IBM Social Software in IBM
A collaborative journey

Jon Machtynger
IBM Software Group
Agenda

- Why and how we use Social Software in IBM
  - Business and Cultural need
  - Types of technologies
  - Adoption approaches
  - Collaboration ‘everywhere’

- Lessons learned
My IBM Blog in a Wordle tagcloud
My CV in a Wordle tagcloud
IBM has a workforce of over 500,000 of whom almost 50% are mobile.

- 350K+ employees
- 200K+ contractors
- 170 countries
- 2,000 locations
- 70+ acquisitions since 2002
- 50% < 5 years experience
IBM’s transformation required simplified infrastructure and governance.

<table>
<thead>
<tr>
<th></th>
<th>1992</th>
<th>2005</th>
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<tbody>
<tr>
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<td>Host Data Centers</td>
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<td>6</td>
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<tr>
<td>Web Hosting Centers</td>
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<td>6</td>
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<tr>
<td>Network</td>
<td>31</td>
<td>1</td>
</tr>
<tr>
<td>Applications</td>
<td>16,000</td>
<td>4,190</td>
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</table>

Evolution of w3.ibm.com

Launch of w3.ibm.com       Version 2.0
Corporate news and links   Standard design and navigation
17k page views/day         38k page views/day

Versions 3 & 4             Versions 5 & 6
Bluepages, MyNews, Web tools, Info Central
500k page views/day        Profile, Dynamic Content, Taxonomy, Integrated Search
1m page views/day

ODW R1 &R2                ODW Next
Business Portals, Personalization
2m page views/day          Self-deployment, Mobility, web 2.0
% stickiness

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A complete collaboration strategy integrates multiple approaches.

<table>
<thead>
<tr>
<th>Messaging and communications</th>
<th>Team collaboration</th>
<th>Portals</th>
<th>Social networking</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communications and meetings</td>
<td>Projects and team operations</td>
<td>Information and app. delivery</td>
<td>Expertise discovery</td>
</tr>
<tr>
<td><strong>Scope</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual Contacts</td>
<td>Team</td>
<td>Roles</td>
<td>Entire network</td>
</tr>
<tr>
<td><strong>Process owner</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual user</td>
<td>Project manager</td>
<td>Director</td>
<td>Community</td>
</tr>
<tr>
<td><strong>Business metric</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Responsiveness</td>
<td>Team efficiency</td>
<td>Controlled access</td>
<td>Participation and leverage</td>
</tr>
<tr>
<td><strong>User metric</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convenience, speed</td>
<td>Awareness, quality</td>
<td>Right info and tools</td>
<td>Reputation, relationships</td>
</tr>
</tbody>
</table>

Document → People → Community
A Social Business embraces networks of people to create business value
Email is a barrier to effective collaboration

Adapted from an illustration by Chris Rasmussen, US National Geospatial Intelligence Agency
Social Networks: Beyond the Org Chart

- An organisation chart is only one indicator of how work gets done
- Senior people are not always central; peripheral people can represent untapped knowledge
- Making the network visible makes it actionable and becomes the basis for a collaboration action plan

Identify the roles individuals play in information flow

Understand the effectiveness of your network

Central people: Sam
- Hold the network together
- But they can become bottlenecks

Knowledge Brokers: Earl
- Critical connection to external knowledge
- Need to be connected internally to be effective

Peripheral people: Carl
- Out of the loop. At risk for leaving the company.

Sub-groups
- Group split by function. Very little information shared across groups
Organisation at risk: What happens if Sam leaves

Marketing, finance and manufacturing are isolated from each other
Flatten your Organisation – in ways that help
The Knowledge Sharing gap

Jones, Carol A.
IBM Fellow (and e-goddess)

This person is no longer an active user
What is a Friend worth?

