14262: Siri, Twitter, YouTube and IBM Information

Group Discussion

Thursday, August 15, 2013: 6:00 PM-7:00 PM

Room 313 (Hynes Convention Center)

Speaker: Geoff Smith(IBM Corporation)

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Abstract

- Do you use Facebook, Twitter or YouTube today for technical information? Would you use an interactive intelligent agent (Siri-like) help you diagnose problems? Social media can be leveraged to get help from your peers or experts but can you trust it? This session will explore what IBM is doing today in this space. We want to discuss with you what your expectations, wants and needs are to leverage these tools. How can we leverage social media to improve product documentation or service information? What z/OS information is appropriate and what is not? YouTube has become a popular and easy way to put technical content on the web. What aspects of IBM information do you think would benefit?

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About tonight's discussion

- To goal is for us to learn from you and for you to learn from each other.
  - It is not about IBM offerings on social media or social business
  - It is not about how your company can use social business to win in the market place
  - It is not about how you can combine social business and mobile

This session is about how IBM leverage social media to help you:

be notified of documentation updates and doc apars

learn how to use new functions

collaborate with IBM to improve our documentation

collaborate with other systems programmers to share best practices

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To Start the Conversation – Using Social Media at Home

- **How many people here use social media?**
- **What ones?**
- **What do you use it for?**
- **What do you like about it?**
- **What are things you dislike?**

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The Mainframe Insights Blog

- Smarter Computing to Accelerate Agile and Mobile Application Delivery
- Optimized communications for the enterprise
- BCPii and REXX: Walking arm in arm
- Newest Low Cost IT and Cloud Computing Option
- Smarter Commerce in Action: Petrol drives retail success with suggest-sell insights
- IBM Global Financing can affordably accelerate your move to the new IBM zEnterprise BC12
- Announcing a webcast series on IBM DevOps solution for System z
- Extending enterprise-class technologies to client of all sizes
- System z Storage Management enhancements assist move to Big Data
- Enhanced OMEGAMON can reduce costs and improve System z support for Cloud, Big Data and Mobile
- Steve Warren, z/OS BCPii technical lead, answers your questions about z/OS BCPii
- IBM announces new versions of Workload Automation

