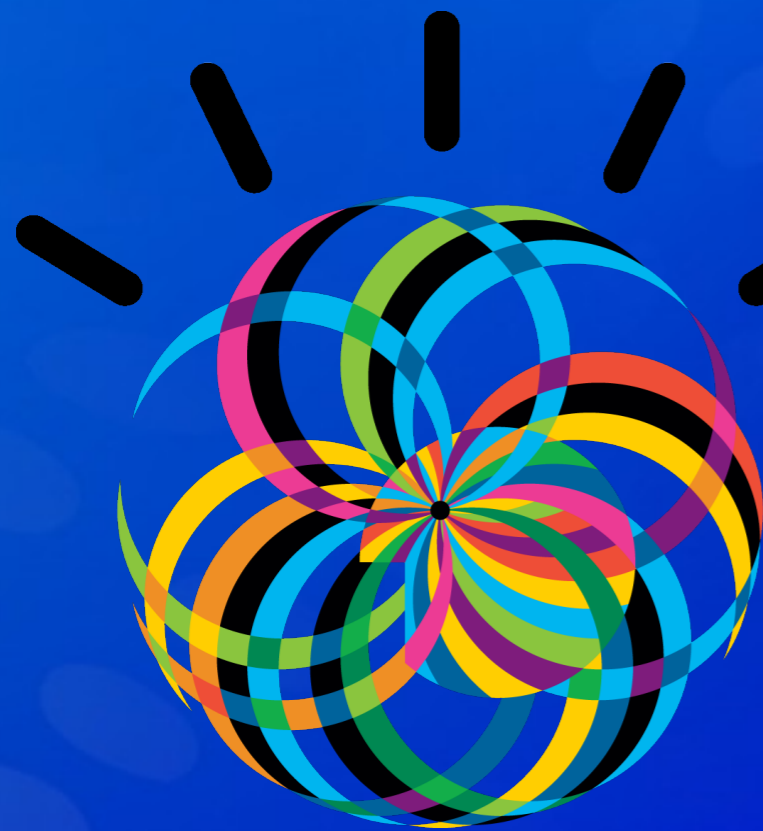


Get Social . **Do Business.**



Sandy Carter

Twitter: @Sandy_Carter

IBM Vice President

Social Business Evangelist

Blog:

<http://socialmediasandy.wordpress.com/>



The world is changing, and becoming more...



Instrumented

Smartphone shipments will outpace PCs by 2012



Interconnected

Social networking accounts for 22% of all online time



Intelligent

The social data analytics opportunity will grow to 1 Zettabyte by 2011



With our unique vision of a **Smarter Planet**, we are looking to partner with **those entrepreneurs who share this vision** and want to work together to solve the worlds biggest challenges.



Creating new markets, new solution spaces...

