



Enterprise Social Business Transformation

Unisys Social Intranet - Case Study

Intranet Global Forum

June 10, 2015

UNISYS

About Unisys

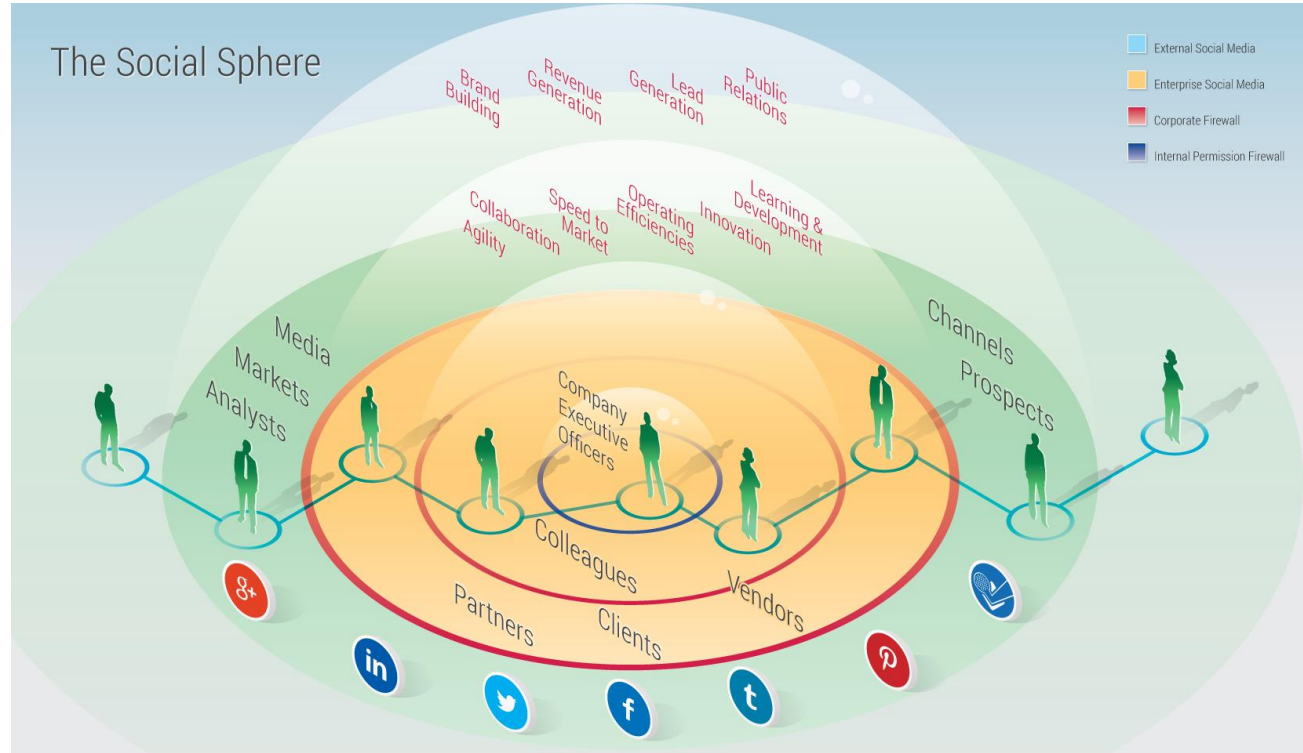


- Unisys is a worldwide information technology company with a rich history that spans 140 years.
- We provide a portfolio of IT services, software, and technology that solves critical problems for our clients, focused on:
 - securing their operations
 - increasing the efficiency and utilization of their 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.

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.



