Internal Communications and Collaboration in the Intranet

- Why 4 out of 5 Intranet strategies fail
- How to integrate Internal Communications with Enterprise Social Networks (ESN)
- Introduction to XCC - Web Content Management Extension for IBM Connections
Why is it so difficult to integrate Internal Communications with Collaboration?
Internal Communications and Collaboration are sooooo different
<table>
<thead>
<tr>
<th>Internal Communications</th>
<th>Peer-To-Peer Collaboration</th>
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<tr>
<td><strong>Web Content Management</strong></td>
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<td>Top-Down Communication</td>
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<td>Stagnating</td>
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<td>Top Down / 1:n Communication</td>
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<td>Approved Content / Binding Directives</td>
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<tr>
<td>Communication of Mgn. Ideas and Opinions</td>
<td>Formation of Ideas and Opinions</td>
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<td>Important Information stays on Top</td>
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<td>Dedicated Authors with Intense Training</td>
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<td>Set as default Homepage by Policy</td>
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</tr>
<tr>
<td>&quot;Management’s Intranet”</td>
<td>&quot;Employee's Intranet&quot;</td>
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</tbody>
</table>
Intranet Strategies:
How to deal with Intranet pillars
Communication and Collaboration
Strategy 1: Internal Communications Only

- Inefficient collaboration with mail and file servers
- All knowledge locked up in mail- and file-servers
- No expert identification
- No employee participation
- No informal learning
- Not appealing to young employees accustomed to social media
Strategy 2: Collaboration Only

- Difficult to communicate the organization’s priorities, strategy, values.
- Difficulty to distinguish opinions and ideas from binding / formal information and directives.
- Difficulty to identify important information.
- No structure, everything sorted by last update / popularity.
Strategy 3: Side-By-Side Communication and Collaboration

» Confusion and Governance Problems
  ▸ How should managers communicate, as them-selves or thru internal communications?
  ▸ Where should employees look for content, in the Web CMS based Intranet or in Social Software?

» Attention and Content Fragmentation
  ▸ Half of the employees visit Web CMS based Intranet and ignore collaboration, the other half use collaboration and ignores Internal Communications website.

» Overlap, Redundancy and Inconsistency
  ▸ Some content is inevitably going to be stored in both platforms.
Strategy 4: Enhance Communication with Collaboration

- **Insufficient collaboration**
  - Collaboration integrated into communication will never reach critical mass to become self sustaining.
  - Intranet 2.0 based on user generated content / Enterprise 2.0 will not be achieved.

- **For enhanced Web CMS: Insufficient capabilities**
  - Activity Stream / Social capabilities / Enterprise collaboration missing.

- **For integrated platforms: Inconsistent UI**
  - Users must leave communication homepage for collaboration.
  - Content fragmentation, overlap, redundancy and inconsistency, governance problems.
Strategy 5: Integrate Communication into Collaboration

- No content overlap, redundancy, inconsistency
- Social software is more popular with employees.
- User generated content grows much faster than centrally managed content.
What Do These People Have in Common?

Traditional Manager

“I do not care much about social, if something is really important it will eventually show up in the Web CMS based Intranet. Social software lacks structure. The Web CMS is too complicated to publish my departments information. I use mail for collaboration.”

Internal Communications

“Employees have to be aware of our priorities, strategy, values and important news. Everything important must be published on my platform. I do not care about social as long as employees do not use it as a cheap propaganda platform. My content needs to look great.”

Knowledge Worker

“I do not care about the constant self praise. I need Enterprise Social Software to get my work done and stay in touch with my peers. Social is great to develop ideas and exchange opinions. My content must be created fast and easy.”
They do not like to have separate platforms for Internal Communications and Collaboration with redundant and inconsistent content!
Web Content Management Extension for IBM Connections

- Merge the horizontal with the vertical Intranet -
XCC - Web Content Management Extension for IBM Connections

- XCC is a lightweight Web CMS that integrates into IBM Connections.
- XCC leverages and utilizes IBM Connections for authentication, authorization, content storage, content approval, search, notification etc.
- XCC enhances IBM Connections with classic Web Content Management capabilities and thus integrates the two antipodes of an intranet, i.e. peer-to-peer collaboration with internal (top-down) communications.
XCC Onboarding Experience

