



ACTION

SALON 20 & 21 SEPTEMBRE 2009 — PARIS EXPO  
PORTE DE VERSAILLES — HALL 5.1  
**ENTREPRISE**  
**DURABLE**

*Intelligence collective :*

**Comment les plateformes de travail collaboratives et les réseaux sociaux favorisent-ils l'agilité des organisations ?**

Dans leur plan d'action Développement Durable, les entreprises cherchent des moyens de créer de nouvelles **dynamiques sociales et humaines**. Les enquêtes menées sur le climat social montrent que beaucoup de salariés continuent à **souffrir de cloisonnement** et d'un **manque de visibilité** sur le **devenir** de leur entreprise.

Les **réseaux sociaux internes** couplés avec des espaces de **travail collaboratif** et des portails d'informations à valeur ajoutée peuvent jouer un rôle utile pour stimuler les relations professionnelles horizontales autour du concept **d'Intelligence collective**.

1

**Comment les réseaux  
sociaux internes  
professionnels se créent-ils ?**

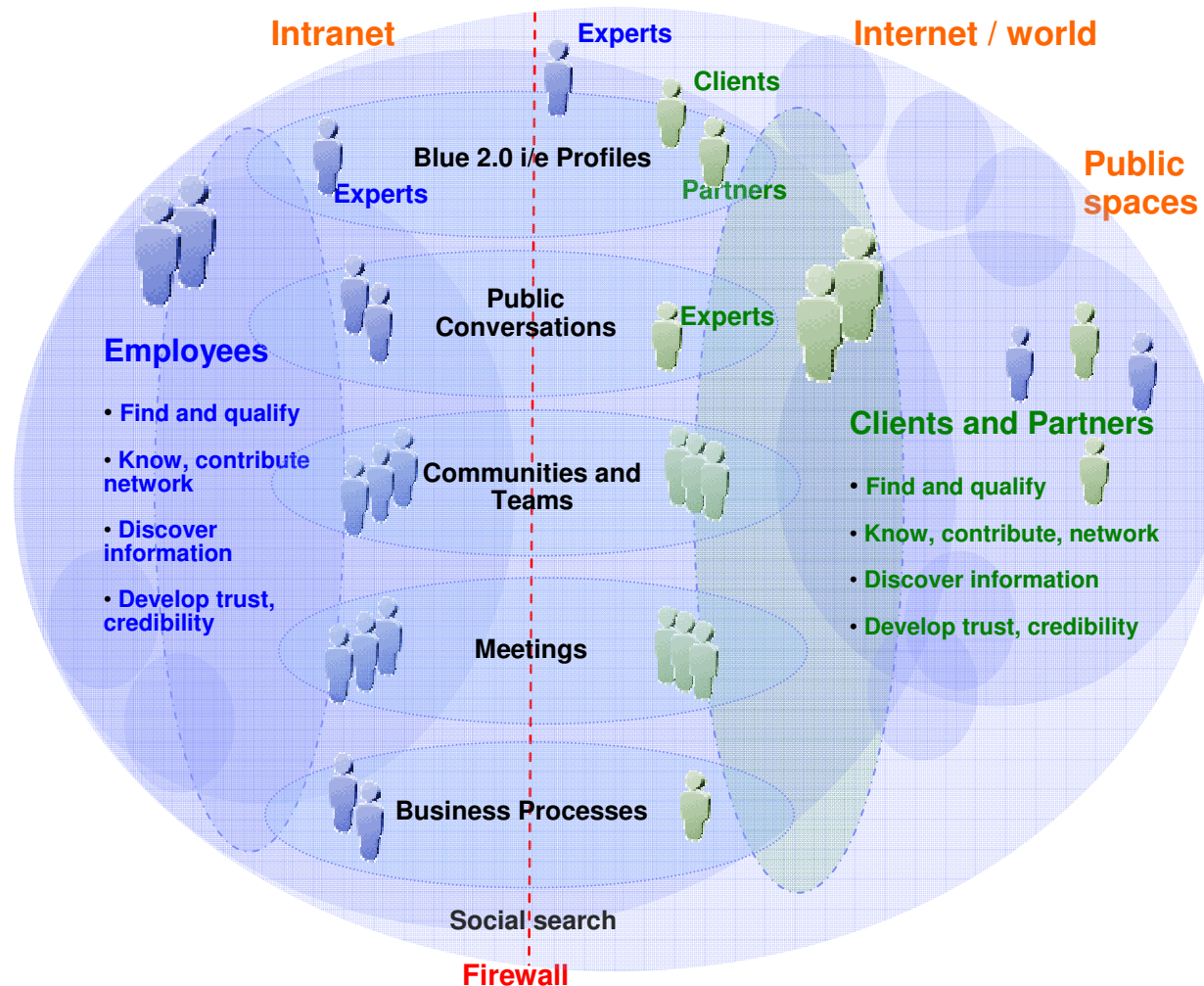
**En quoi, peuvent-ils être un  
élément de motivation et de  
visibilité ?**

