

IBM Software

# Connect 2014

January 26–30 Orlando, Florida

ENERGIZING LIFE'S WORK

## SWF 304: The Business Value of Analytics for a Smarter Workforce

Marie Wallace, Analytics Strategist, IBM

Ido Guy, STSM, Manager, Social Technologies, IBM Research



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Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.



# What will we cover?

- Social Business Analytics

- What is Social Business Analytics?
- Why is it so important to the future of Social Business?
- Why is IBM the platform of choice?

- Scenarios

- Turbo-charge your sales organization: Connect experts & content to close deals
- Enterprise Activity Stream: Filter the noise & gain organizational insight
- Engagement Analytics: Increase social adoption & business ROI

- Wrap-up

- Key Takeaways
- For more information...



# Social Business Analytics

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# What is Social Business Analytics?

- Analyzing **Transactions** tells you **WHAT** the business does
  - *What happened in the past*
  - *Predicts what may happen in the future*
- Analyzing **Interactions** tells you **HOW** the business works
  - *Who interacts with whom, what, when, and for what purpose*
  - *Feeds into predictive analytics for richer and more actionable predictions*
  - *How those interactions may effect the future*
  - *How they can be adjusted to change the future*



## Systems of Record (transactions)



## Systems of Engagement (interactions)



- Number of deals closed?
- Close rate?
- Time to close?
- Deal size?

- How are deals closed? Who's involved?
- What are they doing? How are they interacting? What data are they using?
- What characterizes interactions of successful deals?
- What characterizes people contributing to successful deals? Skills, relationships ...

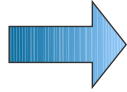
**It's only when we know what contributes to  
an outcome that we can impact it**



# Why now?

**Trend #1: Social** networks are putting people online as never before.

Generating large volumes of highly contextual data



Leveraging data for decision making



**Trend #2: Mobile** devices magnify reach & interaction



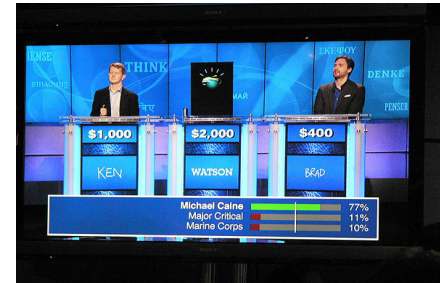
**Information Overload**



Requiring analytics to function

- *Real-time*
- *Contextual*
- *Limited real-estate*

**Trend #3: Bigdata Analytics** makes knowledge more accessible



# Why is Analytics so important to the future of Social Business?

- Information Overload
  - With the proliferation of social media in the enterprise, employees are exposed to ever-growing amounts of content, people, and events all vying for your attention
- Business Complexity
  - Landscape is changing faster than people can keep up – no single person can have all required skills & knowledge – critical that we maximize collective organizational insight
- People Power
  - Customers and employees have a voice as never before; Under threat from competitors, companies need to be people-centric, monitoring & stimulating active engagement and positive sentiment
- Innovation
  - Barrier to market entry is decreasing, with new products & services increasing; Innovation requires the best minds in the company working together



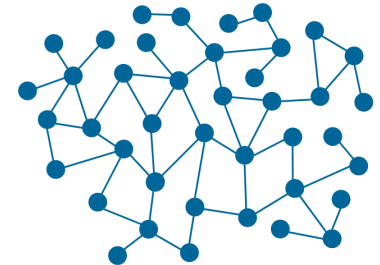
# Why is IBM platform of choice for Social Business Analytics?

- **IBM Connections:** designed to maximize the value of your social data
  - Social & Collaboration APIs for easy application integration
  - **Social Data Firehose** so that ALL people interactions can be integrated into any analytics system => *Open, Transparent, and Breaking Down Silos*
  - **Social Search & Analytics** out-of-the-box
- **Smarter Workforce:** a treasure trove of people data
  - Recruitment, Onboarding, Learning, Performance, ...
- **Bigdata Analytics:** a breadth of capabilities to derive insights & make predictions from social data



# Social Data Firehose ++

- The Event SPI allows an application to tap into...
  - All creation, deletion, & update events in Connections;  
*Who did what when?*
  - All events that any application posts to the Activity Stream;  
*What else happened outside the social platform?*
- This data has the potential to represent the complete interaction footprint of the enterprise
  - Allowing you to capture, persist, model, analyze, visualize, monetize your enterprise network
  - It is the crude oil that powers your Business Analytics engines... it just needs a little refining



