

# **Social Business Software Roundtable**

**with:**

**Forrester Research, Cisco,  
Nike, and Jive Software**

# Introductions – Your Host

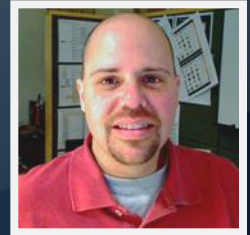
- **Dave Hersh, CEO, Jive Software**



- Jive background
  - Develops Social Business Software (SBS)
  - A Forrester Wave Report Leader
  - A Gartner Magic Quadrant Visionary
  - Over 2,500 customers
  - Operations in 5 countries
  - Sequoia Capital (Google, Apple, Oracle)

# Introductions – Today's Speakers

- **Mike Odenheimer**, Senior Manager of Marketing, Cisco
- **JR Bolen**, Brand Marketing Information Manager, Nike
- **Arjo van Genderen**, Brand Marketing Information Manager, Nike
- **Laura Ramos**, Vice President, Principal Analyst, Forrester Research ([@lauraramos](#))



# Agenda

## Social Business Software perspectives (20 min.)

- **Forrester**: industry analyst - B2B social media marketing
- **Cisco**: customer - public focus on customer communities
- **Nike**: customer - employee focus on workforce collaboration

## SBS roundtable discussion (20 minutes)

## Audience Q&A session (10 minutes)

- You can submit questions to the speakers anytime during this presentation, which we'll answer during the final segment of the webcast