- IBM/MIT Research study
  - 2,600 IBM Global Business Services consultants over 2 years
  - 10K+ consulting projects

- Among the findings
  - Network size is positively correlated with performance
    - Each person in your email address book at work is associated with $948 dollars in annual revenue
  - Structurally diverse networks with many holes are associated with higher performance
    - Make sure your friends do not all belong to the same social groups

The security case for Social Software inside the firewall
The security case for Social Software inside the firewall

Intranet <---------------- Application location -------------> Internet
The security case for Social Software inside the firewall
The security case for Social Software inside the firewall

Intranet <--------- Application location ------------> Internet

Inside

Full Control

Outside

No Control
The security case for Social Software inside the firewall

Intranet < Application location > Internet

Full Control

No Control

Can I trust my staff not to make mistakes?

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The security case for Social Software inside the firewall

Full Control

How much can I safely share?

No Control

Can I trust my staff not to make mistakes?

Intranet <---------------- Application location -------------> Internet
Advocate Conduct at IBM: Built on Employee Trust

- IBM supports open dialogue and the exchange of ideas
- Responsible engagement in innovation and dialogue
- To learn, to contribute  
  (source: Adam Christensen)


✓ Be who you are
✓ Speak in the first person
✓ Use a disclaimer
✓ Respect your audience
✓ Add value
✓ Don't pick fights
✓ Be the first to respond to your own mistakes.
✓ Use your best judgment.
✓ Don't forget your day job
✓ Consider appropriateness of travel plans.

‘In the social media, the IBM employee is the brand’
Signing up to be a recognised expert...

(Outside the firewall)
- Yes, I would like to activate my profile so that my expertise can be leveraged outside the IBM firewall
- Yes, however, I would need to be contacted before my expertise can be leveraged outside of the IBM firewall
- No, I do not wish to have my profile activated outside of the IBM firewall

*Interest in sharing your expertise and presence with other IBMers sometime in the future
- Yes, I would be interested in activating my profile so that my expertise can be leveraged inside IBM
- I'm already registered to be available for other IBMers
- I'm currently undecided

Acceptance of guidelines and policies
* I have read and agreed to the IBM Privacy Policy Agreement
* I have read and agreed to the IBM Social Computing Guidelines

Save and Continue
Social computing enablement (with support)

Social Computing Education

"Number of profiles on Lotus Connections increased by 221% from December 2009 to July 2010."
Source: Lotus Connections on w3 Wiki

Not sure where to begin?
You can create a customized learning plan based on:
1. What do you want to know about social computing behavior?
2. What do you want to do with social media tools?

Complete a 5 Minute Questionnaire
Your feedback is important! Please tell us what you like and what you would like to see changed by completing this questionnaire Social Computing Pilot.

IBM Social Computing Guidelines
The current and official IBM Social Computing Guidelines.

Subject Matter Experts (SMEs)
Click the Expert's name to begin a chat with an expert, or their picture for BluePages information.

Level 1 - Beginner

1.1 Why IBMers Need Social Computing

The buzz. Did you know IBM values Social Computing to encourage actions and behavior which can positively promote the IBM image? Start here if you want to learn why social collaboration and influencing are key differentiators to grow your career. Learn the fundamentals of Social Computing and the value of Social Computing.

1.2 Social Computing Demystified

Tag, RSS feeds, "the board." These are just a few of the terms you may have heard in a recent conversation. Learn the activities associated with social computing and general guidelines for effective social computing techniques.

1.3 Publish my expertise and Build my network

Building a network starts with establishing the "who" (who should be in your network) and discovering the "what" (places where connections can be made). Learn the "how" and the "why" of publishing your expertise to a network built for your professional profile.

Level 2 - Intermediate

2.1 Digital Strategy

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Productive use results in commercial deliverables
### Profiles
IBM’s internal Profiles hold over **635,000 profiles** & serves over **4 million searches per month**. It’s the hub of user requests & all applications authentication for IBM.