# Social Search & Analytics

## Homepage

### Recommendations

Microsoft to let Office 365 users replace SharePoint's newsfeed with Yammer's - Computerworld  
2 related tags

Social Business Value and Adoption Consultant.odp  
1 related tag

New Pattern Ideas and Descriptions  
1 related tag

IT  
1 related tag

IBM Communities - Presentation to Absolute Beginners 21 Mar 13.ppt  
1 related tag

1 - 5 of 15

Previous | Next

### Trending

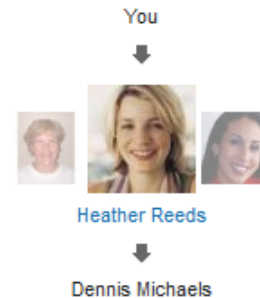
activities adoption blogs cebit cognos communities conference connect2013 demo domainpatrol-social event exceptional-web-experience files greenhouse gse i'm ibm-connections ibm's integration ipad ipad's iphone it's lotus-connections meeting mobile muster plantronics portal pot presentation presentations sales sametime socbiz social-bus iness social-collaboration social-media social-software sugarcrm sut sut-lite testing to-do u30 video webcast webdav webinar welcome

## Profiles

### Things in Common

- Communities (4)
- Wiki page (1)
- Bookmarks (5)

### Who Connects Us?



- How are you and Heather Reeds connected
- How are Heather Reeds and Dennis Michaels connected

### Do You Know



Lucille Suarez

Invite to Connect

Remove


- You share the same manager
- You are in a community together




# Social Search & Analytics


## Search


### Communities


 My Communities


#### Recommendations

 **Zeus Project**  
1 related person

 **Project Plan for Zeus**  
1 related person

 **Advertising for Project Zeus**  
1 related person

 **Social Media Planning & Monitoring**  
3 related people

 **Corporate Gears Program**  
1 related person

1 - 5 of 5 [Previous](#) [Next](#)

- All Results
- Activities
- Blogs
- Bookmarks
- Communities
- Files
- Forums
- Profiles
- Wikis
- **Status Updates**
- ▶ **Trending** ?
- ▶ **Tags** ?
- ▼ **People** ?
- BlueThx
- Luis Suarez
- Luis Benitez
- Peter Bjellerup


Enter a keyword here to refine your search results


Filter by:  Show:  [Apply](#)


### Status Updates Search Results


Results 1-10 of 687528 Page: 1 | 2


Sort by: [Relevance](#) | [Date](#)▼

<https://blueopportunities.atlanta.ibm.com/blueopportunitiesbank/For anyor>  
[Deborah L. Young](#) | Today 12:52 PM  
[Community](#) > Status Update

**Missing my colleagues at the NYC Design Lab today....will be back in a fe**  
[Karen E. Lilla](#) | Today 12:52 PM | 1 comment  
Status Update

**Congratulations on PGE – had a lot of fun working on business value for t**  
[CLIFFORD OVADIA](#) | Today 12:51 PM  
Status Update

**I want to express an ENORMOUS "thank you" for working late, early, long**  
[Tara L. Freedman](#) | Today 12:51 PM  
Status Update

**Katy,Wow, just saw the announcement... Congratulations on being one of**  
[Mark F. Hoey](#) | Today 12:51 PM  
Status Update



# Scenarios

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# Turbo-charge your sales organization: Connect experts & content to close deals

- Business Problem:

- Sales folks need access to **qualified and knowledgeable folks** who can help them respond to opportunities when they arrive; and access to quality content that is on-topic and relevant to the specific opportunity

- Solution:

- Deliver accurate & highly relevant **recommendations** to help the sales organization most effectively close sales opportunities; from **finding experts** to **identifying similar opportunities** and **locating valuable assets** that will maximize their chances of success

- Approach:

- Analyze social data (IBM Connections) and sales data (Sugar CRM) to generate **actionable Social Insights** aligned to the business problem



# Expert Search and Recommendation

Results for: **websphere**

Refine search [Clear all](#)

**Country**

All countries (100)

**Business unit**

All business units (100)

**Social proximity** ☒

- All experts (100)
- 1st degree contacts only (2)
- 1st and 2nd degree contacts (49)
- 1st, 2nd and 3rd degree contacts (55)

