

Co je to Social Business?

Get social. Do business.

Jan Valdman, Ph.D.

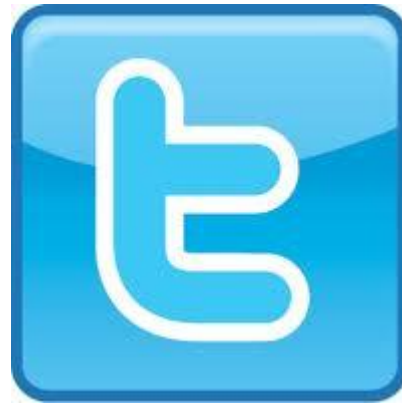
27.6.2012

Email



Social Media

Web 2.0 – komentáře, feedy, tagy...



Vznikla řada sociálních služeb a sítí...



USA: „email je pro staré lidi...”



IBM chce nahradit firemní e-mail sociálními sítěmi

Publikováno 18.1.2012 3:28

To, jak se bude v byznysu pracovat s informacemi, by se během pěti let mělo změnit. IBM tvrdí, že místo e-mailů přichází sociální síť a kolektivní inteligence.



Když počátkem ledna do nejvyššího postu v IBM usedla Virginia Rometty, nenapsala všem svým více než 400 tisícům podřízeným hromadný e-mail, jako to dělá většina nově nastupujících šéfů, ale nahrála video se svými vizemi a plány pro rok 2012 a umístila ho na firemní sociální síť. A o pár dní později zástupci její společnosti v Orlandu na Floridě představili výrazně inovovanou službu IBM Connections. Ta ze všeho nejvíc připomíná Facebook pro firmy a ukazuje, kudy se v budoucnu bude ubírat

vnitrofiremní komunikace.

Nedávno médií proletěla zpráva, ve které se šéf IT společnosti Atos dušoval, že do roku 2014 ve své nemalé firmě vymýtí e-mailovou komunikaci a nahradí ji, mimo jiné, právě „firemní Facebook“. Do jisté míry to byl virální marketingový trik, na druhou stranu je ale možné, že je tato vize jasná a nakonec jí neujde žádná vyspělá firma.

Mohlo by Vás zajímat

- [Domácí politika](#) [Se skřipěním zubů bychom se přidat mohli, naznačil Nečas](#)
- [Zahraniční akcie](#) [Evropa jede na vlně přílišného optimismu](#)
- [Komodity](#) [Operace ukončena: Venezuela ze světa stáhla zlato za devět miliard dolarů](#)
- [Domácí politika](#) [Schwarzenberg: Nečas se chce možná ukázat jako veliký borec](#)

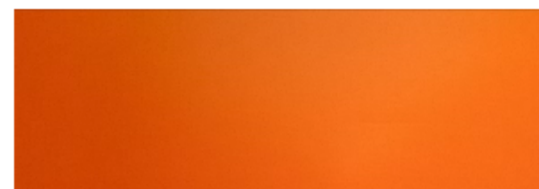
Měny

České akcie

Makroekonomika

Euro		EUR	25,185 Kč	↓	-0,318%
Americký dolar		USD	19,111 Kč	↓	-0,837%
Britská libra		GBP	30,155 Kč	↓	-0,235%
Japonský jen		JPY	25,021 Kč	↓	-0,440%
Švýcarský frank		CHF	20,904 Kč	↓	-0,330%

[více](#)



Středa 1. únor 2012 | dnes v noci: -13°C, přes den: -8°C

Akční nabídka HN



Předplatte si HN pro iPad
a získáte iPad 2
za 3 190 Kč

Přihlásit | Nabídka předplatného

IHNED.czAktuální kurzy \$19³⁵ €25²⁹

DNEŠNÍ HN | FOTO & VIDEO | DATAROOM | KULTURNÍ TIPY | TV PROGRAM | POČASÍ | NAŠE TITULY

Vyhledat... Google™

IHNED.cz

HNZPRÁVY

HNBYZNYS

HNLIFE

HNART

HNTech

HNSPORT

HNDIALOG

ZPRAVODAJSTVÍ

TRHY A INVESTICE

PODNIKÁNÍ A DANĚ

OSOBNÍ FINANCE

LIDÉ

REALITY

ANALÝZY

DATAROOM

BYZNYS A-Z

TOP HNBYZNYS



Gazprom kvůli zimě omezí vývoz plynu



Pražské čtvrti čekají na územní plán



Francie vyfoukla Britům obří tendr v Indii



V Česku slevom firmy

4. 1. 2012 | poslední aktualizace: 5. 1. 2012 11:20

+1 - velikost písma +

Šéf obří IT firmy zruší e-maily, jsou prý čistou ztrátou času

Každý zaměstnanec dostává od kolegů v průměru 100 e-mailů denně. Pouze 15 % z nich je přitom užitečných, tvrdí studie firmy Atos. E-mail proto nahradí firemní síť podobná Facebooku. Šéf Atosu dává přednost telefonu a osobní návštěvě.

Čtěte více o: podnikání a daně | IT | email

Jiří Sládek

REKLAMA



WWW.UNYP.CZ



E-mail je ztráta času, tvrdí IT firma. Bez něj to ale zatím nejde

Pavel Kasík 6. ledna 2012

Významná mezinárodní IT firma se rozhodla skoncovat s interní elektronickou poštou. Podle jejího ředitele je to překonaná technologie, kterou lze efektivně nahradit speciálními kecálky, sociálními sítěmi nebo osobním setkáním.



TECHNET DOPORUČUJE

[Podívejte se do nepřístupných míst, odkud NASA řídí lety do vesmíru](#)



[Co nás čeká v roce 2012. Elektronické šperky i „zbytečně“ velké disky](#)



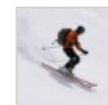
[Tablety: zbytečné hračky, nebo užitečný luxus? Dva roky zkušeností](#)



[TEST: Notebooky jsou mrtvé. Nahradí je tenké, lehké a výkonné ultrabooky](#)



Reklama



[Jezdíte rádi lyžovat? Pojistěte se proti úrazům!](#)

Pojištění proti standardním rizikům zimního sportování.

Reklama

Vytvořte firemní facebook...





2012: 6x více non-PC zařízení v internetu než PC

Zařízení se mění...

NOKIA
Connecting People

Know our past. Create the future...



Jak bude vypadat mobil za 10 let?



- Kdy jste naposledy poslali/dostali fax?
 - Kdo dostává přes 100 emailů každý den?
 - Kam zmizely telefonní seznamy?
 - Máte doma pevnou linku?
 - Rezervujete hotely online? Sledujete recenze?
 - Nakupujete online? Sledujete recenze?
 - Čtete blogy? Píšete blogy?
 - Používáte linked-in, twitter, facebook?
-
- Co byste odpověděli před pěti lety?
 - Co odpovíte za pět let?

<http://www.tipb.com/2011/06/06/14-months-25-million-ipads/>

25 Million

1. **Javatyger** says:

June 6, 2011 at 2:22 pm

iPad has become my main device, replacing my laptop from HP. The iPad has definitely become integrated into my lifestyle. 😊

Reply

Aplikace se budou opět přepisovat...



Trillions
of "Things"

Billions
of Users

Hundreds of Millions
of Users





59 %

**ZAMĚSTNANCŮ
NEMÁ VŠECHNA
POTŘEBNÁ
DATA**

80 %

**DIGITÁLNÍCH DAT JE
NESTRUKTUROVANÝCH**

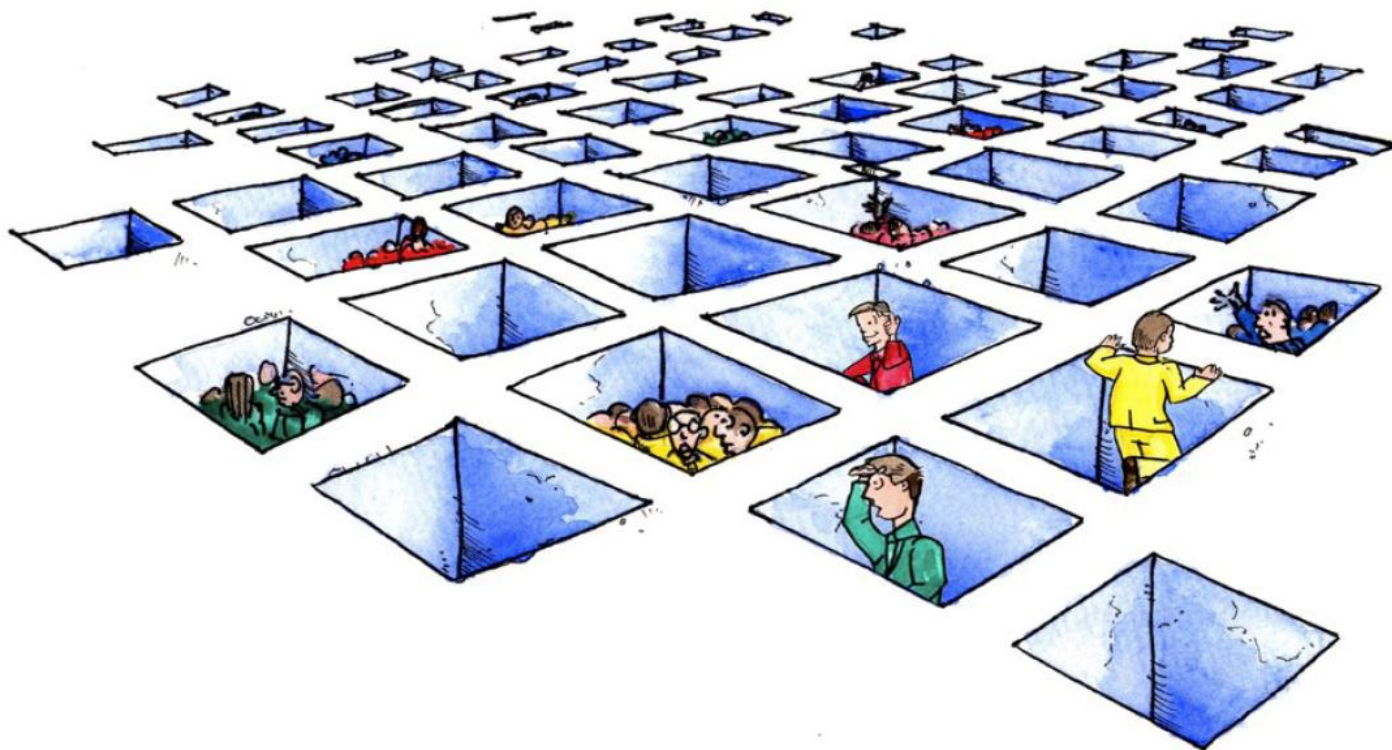




95 %

**FIREM CHCE JÍT
„BLÍŽE K ZÁKAZNÍKŮM“**

Jak lidé pracují?