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**

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

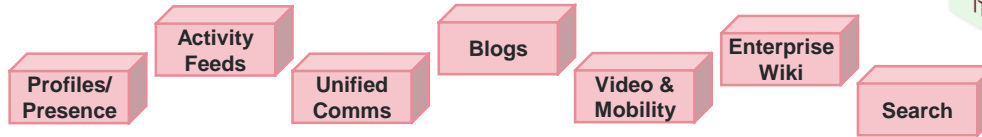
Our Approach

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

Social Tools and Search Engine Capabilities



Implicit Knowledge



Enterprise Collaborative Ecosystem



Communities



Team Rooms



Ad-hoc Discussion Groups

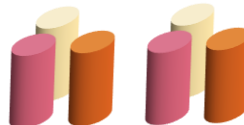
Common Knowledge and Information Base



Geographies

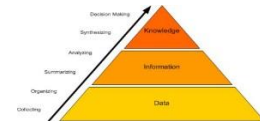


Organizations

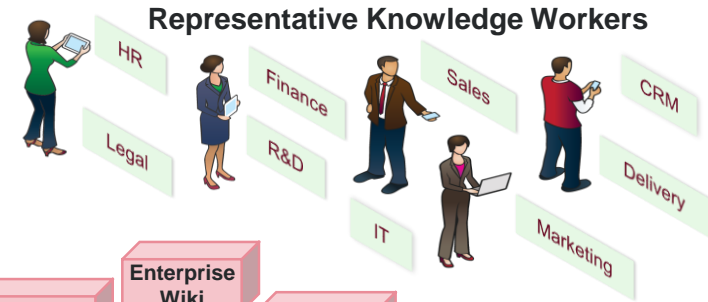


Explicit Knowledge Repositories

Knowledge Management
Practices and Processes



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Our Technology Platform

Collaborative
Platform

Unified
Communications

Social Technology
Engines

Knowledge Mgmt
& Analytics



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

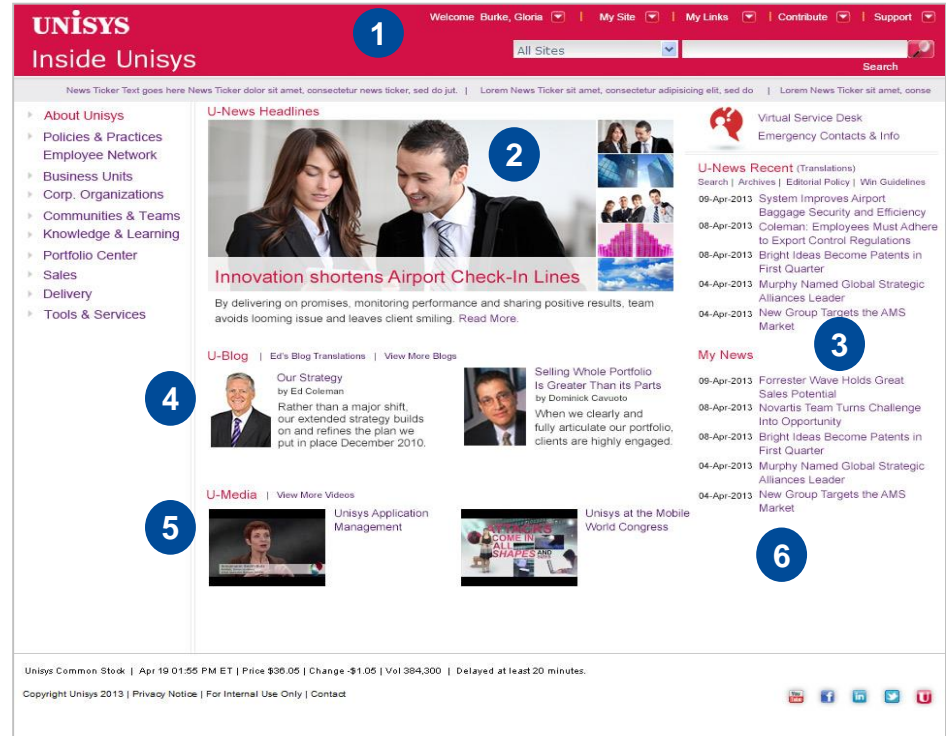
- Recruiting and Onboarding
- Associate Learning/Development
- Critical Knowledge Transfer

Marketing and Communications

Customer Service and Self-enabled Support

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 **Audience "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.

The screenshot displays the UNISYS My Site social networking platform. The interface includes a top navigation bar with links for My Site, My Compliance, Find People, and user profile information. The main content area is divided into several sections:

- Activity Stream:** A section for posting questions and answers, featuring a text input field, a "Post" button, and a character count.
- My Newsfeed:** A section for viewing filtered newsfeed content, showing posts from colleagues and communities.
- My Blog:** A section for viewing and creating blog posts, featuring a "My Blog" button and a list of recent blog entries.
- Communities:** A section for finding and joining communities, showing a list of recommended communities and a search bar.
- Social Links:** A section for managing social links, including a "Social Links" button and a list of recommended colleagues.
- Getting Started:** A section for new users, featuring a "Add Profile Picture" button and a list of trending tags.

