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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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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)

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

Systems of Engagement
(interactions)

- 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

Information Overload

Trend #2: Mobile devices magnify reach & interaction

Trend #3: Bigdata Analytics makes knowledge more accessible

Requiring analytics to function

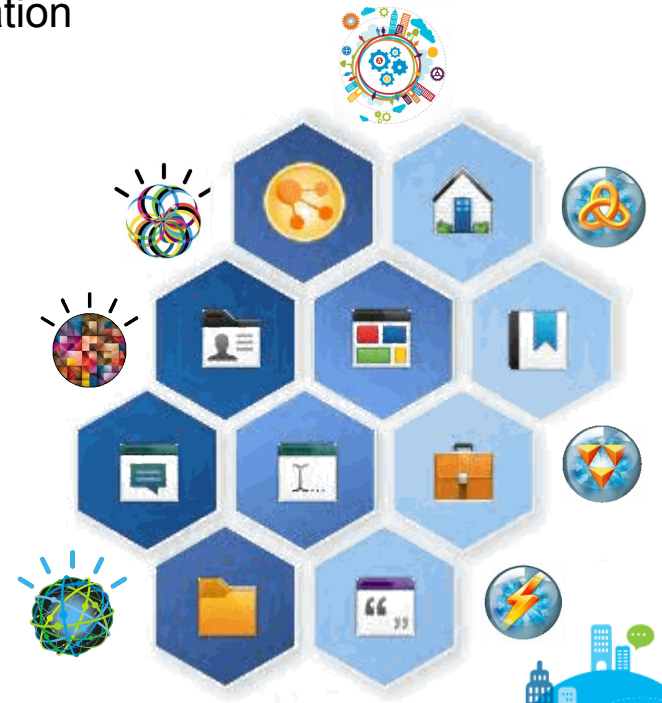
- ***Real-time***
- ***Contextual***
- ***Limited real-estate***

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

- Information Overload
  - With the proliferation of social media in the enterprise, employees are expose 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

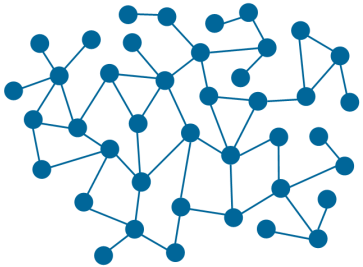
Why is IBM platform of choice for Social Business Analytics?

- **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-business** 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?