# IBM Case Study: Leveraging Social Software Internally

*Social networking as a [great way to improve productivity and effectiveness](#), especially in today's business environment where it's estimated that employees spend 25% of their time looking for information, and 42% of employees use the wrong information to make decisions... ouch!*

*([IBM Smarter Work](#))*

# IBM Social Media Landscape

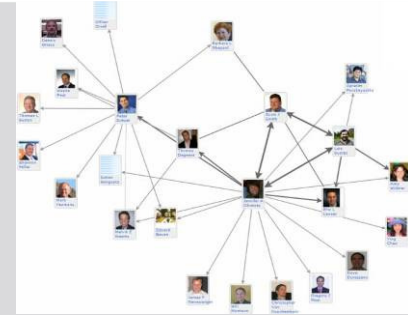


- Become more competitive
- Build trust
- Gain more insight faster by going where my customers are communicating
- Better team collaboration
- Faster communication
- Create new customer relationships
- Grow existing customer relationships
- Better connect to target audience (Midsized Company CXOs)
- Grow my reputation internally
- Grow my reputation externally

Source: Jennette Browning, IBM

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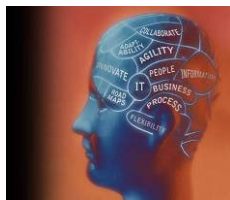
# ENTREPRISE DURABLE



Etude de cas - IBM: Connecter 390 000+ employés dans 170 pays



## IBM Social Software Infrastructure



BlueIQ  
 Core Team



Tight Interlock



Lotus  
 Connections

- Communities (>7,500)
- Social Bookmarks
- Social File Sharing
- Profiles & Microblogs
- Wikis
- Blogs (Personal and Community)
- Social Task Management (Activities)
- Building a Network

### Research Projects

IBM BlueTwit

Spectacular!

Cattail

fringe



### Current Additional Projects

IBM forums

WikiCentral  
 WikiCentral Home

BlogCentral v4



CIO Office

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# ENTREPRISE DURABLE

## Driving Internal Social Software Adoption Through Multiple Channels



BlueIQ  
Core Team

Direct Enablement,  
Community fostering,  
Experience Exchange

Reverse Mentoring  
Programs, Manager  
Specific Enablement

Web Casts  
Newsletters  
Success Stories  
Videos  
Mentoring  
Team Adoption



BlueIQ  
Ambassadors  
(869 as of  
10/06/2009)



IBM Executives &  
Managers

Leading by Example  
Lunch & Learns  
Evangelization

Leading by Example  
Executive mandates



IBMers and IBM  
Teams

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*Research Projects*

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- Current Additional Projects

