



A Little About Me

- Business Solution Architect with 20 years experience in technology, operations, marketing and visual production.
- AIIM Certified Enterprise Content Management Practitioner and SharePoint Expert Blogger
- Previously:
 - Director, Ecommerce & Marketing Operations & Chief SharePoint Architect for Skechers USA, a global footwear manufacturer
 - Co-Founder & Creative Director, Endless Magic, LLC an independent business & marketing consulting company.
- 10 Years as a content management specialist for legal and government industries
- Principal Enthusiast at SharePointStrategist.com & NewWebStrategist.com
- Vice Chair of SPUGS.org, non-profit dedicated to promoting SharePoint User Groups

What is Enterprise Social Computing

Social computing is a term with many meanings. We refer to social computing as the natural evolution of collaboration: a shift from a focus on content to a focus on people. The power of social computing lies with the users and the communities.

Microsoft Vision for Social Computing, June 2009

New ways of communicating and collaborating are helping to break down the barriers between functional silos and geography.

Social Task Management: A View of the Future By [Tom Petrocelli](#) April, 2012

The ability to quickly gain access to valuable business information without respect to organizational hierarchy, membership or geography.

Karuana Gatimu, Executive Presentation, January 2012

SharePoint has been the go-to enterprise grade platform for collaborations solutions since 2005

Collaboration is evolving like the rest of the business world. Demand has grown for active, real time solutions that allow employees to communicate over vast differences in geography, language, rank and expertise.

Now knowledge is power – the power to react quickly and accurately in today's business environment

What is the Business Demand?

Business success demands new ways to leverage technology in these key areas:



Don't be fooled by buzzwords – You are likely already doing some of this!

Move away from reviewing reports and into real time conversations

Productivity – activity streams, blogs, wikis, workflows

Collaboration – team & project sites

Location Independence – BYOD, remote access

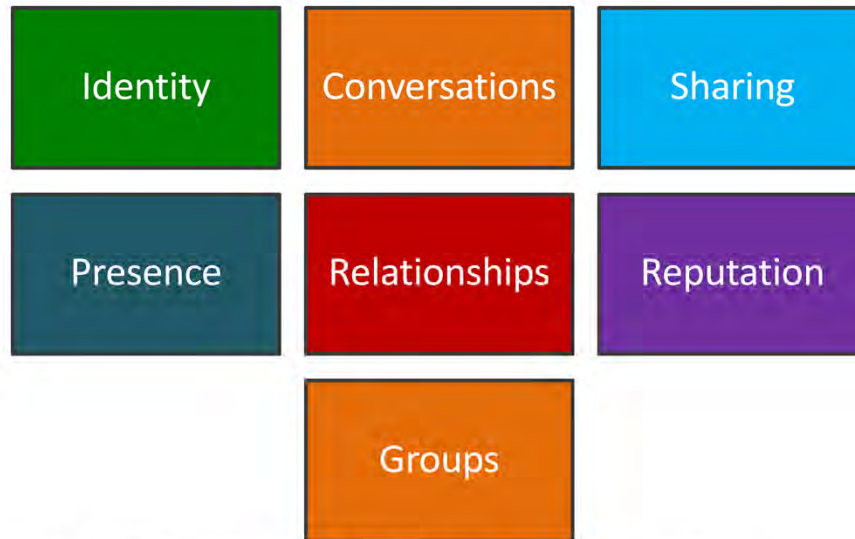
Example: SKX Weekly Sales report. Data is stale when you get it.

SOLUTION: Activity streams – microblogs – posting key account information. Tagged for review by supervisor. Supv. sees what is HOT and is up to date in conversation time not report time.

Added Asset – Audit trail and history; knowledge capture & sharing e.g. tag a conversation for someone else's stream

REPRESENTS A FUNDAMENTAL CHANGE TO THE WAY WE DO BUSINESS

Seven Functional Building Blocks



Kaplan, A. M. & Haenlein, M. (2010) Users of the world, unite! The challenges and opportunities of Social Media.
Business Horizons (2010) 53, 59—68

The Microsoft Vision

- **The Microsoft vision for social computing in the enterprise balances the transformative benefits of knowledge sharing and relationships with sound IT and business principles.**

Fu, A.; Finn, C.; Rasmus, D. & Salkowitz, R. (2009) Social Computing in the Enterprise, Microsoft Vision for Business Leaders

- **“Our vision is to extend beyond the desktop and have the environment you work in be intelligent enough to get your job done. We want to give people the right information, at the right time, in the right place and in the right context.”**

Spataro, J. (2012) Finally, Microsoft Embraces Social -- And It's Going to be Big, *Forbes.com*, Fidelman, M.



