

Stephan Schneider – Executive Technology Briefing
07/11/2013

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 Work

Collaborating from
anywhere at any time.

How I Create

Tapping into a wide variety
of insight and expertise.

New paradigms force businesses to evolve



Traditional roles and processes across the business network are redesigned, forever changing the way organizations operate

Employees

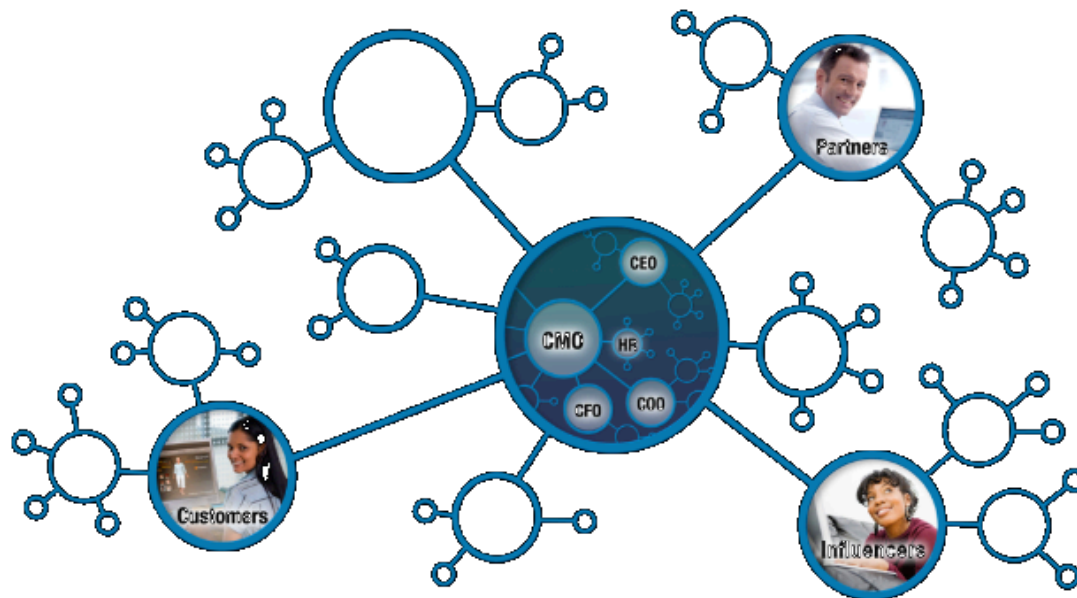
self-forming teams around fast moving opportunities