In the video:
- Welcome Page
- Welcome Message
- Following People
- Following Communities
- Profile Completion
- Popular Content

http://youtu.be/Kc7qqVzQG9U
XCC User Experience

In the video:
- Intranet Homepage
- Personalization
- Landing Pages for Business and Service Units
- Sample Widgets

http://youtu.be/Fg-eh1zHg6Q
XCC Custom Apps

In the video:
- iFrame Widgets
- Clipping Widgets
- Custom CSS
- Custom JavaScript
- JavaScript Event Handler Framework

http://youtu.be/GMvT-fUBg1g
Diverse POCs
Mobile Apps (Android & iOS)

» New menu item in IBM Connections Mobile App
» All Widgets are displayed in a serialized order
» Phone and Tablet Layout
» Auto switch between Vertical and Horizontal Layout

NEW
XCC
Information Architecture
Mapping IBM Connections Communities to XCC pages

IBM Connections Communities

Internal Communications Community
(-> Communications Department and Management)

Business Unit 1 Community
(All BU 1 Employees)
BU 1 Sub Community
(-> BU 1 Management)

Business Unit 2 Community
(All BU 2 Employees)
BU 2 Sub Community
(-> BU 2 Management)

Region A Community
(All Region A Employees)
Region A Sub Community
(-> Region A Management)

Region B Community
(All Region B Employees)
Region B Sub Community
(-> Region B Management)

Service Unit I Community
(All SU A Employees)
SU I Sub Community
(-> SU II Management)

Service Unit II Community
(All SU B Employees)
SU II Sub Community
(-> SU II Management)

Web Content Management Extension Page(s)

Navigation with Drop-Down Menu

Top News

Links (personalized, aggregated)

My Business Unit News
(personalized)

My Regional News
(personalized)

My Communities
(CNX Widget)

Service Unit News

HR News

Clipping Widget
(e.g. Stock Quote)

Marketing News

Weather Widget

My Events
(personalized, aggregated)

Static Content
(e.g. Hotline)
Using IBM Connections and XCC as corporate Intranet

Use IBM Connections with the XCC Web Content Management Extension as the only platform for personalized corporate Intranet homepage with landing pages for business units, service units, and large communities.
Integrating XCC with a conventional Intranet

Very large companies with large internal communication departments or specific integration requirements might keep their intranet homepage on a dedicated Web CMS or Portal.

- XCC is used for landing pages for Business Units, Service Units or IBM Connections Communities.
- Landing pages are available thru conventional Intranet and IBM Connections top navigation.
XCC Page Elements

- ATOM / RSS Feed
- Clipping / HTML
- CNX MyPage Widgets (22 pcs)
- CNX Activity Stream
- CNX Right Column
- Events
- Files
- Ideation Blog
- iFrame
- Forum
- Gallery
- Links
- Picture Voting**
- News (Top News)
- News (Single)
- News Channel
- News List
- News Overview
- People Birthday
- People Finder
- People Selector
- Preferences*
- Profile Completion*
- Popular Content*
- Saved Search*
- Static Blog Content
- Static Wiki Content
- Suggestions* (People & Communities)
- Website Navigation & Breadcrumb Path

* Available in XCC next
** currently CNX 4.5 only
Special Presentations
Introduction

See special presentation

http://www.slideshare.net/timetoact/the-sad-story-of-the-intranet
XCC Self Study Guide & Feature Overview

See special presentation
http://www.slideshare.net/timetoact/xcc-self-study-guide
Personalization

See special presentation
http://www.slideshare.net/timetoact/xcc-personalization
Custom Applications

The Harmony of a Sound Intranet

Know Share Do

Internal Communications Social Collaboration Custom Applications

See special presentation

http://www.slideshare.net/timetoact/know-share-do-the-harmony-of-a-sound-intranet
1. Improve Intranet User Experience
2. Improve Internal Communications
3. Increase IBM Connections Adoption, Usage and ROI
4. Reduce Complexity
5. Cut Costs
6. Accelerate Intranet Development
1. Improve User Experience

» Eliminate the dichotomy between top-down communication and peer-to-peer collaboration and create a truly integrated Social Intranet

» Everything is in one place, employees do not need to choose where to browse and search content

» Communication and Collaboration are either on the same page or available within one click

» High degree of personalization (Region, Location, Department, Branch etc.)