You

Heather Reeds

Dennis Michaels

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

Do You Know

Lucille Suarez

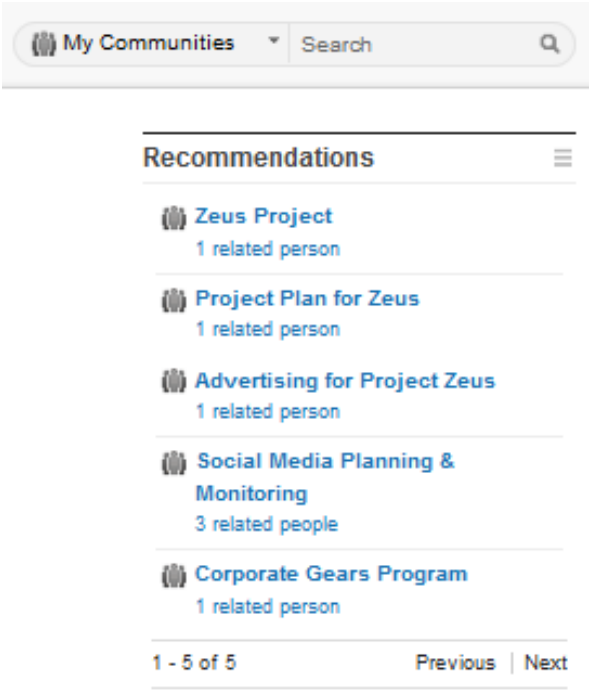
Invite to Connect

Remove

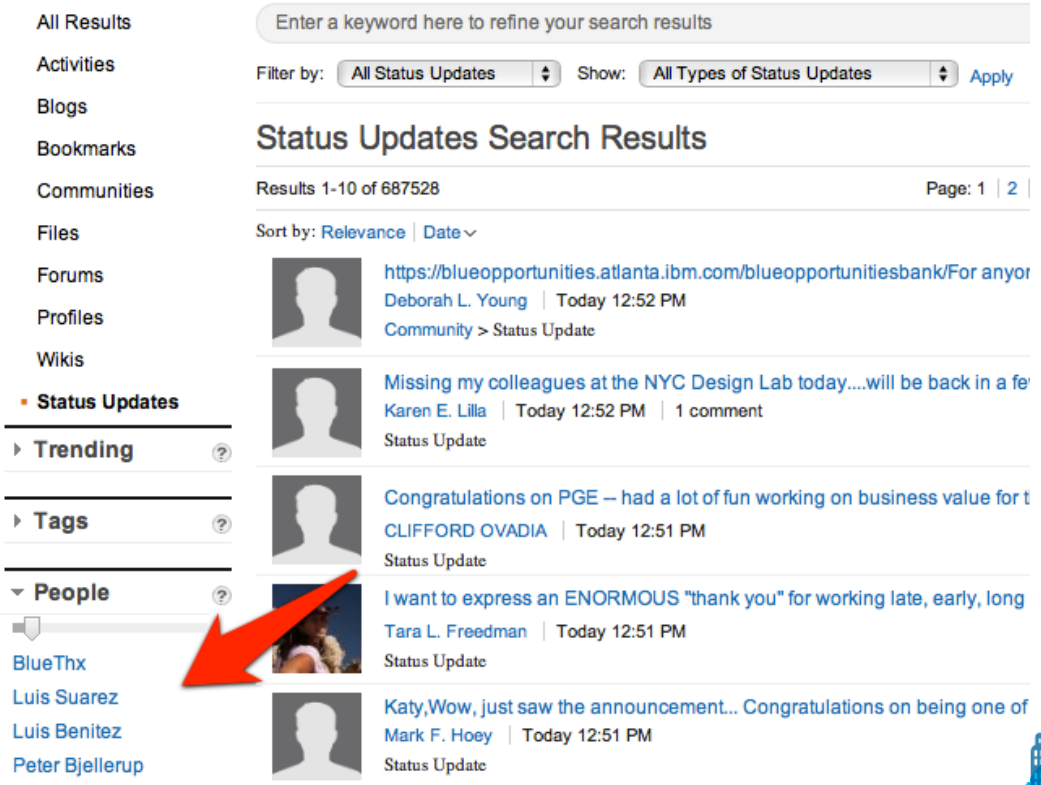
- You share the same manager
- You are in a community together

Social Search & Analytics

Communities



Search



Scenarios

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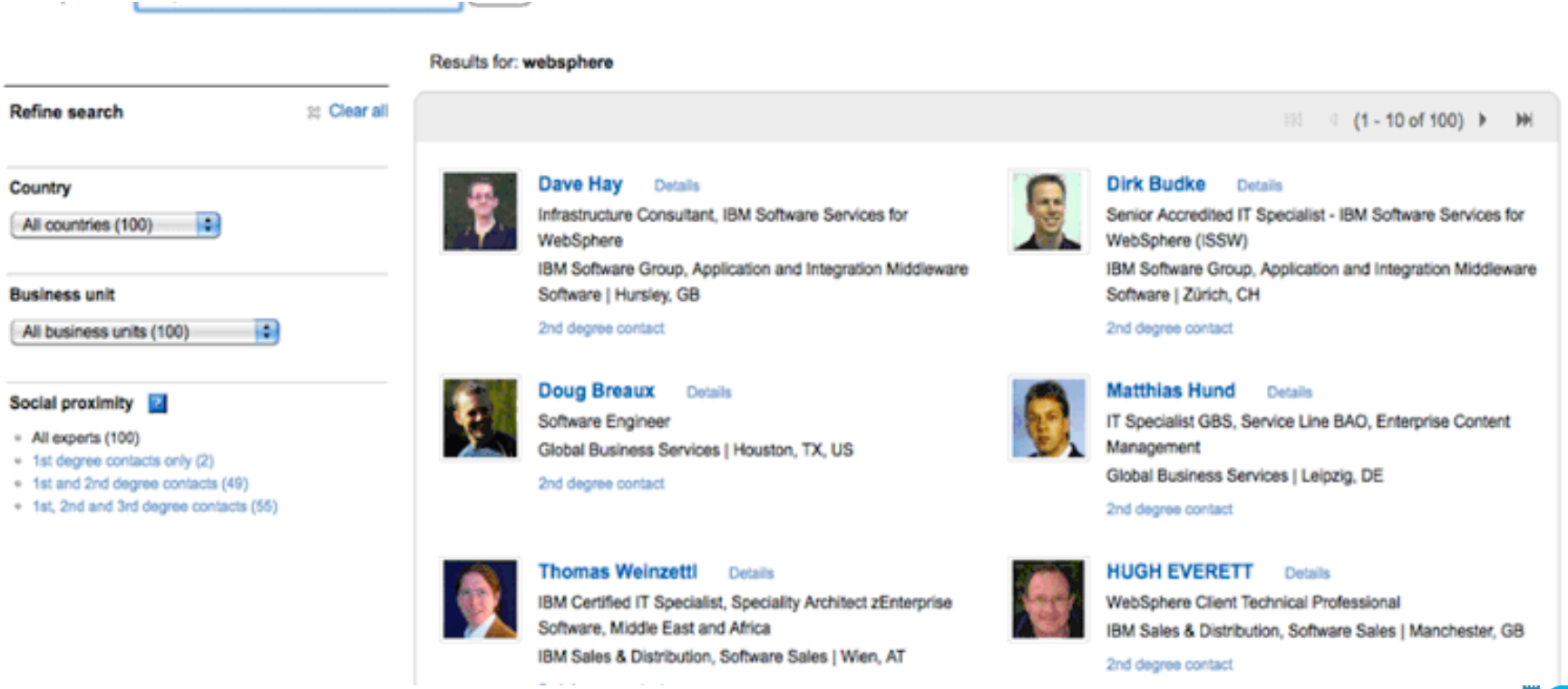
Turbo-charge your sales organization: Connect experts & content to close deals

