

IBM « Social Business » : nouveaux services de conseil et de formation pour saisir les opportunités associées aux réseaux sociaux

Paris - 12 janv. 2012: IBM (NYSE : IBM) lance de nouveaux programmes, services et partenariats afin d'aider les entreprises à renforcer leurs capacités à utiliser les réseaux sociaux pour se saisir de nouvelles opportunités affaires.

Selon « Forrester Research », le marché des logiciels de réseau social devrait croître de 61% d'ici à 2016 pour atteindre 6,4 milliards de dollars contre 600 millions de dollars en 2011. Avec cette nouvelle initiative, IBM propose, à ses clients et partenaires, l'expertise, le support technique, et les ressources nécessaires pour transformer leurs façons de travailler et de faire leurs métiers au moyen des réseaux sociaux.

Les nouveaux services consistent en des ateliers techniques et en une offre de services de conseil conçus pour diffuser une culture d'entreprise favorisant le partage et la collaboration entre employés, les clients et les partenaires. Il s'agit de:

- **Conseil en stratégie** par IBM Global Business Services pour évaluer le niveau d'adoption des réseaux sociaux par les entreprises et accompagner l'analyse des bénéfices de ces outils pour leur croissance
- **Formation et mentorat** sur les « community managers » et les approches pour augmenter l'engagement des collaborateurs sur les plateformes de réseau social
- **Cursus de certifications techniques** pour permettre aux clients et partenaires d'acquérir et faire reconnaître leurs compétences dans l'installation, la configuration and la gestion administrative des logiciels de réseau social
- **Ateliers sur le Social Business** réalisés par le centre virtuel d'innovation IBM donnant accès aux forums de discussion sur les bénéfices à être une entreprise travaillant au moyen des réseaux sociaux et permettant de construire des plans de développement d'usage des réseaux sociaux.

IBM annonce également un partenariat avec "Dachis Group". Leader mondial dans le design, le développement, le management et la mesure de la performance des entreprises utilisant les réseaux sociaux, « Dachis group » accompagne les sociétés à accélérer l'adoption des réseaux sociaux au moyen d'ateliers. Ceux-ci reposeront sur les services IBM de mise en place des solutions de réseau social et des services additionnels de « Dachis Group » sur les usages des réseaux sociaux pour développer une culture d'entreprise et l'engagement des collaborateurs.

IBM collabore de plus avec « Group Business System », un de ses partenaires, pour accompagner ses clients à convertir leurs applications IBM Lotus Notes en applications accessibles via Internet ou via des terminaux mobiles. La nouvelle offre de services d'IBM permettra à ses clients de conserver leurs précédents investissements dans les plateformes Lotus Notes et Domino tout en profitant de tous des avantages des dernières technologies web pour soutenir leur activité.

« Les bénéfices d'une transformation en « Social business » risquent d'être moindres sans une attention particulière sur les questions d'engagement des collaborateurs à tous les niveaux, de culture et de règles de conduite » souligne Alistair Rennie, General Manager Social Business, IBM. « Les technologies de réseaux sociaux, lorsqu'elles sont associées aux bonnes compétences et culture, peuvent réellement débloquent le potentiel des individus à l'intérieur même de l'organisation pour collaborer, innover, prendre des décisions business plus intelligentes et au bout du compte, pour améliorer leur productivité».

Plus d'informations sur les initiatives IBM Social Business :
<http://www.ibm.com/press/socialbusiness> or follow #IBMSocialBiz on Twitter

IBM Expands Social Business Initiative To Help Organizations Develop Skills and Seize New Market Opportunity

Armonk, N.Y., January 11, 2012 - IBM (NYSE: IBM) is introducing new programs, services and partnerships to help organizations develop and deepen skills to accelerate business opportunities being driven by the rapid adoption of social networking in the enterprise. According to Forrester Research, the market opportunity for social business software is expected to grow at a rate of 61 percent through 2016, reaching \$6.4 billion, compared with \$600 million last year.

With today's news, IBM is investing in its clients and business partners to develop the skills, technical support and industry resources that will allow them to effectively adopt social networking capabilities to transform their business operations.

This includes introducing new technical workshops designed to improve skills and consulting offerings to help develop a business culture that fosters open collaboration and sharing among employees, clients, and business partners. Through the use of interactive online courses, live support and one-on-one guidance with IBM Social Business experts, IBM is working with organizations across the globe to educate them on the benefits of applying social networking technology to their organizations, while at the same time helping to assess the barriers of social business for faster adoption.

As the industry leader in social business, among the first to embrace social internally and to develop social computing policy and guidelines, IBM is poised to help organizations exploit the transformation into a social business, helping them to build stronger relationships among their employees, customers and business partners and make better decisions, faster. A successful social business must combine the use of social technologies with a business culture that promotes transparency, trust and information sharing among the workforce. Quite often, organizations need guidance around developing social policy, governance, the skills needs for compliance and connecting social technologies to business processes.

Through the new social business initiatives, IBM is delivering the right set of skills, technical support, development resources, and industry expertise that will allow clients and business partners to expand their social business capabilities effectively and accelerate adoption. This includes:

- **Strategic consulting** from IBM Global Business Services to help organizations better understand their current adoption of social business tools for both internal and external purposes and helps to articulate how social business accelerates and alleviates business challenges.
- **Global educational and mentorship programs** for clients and business partners on how to become effective community managers, the fastest growing job in social, while increasing employee engagement over top, line-of-business communities on the social software platform.
- **Technical certification programs** that help customers and business partners validate and demonstrate their skills through assessment exams and training resources so that they can plan for and perform the installation, configuration and day-to-day tasks associated with ensuring the smooth and efficient operation of

social software solutions.

- **Social Business Agenda workshops** on IBM's Virtual Innovation Center providing immediate access to discussions forums focused on the benefits of becoming a social business, providing clients and business partners with case study examples of successful social businesses, and helping them to develop an agenda for driving social adoption.

IBM is also announcing a partnership with The Dachis Group, the world's leader in powering the design, development, management, and measurement of Social Business performance, to help organizations quickly drive adoption success through a social business adoption quickstart workshop. The workshop combines IBM services for the implementation of Social Business solutions for enterprises with additional services from The Dachis Group and focuses on the use of social business technology while fostering cultural skills and engagement.

IBM is also collaborating with Group Business System, an IBM Business Partner, to help IBM clients convert IBM Lotus Notes applications into applications accessible on the Web or via mobile devices. The new IBM services offering will help clients retain the value of their significant investments made over the years in the Lotus Notes and Domino platform while enabling them to take full advantage of the latest web technology to support their business.

According to a 2011 AIIM survey, over 50 percent of user organisations now consider becoming a Social Business to be imperative or significant to their business goals. However, many organizations use social technologies only to find them fall flat. This is often the case because of a failure to align their Social Business strategy to their unique, organizational culture. According to the 2011 State of Community Management Report from The Community Roundtable, culture is the hardest thing to change in an organization. According to a survey from the report, 28 percent of respondents said that their organizational culture was either resistant to sharing, controlling, or paranoid.

"The opportunity to transform into a social business can be stunted without a focus on engagement, culture change, and policy." said Alistair Rennie, General Manager, Social Business, IBM. "Social technologies, when combined with the right skills and culture, can truly unlock the potential of people within the organization to collaborate, innovate, make smarter business decisions and ultimately drive their bottom line."

For more information about IBM's social business initiative, please visit <http://www.ibm.com/press/socialbusiness> or follow #IBMSocialBiz on Twitter.
