

Top 10 Reasons to become a ‘Social Business’

David Soderna

Solution Architect

11/3/11

About PointBridge

- National Systems Integrator (NSI)
- Headquartered in Chicago
 - offices in Wisconsin and Boston
- Focused Expertise
 - Cloud Services
 - Information Management
 - Application Development
 - Unified Communications
 - Support Services



Cloud
Services



Information
Management



Application
Development



Unified
Communications



Support
Services

PointBridge builds high-impact business solutions with Microsoft technology

What is a ‘Social Business’?

- One that Focuses on People and Interactions...
 - Online Profiles -- giving people a corporate online identity.
 - Micro blogging -- 'what are you working on?'
 - Communities -- collections of people rallied around a single cause
 - Blogs -- everyone has a voice
 - Wikis -- group authorship
 - Tagging and Rating and Commenting-- separating the wheat from the chaff
- ... and Culture -- every company has one, is yours the one you want?

Why become a ‘Social Business’

1. Increase Value
2. Increase your Market Share
3. Improve your Responsiveness to the Marketplace
4. Increase Employee Productivity
5. Increase your Collaboration Potential
6. Foster Innovation and Creativity
7. Increase Efficiency
8. Increase Employee Engagement
9. Improve your Employee Base
10. Improve Email Usage

Top Measurable Business Benefits

- 83% - Increased Speed of Access to Knowledge
- 55% - Increased Speed of Access to Experts
- 41% - Increased Employee Satisfaction
- 31% - Faster Employee Onboarding & Training
- 28% - Increased # of Successful Innovations
- 28% - Reduced Travel Costs
- 28% - Reduced Communication Costs

How to get there

- Teach and reward people to truly work together, not just share results
- Give people an online identity -- bring down the barriers for discovering each other and incent results
- Bring out the truth and promote mass information evaluation -- let the masses rate, comment, tag everything
- Build Entrepreneurs -- turn your greatest asset (your people) loose. Community is the new Corporation
- Streamline processes -- integrate social into what matters most.

Any Questions?

David Soderna

dsoderna@pointbridge.com

@dsoderna 