



IBM Software

## Web 2.0 Goes to Work

Social Software Snapshot @ IBM

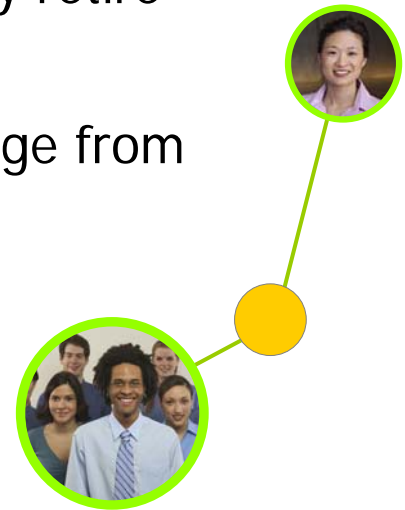


Akmal B. Chaudhri  
IBM Software Group  
Social Software Programs & Enablement  
June 2008

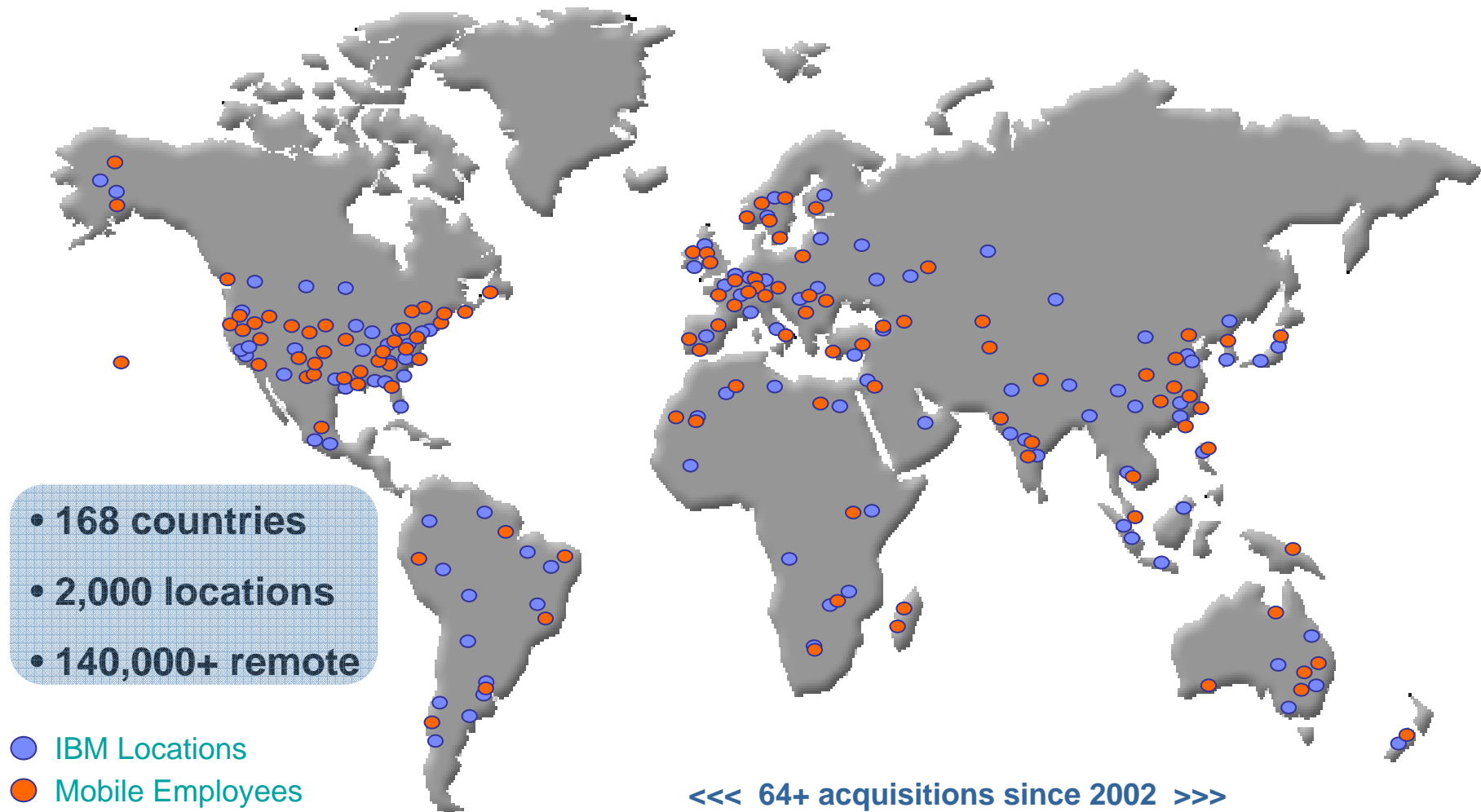
## Enterprise social software is about:

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- Driving **innovation** into products faster
- Enabling employees to be **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



IBM has over 340,000 employees – almost 50% are mobile



## Employees need ....

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### People



"I need someone to explain this to me"

**Tacit**

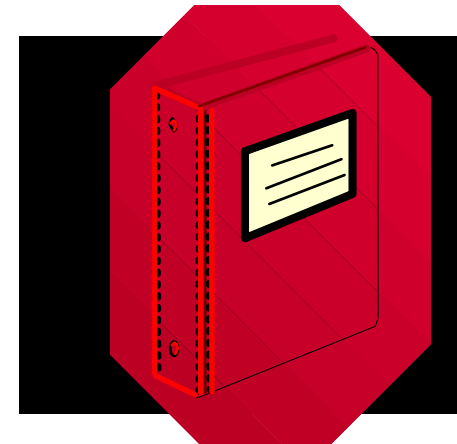
### Places



"We need a place to collaborate"

**Context**

### Things



"I need to find information"

**Explicit**

# Critical success factors for enterprise social networking

More than just a “way to collaborate”

Critical Success Factors		Seekers <i>I need someone</i>	Contributors <i>I am someone</i>
Social Networking	Awareness	How do I know who is out there?	How can I become more known?
	Competence (Trust)	Is this person competent?	How can I advertise my expertise?
	Benevolence (Trust)	Will this person help me?	How can I develop my reputation as a trusted partner?
Culture	Motivation	Am I motivated to work with this person?	Why will I cooperate with this person?
	Access	How do I approach this person?	Do I want to be approached?
Collaborative Tools	Skills	Does the team have the skills necessary to collaborate effectively? (e.g. technical, communication, people, business, etc)	
	Mechanism	Do we have a method to collaborate?	

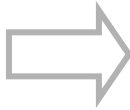
# Enterprise Social Software - Business benefit areas

Improved Growth  
Through Innovation



- Faster response to customer facing issues
- Improved effectiveness of intra- and inter-company communications and collaboration
- Greater hit rate / faster time to value on innovations

Faster Task Execution



- Faster access to critical information and experts
- Faster response to customer facing issues
- Real time collaboration on tasks

Improved Efficiency



- Faster ways to find experts and information
- Reduced recruiting costs for expertise already available in the company
- Reduced rework on overlapping projects
- Common collaboration platform and tools saves infrastructure costs; enables metrics by task and by person for better decisions

Increased  
Empowerment of  
Key Resources



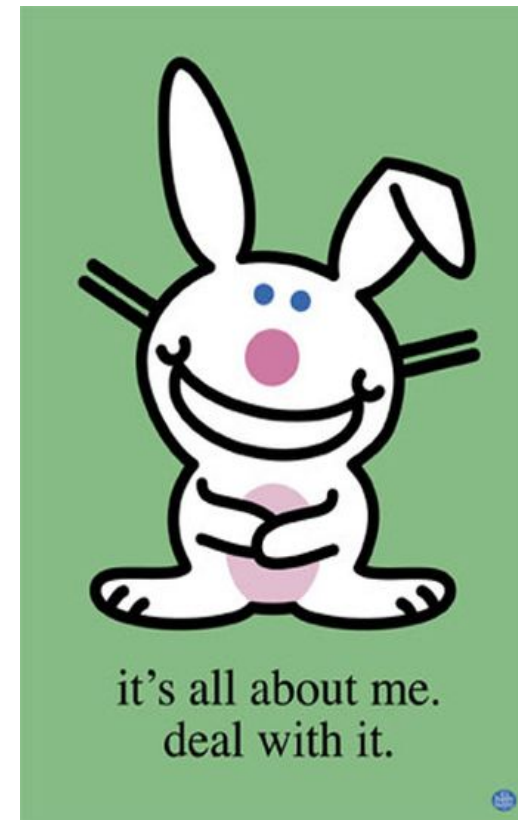
- Greater leverage of key experts across an organization
- Improved retention of younger employees
- Faster development of high performing resources
- Easier to build "reputation capital"

# Why individuals use Social Software

## "It's all about me"

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- Stay Informed
- Socialize with my co-workers, peers, and friends
- Consume Expertise/Knowledge of Others
- Share Information
- Connect with Co-workers
- Re-connect with People
- Find Experts
- Find Information/Answers
- Organize Myself
- Build my Reputation





## “BlueIQ” ... driving Social Software use in IBM

- Identify best practices, use cases and tools – by role, by task
- Generate “buzz”
  - ▶ Share the vision
  - ▶ Communicate success stories
- Make it easy to get started
  - ▶ Share tools, enablement materials, best practices
- Tap key influencers as early adopters
  - ▶ Grassroots evangelism