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The World of DB2 for z/OS

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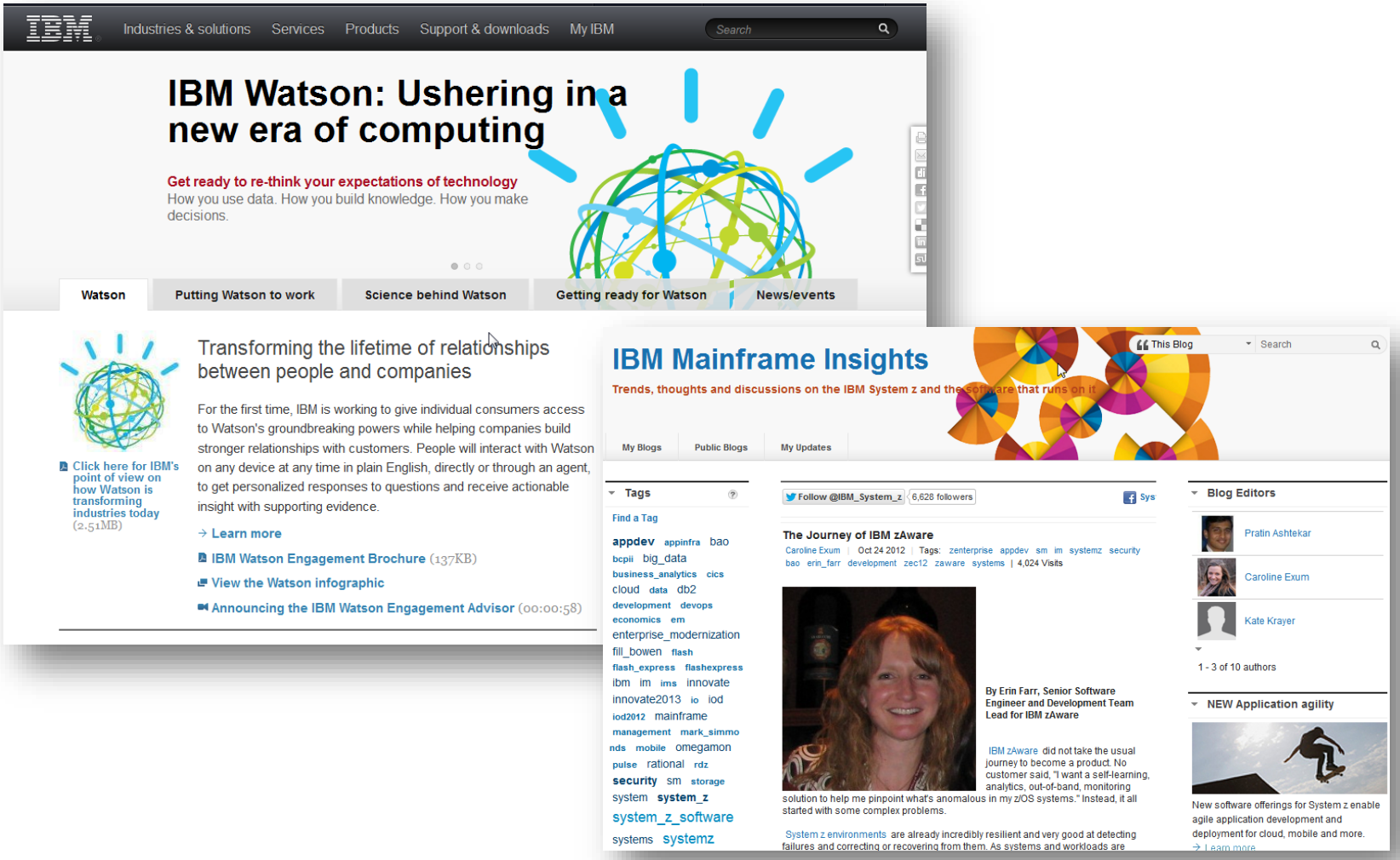
SIRI meet Watson…



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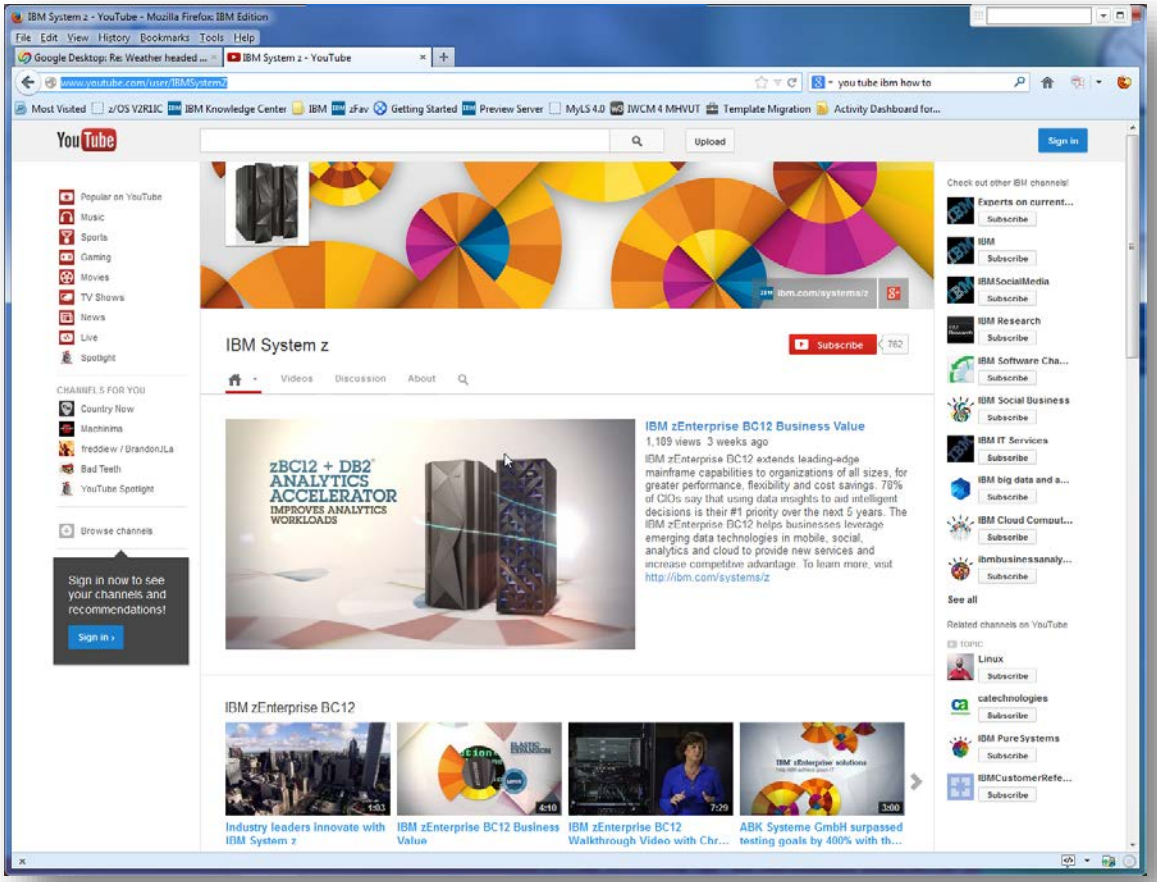
IBM z/OS System z and Social Media