» Excellent Mobile Experience (integrated in Android and iOS Apps and responsive layout)
2. Improve Internal Communications

- Internal Communications is made social, i.e. its content can be liked and commented (unless commenting is disabled)
- Content publishing, liking and commenting is integrated into the Activity Stream and will be noticed by peers
- Responsibility can be effectively delegated to line of business
- Content masters can not only create and publish content but curate content too (i.e. publish blog entries from employees on landing pages / homepage)
- Avoid content fragmentation, overlap, redundancy, inconsistency and governance problems
3. Increase Connections Adoption and ROI

- All employees have a crucial reason to visit IBM Connections to access the integrated Internal Communications
- Newbies (and ‘silver surfers’) benefit from structured content
- Newbies discover content faster (even if they do not yet follow other employees or communities)
- Many employees can be involved in maintaining landing pages for business units, service units, locations and projects – those employees will be strong Connections power users and promoters
- XCC increases IBM Connections usage by 100%
4. Reduce Complexity

» Simplicity for Authors
  » Creating content is really easy, no technical training required (i.e. management compatible)
  » Everything is in one place: authors do not need to choose between two systems to publish their content

» Technical Complexity
  » No search integration required (all content is within one index)
  » Read Access Management is given thru Communities, no project required
  » Single Sign On for CMS & Connections is given
  » Activity Stream and UI Integration are given, no project required
  » Personalization is really easy, no technical project required
5. Cut Costs

Eliminate Web CMS costs for
- Selection
- Purchase
- Implementation
- Integration
- Training and
- Running

another platform besides IBM Connections
6. Accelerate Intranet Development

With XCC Intranet projects shift focus within hours from technology to content.

- Implementation is done in less then 20 Minutes
- CI adoption is very fast
- Content, navigation and pages can be created fast
- Intuitive page design with drag & drop of widgets
- Fast integration of
  - External content (Atom / RSS Feeds, iFrame, Web Clipping)
  - Custom widgets
Customer Statements

“Dear Felix, IBM Connect 2014 confirmed for me that the choices we made regarding IBM Connections and to combine it with your product, the Web Content Management Extension for IBM Connections were **the right decisions and we will stick to that.**”

Til Nieuweboer, Manager Operations at ING Insurance
“XCC revolutionized our Intranet entirely!

Now, relevant content can be populated completely intuitive within seconds and is globally accessible. It is a real innovation.”

Eva Martinez
Organizational Development
Lapp Holding AG
“In order for Pilz Connections to succeed, it was important to offer all employees simple and clear first steps into the world of social business.

The TIMETOACT solution enabled us to avoid reservations and acquaint users with the concept of knowledge management.”

Jürgen Fischer
Project Manager Communication and Collaboration Services, Pilz GmbH & Co.KG
“Felix, I do not think you will have problems selling your product once people figure it out. Your product completes IBM Connections. As you say in your marketing material it provides the top-down communication that overlays IBM Connections so that the employee has no other place to attend to. They get the top down via your product and the bottom up via IBM Connections. Employees do not have to go anywhere else, everything is in one place.”

US Government Customer with “no public reference” policy. Willing to talk to potential customers, ask for contact information.
“Felix:

I am putting together our budget for FY2015, and would like to receive a quote to purchase the Connections Administration Toolkit. We have had such great luck with XCC, that I would like to see if CAT can help us as well.”

US Government Customer with “no public reference” policy. Willing to talk to potential customers, ask for contact information.
"VAUDE has had an conventional intranet with a web content management system. It worked OK for our internal communications. However, the content from line of business outdated / decayed quickly. We were therefore looking for an alternative Intranet platform.

As a medium sized company we wanted to avoid running multiple platforms for communication and collaboration. We were searching for an integrated or **hybrid intranet** platform that spans collaboration, knowledge management and internal communications.

IBM Connections convinced us as a superior collaboration and knowledge management platform."

---

Manfred Meindl
Manager Intranet and Online Marketing
Customer Statement

The Web Content Management Extension (XCC) from TIMETOACT neatly integrates internal communications into IBM Connections.