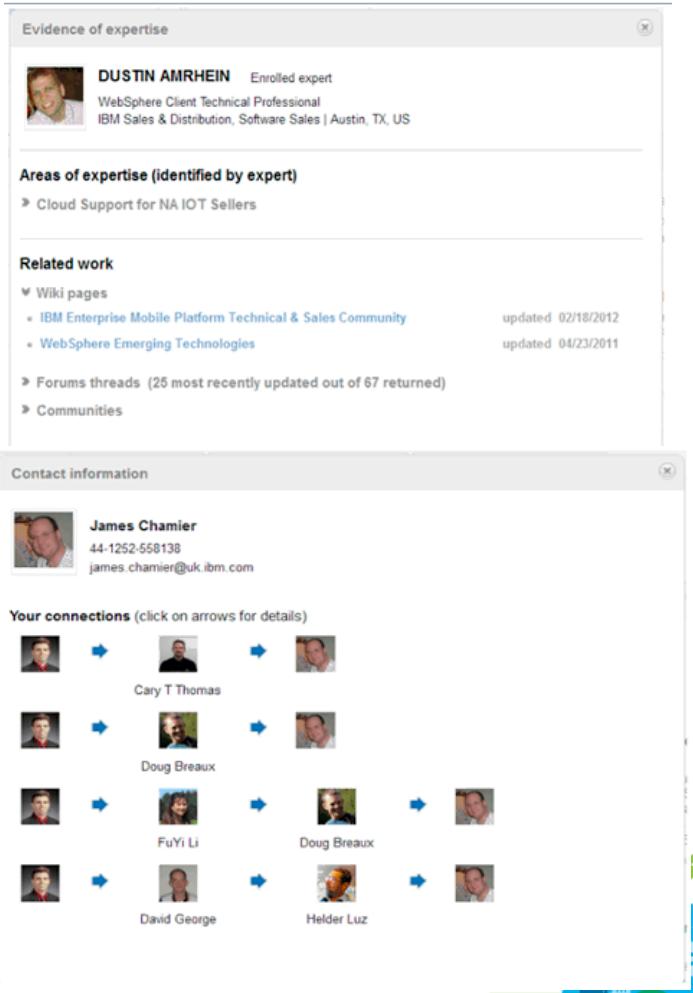
- Business Problem:
  - Sales folks need access to qualified and knowledgeable folks who can help them respond to opportunities when they arrive; and access to quality content that is on-topic and relevant to the specific opportunity
- Solution:
  - Deliver accurate & highly relevant *recommendations* 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



