Social Business Solutions
Amplify the value of human connections to drive people-centric engagement

Solution bundles for:
Commerce | Marketing | Human Resources | Operations | IT | Government
Create exceptional customer experiences

• Create a customer-centric growth strategy to deliver personally relevant and rewarding customer experiences
• Cultivate authentic interactions with customers and clients at every touch point
• Know your customers’ preferences and improve the way you interact with them

200% increase in recommendation-influenced online sales

Solutions for Commerce & Sales
Social Business solutions for Commerce & Sales

**Social Business Consulting**
Strategies, business processes and best practices to drive organizational change
- Social Business Consulting
- Social Intelligence

**Sales, Communication & Customer Service**
Exceptional customer experiences driven by authentic engagement and procurement support
- Omni-Channel Customer Engagement
- B2B Commerce
- Store of the Future
- Customer Analytics

**Predictive Business Intelligence**
Analytics and behavioral science capabilities that turn customer data into valuable insights
- Predictive Customer Intelligence
- Forward Looking Business Intelligence
- Predictive Analytics Enterprise Solutions

**Social Collaboration & Digital Experience**
Integrated tools that enable knowledge sharing, increased productivity and faster innovation
- Customer Digital Experience
Amplify & measure marketing performance

• Personalize cross-channel campaigns to drive engagement and provide measurable impact on individual customers

• Provide customers with a more engaging and meaningful digital experience

• Use predictive analytics to understand your customers
Social Business solutions for Marketing

**Social Business Consulting**
Strategies, business processes and best practices to drive organizational change
- Social Business Consulting
- Social Intelligence

**Marketing & Merchandising**
Solutions that fuse marketing, commerce & analytics to better serve customers
- Omni-Channel Marketing
- Real-Time Personalization
- Digital Marketing
- Customer Analytics

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Integrated tools that enable knowledge sharing, increased productivity and faster innovation
- Customer Digital Experience

**Enterprise Content Management**
A unified framework for all your social content management applications
- ECM Experience Platform
- Enterprise Report Management
- Advanced Case Management
- Unlocking Insight from Unstructured Information
Optimize workforce talent & culture

• Cultivate a workforce culture that is transparent and better able to embrace change

• Use collaboration technologies to create more effective and meaningful work experiences

• Use analytics to attract, engage and retain top talent to give your organization a competitive edge

25% Increase in workplace productivity through collaboration
Social Business solutions for HR

**Social Business Consulting**
Strategies, business processes and best practices to drive organizational change
- Change Management for Social Business
- Recruitment Process Outsourcing

**Talent Management**
Evidence-based solutions to attract, motivate and retain talent
- Talent Suite
- Social Learning
- Performance Management
- Compensation
- Talent Engagement

**Workforce Analytics**
Actionable insights into the deluge of data shared every day by the people you work with
- HR Analytics
- Sales Performance Management
- Incentive Compensation Management

**Social Collaboration & Digital Experience**
Integrated tools that enable knowledge sharing, increased productivity and faster innovation
- Employee Digital Experience
- IBM Connections Suite
- IBM SmartCloud Engage

IBM Smarter Workforce
Solutions for Operations and cross line-of-business

Drive enterprise-wide collaboration

• Streamline processes to improve productivity and generate data-driven insights

• Balance operational efficiency with company performance and strategic goals

• Make competitive, predictive and actionable assessments of market opportunities

99%

Increase in streamlining workplace processes and increasing collaboration
Social Business solutions for Operations & LOB

Social Business Consulting
Strategies, business processes and best practices to drive organizational change
• Change Management for Social Business
• Social Business Strategy
• Social Collaboration

Predictive Business Intelligence
Analytics and behavioral science capabilities that turn customer data into valuable insights
• Predictive Customer Intelligence
• Predictive Maintenance
• Capacity Management
• Forward Looking Business Intelligence
• Predictive Analytics Enterprise Solutions

Social Collaboration & Digital Experience
Integrated tools that enable knowledge sharing, increased productivity and faster innovation
• Customer Digital Experience
• Employee Digital Experience
• IBM Connections Suite
• IBM SmartCloud Engage
Manage social infrastructures

- Manage a secure social platform that enables open and authentic engagement
- Infuse social technologies with existing business processes to drive innovation
- Gain valuable insights from processes and information
- Empower employees with social tools and keep valuable intellectual capital safe
Social Business solutions for IT

