



Enterprise Social Business Transformation

Overhauling The Intranet

Intranet Global Forum

Los Angeles - March 7, 2014

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UNISYS

About Gloria Burke



Gloria Burke

Chief Knowledge Officer and
Global Portfolio Leader
Unified Social Business



Follow Gloria on LinkedIn:
www.linkedin.com/in/gloriaborke



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

Gloria is the Company's Chief Knowledge Officer and is responsible for the development of the company's Enterprise Social Business Strategy and its supporting social culture adoption and employee engagement initiatives.

In addition, Gloria is the visionary for the evolution of "Inside Unisys", the company's social intranet environment that hosts its authoritative knowledge base and collaborative work spaces. She serves as chairperson of the company's Knowledge & Collaboration Stakeholders Council and Intranet Steering Committees.

Gloria also serves as Global Portfolio Leader for the Unified Social Business Practice at Unisys and is one of the company's senior thought leaders on Enterprise Social Business Transformation.

She has authored numerous blogs on enterprise social business topics which have been featured on Unisys.com and in Social Media Today. She is a frequent conference presenter and panelist on these topics.

Recently Gloria was named by Information Week Magazine as #2 of the Top Ten Social Business Leaders of 2013, and was also recognized in this list in 2012.

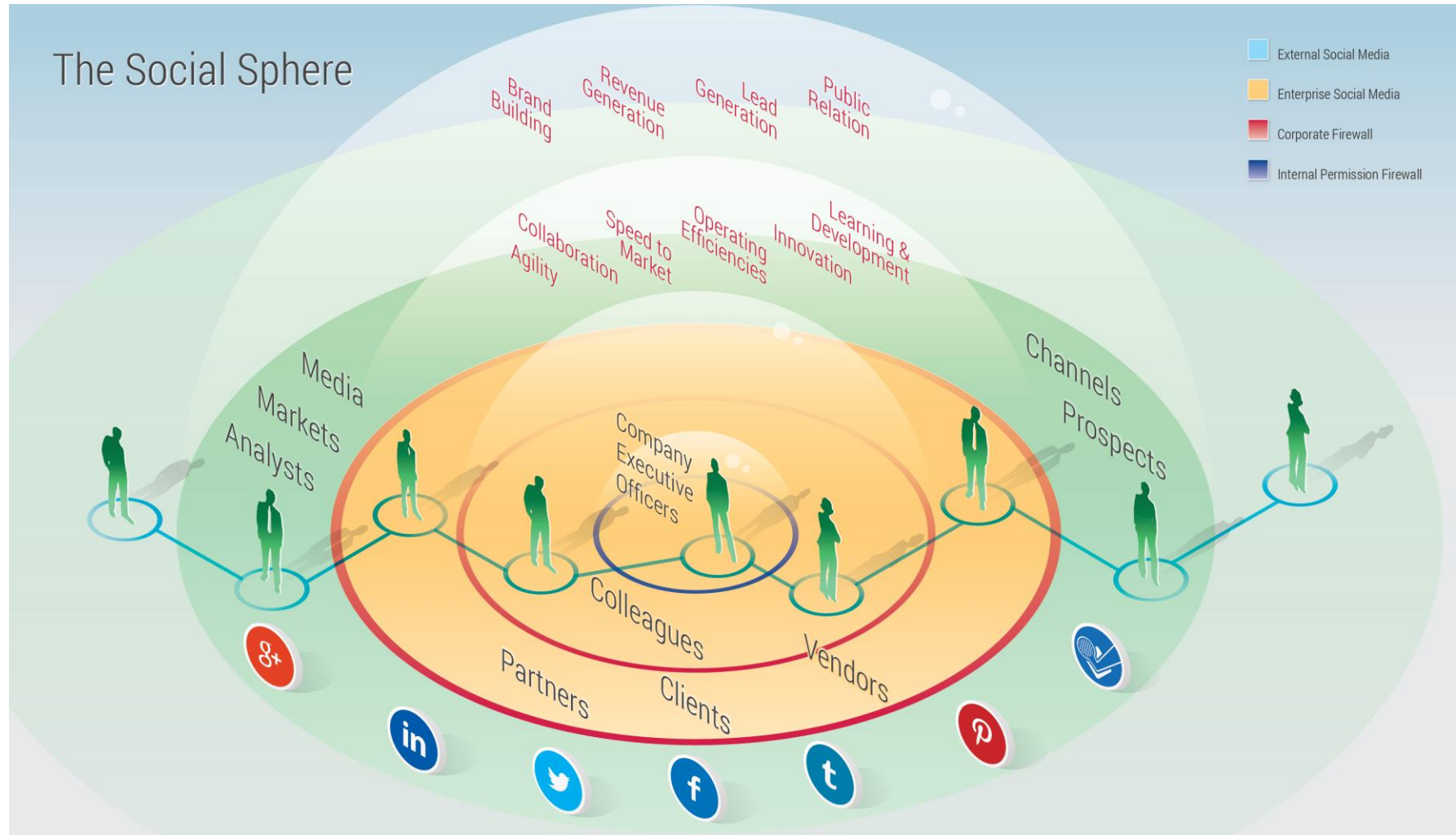
About Unisys

- Unisys is a worldwide information technology company with a rich history than spans 140 years.
- With approximately 23,500 employees in 100 countries, we serve commercial organizations and government agencies throughout the world.
- We provide a portfolio of IT services, software, and technologies that solve 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 infrastructure and applications

Content

- About Unisys
- Enterprise Social Business Transformation and why it matters to businesses today
- Unisys Case Study
 - Situation
 - Mission and Approach
 - Implementation
 - Culture Transformation
 - Policy and Governance
 - Results
 - Recognition

The external and internal use of Social Technologies has converged creating the need for social business transformation



Why does Enterprise Social Business Transformation matter to Businesses today?



