Get Social. **Do Business.**Get Social. **Do Business.**

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Smarter software for a Smarter Planet.

Social Business

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El mundo está cambiando...

+ Instrumentado

Los SmartPhone desplazarán en volumen de ventas a los PC en 2012

+ Interconectado

Más del 25% del tiempo en la red en Redes Sociales

+ Inteligente

La oportunidad del análisis de la información social crecerá a 1 Zettabyte en 2011

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...y demanda una nueva visión

Análisis

Transformar datos en información e información en conocimiento, que lleve a decisiones de negocio más inteligentes

Sistemas

Asumir que la complejidad llega de sistemas interconectados, sistema de sistemas

Colaboración

El uso de software social permite a las empresas estar más cerca de sus clientes y conocerlos mejor, pero además supone una transformación interna de sus procesos, es un social businesses

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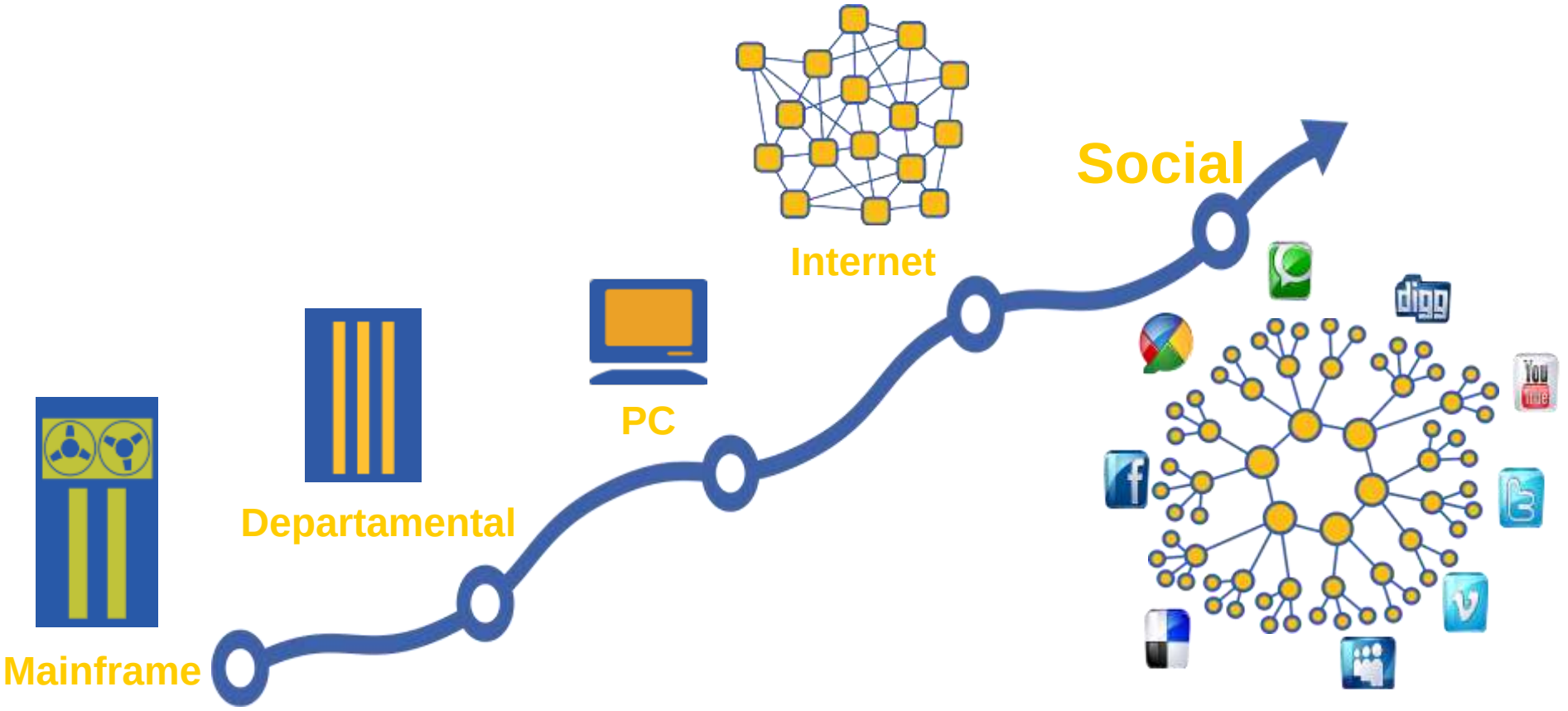
Estamos entrando en la “quinta” fase evolutiva de la Informática...



