

# Reliable Collaboration for an Optimized Workforce – Social Collaboration on System z

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# Agenda

- The Struggle
  - What businesses *really* have to deal with...
- What is a Social Business?
  - Social Collaboration
- Day In The Life Demo
- Collaboration Solutions on System z
  - IBM Connections
  - WebSphere Portal
  - IBM Sametime
- Customer Examples
- Additional Resources



# The Struggle



Finding the right expert

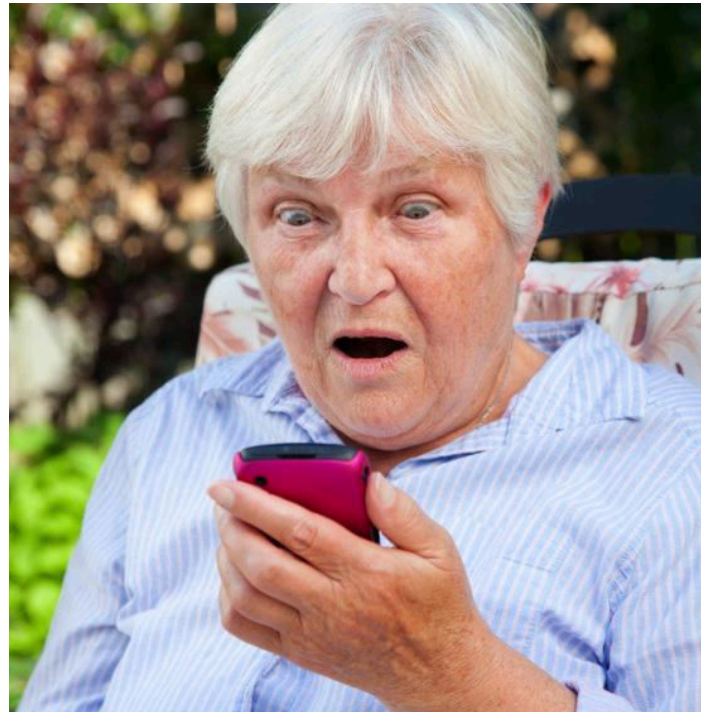


# The Struggle (Cont'd)



Finding the best document

# The Struggle (Cont'd)



Transferring skills through generations

## The Struggle (Cont'd)

- Summary:
  - Finding Expertise
  - Increasing Knowledge Sharing
  - Gaining External Customer Insights
  - Improving Recruiting and On-Boarding
  - Managing Mergers and Acquisitions
  - Enabling and Improving Workplace Safety

# What is a Social Business?

*An organization whose culture and systems encourage networks of people to create business value.*

# What is a Social Business? (Cont'd)

- **Capabilities**

- Connect individuals, so they can rapidly share information, knowledge and ideas by having conversations and publishing informal content
- Analyze social content from multiple channels and sources to gain insights from both external and internal stake-holders

- **Benefits**

- Lower operating costs, faster speed-to-market, improved customer and employee engagement, and increased profitability



