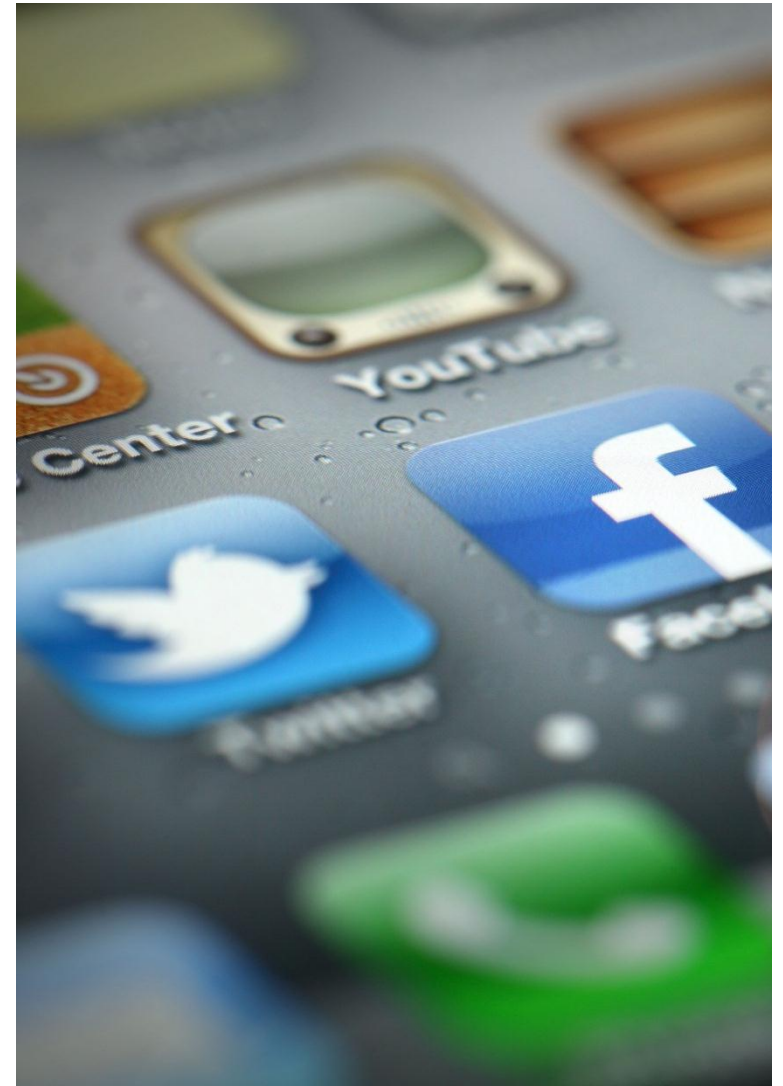


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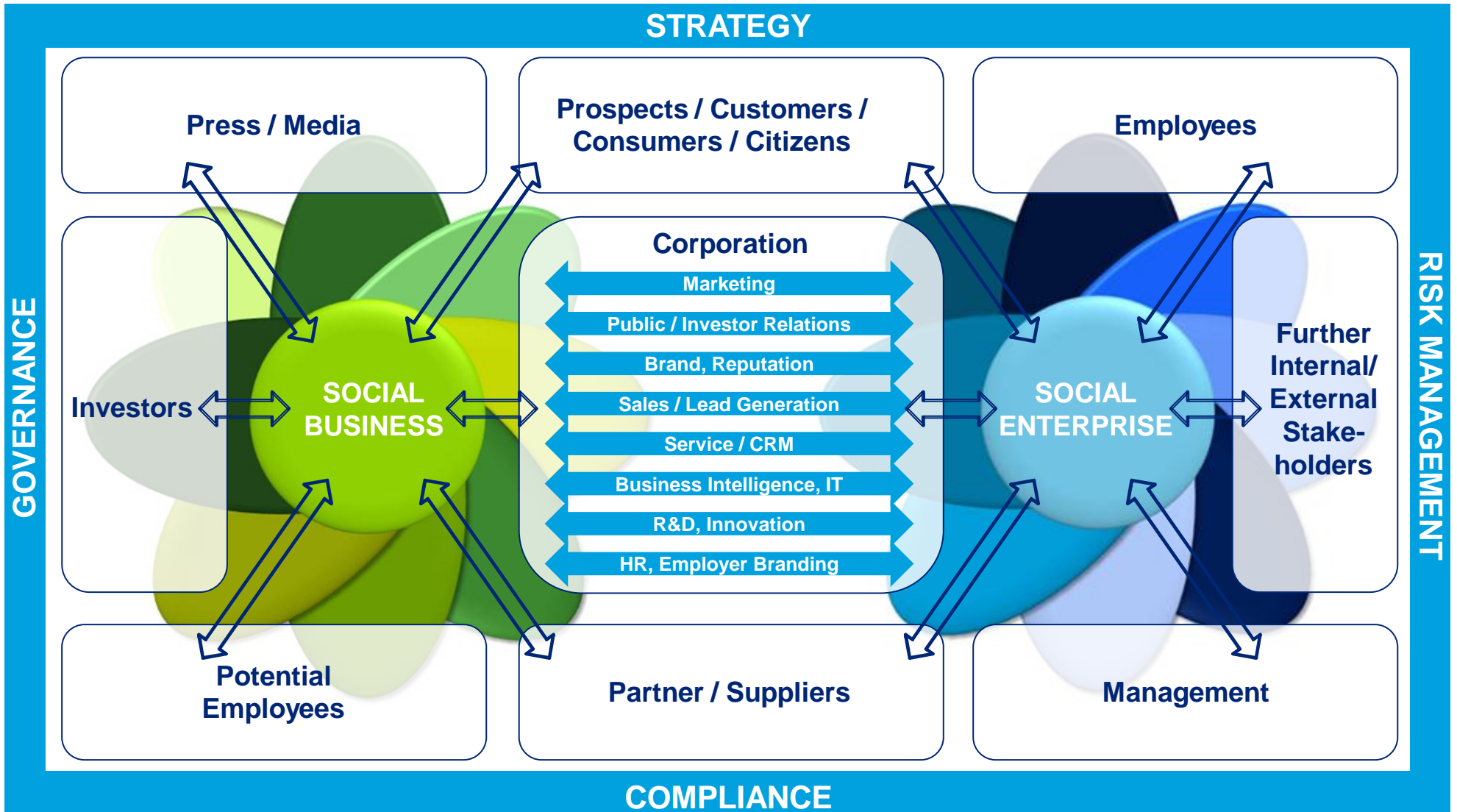
Social media z hlediska
byznysu