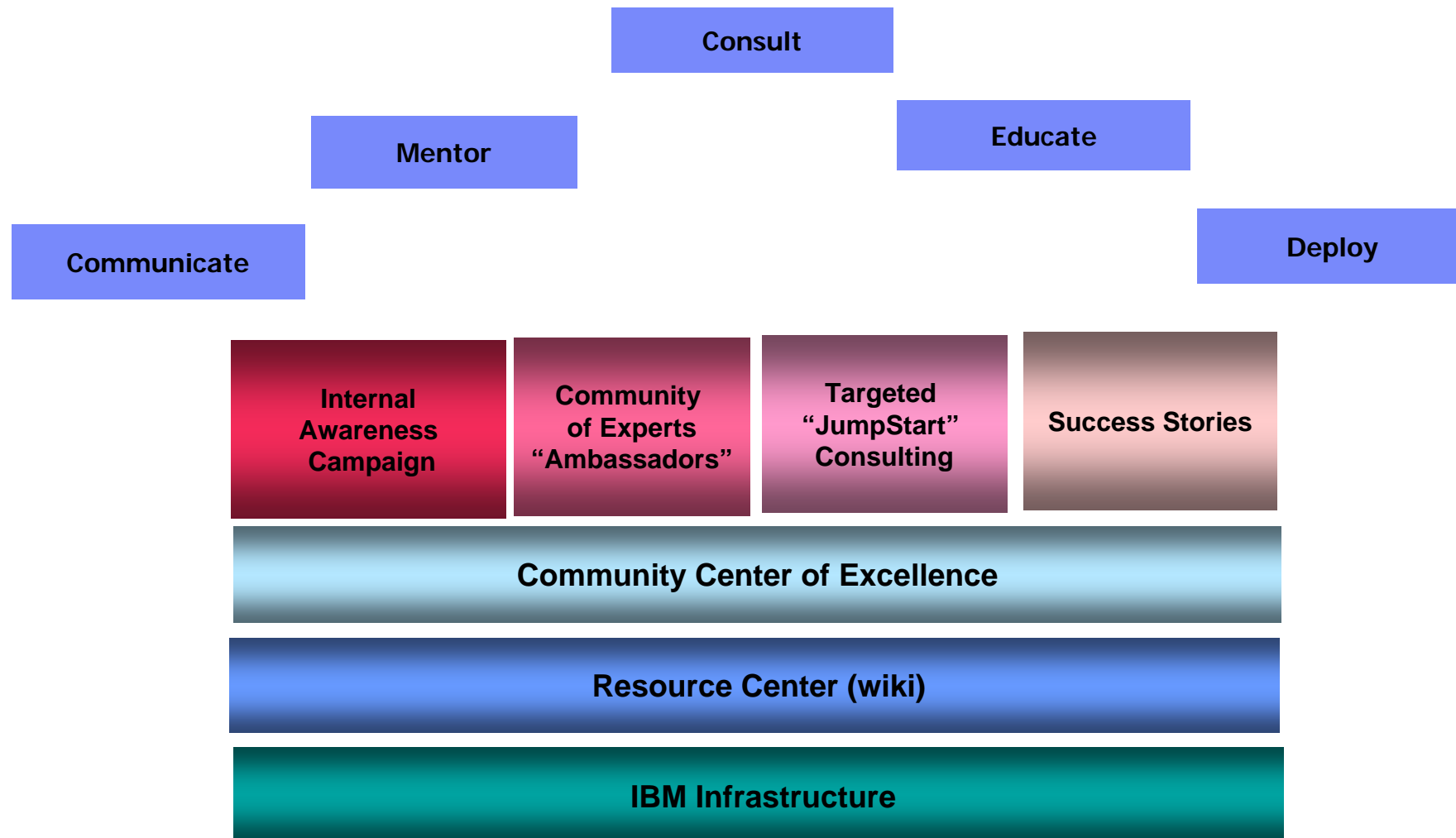


***Drive change tops down, bottoms up, sideways....encourage experimentation***



## “BlueIQ” Approach

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Site secured by  
[IBM intranet  
password](#)

# "BlueIQ" Ambassadors Program Overview

BlueIQ Resource Center

News

Home

About BlueIQ

Ambassadors

Clinics

Jumpstart Engagements

Lunch and Learn

Get started

Success stories

Top tools

Meet the team


Pages

Attachments

Templates

Advanced

Published on Jan 13, 2008



Collaborate

Meet

Best practices

Social software

Share

Sell

Interact

Business

Success stories

Expert knowledge

Community

Revenue

Lead the way

## BlueIQ Ambassador Program Overview

- What is a BlueIQ ambassador?  
BlueIQ ambassadors are social software experts who help IBM individual employees, teams and communities with using IBM social software. We need a worldwide community of social software experts who can volunteer their time and talent, to energize and enable every IBM employee in order for him/her to benefit from using IBM social software.
- What is in it for you?  
As a BlueIQ ambassador, you might:
  - become famous... as an expert in this "hot" space
  - become rich and have fun.. rewarded with cash or an admission ticket to a recognition event
  - become popular.. networking with others with similar interest and passion
  - become a global professional.. working with others from all over the world on global projects.. read Thomas Friedman's "[World is Flat](#)" if you need to be convinced

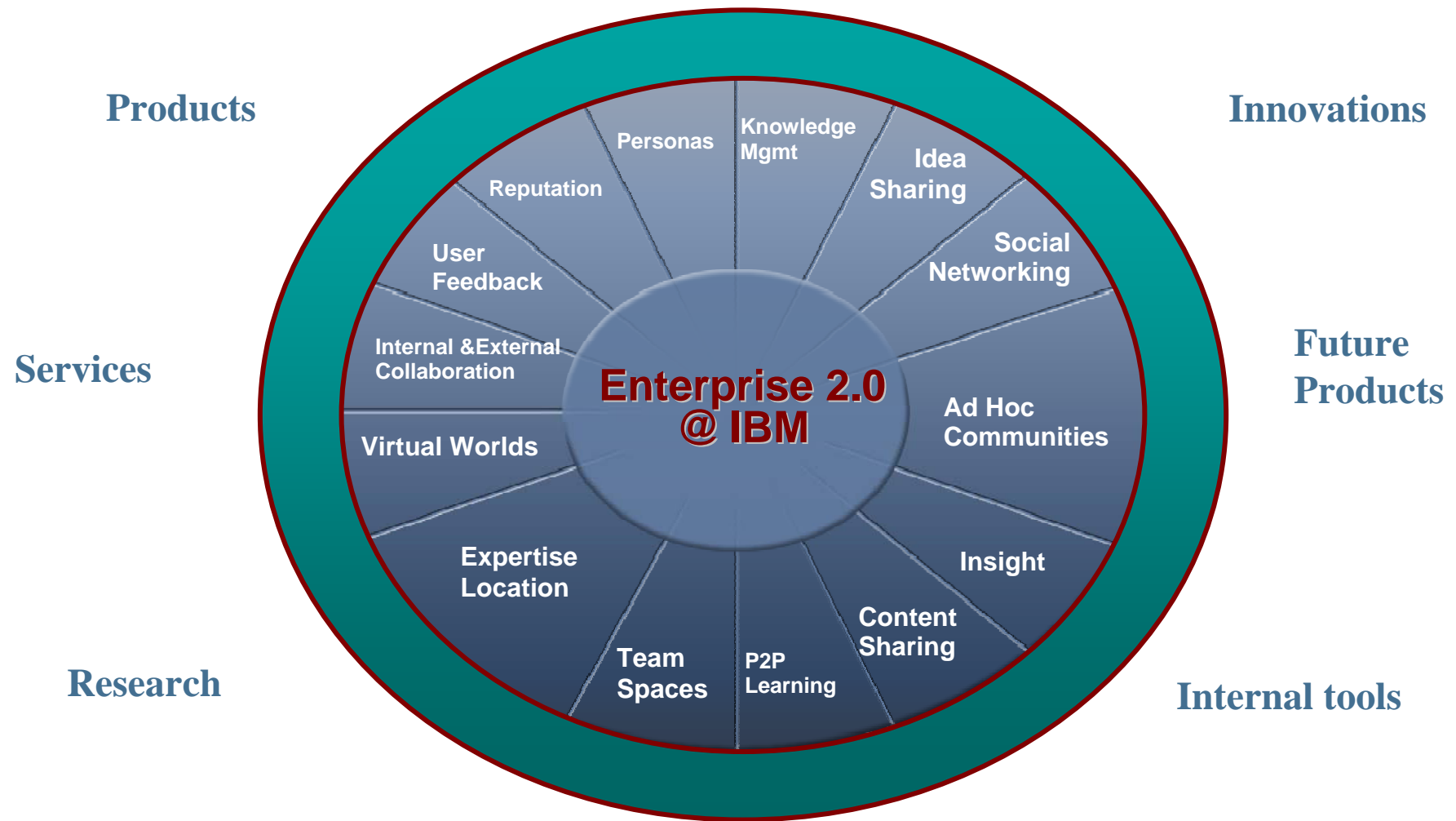
Last but not least, you can help others at IBM become more productive and have fun.
- What would you need to do?  
As a BlueIQ ambassador, you can volunteer to:
  - organize and run [BlueIQ clinics](#)
  - organize and run [BlueIQ lunch and learn sessions](#)
  - lead or work as a consultant in [BlueIQ jumpstart engagements](#)
  - create and/or recommend material for [Getting Started](#)
  - share [success stories](#)
  - evangelize BlueIQ at events
- How do you get started?  
Are you someone who is excited about helping others at IBM benefit from using social software? Can you carve out time to help? Do you have social software expertise? If answers are yes, then you are ready. Please sign up to be a [BlueIQ ambassador on CommunityMap](#).

**Clinics** – “The Doctor Is In” –help individuals get started 1:1

**“Lunch & Learn” sessions** - teach individuals, teams and communities how to use social software.

**“Jumpstart engagements”** - internal "consulting" to help teams identify use cases, recommend tools and enablement materials, and capture success stories

## IBM's Web 2.0 portfolio



## “BlueIQ” uses Lotus Connections

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### 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

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## Profiles

IBM's internal BluePages application provided the basis for Profiles. BluePages holds over 579,988 profiles and serves 1.1 million searches per week. It's the hub of user requests and all applications authentication for IBM.



## Communities

IBM hosts over 1800 online communities. IBM forums have 147,000 members and over 1 million messages.



## Blogs

IBM's BlogCentral has 47,772 blog users (owners and commenters) with 107,188 entries and 108,844 comments, as well as 24,156 distinct tags. There are 1,544 active (10 entries or more) individual blogs and 1,088 group blogs.



## Dogear

IBM's internal Dogear system has 364,351 bookmarks with 917,500 tags, and a user population of 11,600 users.



## Activities

IBM's internal Activities service contains 41,200 activities, 313,000 entries and 67,400 registered users.



## Lotus Connections: Profiles (internally known as “Blue Pages”)

Find people by name, expertise, or keyword to locate someone with the experience and knowledge you need

Easily access a person's communities, blogs and bookmarks

The screenshot shows the 'Profiles' page in Mozilla Firefox. The browser address bar displays 'http://ventura1.renovations.com/karaokz.html/profileView.do?uid=HReeds'. The page header includes navigation links: PROFILES, COMMUNITIES, BLOGS, DOGEAR, ACTIVITIES, and a WELCOME LOGIN section. The main content area is titled 'Heather Reeds's Profile' and includes a 'Pronunciation' link. The profile details list her as a Marketing Coordinator at Renovations, with contact information for building, office, mobile phone, email, and notes email. A 'Report to chain' section shows a hierarchy: Ted Amado, Ron Espinosa, and Heather Reeds. An 'Other Views' section offers links for 'Full report to chain' and 'Same manager'. The 'About life' tab is selected, showing a bio where Heather Reeds mentions her 12 years at Renovations and her expertise in organizing events on a worldwide basis. The left sidebar contains links to Profile, Communities, Blogs, Dogear, and Activities, along with a 'Tags' section for 'events,california,marketing'.