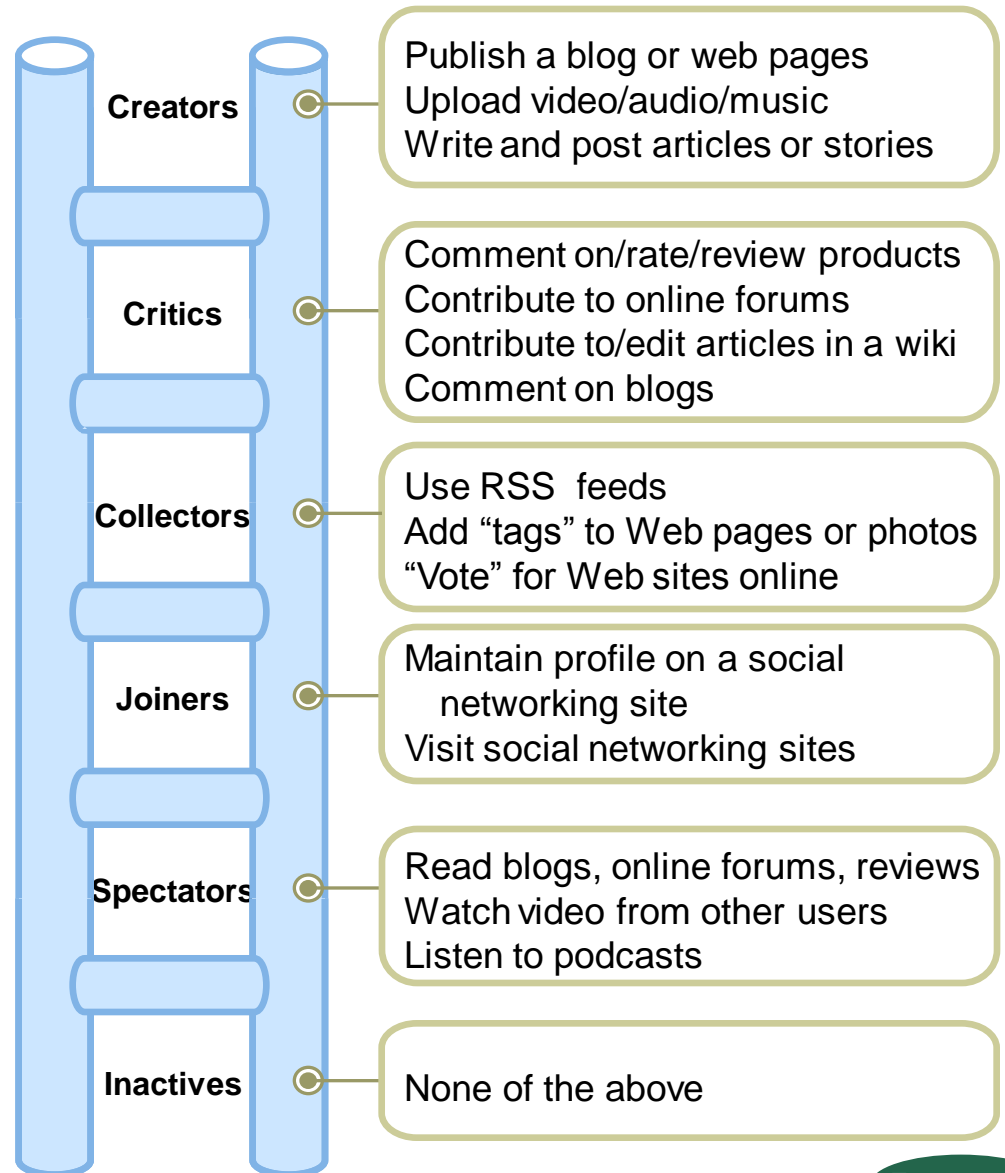


# Forrester Research

Laura Ramos

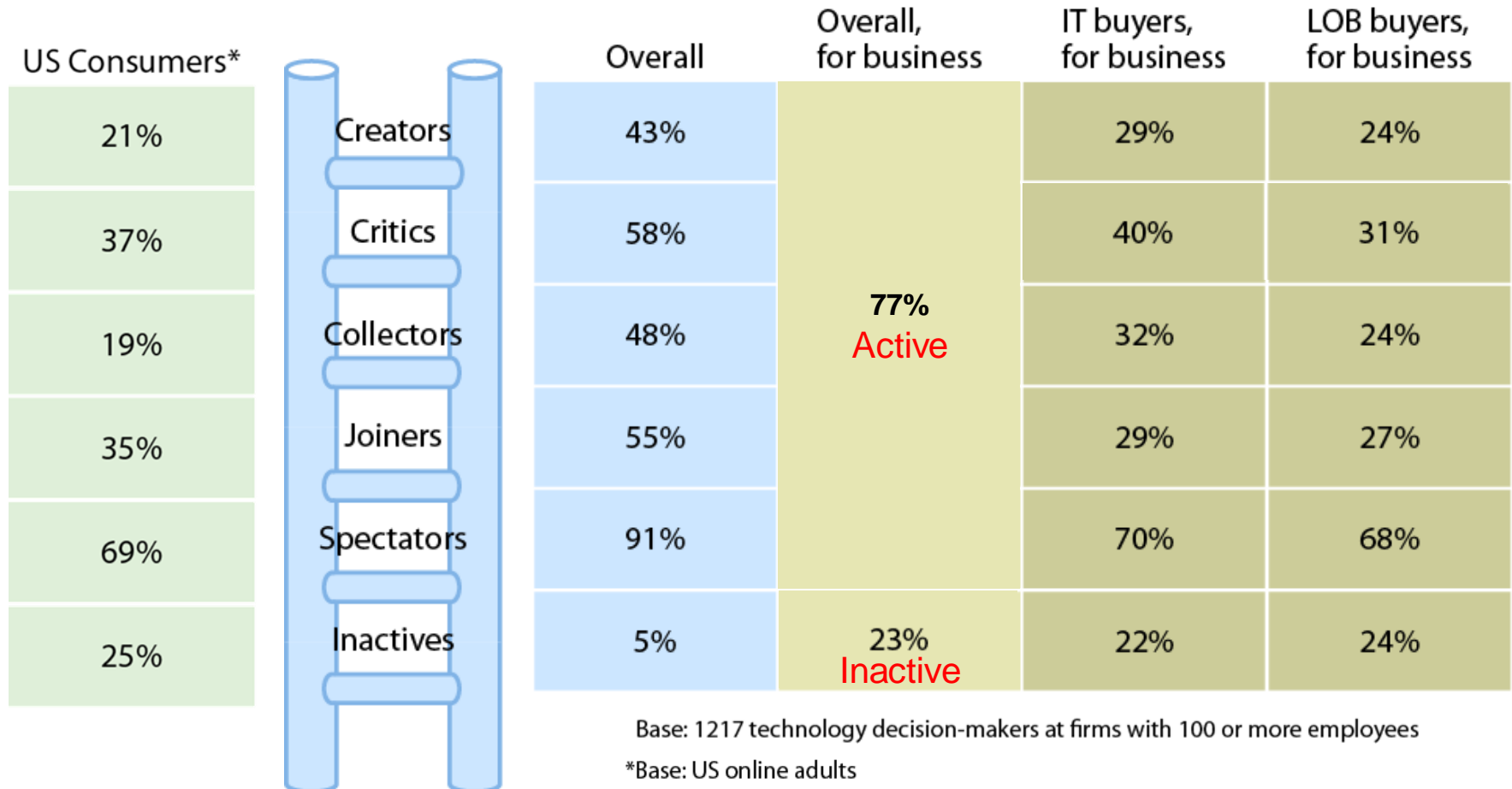
# The Social Technographics® Ladder

Propensity to use social software in business decision making



