



### Social Business Clinic

#### Social Business Checkup

**Kate Ehrlich** [katee@us.ibm.com](mailto:katee@us.ibm.com)

How does your organization stack up on Social Business? How far along is your team on adoption? Are you focusing on enabling your workforce or delighting customers? Take a short survey and find out. Meet with researchers, leaders from the Institute for Business Value, and Global Business Services consultants to compare and analyze your results to those of 1000+ business execs surveyed in the 2012 IBM Business of Social Business study. And, while you're here, spend some time learning about the future of Social Business by seeing our newest innovations.

### Best Fit Expertise

#### Best Fit Expertise

**Dan Gruen** [daniel\\_gruen@us.ibm.com](mailto:daniel_gruen@us.ibm.com)

Who is the best person to consult on a critical issue, to include in a team, or to invite to an important meeting? Social technologies enable new ways to measure, engage, apply, and grow the spread of expertise among employees, partners and customers. "Best Fit Expertise" goes beyond skills and knowledge to include social connectedness, effectiveness in prior work, and willingness to help - showing how expertise is transformed in a social business.

#### Social Media-Based Expertise Location

**Uri Avraham** [uria@il.ibm.com](mailto:uria@il.ibm.com)

The rising popularity of social media in the enterprise presents new opportunities for one of our most important needs - expertise location. We will showcase a tool that enables a user to find experts in a given area, filter the experts according to various criteria, find the social path between the user and the experts, and identify other people similar to the retrieved experts.

#### Visualizing the Social Graph

**Inbal Ronen** [inbal@il.ibm.com](mailto:inbal@il.ibm.com)

Communities are dynamic and versatile in nature. Their behavior and composition changes over time. This demo will showcase a dynamic visualization of community evolution, which allows a community owner to replay the activities in the community over time. We can observe and get insight on how and why certain behavioral patterns occurred, who contributed, what they did, and when. We can also see interactions between multiple communities.

#### Smart Social Q&A

**Lin Luo** [luolin@cn.ibm.com](mailto:luolin@cn.ibm.com)

Asking questions is a natural way for customers and employees to seek information and find solutions. Smart Social Q&A lets people get good answers quickly. When a question is posed, the system searches the existing set of questions and responds immediately if an answer exists. If the question is new, the system finds people who can answer it, bringing together the knowledge stored in the heads of the crowd to solve problem. Here, we show how our system works within IBM Connections.

#### Expediting Expertise

**Jie Lu** [jjelu@us.ibm.com](mailto:jjelu@us.ibm.com)

Ever wonder what your expertise score is in a given topic? We demonstrate how analytics and social software can be combined to measure current expertise levels and to facilitate expertise ramp-up. Measuring and visualizing the effectiveness of expertise sharing initiatives is the path to expert enterprises. Come talk to us about rapidly identifying and growing expertise in your organization.

### Smarter Social Business

#### TwitterViz: Social Media Streams

**Steven Rohall** [steven\\_rohall@us.ibm.com](mailto:steven_rohall@us.ibm.com)

TwitterViz is a visual dashboard that offers rapid insight into the TwitterSphere. Using an IBM visualization engine and analytics, users can enter key word/s and get real-time results of top words, their sentiments, topic clusters and co-occurrence of terms. Bring your favorite terms and see what the world is saying about them. TwitterViz is brought to you by the IBM Center for Advanced Visualizations.

#### OmniProfiling of Customers from Social Media

**Eben Haber** [ehaber@us.ibm.com](mailto:ehaber@us.ibm.com)

Marketing and customer relations work better when we better understand our customers, yet customer information is often limited to demographics and sales history. Our project explores social data to provide richer profiles to better serve our customers. We show examples of creating "omni-profiles" of many traits from content on social media, and provide ways to view and explore this information both on an individual and group level.



