Social Business

Make Social the way you do Business

Stuart McRae
Executive Collaboration & Social Business Evangelist
IBM Collaboration Solutions

ibm.co/smcrae
stuart.mcrae@uk.ibm.com
www.twitter.com/smcrae
www.linkedin.com/in/stuartmcrae
www.facebook.com/sjmcrae
www.smcrae.com
“SoLoMo” is driven by Four Disruptive Megatrends

- Social
- Mobile
- Cloud
- Context

Employees, Partners, Customers

Location, Relationships, Status, Updates, Presence, Recommendations, Comments, + Big Analytics
A Social Business is one that embraces networks of people to create business value.

A Social Business is:

- Engaged
- Transparent
- Nimble
What Problem Are You Trying To Solve?
Aspects of Social Business

External

- Beyond the Customer
  Social Sentiment and Understanding your Market

- Engaging your Customer
  Exceptional Web Experiences and the new Multi-Channel Challenge

- Beyond the Enterprise
  Extending Collaboration to Partners, Suppliers and the Channel

Internal

- Social Collaboration & Transformation
  Social Intranets Empower the Workforce to Improve Customer Service & Business Outcomes

Transformational Impact
There isn't just one way to use Social Media - "Everyone Tweets!"
Success in Focussed, Tactical Projects builds confidence for Strategic Transformation
**Social Business** is fundamentally about...  
... **Business Transformation & Process Optimisation**

Transforming the way business is done, for example:

- **Employees**: already using social networking tools in their private lives
- **Customers**: engaging in conversations about & with companies they use
- **Partners**: interacting continually to accelerate business value
- **Organizations**: crowd-sourcing ideas to bring new solutions to market
My Links

Evolution of the Social Business (BCW)
- http://www.businesscomputingworld.co.uk/evolution-of-the-social-business/

Blog post on Social Business 2012 trends

IBM Links

The Business View of Social Business

Video Case Studies around Social Business

The IBM Social Business Platform & Products
- http://www.ibm.com/social

Becoming a Social Business Community on the IBM web site
- http://ibm.co/adoptsocial

IBM's Own Social Business Transformation Story (by IDC)

IBM's Social Computing Guidelines
Thank You.

Stuart McRae
Executive Collaboration & Social Business Evangelist
IBM Collaboration Solutions

ibm.co/smcrae
stuart.mcrae@uk.ibm.com
www.twitter.com/smcrae
www.linkedin.com/in/stuartmcrae
www.facebook.com/sjmcrae
www.smcrae.com