Groups include people participating in at least one of the activities monthly.

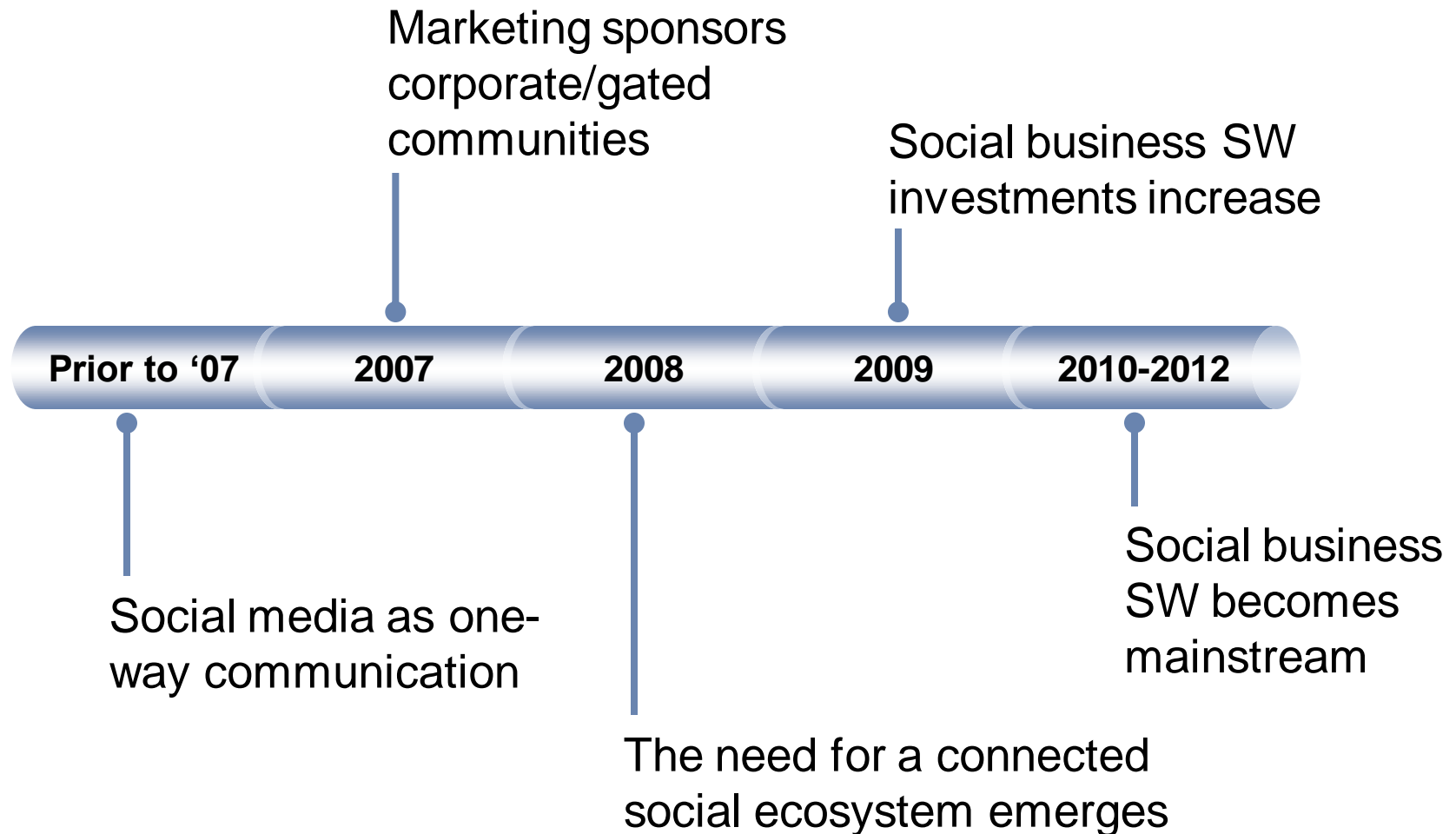
# B2B buyers are using social software



Groups include people participating in at least one of the activities monthly primarily or in part for business purposes.

