



Social Network's Enterprise Integration

IT Management Perspective... From Blue Sky to Tactical

Highlighting Three Successful Integrations of Social Networking into Enterprise Internal Offerings

Microsoft

Sabre | **Airline**
Solutions |

ORACLE

 **Techxans** . . . Integrating Key Advantages of Social Networks into the Enterprise.

Agenda

Updates on Social Networking (External View vs. Internal Enterprise View)

Industry Data & Projections

Case Study: The Microsoft Academy

Case Study: SabreTown

Case Study: Oracle CRM

CIO Governance:

- Tools & Techniques

- Compliance & Governance

- Ownership, Funding, & Key Stakeholders

- Positive vs. Possible

Next Steps

Are You In It?



... and much much more.

Techxans™ | TechExecs™ - TechExecs Network | It's About Personal Relationships!™ - Windows Internet Explorer

http://www.techexecs.tv/

Sign Up Sign In Search Social Network

Techxans™ | TechExecs™

TechExecs Network | It's About Personal Relationships!™

SOCIAL NETWORK MAIN PAGE MY PAGE DISCUSSIONS & BLOGS GROUPS MEMBERS PHOTOS & VIDEOS CIO INNOVATIONS HOME

WELCOME TO TECHXANS|TECHEXCS SOCIAL NETWORK (PLATFORM)



Senior IT Executives Network

Please Help Us get the word out by extending an invitation to your peers. Come Network, Learn and Share virtually and in person at our next CIO Panel Forums. [EVENTS CALENDAR](#). Please note, your profiles are set to "Public View" as a default. Please set your profile to **Private** and have others Request to Add you as a Friend. Feel free to move around the gadgets inside your profile and choose a new theme. Any problems, suggestions or complaints, please email administrator@techexecs.net.

MEMBERS



WELCOME TO
Techxans™ | TechExecs™
[Sign Up](#)
or [Sign In](#)

BIRTHDAYS

BIRTHDAYS TOMORROW



[Mark Blaskovich](#)

PHOTOS



LATEST ACTIVITY

Colin Osburn added 2 blog post
22 hours ago
[TechExecs on Twitter](#) -----
<http://twitter.com/TechExecs>
[Two Free IT tool websites](#)

Anthony Huang left a comment for 'Colin Osburn'
22 hours ago

2 new members joined Techxans™ | TechExecs™ yesterday

Sign In to Chat!

Trend: Dominate –or- Control the Social Network in your Industry Vertical.
Private Labeled Social Network Targeting Specific Vertical Industries from your website.

The Groundswell classification of social applications

Blogs

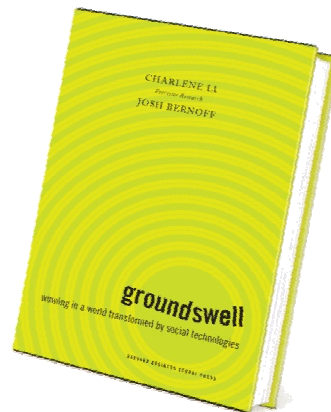
(text, podcasting, videocasting)

Collaboration

(wikis – What I Know Is.., Freely Contributed Content)

Reacting to each other

(forums, ratings, commenting)



Accelerated Consumption

(RSS/Widgets)

Organizing

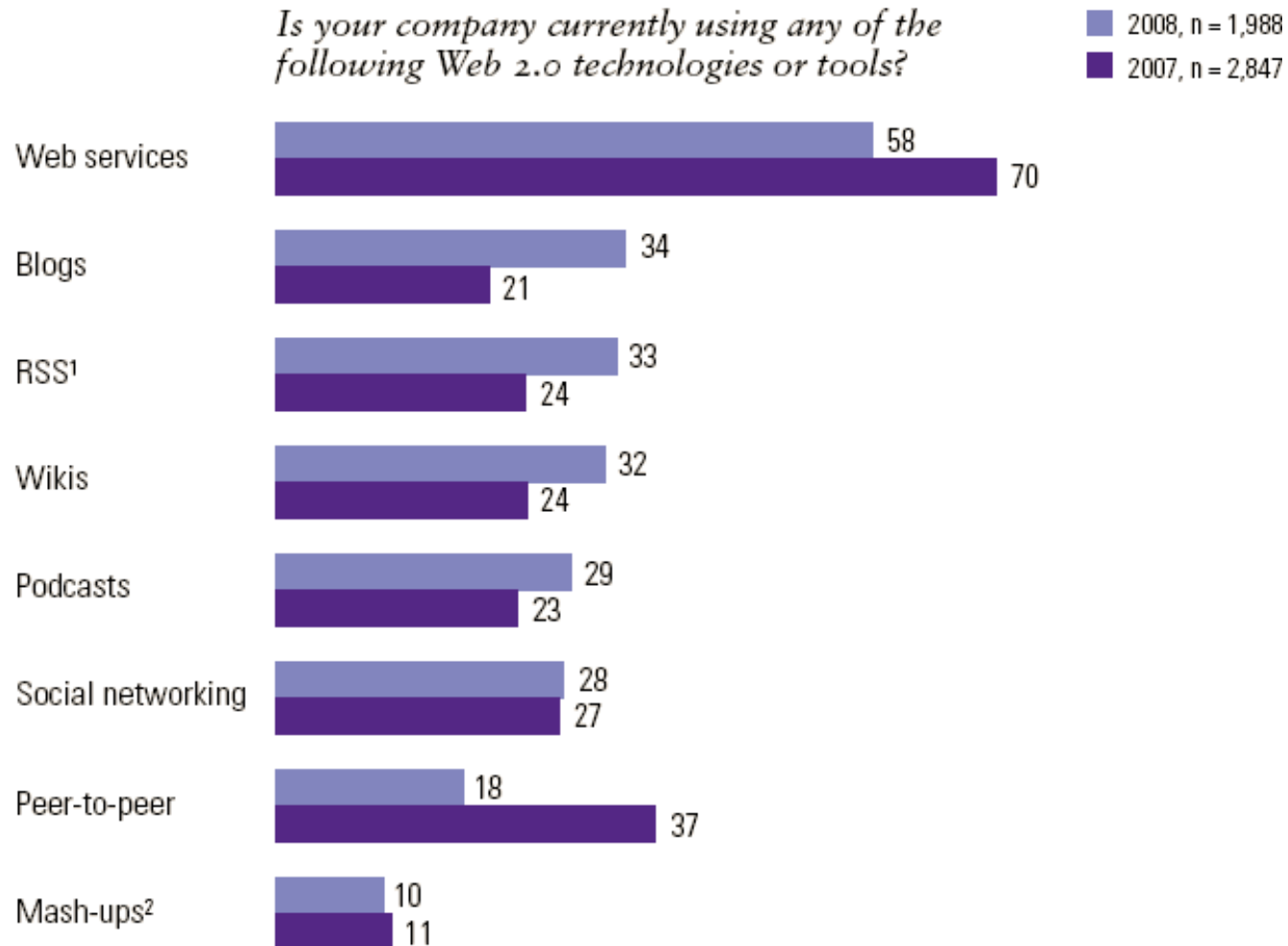
(Content Tagging: Digg, Del.icio.us, etc)