We created an ideal information architecture that seamlessly integrates internal communications and collaboration in an hybrid Intranet. Our new Intranet has been perceived very well by our employees. As it turned out, the integrated internal communications simplifies and accelerates the adoption of IBM Connections within the employees. The Web Content Management Extension can be adopted to changing requirements easily. Line of business appreciates the simplicity with which they can create and curate content to maintain their landing pages.

Throughout the project we worked with TIMETOACT for analysis, conception, consulting, customization and implementation. All work was achieved within the agreed budget. Our experiences with TIMETOACT were excellent and we can fully recommend working with TIMETOACT."

Manfred Meindl
Manager Intranet and Online Marketing
“Felix / Philipp,

**in a off-time minute (during a break) I installed XCC in our Acceptation Environment.**

Everything went smooth, no problems during the installation.. (like you said).”

R. Angioni  
Saxion, University of Applied Sciences, Netherlands
Customer Statements

**XCC has transformed IBM Connections into a complete intranet environment**

With XCC we are able to combine the social features of IBM Connections with the functionalities and look & feel of an intranet.

It enables us to create an intranet homepage that shows the most important content from Connections. End users can read the latest company news, easily access applications, find upcoming events and locate colleagues.

Sander Zwart, Social Business Consultant, ilionx, Netherlands
IBM Collaboration Services is excited to partner with TIMETOACT to bring their Content Management Extension for IBM Connections to our customers as an IBM Collaboration Services App.

This innovative solution brings additional value to an IBM Connections environment, allowing our customers to elegantly integrate their internal communication’s content into their social business platform. IBM and TIMETOACT together, a partnership to accelerate social business.
IBM Statements

To get the most out of a social software application it should be seamlessly integrated in the work environment of users. (…) **TimeToAct takes this trend further with their new solution out of their IBM Connections lab: Web CMS Extension for IBM Connections.**

**The Web CMS Extension for IBM Connections provides a seamless integration of different content into your IBM Connections platform.** Through the built in applications, user groups with access to the editorial communities can create content which will then be displayed on a consolidated custom homepage. External content like a corporate newsfeed or a Google Weather widget can be offered on the custom homepage as well.

Notes on a customers special request

Selfie Competition Widget

A company has a special event, like a new company logo, a new slogan, a new product or something similar. Let us assume it is a new company logo.

Internal communications wants employees to hail and identify with the new logo. Internal communications launch a selfie competition - all employees are asked to create pictures of themselves giving the new logo a smile, a kiss, hug it or carry it to beautiful places. Employees upload the pictures to a Connections media gallery. A new widget is added to the companies Intranet homepage - created with XCC and IBM Connections. The widget displays the 9 latest uploads. In the widget everyone can like the best selfies. The pictures with the most "likes" win a small prize.

Is this not a great idea? I just absolutely love it. It helps internal communications to create some excitement for the new company logo and drive employee engagement.

Our customer addressed us on Thursday morning with the idea. Thursday 2pm we had the go the implement the idea. Monday morning by 10:00 we were able to deliver the custom widget.

We have been working with internal communications and marketing people for more then 16 years now. We really enjoy working with those people. They are creative, demanding and often times under time pressure. But, internal communications and marketing are fun to work with and, when you do a good job, they appreciate your work.

Eventually we will include the new selfie competition widget with XCC. We are looking forward to many more creative ideas. It is those ideas that make an Intranet lively. Anyhow: My huge thanks goes to our XCC team, particularly to the developer who checked in on Sunday morning to develop the widget.
Get Started – Test drive XCC

1. Receive a 30 day free trial license

2. Install XCC on your IBM Connections
   (< 30 min)
   XCC is only visible to users after minor changes the IBM Connections theme. XCC can therefore be installed, tested and customized in the production environment without any interference with users.