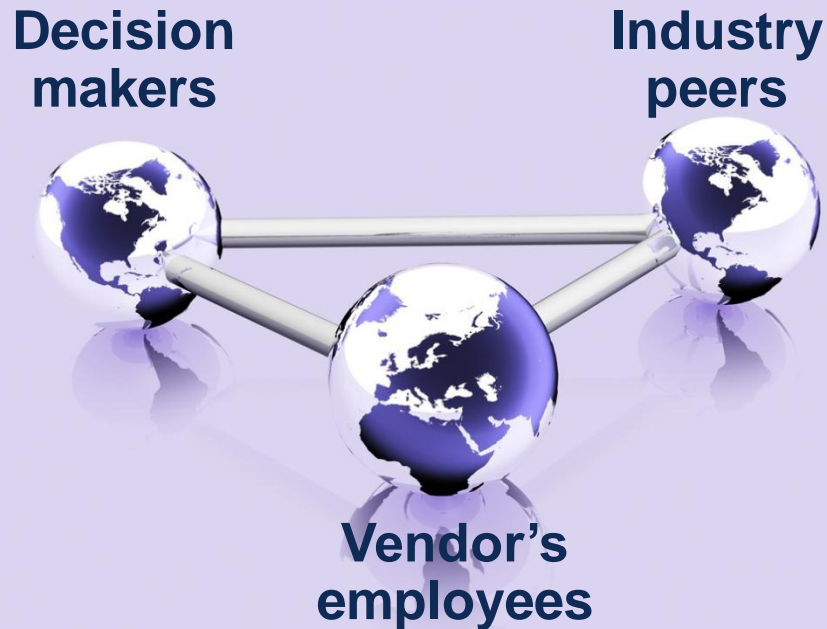
\*Source: North American Technographics Survey Media And Marketing Online Survey, Q2 2008

# What's needed: Applications to support this burgeoning social business activity



# The Critical Next Step

## Social business SW needs to better enable connections



**Q4 2008 Survey Key Finding –**  
***84% of respondents said peers and colleagues (word of mouth) impact their decision making***

Base: 1,217 North American and European technology decision-makers at firms with 100 or more employees

Source: North American And European B2B Social Technographics® Online Survey, Q4 2008

