



Social Business

Connect. Collaborate. Compete.

The challenge faced by virtually all enterprises in these turbulent times is how to build organisations that are more adaptive and agile, more creative and innovative, and more efficient and resilient. Increasingly, it is becoming clear that the traditional hierarchical enterprise will give way to a socially synergistic enterprise built on continually evolving communities and a culture of sharing and innovation.

Social Business helps people to connect, collaborate and compete. Becoming a leader in today's marketplace means using social solutions to transform how business gets done – driving cost savings, increasing revenue and cultivating competitive advantages.

When an organisation inspires its workforce to innovate and collaborate more productively, it creates tangible business value. Anticipating needs and delivering exceptional experiences delights customers and creates advocates. When you integrate your business processes with the right social tools, you secure a competitive advantage and pioneer new ways of doing business.

This White Paper discusses how and why empowered employees and engaged customers are the foundations for becoming a successful Social Business.

70%
of companies use social technologies*

90%
of companies using social technologies report business benefit*

61%
of Fortune 100 companies are licensed to use IBM's Social Business technologies

Social technologies include a broad range of applications that can be used both by consumers and enterprises

 Media and file sharing	Upload, share, and comment on photos, videos, and audio	 Blogs/microblogs	Publish and discuss opinions and experiences
 Crowd-sourcing	Harness collective knowledge and generate collectively derived answers	 Ratings and reviews	Evaluate and rate products, services, and experiences; share opinions
 Shared work-spaces	Co-create content; coordinate joint projects and tasks	 Social Commerce	Purchasing in groups, on social platforms, and sharing opinions
 Discussion forums	Discuss topics in open communities; rapidly access expertise	 Wikis	Search, create and adapt articles; rapidly access stored knowledge
 Social networks	Keep connected through personal and business profiles	Sourced from McKinsey Report: The social economy – Unlocking value and productivity through social technologies	

Organisations that have made the transition to Social Business are already reaping the benefits, which include the ability to deepen customer relationships, drive operational efficiencies and optimise the workforce. These early adopters are generating significant competitive advantage and leading the way in what is essentially the new era of business.

What is Social Business?

Intec defines Social Business as any organisation that embraces networks of people to create business value. By fully integrating the collective knowledge of people-centric networks, Social Businesses accelerate decision-making, strengthen business processes and increase innovation.

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A Social Business shifts the focus from temporary measures, such as documents and project plans, to the source of the energy, creativity and decision making that moves the business forward – the people. This people-centric approach relies on:

- **Networks** – Globally integrated networks enabling collaboration between employees, partners and customers are the building blocks of Social Business.
- **Social and realtime collaboration** – Connecting teams of people empowers individuals and enables problem solving.
- **Mobility** – A Social Business is one in which individuals use the best device suited to their needs, keeping them connected anywhere, at anytime.
- **Integration** – Bringing social collaboration capabilities into the applications people use to do their jobs facilitates information sharing within the context of business processes.

Banking on improved internal communications

TD Bank Group, North America's sixth largest bank, needed to improve internal communications and collaboration, standardise business processes, and capitalise on employees' collective knowledge and experience. The company deployed IBM Connections, which has enhanced internal communications, information sharing and collaboration. This has led to a more engaged, productive workforce and a more cohesive enterprise.

What does Social Business bring?

Togetherness

A Social Business connects people to expertise, enabling individual customers, partners or employees to form networks. These networks generate innovation, foster creativity, and establish greater reach and exposure to new business opportunities.

Insight

A Social Business strives to remove unnecessary boundaries between experts inside the company and experts in the marketplace. It embraces tools and leadership models to capture data and insight from many sources, which means it can quickly sense changes in customer mood, employee sentiment or process efficiencies.

Speed

Being a Social Business literally speeds up business, saving time by providing realtime insight to make quicker and better decisions. The organisation adopts new ways to deliver information to those who need it – faster. People stay connected via mobile devices and the Cloud provides new ways to connect and collaborate on open platforms. Business is free to happen whenever and wherever it delivers the greatest value, and organisations can quickly adapt to changing marketplaces.

A journey to improved collaboration

International transportation company Blue Water Shipping needed an alternative to email to share information between employees and encourage new and more effective ways of working. They selected IBM Connections software, a social networking platform that enables boundary-free collaboration. The solution capitalises on the growing importance of social networking to boost employee productivity, reduce email backlog, save time and improve version control.

“We feel that IBM Connections could introduce a brand new way of thinking for Blue Water Shipping – it is our first step towards removing the barriers to collaboration.”

Kim D. la Cour, IT Manager, Blue Water Shipping

Will Social Business be a distraction to my employees?