Innovation

Agile companies are building differentiating capabilities

- Embedding collaboration, information sharing, and active engagement to facilitate ideation, innovation, and speed to market
- Fulfilling customer expectations for higher levels of engagement and collaboration



Workforce

Expectations are changing

- 2x as many information workers are using social technologies for real-time access to people and information
- Workers expect to leverage internal knowledge and networks to accelerate on-boarding, facilitate learning, and propel career development



Collaboration

Dramatically increasing the effectiveness of organizations

- Real-time presence and networks facilitates connection and collaboration and reduces the time knowledge workers spend searching for information and expertise.
- Communities provide an ecosystem to advance expertise and skill sets and increase collaboration across organizationally or geographically dispersed work force



Infrastructure

Aging infrastructure and rising communications cost

- Expensive and obsolete technologies (e.g. PBX) must be replaced allowing alternative technologies to eliminate high communications carrier costs
- Use of off-the-grid tools, without IT's knowledge or approval impacts operational reliability
- Information security is an increasing risk

Today, 59% of organizations are planning or currently implementing an enterprise social business platform

- Forrester

- The use of social tools and technologies has grown from “limited experimentation” within the business enterprise to what’s now considered “mainstream”.

– Dachis Group

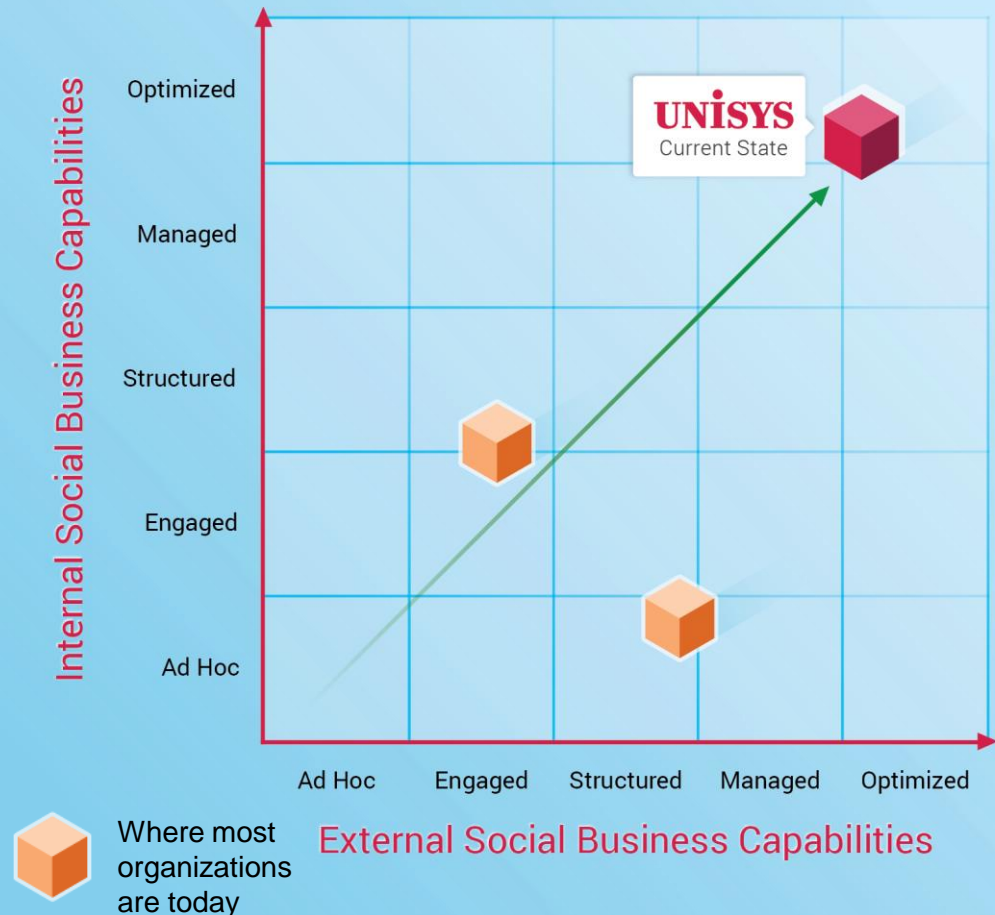
- Adoption of social computing technologies in business will grow by 10-30% in the next year

– Gartner

- Today, most organizations are leveraging social between the maturity stages of “Engaged” and “Structured”

