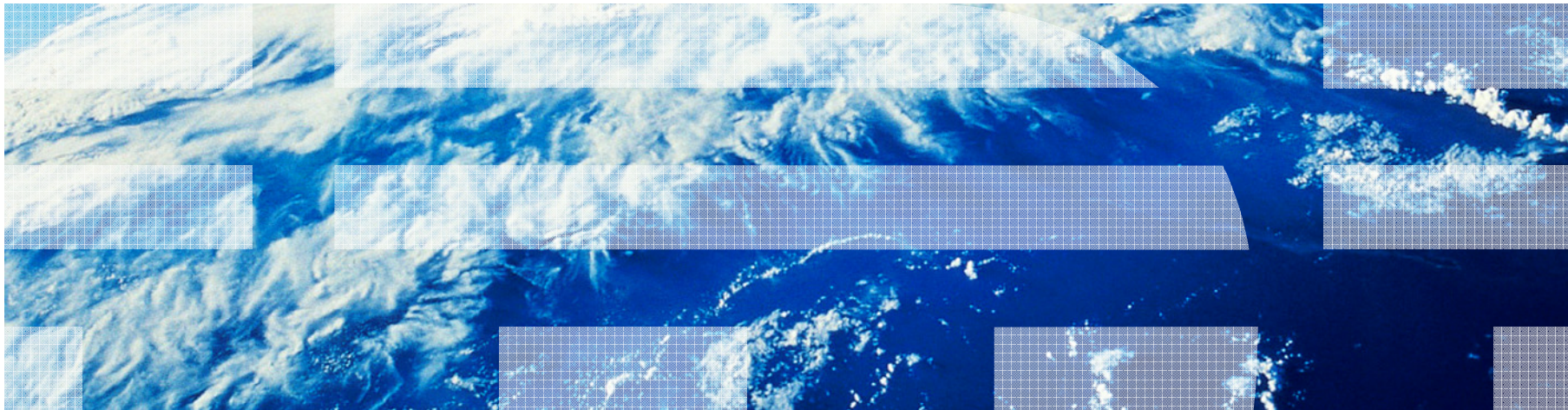


Selbstorganisation oder Anarchie? Erfahrungen zu Enterprise 2.0



Embracing the open Internet

- 1997: Call to Action: Leverage the Internet
- 2000: Internal Deployment of Sametime
- 2005: Active participation in the blogosphere
- 2005: Social Computing Guidelines

