



Highlights

- Help enable socially-infused business transformations by creating an organization where the culture and practices encourage networks of people
 - Help enable effective knowledge sharing and expertise search on premise or on the cloud
 - Help enable the reinvention of the work done across your enterprise by applying cognitive computing to employee transactions
 - Help enable exceptional customer experiences
 - Help drive insights to increase employee engagement and to boost employee productivity and morale
 - Help enable simpler and easier conversion of employee ideas into revenue and products ideas
 - Help reward and recognize employees to drive innovation
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IBM Advanced Social Solutions for Microsoft

Enhance engagement, collaboration, knowledge sharing and innovation on an integrated social network

Introduction

To become a social business and create business value, your organization's culture and practices must encourage networks of people, including employees, partners, customers and stakeholders. Social must be embedded into core business processes and you must apply analytics to gain insights from such interactions. To be effective, your enterprise social network must seamlessly integrate not only people and content, but also applications and systems. With the addition of Yammer as the social glue of Microsoft's social platform, you can create a universal social platform by integrating all Office 365 and Yammer-centric products. To drive value, you must also complement your technical platform enablement using an advanced social strategy and specialized expertise in change management, social CRM, social collaboration, analytics, innovation and gamification.

The IBM solution

With the IBM Advanced Social Solutions for Microsoft offering, IBM specialists can help design and integrate Microsoft social products, including, but not limited to Lync, Outlook, SharePoint, Dynamics CRM and Dynamics AX. With this integration, you can enable a universal social platform with Yammer at the center of the network on premise or on Office 365 cloud. To drive greater business value from a universal social platform with Yammer as the social glue, IBM offers the following specialized solutions and services:

Advanced social strategy. Use *Advanced Social Strategy Accelerator* to understand your current use of social media and to build a roadmap for the desired change. IBM specialists can help you ascertain a maturity score for your social business through quick workshops. With this *Social Business Maturity Model*, you can benchmark your social progress and identify areas to increase engagement and adoption among your employees, customers and partners.

Advanced social collaboration. IBM specialists can help you truly benefit from moving to the cloud by introducing Office 365. You can upgrade to SharePoint 2013 on premises or on the cloud. To enhance knowledge management and collaboration capabilities, you can integrate the social platform with other products and business connectivity services such as SAP applications. With cognitive computing enabled by



advanced machine-learning techniques, your employees can access documents, conversations and people inside and outside of the organization. With *enterprise search*, your employees can locate the expertise and content they need virtually anywhere throughout the enterprise.



Advanced social CRM. You can help enable exceptional customer experiences by integrating Yammer, SharePoint, Microsoft Dynamics CRM and Dynamics AX. Extend the social functionality of Yammer by embedding Yammer feeds into specific CRM records. You can also enable dynamic team discussions, SharePoint workflow integration and reduce email notifications. IBM specialists can integrate Microsoft Social Listening and Dynamics CRM to help you track products, brands and competitors and campaigns globally and in near-real time.

Advanced social analytics. By building an analytics platform on Yammer, IBM specialists can provide *engagement analytics* to help the senior management gauge how engaged employees are and how socially mature the organization is. With *sentiments analysis*, you can analyze employee sentiments and your human resources team can use the results to run programs to boost morale and productivity. In addition, you can identify top performing users and groups and use them as a model to drive higher adoption.

Advanced social innovation. You can enable an intuitive ideation platform on Yammer to share simple and complex ideas that can be transformed into the products of the future. Use the ideation platform with employee *crowd sourced* ideas and share ideas in a simpler manner to unleash the collective intelligence of your organization. With *intelligent intrusion*, you can analyze social activities and rich profiles, identify experts systematically and get their ideas vetted. You can apply intrusion techniques to detect valuable ideas that otherwise might be lost. With this state-of-the-art service, you can help bring innovation to the top of your agenda by enabling your employees to share their ideas on virtually any application, platform and device.



Employee social gamification. Reward and recognize employees by engaging them in a more innovative, meaningful and personalized manner using gamification on your Yammer enterprise social network. IBM games and gamification experts can help you get the optimal adoption on your social network and help your employees solve the more complex problems at work. What makes gaming such a powerful solution is the ability to inspire clients to connect products and systems; gaming is the catalyst that helps you initiate enterprise-wide change.

Why IBM?

IBM specialists can help people at organizations transform their approach with industry-leading business consulting and solutions that generate measureable business outcomes. IBM has a long-standing and strong alliance with Microsoft. IBM has been a member of the Microsoft Certified Partner program since 1995. In addition, IBM is one of the largest globally managed Microsoft partners today. Being a market leader in Microsoft technology and social business applications, IBM is ideally positioned to provide you this social business offering.

For more information

To learn more about IBM Advanced Social Solutions for Microsoft, please contact your IBM representative or IBM Business Partner, or visit the following website:

<http://www.ibm.com/gbs/microsoft>



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Route 100
Somers, NY 10589
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