Social Networks

(MySpace, Facebook, etc)

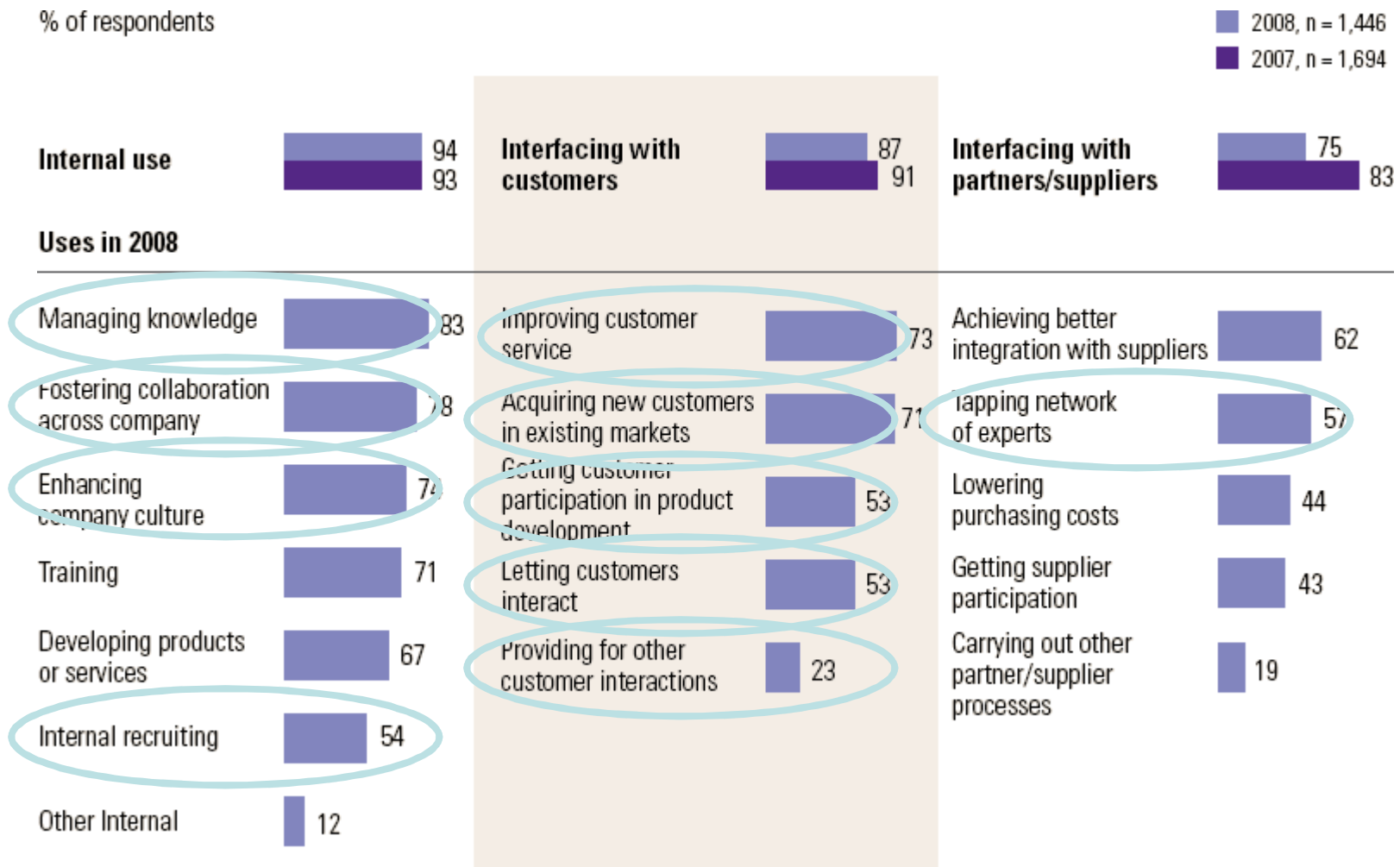
Are companies using Web 2.0?

% of respondents



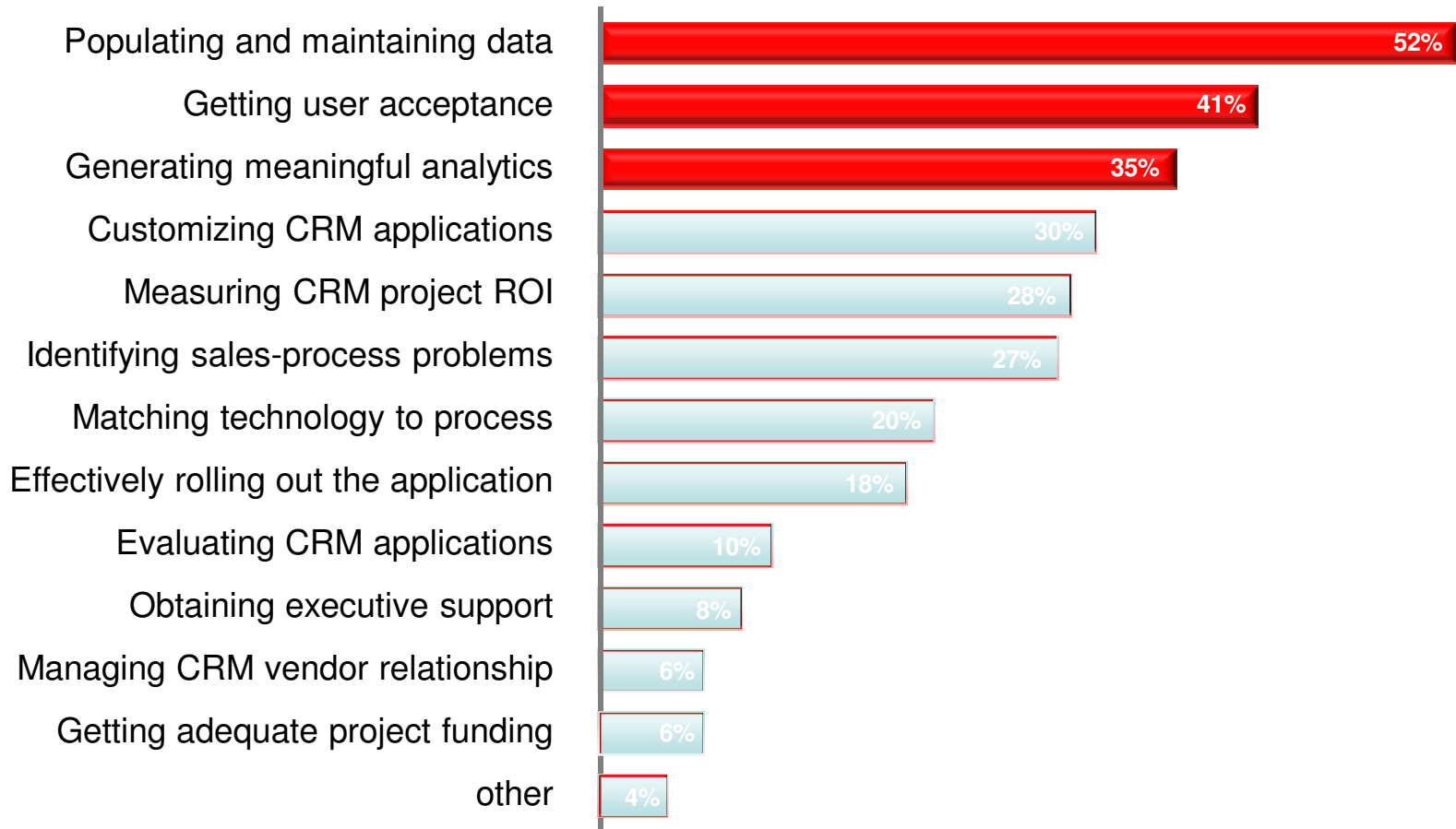
Source: July 2008 McKinsey Quarterly Survey on web 2.0

