



Unisys Case Study: Best Practices in Socially-enabling A Global Workforce

2012 Intranet Global Forum
New York
October 10-11, 2012

UNISYS

I am pleased to share our Unisys Case Study with you today



Gloria Burke

Director,
Knowledge & Collaboration
Strategy and Governance

Gloria is a director with the Unisys IT Organization. She is responsible for the strategic development and implementation of the company's Knowledge & Collaboration initiative, which focuses on exploiting social computing technologies to improve employee connection, collaboration and knowledge sharing practices.

In addition, Gloria also directs the evolution of "Inside Unisys", the company's intranet environment that hosts its authoritative knowledge base and collaborative work spaces. She is Chairperson of the company's Knowledge & Collaboration Advisory Council, as well as its Intranet Steering Committee.

Gloria is a subject matter expert in the areas of Social Collaboration, Intranet Design, Enterprise Content Management and Culture Transformation. She has authored numerous blogs on social computing and culture transformation which have appeared on Unisys.com and in [Social Media Today](#). She is a featured conference presenter on these topics.

Follow Gloria on Twitter: <https://twitter.com/GloriaBurke>

About Unisys

- Unisys is a worldwide information technology company with a rich history than spans 139 years. With approximately 22,500 employees, Unisys serves commercial organizations and government agencies throughout the world.
- We provide a portfolio of IT services, software, and technology that solves critical problems for 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 applications.
- To provide these services and solutions, we bring together offerings and capabilities in:
 - outsourcing services
 - systems integration
 - consulting services
 - infrastructure services
 - maintenance services
 - high-end server technology

Our Situation

- Knowledge silos were prevalent and lack of a common social platform was preventing transparent sharing of knowledge and ideas across the enterprise
- Employees could not easily identify or connect with subject matter experts
- New Hire and new role onboarding process was not as streamlined or intuitive
- Common areas for collaboration were limited and employees created non-company sponsored communities externally on Yammer.
- An ecosystem for sharing and channeling ideas to refine or develop innovations did not exist
- Knowledge, in both explicit and tacit form, was not being consistently captured, repurposed or reused
- Knowledge Sharing and Collaboration practices were not considered by most employees to be a valuable part of their daily work flow
- Varying levels of understanding of social media and skill sets in using social tools limited adoption within previous pilot programs

Our Vision

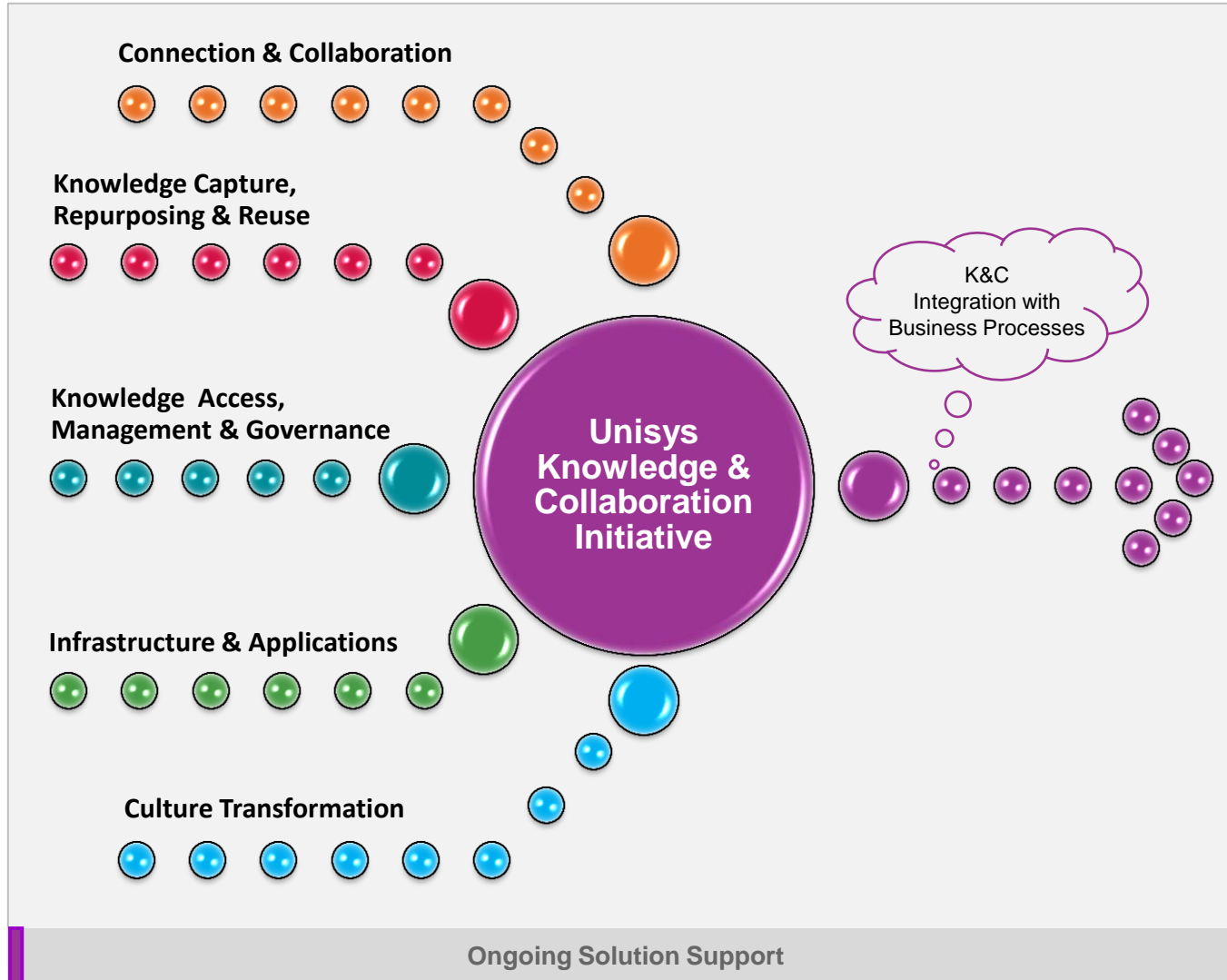
To make knowledge sharing and social collaboration an intrinsic and integrated part of the Unisys workplace experience by:

- Transforming the Unisys Knowledge Sharing Culture, using a “leadership down” model, and institutionalizing employee behavior patterns to support and sustain a successful environment.
- Enabling employees to build a professional presence and quickly develop a strong and valuable network of colleagues
- Levering social tools to streamline employee access to knowledge and to easily identify and connect with Subject Matter Experts at the time of need
- Establishing and evolving Communities of Excellence as the hub of social collaboration, to share knowledge, promote best practices and to provide and ecosystem to develop ideas that contribute to new and refined innovations
- Integrating social collaboration tools and activities into existing business processes and daily work flow practices to maximize efficiency and productivity
- Encouraging employees to seek and share knowledge in order to evolve expertise and career development for their benefit and that of their colleagues

Our Approach

UNiSYS

We created a Enterprise-wide Knowledge & Collaboration Initiative focused on five key program areas



Impact Areas

Connection & Collaboration

- Communities
- Intranet Social Enablement
- Client Bid/Delivery Team Rooms
- Social Media

IC Capture, Repurposing & Reuse

- Client Bid & Delivery Team Rooms
- Proposal Development
- Contracts and Records
- Engagement Artifacts
- Tacit IP (*Wikis, Blogs...*)

Knowledge Access, Management & Governance

- "Inside Unisys" Intranet Environment
- Enterprise Content Management
- Authoritative Content Sources
- UniPedia
- Unisys Video Center