Jak chceme, aby pracovali





Technology is dramatically changing the way we live

How I Buy

Interacting with peers
and engaging with the
company.



How I Work

Collaborating from
anywhere at any time.

How I Create

Tapping into a wide variety
of insight and expertise.



People are empowered like never before

Find and share information instantly



- **155 million** tweets sent via Twitter each day
- More than **7 billion** pieces of content shared each week on Facebook

Rise of social networking and mobile devices



- Social networking accounts for **22%** of all online time
- Smartphone and tablet shipments now **outpace** PCs

Bringing social tools into the enterprise



- **37%** of US IT workers are using technology they master first at home, then bring to work
- **64%** of GenY download unauthorized applications at least once a week to get their job done

Source: Facebook, 2011

Source: Nielsenwire, 6/1/2010, Morgan Stanley

Source: Forrester: Forrights Workforce Survey 2011

What's the most important leadership quality?



Creativity



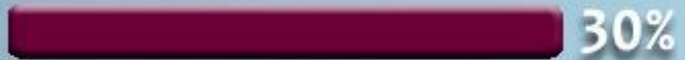
Integrity



Global thinking



Influence



Openness



Do these words describe your organization? Should it?

**clever, fertile, formative,
gifted, ingenious,
innovational, innovative,
inspired, inventive,
leading-edge, original,
productive, prolific,
stimulating, visionary**

thesaurus.com



We are all born artist....



Do you have to ask a kid to be creative?



**Creative thinkers observe, experiment, take risks,
communicate... they are connected**



**So in business, how do we listen, observe, explore,
experiment and speak up?**



So in business, how do we listen, observe, explore,
experiment and speak up?



So in business, how do we listen, observe, explore,
experiment and speak up?



So in business, how do we listen, observe, explore,
experiment and speak up?



So in business, how do we listen, observe, explore,
experiment and speak up?



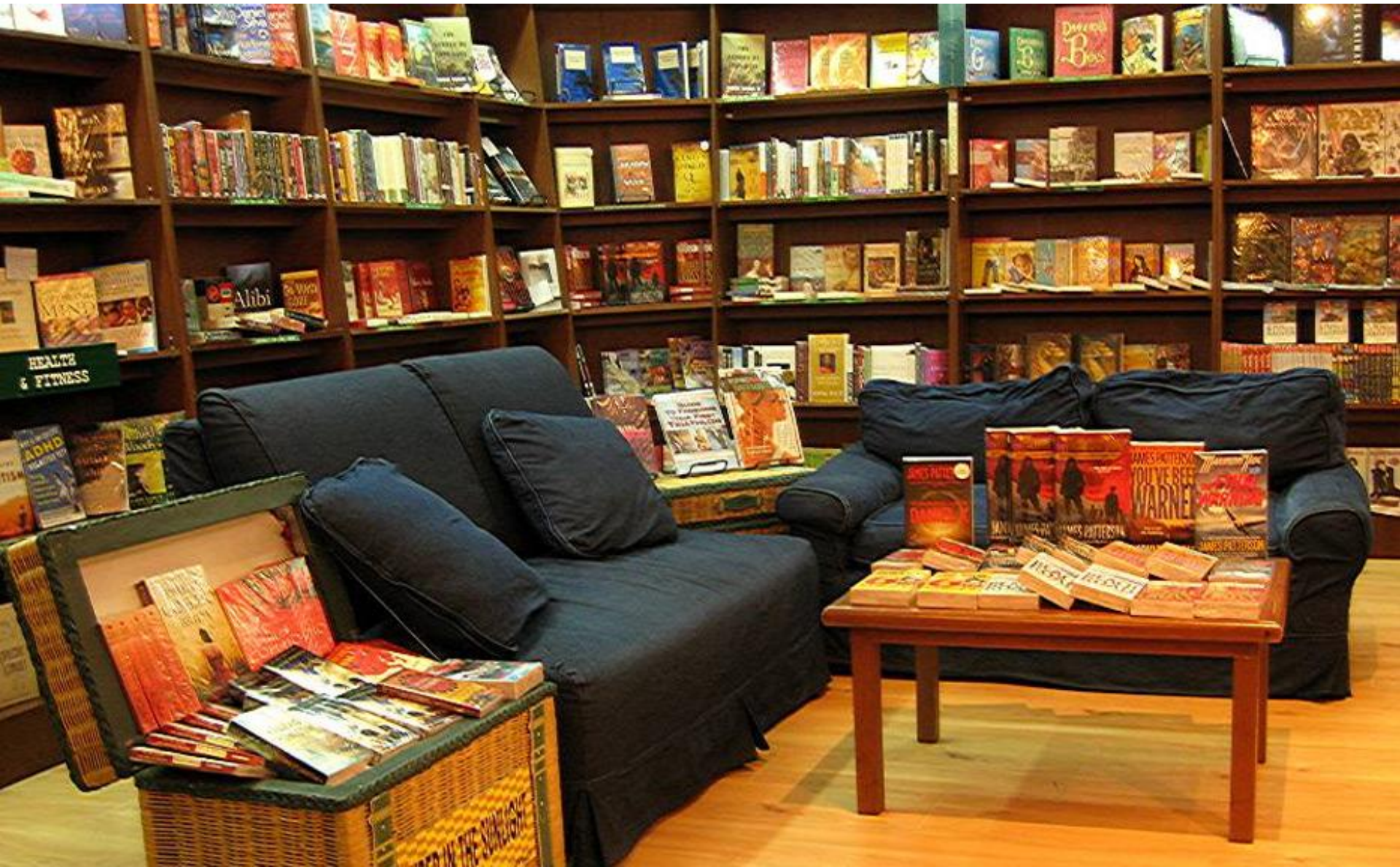
It's broken...but it can be fixed



The content-centric model is broken



Content has overwhelmed the container model... Consider libraries vs. bookstores



It's not about the storing of knowledge...



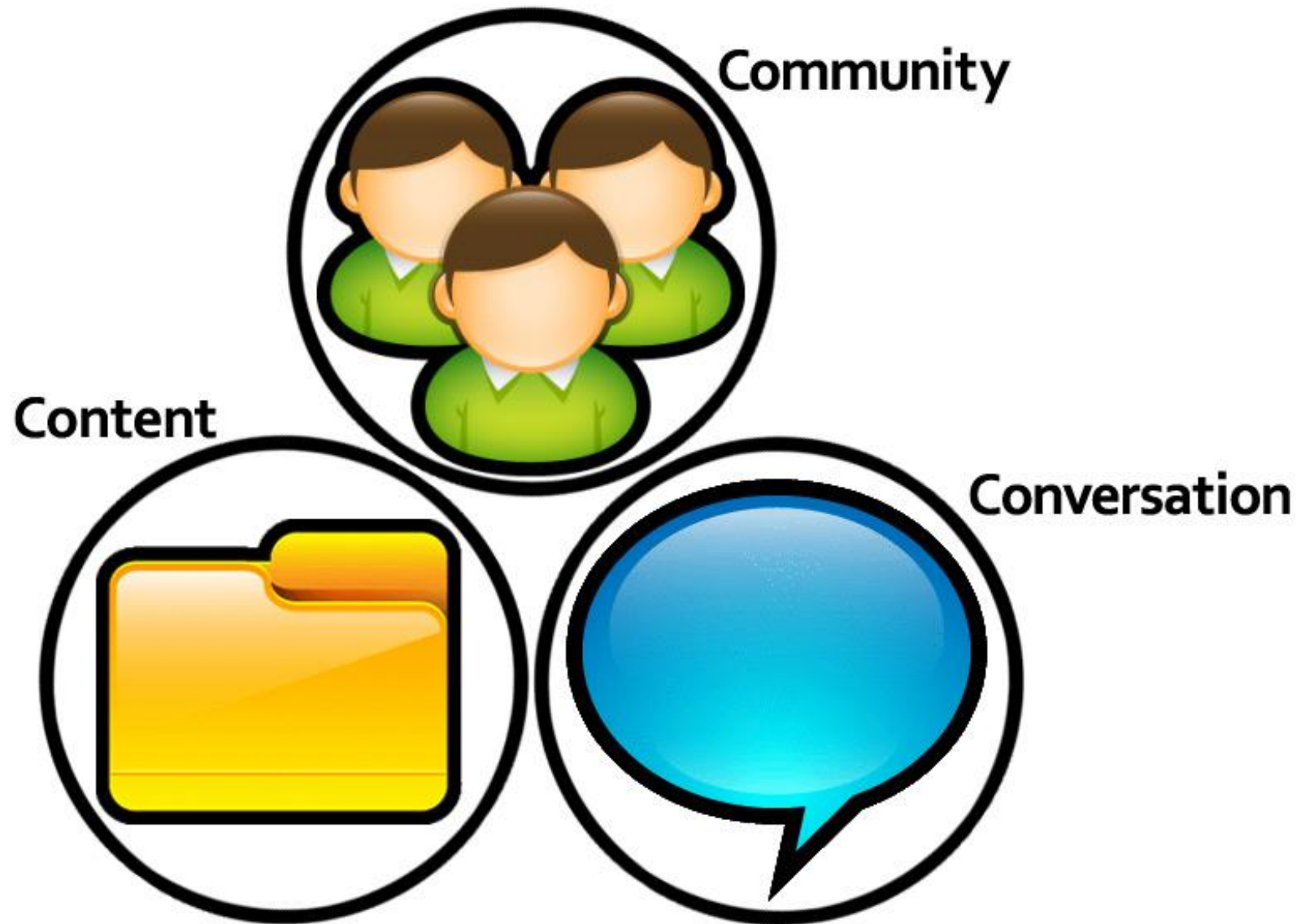
It's about having an environment that encourages and supports “Knowledge Accidents”



But isn't content important?