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

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

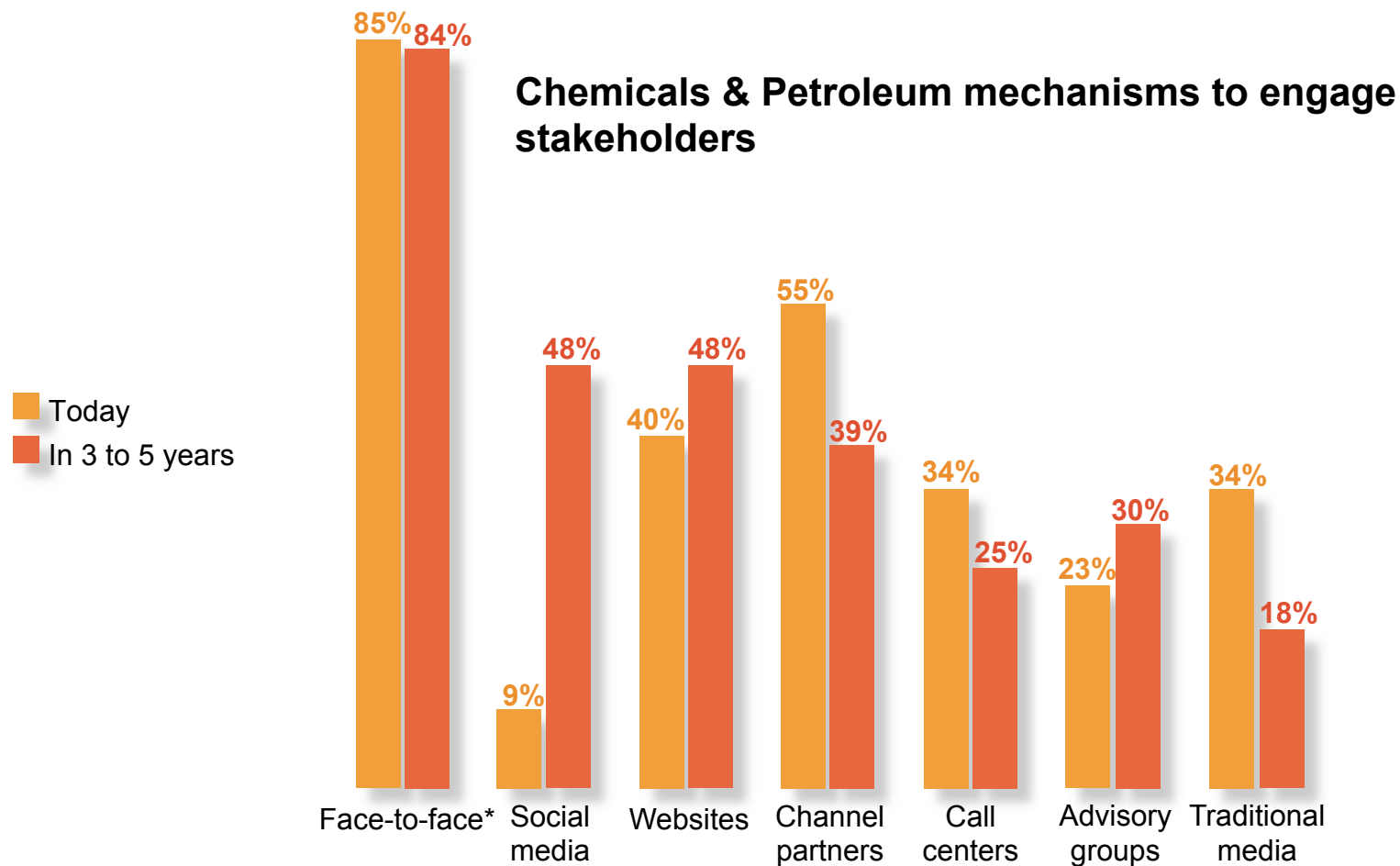
1. Develop employees
2. Learn customers and their needs
3. Partner for innovation



