
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)



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?

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

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?**

The Mainframe Insights Blog

Mainframe Insights Blog

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SIRI meet Watson...

IBM Watson: Ushering in a new era of computing

Get ready to re-think your expectations of technology
How you use data. How you build knowledge. How you make decisions.

Navigation: [Watson](#) | [Putting Watson to work](#) | [Science behind Watson](#) | [Getting ready for Watson](#) | [News/events](#)

Transforming the lifetime of relationships between people and companies

For the first time, IBM is working to give individual consumers access to Watson's groundbreaking powers while helping companies build stronger relationships with customers. People will interact with Watson on any device at any time in plain English, directly or through an agent, to get personalized responses to questions and receive actionable insight with supporting evidence.

[Learn more](#)

[IBM Watson Engagement Brochure \(137KB\)](#)

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[Announcing the IBM Watson Engagement Advisor \(00:00:58\)](#)

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IBM Mainframe Insights

Trends, thoughts and discussions on the IBM System z and the software that runs on it

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The Journey of IBM zAware

By Erin Farr, Senior Software Engineer and Development Team Lead for IBM zAware

Oct 24 2012 | Tags: zenterprise appdev sm im systemz security bao erin_farr development zec12 zaware systems | 4,024 Visits

IBM zAware did not take the usual journey to become a product. No customer said, "I want a self-learning, analytics, out-of-band, monitoring solution to help me pinpoint what's anomalous in my z/OS systems." Instead, it all started with some complex problems.

System z environments are already incredibly resilient and very good at detecting failures and correcting or recovering from them. As systems and workloads are

Blog Editors: Pratin Ashtekar, Caroline Exum, Kate Krayer

1 - 3 of 10 authors

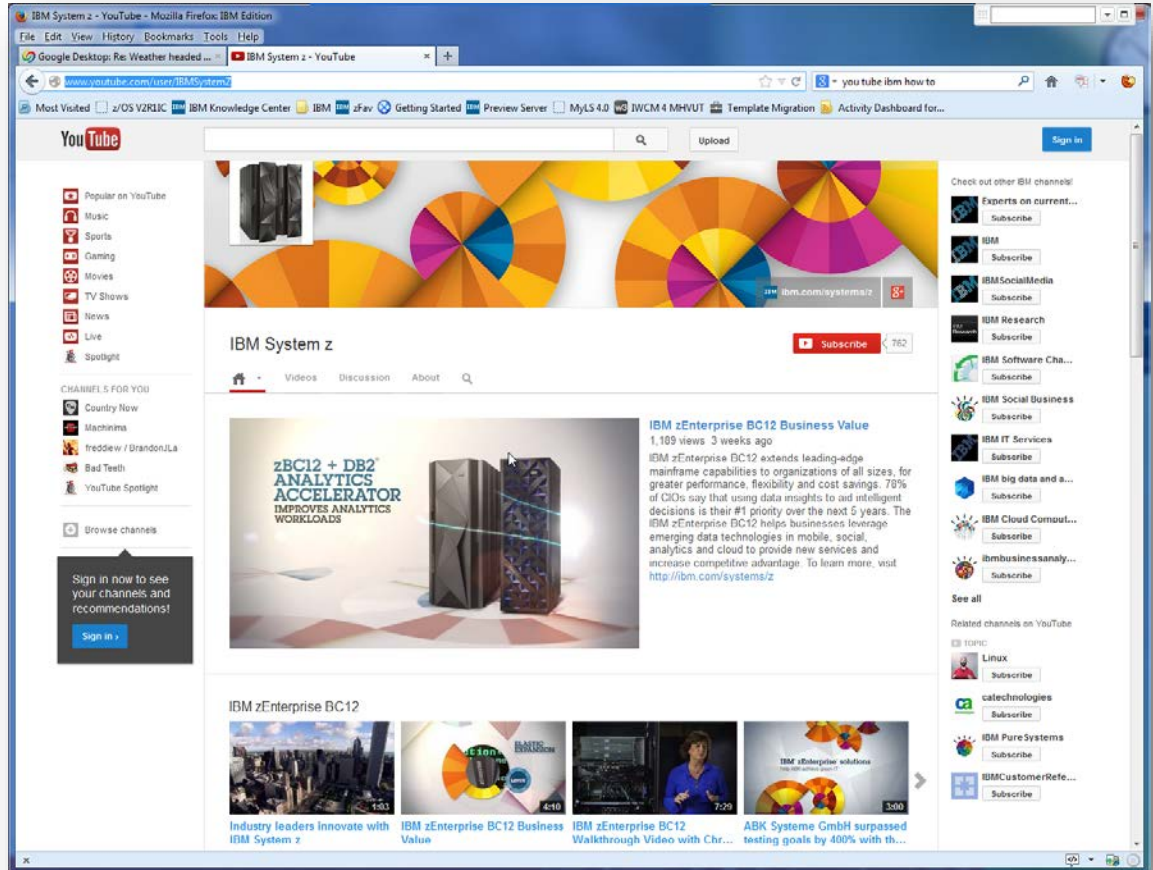
NEW Application agility

New software offerings for System z enable agile application development and deployment for cloud, mobile and more.