Yes. But it's only one part

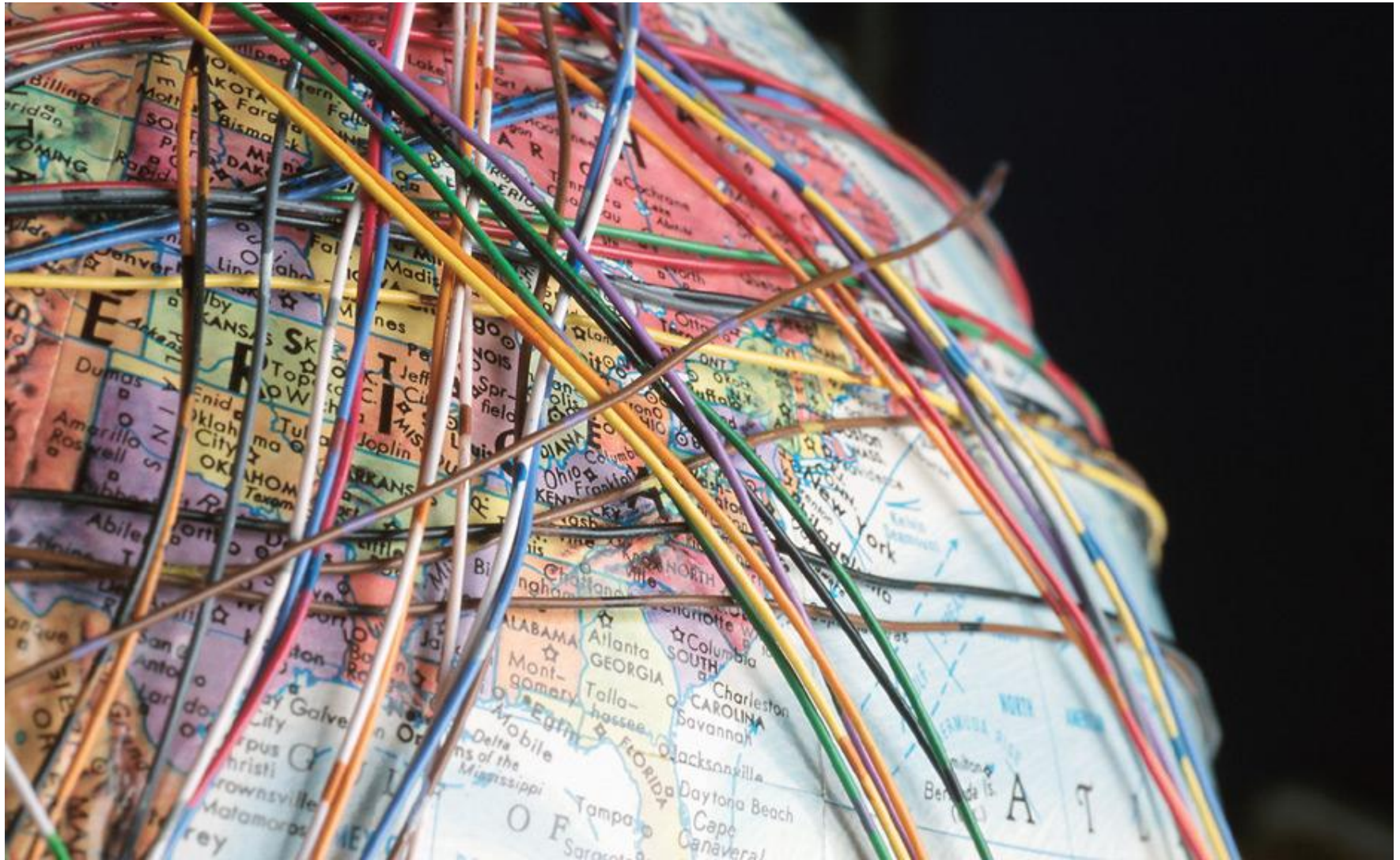


Mladá generace chce i ve firmě využívat stejné nástroje

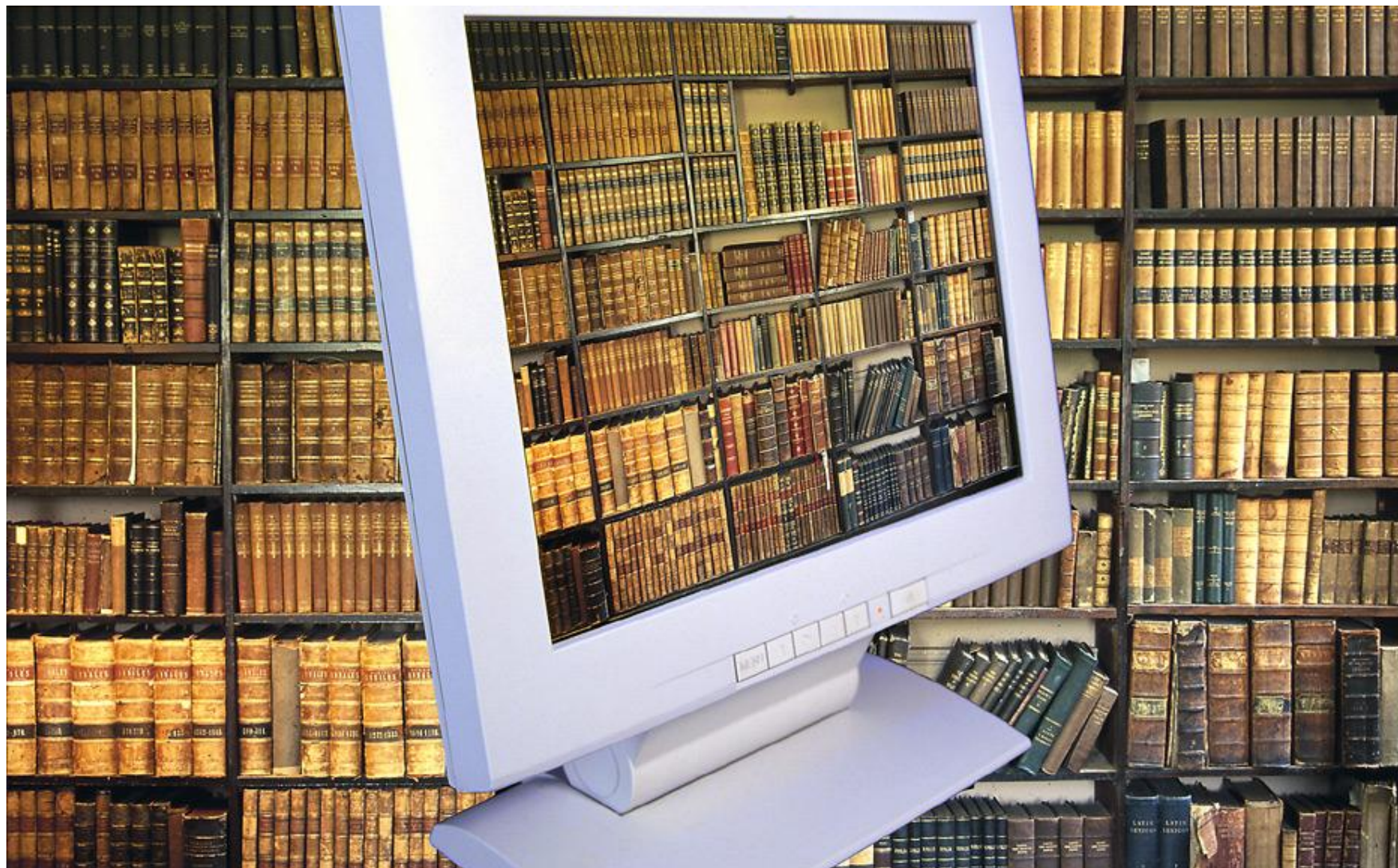




Internet učinil informace okamžitě dostupnými..



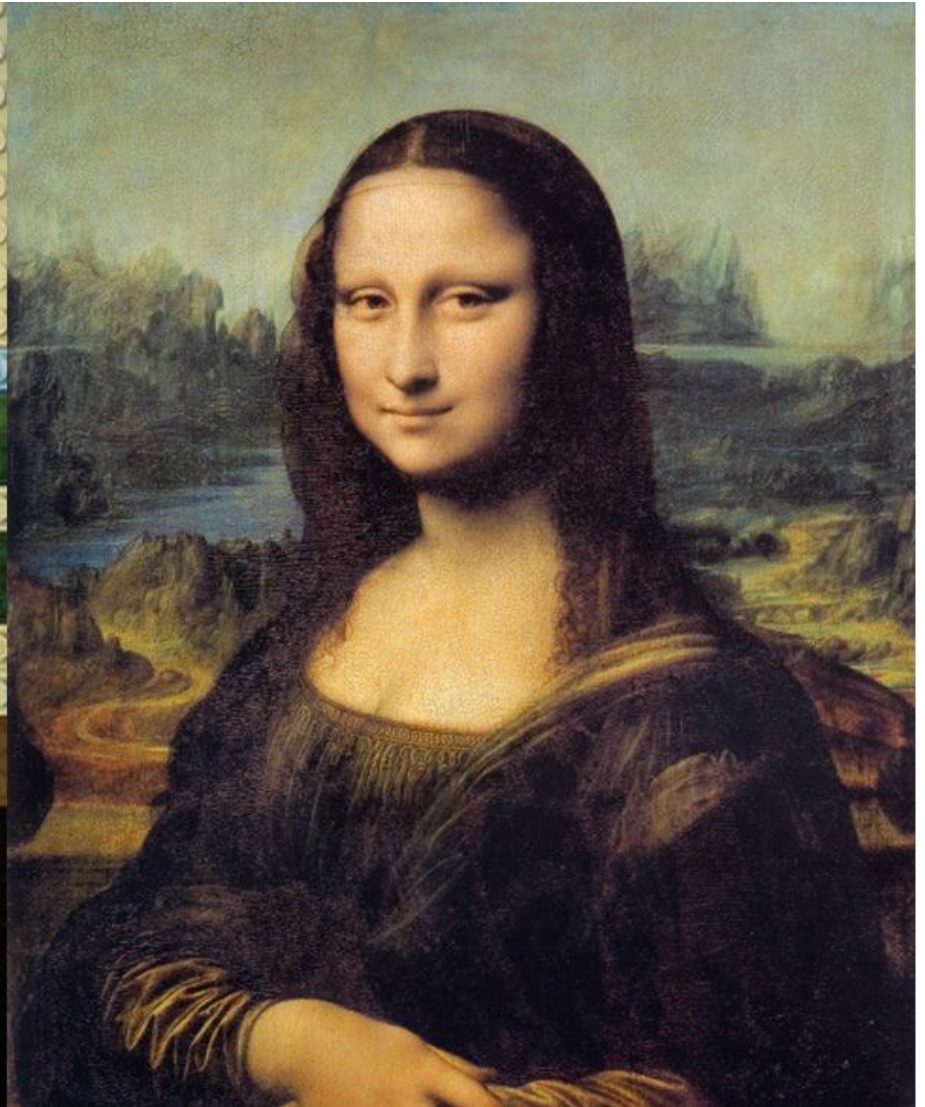
CMS a DMS systémy organizují obsah...