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

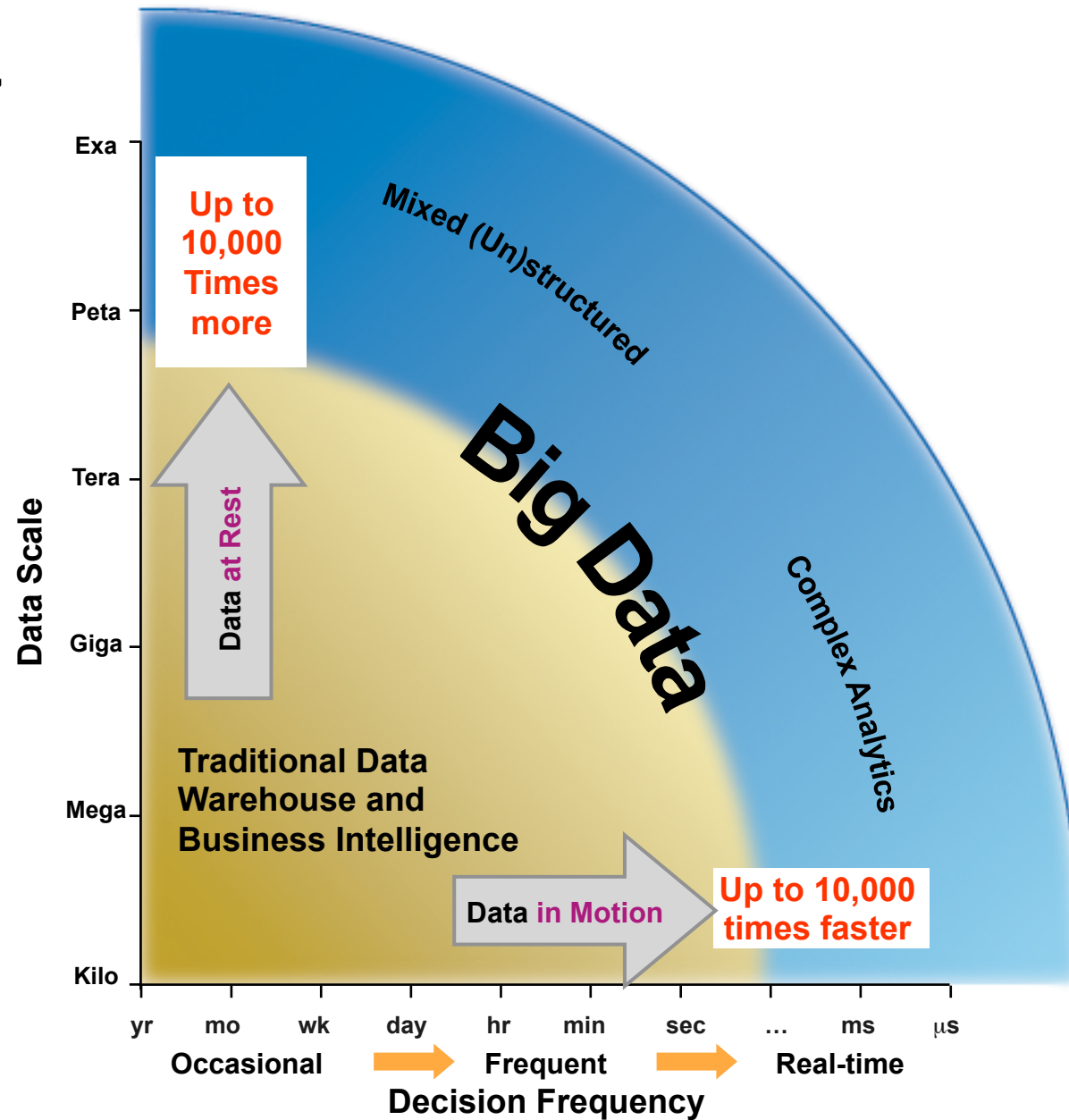


Source: Q8 "What are the three most important mechanisms your organization will use with customers over the next 3 to 5 years?" (C&P n=48)

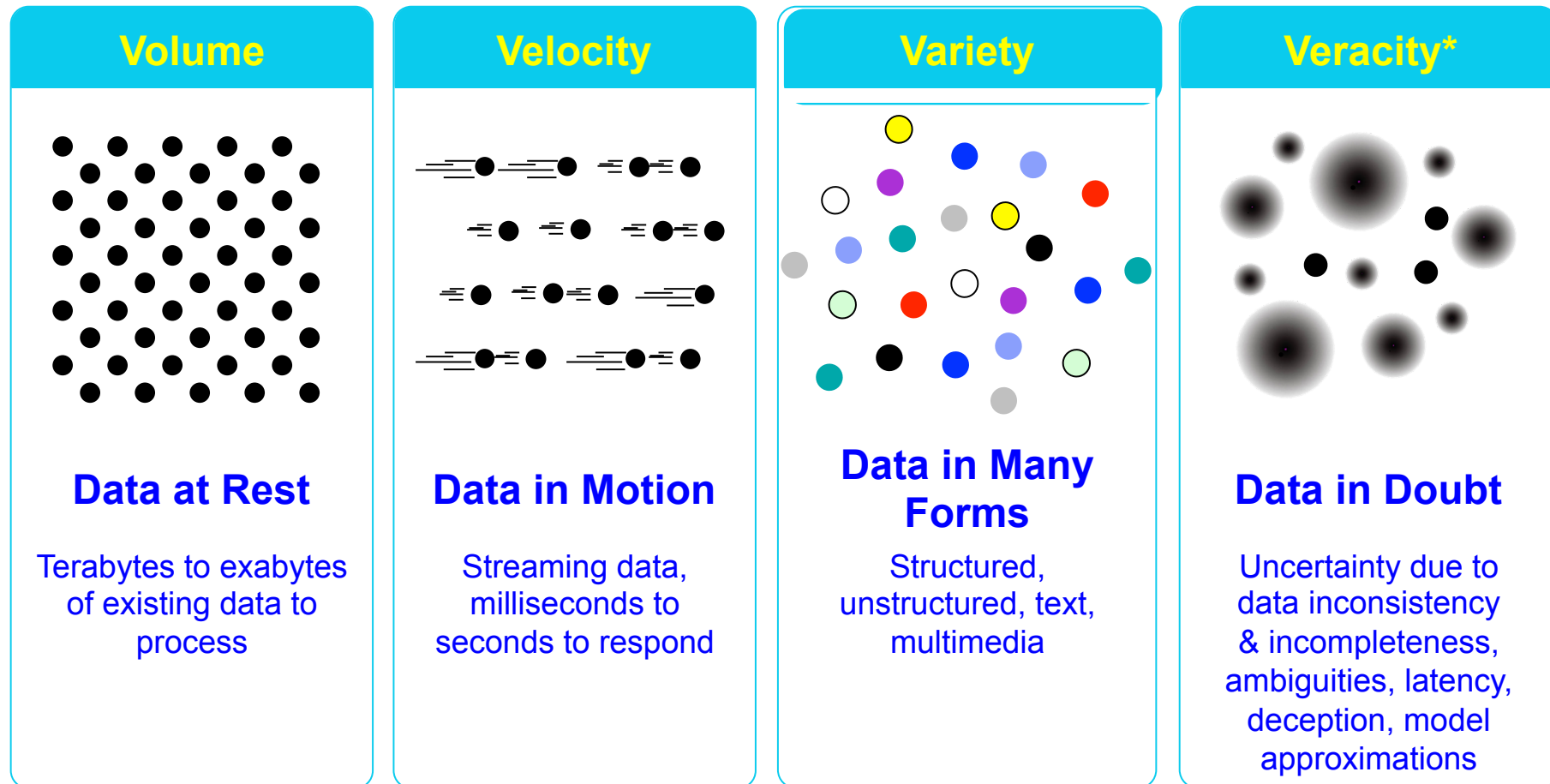
*Face-to-face / sales force / institutional representatives