Get Social 2013

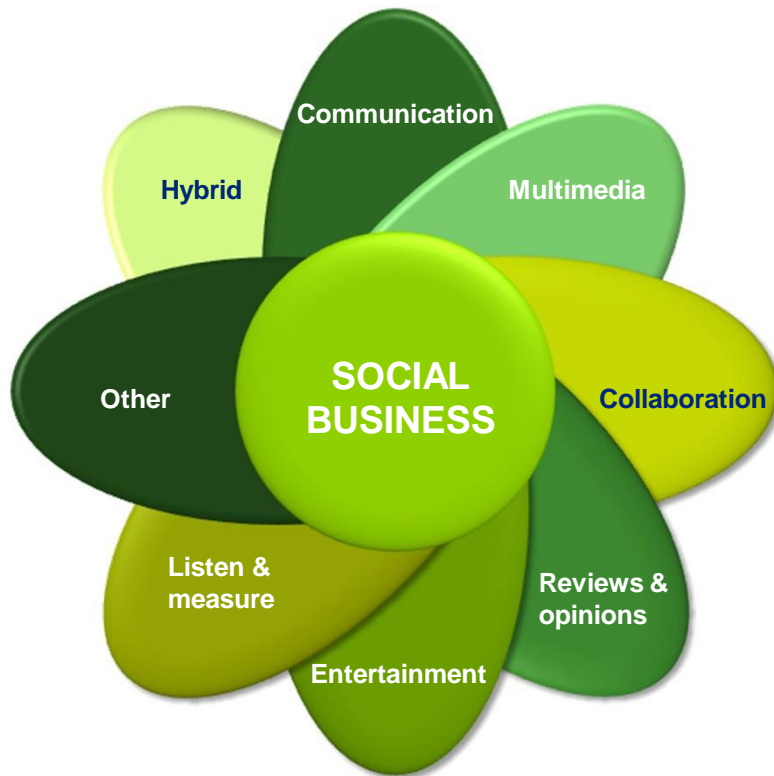
November 2013











We distinct between Social Business and Social Enterprise, although there are interdependencies