... který můžeme prohledávat...



Ale co víme o autorech? Kdo to vytvořil?



OK, tak jste to konečně našli...

Lotus, Connections

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 **N20 Leveraging ECM for Content and Collaboration.odp**
Jonathan F. Brunn | Feb 15 | Tags (4): quickr, portal, ecm, ...

 **Start Here.xml**
William W. Learned | Aug 20 2009

 **Collaboration and Content (Quickr and ECM).ppt**
Louis Richardson | Yesterday 2:19 PM | Tags (5): quickr, ecm, collaboration, ...

 **Lotus Tiger Team Industry Workshops**
Glen Kelley | Feb 10
Activities: Develop content and deliver Industry-based collaboration workshops

 **Browse Collaboration and Social Networking Solutions** [Community Bookmark](#)
Sandra R. Yarchin | Jan 14 | Tags (100): social, collaboration, networking, ...
Activities: If you do not find what you want to know, simply select another tab. Want more of an overview of solutions? Explore the More tab. Already have a tool in mind? Visit Bluepedia Collaboration and

 **ID309 Lotus Quickr and IBM ECM - The Complete Content and Collaboration Solution.odp**
David E. Kajmo | Feb 2 | Tags (3): quickr, ecm, lotusphere2009

 **Raw content for Collaboration Economics enablement session** 
Adam Hannah | Jan 29
Activities: This content will be merged with Collaboration Economics content from David Via and Michael ... segmentation and hybrid cloud options. Once we put the full deck together this content will be

 **Canadian Portals, Web Content and Forms Practice**
Members (43) | Ian Burnham | Nov 25 2009 | Tags (8): forms, lwcm, portal, ...

 **Web Innovation Program**
Members (485) | Peter Tze Lin Shen | Wednesday 4:46 PM | Tags (16): web-2.0, innovation, widget, ...

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Related Dates

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Glen ...
Acti ...

 **Bro**
San ...
Acti ...
Blue ...

 **ID3**
Davi ...

 **Ra**
Ada ...

Richardson, Louis (LOUIS)

WW Sales Executive, Social Software

ATLANTA, GA United States

Building: 700H | Floor: NA | Office: HOME

1-678-264-4912

richardl@us.ibm.com



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connections microsoft notes

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sales sametime sharepoint

social social-computing

social-media social-networking

social-software software

strategy tools web web2.0

websphere wiki

Jaký je jeho profil?

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Profiles by Name Search



Richardson, Louis (LOUIS)
Met with Sogeti and had a great conversation re: promoting social software in organizations.
Yesterday 3:01 PM [clear](#)
[What are you working on right now?](#)

Tags

My tags for this profile:

- connections
- connections-evangelist
- ecm
- evangelist
- quickr
- quickr-evangelist
- retail
- social-software
- social-software-evangelist
- travel-and-transportation

Tagged by 5 people

Richardson, Louis (LOUIS)

IBM employee, Regular
IBM USA
IBM Software Group, Worldwide Sales
WW Sales Executive, Social Software
Sales Leader: General
4111 NORTHSIDE PKWY, NW ATLANTA, GA, United States
Building: 700HJ Floor: NAJ Office: HOME
1-678-264-4912
richardl@us.ibm.com

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Local Time: 6:46 PM

Report to chain

- Picciano, Robert
 - Farrell, David P.
 - Chandor, Pamela P. (Pam)
 - Richardson, Louis (LOUIS)

[Full report-to chain](#)
[Same manager](#)

Network

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There are no links yet for this profile.
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Contact Information

Background

Experience and qualifications Skills Projects and teams

Expertise summary

Served as:

- WW Sales Document Management & Tech Publishing - IBM SWG ECM
- VP Marketing - Green Pasture Software;
- Director of Operations - Green Pasture Software;
- Director of Imaging, Workflow and Doc Mgmt - Crawford & Company (Insurance);
- Senior Consultant - Webforia, InterTech, Saros, Interleaf;
- Director of Support - Bellsouth Info Technologies;
- Manager Tech Pubs Composition - Lockheed Georgia;
- Senior Analyst - Georgia Tech Research Facility;
- Programmer - USAF;
- Graphic Artist

Tools:

Photoshop, Freehand, Illustrator, Flash, Dreamweaver, all MS Office Products

Interests:

Document management for over 30 years, SGML, XML, Information publishing, Graphic arts

Links: [Content Manager Intranet Site](#) | [Content Manager Internet](#)

O co se zajímá?

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enablement enterprise evangelist exchange filenet
installation kcbblue
knowledge-management
knowledge-sharing kohls
leveraging **lotus** lotus_live
lotus-connections lotus-issl-cop lotus-tiger
manager marketing media
merchandising
midwest_retail notes
plugins portal productivity
prospecting **quickr**
relationship-selling sales
sales_tools sametime
sears selling selling-tools
server smallblue social
social-computing
social-media social-media-marketing social-networking
social-networks social-

Communities for Louis Richardson

1-10 of 14 Page 1 | 2 Previous Next

Social@IBM
292 members | Updated by Kathleen C. Beisly | Yesterday 10:11 PM | Tags: blogging, blogs, communities, marketing, social, social-media, social-media-marketing, social-networking, social-networks, socialmedia, viral-marketing
This community (maintained previously on CommunityMap) is a community for anyone interested in learning about, and furthering the adoption of, social media marketing, specifically utilizing social network experiences to 'market' IBM offerings. We'll use this space on Lotus Connections to share i

Lotus Social Software Community
2,143 members | Updated by Ramon J. Castelo | Yesterday 10:10 PM | Tags: atlas, connections, lotus, lotus-connections, lotus-issl-cop, smallblue, social-software
A "piazza" for folks to commune with others across IBM about Lotus social software. Join by clicking the button in the upper right. Participate in the community discussion by clicking Community Forum link to the right. Reuse/contribute content created by the community by clicking Community Repo

Lotus Quickr Community
307 members | Updated by Ramon J. Castelo | Yesterday 10:02 PM | Tags: lotus, quickr, web2.0
This is a community for IBMers interested in Lotus Quickr.

LotusKnows you are an Evangelist
288 members | Updated by Scott G. Peters | Yesterday 9:35 PM | Tags: collaboration, demo, evangelist, lotus, notes, portal, sales, sametime
LotusKnows you are an Evangelist Community This Community acts as a single place for "Evangelists" to share powerful content and sets of directions for installing code and plug-ins. Community Wikis - Directions for installing the latest code and Plug-insBookmarks - Key links to other locationsFile

Collaboration Tiger Team World Wide (Lotus)
153 members | Updated by Nathan S. Sirota | Yesterday 9:25 PM | Tags: collaboration, competitive, lotus, tiger
Collaboration Tiger Team: ORG CHART

KCBlue
3,531 members | Updated by D. Nadel | Yesterday 5:53 PM | Tags: collaboration, kcbblue, knowledge-management, knowledge-sharing
KCBlue (Knowledge & Collaboration Community of Practice) is for all those interested in knowledge sharing & collaboration in IBM. Our mission is to support IBMers worldwide who are passionate about advancing knowledge sharing/management, and collaboration as a means for innovation and growth for

The IBM Social Sales Rep
394 members | Updated by Hugh Leonard | Yesterday 5:11 PM | Tags: cio_related_communities, connection_forum, connections, customer_activity, customer-facing, lotus-connections, productivity, prospecting, relationship-selling, sales, sales_tools, selling, selling-tools, social-computing, social-networking, social-software
This community is an interactive worldwide forum designed to let sellers across IBM: Share and exchange information, ideas, opinions and experiences with one another. Figure out new and innovative ways to make quota.Build better relationships with customers, and increase customer penetration. B

WPLC Connectors Community

Co dalšího vytvořil?

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Shared
with everyone (public)
with one or more people
with no one (private)

Date

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Files that you have uploaded.

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Quickr & ECM – A Lotus Sales Primer.ppt	3/12/09	75	2.22 MB	
Accurate information Demo Video.avi	4/20/09	47	6.46 MB	
Gear Up – Quickr and ECM for Sellers.ppt	3/12/09	40	2.22 MB	
Quickr Connectors to ECM (Demo video of Quickr ECM).avi	12/1/09	27	4.06 MB	
Collaboration and Content (Quickr and ECM).ppt	12/1/09	22	3.54 MB	
Quickr in 5.ppt	5/1/08	20	691 KB	
Japan Enablement - Social Software Final.ppt	10/15/09	18	16.7 MB	
Quickr Standard and Entry comparison.ppt	3/19/08	17	1.21 MB	
Quickr_Top_20.xls	Jan 5	15	406 KB	
Lotus SpecialTalk - Quickr Feb 7th.ppt	3/5/08	14	12.3 MB	
Quickr July 7 Sales Talk.ppt	7/7/09	14	3.01 MB	
4-enterprise.avi	5/9/08	14	22.8 MB	
Building an Interactive Enterprise (Presentation).odp	Jan 28	13	3.41 MB	
Cut Costs thru Collab.pdf	4/20/09	12	2.83 MB	
Customers want it - Dunderdale Isford April 7 Salestalk.ppt	4/6/09	11	3.16 MB	
The Future of Content Management.ppt	10/29/09	11	4.81 MB	
Quickr Masters Class - Beijing Opening Session - Presentation.	8/3/09	11	4.63 MB	
BP305 Selling Social Software.odp	Jan 28	11	4.63 MB	
Cut Costs thru Collab Presentation (Source file).ppt	4/22/09	11	3.71 MB	

A co si o tom lidé myslí?

