

**2010 is the year to work together
with colleagues, customers and
everyone else.
Here's how**

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Notes accompany this presentation. Please select Notes Page view.

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The Greening of the Collaboration Desert

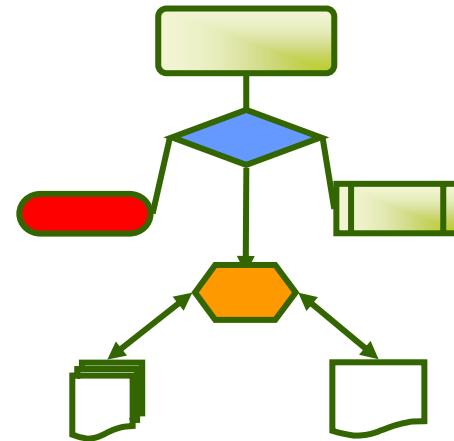
E-mail



The Collaboration Desert



Structured Collaboration



- Few enterprises offer much support for collaboration between the extremes of e-mail and structured collaboration.
- This leads to over reliance on e-mail.
- New collaboration possibilities are filling the gap.

The Great Divide: Consumer and Enterprise Collaboration

**Consumers: Social
networking of any type
rampant**

Our engineers
are using
Twitter for
project status
updates

The sales team
keeps a prospect
contact list on
Google Docs

Over 1,000
members belong
to a Facebook
group dedicated
to our company

**Corporate: Puzzling
over how to
accommodate rapidly
changing collaboration
world**

Are Consumer and Enterprise Needs Really So Different?



Consumers want to:

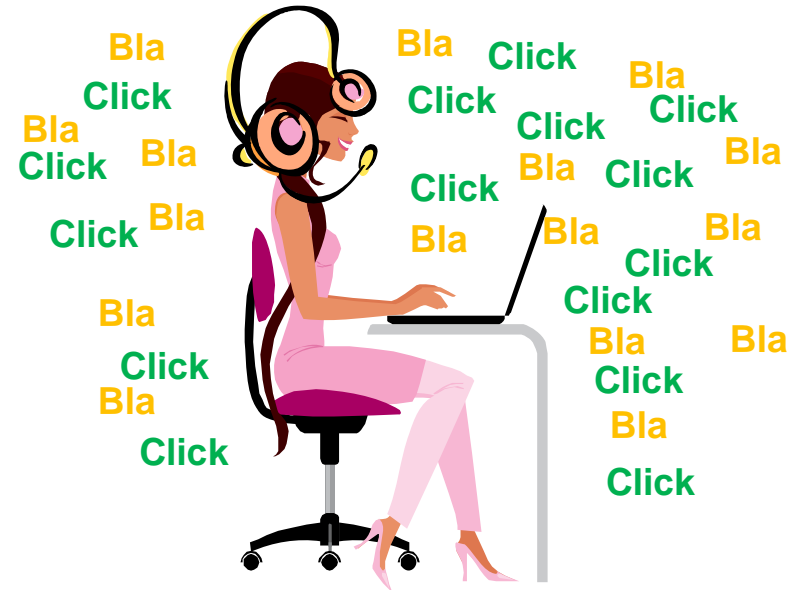
- Keep informed of what friends are doing and thinking
- Easily tap into their opinions and advice
- Mobilize them for events and causes
- Control what others can see and know about me
- Tailor the platform with extensions and applications
- Tag videos and postings that other people should see, filtering out the noise
- Know which sources and Web sites friends use



Business users want to:

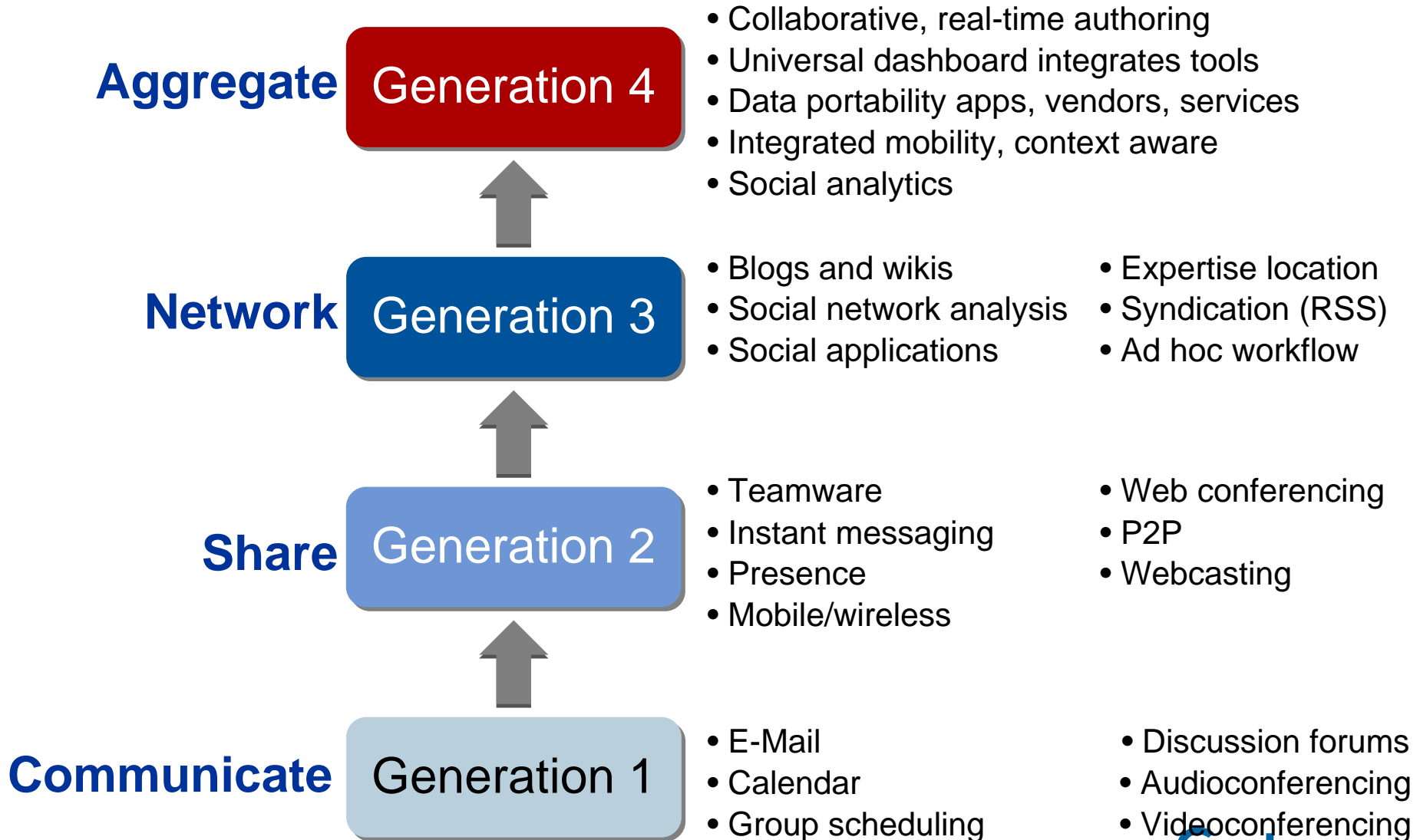
- Keep informed of what colleagues are doing and thinking
- Easily tap into their opinions and advice
- Mobilize them for events and projects
- Control what others can see and know about me
- Tailor the platform with extensions and applications
- Tag documents and postings that other people should see, filtering out the noise
- Know which sources and Web sites colleagues use

Ways of Working Overlap, So Will Technologies



- Siloed technology and products don't match how people work
- Speaking is working, as is typing, clicking, and connecting
- Products, vendors, organizational units and analysts must reflect this convergence

Generational Changes in Collaboration: The Tool Perspective



Email and Social Networking: Who Wins? (hint — Co-evolution and Convergence)