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¿Qué significa ser un “Social Business”?

Un **Social Business** significa:

estar **conectado**

ser **transparente**

ser **ágil**

Fomentando redes de personas con el objetivo de crear un **“valor de negocio”**

Abrazando nuevas tecnologías y modelos operacionales **para mejorar** los resultados de negocio

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El valor de ser Social

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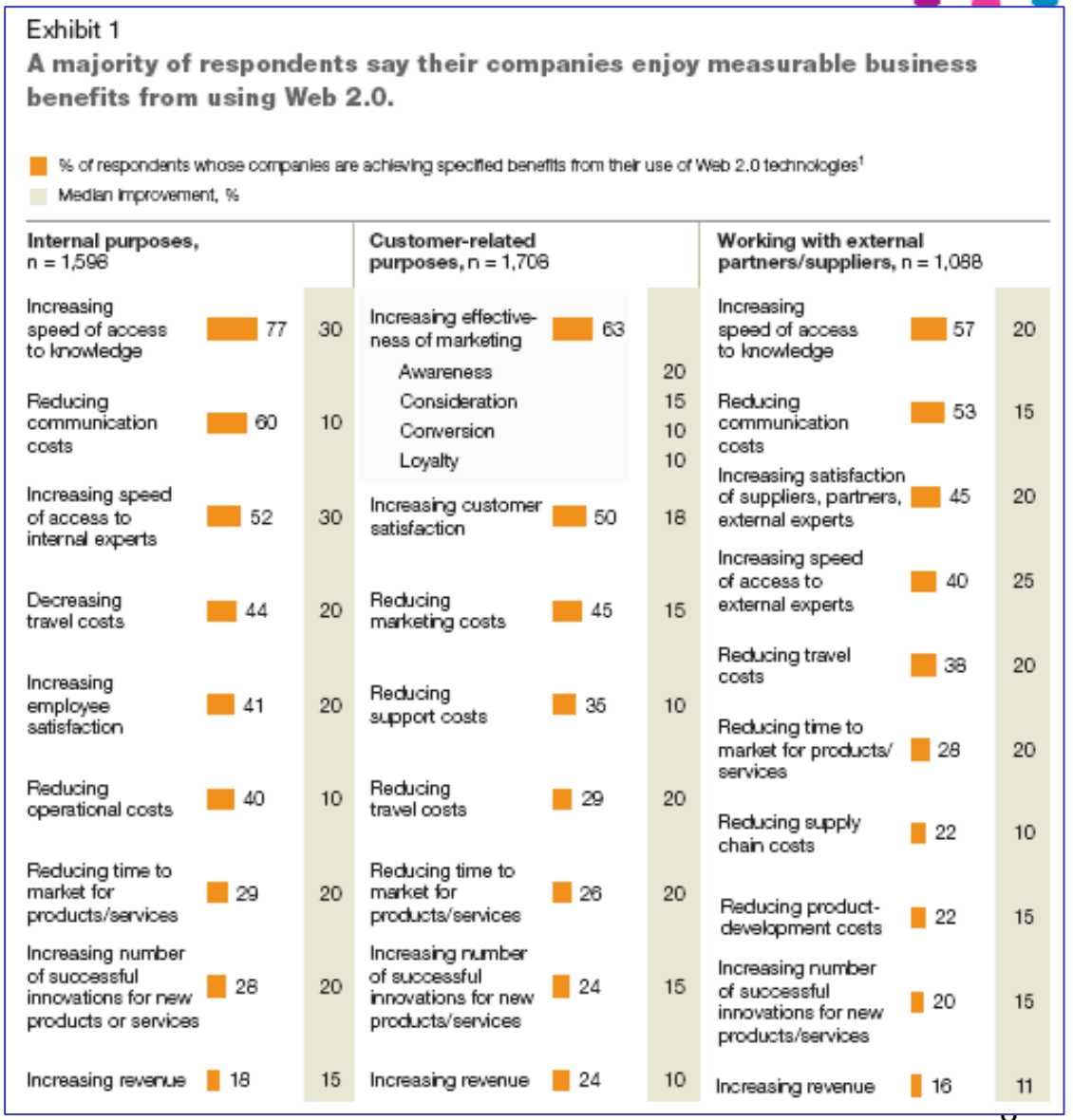
El valor de ser un Social Business