- IBM YouTube and System z: http://www.youtube.com/user/IBMSystemZ

- Naturally, marketing materials
- But technical information too
- Categorized by topic
- You can subscribe to a topic
- Would you like to see video incorporated into our documentation?

- Free education that you can use to teach new hires?
- How tos
- Best practices
- Others?



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Collaborative Information Centers

Demonstrations of collaboration features

It's easy to become a site contributor. Simply sign in with your IBM.com ID.

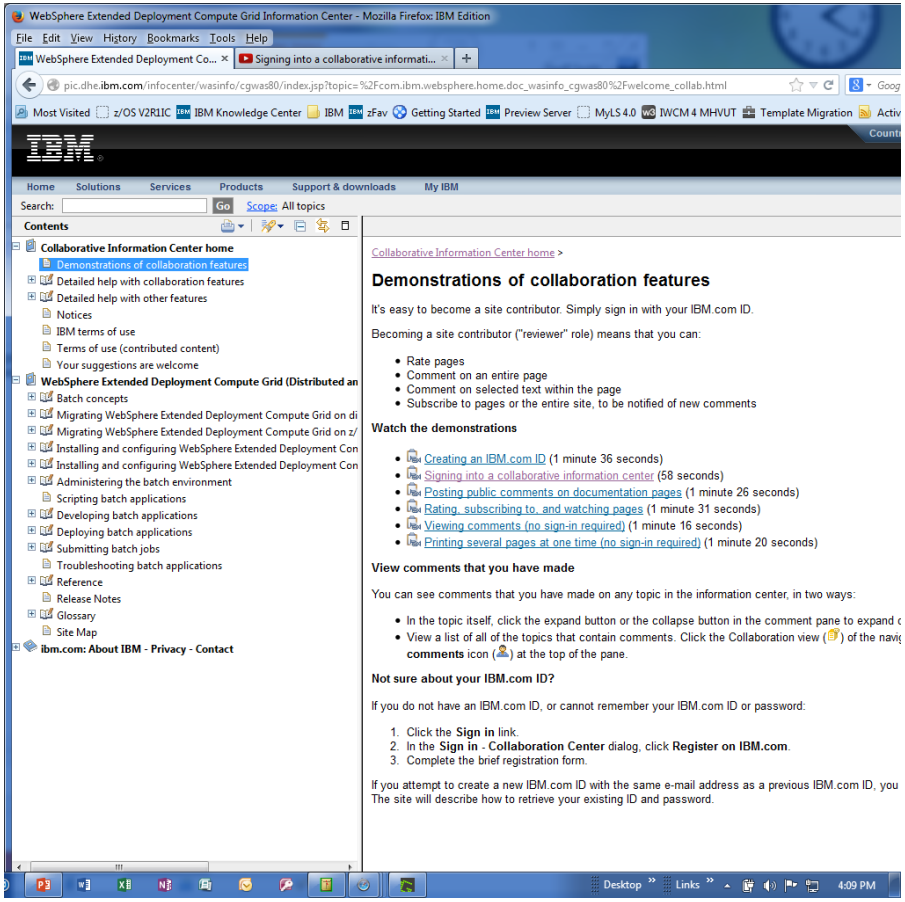
Becoming a site contributor ("reviewer" role) means that you can:

•Rate pages
•Comment on an entire page
•Comment on selected text within the page
•Subscribe to pages or the entire site, to be notified of new comments

Watch the demonstrations

- Creating an IBM.com ID (1 minute 36 seconds)
- Signing into a collaborative information center (58 seconds)
- Posting public comments on documentation pages (1 minute 26 seconds)
- Rating, subscribing to, and watching pages (1 minute 31 seconds)
- Viewing comments (no sign-in required) (1 minute 16 seconds)
- Printing several pages at one time (no sign-in required) (1 minute 20 seconds)

View comments that you have made



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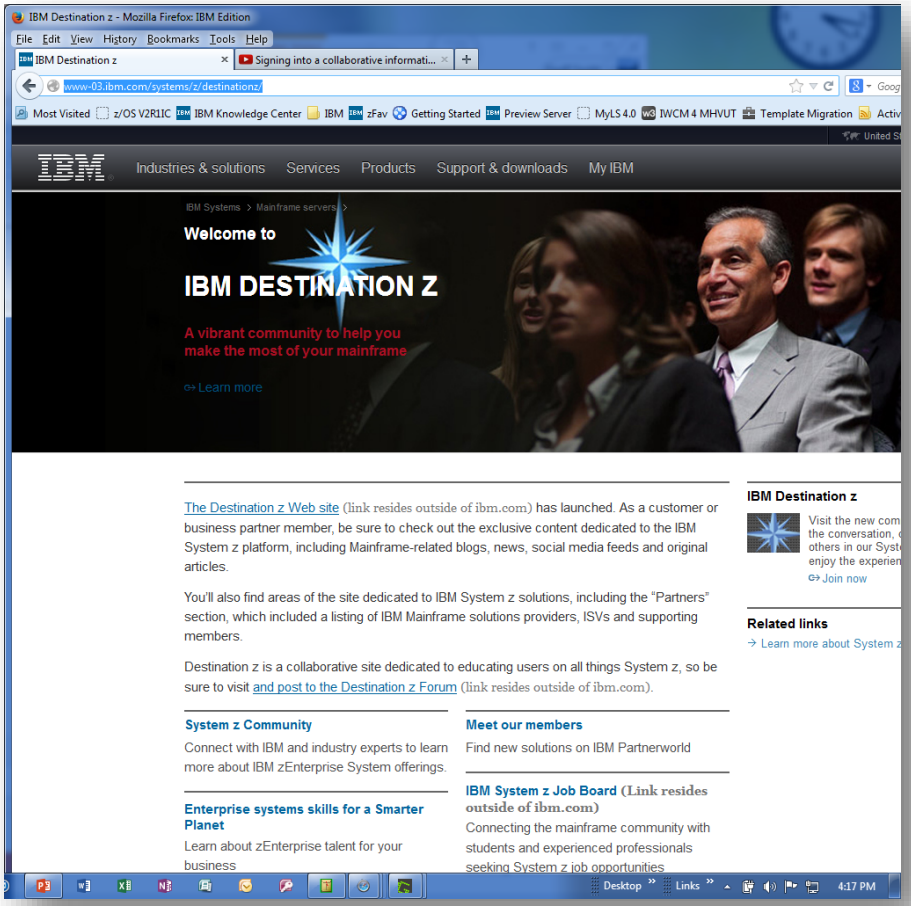
Destination Z – Collaboration outside of IBM

http://www-03.ibm.com/systems/z/destinationz/

The Destination z Web site (link resides outside of ibm.com). As a customer or business partner member, be sure to check out the exclusive content dedicated to the IBM System z platform, including Mainframe-related blogs, news, social media feeds and original articles.
You'll also find areas of the site dedicated to IBM System z solutions, including the "Partners" section, which included a listing of IBM Mainframe solutions providers, ISVs and supporting members.
Destination z is a collaborative site dedicated to educating users on all things System z, so be sure to visit and post to the Destination z Forum (link resides outside of ibm.com).



