Managing the Content Monster:
It doesn’t have to be a horror story

Global Intranet Forum
October 20, 2016

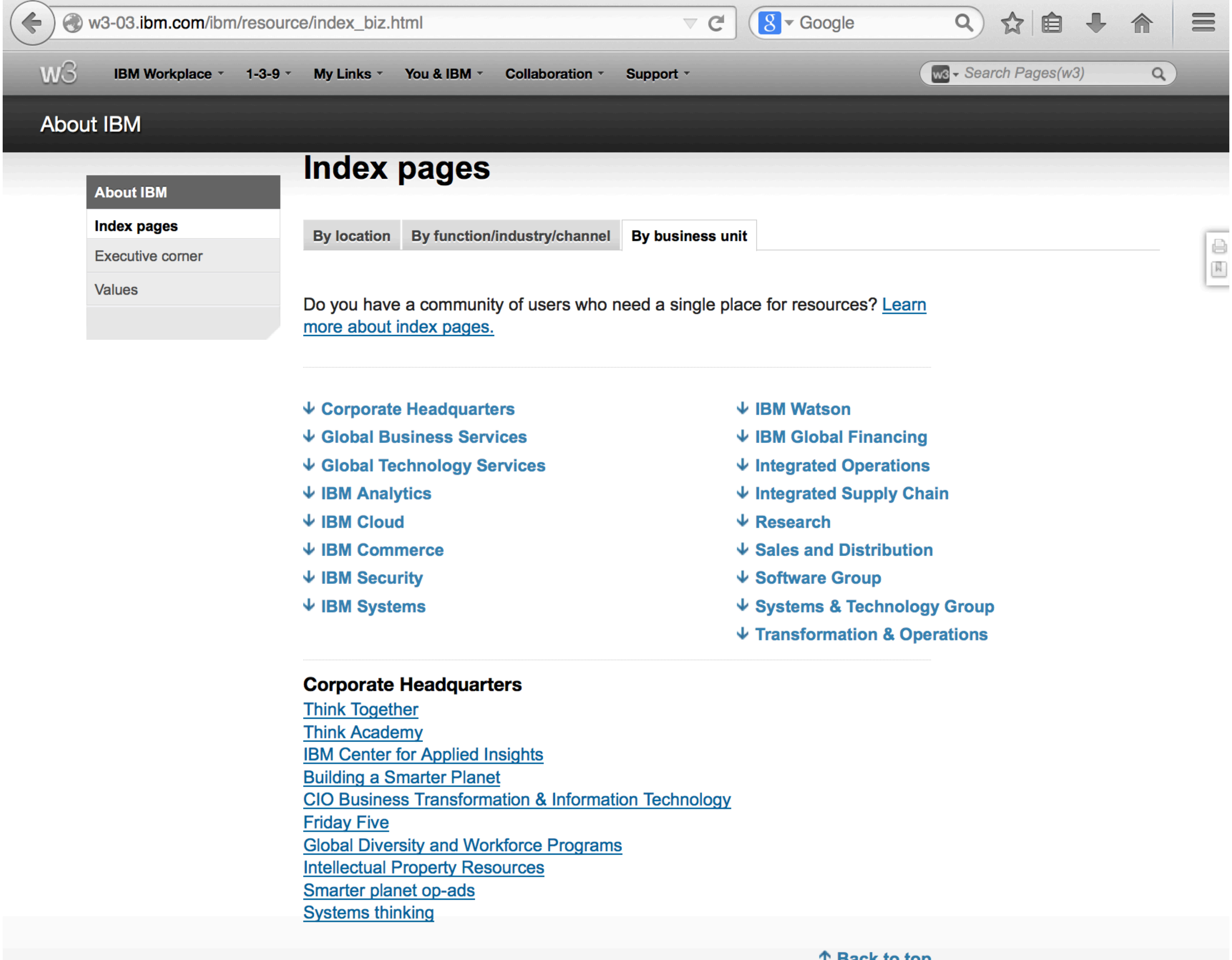
There are 380,000 IBMers

We work in 170 countries

We’ve made millions of Intranet pages
(frighteningly, many never die…)

Our intranet gets 6 million views a day

We’re Frankenstein-ing together legacy systems and processes & fresh design


w3-03.ibm.com/ibm/resource/index_biz.html
Google
w3
IBM Workplace
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You & IBM
Collaboration
Support
Search Pages(w3)
About IBM
About IBM
Index pages
Executive corner
Values
By location
By function/industry/channel
By business unit

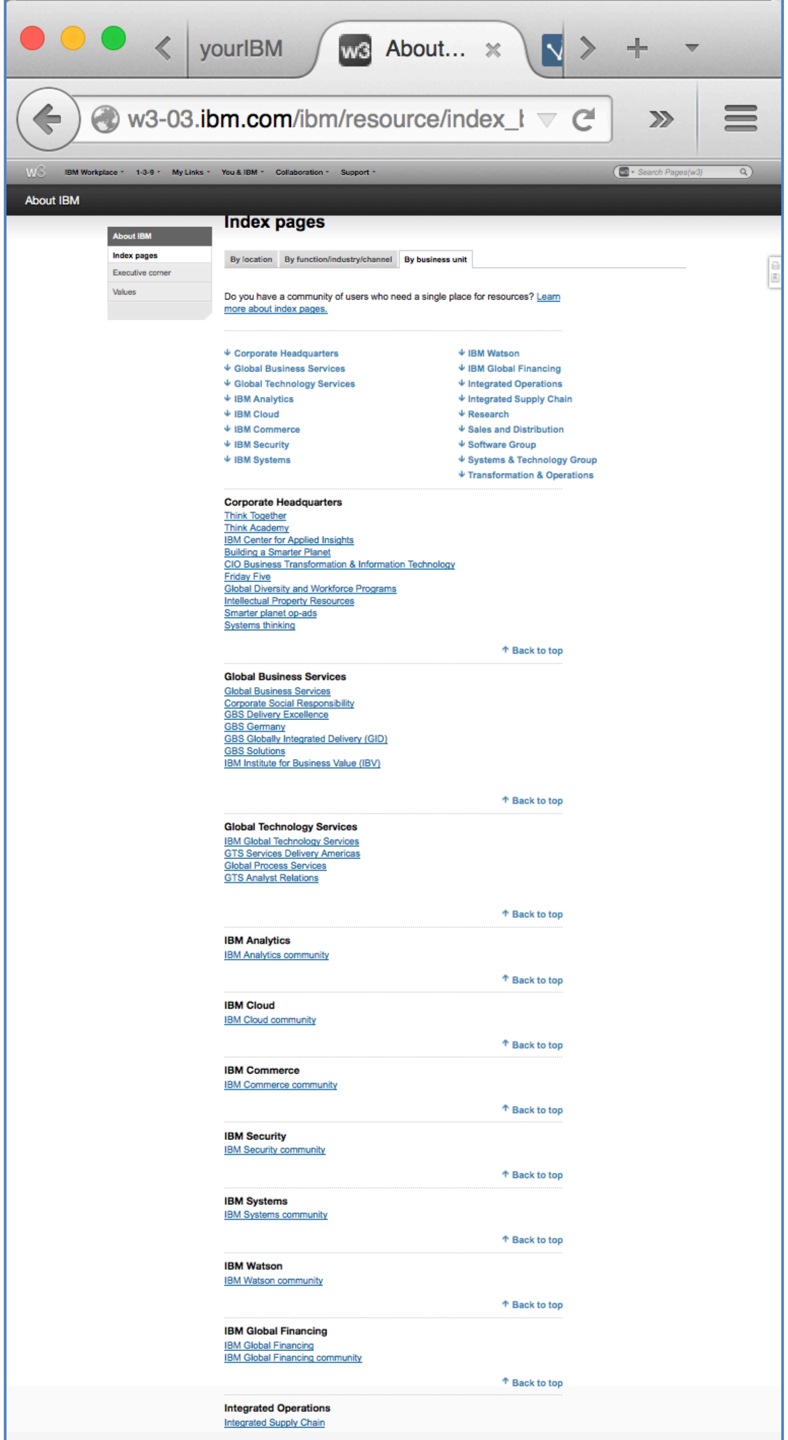
Index pages

Do you have a community of users who need a single place for resources? Learn more about index pages.

- Corporate Headquarters
- Global Business Services
- Global Technology Services
- IBM Analytics
- IBM Cloud
- IBM Commerce
- IBM Security
- IBM Systems
- IBM Watson
- IBM Global Financing
- Integrated Operations
- Integrated Supply Chain
- Research
- Sales and Distribution
- Software Group
- Systems & Technology Group
- Transformation & Operations

Corporate Headquarters

Think Together
Think Academy
IBM Center for Applied Insights
Building a Smarter Planet
CIO Business Transformation & Information Technology
Friday Five
Global Diversity and Workforce Programs
Intellectual Property Resources
Smarter planet op-ads
Systems thinking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Smarter planet op-ads
Systems thinking

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Global Business Services

Global Business Services
Corporate Social Responsibility
GBS Delivery Excellence
GBS Germany
GBS Globally Integrated Delivery (GID)
GBS Solutions
IBM Institute for Business Value (IBV)

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Global Technology Services

IBM Global Technology Services
GTS Services Delivery Americas
Global Process Services
GTS Analyst Relations

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IBM Analytics

IBM Analytics community

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IBM Cloud community

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IBM Commerce community

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IBM Security

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IBM Systems

IBM Systems community

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IBM Watson

IBM Watson community

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IBM Global Financing

IBM Global Financing
IBM Global Financing community

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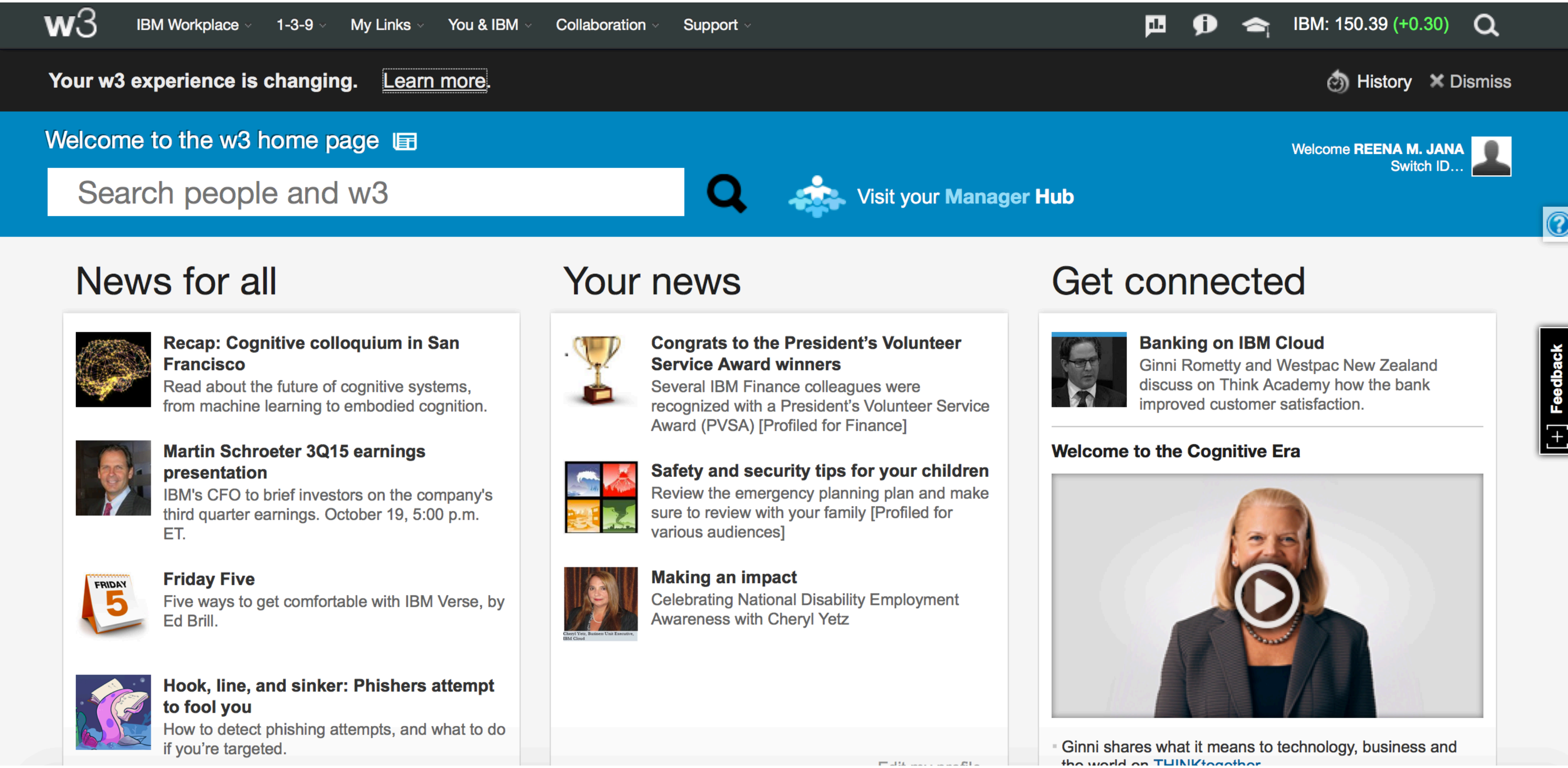
Integrated Operations

Integrated Supply Chain

Our content monster can seem like a multi-headed beast

We are always improving.

