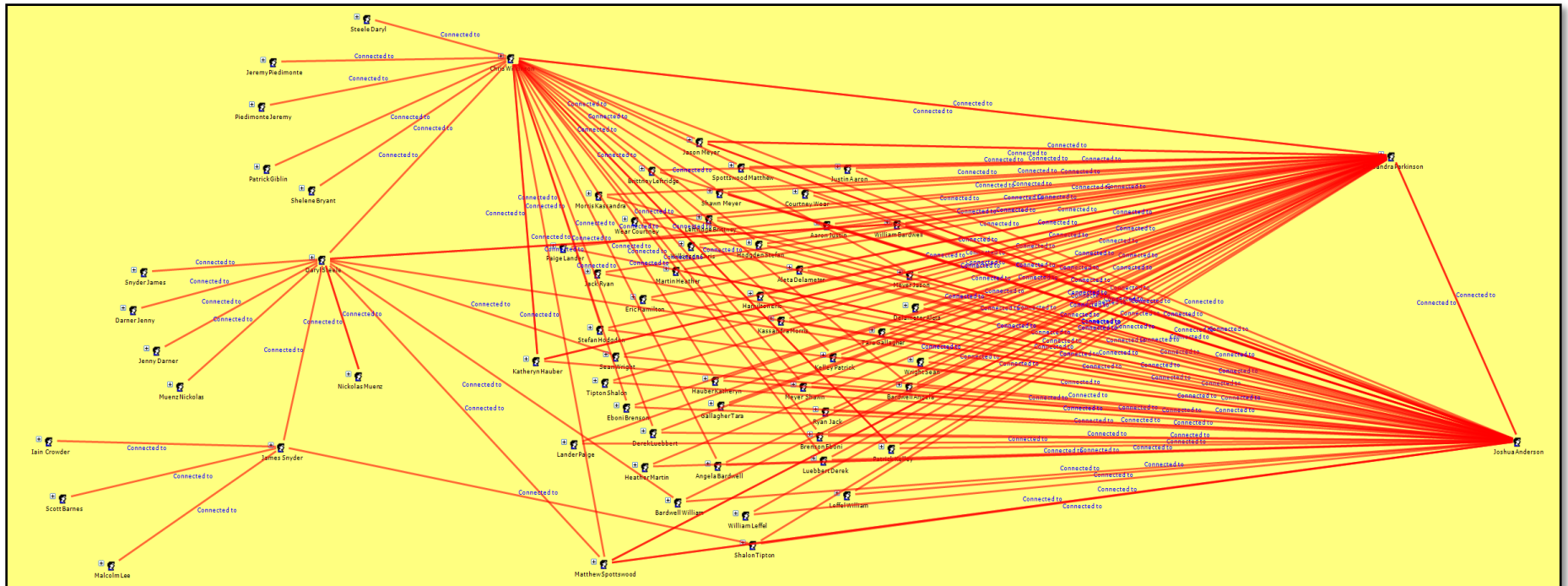


- Sugar Pro, Hosted
- MSP employees use iPads at events

The Outcome:

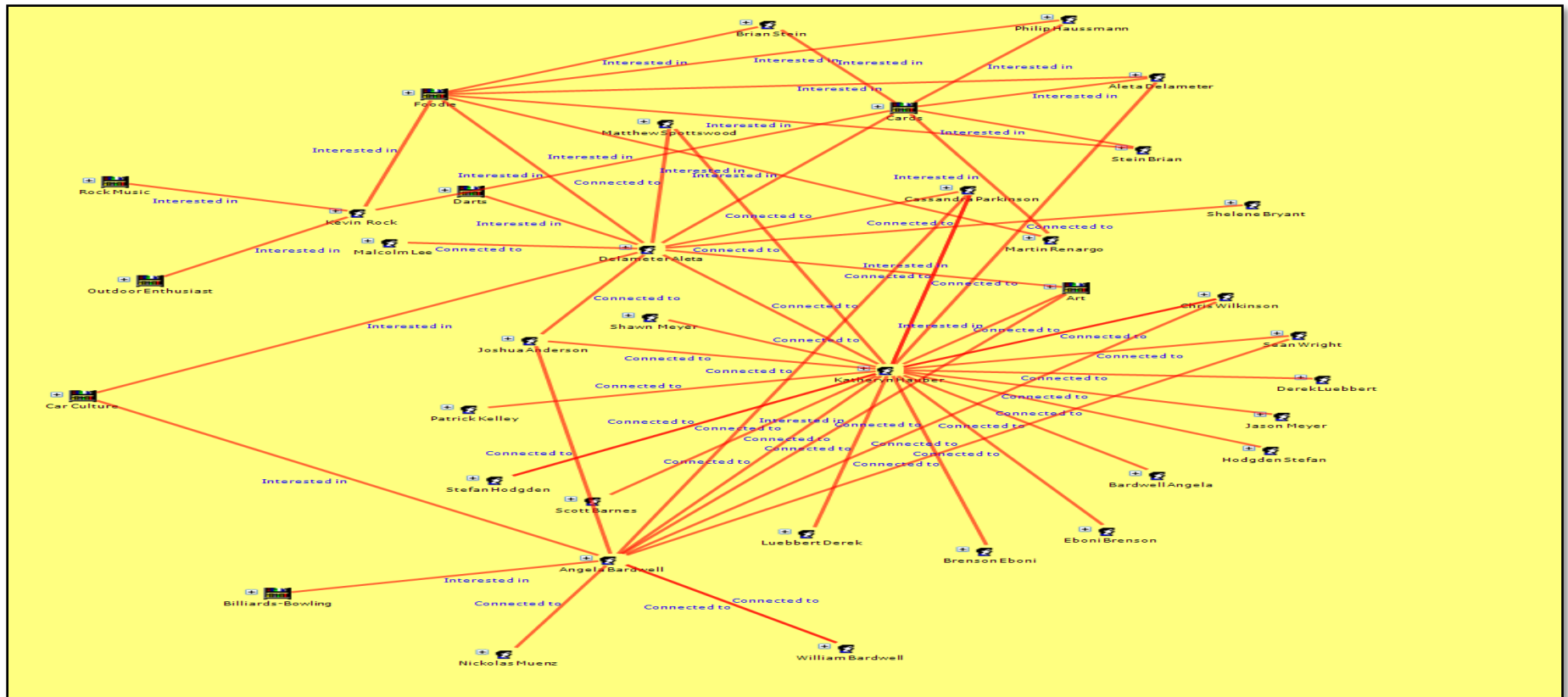


Influencers Defined



Community expansion stemming from Sandra & Joshua – showing 2 master nodes and how those relationships/connections cross

Common Interests Uncovered



Comparing network through common interests

The New Rules of Social CRM

Clint Oram, co-founder and CTO, SugarCRM



CRM

CRM empowers you to
gain and retain customers



CRM



CRM empowers you to gain and retain customers by providing greater visibility into sales, marketing and support so you can deliver an excellent customer experience

CRM



- Enables collaboration
- Provides visibility
- Gives financial predictability
- Boost revenue
- Leverages existing technology investment

Social CRM



Social CRM is an extension of CRM, not a replacement for CRM

Social CRM



Quote: Mark Fidelman

“Social CRM is simply changing traditional CRM and adding multichannel social technologies, social analytics and social engagement strategy to help Sales, Marketing and Customer Service be more productive.”

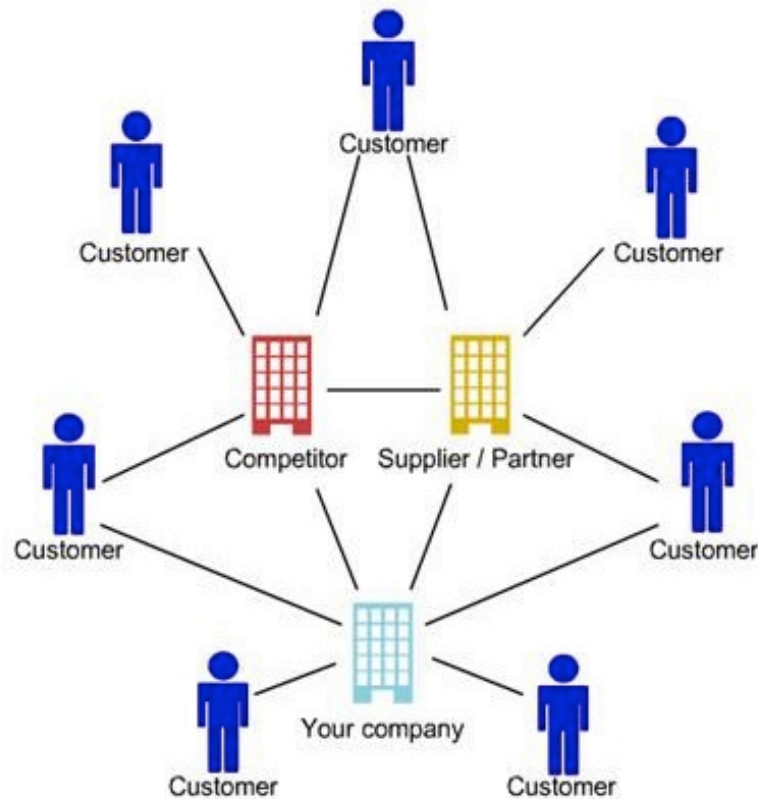
Change

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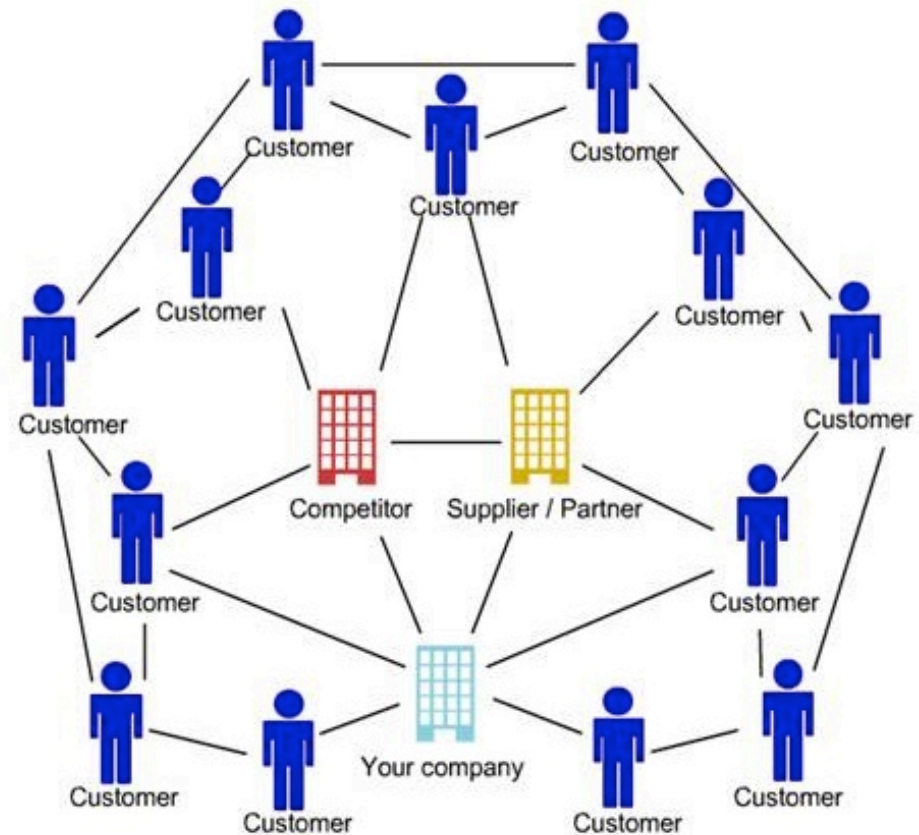


Change: Customers Believe Customers Not Companies!

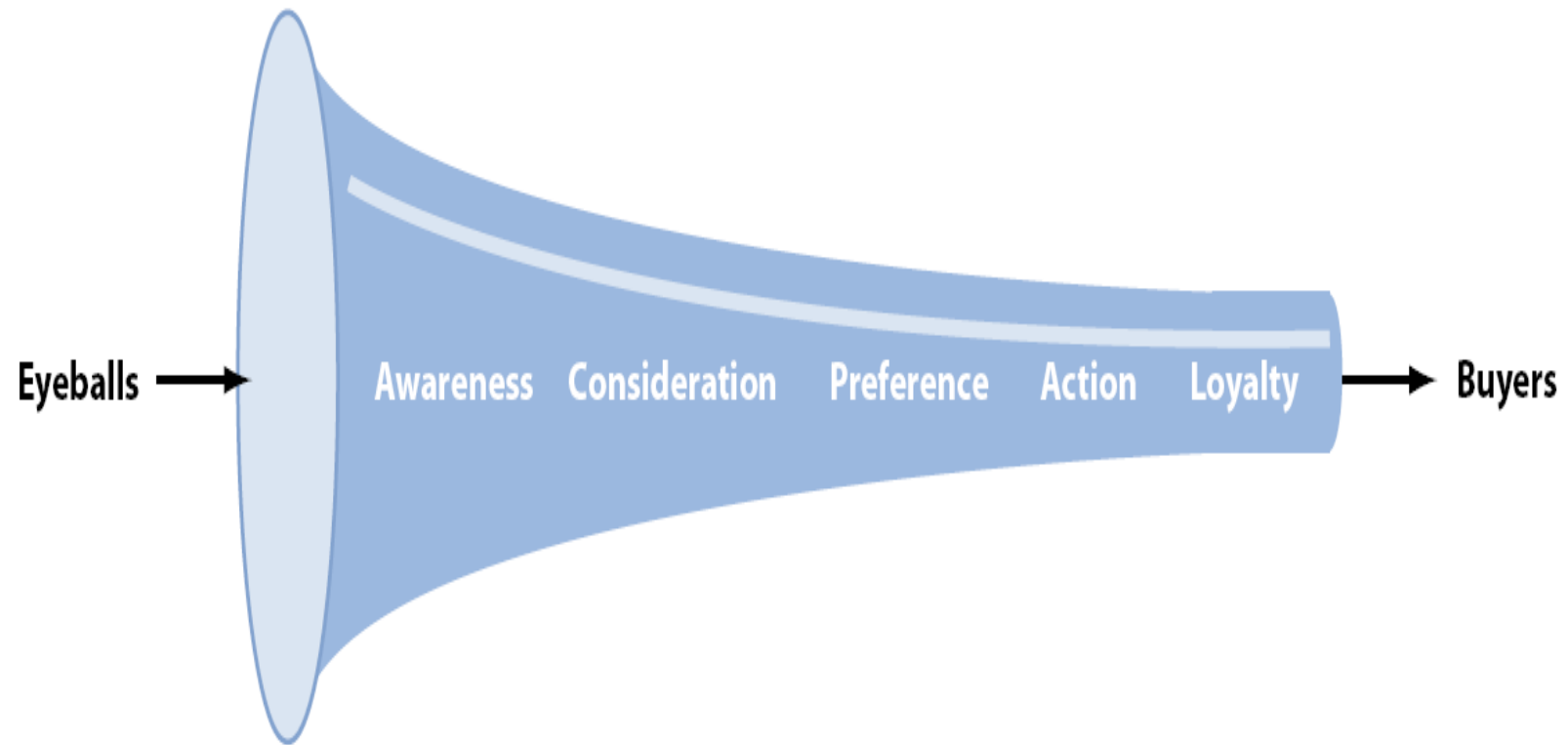
Old World CRM



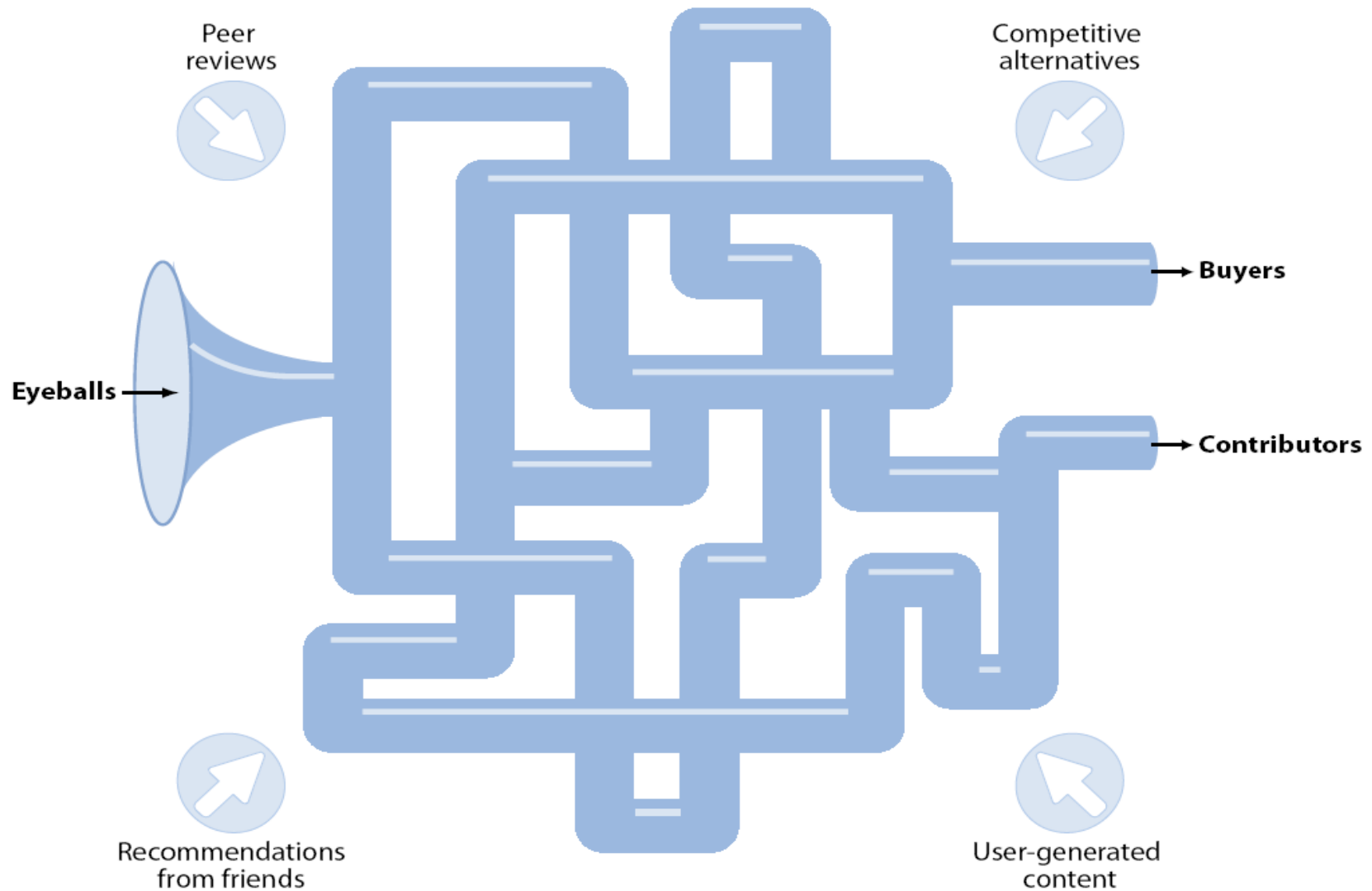
Social CRM



Change: Traditional Buying Model



Change: New Buying Model



Change: Social is Changing Business



The New Rules

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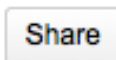
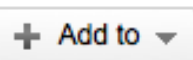
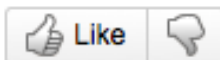
Rule #1: You Are Not In Control