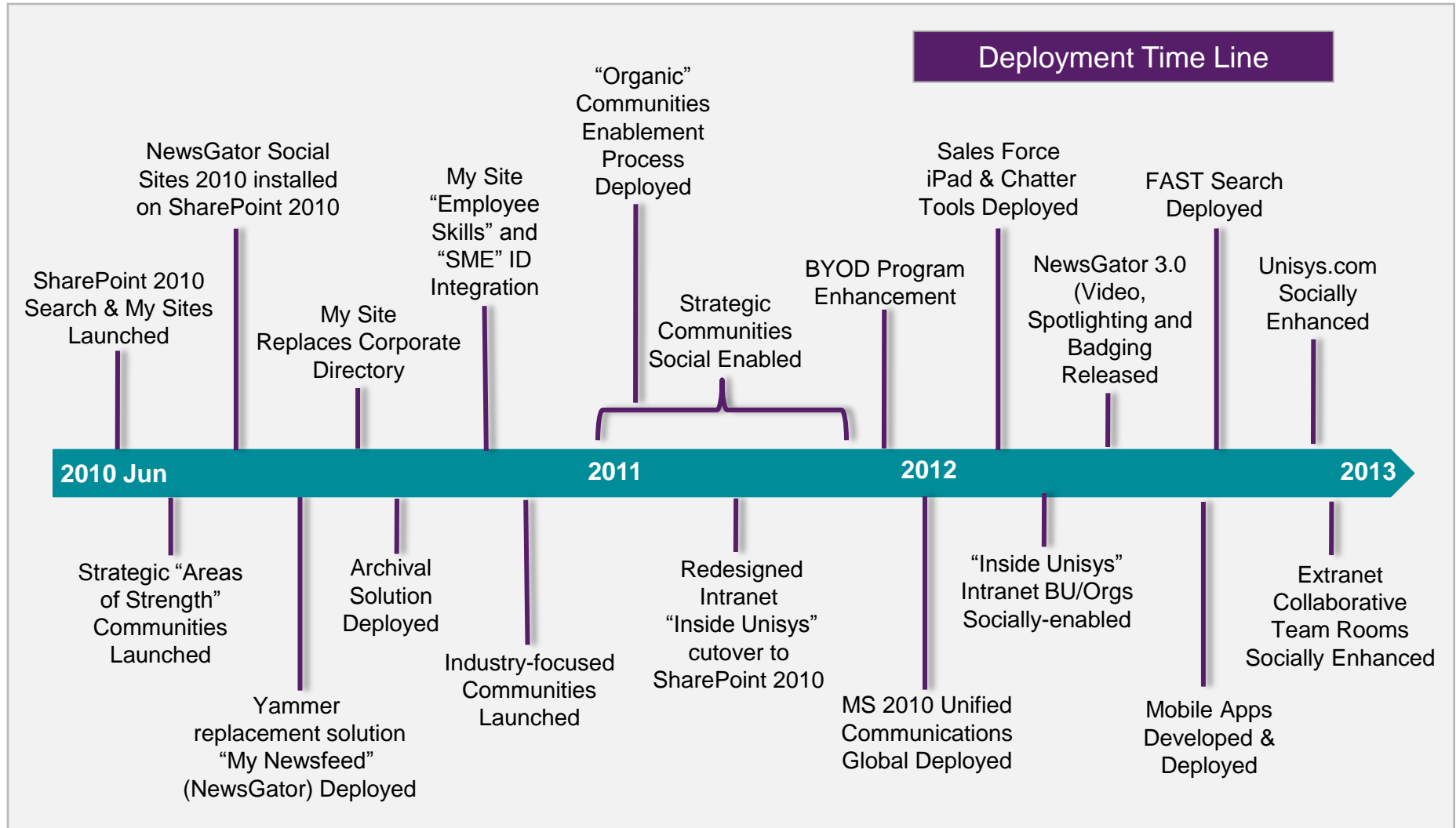
Infrastructure & Applications

- SharePoint Environment
- FAST Search Enhancements
- Extranet Environment Upgrades
- Support

Culture Transformation

- Awareness & Communications
- Education & Training
- Effectiveness & Value Measurement

We deployed SharePoint 2010, FAST Search and Unified Communications to improve our platform



We added the NewsGator Social Engine to SharePoint to increase the social functionality of My Site and incorporate Newsfeed capability

“My Profile” makes it easy for employees to build an individual company presence and to quickly develop a valuable network of colleagues

Who I am and What I do

My Areas of Expertise

Our Common Managers, Colleagues & Memberships

My Profile

The integration of “My Newsfeed” and “My Blog” provided a simple and more transparent way for employees to share and learn

My Newsfeed

My Blog

We enabled “presence indicators”, “follow colleague” and “suggested communities” functionality to improve connection

Personalized Links

Post Current Activity or Request Help

View Multiple Newsfeed Streams

Utilize Tag Cloud to find relevant discussion threads

Rate / Respond to Posts

Find People & Expertise

Who I am, what I do, and where I may help

118 Colleagues yields 7021 possible connections

Community Newsfeed Integration within My Site creates productivity hub

Build your Professional Network










Presence Indicator

Browse, find Communities, View Communities to which you belong




The screenshot displays a SharePoint My Site interface. At the top, there is a navigation bar with links like 'My Site', 'My Newsfeed', 'My Links', 'My Content', 'My Profile', 'My Blog', 'My Compliance', 'Communities', and 'My Portfolio'. A search box labeled 'Find People' is also present. The main content area is divided into two columns. The left column, titled 'What's New', features a 'Post' button and a text input field. Below this is a 'Newsfeed Settings' section and a 'Tags' section with a tag cloud containing terms like '#[ERL Cloud]', '#[ClearPath]', and '#[Cloud]'. The right column, titled 'User Profile', shows a user's profile picture, name, and various options like 'Profile Picture', 'About Me', 'Ask Me About', and 'Interests'. Below the profile is a 'Recently Active' section with user avatars and names, and a 'Communities' section. A 'My Communities' list is visible at the bottom right. A 'Local intranet' browser window is open at the bottom of the page.

We integrated Skills from People Soft into “My Profile” and added “badging” in Search to improve Expertise Discovery

People Matches

-  Desiraju, Radhakishan V 
CET GPS 3
-  Khoo, Reuben 
CIS - APAC
-  Deangelis, David M.  
CIS - NA
-  Kelley, Timothy 
USDA RD/FSA

- SME and Skills feed from HR System, which is the single source of record
 - Skills reflect official company skill sets
 - Expertise and Skill levels validated by business and organization leadership
 - Skills update feed to My Profiles daily
 - Skills review integrated with annual performance process
- SME's designated with “star” badge in Search returns
- Users can search for SME's related to specific Areas of Expertise or by key word(s)

Areas of Expertise =   

Enter additional search keywords (if any):

We redesigned our Intranet “Inside Unisys” to streamline access to information, knowledge and new social tools

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

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

Helpful Tech Tips, HR announcements, and useful Unisys facts appear in “Did You Know...?”

Video pod casts showcase the latest news and activities within the company’s four areas of strength.

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

Recent U-News

Search | Archives | Editorial Policy | Win Guidelines

- 17-Apr-2012 Unisys Walks the Consumerization of IT Talk
- 16-Apr-2012 Check Your Email Any Time, Anywhere
- 12-Apr-2012 SharePoint Cleanup Campaign Pays Off
- 11-Apr-2012 Employees Honored for Bright Ideas
- 10-Apr-2012 New Service Stops End-User Issues Before They Start

Did You Know

All client-facing professionals should view the on-demand version of the Feb. 29 “Once Is Not Enough” webcast. Read more. [View webcast.](#)

Advanced Search options can help you find content more quickly. [View video.](#)

Disruptive IT Trends **Highlights**

- Colin Lacey:** Hybrid Enterprise: A Prescriptive Approach to Cloud and Non-Cloud
- Terry Hartmann:** Mobile Device Policies Help Mitigate Security Concerns
- Bill Maclean:** Enriching What You Have With IT Appliances
- Nick Evans:** Act Instantly, Tackle Costs

Cloud Computing | COIT / Mobility | IT Appliances | Smart Computing

Visit U-Blog Central

- Delivering a safer and more secure connected world** by Ed Coleman
We deliver sophisticated approaches to information management, safety and security in an ever more complicated, fast moving and connected world.
- The Story Behind the Numbers** by Jeff Irby
One customer’s in-house scorecards say they’re satisfied with our performance. But that’s not the case. Beware the numbers.
- Coming to an iPad Near You** by Steve Fanelli
We’re facing an important question: “Do all of our current assets work on the iPad?” The short answer is—not yet, but they will soon.
- AO Is Open for Business!** by Clark Cunningham
We’re prepared to deliver end-to-end Application Outsourcing and Management Services through various implementations.