Are companies using Web 2.0?



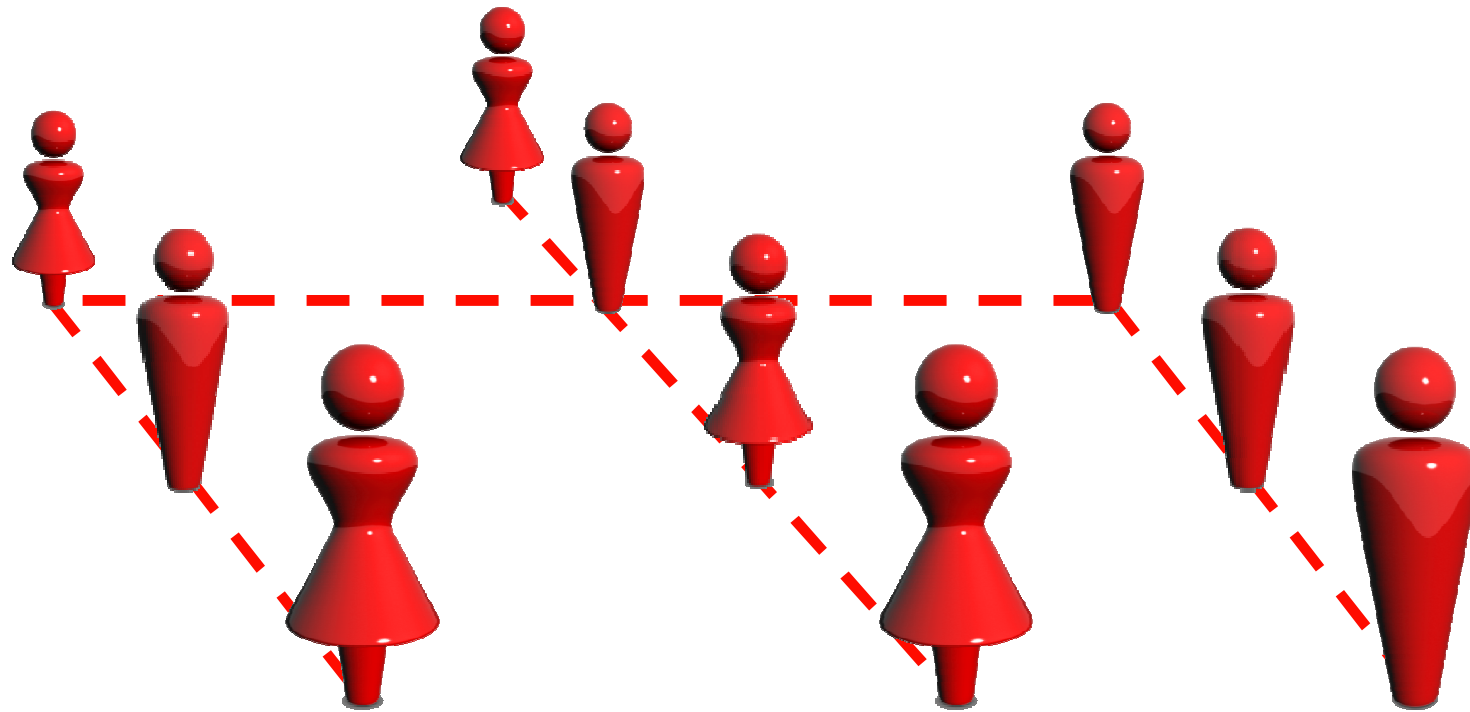
Source: July 2008 McKinsey Quarterly Survey on web 2.0

Where enterprise applications fall short...