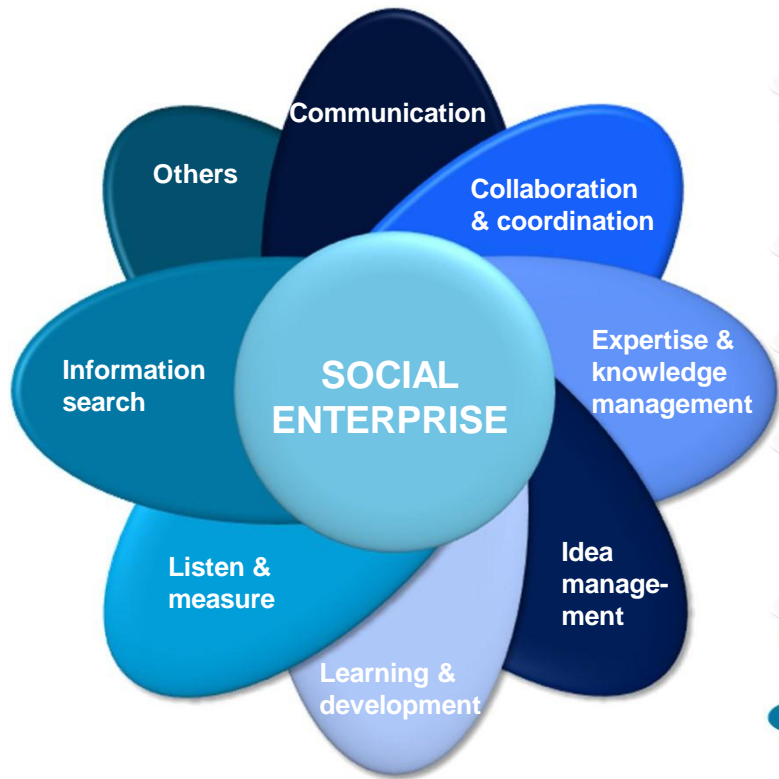
The landscape for Social Business services is complex and can be clustered in terms of different customer usage focus



- 
Communication
 Blog, micro blogging, social networking, podcast, forums, RSS feeds
- 
Multimedia
 Photo-, video-, audio- and music sharing, live casting
- 
Collaboration
 Wiki, social bookmarking, social news
- 
Reviews and opinions
 Product reviews, business reviews, community, Q&A
- 
Entertainment
 Virtual worlds, game sharing
- 
Listen & measure
 SM monitoring and analytics
- 
Other
 Widgets
- 
Hybrid
 Information aggregators, mashups



Social Enterprise tools can be sourced and operated on a stand-alone basis or as part of more integrated solutions



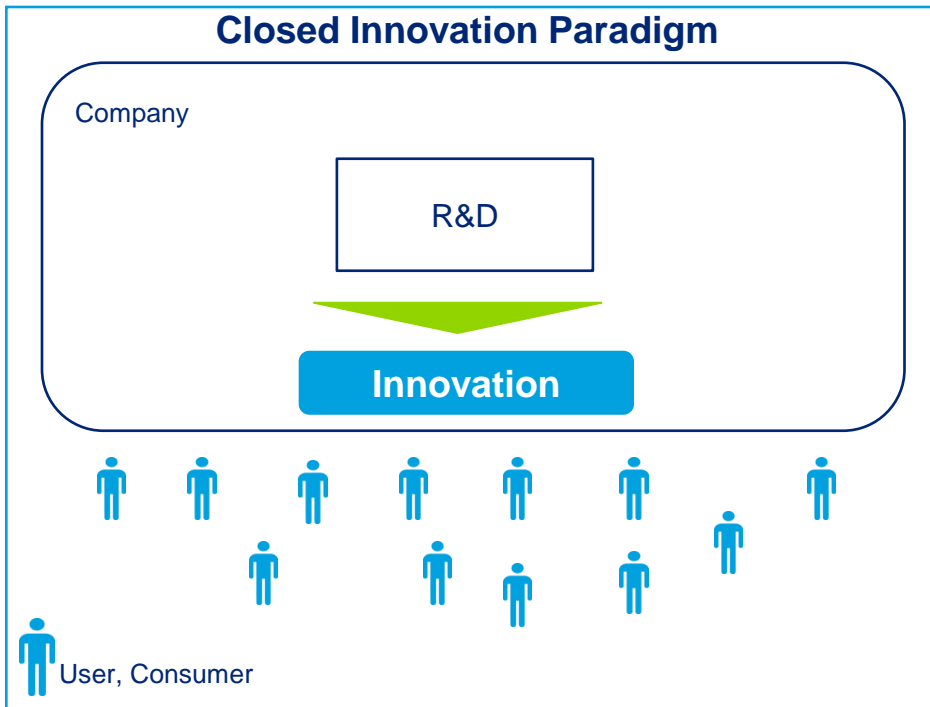
- 
Communication
 Presence, instant messenger, (micro-) blogs, web conferencing, whiteboarding, social networks
- 
Collaboration & coordination Team workspace, membership mgmt., forums, wikis, file sharing, calendars, task allocation, project mgmt., ad hoc workflow, activity streams
- 
Expertise & knowledge management
 Profiles, Expertise Engines
- 
Idea & innovation management
 Idea management, crowdsourcing, prediction markets
- 
Learning & development
 Real time online coaching, video sharing, live castings, virtual worlds, podcasts, immersive learning environment
- 
Listen & measure
 Social monitoring and analytics, social mining, social network analytics
- 
Information search RSS, social tagging, social bookmarking, extensions
- 
Hybrid and other
 Mashups, information aggregators, widgets

