

Von Social Business zu Social CRM

Tony Wehrstein
Certified Consulting IT Specialist
SWG Switzerland

Knowledge

Distribution



5 %



15 %



80 %

Finding ^{the} right Information

Knowledge about Processes

Connect to an Expert



What makes the Difference



Connections with Others



Sharing

information is


essential



Communication Patterns

	Mature worker	Mid career	New generation
Mature Worker	1-1, face to face High end VC PR	Email, VC Phone Newsletter webcast	Newsletter Email Call
Mid career	Phone Email	LinkedIn, blogs, Mobile, Email conf calls, VirtualRoom	IM, Email, SMS phone
New generation	Email	IM Email SMS	IM SMS Facebook Short email

- 
- **YouTube** is the 2nd largest Search Engine. [Source: socialnomics.net](http://socialnomics.net)
 - **YouTube** is the 3rd most visited website in the World [Source: http://socialmediaobservatory.com/social-media-videos/video-for-business-youtube-statistics-2011/](http://socialmediaobservatory.com/social-media-videos/video-for-business-youtube-statistics-2011/)
 - **80 %** of companies use **LinkedIn** as primary tool to find employees. [Source: socialnomics.net](http://socialnomics.net)
 - **80 %** of internet users look online before buying a product. [Source: socialnomics.net](http://socialnomics.net)
 - **Wikipedia** has more than **14 Mio articles** (3.1 Mio in English) 350 Mio edits since start and over **11 Mio registered users**. [Source: Wikipedia](http://Wikipedia)

The background of the slide is a dark, starry space. Overlaid on this is a complex network graph. The nodes of the graph are small, multi-colored squares, and the edges are thin, light blue lines. These nodes and lines are arranged to form a world map, with the highest density of connections in the North Atlantic and Europe, and more sparse connections in the Americas and Asia. The text "Social Business Examples" is centered over the map.

Social Business Examples



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Le Scatoline del Mulino Bianco

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Claudia Di Giugno rivogliamo le scatoline del Mulino Bianco... che bei ricordi!!!!!!

22 hours ago · Flag

Elena Scipioni likes this.



Stefania Tiglio Oggi mia figlia ha finito la scatola dei flauti e... sorpresa sotto c'era la scatola da ritagliare e incollare! Son tornata bambina...

Sunday at 4:40pm · Flag



Le Scatoline del Mulino Bianco Bello eh? =>
Ci stai già seguendo sul Blog delle Sorpresine?
http://www.mulinobianco.it/blog_sorpresine
Yesterday at 9:36am · Flag



Alessia Col finalmente di nuovo insieme scatoline!!!! quanti bei ricordi... peccato che la mia maestra delle elementari ce le facesse portare a scuola... se le ha tenute tutte lei!!

Sunday at 9:41am · Flag



Franca Vella Mamma mia quanti bei ricordi, peccato non le facciano piu', mia figlia ne andrebbe pazza.....

September 3 at 2:18pm · Flag



Floriana Carnevale io avevo una valigetta piena piena.....

83,002 People Like This



Valeria Castellani



Guglielma Torre



Elisabetta Lentini



Analytics: Gatorade's Command Center



IBM today with Social Software

Over **630'000** user **Profiles**;
more than **6 Mio** searches per week

222'000 Activities, **3.3 Mio**
entries and **470'000** users

20'000 Blogs are used by
100'000 users per month

50'000 Wikis with
527'000 pages

Available to more
than **400'000** of us

782'000 unique **Bookmarks**,
3.8 Mio tags and **36'000** users

More than **4 Mio**
Instant Messages per
day

63'000 online **Communities** with
more than **380'000** members

84'000 users per month
share **440'000 Files**
downloaded **8.4 Mio** times

IBMer beyond the Firewall

the
greater IBM
connection™

25,000+

orkut

30,000+

XING X

40,000+

facebook

80,000+

Linked in

160,000+



Demo



5 Rules for a successful Social Software Adaption

1. Users must **TRUST** the solution to **INVEST** in using it
2. Understand initial USE CASES and explain WHY users should use it
3. Provide **LEADERSHIP** through **HIGH PROFILE** users
4. Recruit a **CHAMPIONS** Community and **ENABLE & SUPPORT** them
5. Analyse, survey, assess, review - and **TAKE ACTION**

What is “Social Software” success? It's not measured as 100% participation

Major contributors account for about
15-20% of the total workforce*

** On average...your company may vary*

To be considered a **S u c c e s s**,
you just need to get these people to be more
p r o d u c t i v e

... **a n d** to get **e v e r y o n e e l s e**
to **u s e** what they are **s h a r i n g**

Top 7 Reasons why Social Projects Fail

"...over 70% of IT-dominated social media initiatives will fail, while only 50% of business-led initiatives will fail."

- Gartner Reveals Five Social Software Predictions for 2010 and Beyond, <http://www.gartner.com/it/page.jsp?id=1293114>

1. No clarity about what business problem it is trying to solve
 - So why should anyone invest time in it?
2. Everyone in the pilot works in the same location/same team
 - So they already have well defined networks & communication channels
3. Not enough employees included in pilot
 - So it can't be just the way users work but requires users to do everything twice to collaborate with everyone
4. No clear commitment to turn the pilot into production if successful
 - So users will not invest time in generating content there
5. Difficult to access the tools, with no user training or support forums
 - So users stick with doing things the easy (and safe) way
6. No integration into users existing workspace/applications (e.g. SSO)
 - So it is seen as hard to use or taking too much time - and user's don't bother
7. No clear success criteria
 - So how can it succeed?

Helpful Links

Best Practices:

HSBC, 6 Tips to introduce social software
<http://www.itbusiness.ca/it/client/en/home/News.asp?id=51727>

Video:

CEMEX Case → Introduced IBM Connections
<http://www.youtube.com/watch?v=SoutqHkbP9s>

White Paper:

Measuring the value of social software
ftp://ftp.software.ibm.com/software/lotus/lotusweb/services/ibm_wp_measuring-social-software_june2010.pdf

White Paper:

The compelling **returns from IBM Connections** in support of social business
<http://www-01.ibm.com/software/lotus/products/connections/library.html>

Best Practices:

IBM Collaboration **Assessment Tool**
<http://www-01.ibm.com/software/lotus/collaboration/assessment/>

IBM Redbook:

Take Your **Business Relationships** to the Next Level
<http://www.redbooks.ibm.com/abstracts/redp4746.html?Open>

Coffee Break:

Short **Tube** videos about social business with Sandy Carter, IBM VP, Social Business and Evangelism
<http://www.youtube.com/watch?v=EneTBPnwtKI&NR=1>

White Paper:

Becoming a Social Business: **The IBM Story**
<https://www-304.ibm.com/dogear/click?link=2dd232f6-06f5-47dd-98e6-de1cd5d904ac>

IBM Redpaper:

IBM's Technology Adoption Program (TAP)
<http://www.redbooks.ibm.com/abstracts/redp4374.html>

Web Article:

IBM's social computing guidelines
<http://www.ibm.com/blogs/zz/en/guidelines.html>

YouTube Series:

The man who should have used Lotus Connections
<http://www.youtube.com/watch?v=Kw2jYOqKoo&feature=related>

THANK YOU



Tony Wehrstein
Certified IT Specialist
IBM Software Group

IBM Switzerland Ltd.
Vulkanstrasse 106 P.O. Box
CH-8010 Zürich

Mobile +41 79 342 1856
tweh@ch.ibm.com