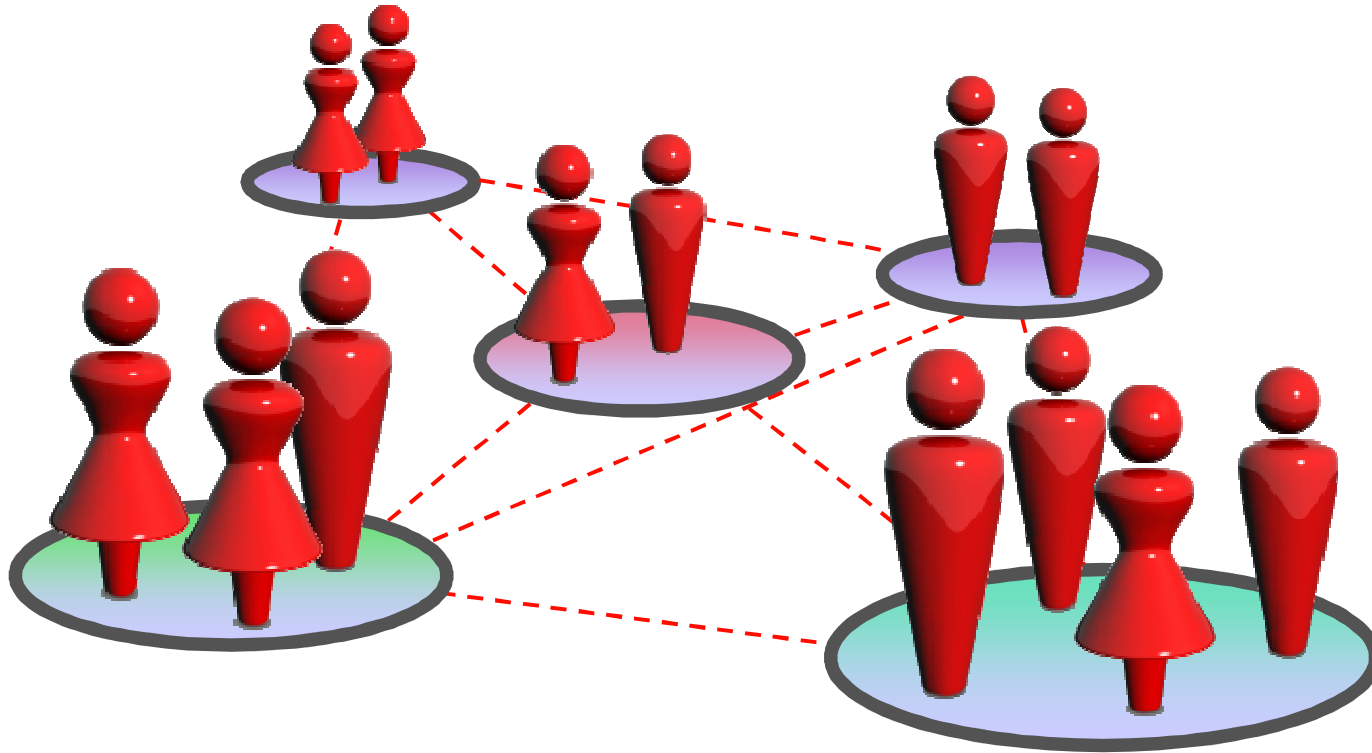


Source: *Harvard Business Review*, July-August 2006; Annual sales survey of Chief Sales Officers.

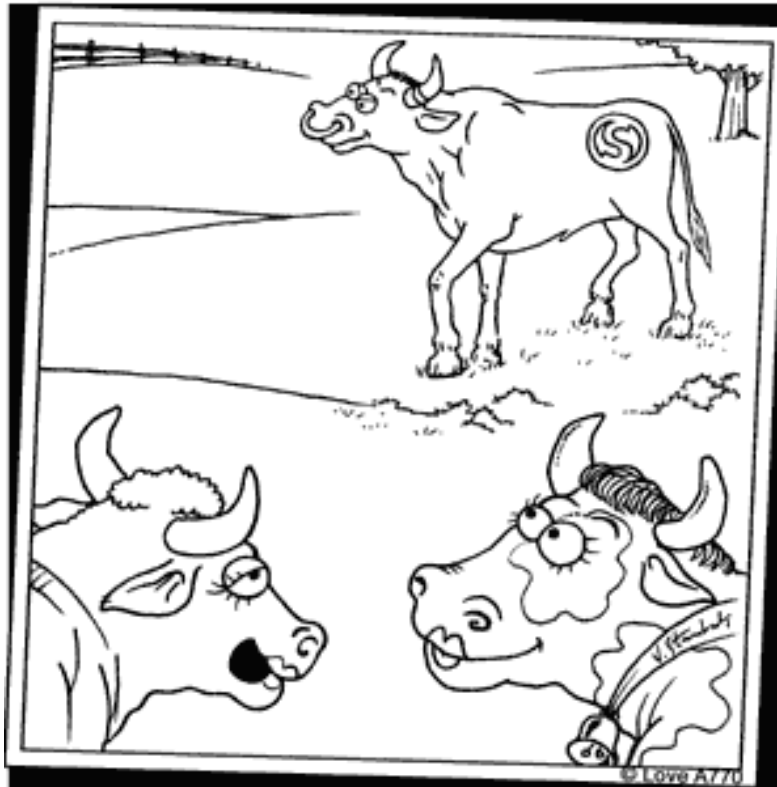
Employees are organized hierarchically...



...but work through social networks



Snapshots at jasonlove.com



"Look at him, Becky: the tattoos, the nose ring, the rage against worldly concerns. Isn't he dreamy?"

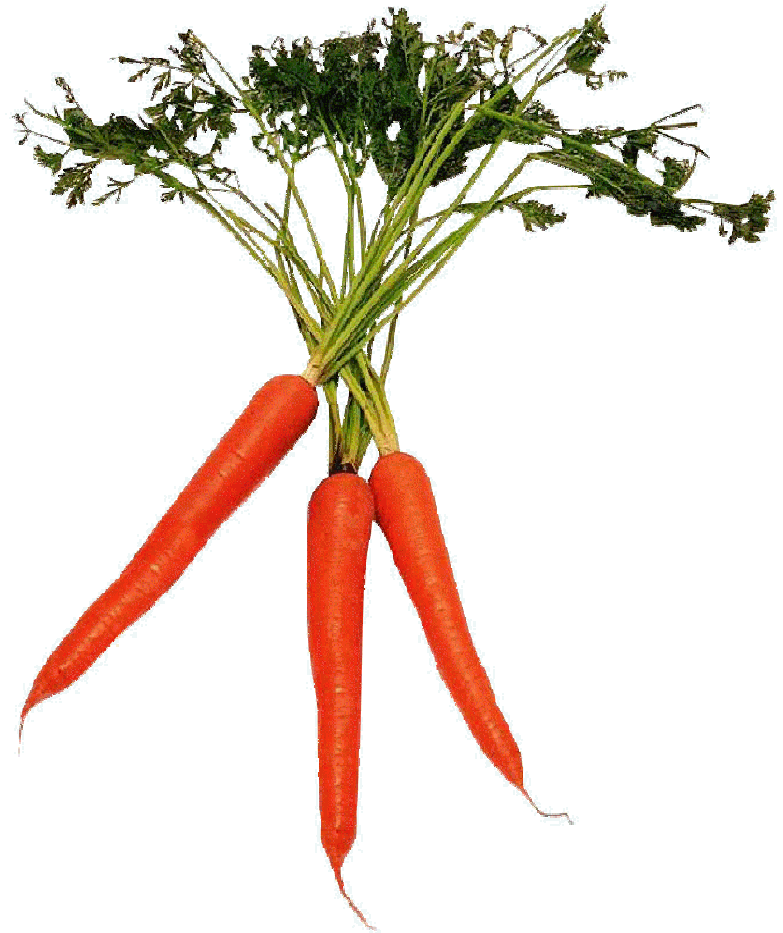
Why bother?

**Because it is
happening either
with you
or without you.**

Plan Ahead and Be Prepared....
Be Your Own Bull.