Integrated suite-like products**

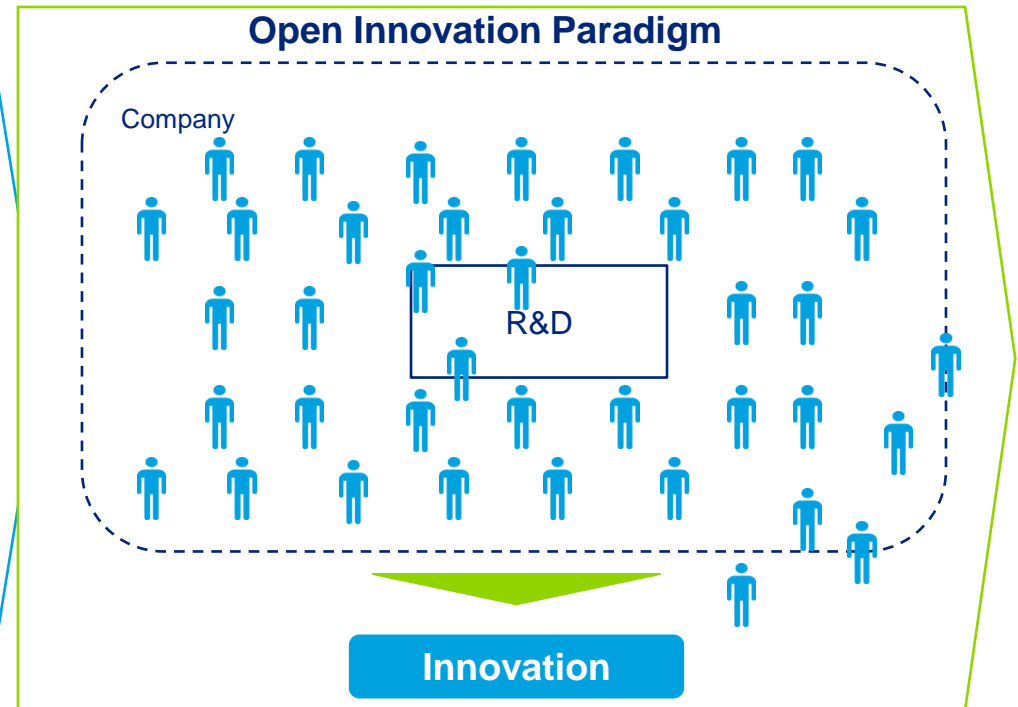
Logos include: Cisco Webex, Yammer, Socialcast, Intrado, Office SharePoint Server 2007, Google Wave, IBM Quickr, Open Text, Community, Lotus software, Cubetree, Drupal, Socialtext, SiteForum, XpertSHARE, LeverageSoftware, AskMe, REALCOM, WebStorm, Telligent/Community, BrainBank, INNOCENTIVE@WORK, CROWDSOURCING, EnterpriseSpigit, FORESIGHT, Saba, Cornerstone OnDemand, ProtonMedia, Forterra Olive, Geo Engage, CertpointVLS, Ucinet, IBM Infospere, Smart Analytics Cloud, Galaxyadvisors, Tivoli Software, Connotea, Socialcast, Autonomy, Vivisimo, IBM OmniFind, Lotus software, Baynote, Serena, Ubiqity, IBM Mashup Center, Pipes, EMC² Documentum Centerstage.

