

## **IBM nommé leader mondial sur le marché des Réseaux Sociaux d'Entreprise pour la cinquième année consécutive**

**Paris, France - 24 avr. 2014:** IBM (NYSE:[IBM](#)) today announced that for the fifth consecutive year, IDC ranked the company number one in worldwide market share for enterprise social software. According to IDC's analysis of 2013 revenue, the worldwide market for enterprise social software applications grew from \$968 million in 2012 to \$1,242 million in 2013. 1

Today more organizations aspire to become a [Social Business](#). Leading organizations – including 75 percent of the Fortune 100 – are transforming how they connect, collaborate and get work done using IBM enterprise social software.

“Customers are increasingly assuming that all applications must be social,” said Vanessa Thompson, Research Manager, IDC Enterprise Social Networks and Collaborative Technologies. “IBM's focus on a core social networking platform to support application environments, such as Smarter Commerce and Smarter Workforce aligns well with this customer intent.”2

IBM's Social Business portfolio, including its industry leading [IBM Connections](#) and [Smarter Workforce](#) technologies, allow organizations to integrate social solutions with critical business applications and people-centric processes that empower employees, increase workforce productivity and deliver exceptional customer service. Deployed on [cloud](#) or on premises, these solutions also enable business leaders like the [Chief HR Officer](#) (CHRO) to attract and retain top talent when combined with social workforce [analytics](#) that ensure the organization has the skills and expertise to meet emerging market demands.

One such company is [RHEINMETALL](#), a leading provider of automotive and defense industry technologies with more than 21,000 employees worldwide. Rheinmetall first adopted IBM's Social Business technologies more than five years ago to help unify employee communications, drive collaboration and enhance knowledge sharing across the organization.

“Since adopting the IBM Connections platform in 2008, we've witnessed a remarkable transformation in how our global teams connect and collaborate regardless of time zone, nationality or division,” said Markus Bentele, Chief Information Officer, Rheinmetall AG. “It's been great to see IBM continue to invest in its Social Business capabilities over the past few years, which has helped us continue to innovate in how we empower employees and deliver exceptional experiences to our clients.”

Tens of millions of users today rely on IBM's Social Business software including SafeGuard World International, Superior Group, Slumberland and many more. With IBM's leading portfolio, organizations can apply social capabilities to all aspects of their business including marketing, research, sales, customer service and support, human resources, product management and R&D, and other business functions.

“The transparent nature of today's business environment, combined with the integration of social, cloud and analytic capabilities into everyday processes, has fueled the emergence of a Smarter Workforce.” said Craig Hayman, General Manager, Industry Cloud Solutions, IBM. “We're thrilled to be recognized by IDC as the market share leader for the fifth consecutive year as our clients continue to harness Social Business to accelerate innovation, increase agility and remove boundaries to collaboration.”

As part of its continued investment in Social Business, IBM is delivering open APIs through its [IBM Social Business Toolkit](#), making it easier for clients and partners to build an entirely new class of cloud-based social applications on the Connections foundation. To date, more than 600 unique Connections-based applications have been developed by 300 ISVs including AppFusions, Flow, HootSuite, Kaltura, and Polycom.

For more information, visit [www.ibm.com/socialbusiness](http://www.ibm.com/socialbusiness).

1 Source: IDC Worldwide Semiannual Software Tracker, 2H 2013

2 Source: IDC: "IBM Connect 2014 — Getting Even Smarter," Doc#247181, March, 2014

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