United Breaks Guitars

sonsofmaxwell

17 videos

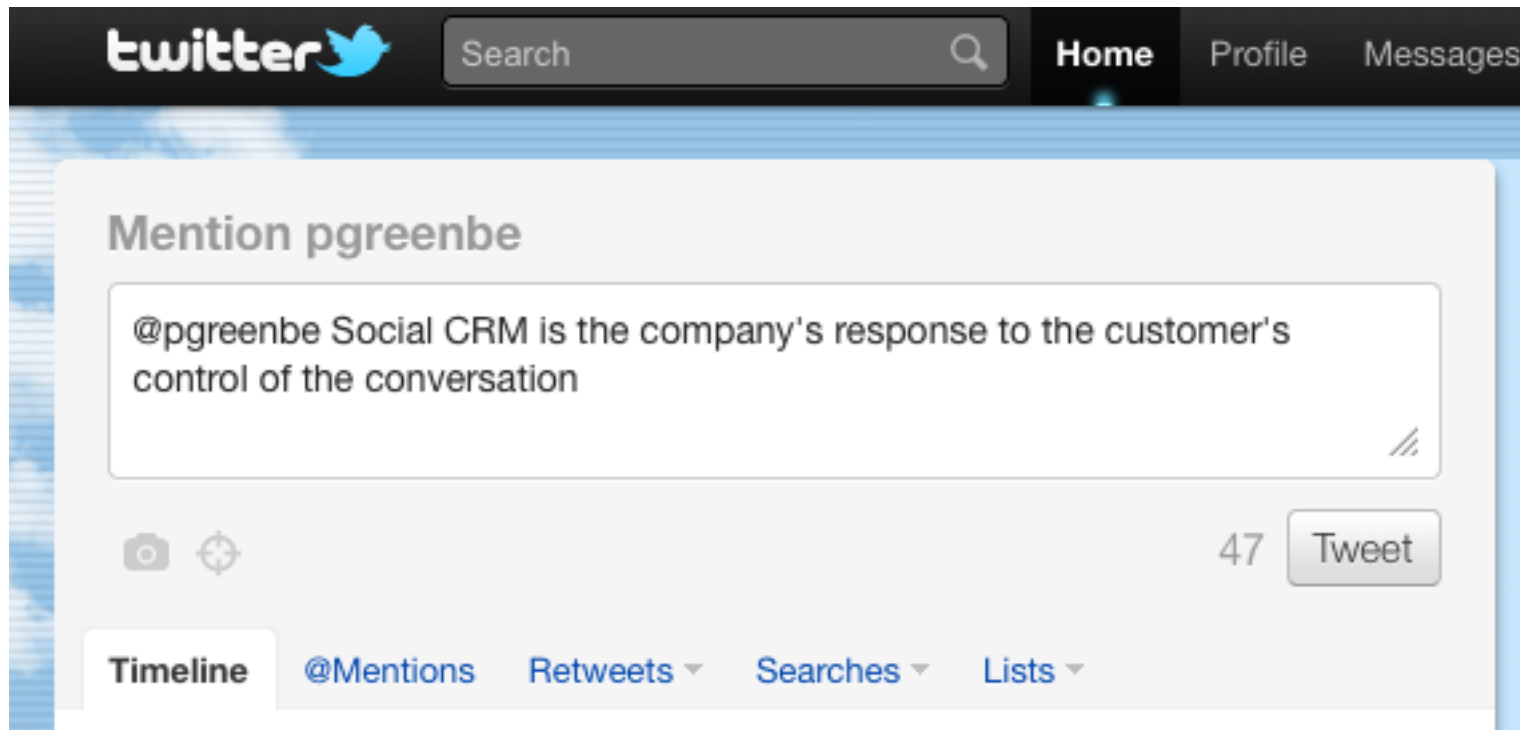
Subscribe



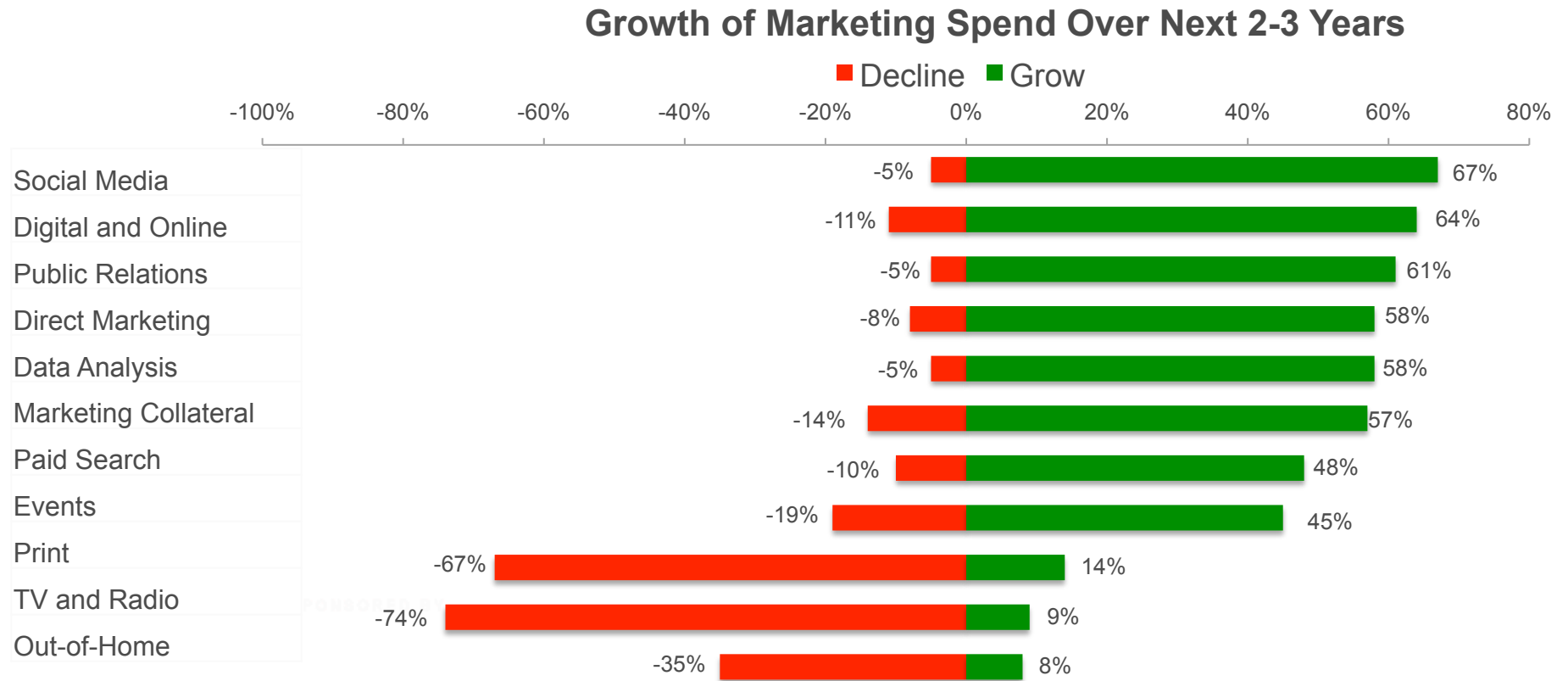
10,836,195



Customers Manage You

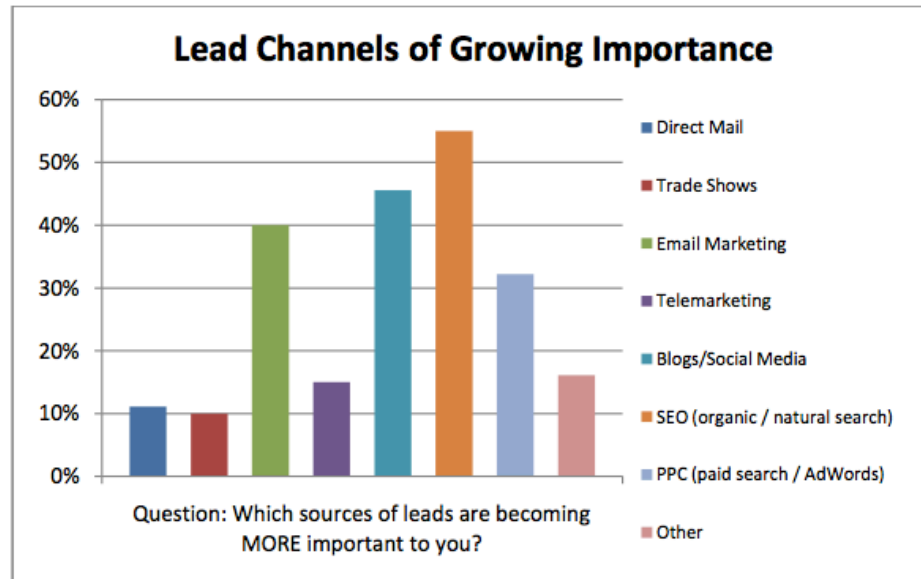


Rule #2: Traditional Marketing is Declining

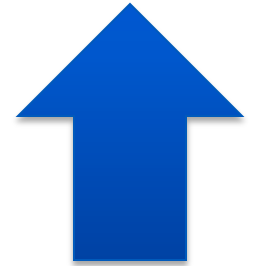


Source: Booz & Company's B2B Marketing Survey 2010

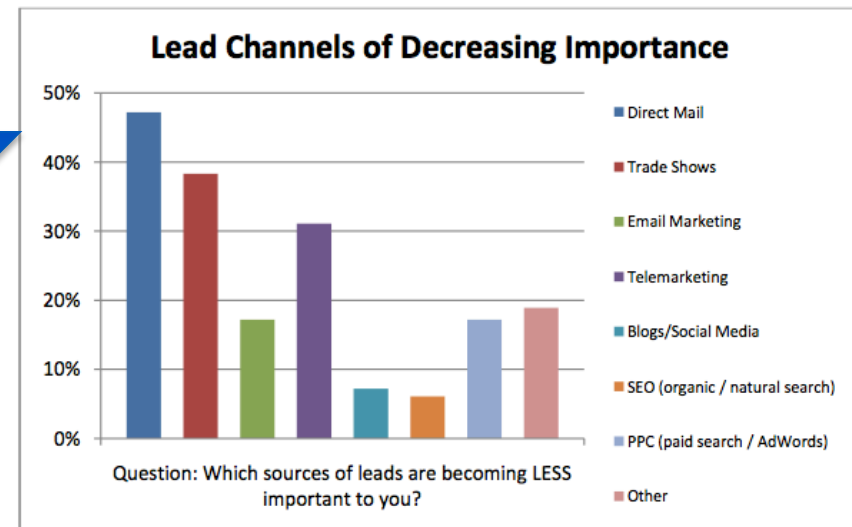
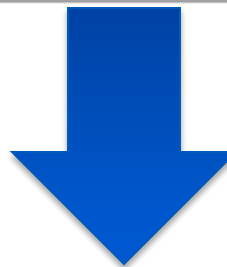
How People Connect with Companies



Inbound
Permission
Customer-Driven



Outbound
Interruption
Vendor-Driven



Rule #3: Customer Service IS Marketing



Start a Chat

Send an Email

Sales: 1-800-961-2888



COMPANY

MANAGED HOSTING

CLOUD HOSTING

EMAIL & APPS

CLOUD BUILDERS

Hosting Solutions

Why Rackspace

Partner Program

Information Center

Blog Community

Hosting Knowledge

ALL BACKED BY
**FANATICAL
SUPPORT®**

It isn't just what we do.
It's really what makes
us, well, us.

Find Out More

JOE
RACKER
since: 2005



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Customized dedicated server configurations, fully managed 24x7x365 by certified hosting experts.
[More about Managed Hosting or a Dedicated Server](#)

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MORE

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On-demand, scalable, application, storage & web hosting, supported 24x7x365 by Cloud hosting experts.

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NEW! Managed Service Level Now Available

LEARN
MORE

EMAIL & APPS

Business class hosted exchange & email hosting for companies large and small, managed 24x7x365 by our email specialists.

[More about Email & Apps](#)

LEARN
MORE

LET'S TALK

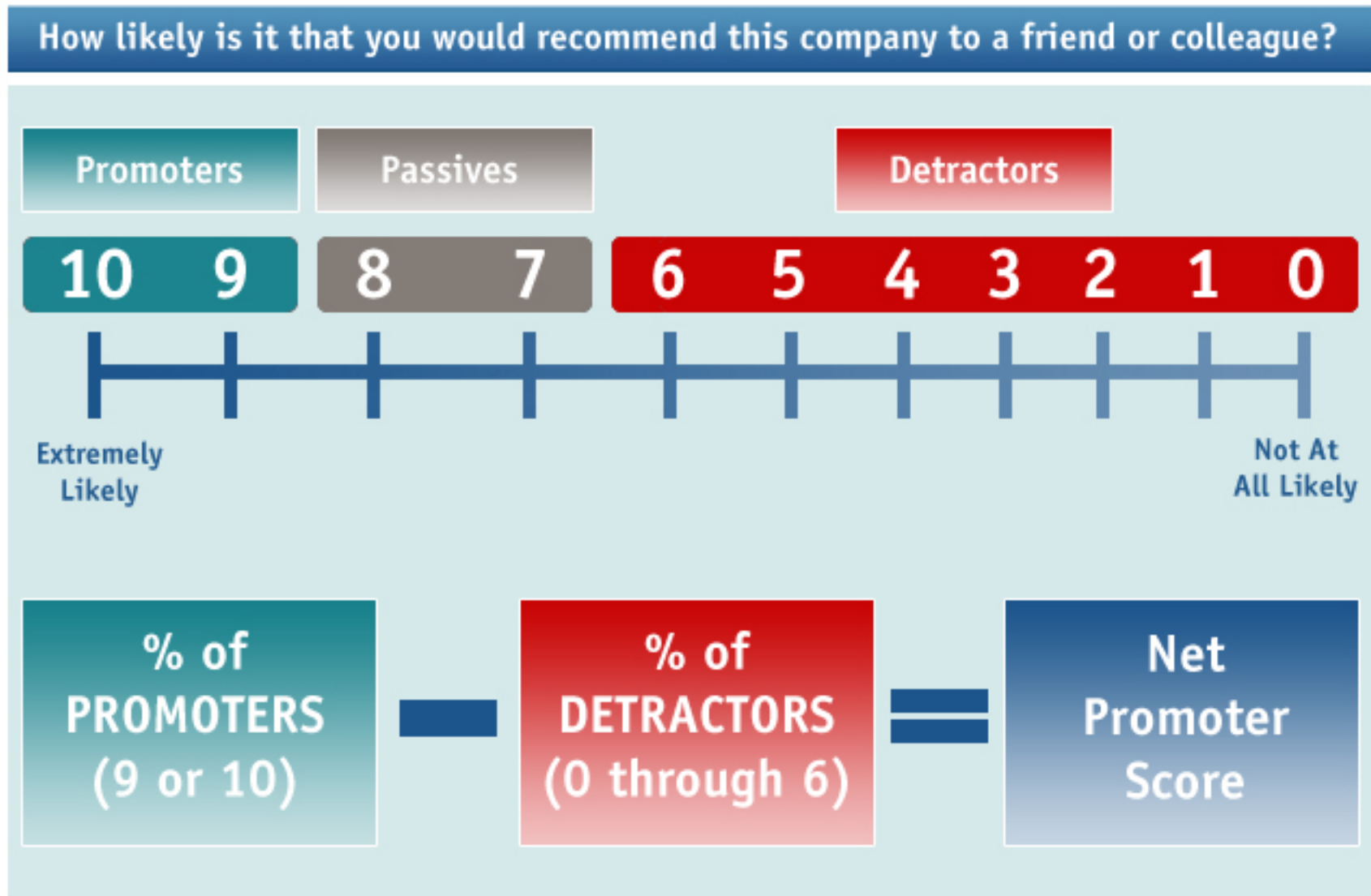
SALES QUESTIONS?
start a Live Chat

THE WORLD'S LEADING SPECIALIST IN THE HOSTING & CLOUD COMPUTING INDUSTRY



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The Ultimate Question



Rule #4: Join the Conversation

facebook

Search

Home Profile Account

THE ZAPPOS.COM

FAN OF THE WEEK



Lilly
Veesburg, VA

Thanks For Being A Fan!

Share a picture on our wall and you could be our next fan of the week!

Rules: The Zappos box must be included in your shot.

Zappos.com
POWERED by SERVICE®

Wall
Info
Zappos
Jobs
Photos (347)

Zappos.com ▶ Zappos

Company

Zappos.com
POWERED by SERVICE®

JOIN OUR EMAIL LIST!

SUBMIT

REVIEW THE TRENDS



LOOK 1



LOOK 2



LOOK 3



LOOK 4



You and Zappos.com

Roberto Lino and Axel Schultze like this.

People You May Know See All



Jeff Tichenor
3 mutual friends
Add as friend



Anastasia Vermeiren
1 mutual friend
Add as friend



Eric Nimtz
15 mutual friends
Add as friend



Rich Anstett
13 mutual friends
Add as friend

Account Protection

Your account protection status: **Medium**

Increase Protection

Interact Via Social Media

“85% of respondents believe companies should not just present information via social media, but use it to interact and become more engaged with them.”

- Cone Inc Report: “Social Media in Business”

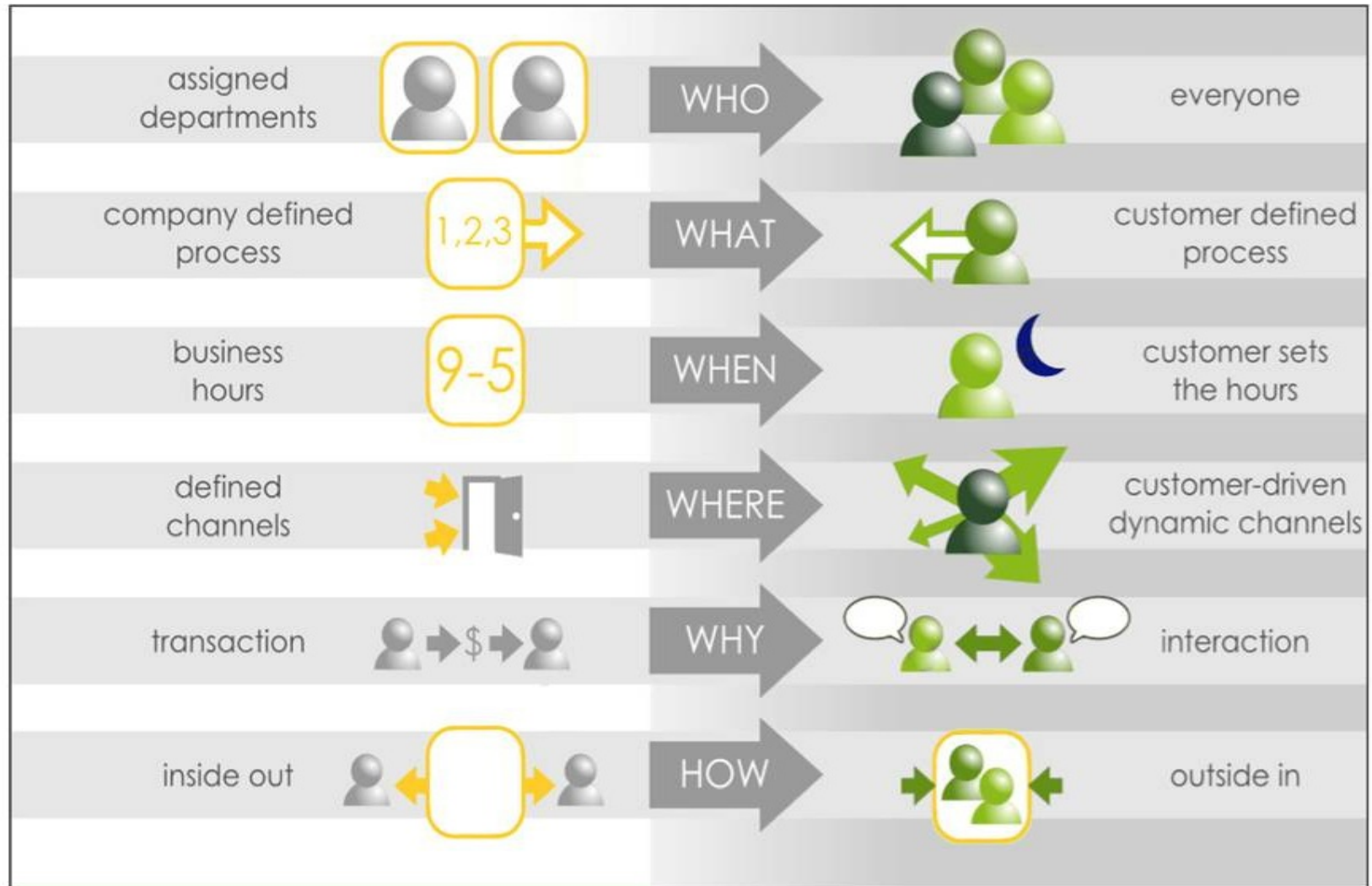
Rule #5: Integrate People with Technology



Sydney restaurant replaces menus with iPads

<http://www.redmondpie.com/sydney-restaurant-uses-ipad-as-a-menu-card/>

Evolution



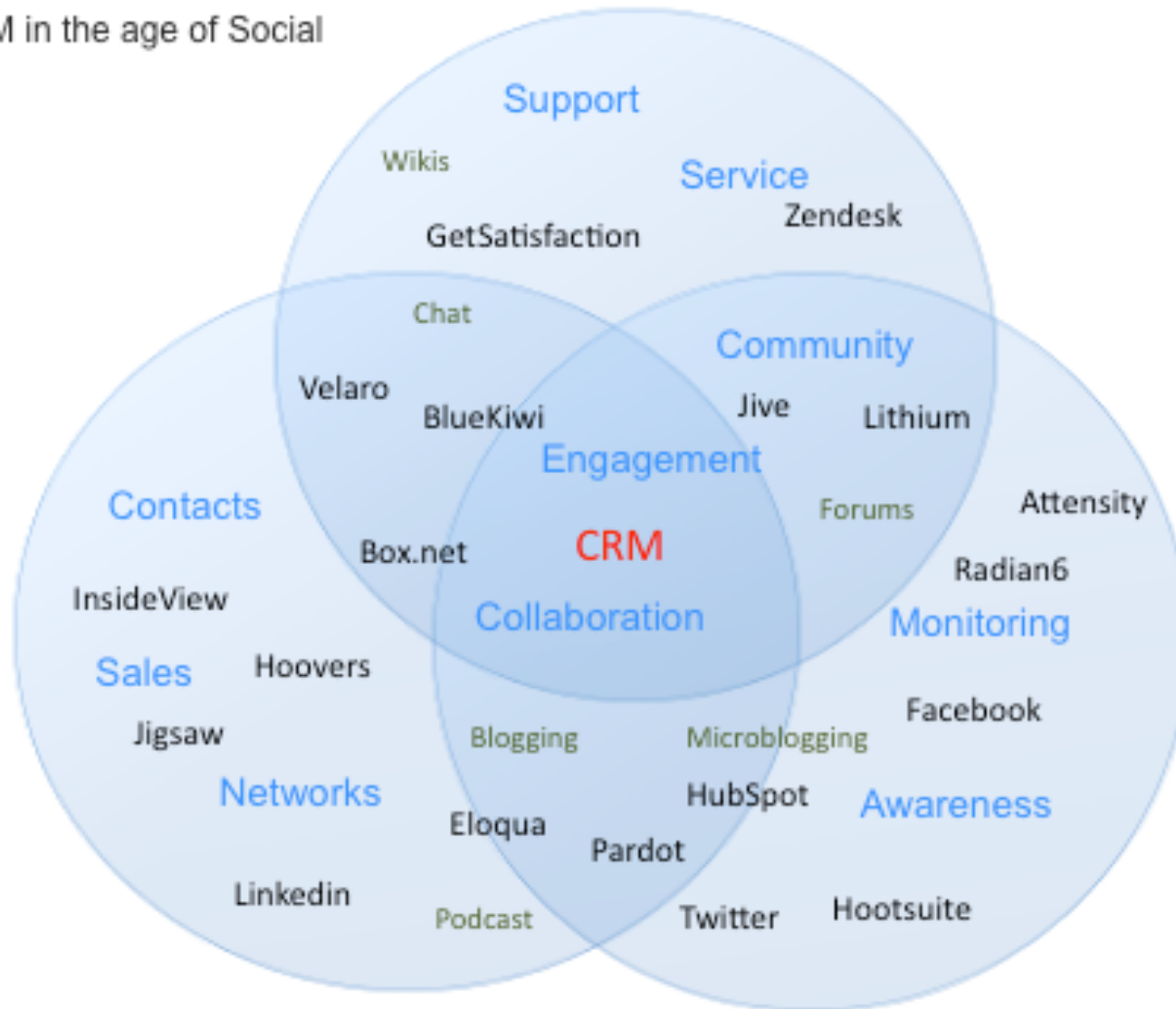
What Now?

