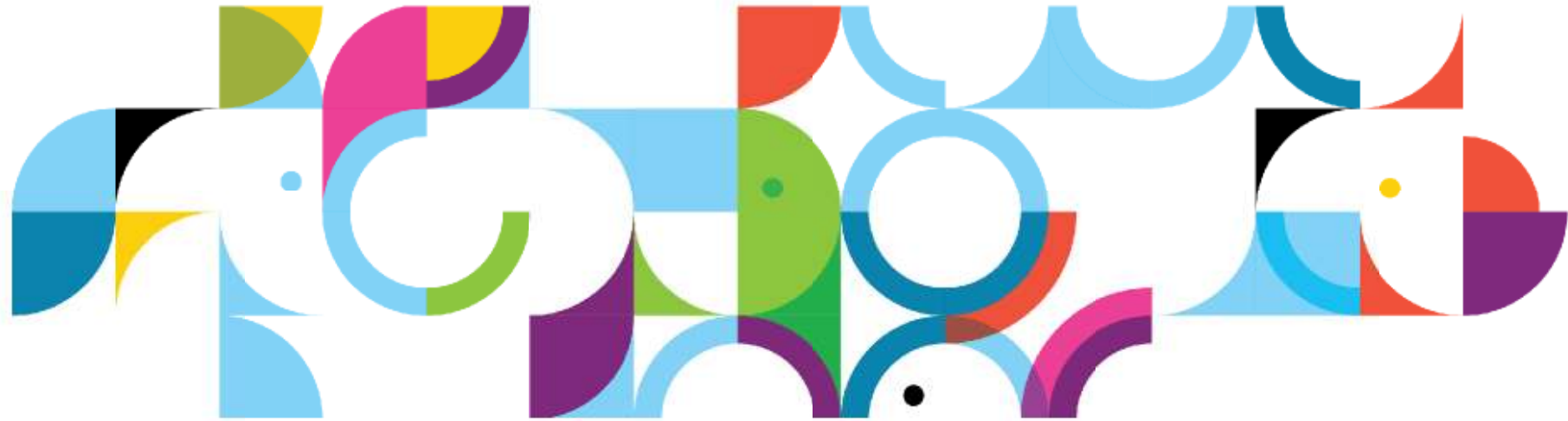


Brent Davids – Financial Services Sector Leader, Middle East & Africa
IBM Collaboration Solutions

Social Business

A Business Imperative



Agenda

- IBM Collaboration Solutions (ICS)
 - Engaging Client Experience
 - Collaborative Workspaces
- Day in The Life Demo – Banking Example
- Call to Action

<http://www.youtube.com/watch?v=obCHKPYHuhA>

From 17 to 70+ years old - how they expect to communicate?



Write me

Use paper

Born Pre 1945



Call me

Use paper diaries

Someone else may update their calendar / mailbox

Born 1945 to early 1960's



Mail me

Use e-mail

Technology 'Savvy'

Born early 1960's to early 1980's



IM me
DM me
Message me

Born 1980's onwards

'E-mail is for my parents'

“Digital Natives”



Technology plus Demographics dramatically changing the way we live & work

How I Buy

Interacting with peers and engaging with the company.



How I Work

Collaborating from anywhere at any time.

How I Create

Tapping into a wide variety of insight and expertise.

IBM Collaboration Solutions



Web Experience Market Opportunity

\$1.3B Market (2011)²

Web Portals
(WCM + Portal)



- WCM seamless with Portal
- Application integration
- Personalization
- Multichannel

\$1.2B Market (2011)¹

Websites
(Content Sites)



- Authoring
- Aggregation
- Templating
- Page Assembly & Delivery
- Caching and Replication
- Micro-Applications
- Syndication

**\$34B Market (2011 - US
Interactive Marketing)³**

Web Experience Management
(WCM+Portal++++)

- Northstar Scope
- WCM
- Portal / presentation management
- Recommendations-like technology for social search and personalization
- Web analytics / testing / content monetizing tools
- Rich media and video content management
- Social collaboration / social marketing capabilities
- integration / interoperability capabilities at several levels of the enterprise infrastructure
 - Commerce
 - ECM

¹Gartner

²IBM GMV

³Forrester

Web Experience Market Opportunity (Middle East and Africa)