The screenshot shows the Lotus Notes 8.x interface. On the left is the navigation pane with folders like 'Inbox (16)', 'Drafts', 'Sent', 'Follow Up', 'All Documents', 'Junk', 'Trash', 'Chat History', 'Views', 'Folders', 'Archive', 'Tools', and 'Other Mail'. The main pane displays an email list with columns for 'Sender', 'Subject', 'Date', and 'Size'. A callout box labeled 'Email and IM' points to the email list. Below the email list is a 'Connections' pane with 'Blogs' and 'Profiles' sections. A callout box labeled 'Profiles' points to the 'Profiles' section, which shows profiles for Minh Li and Vijay Nehry. To the right of the email list is a 'Tag Cloud' pane showing a collection of tags like 'energy', 'meeting', 'plan', 'green', 'initiative', 'environmental', 'news', 'marketing', and 'globalization'. A callout box labeled 'Tag Clouds' points to this pane. Below the tag cloud is an 'Activity sharing' pane listing various tasks and events. A callout box labeled 'Activity sharing' points to this pane. At the bottom right is a 'Bookmark sharing' pane listing various documents and news items. A callout box labeled 'Bookmark sharing' points to this pane. A 'DROPHERE' logo is visible in the top left corner of the interface.

Email goes social:

- Google Buzz
- Yahoo Xoopit
- Lotus Notes 8.x
- Outlook Social Connector
- Xobni, Gist

Social goes Email

- Facebook beefing up messaging, taking on inbox look, and likely to add true email service

By 2014, social networking services will replace e-mail as the primary vehicle for interpersonal communications for 20% of business users.

Google Wave: Tsunami or Ripple?



Google Wave combines aspects of e-mail, instant messaging, real-time collaboration and document processing into a unified user experience.

- Persistence with history, aggregation and realtime are the differentiators
- Wave is a platform, product and protocol
- Equal parts conversation and docs
- Corporate implications likely in 2012
- Don't forget about Gmail and Buzz

Wave epitomizes Gen4 collaboration and puts significant pressure on competitors to accelerate innovation

The Global Collective Intelligence of People, Markets, Influencers ...



The
Enterprise

0.5 dW

Web 2.0

$$10^8 > f\left(\frac{(10^9)^2}{(10^5)^2}\right)$$



KLM For the latest update on flight disruptions to and from Ireland, please see info at <http://bit.ly/...>

- Wall
- Info
- Free Tags
- Q&A's
- Video
- Links
- >>

Write something...

Attach: Share

KLM + others **Just KLM** Just others

Suggest to friends

Welcome to the official KLM page.

Welcome to the official KLM Royal Dutch Airlines fan page! Benefit from our latest promotions or get inspired by our pictures and videos.

Information

Location:
Amstelveen, Netherlands

Mon - Fri:
08:30 - 17:00

48,994 People Like This



KLM For the latest update on flight disruptions to and from Ireland, please see info at <http://bit.ly/aYzs6b>
4 hours ago · Comment · Like

8 people like this.

View all 17 comments

Peter Bodo Yepp, I got my tags as well :) THX!
about an hour ago · Report

Kathy Lightle me too now i just need to find them
58 minutes ago · Report

Write a comment...

KLM Our codeshare partner Aer Lingus confirms cancelling flights to and from Ireland this morning. Please see <http://j.mp/bt1j6C> for disruption info. For your flight status check: <http://bit.ly/cOeQfO>.
5 hours ago · Comment · Like

13 people like this.