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“Big Data”



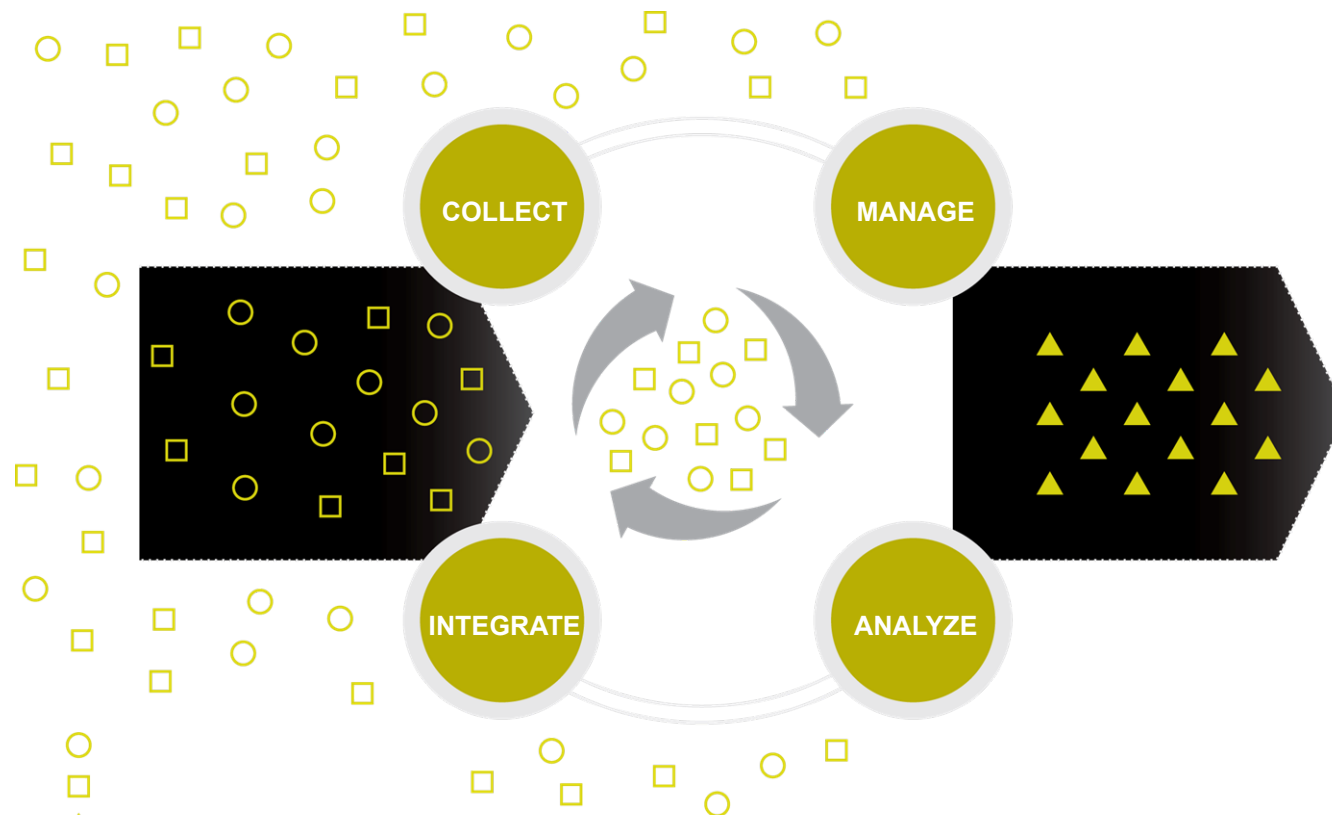
The fourth dimension of Big Data: Veracity – handling data in doubt = V⁴



