

# Von Social Business zu Social CRM

**Tony Wehrstein**  
Certified Consulting IT Specialist  
SWG Switzerland



# Knowledge

## Distribution



**5 %**



**15 %**



**80 %**



# Finding <sup>the</sup> right Information

# Knowledge about Processes



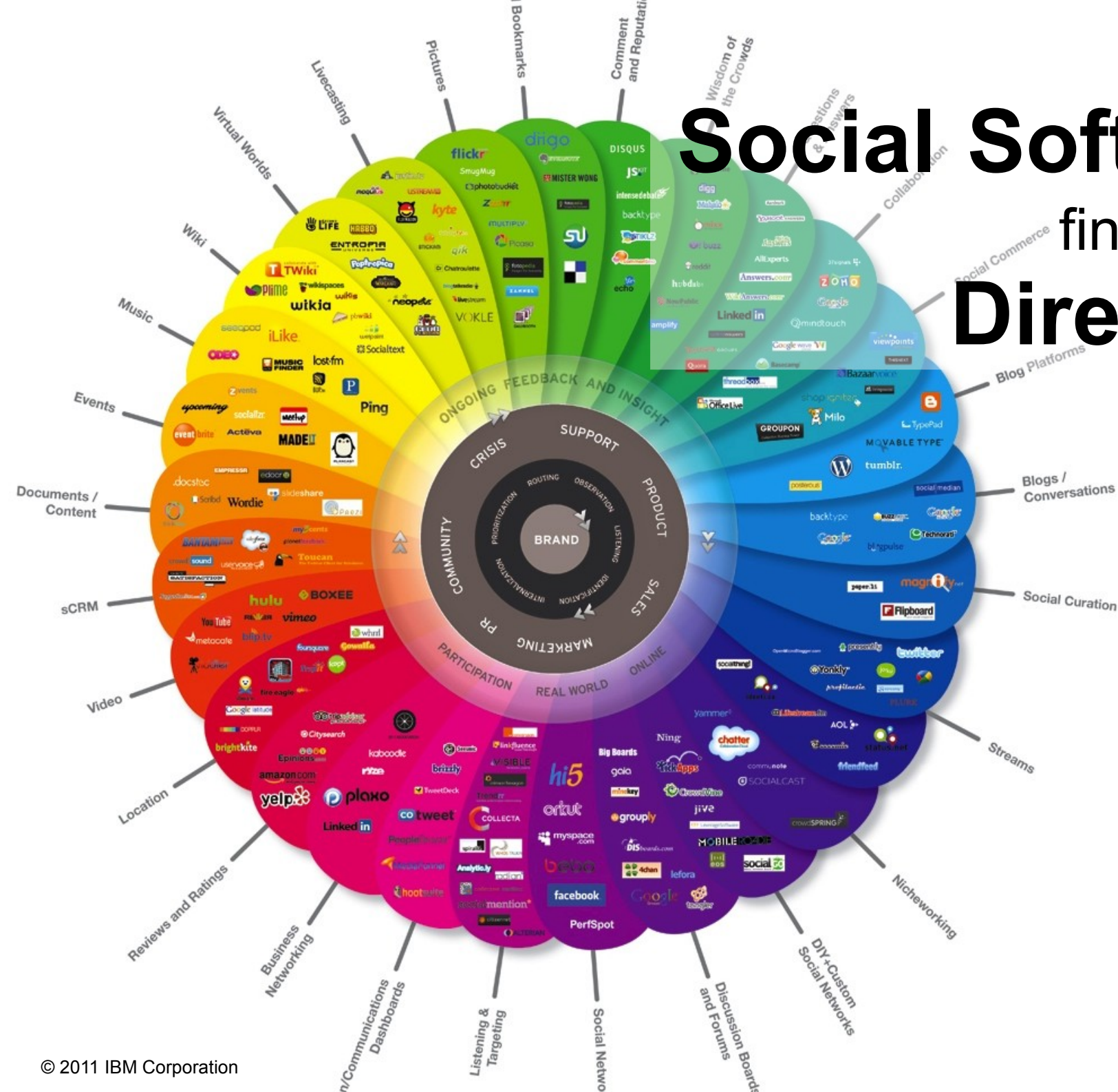
# Connect to an Expert





# Social Software

find your  
**Direction!?**



# 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




- 
- **65% of consumers trust their friends** the most for product recommendations, while 27% trust experts, and 8% trust celebrities. [Source: eMarketer](#)
  - If **MySpace** was a **country**, it would be the **11<sup>th</sup>-largest in the world** - between Japan and Mexico. There are about **135 Mio** registered **users** of MySpace.  
[Source: http://www.crunchbase.com/company/myspace](http://www.crunchbase.com/company/myspace)
  - More than **800 Mio** users are on **Facebook**. More than **350 Mio Photos** are uploaded per day.  
[Source: http://www.facebook.com/press/info.php?statistics](http://www.facebook.com/press/info.php?statistics)
  - There are over **3 Billion views** on YouTube per day. The **Bandwith** used by **YourTube** is about the same as the whole **internet in 2000**. [Source: http://www.slate.com/id/2216162/?GT1=38001](http://www.slate.com/id/2216162/?GT1=38001)



- 
- **YouTube** is the 2<sup>nd</sup> largest Search Engine. [Source: socialnomics.net](http://socialnomics.net)
  - **YouTube** is the 3<sup>rd</sup> 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, each containing a different icon or image. These nodes are interconnected by a dense web of thin, light-blue lines. The overall shape of the network is roughly circular, with a higher density of nodes and edges in the center, where a large, bright blue rectangular area is visible. The text "Social Business Examples" is centered over the network, with "Social Business" on the top line and "Examples" on the bottom line in a large, white, sans-serif font.

# Social Business Examples



# This is Now

Beautiful, exciting and cutting-edge. The award-winning Fiesta captures the essence of contemporary style.

Many thanks for the thousands of amazing photos added to the 'This is Now' Flickr group, which members are keeping alive by continuing to define and share their vision of 'now'. [So why not share yours too?](#)

Explore the Fiesta with the buttons below.



Feel the difference



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Interior

Lifestyle

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BOOK A TEST DRIVE

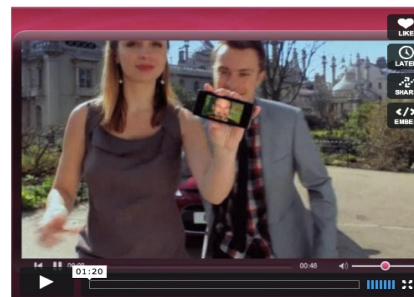
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DEALER LOCATOR



## Ford Fiesta Now Facebook App - Star in the TV ad

by [nickheame](#)  
12 days ago



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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](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





# 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+



The background image shows a modern office building at night, with many windows illuminated from within. The building's facade is a mix of dark panels and glass. In the foreground, a man in a light-colored suit and tie is walking towards the camera, carrying a dark bag. Other people are visible in the background, some standing and some walking. The word "Demo" is overlaid in a large, bold, blue font on a semi-transparent white rectangular background.

# 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](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](mailto:tweh@ch.ibm.com)