Open innovation is a paradigm that assumes that firms can and should use external ideas as well as internal ideas in order to advance concepts

Innovation Paradigms

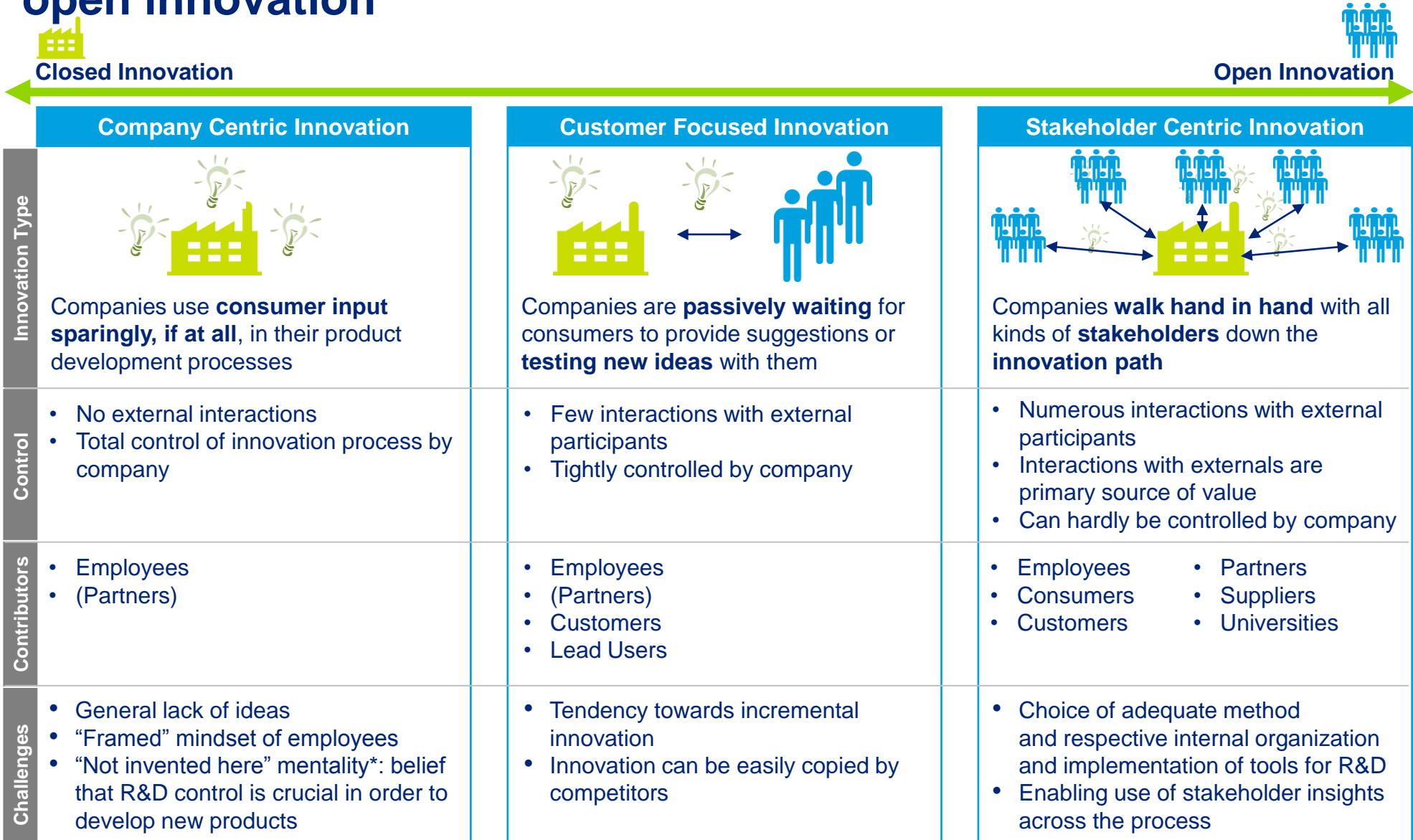


- Closed Innovation describes the classical understanding of many companies
- Focus is on maintaining control of idea creation, internal R&D and the protection of intellectual property



- Open Innovation describes the integration of various external stakeholders (e.g. customers, consumers, universities, partners, suppliers) into the innovation process
- Active, strategic use of external ideas and information in order to enhance potential innovations
- Inclusion of external ideas into process of finding solutions to complex customer needs

Three types of innovation span the continuum from closed to open innovation



* Source: MIT Sloan Management Review, Fall 2011, No. 1.