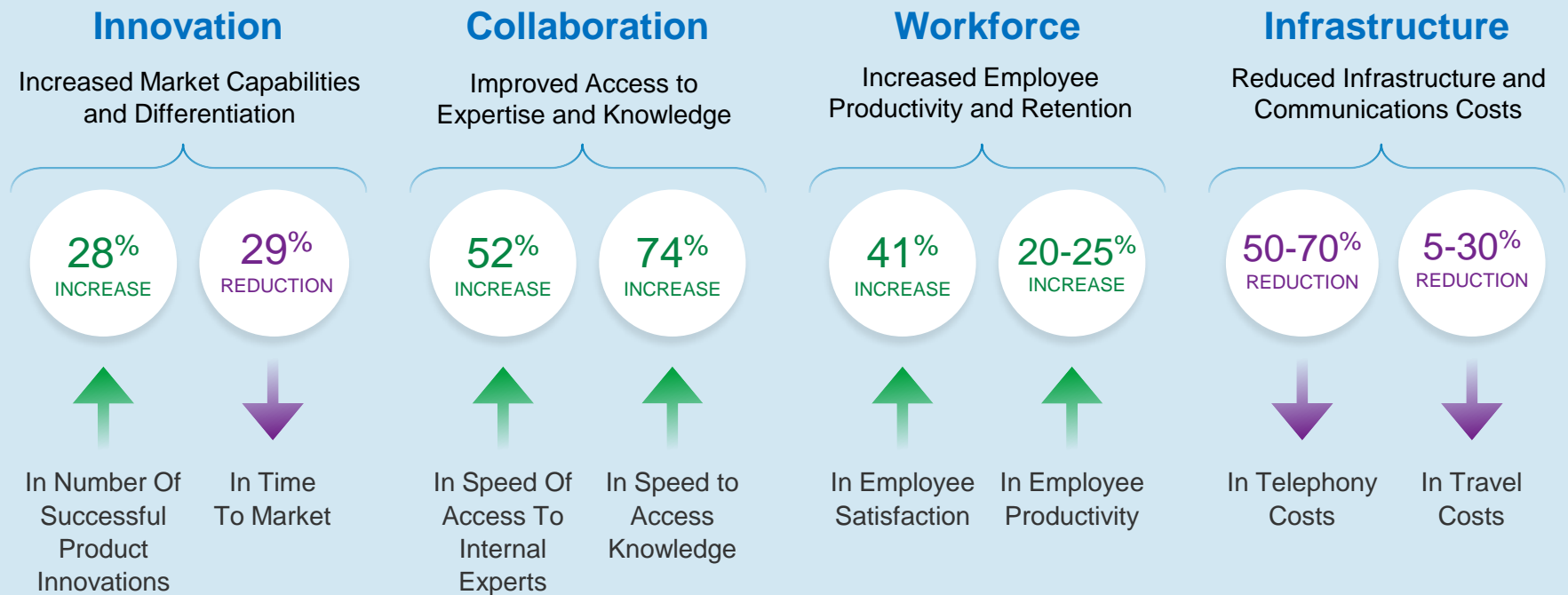
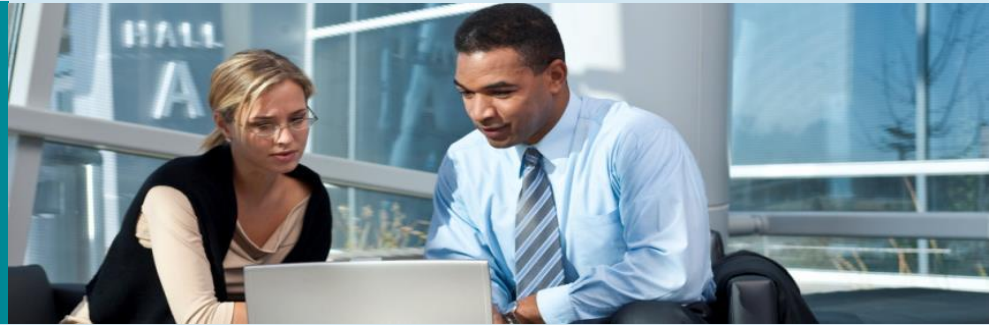
– Dachis Group

High-Level Social Business Maturity Model



What values are businesses deriving from Social Technologies?

Two-thirds of the value afforded by social technologies lies in improving communications and collaboration within and across the business enterprise



Note: Companies with a high percentage of employees who incorporated social technologies into their daily routines have shown the highest level of benefits.

Source: McKinsey and Co.

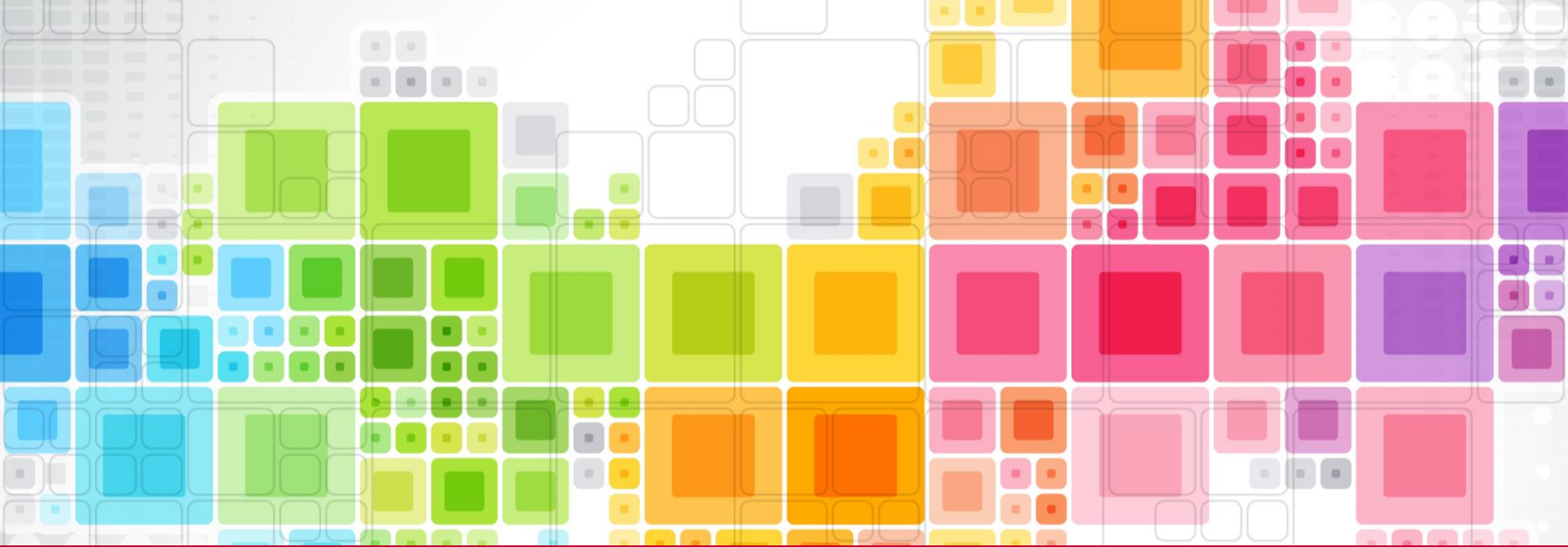
Capturing maximum value from Social Technologies within the Business Enterprise is complex