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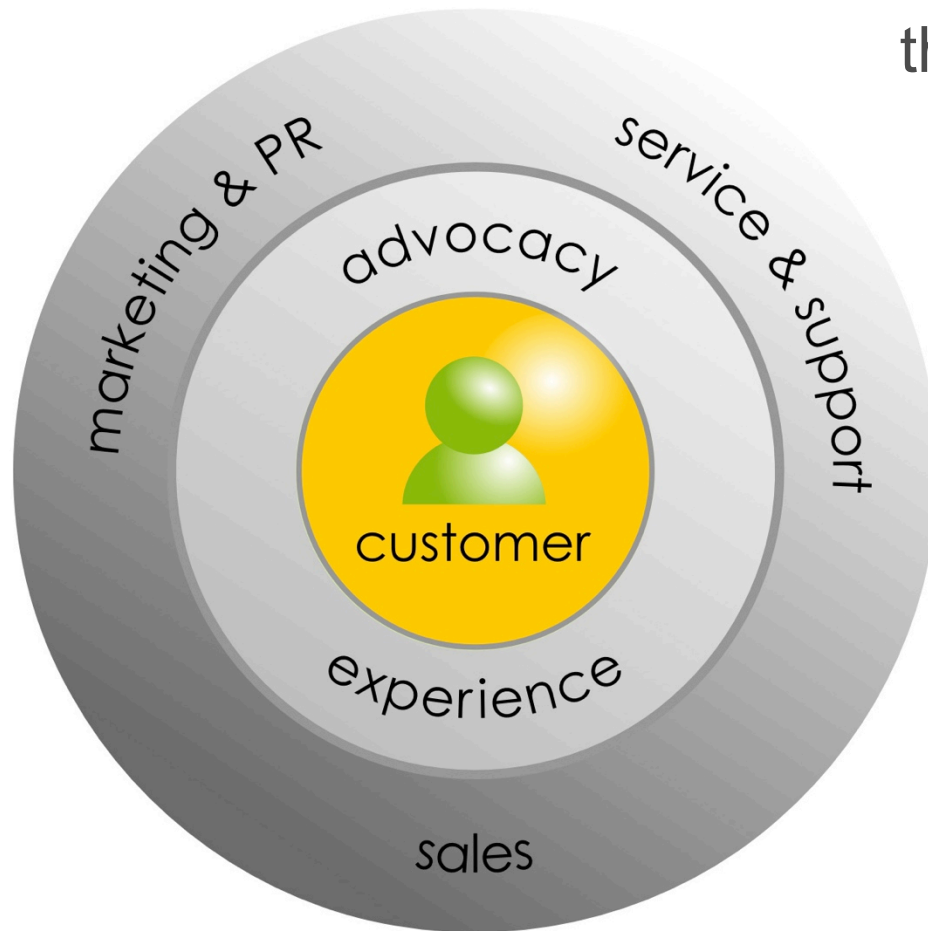
Bring Order to Customer Management

CRM in the age of Social



Get Social

CRM in the age of **Social** is based on the simple premise that you are able to **Interact** with your customers based on their needs, not your rules



**YOU DO THIS
BY BECOMING
A SOCIAL
BUSINESS**

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- A Day in the Life of the Social Business
- How Do You Get Started

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From Social Media to Social CRM

**Christopher C. Crummey,
Lead Social Business Evangelist World Wide**



Please Take out your phones.....



ccrummey

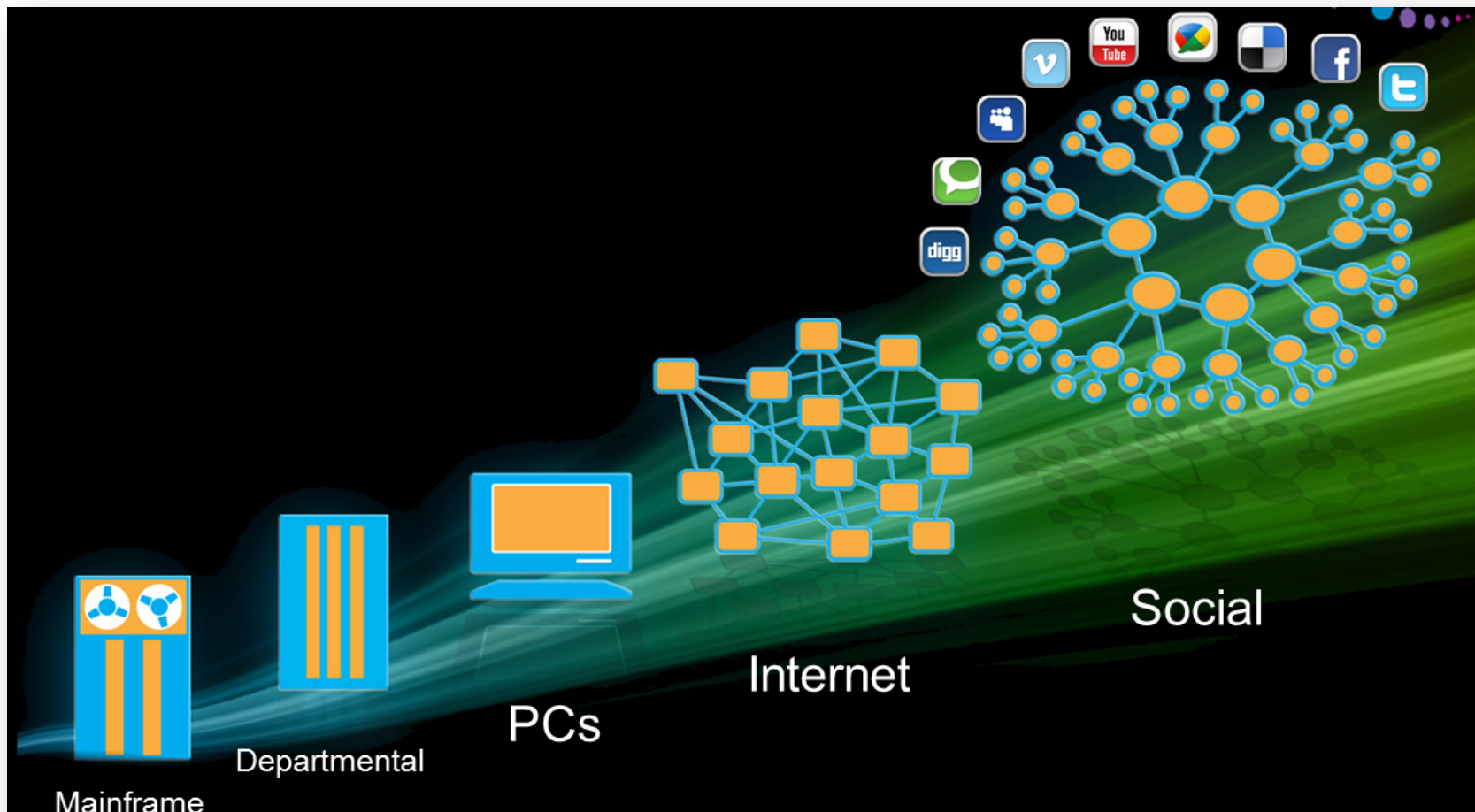
#SugarCRM



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The Fifth IT Era: The era of Social Business



Power of Social Media



“Sharing”

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“Digital Trail”

Why should you care? = Speed

@southwestair Stuck in Austin,
mechanical probs with @jetblue..can you
get me to SF? #sxsw

about 19 hours ago from TweetDeck



davepeck

Dave Peck

@davepeck uh oh...our last one out to
SFO leaves in about 5 mins....could you
fly into OAK or SJC? #sxsw

about 19 hours ago from TweetDeck in reply to davepeck



SouthwestAir

Southwest Airlines

A Social Business embraces networks of people to create business value



ENGAGED
TRANSPARENT
NIMBLE

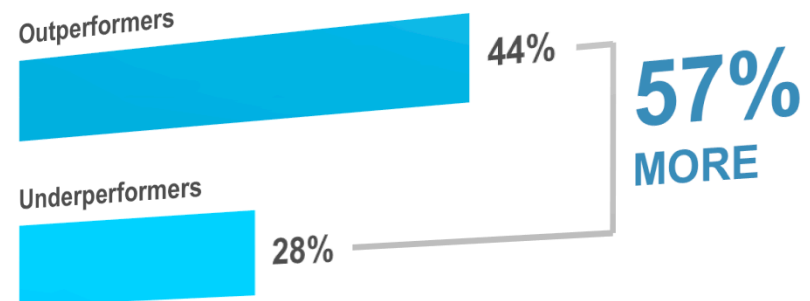
Why should you care?

Engaging

Transparent

Nimble

Use of collaboration/social
networking to enable global teams
To work more effectively



Source: IBM Institute for Business Value Study 2010

Note: Outperformers are derived from an analysis of the compound annual growth rate (CAGR) for 2003-2008 EBITDA within industries. Outperformers represent companies above the median: n=203

Social Business Catalysts: Top Down and Bottom Up



CEO

Cut time to market by
50%
Wisdom of Crowds
Most Profitable Product



Multiple Divisions

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Social Business Catalysts: Top Down and Bottom Up



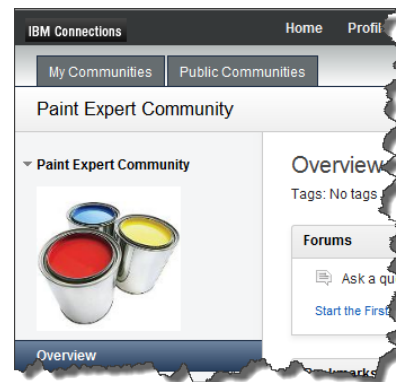
Sharing Knowledge
Accident
Deliver 1m+ sales of
single product



298K Employees
17K Salary
Managers



Subject Matter
Expert



Move from Document Centric to People / Social Centric Model

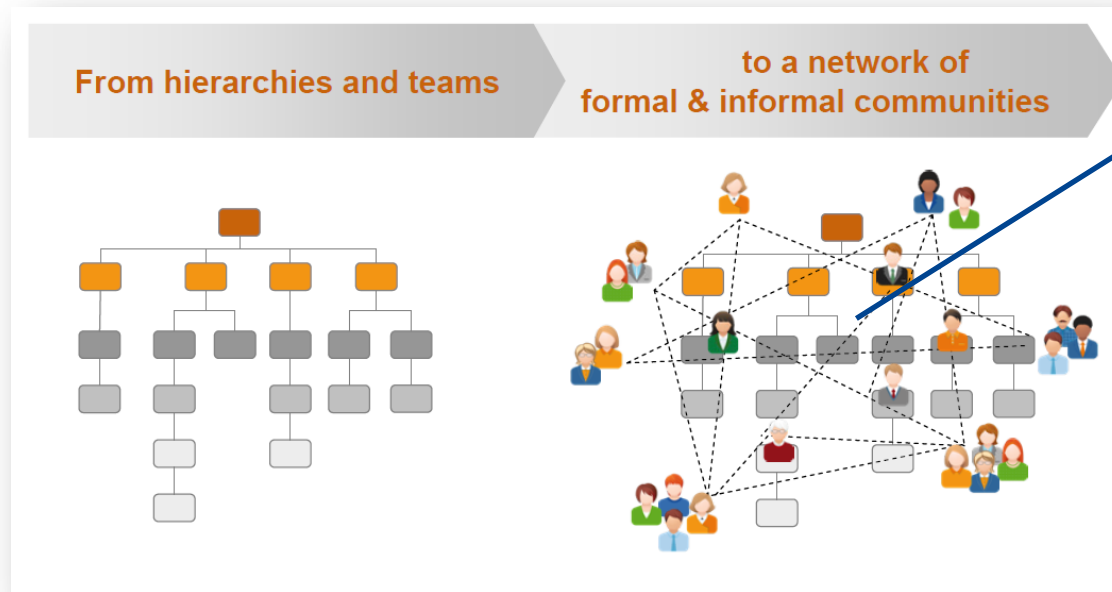


Document Centric



People / Social Centric

Looking at the power of the company by removing the hard coded hierarchy



“Conversations”
“How you are connected”
“Break down Barriers”
“Empowered”

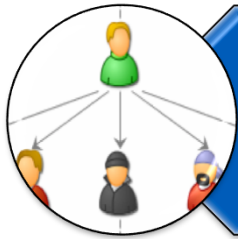
Shift also represents a change in business communication. The old approach was to mandate from above. The new approach is to enable the enterprise to collaborate where and when it needs to, with a wide array of tools, resources and guidance. Shift is the collaboration platform, the place and the process where this happens at CEMEX.

Change in Thinking by Role: Why do they care?



Company

- Capture Knowledge
- Attract & Maintain Great Talent
- Mentor Program



Line of Business

- Driving Business Initiatives
- Understanding “Tipper Model”
- Communication Channel



Manager

- Promote members of team
- Ease Job transfer
- “Follow” people for carrier



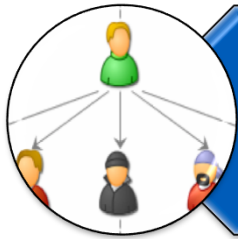
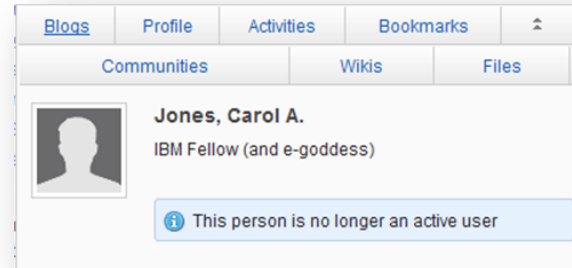
Employee

- Digital Reputation
- More valuable when share
- Gives time back (Strategic)

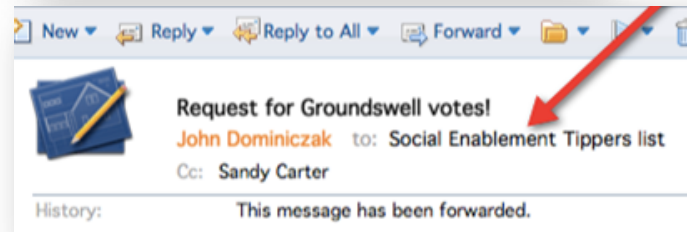
Change in Thinking by Role: Why do they care?



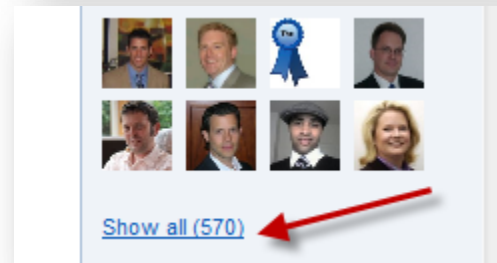
Company



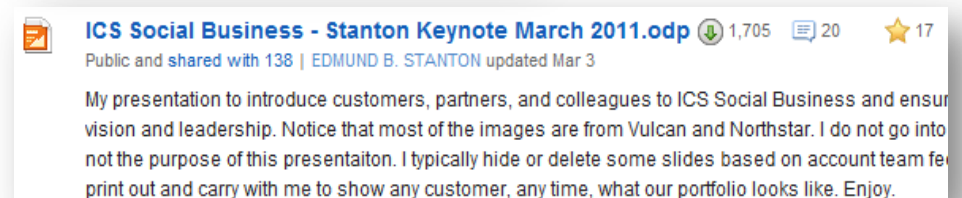
Line of Business



Manager



Employee



Crowdsourcing: Open Product Development


IBM Connections Idea Blog

New Idea

1 - 30 of 171Page 1 | 2 | 3 | 4 | 5 | 6PreviousNext


Sort by: [Date](#) | [Title](#) | [Votes](#) | [Comments](#) | [Visits](#)

128

 Vote

Do you want to see folders within a Community
Simon Vaughan | Mar 30 | Tags: [apps_community_improvemen...](#) [community_improvements_fi...](#) | [13 comments](#) | [640 visits](#)
One thing that our users have been asking for is 'Folders' within a community. Each folder should allow a user to determine who can access the files within the folder and would be a major plus point for the adoption of Connections in an organisation
Sep 25: Simon Vaughan edited this idea


105

 Vote

Community Calendar
Colleen Walker | Mar 31 | Tags: [community_improvements_ge...](#) [apps_community_improvemen...](#) | [12 comments](#) | [514 visits](#)
A calendar where you can post your meetings and events for the community.
Sep 25: Simon Vaughan edited this idea


Graduated

99

 Vote

Poll / Survey app in connections
Simon Vaughan | Mar 31 | Tags: [apps_new](#) [apps_others](#) | [10 comments](#) | [447 visits](#)
In a future version of Connections, I would like to see a Poll / Survey app
Sep 25: Simon Vaughan edited this idea