Unisys Common Stock | Apr 16 04:01 PM ET | Price: \$16.24 | Change: -\$0.07 | Vol: 662,800 | Delayed at least 20 minutes.
Copyright © Unisys 2012 | Privacy Policy | For Internal Use Only | Contact

We positioned Unisys Communities as the hub for social collaboration

Unisys Communities are the place where employees go to find subject matter expertise, best practices and the right, real time answers to efficiently “get work done”

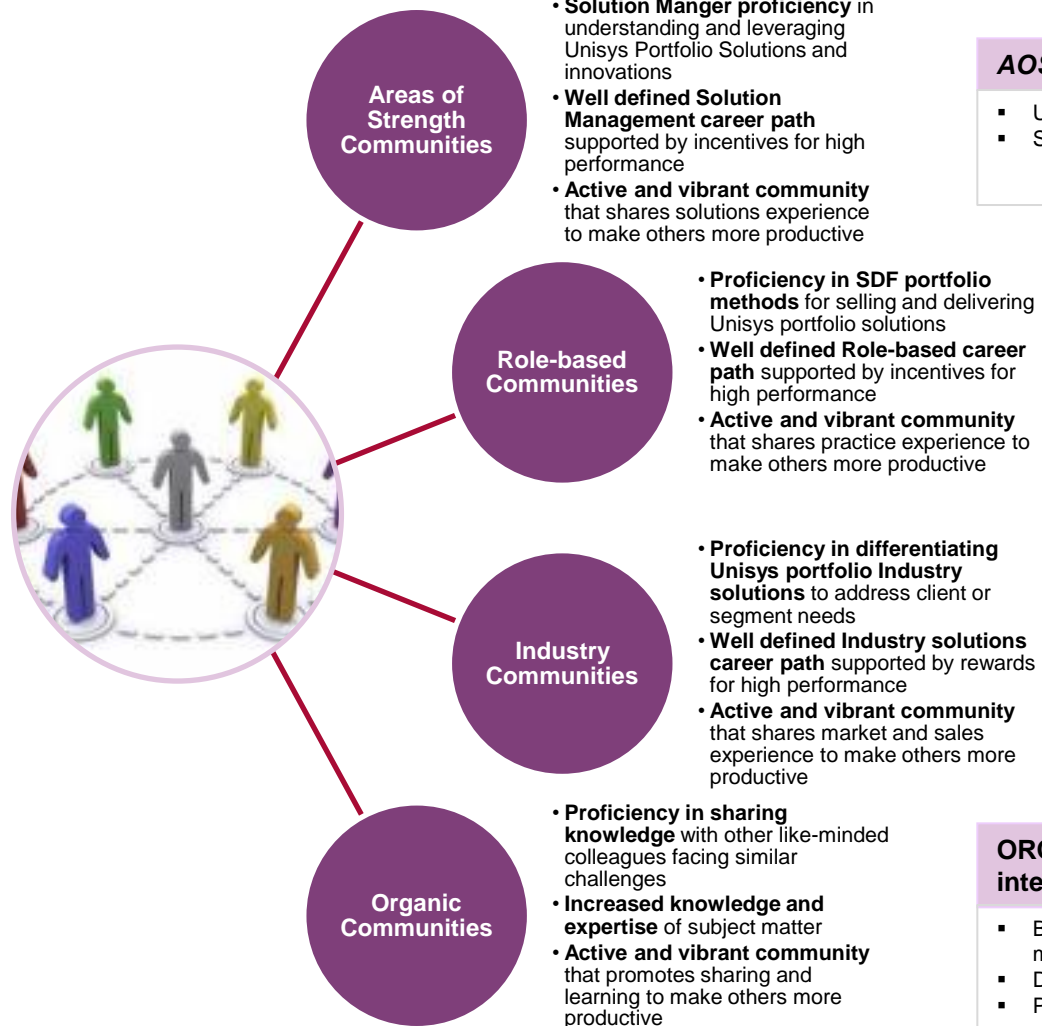
Community Center Features

- Search Existing Communities/Topics
- Join a Community
- Create a New Community

Community Evolution & Management

- Community Manager Kit Training
- Member Activity Metrics
- Activity Type
- Share & Learn from other Community Managers

We defined a Strategic Community Structure and socialized Purpose & Key Attributes



AOS: “Know What” solutions to sell and services to deliver

- Understand and leverage portfolio solutions for mission critical applications
- Share innovative refinements to the solutions to address disruptive IT trends

ROLE-BASED “Know How” expertise in sales and delivery

- Focused on building competency in sales and delivery roles through accreditation, certification, mentoring, peer-to-peer sharing, performance management and evaluation
- Improved consistency and quality of work in project management, architecture and sales
- Selling solutions and delivering projects that meet customer satisfaction, and Unisys performance and profit expectations

INDUSTRY: “Know Who” to sell solutions and deliver services to

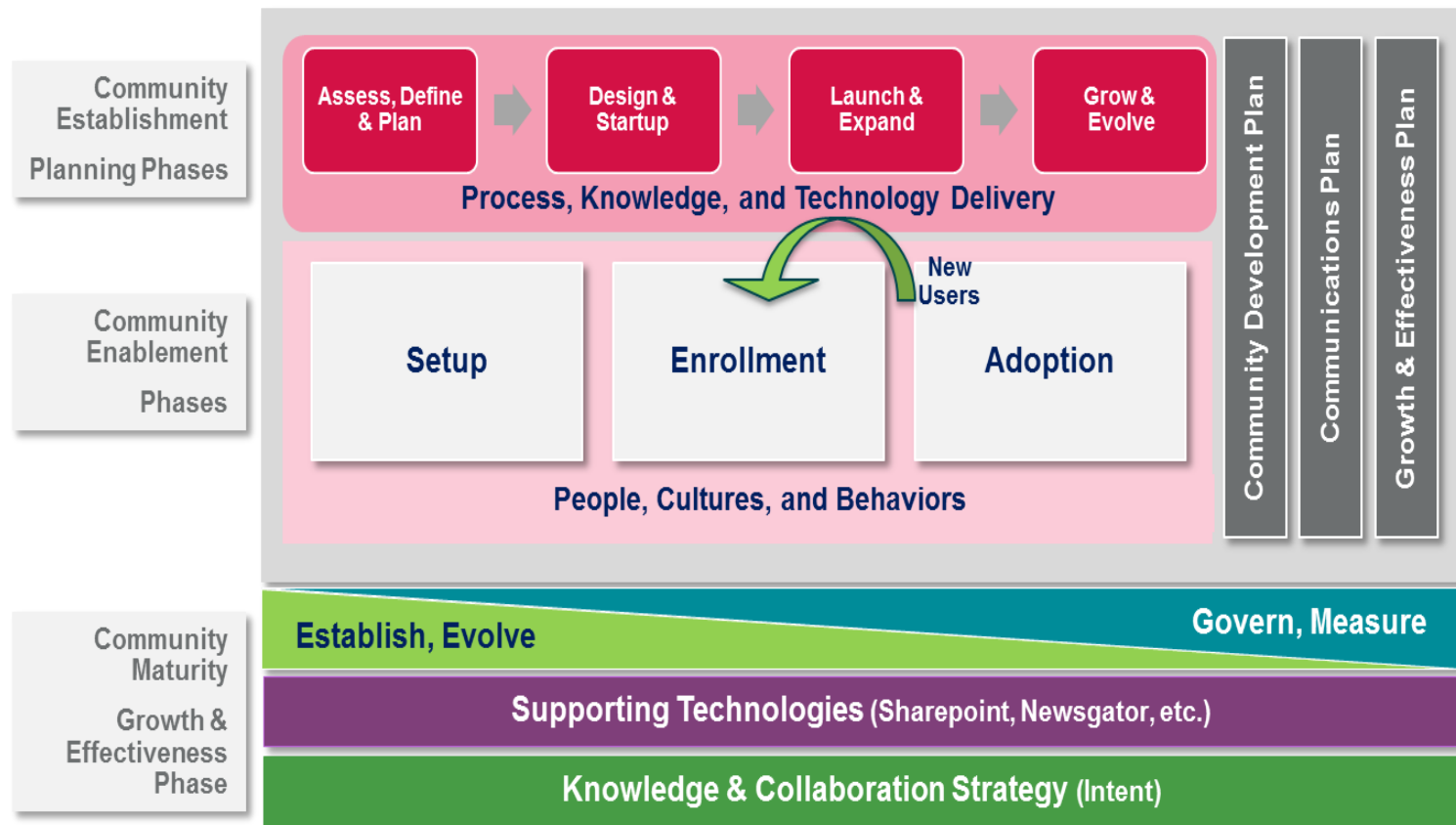
- Understand target market segments to improve sales productivity and increase vertical expertise
- Differentiate solutions to meet specific customer mission critical and industry requirements

ORGANIC: “Know More” and develop expertise about topics of interest

- Build a learning organization through voluntary sharing of knowledge by intrinsically motivated community members
- Develop innovation capability by serendipitous learning
- Provide added value to the strategic communities

We created a Community Enablement and Evolution Framework to ensure effectiveness and sustainability

Our Framework is guided by Community Leaders and nurtured by Subject-Matter Experts. We apply proven methodologies for successful growth and maturity and capture metrics to ensure effectiveness and value to the business as well as to the community.