**IBM forums**

Blue *pedia*

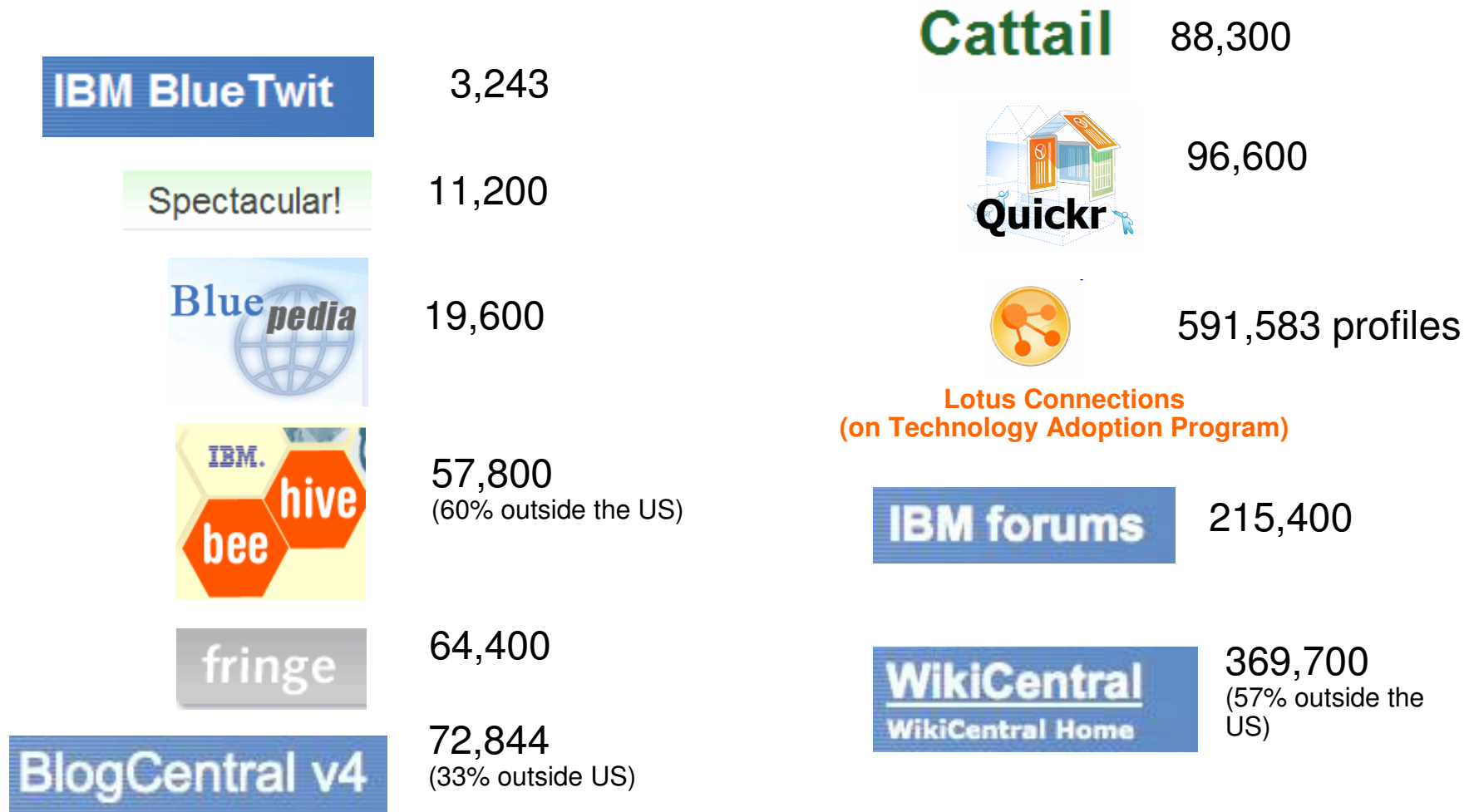
**WikiCentral**

WikiCentral Home


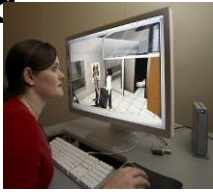


**BlogCentral v4**

CIO Office

# IBM Social Software Adoption Total Users



# BlueIQ Comprehensive Enablement

<b>Live Sessions</b> 	<b>On-Demand Self-paced</b> 	<b>Community Driven</b> 	<b>Integrated with Existing Tools</b> 
<p>Face-to-Face Jumpstarts</p> <p>Reverse Mentoring</p> <p>BlueIQ Ambassadors Trainers (Train the trainer)</p> <p>Live Web Conferences (LotusLive)</p>	<p>BlueIQ Resource Wiki</p> <p>Learning modules, Webinars, Podcasts, Presentations</p> <p>Recommended Learning modules/paths by role and task</p> <p>Mobile accessibility for traveling users</p> <p>Provide translation links</p>	<p>Engaging BlueIQ Ambassadors</p> <p>Growing BlueIQ Community activity</p> <p>Identifying key influencers and engaging them</p> <p>Bringing in new members</p> <p>Partnering with SWG sales communities &amp; sharing best practices of using social software</p>	<p>Intranet for communication</p> <p>Executive communication</p> <p>Tools for sellers</p> <ul style="list-style-type: none"> <li>- Q&amp;A network (SMEs)</li> <li>- Asset repository</li> <li>- Industry communities</li> <li>- Product communities</li> <li>- Sales support resources</li> </ul> <p>Provide/create educational</p>

