Enterprise Social Business Transformation

Unisys Social Intranet - Case Study

Intranet Global Forum
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UNISYS

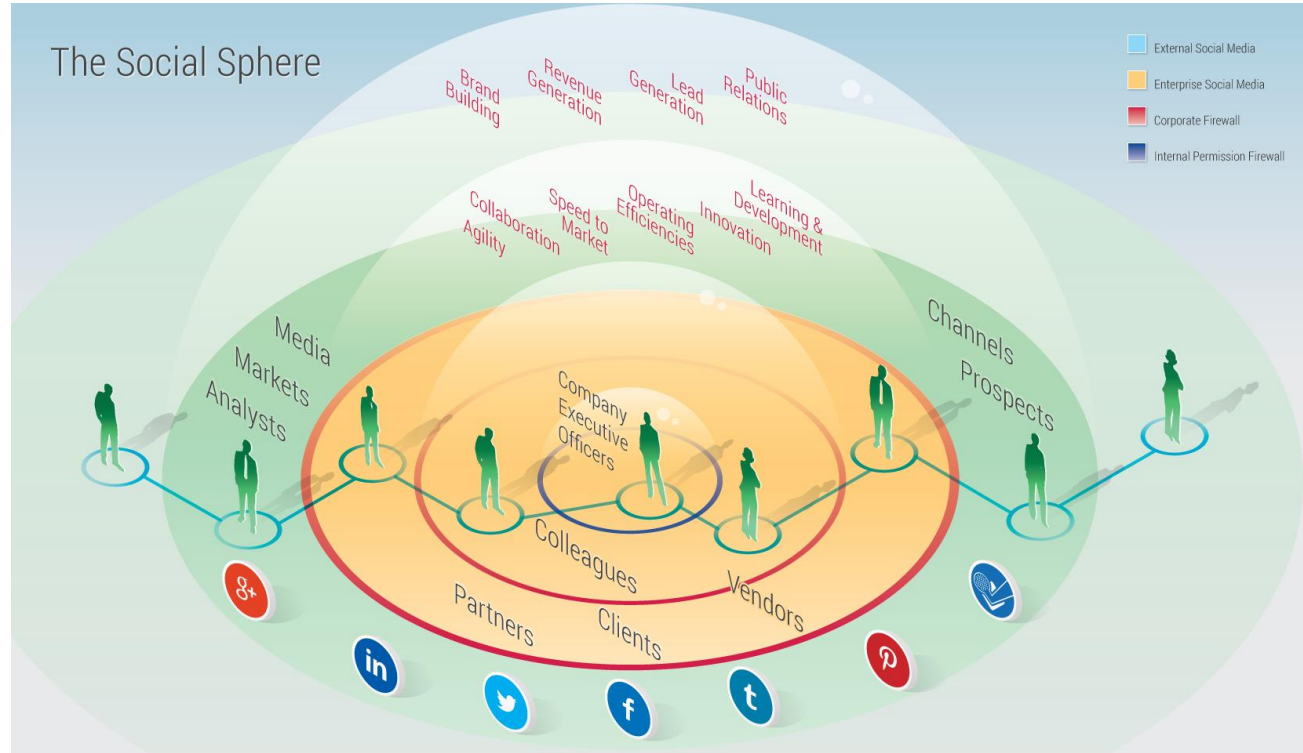# Thank you for this opportunity to share our Case Study

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Susan is a Global Enterprise Collaboration Director in the Unified Social Business practice at Unisys and is a senior thought leader in successfully architecting and implementing socially enabled Knowledge and Collaboration solutions.

Susan's areas of expertise include business consulting, IT infrastructure, solution design, business process redesign, and culture/adoption change initiatives.

Susan holds a patent for a method of enabling knowledge communities that is being used at Unisys today. In addition to being published in Leading with Knowledge, Knowledge Management in Global InfoTech Companies, she serves on the company's Knowledge and Collaboration Advisory Council.

Susan's 30 year career in the technology industry spans numerous positions in sales, business development, product marketing, and business operations. She is a subject matter expert and industry presenter on Social Collaboration Initiatives and Culture Transformation.

About Unisys

- Unisys is a worldwide information technology company with a rich history than spans 140 years.