Social networking can help

- **Hear** what your customers are saying by subscribing to RSS feeds and Twitter (Example Comcast CS)
- **Talk** *with* your customers through blogs and forum participation
- **Energize** folks with viral campaigns
- Help your customers/internal folks **Support** each other with wikis, forums and even blogs
- Use all of these tools to **Engage** with your customers at an even deeper level – product development, brand definition, etc...



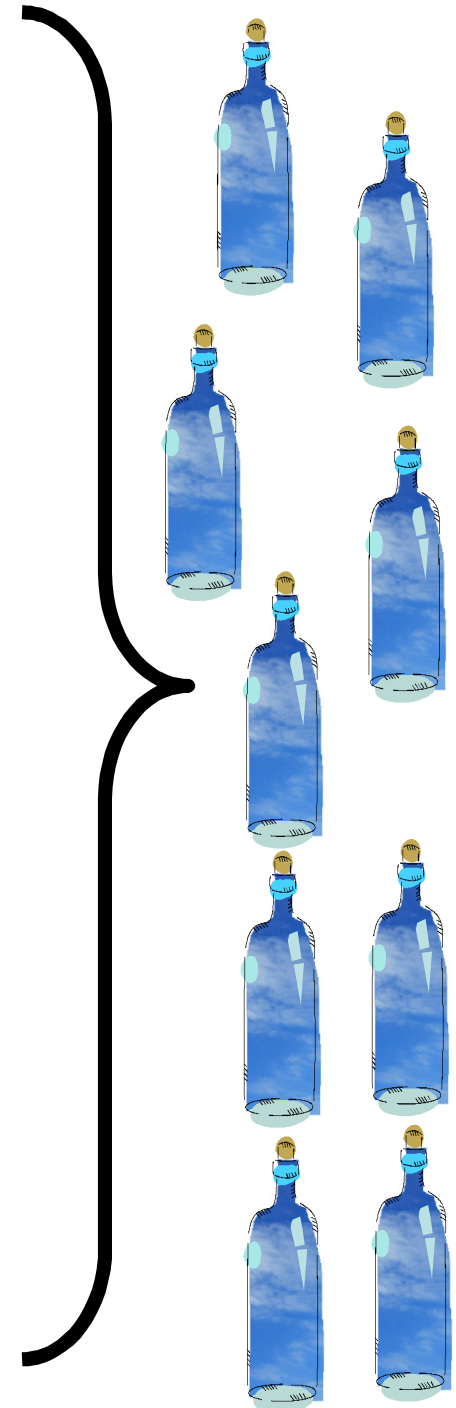
Identify Key Advantages...
Capturing “BLUE SKY” by
Delivering “TACTICAL”



Taking Components into Corporate Intranet...



Taking Components into Corporate Intranet...



Do Pilot Projects & Take Incremental Steps

Case Study: Microsoft Academy

Microsoft

- Technical Sales folks at Microsoft are organized by geographic location or vertical, not product...
- They need to know all MS products
- They must be aware of key competitors
- And kept apprised of selling techniques, industry news, etc

Basis of Project Initiation: Solving Internal Problems & Challenges

- The huge MS catalog of products
 - How to keep so many folks trained on so many ever changing products...
 - without breaking the bank?
- Traditional classes just don't work
 - Too many people (+5k)
 - Products change too quickly
 - Courses (even hour-long videos) take too much time to consume
- Intellectual capital is locked in top performer's heads
 - How to tap the hard earned knowledge of the grizzled veterans?
 - and the new discoveries of the energetic first-year folks!

Product Families



[Windows](#)

Windows Vista, Virtual PC, Windows Servers, more....



[Office](#)

Word, Excel, Access, more...



[Servers](#)

Windows Server, Exchange Server, BizTalk Server, more...



[Developer Tools](#)

Visual Studio .Net, Visual Basic, Visual C#, more...



[Business Solutions](#)

Microsoft Dynamics AX, Microsoft Dynamics GP, Microsoft CRM, more...



[Games and Xbox](#)

Halo, Age of Empires, Zoo Tycoon, Xbox 360 Refurbished Unit, more...



[MSN](#)

MSNTV, MSN Resources, more...



[Windows Mobile](#)

Voice Command, Windows Mobile resources, more...

Categories



[Home and Entertainment](#)

Works, Streets & Trips, Digital Image Suite, Encarta, more....



[Finance](#)

Money Premium, Money deluxe, Works Suite, more...



[Hardware](#)

Mice, Keyboards, Networking devices, more...

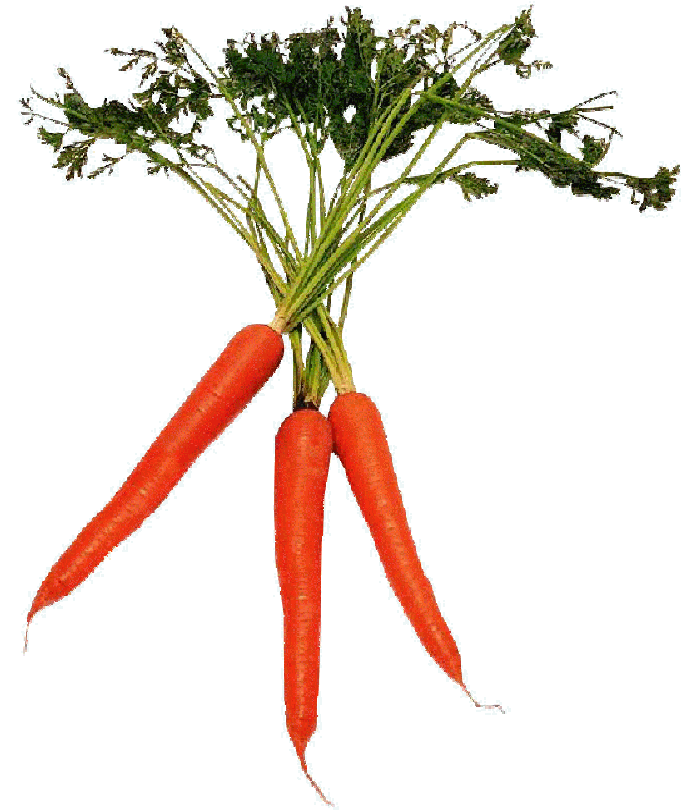


[Books and Training](#)