We integrated communities with authoritative content sources and project team rooms to maximize efficiency and effectiveness

This integrated Community environment enables:

Faster access to focused, relevant information

Closer integration with knowledge repositories,
filtered through smart search, subscriptions and alerts



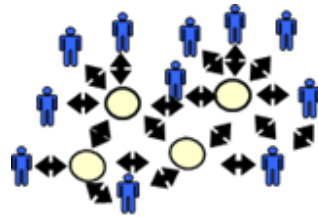
Richer knowledge exchange with leadership, subject matter experts and field practitioners enabled through advanced social collaboration tools



Creation of relevant new information tagged and harvested to repositories for re-use

Idea channelling to refine and develop innovations

To avoid “social silos”, we enabled an enterprise model for transparent community and global newsfeed sharing



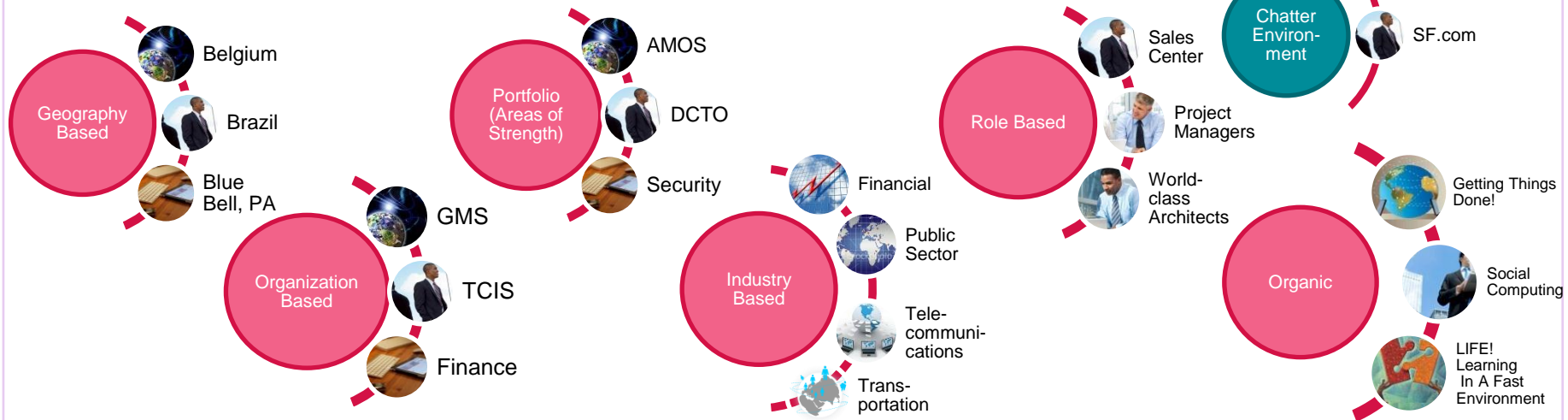
Unisys My Site “Global Community”

Newsfeed

“Specific” Interactions & Conversations

- **COMMUNITY NEWSFEED** - Default is to contribute and consume knowledge by sharing within a Specific Community, but end-users can target posts directly to other specific communities environments or individuals or elect to post globally

- **GLOBAL NEWSFEED** - Default is to contribute and consume knowledge by sharing globally, but end users can target posts directly to specific Community-based, Country, Offices, Business Units Organization environments or individuals



Implementing social tools with the business enterprise
is not just about technology,
it's also about
“transforming company culture”
and influencing employee behavior patterns.

Our Senior Leadership “leads-by-example” to drive adoption and reinforce accepted practices

Our CEO actively reinforces the importance of social connection and collaboration



Ed Coleman
Chairman and CEO, Unisys

Inside Unisys: Powered by People

Inside Unisys delivers the familiar and dependable elements you've come to expect and trust, such as U-News, Areas of Strength highlights and essential corporate links; but includes new collaborative and social components such as U-Blog Central and quick clicks to expertise contribution and a powerful enterprise search.

It lets you more effectively access, contribute and share knowledge – making our worldwide team more flexible and responsive to client needs and market changes.

So welcome to Inside Unisys, another positive step toward knowledge sharing and social collaboration within our global community.

Collateral

-  [Inside Unisys](#)
-  [U-News: Inside Unisys](#)
-  [Inside Unisys Tour \(5 minutes\)](#)
-  [Your My Site Profile](#)

UNISYS

Chairman and CEO

To leadership call participants and company SMEs from Ed Coleman:

Oct. 31, 2011

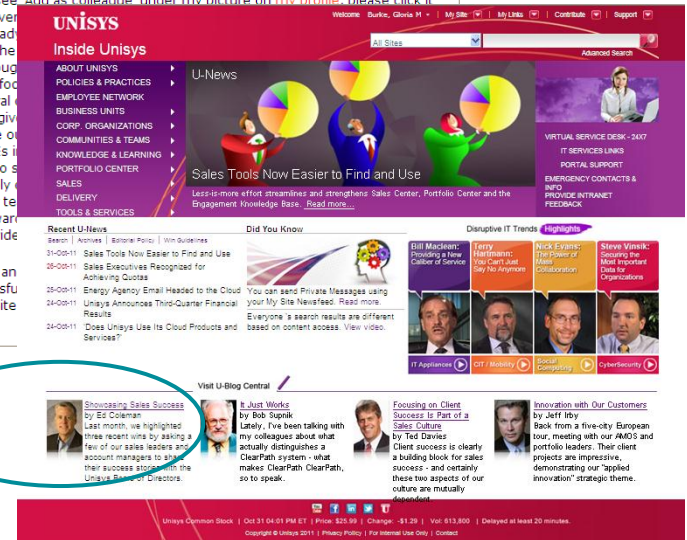
The strength and flexibility of our market presence relies largely on our ability to connect, collaborate and share our individual expertise globally. To realize the potential such a dynamic sharing culture promises, we must commit to using the tools that enable it.

We've armed our teams with the ability to bridge time and borders through online communities packed with the social power of newsfeeds, colleagues, questions, answers and blogs. I see us making great strides forward with these tools every day, but there's more to be done.

I'm asking you, as one of our company leaders, to step up your participation in and endorsement of, our knowledge and collaboration program in four specific ways:

- **First**, if you haven't done so, please add me as a colleague. I'm using our social tools as a communications vehicle and would like you to be aware of what I'm saying. If you see "Add as colleague" under my picture on my profile, please click it to join the conversation. If I haven't already, please add me as a colleague.
- **Second**, take the time to contribute to our knowledge and collaboration program. Innovative, thought-provoking, energized and focused content in U-Blog Central and U-News updates, let it give us a new perspective.
- **Third**, increase our newsfeed. SMEs in our communities are a wealth of opportunities to share your expertise and insights. Let us know what you're up to and what you're working on.
- **Fourth**, multiply your reach. Pushes your thoughts forward to a wider, widespread divide.

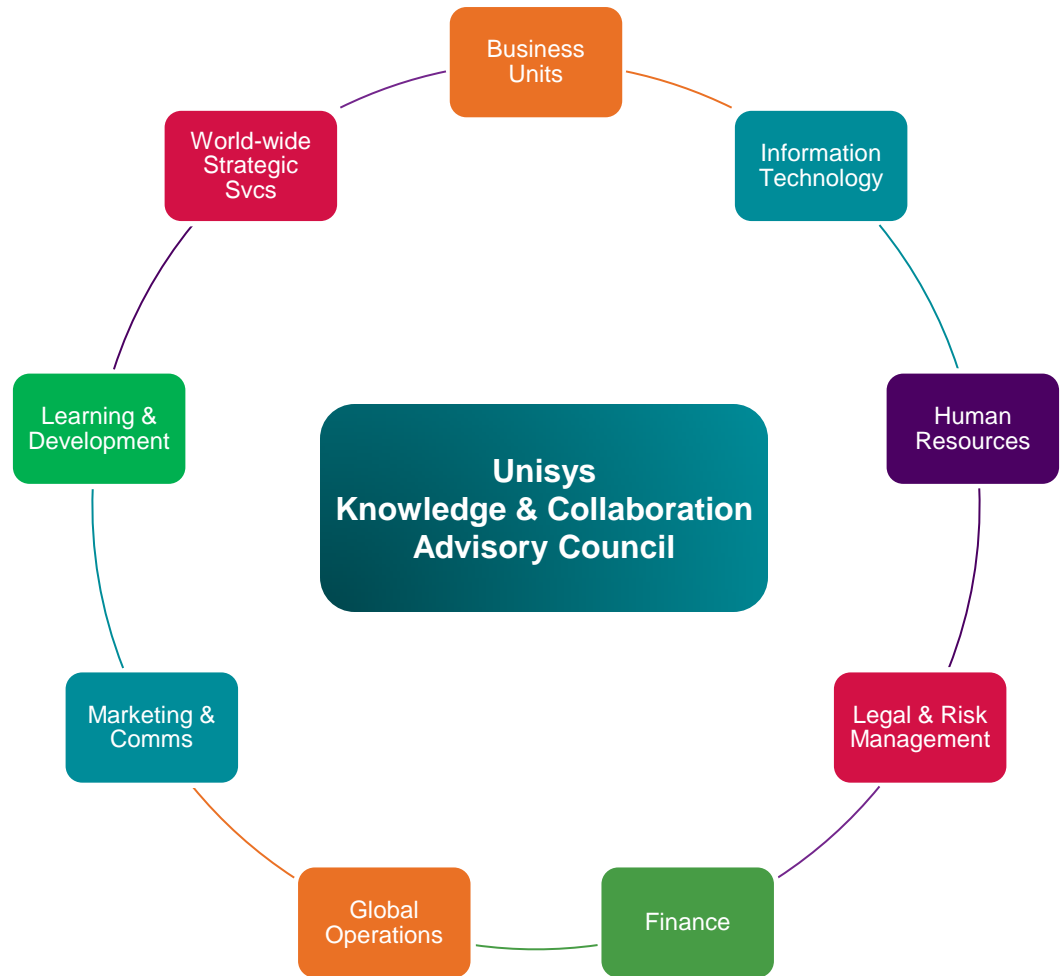
I know our knowledge and expertise are our strength. I'm asking you to hear about the success stories first-hand through My Site positively forward.