# Social Collaboration

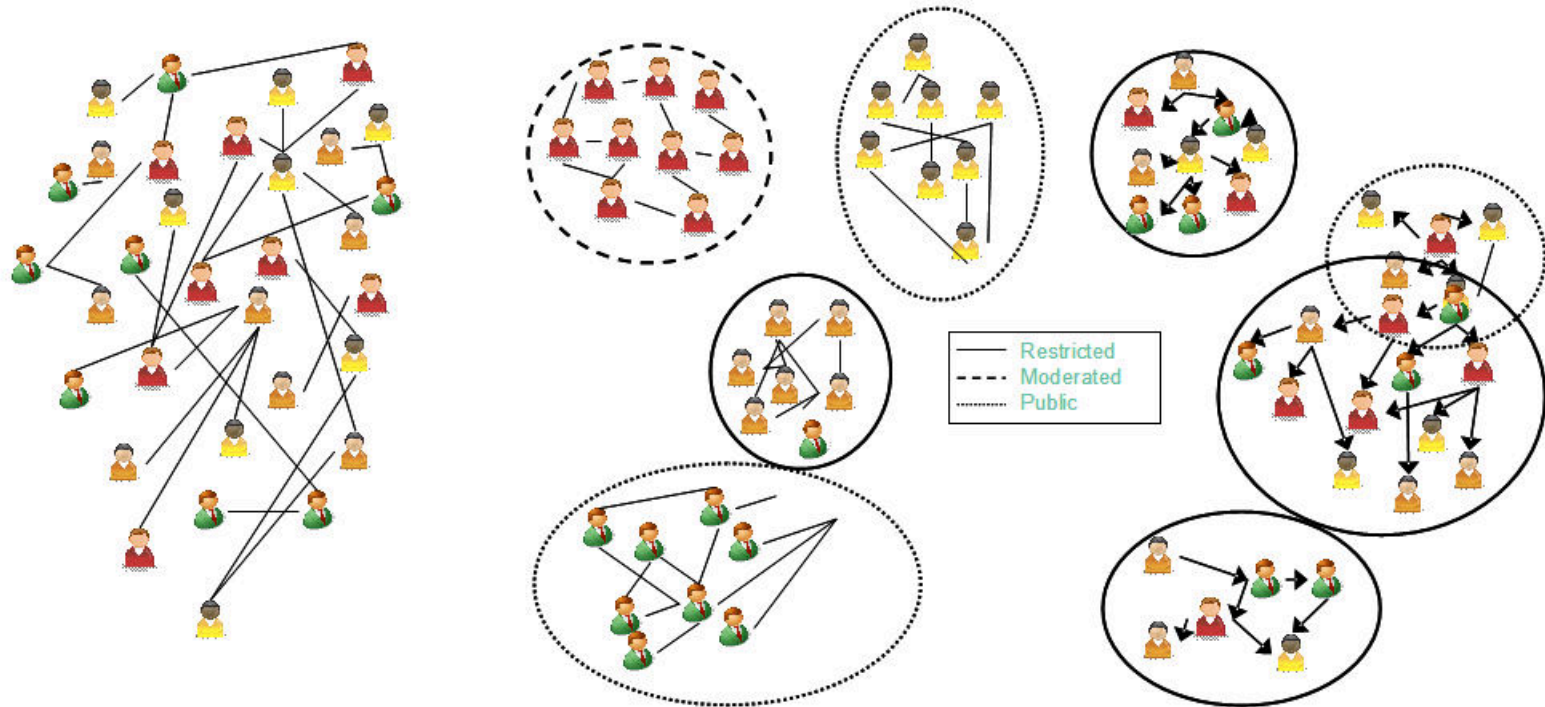
## Individuals sharing interests

Individual collaboration

Communities of interest




## Teams with a goal

Task-oriented teams



# Day In The Life Demo

Role-based demonstration following these individuals:

|  |   |
|--|---|
|   | <i>Panit Arom, Plant Supervisor</i> , who uses his company's new Web 2.0 platform to find resources and be guided through his work. |
|   | <i>Alan Hosley, Project Manager</i> , who uses his iPad to check up on things while at the airport waiting for a flight.            |
|  | <i>Melissa Ko, VPS Geo Leader</i> , who uses her dashboard to confirm a breakthrough idea, and is able to promote it worldwide.     |

# Day In The Life Demo (Cont'd)

| Goal/Objectives                              | Initiatives  | Barriers   | Proposed Capabilities  |
|--|--|--|--|
| Attract and retain best and brightest talent | Streamline on-boarding processes   | <p>Dated methods and Web presence</p> <p>Many steps with opportunities for “leakage” of candidates</p>         | <p>Socially focused recruitment and on-boarding</p> <p>Rich communities of engagement</p> <p>Seamless experience for recruits</p>    |
|  | Develop the talent pool through meaningful engagement and more effective teaming | <p>Difficult to form cross-functional teams.</p> <p>No effective means to build and improve best practices</p> | <p>Easy to find experts, and to form teams and communities</p> <p>Best practices templates can be used and continuously improved</p> |
|  | Retool training and development approach   | Traditional training development models have lost effectiveness  | <p>On-demand, granular, training leveraging multimedia in context</p> <p>Rich personalization and customization across all roles</p> |