According to the respective innovation type, many tools can be applied to foster collaboration within the innovation process



Closed Innovation

Open Innovation



Company Centric Innovation



Internal Collaboration

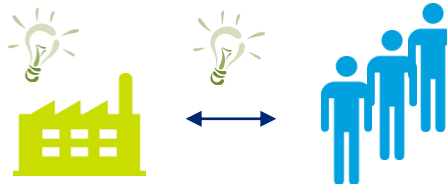
Internal teams with a common vision collaborate in achieving a common goal by **sharing ideas, information, tools, experiences and work**

1 Workshops with internal experts
Focus on developing fast solutions for defined challenges

2 Innov. & Knowledge Community
Internal network of collaborators increases innovation & ability to take advantage of new opportunities

3 Internal Idea Contest
Invite wide range of employees to suggest ideas for strategy, projects, or solutions to particular problems

Customer Focused Innovation



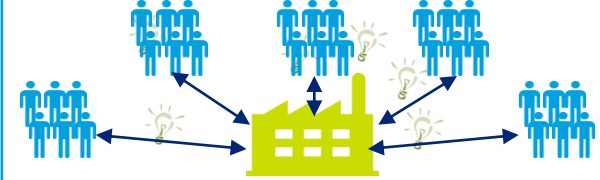
Co-Creation & voice of the customer
Customers are given freedom to **express aspirations**. A small group of external **participants** is **invited to interact** during innovation process

4 Co-Creation-Toolkits
Enable non-specialist users to design customized products

5 Lead User Method
Integration of Lead Users* in innovation processes at an early stage

6 Listening Platforms
Listening to the voice of the customer in an unobtrusive way

Stakeholder Centric Innovation



Crowd Sourcing

Company **actively empowers external stakeholders** throughout entire innovation process to seek answers from **global pool of creative partners**

7 Social Media Accounts
Leveraging the wisdom of the crowd by posing questions in Social Media

8 Private Community
Interacting with crowd in company owned forum

9 Ideation Site
Giving stakeholders a place to offer up ideas and suggestions

10 Idea Contest
Requesting solutions to a posed call to action involving incentives

Method

Applicable Tools

* Def. Lead Users: users of a product or service who currently experience needs still unknown to the public and who also benefit greatly if they obtain a solution to these needs

Some numbers and prediction at the end

Enterprise social software which offer Facebook & Twitter-like capabilities adapted for workplaces, will grow strongly in coming years

87% of companies are using social technologies. Ward, T, 2010*

Organizations will increase their spending on enterprise social collaboration software at a CAGR of **61 %** through 2016. Forrester

More than **90%** of Fortune 500 companies will have partially or fully implemented Enterprise Social Networks. Deloitte, 2012





1,4 billion social networking users globally. E Marketer, 2012**

Enterprise social software to become a **\$6.4 billion** market in 2016. Forrester


*Ward, T. (2010) "Intranet 2.0 - Rise of the Social Intranet - Summary Report of the Intranet 2.0 Global Study 2010", President Digital Media, Toronto, Canada

** <http://www.emarketer.com/Article/Facebook-Helps-One-Five-People-Worldwide-Socializing-on-Online-Networks/1008903> ©2013 Deloitte Consulting GmbH

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Go Green

Suggest ideas that would help us make our company more friendly to the environment

Ideas could be around our products being greener, on how to reduce the pollution in our factories or any other direction that comes to mind.

You are welcome to submit new ideas, and comment or vote on existing ones.


18 IDEAS	15 COMMENTS	55 VOTES
-------------	----------------	-------------

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- Other (2)

Campaign Admin

- Dispatcher

8

Social media z hlediska byznysu

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Questions to audience

Have are you socially connected to your employees (internally), customers (externally)?

What tools are you using?

What is your success story with social media?

What went wrong?

Děkuji za pozornost



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