[Learn more](#)

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?



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

The screenshot shows the IBM WebSphere Extended Deployment Compute Grid Information Center. The page is titled "Demonstrations of collaboration features" and contains the following content:

- Collaborative Information Center home**
 - Demonstrations of collaboration features
 - Detailed help with collaboration features
 - Detailed help with other features
 - Notices
 - IBM terms of use
 - Terms of use (contributed content)
 - Your suggestions are welcome
- WebSphere Extended Deployment Compute Grid (Distributed architecture)**
 - Batch concepts
 - Migrating WebSphere Extended Deployment Compute Grid on distributed architecture
 - Migrating WebSphere Extended Deployment Compute Grid on z/OS
 - Installing and configuring WebSphere Extended Deployment Compute Grid
 - Administering the batch environment
 - Scripting batch applications
 - Developing batch applications
 - Deploying batch applications
 - Submitting batch jobs
 - Troubleshooting batch applications
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Demonstrations of collaboration features

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- [Printing several pages at one time \(no sign-in required\)](#) (1 minute 20 seconds)

View comments that you have made

You can see comments that you have made on any topic in the information center, in two ways:

- In the topic itself, click the expand button or the collapse button in the comment pane to expand or collapse the comments.
- View a list of all of the topics that contain comments. Click the Collaboration view (🗨️) of the navigation pane.

Not sure about your IBM.com ID?

If you do not have an IBM.com ID, or cannot remember your IBM.com ID or password:

1. Click the **Sign in** link.
2. In the **Sign in - Collaboration Center** dialog, click **Register on IBM.com**.
3. Complete the brief registration form.

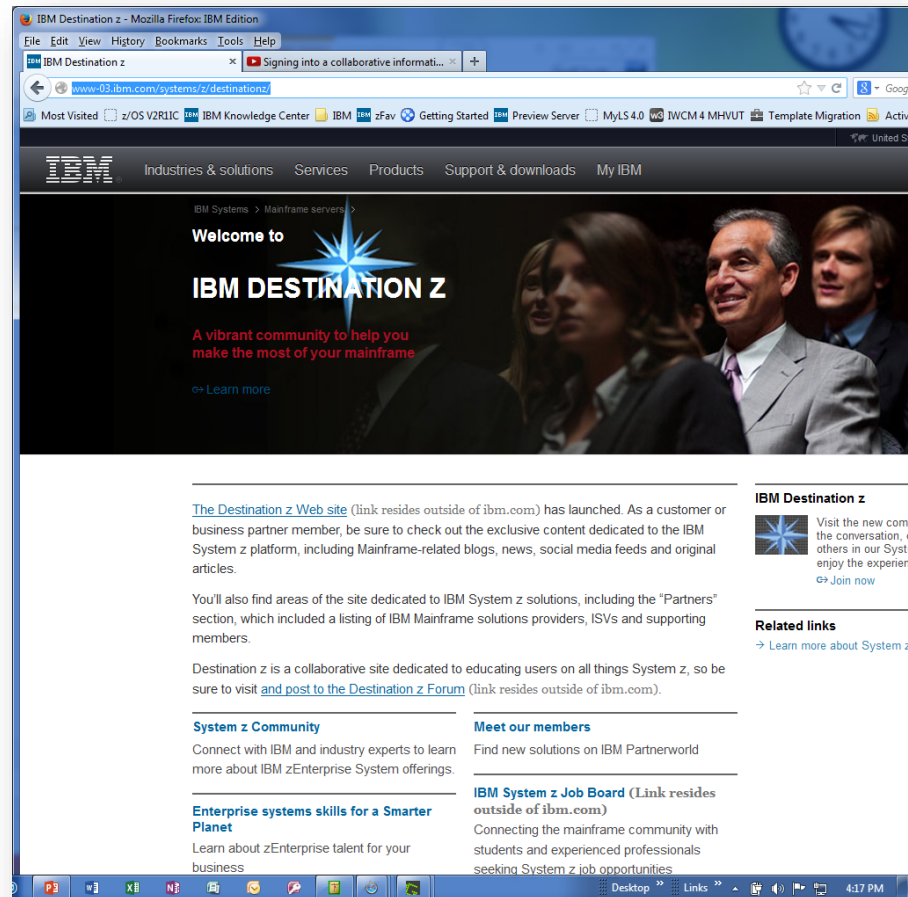
If you attempt to create a new IBM.com ID with the same e-mail address as a previous IBM.com ID, you will be notified. The site will describe how to retrieve your existing ID and password.