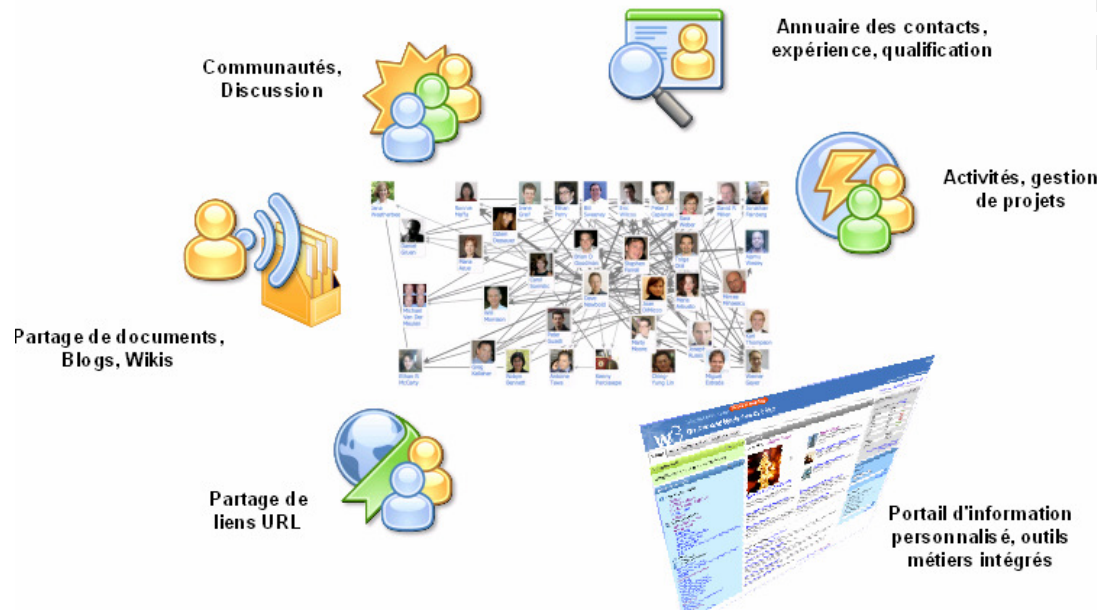
# 2

**Comment les portails  
d'informations à valeur  
ajoutée permettent aux  
équipes d'améliorer la  
perception des thématiques  
à enjeux et des  
opportunités de carrière ?**

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# ENTREPRISE DURABLE

Connecter les employés pour faciliter la collaboration

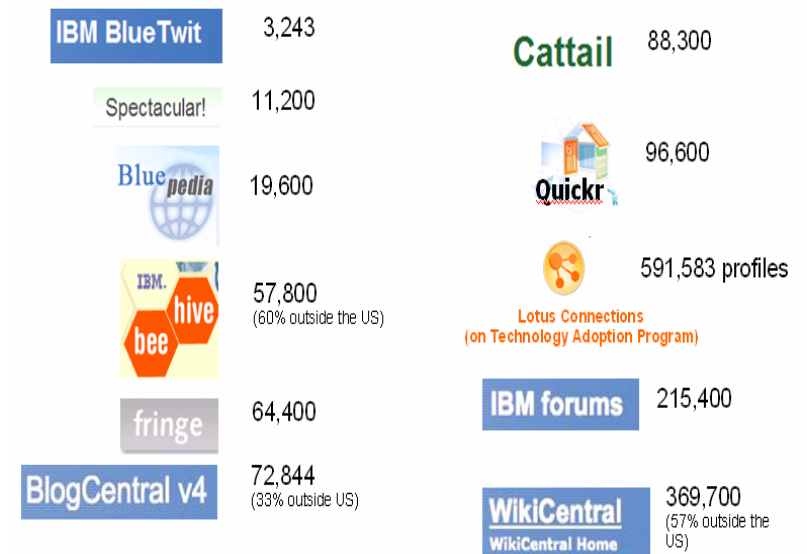


Qu'est-ce qui en fait la **valeur** ?  
 Les individus qui en font partie  
 Le relationnel que l'on entretient avec eux

Qu'est-ce qui fait la **force** d'un réseau ?