Lotus, Connections

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Building an Interactive Enterprise (Presentation).odp

Public and shared with 4 | Updated Jan 28 | [Add tags](#) | ★ 1 person has recommended this file.

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Description: 30 minute presentation promoting social software. To be aired on 2 Feb as part of E2.0 Virtual Conference. Complete speaker's script also available in my files.

Size: 3.41 MB

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LUIS A. BENITEZ commented on Feb 3 (version 1)

Great presentation Louis... can the audio be found anywhere ?

[Delete](#)



Louis Richardson commented on Feb 9 (version 1)

The script for this presentation is also in my files <http://w3.ibm.com/connections/files/app?lang=en#file/098dbbbd-2112-4b56-89c5-15a073aba3a7>

This was for a virtual conference and I don't think we have the audio...however, I might record it and post it. I'll let you know if I do.

[Edit](#) | [Delete](#)

Add a comment...

IBM Lotus Connections

[Home](#)
[Demo](#)

Help

[Help](#)
[IBM Lotus Support Forums](#)

About

[About](#)
[IBM Lotus Connections on ibm.com](#)
[Submit Product Enhancement Ideas](#)

Kdo obsah použil? Jak ho tagoval, jak ho hodnotil?



Důvěryhodnost informací...



Najít a obnovit přirozené vazby



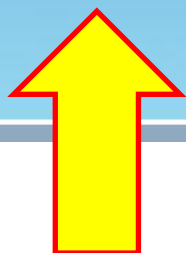
FREE Bookmark Sync

↓ INSTALL NOW

[LEARN MORE](#)



Bookmarks backed up &
synchronized 1,477,487,251



Discover the Best Sites About:

Enter a topic or web site

 Search

Vegan Recipes

Hockey

Group Buying

Wedding Ideas

Fukushima

Sites about Featured Topic: **Vegan Recipes**



[VegWeb.com - Vegan Recipes](#)

Browse extensive collection of user-created and reviewed vegan recipes. Plus, 13,000 VegFriends profiles, articles, and more!

[GET SITE INFO](#)



[The Vegan Chef - Vegan](#)

The home page for chef Beverly Lynn Bennett, featuring deliciously healthy and innovative vegan recipes. As a vegan, Beverly doesn't use any animal products in any of her...

[GET SITE INFO](#)



[Fat Free Vegan Recipes](#)

Fatfree Vegan Recipes contains hundreds of delicious, healthy, fat-free and low-fat recipes that contain no animal ingredients.

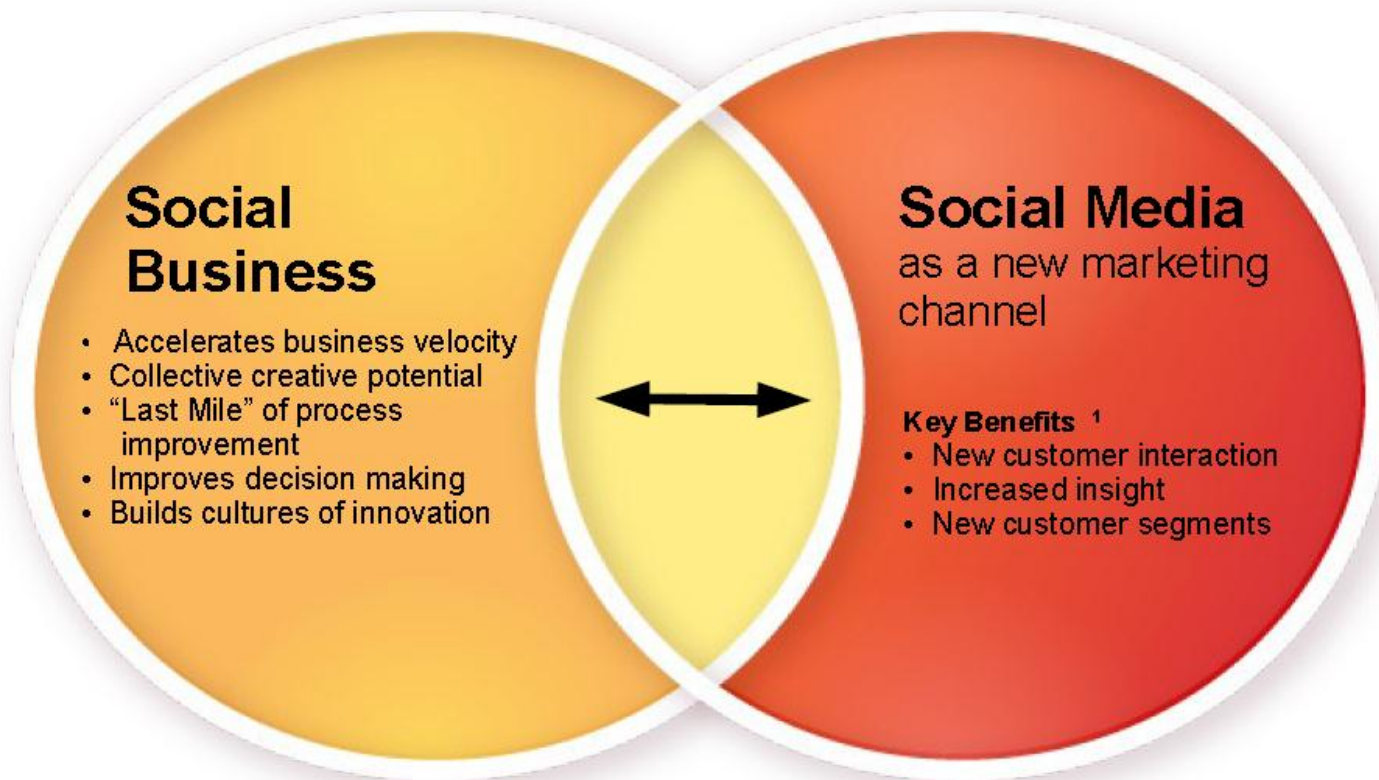
[GET SITE INFO](#)

Kdo posoudí, zda je obsah důvěryhodný? Bot?



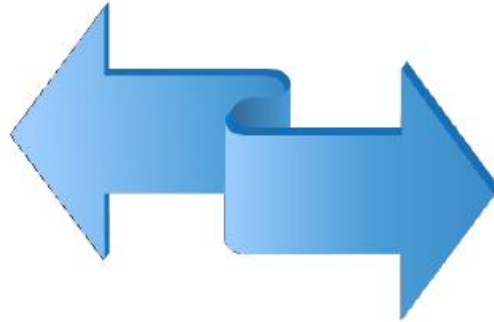
Jak je na sociální byznys připraven váš podnik?





**Encompasses organization and
business processes**

Primarily marketing and PR



No.

- Sociální byznys využívá principy sociálních médií aby interně zlepšil organizaci (podnik) tak, aby byla více čiperná, průhledná a zapojená (nimble, transparent, enagaged).
- Organizace, která implementuje moderní technologie (web 2.0) společně s **organizačními, kulturními a procesními změnami**, aby zvýšila svůj výkon s propojení s globálním ekonomickým prostředím

- Hlubší vztahy se zákazníky, zaměstnanci, partnery, dodavateli
- Větší organizační transparentnost a agilitu
- Větší produktivitu a spokojenost zaměstnanců
- Větší zapojení a zpětnou vazbu od zákazníků
- Zrychlené inovace