McKinsey Global Survey Report (2011)

"Las compañías que utilizan Soluciones de Colaboración intensivamente logran **mayor cuota de mercado** y **márgenes más altos**"



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Estrategia de IBM

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Estrategia Social de IBM

Optimizar la fuerza de trabajo

Eficiencia Operativa

Mejorar las relaciones con los clientes

Exceptional WORK Experience

Exceptional WEB Experience

IBM Social Business Framework

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Exceptional WORK Experience

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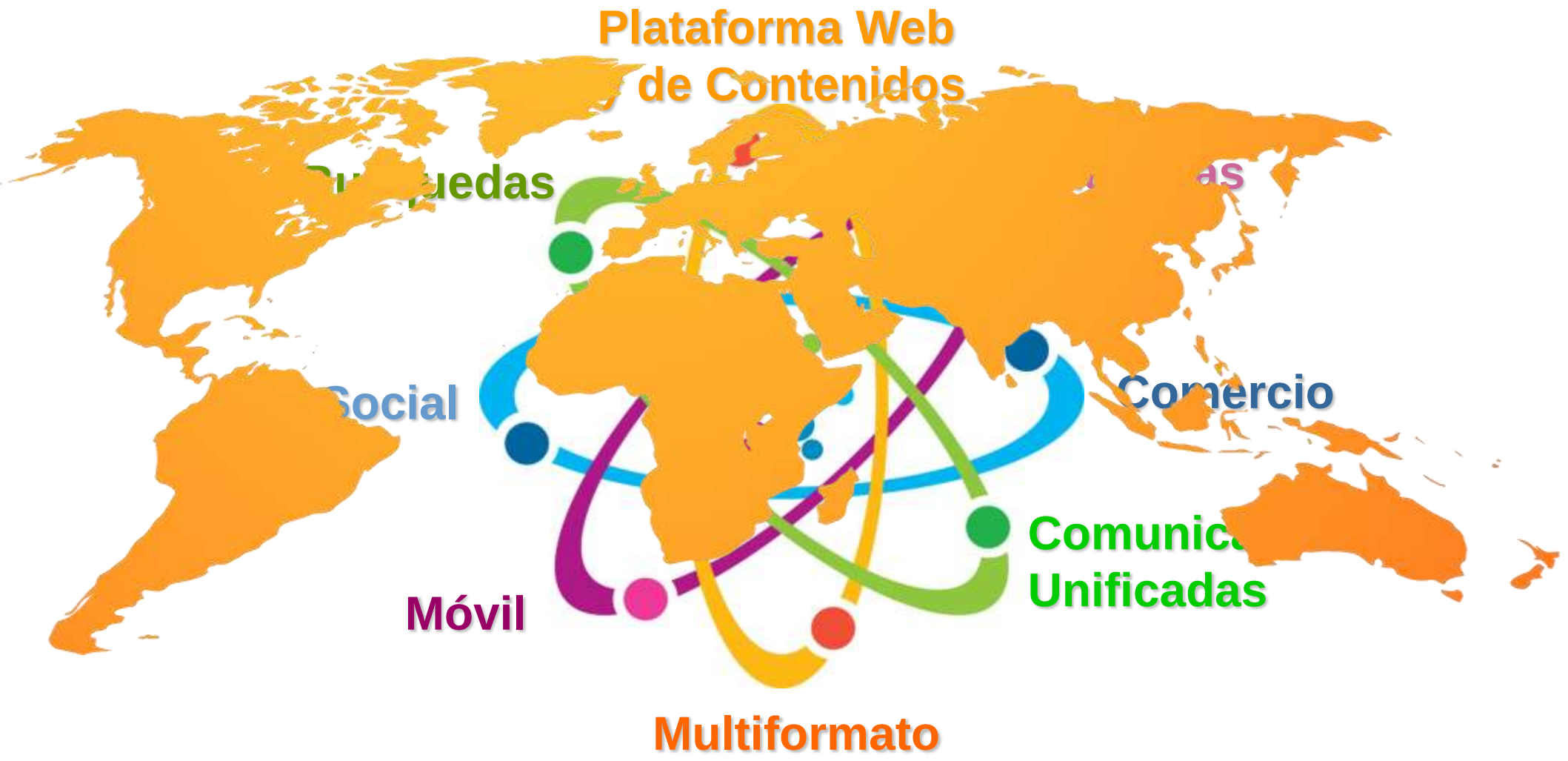
Exceptional WEB Experience



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Get Social. **Do Business.**

Social Business.

