



Highlights

- Help deepen customer relationships, drive effectiveness and optimize workforces
 - Promote security-rich collaboration, inside and outside the firewall
 - Help deploy IT resources more efficiently
 - Leverage a full portfolio of cloud-based social collaboration services
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Become a social business in the cloud

IBM SmartCloud for Social Business collaboration services

New ways to engage with people and businesses

The era of social business is here. Across industries, business leaders are driving initiatives that strategically integrate social collaboration tools with business processes. These leaders recognize that social tools—such as online communities and meetings, file sharing, profiles, instant messaging, and activity management—allow people to apply relevant content and expertise in new ways. As a result, these business leaders say, things can get done more quickly and effectively, potentially delivering an unprecedented return for the time invested.

A social business, in essence, embraces networks of people to create business value. By using social tools to link people across today's global, mobile business environment, an organization can deepen customer relationships, drive operational effectiveness and optimize the workforce. Once established, a social business has three core attributes. It is *engaged*, enabling people to establish trusted networks in which they can share ideas, information and expertise. It is *transparent*, allowing people to work in a security-rich environment that transcends traditional organizational boundaries. And it is *nimble*, speeding up business with real-time insight that fosters innovation and better business decisions.



Although the potential business value attainable from making the transformation to social business is significant, your organization shouldn't have to make significant investments to do so. IBM SmartCloud™ for Social Business collaboration services provide easy-to-access integrated email, social business capabilities and third-party applications, all delivered via cloud computing. A cost-effective social business platform built upon IBM expertise in delivering security-rich services can help your organization become a social business, as well as help reduce IT costs and complexity.

Helping deepen relationships, drive effectiveness and optimize workforces

Using SmartCloud for Social Business services to become a social business can help your organization simplify, speed up and enhance interactions in practically all areas of the business. SmartCloud for Social Business provides a comprehensive portfolio of offerings designed to help your organization achieve the following business benefits.

Deepen customer relationships

Becoming a social business in the cloud can help your organization better understand and communicate with customers. It can help your organization build trusted relationships and brand awareness by engaging with customers in ways that are more immediate and meaningful, ultimately helping contribute to reduced costs and improved productivity.

Signature Mortgage, an Ohio-based regional mortgage provider, strengthened its customer relationships by becoming a social business in the cloud. Using a solution combining SmartCloud Engage Standard collaboration services with Silanis e-SignLive integrated services, the company now offers customers a simple, convenient and cost-effective way to complete, review and sign mortgage application documents online. "Every client has commented about how efficient and how wonderful this technology is," says Bob Catlin, the company's president and CEO. The solution also has helped

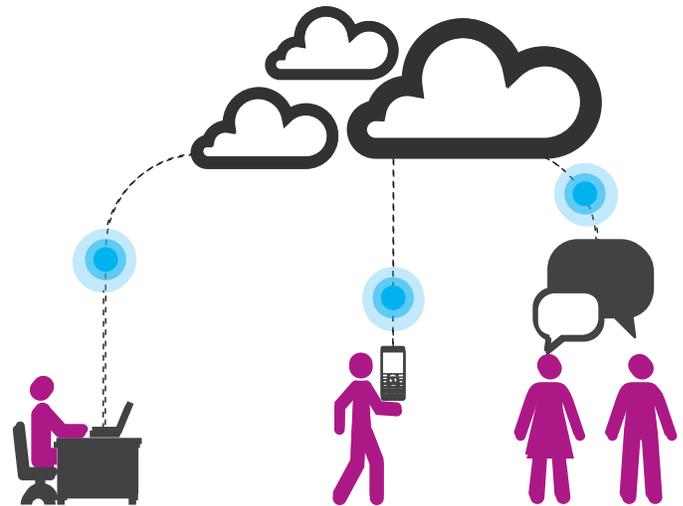


Figure 1: For a social business in the cloud, traditional boundaries disappear and new connections appear. Communicating directly via a myriad of social collaboration tools can help people quickly access relevant content and expertise—and apply them in new ways to drive business value.

lower processing costs, while increasing both referrals and profits. "This is a game changer for Signature Mortgage," says Catlin.

Drive operational effectiveness

Leveraging social tools can help your employees, customers, vendors and business associates openly share ideas and resources. As the organization becomes more nimble, ideas can flourish, helping cultivate the development of innovative products and services and helping quicken time to market.

Bumbu Desa, an Indonesian restaurant chain, has achieved new levels of operational effectiveness with IBM cloud-based services. Using SmartCloud Engage Standard file-sharing tools, the company's franchises now send daily sales, expense and

inventory reports to headquarters. Once consolidated, the data is used to speed decision making, as well as to discover and deploy new efficiencies.

Optimize the workforce

Social business tools can help in-house and distributed workforces connect quickly with each other and tap into different areas of expertise and varied skill sets. Employees can work with practically anyone, at any time, and quickly find the person or information they need to do their jobs effectively. Working in a more transparent environment can help employees stay informed more easily and focus their attention on the most important tasks.

aatranslations, a UK-based translation services company, optimized its global workforce with a cloud-based solution that streamlined the company's translation and document review process. Using SmartCloud Engage Standard services, hundreds of translators, project managers and clients can share and edit documents and host meetings in an online collaborative workspace, helping to improve productivity and reduce costs. Some project times have been shortened from eight hours to five minutes.

Promoting security-rich collaboration, inside and outside the firewall

Using SmartCloud for Social Business services to become a social business can help your organization extend its enterprise perimeter to the cloud. Employees can collaborate with each other and with customers and suppliers in a single place, across firewalls. They can store and share files, manage projects seamlessly, and host online meetings—all through one easy-to-use dashboard. In addition, guests outside the firewall—including customers, suppliers and business associates—can participate in online projects and communities at no additional charge.

“The value in social business is going to be tremendous for us.”

—Bob Catlin, President and CEO, Signature Mortgage

Leveraging cloud computing to help reduce IT costs and complexity

Cloud computing provides organizations with a cost-efficient IT delivery model for integrating social collaboration tools and business email with existing business processes. Cloud-based services from IBM are designed to help your organization more effectively use and deploy IT resources, without requiring an increase in IT staff or new investments in infrastructure. In addition, the services are designed to require minimal training of in-house staff and little to no maintenance. Incremental pricing structures also help make IT costs more predictable.

Connecting in the cloud with a comprehensive portfolio of services

SmartCloud for Social Business provides a full portfolio of integrated offerings for social business—all delivered from the cloud. In addition, SmartCloud for Social Business services are built on an extensible open platform, that is designed to help integrate new cloud-based solutions from IBM and IBM Business Partners quickly and seamlessly with your on-premises applications. Your organization can try out new capabilities without the cycles and costs associated with manual software upgrades.

Why IBM?

A recognized leader in social collaboration technology, IBM offers a simple, efficient way to help your organization embrace social business. SmartCloud for Social Business services are delivered conveniently from the cloud on an open platform, built on IBM's expertise in delivering security-rich services. In addition, IBM can help your organization leverage hybrid environments to balance requirements such as cost and speed with security and control.

For more information

To learn more about how your organization can become a social business using SmartCloud for Social Business services or to try out the services for 60 days at no cost visit:

www.ibmcloud.com/social



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