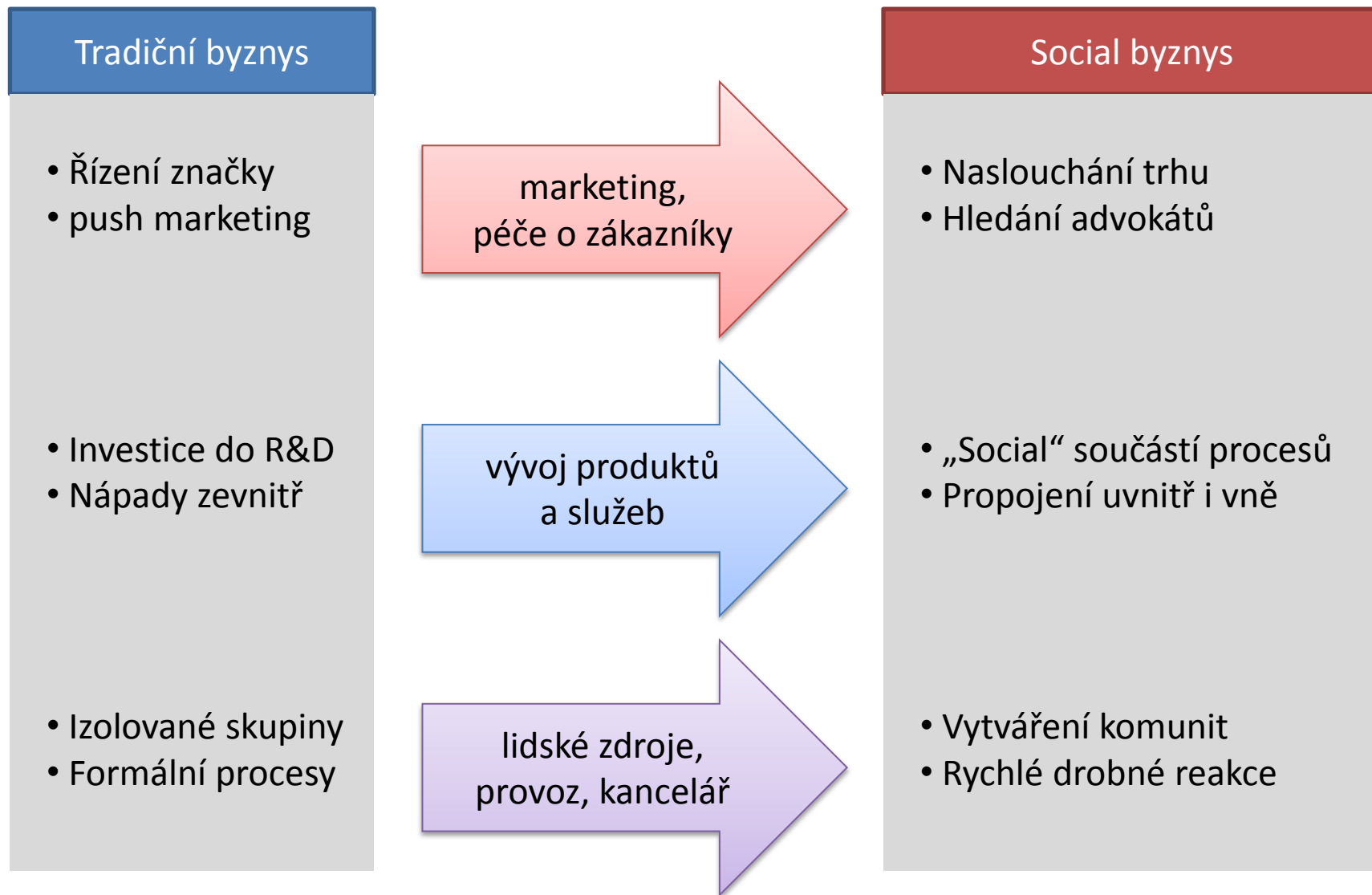
...kompetitivní výhodu



Key services of a Social Business



Tří hlavní cesty do social byznysu



- Spolupráce (nástroje social media)
 - Zapojení zaměstnanců, partnerů, zákazníků
 - Zrychlené generování nápadů
 - Rychlejší a lepší rozhodování
 - Lepší spolupráce
- Pochopení (analytické nástroje)
 - Směrování pozornosti, filtrování, polarizace
 - Pochopení vzorů chování, nálad
 - Metriky adopce a chování
- Transformace (nástroje procesní integrace)
 - Efektivita a zrychlování procesů
 - Rychlejší zapojení lidí
 - Podniková kultura inovace

Community Insights



BlueIQ Ambassadors

Overview

People

Content

Participation

Sociability

Leadership

Sister Communities

You are in: [Community Insights](#) > [BlueIQ Ambassadors](#) > Overview

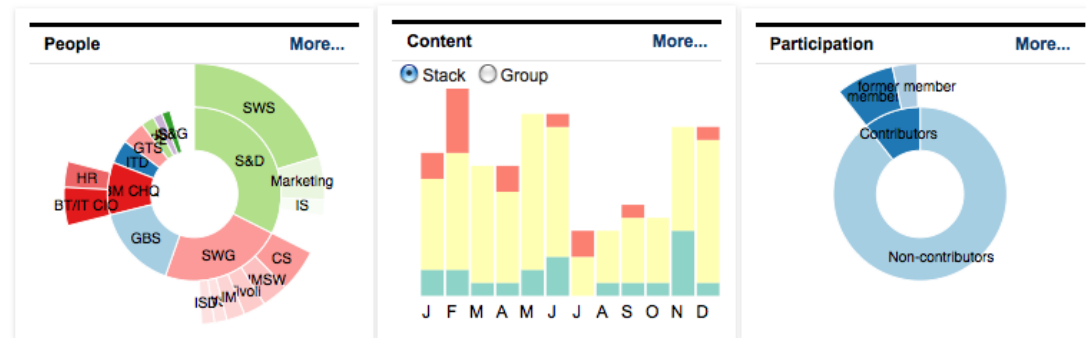
Community Leader Action Items

- Welcome new members of the community and introduce them to others in the community.
See a [list of new members](#) and examples of [welcome messages](#).
This can help new members feel valued and provide opportunities for social connections.
- Ensure that posts made by new contributors get a response of some sort.
See a [list of posts made by new contributors](#).
This encourages new contributors to become repeat contributors.
- Ensure that unanswered questions in the forums are answered.
See a [list of currently unanswered questions](#).
This encourages people to post in the forums and helps build a valuable community knowledge base.
- Invite contributors to post or present about topics they care about.
See a [list of top contributors and their topics of interest](#).
- Examine information about the [people](#), [content](#) and [participation](#) in your community.
Get started on the [people](#) page.
Use the "Help & Tips" to identify potential action items based on your community's situation.

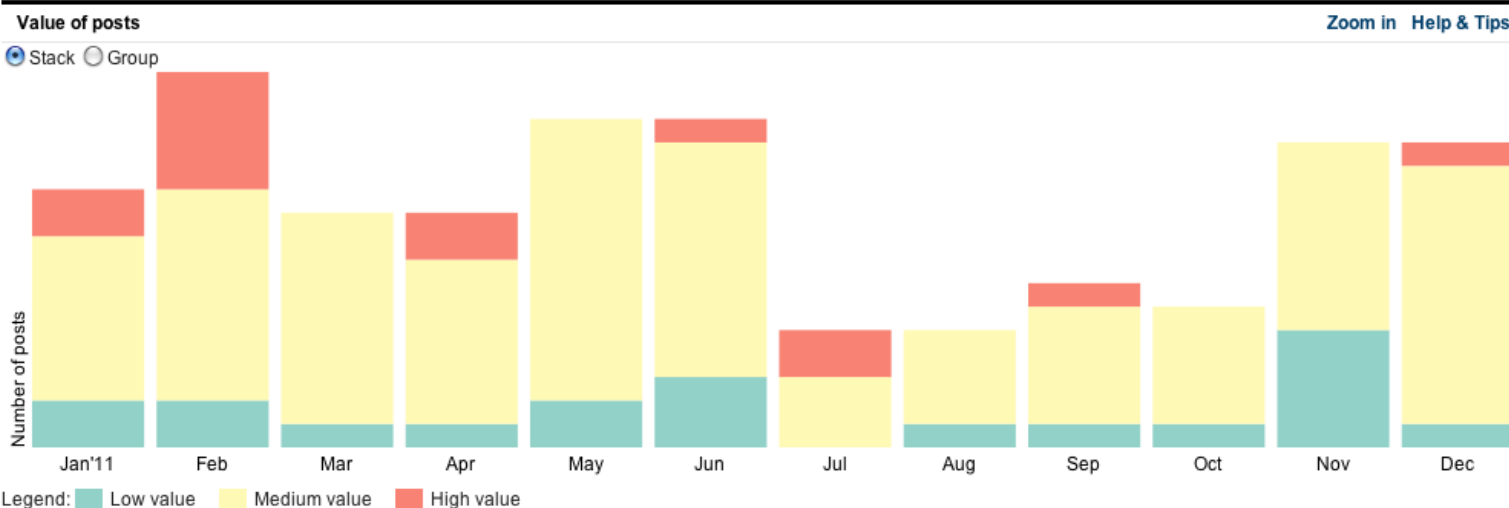
Add items

Edit items

Community Metrics



Informace, dříve obtížně zjistitelné



Most valuable posts - last month [Zoom in](#) [Help & Tips](#)

BlueIQ Jam Dec 16-23rd	Blog
12/12/11 2:28 PM Comments (5) Visits (115)	
BlueIQ Jam: It's time to start the music...	Blog
12/14/11 12:14 PM Comments (0) Visits (15)	
BlueIQ Jam: ... It's time to light the lights.	Blog
12/15/11 2:28 PM Comments (0) Visits (14)	
BlueIQ Jam: Let's get things started!	Blog
12/16/11 7:23 AM Comments (0) Visits (13)	
How can we add and use the Learning Widget?	Forum
12/15/11 5:28 AM	

Most valuable posts - all time [Zoom in](#) [Help & Tips](#)

A bottom-up view on enabling Collaboration (and what's missing!)	Blog
7/11/09 11:57 AM Comments (15) Visits (243)	
<u>Recent LCw3 performance issues. What happened. Actions taken and What's Next?</u>	Blog
11/8/10 6:10 AM Comments (5) Visits (262)	
Lotus Connections 2.5 in 9 slides.odp	File
7/17/09 8:14 AM Comments (0) Visits (309)	
19 Chores to build an Online Presence.pdf	File
7/6/09 8:34 AM Comments (0) Visits (157)	
Configuring WLW (Windows Live Writer) for publishing to LC25 Blogs	Blog
6/11/09 6:36 AM Comments (10) Visits (303)	

Nové trendy – nap. gamification

IBM ConnectionsHomeProfilesCommunitiesAppsAdam BrownSettingsHelpLog Out

My ProfileMy NetworkDirectoryProfiles by NameSearch



Adam Brown
Executive Director Technology - ISW
+61 419 117 513
abrown@isw.net.au
Local Time: 7:55 PM

Send EmailDownload vCard

Edit My Profile

Adam Brown
Preparing presentation for Lotusphere
Today 7:38 PM
clearupdate

Tags

Add tag(s) to this profile

My tags for this profile:

connections ×
development ×
domino ×
gamification ×
isw ×
jo ×
kudos ×
lotus ×
marketing ×
now ×
portal ×
quickr ×
sales ×
sametime ×

connections 2 ×
development 1 ×

kudos@kudosbadges.com
www.kudosbadges.com
twitter @kudosbadges

The BoardContact InformationBackgroundRecent PostsKudosBadges

Adam Brown
Overall Rank: 1st (3304 KUDOS)
Kudos Veteran
1696 KUDOS to Next Level

NewbieRookieProVeteranAll StarsKudos 2011

All Categories27 of 77 Badges

Profiles10 of 13 Badges

Communities2 of 4 Badges

Activities2 of 6 Badges

My BadgesRemaining Badges

Page 1 | 2 | 3PreviousNext

Sort by: NameMessageHow To Get ItCategoryAwarded At

**Activity Done!**

Job Done! You have completed an activity. Have you considered making it into an Activity Template for reuse down the track?

**Activity Templates**

Tenacious Template! Activities are great at working with a team. Activity Templates are awesome for capturing knowledge of processes! You have created an Activity Template.

**An Answer**

That a way! You replied to a question that was posted and provided the answer! Keep it up and try and help your colleagues with your knowledge. To get to the next level keep it up!

**Promoter**

You have started promoting good work by recommending 5 Blog posts. Recommending Blog posts helps spread the word and gives kudos to the creator of the post. To take it to the next level see if you can create Blogging Gold by posting valuable content.

Activity

Job Done! You have completed an activity. Have you considered making it into an Activity Template for reuse down the track?

Awarded for completing an Activity.

Awarded: Tue Dec 20 2011

Activity

Tenacious Template! Activities are great at working with a team. Activity Templates are awesome for capturing knowledge of processes! You have created an Activity Template.

Awarded for creating an Activity Template.