Last year: cleaner, focused on search, like a news site…



Your w3 experience is changing. Learn more.

Welcome to the w3 home page

Welcome **REENA M. JANA**

Visit your **Manager Hub**

News for all

Recap: Cognitive colloquium in San Francisco
Read about the future of cognitive systems, from machine learning to embodied cognition.

Martin Schroeter 3Q15 earnings presentation
IBM's CFO to brief investors on the company's third quarter earnings. October 19, 5:00 p.m. ET.

Friday Five
Five ways to get comfortable with IBM Verse, by Ed Brill.

Hook, line, and sinker: Phishers attempt to fool you
How to detect phishing attempts, and what to do if you're targeted.

Your news

Congrats to the President's Volunteer Service Award winners
Several IBM Finance colleagues were recognized with a President's Volunteer Service Award (PVSA) [Profiled for Finance]

Safety and security tips for your children
Review the emergency planning plan and make sure to review with your family [Profiled for various audiences]

Making an impact
Celebrating National Disability Employment Awareness with Cheryl Yetz

Edit my profile

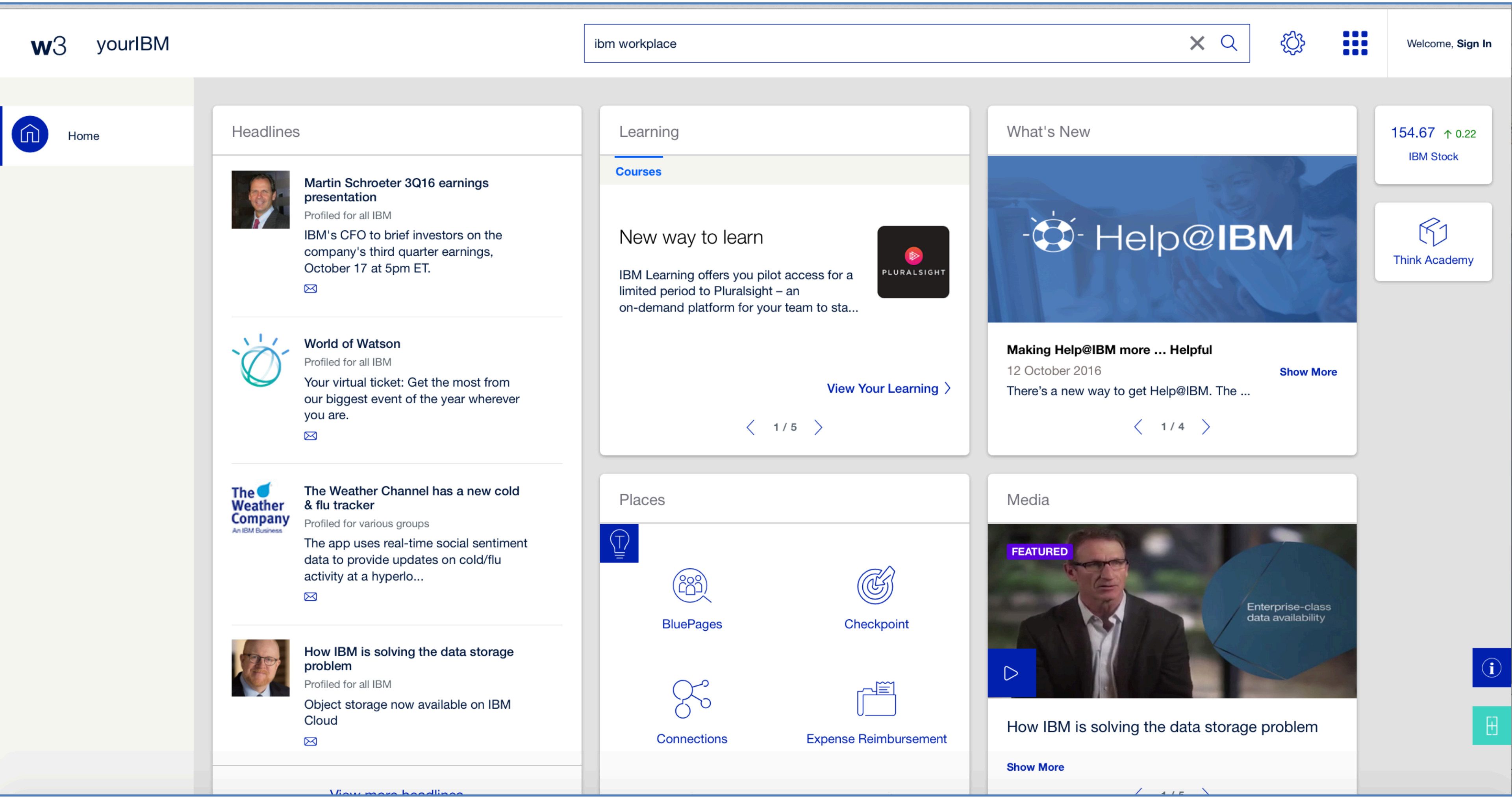
Get connected

Banking on IBM Cloud
Ginni Rometty and Westpac New Zealand discuss on Think Academy how the bank improved customer satisfaction.

Welcome to the Cognitive Era

- Ginni shares what it means to technology, business and the world on THINKtogether

This year: cleaner, responsive, card-based and more personalized.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ibm workplace

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Martin Schroeter 3Q16 earnings presentation
Profiled for all IBM
IBM's CFO to brief investors on the company's third quarter earnings, October 17 at 5pm ET.

World of Watson
Profiled for all IBM
Your virtual ticket: Get the most from our biggest event of the year wherever you are.

The Weather Channel has a new cold & flu tracker
Profiled for various groups
The app uses real-time social sentiment data to provide updates on cold/flu activity at a hyperlo...

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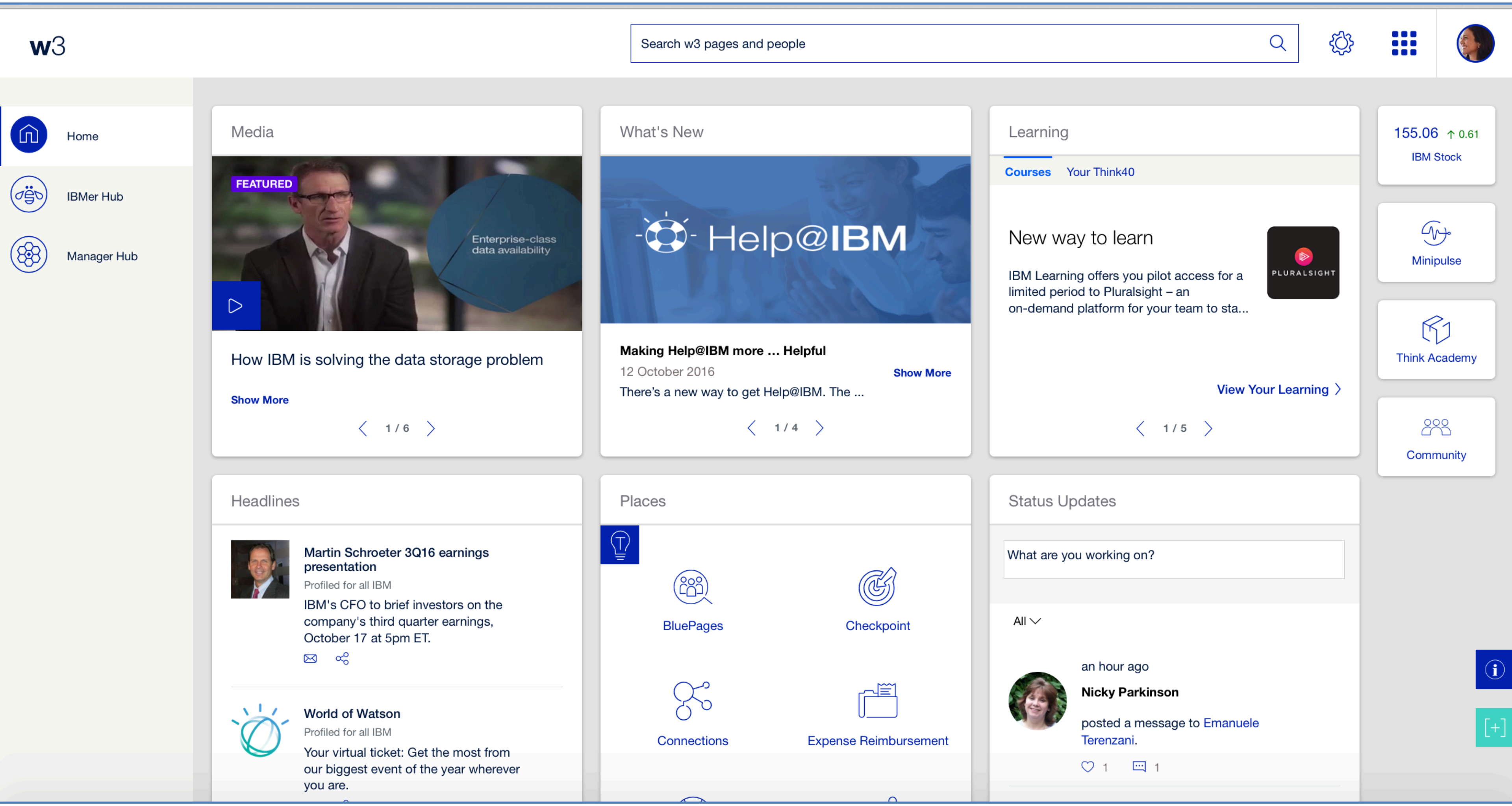

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Places

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Status Updates

What are you working on?

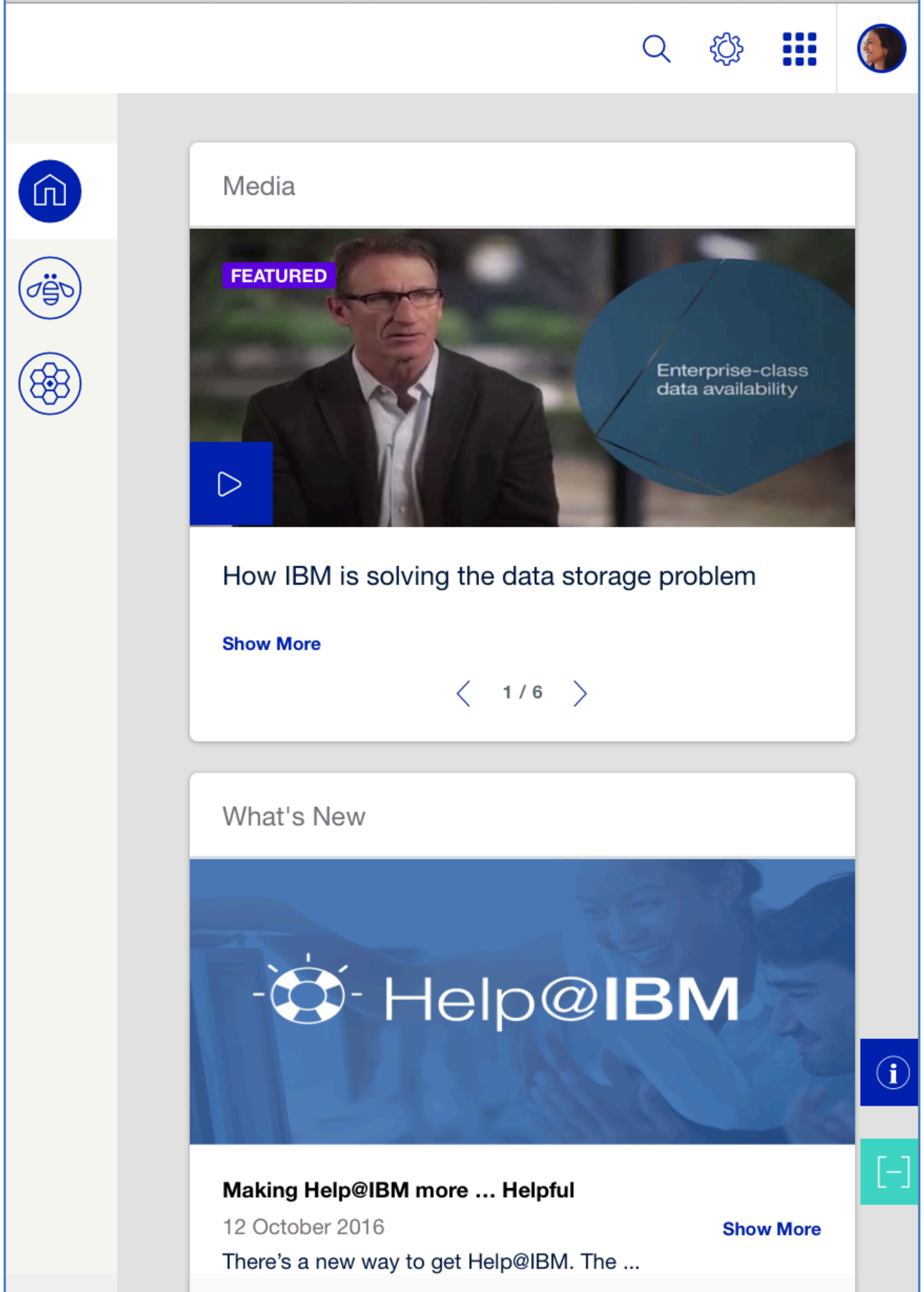
All

an hour ago

Nicky Parkinson

posted a message to Emanuele Terenzani.