Only 17% of companies that have transitioned to an enterprise social business platform have achieved an employee adoption rate of more than 75%.

Unisys is among these companies

Source: McKinsey Global Institute Report, The Social Economy: Unlocking Value and Productivity Through Social Technologies, July, 2012



Unisys Case Study

Our Situation



Silo'd Knowledge

**Disconnect between
Ideas and Innovation**

**Inability to Find and
Connect with SME's**

**Inconsistent
Knowledge Capture &
Reuse**

**Lack of a Common
Social Collaboration
Platform**

**Cultural Mindset to
“hoard” knowledge**

**Inefficient New Hire
Onboarding**

**Social Media Learning
& Use Curve**

Knowledge silos were prevalent and a lack of a common social platform were preventing transparent sharing of knowledge and ideas across the enterprise.

Employees could not easily identify or connect with subject matter experts

Mission: Make social collaboration and intrinsic and integrated part of the Unisys Work experience

Key Objectives: Socially-enable the Intranet Environment to:

**Employee Presence
& Connection**

- Enable employees to build a professional presence and network and streamline access to Subject Matter Experts and knowledge at the time of need

**Communities of
Excellence**

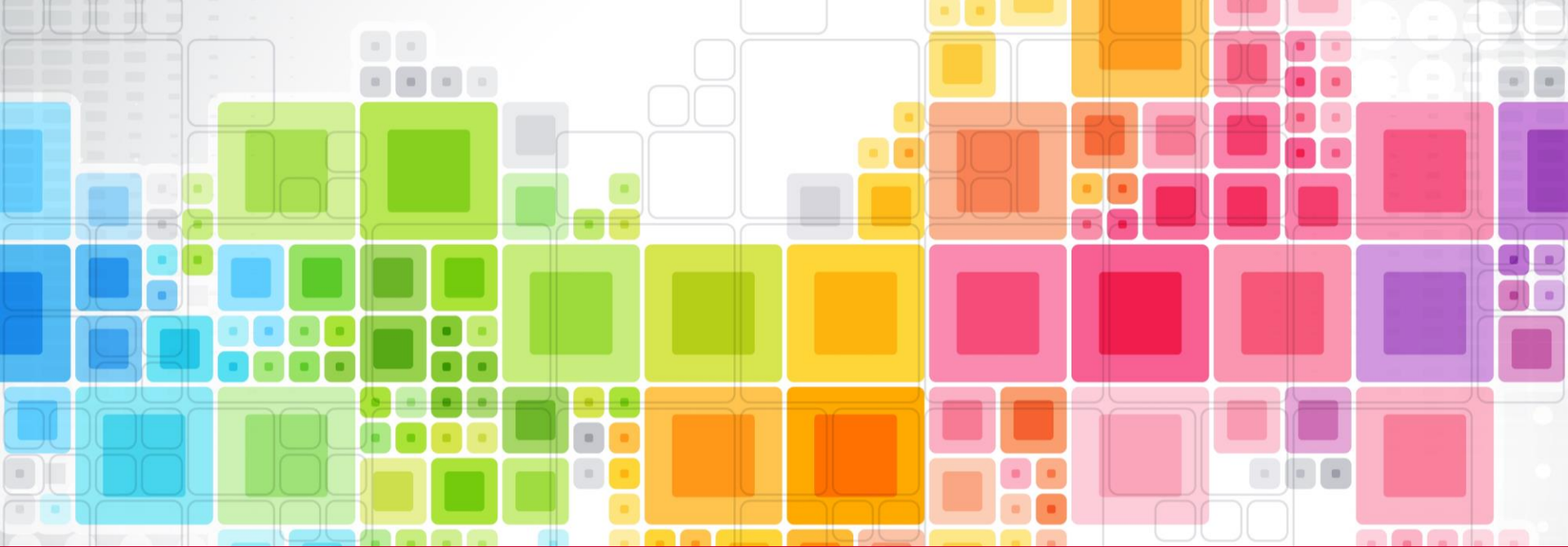
- Establish and evolve Communities of Excellence as the hub of social collaboration and ecosystem for innovation

**Integration with People
and Business
Processes**

- Integrate social technologies and activities into existing business processes to maximize efficiency and productivity