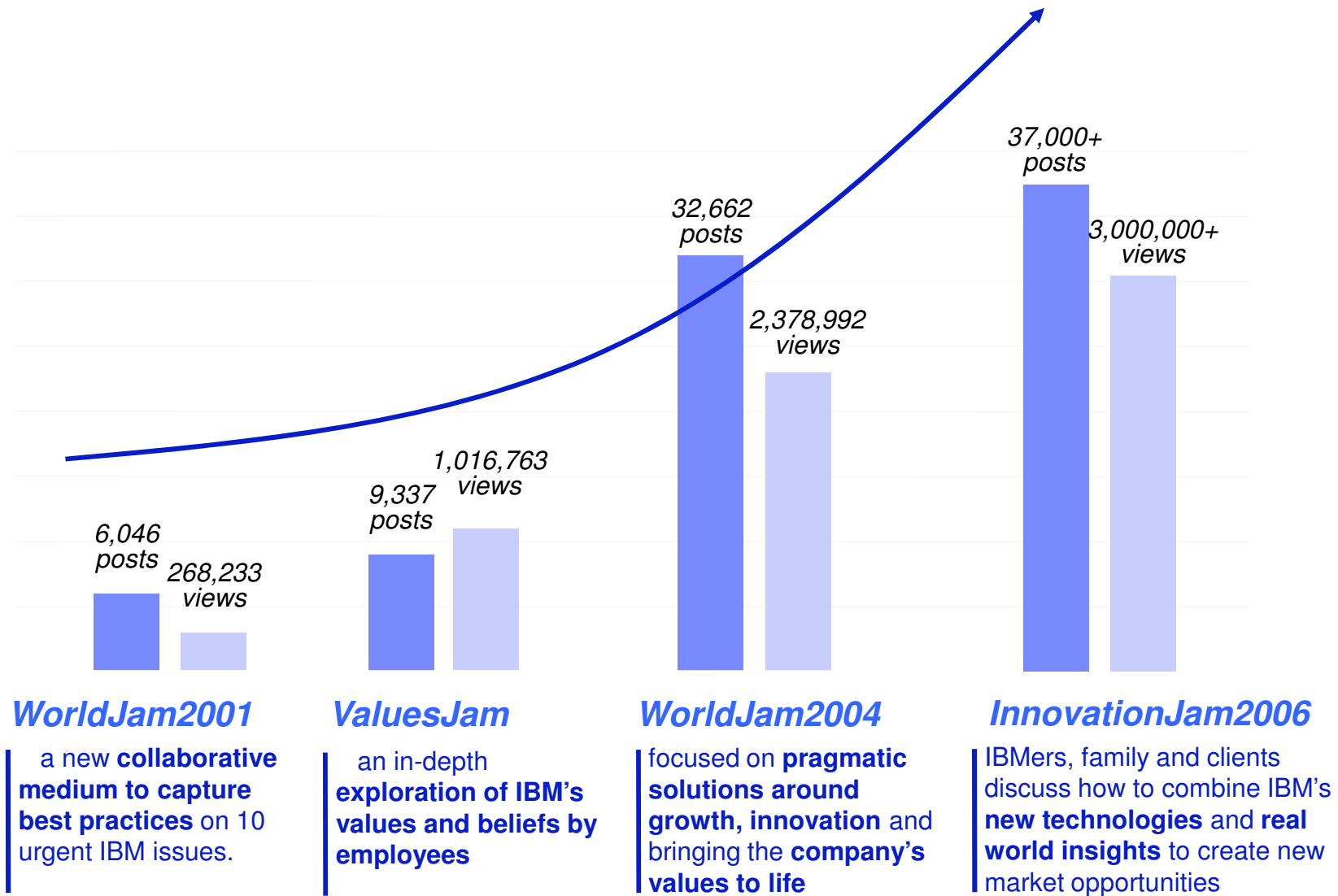
IBM Values



Dedication to every client's success

Innovation that matters – for our company and for the world

Trust and personal responsibility in all relationships



Source: IBM Jam Program Office

*“If you unleash all this **energy, opinions,**
and **hope,** you better be prepared to do
something in response.”*

Sam Palmisano, Chairman & CEO, IBM, Harvard Business Review Interview

Enterprise 1.0



Hier bitte nicht

spielen !!

Enterprise 2.0



Spielen

erwünscht!!

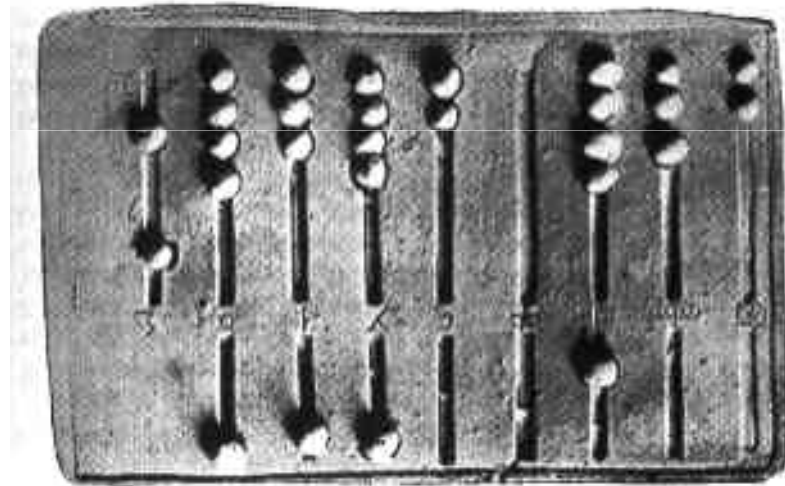
Tagging deckt das Wissen der Menschen auf



Ein Römer der mit unseren heutigen Methoden und Werkzeugen konfrontiert wird, wäre verloren...