♡ 1 1



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- **We think like an editorial organization**

- We think like an editorial organization
- We act like a “consumer” company

- We think like an editorial organization
- We act like a “consumer” company
- We use cognitive/A.I. to assist us

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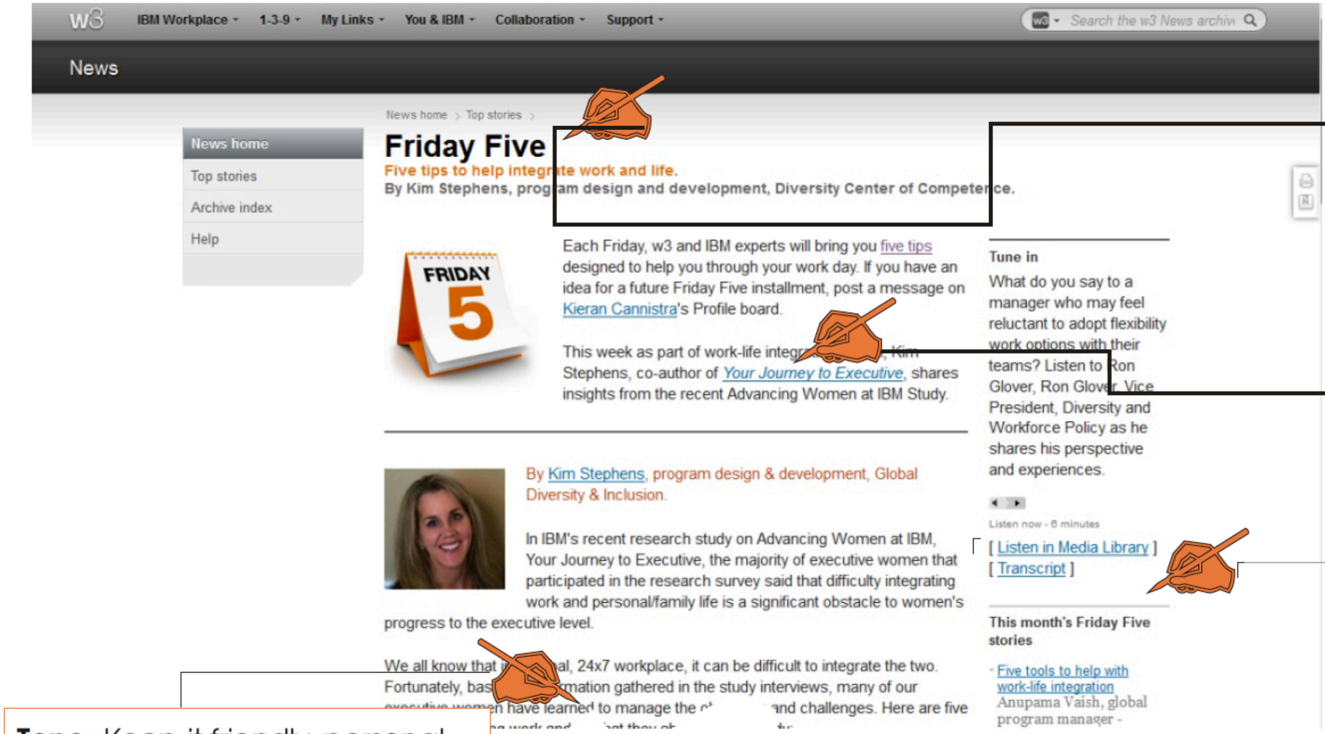
We think like an editorial organization

We think like an editorial organization:

- In Q2, created a global, cross-company editorial council
- Our council includes intranet editors along with global content marketers, sales, IBM Research, off-domain platforms, IBM.com homepage editors, thought leadership editors, social engagement leads
- We are iterating on an international editorial calendar (Surprise! It's analog!) to compliment online, international process guidance
- Create systems for re-use (CMS R&D, templates and "chunks")
- Learn from external editors (Contently, HBR, Mic, NY Times, TED, etc.)



Friday Five

Five tips to help integr te work and life.

By Kim Stephens, prog am design and development, Diversity Center of Compete ce.

Each Friday, w3 and IBM experts will bring you five tips designed to help you through your work day. If you have an idea for a future Friday Five installment, post a message on Kieran Cannistra's Profile board.

This week as part of work-life integr Kim Stephens, co-author of *Your Journey to Executive*, shares insights from the recent Advancing Women at IBM Study.

By Kim Stephens, program design & development, Global Diversity & Inclusion.

In IBM's recent research study on Advancing Women at IBM, Your Journey to Executive, the majority of executive women that participated in the research survey said that difficulty integrating work and personal/family life is a significant obstacle to women's progress to the executive level.

We all know that i al, 24x7 workplace, it can be difficult to integrate the two. Fortunately, bas mation gathered in the study interviews, many of our executive women have learned to manage the c and challenges. Here are five

Tune in

What do you say to a manager who may feel reluctant to adopt flexibility work options with their teams? Listen to Ron Glover, Ron Glov Vice President, Diversity and Workforce Policy as he shares his perspective and experiences.

Listen now - 6 minutes

[Listen in Media Library]
[Transcript]

This month's Friday Five stories

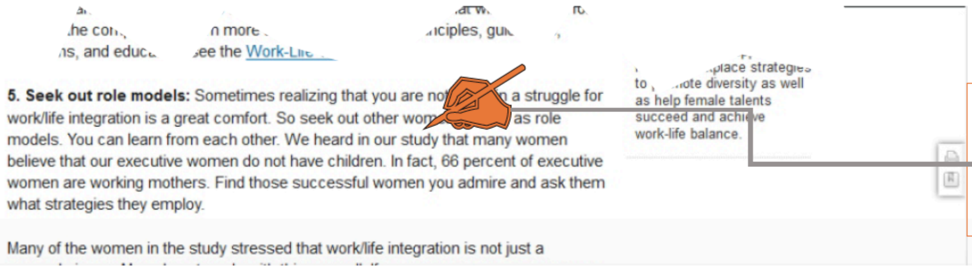
- Five tools to help with work-life integration
  Anupama Vaish, global program manager -

Headline: Always **Friday Five**
Subhead: Describes the five tips, 110 characters for home page headline
By line: Introduce your expert.

Introductory paragraph: Describe the tip subject and define your expert's credentials.

Sidebar: Include related links, further reading, definitions and audio and video if you have it

Tone: Keep it friendly, personal, without business speak.



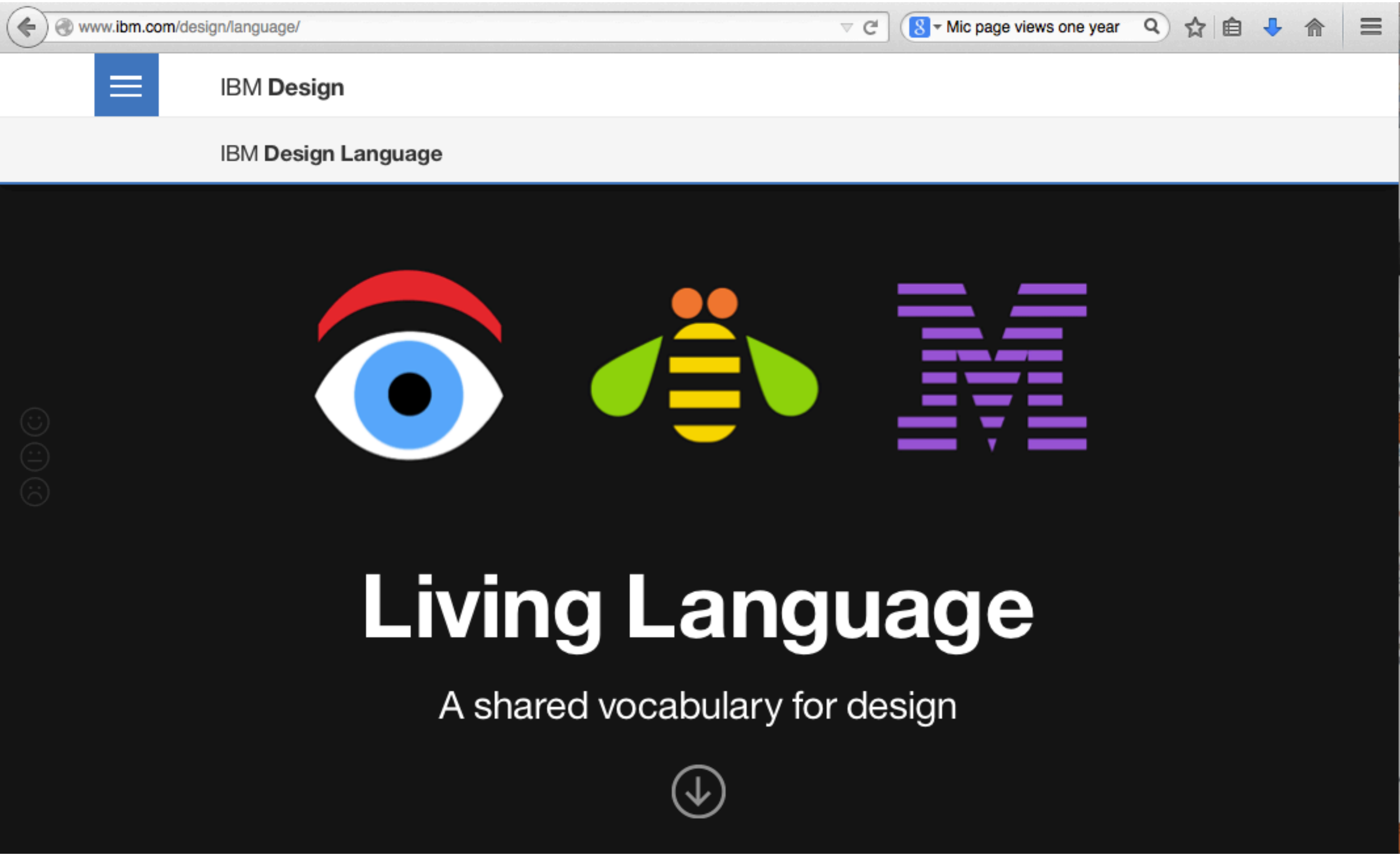
he con n more iciples, gui
ns, and educ ee the Work-Li

5. Seek out role models: Sometimes realizing that you are no a struggle for work/life integration is a great comfort. So seek out other wom as role models. You can learn from each other. We heard in our study that many women believe that our executive women do not have children. In fact, 66 percent of executive women are working mothers. Find those successful women you admire and ask them what strategies they employ.

Many of the women in the study stressed that work/life integration is not just a

place strategies to ote diversity as well as help female talents succeed and achi ve work-life balance.

Five tips: Keep your five tips short and action-oriented.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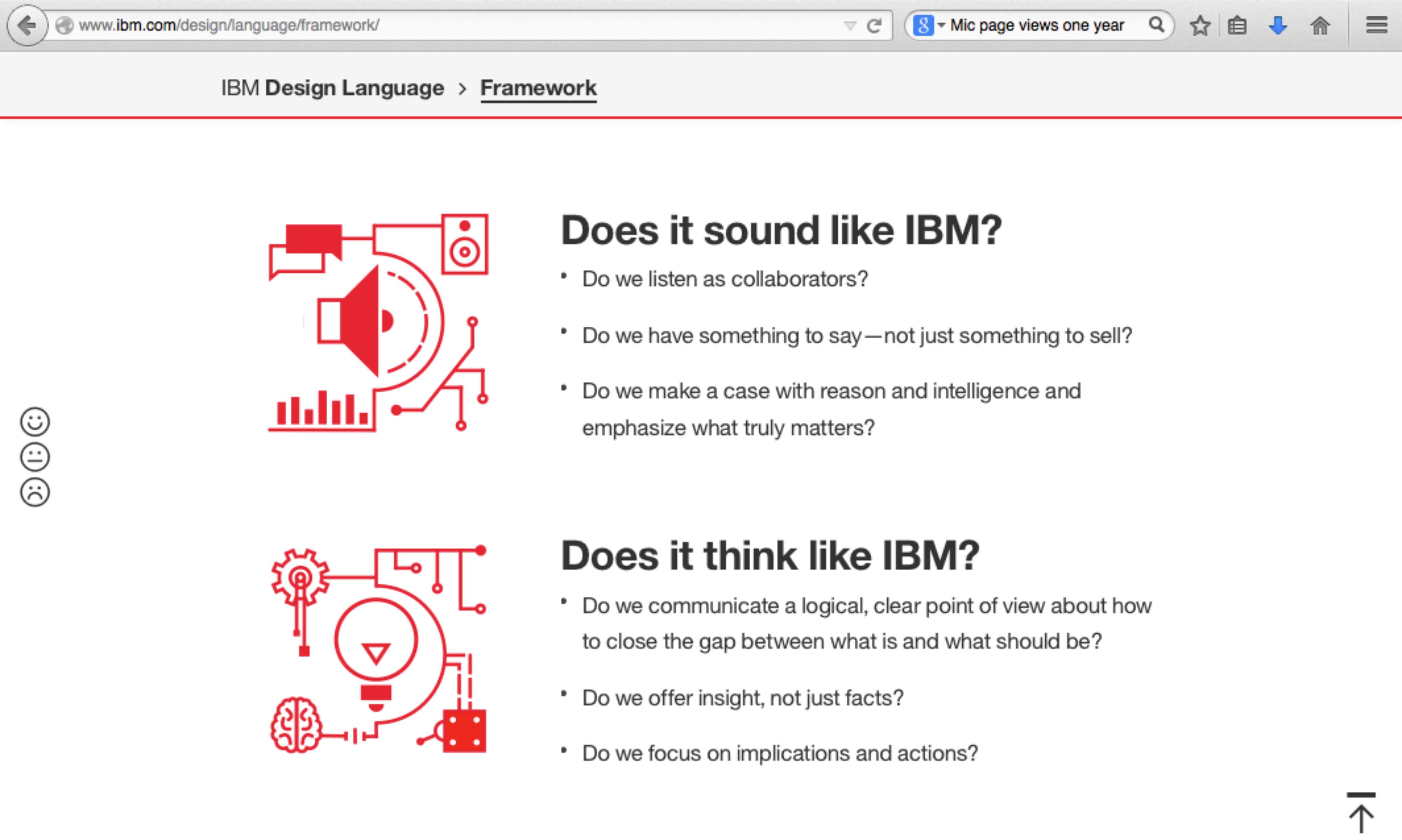
IBM **Design**