- We provide a portfolio of IT services, software, and technology that solves critical problems for our clients, focused on:
  - securing their operations
  - increasing the efficiency and utilization of their data centers
  - enhancing support to their end users and constituents
  - modernizing their enterprise infrastructures and applications
  - deriving maximum value from social technologies

- With approximately 23,500 Associates, Unisys serves commercial organizations and government agencies throughout the world.

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Our Vision

External and internal use of Social Technologies has converged creating an integrated social sphere

In 2009, Unisys saw an emergent need and opportunity for more seamless connection and collaboration among Associates, clients, partners and other business stakeholders. Our unique vision of a "unified" and "holistic" approach to enterprise social business was a key driver in our transformation strategy.

The Social Sphere

Brand Building · Revenue Generation · Lead Generation · Public Relations

Collaboration Agility · Speed to Market · Operating Efficiencies · Learning & Development Innovation

Media · Markets · Analysts · Company Executive Officers · Channels · Prospects · Colleagues · Vendors · Partners · Clients

External Social Media
Enterprise Social Media
Corporate Firewall
Internal Permission Firewall

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Our Key Business Challenges

Silo'd Knowledge

Disconnect Between Ideas & Innovation

Inability to Find and Connect with SME's

Inconsistent Knowledge Capture & Reuse

Lack of a Common Social Collaboration Platform

Mindset Pockets to "Hoard" Knowledge

Inefficient New Hire Onboarding

Poor Social Media Awareness & Use Curve

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Our Mission, Objectives & Goals

Associate Presence & Connection

Communities of Excellence

Integration with People & Business Processes

Associate Engagement & Empowerment

- Enable Associates to build a professional presence and valuable network
- Streamline Associate access to experts and knowledge at the time of need
- Position Communities of Excellence as the hub for social collaboration
- Integrate social technologies into existing business processes to improve Associate productivity and workplace efficiency
- Capture and Transfer Critical Knowledge to mitigate loss of Intellectual Property
- Empower Associates to seek and share knowledge to evolve expertise and drive innovation
- Make Knowledge Sharing intrinsic to the Unisys Culture in order to attract, develop and retain top talent

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Our Approach

We created a Social Business Ecosystem to speed access to Knowledge and Expertise

Representative Knowledge Workers

HR
Legal
Finance
R&D
IT
Sales
Marketing
CRM
Delivery

Social Tools and Search Engine Capabilities

Implicit Knowledge

Profiles/Presence

Activity Feeds

Unified Comms

Blogs

Video & Mobility

Enterprise Wiki

Search

Enterprise Collaborative Ecosystem

Communities

Team Rooms

Ad-hoc Discussion Groups

Common Knowledge and Information Base

Geographies

Organizations

Explicit Knowledge Repositories

Knowledge Management Practices and Processes

Our Technology Platform

Collaborative Platform	Unified Communications	Social Technology Engines	Knowledge Mgmt & Analytics

Collaborative Platform:
Microsoft Windows
Microsoft SharePoint
2010 > 2013

Unified Communications:
Microsoft Lync

Social Technology Engines:
sitrion formerly newsgator
chatter
salesforce.com

Knowledge Mgmt & Analytics:
AvePoint DocAve Software Platform
SYSTRAN Language Translation Technologies
webtrends

We leveraged social technologies within eight key focus areas to derive maximum value

Presence & Communications

Unified Communications - Real Time Presence and Connection

Conferencing and Collaboration
- Video and Audio Conferencing
- Real-time Application and Document Sharing

External UC Federation

Connection & Collaboration

Enterprise Social Networking
- Associate Profile and Directory
- Expertise Discovery
- Microblog (Activity Feeds)

Collaborative Workspaces
- Communities / Team Rooms Enablement and Effectiveness

Culture & Associate Empowerment

Strategy
- Vision and Road-mapping
- Leadership/Stakeholder Alignment
- ROI and Business Impact

Culture Change and Associate Engagement

Policy and Governance

Infrastructure & Application Modernization

Collaborative Platforms (Intranet, Extranet and .com)

Social Engine Customization

Search Architecture/Effectiveness

Mobility Platforms and Apps

External Market Channel Federation

Knowledge Management

Critical Knowledge Transfer

Sustainable Knowledge Capture, Repurpose and Reuse

Enterprise Content Management

Enterprise Wiki

Video Center & Enablement

Innovation

Idea Crowdsourcing

Idea Channeling to Innovation

Innovation Workshops

Social Data Analytics

Metrics and Measurement
- Adoption and Use
- Progress and ROI

Monitoring and Listening

Client and Associate Sentiment

Business Integration

Human Resource Functions
- Recruiting and Onboarding Associate Learning/Development
- Critical Knowledge Transfer

\Marketing and Communications

Customer Service and Self-enabled Support

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We created a socially-enabled Intranet with integrated mobility access

1 **My Site Elements** and **Enterprise Search** are part of an action bar that is persistent across the company's intranet.