The Microsoft Vision: Capture & Share Tacit Knowledge

- Tools:
 - Team & project sites
 - Blogs, wikis, micro-blogging
 - Creation & refinement of enterprise taxonomy & folksonomy
 - Vlogs, podcasts & other UGC



The Microsoft Vision: Discover & Connect with Experts

- Tools:
 - My Sites
 - Profile
 - Newsfeed
 - Content

What's New

Stay Connected!

My Colleagues

Add people as colleagues to follow their activities such as profile updates, blog entries, and tagging.

My Interests

Enter keywords that describe your interests so that you will see newsfeed activities when people tag content using those keywords.

Newsfeed Settings

Select activities such as tagging, status updates, and comments that you would like to see in your newsfeed.

The ability to find the right expert within Accenture People reduces the time it takes to locate knowledge and solve problems.


[My Site](#)
[My Newsfeed](#)
[My Content](#)
[My Profile](#)

Site Actions ▾

View My Profile as seen by: Everyone ▾

12:55 AM

Completing research and presentation on the value of enterprise social computing.



SOLSTRAT\karuanag

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Past projects : SharePoint 2010 Upgrade, University Site, Enterprise taxonomy, Digital marketing, social feeds, mobile applications.

Skills : Business solution architect, P&L analysis, SharePoint

[^ Hide information](#)

[Edit My Profile](#)

Overview

Organization

Content

Tags and Notes

Colleagues

Memberships

Ask Me About

Here are some topics SOLSTRAT\karuanag can help you with. To ask a question, click on the relevant topic below.

Enterprise Conten...

Technology

product launch

Digital marketing

Video Production

corporate training

SharePoint

Digital Asset Man...

marketing operations

social networking

My Organization Chart

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Organization Browser

In Common with You



SOLSTRAT\karuanag

I am a business solution architect sitting at the intersection of technology, marketing and business operations.

▼ More information

This site should be updated with the most recent master page from the production site.

The Microsoft Vision: Attract and Retain Talent

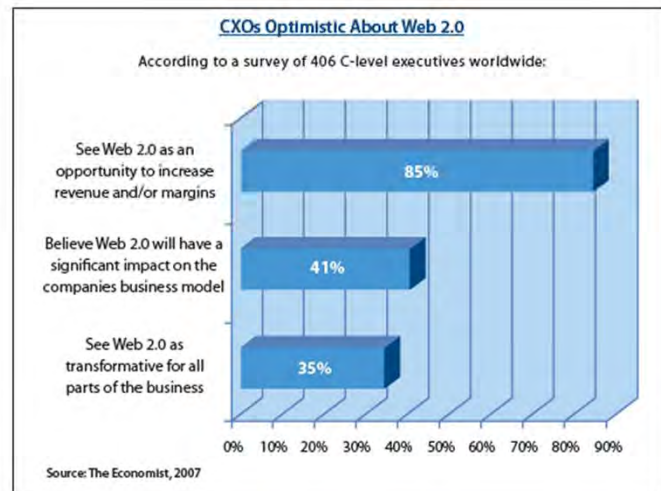
- Younger, talented workers expect enterprise tools to be as useful as those they have at home
- Resisting the change to a more spontaneous, networked way of communicating will only solve short term IT issues
- Enterprise grade platforms must be deployed to address security and data risks
- Motivating new talent is key to competitive success

The ability to find the right expert within Accenture People **reduces the time it takes to locate knowledge and solve problems.**

Millennias are **less likely to follow IT rules** and are therefore change agents to the enterprise

The Microsoft Vision: Drive Organizational Productivity

- Provide transparency and accountability to existing business process
- Operate at the speed of conversation, not reports
- A nimble company is a successful one
- Work more efficiently with partners external to the organization



The ability to find the right expert within Accenture People reduces the time it takes to locate knowledge and solve problems.

Social Strategy Roadmap



...the success of social computing depends on participation , not technology.

...solving real business issues in a user friendly manner precedes success.

...leveraging existing technology like SharePoint reduces project costs.

This isn't the way of the future – its already here.

The only question is: Are you ahead of or behind the curve?
What profits are you missing out on because you haven't implemented these best practices?

The Power of Microsoft

Microsoft®



The most successful social computing companies built their tools for our platform for a reason.

Build on-premises or in the cloud. Where ever you are, we're already there.

Microsoft Enterprise Social Computing: Your Business Advantage

Microsoft®

It's time to build your solution today