IBM **Design Language**

Living Language

A shared vocabulary for design



www.ibm.com/design/language/framework/

Mic page views one year

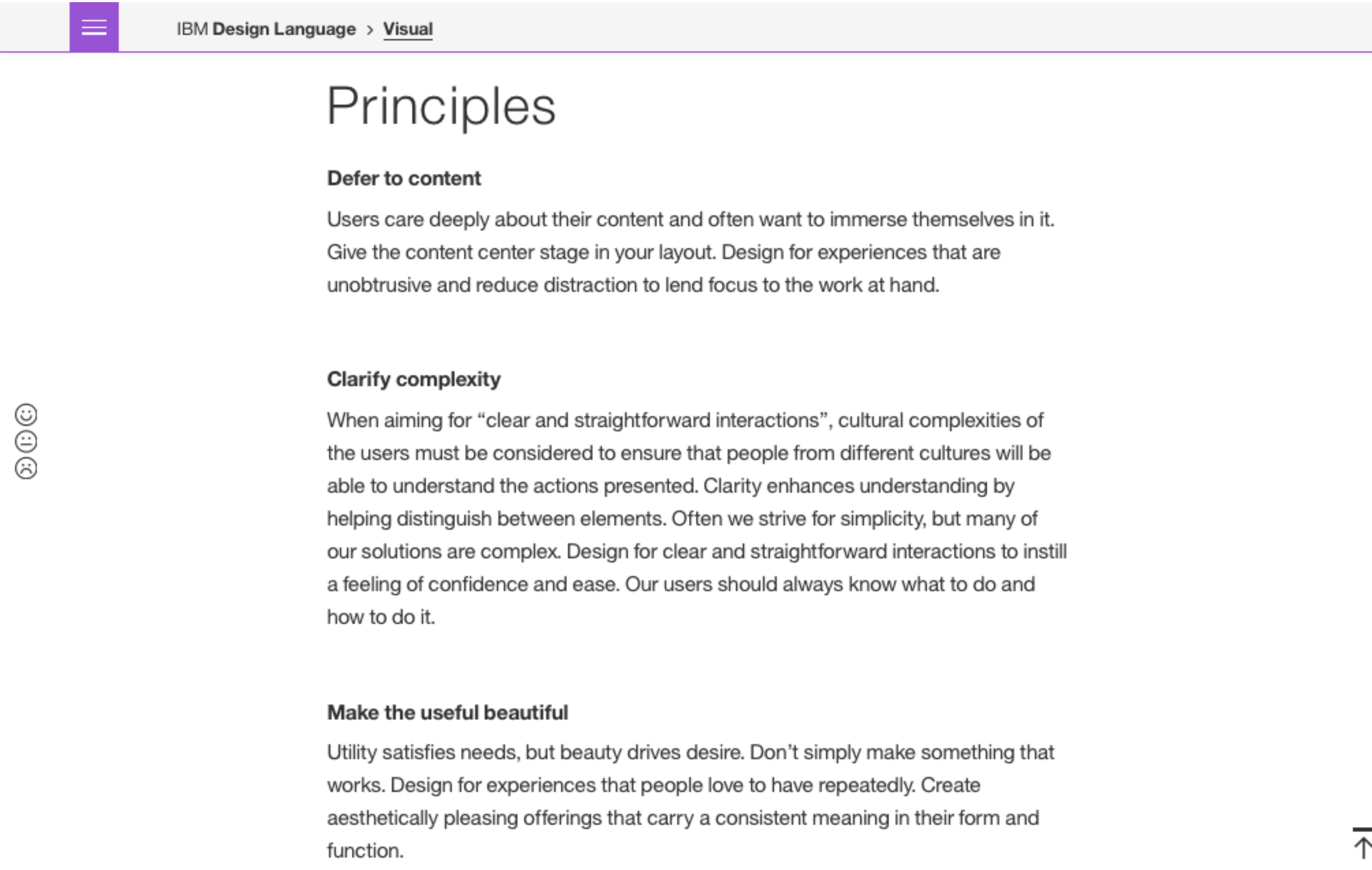
IBM **Design Language** › **Framework**

Does it sound like IBM?

- Do we listen as collaborators?
- Do we have something to say—not just something to sell?
- Do we make a case with reason and intelligence and emphasize what truly matters?

Does it think like IBM?

- Do we communicate a logical, clear point of view about how to close the gap between what is and what should be?
- Do we offer insight, not just facts?
- Do we focus on implications and actions?



Principles

Defer to content

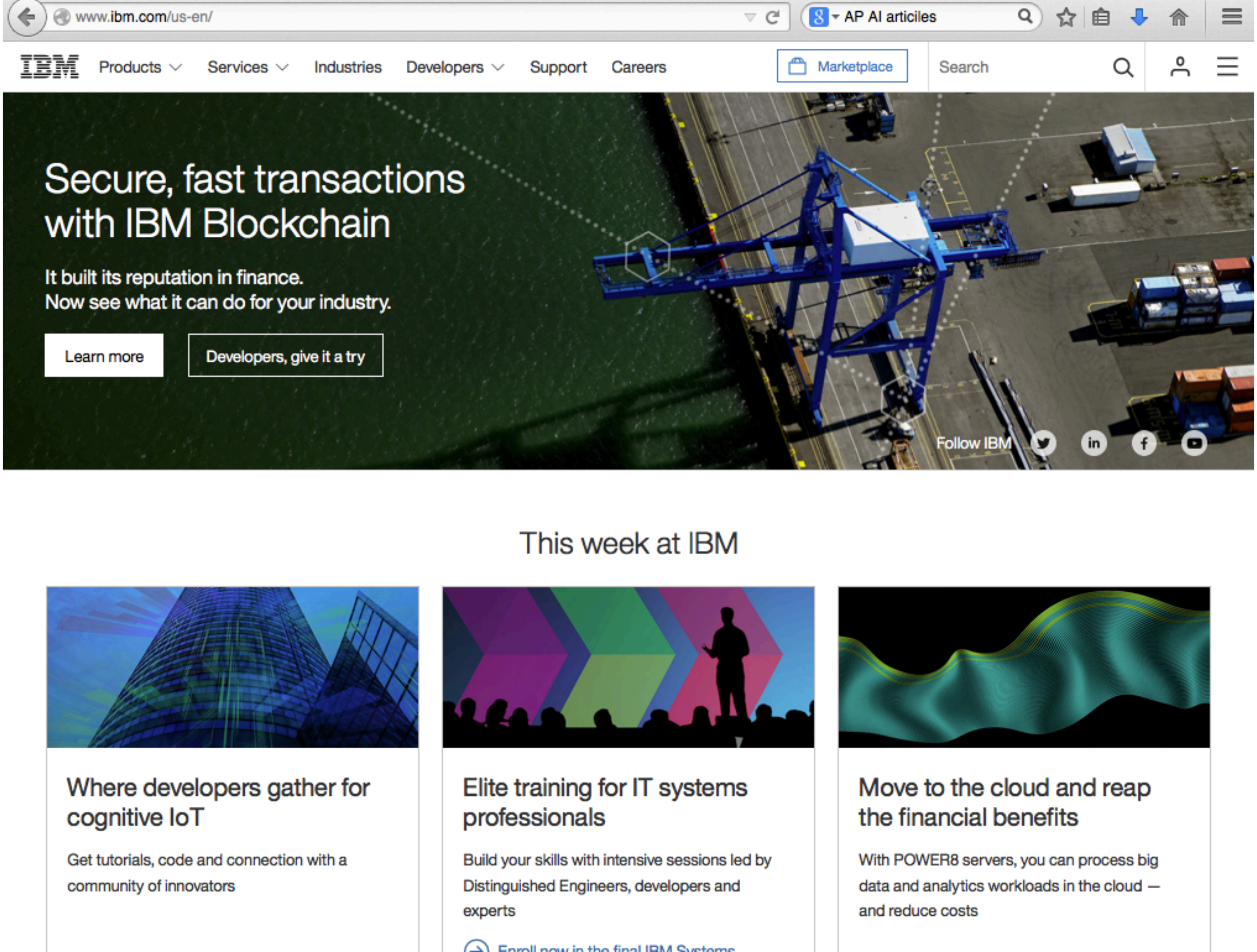
Users care deeply about their content and often want to immerse themselves in it. Give the content center stage in your layout. Design for experiences that are unobtrusive and reduce distraction to lend focus to the work at hand.

Clarify complexity

When aiming for “clear and straightforward interactions”, cultural complexities of the users must be considered to ensure that people from different cultures will be able to understand the actions presented. Clarity enhances understanding by helping distinguish between elements. Often we strive for simplicity, but many of our solutions are complex. Design for clear and straightforward interactions to instill a feeling of confidence and ease. Our users should always know what to do and how to do it.

Make the useful beautiful

Utility satisfies needs, but beauty drives desire. Don’t simply make something that works. Design for experiences that people love to have repeatedly. Create aesthetically pleasing offerings that carry a consistent meaning in their form and function.



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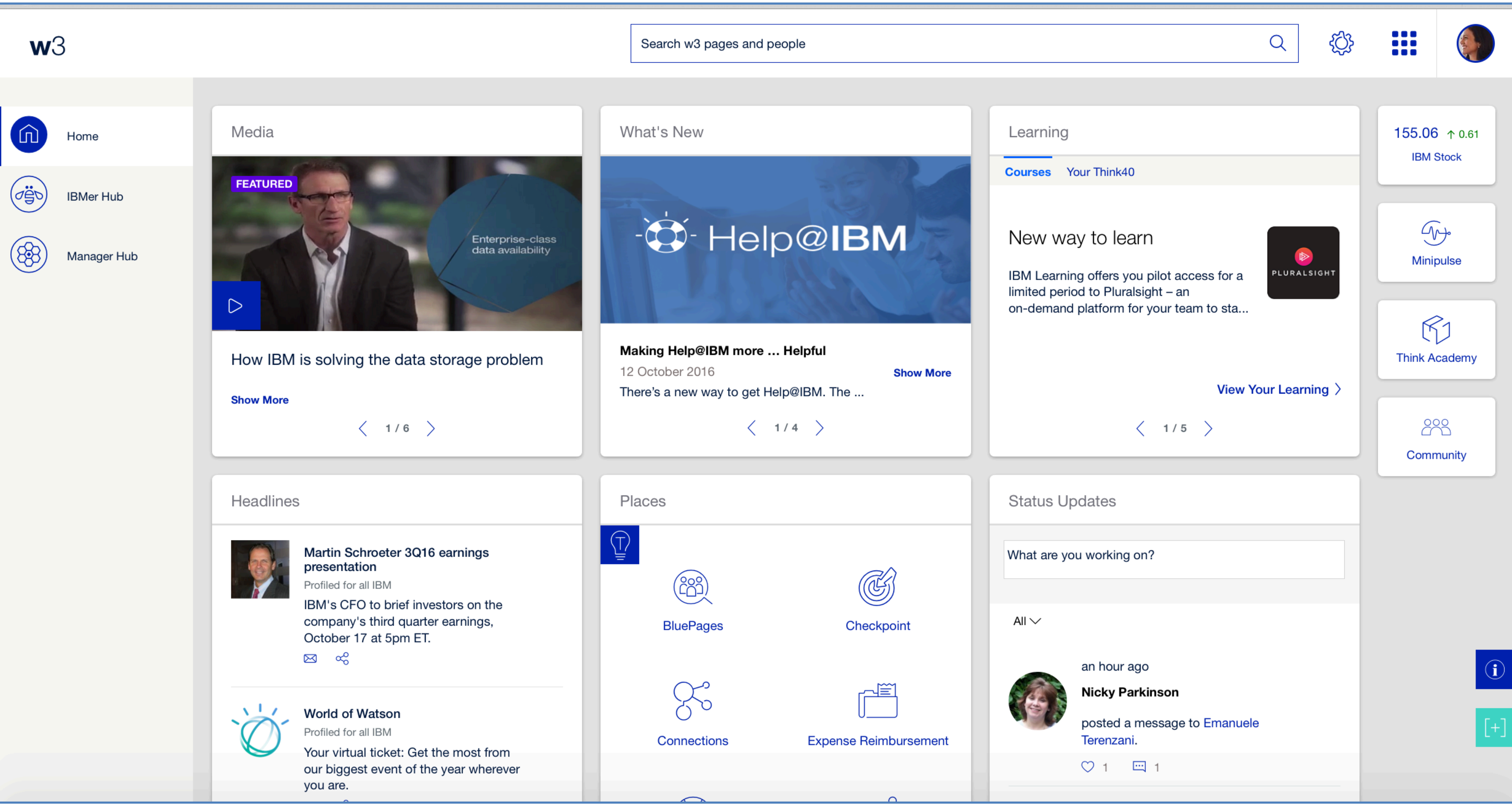