91

 Vote

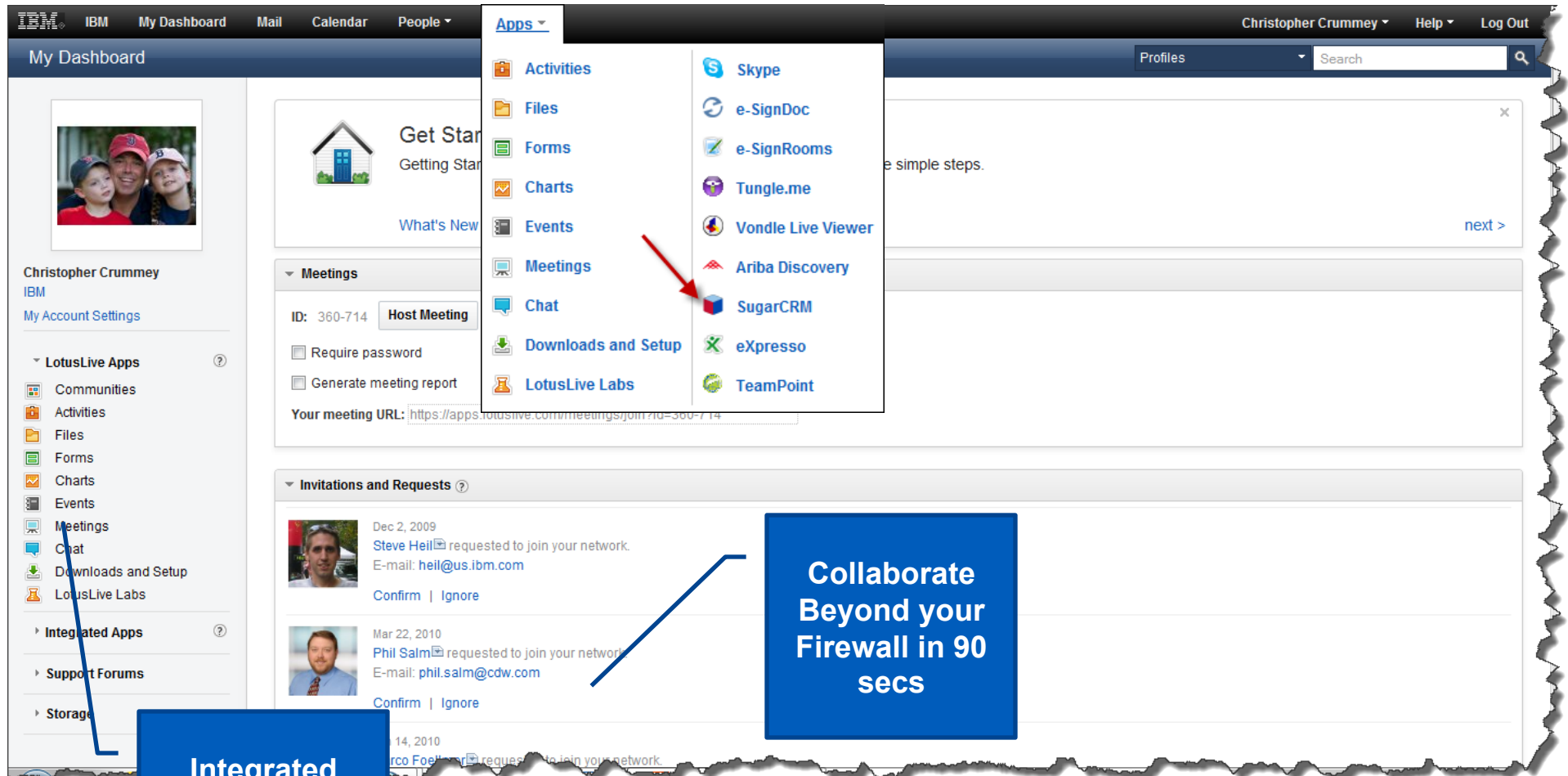
Like and share buttons on Profile Updates
Toni Hintikka | Mar 31 | Tags: [activity_stream_improveme...](#) | [12 comments](#) | [376 visits](#)
Our customers say that users will often compare Connections to Facebook. And At least Like button on profile updates would be nice.
Sep 25: Simon Vaughan edited this idea

82

 Vote

The ability to mention someone in a status update and show this in thier activity stream / River of news (by a @username)
Simon Vaughan | Apr 1 | Tags: [activity_stream_improveme...](#) | [4 comments](#) | [147 visits](#)
One thing that would be good would be to allow me to 'mention' someone in a status update (via the @username tag) and for the update to show in a users 'river of news' or 'activity stream'
Socialcast does this quite well (via the @mention)

Social business in the cloud

A screenshot of the LotusLive IBM My Dashboard interface. The dashboard includes a navigation menu on the left with options like Communities, Activities, Files, Forms, Charts, Events, Meetings, Chat, Downloads and Setup, and LotusLive Labs. A central pane shows a "Get Started" section with a "Host Meeting" button and a "Meetings" section with a meeting ID and URL. A right pane shows a list of integrated apps including Skype, e-SignDoc, e-SignRooms, Tungle.me, Vondle Live Viewer, Ariba Discovery, SugarCRM, eXpresso, and TeamPoint. A red arrow points to the SugarCRM app. Below the dashboard, a blue box contains the text "Collaborate Beyond your Firewall in 90 secs".

Integrated
Collaboration
Solutions in
the Cloud

Collaborate
Beyond your
Firewall in 90
secs



Sugar on IBM: Deploy on Cloud / OnPremise



- SugarCRM is certified on the IBM Cloud
- Leverage cloud with enterprise grade security and SLAs
- Optimized experience on IBM Systems i, x, and p
- Scales on cloud and POWER7 processor
- IBM delivers the premier server platform for SugarCRM solutions

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Networking and Coffee Break

15-20 minutes



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How Do You Integrate Social Media

Clint Oram, co-founder and CTO, SugarCRM



Start With the Customer



Start with
the customer



Put the customer at the center



CRM

CRM: Enable the sales edge

INNER CORE

SALES EDGE

CUSTOMERS

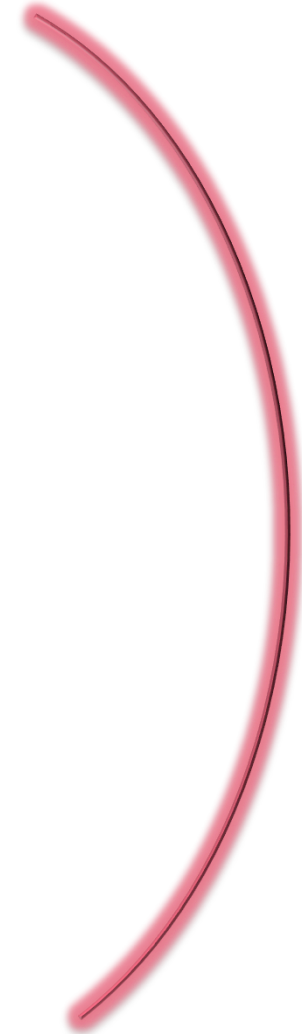


SALES

CUSTOMER
SERVICE

CALL
CENTER

MARKETING



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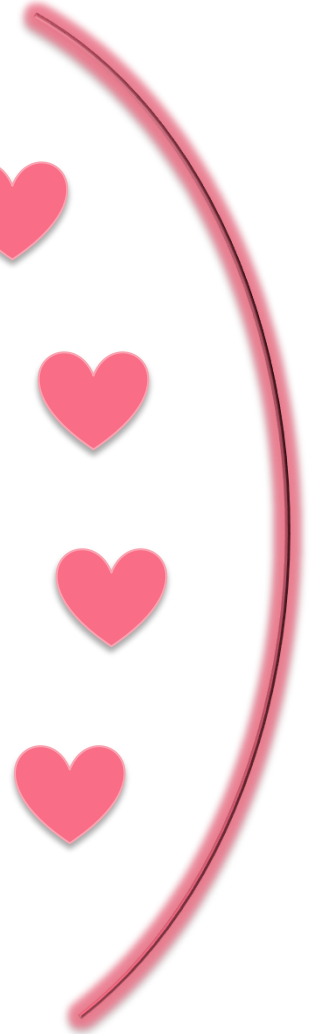
Social CRM: Enable the customer edge

INNER CORE

SALES EDGE

PARTNERS

CUSTOMERS



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Basics of an Open, Social CRM



CRM Made Simple

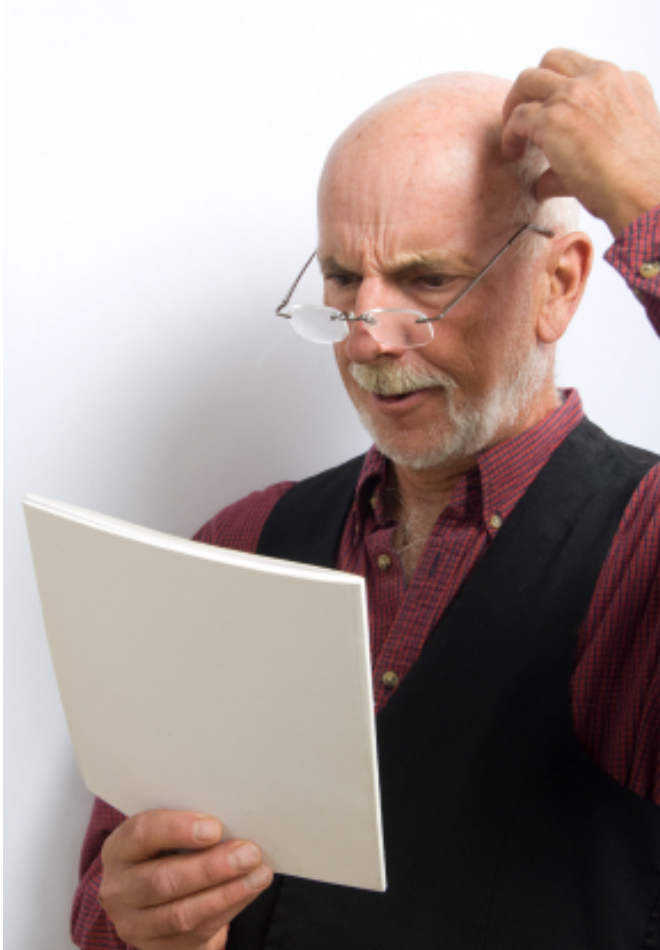
Intuitive

Open

Flexible

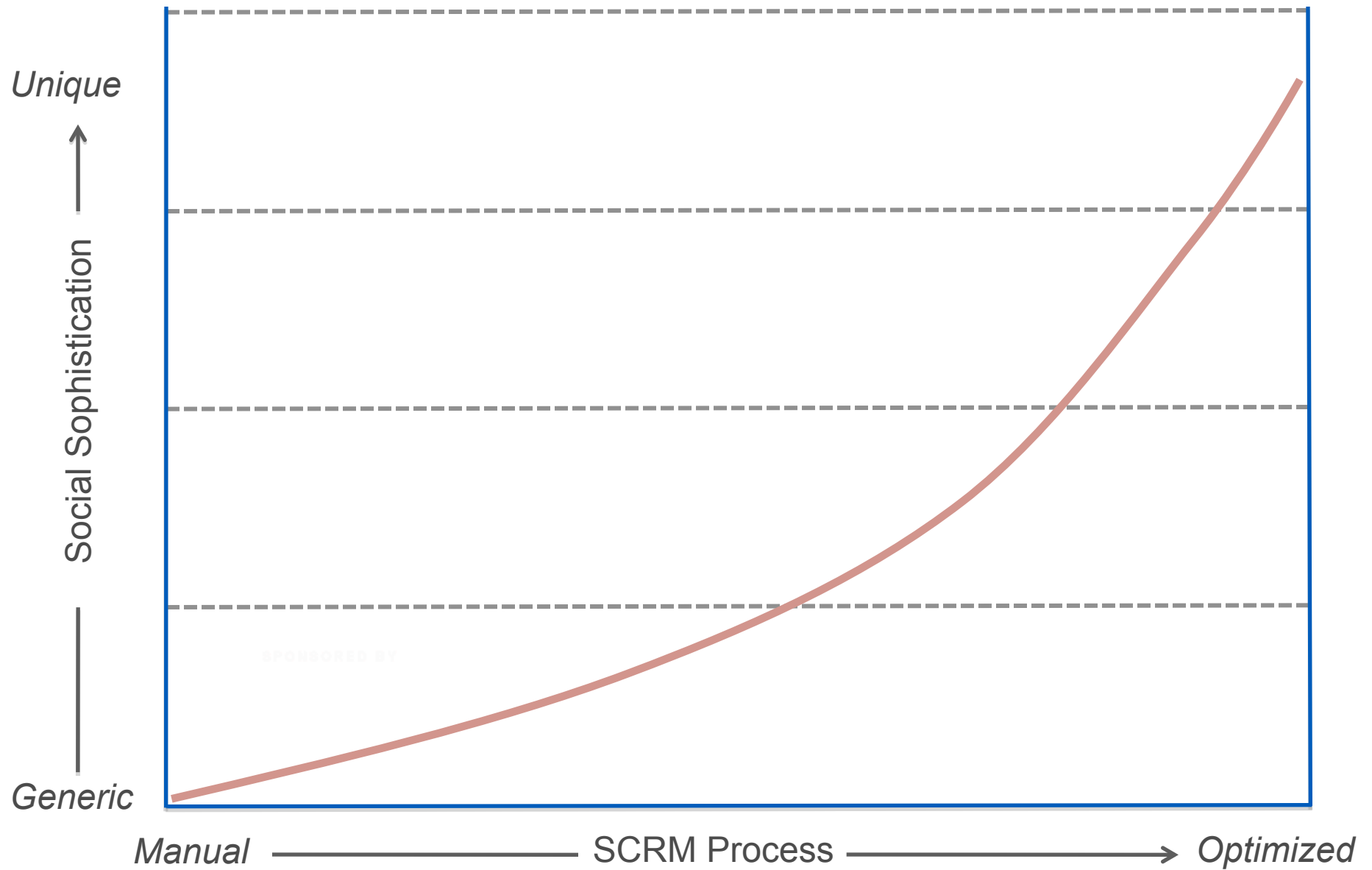
Social CRM = Open CRM = Mobile CRM

Where Do You Start?

