

IBM accélère le social business dans les entreprises

Paris - 31 janv. 2013: IBM annonce un nouveau logiciel et de nouveaux services cloud destinés à aider les responsables d'entreprise, tels que les directeurs marketing et les directeurs des ressources humaines, à accélérer la transformation de leurs entreprises grâce au social business. Les nouvelles offres permettront aux dirigeants d'intégrer les technologies IBM de réseau social et d'analytique dans leurs processus d'entreprise, rendant ainsi leurs employés plus performants et les expériences clients plus riches.

Ces nouvelles offres logicielles permettent aux entreprises de mieux appréhender le big data généré par l'utilisation des réseaux sociaux. Les organisations qui tirent un avantage concurrentiel de l'analyse de leurs données sont généralement plus performantes sur leurs marchés.

A l'heure actuelle, les entreprises leaders, parmi lesquelles 61 des 100 plus grandes entreprises du classement Fortune 100, utilisent des technologies IBM social business pour transformer leurs opérations de front office. Cela leur permet d'avoir l'ensemble des employés connectés à un niveau global afin de rendre plus rapide la prise de décision et l'analyse des données issues de sources telles que Twitter, Facebook, les blogs et forums publics pour s'adapter aux nouvelles demandes des clients et être plus compétitifs.

Alors que les réseaux sociaux ont explosé auprès du grand public, Forrester a identifié le social business comme étant une catégorie émergente dans le monde de l'entreprise, avec une croissance estimée à 6,4 milliards d'ici 2016.

De plus en plus, les responsables de front office, tels que les directeurs des ressources humaines, sont à la recherche d'outils permettant d'optimiser le potentiel des collaborateurs et d'encourager l'innovation. Selon la récente étude IBM CEO Study, 70% des entreprises interrogées citent les employés comme étant la plus grande source de valeur économique.

Dans le même temps, les médias sociaux et l'analytique apparaissent comme des outils indispensables pour les directeurs marketing, qui les utilisent pour rendre l'expérience client plus intelligente, intuitive et personnalisée. Selon l'étude IBM CMO Study, 82% des directeurs marketing disent avoir planifié d'augmenter l'utilisation des médias sociaux dans les 3 à 5 ans à venir pour communiquer avec leurs clients.

Les nouvelles offres vont donner naissance aux employés du XXI^e siècle

Suite à l'acquisition de Kenexa en décembre 2012 pour 1,3 milliard de dollars, IBM annonce un nouveau réseau social d'entreprise qui intégrera les solutions de recrutement, d'apprentissage et de gestion de la performance.

« L'IBM Employee Experience Suite » aide les responsables des ressources humaines à attirer et à motiver les talents, forces de compétence et d'innovation, afin de mieux servir les clients. Ainsi, les salariés peuvent, grâce à cette solution, utiliser les réseaux sociaux, se rencontrer en e-meeting, échanger des messages instantanés, accéder aux applications et aux contenus tels que la vidéo. La solution permet une meilleure collaboration et un esprit d'équipe renforcé au niveau mondial.

La solution intègre le système de traçabilité des candidats de Kenexa. Il permet aux responsables RH d'identifier plus facilement les éventuels talents dans l'entreprise. Ils pourront de même configurer un site de recrutement, proposer des formations, diffuser des enquêtes auprès des employés et gérer la performance de manière générale.

Transformer l'expérience client

L'émergence d'un consommateur informé a incité les organisations du monde entier à utiliser le social business et l'analytique pour améliorer l'expérience client. IBM annonce de nouveaux outils qui permettront aux équipes marketing de concevoir, de tester et d'optimiser facilement des campagnes publicitaires complexes.

Par exemple, l'une des nouvelles caractéristiques du logiciel IBM Web Experience permet aux directeurs marketing de mettre en avant du contenu, tels que des campagnes ou des promotions, de gérer les réseaux sociaux d'un seul clic, sans avoir à mobiliser pour cela les équipes informatiques.

IBM Connections

La prochaine version de la plate-forme de réseautage social IBM Connections permettra aux utilisateurs d'accéder et d'analyser le big data généré à la fois en interne et en externe, sur Facebook, Twitter, les supports audio et vidéo. Elle sera disponible en mars 2013.

Lotus Notes & Domino

Existant déjà en version bêta, IBM va lancer le premier service d'email social proposant le partage de fichiers, les flux d'activité et une interface utilisateur simplifiée. Ce sera l'annonce la plus importante depuis la sortie de Notes et Domino, il y a 5 ans. Cette nouvelle version de Notes et Domino Social Edition 9 sera disponible en mars 2013.

Pour plus d'informations sur le social business d'IBM : <http://www.ibm.com/press/socialbusiness>

*Analytics: The Widening Divide, Report by MIT Sloan Management Review and IBM Institute for Business Value, 2011.

** Social Enterprise Apps Redefine Collaboration," Forrester Research, Inc., November 30, 2011.

IBM Delivers New Software and Cloud Services to Accelerate Social Business

ARMONK, N.Y., January 31, 2013 - IBM (NYSE: [IBM](#)) today announced new software and cloud-based services to help business leaders, such as chief marketing officers and chief human resource officers, advance their organization's transformation with the adoption of social business technology. The new offerings will help business leaders integrate IBM's [industry-leading](#) social networking and analytics technologies into their business processes to empower the 21st Century workforce and transform client experiences.

