

Transform your business with social cloud technologies



IBM SmartCloud Engage empowers organizations with social cloud collaboration solutions

Highlights

- Helps cost-effectively extend social collaboration with external parties
 - Accelerates social collaboration through integration with existing business processes and applications
 - Protects critical data through built-in, proven security and compliance practices
 - Supports a range of cloud deployment models, including hybrid and on-premises models, creating a flexible cloud adoption path
 - Provides up-to-date mobile capabilities for leading devices
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In today's unpredictable and competitive global economy, organizations are facing complex challenges. To reach new marketplaces and retain existing customers, businesses must deliver differentiated products in accelerated time frames and within budget. They also need to keep pace with rapidly changing mobile technologies. To meet these challenges, companies must transform the way in which they work, improving productivity and creating an environment of internal and external collaboration that results in innovation and positive business outcomes.

With the IBM® SmartCloud for Social Business platform, companies can integrate ready-to-use, world-class social business capabilities—such as communities, file sharing, collaborative online document editing, instant messaging and web meetings—into their organizations. With just a few clicks, they can add external guests and begin collaborating. And IBM's cloud-based social platform is already mobile enabled, with new updates being added regularly, allowing organizations to focus on business-critical work rather than on keeping track of new mobile updates.

IBM was cited as a leader in “The Forrester Wave™: Cloud Strategies of Online Collaboration Software Vendors, Q3 2012,” Forrester Research, August 2012.¹



IBM was ranked number one in market share for the third consecutive year, “Worldwide Enterprise Social Software 2011 Vendor Shares,” IDC, June 2012 Doc # 235273.²

Enabling cost-effective collaboration beyond company boundaries

Social connections and the ability to engage with colleagues, partners and clients outside of the organization can lead to more rapid innovation and improved ways of doing business. Yet collaborating outside of the company firewall is often difficult using traditional approaches, and many cloud solution providers charge for each party that uses their environment, quickly eroding cost savings.

IBM SmartCloud Engage cloud collaboration services are designed to enable businesses to extend social collaboration capabilities to customers, partners and contractors quickly and easily. IBM’s flexible guest model features built-in governance and can be a simple, nonintrusive way for third parties to collaborate with members of the organization. Guests can share content, including files; participate in shared communities and activities; join discussion threads; and work closely together on projects—all in an external context.

Speeding social into business

SmartCloud Engage offerings rely on open standards, enabling your organization to smoothly integrate social cloud capabilities with your existing systems and platforms. The IBM Social Business Toolkit offers extensible tools and resources that enable organizations to build social capabilities into applications and business processes.

SmartCloud Engage services offer an application programming interface that enables organizations to use SmartCloud services in their applications and also supports the creation of a custom user interface. IBM also makes it possible for organizations to

IBM Business Partner Silanis’ e-signature service, combined with IBM SmartCloud Engage, helped Signature Mortgage Corporation double its revenues and process loans



faster than before it started using the integrated solution.

enhance and extend SmartCloud Engage offerings with a rich array of powerful, enterprise-ready, add-on solutions from independent software vendors across a variety of business areas.

Protecting critical data with award-winning cloud security

With security a top priority for most organizations today, IBM designed SmartCloud Engage offerings 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 security best practices and lessons learned into the SmartCloud Engage offerings.

With a 2012 Gold Award from SC Magazine for Best Cloud Computing Security, IBM is a recognized cloud security leader.³

“IBM has great security. If you want good security in the cloud, you need to be using SmartCloud Engage. And it has role-based security, so we can lock things down, and we can open them up.”

—Karolyn Schalk, vice president, IT infrastructure, Apex Supply Chain Technologies

Supporting deployment choice for a flexible cloud adoption path

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

The IBM SmartCloud Notes® service, a key component of the SmartCloud Engage offering, can support a true cloud and on-premises hybrid solution with email and calendar synchronization, and it works with supporting archive and compliance solutions. The SmartCloud Notes component enables users to efficiently manage and send email and to schedule meetings across time zones from the desktop or from mobile devices.

As companies adopt social business in the cloud, they are realizing the benefits of flexible cloud deployments. For example, remote teams and divisions in other geographies can adopt a cloud-only model and gain the advantages of IBM's leading social and collaboration capabilities. This can be achieved

with less IT effort and infrastructure cost than a hybrid cloud deployment, while providing the choice of a hybrid model for business-critical services such as email.

Delivering up-to-date mobile capabilities for leading devices

As more employees, suppliers and customers choose a mobile platform for collaboration, companies will need to expend more effort and incur more costs to keep pace. By combining the power of cloud computing with the freedom and functionality of mobile computing and mobile devices, organizations can gain increased reliability, while reaping the benefits of updated mobile capabilities and real-time access to applications.

“We couldn't possibly keep up with the rate of mobile device and browser changes using our own IT staff. That's one reason for us to move to IBM SmartCloud.”

—Greg Neveau, director of technical architecture, Brunswick Corporation

With SmartCloud Engage offerings, employees, suppliers and customers can use mobile devices to share files, participate in online meetings, and sync email and calendars. IBM offers broad support for its social cloud platform across mobile devices, providing users with the ability to choose their own device to collaborate and work effectively.

Why IBM?

The SmartCloud for Social Business platform 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—SmartCloud for Social Business services offer flexible delivery models that can cut costs and speed deployment.

For more information

To begin a 60-day, no-cost trial of SmartCloud Engage social cloud collaboration services, visit:

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

To learn more about the SmartCloud Engage offerings, contact your IBM software sales representative or visit:

ibm.com/cloud-computing/social/us/en



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¹ "The Forrester Wave™: Cloud Strategies of Online Collaboration Software Vendors, Q3 2012," Forrester Research, August 2012.

² "Worldwide Enterprise Social Software 2011 Vendor Shares," IDC, June 2012.

³ "Gold Winner: IBM for IBM Cloud Security Solutions," SC Magazine, February 2012.



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