# Cisco

**Mike Odenheimer**



# Cisco Communities



# Business Challenges

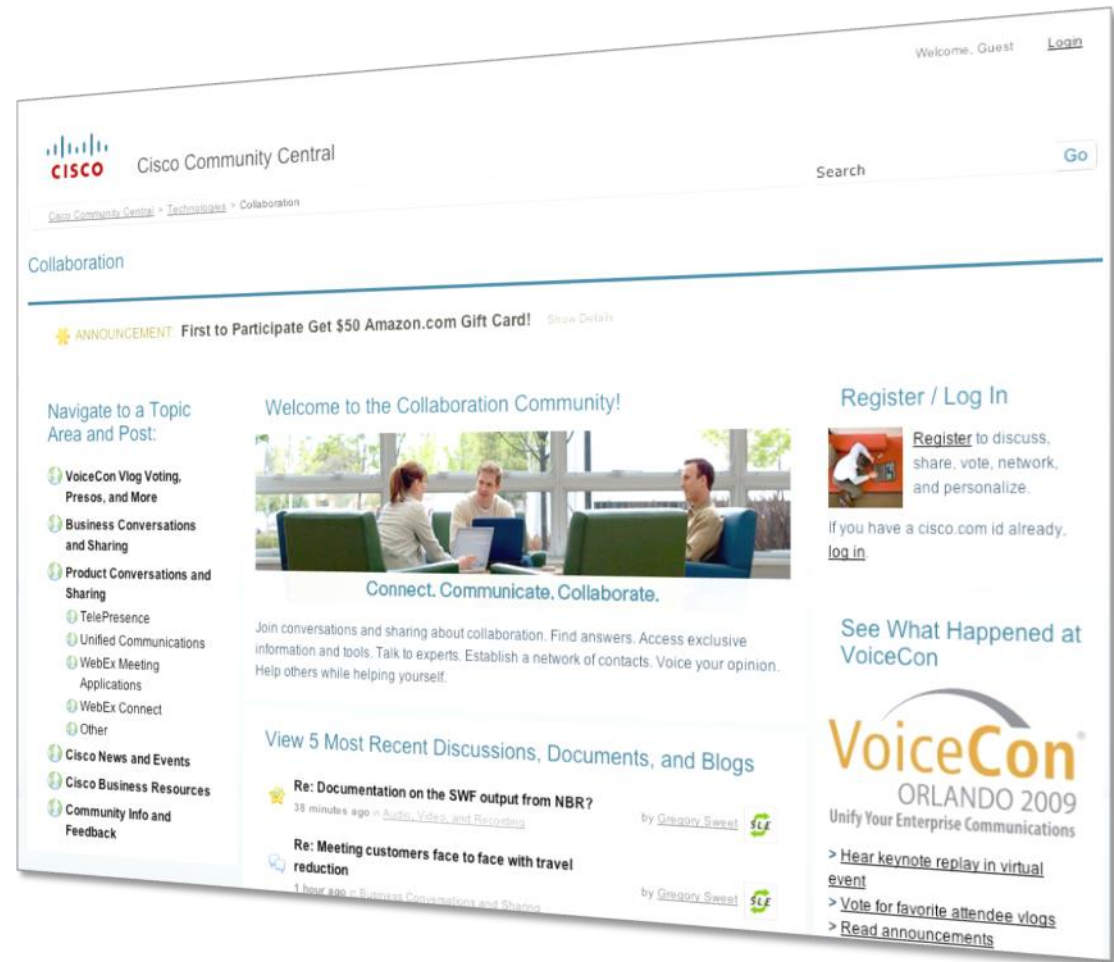
- From a Cisco perspective:
  - Better understand prospects and customers needs based on passive listening
  - Communities allow Cisco to talk and listen to our partners, customers and prospects.
- From a prospect or customer perspective:
  - Communities allow for ingenious solutions borne by necessity on a many-to-many or peer-to-peer environment.
  - Allows users a fair balance between Cisco's and customer goals.



The old-fashioned method of vendors talking and people listening is dying. *People want to participate and engage.*

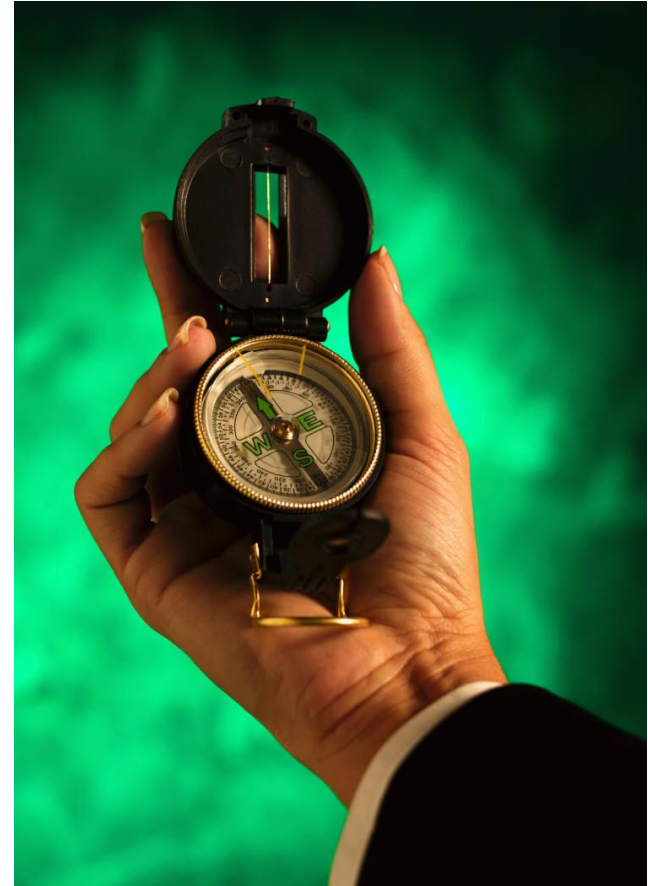
# What we are building

- Singular **user experience**
- **Central location** for Cisco organizations to connect with partners, customers & prospects
- **Delegated control** to satisfy different groups' needs.