Reporting chain view to see the structure of your organization

View experience, skills and past projects

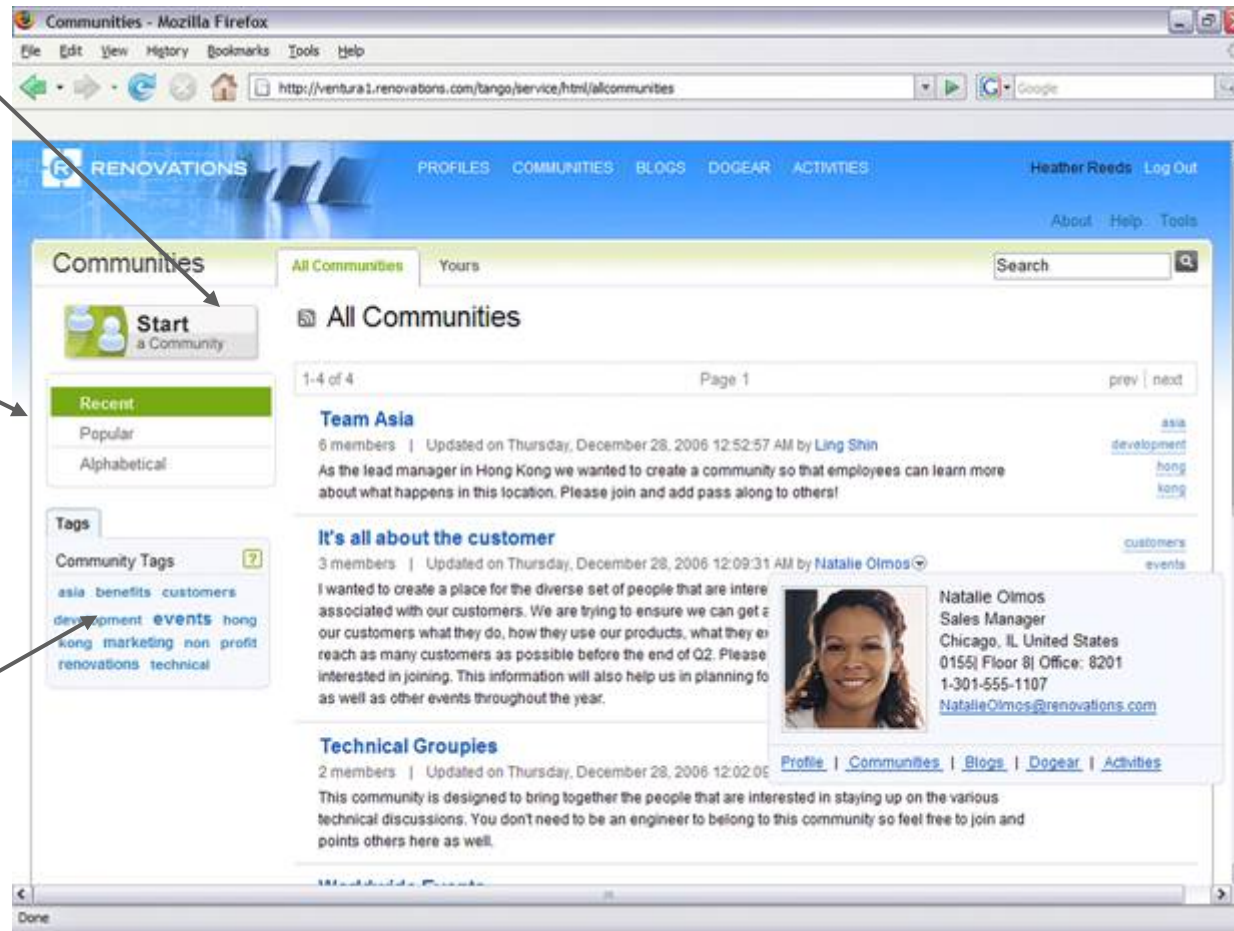


# Lotus Connections: Communities

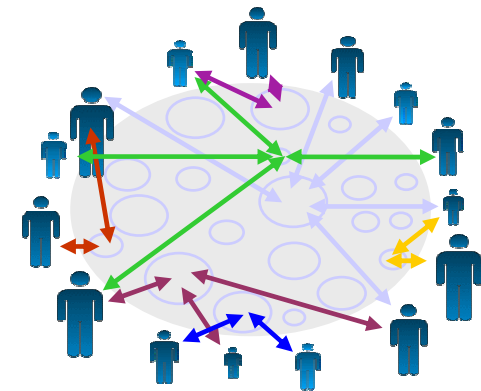
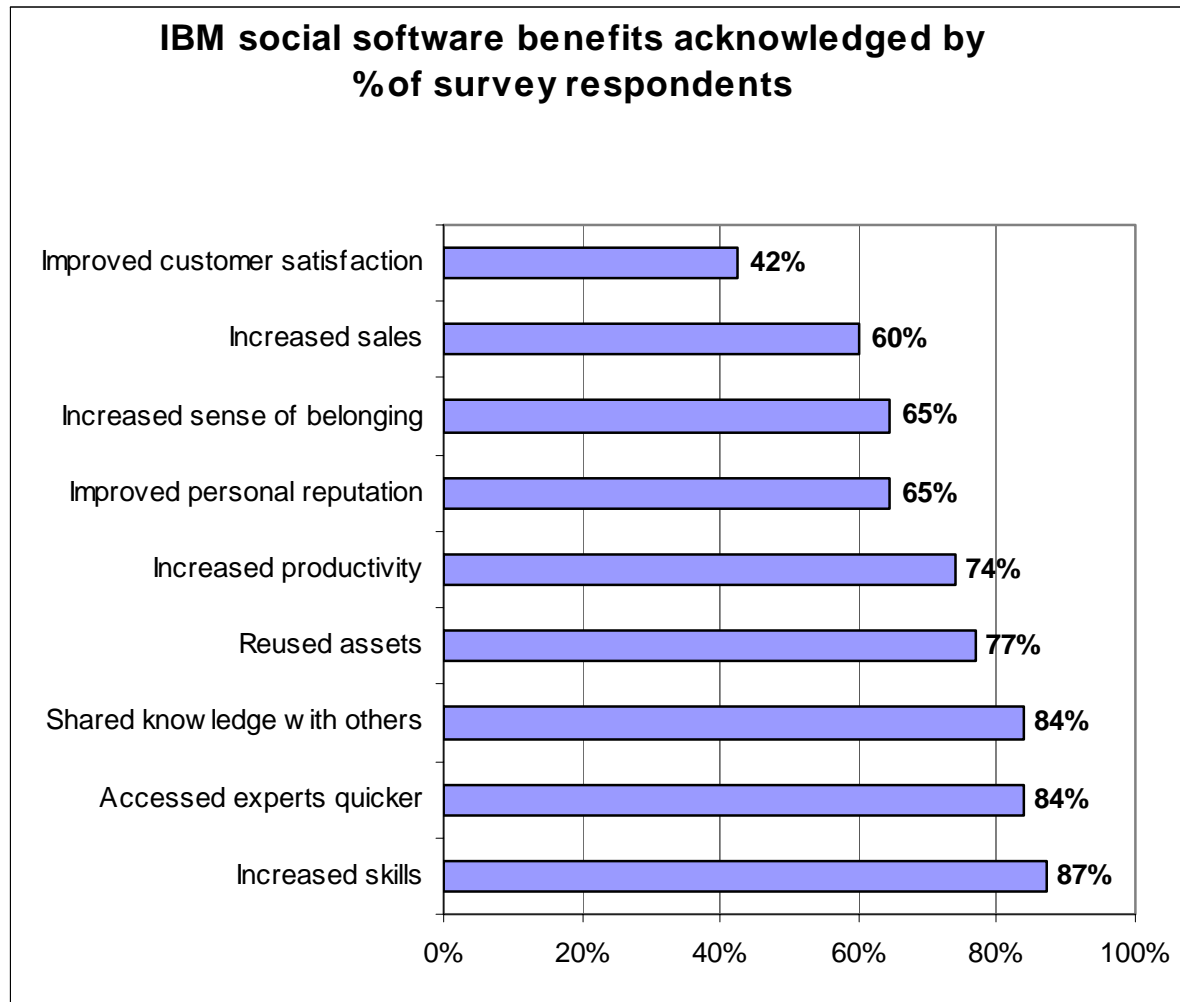
Tools for finding, joining and creating communities