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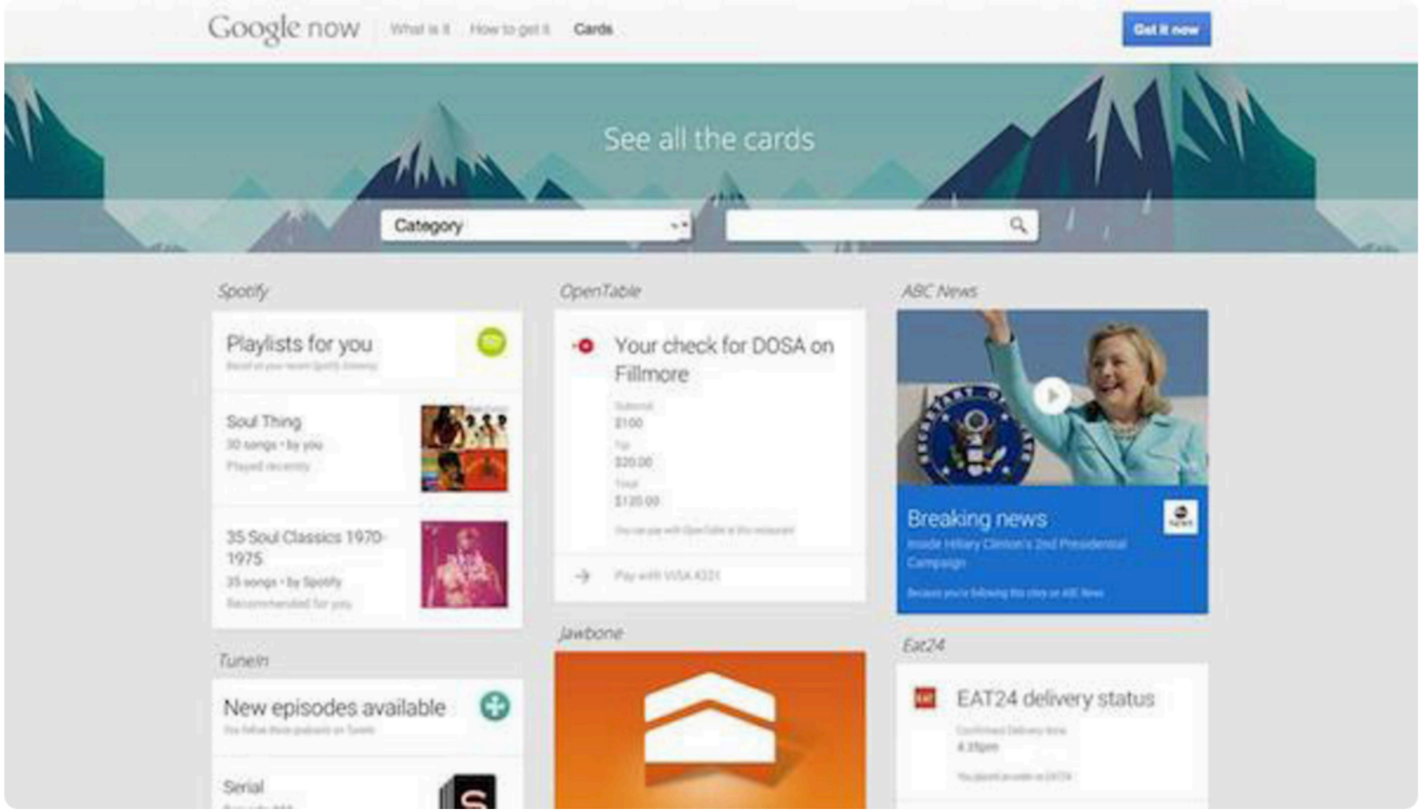
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How to get it
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Soul Thing
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Played recently

35 Soul Classics 1970-1975
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$20.00

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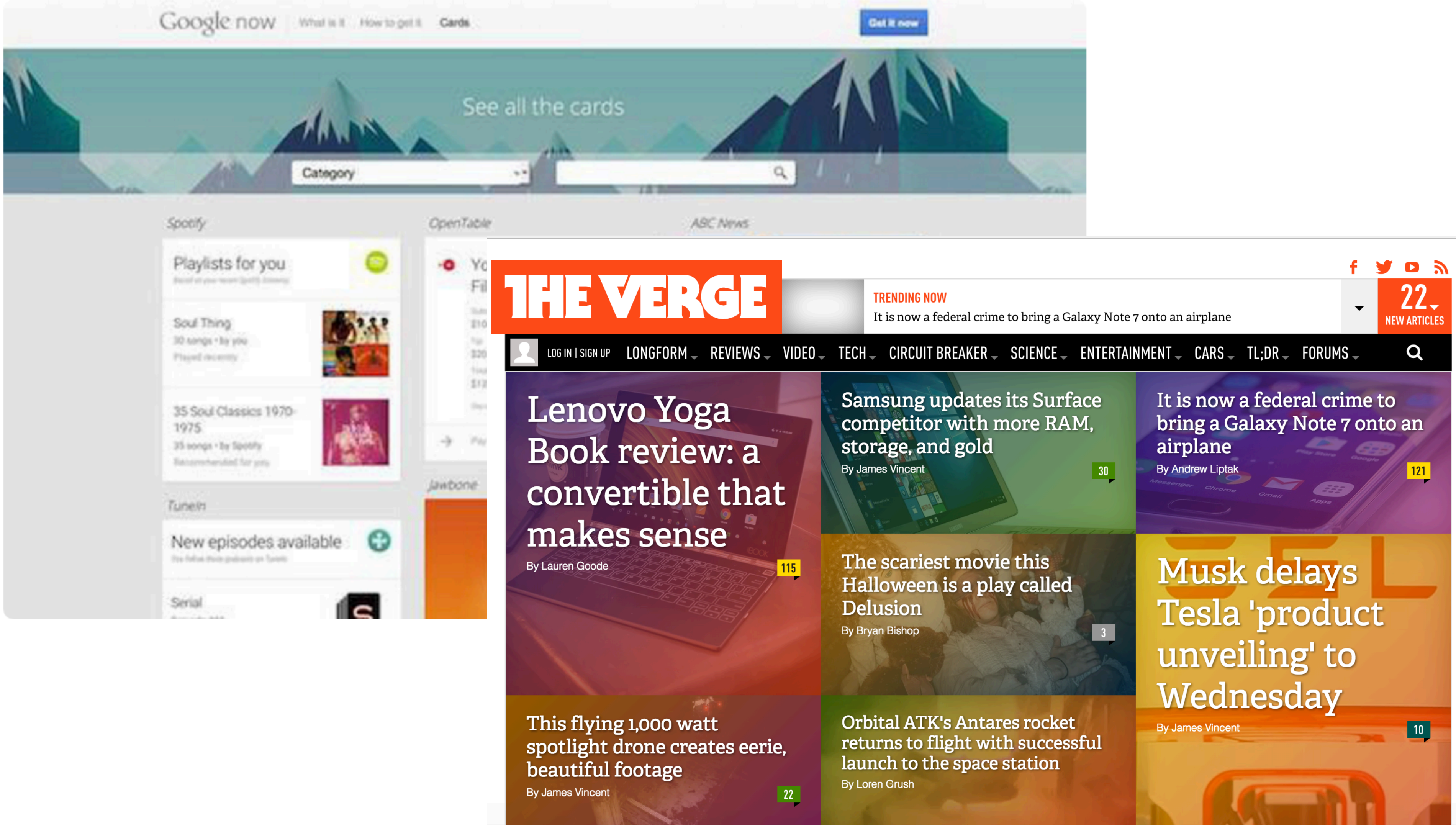
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THE VERGE
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It is now a federal crime to bring a Galaxy Note 7 onto an airplane

22
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Lenovo Yoga Book review: a convertible that makes sense
By Lauren Goode
115

Samsung updates its Surface competitor with more RAM, storage, and gold
By James Vincent
30

It is now a federal crime to bring a Galaxy Note 7 onto an airplane
By Andrew Liptak
121

The scariest movie this Halloween is a play called Delusion
By Bryan Bishop
3

Musk delays Tesla 'product unveiling' to Wednesday
By James Vincent
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This flying 1,000 watt spotlight drone creates eerie, beautiful footage
By James Vincent
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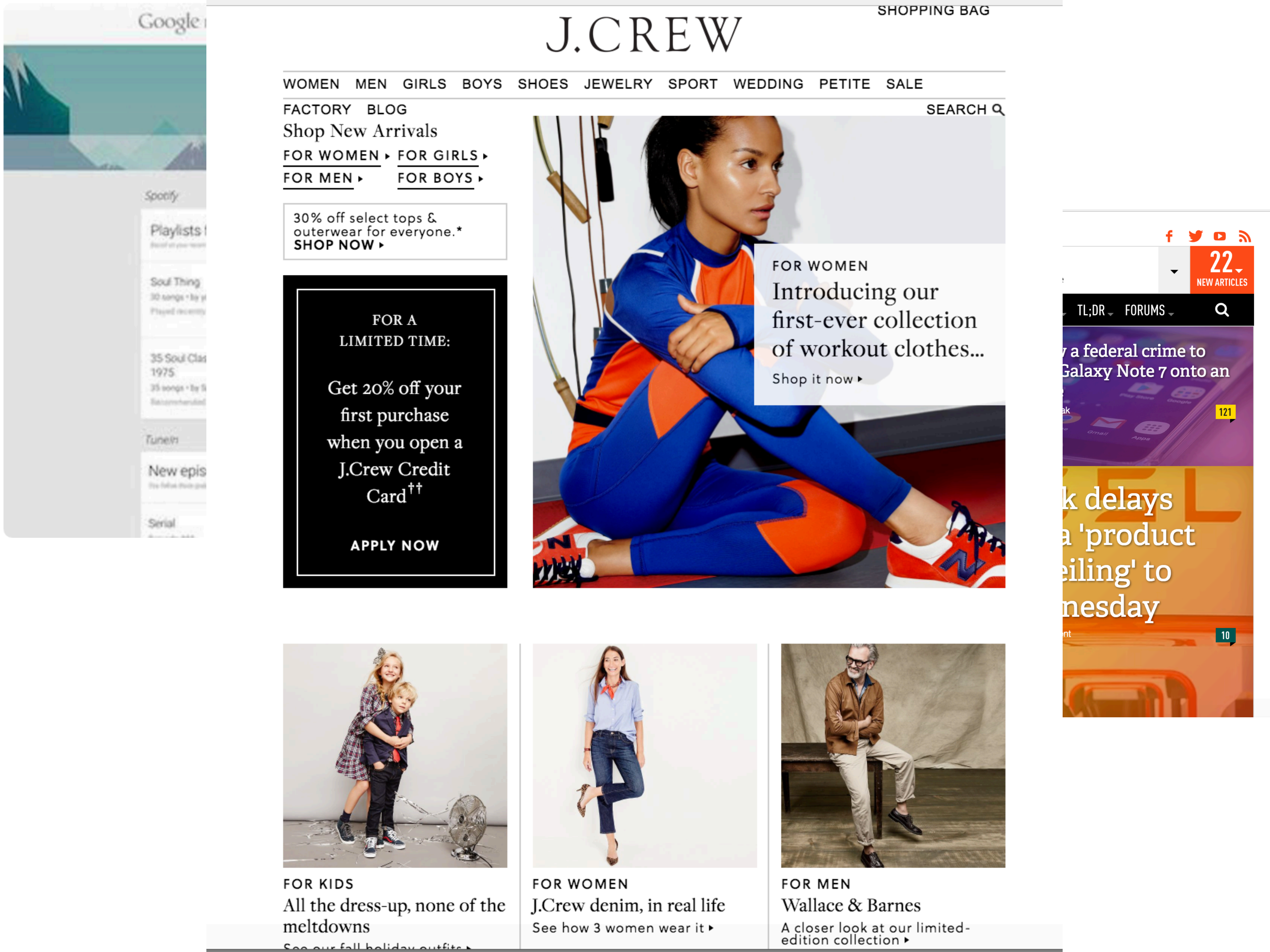
Orbital ATK's Antares rocket returns to flight with successful launch to the space station
By Loren Grush