Numbered callouts (1-4) highlight specific features: 1. Post Questions & Answers, 2. Filtered Newsfeed Viewing, 3. Add/Follow Colleagues, and 4. Search & Join Communities.

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

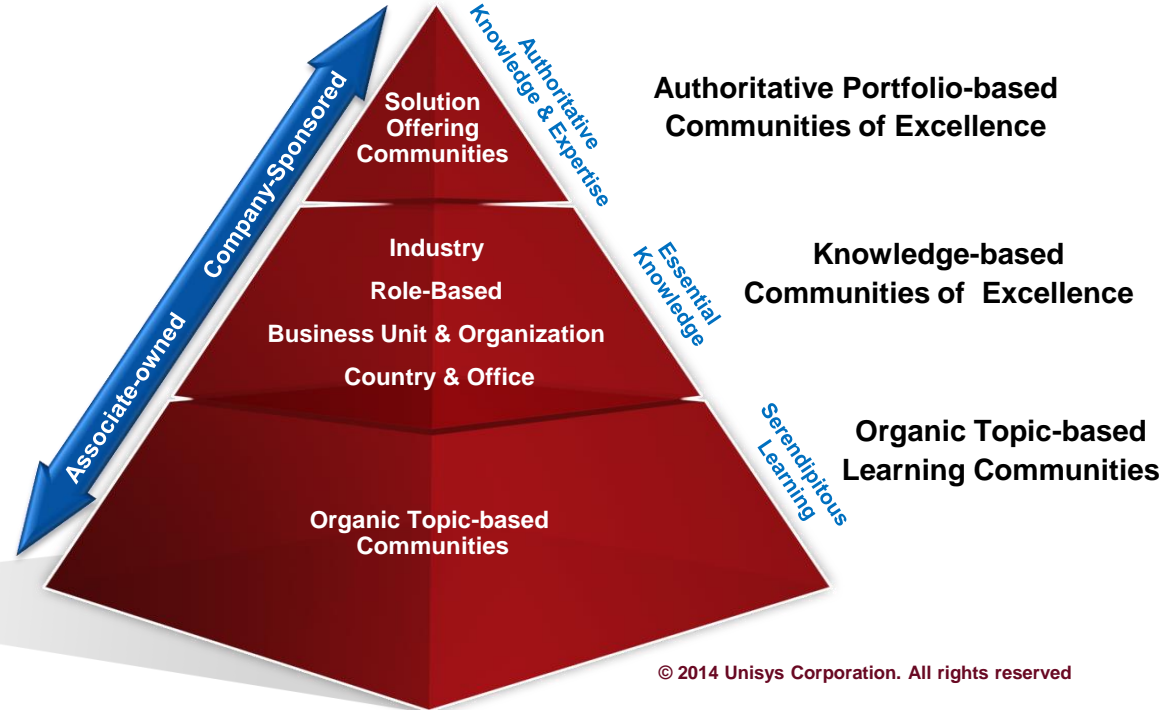
Country / Office

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



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

The screenshot shows the Unisys Communities Center homepage. The header includes navigation links like 'Site Actions', 'Browse', 'Page', and 'Welcome'. The main content area features a 'Welcome to the Unisys Communities Center!' message, a purpose statement, and a 'What is a Community?' section. A sidebar on the left lists 'I Want To...' options such as 'Learn about Communities' and 'Request a New Community'. The main content area also includes sections for 'Announcements', 'Communities Locator', 'My Communities', 'Recommended Communities', 'Find Communities', and 'Recently Created Communities'.

Welcome to the Unisys Communities Center!

The purpose of the Unisys Communities Center is to help employees leverage the power of communities to connect and learn from one another, to evolve expertise, to share ideas and best practices that drive operational efficiency and improve the quality of our work, and to collaborate and contribute to the development of new innovations and refinements to our client solutions. The Communities Center also equips employees with the right social tools, education, training and support to enable, manage, grow and sustain vibrant and effective communities that deliver value to community members as well as to our business.

