



Social Business: Amplify the value of human connections

IBM observed the planet was becoming instrumented, interconnected and intelligent. 20,000 engagements later, here's what we know and believe about social business.

We are living in a social world:

Knowledge is being created and shared at unprecedented rates

Social networking has become a sweeping societal and economic phenomenon. People are now sharing original content, joining virtual communities, organizing activities, tapping into the advice of others and sharing experiences — at scale and without boundaries. This collective knowledge is enabling people to rapidly learn, act with greater confidence and influence others in entirely new ways. In fact, social is now the #1 use of the internet, with 94% using it to learn, 78% to share knowledge and 49% to engage experts. With 2 billion social connections and more than 3 billion expressions per day, it's fueling the emergence of a knowledge economy.

The views and activities of people are far more accessible

With the use of the social network, the interactions among people, leaders and brands are now out in the open for everyone to see, enabling businesses to gain greater visibility into the sentiments, activities and behaviors of large numbers of people. Importantly, the use of social has evolved to encompass a broad range of collaborative practices that facilitate business and commercial engagement. With 66% participating in professional communities, 81% engaging in brand conversations and 61% evaluating what others think and do, people are sharing knowledge, insights and even how they make decisions.

Organizations are functioning with greater transparency

With the open nature of today's business environment, where 70% of employees are engaged in social activities both internally and externally, organizations are working differently. In addition, with nearly everyone on the front lines building new relationships, the flow of information has become more difficult to contain. As their marketplaces and workplaces fuse together in entirely new ways, leaders are now prioritizing mutual trust, empowerment, responsiveness and authenticity as key attributes of a modern enterprise. In fact, 65% are now updating their organizational designs, policies, operating principles and business processes to empower their people while protecting the enterprise.

Why act now:

Social is the new production line for the knowledge age

Build distinctive expertise and improve productivity by enabling people to easily learn, locate experts and access relevant information based on the collective knowledge of specialized communities and collaborative models of communication.

Fuel customer-centric innovation by tapping into ideas, knowledge and resources from large-scale communities to co-create with customers, employees and partners.

Expand customer sales, loyalty and advocacy with exceptional digital experiences, providing access to expertise, the collective knowledge of your users and personalized value at every touch point.

Social is the new intelligence for improving business outcomes

Apply a human face to workforce and marketplace data to better understand and proactively address behavioral, sentimental and performance-based trends.

Unlock stronger relationships by creating a more analytics-driven environment, personalized at every touch point, to optimize decision making, motivate action and empower people to act with greater confidence.

Optimize your workforce to re-invent how you recruit, motivate, improve and retain talent, using behavioral sciences, social analytics and comparative benchmarks — replacing guess-work with evidence-based decisions.

Social is at the center of the modern enterprise

Evolve your organizational design to embody a new style of leadership that facilitates a more collaborative, responsive, transparent and authentic way to work and engage with customers.

Create a culture of mutual trust that empowers people to engage and act, guided by social governance policies that employees understand, comply with and respect.

Socially enable your business processes with new capabilities that ease adoption and automate how your teams operate. Apply security and privacy controls built upon the flexibility of a mobile and cloud infrastructure.

How to act strategically:

Empower people

Activate a digital ecosystem for customers, employees and citizens

Start with your workforce: Deploy an enterprise social platform across your workforce, integrating collaborative networking, knowledge management, social learning tools, expertise locators and workforce optimization applications. Integrate with the social web and your business processes.

Extend into the marketplace: Deliver personally relevant and rewarding experiences in context. Use an integrated toolset that improves self-discovery, marketing effectiveness, online sales, service and loyalty programs. Underpin all interactions with social communities to energize advocacy networks and provide access to your expertise.

Adopt new crowdsourcing models: Deploy collaborative portals that support co-creation with customers, employees and partners. Integrate these practices into your strategic planning processes, from product development to marketing to services and sales.

Understand people

Apply analytics to gain actionable insight from social data

Build a stronger workforce: Re-invent the discipline of human capital management by applying behavioral sciences across the talent lifecycle. Use evidence-based insights to attract, motivate and retain talent, instilling a culture of self-awareness, self-improvement and stronger leadership.

Unlock actionable insights: Create new strategies to cultivate data-supported decision making, transform cultures and improve the effectiveness of how your workforce and marketplaces interact. Deploy data-driven methodologies, benchmarks and metrics, creating an action-oriented understanding of sentiment, behavior and performance.

Use data to engage with people as individuals: Personalize value at every touch point. Deploy new processes that help you better understand the unique characteristics, capabilities and preferences of your customers and employees, optimizing actions and loyalty.

Trust people

Harness a transparent and authentic way of working

Re-imagine your business design: Systematically evaluate how your organization works today and create a comprehensive yet evolutionary approach to implementing change. Design new leadership and operational policies with an eye on eased governance. Crowdsource employee input to best reflect your unique culture and to proactively educate and train your employees.

Enable your processes to be inherently social: Empower your people to easily evolve to a new way of working, by automating the adoption of social capabilities in the context of the business processes they already rely on to get work done. Deploy upon the flexibility of an open standards-based cloud and mobile infrastructure.

Protect the enterprise: Apply new security, privacy and compliance controls, enabling you to easily monitor, identify and preemptively address any regulatory issues, threats and/or inappropriate behavior that may occur.

How IBM can help leaders thrive with social business:

Drive enterprise-wide collaboration

Apply social networking, social learning, digital experiences and knowledge/content management based on an open cloud-based, mobile architecture.

Optimize workforce talent and culture

Evolve organizational culture to engage talent through optimization processes, behavioral sciences and applied workforce data.

Design and implement social strategies

Create value from digital ecosystems to transform cultures, operational processes and best practices.

Create exceptional customer experiences

Deliver holistic digital experiences that span self-discovery, personalized marketing, digital commerce and customer service.

Apply behavioral sciences and analytics

Apply data management, business analytics and behavioral sciences to measure, understand and drive business decisions.

Manage operational policy and risk

Reduce enterprise risk by applying security intelligence, policy governance and business process management solutions.

Why IBM:

Social Business

Four powerful forces are converging.

Social — unlocking new engines of innovation — your people.

Mobile — knowing what value to put in people's hands.

Cloud — the new way to drive growth and with less investment.

Big Data and Analytics — the new way to turn all of the forces at work into competitive advantage.

With the pervasive adoption of social technology, new systems of people-centric engagement will allow organizations to tap into shared insight, collective knowledge and expertise at the individual level to empower more meaningful engagement with customers, employees and citizens.

IBM can help you...

Empower people.

IBM Social Business solutions and expertise help you engage people as unique individuals by putting them at the center to tap into the power of collective knowledge.

Understand people.

IBM Social Business analytics and behavioral sciences allow you to personalize interactions, build relationships, predict trends and innovate faster.

Trust people.

IBM Social Business infrastructures help you create a trusted social approach that enables open and authentic engagement while protecting the enterprise.