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1975

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WOMEN MEN GIRLS BOYS SHOES JEWELRY SPORT WEDDING PETITE SALE

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Shop it now ▸

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All the dress-up, none of the meltdowns

See our fall holiday outfits ▸

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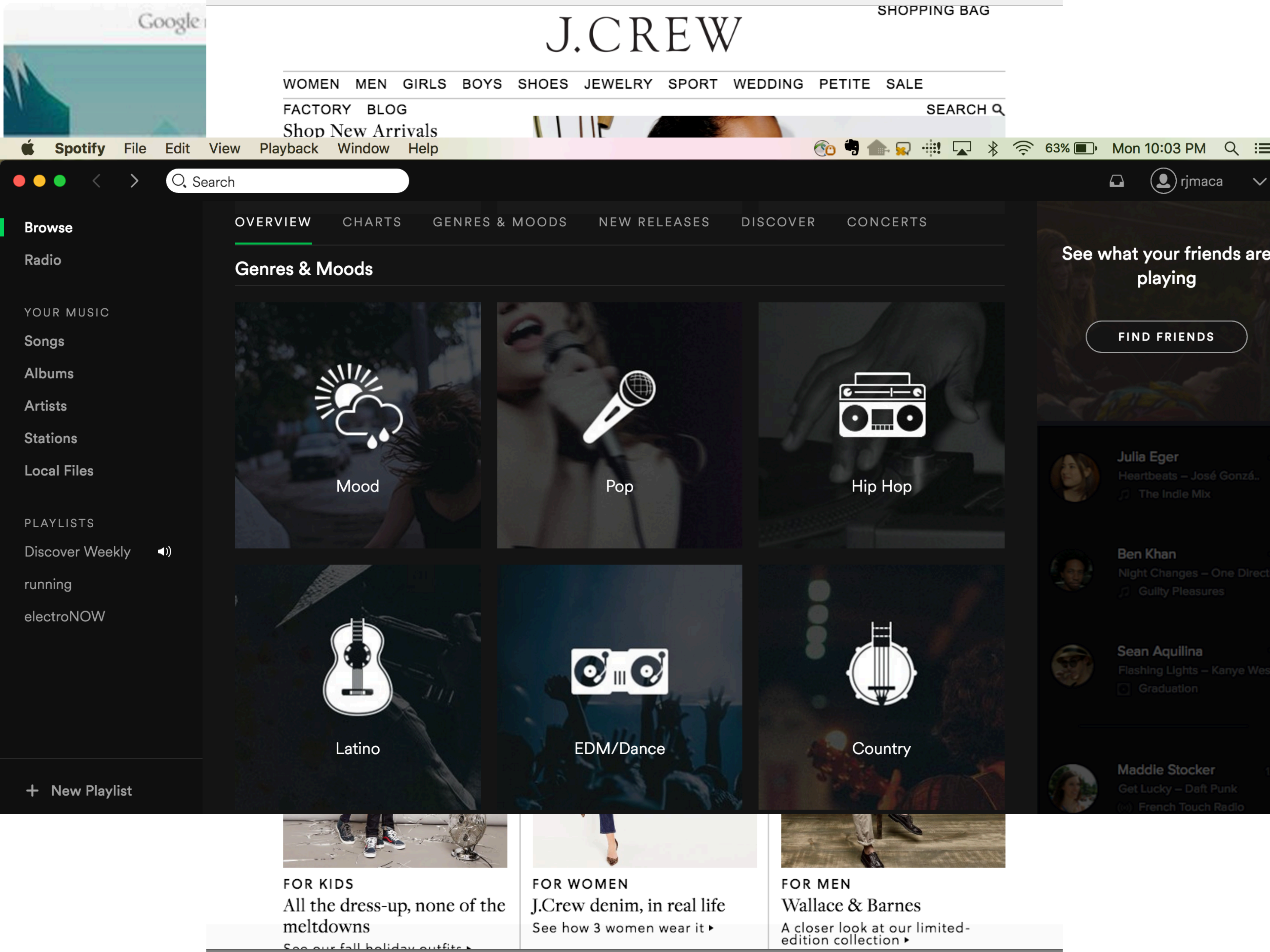
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Maddie Stocker
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FOR KIDS

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See our fall holiday outfits ▸

FOR WOMEN

J.Crew denim, in real life

See how 3 women wear it ▸

FOR MEN

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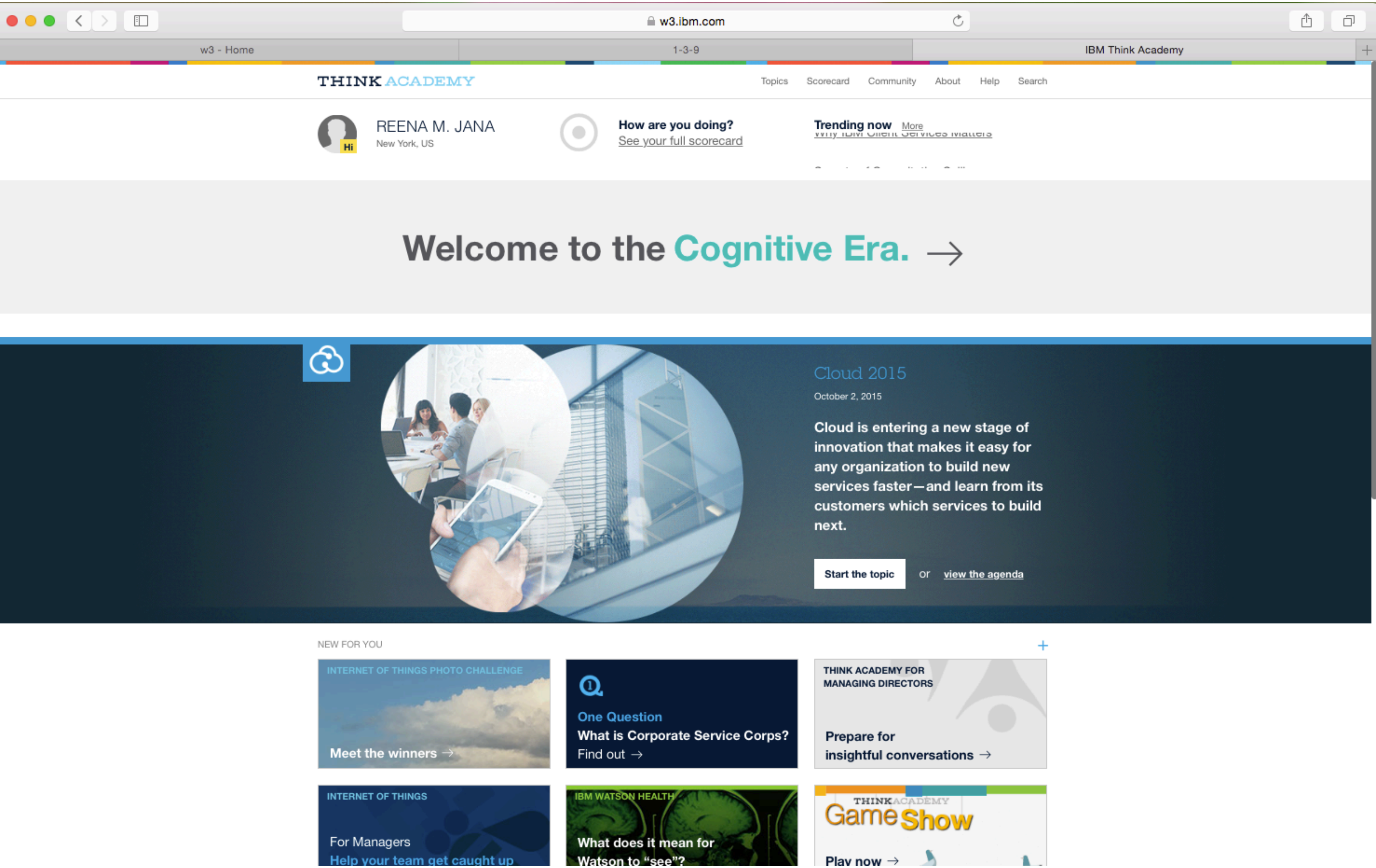
We act like a consumer company

We act like a consumer company:

- We know we’re competing for time and attention with other sites and apps on the devices IBMers use
- We follow consumer-site/app best practices (create shorter, shareable, relevant, anticipatory experiences)
- We conduct user tests and adjust/optimize according to data and qualitative feedback

THINK Academy, 2015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New York, US

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See your full scorecard

Trending now More
Why IBM Client Services Matters

Welcome to the Cognitive Era. →

Cloud 2015
October 2, 2015

Cloud is entering a new stage of innovation that makes it easy for any organization to build new services faster—and learn from its customers which services to build next.

Start the topic or view the agenda

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Meet the winners →

One Question
What is Corporate Service Corps?
Find out →

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Prepare for insightful conversations →

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For Managers
Help your team get caught up

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What does it mean for Watson to "see"?

THINK ACADEMY Game Show
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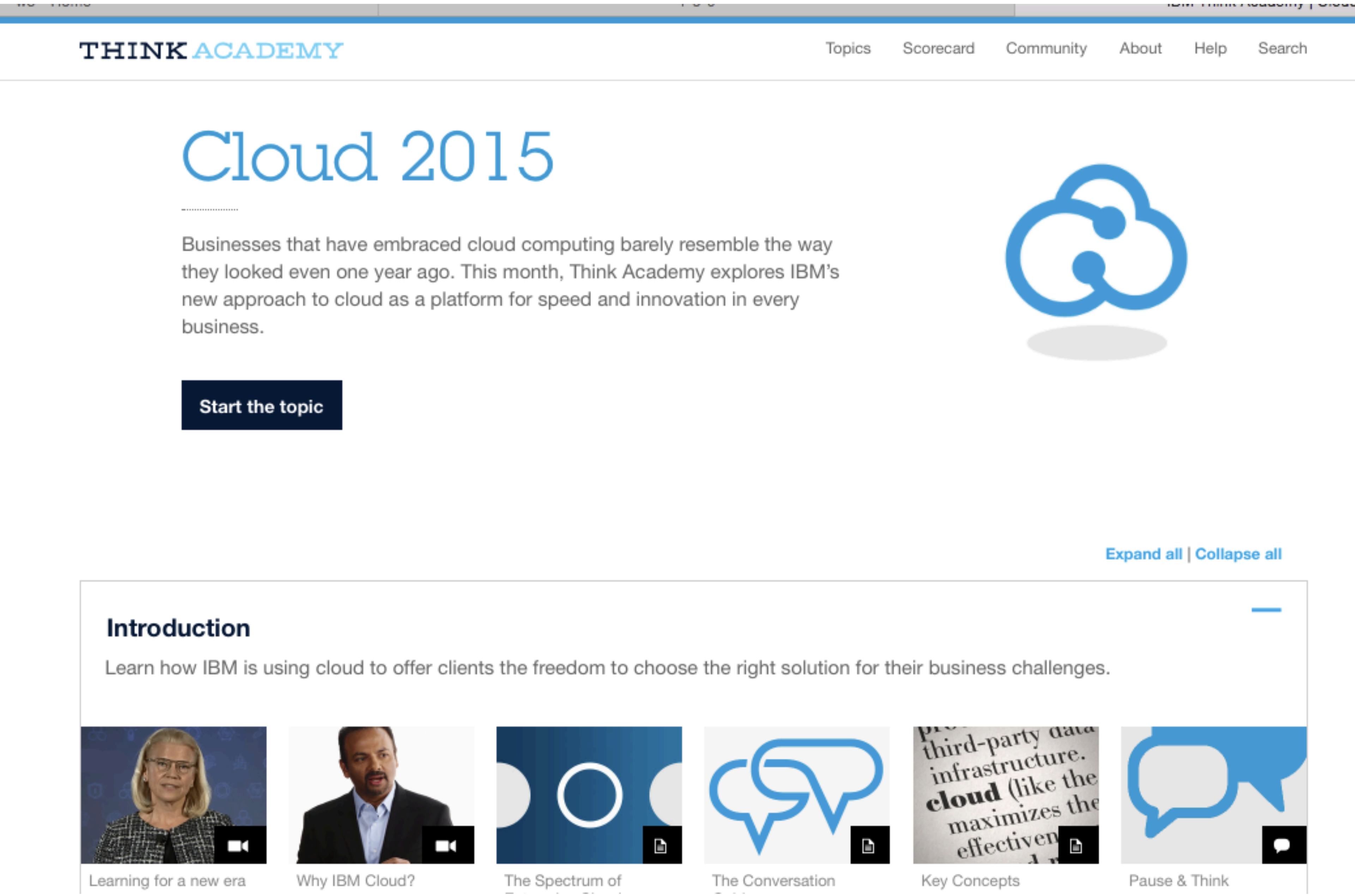
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Cloud 2015

Businesses that have embraced cloud computing barely resemble the way they looked even one year ago. This month, Think Academy explores IBM's new approach to cloud as a platform for speed and innovation in every business.

