Von Social Media zum Social Business – Ein Megatrend für die Geschäftswelt
Our experiences are changing in the new Social world

How I Buy
Interacting with peers and engaging with the company.

How I Create
Tapping into a wide variety of insight and expertise.

How I Work
Collaborating from anywhere at any time.
New paradigms force businesses to evolve

- Everybody has a voice
- Co-creation and participation are the new standard of interaction
- The consumer is in control
- Consumer technology enters the workplace
- Geographical and organizational borders are blurring
- Data is the new key resource
- Accelerated change is omnipresent
Traditional roles and processes across the business network are redesigned, forever changing the way organizations operate.

**Employees**
self-forming teams around fast moving opportunities

**Customers**
leading the conversations that define brands

**Partners**
becoming on-demand extensions of the enterprise

As barriers between people disappear, organizations are learning to tap into collective intelligence, advocacy and distributed talent to drive business results.

“A Social Business isn’t just a company that has a Facebook page and a Twitter account. A Social Business is one that applies social networking tools and culture to business roles, processes and outcomes, achieving powerful returns on time invested – both internally and externally.” – IBM
Integrating social into core business functions is creating new opportunities for competitive advantage

**Customer Service**
Can achieve 5% reduction in customer defection rate increasing profits by up to 68%. ²

**Sales**
Can increase sales manager revenue by 40% and improve efficiency by up to 50%. ¹

**HR**
Can save $2M in recruiting costs. ⁵

**Product Development**
Can develop and bring new products to market in 1/3 time. ³

**Marketing**
Can achieve 100% increase in market exposure. ⁴

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⁴ Source 1: VCC case study, Source 2: Bain & Co, Source 3: Cemex case study, Source 4: Amadori case study; Source 5: Apollo Group case study
The Global CEO Study 2012 is the fifth biennial CEO study, building on our insights and findings over the last 8 years; the Chemicals and Petroleum (C&P) Analysis is a subset of the Global Study.
Findings from 2012 Global CEO Study and Chemicals & Petroleum CEO Study Analysis

Global Industry
1. Empower employees through values
2. Engage customers as individuals – leverage “big data” and social media
3. Amplify innovation with partnerships

Chemicals & Petroleum
1. Understand global markets – improve speed to market (and producing assets) – leverage “big data”
2. Enhance environmental awareness – leverage social media
3. Partnership & collaboration – for innovation – doing and will do more

Global Leadership
1. Develop employees
2. Learn customers and their needs
3. Partner for innovation

Chemicals & Petroleum Leadership
1. Develop global insight
2. Inspire
3. Team
4. Be more environmentally aware
Chemicals & Petroleum CEOs plan to continue face-to-face engagements to connect with customers (stakeholders) but make a step-change in use of social media

Source: Q8 “What are the three most important mechanisms your organization will use with customers over the next 3 to 5 years?” (C&P n=48)

*Face-to-face / sales force / institutional representatives
“Big Data”

- Up to 10,000 times more
- Mixed (Un)structured
- Data Scale
  - Exa
  - Peta
  - Tera
  - Giga
  - Mega
  - Kilo
- Data at Rest
- Data in Motion
- Up to 10,000 times faster
- Traditional Data Warehouse and Business Intelligence
- Decision Frequency
  - Occasional
  - Frequent
  - Real-time
- Complex Analytics
The fourth dimension of Big Data: Veracity – handling data in doubt = V⁴

**Volume**

Data at Rest
Terabytes to exabytes of existing data to process

**Velocity**

Data in Motion
Streaming data, milliseconds to seconds to respond

**Variety**

Data in Many Forms
Structured, unstructured, text, multimedia

**Veracity**

Data in Doubt
Uncertainty due to data inconsistency & incompleteness, ambiguities, latency, deception, model approximations

* Truthfulness, accuracy or precision, correctness
The Challenge: Drive Business Using the Information Explosion

Use unprecedented volumes of “structured” and “unstructured” data

MOVE FROM REACTION TO PREDICTION
– “Next Best Action”
IBM’s Watson: An advanced question-answering computing system

- **Jeopardy!** – a grand challenge for a computing system:
  - **Broad range of topics** (e.g. history, literature, politics, arts, science)
  - Analyzing **subtle meanings** in clues
  - Dealing with irony, riddles, and other **language complexities**
  - **Speed** of accurate responses (max. 3 s)
  - **High** level of **confidence** in answer required
Capabilities of Cognitive Systems

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Major Waves of Technology

60’s

80’s

90’s

We are here

Back-Office Computing

Client-Server PC - 1981

World Wide Web and eBusiness

Confluence of Social, Mobile, Cloud, Big Data / Analytics

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Thank you