2 **Global Company News** is featured in main display screen and allows for social commenting.

3 Audienced **"Regional"** and **"Organization"** news improves end user relevancy.

4 **Leadership use of social tools is evident** in rotating featured blogs at across bottom of the site.

5 **Video pod casts** showcase the latest news and activities

6 **My Newsfeed** roll-up will be added in next release providing tabs to toggle from *"My Country/Office", "My Organization"* and *"My Network"* views of Newsfeed activities.

We enabled a "real-time" Social Networking capability to facilitate sharing & learning

The integration of **"Lync"**, **"My Newsfeed"** and **"My Blog"** posts provides a more transparent way for Associates to share and learn

1 **Post Questions & Answers**
Associates can pose and answer questions within the newsfeed with greater transparency and reach. The use of hash tags directs questions to experts who can then respond with the right answer in a real time environment.

2 **Filtered Newsfeed Viewing**
This allows Associates to view global posts, or post made by colleagues whom they are following or by communities to which they are subscribed.

3 **Add/Follow Colleagues**
Enables Associates to quickly build a valuable network by following colleagues and the information they share in the newsfeed.

4 **Search & Join Communities**
Associates can search by topic to find communities of interest or view a list of recommended communities to join.

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We positioned communities as the hub of social collaboration

Solution Offering
Help Associates to better understand and leverage Unisys Portfolio Solutions and Innovations

Industry
Help Associates to better understand market trends and opportunities

Role-Based
Help Associates develop expertise and new skill sets in order to realize their full potential.

Business Unit / Organization
Enable Associates to better connect with Leadership stay informed of latest organization news and events

Country / Office
Build company culture and Associate connectedness, especially among remote-based workers.

Organic Topic-based
Enable Associates to learn more about topics of interest through interaction with like-minded colleagues

Unisys Communities Model & Key Attributes

Solution Offering Communities

Industry
Role-Based
Business Unit & Organization
Country & Office

Organic Topic-based Communities

Company-Sponsored
Associate-owned

Authoritative Knowledge & Expertise
Essential Knowledge
Serendipitous Learning

Authoritative Portfolio-based Communities of Excellence

Knowledge-based Communities of Excellence

Organic Topic-based Learning Communities

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We launched a "Communities Center" to promote awareness and provide education and support

We drove adoption and use by transforming our culture

We recognized that our success would be dependent on People
and their willingness to adopt new behaviors