What is a Community?

A community is a group of people with a common interest in a topic and a commitment to share and apply their knowledge for business benefit. The community helps to align strategy with execution by building capability through learning and sharing. Key business benefits of communities include facilitating best practices and knowledge sharing, fostering collaboration and innovation, accelerating learning, and providing opportunities to network. To learn more, read the full description of "What is a Community?".

Communities Center Guide

About Unisys Communities

- What are Unisys Communities?
- Unisys Community Structure
- Community Types & Definitions

Community Directory

- Communities Locator Tool
- Find Communities by Name
- Find Communities by Type
- View Newly Created Communities
- View Recommended Communities

Community Membership

The screenshot shows the 'Community Membership' page. It includes a 'Why Community Membership Matters' section, 'Membership Guidelines', 'Community Sponsorship and Ownership', and 'Finding and Joining a Community'. A sidebar on the right contains 'Communities Locator' and 'My Communities' sections. The main content area also includes a 'Community Enablement & Development' section with a 'Request a New Community' button.

Community Membership

Why Community Membership Matters

Unisys Communities are the hub for social collaboration. They help employees to connect and learn from subject matter experts to resolve their questions, to share valuable knowledge with colleagues, and to collaborate effectively and efficiently in the execution of daily work. Communities play an important role in accelerating ideas and creating and refining the company's intellectual capital and solution offerings.

Membership Guidelines

Strategic communities and public/organic communities are available for membership to all Unisys employees. Employees may join multiple communities based on their particular role and interests.

Community Sponsorship and Ownership

In addition to Community Sponsorship, employees who have the commitment and desire may also sponsor and create an organic business community in accordance with the Community Enablement Guidelines for Organic Communities. For more information about community sponsorship and ownership, visit the Community Enablement page of this site by clicking the link located at the top of the page.

Finding and Joining a Community

Finding a Community that fits your Unisys role and interests is easy. Just use the Communities Directory Tab or the "Communities Locator" link at the top right of the page to search and find the community of interest. Click the link adjacent to the Community name to be taken to the Community page.

To become a member simply click the "Join Community" button located on the community home page. Once you "Join" a community, community activities will appear at your "My Communities" to help you stay connected and informed of important community events.

Once you agree to be a member of a particular community, click the "Stop Following Community" button located on the community home page. This will remove your membership status.

Community Enablement & Development

Overview

The purpose of this site page is to provide a community enablement and development framework, guidance and instructions to enable a new Unisys community. This includes steps for:

- Assessing the need for a new community
- Requesting a new community
- Defining community vision, business purpose and value proposition statements
- Creating a Community Development Plan (CDP)
- Leading a Community Development Plan to full execution, drive membership and promote participation
- Measuring and making your community discoverable

Community Enablement & Development Framework

The Unisys Community Enablement & Development Framework below illustrates the elements necessary to enable, activate, grow, evolve and sustain an effective and valuable community environment. In addition to the framework, a community must be guided by a dedicated community manager, nurtured by subject matter experts and energized by community advocates and champions in order for the community to give and receive. These individuals and pre-defined templates should be utilized to ensure proper and consistent community structure and development and metrics captured in order to measure community effectiveness and return on investment to the business.

Building Community Vision and Purpose

The first step in developing your new community is to create a community definition and value vision that can be clearly articulated to sponsors, stakeholders, advocates, champions and community members. The most important element of a community definition is the community's vision. It should be about and appeal to both the hearts and minds of community members. The purpose statement should describe why the community exists. It should be about and appeal to both the hearts and minds of community members. The purpose statement will define your purpose and vision over time. Consideration should be given to forming your purpose statement in a way that allows for growth.

Questions to answer that will help you think about your existing purpose include:

- What type of community am I building?
- Why am I building it?