**Dave Hay** [Details](#)

Infrastructure Consultant, IBM Software Services for WebSphere

IBM Software Group, Application and Integration Middleware Software | Hursley, GB

2nd degree contact

**Dirk Budke** [Details](#)

Senior Accredited IT Specialist - IBM Software Services for WebSphere (ISSW)

IBM Software Group, Application and Integration Middleware Software | Zürich, CH

2nd degree contact

**Doug Breaux** [Details](#)

Software Engineer

Global Business Services | Houston, TX, US

2nd degree contact

**Matthias Hund** [Details](#)

IT Specialist GBS, Service Line BAO, Enterprise Content Management

Global Business Services | Leipzig, DE

2nd degree contact

**Thomas Weinzettl** [Details](#)

IBM Certified IT Specialist, Speciality Architect zEnterprise Software, Middle East and Africa

IBM Sales & Distribution, Software Sales | Wien, AT

**HUGH EVERETT** [Details](#)

WebSphere Client Technical Professional

IBM Sales & Distribution, Software Sales | Manchester, GB


2nd degree contact



# Expert Search and Recommendation

- Recommendation in the context of a sales opportunity
- Based on seller's different activity
  - Participation in similar opportunities
  - Membership in related communities
  - Authorship of related social media items
    - Blog posts, wiki pages, forum topics
- Advanced weighting based on activity and item type
- Novel evidence indicating why an expert was identified
- Social path from seeker to expert
- Filtering based on person attributes: country, business unit, social proximity

### Evidence of expertise



**DUSTIN AMRHEIN** Enrolled expert  
WebSphere Client Technical Professional  
IBM Sales & Distribution, Software Sales | Austin, TX, US

---

**Areas of expertise (identified by expert)**


- » Cloud Support for NA IOT Sellers

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**Related work**

- ▼ Wiki pages
  - IBM Enterprise Mobile Platform Technical & Sales Community updated 02/18/2012
  - WebSphere Emerging Technologies updated 04/23/2011
- » Forums threads (25 most recently updated out of 67 returned)
- » Communities

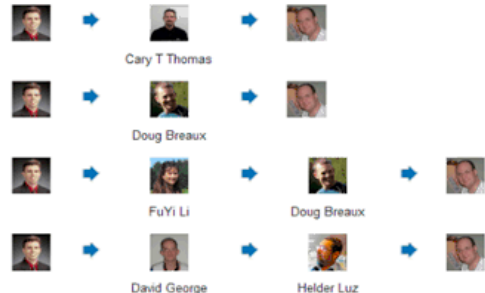
### Contact information



**James Chamier**  
44-1252-558138  
james.chamier@uk.ibm.com

---

**Your connections** (click on arrows for details)



Cary T Thomas

Doug Breaux

FuYi Li

Doug Breaux

David George

Helder Luz

# Content Recommendation

- Mixed content types, such as
  - Sales presentations
  - Sales proposals
  - Client references
  - IBM Connections content
- Analysis of people, content, and metadata to identify related content to current opportunity's line items

The screenshot displays the SugarCRM user interface. At the top, there's a navigation bar with icons for various functions and a search bar. Below this, the 'SUGARCRM.' logo is visible, followed by a user profile section showing 'Welcome, Ellen Hall' and links for 'Log Out', 'Feedback', 'Employees', 'Support', 'Help', and 'About'. The main navigation menu includes 'Home', 'Calendar', 'Calls', 'Meetings', 'Emails', 'Opportunities', and 'Activities'. The 'Opportunities' tab is selected, showing a list of opportunities. The first opportunity, 'LM-CG1FLQ', is highlighted, and its details are shown below. The 'Opportunity overview' tab is active, displaying a search bar for 'Find other documents related to: Walmart Websphere'. Below the search bar, there are filters for 'Industry' (Education), 'Offering/Solution' (All offerings and solutions), 'Product or Service' (All products and services), 'Language' (All languages), 'Country' (All countries), 'Audience' (All audiences), and 'Competitor' (All competitors). The search results are displayed in a table, showing 5 results for 'Walmart Websphere' filtered by Audience, Content type, and Industry. The table columns are 'File name', 'Document type', 'Owner', 'Repository', and 'Date modified'. The results are sorted by 'Relevance'.