See what communities are new, popular, or active

Tags help you find the community you need by filtering content



## IBM Communities of Practice - benefit from Social Software

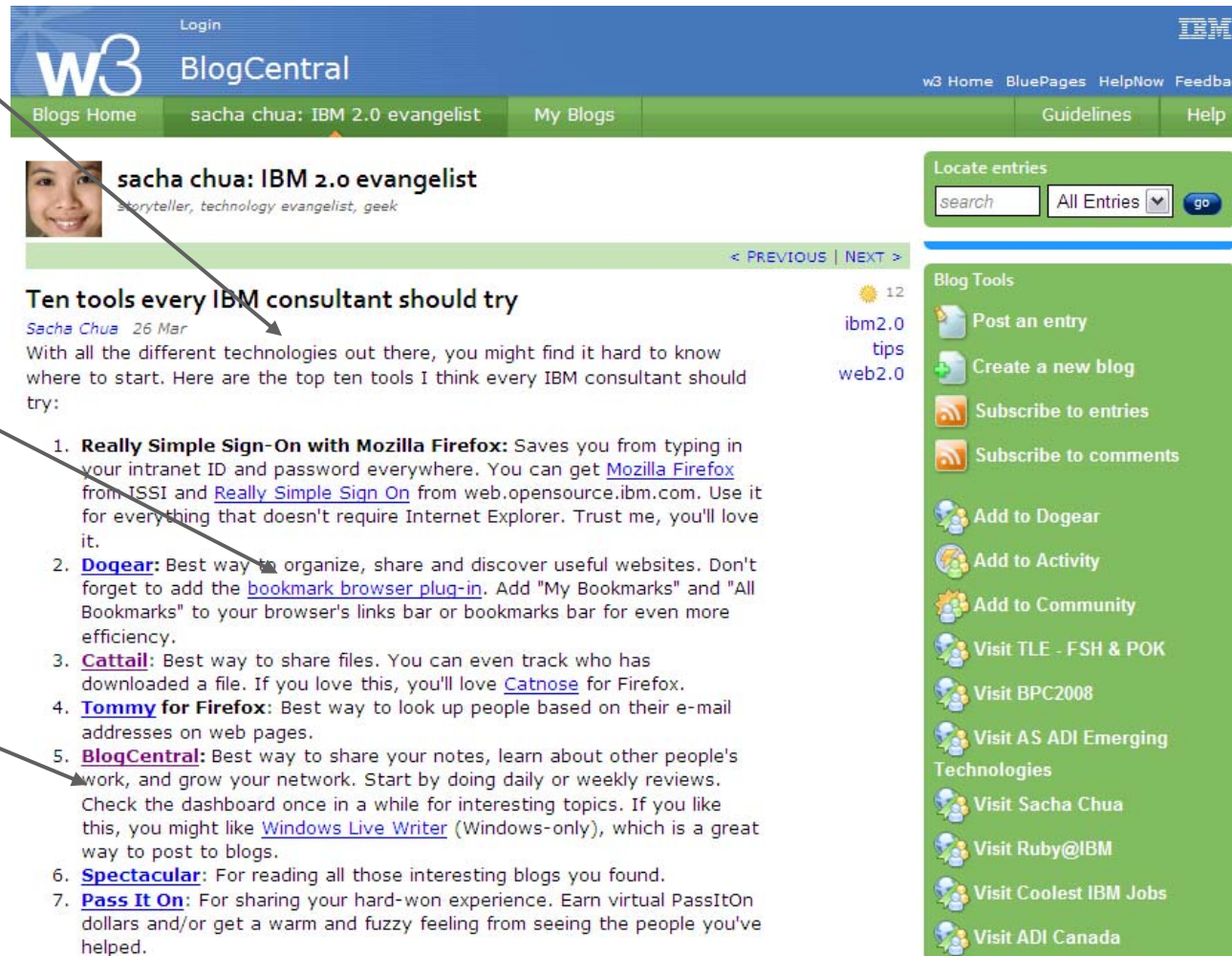


## Lotus Connections: Blogs - blogging platform open to all employees

Easily create blogs to share knowledge with a wide audience

Exchange viewpoint and share perspectives to increase innovation

Keywords can be used to search within a blog or across multiple blogs



The screenshot shows the IBM BlogCentral interface. At the top, there's a navigation bar with 'w3 BlogCentral', 'Login', and links to 'w3 Home', 'BluePages', 'HelpNow', and 'Feedback'. Below this is a green header with 'Blogs Home', 'sacha chua: IBM 2.0 evangelist', 'My Blogs', 'Guidelines', and 'Help'. The main content area displays a blog post by 'sacha chua: IBM 2.0 evangelist' (storyteller, technology evangelist, geek) titled 'Ten tools every IBM consultant should try'. The post is dated '26 Mar' and has 12 comments. The text of the post lists ten tools: 1. Really Simple Sign-On with Mozilla Firefox, 2. Dogear, 3. Cattail, 4. Tommy for Firefox, 5. BlogCentral, 6. Spectacular, and 7. Pass It On. On the right side, there's a 'Locate entries' search bar and a 'Blog Tools' sidebar with links like 'Post an entry', 'Create a new blog', 'Subscribe to entries', 'Subscribe to comments', and various 'Add to' and 'Visit' links.

**Blog Post:** **Ten tools every IBM consultant should try**  
 Sacha Chua 26 Mar  
 With all the different technologies out there, you might find it hard to know where to start. Here are the top ten tools I think every IBM consultant should try:

1. **Really Simple Sign-On with Mozilla Firefox:** Saves you from typing in your intranet ID and password everywhere. You can get [Mozilla Firefox](#) from ISSI and [Really Simple Sign On](#) from [web.opensource.ibm.com](#). Use it for everything that doesn't require Internet Explorer. Trust me, you'll love it.
2. **Dogear:** Best way to organize, share and discover useful websites. Don't forget to add the [bookmark browser plug-in](#). Add "My Bookmarks" and "All Bookmarks" to your browser's links bar or bookmarks bar for even more efficiency.
3. **Cattail:** Best way to share files. You can even track who has downloaded a file. If you love this, you'll love [Catnose](#) for Firefox.
4. **Tommy for Firefox:** Best way to look up people based on their e-mail addresses on web pages.
5. **BlogCentral:** Best way to share your notes, learn about other people's work, and grow your network. Start by doing daily or weekly reviews. Check the dashboard once in a while for interesting topics. If you like this, you might like [Windows Live Writer](#) (Windows-only), which is a great way to post to blogs.
6. **Spectacular:** For reading all those interesting blogs you found.
7. **Pass It On:** For sharing your hard-won experience. Earn virtual PassItOn dollars and/or get a warm and fuzzy feeling from seeing the people you've helped.

**Blog Tools:**

- Post an entry
- Create a new blog
- Subscribe to entries
- Subscribe to comments
- Add to Dogear
- Add to Activity
- Add to Community
- Visit TLE - FSH & POK
- Visit BPC2008
- Visit AS ADI Emerging Technologies
- Visit Sacha Chua
- Visit Ruby@IBM
- Visit Coolest IBM Jobs
- Visit ADI Canada



# IBM's Blogging policy & guidance

Screenshot of the IBM Blogline page titled "IBM blogging policy and guidelines". The page is part of the "w3 The Blogline" and includes a search bar and navigation links like "w3 Home", "BluePages", "HelpNow", and "Feedback".

**Voices**  
IBM Blogging Policy and Guidelines

## IBM blogging policy and guidelines

### Introduction

**Responsible engagement in innovation and dialogue**

Whether or not an IBMer chooses to create or participate in a blog or a wiki or another form of online publishing or discussion is his or her own decision. However, it is very much in IBM's interest – and, we believe, in each IBMer's own – to be aware of this sphere of information, interaction and idea exchange:

**To learn:** As an innovation-based company, we believe in the importance of open exchange and learning – between IBM and its clients, and among the many constituents of our emerging business and societal ecosystem. The rapidly growing phenomenon of blogging and online dialogue are emerging important arenas for that kind of engagement and learning.

**To contribute:** IBM – as a business, as an innovator and as a corporate citizen – makes important contributions to the world, to the future of business and technology, and to public dialogue on a broad range of societal issues. As our business activities increasingly focus on the provision of transformational insight and high-value innovation – whether to business clients or those in the public, educational or health sectors – it becomes increasingly important for IBM and IBMers to share with the world the exciting things we're doing learning and doing, and to learn from others.

In 1997, IBM recommended that its employees get out onto the Net – at a time when many companies were seeking to restrict their employees' Internet access. We continue to advocate IBMers' responsible involvement today in this new, rapidly growing space of relationship, learning and collaboration.

### Guidelines for IBM bloggers: executive summary

1. Know and follow IBM's Business Conduct Guidelines.
2. Blogs, wikis and other forms of online discourse are individual interactions, not corporate communications. IBMers are personally responsible for their posts. Be mindful that what you write will be public for a long time—protect your privacy.
3. Identify yourself – name and, when relevant, role at IBM – when you blog about IBM or IBM-related matters. And write in the first person. You must make it clear that you are speaking for yourself and not on behalf of IBM.
4. If you publish a blog or post to a blog outside of IBM and it has something to do with work you do or subjects associated with IBM, use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent IBM's positions, strategies or opinions."
5. Respect copyright, fair use and financial disclosure laws.
6. Don't provide IBM's or another's confidential or other proprietary information. Ask permission to publish or report on conversations that are meant to be private or internal to IBM.
7. Don't cite or reference clients, partners or suppliers without their approval.
8. Respect your audience. Don't use ethnic slurs, personal insults, obscenity, etc., and show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory – such as politics and religion.
9. Find out who else is blogging on the topic, and cite them.
10. Don't pick fights, be the first to correct your own mistakes, and don't alter previous posts without indicating that you have done so.
11. Try to add value. Provide worthwhile information and perspective.

### Guidelines for IBM bloggers: detailed discussion

1. The IBM Business Conduct Guidelines and laws provide the foundation for IBM's policies and guidelines on Web logs (blogs).

**Related links**

- [New guidelines encourage IBMers to blog](#)
- [Blogging Policy and Guidelines \[pdf\]](#)
- [IBM Business Conduct Guidelines](#)
- [Collaboration Central: Public Discussion Tools](#)

***Policies based on IBM's Business Conduct Guidelines***

***Apply internally and externally***

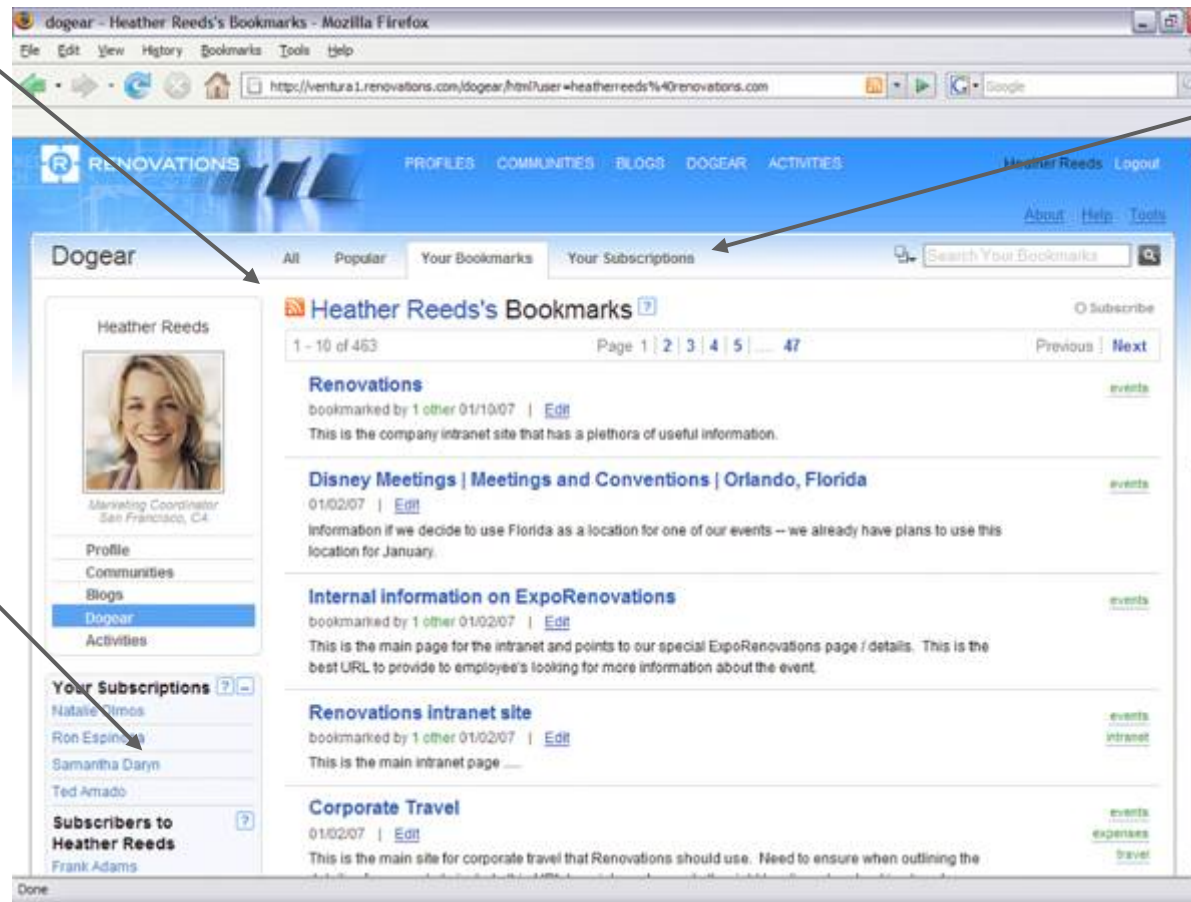
***Available on ibm.com "blogging guidelines"***