Exceptional WEB Experience

Plantillas Sectoriales Extensibles y Configurables

Smarter Healthcare

Smarter Government

Smarter Banking

Smarter Retail

Smarter Telco

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Get Social. **Do Business.**

Social Business.

Lotus. Connections | Home | Profiles | Communities | Blogs | Bookmarks | Activities | Files

Profiles Home | My Profile | Edit My Profile

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Gracias

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Referencias Sociales

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Exceptional Work Experience Reference

Smarter Innovation

Cemex Rapid organic adoption of 17000 employees connected in the first year, 400 new **communities**, innovation initiatives increased from 5 to 9 bringing **new products to market faster**. 600 participants across several countries develop CEMEX' first **globally-branded** ready-mix product.

Smarter Consulting

Sogeti A subsidiary of Capgemini with more then 20,000 professionals in 15 countries. **Reducing search time** for finding staff expertise and speeding the formation of consulting teams for engagements helping **enter new markets**. The unified platform **breaks down silos** and promotes collaboration among teams.

Smarter Service

Reliance Life Insurance Reliance offers products that fulfill savings and protection needs. They were able to **reduced time** to market of services and features by more than 50%; **reduced costs** of customer / agent service by 50%; **saved millions** in capital expenditures; and achieved 100 percent YOY average growth in new business premium (NBP) within four years.

Smarter Marketing

China Telecommunications The largest fixed line service and third largest telecom mobile provider in China. **Reduced opportunity costs and risk** by expanding sources for new product ideas and by improving idea quality, increasing the chance of **marketing success**. Allowed new “voices” into the development process resulting in **27 new services launched.**

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Exceptional Web Experience References

Smarter Patients

Duke University Health System A personalized Web self-service experience delivered on the IBM Web platform provides patients tools to help manage their healthcare needs, while also **reducing Duke's peak call center volume by 50%,** allowing the call center staff to focus on **more value-added activities**, leading to **increased efficiency and improved overall patient satisfaction**.

Smarter Dealerships

Harley-Davidson USA Worldwide Dealer Web portal deployed with IBM software delivers online access to all the tools, information, news and processes dealers need in an **unified personalized way**. This eliminates the need for dealers to access multiple disparate systems, and **makes it easy** for Harley-Davidson to **get new dealers on-line quickly**.

Smarter Finance

AMP Limited Wealth management business serving more than 3.4 million customers deploy an IBM electronic forms solution to **save agents time** in completing forms and **reduce errors** in follow-up. This results in a **70% reduction in manual efforts**, freeing agents to **focus more on customers** and not on the administrative processes.

Smarter Military

US Army and US Air Force Serving over 200,000 users, the automation of 118,000+ forms using IBM's electronic form and business process management solution **reduces cost and increases efficiency** with combined estimated **ROI of over $1.3B**. More importantly, it takes soldiers out of the line of fire, **saving lives**.

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Soluciones de Colaboración de IBM

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IBM Websphere Portal / Web Content Manager

La nueva versión 7 de producto es el fundamento de Exceptional Web Experience.

Creación de contenidos simplificada, intuitiva y más rápida.

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IBM Connections – Social Software

Transformación de la manera en que las personas trabajan e interactúan que proporciona resultados tangibles de negocio. Esta transformación se articula a través de Software Social (IBM Connections).

Solución para uso interno (empleado), externo (cliente-business partners) o mixto (empleado-cliente-business partners).

Profiles

Quickly find the people you need by searching across your organization and connecting to others.

Lotus Connections

All your social software needs, ready for business.

Communities

Create, find, join, and work with communities of people who share a common interest, responsibility, or area of expertise.

Bookmarks

Save, organize, and share bookmarks; discover bookmarks that have been qualified by others with similar interests & expertise.

Blogs

Use a weblog to present your idea and get feedback from others; learn from the expertise and experience of others who blog.

Activities

Organize your work, plan next steps, and easily tap your expanding professional network to help execute your everyday deliverables, faster.

Homepage

Manage your attention by viewing relevant social data aggregated across your subscriptions, notifications, and network of colleagues.