Expert Search and Recommendation

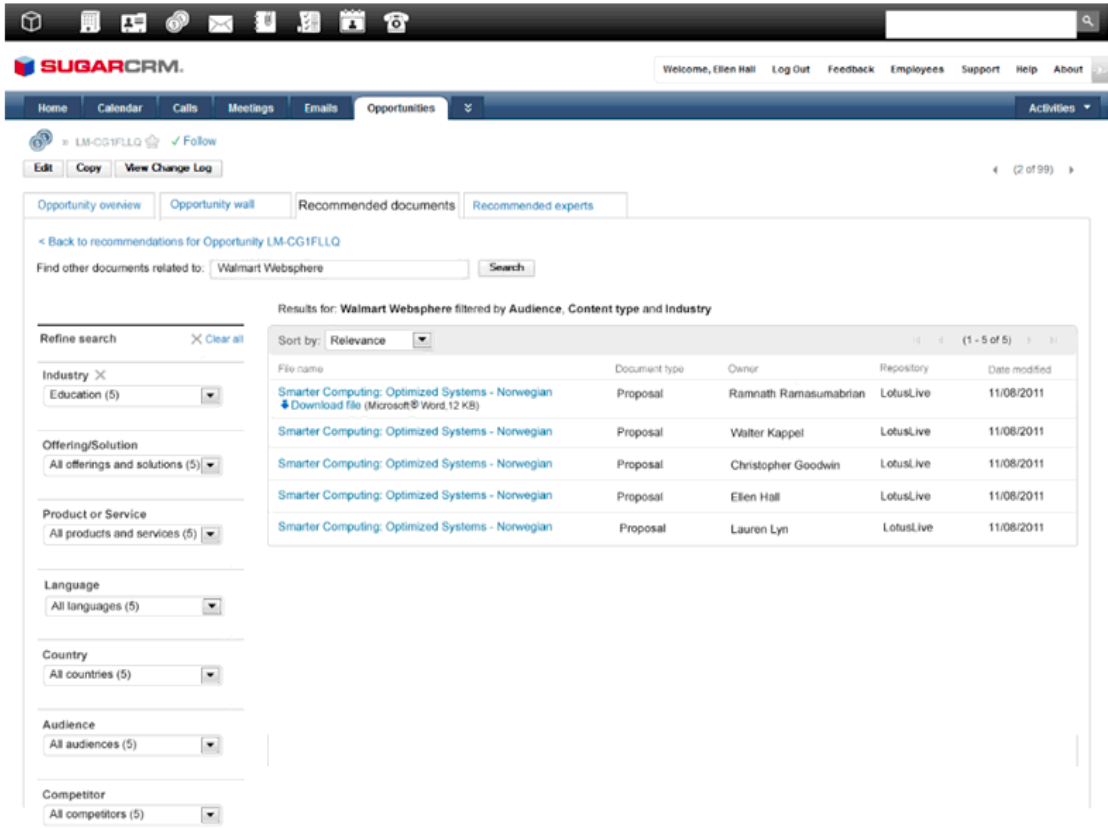
- Recommendation in the context of a sales opportunity
- Based on seller's different activity
  - Participation in similar opportunities
  - Membership in related communities
  - Authorship of related social media items
    - Blog posts, wiki pages, forum topics
- Advanced weighting based on activity 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



