

# IBM Connections

*How the modern business connects for success*



Technology is empowering people—advancements in cloud and social technologies are transforming the world, unlocking new ideas, opportunities and business growth as people securely engage, collaborate and innovate anywhere at any time. Smart organizations will change the way they work, improving productivity and creating an environment of internal and external collaboration that results in innovation and positive business outcomes.

Now organizations can more securely and easily engage a growing number of influencers outside of their traditional network using cloud and social collaboration technologies; increasing their ability to get more work done and expanding their access to talent and expertise.

*“As the impact of social workflow penetrates through organizations, it will become inextricably linked to where end users are getting work done.”<sup>1</sup>*

— IDC, June, 2013

With IBM® Connections, companies can infuse ready-to-use, world-class collaboration capabilities through software as a service (SaaS), on-premises and hybrid deployment models. Connections provides enterprise social networks, including communities, rich profiles, blogs, wikis, forums and more. It also supports your entire collaboration environment with mail, file sharing and sync, chat, meetings, collaborative document editing, and much more, to help people engage with networks of experts to harness the power of collective intelligence.

As a true platform, IBM Connections takes these capabilities and extends them with open APIs and an ecosystem of partners. You can easily and quickly integrate Connections directly with other business applications. It’s a platform that engages people with simple, integrated and intelligent tools that helps cut through the noise and surface what is most important to your business.

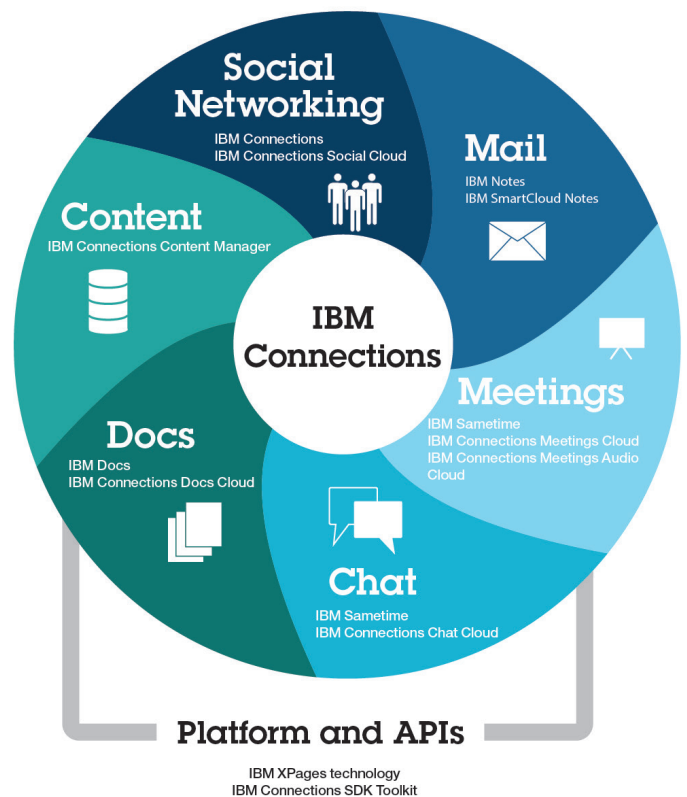


Figure 1: IBM Connections extends its capabilities with open APIs so you can integrate it with other business applications.

Connections empowers business professionals to be more innovative and productive by helping them quickly identify and build networks of subject matter experts. The platform facilitates the creation of vibrant communities of employees, suppliers and customers where creative ideas can be exchanged that can inspire innovation and foster increased business growth.

In addition, since professionals are increasingly on the move, mobile access is essential. IBM Connections provides native mobile applications supporting a broad range of mobile devices and operating platforms, giving users access to the trusted expertise of their professional networks and communities virtually anywhere, anytime.

### IBM Connections capabilities

IBM Connections provides the following capabilities, which can be deployed incrementally based on your business requirements.

- **Social Networking**—Stay connected to your professional network with communities, rich profiles, social analytics, activities, file sharing and sync, blogs, ideation, and wikis.
  - **Mail**—Simplify today's complex world by integrating email, calendar and contacts.
  - **Meetings**—Collaborate, without traveling, through online meetings with high-definition audio and video as well as sharing of documents, applications and desktops.
  - **Chat**—Find the expertise you need when you need it with enterprise instant messaging, online presence indicators and community collaboration for instant connection to the people behind the information in your social business environment.
  - **Docs**—Accelerate productivity with an online office productivity suite that makes it easier than ever for teams to collaboratively create and edit word processing, spreadsheet, and presentation documents in real time.
  - **Content**—Engage people to collaborate as part of the content creation process. Control content through document check-in and check-out, version control, approval routing, metadata, taxonomy, document types, and nested folders.
- Since all the capabilities of IBM Connections are integrated and easy to use, it can create a more productive working environment that meets the needs of the entire business:
- **Innovation**—Stay ahead of the competition with intuitive technology that enables organizational harmony and smoother business processes.
  - **Accessibility and security**—Keep your information safe, with easy access only to those who need it.
  - **Confidence**—Shine light on all facets of the business, mitigate risk and confidently drive new ideas into action.
  - **R.O.I.**—Invest in technology that optimizes your entire work force, giving back to the organization on a daily basis and with a technology partner that stays by your side for every step of your journey.