Awarded: Wed Dec 21 2011

Activity

That a way! You replied to a question that was posted and provided the answer! Keep it up and try and help your colleagues with your knowledge. To get to the next level keep it up!

Awarded for providing a answer to a question that was accepted by the poster.

Awarded: Thu Dec 22 2011

Activity

You have started promoting good work by recommending 5 Blog posts. Recommending Blog posts helps spread the word and gives kudos to the creator of the post. To take it to the next level see if you can create Blogging Gold by posting valuable content.

Awarded for recommending 5 individual blog posts.

Awarded: Wed Dec 21 2011

Report-to Chain

Adam Brown

Full Report-to Chain
People Managed

Network

View All (28)

Kudos Summary

View All (27)

My Links

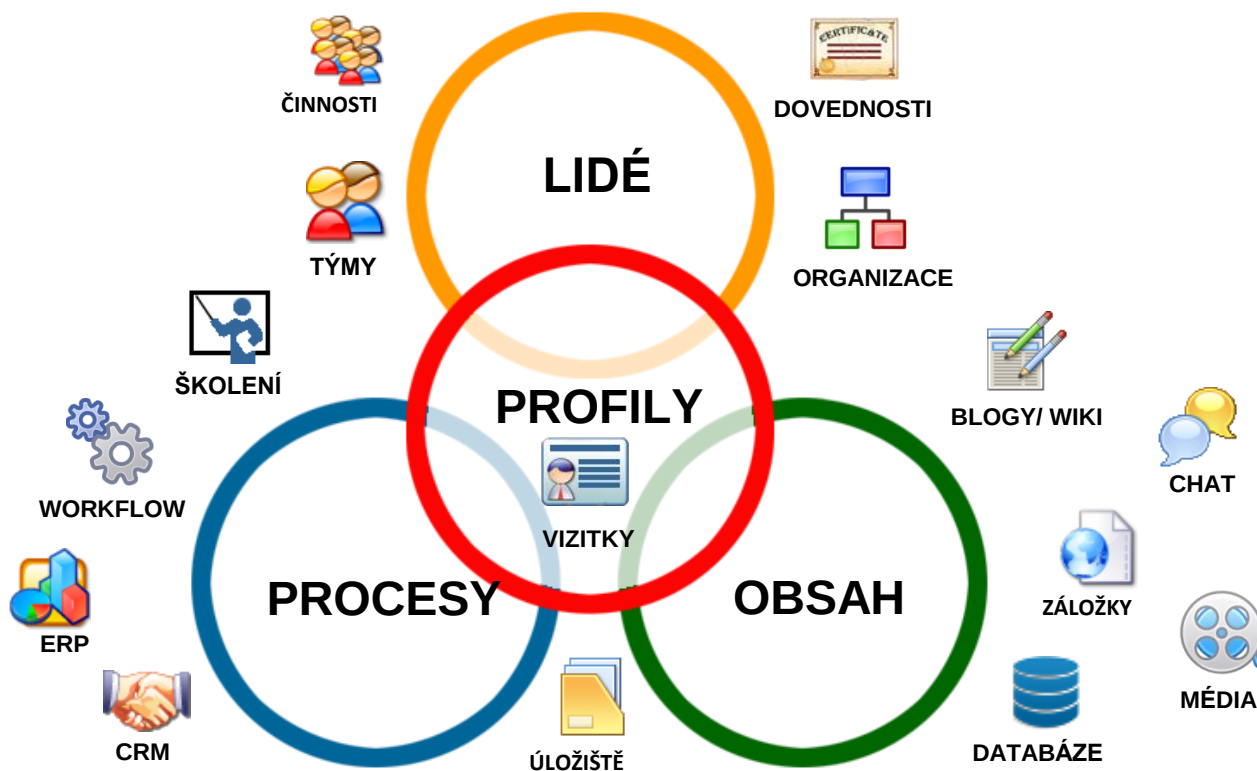
Collaboration Blueprint ×

Wildfire ×

Add Link

I am offline

... sociální software pro organizace, který pomáhá být **inovativní** a **fungovat lépe** díky využití dynamických sítí kolegů, partnerů a zákazníků





IBM Connections



Profiles

Find the people you need



Communities

Work with people who share common roles and expertise



Files

Post, share, and discover documents, presentations, images, and more



Wikis

Create web content together



Activities

Organize your work and tap your professional network



Forums

Exchange ideas with, and benefit from the expertise of others



Media Gallery

Add sizzle by sharing rich media like Photos and Videos



Home page

See what's happening across your social network



Social Analytics

Discover who and what you don't know via recommendations



Micro-blogging

Reach out for help your social network



Bookmarks

Save, share, and discover bookmarks



Blogs

Present your own ideas, and learn from others



Ideation Blogs

Create ideas and leverage the crowd to develop them



Document Libraries

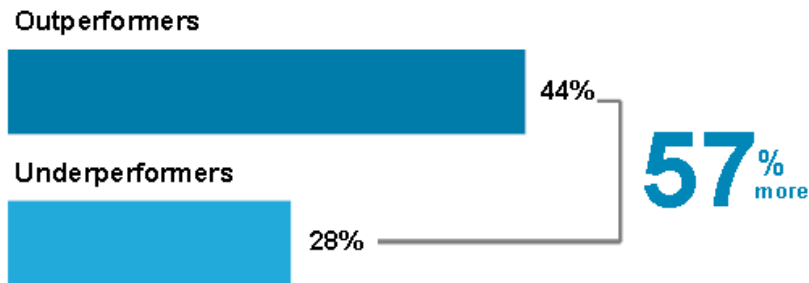
Securely manage and collaborate on business documents

- Kdo je kdo – skutečně, ne jen podle firemního adresáře
- Rozbijte zdi mezi departmenty
- Najděte kolegy s potřebnými znalostmi
- Chytřejší sdílení souborů
- Publikování informací – individuální i týmové

- Společné týmové prostory – inovace, spolupráce
- HR, marketing, R&D,...
- Helpdesk, poradna
- Bonusové materiály, věrnostní programy
- Dealerská síť
- Produktová dokumentace



Use of collaboration/social networking to enable global teams to work more effectively



Source: IBM CIO Study, 2010

Note: Outperformers are derived from an analysis of the compound annual growth rate (CAGR) for 2003-2008 EBITDA within industries. Outperformers represent companies above the median; n=203.

- **Social tools** used internally with employees can **increase productivity** by as much as **11-30%**. - IDC¹
- Companies that leveraged **social software** on average **grew 18%** in revenue over the last 12 months compared to the **least-engaged companies**, which on average saw a **6% decline**. - Altimeter²
- Organizations that have **optimized engagement** have **outperformed** their competitors by **26%** in gross margin and **85%** in sales growth. - Gallup

Funguje i v malých firmách

Types of Social Business IT already in use, piloting/ prototyping, or planned to be in place by YE2011	Company Size by # of Employees			
	Under 100	100 to 999	1,000 to 4,999	Over 5,000
Inter-business <i>(Mfg/Dist/Logistics, Inter-enterprise) initiatives</i>	28%	40%	43%	65%
Company Management <i>(HR, Finance, Ops, IT, Cross-functional initiatives)</i>	43%	59%	65%	72%
Customer-focused <i>(Sales, Marketing, Cust Service & Support)</i>	78%	84%	68%	84%

Color Code Key: Percentage of Firms Indicating
>75%
50% - 75%
25% - 50%



- Kontrola nad obsahem i uživateli
- Bezpečnost
- Autorské a legislativní aspekty (vlastnictví obsahu, ujednání s uživateli)
- Customizace
- Škálovatelná infrastruktura – WebSphere AS, DB2
- Pojmenování „enterprise“ uživatelé – LDAP
- Integrovaní nástroje
 - Do Connections - TDI (adresář, databáze,..)
 - Z Connections – email, soubory, aktivity, RSS...

Začněte dnes – Profiles zdarma v rámci Domino/Portals

Browser address bar: <http://connections.sutol.cz/profiles/html/profileView.do?key=8bf3ca8f-15c9-40a>

Page Title: Profiles - Petr Kunc

Navigation: IBM Connections Home Profiles Communities Apps Jan Valdman Settings Help Log Out

Sub-navigation: My Profile My Network Directory Profiles by Name Search

Petr Kunc

Client Technical Specialist - Lotus, Czech Republic
petr_kunc@cz.ibm.com
Local Time: 9:58 AM

[Send E-mail](#) [Stop following](#) [Download vCard](#)

[The Board](#) [Contact Information](#) [Background](#) [Recent Posts](#)

Show: **Communities** | [Bookmarks](#) | [Blogs](#) | [Activities](#) | [Files](#) | [Forums](#) | [Wiki](#)

IBM Connections & social business

created by: [Jan Valdman](#) | Apr 24 2011 updated by: [Radim Navratil](#) | Tuesday 5:04 PM

Lotus Quickr

created by: [Jan Valdman](#) | Apr 24 2011 updated by: [Radim Navratil](#) | Tuesday 4:35 PM

Lotus Domino/Notes - administrace

created by: [Jan Valdman](#) | Apr 24 2011 updated by: [Petr Santrucek](#) | Apr 23

WebSphere Portal

created by: [Jan Valdman](#) | Apr 24 2011 updated by: [Radim Navratil](#) | Apr 20

[View All](#)

Who Connects Us?

You
↓
Petr Kunc
Petr Kunc is in your network.