# Collaboration Solutions on System z: IBM Connections

Driving innovation and delivering results



**Take action! - Activity Streams**

**Add** Like, hashtags, pictures, and search the stream and reshare all from your microblog post

**Access** integrated 3rd party apps

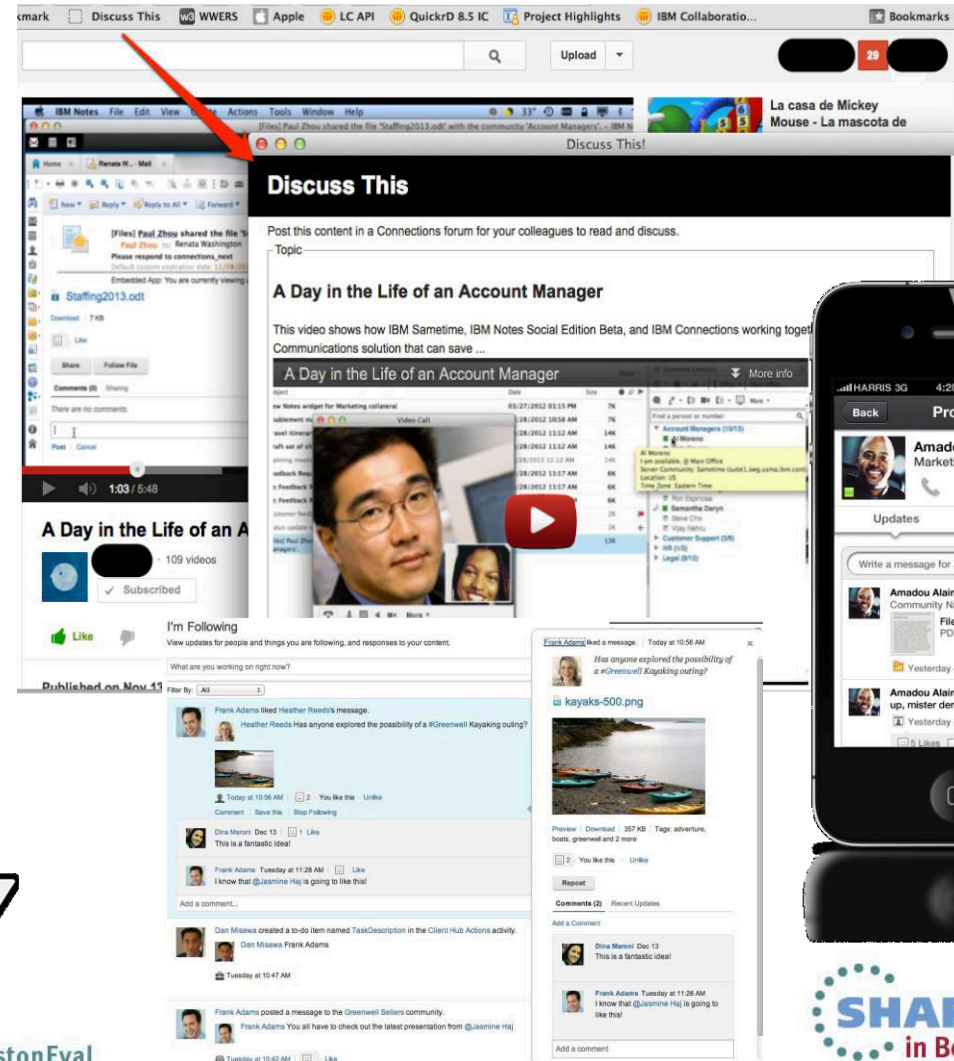
**Drive** adoption with @-mentions

**Gather** adoption insights from visual, interactive reports

**Bridge** social business with the social web

**Engage** via mobile apps that work the way you want to

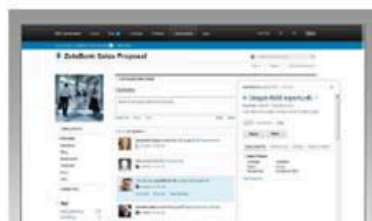
And so **much more!!!**





# Collaboration Solutions on System z: IBM Connections Capabilities

Social Networking and Social Collaboration for the Enterprise



IBM Connections



**Mobile**

iOS, Android, RIM



**Home**

See what's happening across  
your social network  
Microblog with others



**Profiles**

You social presence  
Find the people you need  
Microblog with your network



**Communities**

Work with people who share  
common roles and expertise  
Microblog with the community