View all 14 comments



Successful External Communities

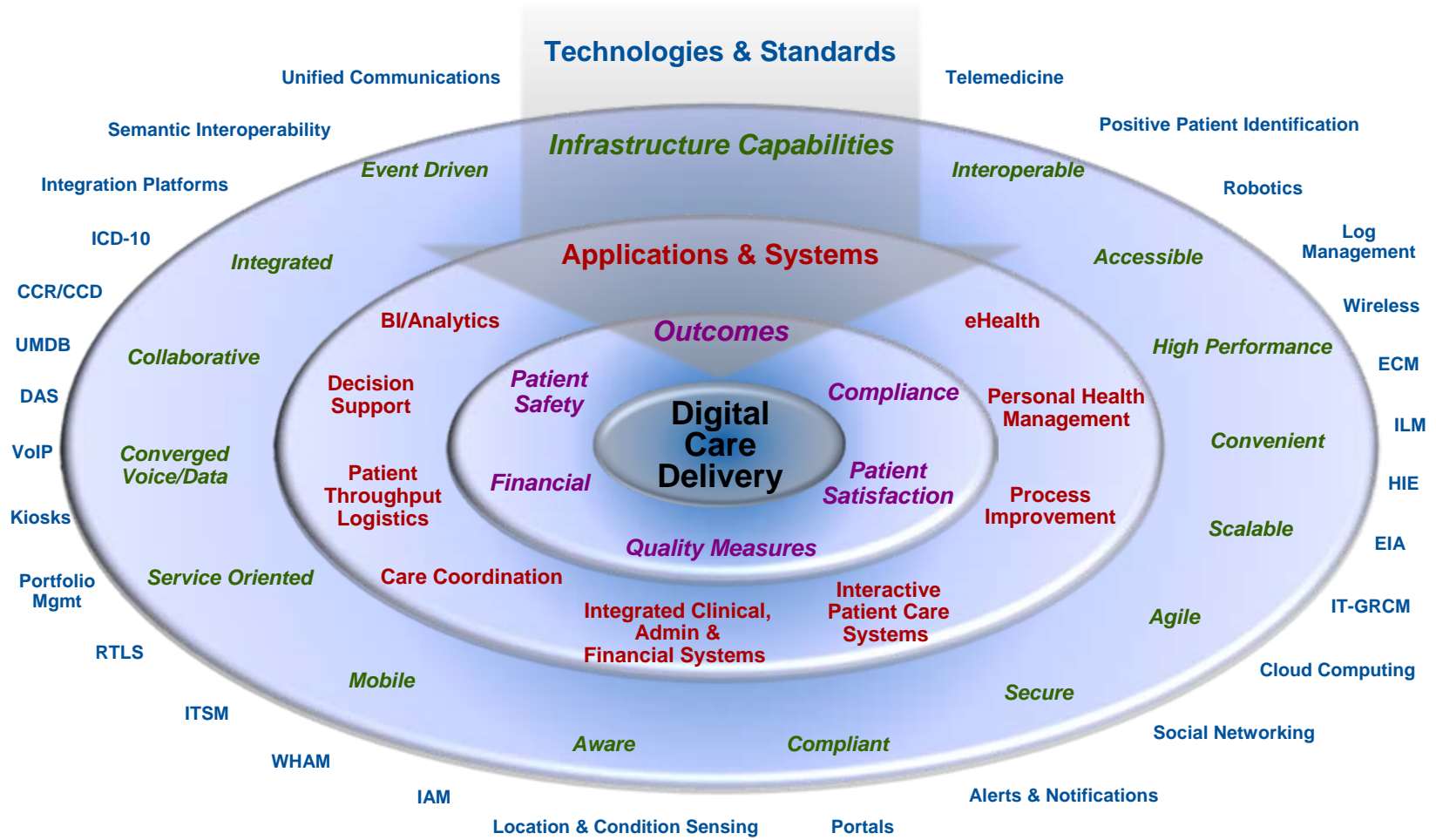
Key Dimensions

- Ownership
- Authenticity — not official
- Relevancy — narrowcast
- Value added — fun and vested interest
- Action and interaction
- Build brand
- Measure everything
- Curate content

Actions

- Seek out existing communities
- Focus on people, not technology
- Community management experience counts
- Trust the community to self-moderate — via discussion, tagging, ranking and rating
- Invest in super-moderation
- Pick appropriate metrics
- Give communities time to succeed
- Invest more to get more

Digital Health Care Delivery





The Great Divide: Consumer and Enterprise Collaboration

Consumers: Social networking of any type rampant

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Corporate: Puzzling over how to accommodate rapidly changing collaboration world

What 's Next for Collaboration

2009

- Consolidation and upgrades
- Prove value
- Social Software emerges
- Knee jerk rejection mostly gone

H1 2010

- High awareness of new possibilities
- Innovate to recovery with low costs
- Gap between small projects and enterprise-wide deployments
- Lingering doubts about business applicability

H2 2010

- Capitalize on innovation by scaling up
- Consolidation of UCC and social SW
- Management of social software gains higher priority

2011










Pioneers

Settlers



Select the Right Tool for the Job

	What it is	What to use it for
 Blogs	Personal channel to expose ideas and get comments in sequential posts	Executive communications, project status, thought leadership
 Wikis	Collective authoring on a single, growing document	Reaching consensus, brainstorming
 Content repositories	Controlled access to downloadable files	Controlled progress toward versioned deliverables
 Community spaces	Mechanisms for organizing, understanding and filtering group activities	Group member communication and interaction
 Social tagging	Share/analyze links to useful sites, documents, objects	Organizing & sharing resources, discovering trends and expertise
 Profiles	Descriptions of interests, skills, projects, experiences	Building personal links, expertise location
 Social analytics	Tools for collection and reporting of social signals	Helping users navigate, explore, find people and information