"The key to fueling the success of social knowledge sharing is for Associates to 'be curious' and 'feel empowered' to openly and transparently share"
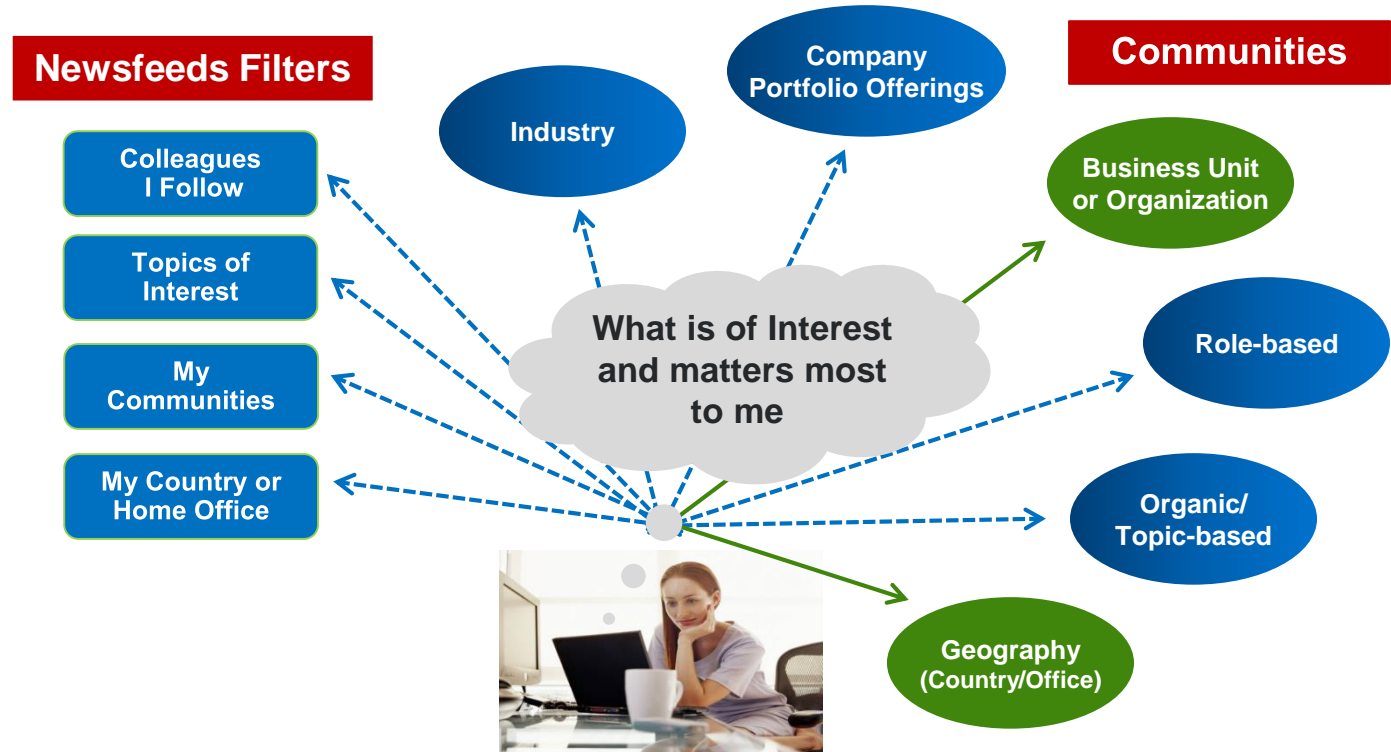
— *Ed Coleman, Former CEO Unisys*

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We empowered associates to engage based upon their particular role, interests and needs

Associates are *"hard aligned"* to their Business Unit or Organization and Country and Office Community and Newsfeed.

This allows for Corporate and Organization and Geographic push of important news and information.

Associates can *"self-subscribe"* to other communities and newsfeeds based on what is of interest and pertinent to their Unisys role.

This helps to avoid information overload.

Newsfeeds Filters

Colleagues I Follow

Topics of Interest

My Communities

My Country or Home Office

Industry

Company Portfolio Offerings

Communities

Business Unit or Organization

Role-based

Organic/ Topic-based

Geography (Country/Office)

What is of Interest and matters most to me

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We made social media governance a "shared" responsibility

We socialized key Social Media policy tenets and proper use through video

- Our Social Media Policy and Guidelines video, **"How We Connect"** is part of our New Hire Onboarding process.

- Our policies and guidelines are aligned with National Labor Relations Board (NLRB) guidelines and international country privacy laws to mitigate company litigation.

- We enabled a "Social Media Advanced Guard" committee to ensure the integrity and sustainability of our enterprise social business environment.

- We perform an annual Social Media audit to review activities and processes in order to assess future risks.

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From Gloria Burke, director, Knowledge & Collaboration Strategy & Governance:

Oct. 17, 2012

We are two years into our commitment of building a knowledge sharing culture that capitalizes on our collective intelligence and uses social tools to make us more nimble, creative and successful.

With 78 percent of Unisys employees participating on My Site, it's a good time for a refresh on the key tenets of our Social Media Policy:

- **Be respectful**
- **Maintain confidentiality**
- **Protect privacy**
- **Ensure accuracy**

Watch our new Social Media video, "The Way We Connect" (click on image at right), to ensure you understand the guidelines.

To Unisys employees:

The Way We CONNECT

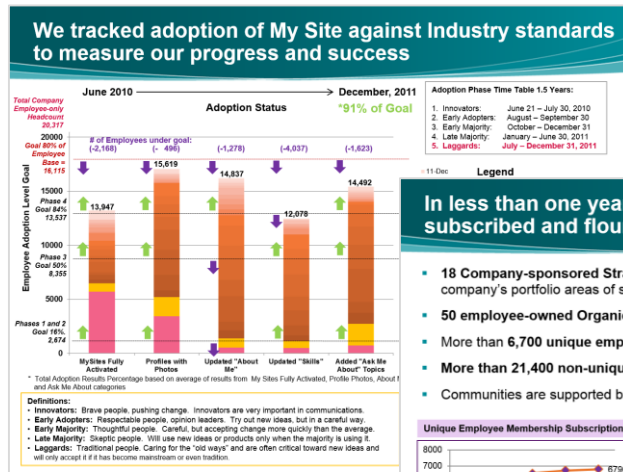# We enabled a cross-organization Stakeholder's Council to provide stewardship and governance