3. Create and customize your first XCC page (< 60 min)

4. Customize your XCC layout
   (< 180 min CSS editing)
## Professional Services for XCC

<table>
<thead>
<tr>
<th>Service</th>
<th>Demo Showcase</th>
<th>Technical Implementation</th>
<th>Budget Intranet</th>
<th>Performance Intranet</th>
<th>Strategic Social Intranet</th>
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</thead>
<tbody>
<tr>
<td>UI Customization, Demo Content</td>
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<td>Governance, Guidelines, Templates</td>
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<td>Profile Customization &amp; Personalization</td>
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<td>Multisite Concept Implementation</td>
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<td>Legacy App Integration</td>
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<td>Content Migration</td>
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1 Day

8-10 Days

> 15 Days

Professional Services for XCC

[Image 565x6 to 701x26]
# Technical Services for CNX

<table>
<thead>
<tr>
<th>Service</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td>IBM Connections Core Implementation</td>
<td>✔</td>
</tr>
<tr>
<td>- Integration (LDAP, Sign In etc.)</td>
<td>✔</td>
</tr>
<tr>
<td>- IBM Cognos Business Intelligence</td>
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<tr>
<td>- IBM Forms (Polls &amp; Surveys)</td>
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<tr>
<td>- IBM Docs</td>
<td>✔</td>
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<tr>
<td>- IBM Connections Content Manager</td>
<td>✔</td>
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<tr>
<td>- IBM Connections Mail</td>
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<tr>
<td>Administration Enablement</td>
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<tr>
<td>Branding</td>
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<tr>
<td>Profile Customization</td>
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<tr>
<td>Rollout &amp; 3rd Level Support</td>
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<tr>
<td>Legacy App Integration</td>
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</tbody>
</table>

**Comments / Notes:**

- IBM Connections Core Implementation ✔
- Integration (LDAP, Sign In etc.) ✔
- IBM Cognos Business Intelligence ✔
- IBM Forms (Polls & Surveys) ✔
- IBM Docs ✔
- IBM Connections Content Manager ✔
- IBM Connections Mail ✔
Administration Enablement ✔
Branding ✔
Profile Customization ✔
Rollout & 3rd Level Support ✔
Legacy App Integration ✔
# Adoption & Governance Services for CNX

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<th>Service</th>
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<tr>
<td>Enterprise 2.0 Workshop</td>
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<tr>
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<td>Use Case Identification &amp; Coaching</td>
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<tr>
<td>Branding &amp; Marketing Campaign</td>
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<td>Employee Quick Start Kit</td>
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<tr>
<td>Self Service Help Center</td>
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<td>Gamification</td>
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<tr>
<td>Rollout Support</td>
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</table>
Suggested Project Plan I

Installation

- Installation requires less than 30 minutes. Without (minor) changes the IBM Connections theme XCC is run in a hidden mode. XCC can therefore be installed, tested and customized in the production environment without any interference with users.

Proof of Concept (optional)

- Rebuilt your existing Intranet (partly) with XCC (1-2 days). Create a custom CSS to adopt look & feel to your CI. Demonstrate POC internally. Test acceptance and usability with key users.
Suggested Project Plan II

- Envision future Intranet
  - Identify content sources
  - Collect ideas
  - Prioritize requirements

- Information Architecture
  - Decide if XCC will be used on corporate level or business unit only (in combination with an existing intranet homepage)
  - Create future Intranet Site Map
  - Plan personalization (check availability of profile attributes)
  - Design Intranet homepage
  - Design landing pages
  - Design custom widgets if required
  - Map communities to site map / widgets
Suggested Project Plan III

Rollout Strategy

- Top Down Approach:
  Create Intranet homepage first, create landing pages for business units later.

- Bottom Up Approach:
  Create landing pages for business first, create Intranet homepage later (keep previous intranet platform for the start).
Suggested Project Plan IV

**Implementation**
- Create custom CSS for Intranet homepage and landing pages
- Create XCC landing pages (from templates)
- Assign content masters for landing page maintenance
- Map or create communities

**Rollout**
- Internal Communications and BU content masters create content
- Publish pages as they fill with content

**Pervasion & Integration**
- Integrate legacy apps with iFrames or custom widgets
XCC Release History

08.2012  **Release 1.0**
- for Connections 3.0

05.2013  **Release 2.0 Beta**
- (Limited Availability)
  - Connections 4.0
  - Activity Stream on Homepage

10.-12.2013  **Release 2.0, 2.01 - 2.03**
- (General Availability)
  - Connections 4.0 & 4.5
  - Personalization
  - Improvements & Bug fixes
  - Performance Increases
  - Personalization for Custom Profile Fields

