



IBM Software

# Social Networking for the Business

Implications and getting started



**Dvir Reznik**  
**Social Software Evangelist**  
**IBM Software Group**

**\*** innovation  
that **matters**

# Agenda

## **What is Social Networking?**

What is Lotus Connections?

How Do I Get Started?





and let thy feet  
million  
be set in midst of knowledge

# “Social software” surface, enhance and extend social networks

● **Social network** not new, and its  
influence has been known for years

● **social network** people  
that help us

**LinkedIn** former

► develop opin....

**myspace.com** a place for friends  
sions

► accomplish go

● **del.icio.us**  
your bookmarks

heavily on other people to  
find information and to do their  
work

**Jotspot**

**amazon.com**

**You Tube**

**iPod + iTunes**

**Socialtext**

**GoingOn**  
THE NETWORK OF NETWORKS

**webex**

**salesforce.com**  
Success On Demand™

**Gmail**  
+talk BETA

**Google**

**ebay**

**zune**

**Blogger**



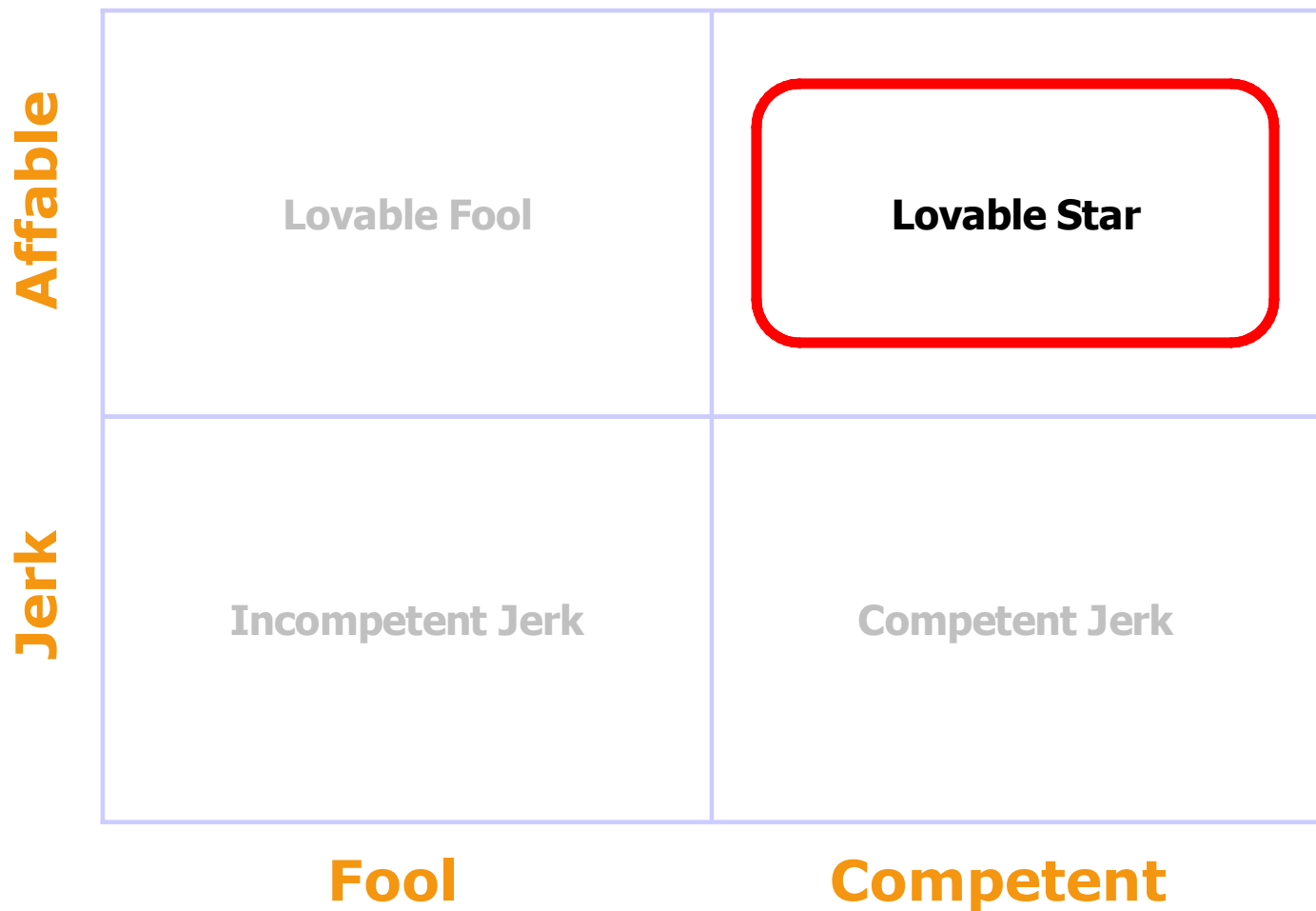
**Windows Live**  
**Basecamp**



# With whom do you want to work?

Affable	Lovable Fool	Lovable Star
	Incompetent Jerk	Competent Jerk
	Fool	Competent