The Knowledge & Collaboration Stakeholder's Council has cross-organization representation ensuring that each business unit and internal service organization has a voice and ongoing stake in the success of the enterprise social business platform

- The Council identifies issues and requirements to help shape the evolution of the company's knowledge sharing and collaboration initiative.

- The Council provides stewardship and governance to preserve the integrity, effectiveness and sustainability of the company's knowledge and collaboration environment.

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We quickly achieved measurable results

Within the scope of our initial adoption campaign we achieved excellent results (18 months post launch)

91% of our targeted Associate user group (approx. 16,000) have company profiles and a valuable network of colleagues to facilitate collaboration

78% of the total Unisys Global Associate population enabled Profiles and leveraged social tools

100% of Senior Leadership have active Profiles and use and promote social collaboration tools within their organizations

We achieved significant cost savings

150% ROI in 24 months

Enterprise-ready Unified Communications is saving $5.2 million annually

- E-mail, instant messaging, presence and conferencing: 22,000 users
- Voice: 5,000 users
- Profile: 150 locations globally / 9,000 home-based or mobile users
- PBX: Replacement for 17 different PBX manufacturers

Reduced Annual Costs	
Conferencing Costs	> $2 million
Associate Reimbursed Voice Expenses	$1 million
Outbound Calling	> $1 million
Voice Infrastructure (PBX and Circuits)	$1.2 million

Improved Business Outcomes	
Improved User Productivity	Reduced Associate and Customer Contact Lookups times
Increased Associate Collaboration	Integrated click-to-call / IM improved real time connection and collaboration among globally dispersed workforce
Real-time customer response	Federated IM and Desktop Sharing improved customer satisfaction ratings

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Our approach to Enterprise Social Business Transformation has received industry-wide recognition

Information Week Magazine has recognized Unisys as #2 in a list of its "Top Ten Social Business Leaders of 2013"

Unisys Social Technology Industry Awards

2014: Sitrion (formerly NewsGator) has named Unisys as its "Emergent Business Partner of 2014"

2014: IDG Enterprises has named Unisys as a finalist for Best Collaboration Project in its 2014 CITE Awards

2013: Gartner has labeled Unisys as a "Visionary" in its 2013 Managed Mobility Services Report

2013: #2 Social Business Leader of the Year sponsored by Information Week

2012: The BrainYard's "10 Top Social Businesses & Their Leaders" sponsored by Information Week

2013 and 2012: Wharton's Social Media Leadership Award – People and Culture Category

2011: "*Increase Your Companies Productivity with Social Media*", Unisys Case Study in HBR Blog Network

2011: Federal 100 Award for GSA (one of the first large government agencies to implement cloud-based applications for e-mail and collaboration)

2011: GCN Award 2011 for GSA Google Email and Collaboration Platform

2011: Excellence in People and Communications -- Winner
2011: Excellence in Culture Creation -- Finalist

2011: Consumerization of IT and Unisys Security Index campaigns

Unisys is one of five companies featured in a new infographic on The Social Media Marketing Blog[1]. Unisys is featured along with brand-name companies Dell, Morton's, KLM, and ABC. In this blog, Unisys is noted for "*using social media internally for effective collaboration and a boost to company productivity.*"

Thank you!

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View our latest videos

Unisys Unified Social Business   – Taking the Complexity Out of Enterprise Social Business Transformation
The Future of Social Business   – Gloria Burke discusses the future of enterprise social business and its impact on business with
                         Daniel Kraft, CEO of Sitrion (formerly NewsGator)
The CIO of The Future   – The CIO of the Future is an Integrator and Cultural Enabler: Coleman, CEO, Unisys

Read our latest Thought Leadership

Unisys Case Study Whitepaper:
A Holistic Approach to Enterprise Social Business
Transformation

Blogs:
Socially Enabling Customer Service and Support – John Knab
Gaining Insight into Your Enterprise Social Network – John Knab
Communities: The Hub of Social Collaboration – Gloria Burke

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