The new social software offerings will help companies gain deeper insights into big data generated through the use of social networks. Organizations applying analytics to their data for competitive advantage are more likely to substantially outperform their industry peers*.

Today, leading organizations, including 61 percent of the Fortune 100, are licensed to use IBM's social business technologies to transform their front office business operations. This includes connecting employees globally to empower faster decision making and analyzing big data from sources such as Twitter, Facebook, blogs and public forums, to react swiftly to customer trends and outpace competitors.

Just as social networking has flourished in the consumer realm, Forrester has identified social business as an emerging business category, with the social technology industry growing to \$6.4 billion by 2016**.

Increasingly, front-office leaders, such as chief human resource officers, are looking to form a smarter workforce to unlock human potential and unleash innovation. According to a recent [IBM CEO study](#), 70 percent of companies surveyed cited human capital as the single biggest contributor to sustained economic value.

At the same time, social media and predictive analytics have emerged as indispensable tools for CMOs, who are using technology to make the customer experience more intelligent, intuitive and individualized. According to the [IBM CMO study](#), 82 percent of CMOs say they plan to increase their use of social media over the next three-to-five years to communicate with their clients.

IBM's new software and cloud-based services include:

- A new Web-based social networking environment that provides HR leaders with a better way to recruit and onboard new employees, while giving employees access to digital media and data in real-time, enabling faster decision making.
- Software to help marketing teams design sophisticated advertising campaigns and quickly publish those campaigns to leading social networks, resulting in a consistent customer experience through every online channel.
- The next release of IBM's [industry-leading](#) social networking platform will further enable users to access and analyze big data from inside and outside the organization, including Facebook, Twitter, audio and video.
- Already in beta, IBM is also announcing its plans to release the industry's first truly social email client incorporating file sharing, activity streams and a simplified user interface. This will be the first major release of Notes and Domino in five years.

*"IBM is revolutionizing front-office processes with the application of cognitive computing and advanced analytics," said **Alistair Rennie, general manager, social business, IBM**. "Social business has transitioned from being an emerging idea to a fundamental platform that clients everywhere are using to change the way they empower their employees and engage their customers."*

New software and services enabling the 21st Century workforce

Following its \$1.3B acquisition of [Kenexa](#) in December 2012, IBM today announced a new Web-based social networking environment that is expected to integrate IBM's [industry-leading](#) enterprise social networking platform with Kenexa's recruiting, on-boarding, learning and performance management solutions.

The IBM Employee Experience Suite will help HR leaders attract, empower and motivate talent to address skill and resource gaps while enabling their workforce to deliver better results for their clients. For example, employees can use social networking, e-meeting and instant messaging capabilities to access applications and interactive rich media such as videos, resulting in improved collaboration and greater teaming across globally distributed teams.

The Suite intends to integrate with Kenexa's Applicant Tracking System allowing HR leaders to more swiftly educate existing employees and identify prospective talent. HR leaders will be able to set up a recruiting site, use it to onboard employees, present training options, administer surveys to employees and manage performance. Prospective employees can view the HR data on the broadest range of mobile devices, helping HR departments reach an increasingly social-savvy and mobile workforce.

"The combination of Kenexa and IBM shows great promise to change how HR attracts, retains and trains talent," said Ross Grossman, vice president, human resources, Regeneron Pharmaceuticals. "In biotechnology, competition for top talent is fierce. We're excited about the potential to better attract talented people who fit our company culture and can really impact our business performance."

Transforming the client experience

The rise of the social-savvy, empowered consumer has prompted organizations around the globe to use social business and analytics capabilities to improve the customer experience. IBM today announced new capabilities that allow marketing teams to easily design, test and optimize sophisticated advertising campaigns.

For example, a new Social Media Publisher capability in IBM's web experience software allows CMOs to push content, such as ad campaigns or promotions, to leading social networks with one simple click and without involving already resource strapped specialized IT teams.

These new features will further strengthen IBM's smarter commerce portfolio, providing superior levels of customer service to clients around the globe.

Social software for the enterprise

With today's news, IBM is introducing the next version of its social networking platform, [IBM Connections](#). The new software will further enable users to access and analyze big data from inside and outside the organization,

including Facebook, Twitter, audio and video.

Available in March 2013, IBM Connections 4.5 will include embedded document management capabilities so that members of a network can access, analyze and act on wide ranges of data types in the context of their work to improve decision-making and business results. IBM Connections' Content Manager feature will allow teams and communities to harness an organization's collective intelligence to solve business problems, increase productivity, and drive profit.

[IBM Connections](#)

In December, IBM expanded its social business platform to include social document editing on-premises and in the cloud. The recently released IBM Docs, available on-premises and as part of the [IBM SmartCloud for Social Business](#), allows browser users to simultaneously collaborate on word processing, spreadsheet and presentation documents to improve productivity.

IBM also announced that it expects to ship [IBM Notes and Domino Social Edition 9](#) in March 2013. [IBM Notes and Domino 9](#) will be the industry's first truly social email client and delivers a social experience to users, whether using a browser or on the broadest range of mobile devices. [IBM Notes and Domino](#) are used by more than half of the Fortune 500. IBM mobile capabilities manage and support a variety of platforms, including Apple (iOS 6), Android, Microsoft Windows operating system, including Windows and Blackberry smartphones (including BlackBerry 10).

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

*Analytics: The Widening Divide, Report by MIT Sloan Management Review and IBM Institute for Business Value, 2011.

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