**Social Analytics**

Discover who and what you don't  
know via recommendations of  
people, communities, and content



**Blogs\***

Present your own ideas, hints & tips



**Wikis**

Share Best Practices and  
edit Web Content



**Forums**

Exchange ideas with, and benefit from  
the expertise of others



**Activities\***

Organize your work and tap your  
professional network



**Bookmarks\***

Tell others what you consider important



**Ideas**

Share and vote on Ideas



**Media Library**

Work with Pictures and Videos



**Files\***

Post, share, and discover documents,  
presentations, images, and more



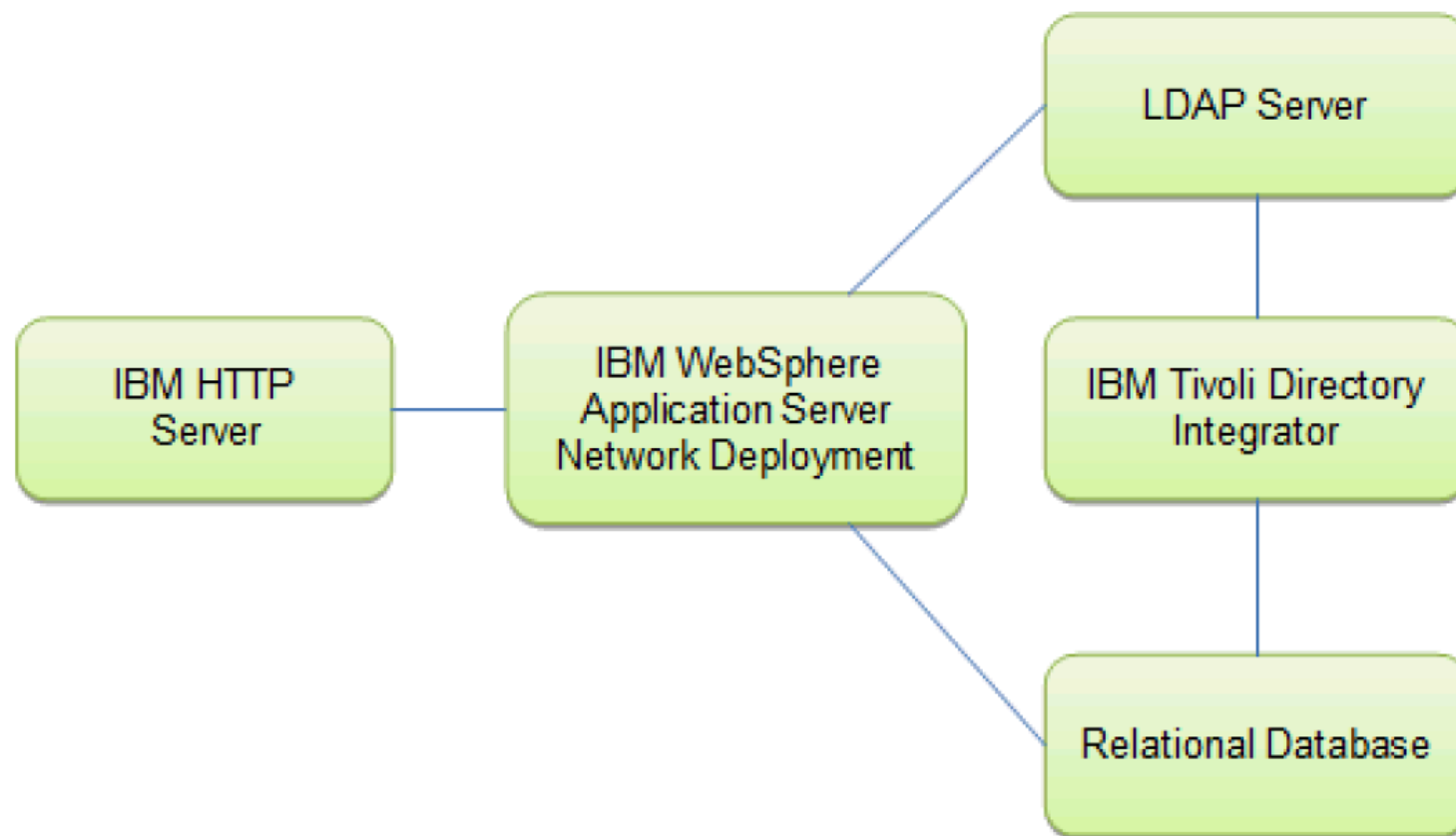
**CCM and ext. Content Management**

Embedded CCM (FileNet) and linked ext libs:  
IBM FileNet, IBM CM8, MS SharePoint