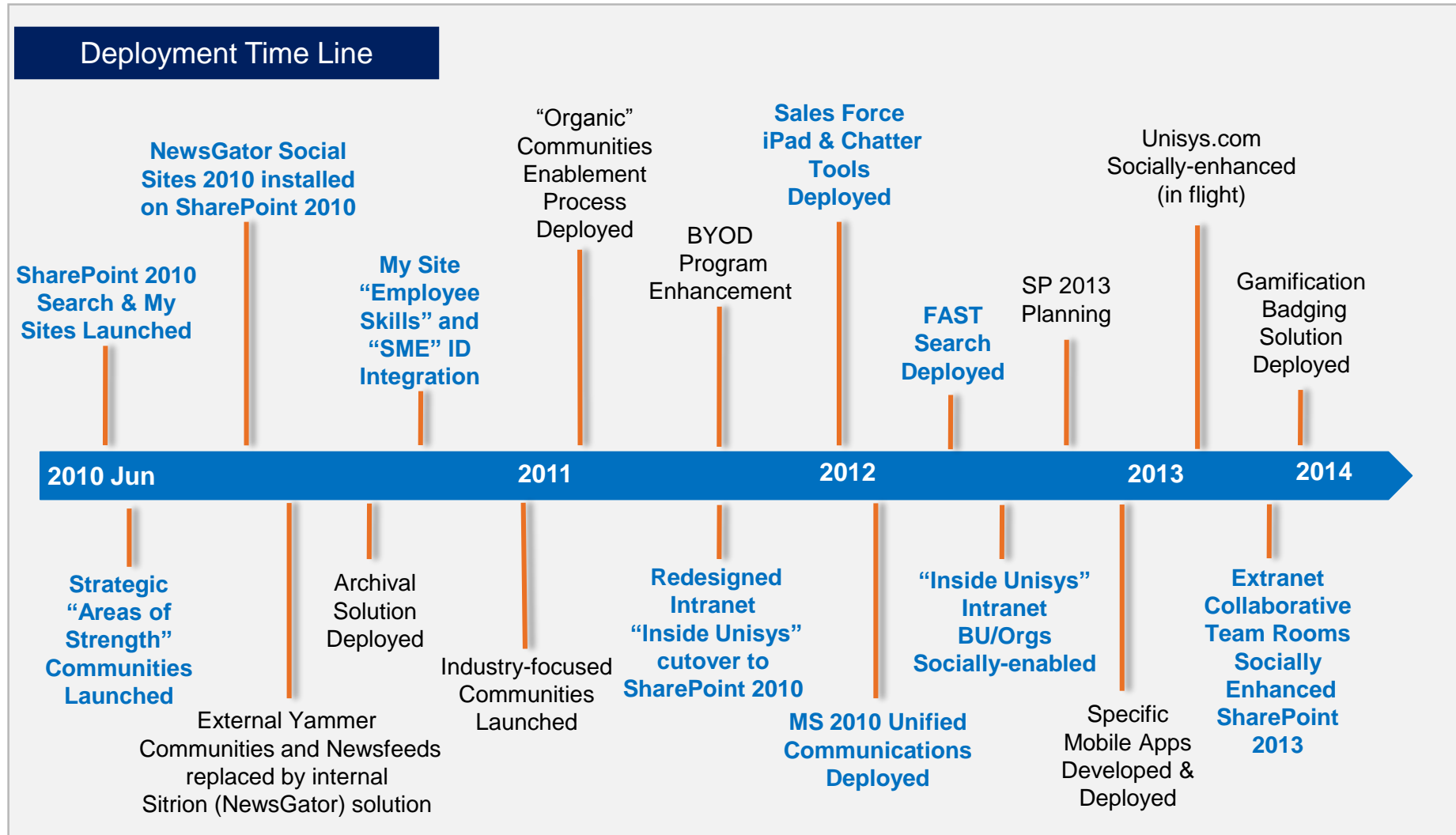
**Employee Engagement
and Empowerment**

- Transform the Unisys Knowledge Sharing Culture by encouraging and empowering employees to seek and share knowledge in order to evolve their skill set and expertise and that of their colleagues



Approach

We deployed SharePoint 2010/2013, FAST Search and integrated Lync Unified Communications



We redesigned and continue to evolve our intranet “Inside Unisys” to integrate new social capabilities

The screenshot shows the Unisys 'Inside Unisys' intranet homepage. At the top, a red header bar contains the Unisys logo, the text 'Inside Unisys', and a navigation bar with links: 'Welcome Burke, Gloria', 'My Site', 'My Links', 'Contribute', and 'Support'. A search bar is also present. Below the header, a news ticker displays various headlines. The main content area is divided into several sections: 'U-News Headlines' featuring a large article about 'Innovation shortens Airport Check-In Lines' with a photo of two people; 'U-News Recent' listing recent news items; 'U-Blog' featuring a blog post by Ed Coleman titled 'Our Strategy'; 'U-Media' featuring a video titled 'Unisys Application Management'; and 'My News' featuring a list of news items. A sidebar on the left contains a list of links: 'About Unisys', 'Policies & Practices', 'Employee Network', 'Business Units', 'Corp. Organizations', 'Communities & Teams', 'Knowledge & Learning', 'Portfolio Center', 'Sales', 'Delivery', and 'Tools & Services'. At the bottom, a footer contains stock information, copyright notice, and social media links.

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

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

3 Audienced “Regional” and “Organization” news and language translation improves end user relevancy.

4 Leadership use of social tools is evident through featured blogs.

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 added NewsGator social engine on top of SharePoint to increase the social functionality of My Site and Communities

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

1 About Me

This section provides a description of “who I am and what I do” in my role at Unisys

2 Ask Me About

This section showcases my areas of expertise and is linked to search. When colleagues ask question and uses a #hashtag the topic, I am notified.

3 Kudos

This section allows employees to recognize the valuable contributions of others

4 Recent Activity Feed

5 My Organization

This section provides a view of my peer colleagues, those to whom I report and employees who report up to me.