# So, how do you find more 'Lovable Stars'?



# Agenda

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What is Social Networking?



**What is Lotus Connections?**

How Do I Get Started?



*“So, what are you doing online?”*



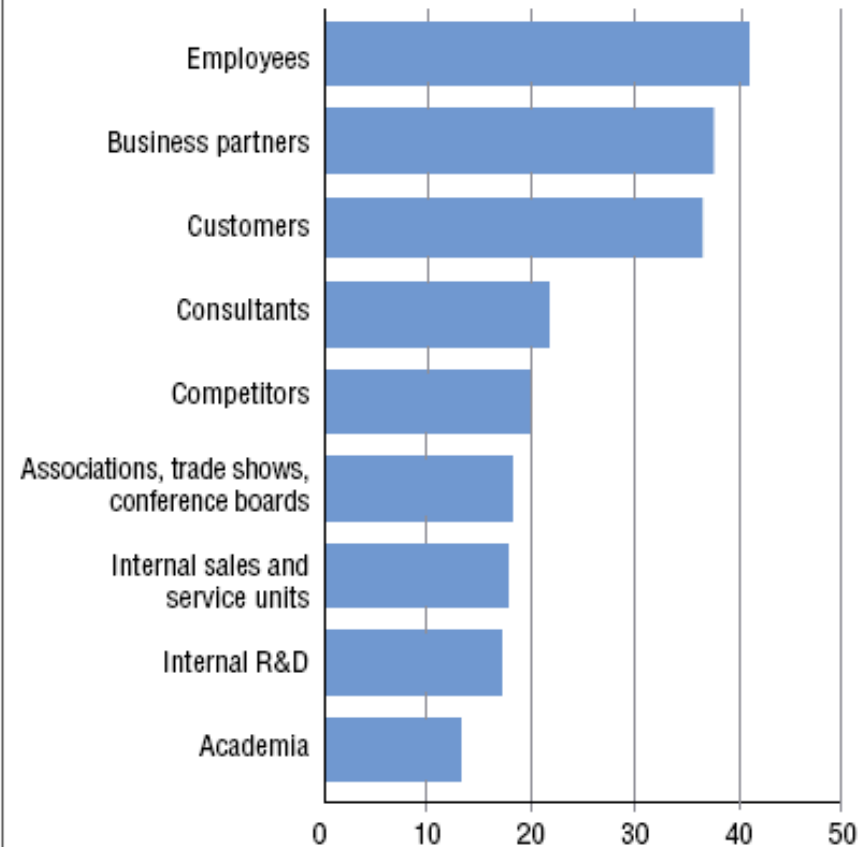
*“Writing the next chapter of my diary, researching what my mates are doing in China and then starting a revolution... what have you got planned for today?”*



# Demand for Growth Drives a Need for Innovation

- Innovators **grow faster**
- Top sources of innovation were **employees, business partners** and **customers**
- To thrive in this environment companies must:
  - ▶ **Weave communities** into the product development process
  - ▶ **Execute** innovative ideas **quickly**

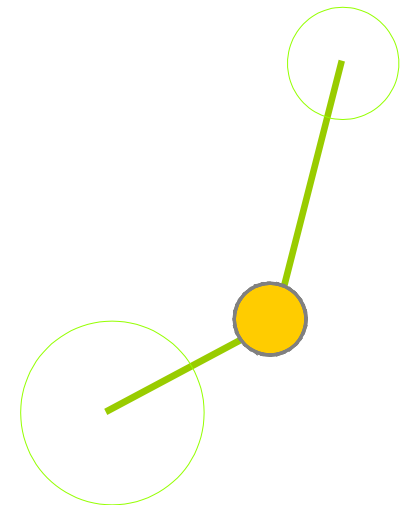
**Figure 10. Most significant sources of innovative ideas.**  
(Percent of respondents)