\* use inside Communities, but also individually

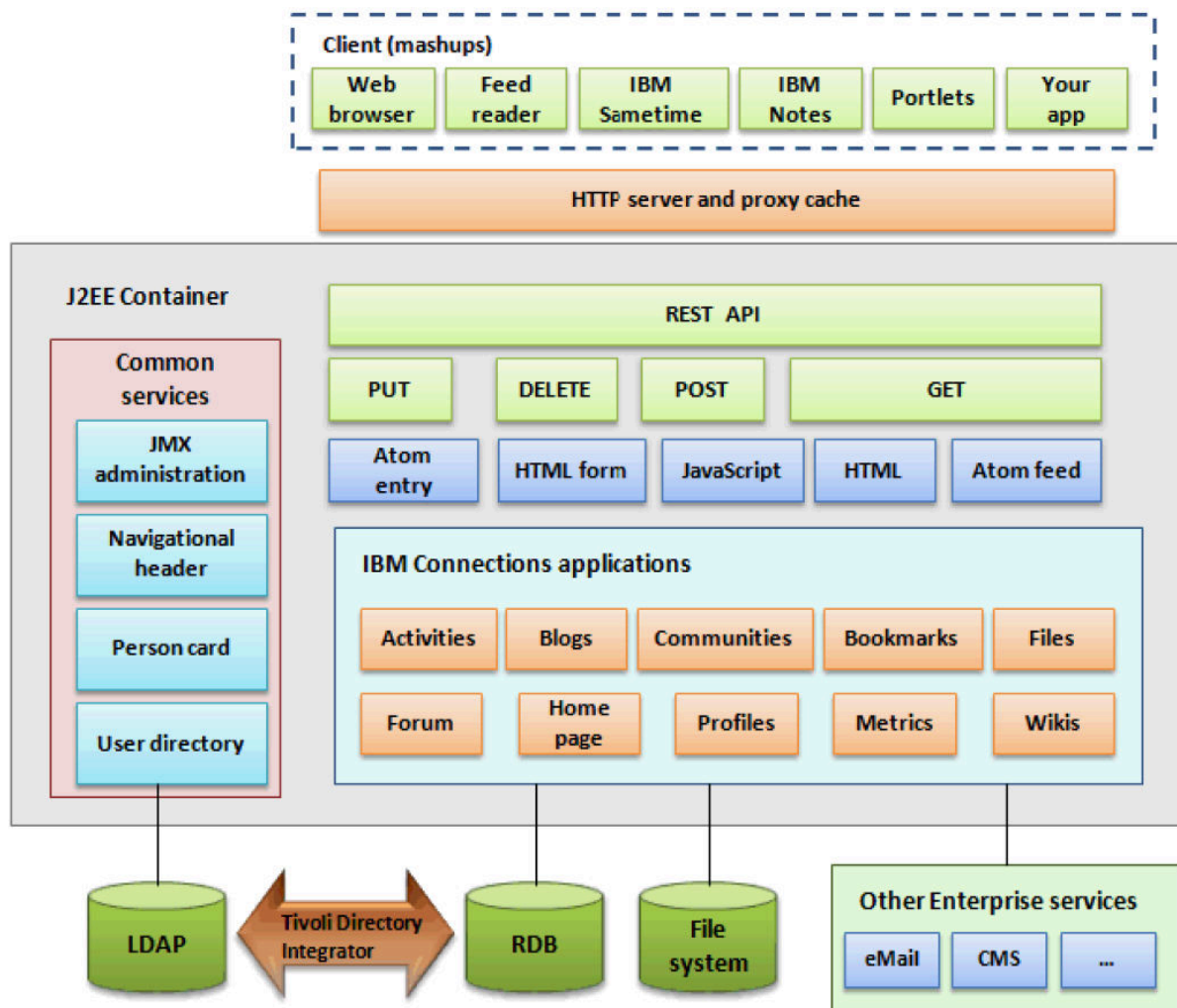


# Collaboration Solutions on System z: IBM Connections Tech Considerations