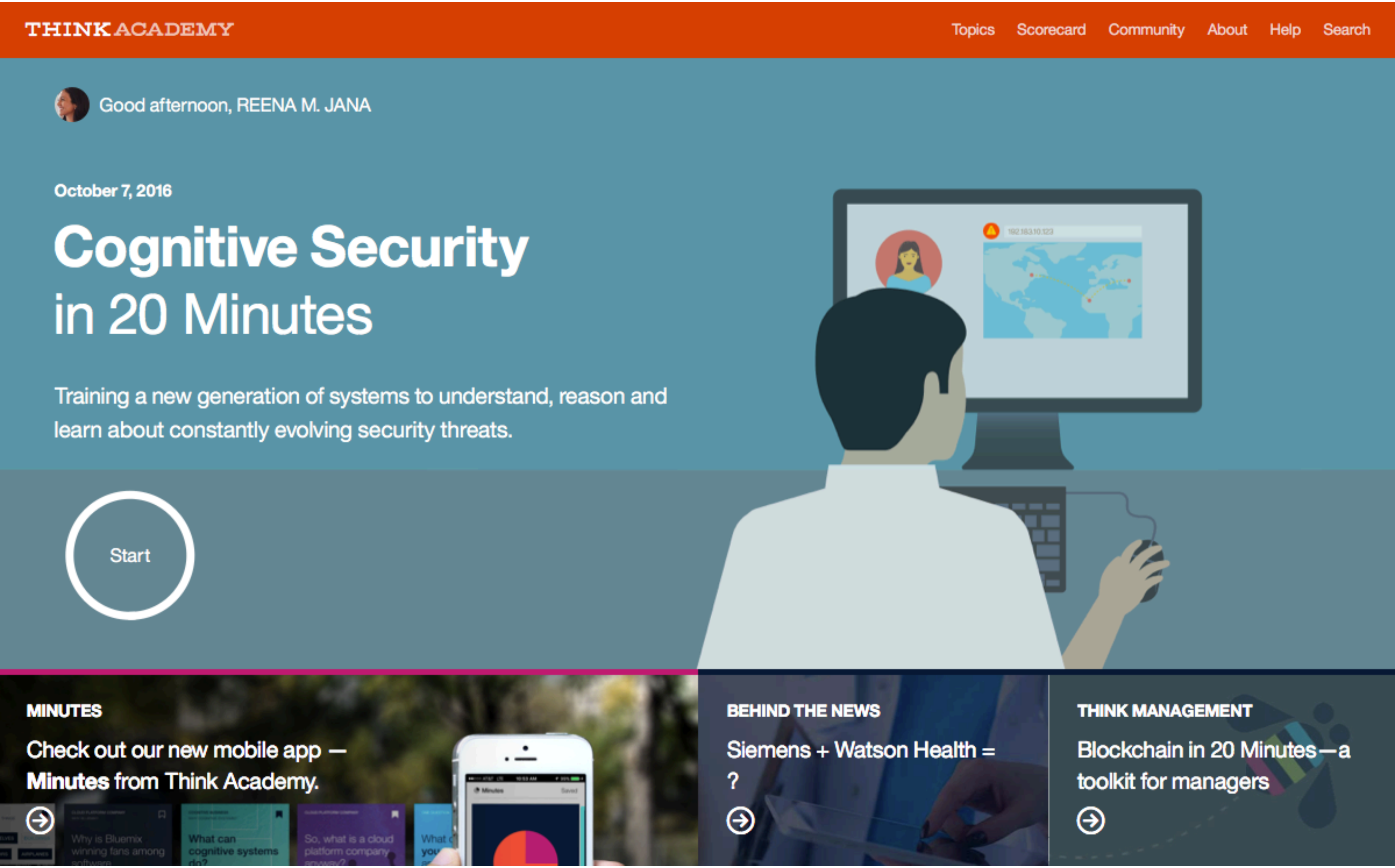
Start the topic
Expand all | Collapse all

Introduction

Learn how IBM is using cloud to offer clients the freedom to choose the right solution for their business challenges.

Learning for a new era
Why IBM Cloud?
The Spectrum of
The Conversation
third-party data
infrastructure.
cloud (like the
maximizes the
effectiven
Key Concepts
Pause & Think

THINK Academy, 2016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Help
Search
Start
Why is Bluemix winning fans among software
What can cognitive systems do?
So, what is a cloud platform company anyway?
Minutes

Good afternoon, REENA M. JANA

October 7, 2016

Cognitive Security in 20 Minutes

Training a new generation of systems to understand, reason and learn about constantly evolving security threats.

MINUTES

Check out our new mobile app — **Minutes** from Think Academy.

BEHIND THE NEWS

Siemens + Watson Health = ?

THINK MANAGEMENT

Blockchain in 20 Minutes—a toolkit for managers

Return visitors increased **20%**

Participation in THINK Academy surged **243%** after the team personalized (to 1.5 million visits by the end of 2015)

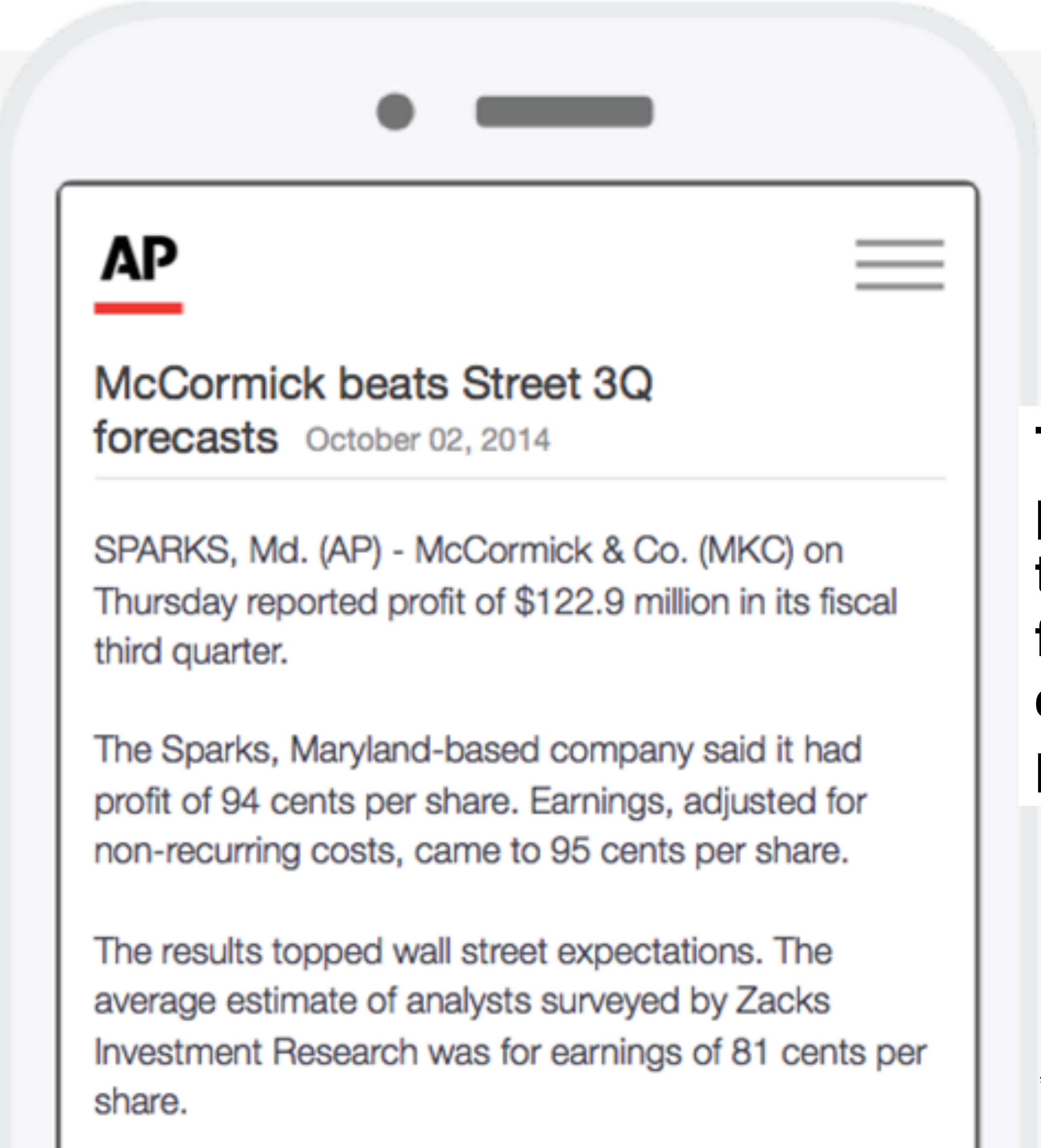
73,000 IBMers have downloaded the app

It is the company’s **most popular** non-utility app

We use Cognitive/A.I. to help us:

- This year, our intranet features a personalized learning program that uses cognitive to identify courses for individual IBMers

- Editorial teams are using Watson APIs to test for tone, for transcribing interviews, and for interactive searches on new sites



McCormick beats Street 3Q forecasts October 02, 2014

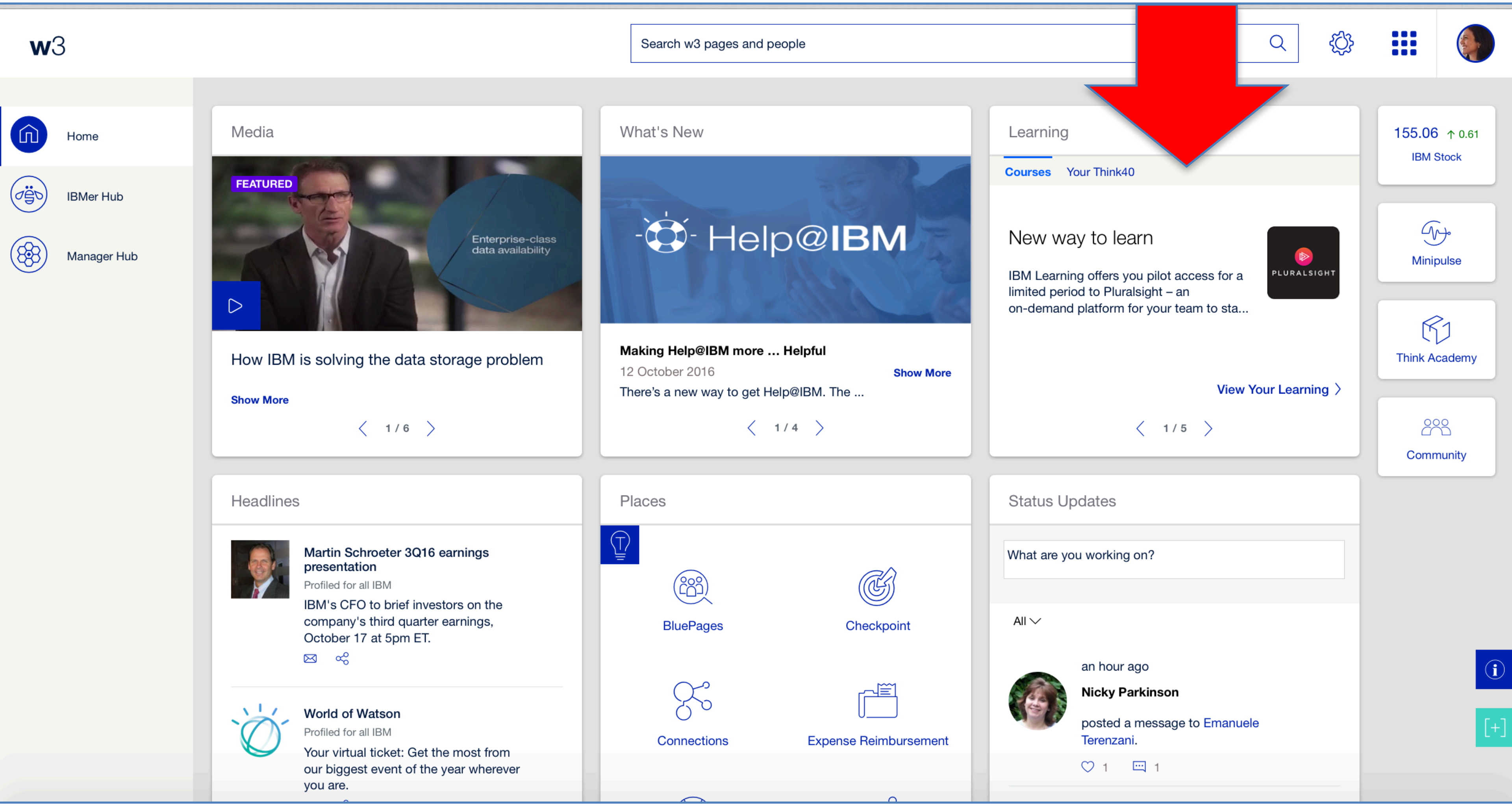
SPARKS, Md. (AP) - McCormick & Co. (MKC) on Thursday reported profit of $122.9 million in its fiscal third quarter.