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### TD Bank Group

TD Bank Group (TD) is composed of the Toronto-Dominion Bank and its subsidiaries. TD is the sixth largest bank in North America and serves approximately 22 million customers in four key businesses operating in a number of locations in key financial centers around the globe. TD also ranks among the world's leading online financial services firms, with approximately 8.5 million online customers. Headquartered in Toronto, the company employs more than 85,000 people.

TD Bank deployed IBM Connections software to create an employee driven social business network. Advanced features — such as profiles, communities, discussion forums, tagging and file sharing — provide for faster task execution through quick access to shared information; better business processes through knowledge and expertise uncovered by the network; and more confident decisions that are vetted by experts and reflect past experience.

Watch the video at [http://youtube.com/watch?v=HBSRi5BW\\_Js](http://youtube.com/watch?v=HBSRi5BW_Js)



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*Gartner places IBM in the leader's quadrant for social software in the workplace<sup>2</sup>*

### Protecting critical data with award-winning cloud security

With security a top priority for most organizations today, IBM designed Connections for business-grade operations. The solution has robust capabilities—including authentication, intrusion prevention and physical security features—that facilitate compliance with SAS 70 Type II, SSAE 16, ISO 27001 and Safe Harbor standards, which are trusted by businesses in more than 50 countries. Our deep experience in providing security-rich environments for these organizations has enabled us to incorporate the latest security best practices.

### Supporting deployment choice for a flexible cloud adoption path

By providing companies with a range of choices to support cloud, hybrid or on-premises operations, Connections enables organizations to adopt cloud capabilities at the right pace and on the right path to help meet the specific needs of their business.

With Connections, companies adopt social business in the cloud, on premises, or anything in between, on their own terms, so they can realize the benefits of flexible and secure deployments. For example, a business with remote teams can adopt a cloud-only model, while easily integrating with an existing on-premises deployment already in place in headquarters, resulting in less IT effort and infrastructure cost, and faster ramp-up time, than a pure on-premises deployment.

### Expertise to support implementation and adoption

IBM also provides deep technical and industry-specific expertise to support strategy, design, implementation and adoption of IBM Connections. IBM Global Business Services®, IBM Global Technology Services® and IBM Software Services for Collaboration have trained service professionals with significant experience in social business, business transformation, and software consulting, training and implementation to help you realize business benefits more quickly. And our IBM Business Partners offer consulting services and cutting-edge capabilities—such as gamification, video, compliance, project management and mobility—to extend and enhance the IBM Connections platform.

*IDC ranks IBM #1 in worldwide market share for enterprise social software for five years in a row.<sup>3</sup>*

### Why IBM?

IBM has more than 25 years of experience in creating a people-centered workplace, where you can:

- **Empower people.** Connect seamlessly by installing social collaboration solutions onto almost any device—mobile, web and desktop.
- **Engage people.** Work smarter with insights gathered from powerful social analytics and metrics that help you drive adoption and deepen your relationships.
- **Trust people.** Expand your collaboration beyond organizational boundaries to include customers, partners, vendors and contractors with a security-rich platform.
- **Extend technology.** Leverage current investments through widespread integration and embedding of business collaboration, analytics and content capabilities within existing business processes.

Connections offers flexible adoption of IBM's world-class social and collaboration capabilities across the business ecosystem, delivering maximum business results. IBM enables businesses to take advantage of the cloud platform of their choice. Built with the broadest platform support—and not driven by a proprietary device or browser agenda—offering flexible delivery models that can cut costs and speed deployment.

### For more information

To learn more about the Connections platform offerings and IBM services contact your IBM software sales representative or IBM Business Partner, or visit: [ibm.biz/ibmconnections](http://ibm.biz/ibmconnections)

Try IBM Connections at no cost for 60 days:

<http://www.ibm.com/cloud-computing/social/us/en/startatrial>

### Other resources:

IBM Software Services for Collaboration at [ibm.co/uAbHT4](http://ibm.co/uAbHT4)

IBM's social collaboration page at [ibm.co/13LDOgH](http://ibm.co/13LDOgH)

IBM's social business page at [ibm.co/Tsgde](http://ibm.co/Tsgde)

IBM Ready for Social Business partner solutions at

<http://www.ibm.com/partnerworld/gsd/showcase.do?cd=SOCBUS>

Additionally, IBM Global Financing can help you acquire the software capabilities that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize a financing solution to suit your business and development goals, enable effective cash management, and improve your total cost of ownership. Fund your critical IT investment and propel your business forward with IBM Global Financing. For more information, visit:

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- 1 Thompson, Vanessa. 2013. *Worldwide Enterprise Social Software 2013-2017 Forecast*. IDC.
- 2 Drakos, Nikos and Jeffrey Mann, Mike Gotta. 2013. *Magic Quadrant for Social Software in the Workplace*. Gartner, Inc.
- 3 IDC *Worldwide Semiannual Software Tracker, 2H 2013*



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