*Note: Respondents could select up to three choices.*

# Enterprise social software is about:

- Driving **innovation** into products faster
- Making the new generation **more productive, more knowledgeable**, faster
- Harnessing the **knowledge of the wise**, before they retire
- Being **more responsive** to customers, with knowledge from subject experts you may or **may not** know



## Profiles

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## Overview

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## ▼ Tags



collaboration 1

lotus 1

network 1

social-software 1

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## Profile for Dvir Reznik

IBM Sales &amp; Distribution, Software Sales

IBM employee, Regular

Portal, Lotus and Collaboration Software Sales Specialist

PETACH TIKVA, Israel

## ▼ Contact Information

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Alternate email: [Dvir Reznik/Israel/IBM](#)

Customers:



Local Time:  
09:17 / 09:17 AM

## ▼ Report to chain

Meir Nissensohn

└ Zeev Gal-Tzur

└ Yoram Bar-David

└ Dvir Reznik

[Full report to chain](#)

## ▼ Recent Colleagues

No Colleagues

[See All \(0\)](#)

## ▼ About Me

I've been with IBM Israel since 2001, in a range of marketing and communications roles.

Since July 2007 I am part of C&D, responsible for integration in terms of Sales & Marketing.

## Dogear

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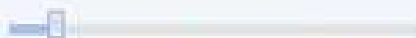
## ► Watchlist for Dvir Reznik



## ▼ Tags



## Tags for Dvir Reznik



collaboration connections  
firefox plugins sametime  
social w3

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## ▼ People



Flemming Hansen 3

Martha J. Mealy 3

Ryan A. Boyles 3

Alan Lepofsky 2

Brian Arnett 2

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## Blogs

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Gia (Gia) Lyons

MINNEAPOLIS, MN United States

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## Professional Notebook

Witty description goes here.

**A good problem to have**

Gia Lyons 25 Apr

Many customers are asking to pilot Lotus Connections in-house, and they don't have the budget to pay IBM Software Services for Lotus (ISSL) to do it. There are no more positions available within the Managed Beta. Lotus Greenhouse isn't a system that can be scoped to each company individually. The API isn't available in Beta 1 code. If the product were shipping, Technical Specialists would follow the normal Proof of Concept (POC) procedure. Alas, this is not possible right now.

What's a girl to do?

If I could rule the world, I'd somehow manipulate quantum physics to:

- Instantly download the knowledge and understanding to be gained from the Lotus Connections Software Technical Enablement Workshops (STEWs), scheduled for May and June across the globe, into the minds of Lotus Tech Specialists
- Add the final APIs into the existing beta drop
- Create Tivoli Directory Integrator (TDI) scripts that would automatically map PEOPLEDB to each customer's unique identity datastores' attributes and columns, with no manual interference necessary (wouldn't that be something?)
- Automatically integrate Lotus Connections services with Sharepoint pick-your-flavor, Outlook, Notes 6.5, Sametime 3.1, Live Communications Server, and every customers' intranet search engine. Oh, and WebSphere Portal. And PlumTree (oops, AquaLogic Interaction whatevertheheck).

But, I can't. So, I'm looking for suggestions.

(I've been reading Greg Isles "The Footprints of God", in case you're wondering where the heck I'm coming from. I mean, when was the last time you heard me mention quantum physics, for cripe's sake?)

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## In summary, what does enterprise social software do?

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- Breeds **diverse social networks**

*“I found your profile...”*

- Promotes **out-of-your-inbox thinking**

*“I just read this blog about a new idea...”*

- Enables **non-disruptive expertise consumption**

*“I found the answer in her bookmarks!”*

- **Organizes the flow** of ad hoc collaboration

*“I’m going to save this chat to our activity.”*

# Lotus Connections has 5 services



## Profiles

Quickly find the people you need by searching across your organization using keywords that help identify expertise, current projects and responsibilities



## Communities

Create, find, join, and work with communities of people who share a common interest, responsibility, or area of expertise



## Blogs

Use a weblog to present your idea and get feedback from others; learn from the expertise and experience of others who blog



## Dogear

Save, organize and share bookmarks; discover bookmarks that have been qualified by others with similar interests & expertise



## Activities

Organize your work, plan next steps, and easily tap your expanding professional network to help execute your everyday deliverables, faster

# Lotus Connections is already at work in IBM



## Profiles

IBM's internal BluePages application provided the basis for Profiles. BluePages holds 578,254 profiles and serves 3.5 million searches per week. It is the hub of both user requests and all applications authentication for IBM.



## Communities

IBM hosts over 1400 online communities. IBM forums have 147,000 members and over 1 million messages.