01 & 02.2014  **Release 3.0, 3.01, 3.02**
- Improvements & Bug fixes
- New Widgets
- Mobile
- Grid Layout

03.2014  **Release 4.0**
- Extended Page Management Capabilities
- UI & Performance Improvements

04.2014  **Release 4.1**
- Atom & RSS Feed Widgets

- List and Overview News Widgets
- People Finder Widget
- Breadcrumb Path & Navigation
- Multilingualism

08.2014  **Release 5.0**
- IBM Connections 5 Support
- Ideation-Blog Widget
- Picture Widget
- Import and Export of XCC page
- XCC uses database to store your settings

10.2014  **Release 6.0**
- Forum Widget
- People Birthday Widget
- People Selector Widget
- Personalized Home Page
- Custom JavaScript
- Picture Slider in Embedded Experience
- Item Count Editor / Paging
- Many more…
Web Content Management Extension (XCC)

Team Members

- **Felix Binsack** (XCC Product Idea & Sponsor)
  +49 221 97343-10
  felix.binsack@timetoact.de

- **Babett Schäfer** (XCC Consultant, QA)
  + 49 221 97343-38
  babett.schaefer@timetoact.de

- **Philipp van den Boom** (XCC Inside Sales)
  + 49 221 97343-66
  Philipp.vandenBoom@timetoact.de

- **Nadine Westerbur** (XCC Inside Sales)
  + 49 221 97343-36
  nadine.westerbur@timetoact.de

XCC Architects & Developers

Support Hotline
xcc-support@timetoact.de
+ 49 221 97343-53

Plus 15 IBM Connections FTEs
(Architects, Consultants, Admins, Trainer, Support etc.)
TIMETOACT Products for IBM Connections

- Simplify and Improve IBM Connections Administration and Content Management
  - [http://timetoact.de/cat](http://timetoact.de/cat)

- Manage External (Guest) Users for IBM Connections, Internal Users “Terms of Use” Acceptance, Passwords etc.
  - [http://timetoact.de/uam](http://timetoact.de/uam)

- Integrate Internal Communications and Custom Applications into IBM Connections
  - [http://timetoact.de/xcc](http://timetoact.de/xcc)
Connections Administration Toolkit "CAT"
Intuitive Interface for the Administration of Connections

Benefits
- Web UI for administration and configuration of IBM Connections
- No wsadmin commands
- No XML editing
- Analyze and fix user synchronization problems
- No in depth WebSphere skills required
- Eliminates the complexity of Connections administration
- Speeds up handling of administrative tasks
- Unveils the hidden treasures of Connections administration
- Reduces costs of operating IBM Connections and TCO
- Administer Connections from everywhere, even with your iPad...
Our Social Business Implementation Checklist

The ROOTS and FRUITS of a Successful Social Intranet Implementation

http://socialintranet.de
Intranet Challenge

R.I.P.

eMail is where knowledge goes to die

Stop sending, start sharing
# TimeToAct Group

Software & Consulting

## Services
- 200 Employees, Cologne, Muenster, Munich, Augsburg, Stuttgart, Zuerich

<table>
<thead>
<tr>
<th>IBM</th>
<th>SaaS &amp; PaaS Vendors</th>
<th>Microsoft Vendors</th>
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<tbody>
<tr>
<td><strong>Commerce &amp; Marketing</strong></td>
<td><strong>Process Integration &amp; Automation</strong></td>
<td><strong>Intranet, LOB Apps, Mobile, ‘Workplace of the Future’</strong></td>
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<tr>
<td>Conversion, Web Analysis</td>
<td>BPM, EAI, math. Optimization, Hybrid Cloud</td>
<td>Business Intelligence, ISV (CAT, XCC, Mail, Portals, Social, UX, WebCM</td>
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<tr>
<td>Commerce, Coremetrics, Pixelboxx, Tealeaf, Xtify</td>
<td>BPM, BlueWorks, ILOG, WebSphere Process Server, MQ, IIB, Sterling</td>
<td>Cognos 10 &amp; TM1, Connections, Portal, Watson, Domino, SameTime, Worklight</td>
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<td>Google Apps, Office 365, SmartCloud</td>
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<td>Azure, BizTalk, Excel Services, Performance Point, SharePoint, SQL</td>
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- IBM SaaS & PaaS Vendors
- Microsoft Vendors