# Lotus Connections: Dogear – organizing and sharing bookmarks

Centrally store your bookmarks and share them with others

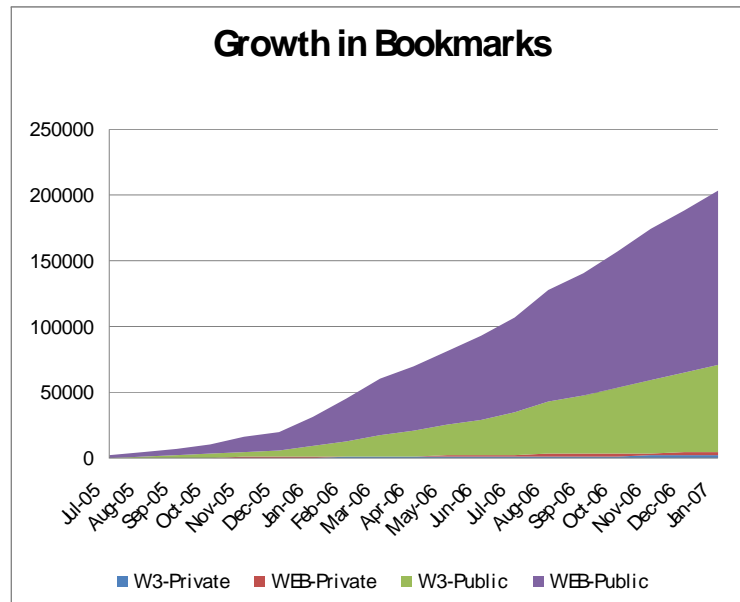
Filter bookmarks by "tagging" them with as many keywords as you want



Subscribe to your coworkers' bookmarked web pages

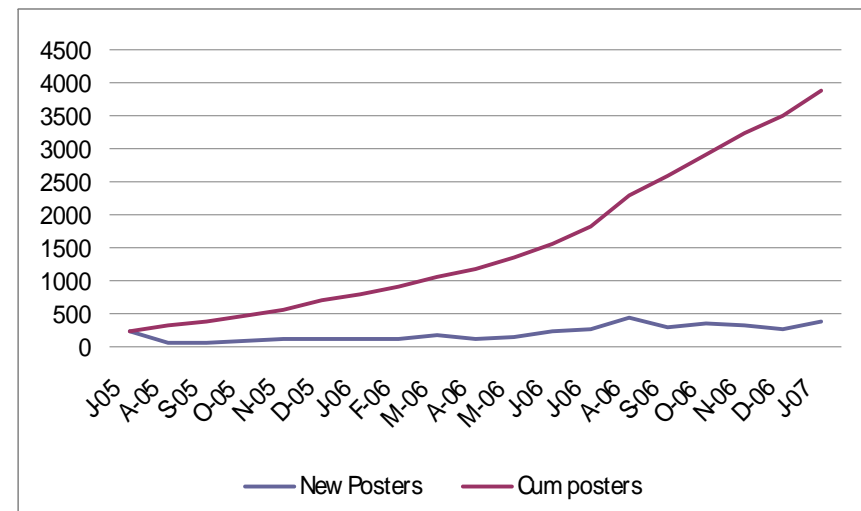
# Dogear Adoption Trends – Bookmark Types and Contributors

364,351 total bookmarks  
February 2008



- 2/3 of the bookmarks are external public sites and 1/3 are intranet sites
- Less than 2.5% of bookmarks (extranet or intranet) were marked private

## Dogear Contributor Growth (New vs. Cumulative)



- Cumulative number of contributors drive growth in bookmarks
- Net new contributors may not increase as significantly with reuse of bookmarks
- Does not include “lurkers” that take advantage of other’s dogears (typically 3x contributors)



# Lotus Connections: Activities

- Great for **task-oriented, ad-hoc** activities
- Create a **shared collaboration space** to share documents, post messages, and manage To-Dos
- Capture **common work practices** for your organization with Activity **templates**
- Organize **informal processes** by gathering links to relevant information, resources and applications in Activities

The screenshot shows the 'Activities' dashboard for Laura Cappelletti. The top navigation bar includes links for PROFILES, COMMUNITIES, BLOGS, DOGEAR, and ACTIVITIES. The main content area is titled 'Activity Dashboard for Laura Cappelletti' and features a 'Start an Activity' button. Below this, there's a 'Recently updated activities' section with two entries: 'IBM's Adoption of Social Software - client pitch incl. ROI stats' and 'Core Team Strategy Meeting'. A 'New to Activities?' section provides instructions on how to use the platform and lists common tasks like creating a To Do list, organizing research, and collaborating on projects. A sidebar on the right contains a 'Tips' section titled 'Prioritize your activities' and a 'Tags' section with a list of tags like 'client\_pitch' and 'connections event'.

Create a new activity by sending an email to this address: <activities@activities.tap.ibm.com>

[Atom](#) | [Request took 0.166s](#) | [Statistics for this page](#) | [Server statistics](#)



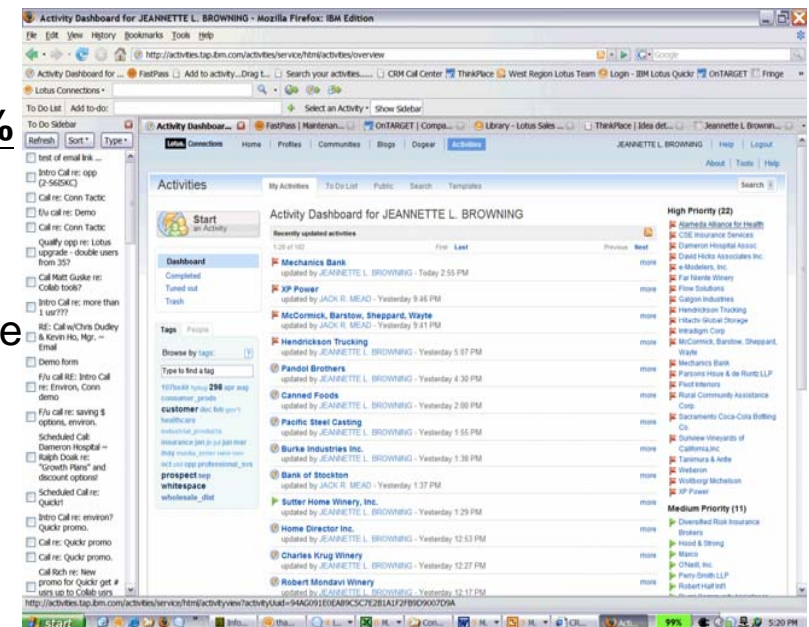
# Success Stories -- Activities Example: Tele Sales

## Sales prospecting and customer-facing interactions

- Adapted Lotus Connection Activities and Notes 8.0 as a new way to track to-dos, contacts, and communications for sales prospecting and client touches
- Hours spent with client prospects **increased by 50%**
- Number of client touches **increased by 500-600%**
- Helping other Tele-sales members learn and improve this process
- Helping other Tele-sales reduce phone-tag and voicemail in favor of email and online touches



Jeannette Browning,  
Tele-sales / Inside Brand Sales Specialist



## Success Stories – Example: Tech Sales

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Gia Lyons


America  
Lotus Technical Sales  
&  
SME on Lotus Connections

- **Improving individual productivity & accessibility as a Subject-Matter Expert**
  - “One of the things I’ve learned when you get really good at being an SME as people think I have, the disadvantage is that they think that I’m the only expert. I can [get inundated with email messages & calls](#) asking for my explicit and my tacit knowledge.
  - The beauty of social software is I am able to put my knowledge in an explicit form. Because I can do that with my blogs, my bookmarks and my files in cattail, [I have greatly reduced the number of requests in phone calls and messages](#). I’m thrilled that people can get to my knowledge without me being a roadblock. [They can capture or learn what I’ve learned without interrupting me at all.](#)
  - My advice: [Share as much as you possibly can in your social environment so that you get less email messages and phone calls](#). But, if you **do** get inundated, be sure you have a community to direct folks to - teach them that there **are** more people like you out there.”

# Atlas (a.k.a "Small Blue")

ie

w3 home | SmallBlue Home



## Small Blue

Make big blue a small world

As on 10/28/2007, SmallBlue is indexing/inferring the social network and expertise of 204796 IBMers.

The system has 2600 contributing IBM users from 52 countries.

The more IBMers join, the better SmallBlue can be. Please join now and tell your colleagues about SmallBlue.

(Type in keywords to Find related IBMers or Show Network of Top 100 Experts, or name to Reach IBMer)

 at 

all

 in 

all

 , regardless of  my network

Find Experts

Reach Person


Show Expert Network

Useful Tips: (1) With [toolbars](#), you can easily access SmallBlue and can highlight any webpage phrase and right-click to search experts.  
(2) With [SmallBlue Firefox W3 extension](#), you can see related experts whenever you do W3 webpage search.