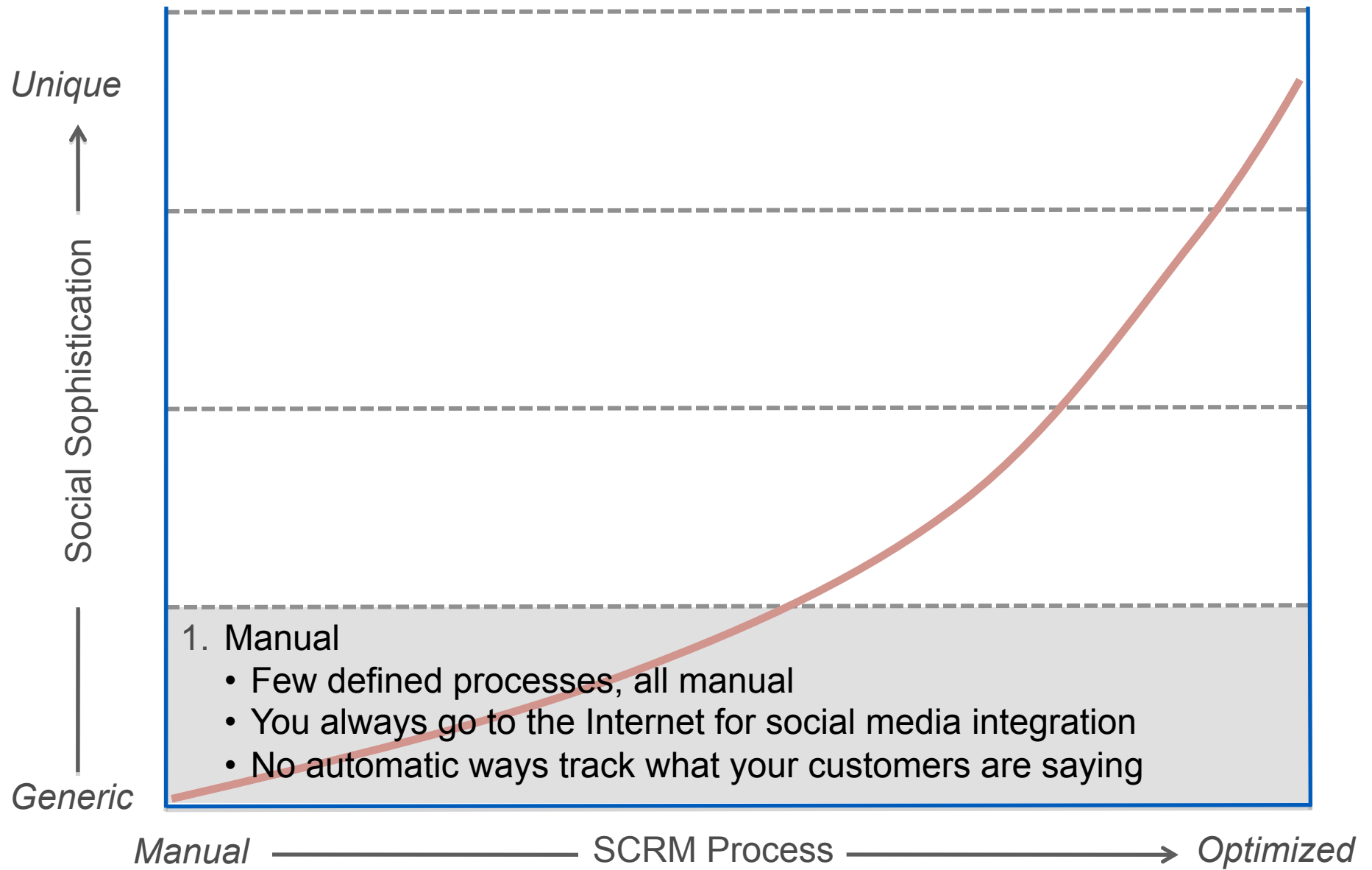


Think Big
Start Small
Move Fast

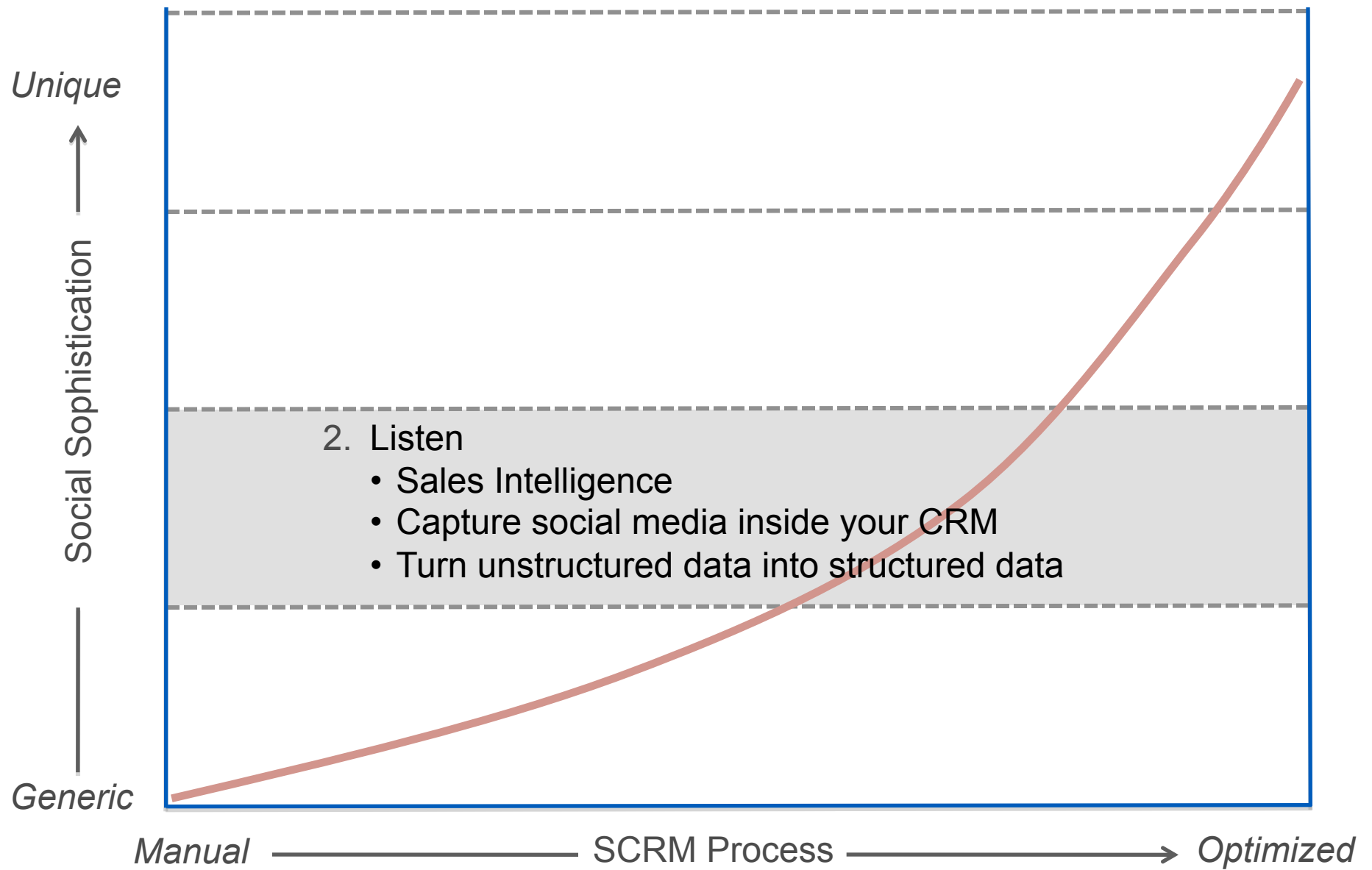
Social CRM Adoption Curve



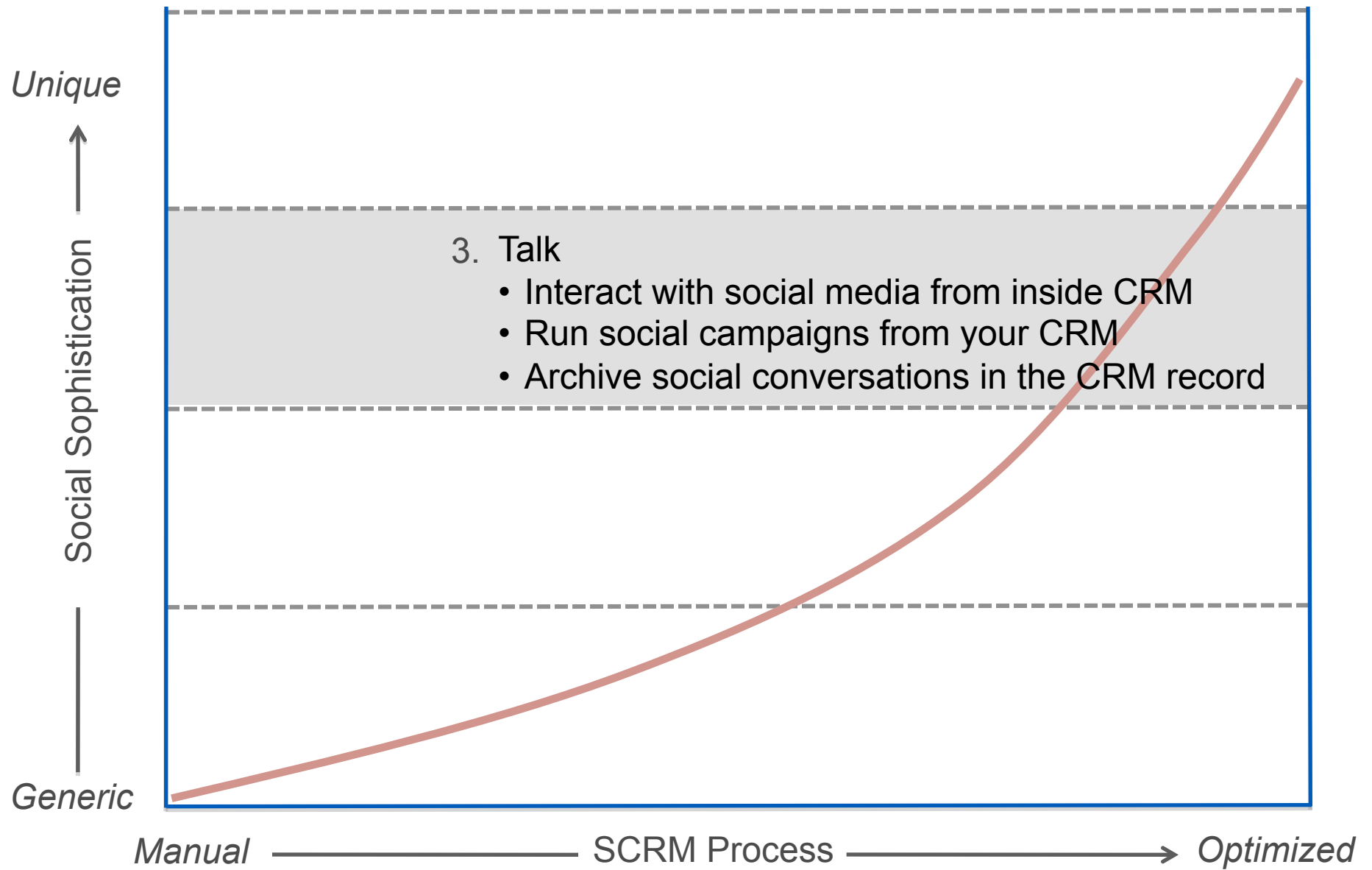
Social CRM Adoption Curve



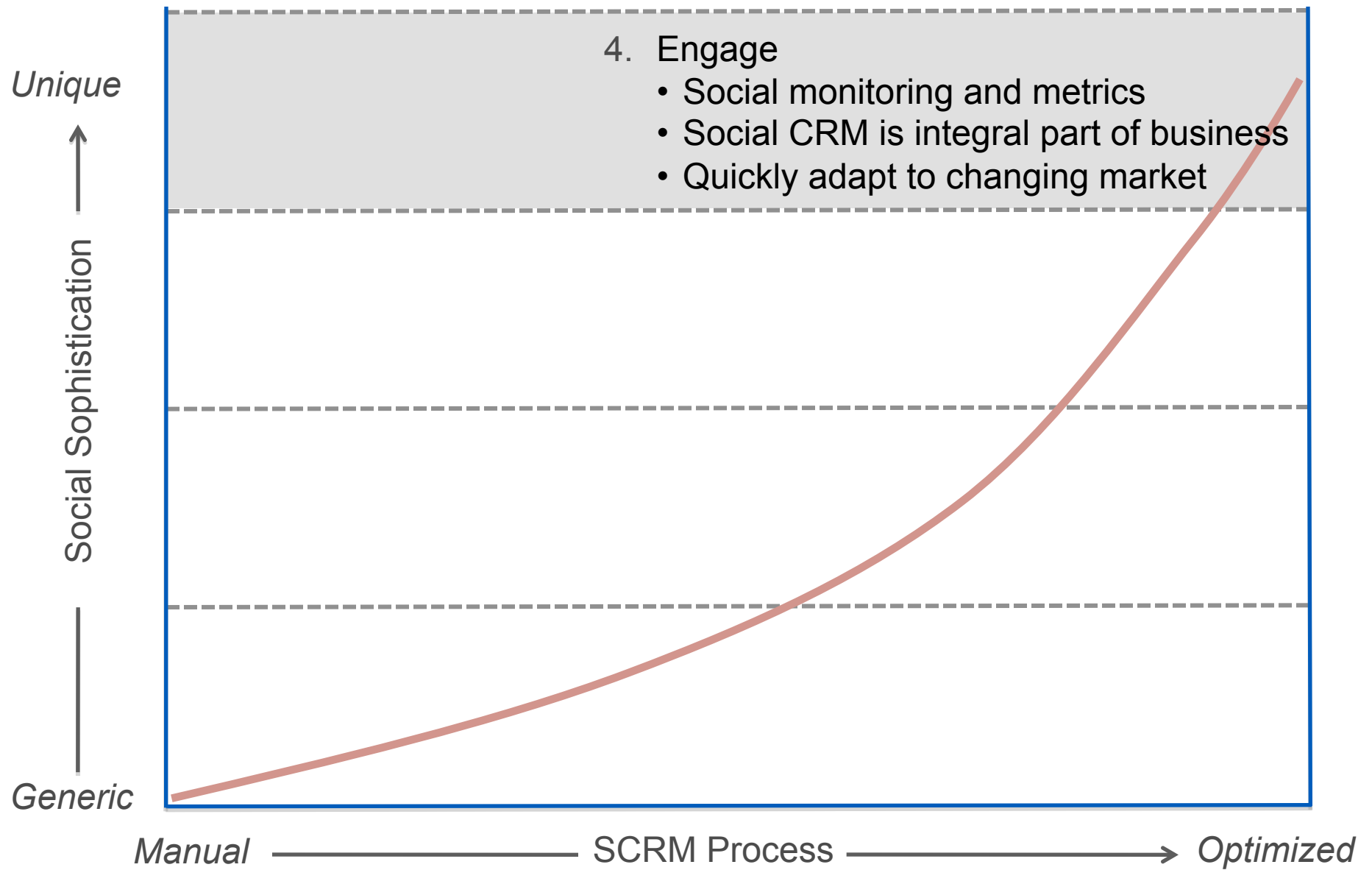
Social CRM Adoption Curve



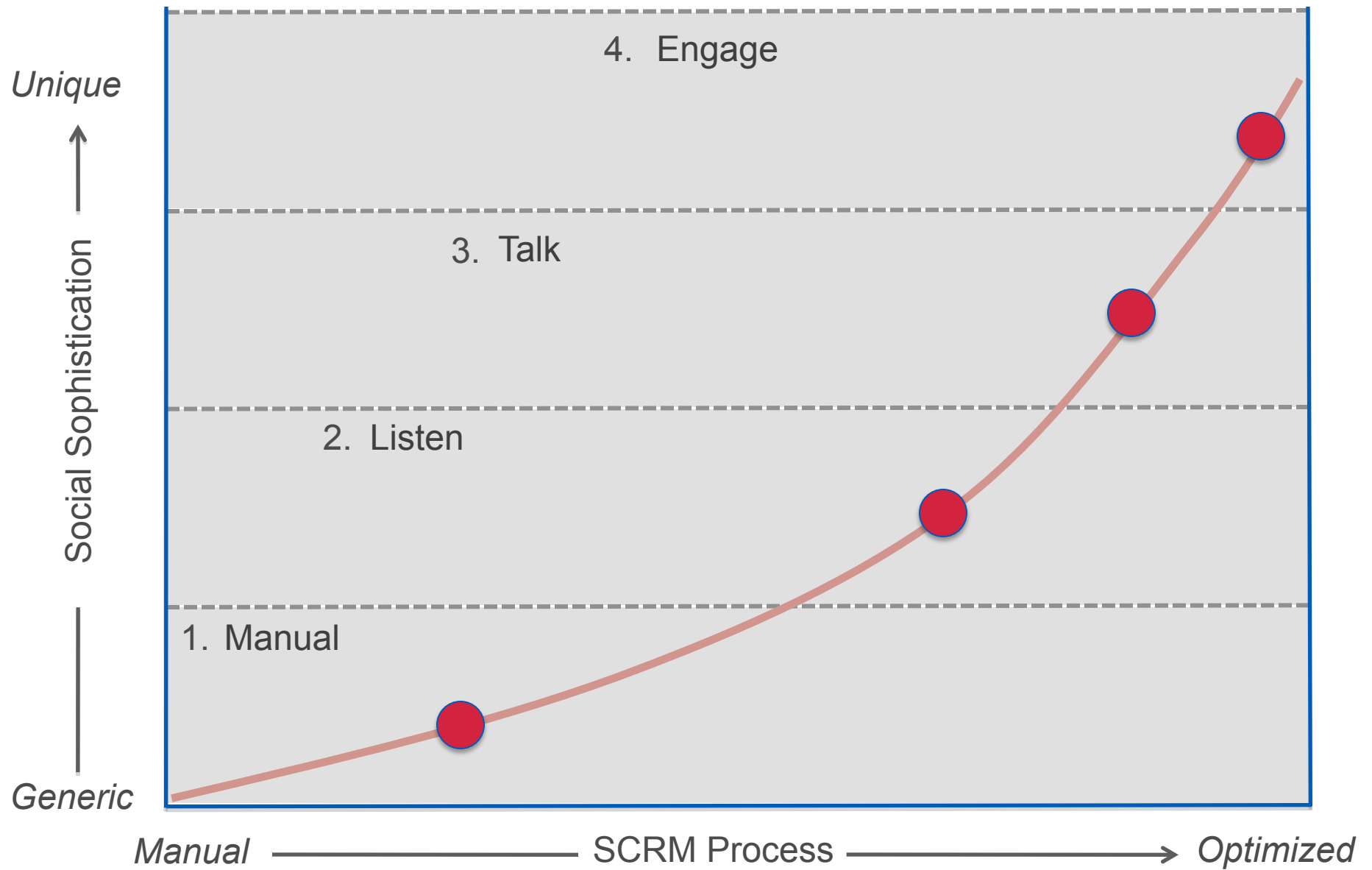
Social CRM Adoption Curve



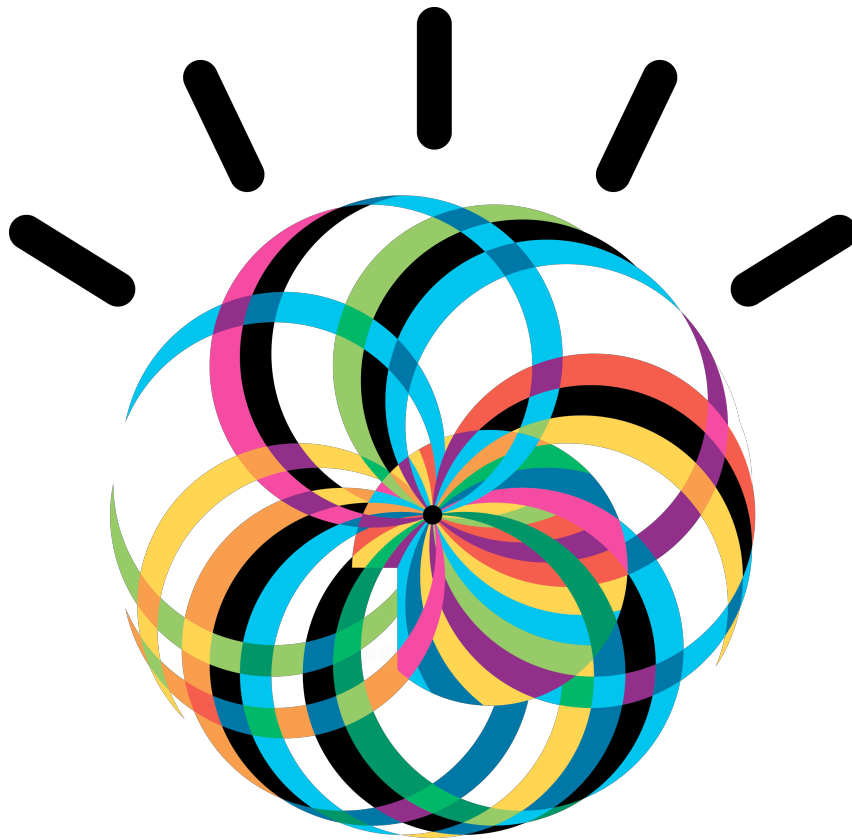
Social CRM Adoption Curve



Key to Social CRM is Following the Curve



Sugar and IBM Social Media Integration



- Sugar + LotusLive
- Sugar + Lotus Notes
- Sugar + CastIron

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Best Practices for Becoming a Social Business

**Christopher C. Crummey,
Lead Social Business Evangelist World Wide**

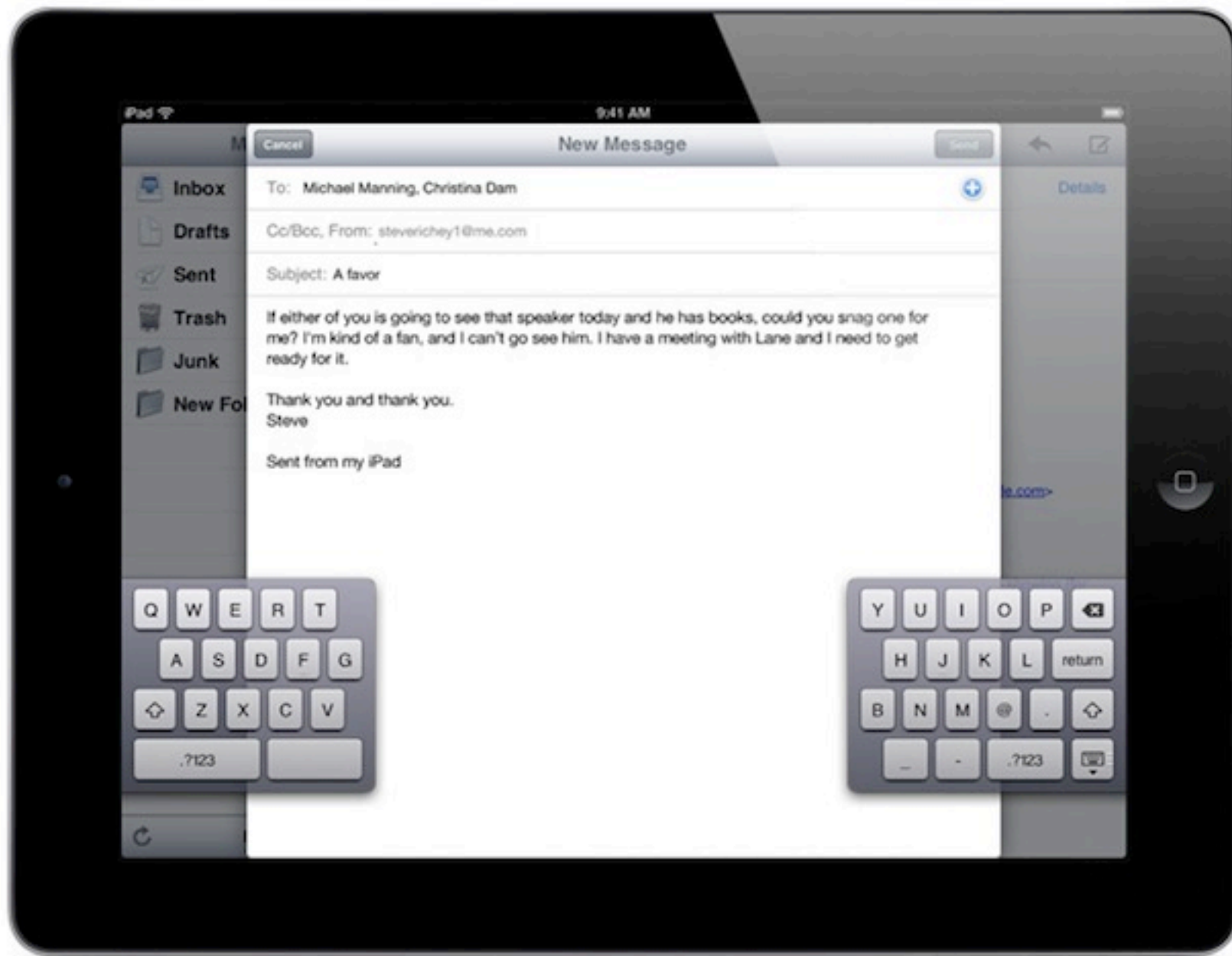


Social is Generational, Geography & Cultural





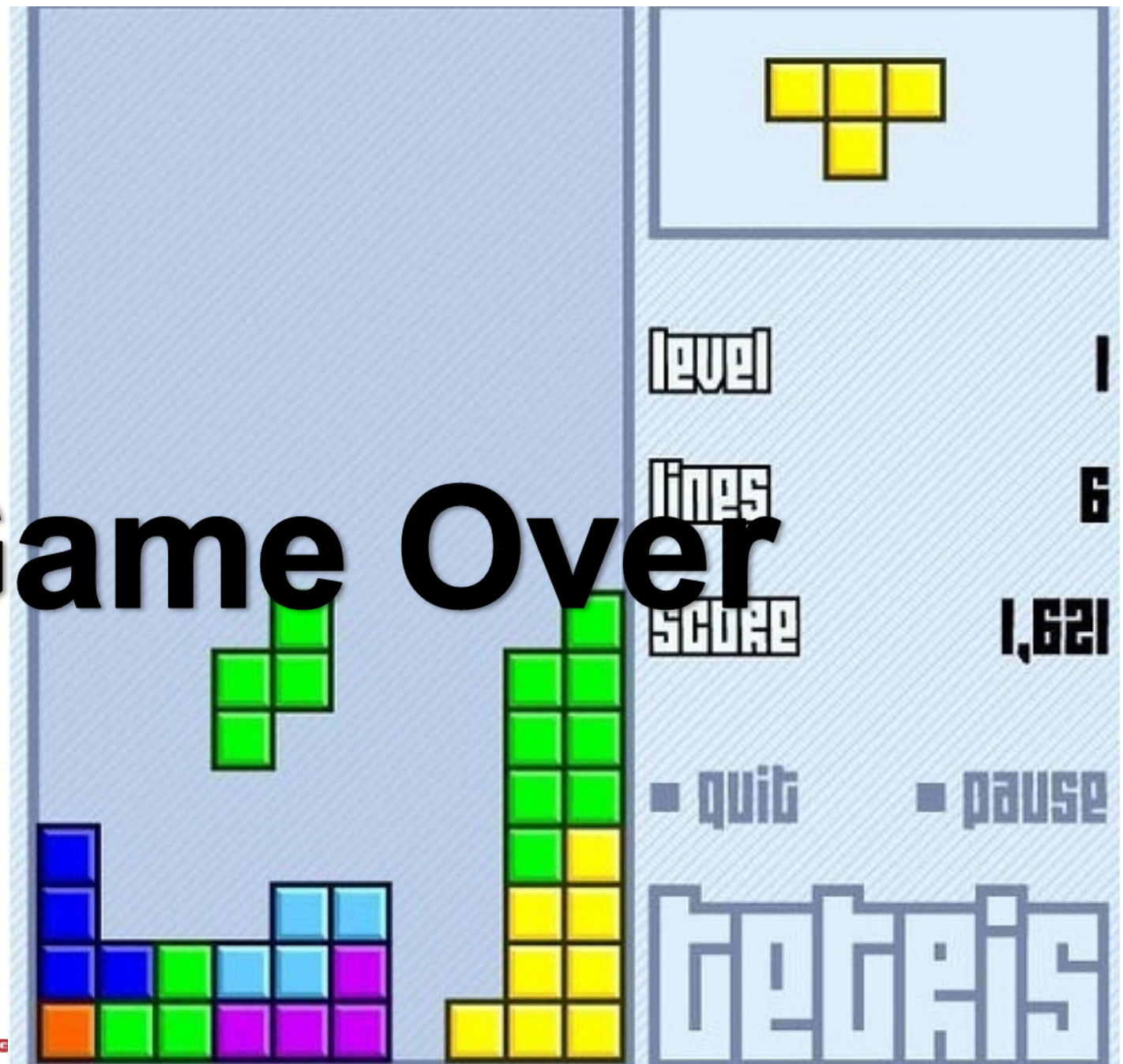
SPONSORED BY



Too Much
Mail = “Tetris
Mail”



Game Over



Customer Info - IBM Lotus Notes

File Edit View Create Actions Attachment Tools Window Help

Open Home Repli... Chri... Lotus... Chart... New M... Chri... > Cus...