### **Community Insights:**

#### **Actionable Analytics for Community Leaders**

**Hernan Badenes** [hbadenes@ar.ibm.com](mailto:hbadenes@ar.ibm.com)

Communities are a key part of social businesses. They are virtual places where people get to know each other. Community leaders play vital roles and need tools that give them an inside view. Community Insights is a visual analytics tool to help community leaders foster communities that provide value to its members and to the organization. It has been successfully deployed at IBM and a customer site. Ask us about using Community Insights for your organization.

### **Social Media Simulator**

**Maira Gatti** [mairacg@br.ibm.com](mailto:mairacg@br.ibm.com)

This is the first version of a novel tool that allows the exploration of the impact and result of social media marketing analytics and actions in online social networks. The SMS can be designed from sampling an egocentric social network and modeling the behavior of its nodes with regard to sentiments, topics and user actions. With this model, we explore usage behaviors such as the effect and propagation of positive and negative messages and message decay prior to action in the real network. Our demo uses data from the Obama/Romney Twitter networks from the 2012 election.

### **clientfaces: 360° Client Experience Management**

**Rogério de Paula** [ropaula@br.ibm.com](mailto:ropaula@br.ibm.com)

Today's business realities demand more nuanced and distributed approaches for helping organizations manage relationships with their clients. clientFaces is a social platform that provides a community-based structure to effectively manage such multi-faceted client experiences. It's a one-stop shop for the people in contact with and knowledgeable about each client and a repository for knowledge about the client. Our demo presents a future view of CRM software, showing the complex interactions between businesses and clients.

## **Smarter Workforce**

### **Timeline Visualization for Case Management**

**Yannick Assogba** [yannick@us.ibm.com](mailto:yannick@us.ibm.com)

See our demonstration of a timeline-based visualization currently applied to case histories. The visualization allows one to quickly identify what has happened in a case and discover issues in the execution of a process.

### **Social Knowledge Management**

**Hiro Takagi** [takagih@jp.ibm.com](mailto:takagih@jp.ibm.com)

Does your company have knowledge sources hidden away? Is valuable corporate data frozen in archived documents or in old team rooms? Our tools will help you rediscover that knowledge and give it new life in IBM Connections. We analyze several information sources and use employee interests and work context to make recommendations. Users can easily "like," "mention," or "bookmark" the information to reactivate the lost knowledge. To get people started, we use gamification to help that knowledge go viral.

### **Work Marketplace**

**Steve Dill** [dill@us.ibm.com](mailto:dill@us.ibm.com)

What if you could not only exchange information and ideas with colleagues, but share "work" with anyone in your "crowd" of colleagues? The Work Marketplace provides a work exchange where people can post requests for work and find people to do it. Requests can be shared within a small community or across the enterprise. Colleagues can select, bid, or compete to do the work, and earn points as currency for the work they've completed. The Work Marketplace connects people and work in new ways to improve productivity and spur innovation.

### **1x5 Enterprise Crowdfunding**

**Werner Geyer** [werner.geyer@us.ibm.com](mailto:werner.geyer@us.ibm.com)

Inspired by the crowdfunding phenomenon on the Internet (e.g. Kickstarter), we are bringing crowdfunding to the enterprise. In this demo, we will show you an internal crowdfunding prototype and results from a 30-day internal trial that demonstrates how tapping into the collective intelligence of your social workforce can foster innovation, lead to more engaged employees and better decision-making about investments, and increase cross-departmental collaboration.

### **Social Pulse & IBMersWhoTweet**

**Casey Dugan** [cadugan@us.ibm.com](mailto:cadugan@us.ibm.com)

Social Pulse offers enterprises a deep look at what their employees are saying on internal and external social media by augmenting social media content with enterprise personnel data. It presents sentiment and topic analysis aggregated by this demographic information through interactive visualizations, offering marketing and HR professionals valuable, real-time insights. IBMersWhoTweet is a crowdsourced solution that invites employees to match Twitter accounts to the employees who own them. Over 500 IBMers have helped classify 7,000 Twitter accounts, and we have studied different ways to increase participation. See them in action.