

Strengthen external communications with IBM Connections

Securely collaborate with external partners, customers and suppliers

Collaboration doesn't stop at the office walls. Success in today's global, distributed business world relies on forging strong bonds with external partners and resources: suppliers, distributors, marketers, regional partners and more. The ability to communicate securely with those outside your organization can increase the speed and scope of collaboration—boosting productivity, quality and revenue. While email and chat can be effective for quick, tightly focused discussions, they are not optimum tools for engaging external users.

Improving external collaboration is one of eight core capabilities of IBM Connections™, an intelligent digital workplace that provides all the tools and content you need within the context of your job to get work done. Organizations can use these capabilities to elevate performance and deliver value at the individual level as well as across teams, departments and the entire internal and external enterprise ecosystem.

Control workflow and streamline content sharing

External collaboration is inherently risky. Identifying trusted external users and controlling how and when content is shared can be tricky—but it's vital to maintain privacy and security. With IBM Connections, you can add external users from outside your firewall to get work done safely and efficiently. There's no charge for external users, so inviting a customer, supplier or partner to work with you online is as simple as entering their email address to register them.

You can add registered external users to communities and file sharing groups, enabling them to collaborate directly with your internal users—but with a refined user experience, permissioned access to content, and special identifiers that alert you when content is made. External users can see only the content that is shared with them.

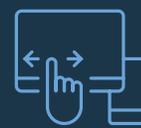
3 ways IBM Connections helps improve external communications



Control how external collaboration is used and what external users can see.



Improve the speed and depth of communication for greater productivity.



Provide trusted, reliable content access and information sharing.



Extend collaboration beyond the enterprise

With the ability to collaborate securely outside the organization, individuals and teams can add input, exchange ideas and fully collaborate with external users. For example:



Customer service teams can engage with external partners and suppliers to help resolve customer support issues and improve retention.



Marketing teams can use wikis, forums and blogs to capture insights from partners, customers and suppliers and use that knowledge to deliver more responsive messages and campaigns.



Finance teams can use restricted communities to communicate privately with those involved in a merger or acquisition.



Learn more about IBM Connections:
ibm.com/connections