# Business Value

- **A better way**
  - To understand customer needs
  - To address technical problems
  - To respond to partners, customers and prospects
- **Value increases with maturity**
  - Discussions evolve from problem resolution to business issues.
- **Takeaways**
  - Tight controls
  - Not a traditional marketing channel
  - Tough to find traditional ROI metrics



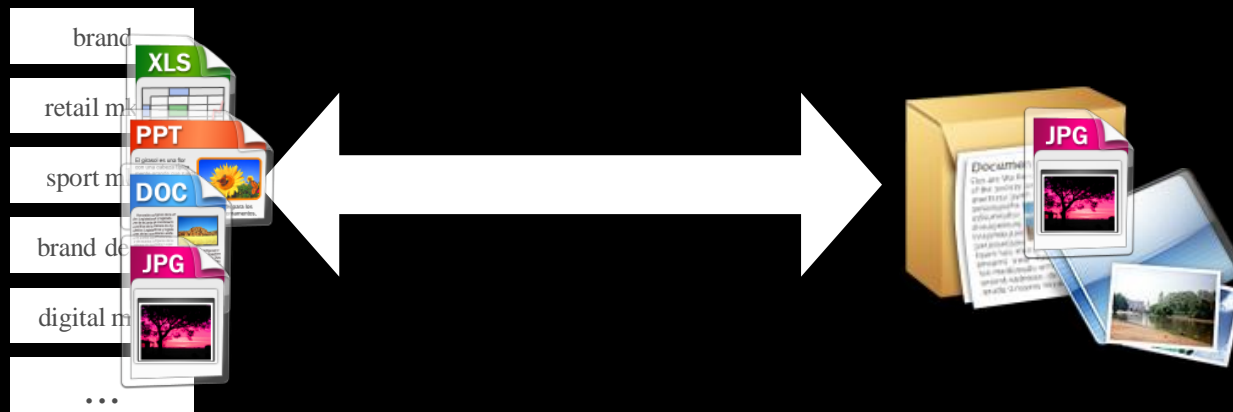


# Nike

JR Bolen &  
Arjo van Genderen

# Business Challenges

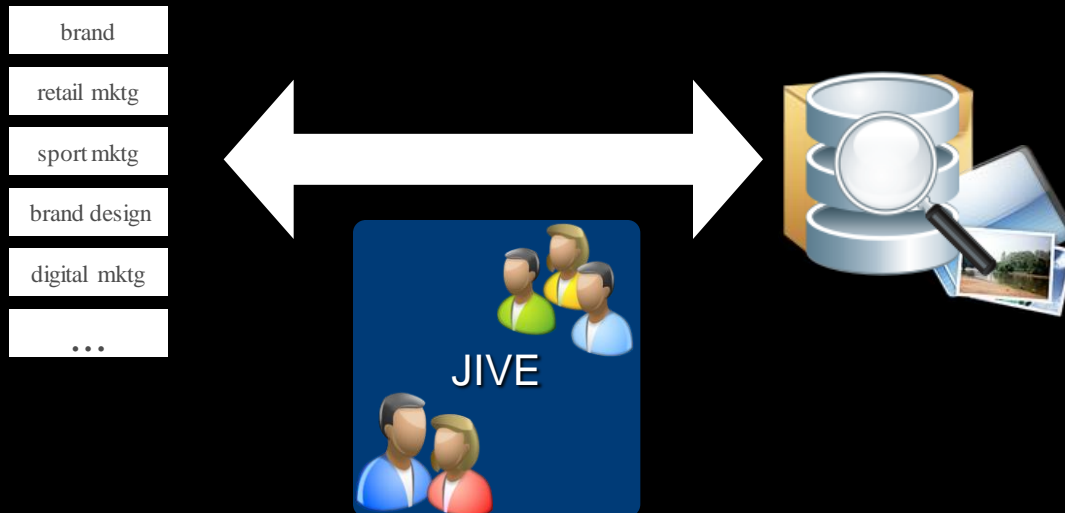
- Complex and ever-changing business matrix
  - Disjointed asset and collaboration systems
  - Lack of context around brand assets
  - Reliance on email: conversation silos
  - Mobile technology build-up





# Solution

- Create a central repository for all digital assets
- Provide a communication/collaboration layer
  - Create and capture conversations around assets
  - Promote consistency and innovation in campaigns





# Benefits & Growth

- Centralized location for reports and discussions versus email distribution
- Effective asset communication and collaboration
- Flexibility with ever changing technology
- Greater connection between communities and sub-communities

# Roundtable Discussion

# Question 1

- How did your collaboration strategy evolve to what it is today?
- Can you also discuss the biggest challenges you faced along the way?