The screenshot displays the 'My Profile' page for Gary Liu, Knowledge Management. The page is divided into several sections, each highlighted with a numbered callout:

- 1 About Me:** Displays a profile picture, name (Liu, Gary), title (Knowledge Management), and contact information (Direct Work Phone: +1 6107275440, Alternate Work Phone: (610) 564-6434, Email: Gary.Liu@unisys.com). A bio describes his role in the Unified Social Business (USB) practice, mentioning projects like Social Recognition and Badging, and his involvement in the Project Management Community of Excellence (PMCE) and the World Class Architects (WCA) community.
- 2 Ask Me About:** A section for asking questions, listing topics like unipedia, EKB, Community, My Site Best Practices, microblogging, Social Networking, MySiteTips, Sharepoint 2010, Mysite, Project Management, and Social Computing.
- 3 Kudos:** A section for giving and receiving kudos. It includes a 'Give Kudos to Liu, Gary' button, a list of kudos received (e.g., 'Awarded by Haefner, Paul: Excellent blog on kudos best practices'), and a 'Kudos Received' section.
- 4 Recent Activities:** A section for recent activities, including a 'Send a message to @LiuSG' form and a 'Recent Activities' feed showing kudos and blog posts.
- 5 My Organization:** A section for the organization chart, showing the user's position within the company hierarchy.

The added transparency of Lync Presence, Newsfeeds and Blogs improved connection and knowledge sharing

The integration of “Lync”, “My Newsfeed” and “My Blog” posts provides a simple and more transparent way for employees to share and learn

1 Post Questions & Answers

Employees 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 employees 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 employees to quickly build a valuable network by following colleagues and the information they share in the newsfeed.

4 Search & Join Communities

Employees 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 interface. At the top, a navigation bar includes links for My Site, My Newsfeed, My Links, My Content, My Profile, My Blog, My Compliance, Communities, and My Portfolio, along with a search bar. The main content area is divided into two primary sections: My Newsfeed and My Blog.

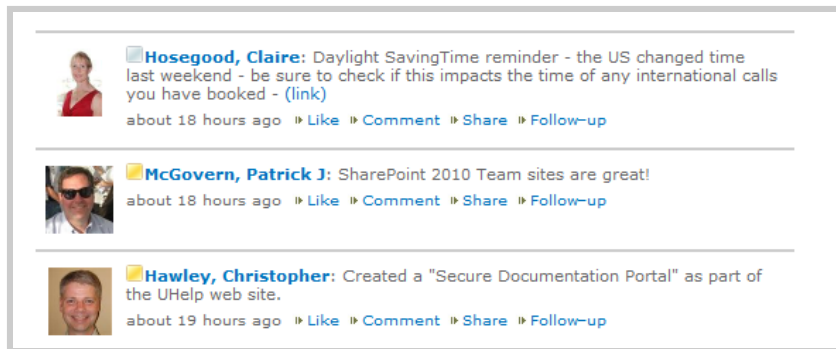
My Newsfeed: This section is highlighted with a blue banner. It features a 'What's New' header with an 'Add Post' button and a text input field. Below this, a list of posts is shown, including updates from colleagues like 'Kerr, Jim' and 'Kosse, Dennis'. A 'QUESTION' section is also visible, showing a question posted by 'McCabe, Susan M.' and an answer by 'Hopkinson, Harry'. The right sidebar for My Newsfeed includes a 'User Profile' section with links to Profile Picture, About Me, Ask Me About, and Interests, and a 'You have 128 colleagues' section with an 'Add Colleagues' button.


My Blog: This section is also highlighted with a blue banner. It shows a list of blog posts, including one titled 'Culture Transformation and its controversial little trigger called "Change"' by 'Gloria Burke'. The right sidebar for My Blog includes a 'Recently Active' section with a post by 'Miles, Nick non Unisys' and a 'Communities' section with a link to 'View All Communities'.


Numbered callouts (1, 2, 3, 4) are placed over the interface to correspond with the text on the left:


- 1: Points to the 'Add Post' button in the 'What's New' section.
- 2: Points to the 'My Newsfeed' filter dropdown menu.
- 3: Points to the 'Add Colleagues' button in the 'You have 128 colleagues' section.
- 4: Points to the 'Communities' section in the right sidebar.

Higher value content within Activity Feeds quickly emerged as employee confidence in posting increased

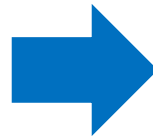


 **Hosegood, Claire:** Daylight SavingTime reminder - the US changed time last weekend - be sure to check if this impacts the time of any international calls you have booked - (link)
about 18 hours ago » Like » Comment » Share » Follow-up