* Truthfulness, accuracy or precision, correctness

The Challenge: Drive Business Using the Information Explosion

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

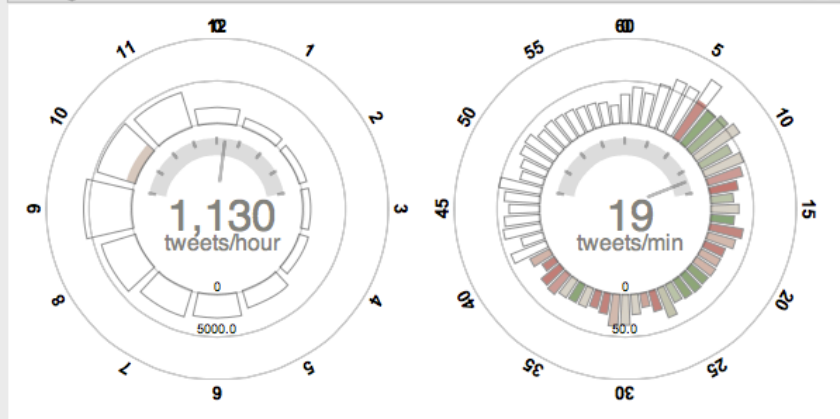


MOVE FROM REACTION TO PREDICTION
– “Next Best Action”