- Fiabilité
- Diversité
- Vivacité
- Mobilisation

IBM Social Software Adoption: Total Users



3

**En quoi l'intelligence collective est-elle directement partie prenante du Développement durable de l'entreprise ?**

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let's build a smarter planet

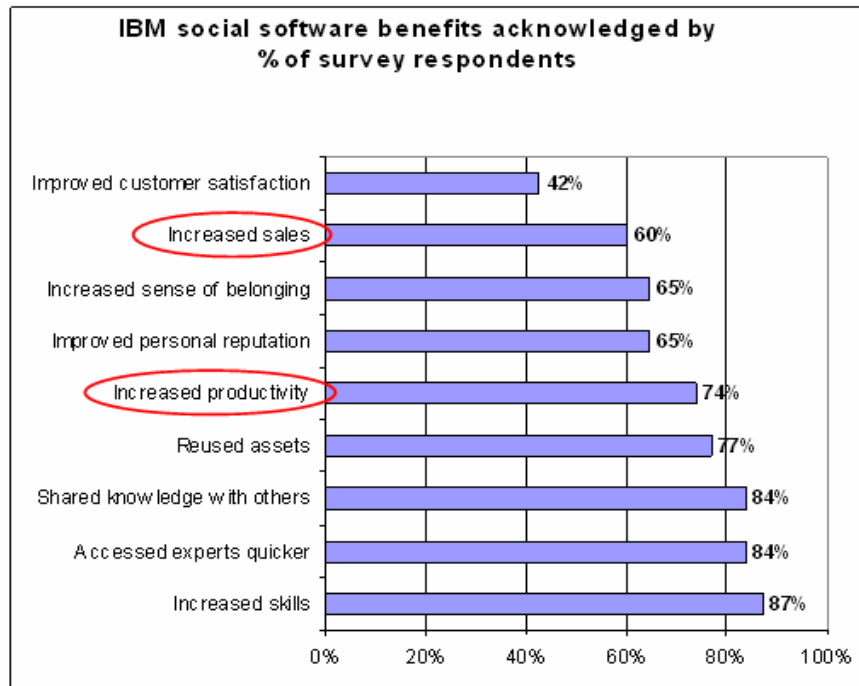


Pierre Milcent – France

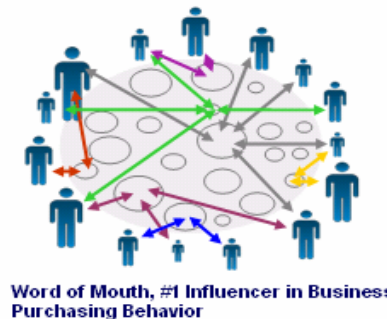
BlueQ: Internal Impact of Social Collaboration

Client asked about an HR topic; Pierre used LC-Profiles to find a colleague-of-a-colleague. The client was impressed by the answer, and more impressed how quickly the expert was found in a huge enterprise.

**DEAL CLOSED QUICKER**



\*Source: IBM Community of Practice Business Impact Survey completed by approximately 2,300 respondents.



87% of IBMers collaborating with others using social software increase skills

84% access experts quicker

74% increase their productivity

64% improve personal reputation

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# ENTREPRISE DURABLE

A quoi ça sert ?

Je fais du « social networking ». Tout le monde est connecté. J'ai 826 amis.



Ca fait beaucoup...



Je peux trouver n'importe qui.

Je suis à la recherche de spécialistes de la finance internationale, maîtrisant la fusion-acquisition ayant plus de 10 ans d'expérience, parlant cantonais et pouvant démarrer lundi.



Je n'ai pas ce genre d'amis.



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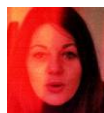
## Questions ?

*“You have two choices. You can continue to lock yourself behind facile corporate words and happy talk brochures. Or you can join the conversation.”*

From the Cluetrain Manifesto  
(Chris Locke, Doc Searls, David Weinberger)



*Thank You!*



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@delphrb



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