Social Commerce

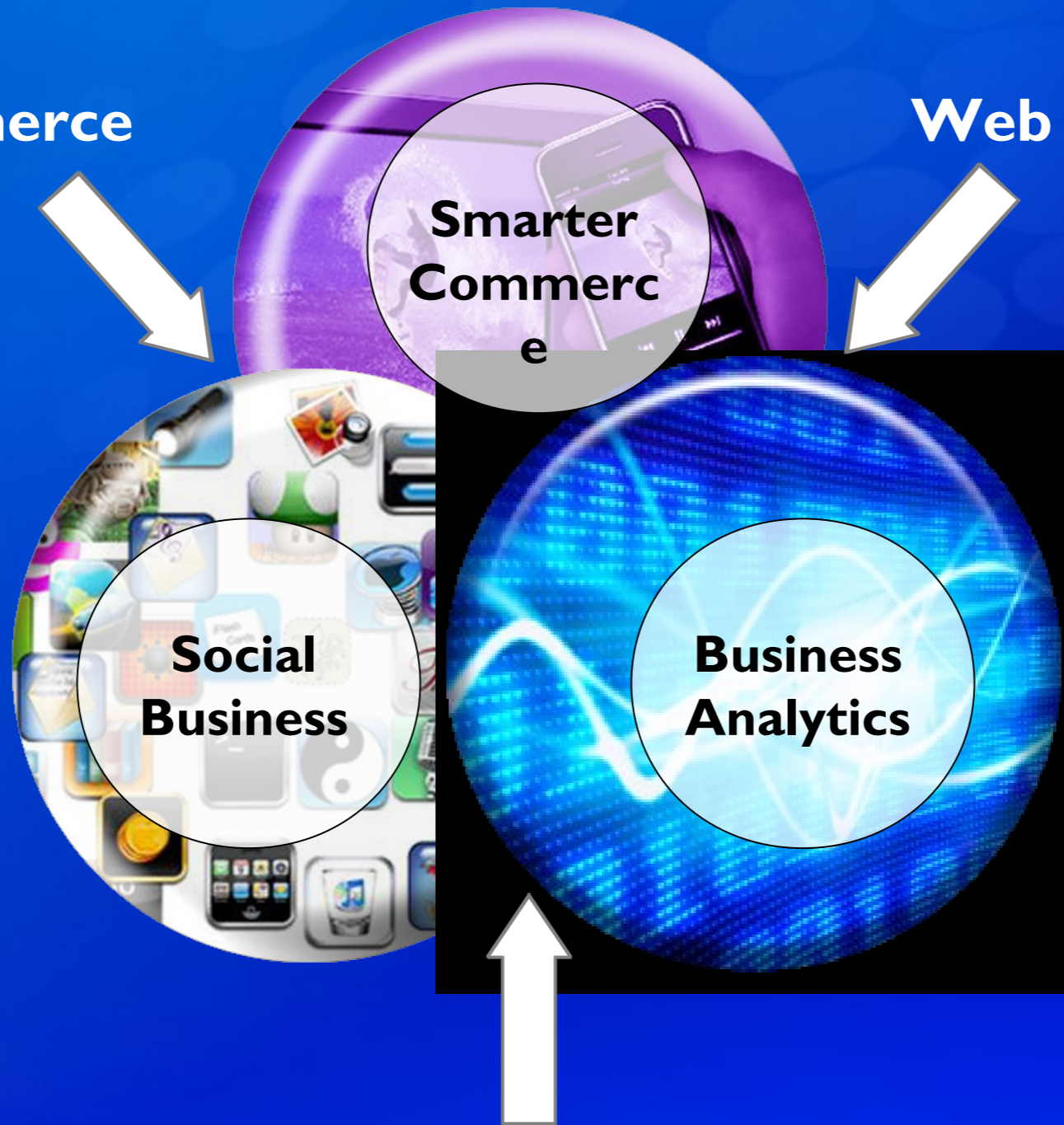
Web Analytics

**Smarter
Commerc
e**

**Social
Business**

**Business
Analytics**

Employee Sentiment Analysis



Smarter Commerce



Smarter Commerce is a smarter way for companies to buy, sell, and market their products, by integrating operations and enhancing interactions through community, collaboration, process, and analytics - all within an industry context.

\$70B
opportunity
in 2011

Why Smarter Commerce matters...