File name	Document type	Owner	Repository	Date modified
Smarter Computing: Optimized Systems - Norwegian Download file (Microsoft Word 12 KB)	Proposal	Ramnath Ramasubramanian	LotusLive	11/08/2011
Smarter Computing: Optimized Systems - Norwegian	Proposal	Walter Kappel	LotusLive	11/08/2011
Smarter Computing: Optimized Systems - Norwegian	Proposal	Christopher Goodwin	LotusLive	11/08/2011
Smarter Computing: Optimized Systems - Norwegian	Proposal	Ellen Hall	LotusLive	11/08/2011
Smarter Computing: Optimized Systems - Norwegian	Proposal	Lauren Lyn	LotusLive	11/08/2011

# Enterprise Activity Stream: Filter the noise & gain organizational insight

- The enterprise activity stream syndicates employee public activity in social media and other organizational tools
- The individual employee
  - Allow employees to stay tuned with recent updates and to discover new developments that relate to their interests
- The organization as a whole
  - Help increase awareness of organizational projects and processes, and expose recent trends and opinions
- In a global enterprise, with many distributed teams working in different locations and substantial time-zone differences, the value of this kind of social awareness can be especially high



## John Smith ✕ + Social Analytics ✕

to my profile | [Auto refresh](#)

Results 1-10 out of 143



**John Smith**

Bought myself a new iPad this weekend. I will not be setting it up for work, though. #MYOD

4 hours ago

More from [John Smith \(~180\)](#)



[Ron Fotheringham](#) commented on [John Smith's](#) board entry.

Great. I'm eager to see how out [Social Analytics](#) app work on it. Don't let your kids abuse it, though.

20 minutes ago

More from [Ron Fotheringham \(~1000\)](#) [John Smith \(~180\)](#)



[Howard Jones](#) tagged [John Smith](#) with g4c, games-for-crowds, gamification and 2 more....

yesterday

More from [Howard Jones \(7\)](#), [John Smith \(~180\)](#)

[Expand 5 activities](#)



[John Smith](#) commented on the file [PgMS to SS Mapping Master File 03.20.12 Consolidated v2.xls](#)

The last 3 slides needs a revision, TMHO. The [social analytics](#) section could be less detailed too.

2 days ago

More from [John Smith \(~180\)](#), [This File \(3\)](#)



[Jennifer Brooks](#) edited the wiki page [April 2, 2012](#) in the [ICS User Experience: Social Analytics](#) Excellence wiki.

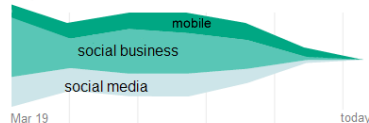
Supplemental: Project phase: Iteration #23, with [John Smith](#).  
(2 iterations left. On Time.)

4 days ago

More from [Jennifer Brooks \(~900\)](#), [This Wiki \(~1530\)](#), [This Wiki Page \(3\)](#)

[Expand 3 previous edits](#)

### Topics



[collaboration](#) [connections](#) [deployment](#) [engagement](#) [gamification](#) [gbs](#) [lpc](#) [mobile](#) [mobile app](#) [network analysis](#) [sap](#) [security](#) [social](#) [social computing](#) [social business](#) [social media](#) [social network](#) [standards](#) [team work](#) [workplace](#)

### Sentiment



### Sources

<a href="#">Blogs</a>	5%	<a href="#">Microblogs</a>	25%
<a href="#">Bookmarks</a>	8%	<a href="#">Network</a>	4%
<a href="#">Files</a>	10%	<a href="#">Tasks</a>	16%
<a href="#">Forums</a>	12%	<a href="#">Wikis</a>	20%

### People

[Ron Fotheringham](#) [Karl Martin](#)  
[Jennifer Brooks](#) [Larra King](#)  
[Howard Jones](#) [Stephany Schultz](#)  
[Naomi Austin](#) [Randy Trier](#)



# Main Analytics Features

- For the individual employee
  - Easy search and navigation
  - Smart grouping of stream's items
  - Filtering based on various categories (“facets”): topic, source, person, etc.
  - Personalized filtering based people, terms, and “resources” (wikis, communities, etc.)
    - May extend to multiple “lenses”
- For the organization
  - Top topics
  - Trending entities and topics
  - Sentiment analysis



# Engagement Analytics; Increase Social Adoption & Business ROI

## Personal Dashboard

- Get visibility & transparency of your social activity
- Actively track & manage your own progress
- Get recommendations for how to maximize your network

## Organizational Dashboard(s)

- Learn what's happening across the company; communities, projects, web properties, ...
- Get the most out of your enterprise social network