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

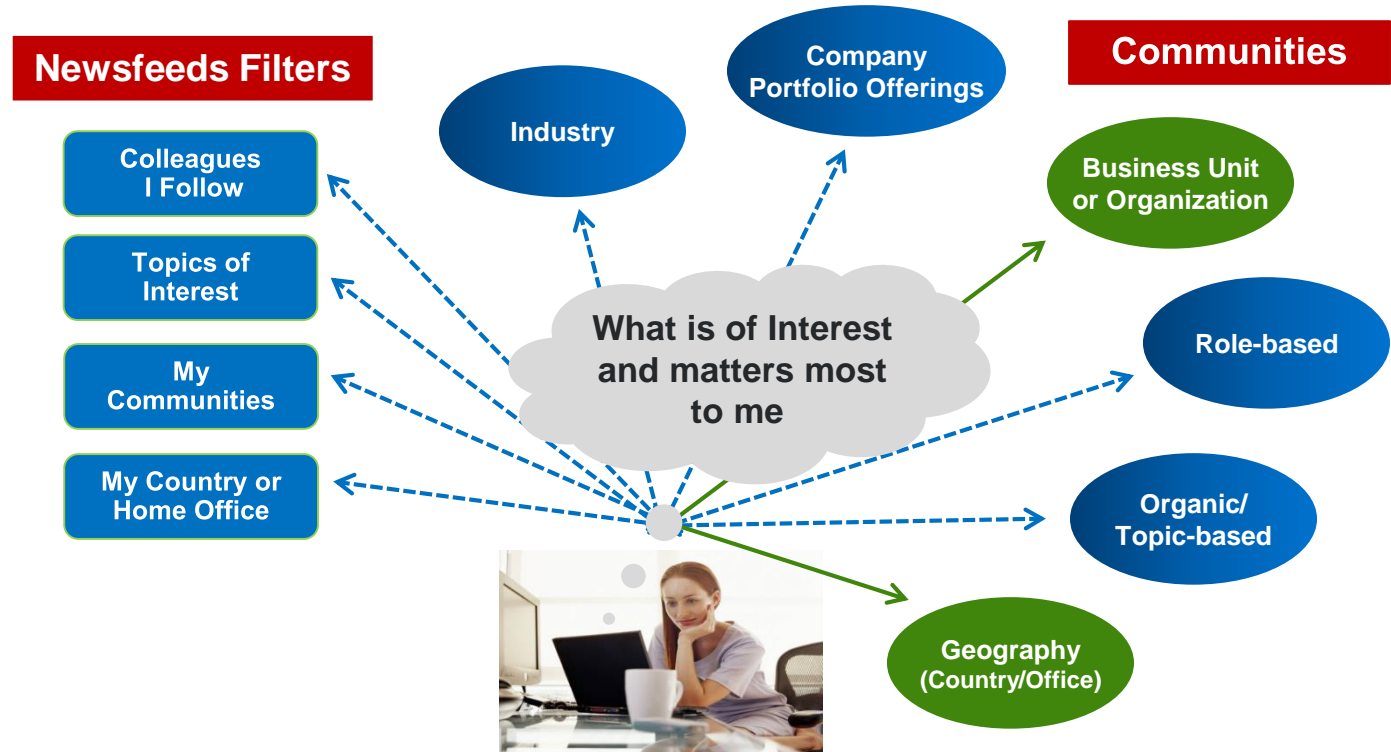
We empowered associates to engage based upon their particular role, interests and needs

- 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.



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.

UNISYS

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

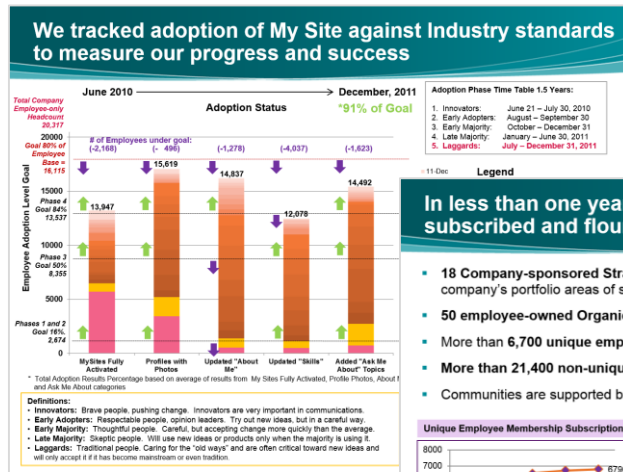
The Knowledge & Collaboration Stakeholder's Council has cross-organization representation ensuring that each business unit and internal service organization has a voice and ongoing stake in the success of the enterprise social business platform

- 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.