Examples



\$2 million closed in July 2011



\$1.04 million for Q2 2012



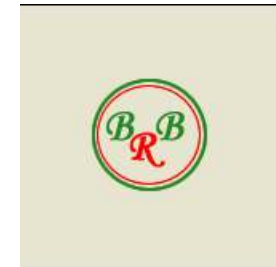
\$6.6 million for Q3 2012



\$2.4 million for Q3 2012



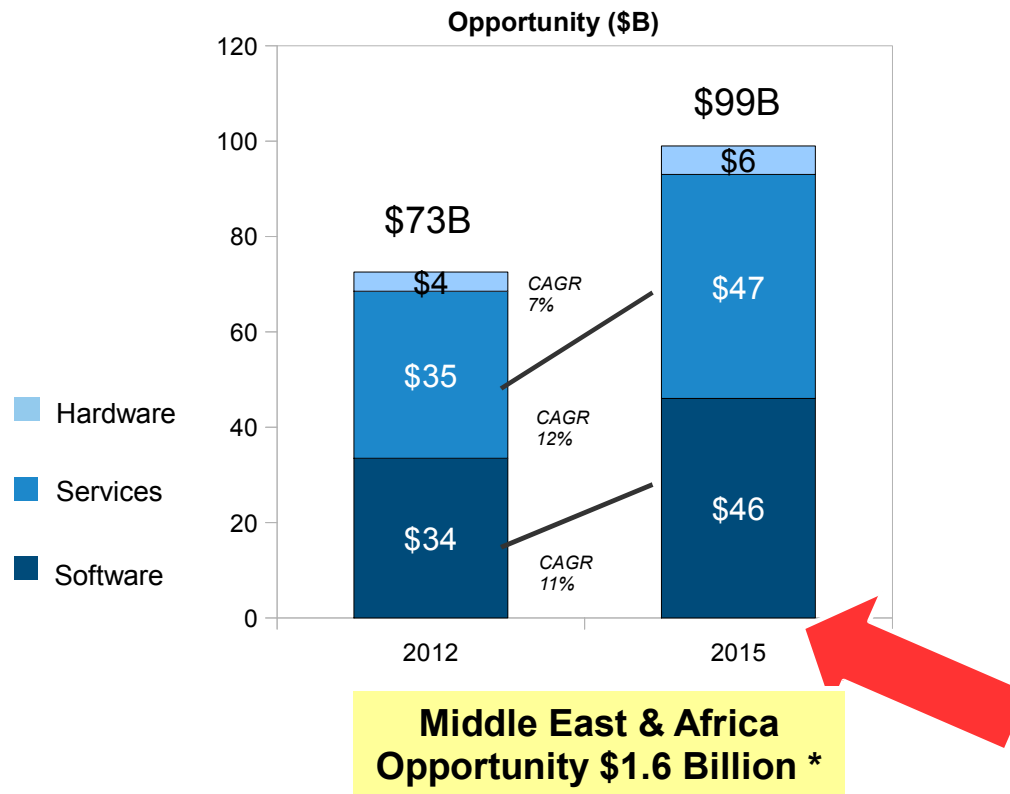
\$0.45 million



\$0.5 million



Social Business opportunity: up to \$46B for software alone by 2015



Source:: IBM Analysis

* Estimate based on ICS MEA contribution

Social, content and analytics capabilities work in concert to enable a social business

Reach people where they live and work

Enable people to **engage** productively in a business context



Monitor and analyze social data to **discover** new business insights

Act on insight for business advantage

By removing barriers, a social business allows people to apply expertise and insights that improve and accelerate results across business functions:

A social business deepens customer care and insight

Marketing, sales and customer service can grow the business by understanding, reaching, attracting and retaining more customers through online channels

Business Outcomes

- **Drive revenue & increase brand loyalty** with enhanced web experiences personalized to each customer, dynamically adapting content and offers
- **Raise customer satisfaction** by connecting customers to the expertise and information they need, when they need it
- **Enable fact based decisions** through analytics to test, adjust and optimize messaging to ensure maximum impact and time to value



Real results:

300% increase
in online sales



35% improvement in
marketing campaign
revenue

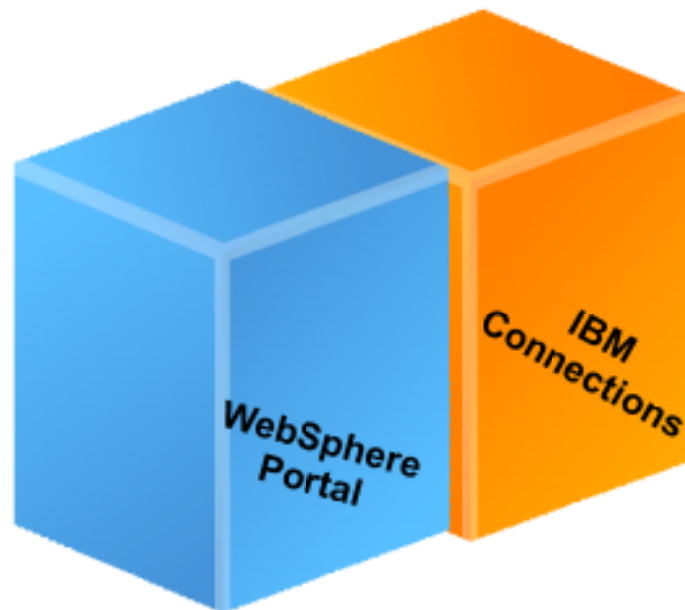
Consider a Social Portal to Achieve

Personalization
App Integration
Collaboration
Web Content
Site Creation
Governance
Rich Media
Dashboard
Analytics
Search



Consider a Social Portal

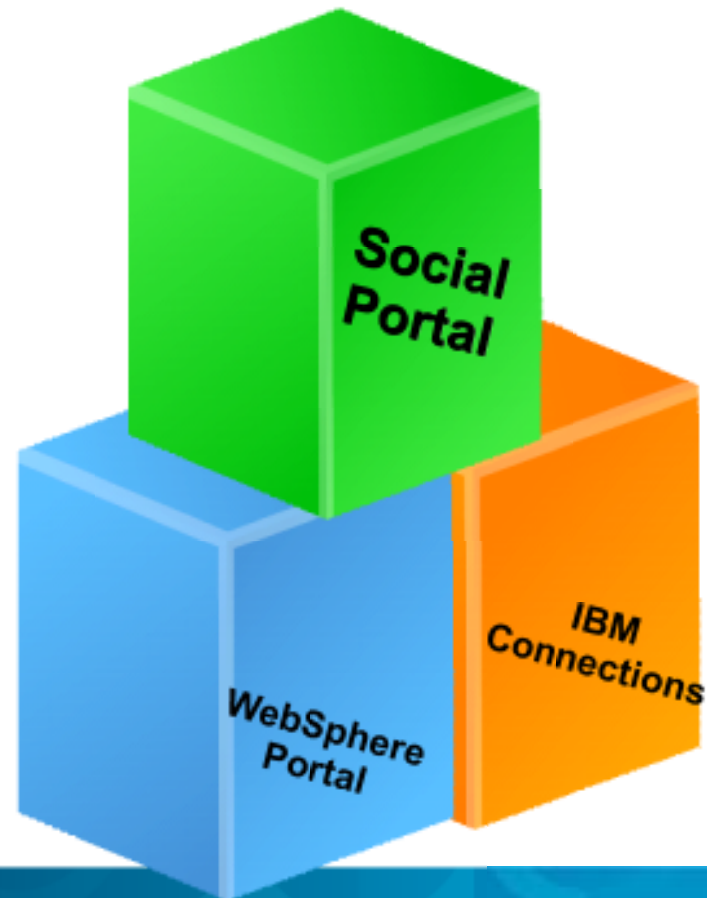
Personalization
App Integration
Collaboration
Web Content
Site Creation
Governance
Rich Media
Dashboard
Analytics
Search



Video Uploads
Micro-blogging
Communities
File Sharing
Bookmarks
Profiles
Forums
Mobile
Wiki's
Blogs

Consider a Social Portal

Definition – Intersection of social capabilities inside a Portal foundation to deliver exceptional user experiences enabling users personalized and compelling interactions with information, applications and people.



Day in The Life of a Social Bank

Demo Community

BVA - "Day in the Life" Demos - IBM Experience Modeler (IEM) - Demos are HERE! - Day in the Life demonstrations and visual models

Public Wikis My Wikis IBM.com Community This Wiki Search

BVA - "Day in the Life" Demos - IBM Experience Modeler (IEM)

You are in: BVA - "Day in the Life" Demos - IBM Experience Modeler (IEM) > Demos are HERE! - Day in the Life demonstrations and visual models

Demos are HERE! - Day in the Life demonstrations and visual models

Updated Feb 25 by Carlos Osorio | Tags: None

Page Actions

Day in the Life Demos by Role*

HR On-boarding	Sales	Product Development	Customer service	Product Marketing
ROI	ROI	ROI	ROI	ROI
References	References	References	References	References

Day in the Life Demos by Industry

Retail Banking	Healthcare	*CPG		
ROI	ROI	ROI		

Start | Taskbar: InfoPrint Manager, Lotus Notes, Safari, q1.2012.ppt, Presentation1, Resource - Gull, Mail, Downloads | System tray: 97%, 02:47 PM, Sunday, 09/04/2012