2000 years ago

Roman Abacus



Today

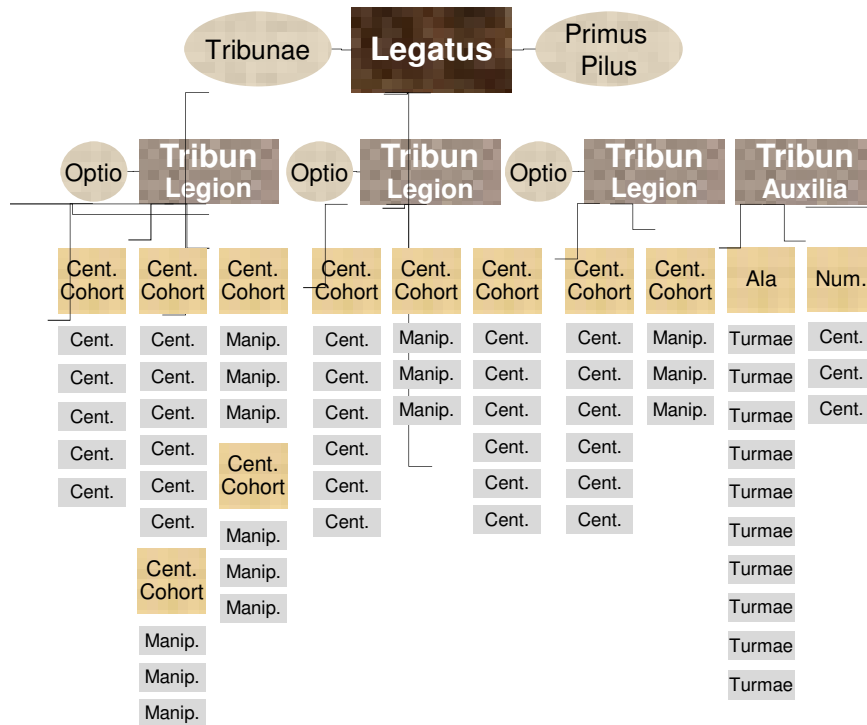
Modern Computer



...die Methoden zur *Koordination* haben sich aber seit 2000 Jahren praktisch nicht geändert.

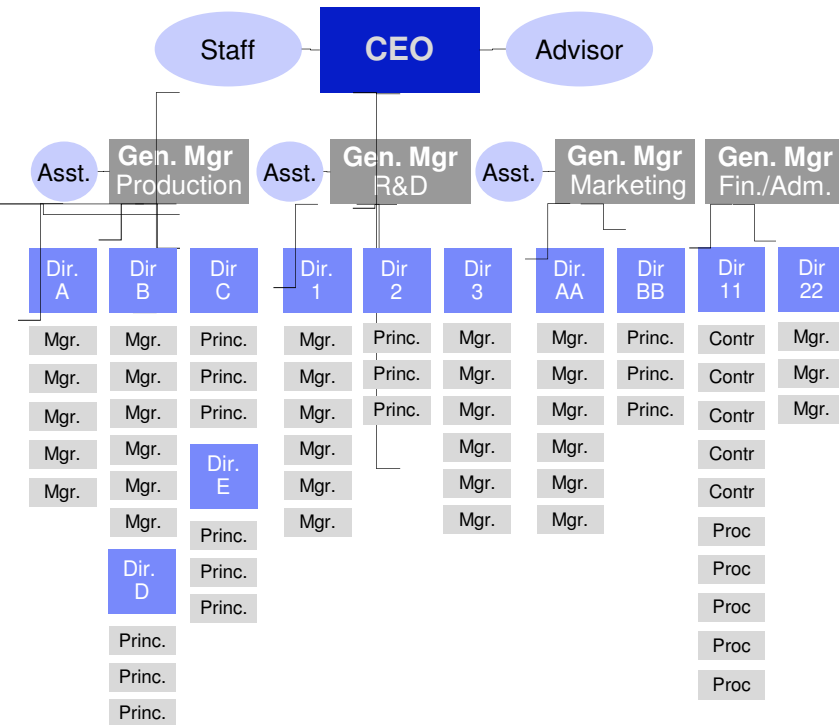
2000 years ago

Roman Army Legion



Today

Line-and-Staff Organization



Enterprise 2.0 in Action at IBM

- Enterprise 2.0 available to **420,000** of us
- **168 countries**, >2,000 locations, >140,000 remote workers
- BluePages: 590,000 profiles; **>1 Million searches** per week
- 1,800+ online communities with **147,000 members** and >1 Million messages
- Blogging @ IBM: **64,000 bloggers**; 133,000 entries; 32,000 unique tags
- Dogear: 655,000 bookmarks; 1.7 Million tags; 24,000 users
- **>9 Million Instant Messages** per day

- Search satisfaction increased by **50%** with productivity driven savings of **\$4.5M per year**
- Reductions in phonemail, email server costs

Take Away Points

- Gesunder Menschenverstand, smarte Mitarbeiter
- Ergebnisse aus ValuesJam & Social Computing Guidelines überzeugen
- Offener Dialog erzeugt nötige Kultur
- Die Masse erreicht mehr als der Einzelne
- Nicht-technische Aspekte sind sehr wichtig
- Informationen & Kommunikation finden ihren Weg – so oder so

Sam Palmisano on Jams (but this is also true on Enterprise 2.0 in general)

“The CEO can’t say to them, ‘Get in line and follow me.’ As you know, smarter people tend to be, well, a little more challenging...”

Sam Palmisano, Chairman & CEO, IBM, Harvard Business Review, Dec. 2004

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