Content Recommendation

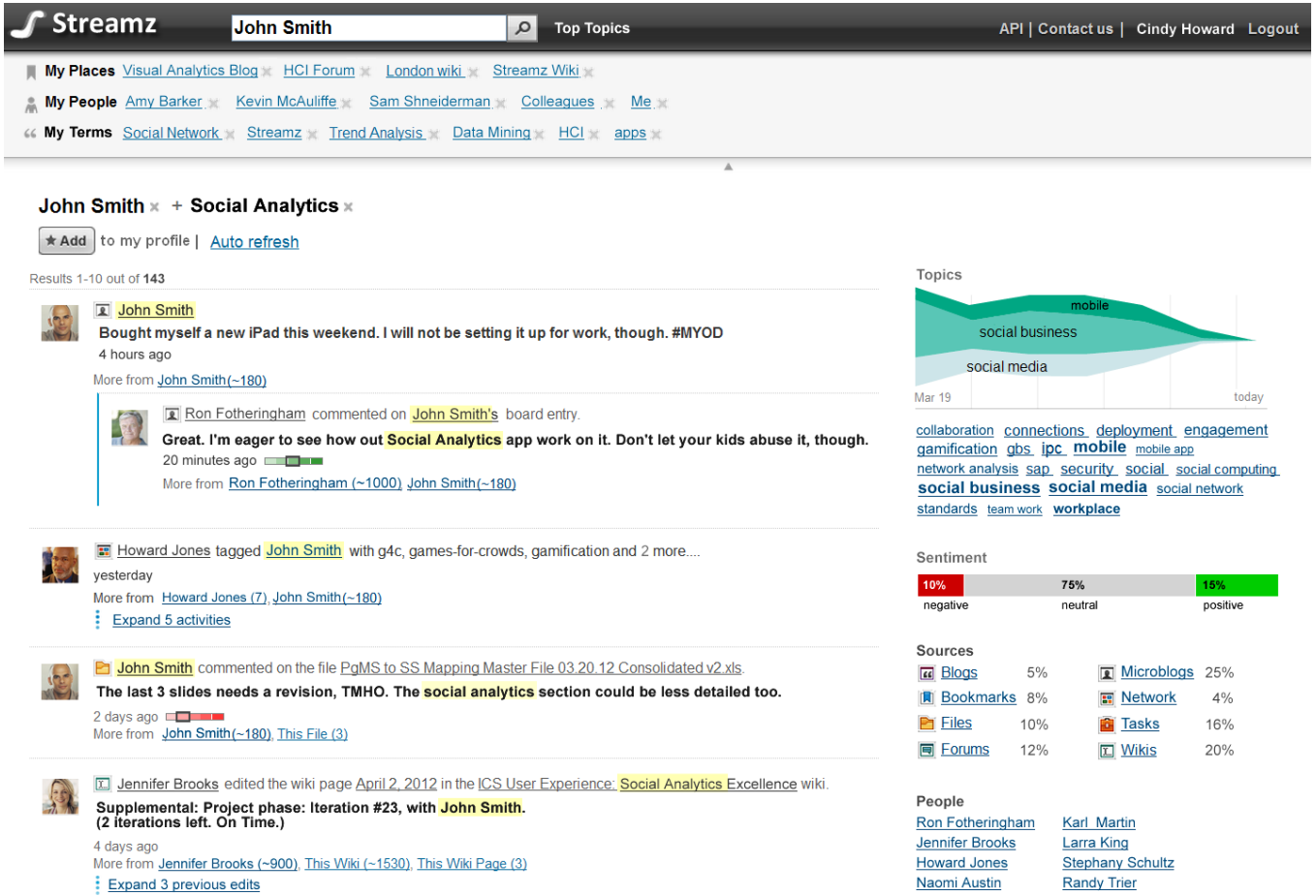
- Mixed content types, such as
  - Sales presentations
  - Sales proposals
  - Client references
  - IBM Connections content

- Analysis of people, content, and metadata to identify related content tc current opportunity's line items



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


Streamz
John Smith
Top Topics
API | Contact us | Cindy Howard Logout
My Places Visual Analytics Blog HCI Forum London wiki Streamz Wiki
My People Amy Barker Kevin McAuliffe Sam Shneiderman Colleagues Me
My Terms Social Network Streamz Trend Analysis Data Mining HCI apps
John Smith + Social Analytics
★ Add 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
mobile
social business
social media
Mar 19
today
collaboration connections deployment engagement
gamification gbs ipc mobile mobile app
network analysis sap security social social computing
social business social media social network
standards team work workplace
Sentiment
10%
75%
15%
negative
neutral
positive
Sources
Blogs 5%
Microblogs 25%
Bookmarks 8%
Network 4%
Files 10%
Tasks 16%
Forums 12%
Wikis 20%
People
Ron Fotheringham
Jennifer Brooks
Howard Jones
Naomi Austin
Karl Martin
Larra King
Stephany Schultz
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)