Lotus Quickr Publish Draft Check In Check Out Files Search All Mail

New Reply Forward Display More

Customer Info
Mark W Lewis to:
Sent by: **Connections-Communities@RESEARCH**
Bcc: Chris Crumme

07/20/2009 01:14 PM
[Show Details](#)

Contracts MLM New Plans Process Narrative 022309.pdf Contracts MLM Plan Changes Process Narrative 022309.pdf Contracts NA New Plans Process Narrative 022309.pdf
Contracts NA Plan Changes Process Narrative 022309.pdf Contracts NA RFP Review Process Narrative 022309.pdf Contracts New Plans MLM Process v0.2.vsd
Contracts New Plans NA Process v0.2.vsd Contracts Observations & Talking Points 03-05-09.pdf Contracts Opportunities 03-11-09.xls Contracts Plan Changes MLM Process v0.2.vsd
Contracts RFP Proposals Review NA Process v0.2.vsd PPI Contracts Update 03-16-09.ppt CBF Business Partner Update - 20090127b.zip
CBF It Strategy - Product Area Capability Definitions v9 (version 1).tr.xls 2006-12-26_Institutional_SISP.pdf TCREF_FutureVisionValueChains-27Sep05-v2.ppt
WorldWide Sales Forecast.otp Biweekly time sheet1.xls budget_2.xls business controls.ods january.doc Marketing budget plan1.ods marketing_06.ppt
press_release.docx Sales Status Meeting Report.odt Subprime Mortgage Data.xls

Online

New Message - IBM Lotus Notes

File Edit View Create Actions Text Tools Window Help


Open Home Repli... Chri... Lotus... Chart... New M... Chri... New ...

Lotus Quickr Publish Draft Check In Check Out Files Search All Mail

Send Send and File... Save as Draft Reply to All Delivery Options... Display More

To: Mark W Lewis/White Plains/IBM@RESEARCH@IBMUS.
Cc:
Bcc:
Subject: Re: Customer Info

THANKS

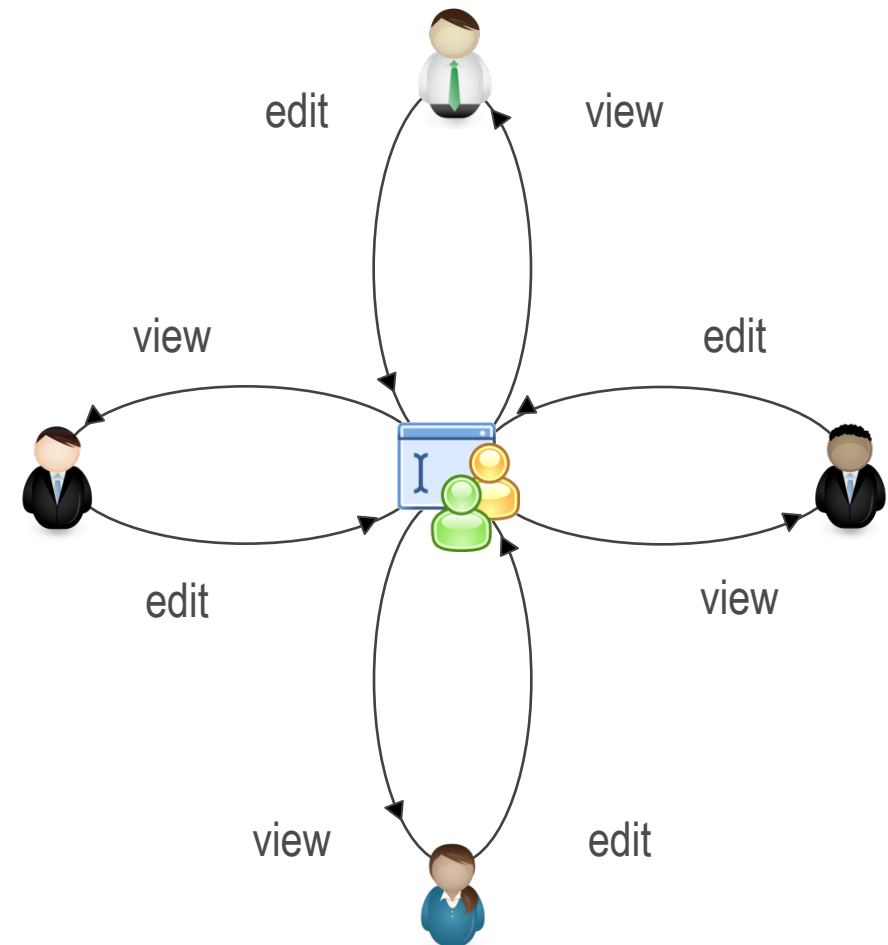
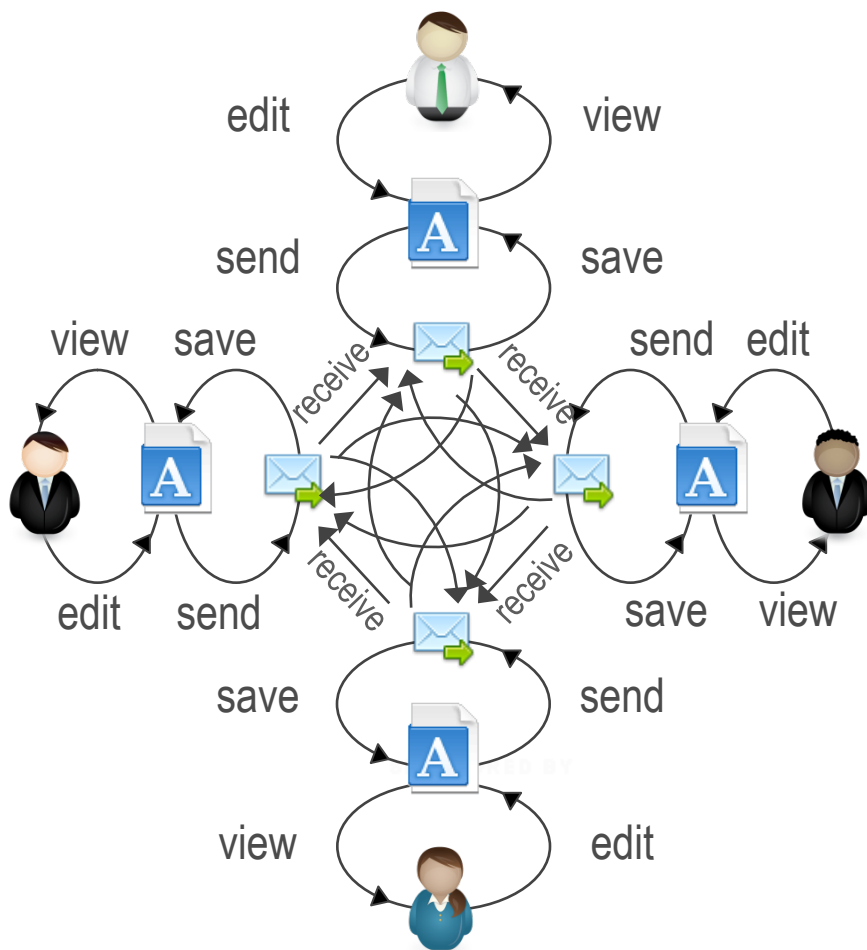
Frank Adams
Renovations
617.693.0440 (phone) | 617.320.1672 (cell)

www.renovations.com

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Contracts NA Plan Changes Process Narrative 022309.pdf Contracts NA RFP Review Process Narrative 022309.pdf Contracts New Plans MLM Process v0.2.vsd
Contracts New Plans NA Process v0.2.vsd Contracts Observations & Talking Points 03-05-09.pdf Contracts Opportunities 03-11-09.xls Contracts Plan Changes MLM Process v0.2.vsd
Contracts RFP Proposals Review NA Process v0.2.vsd PPI Contracts Update 03-16-09.ppt CBF Business Partner Update - 20090127b.zip
CBF It Strategy - Product Area Capability Definitions v9 (version 1)-tr.xls 2006-12-26_Institutional_SISP.pdf TCREF_FutureVisionValueChains-27Sep05-v2.ppt

Body of message

Online

New ways of collaborating... email is classic traditional “barrier”




Adapted from a illustration by Chris Rasmussen, US National Geospatial Intelligence Agency

Social Collaboration

Public Wikis | My Wikis

North America GSR



▼ North America GSR

- Overview
- Members
- Discussion Forum
- Feeds
- Bookmarks
- Wiki**
- Videos (BETA Widget)
- Files

You are in: [North America GSR](#) > [Speaker Schedule](#)

Speaker Schedule

Updated May 18 by [Leon Cruywagen](#) | Tags: [get_social_road](#)

[Edit](#) [Page Actions](#) ▼

You are in: [North America GSR](#) > [Speaker Schedule](#) > Versions

Speaker Schedule : Versions

Versions(191)

1-10 of 191

1 |

191	May 18	Leon Cruywagen	View
190	May 18	Karen A. Krieger	View Restore
189	May 05	HEATHER B. MOORE	View Restore
188	May 04	Scott S. Souder	View Restore
187	May 03	HEATHER B. MOORE	View Restore

Speaker Schedule

City	Date	Venue	Host Welcome 8:50 -9:50	Keynote 8:55-9:50	X Web Experience 9:50 -10:50	W Work Experience 11:00 - 11:50	Collabora the Cloud 1:00 - 1:50
Columbus	April 4	Convention center OCLC	Jacqui Juergens/Professional Host Greg Schwem	Jack Welch	Steve Visconti	Kyle Farnand	Ted Brufke

Social Networking & Microblogging

- “By 2014, social networking will replace e-mail as the primary vehicle for interpersonal communications for 20 % of business users”
- Gartner Feb 2010



Micro-blogging: Asking for Help

Following
Initiatives

Knowledge
Accident

Custom
Widget

Asking for
Help
based on
Network

1 new invitation



[Show all \(570\)](#)

My Links

BlueThx (BETA Widget)



Privacy: Pub

Give BlueThx now!

BlueThx received ▾

Nhlapo, P (Phumlani)

Hi Chris, just a BlueThx note for today's session "Live Social, Be Productive", On behalf of the South African ICS team, we are now part of your army of soldiers and we will spread the message.

Viewing 1-1 of 1 BlueThx received the past 60 days [See More](#)

[My BlueThx](#) | [BlueThx Community](#)

What are you working on right now?



Crummey, Christopher C. Presenting at AVIVA in London around our internal Social Business and showcasing our internal deployment Oct 4
(2 comments)



Lowry, A D (Alan) Friday 4:40 AM

Chris, thanks again for your time and presentaion this week.....I am still getting great comments from Aviva staff about what they saw.



Milcent, Pierre Friday 10:01 AM

Hi chris, can tell me more about this session wiyth AVIVA ? We have a social business and IBM connections presentation with AVIVA in France on October 18th. Thanks

[Write another comment...](#)



Crummey, Christopher C. Presenting to BMO with Alistair and IBM Team Sep 30
(1 comment)



Quig, Robert (R.L.) Oct 1

...and an excellent job of it you did too. Thanks!

[Write another comment...](#)



Crummey, Christopher C. Presenting in front of some very smart people at Excellus Sep 27
[Add comment](#)



Newcombe, Kevin (K.A.) wrote Sep 26

Looking for some help, do we have expertise migrating customer from Jive to Connections

[Add comment](#)




Crummey, Christopher C. Working on a new demo for Social Business Sep 23


[Add comment](#)


Flatten Organization


▼ **The Board**


What are you working on right now?

 **Crummey, Christopher C.** Presenting with Bart and Uffe at the SW ALW in Barcelona [Today 3:18 AM](#) ✕
(1 comment)

 **Suarez Rodriguez, Luis** [Today 3:21 AM](#) ✕
Hi Chris! Great to see you last night shortly! Looking forward to your presentations later on & perhaps time to do a proper catchup! :-))

 **Crummey, Christopher C.** Loving the new W3 user experience. Type a person's name in the search bar at the top - Bingo you have profile search! [Sunday 10:39 AM](#) ✕
(2 comments)

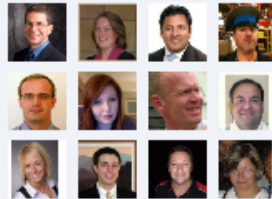
 **Wright, Stephen F.** [Sunday 5:34 PM](#) ✕
Chris, in the next couple of days we will enhance the search bar with a little easier interface to show whether you are searching w3 or Profiles. Reaction overall to the new w3 has been very positive. We do www.ibm.com with same design this week.

 **Hall, Matthew J.** [Sunday 7:28 PM](#) ✕
I, too, love the new W3 look-&-feel. Does the person search leverage Faces (<http://faces.tap.ibm.com/#>) technology? Hope the "Connect and Share" section becomes dynamic and updates automatically vs me having to hit the Ctrl+r key to refresh the page. Keep up the great work!

[People managed](#)








Network

2 new invitations




[Show all \(487\)](#)

My Links

-  [Lotus Evangelist Knowledge Quickr](#)
-  [LotusKnows Evangelist Community](#)
-  [Request Central](#)
-  [Collaboration Tiger Team World Wide \(Lotus\)](#)
-  [Smarter Collaboration Demo](#)
-  [My Bio & Photo](#)
-  [LCTY London Keynote Demo](#)

Blogs	Profile	Activities	Bookmarks	▼
Communities		Wikis	Files	



Wright, Stephen (Steve) F. ✕


BT/CIO Vice President, Enterprise Solutions and Web Enablement

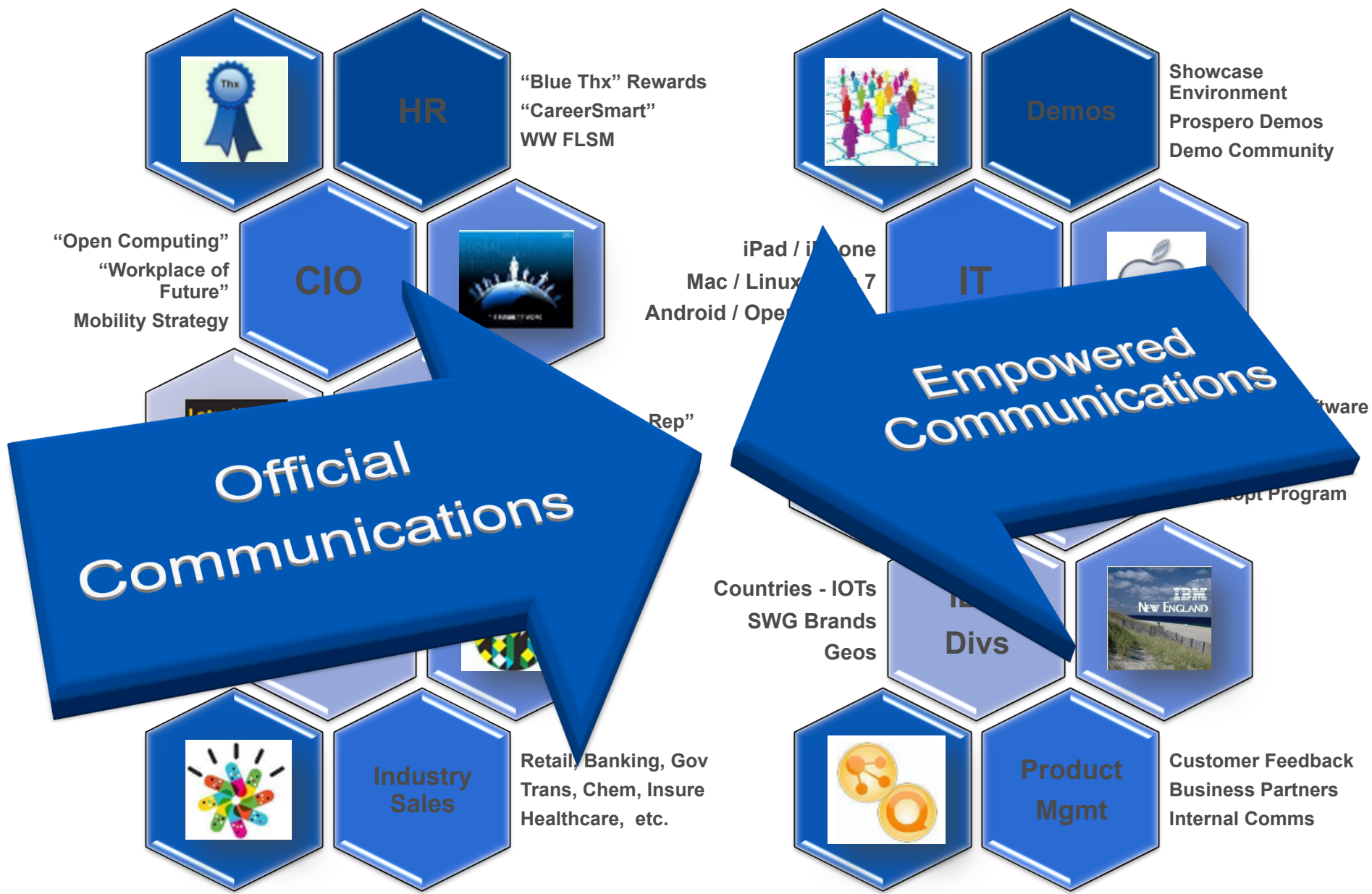
WESTFORD, MA United States

Building: WTF5 | Floor: 2 | Office: 2806

1-978-399-5045


swright@us.ibm.com

 [Send e-mail](#) | [More Actions](#)▼




Human Resources


- Guide your teams to business and professional success
- Collaborate. Develop. Build.
- Learn how you can grow your career at IBM
- Driving Key HR Business Initiatives
 - Cross Generational Diversity
 - Perspectives on Leadership
 - Building a Culture of Innovation
- Give or get peer/manager recognition




SWG Career Connection
Lauren Walker | Yesterday 7:19 AM
[Feeds](#) | [Bookmarks](#) | [Forums](#)




WW FLSM Manager Zone
WILLIAM E. SIMONDS | Friday 3:58 PM
[Feeds](#) | [Bookmarks](#) | [Forums](#)



BlueThx recognition users and S. Laval | Friday 6:53 AM
[Feeds](#) | [Bookmarks](#) | [Forums](#)



Career Development @ IBM
SANDEEP CHANANA | Yesterday 8:43 AM
[Feeds](#) | [Bookmarks](#) | [Forums](#)



SWG Manager Community
SOPHIA TSENG | Jul 28
[Feeds](#) | [Bookmarks](#) | [Forums](#)

Human Resource Examples

Women in Europe



Women in Europe

Overview

Members

Wiki

Discussion Forum

Overview



GreatWomenCommunity

Welcome to Women in Europe

With this launch we want to create an inspirational virtual community of all women in Europe.

This platform aims at providing you the opportunity to launch discussions or participate and share your experiences. You will receive encouragement from your colleagues.


We believe you will see this as an added value that you can leverage to build a strong personal network.

Reference Links:

IBM Great Women Community [wiki](#).

IBM Great Women Community [blog](#).

20K Members

 **10 Tips to Help You Make the Executive Ranks.**


Last post by [Reg Manzer](#) | Jun 10 | replies (4)

Hiring Manager Checklist for Software 6-17-11.doc

Updated Jun 17 by [Lori A. Clark](#)

☆ This file has not been recommended.

[Upload new version](#) | [Set properties](#) | [Notifications](#)



Description: This checklist is North America specific and has been d

Size: 181 KB

[Download this file](#)



What to do when you're laid off? Network!

Monday, March 01, 2010 2:00:00 PM

I've just been told I'm a part of a "resource action" at IBM. My tentative last scheduled day is May 31, although it could be as early as March 31. Unlike some people put into this situation I would very much like to stay at IBM. Therefore I am holding this event to help my in my job search. Please, if anyone's heard of a job opening in one of the following areas, let me know.

Information Technology
Education
Writing
Technical Support
Social Networking
Systems Analysis

I am also open to suggestions from those whom I've worked with. You all know I learn fast and well, am a good teammate, and have a very wide background so I can learn anything. I am willing to start at ground zero if necessary. I'm a self-starter; just point me in the right direction.

Also, it is possible some of you are part of this resource action. If so please accept my condolences as well as my offer of help, no strings attached. If I know your work I'll be a reference; I'll also send along any information I have about prospective jobs. If I lose a job to a friend who is better at it than I am I am happy to help; I don't believe in competition for this sort of thing. You are all welcome to any news I may have.



Patricia Rowell
1 Posts

How can you make working in the office motivating for high performing teams?

May 24

On his May 23 SWG manager call, Robert LeBlanc talked about the benefits of teams working together in office fun and productive for your team?

[Reply](#)



NANCY GOULDER
1 Posts

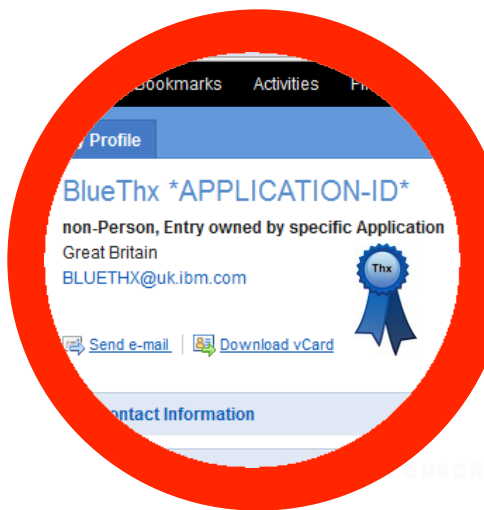
How do you promote a culture of innovation? Any management best practices to share?