[What is SmallBlue?](#)

[Join SmallBlue](#)

[See My Ego](#)

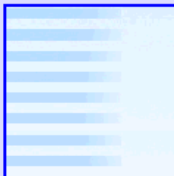
 [SmallBlue Toolbars](#)

[News](#)

[SmallBlue Team](#)

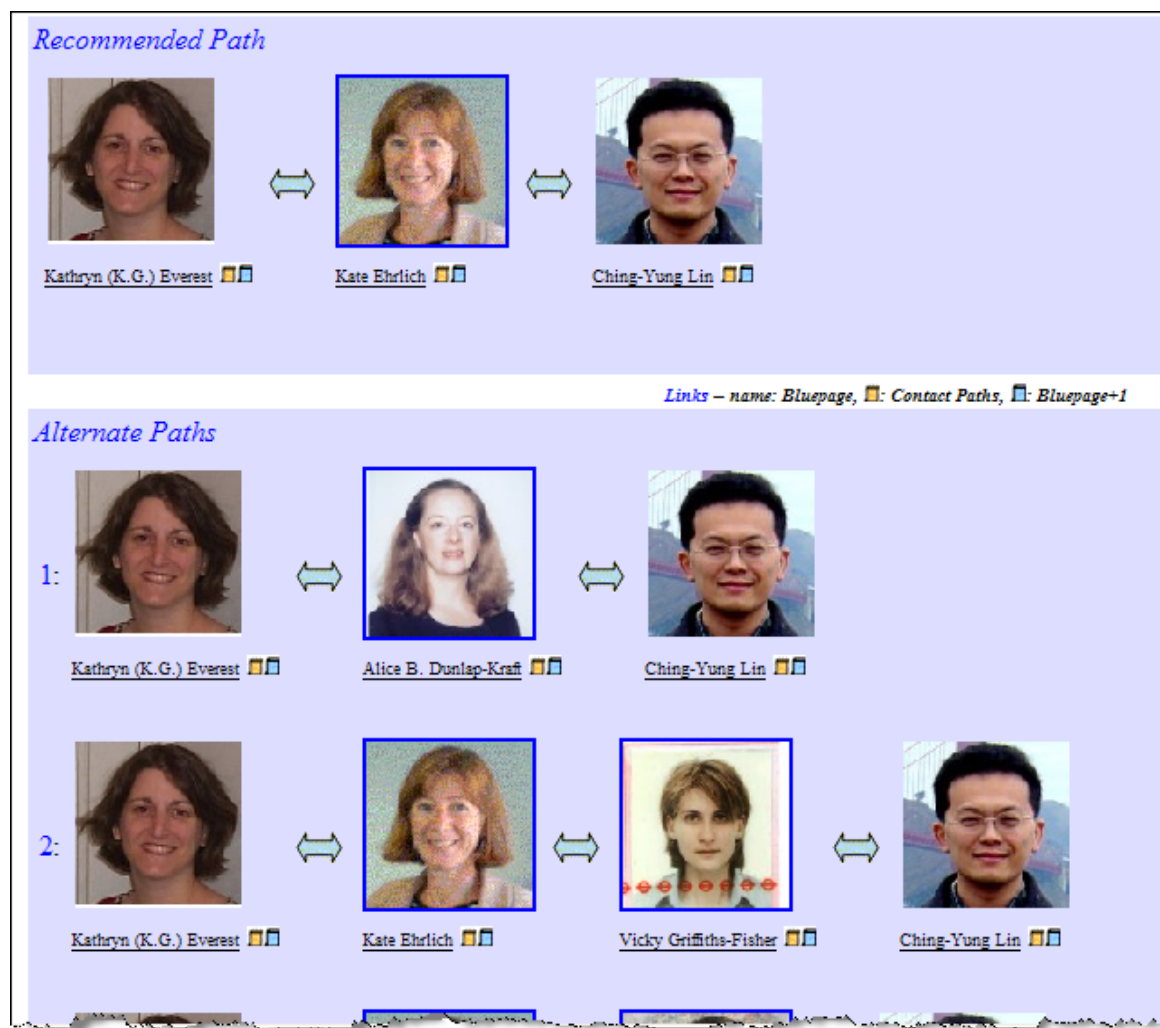
25

# Atlas brings together SNA and Social Networking

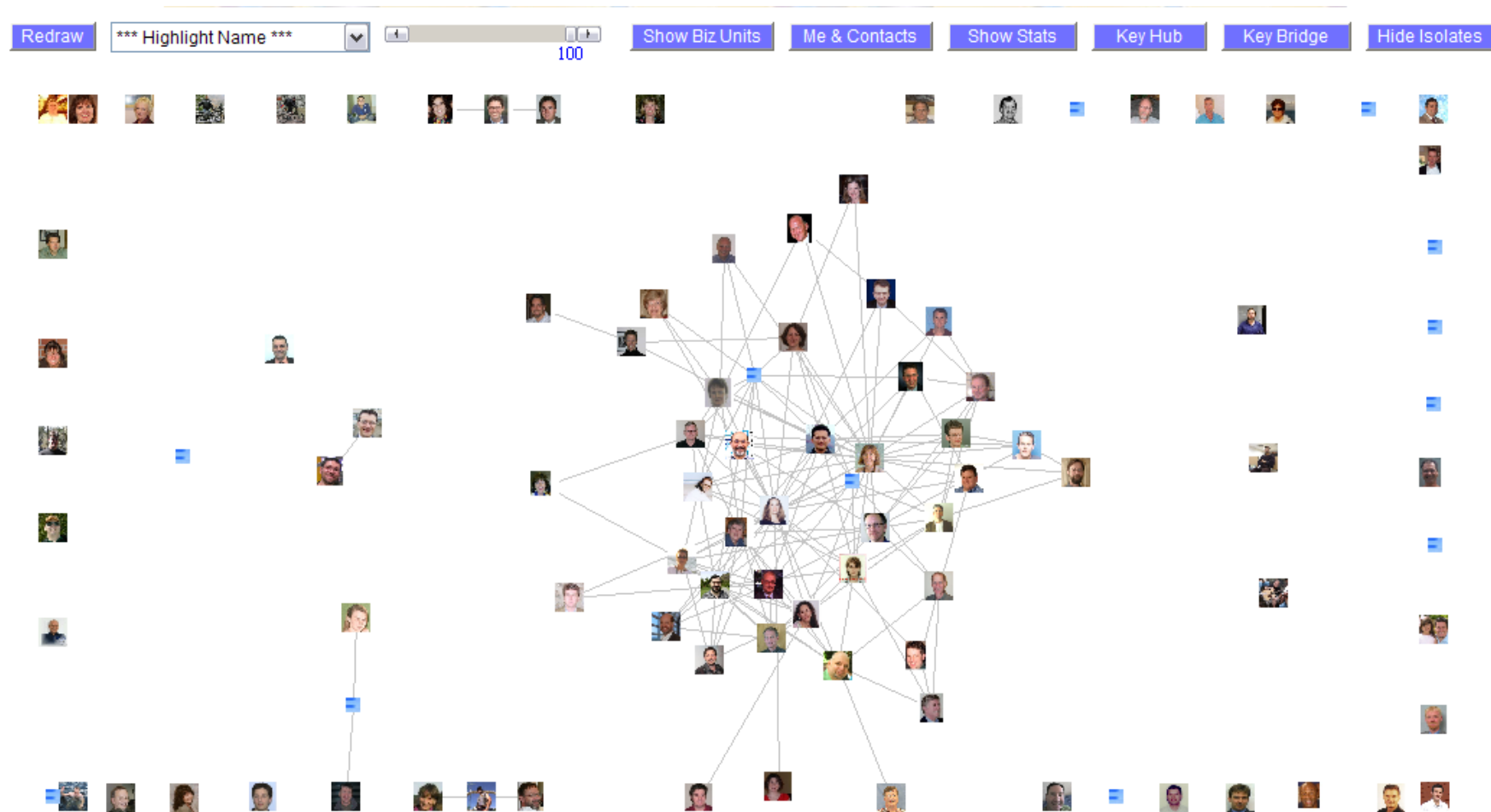
 <p>• 1: <a href="#">Ching-Yung Lin</a> IBM Research RESEARCH STAFF MEMBER Complex and Social Network Analysis, Multimedia Analysis and Security <i>Ask:</i> • <a href="#">Kate Ehrlich</a> <a href="#">Alternate Paths</a> <a href="#">Bluspage+1</a></p>	 <p>• 2: <a href="#">David T. Twyerould</a> Global Business Services CONSULTANT Consultant <i>Ask:</i> • <a href="#">Alice B. Dunlap-Kraft</a> =&gt; • <a href="#">Toby Cooper</a> <a href="#">Alternate Paths</a> <a href="#">Bluspage+1</a></p>
 <p>• 3: <a href="#">Alice B. Dunlap-Kraft</a> Global Business Services OTHER ADMINISTRATIVE SERVICES Community Building, GBS Global Knowledge Management, Learning and Knowledge <i>My collaborator or contact</i> <a href="#">Alternate Paths</a> <a href="#">Bluspage+1</a></p>	 <p>• 4: <a href="#">L.M. (Luis) Suarez</a> Global Technology Services EDUCATION Knowledge Manager, Community Builder and Social Software Evangelist <i>Ask:</i> • <a href="#">Alice B. Dunlap-Kraft</a> <a href="#">Alternate Paths</a> <a href="#">Bluspage+1</a></p>
 <p>• 5: <a href="#">Kate Ehrlich</a> IBM Research ENGINEER IN DEVELOPMENT  Researcher, STSM <i>My collaborator or contact</i> <a href="#">Alternate Paths</a> <a href="#">Bluspage+1</a></p>	 <p>• 6: <a href="#">David R. Millen</a> IBM Research RESEARCH STAFF MEMBER  Research scientist <i>Ask:</i> • <a href="#">Kate Ehrlich</a> <a href="#">Alternate Paths</a> <a href="#">Bluspage+1</a></p>
 <p>• 7: <a href="#">Lynn K. Busby</a> Global Technology Services OTHER ADMINISTRATIVE SERVICES  Facilitator, IGS/ IT Services Americas <i>Ask:</i> • <a href="#">Kate Ehrlich</a> <a href="#">Alternate Paths</a> <a href="#">Bluspage+1</a></p>	 <p>• 8: <a href="#">Asieh Dicken</a> Global Technology Services CONSULTANT Principal <i>Ask:</i> • <a href="#">Alice B. Dunlap-Kraft</a> <a href="#">Alternate Paths</a> <a href="#">Bluspage+1</a></p>
 <p>• 9: <a href="#">Kathryn (K.G.) Everest</a> IBM Software Group, WPLC  CONSULTANT Portals and Collaboration <i>It's me</i> <a href="#">Alternate Paths</a> <a href="#">Bluspage+1</a></p>	 <p>• 10: <a href="#">Sandor Barany</a> Integrated Technology Delivery, Server Systems Operations  IT Architect, Open Source Community of Practice Co-Leader, ThinkPlace Catalyst <i>Ask:</i> • <a href="#">Alice B. Dunlap-Kraft</a> =&gt; • <a href="#">Louisa J. Peluso</a> <a href="#">Alternate Paths</a> <a href="#">Bluspage+1</a></p>