Report-to Chain

■ Petr Kunc
[Full Report-to Chain](#)

Network

[View All \(14\)](#)

Tags

Add tag(s) to this profile

My tags for this profile:

- ibm

Tagged by 2 people:

- connections 1
- domino 1
- ibm 1
- lotus

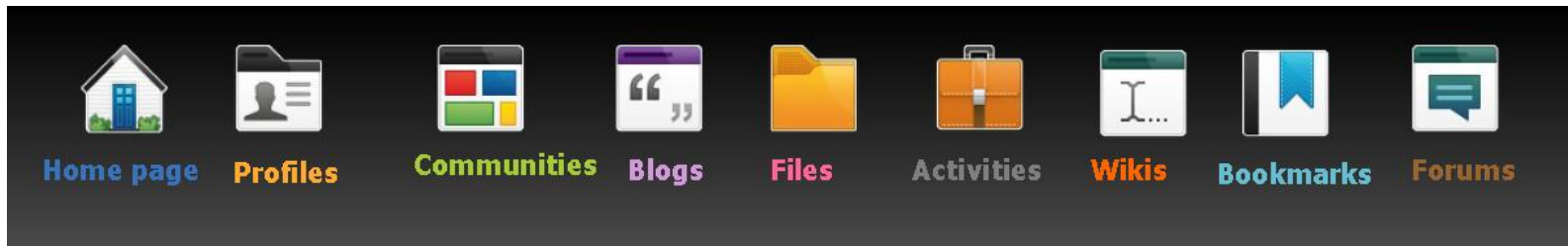
Začněte dnes – Files zdarma v rámci Domino/Portal

The screenshot shows the IBM Connections Files web interface. The browser address bar displays the URL: `http://connections.sutol.cz/files/app?lang=en#/person/7FC69B01-235E-2F8C-C:`. The page header includes navigation links: IBM Connections, Home, Profiles, Communities, Apps, and user information for Jan Valdman. The main content area is titled "My Files" and shows a list of files owned by the user. The left sidebar contains navigation options like Pinned Files, My Files, Shared With Me, Shared By Me, Public Files, and Trash. The right sidebar shows a search bar and a "Recent People" link. The file list includes columns for Name, Updated, Comments, Recommendations, Downloads, Size, and Sharing. The files listed are:

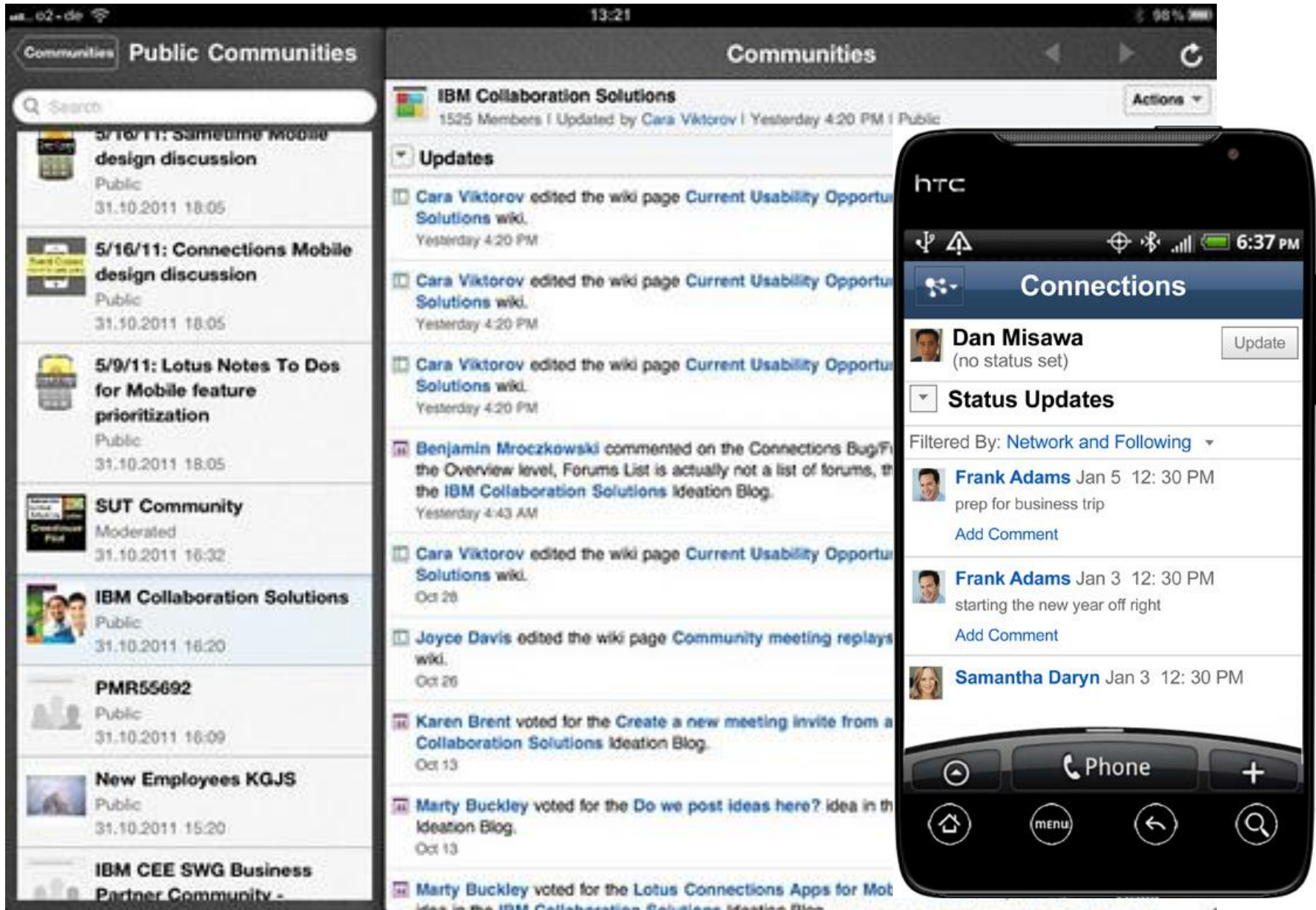
Name	Updated	Comments	Recommendations	Downloads	Size	Sharing
Social Mail and Evolution of Col laboration_GJK.odp	11/3/11	0	0	32	19.1 MB	
WAS a DB2 pro notesare v2.pdf	3/14/12	0	0	23	2.38 MB	
Nova_reseni_u_Lotus_softwar e.pdf	6/1/11	0	0	11	6.74 MB	
Prakticke_vyuziti_Lotus_Conne ctions_DNS.pdf	5/26/11	0	0	11	6.07 MB	
Propojeni_Lotus_Quickru_a Lo tus_Notes_-_VUMS_Legend.pdf	5/10/11	0	0	11	2.24 MB	
Velke_internetove_obchody_v _ceske_praxi_aneb_kdyz_Lotus _Notes_a_Domino_pohaneji_Cz echComputer.cz_oXy_Online.p df	6/1/11	0	0	10	1.29 MB	
Lotus_Notes_a_Domino_8.5_-_t ipy_a_triky_pro_uzivatele_i_ad	6/1/11	0	0	10	1.89 MB	

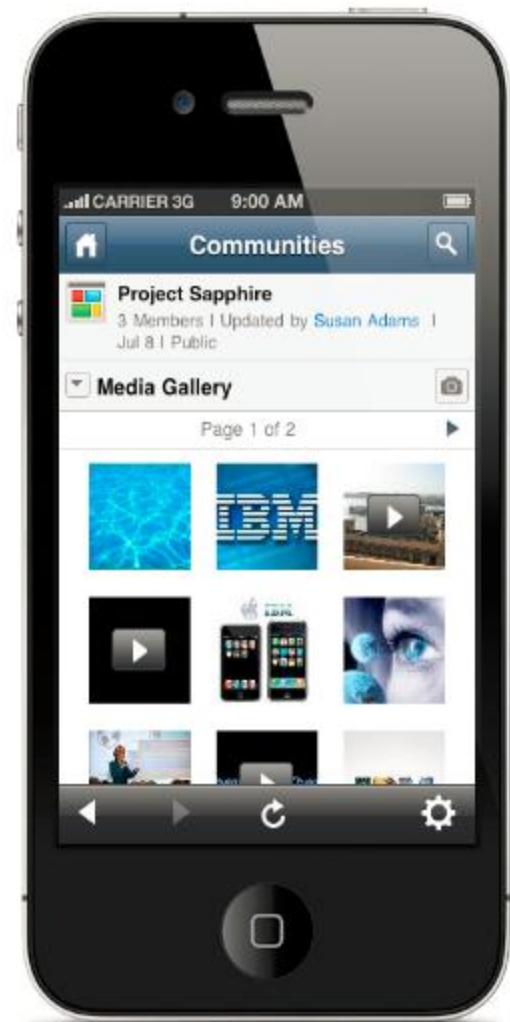
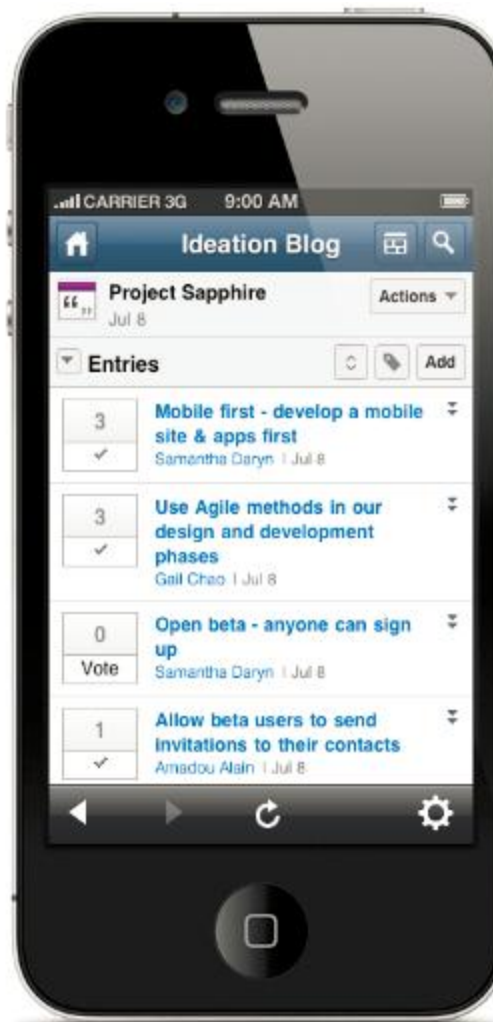
- iPhone/iPad
- Android
- Lotus Notes, Sametime, WebSphere Portal
- Microsoft Outlook, Office, Sharepoint
- Windows Explorer

- „smart mailbox“



iPad, Android...





- Paradigma komunikace a spolupráce se mění
- Přichází social business, social media, social marketing...
- Mladá generace se vynutí ve firmách nové nástroje
- Tablety a mobilní zařízení způsobí přesun dat na síť (do cloudu)
- Z korporátních webů se budou vyčleňovat komunitní website
- Email je mrtev
- Existují chytřejší nástroje než sdílený disk
- Rozesílání příloh emailem je překonaný způsob sdílení obsahu



Děkuji za pozornost