Deal With the Elephant in the Room: Management Behaviors

**Recruit, select,
promote
collaborative
talent**

**Establish
collaborative
metrics**

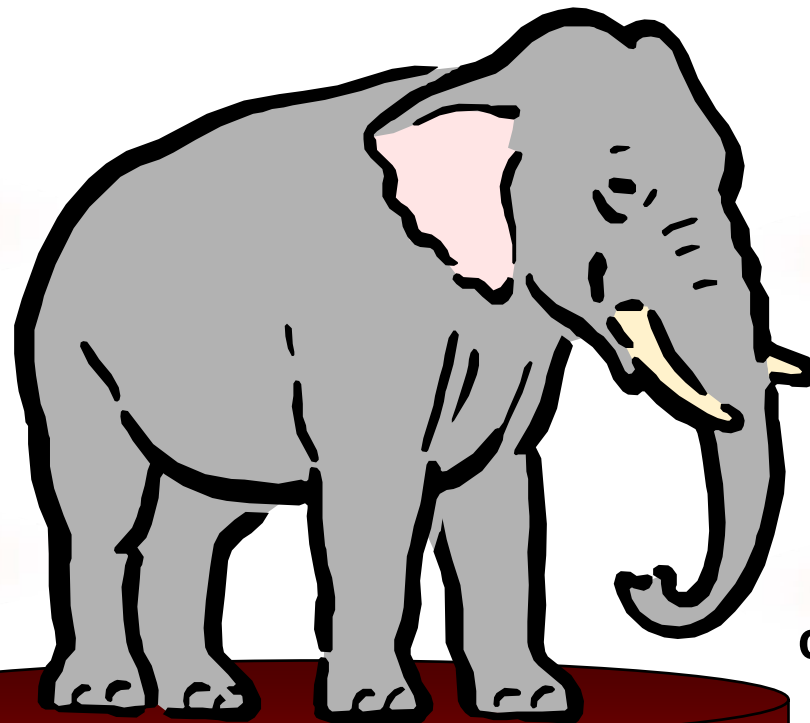
**Pay attention to
collaborative
interactions**

**Reward
collaborative
activities and
teams**

**Be prepared for
messiness**

**Be ready to cede
control to the
external
community**

**Role model,
communicate,
coach collaborative
behavior**



Critical management actions



IdeaStorm

Community Home

IdeaStorm Categories

All

Product Ideas

- Accessories (Keyboards, etc.)
- Adamo
- Broadband and Mobility
- Desktops
- Desktops and Laptops
- Dimension
- Inspiron
- Laptop Power
- Laptops
- Latitude
- Linux
- Monitors and Displays



VIEW
all posted ideas by the community

POST
your idea for Dell products or services

VOTE
promote or demote ideas

Sort By: **Popular Ideas** Recent Ideas Top Ideas Comments

Idea List

4970 **Option to Buy Computers without Windows / OS**

Promote



Demote



By undoit, Feb 9, 2009 |

It is really annoying that there is no way to purchase most laptops and desktops without also purchasing the Windows operating system. The selection of computers with Ubuntu preinstalled is no where near complete and the configuration options for the computers that are available tend to be limiting.

First of all, I already own a copy Windows XP. I am not interested in buying

Already a member?

Sign in.

Username:

Password:

Login

[Forgot Password?](#)

Not a member? [Register Here](#)

Ideastorm Video



Case Study: T-Mobile Makes Connections

- **Challenge**

- Information-sharing issues among frontline sales

- **Approach**

- Created a virtual environment in which day-to-day experiences could be captured and shared
- Set up a three-month pilot with targets for activity and usage