A cross-organization Knowledge & Collaboration Advisory Council provides guidance and governance


The purpose of the Unisys Knowledge & Collaboration Advisory Council is to:

- Develop, guide and evolve the company's strategic vision and implementation road map for knowledge sharing and collaboration
- Review and guide initiative progress to ensure success and value delivery to the business
- provide counsel and governance to preserve the integrity, effectiveness and sustainability of the knowledge and collaboration environment



A Global Awareness & Communications Program underpins our Knowledge Initiative

It's True. You Know It All.
(How About Sharing It?)




Your colleagues may need your unique experience and insight right now.

Be part of the Unisys Knowledge & Collaboration solution. Complete your My Site Profile today.

My Home > Support > Knowledge Learning Center

Contribute | Share | Learn | Exit

The Wheel Has Already Been Invented.
(Why Are You Recreating It?)



Stop doing things the hard way. Share and Leverage Best Practices.

Be part of the Unisys Knowledge & Collaboration solution.

My Home > Support > Knowledge Learning Center

Contribute | Share | Learn | Exit

Knowledge is a gift. Share what you know.



We learn from others. Others learn from us.

My Site Newsfeed makes it easy to give as well as to receive. Visit once a day, every day and join your colleagues on the road to excellence.

To learn more, visit the Knowledge & Collaboration Center

Inside Unisys > Knowledge & Learning > Knowledge & Collaboration Center

Contribute | Share | Learn | Exit

Why sit on the sidelines? Get in the game!



Collaboration is a team sport!
Join a Unisys Community today and get in the game!

To learn more, visit the Knowledge & Collaboration Center

Inside Unisys > Knowledge & Learning > Knowledge & Collaboration Center

Contribute | Share | Learn | Exit

2012 "K&C Global Awareness Month" Campaign (October)

Campaign Elements

- U-News: The new "Social" Unisys: How social collaboration tools are transforming the way we work."
 - Real World Success Stories including employee testimonial videos
- Search Enhancements deliver relevant returns based on user role and search facets improve quality and ability to refine results.
- 2012 K&C Global Employee Survey Launch
- Social Media Policy Internal Guidelines Video release

Ongoing Campaign - November

- Communities – The Hub for Social Collaboration
 - Enhanced capabilities (NewsGator 3.0 release)
 - Refreshed Communities Center
 - New Community Manager's Tool Kit
- Enhanced Knowledge & Collaboration Center

UNISYS [New](#) [Social Media Policy](#) [Internal Guidelines](#) [Video](#)

Connect, Share, Collaborate Responsibly

To Unisys employees:

The way we connect



We are almost 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 77 percent of Unisys employees participating in July 2011, it's a good time for a refresher on our collective intelligence and social tools to make us more nimble, creative and successful.

- Be Respectful
- Protect Privacy
- Ensure Accuracy
- Show Your Audience

Watch the video at right and ensure you follow the guidelines when conducting your daily activities on My Site and other Unisys social media resources.

Knowledge & Collaboration Resources:

- [Social Media Policy](#)
- [My Site Orientation](#)
- [My Site Profile Content Posting Guidelines](#)
- [Knowledge & Collaboration Center](#)

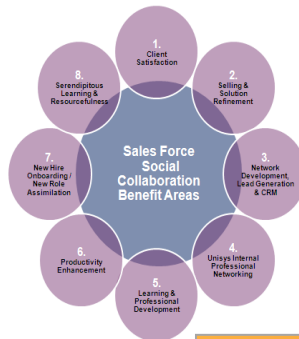
- Monthly theme posters are strategically placed throughout our global offices help to build awareness, to socialize value case scenarios and to promote employee involvement. (E-posters are emailed to remote workers.)
- Annual Global Knowledge & Collaboration Awareness Month
- Contests for Best Practice Profiles, Sites and Communities
- Knowledge Scavenger Hunts at Regional, Town Hall and Organization All-Hands Meetings put social tools to use in real time

We influence Employee Behavior Patterns through Role-based value case socialization

We continue to conduct Role-based Value Case Pilots to identify Key Benefit Areas...

Pilot Participants were asked to identify Key Benefit Areas where Social Collaboration could add the most value.

Example (right): Unisys Sales Force Social Collaboration Benefit Area Model



Repeatable behaviors or actions are then identified to drive culture transformation

- **Building individual company presence by completing and continually refining profile information** to reflect current and relevant roles, skills and expertise
- **Establishing a strong network of colleagues and connections** by "following" colleagues and communities
- **Forming a routine daily pattern for actively participating in Newsfeeds** to post useful information, post or answering questions, and to learn from the contributions of others (new wins, helpful insights, etc.)
- **Joining, leveraging and participating in communities** to share knowledge and expertise and to learn from subject matter experts
- **Subscribing to Authoritative content portals** to stay informed of new solution materials and process updates
- **Leading by example for those in leadership or managerial roles** to encourage employee "engagement" rather than forcing "compliance"
- **Encouraging fellow colleagues to engage** by following you and engaging in Newsfeed and communities activities

Targeted, Role-based Communications, Education & Training

...and socialize Value Case examples within each Benefit Area to drive adoption and use

Benefit Area	Value Use Case Examples
1. Client Satisfaction	<ul style="list-style-type: none"> • Quicker response time to RFP's and general solution offerings, or specific client issues. • Improved collaboration through use of external team rooms and communities • Improved project execution and deliverable time lines • Highly engaged employees = increased productivity = improved client satisfaction • Innovative Thought Leadership enhances social collaboration needs, communities.
2. Selling & Solution Refinement	<ul style="list-style-type: none"> • Identify and connect with Subject Matter Experts (SME's) to gain insight into client inquiries and proposals • Learn about other proposals, wins and lessons learned from top performing ideas • Leverage social collaboration to enable support potential cross-sell opportunities and to increase marketplace agility • Leverage project team rooms to capture internal ideas, knowledge artifacts for repurposing into the knowledge base • Real time reaction by peers to questions and resolutions via newsfeed • Capturing and sharing external market, search and industry trends • Capturing and sharing Competitive Intelligence • Improved access and awareness of internal references
3. Network Development, Lead Generation, Client Relationship Management	<ul style="list-style-type: none"> • Professional Network actively expand network contacts and to develop or expand expertise • Leverage communities and references to share knowledge and expand learning • CRM account planning process enhancements • External Networking through LinkedIn, professional industry memberships (Integration w/ My Site) • Confident, effective solutions and client delivery - examples of how we are succeeding in the market • Transparency of client account penetration - who is currently working account across regions • Capturing warm contacts at potential clients by canvassing sales force for contacts within target organizations through My Site Newsfeed • Capturing competitive intel from sales force who have worked for competition (black hat reviews)
4. Unisys Internal Professional Networking	<ul style="list-style-type: none"> • Learn about other sales initiatives, activities or programs to identify selling opportunities by reading newsfeeds • Expand network of contacts to leverage in sales campaigns by adding colleagues • Linking people in same role, across and within regions, to share best practices and to solve client issues • Home based workers - photo/profile of contacts enables more of a connection than traditional email

Behavior Pattern Transformation

Successful Adoption and Use of Social Tools

We have identified and socialized repeatable behaviors and actions that facilitate culture transformation

- **Building individual company presence by completing and continually refining profile information** to reflect current and relevant roles, skills and expertise
- **Establishing a strong network of colleagues and connections** by “following” colleagues and communities
- **Forming a routine daily pattern for actively participating in Newsfeeds** to post useful information, post or answering questions, and to learn from the contributions of others (new wins, helpful insights, etc.)
- **Joining, leveraging and participating in communities** to share knowledge and expertise and to learn from subject matter experts
- **Subscribing to Authoritative content portals** to stay informed of new solution materials and process updates
- **Leading by example for those in leadership or managerial roles** to encourage employee “engagement” rather than forcing “compliance”
- **Encouraging fellow colleagues to engage** by following you and engaging in Newsfeed and communities activities