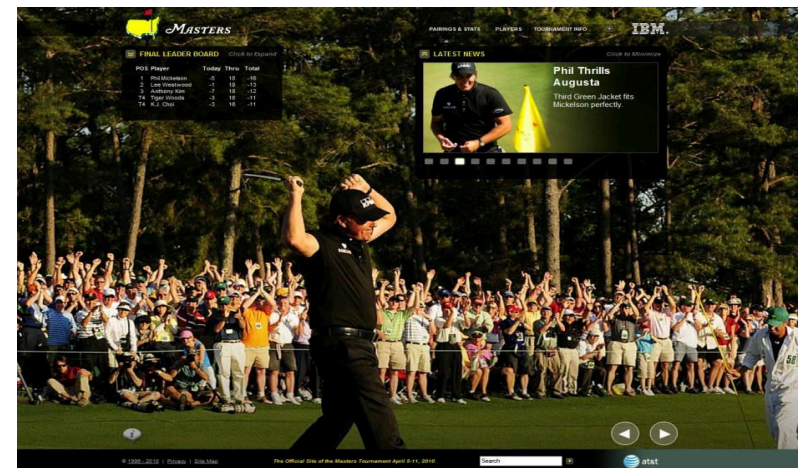
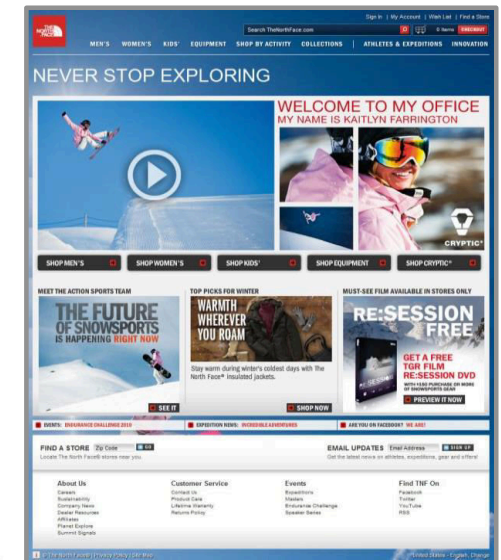
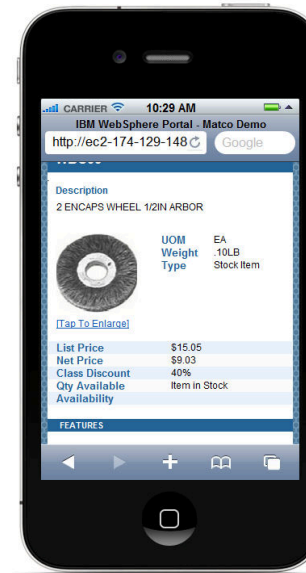
IBM Connections deployment components