We quickly achieved measurable results

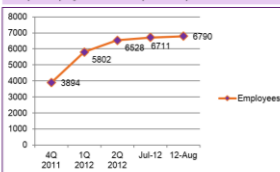
Within the scope of our initial adoption campaign we achieved excellent results (18 months post launch)



In less than one year's time, our Communities are well-subscribed and flourishing

- 18 Company-sponsored Strategic Communities of Excellence focused on the company's portfolio areas of strength, industries and key employee roles were launched
- 50 employee-owned Organic Communities were formed
- More than 6,700 unique employee memberships enabled
- More than 21,400 non-unique subscribed memberships across all communities
- Communities are supported by 460 Company-designated subject matter experts

Unique Employee Membership Subscriptions



UNISYS

Non-Unique Membership Subscriptions



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38



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



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

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”

Infographic: 5 Companies That Are Rocking Social Media

November 29, 2011

This infographic was created by **Voltier Digital**, a content marketing agency based in Florida, specializing on the creation and promotion of impactful content marketing campaigns for businesses of all sizes.

We all know that it might be interesting, either for SEO purposes, or to share on social media. And since info is so important, we'll share it with you. • Morton's main • Unisys uses

5 COMPANIES THAT ARE ROCKING SOCIAL MEDIA

RESOURCE SHARING UNISYS

Unisys built "My Site," a social knowledge-sharing platform for employees to:

- build their credentials and network with colleagues.

Its "Ask Me About" feature allows employees to offer expertise by using

#hashtags for skills and topics they can collaborate with others on.

Within 18 months, 15,000 of the 23,000 global employees had used the tool. The company also uses it to recruit new employees.

HARVARD BUSINESS REVIEW

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HBR Blog Network

Increase Your Company's Productivity With Social Media

by Jeanne C. Meister | 2:11 PM September 11, 2012

Comments (29)

Brainyard

Brainyard's 7 Social Business Leaders Of 2012

Unisys: Gloria Burke

Brainyard's Social Business Leaders Of 2012

CIO

Corp social networks driving sales through better information

Justine Karpman | 10/10/2012 11:31 AM | 3 Comments | 1 Like

InformationWeek

Our platform. Your vision.

Cloud infrastructure built for Internet scale.

Forbes

Social Media Training Is Now Mandatory: Five Ways To Make Sure Your Company Does It Right

Leadership | 10/10/2012 9:30 AM | 1,071 Views

KNOWLEDGE@WHARTON

#SMLA13

The Social Media Leadership Awards, organized by Social Media Leadership Awards (SMLA), are awarded by a panel of industry experts to recognize the top 100 social media leaders in the world.

Successful social collaboration efforts have common key facets

Patricia Farrelly, Contributor

It's not enough to encourage employees to use enterprise social networking tools. Making it an integral part of your company's everyday culture requires planning, commitment, and reinforcement. But as any organization that has found success as a result of enhanced social collaboration can attest, the benefits are well worth the effort.

Increased collaboration makes good business sense, said Jacqui Blugens, principal and founder of San Francisco-based Ches Media Group, a management consulting firm that advises organizations on how to use social media technology. Done effectively, enabling employees to better connect and engage with one another improves innovation and productivity while decreasing both the cost and time spent traveling, Morgan said. It also helps open up closed business structures.

And vice versa, she says, many companies still struggle to implement social collaboration tools throughout the corporate culture to the point where it has become an intrinsic part of regular work activities for business users.

To understand why that is, it is instructive to look at three examples of companies that have taken very different approaches to implementing an effective enterprise social media strategy. Despite that, and that they operate in diverse industries, they share several similarities that might explain why each approach resulted in collaborative success.

Unisys goes for speed of communication

Two years ago, Unisys, a worldwide provider of IT services, software and technology based in Blue Bell, Pa., realized it needed to speed communication among its nearly 23,000 employees.

Unisys Social Technology Industry Awards



2014: Sitron (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. 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!

Connect with us

Unisys Corporation: www.unisys.com

Unisys Unified Social Business:

<http://www.unisys.com/usb>



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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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