Mar 31

[Reply](#)

BlueThx Initiative via Connections

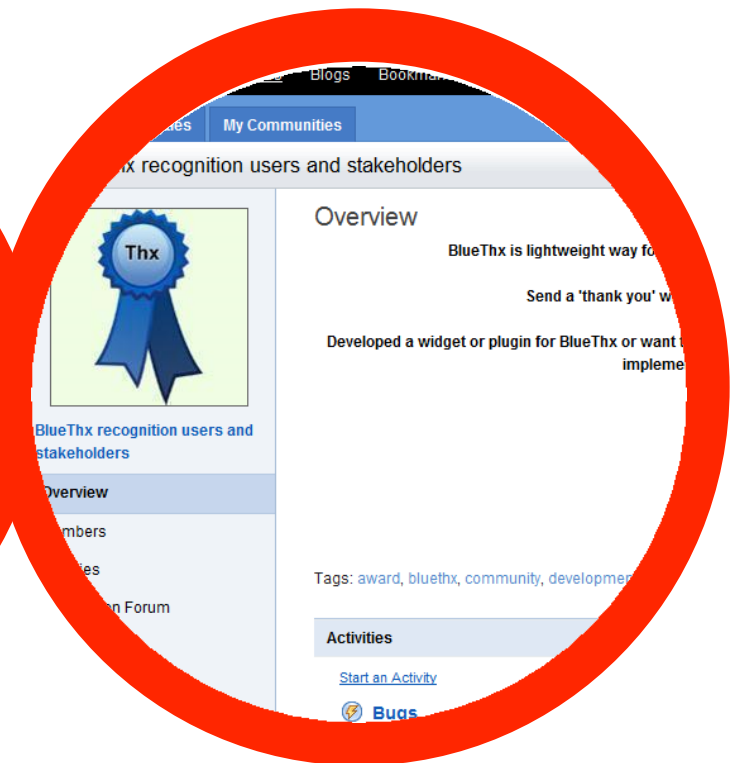
Initiative as a Person



Initiative as a Widget

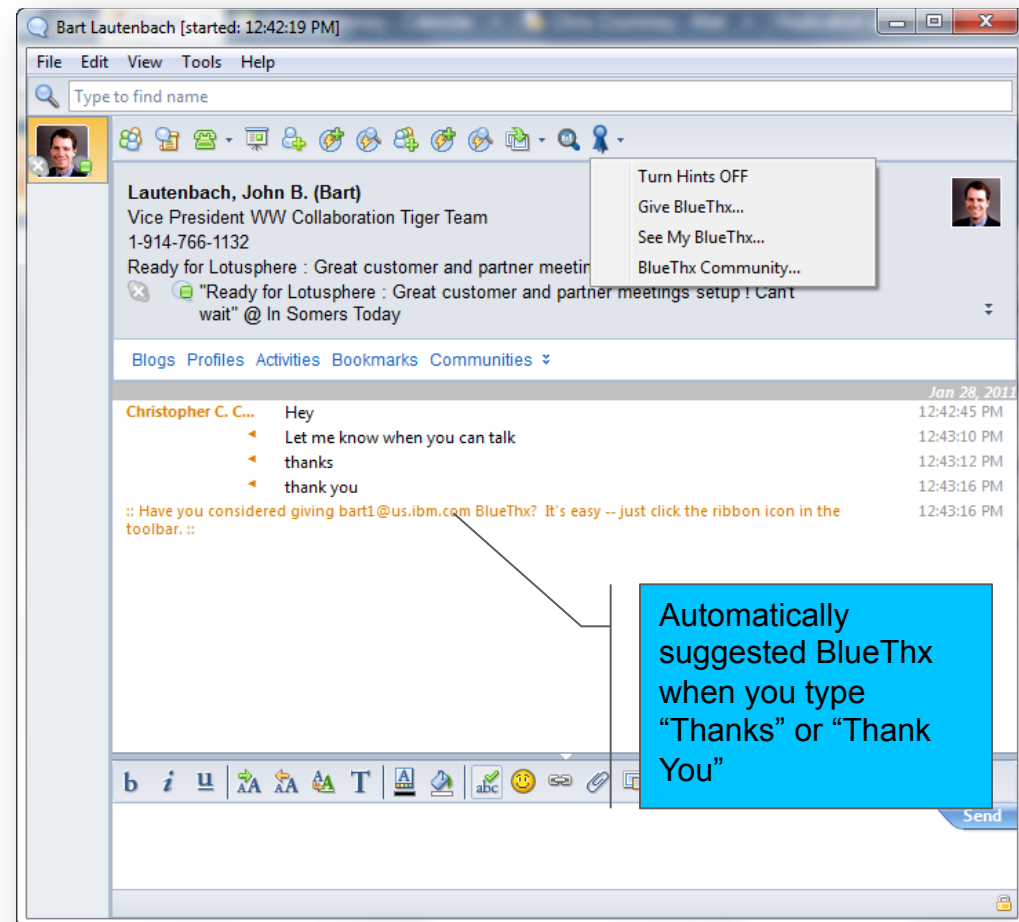


Initiative as a Community



BlueThx – Sametime

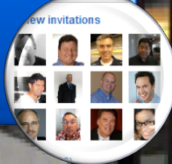
- Extensible Plug-in
- Easy to do the right thing
 - Automatically Suggested
 - Thanks
 - Thank You
 - Thx



Business value for IBM

- Expertise Location
- #1 "Aha" Moment
- 635K profiles
- 459% adoption

Expertise Location



- Global Portal
- Role Based Delivery
- Social & Mobile
- "2nd Trust Source"

Experience



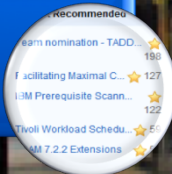
- Crowdsourcing
- Internal & External
- Prioritize features
- 3-4 months faster to market
- Technology Adoption Program

Innovation



- Digital Reputation
- SME & Natural Champions
- 22K Blogs
- 179% adoption

Digital Reputation



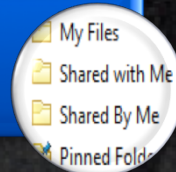
- Real Time Collaboration
- 50M IMs per day
- 2x every 3 years

Real Time



- Social Knowledge Transfer
- Social File Sharing
- 5.6 Petabytes
- 287% adoption

Wisdom of Crowds



Sugar and IBM: Summary



- Freedom: Flexible deployment models
- Collaborate
- Control: IT keeps control over deployments
- Leverage: Integrate with your existing environment
- For more info:

www.sugarcrm.com/ibm

Overview

- Customer Testimonial
- The New Rules of Social CRM (*Sugar*)
- From Social Media to Social CRM (*IBM*)
---- Coffee break -----
- How Do You Integrate Social Media (*Sugar*)
- Best Practices for Becoming a Social Business (*IBM*)
- A Day in the Life of the Social Business

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A Day in the Life of a Social Business

Clint Oram, co-founder and CTO, SugarCRM

Erin Fetsko, Sr Sales Engineer, SugarCRM



SOCIAL CRM

Social CRM is about
**Acquiring, Growing and
Retaining** Customers

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SUGARCRM.



360 Degree View of the Customer

Traditional CRM Activities

- Customer Support
- Marketing
- Sales

External data sources

- ERP
- Billings
- HR



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Social Media Networks

- Facebook
- Twitter
- LinkedIn

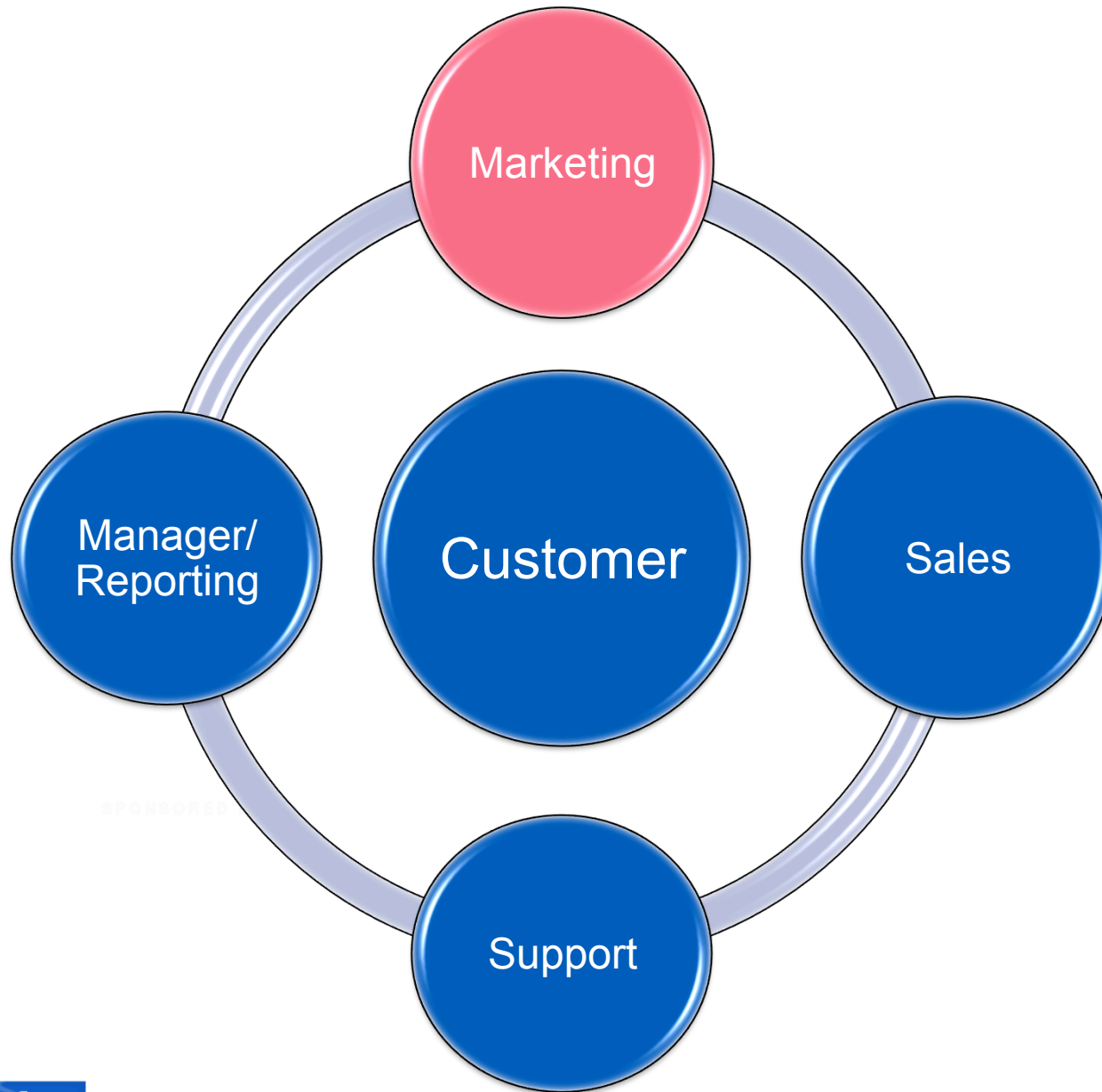
You will see Social CRM in Action:

- **Flexible** with easily configuration around processes
- **Intuitive** and easy for ends users to use & configure
- **Open** and integrated with IBM and 3rd applications
- **Global** and available in 25 languages
- **Mobile** with access from any smartphone and tablet
- **Social** with activity streams and built-in integrations

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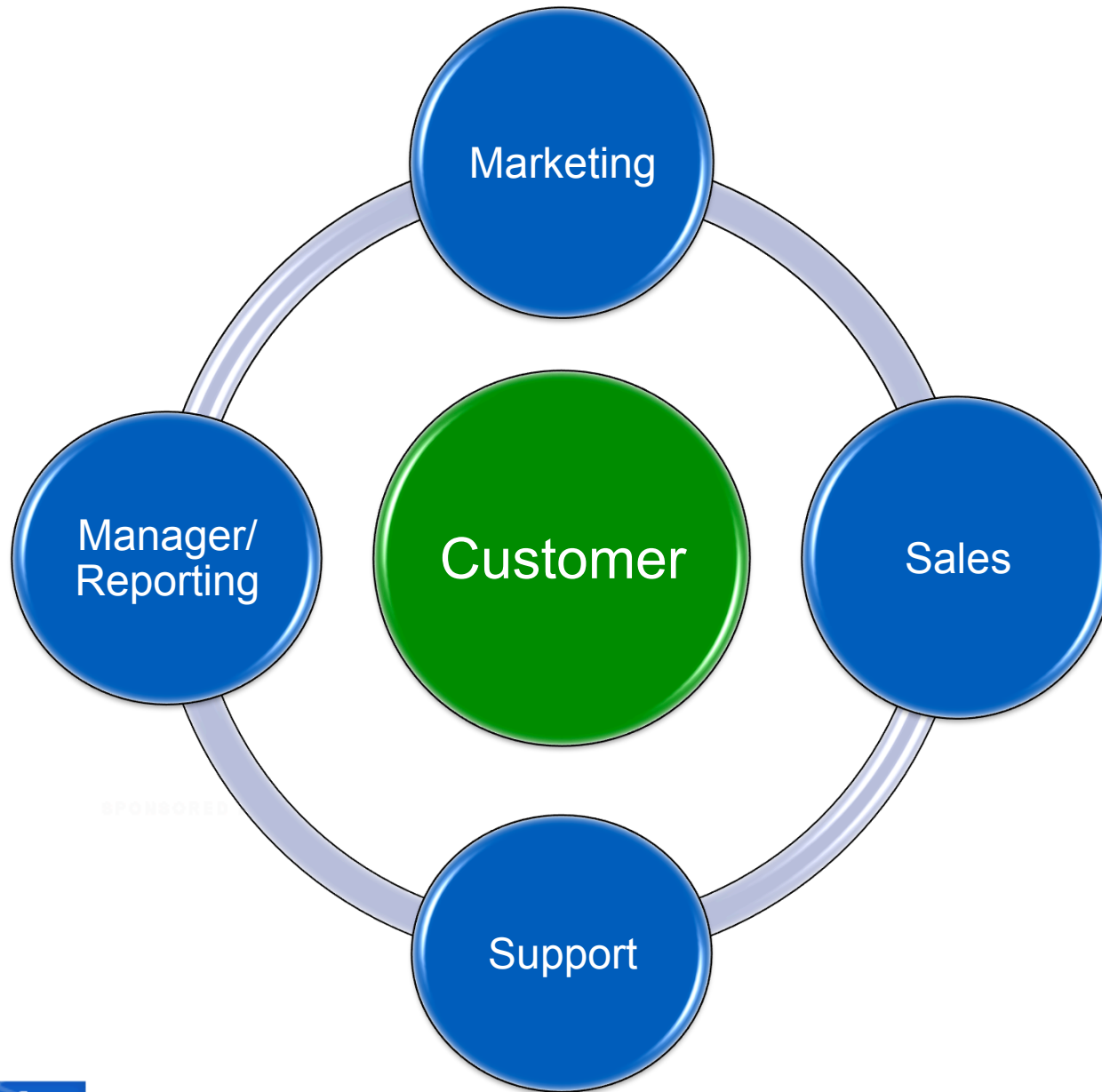


Marketing Creates a Campaign



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A Prospect Responds



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Sales Works the Lead



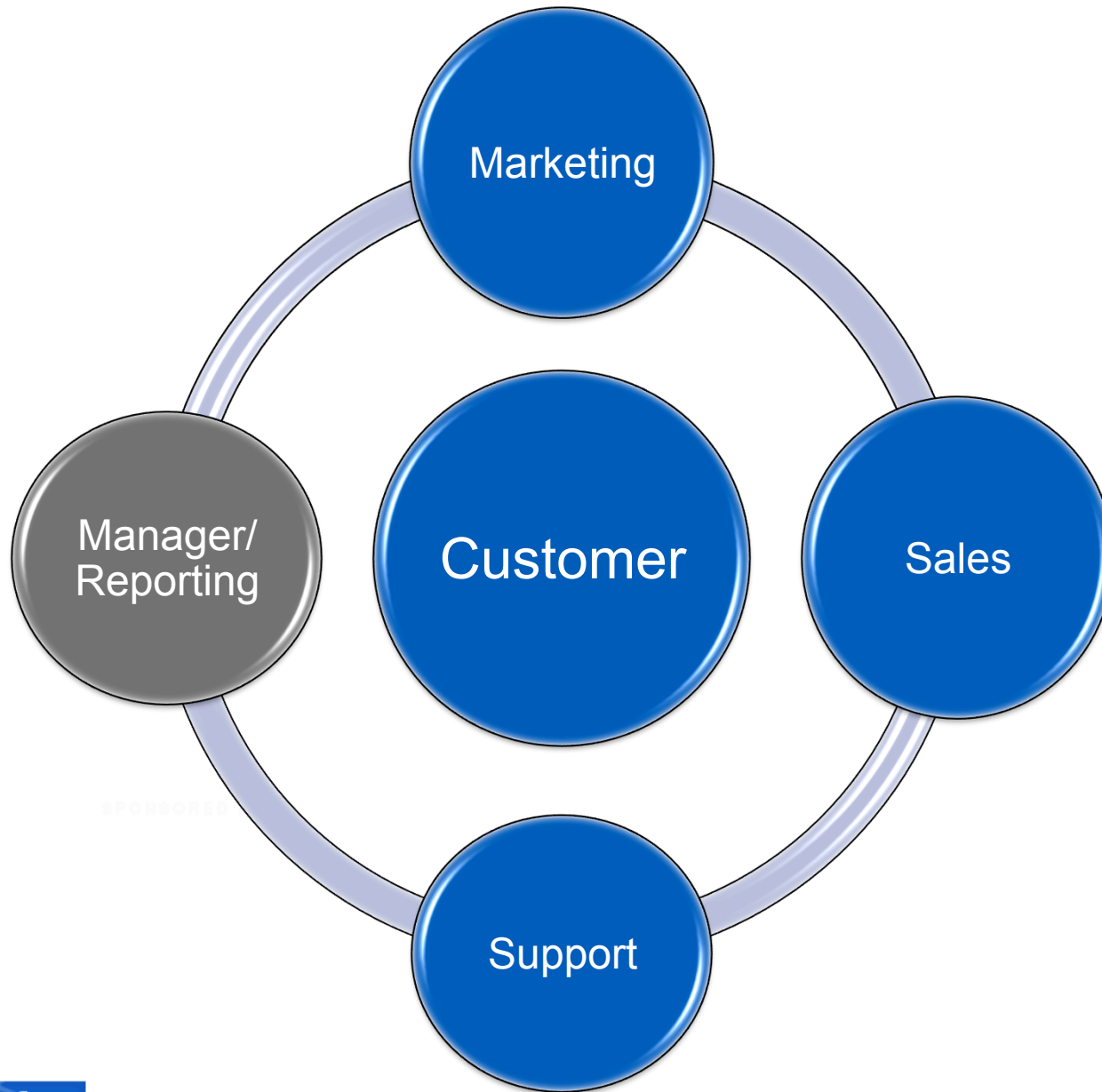
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Sales and the Prospect Interact Socially



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Management Views the Forecast