# Collaboration Solutions on System z: IBM Connections Tech Considerations



# Collaboration Solutions on System z: WebSphere Portal

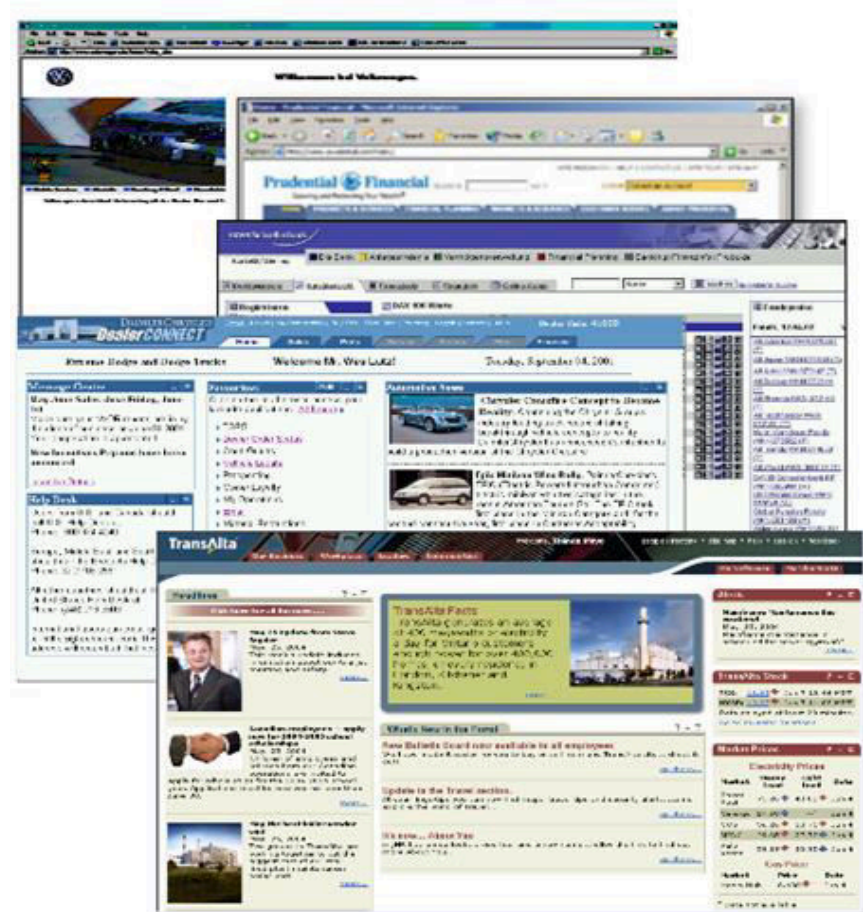
- **Integrates** with applications across platforms to display differentiated and personalized web experiences for each user
- **Provides** high speed connectivity to System z resident systems, such as IBM DB2 data, IBM CICS and IBM IMS transaction systems
- **Optimized** for Linux on System z, exploiting the platform's high availability, security, serviceability & scalability
- **Supports** workflows, content management, social, mobile delivery, simplified administration & open standards





# Collaboration Solutions on System z: WebSphere Portal

- Combines portlets (application user interfaces and/or content) together into one unified presentation
- Delivers a highly personalized experience, considering role, personal settings, and device settings
- Separates site design, site/page assembly/administration, from application design
- Provides application integration, collaboration, single sign-on services and much more



# Collaboration Solutions on System z: WebSphere Portal Tech Considerations

| Distributed Consolidation  | Integration Deployment  |
|--|---|
| Linux on System z  | z/OS  |
| Speed deployment with less stringent QoS/integration   | High QoS and significant integration with CICS, IMS or DB2  |
| <ul style="list-style-type: none"> <li>✓ Applications that scale out</li> <li>✓ Large number of smaller applications</li> <li>✓ Lowest TCO</li> <li>✓ Speedy deployment</li> <li>✓ Less stringent requirements</li> <li>✓ Align with distributed WebSphere family</li> <li>✓ Unrivalled virtualization</li> <li>✓ Centralized management</li> <li>✓ No z/OS Skills</li> <li>✓ Web Serving</li> <li>✓ Presentation Services</li> <li>✓ Development Platform</li> <li>✓ Test/Migration/Prototyping Platform</li> </ul> | <ul style="list-style-type: none"> <li>✓ Applications that scale up</li> <li>✓ Highest QoS production environment</li> <li>✓ Full exploitation of zSeries and z/OS</li> <li>✓ Tight integration with DB2, CICS, IMS</li> <li>✓ Service level agreement management</li> <li>✓ Dynamic load balancing</li> <li>✓ Strict security requirements</li> <li>✓ Highest availability</li> <li>✓ Disaster recovery</li> <li>✓ Dynamic I/O configuration</li> <li>✓ Storage management</li> <li>✓ Enterprise Modernization capability</li> </ul> |