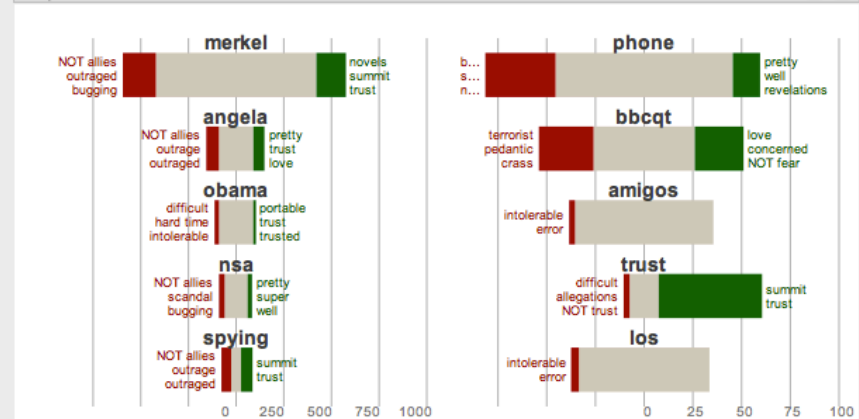
Social Media Streams Merkel

Pause

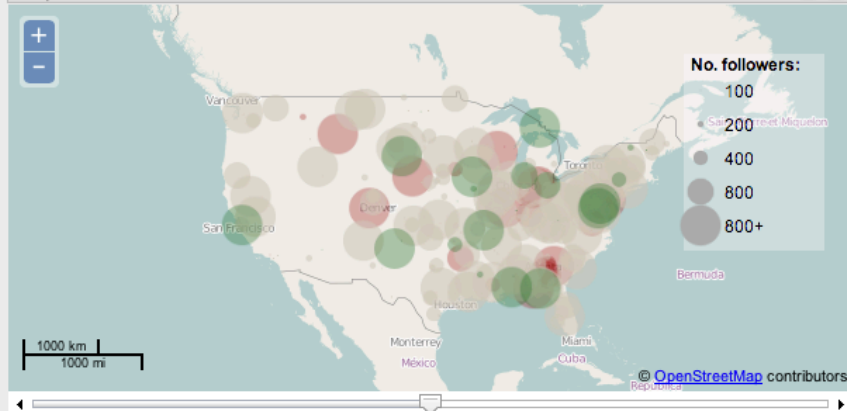
Histogram



Top Words



Map



Tweets

@WhiTeSweeTy Sibylle
RT @ToastbrotKatze: Das hinter jeden Twitter Account hier Angela **Merkel** stecken könnte, macht mir extrem Angst.

@rugaskipper rugaskipper
RT @fedeli_paolo: Solo un genio poteva far salire la #Merkel al vertice Ue su un'auto targata 007...#NSAGate <http://t.co/bucBztXYiA>

@SnowbootsLove Snowboot
RT @connect_de: Das neue #Merkel-Handy im Porträt <http://t.co/l24mBmfSO> #NSA

@seafinnan Sean Finnan
RT @colmtobin: BREAKING: Angela **Merkel** has been **bugged** by Enda Kenny at every EU **summit** for that last 10 years. #vinb

@Tjomeara118 Tom O'Meara
RT @colmtobin: BREAKING: Angela **Merkel** has been **bugged** by Enda Kenny at every EU **summit** for that last 10 years. #vinb

@truth_bho_truth Terrible Truth
Merkel has to tell aka Obama spying is not acceptable? Old tape+paper notes inside Stasi secretpolice museum in Berlin <http://t.co/u817MX8NJ1>

@CreativeAnto Anthony MacCarthy
RT @colmtobin: BREAKING: Angela **Merkel** has been **bugged** by Enda Kenny at every EU **summit** for that last 10 years. #vinb

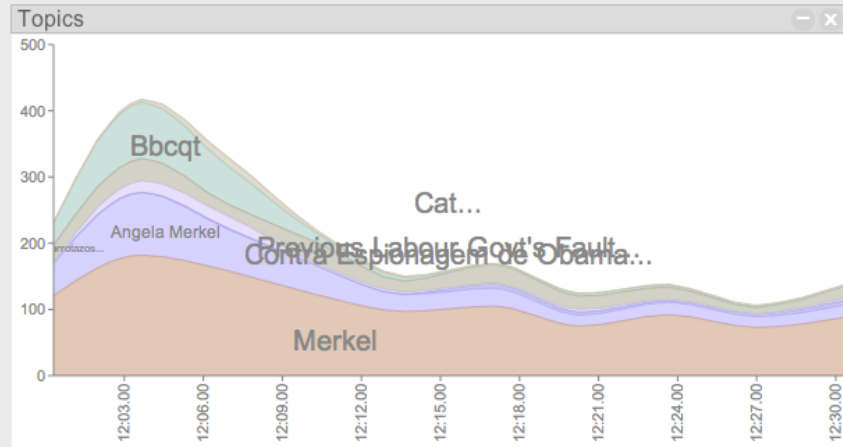
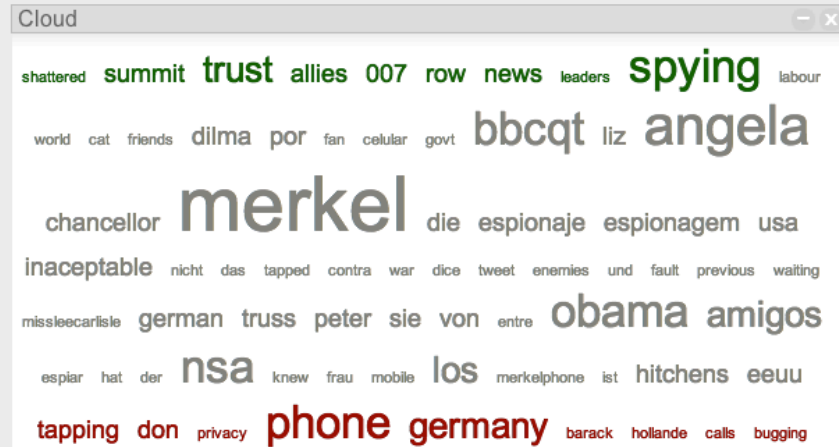
@EthanCunningham Ethan Cunningham
@Louis_Tierney bloody ell, was that Merkel?