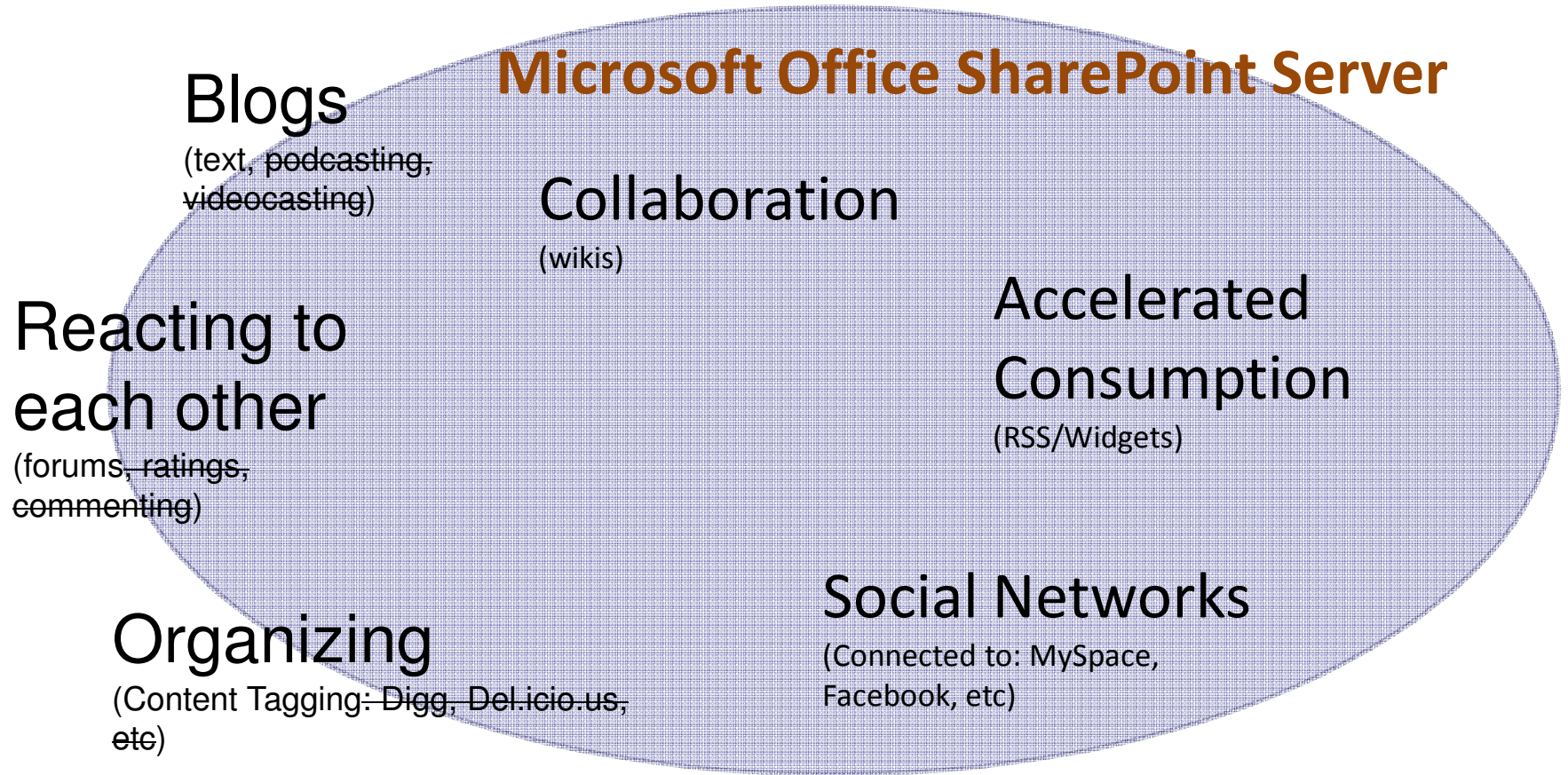
MS Press Books, Training Courses, patterns & practices, more...

Solution

- Hear what your customers are saying by subscribing to RSS feeds and Twitter
- Talk *with* your customers through blogs and forum participation
- Energize folks with viral campaigns, ratings & commenting
- ➔ • Help your customers/internal folks **Support** each other with wikis, forums and even blogs
- Use all of these tools to Engage with your customers at an even deeper level – product development, brand definition, etc...



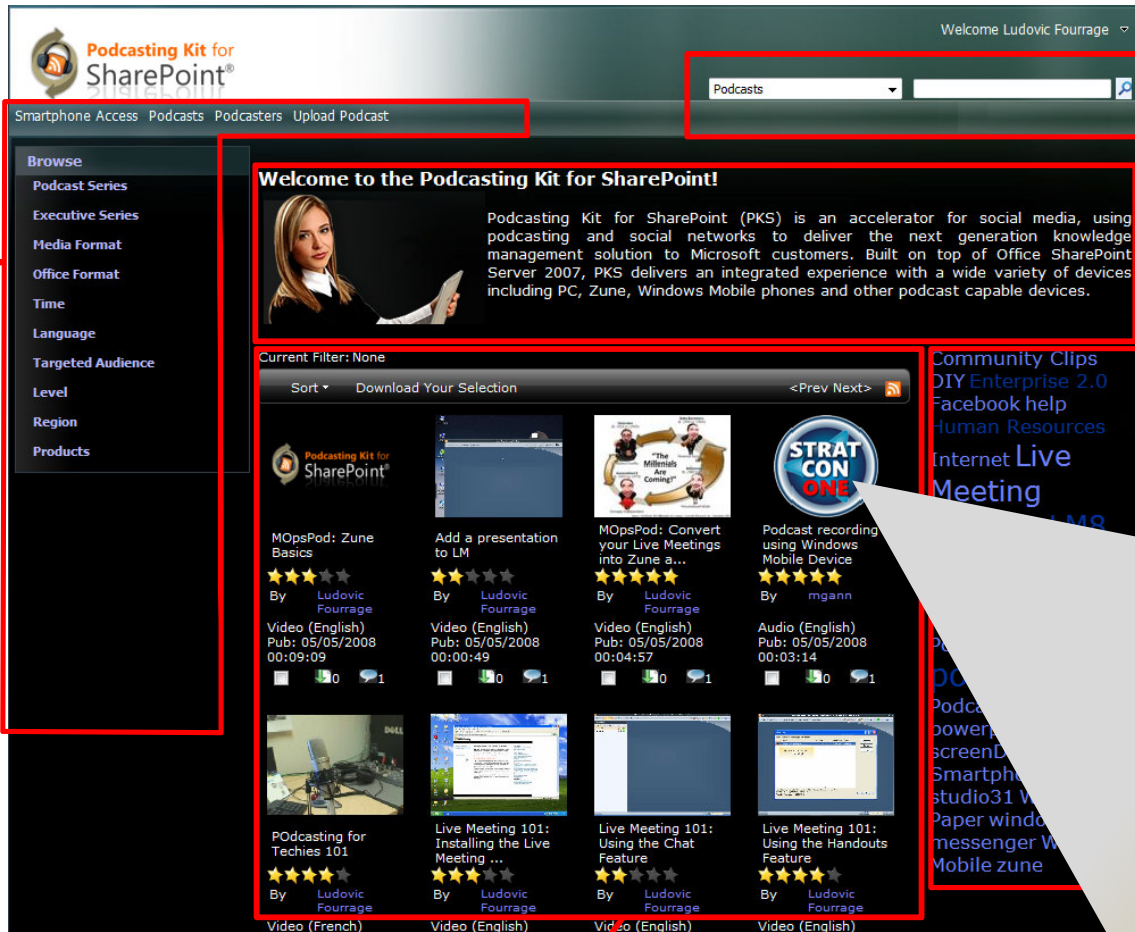
SharePoint as their Intranet SN Tool of Choice