Destination Z – Collaboration outside of IBM

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

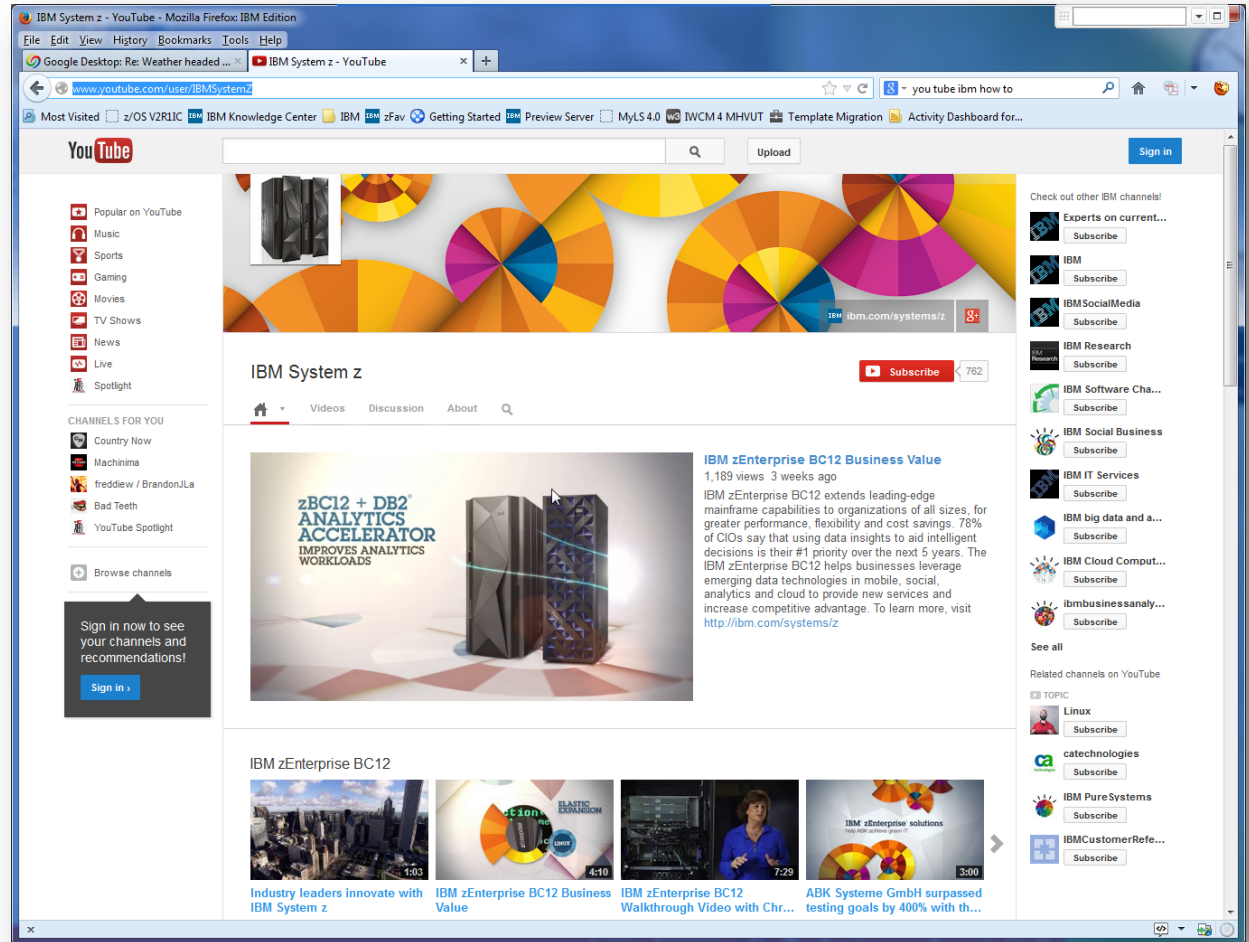


The [Destination z Web site](#) (link resides outside of ibm.com). As a customer or business partner member, be sure to check out the exclusive content dedicated to the IBM System z platform, including Mainframe-related blogs, news, social media feeds and original articles. You'll also find areas of 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).



The screenshot shows the IBM Destination Z website in a Mozilla Firefox browser window. The browser's address bar displays the URL www-03.ibm.com/systems/z/destinationz/. The website's navigation menu includes links for Industries & solutions, Services, Products, Support & downloads, and My IBM. The main content area features a large banner with the text "Welcome to IBM DESTINATION Z" and a sub-headline "A vibrant community to help you make the most of your mainframe". Below the banner, there are several sections: "The Destination z Web site" (linking to the site), "You'll also find areas of the site dedicated to IBM System z solutions...", "Destination z is a collaborative site dedicated to educating users...", "System z Community", "Meet our members", "Enterprise systems skills for a Smarter Planet", and "IBM System z Job Board". A sidebar on the right contains the "IBM Destination z" logo and a "Join now" button, along with "Related links" for learning more about System z.

System z on Twitter



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?