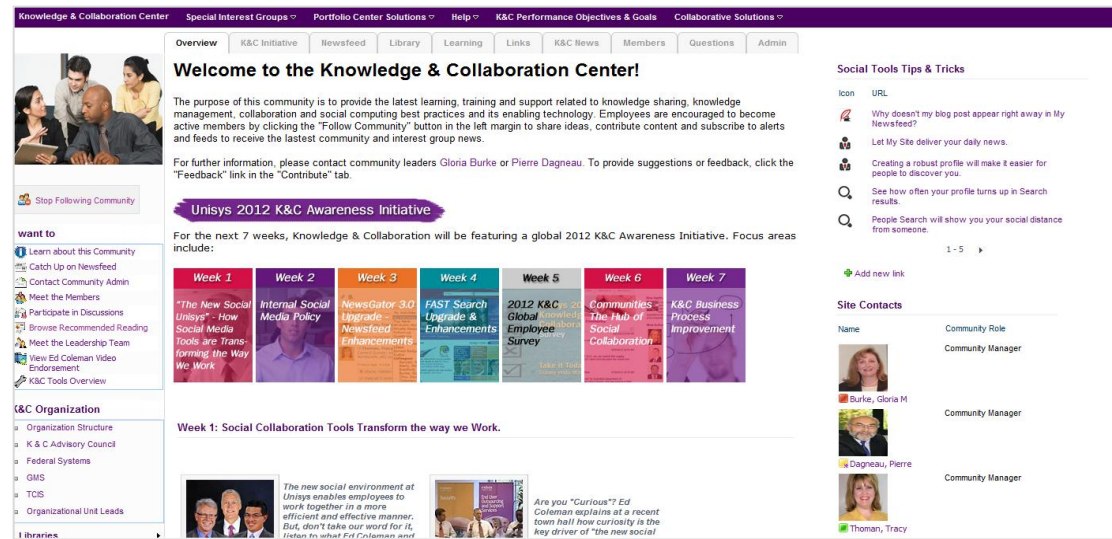
We provide self-enabled education, training and support through our Knowledge & Collaboration Center

The Knowledge & Collaboration Center provides a variety of education and training materials, as well as support services to help employees excel in their work



Employees can easily access the Knowledge & Collaboration Center from the “Support” pull down menu in the persistent action bar or from the “main Navigation Menu” of the “Inside Unisys” home page.

The Knowledge & Collaboration Center community-based. Employees can connect with subject matter experts and colleagues to learn about knowledge sharing and collaboration best practices and access a variety of self-enabled educational and support tools to hone their skills.



Our Results

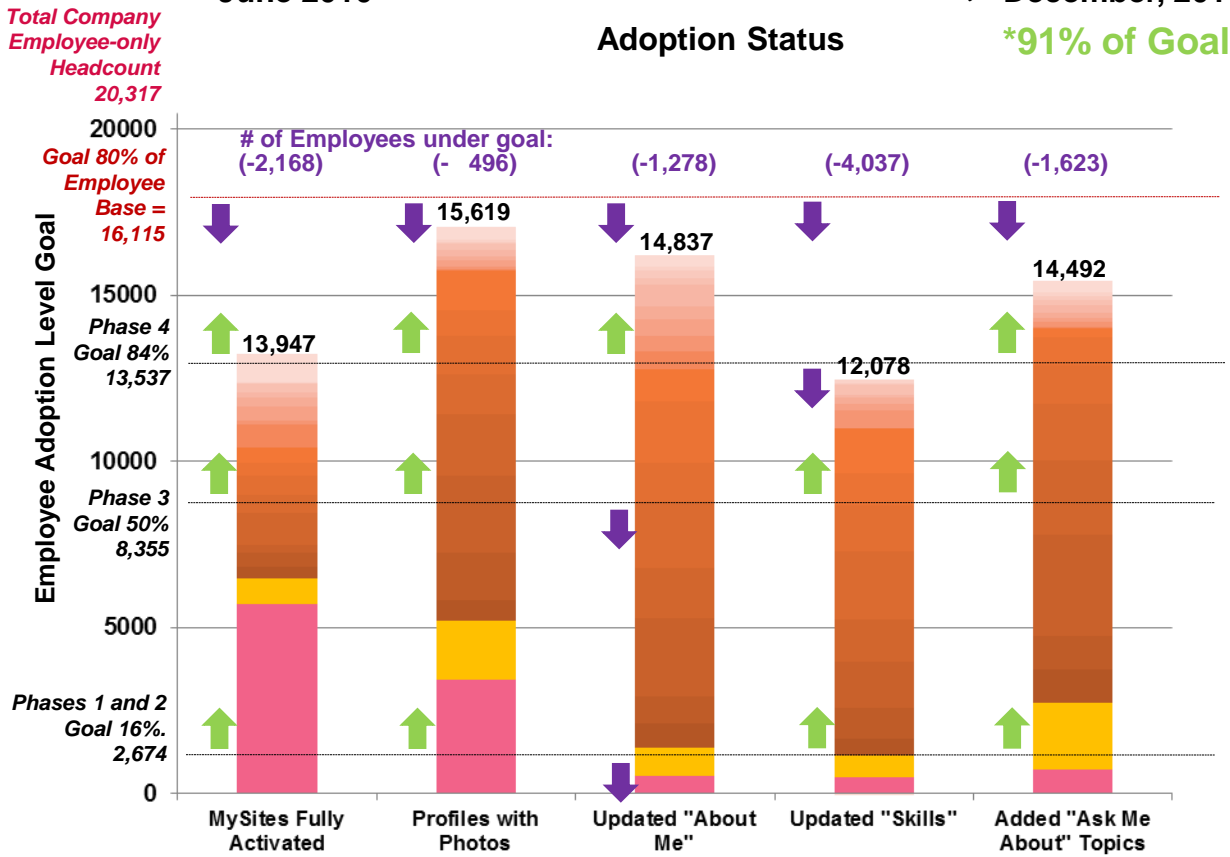
UNISYS

We tracked adoption of My Site against Industry standards to measure our progress and success

June 2010 → December, 2011

Adoption Phase Time Table 1.5 Years:

1. Innovators: June 21 – July 30, 2010
2. Early Adopters: August – September 30
3. Early Majority: October – December 31
4. Late Majority: January – June 30, 2011
5. Laggards: July – December 31, 2011



- 11-Dec
- 11-Nov
- 11-Oct
- 11-Sep
- 11-Aug
- 11-Jul
- 11-Jun
- May
- Apr
- Mar
- Feb
- Jan
- Dec
- Nov
- Oct
- Sept.
- August
- July
- June

Legend

- ↑ Performance above Curve
- ↓ Performance below Curve

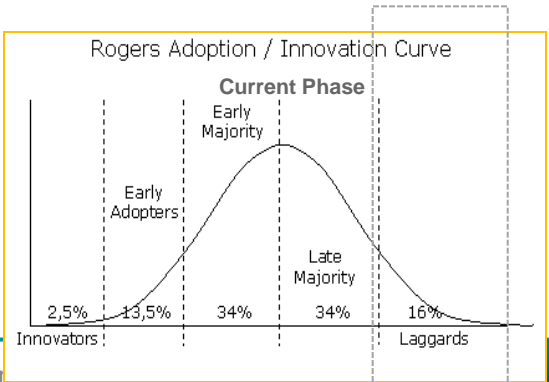
Adoption Curve Progression

- Phases 1 & 2 – 16% Goal**
- 2.5% "Innovators"
- 13.5% "Early Adopters"
- Phase 3 – 50% Goal**
- "Early Majority"
- Phase 4 – 84% Goal**
- "Early Majority" - "Late Majority"
- Final Phase 100% Goal**
- "Laggards"

* Total Adoption Results Percentage based on average of results from My Sites Fully Activated, Profile Photos, About Me and Ask Me About categories

Definitions:

- **Innovators:** Brave people, pushing change. Innovators are very important in communications.
- **Early Adopters:** Respectable people, opinion leaders. Try out new ideas, but in a careful way.
- **Early Majority:** Thoughtful people. Careful, but accepting change more quickly than the average.
- **Late Majority:** Skeptic people. Will use new ideas or products only when the majority is using it.
- **Laggards:** Traditional people. Caring for the "old ways" and are often critical toward new ideas and will only accept it if it has become mainstream or even tradition.