- **Results**

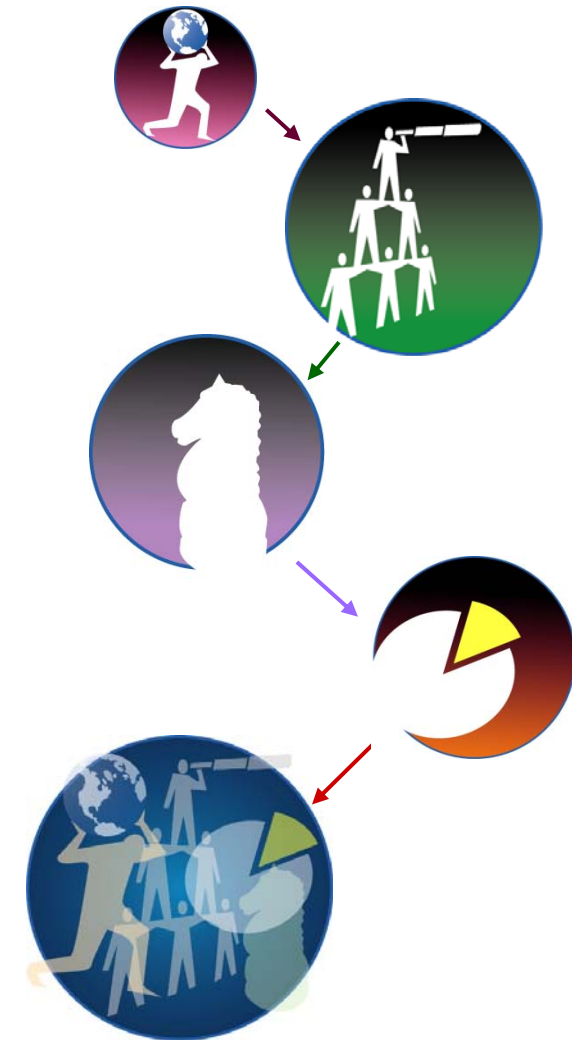
- Profiles increased the ease of finding colleagues
- Groups formed around specific topics
- Increased engagement and diffusion of best practices had a positive impact on sales performance

- **Critical Success Factors**

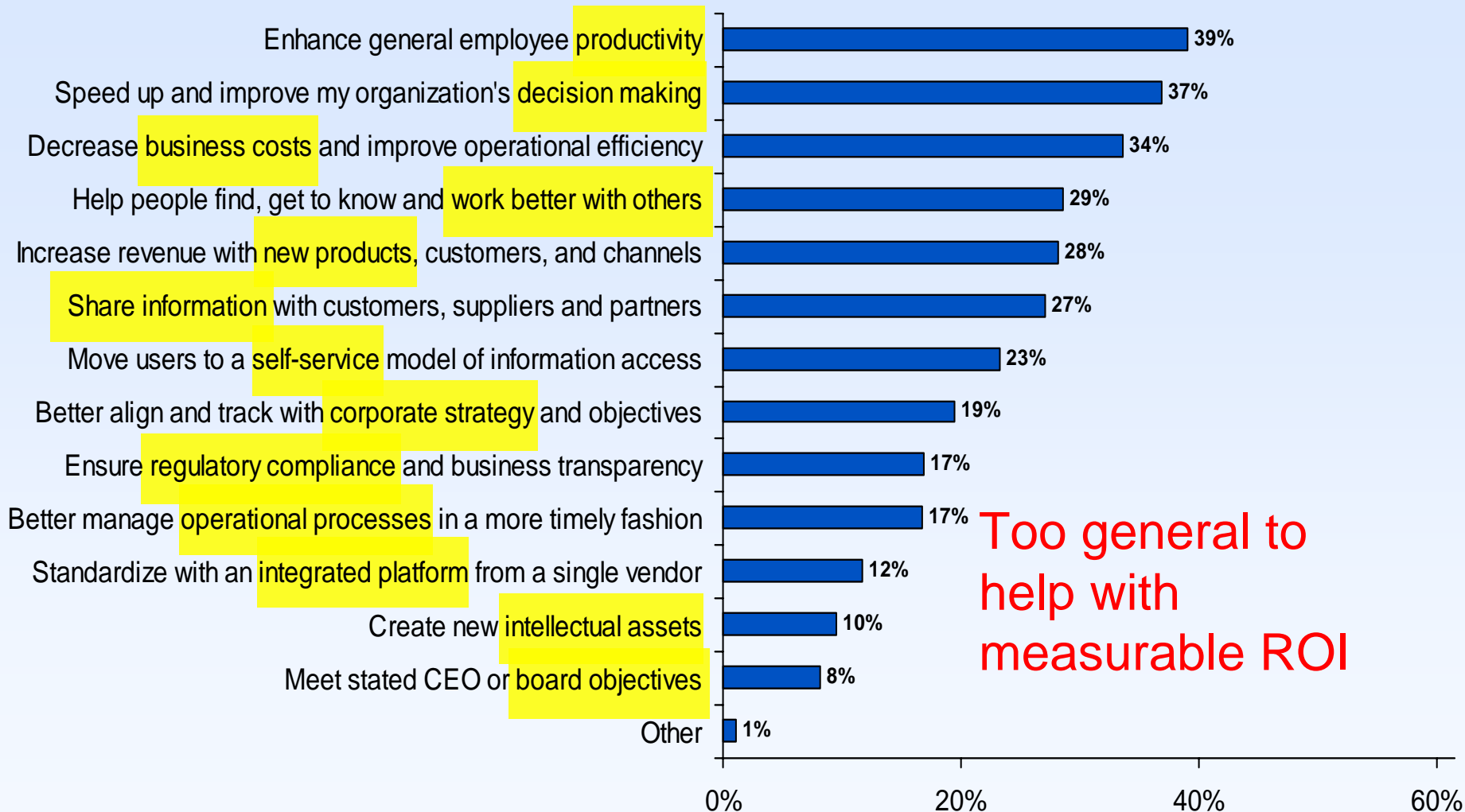
- Establish clear goals for the pilot and measures for determining whether they have been achieved
- Test the hypothesis in low-risk, quick-to-set-up pilot