Social Business provides a gateway for current and relevant information exchanges across geographies and organisational silos. Building trust and encouraging social interactions is key to driving social change in the workforce.

A successful Social Business will not foster an environment whereby employees are constantly chatting to their Facebook friends. It is not about wasting time but about saving time and increasing efficiency, although trust is a key element for success. An organisation needs a certain level of trust to empower its employees to share their ideas and expertise, and it must demonstrate this trust by rewarding the behaviour.

12 ways social technologies can add value in organisational functions within and across enterprises

Product development	1	Deliver customer insights	Enterprise-wide levers (social as organisational technology)	11	Use social technology to improve intra- or inter-organisational collaboration and communication			
	2	Co-create products						
Operations and distribution	3	Leverage social to forecast and monitor		Enterprise-wide levers (social as organisational technology)	12	Use social technology to match talent to tasks		
	4	Use social to distribute business processes						
Marketing and sales	5	Derive customer insights			Enterprise-wide levers (social as organisational technology)	12	Use social technology to match talent to tasks	
	6	Use social technologies for marketing communications/ interaction						
	7	Generate and foster sales leads						
	8	Social commerce						
Customer service	9	Provide customer care via social technologies				Enterprise-wide levers (social as organisational technology)	12	Use social technology to match talent to tasks
Business support	10	Improve collaboration and communication; match talent to tasks						

Sourced from McKinsey Report: The social economy – Unlocking value and productivity through social technologies.

*Knowledge workers spend 28 hours a week writing emails and searching for information.**

Social Business use cases

Businesses move from 'liking' to 'leading' when they look beyond social media to see how social technologies drive real business value. From marketing and sales to product and service innovation, social is changing the way people connect and the way organisations succeed.

Product development

By removing barriers between people, a successful Social Business can quickly and cost-effectively bring new solutions to market and better meet customer needs.

By using social platforms for co-creation, Social Businesses can engage a larger community beyond their own R&D staff. This helps to resolve product development challenges that are too big for in-house resources to handle themselves. In 'crowd-sourcing' for example, a wide range of participants are asked to submit ideas, which are then evaluated, often by the crowd itself.

Social Business can help organisations to increase revenue by responding to markets faster and with more innovations. It provides an effective means to create and engage distributed product teams in an easily manageable way. These communities can work via a common dashboard with complete visibility across project details and people skills. This increased visibility across multiple work-streams eliminates silos, reduces project overlaps (which waste resources) and enables re-use of improved practices across communities.

Being a Social Business will also bring increased process innovation. For example CEMEX, a global cement supplier, created a social network to accelerate new product development through open collaboration among 20,000 employees. This resulted in a new global brand of cement mix being delivered in less than 4 months, compared to 12.

Marketing and sales

Social technologies are being used to gather insights about products and brands, opinions about competitors, and perceptions of market segments. This market research and customer insight can be used as input for product requirements and design, advertising campaigns, pricing, packaging, and other marketing and product development activities.

"In a recent study¹ of 541 executives at 500 companies, 40% found that they could see specific improvements and increases in sales from social customer relationship management and 71% found that it led to a reduction in time to resolution for support issues."

Social Businesses increase their customer reach by accessing more customers – and spending more time with them.

Social selling allows organisations to:

- Access core opportunity, contact and account data from mobile devices
- See a 360 degree view of the customer
- Reduce time spent learning about the customer
- Reduce time spent searching for experts and information
- Reduce time spent filling in opportunity data for forecasts
- Engage customers remotely with a rich set of collaboration and social tools
- Save time and cover all stakeholders with one-to-many communications
- Keep entire teams, including channel partners, in sync on closing the deal.

Social Businesses engage the entire sales team and apply expertise from across the organisation. Sales representatives can work together in collaborative communities to solve problems and:

- Gain easy access to experts for fast answers to customer questions
- Provide recommended sales content based on the specific opportunity
- Easily collaborate with co-workers from across the organisation
- Quickly reach out to experts when emergencies arise
- Re-use best practices from other teams.

Customer service

The overarching benefit to deploying Social Business solutions in customer service operations is the ability to engage with customers and understand them more deeply. This helps organisations to anticipate and meet their customers' needs in ways that differentiate them from the competition.

“If companies could increase customer retention rates by 5%, they could grow their profits by 25% -100%.”

Frederick Reichheld, The Loyalty Effect

According to a recent ITSV CEO study, 'Getting closer to the customer is the top focus for CEOs over the next 5 years.'

Specifically, customer service teams can:

- Find the right people via profiles connecting customers with similar interests or find employees with specific skills
- Easily adapt web content that captures customer interest based on behaviour – without calling IT support
- Streamline operational efficiencies with consistent workflow processes via enhanced email and messaging capabilities integrated with social applications
- Update web content based on customer behaviour to provide critical information when needed

- Share best practices with blogging, shared bookmarks, shared files and activities
- Provide additional online self-services for communities
- Instantly chat to experts in customer behaviour.