 **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

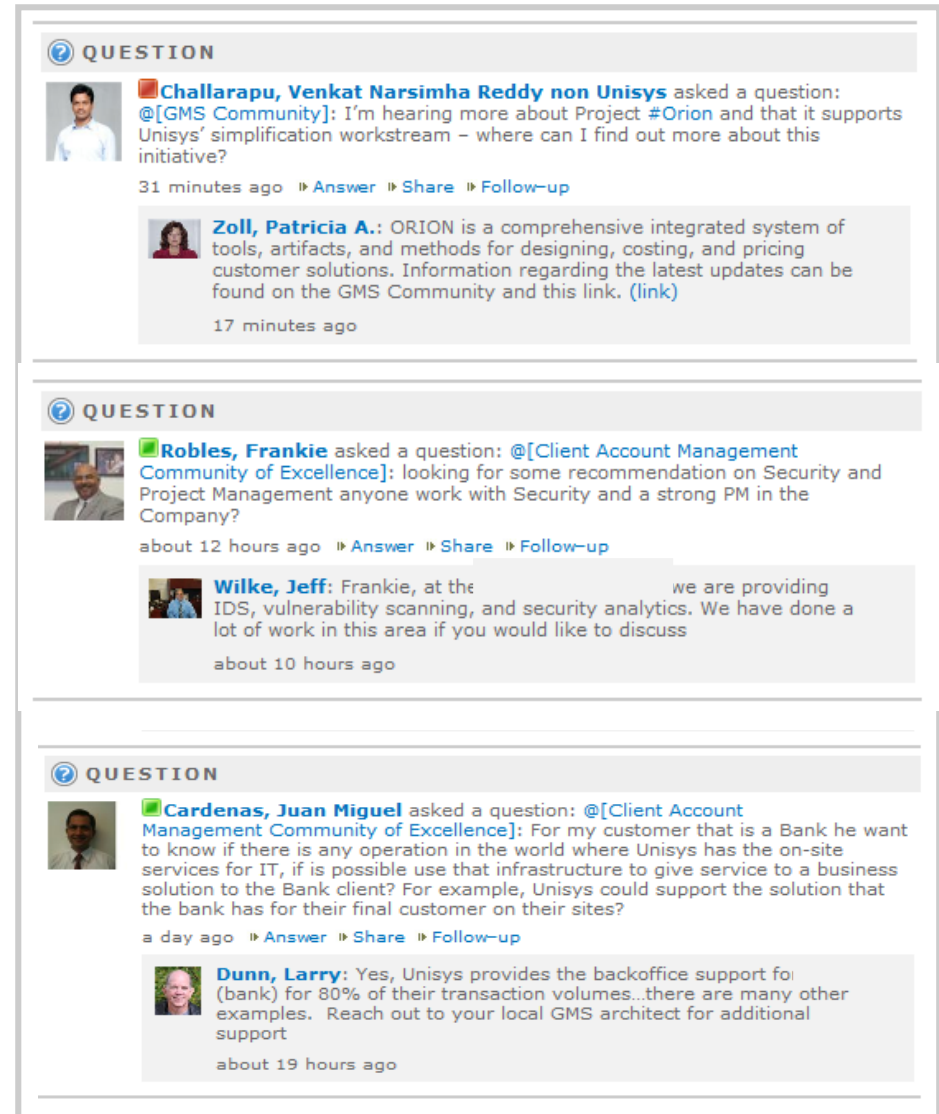


 **Mullane, Lori A.:** @BrickmNM Happy Birthday Nancy - have a great one!!!
a day ago » Like » Comment » Share » Follow-up


 **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 (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

We improved expertise discovery by integrating skills from PeopleSoft into “My Profile” and SME “badging” in Search

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 =  And  

Enter additional search keywords (if any):

We launched a strategic communities model and positioned them as the “core hubs” of our intranet platform

Unisys Communities Model & Key Attributes

Solution Offerings

Help employees to better understand and leverage Unisys Portfolio Solutions and Innovations

Industry

Help employees to better understand market trends and opportunities

Role-Based

Help employees develop expertise and new skill sets in order to realize their full potential.

Business Unit / Organization

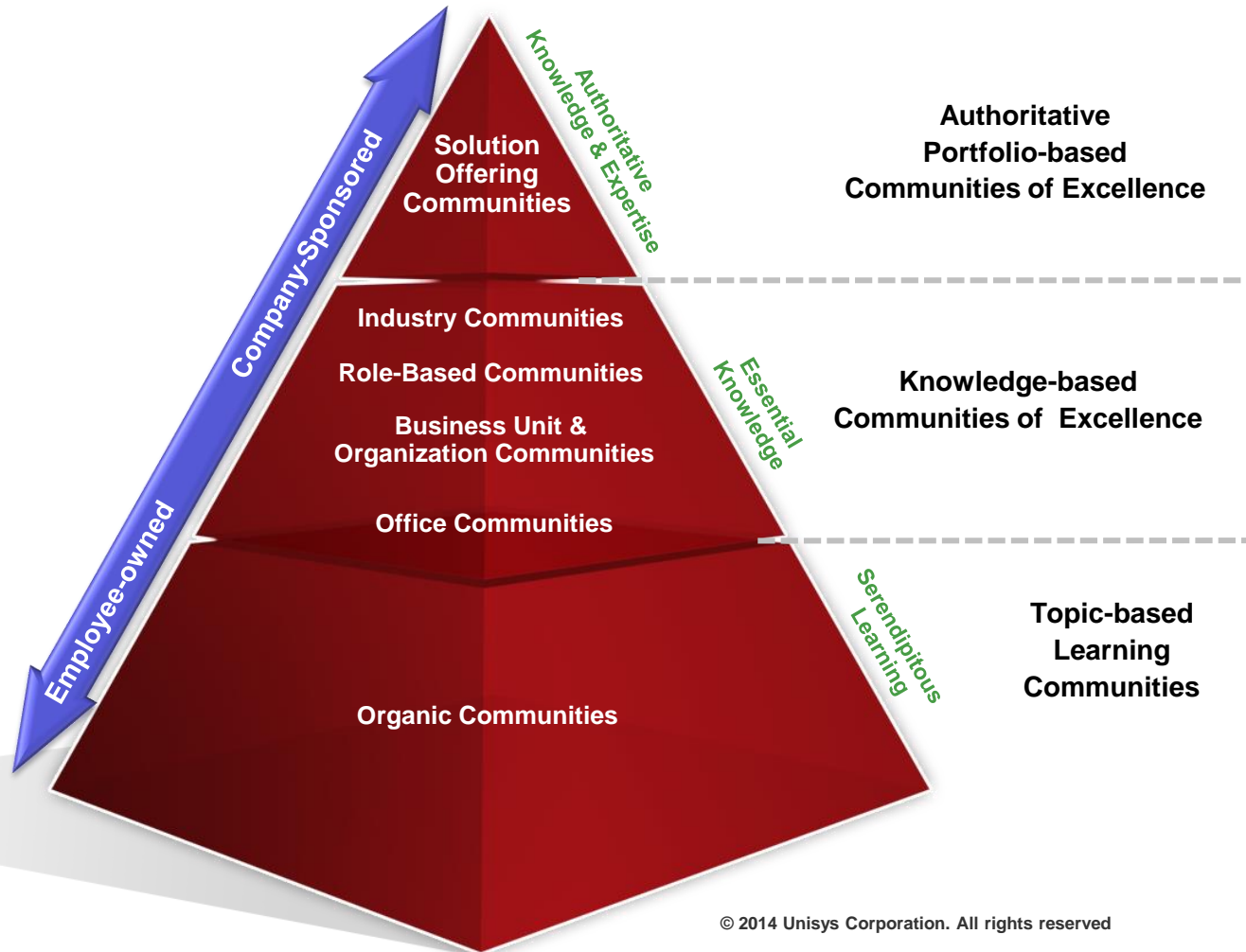
Enable employees to better connect with Leadership stay informed of latest organization news and events