- **Lessons Learned**

- Making it possible for employees to help each other "pull" needed information is more effective than "pushing" it out



Survey Results: Top Reasons for Investing in Collaboration Support



n=177; Up to three responses allowed

Justifying Collaboration Spending Is Hard

- n Productivity is not profitability (or competitiveness).
- n There are no reliable aggregate measures of the benefits.
- n Process/activity benefits are not enough to justify broad investments.
- n The people who pay don't always get the benefits.
- n Collaboration is about everyone working together on what they are told to do; the rest is a waste of time.
- n The best plans can be ruined by a lack of end-user acceptance.
- n Why are free consumer tools so much better than what we pay for?

Three Ways to Target Value

↑
**Collaboration
Support
Evolution**

Communicate

Productivity
Cost avoidance

Messaging
Presence
Conferencing
Voice
Meeting support

Coordinate

Effectiveness
Process consistency
Resource optimization
Productivity

Shared workspaces
Teams/groups
Tasks/workflow
Group scheduling
Documents
Reporting

Network

Competitiveness
Agility
Responsiveness
Innovation
Decentralized decisions
Self-organization
Trust/social capital
Ecosystem engagement

Social networking
User generated content
Collaborative filtering
Community support
Idea management
Crowdsourcing

→
Business Value

Success Metrics: Combine Hard Numbers With Anecdotal Evidence



Strong Direct Metrics

Cost reduction

Travel, meeting, training, printing

Business Performance

Use KPIs from R&D, marketing, sales, customer support, etc. (Cycle times, throughput, retention, sales cost, timeliness, etc.)

Weak Indirect Metrics

Operational Performance

Use HR or IT KPIs on employee engagement, time-to-competency, helpdesk support, responsiveness, etc.

Activity Metrics

Participation levels based on discussions, group formation, content created/accessed, subscriptions, searches, ratings

Engagement/Satisfaction Surveys

Anecdotal Evidence

Innovation breakthroughs, high-value sales/deals, knowledge capture, best practice diffusion, exceptional customer satisfaction, disaster resilience

Provable Success Builds Trust: Six Tips



Aim at activities that could create breakthrough opportunities.



Learn and share quickly what seems to work (and fix what doesn't).



Collect first-hand data from actual participants.



Keep senior management informed and educated.



Track short- and long-term contributions made by each team, task force or group.



Don't try to aggregate the qualitative value of collaboration companywide — it happens in too many ways to treat systematically.

Channeling the Strategy Discussion

- Typical user answers to "What do you need?"
 - What will I get?
 - I need what the last vendor showed me.
- Three streams to channel the discussion.
 - Upgrade road map to birthright tools, answers "What will I get?"
 - Project-based extensions to meet specific needs.
 - Blue sky: "How will industry and technology changes affect how we work in 10 years?"