Cloud

Topics

Merkel

Pause



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

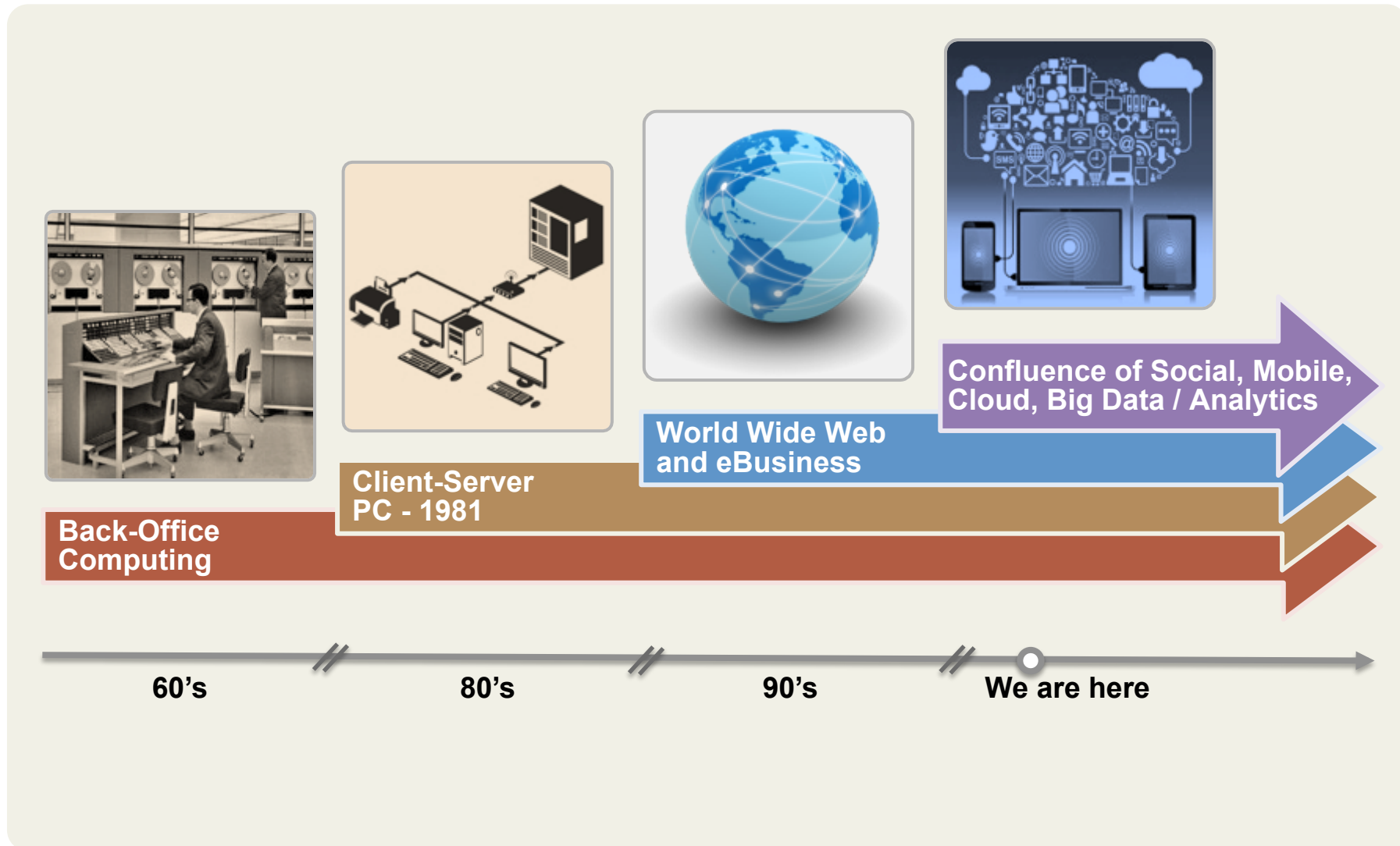


Capabilities of Cognitive Systems



	Watson 1.0	Watson 2.0	Watson 3.0
Memory			
Learning			
Judgment			
Perception			
Multi-modal			
Reasoning			

Major Waves of Technology



Thank you

