

Social business is a powerful force of change in culture and behavior that is transforming the way enterprises work to better capitalize on our most valuable resource: people.

As one of the world's leading social businesses, IBM empowers more than 430,000 employees around the globe to know more, do more and deliver more value where and when it matters most. And by extending social capabilities outside the organization, IBM has been able to empower and strengthen connections with clients, IBM Business Partners, suppliers and other stakeholders to tap new opportunities for growth while building brand value.

How IBM is empowering people to drive innovation

Cultivate sharing

IBMers find common ground and collaborate around areas of shared interest, including clients, industries, geographies and business roles. Employee-led communities like New2Blue, Socialytics, and Cloud Geeks connect IBMers who want to join forces to bring new ideas to life.

Start with a strong, collaborative workforce

IBM nurtures a culture of working openly across business units, borders and boundaries. We empower IBMers to innovate, collaborate and act with speed and certainty. Mobile apps accelerate access to expertise. CEO and executive blogs, social jams and communities surface ideas and stimulate ongoing digital dialogue to yield new insights.

Embrace external input

IBM product teams collaborate socially with clients and Business Partners on new features and functionality. In addition, a Social Insight dashboard mines external social sites to gauge marketplace perception and inform better business decisions.

36%

better customer service reported by companies using social tools.¹

Listen and solve

IBM software support engages clients socially to enhance user support, quality, satisfaction and speed. By monitoring client comments on social media, IBM can proactively identify and resolve client issues to prevent critical situations.

Attract the best talent

IBM uses social media and talent communities to attract, identify and engage new talent and to enrich the onboarding experience.

Improve the way we work

IBM infuses social into virtually every aspect of how our business operates: research, marketing and sales, supply chain and support, and more. For example, development teams use an employee-driven talent cloud, ideation and other social practices to speed innovation and deliver better products and services.

Listen for value

With Social Pulse, IBM analyzes employee feedback and sentiment to provide strategic insights to decision makers, which helps identify ways that make it easier for IBMers, our clients and our Business Partners to work together.

71%

of CEOs believe employees are their most important source of sustained economic value.²

Team IBM

Client CollaborationHUBS and SalesConnect enable IBM teams to collaborate and engage around the unique challenges of every client.

Deepen client relationships

IBM uses social business to connect with clients in new and meaningful ways. Prospects and clients can engage directly with inside sales representatives via a wide variety of means. Individualized, client-empowering portals and functional communities such as Procurement One Place enhance client satisfaction.

In the next five years,

57%

of CEOs expect digital channels to be a key way to engage customers.³

Mobilize marketplace visibility

IBM Voices enables external influencers to discover and amplify the valuable social content shared, created and discussed by IBMers.

65%

of executives use social business tools to understand market shifts.⁴

70%

of executives believe social business can fundamentally change the way their business works.⁵

Grow supply chain opportunities

Supplier Connection, a business-to-business community, connects small businesses to the supply chains of Fortune 500 companies, powering macroeconomic growth for the business ecosystem.

Build a security-rich social computing foundation

Effective social computing guidelines, governance and Digital IBMer education help foster a culture of trust to encourage social business integration and growth within IBM and beyond.

IBM's social business story brings the power of people into focus to reveal what's possible for your organization with IBM solutions for Social Business. To learn more, visit ibm.com/social-business

¹ ESG Research Report, *Social Enterprise Adoption Trends*, June 2012.
² IBM, *Leading Through Connections: Insights from the Global Chief Executive Officer Study*, May 2012.
³ IBM, *The Customer-Activated Enterprise: Insights from the Global C-suite Study*, October 2013.
⁴ MIT Sloan Management Review, *Social Business Study: Shifting Out of First Gear*, David Kiron and others, July 16, 2013.

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