Files

Upload and share any type of file with colleagues and communities. Store versions and view downloads, comments and ratings.

Wikis

Create wiki spaces for individuals, groups, and communities to co-author pages. View changes across pages, ratings, and comments.

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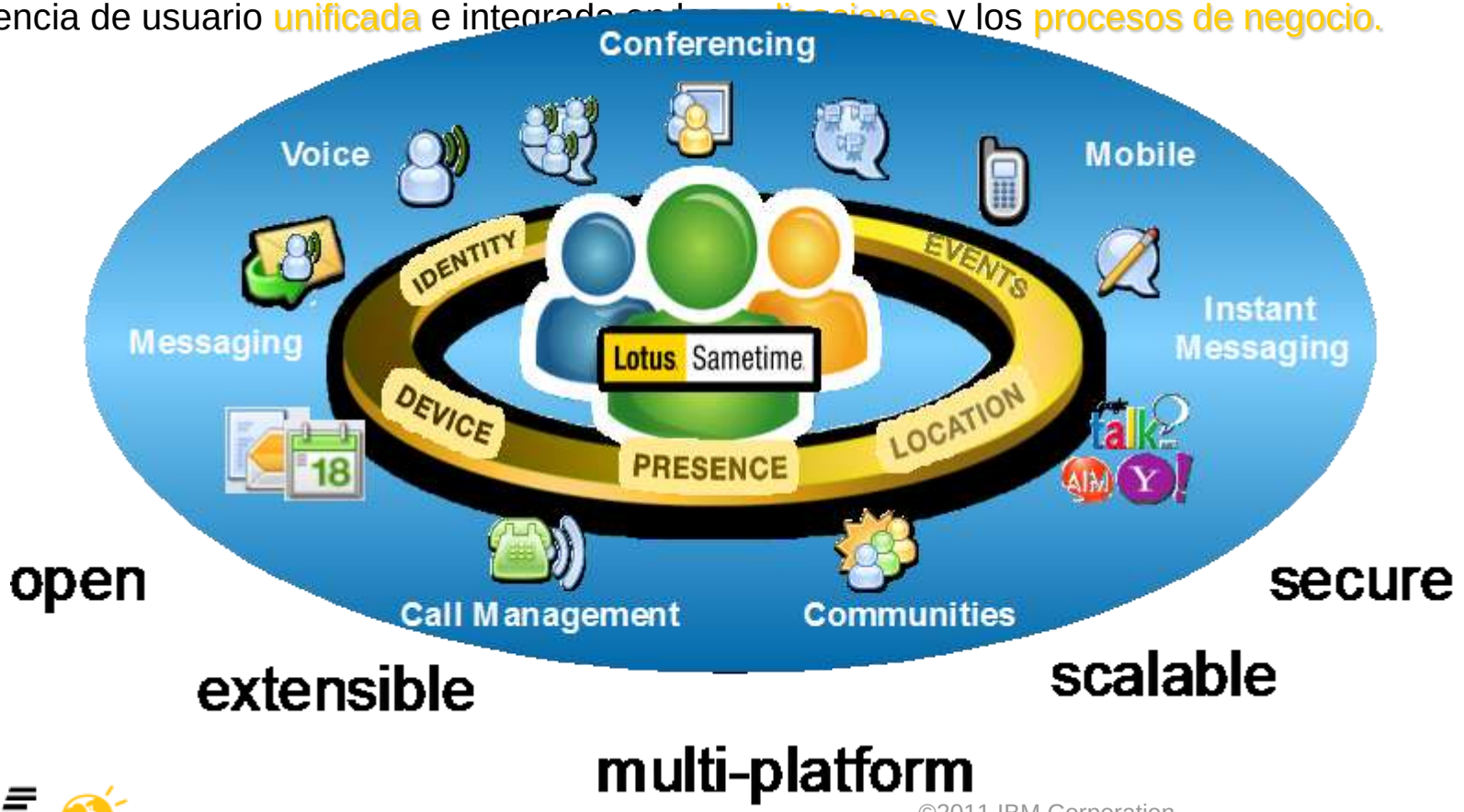
IBM Unified Communications

Integración de presencia, mensajería instantánea, mail, teléfono, web, audio y video conferencia.

Contextualización con lo que se está haciendo en el momento.

Experiencia de usuario unificada e integrada en [illegible] y los procesos de negocio.



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