### Communities
The IBM Communities service hosts more than **33,600 online Communities** with **365k members**. In IBM Forums there are more than **433,000 Threads** with over **2 million entries**.

### Blogs
IBM’s Blog service supports **89k users per month** with 39k Weblogs services. **12,700** users are considered ‘active bloggers’

### Wikis
The Wiki services hosts more than **39,000 wikis** with **375,000 pages** and was used by 86k users last month.

### Files
The Personal Files Sharing service holds more than **338,000 files** and was accessed last month by 85k users. In total **6.6M** files have been downloaded

### Bookmark Sharing
IBM’s internal Bookmark Sharing system holds **1,120,000 bookmarks** with **3.3M tags**, and had an active user population of 34,500 users

### Activities
IBM’s internal Activities service has seen all content and usage statistics grow with 97,000 activities; 2.8 M entries and 406,000 registered users.

- Search satisfaction increased by 50% with a productivity driven savings of **$4.5M per year**
- Reductions in phone, mail, E-mail server costs
- Online meetings
  - Estimated savings of US **$16.5m/yr** in reduced phone costs
  - Estimated savings of US **$97m / yr** in reduced travel
## Web 2.0 Best Practices… regularly updated

| The classic way                                                                 | The Web 2.0 way                                                                                                                                                                                                 | Value                                                                                                                                                     |
|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| • Get input from multiple team members and consolidating the input             | • Create the content in a wiki so others can contribute collaboratively. Available in the Lotus Connections product.                                                                                           | • Reduce email   
  • No need to consolidate input   
  • Reduce review time   
  • Team is aware of each other’s input while in progress, so consensus can be reached quicker |
| • Attach a document to an email for others to review                          | • Post files to a Web 2.0 repository. Lotus Connections Files can host your files, for public access or controlled shared access   
  • IBM Media Library is a repository for podcasts and videos to download to be used as a communications hosting channel | • Reduce email and avoid email jail   
  • Promotes self-service and reuse   
  • Builds your reputation   
  • Avoid confusion as to which version is the latest and who has it   
  • Ability to roll-back to a previous version when needed                     |
| • Time-sensitive content becomes stale because users are not aware of latest updates | • Create the content in a wiki where others in the team & community can keep up-to-date. Lotus Connections community offers that functionality.                                                                 | • Reduce diskspace – local or teamroom   
  • Improves shared content management   
  • Easier, quicker searches                                                      |
| • Unable to locate content easily in teamrooms                                | • Content in Lotus Connections (profiles, wikis, blogs, forum, communities, bookmarks, files) can be easily located using local search engine by person or by tags. A wiki is like a website, so to navigate through content it is much easier than in a teamroom | • Improves content management   
  • Easier, quicker searches   
  • Promotes self-service and reuse   
  • Builds your reputation                                                      |
| • Send meeting agenda & charts in an email or calendar entry                  | • Create the meeting as an activity in Lotus Connections Activities                                                                                                                                              | • Reduce email and avoid mail jail   
  • All relevant information is in one place   
  • Outcome of meeting (minutes, to-dos) can be created in the activity in real-time   
  • Everyone know where to look for the info                                     |
| • Use different forms (spreadsheet, QR, MS, etc.)                             | • Create an activity for the assignment                                                                                                                                                                         | • Reduce email and avoid mail jail                                                                                                                          |
• Depth of insight
• Depth of insight
• Content
• Depth of insight
• Content
• Status
• **Depth of insight**
• **Content**
• **Status**
• **Contact**
- Depth of insight
- Content
- Status
- Contact
- Other (similar) people
Overview

2011 is the year of Social Business for the IBM Software team. This community will become our primary channel for collaborating and communicating as an organization. Members will find useful resources and links in addition to messages from the IBM Software senior leadership team.

* Click here to watch the replay of the SWG 2011 kickoff and read up on hot topics!!!