## Blogs

IBM's BlogCentral has 39,531 blog users (owners and commenters) with 94,061 entries and 93,120 comments, as well as 20,040 distinct tags.



## Dogear

IBM's internal Dogear system has 393,979 links from 12,676 users, and 16% are private. There are 991,116 tags and 4,146 watchlist subscriptions.



## Activities

IBM's internal Activities service contains 33,138 activities with 248,324 entries and 59,825 users.

# Agenda

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What is Lotus Connections?



**How Do I Get Started?**





## teams vs. communities

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- **Teams** are groups of people with **complementary skills** that come together to **get things done**, not necessarily to simply share knowledge
- **Communities** are groups of people with **similar skills** or interests that come together to **share knowledge** and **develop** those **skills and competencies**





# **Getting started with enterprise social software in 3 steps**

## Step 1: Identify Business Goals and a pilot audience

- Facilitate **increased communication** across organizations and geographies
- **Accelerate knowledge sharing** by making people aware of their colleagues' relevant information discovery as it occurs
- **Improve responsiveness** in answering topic-specific questions with knowledge from subject experts
- Facilitate the **exchange of best practices** by forming communities of practice
- Pilot audience have the **greatest need for sharing knowledge**
  - ▶ People involved in **researching** technology or market trends
  - ▶ People tasked with **generating new product/service**
  - ▶ Cross-discipline **interactions where experts can help**

## Step 2: Locate your advocates and sponsors

- Early adopters are not necessarily advocates
- Find the “**connectors**” and “**salesmen**” – people who:
  - ▶ everyone goes to when they need to know what’s going on
  - ▶ are “plugged in” to your organization and share with many
  - ▶ can persuade others to become enthusiastic participants
- Active and visible **executive sponsorship**
- Dedicated **resources** and **Well-orchestrated** program
- Frequent and open **communications**
- Employee **participation**

## Step 3: Assess, track usage and value

- **Assessment process.** It's a project, don't take it lightly. Hold user-groups, round-tables, make improvements
- **Track the volume of usage** (e.g., number of people using a feature). Prepare your IT organization to support the use of the tool based on the business needs of your organization.
- **Track the value, too.** Again, conduct surveys that assess how social software aided people in their work efforts. **Remember, even if a person never contributes, they can still “use” the tools.**

*“It's not what work you expect  
Employee #1234 to accomplish per  
person-month of work.*

***“It's the work you never expected  
would happen, that suddenly  
creates new business.”***



# Enterprise Collaboration and Social Software - The Power of YOU

מהפכת המחשוב החברתי כבר נמצאת עמוק בתרבות הציבורית - עם פייסבוק, בלוגים, מיי-ספייס, וידאו-בלוגים ועוד - לכל אחד דיעה, לכל אחד יש קול. היום המהפכה מגיעה גם אל מאחורי ה-Firewall הארגוני. חברות וארגונים מספקים כמה לעובד לדבר, לשחק, לחייג וליצור מנעמי צמיחה חדשים.

קבוצת התוכנה בינכם מומינה אתכם ללמוד כיצד להקיף את הארגון שלכם מדרגה בתחומי שיתוף מידע, ניהול ידע ומחשוב חברתי.

האירוע יתקיים ביום ה', 20.3.08, בשעה 09:00, בבית ינא, דרך אם המושבות 94, פארק אפרים-פתח-תקוה.

## Agenda

- 09:00 Registration, Networking and BPs Showcase
- 09:30 Welcome  
Dvir Reznik, Lotus/Portal Sales Leader, SWG IBM Israel
- 09:45 Keynote - Lotus Software Strategy.  
Alan Lepofsky, Lotus Strategy, SWG, IBM US
- 10:30 Social Networking at your Business.  
Arjan Radder, Social Software Sales Manager, SWG, Europe
- 11:15 Break
- 11:30 SONAR - Bridging the Social Networking Gap  
Inbal Ronen, Collaboration Technologies Dept., Haifa Research Lab
- 12:30 Spot - Lotus Collaboration - Working in Harmony - Demo  
Dvir Reznik, Lotus/Portal Sales Leader, SWG IBM Israel  
Alex Balk, Lotus Technical Sales
- 13:30 Spot - WebSphere Portal Express - Smart Solution for Web Portal



## Enterprise Collaboration and Social Software Event, Thu., March 20

[ibm.com/il/news/events/collaboration](http://ibm.com/il/news/events/collaboration)

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<http://dvirreznik.blogspot.com>