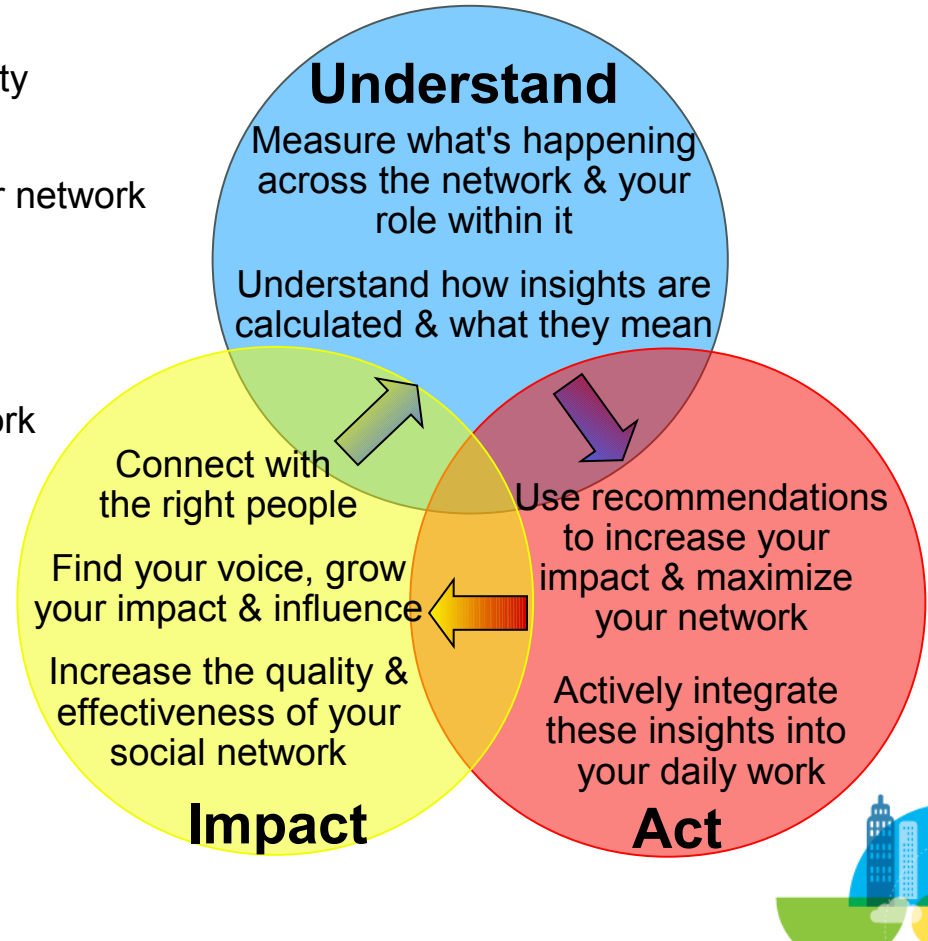
## Integrate Multiple Data Sources

- Bring business data into the network to get a accurate business-aligned insight