The Sparks, Maryland-based company said it had profit of 94 cents per share. Earnings, adjusted for non-recurring costs, came to 95 cents per share.

The results topped wall street expectations. The average estimate of analysts surveyed by Zacks Investment Research was for earnings of 81 cents per share.

The AP now publishes 12x the number of financial earnings stories per year (3,700)*

** They do not use Watson*



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Martin Schroeter 3Q16 earnings presentation

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IBM's CFO to brief investors on the company's third quarter earnings, October 17 at 5pm ET.

World of Watson

Profiled for all IBM

Your virtual ticket: Get the most from our biggest event of the year wherever you are.

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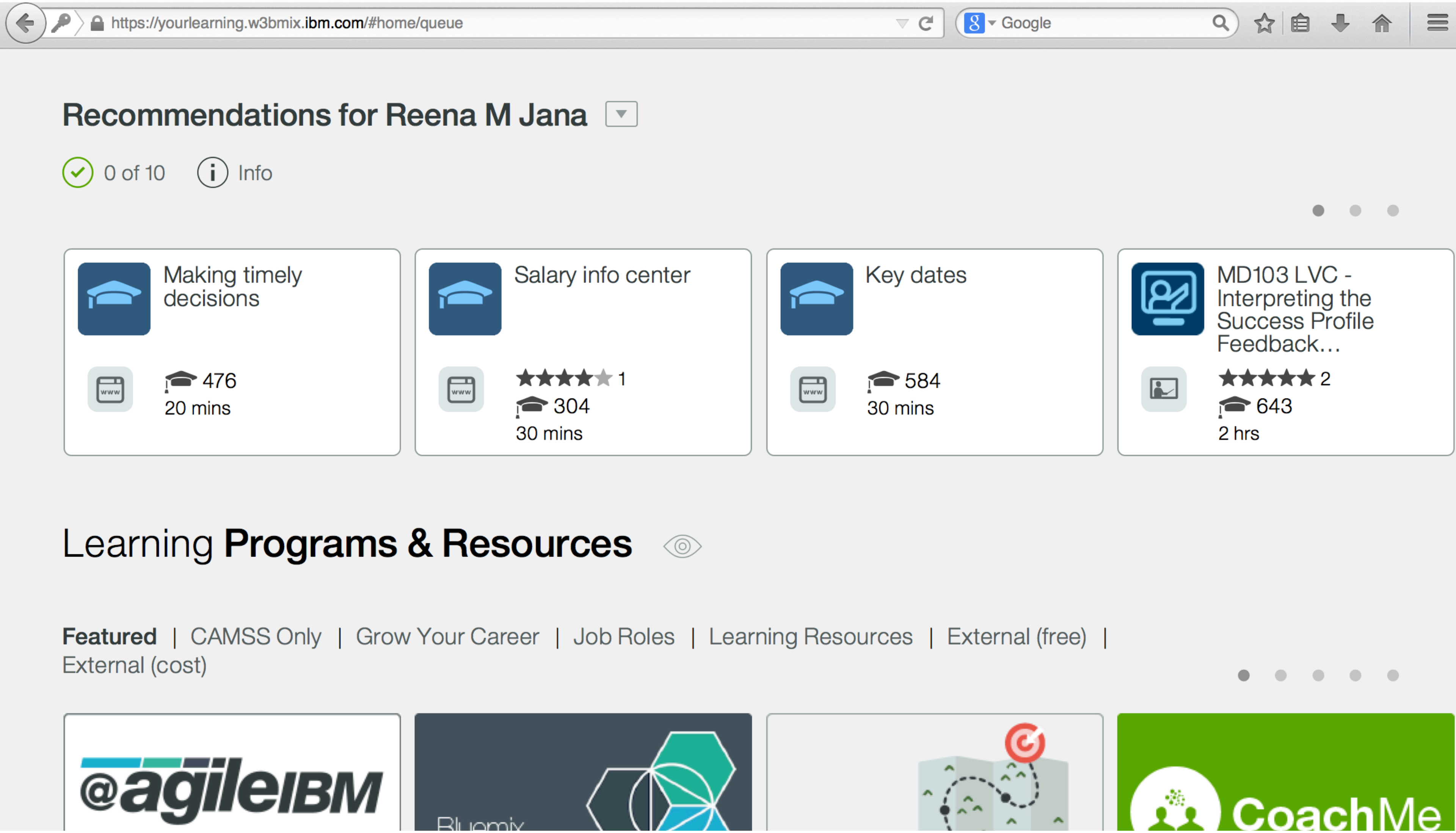
an hour ago

Nicky Parkinson

posted a message to Emanuele Terenzani.

♡ 1 1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Recommendations for Reena M Jana

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Making timely decisions
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20 mins

Salary info center
★★★★☆ 1
304
30 mins

Key dates
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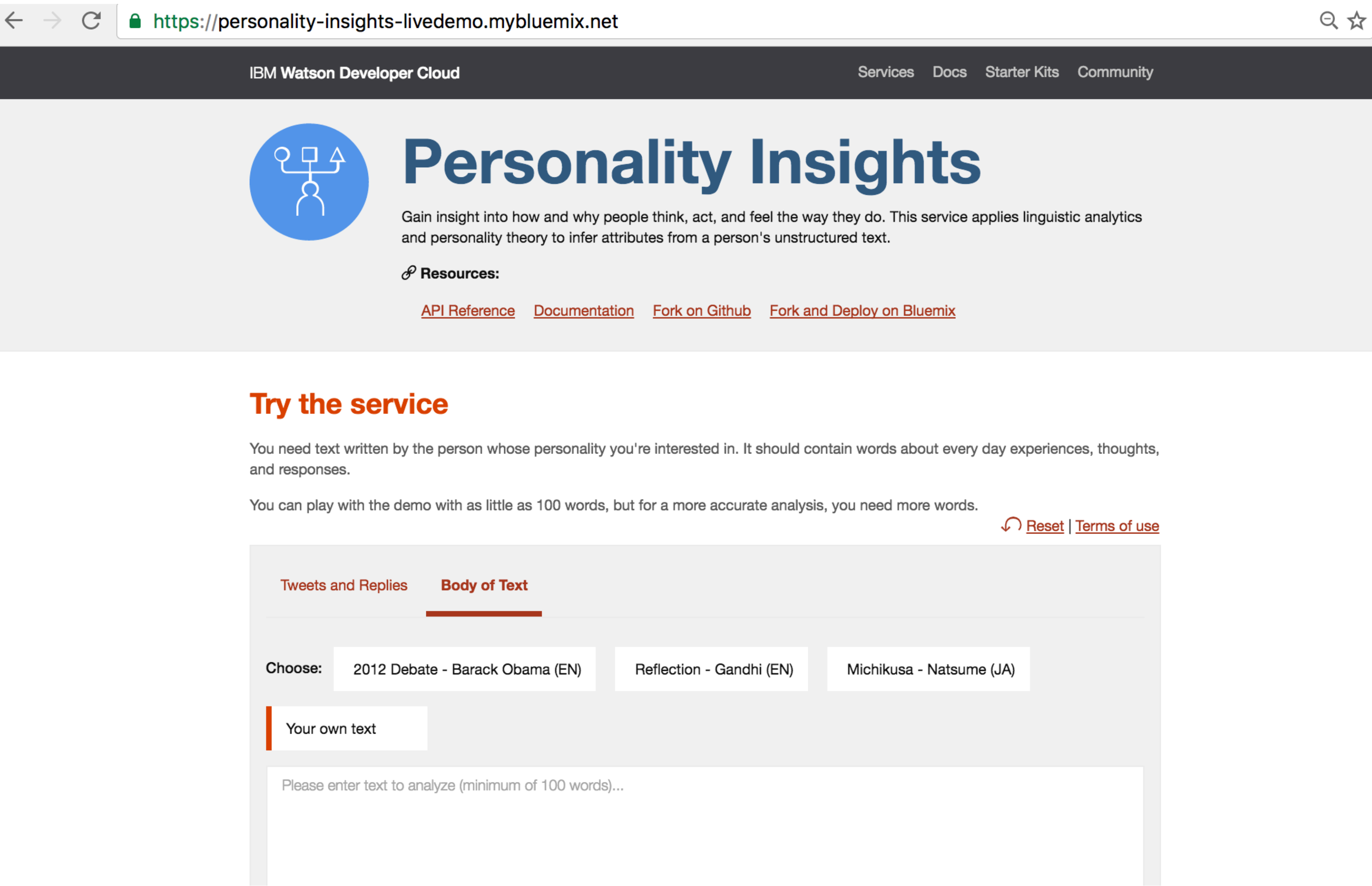


https://personality-insights-livedemo.mybluemix.net
IBM Watson Developer Cloud
Services
Docs
Starter Kits
Community

Personality Insights

Gain insight into how and why people think, act, and feel the way they do. This service applies linguistic analytics and personality theory to infer attributes from a person's unstructured text.

Resources:

API Reference
Documentation
Fork on Github
Fork and Deploy on Bluemix

Try the service

You need text written by the person whose personality you're interested in. It should contain words about every day experiences, thoughts, and responses.

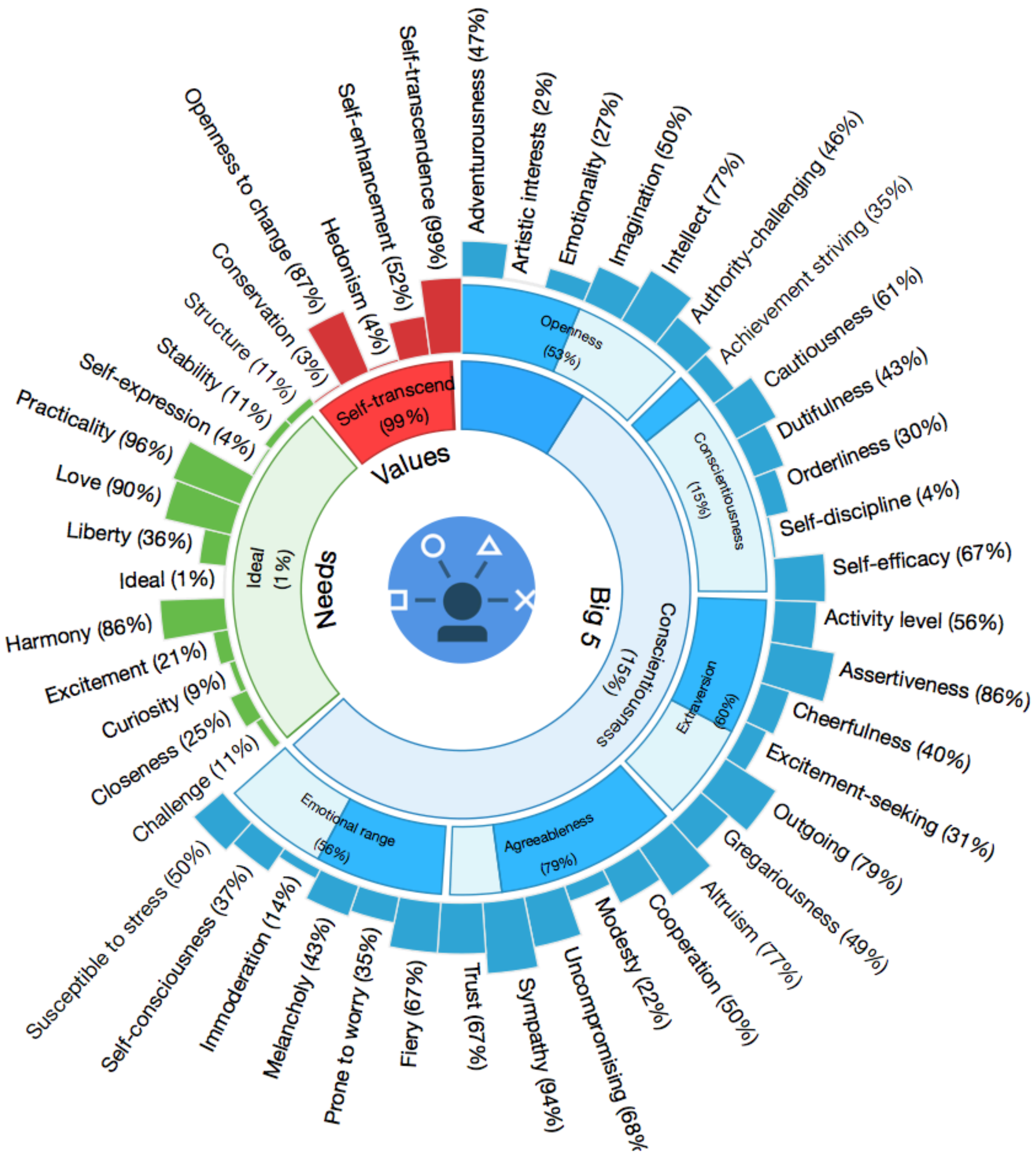
You can play with the demo with as little as 100 words, but for a more accurate analysis, you need more words.

Reset | Terms of use
Tweets and Replies
Body of Text

Choose:

2012 Debate - Barack Obama (EN)
Reflection - Gandhi (EN)
Michikusa - Natsume (JA)
Your own text

Please enter text to analyze (minimum of 100 words)...

Sunburst Chart Visualization