- Bluetrade
- X-Integrate
- Edcom
- TimeToAct Software & Consulting
- CloudPilots
- NovaCapta
Thank you for your interest

xcc@timetoact.de
+49 221 97343 0

http://timetoact.de/xcc
http://connections-apps.com/
http://www.slideshare.net/timetoact/
http://www.youtube.com/user/TIMETOACTGROUP
http://greenhouse.lotus.com/communities/community/XCC
Appendix
Why IBM Connections?
Enterprise Social Network (ESN) Software is about...
"Best of Internet 2.0"

<table>
<thead>
<tr>
<th>Internet 2.0</th>
<th>Enterprise 2.0</th>
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<tbody>
<tr>
<td>Wiki</td>
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<tr>
<td>Blogger</td>
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<td>WordPress</td>
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<td>Facebook</td>
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<td>LinkedIn</td>
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<td>XING</td>
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<td>Gutefrage.net</td>
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<td>Delicious</td>
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<td>Digg</td>
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<td>Remember the Milk</td>
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<tbody>
<tr>
<td>twitter</td>
<td>Microblogging</td>
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<tr>
<td>facebook</td>
<td>Newsfeeds</td>
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<tr>
<td>Flickr, Picasa, YouTube</td>
<td>Media</td>
</tr>
<tr>
<td>My Starbucks Idea, IdeaStorm</td>
<td>Idea</td>
</tr>
<tr>
<td>slideshare, Dropbox</td>
<td>File Sharing</td>
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<tr>
<td>facebook, amazon.de, YouTube</td>
<td>Recommendations</td>
</tr>
</tbody>
</table>
Enterprise 2.0 - Best of Internet 2.0

Integration of Web 2.0 Use Cases in one Intranet platform

WiKi, Blogging, Bookmarking, Networking, Discussion, Task Management, Microblogging, Newsfeeds, Media, Ideas, File Sharing, Events, Recommendations
It’s all about IBM Connections

- the new platform
- the new mega brand
What is IBM Connections for?
Starting in 2009 with Andrew McAfee / MIT there has been a huge boom in scientific literature on Enterprise 2.0, Social Business and Management by Intranet.
Bridging of Locations

Who's who in the zoo.
Bridging of Departments
Bridging of Projects

IS...

Coas
Disconnected
Competing
Hunting

Should be...

* Ordul
  * Predicted
  * Connected
  * Collaboration
* Growing
Bridging of Generations
Increase Employee Engagement

What if you could increase employee engagement by just a few percentage points?

2012 Engagement Distribution

Worldwide, Actively Disengaged Employees Outnumber Engaged Employees by Nearly 2-1

<table>
<thead>
<tr>
<th>Region</th>
<th>Actively disengaged</th>
<th>Not engaged</th>
<th>Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-2010</td>
<td>27%</td>
<td>62%</td>
<td>11%</td>
</tr>
<tr>
<td>2011-2012</td>
<td>24%</td>
<td>63%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Aon Hewitt 2013
Social Software – Unser Video

https://www.youtube.com/watch?v=NBsvzwEoBJg

Kennen Sie dieses Problem nicht auch aus Ihrem Unternehmen?

Das Wissen und die Stärken Einzelner zu verbinden und somit Neues zu entwickeln das schafft Social Software.
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TIMETOACT + IBM Connections

» TIMETOACT knows, uses, consults, implements, customizes and extends IBM Connections since release 1.0
» TIMETOACT has extensive IBM Connections Labor-contacts
» IBM Connections Design Partner Program
» IBM European Business Partner Advisory Council
» IBM Leadership Alliance Member

http://timetoact.de/connections
TIMETOACT has very long experience with Intranets and Web Content Management

- First Domino based Web CMS in 1997
- We developed the TIMETOWEB Web CMS
- We worked with internal communications and marketing departments to create hundreds of websites
- For many years we made our Web CMS more collaborative
- In 2012 we changed strategy, now we make a collaborative platform more communicative