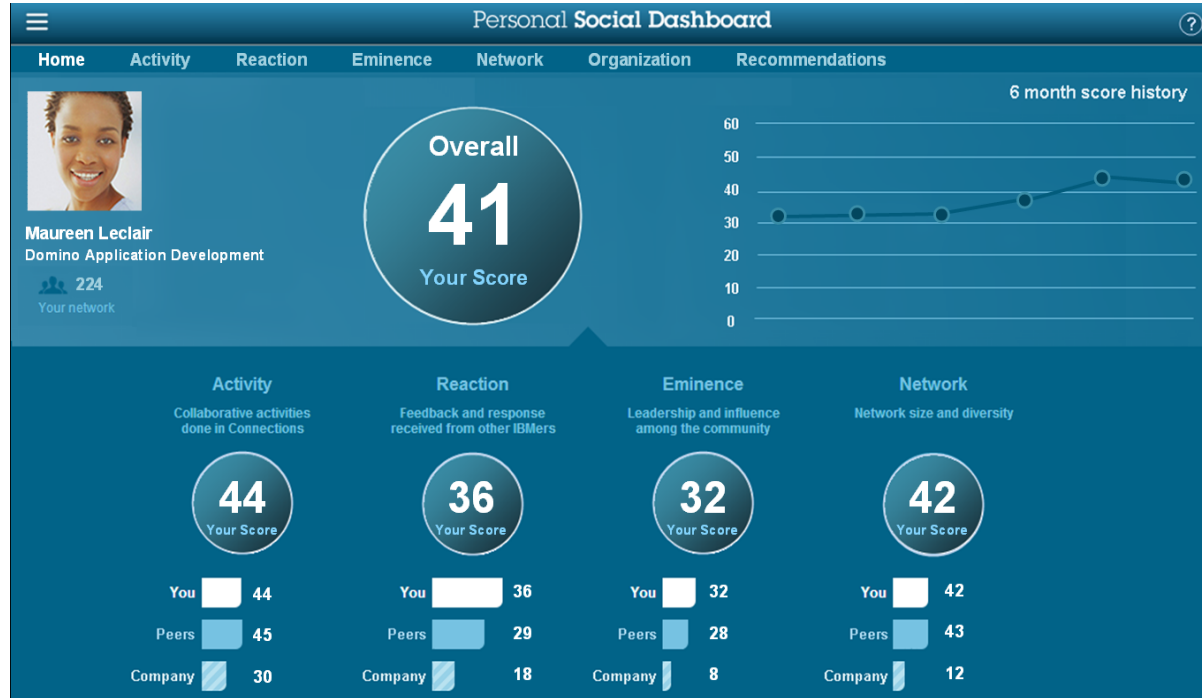
## Privacy & Ethics

- Employee controls visibility of their scores
- Organization has default access to aggregated information only

**Connect201**



# Engagement Analytics; Increase Social Adoption & Business ROI



## Your Engagement KPIs

**.Activity:** Measure of your activity

**Reaction:** Measure of how people  
.respond to your activity

**Eminence:** Measure of how people  
.perceive you

**Network:** Measure of the quality of  
.your network and your role within it



# Wrap-up

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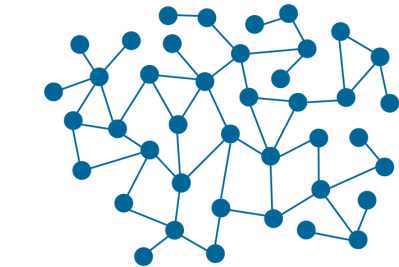
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# Key Analytics Takeaways



- *Systems of Engagement*
  - The most under-utilized data source in the Enterprise
  - And possibly the most valuable (Why vs. What)
- The Event SPI is IBM Connection's best kept secret!
  - Opens up a treasure trove of interactional data
- SNA is the gift that keeps on giving...
  - Connecting people, knowledge, and insight
  - Filtering the noise
  - Increasing employee engagement, social adoption, and business results



# Connect2014

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- ☒ Attend our biz prez on **Tue @ 16:15, Swan SW 1-2**  
*SWF304: The Business Value of Analytics for a Smarter Workforce*
- ☐ Attend our tech prez on **Wed @ 15:00, Dolphin S. Hem IV-V**  
*AD306: Turbo-charge Your Enterprise Social Network with Analytics*
- ☐ Visit our demo in **The Innovation Lab, Dolphin Asia 3**  
*Engagement Analytics: Increase Social Adoption & Business ROI*
- ☐ Immerse yourself with us in **The Design Lab, Dolphin Asia 4**
- ☐ Visit our IBM website to get started @ <http://www.ibm.com/sna>
- ☐ Browse through my Blog archives @ <http://allthingsanalytics.com>
- ☐ Come hang out with us on Twitter @[marie\\_wallace](#) and @[ido\\_guy](#)



# Engage Online

- **SocialBiz User Group** [socialbizug.org](http://socialbizug.org)
  - Join the epicenter of Notes and Collaboration user groups
- **Follow us on Twitter**
  - [@IBMConnect](https://twitter.com/IBMConnect) and [@IBMSocialBiz](https://twitter.com/IBMSocialBiz)
- **LinkedIn** <http://bit.ly/SBComm>
  - Participate in the IBM Social Business group on LinkedIn
- **Facebook** <https://www.facebook.com/IBMSocialBiz>
  - Like IBM Social Business on Facebook
- **Social Business Insights blog** [ibm.com/blogs/socialbusiness](http://ibm.com/blogs/socialbusiness)
  - Read and engage with our bloggers



# Thank You!

Your feedback is important!

- Access Connect Online to complete your session surveys using any:
  - Web or mobile browser
  - Connect Online kiosk onsite



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