The Podcasting Kit for SharePoint

- 10 minute or less videos
- Created by Technical Sales folks for Technical Sales folks
- Easily discoverable content
 - Sorting by date published, # of downloads, ratings, title, author, etc
 - Filtering by product, technical level, vertical, etc
 - Searchable by both content and author
 - Ratings and Commenting
 - Easily consumable with RSS feeds on any search term, filter combination or author
- Open Source
 - All components are available to download now (www.codeplex.com/pks)

Podcasting Kit for SharePoint



NAVIGATION

- Channels
- Filters

SEARCH

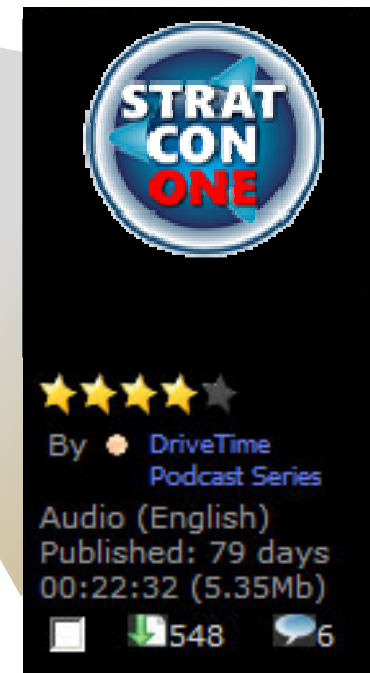
EDITORIAL

- News
- Top podcasts
- Technical updates
- Community highlights

TAG CLOUD

PODCAST SELECTION

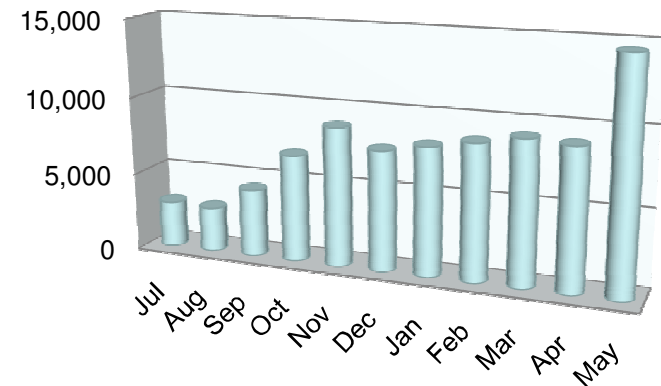
- IM Integration, Presence
- Filters
- Search results
- Subscribe (Podcast RSS)



In less than one year

- 2123+ Podcasts
- 3125 Accounts (podcasters and contributors)
- >5k unique visitors per month
- 1800 hits/day
- 80k total downloads

Downloads per Month



Case Study: Sabre SabreTown



Sabre, the company that runs most of the world's airline flight reservation systems among other systems, is an impressive leader in employee networking. With nearly **10,000 employees spread around the globe (**55% work outside of the U.S.**), Sabre is a progressive company that has **Intranet 2.0** with spectacular results.**

PROJECT INITIATION SUPPORTING JUSTIFICATIONS

- **Global, distributed workforce: Needed to Create Virtual Personal Relationships “employee networking intranet”**
- **Sabre Town represents the company's need to build more meaningful connections with this geographically diverse employee population.**

Case Study: Sabre | SabreTown

SABRE TOWN [login](#) | [settings](#) Hi [Erik Johnson](#) 

[Hub](#) [Ask Community](#) [Explore](#) **[My Stuff](#)** [Administration](#) 

My Stuff

[Profile](#) [Q & A](#) [Groups](#) [Blog](#) [Following](#)

Profile [Follow this person](#)



[change](#) [delete](#)

Erik Johnson
Job Title: General Manager, cubelists
One world is enough for all of us.
Contact Information
Location: Southlake, Texas
Cube #: A2-544
Work Phone: 982-605-3014
Cell Phone: 214-388-5351
Email: Erik.Johnson@sabre-holdings.com
Organization: Sabre Travel Studio

My Stats		
Karma	51	☆☆
Best Answers	0	
Answers	4	view
Questions	2	view
Profile Views	79	

Notes (6) [leave a note](#)

-  Lenise Nelson
Jun 15, 2008
-  Barbara
Jun 12, 2008
-  Derek Paris
Jun 03, 2008
-  Toby
May 30, 2008
-  Linnell Tran
May 30, 2008
-  Al Combs
May 15, 2008

Case Study: Sabre | SabreTown

- Built from Scratch
- Lesson Learned: Disconnected Employees are able to work on projects in a much more “friendlier way.”
- Real value delivered by employee networking is the **group communications dynamic** where a single employee can communicate both actively and passively with other similar or ‘connected’ employees or the entire employee population as a whole.
- Huge ROI (Financial Gains and Interpersonal “HR” Gains)
 - People are much more involved on the project
 - User Acceptance is Higher

Solution From: ORACLE

Oracle CRM

ORACLE

- From EXTERNAL to INTERNAL
- To Enhance Sales Team's Insights on Customers' Circle of Influence.
- CRM in a Social Networking World
 - Integrating Customers' Social Networking "online data" into Internal Enterprise CRM.

CRM in a Social Networking World

What may the future CRM "Dashboard" look like?

ORACLE
Social CRM
Oracle Websites ▾

WELCOME Joanne
Home Help Logout

My Applications

- Sales Campaigns
- Sales Collaboration
- Sales Library
- Sales Prospector
- Sales Relationships

Enterprise Social Networks

- My Networks
- All Networks
- Most Active Networks
- Create Network
- Create Network Template
- Create Workspace

Social CRM Resource

- Social Sales Team Blog
- The Customer Collective
- Sales Sandbox
- Latest News

Network Tags

art blog **business** college
community design development
education family food friends
games health internet
marketing media money
music networking news
school **technology** travel
video

My Inbox

Vera Robles has invited you to join Rainmakers	Apr 11	Archive
John Moore is sharing a presentation with you	Apr 10	Archive
Sharad Mohad would like to connect	Apr 8	Archive
Xu Yan has joined the California Pharma Network	Apr 7	Archive
Tara Robers is now connected to Alicia Wu	Apr 5	Archive

Relationships Snapshot

About Me

Summary

I have co-founded and operated an innovative computer graphic company, a mobile marketing solutions company, received 2 US patents, and consulted with Fortune 500 companies to enable their sales and service organizations

Interest Tags

mobile, social networks, web 2.0, enterprise 2.0, iPhone, business intelligence

Contact Information

Twitter ID : Rainmaker
eMail : Joanne@rainmaker.com
Cell Phone : (415) 555-1212
Work Phone : (415) 555-1212

At a Glance for Me...