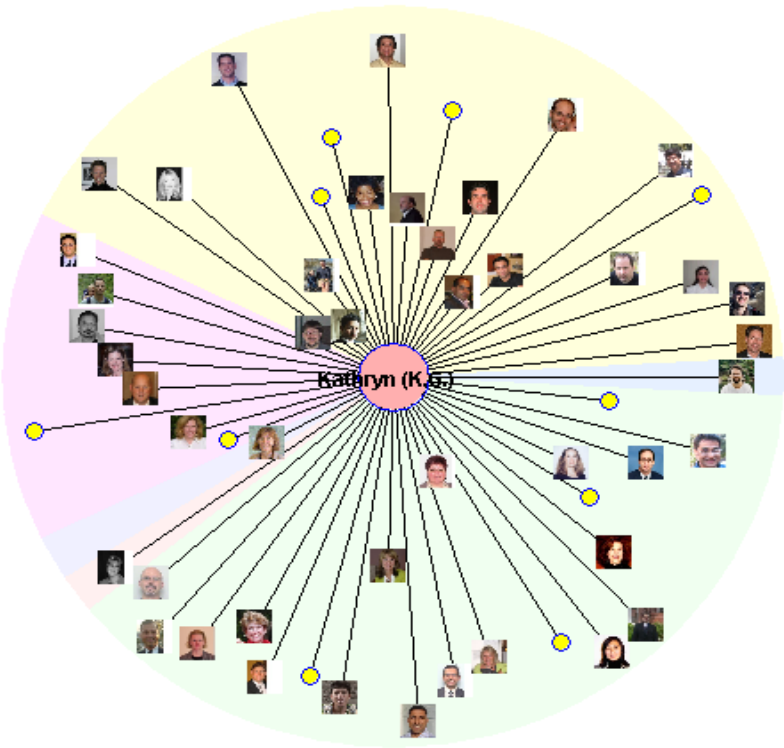
And shows you how to get there



# Shows you the social network of a topic



# Helps you manage your own network





**Kate Ehrlich [986]**

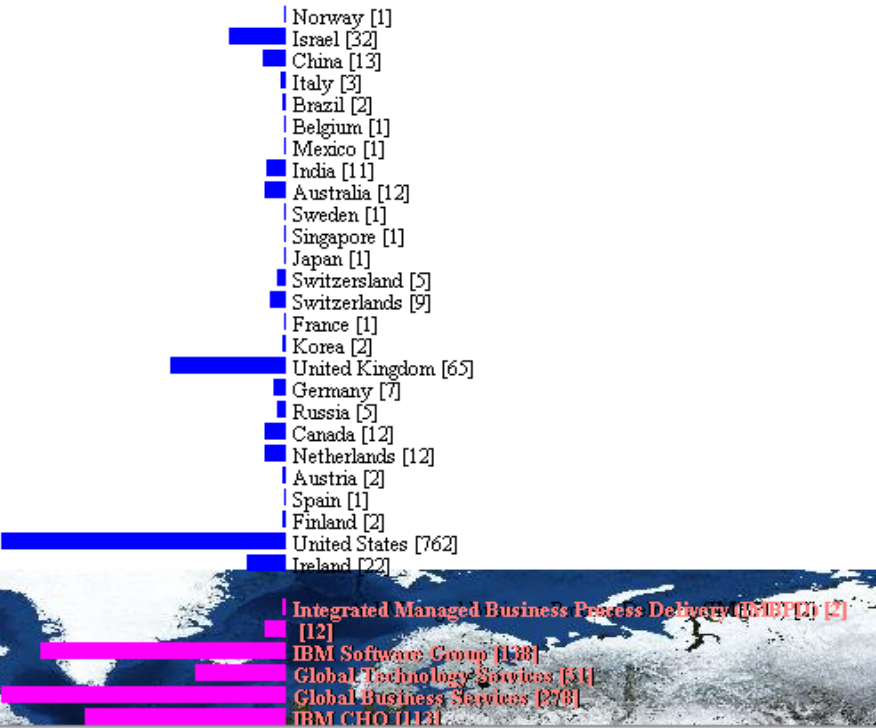
IBM Research

ENGINEER IN DEVELOPMENT

Researcher, STSM

Last Communication: 2007-07-08 22:36:18 GMT

Unique people in your extended network through this contact (by country or division):





# Beehive








Welcome Kathryn [logout]  
your account  
about beehive  
feedback  
fa

home (0 recommendations / 0 ideas)  
profile ▾ people ▾ photos ▾ hive5s ▾ events ▾

Search Beehive Search



**Luis Suarez Rodriguez**



you connect to Luis

**Luis is**  
the King Bee, apparently!  
(This time around)

**the facts**  
Blue Pages | Fringe

Knowledge Manager, Community  
Builder and Social Computing  
Evangelist  
Amsterdam, NL  
luis\_suarez@nl.ibm.com  
Phone: 34-928-148260  
Joined Beehive: June 13, 2007  
Last login: October 27, 2007

**beehive counters**

Ph	H5	Ev
21	19	0

**connections** **buzz**

403 763

This profile has been viewed

**featured**

**Ev**



**KCBlue Session - Panel Debate on the ROI of Social Software**  
Join the discussion/debate on the ROI of Social Software. Our panel members are Luis Suarez, Frank Jania, Aaron Kim, Gia Lyons and Ian McNairn.

The session will be 1 hour, with each panalist providing their point of view within 5 minutes. The phone lines will then be open for debate & questions to all panalist. The session will end at noon est, however, we keep the phone lines & web-conference open for an additional 30 minutes for those that want to linger and continue the conversations and/or ask questions.  
tags: Collaboration KCBlue ROI Social Software

**connections**

view all (403)



**Ph** **photos**

view all (21)



**the buzz**

add comment | next page

- On October 26, 2007, Luis commented on Luis's photo
- On October 26, 2007, Luis commented on Luke
- On October 25, 2007, Luis commented on Rajah
- On October 25, 2007, Luis added Luke as a connection
- On October 25, 2007, Luis commented on Mike
- On October 25, 2007, Luis added Mike as a connection
- On October 25, 2007, Luis commented on Holger

**events**

view all (0)

**IBM Internal "Wishful Thinking" Jam**  
October 27, 2007, 8:00 AM EDT

**CASCON**  
October 22, 2007, 8:00 AM EDT

**KCBlue Session - Panel Debate on the ROI of Social Software**  
November 1, 2007, 11:00 AM EDT

**H5** **hive5s**

view all (19)


**5** If you would have to pick up your top 5 social software tools  
There are gazillions of social software tools I use I'm proud of, but these would be the first 5 I couldn't do without  
Created: October 15, 2007

**5** My top 5 TV shows  
These are five of my favourite TV shows. Not the entire list, for sure, but the list of five that glue me to the T.V. time and time again!  
Created: October 9, 2007

**5** Cities in which I have lived  
Five cities in which I have lived and from which I have got very fond memories. Got plenty more, like where I am living now for the last 3 years, but that would be the subject for another hive5  
Created: September 14, 2007

**about Luis**  
(click on any of Luis's questions to reuse it for your profile!)

Wear Sunscreen - Best piece of advice ever!



Wheredid I go to school?  
Contrary to what most people think / know I studied to become an English Teacher and did my first three years at

Luis commented on Charlie

On October 25, 2007, Luis added Charlie as a connection

On October 25, 2007, Luis commented on Maria

## Mashup example: IBM Travel Maps

**w3 IBM Travel Maps**

IBM Hotel Directory for Business Travel home

Site secured by IBM intranet password

**Destination:** New York **GO**

**IBM Approved Hotels**

**IBM locations service**

**Yahoo map**

**Hertz locations**

**Local information**

**+ IBM Hotels (32 Results)**

**- IBM Locations (11 Results)**


- 1 IBM Secaucus
- 2 IBM Jersey City
- 3 IBM 590 Madison Ave., Nyc
- 4 IBM 33 Maiden Lane, Nyc
- 5 IBM Mainspring
- 6 IBM New York Suite900
- 7 IBM New York Third Fl 16
- 8 IBM New York
- 9 IBM 1 Penn
- 10 IBM 11 Penn Plaza
- 11 IBM Micromuse

**+ Hertz Locations (11 Results)**

**+ Local Guide**

# Try the Lotus Connections suite in "Greenhouse"

IBM Lotus Greenhouse



**Lotus Greenhouse** *Where Ideas come to grow*

Lotus Greenhouse is a premier showcase website to experience Lotus products.

It is a live community website to share information, collaborate, and exchange ideas on emerging technologies with Lotus and members of the Lotus Greenhouse community.

Sign in or [Join Now!](#)

E-mail (Login ID):

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Showcase Products
Inside Greenhouse


**Products In The Greenhouse**

Users registered in the Lotus Greenhouse can use the below products for free to collaborate with other members in the Lotus Greenhouse community.


[IBM® Lotus® Connections](#)

 IBM® Lotus® Connections is social software for business that empowers you to be more innovative and helps you execute more quickly by using dynamic networks of coworkers, partners and customers. [read more](#)

[IBM® Lotus® Sametime](#)

 IBM® Lotus® Sametime provides presence awareness, enterprise instant messaging and Web conferencing. [read more](#)



[IBM® Lotus® Quickr](#)

 IBM® Lotus® Quickr is team collaboration software that helps you share content, collaborate and work faster online with your teams – inside or outside firewall. [read more](#)

**New Technologies In The Greenhouse**

Get a first look at some of the latest developments inside Lotus Greenhouse. Have a look at these featured items and start using the newest technologies available to community members.

[IBM® RTTS Lotus® Sametime Multi-lingual Translation Plug-in](#)

  IBM® Real-Time Translation Services Lotus® Sametime Translation Plug-in provides real-time translation for Sametime chat - any time, any where.

Users registered in Lotus Greenhouse, have full and free access to use all the products hosted in it. Currently this includes, Lotus Connections for social networking, Lotus Quickr for team based collaboration, Sametime for instant messaging and collaboration and Domino Web Access for Mail.

**Public Activities**

Planning an ITLM for: <IT Team>  
Project Songkran  
Quickr 8.1 new feature  
Introducing Wells Insurance Services to Lotus Connections - Social Networking Site  
Do something  
To Do  
Page: [1](#) [2](#) [3](#) [4](#) [5](#) | [Next](#) >

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- Profiles-My Profile
- <http://www.zope.org/Members/simon/ZWiki>
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- <http://www.commoncraft.com/video-wikis-plain-eng>
- <http://www.wikinomics.com/>
- <http://wikimapia.org>

Page: [1](#) [2](#) | [Next](#) >

**Recent Blogs**

- May 2nd Webcast on Lotus Sametime Advanced Server





## "Bluehouse" Share. Meet. Collaborate. Quickly and Easily.

"Bluehouse" is currently under development. See [What's New](#) in this release and [Known Issues](#).