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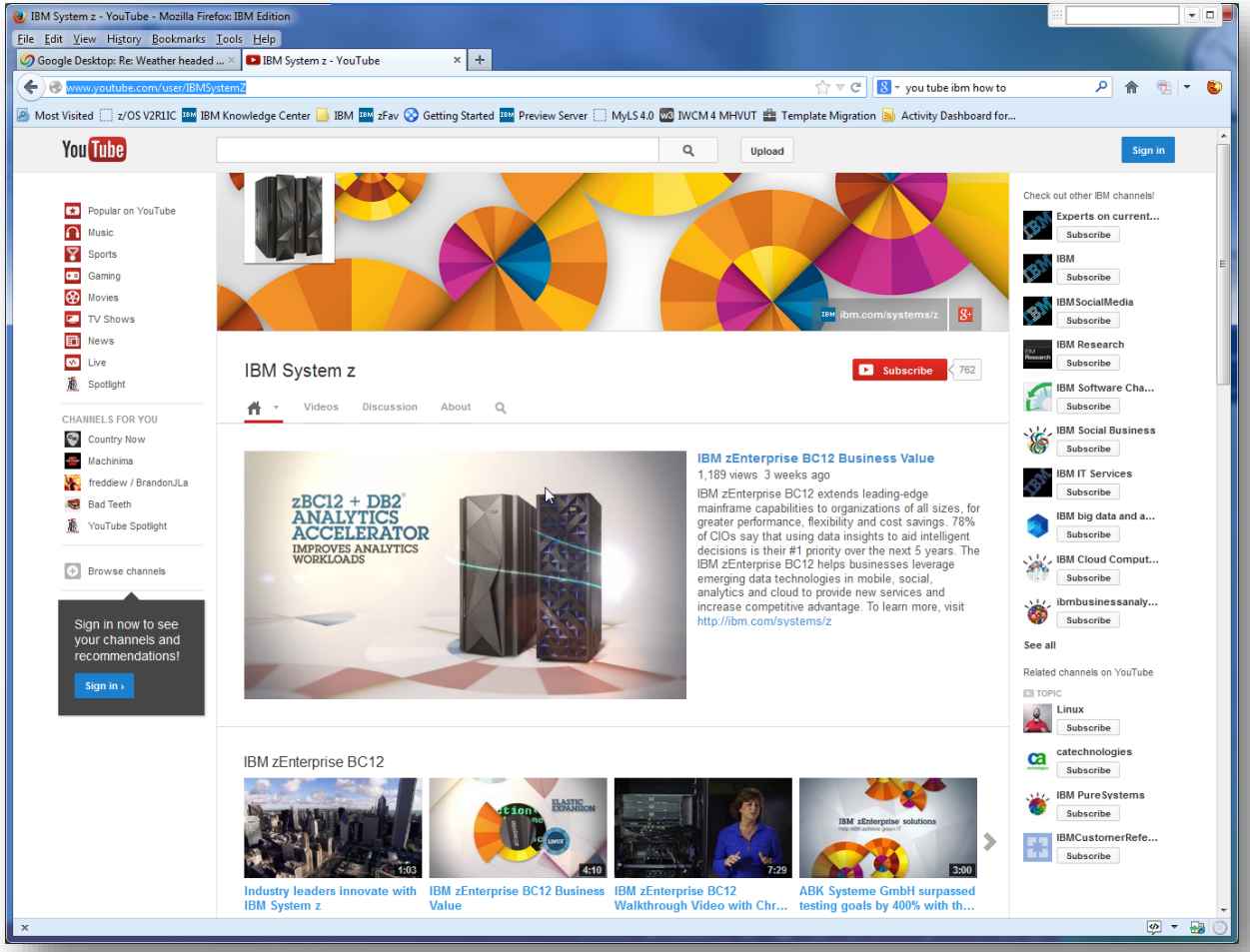
System z on Twitter



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Using Social Media at the Office

- What other forums or websites do people follow?
- How can we leverage social media for technical documentation that will help you most?

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