We achieved impressive results within an 18-month adoption period

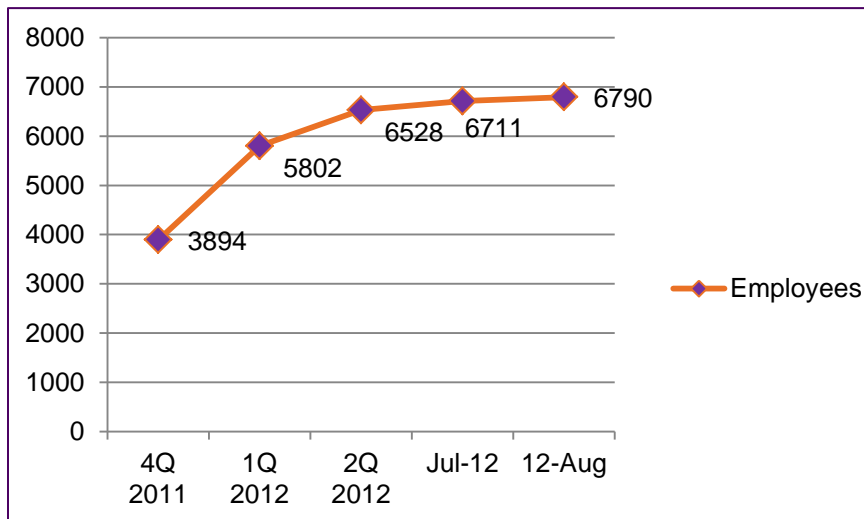
Within the scope of our 18 month My Site social tools adoption campaign phase (June 2010 through December 2011)...

- more than **91%** of our targeted employee user group (apprx.16,000) activated and populated their My Site Profiles
- More than **78%** of the 22,000+ Unisys Global Employee population enabled My Site social tools.
- Senior Leadership: **100%** have active My Sites and use and promote social collaboration within their organizations

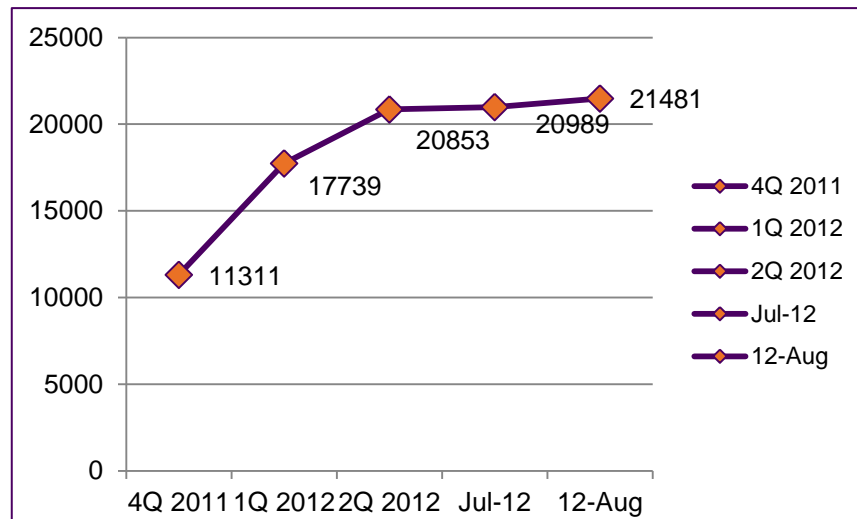
In less than one year's time, our Communities are well-subscribed and flourishing

- **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**

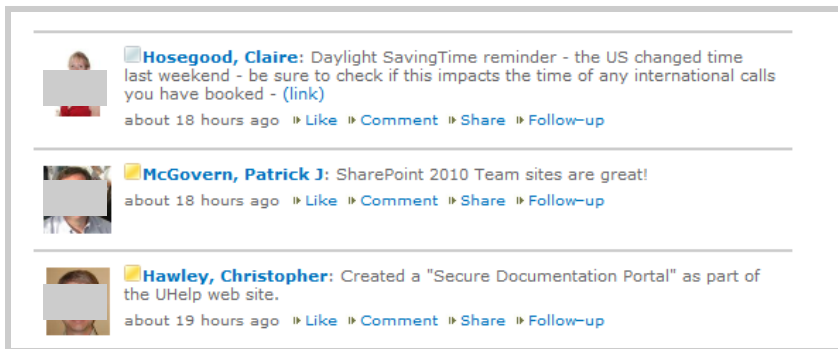
Unique Employee Membership Subscriptions



Non-Unique Membership Subscriptions



Higher Value Content is emerging as the “norm” as employee confidence in Newsfeed use increases



Hosegood, Claire: Daylight SavingTime reminder - the US changed time last weekend - be sure to check if this impacts the time of any international calls you have booked - (link)
about 18 hours ago | Like | Comment | Share | Follow-up

McGovern, Patrick J: SharePoint 2010 Team sites are great!
about 18 hours ago | Like | Comment | Share | Follow-up

Hawley, Christopher: Created a "Secure Documentation Portal" as part of the UHelp web site.
about 19 hours ago | Like | Comment | Share | Follow-up

Social exchanges, which initially dominated the newsfeed, are now dwarfed by more valuable, useable content

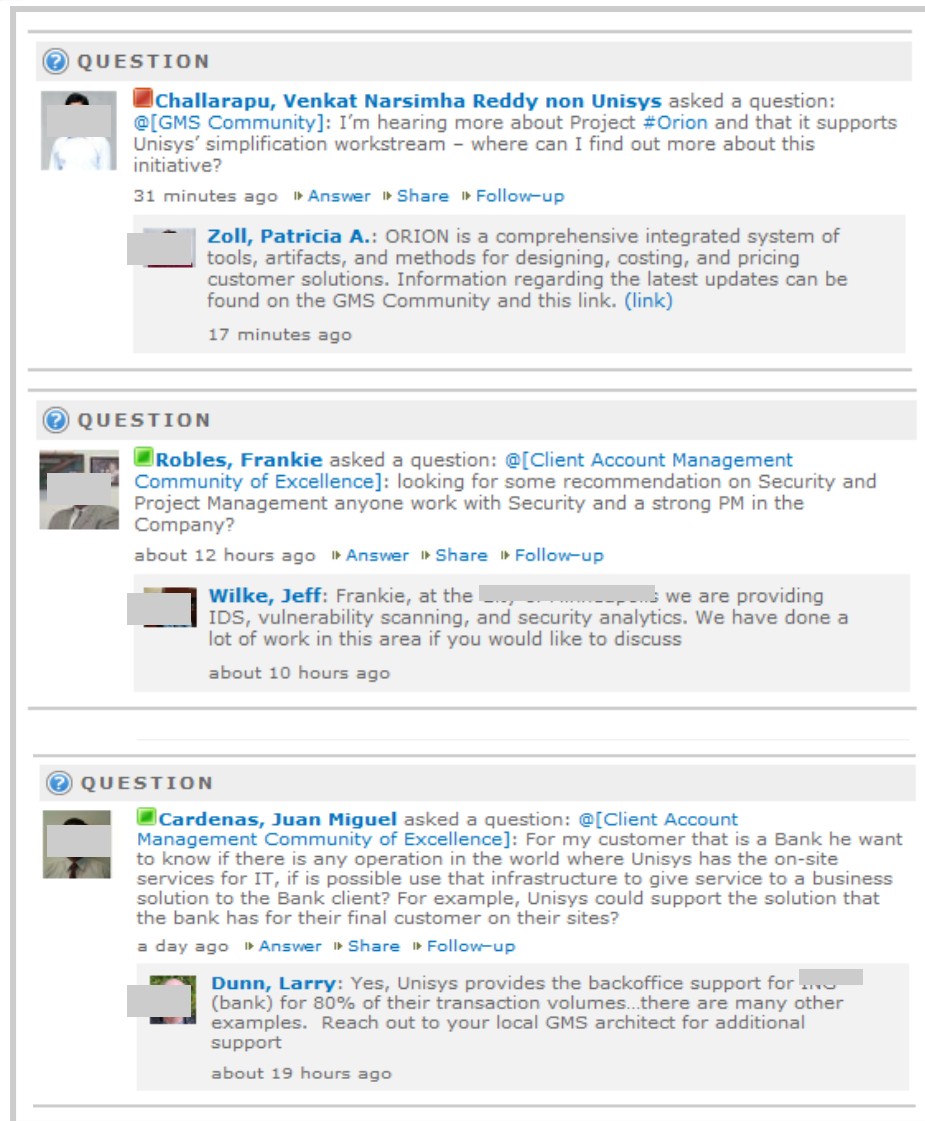


Mullane, Lori A.: @BrickmNM Happy Birthday Nancy - have a great one!!!
a day ago | Like | Comment | Share | Follow-up

Goepel, James: Happy 66th Birthday, ENIAC! (link)
a day ago | Like | Comment | Share | Follow-up
Okun, Justin A. likes this.