**Social Business Consulting**
Strategies, business processes and best practices to drive organizational change
- Social Business Strategy
- Social Platform Enablement

**B2B Integration**
Secure and seamless support for multi-enterprise business processes
- Multi-Enterprise Process Collaboration

**Enterprise Content Management**
A unified framework for all your social content management applications
- ECM Experience Platform
- Advanced Document Imaging
- Enterprise Report Management
- Advanced Case Management
- Unlocking Insight from Unstructured Information

**Predictive Business Intelligence**
Analytics and behavioral science capabilities that turn customer data into valuable insights
- Predictive Maintenance
- Capacity Management
- Forward Looking Business Intelligence
- Predictive Analytics Enterprise Solutions

**Social Collaboration & Digital Experience**
Integrated tools that enable knowledge sharing, increased productivity and faster innovation
- IBM Connections Suite
- IBM SmartCloud Engage
- Social Mail

**Securing the Social Business**
Holistic measures that address security vulnerabilities and proactively anticipate and respond to threats
- Data Security
- Network Protection
- Identify Fraud
- Counter Fraud
Engage citizens & communities

- Design and implement social strategies to support the needs of constituents
- Embrace a citizen-centric organization that connects employees with better social practices
- Help your workforce communicate and streamline processes

Reduction in costs and access to real-time communications for crisis resolution

FORT WORTH
Social Business solutions for Government

Smarter Care & Social Programs
Solutions that support the economic, social and health needs of citizens
• Care Management
• Care Analytics
• Social Program Management

Social Business Consulting
Strategies, business processes and best practices to drive organizational change
• Social Business Strategy
• Change Management for Social Business
• Social Collaboration
• Social Intelligence
• Social Platform Enablement
• Recruitment Process Outsourcing
Are you socially fit?

Take the self-assessment test.

https://ibm.biz/BdRNiL
<table>
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<tr>
<th>LOB Buyer Role</th>
<th>C-Suite</th>
<th>Gov’t &amp; Agency Leaders</th>
<th>HR</th>
<th>Operations/LOB</th>
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<th>Cust. Serv./Comm.</th>
<th>IT</th>
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</thead>
<tbody>
<tr>
<td>Imperative</td>
<td>Design and Implement Social Strategies for Corporations &amp; Government</td>
<td>Optimize Workforce Talent &amp; Culture</td>
<td>Drive Enterprise-Wide Collaboration</td>
<td>Amplify &amp; Measure Marketing Performance</td>
<td>Create Exceptional Customer Experiences</td>
<td>Manage Social Infrastructures</td>
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</tbody>
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**Integrated social solution bundles**

- Social Business Consulting GBS
  - Change Management for Social Business
  - Social Business Strategy
  - Social Collaboration
  - Social Intelligence
  - Social Platform Enablement
  - Social Program Management

- Social Business Consulting GPS
  - Recruitment Process Outsourcing

- SWG Talent Management
  - Talent Suite
  - Social Learning
  - Performance Management
  - Compensation
  - Social Program Management

- Workforce Analytics
  - Employee Digital Experience
  - IBM Connections Suite
  - IBM SmartCloud Engage

- Social Business Consulting GBS
  - Change Management for Social Business
  - Social Business Strategy
  - Social Collaboration
  - Social Intelligence
  - Social Platform Enablement

- SWG Predictive Business Intelligence
  - Predictive Customer Intelligence
  - Predictive Maintenance
  - Capacity Management
  - Forward Looking Business Intelligence
  - Predictive Analytics Enterprise Solutions

- Social Collaboration & Digital Experience
  - Customer Digital Experience
  - Employee Digital Experience
  - IBM Connections Suite

- SWG Marketing/ Merchandising
  - Omni-Channel Marketing
  - Real-Time Personalization
  - Digital Marketing
  - Customer Analytics

- SWG Sales, Communication & Customer Service
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  - B2B Commerce
  - Store of the Future
  - Customer Analytics

- IBM SmartCloud Engage
  - Social Business Consulting GBS
  - Social Collaboration
  - Social Business Consulting GBS
  - Social Intelligence

- SWG B2B Integration
  - Multi-Enterprise Process Collaboration

- Enterprise Content Management
  - ECM Experience Platform
  - Advanced Document Imaging
  - Enterprise Report Management
  - Advanced Case Management
  - Unlocking Insight from Unstructured Information

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- IBM SmartCloud Engage
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  - Social Business Consulting GBS
  - Social Intelligence

- Social Collaboration & Digital Experience
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