Tags: ashe, cloud, developer, hayman, klockner, leblanc, middleware, mills, news, picciano, rennie, rhodin, sabbah, software, wieck

Notice Board (BETA Widget)

Add a notice

Now live on w3 - Security means innovating with confidence
Delivering security solutions that help clients secure their future and innovate with confidence.
Read more here!
Posted on 14 Feb 2011 at 15:21 by MELISSA J. PATZWALDT

Now Live on W3 - Chinese banks Power out Oracle
Guangdong Cooperatives group picks IBM workload-optimized solution on Power Systems, not Oracle or HP
Read more here!
Posted on 14 Feb 2011 at 15:19 by MELISSA J. PATZWALDT

Members

[Profile picture] Hans Nyström
[Profile picture] Åsa O'Brien
[Profile picture] Dan Levy

52958 members
How often do you need a specific file?

<table>
<thead>
<tr>
<th>Name</th>
<th>Views</th>
<th>Rating</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>iPad and iPhone.odp</td>
<td>849</td>
<td>6</td>
<td>Public and shared with 73</td>
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<tr>
<td>The_Lotus_strategy_2009_v15.odp</td>
<td>456</td>
<td>7</td>
<td>Public and shared with 76</td>
</tr>
<tr>
<td>Social Networking Aug 2010.odp</td>
<td>240</td>
<td>1</td>
<td>Public and shared with 13</td>
</tr>
<tr>
<td>Top ten things for sales reps - print out for when you c</td>
<td>240</td>
<td>4</td>
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<tr>
<td>Top 5 Features you need to know for Notes 8.5.1.ppt</td>
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<tr>
<td>iNotes integrated with Concord coediting.exe</td>
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<td>Public and shared with 17</td>
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</table>
Social is intrinsic to our integrated experience
Search, but more like you’d expect it to be

Pages tagged by IBMers

Relevant Knowledge assets

Relevant News items

Collaboration Spaces

Potentially relevant people
Sharing scripted best practice within IBM

Simplifying web-based processes.

CoScripter is a system for recording, automating, and sharing processes performed in a web browser such as printing photos online, requesting a vacation hold for postal mail, or checking flight arrival times. Instructions for processes are recorded and stored in easy-to-read text here on the CoScripter website, so anyone can make use of them. If you are having trouble with a web-based process, check to see if someone has written a CoScript for it!

Contribute!
The scripts available on this site have been authored by our large community of users who help each other by contributing scripts that automate their most difficult web-based processes. You can make the community stronger by contributing your own scripts for the processes that you do frequently. Together we can make the web easier to use!

Software
An important part of the CoScripter experience is our custom browser extension for Mozilla Firefox.

Search for a script

Recommended scripts

Forward All Phone Calls to Home
For use with Cisco IP phones. This script uses the Almaden CallManager website. The Cisco website ...

CoScripter Newsletter

Greetings from CoScripter! This is a bi-weekly newsletter that contains information about scripts that might be interesting to you, news about what scripts your friends are using, and tips for getting the most out of CoScripter. To unsubscribe, click the link at the bottom of this email.

What scripts have your friends been using?

- JON MACHTYNGER ran Expense Reimbursement, Find Travel Expense Meal Allowance, Find US Travel Expense Meal Allowance, Forward IBM Phone (Home), Get the Almaden Cafeteria Menu, Online Travel Reservation: Look for hotels on OTR and websphere console test

How are my friends defined?

CoScripter uses your Profiles and SocialBlue connections to determine who is in your social network. To add more people to your network, connect to them on either of those two services.
Lessons Learned by IBM

- Promote a culture of sharing with diverse groups
  - Capitalise on the differences in your organisation
  - Weak Ties deliver much more value
- There is no “field of dreams”
  - Adoption is crucial
  - Appeal to a broad spectrum of communication types
  - Executives must participate and drive activity
- Profiles provide most significant initial value
- Integrate with the enterprise
  - Collaboration intrinsic to operational behaviour
- A balance of control and flexibility promotes innovation
Questions?