Most Recent Prospects

Top Campaigns

Top Presentations

CRM in a Social Networking World

What does the future look like?

The image is a collage illustrating CRM integration with social networks. It features four main components:

- Oracle Siebel CRM (Left):** A screenshot of the Oracle Siebel CRM On Demand interface. The main window displays 'Lead Detail: Harry Ghuman'. The 'Key Lead Information' section includes fields for Mr./Ms., First Name (Harry), Last Name (Ghuman), Company (Oracle), Job Title, and Referred By. There are also fields for Primary Phone #, Cellular Phone #, Work Fax #, Email, and Never Email. Below this, there are sections for 'Opportunity Related Information', 'Additional Information', and 'Available Sections'. A 'Social Network Results' section is visible, showing a profile for Harry Ghuman with a 'Missing Photo' and 'Your Paths to Harry Ghuman'.
- Smartphone (Center):** A smartphone displaying a social search interface. The screen shows a 'John Accessed' notification and a list of search options: 'Search LinkedIn', 'Facebook Profile', 'Search Spoke', 'Search Naimz', and 'Cancel'. The time on the phone is 9:19 AM.
- Search Interface (Middle-Right):** A screenshot of a search interface, likely from the CRM. It includes a search bar with a dropdown menu set to 'Contacts', and input fields for Last Name, First Name, and Email. There is an 'Advanced' button and a 'Go' button. Below the search fields, there are 'Communication Tools' including 'Available', 'Dial...', 'Supervisor', 'User Preference', and 'Statistics'. There are also 'Voice Controls' for 'Line 1: Available' and 'Line 2: Available'.
- LinkedIn Profile (Right):** A screenshot of a LinkedIn contact profile for Michael Trahan. The profile is titled 'Michael Trahan: Directory'. It shows contact information: Work Phone # 1 (706) 484-1495, Work Fax #, Cellular Phone # 1 (404) 510-0122, and Email michael.trahan@. There is also a 'Never Email' checkbox. Below this, there is a 'LinkedIn' section with a 'LinkedIn' logo. The profile is categorized as 'Mike Trahan' and 'Retired at Delta'. The location and industry are listed as 'Austin, Texas Area' and 'Construction'. The education is listed as 'Beaumont/Port Arthur, Texas Area' and 'Airlines/Aviation'.

Who Drives your IT Initiatives?

ie. Where Are You Getting Your Requests?



Picture courtesy of Pixar ©

- **CEO**
- **Business Units**
- **HR**
- **Marketing**
- **IT?**

What Does A Social Network Mean to IT?

... “Personal Collaboration”

TOOLS, PLATFORM & ARCHITECTURE:

- MS SharePoint? MS Groove? IBM/Lotus Social Quickr?
- Content Delivery Network (CDN) Intranet Video Streaming & Internet Video Streaming & Broadcasting to Partners

PEOPLE & COLLABORATION

- Employees
- Management
- Partners
- Vendors
- Auditors

What Does A Social Network Mean to IT?

FUNDING REQUIREMENT

- Identification of Key Stake Holders
- Self Initiated Project?

PILOT PROJECTS

- Transformation of an Existing App.?
(ie. Phone Book Integration with HRIS)
- CRM – Customer Relationship Management Systems
(Salesforce.com Integration with “Facebook” via FaceForce)
- Do more with SharePoint (Podcasting Kit)

What Does A Social Network Mean to IT?

DOCUMENTATION & COMPLIANCE

- Documents to be prepared:
 - Site governance
 - The Statement of Rights and Responsibilities
 - Usage Principles
- Security Policy
- Updates to Content Approval Processes/Workflow
- SOX (Sarbanes Oxley) Configure Management Addendum
- SOX Ownership Document.
- HR – Acceptance Guideline & Usage
- HR – Employee Manual Update

What Does Social Network Mean to IT?

Things to keep an eye on...



...companies should make sure staff know how to use Twitter and consider the security implications before workers launch their own Twitter accounts.

Be forewarned, Oliver Young, a senior analyst with Forrester Research told *InfoWorld*, "For an IT department looking for an [internal] communications tool, Twitter is not the most appropriate tool."

Tweeting puts juror on the spot March 15, 2009 — 5:56pm ET | By [Judi Hasson](#)

It seems like Twitter is all the rage, with people tweeting nonstop on every aspect of their lives. But clearly there are moments when discretion should prevail and tweeting should cease. One such case is when Johnathan Powell, a juror in an Arkansas civil court case, sent messages on Twitter before the jury rendered a \$12.6 million verdict against building manufacturer Stoam Holdings. The company had been sued by two investors who claimed that Stoam Holdings had mismanaged their money, reports *vnunet.com*. "Oh, and nobody buy Stoam. It's bad mojo, and they'll probably cease to exist, now that their wallet is \$12 million lighter," said Powell on Twitter several days before the verdict was reached. Now the company has filed a motion asking for a new trial, claiming Powell's tweeting shows he was biased. The company argues the tweeting is evidence Powell was "predisposed toward giving a verdict that would impress his audience."

Get Started...

- Start Small
 - Don't tackle all aspects of social networking all at once
- Encourage Participation
 - Creators, Contributors, Viewers
- Funding, Funding, Funding... and then Who Owns It?
- IT Focus: Platform & Architecture (Speed is still King)
- Content, Content, Content
 - Have a content plan before you go live
- Executive Participation – more than just sponsorship
- Joint Departmental Discussions & Efforts on both **Positive** vs. **Possible**
- Start Now with Analysis & Planning... Before "It" Pulls You In.

Before We Go...

Top 5 Things About Social Network's Enterprise Integration:

It is conceivable that one day...

#5 You may be sitting in the HR's Office discussing about a certain posting

#4 There May Be Some Cyber Bullying Inside Your Intranet Social Network

#3 You may have to write a whole new policy on What's Appropriate (and Inappropriate Photos) that may be posted.

#2 A Departmental Senior VP will ask you to code a subroutine that will automatically Add Him as a Friend.

#1 A User will call the Help Desk complaining about how his blogging speed is too slow because of the system. . .

THANK YOU



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