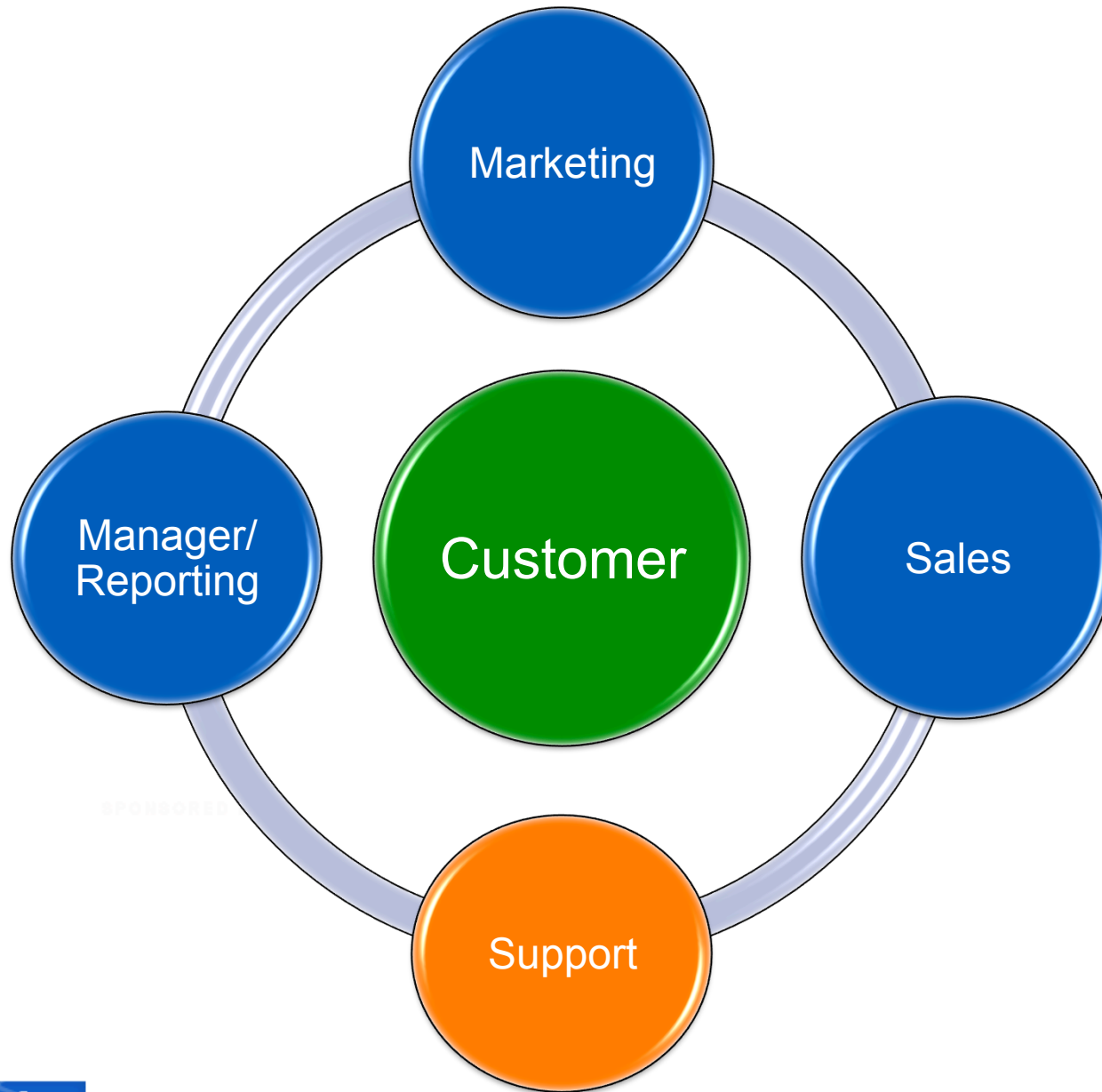
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Warm Handoff to Customer Support

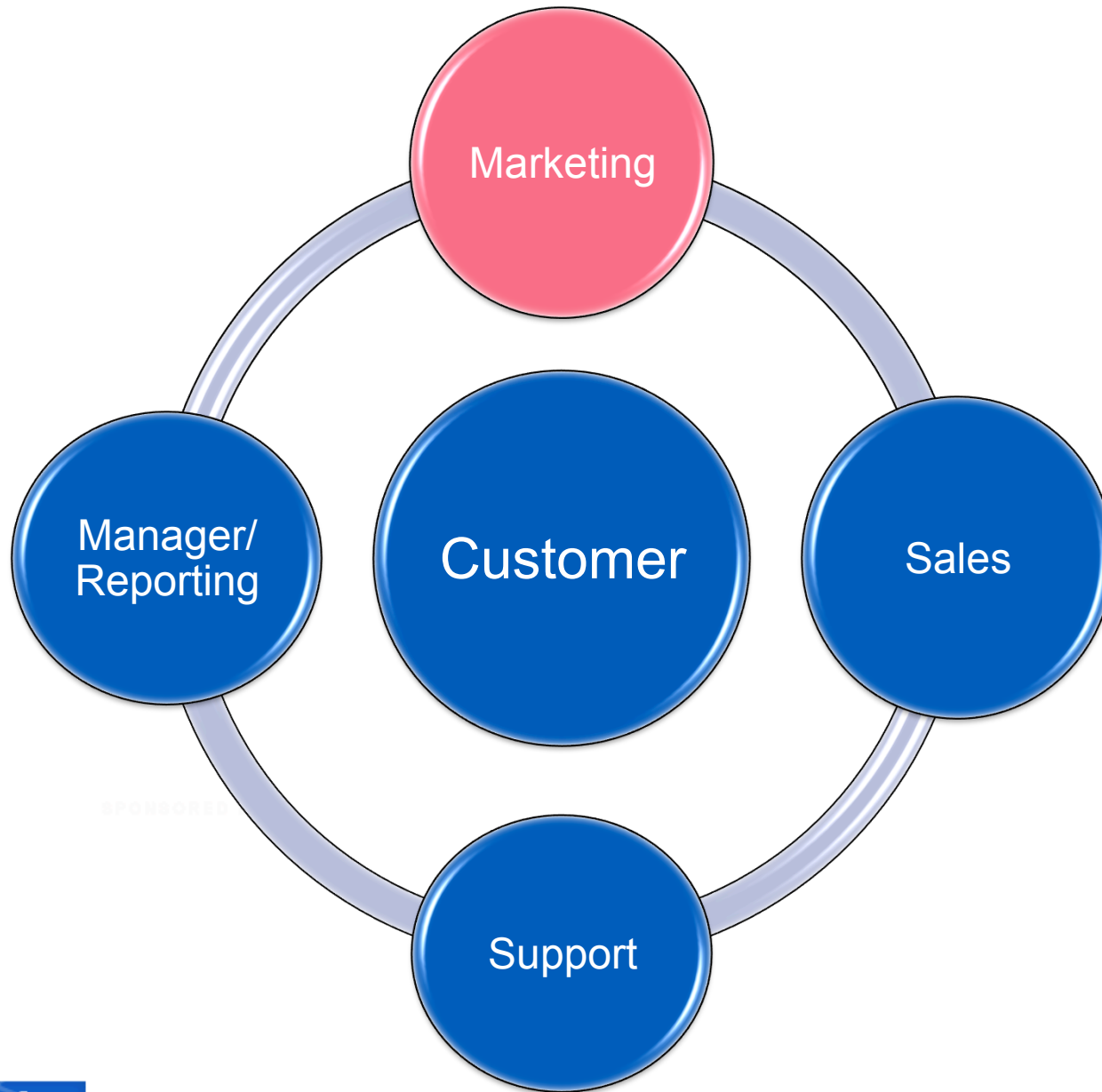


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The Customer Opens a Support Ticket



Marketing Reviews the Campaign's ROI



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The Social Business

SugarCRM

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- Features
- News
- The Community
- Contact Us
- Customer Support

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- » SugarCRM
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- » SugarCRM
 - » Forums
- » SugarCRM Help
- » CRM Home



Jane Fitzpatrick
Campaigns Marketing



Will Westin
Account Manager



Regina Lazlow
Customer Service
Representative



Jim Brennan
VP Sales

The Customer



Allergy | Technology | Health Care Providers | Research | Patients

Scientific advances have made it possible to solve a crime from a spot of blood or strand of hair. Similarly, a micro sample of blood contains the biomarkers necessary to diagnose disease.



ImmuneTech is applying complex technology to simplify the diagnostic process, making it accessible & affordable to all patients.

The company's first product is a test for *allergy*.



Tomi Fujimura,
Director Marketing
ImmuneTech

In This Demo, You Will Observe:

- Marketing
 - Campaigns
 - ROI
 - Web to lead capture form
- Sales
 - Sales funnel flow
 - Social and mobile CRM integration
 - Business process integration
 - Pipeline reporting
- Management reporting
 - Business intelligence
- Support
 - Handoff from sales to support
 - Case management



Jane Fitzpatrick, Marketing Manager

- Jane is the Marketing Manager
- Her job is “to make the phones ring”
- She uses Sugar to manage all her campaigns
- She has personalized Sugar for her needs
- The most recent campaign is a Mobile CRM campaign

Social Media to Generate Leads

LinkedIn  Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 3 Companies News More

Groups ▾



CRM Experts

Discussions

Members

Promotions

Jobs

Search

More...



Follow Chris

Mobilise your business or mobilose your business

Chris@velocityweb.co.uk



Mobile Research Conference 2011 London

mobileresearchconference.com

The Mobile Research Conference is an industry event entirely dedicated to mobile surveys, connecting scientific research and best corporate practice.

5 months ago

 Like

 Comment

 Follow

 Flag

More ▾



Welcome to

SUGAR ENTERPRISE.

Please enter your user name and password.

User Name:

Password:

Language:



Log In



Server response time: 0.82 seconds.

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Marketing Automation in Sugar



- Campaign management
- Web to lead capture
- Email marketing
- ROI measurement



Tomi Fujimura, ImmuneTech

- Tomi is an existing lead in the lead nurturing program

SPONSORED BY



SUGARCRM.



From: Jane Fitzpatrick [marketing@sugarcrm.com] Sent: Thu 8/20/2011 9:21 AM
To: Tomi Fujimura
Cc:
Subject: Sugar Mobile Plus



Dear Tomi,

According to a recent analyst survey, by the end of this year, companies that capitalize on the widespread adoption of smartphones by more than 50% of field sales people, will gain 20% more value from sales automation initiatives than companies who don't.

Sugar is making it easy for you to see these gains with [Sugar Mobile Plus](#).

Take advantage of the following:

- **Access Anywhere, Anytime** – Access your customer data anytime from your BlackBerry, iPad, or iPhone whether or not you are connected to the Internet.
- **Security** – Your data is encrypted and can be wiped remotely
- **Integration** – Sugar syncs with your email, contacts, calendar and tasks on your mobile device
- **Log Calls and Emails** – Log incoming and outgoing calls and email directly to Sugar

Add Mobile to Sugar today and save 25%.

[Learn more](#) and contact your sales representative today.



Will Westin, Account Manager

- Will is an expert in Mobile CRM
- Will is assigned to the ImmuneTech account
- Will uses Sugar, InsideView and LotusLive
- Will is an big sports fan who never misses a game of his home team
- Will stays connected using his BlackBerry smartphone

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Welcome to

SUGAR ENTERPRISE.

Please enter your user name and password.

User Name:

Password:

Language:

English (US) ▼

Log In



Server response time: 0.82 seconds.

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Flexible, Intuitive and Open

- Flexible

- Sugar fits around the company's processes
- Workflow automates repetitive tasks

- Intuitive

- Easy to personalize and configure
- Simple web 2.0 interface

- Open

- Integrates with other business applications
- Open business integration framework

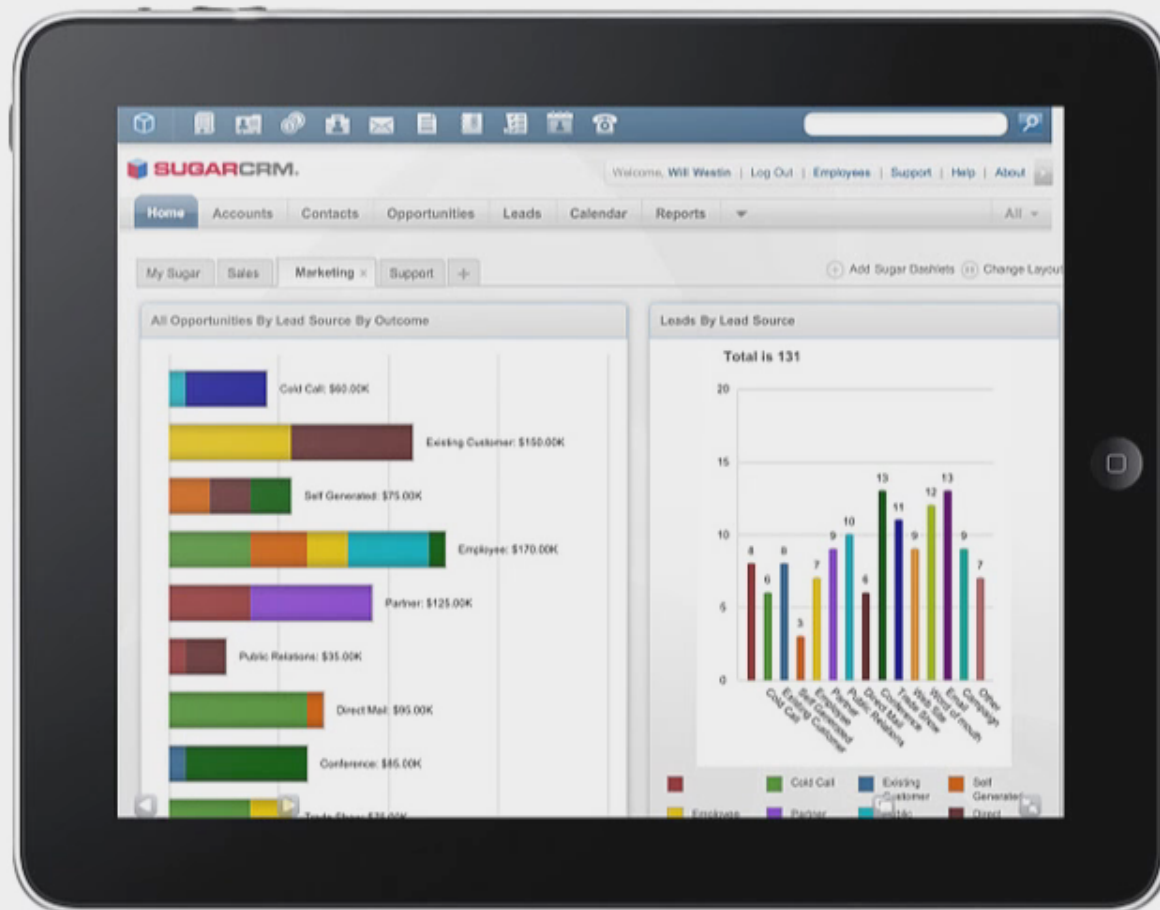
Mobile and Social

- Mobile

- Native application for 90% of all smartphones (Android, Blackberry, iPhone/iPad)
- Mobile browser solution for all other

- Social

- External Collaboration: LotusLive, WebEx, Google Docs, GoToMeeting, Box.net, KnowledgeTree and Sharepoint
- Sales Intelligence: InsideView, Hoovers, Jigsaw
- Email integration: Sugar Plug-in for Outlook & Lotus Notes
- Social: Activity Streams, LinkedIn, Twitter and Facebook



Sales Automation in Sugar



- Customize sales stages
- Team selling
- Forecasting
- Products, quotes, contracts
- Sales process automation
- Mobile and social CRM



Jim Brennan, VP Sales

- Jim runs the sales organization
- Jim is a numbers guy, reporting and a good understand of the state of the business are key
- Jim uses Sugar reporting and Cognos Business Intelligence
- Jim needs access to all this data on his iPad2

iPad

4:07 PM

100%

Home » SugarCRM - Commercial Open Source CRM



roadshow.sugarondemand.com/social_business_roadshow/day-in-t...

Google



Welcome to

SUGAR ENTERPRISE.

Please enter your user name and password.

User Name:

Password:

Language:

[Log In](#)

Server response time: 1.46 seconds.

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Regina Lazlow

Customer Service Representative

- Regina uses Sugar in French
- She is the Support Rep on the ImmuneTech account
- Her customers communicate with her through email, phone and the customer self-service portal
- She uses Lotus Notes

SPONSORED BY

Bienvenue sur
SUGAR ENTERPRISE.

Merci de vous authentifier.

Login:

Mot de passe:

Langue: ▼

Login

Temps de réponse du serveur: 0.21 secondes.

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Tomi Fujimura, ImmuneTech

- Tomi has a support problem which she enters via the customer portal

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SugarCRM

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- » SugarCRM Help
- » OSM Home
- » Administrator

Welcome to SugarCRM

[Home](#)[Cases](#)[Bug Tracker](#)[Newsletters](#)[Knowledge Base](#)[FAQ](#)

User Name:

Password:

[New user? Please register](#)

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Customer Service in Sugar



- Support cases
- Bug tracking
- Email management
- Knowledge base
- Customer self-service portal



Jane Fitzpatrick, Marketing Manager

- Jane checks the how successful the campaign was by comparing its Return on Investment (ROI) to other campaigns

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SUGARCRM.





» **Mobile CRM** ☆

[+ Create](#)

[Edit](#) [Duplicate](#) [Delete](#) [Send Test](#) [Send Emails](#) [Mail Merge](#) [View Change Log](#)

[Launch Wizard](#) [View Status](#) [View ROI](#)

Campaign Overview

Name:	Mobile CRM	Status:	Active
Start Date:	03/31/2010	Type:	Email
End Date:	04/07/2010		
Impressions:	457		
Budget: (USD \$):	23,500.00	Expected Cost: (USD \$):	23,500.00
Actual Cost: (USD \$):	23,500.00	Expected Revenue: (USD \$):	70,000.00
Objective:	Lead Cultivation and Conversion		
Description:	An e-mail newsletter designed to inform prospects about the new Mobile CRM offering		

Other

Assigned to:	jane	Date Modified:	08/03/2011 23:37 by jane
Teams:	Global	Date Created:	04/01/2010 23:15 by jane

[All](#) [Marketing](#) [Other](#)

▲ **Target List**

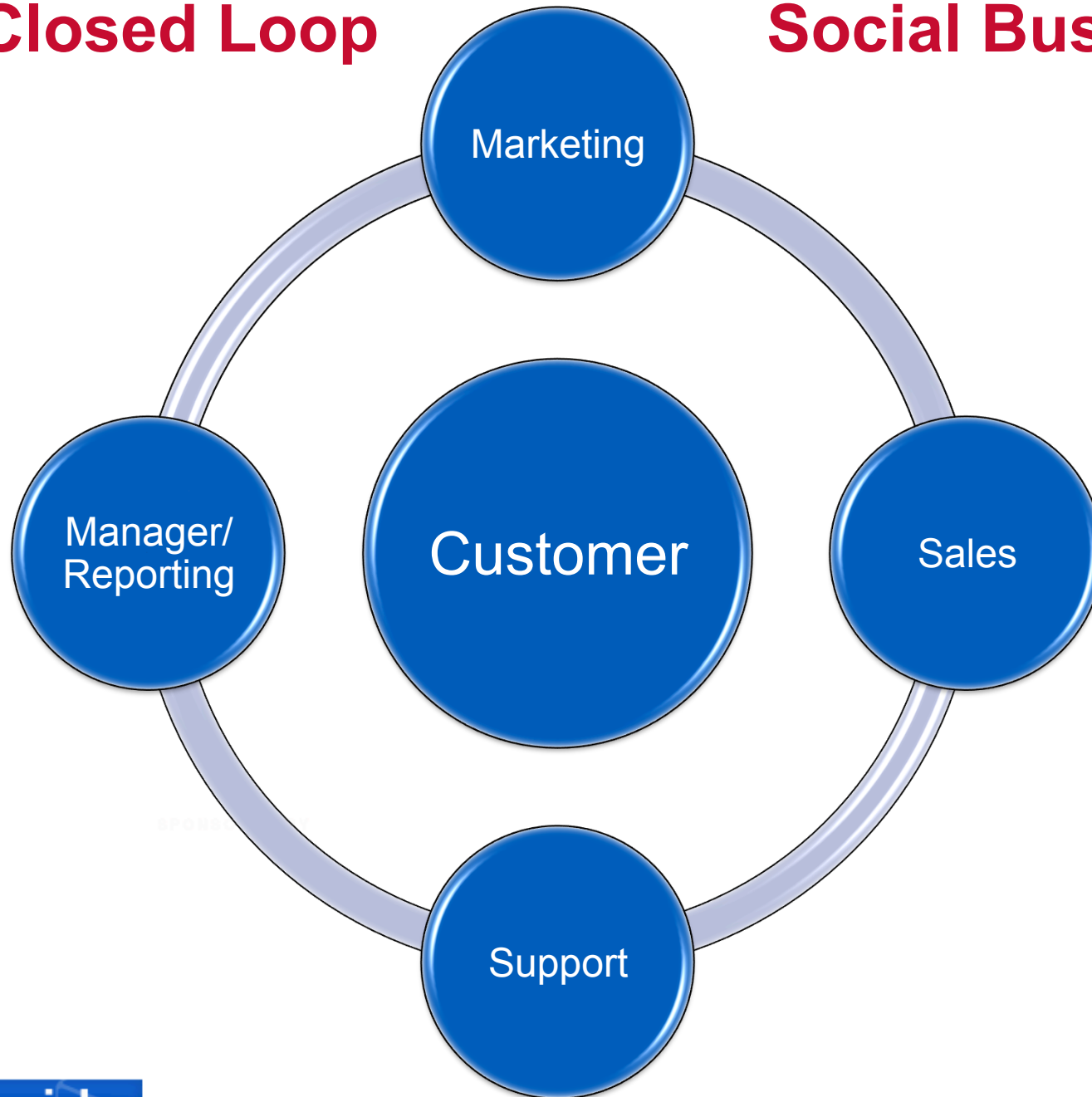
Create Select		(1 - 3 of 3)	
Target List ▾	Description	Type ▾	Targets in List
Mobile Campaign New Lead List		Default	414 edit rem
Mobile CRM Lead Nurturing List		Default	159 edit rem
Opt-outs		Suppression List - By Id	7 edit rem

▲ **Tracker URLs**

Create	(1 - 2 of 2)
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Closed Loop

Social Business



The Future of Business is Open



You Saw How Sugar Is

- **Flexible** with easily configuration around processes
- **Intuitive** and easy for ends users to use & configure
- **Open** and integrated with IBM and 3rd applications
- **Global** and available in 25 languages
- **Mobile** with access from any smartphone and tablet
- **Social** with activity streams and built-in integrations

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