# Collaboration Solutions on System z: IBM Sametime



Persistent Chat Rooms  
Social Networking Tools  
Instant Screen Share  
Location Services

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VoIP chat, Video  
Telephony Integration  
File Transfer, Screen Capture  
Web Conferencing  
Mobile Clients  
Enterprise & Public IM Federation  
Extensible Eclipse client & SDKs

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Presence Awareness  
Secure IM with Rich text, emoticons  
Integration with Office

# Collaboration Solutions on System z: Technical Considerations

## Leverage Existing Skill Sets

### **WebSphere** software

- All products run as WebSphere Application Server applications
- Does not require additional licensing for WAS

### **IBM DB2**

- IBM Connections requires a database back end
- DB2, Oracle, SQL Server, Derby, etc

### **Tivoli** software

- LDAP server required (Tivoli Directory Server, Active Directory, etc)
- IBM Connections utilizes Tivoli Directory Integrator for keeping LDAP and database in sync



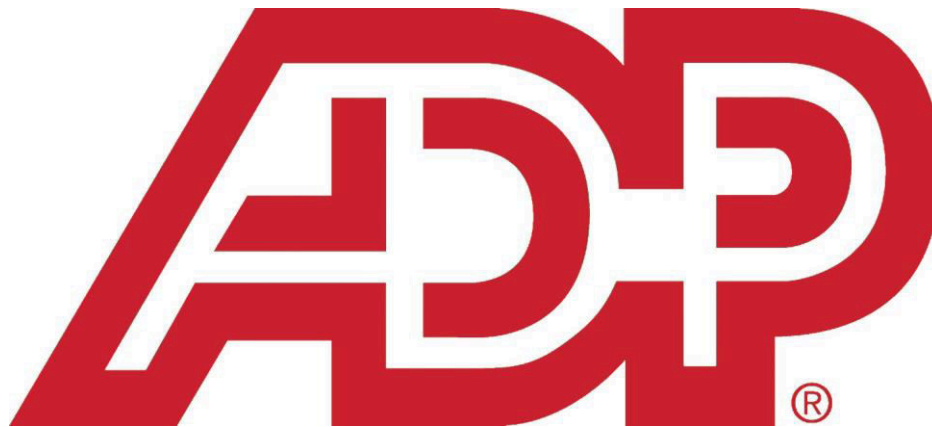
# Customer Example: TD Bank



**America's Most Convenient Bank®**

*“It’s really the first time all TD employees can be found in one place, which helps to leverage our collective resources as a global organization.” – Wendy Arnott, VP Social Media and Digital Communication at TD Bank*

# Customer Example: ADP (Automatic Data Processing)



*By implementing IBM Cognos Business Intelligence V10 and WebSphere Portal Enable for z/OS software, ADP gained a solution that allows it to create reports from multiple sources that look current and uniform while delivering centralized, reliable and relevant data.*



## Additional Resources:

- Check out the IBM Social Business website [here](#)
- Read these White Papers:
  - [Becoming a Social Business: The IBM Story](#)
  - [Building innovative employee digital experience on the classic strengths of the mainframe](#)
- Try out IBM Connections, WebSphere Portal, IBM Sametime and more @ [IBM Greenhouse](#)

# Additional Resources (Cont'd)

## Sessions that may be of interest:



- **14114: IBM's Mobile Platform – Mobile for System z**  
(Tuesday, 8/13: 4:30 PM – 5:30 PM – Room 200)
- **13530: What's New in Linux on System z?**  
(Wednesday, 8/14: 8:00 AM – 9:00 AM – Room 310)
- **14177: Getting a New Generation to a New Normal on the Mainframe** (Wednesday, 8/14: 9:30 AM – 10:30 AM – Room 201)
- **13437: How To Make Databases on Linux on System z Highly Available**  
(Wednesday, 8/14: 1:30 PM – 2:30 PM – Room 310)
- **14262: Siri, Twitter, YouTube and IBM Information (Discussion)**  
(Thursday, 8/15: 6:00 PM – 7:00 PM – Room 313)

Note: Rooms located within the Hynes Convention Center  
Complete your sessions evaluation online at [SHARE.org/BostonEval](http://SHARE.org/BostonEval)





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