Bhuiyan, Farid: @BartelN Hi Nikolina, How are you? I finished all Exam except one.
a day ago | Like | Comment | Share | Follow-up

Bartels King, Nikolina: Great going Farid! Congratulations!
about 23 hours ago



QUESTION

Challarapu, Venkat Narsimha Reddy non Unisys asked a question: @[GMS Community]: I'm hearing more about Project #Orion and that it supports Unisys' simplification workstream - where can I find out more about this initiative?
31 minutes ago | Answer | Share | Follow-up

Zoll, Patricia A.: ORION is a comprehensive integrated system of tools, artifacts, and methods for designing, costing, and pricing customer solutions. Information regarding the latest updates can be found on the GMS Community and this link. (link)
17 minutes ago

QUESTION

Robles, Frankie asked a question: @[Client Account Management Community of Excellence]: looking for some recommendation on Security and Project Management anyone work with Security and a strong PM in the Company?
about 12 hours ago | Answer | Share | Follow-up

Wilke, Jeff: Frankie, at the [redacted] we are providing IDS, vulnerability scanning, and security analytics. We have done a lot of work in this area if you would like to discuss
about 10 hours ago

QUESTION

Cardenas, Juan Miguel asked a question: @[Client Account Management Community of Excellence]: For my customer that is a Bank he want to know if there is any operation in the world where Unisys has the on-site services for IT, if is possible use that infrastructure to give service to a business solution to the Bank client? For example, Unisys could support the solution that the bank has for their final customer on their sites?
a day ago | Answer | Share | Follow-up

Dunn, Larry: Yes, Unisys provides the backoffice support for [redacted] (bank) for 80% of their transaction volumes...there are many other examples. Reach out to your local GMS architect for additional support
about 19 hours ago

Social Tools are transforming the way our employees work – My Team embraces the social model we created



- I am a remote home-based company director
- My 30+ global team is remote and home-based
- We implement and drive the success of the Unisys Knowledge and Collaboration Initiative as a virtual team
 - My computer is my virtual office enabling me to work from any location
 - Unified communications is my phone, and provides IM and live meeting capabilities
 - Inside Unisys is my gateway to access knowledge, company information and self-enabled support at the time of need.
 - My Site is my dashboard to manage my company presence, newsfeed content and subscriptions, blog publishing and compulsory policy compliance
 - My Newsfeed aggregates news and shared knowledge that is important to my role and my interests
 - Communities allow me to share knowledge, expertise and ideas, provide mentorship and to learn from others
 - Socially-enable Project Team Rooms help me to easily and effectively collaborate with colleagues, clients and business partners
 - The Mobility platform and Mobile Apps allow me to stay connected using my tablet or cellular device when it is not convenient to access my computer.

The end results are delivering value to our Business in the following key areas

- **Greater agility to market**
 - Employees now can quickly locate the right experts and past relevant content
 - Staff the engagements and respond to customers' requests quickly and effectively
 - Result: reduce proposal generation time significantly, resource and time savings, increase agility to market
- **Improved quality of customer service**
 - Employees can quickly locate, repurpose and learn from the past relevant engagement content
 - Result: a reduction in red projects (troubled projects)
- **More effective workplace collaboration**
 - Team activity updates are now posted as blogs, keeping everyone in sync and avoiding duplicate efforts
 - Result: significant reduction in time on email, team update meeting time, and duplicated tasks.
 - Result: individual learning became organizational learning, resulting in organizational productivity gains
- **Fueling the Innovative culture at Unisys**
 - New or improved solution ideas can be posted by anyone and vetted quickly and iteratively with experts
 - Result: faster time to market from innovative solution concept to solution delivery
- **Enhanced employee development**
 - Find mentors, build a network of professional connections, and build reputation for expertise
 - Result: faster and easier on-boarding time for new employees; IP and tacit knowledge captured from experienced employees
 - Result: a higher level of employee satisfaction, greater personal growth opportunity and higher team morale

...and our success with Social Computing is being recognized externally

Infographic: 5 Companies That Are Rocking Social Media

Tweet 287 Share 34 +1 4

November 29, 2011

This infographic was created by **Volter 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 the usual names of companies that are doing well in social media. I thought it might be interesting to take a look at some of the lesser-knowns and why they've had success, either on an ongoing basis or with some one-off efforts that stood out.

And since infographics are all the rage, what better way to look at them? Of course, for SEO purposes, I've listed them here as well.

- Dell is presented as a master in the art and science of listening.
- Morton's made headlines with its surprise-and-delight effort with influencer Peter Shankman recently, but goes beyond that with helpful information regularly.
- **Unisys uses social media internally for effective collaboration and a boost to company productivity.**
- RLM is using Twitter and Facebook for real-time customer service and encouraging

5 COMPANIES THAT ARE Rocking SOCIAL MEDIA

Social media tools like Facebook & Twitter are the

Here's how some companies are using unexpected ways and engaging cu

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 to recruit new employees.

Harvard Business Review

THE MAGAZINE | BLOGS | AUDIO & VIDEO | BOOKS | WEBINARS | COURSES

Guest | limited access Register today and save 20%* off your first order! Details

HBR Blog Network

Increase Your Company's Productivity With Social Media

by Jeanne C. Meister | 2:11 PM September 26, 2011

Comments (29)

A growing number of companies talk about the organization, but the list is short for companies

Unisys, the 138-year old tech firm, has quickly they did it, and how they're using social media to increase the speed of innovation.

One of the biggest barriers to social collaborative and the reality of being a closed through leading by example. He became an communicate with employees, and in the pro

CIO

Magazine | Newsletters | Events | CIO Executive Council | Partners | Whitepapers | Media Resources

HOME | CAREER | NEWS | INDUSTRY | OPINIONS | SLIDESHOWS

Management | Collaboration | Business Continuity | Infrastructure | BPM | Sourcing | Security | Cloud Computing | SOA

Corp social networks driving sales through better information

Andrew Berenghan (CIO) | 06 August, 2012 11:31 | Comments | Like

Companies are increasingly exploiting corporate social networks with the ultimate payoff being increased sales from the provision of faster and better information for customers.

Microsoft's recent acquisition of Yammer for \$1.2 billion dollars is one that can demonstrate in dollar terms how seriously the IT industry is taking social networking within the enterprise. It's also, according to Jim Lundy, an analyst at Aragon Research, "evidence of a shift by the legacy technology giants like Microsoft to embrace the Cloud world," Brandon Butler reported.

CIO Australia spoke to several organizations — differing in scale and operation — who have embraced social networking. They talked about the impact of the technology on their staff and their operations and the issues you need to consider when pursuing these strategies.

Hire a Hubby to be a 15-year old handy-man property maintenance franchise business with more than 300 independent franchise operators in Australia. The organization has recently embraced social networking using Salesforce.com's Chatter service as a way of unifying an otherwise very disparate operation. Its practitioners are drawn from eclectic backgrounds, from investment banking to traditional trades, said CEO Brendan Green. As such they vary greatly in their experience and comfort around information technology.

According to Green, "One of the things we were looking to replace was a pretty clunky old forum where our guys would get on and share information typically of an evening. They get home and when they are putting their notes together, that was the time they would think to use expertise files

Our platform. Your vision.
Cloud infrastructure built for Internet scale.

Build the future.
SOFTLAY-R

MOST READ | **MOST COMMENTED**

- Updated NBN Co plan to be released next week
- How to create a clear project plan
- 5 open source billing systems to watch
- A different CIO
- 5 open source help desk apps to watch

Get exclusive access to invitation only events: CIO reports & analysis. Sign up now.

Google App Engine

Key Take-aways from our Unisys Case experience

- **You can't get there unless you know where you're going**
 - Create an end-state Vision
 - Develop a Strategic Plan and an Implementation Road Map to get there
 - Utilize metrics to measure progress and to identify potential barriers
- **Focus On Culture - “People drive success”, Technology is just an enabler**
 - Create a Leadership-down model and engage Key Organization Stakeholders early on as Champions to “lead by example” and to be “visible” agents of change.
 - Create a Culture Transformation strategy that influences employee behaviour patterns and help them understand how social collaboration can add value in **their** daily work.
- **Keep Tools and Processes “simple to use...and intuitive”**
 - Utilize Technology “out-of-the-box” -- avoid customizations that add complexity. Provide education and self-enabled “click and learn” training.
 - Encourage all employees to develop a profile and to build a network of colleagues. Networking is most effective when all employees are positioned to properly engage and participate.
 - Stand-up and nurture key communities that align with the company's business to enable employees to easily connect, collaborate, share and learn from experts.



**Thank you for allowing us
to share our expertise with
you.**

For additional case information:

Gloria Burke

**Director, Knowledge & Collaboration
Strategy and Governance
Unisys Information Technology**

Contact me:

gloria.burke@unisys.com

Read my Unisys Blog:

**Communities: The Hub of Social
Collaboration**

<http://blogs.unisys.com/index.php/2012/03/13/communities-the-hub-of-social-collaboration-3/>

Follow me:



<https://twitter.com/GloriaBurke>