## Question 2 *(before we answer, an audience poll)*

- How much of the average marketing budget is dedicated to SBS initiatives today vs. 2 years ago?
- Can you also provide insights on how B2B marketers are justifying this SBS spend?

## Question 3

- How does Social Business Software support the dynamic nature of your business?
- Also, can you discuss how this is this different from past systems and initiatives?

## Question 4

- Where do you see the biggest benefits in bridging the 2 marketplaces, both employee and public -- inside and outside the enterprise?

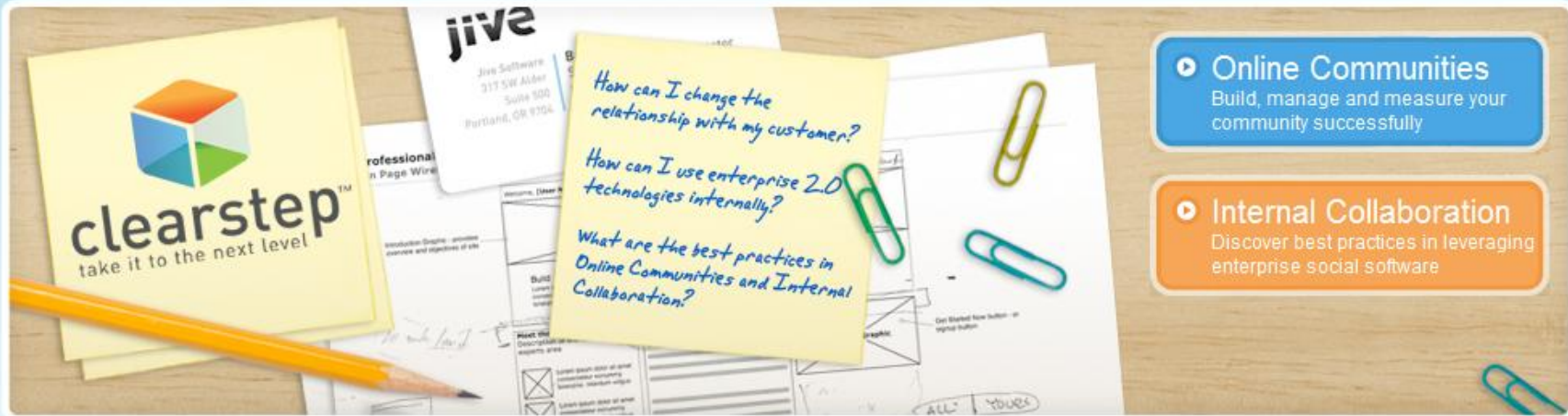
# Roundtable Summary

- **Forrester:** Business people engage socially today, and you need to have the plans, budget, and expected outcomes in place now.
- **Cisco:** Collaboration does not live by technology alone... It is the ability of teams to rethink their business processes, establish a collaborative culture and then employ the appropriate technology that will transform business and deliver substantive results.
- **Nike:** SBS is an approach to technologies that seems to truly reflect and enable the way we are as a company and behave as an organisation.

# Q&A Session

Audience Questions

# Time's Up – Continue the Conversation Online



Clearstep is a gathering place for Online Community and Internal Collaboration practitioners to interact, share best practices, and gain access to a much wider range of perspectives on common community and collaboration issues.

Follow-up with questions we didn't have time to address, or contribute your own insights in our SBS best-practices community:  
[www.jivesoftware.com/clearstep/community/continuetheconversation](http://www.jivesoftware.com/clearstep/community/continuetheconversation)

# Thank You

Visit our websites to learn more:

- Visit Cisco's [Collaboration Community](#)
- Read Laura's [B2B Marketing Blog](#)
- Watch videos with other Jive customers such as [T-Mobile, SAP, Intel, NetApp, VMware, and more](#)
- Attend Jive's next live webcast, featuring [InterContinental Hotels Group](#)