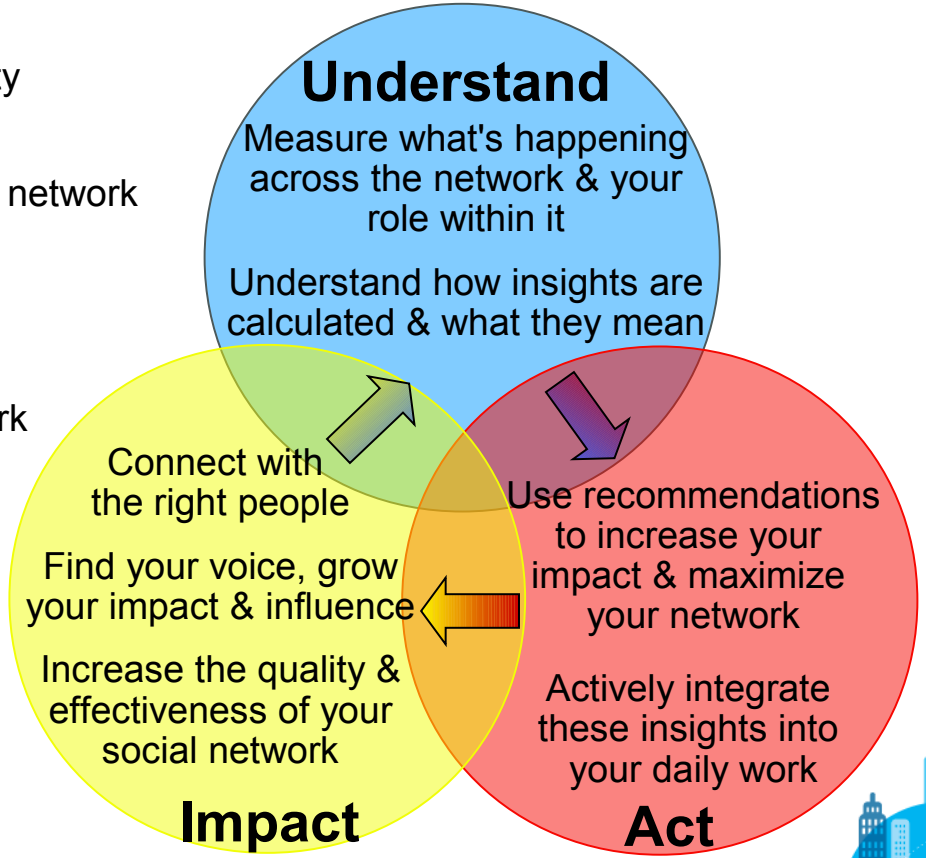
- Learn what's happening across the company; communities, projects, web properties, …
- Get the most out of your enterprise social network

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



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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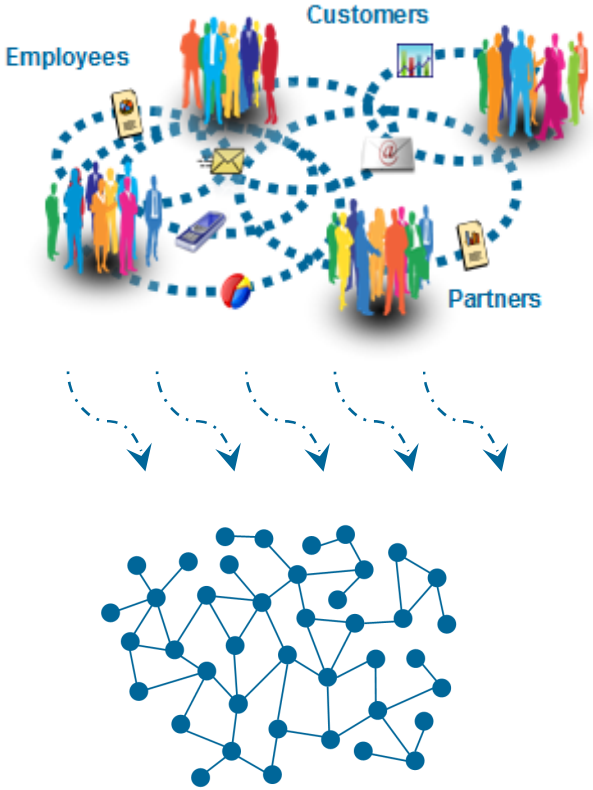
Key Analytics Takeaways



- *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

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- [x] 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

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- **Facebook** https://www.facebook.com/IBMSocialBiz
  - Like IBM Social Business on Facebook
- **Social Business Insights blog** ibm.com/blogs/socialbusiness
  - Read and engage with our bloggers

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