Human resources

Typical challenges facing human resources executives include:

- Accessing, attracting, retaining and developing the best talent available
- Fostering workforce creativity and increasing speed/quality of decision making by shifting from a culture of knowledge hoarding to knowledge sharing
- Improving morale and job satisfaction, and reducing turnover by creating anytime, anywhere, “it just works” collaboration environments
- Integrating leadership development with emerging business opportunities.

In a Social Business, human resources departments receive applicant recommendations that are referenced by trusted networks, which are deemed more valuable than random CVs sent from an agency.

Once successful candidates accept an employment offer, but before they step foot in the office, they can take advantage of Social Business software and tools to read up on job descriptions, relevant processes and necessary training. They can also introduce themselves to the team, find out about the extent of the company's experience and learn whom they will be working with in their immediate or extended networks. This ultimately increases staff efficiency and productivity, enabling a new employee to hit the ground running on that all-important first day.

“We are not as good at innovation as efficiency. The HR function should help to build an innovative culture, create forums, develop leaders and find ways to measure and reward innovation.”

Veronica Rorsgard SVP, HR - Skanska

Furthermore, many of today's graduates are primed for a Social Business environment. These digital natives may have spent their academic years using Facebook-type social technology and many consider email as a regressive form of communication. When these people come into an organisation, they expect to be using Social Business networks rather than wasting valuable time in their email inbox. Therefore, a Social Business can help the HR department to attract and retain the best people, and increase productivity, by providing the technology that new starters need.

*Social Businesses generate
26% more revenue
per employee***

Exceptional employee web experience

Omron Europe is part of Omron Corporation, a global leader in the field of industrial automation. Omron Europe needed to streamline employees' daily work processes and better use the organisation's collective knowledge and expertise. IBM Connections software embedded in IBM WebSphere Portal provides a personalised intranet portal that presents applications, information and the social network in a business context. The unified portal facilitates knowledge sharing and collaboration, and improves employee productivity.

"The magic starts when you combine portal functionality with validated corporate information and a Social Business network."

Michel Min, Strategic Communication and E-marketing Manager, Omron Europe

Are you ready to become a Social Business?

Intec predicts that the path to becoming a Social Business is inevitable. However, the differentiating factors – those which will separate the leaders from the masses – will stem from how effectively an organisation embraces a Social Business culture; as well as the technology to deepen customer relationships, drive operational efficiencies and optimise the workforce.

Now you know the nuts and bolts of Social Business, your next step is to start thinking about how your organisation can transform itself by applying social technologies that will:

- Break down barriers to information and tap deeper into collective intelligence
- Save time and provide direct cost savings
- Increase employee – partner – customer engagement
- Engage, react and respond in a shorter timescale than other modes of business interaction
- Increase employee motivation and contributions to the business.

IBM Connections

IBM Connections social software is designed to help you better gather and use the collective insight of your organisation, partners and customers to deepen customer relationships, drive innovation and enable a more effective workforce.

This market leading social software platform delivers business value through the most comprehensive set of integrated social software services and capabilities.

The world's leading companies are now choosing IBM Connections as their integrated and secure platform to help people engage with networks of experts in the context of critical business.

How Intec can help

If you would like to discuss Social Business in more detail or to see a demonstration of IBM Connections to gain a better understanding of the benefits for your organisation please call us on **01252 775400** or email **info@intec.co.uk**

A comprehensive adoption plan is key to ensuring the success of your IBM Connections implementation, and Intec have created a quickstart package to guide you through the best practices.

Find out more at: intec.co.uk/pdfs/intec-SBA-Quickstart.pdf

Intec can also provide a fixed price upgrade path for users of IBM Lotus Notes who have free entitlement to the profiles and file sharing capabilities of IBM Connections.

Find out more at: intec.co.uk/pdfs/intec-C-Quickstart-for-LND.pdf

For further information please visit our website: intec.co.uk/software-solutions/collaboration-solutions/

About Intec

At Intec we collaborate with our clients, bringing together business insight, significant experience and technology to provide a distinct advantage in today's rapidly changing business environment. Through our integrated approach to problem solving, solution design and execution we help turn our customers strategies into action. With over 25 years experience our mission is to help our customers to anticipate change and profit from new opportunities.

References

* McKinsey Report: The social economy – Unlocking value and productivity through social technologies; July 2012

** IBM Social Business website:
<http://www.ibm.com/social-business/us/en/understand-the-benefits.html>

¹ Coleman Parkes Research



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