85% of CEOs want to gain more visibility into their businesses

– IBM CEO Study 2010

82% of CEOs want to better understand customer needs

– IBM CEO Study 2010



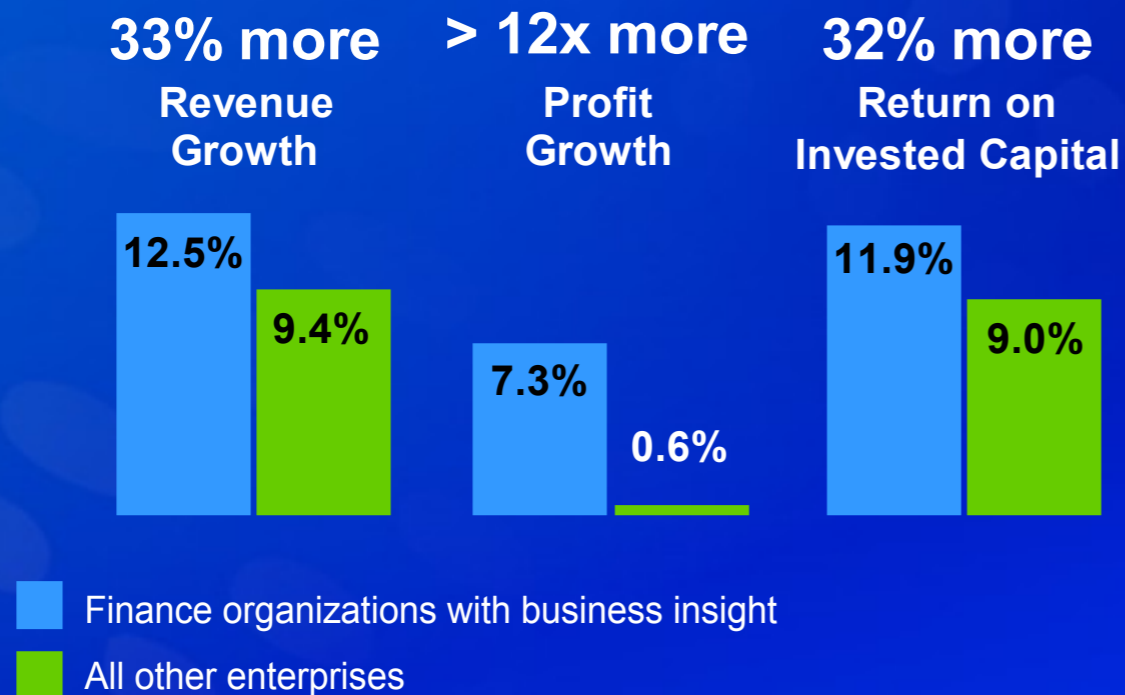
Business Analytics & Optimization



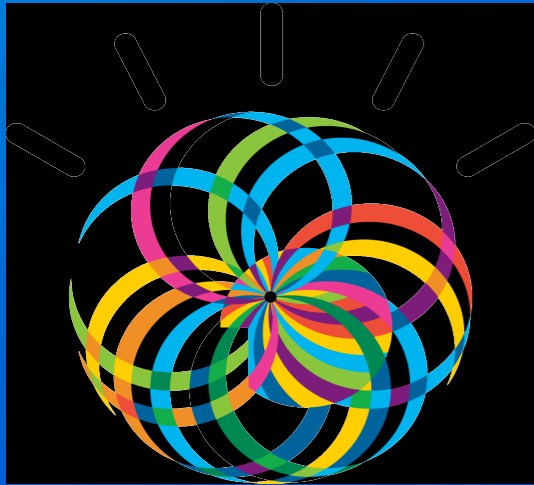
Business analytics is the key to enabling our clients to turn oceans of data into predictive models and actionable decisions.

\$166B
opportunity
in 2011

Why analytics matter...



Social Business



On a smarter planet, people are transforming the way they interact... and this transformation is impacting the way business is being done

\$100B
opportunity
in 2011

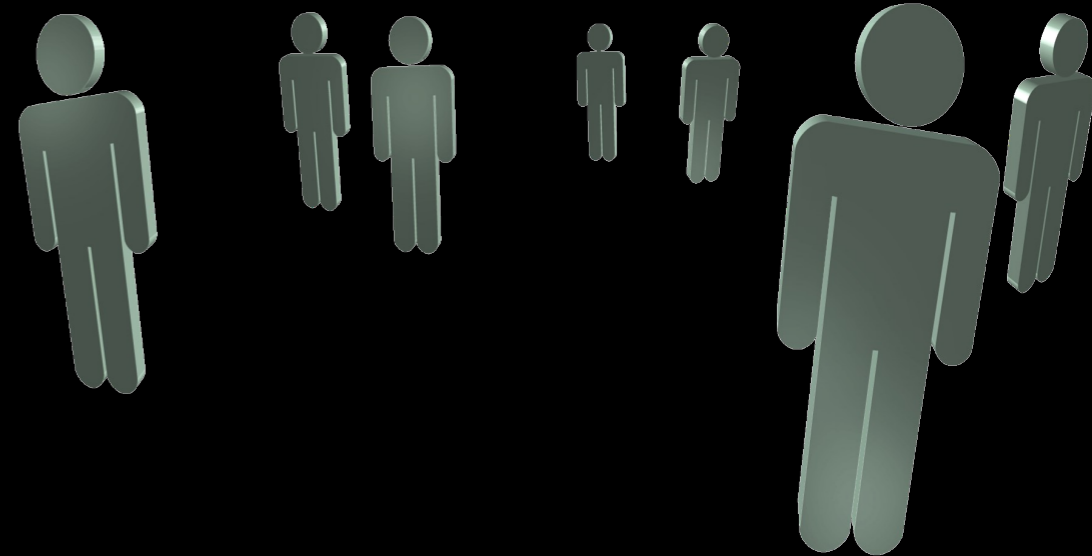
Why Social Business matters...

95% of standout organizations will focus more on “getting closer to the customer” over the next 5 years.

- IBM CEO Study 2010

Standout organizations are **57%** more likely to allow their people to use social and collaborative tools.

- IBM CHRO Study 2010



Social Business

A

Align Organizational Goals & Culture

G

Gain “Friends” Through Social Trust

E

Engage Through Experiences

N

Network Your Business Processes

D

Design for Reputation and Risk Management

A

Analyze Your Data

Source: “Get Bold: Creating a Bold Social Media AGENDA for Your Business” by Sandy Carter, ISBN: 0132618311, Copyright © 2011, IBM Press

IBM Global Entrepreneur: Benefits

www.ibm.com/isv/startup - IBM Global Entrepreneur

Product

No charge software on-site or in the cloud

People

Unlimited access to technical enablement support from a project resource manager (PRM)

Mentoring and networking through SmartCamp events and IBM Innovation Centers

Access to IBM industry insights and education to better understand the enterprise customer

Promotion

Visibility as part of IBM's smarter planet agenda



Next Steps:

1. Apply to IBM Entrepreneur program
2. Assess your company with the Social Business Assessment Tool
(<http://bit.ly/dRaaMM>)
3. Explore experiences & research (<http://bit.ly/eEzFqi> & <http://bit.ly/hq7l49>)