Want to give "Bluehouse" a try?

[Register](#)

### "Bluehouse" Get Connected, Work Together

"Bluehouse" is an innovative and powerfully intuitive set of business applications designed to meet the essential needs of your business, no matter the size.

→ Watch "Bluehouse" Apps in Action.



#### Store & Share

Upload and store your files with world-class security features. Use a web browser to access your files from anywhere. Share and collaborate with others on any type of file. [Learn More about Store & Share](#)



#### Meetings

Need a web meeting? How about a personalized, always ready on-demand meeting room instead? Use it for customer presentations or collaboration sessions. [Learn More about Meetings](#)



#### Chat

Use instant messaging to chat with "Bluehouse" users. [Learn More about Chat](#)



#### Contacts

Keep track of your clients and customers, important dates and events. Connect with others to share contact information. [Learn More about Contacts](#)



#### Activities

Break out of your inbox and into "Bluehouse" Activities to streamline your work with others. [Learn More about Activities](#)



#### Live Charts

Visualize your data through different types of charts, graphs, diagrams, and maps. Live Charts are visually compelling - so when you create one, you and your colleagues can easily explore the meaning within the data. [Learn More about Live Charts](#)

#### Sign in

Username:

Password:

[→ Sign In](#)

**Forgot Password?** [Recover it.](#)

#### Join the "Bluehouse" Business Network.

The "Bluehouse" Business network is tuned to help you easily connect with your customers, partners and colleagues. Build your own social network to get in touch, stay in touch and ensure you always have the latest contact information, without all the work.

→ [Find colleagues in the "Bluehouse" Network](#)


#### We want to hear from you!


The "Bluehouse" Team wants your feedback. Please visit the user forum and tell us what you think.


→ [Visit the "Bluehouse" Forum](#)


You can see the  
main functions  
before you sign up

# Cattail – file sharing technology in Bluehouse


[Upload a File...](#)
gpoole@us.ibm.com
[Feeds...](#)
[Feedback](#)
[Help](#)

 All Public Files

 My Home

 My Buddies

My Collections

As an Owner  
[Create a new collection](#)

As a Contributor

As a Reader


Tags

All

Mine

Gina's

Gina's Tags  
 bio blueiq Blueiq career Colgate connections Connections fss Gina-Poole marketing MLDP PwC quickr ROI social-media social-media-marketing social-media-marketing social-media-marketing social-networking social-software social-software social\_networking social\_software socialnetworking socialsoftware web web20





[Gina Poole](#)  
 VP, Social Software Programs & Enablement (BlueIQ), SWG Web Marketing & Sales  
[More about Gina...](#)  
[Add to buddy list](#)

☒ Watch Gina



















[Gina's Files](#)  
[Files From Gina](#)  
[Files To Gina](#)

Gina's Collections:  

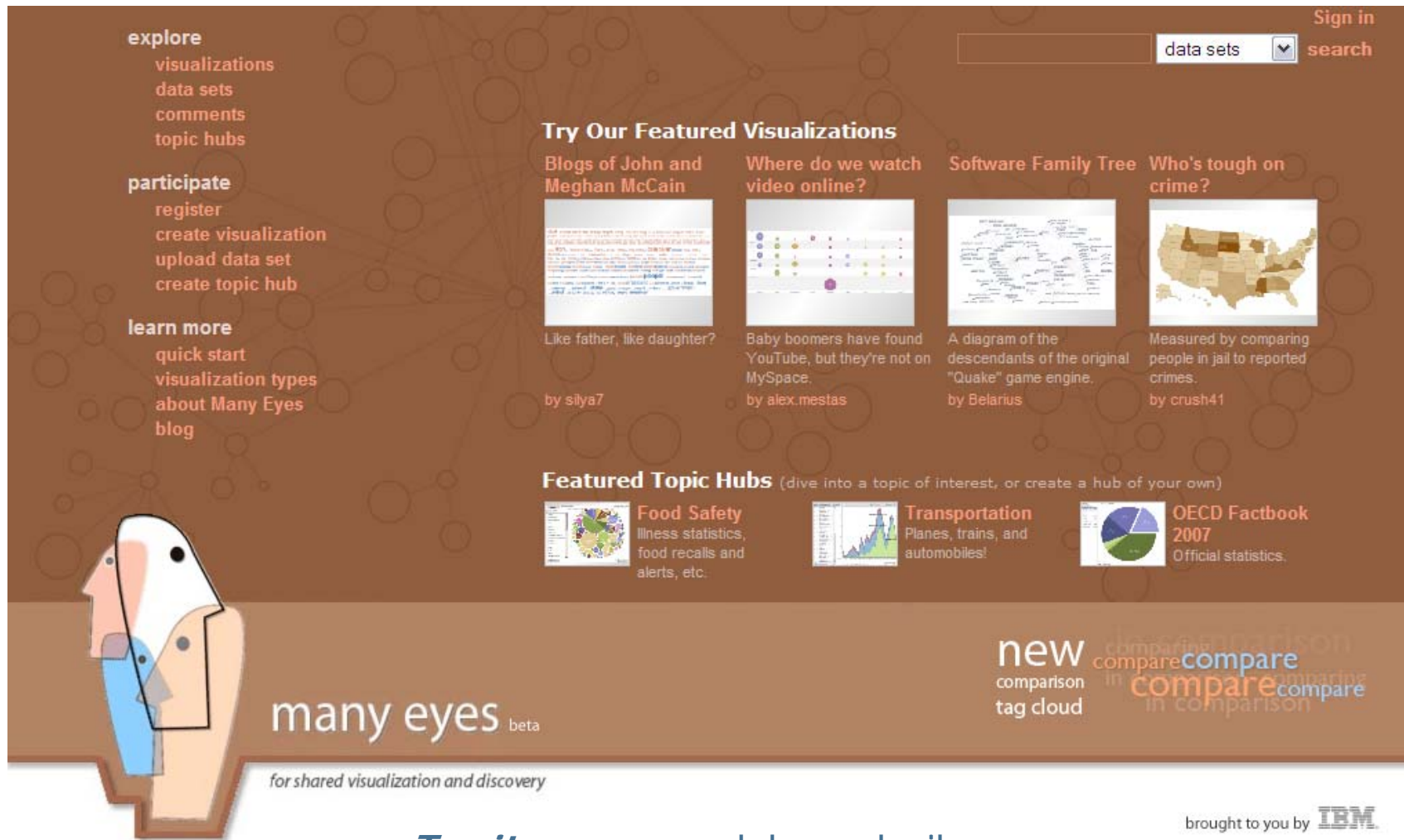
 [Social Software](#)

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Type	Visib	File Name	Size	Last Modified	Download
		<b>How to use Social Software to Grow your career</b> How to Use Social Software in IBM to Grow Your Career.ppt blueiq career social-networking social-software	5.0M	March 05, 2008	218
		<b>Social Media Marketing Overview for SWG Ma</b> Social Media Marketing Overview.ppt marketing social-media-marketing social-software web20	5.9M	February 24, 2008	42
		<b>SWG Web Marketing &amp; Sales and BlueIQ for S</b> SWG Web Marketing & Sales - 0208.ppt blueiq marketing web	6.6M	February 22, 2008	64
		<b>Social Media Marketing Council Kickoff</b> SMM Council_Feb_12_2008.ppt marketing social-media social-software	2.2M	February 18, 2008	23
		<b>BlueIQ &amp; Social Media Marketing for the CIO W</b> BlueIQ & Social Media Marketing.ppt Blueiq Social-media-marketing social-software web20	5.8M	February 13, 2008	29
		<b>Social Media Marketing</b> Social Media Marketing.ppt marketing social-media social-media-marketing web20	6.0M	February 06, 2008	50
		<b>BlueIQ Overview for the SWG Communications</b> BlueIQ Overview 2-2008.ppt Blueiq social-software	2.8M	February 06, 2008	34
		<b>BlueIQ for SWG</b> BlueIQ Update 2-2008.ppt Blueiq social-software	3.0M	January 28, 2008	45
		<b>Gina Poole's bio</b> BIO - Poole 103007.doc	27K	January 27, 2008	18

# Many Eyes – data visualization



The image shows a screenshot of the Many Eyes website interface. The background is a dark brown color with a subtle pattern of circles and lines. On the left side, there are three main sections: 'explore' with links to visualizations, data sets, comments, and topic hubs; 'participate' with links to register, create visualization, upload data set, and create topic hub; and 'learn more' with links to quick start, visualization types, and about Many Eyes blog. In the top right corner, there is a search bar with the text 'data sets' and a dropdown arrow, and a 'Sign in search' button. The main content area is titled 'Try Our Featured Visualizations' and contains four featured visualizations: 'Blogs of John and Meghan McCain' (a text visualization), 'Where do we watch video online?' (a map visualization), 'Software Family Tree' (a tree diagram), and 'Who's tough on crime?' (a map of the United States). Below these, there is a section titled 'Featured Topic Hubs' with the subtitle '(dive into a topic of interest, or create a hub of your own)'. This section contains three hubs: 'Food Safety' (a pie chart), 'Transportation' (a bar chart), and 'OECD Factbook 2007' (a pie chart). At the bottom left, there is a stylized logo of two overlapping faces, one orange and one blue, with the text 'many eyes beta' and 'for shared visualization and discovery' below it. At the bottom right, there is a 'new comparison tag cloud' and the text 'brought to you by IBM'.

explore  
visualizations  
data sets  
comments  
topic hubs

participate  
register  
create visualization  
upload data set  
create topic hub

learn more  
quick start  
visualization types  
about Many Eyes blog

Sign in search

data sets

### Try Our Featured Visualizations

**Blogs of John and Meghan McCain**  
Like father, like daughter?  
by silya7

**Where do we watch video online?**  
Baby boomers have found YouTube, but they're not on MySpace.  
by alex.mestas

**Software Family Tree**  
A diagram of the descendants of the original "Quake" game engine.  
by Belarius

**Who's tough on crime?**  
Measured by comparing people in jail to reported crimes.  
by crush41

### Featured Topic Hubs

(dive into a topic of interest, or create a hub of your own)

**Food Safety**  
Illness statistics, food recalls and alerts, etc.

**Transportation**  
Planes, trains, and automobiles!

**OECD Factbook 2007**  
Official statistics.

new comparison tag cloud

many eyes beta

for shared visualization and discovery

brought to you by IBM

*Try it on:* [www.alphaworks.ibm.com](http://www.alphaworks.ibm.com)

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

---

- 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**

*“Wow, the answer is right here in her bookmarks!”*

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

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



---

*“It's not what work you expect  
Employee #123 to accomplish per  
person-month of work.*

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

Thank  
You