

# SOCIAL BUSINESS AND COLLABORATION SOLUTIONS



In recent years, an unmistakable shift has taken place in the market that is transforming the way we do business. People around the world are free to connect, share and collaborate with virtually no boundaries, and that concept has made its way into many corporate cultures. Businesses are embracing networks of people to create business value, and they are using technology to do so. To become more adaptive and agile, integrating business processes and applications with social aspects is more important than ever before and social businesses are reaping the benefits.

Employees in the business world today are often dispersed across geographic regions, yet are finding a greater need to work closely together. Technology is bringing individuals and teams together seamlessly and allowing them to exchange information, skills and expertise in a quick and efficient way. With business and social data so readily available, businesses are using valuable insight to accelerate decision making, strengthen business processes and increase innovation. Bringing these types of capabilities to your organization facilitates collaboration, knowledge sharing, and mobile capabilities across job functions and geographies and empowers your employees to increase productivity and business agility. The benefits of a social business also extend beyond the organization. Social media and growing Internet use has changed the way businesses interact with customers and partners. Social businesses are using innovative technologies to enhance relationships and improve interactions with customers and partners around the world.

Leveraging leading social software from IBM, Prolifics delivers innovative solutions and helps you meet your organization's specific social needs. Our experts have years of experience working closely with customers to build and expand their collaboration and social business strategies. With IBM Connections, social businesses are using wikis, blogs, activities, forums, profiles and communities to link together disparate operating units around the world. Whether your organization is looking to build a business case for social, plan for social adoption, or advance an established social business strategy, Prolifics can help you bring better business results and gain a competitive advantage over others in your industry.



## Social Business Solutions for Your Line of Business

### Sales and Marketing

Consumers today are connected, educated and empowered and expect companies to provide complete access, mobile capabilities and personalized experiences, while companies are evolving their social media strategies to interact with these customers in new ways. With tools from IBM, Prolifics is helping sales and marketing executives leverage tools to gain customer insights, connect and collaborate with customers and capture new markets. Social business capabilities allow leaders to build exceptional and memorable Web experiences to help increase brand loyalty and drive buying behavior. In addition, they are able to promote information, education and sales kits through focused communities and connect customers with experts via integrated messaging and blogs, further expanding their social business initiatives.

### Customer Service

Businesses today are interacting with customers in a more personal way in order to enhance Web experiences and build brand loyalty. To capture and connect with customers, companies are responding to rapidly changing customer expectations and are providing customers with self-service capabilities and individualized content while enabling access from multiple mobile devices. Social businesses are able to meet customer demands and increase satisfaction, all while reducing overall costs.

### Product and Services Development

To drive product and service innovation, executives need collaboration solutions that enable their teams to work seamlessly across time zones and gather ideas from within and outside the organization. With social technology, leaders are able to make faster and more informed decisions by leveraging new insight and intelligence. They are also able to optimize the workforce and streamline operations by connecting employees and providing access at anytime and from anywhere. Prolifics can help your organization execute customer-engaged product development, allowing you to engage more closely with your customers to create compelling new products and services.

### Human Resources and Business Unit Executives

With an increased focus on driving growth and operational efficiency, HR leaders are starting social business initiatives to improve HR functions and activities as well as shift the corporate culture to an open, transparent and collaborative model. A social business allows executives to mobilize teams, enable speed and flexibility, accelerate recruitment and develop and deploy the right skills for opportunities. Employees across the enterprise also gain faster and easier access to internal knowledge and internal experts, all with lower communications expenses. Social business solutions by Prolifics promote workforce creativity and improved decision making by connecting employees across your enterprise and enabling seamless information sharing. HR also benefits from reduced new employee training costs and improved morale and job satisfaction that helps retain employees.

## Social Business Service Offerings

### Social Adoption Workshop

- ◆ Prolifics social business experts will work with you during this free workshop to develop your social business strategy in three simple steps: Discovery, Definition and Development
- ◆ We will help you highlight the value of being a social business and allow you to visualize the solution before building it

### IBM Collaboration Assessment Tool

- ◆ A [Web-based diagnostic tool](#), sponsored by Prolifics, designed to help you identify your strategy to incorporate “social” into your business practices
- ◆ This 10-minute assessment will show you how you can gain maximum value from our online collaboration practices and provide you with a customized report

### Business Value Assessment

- ◆ During this free assessment, Prolifics will focus on shaping your business case for social initiative and identify your strategy’s ROI
- ◆ Our experts will work with you to establish your social objectives and help you understand the value of IBM social software

## Related Service Offerings



## About Us

Prolifics is the largest systems integrator specializing in IBM technologies. Having garnered awards for its solutions and technical excellence across IBM’s entire software portfolio, Prolifics provides expert services including architectural advisement, design, development and deployment of end-to-end SOA, BPM, Portal and Security solutions. SemanticSpace, Prolifics’ parent company, is a global IT services firm providing application development, testing, application maintenance and outsourcing services. Bringing over 30 years experience and a strong global presence across US, Europe and Asia, the SemanticSpace companies offer end-to-end services combined with the market’s most seasoned and skilled consultants and the dedicated care and attention that comes from a highly-specialized, boutique company. By combining application frameworks, prebuilt components, custom development expertise, a governance framework and a blended shore model, we help organizations decrease risk in complex software development and deployment investments, improve time to market and increase success of business strategy execution.

**Prolifics**<sup>®</sup>

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www.prolifics.com e: solutions@prolifics.com

u.s. headquarters: 114 west 47th street new york new york 10036 USA t: 212.267.7722 or 800.458.3313 f: 212.608.6753  
new york city orlando boston philadelphia washington dc san francisco london hamburg hyderabad

## Customer List

- ◆ 1-800-Flowers
- ◆ Abbey National Bank
- ◆ BMW
- ◆ British Telecom
- ◆ Cravath, Swaine & Moore LLP
- ◆ Daewoo Construction
- ◆ Dixons
- ◆ Emdeon (formerly WebMD)
- ◆ Gap Inc.
- ◆ IBM Legal
- ◆ JPMorgan Chase
- ◆ mBlox
- ◆ Marchon
- ◆ MetLife
- ◆ Nassau County
- ◆ New Jersey Manufacturers Insurance Co.
- ◆ NYC Dept of Health
- ◆ Novo Nordisk
- ◆ Office Depot
- ◆ Pilot Travel Centers
- ◆ State Street Bank
- ◆ Sumitomo
- ◆ UNICEF
- ◆ UPS