Offices

Build company culture and employee connectedness, especially among remote-based workers.

Organic

Enable employees to learn more about topics of interest through interaction with like-minded colleagues



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We empowered employees to manage their Community memberships and Newsfeeds to increase relevancy

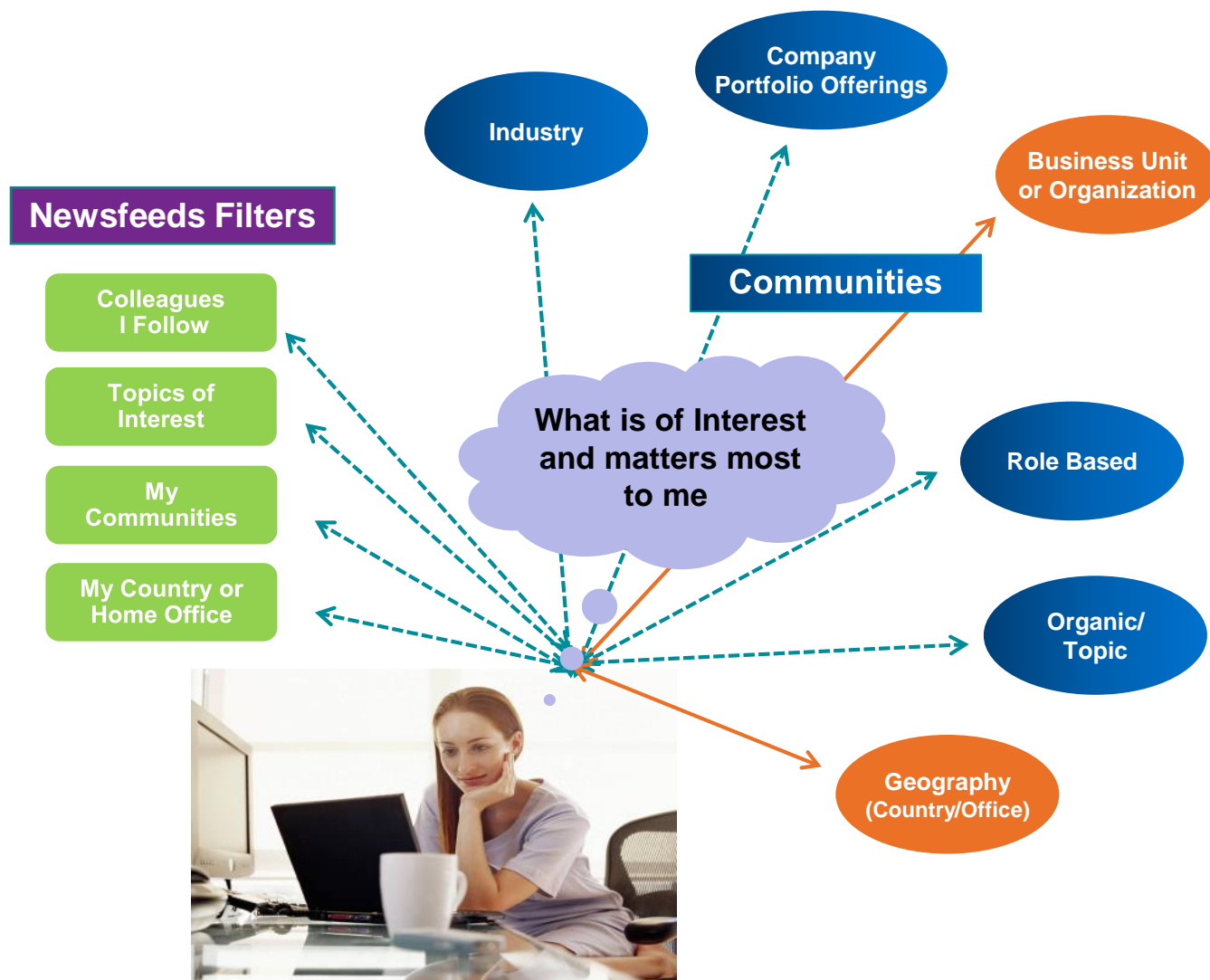
- Employees are “*hard aligned*” to their Business Unit or Organization Community and to their Office and Country Newsfeed.

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

- Employees “*self-subscribe*” to other communities and newsfeeds based on what is of interest and what matters to them in their Unisys role.

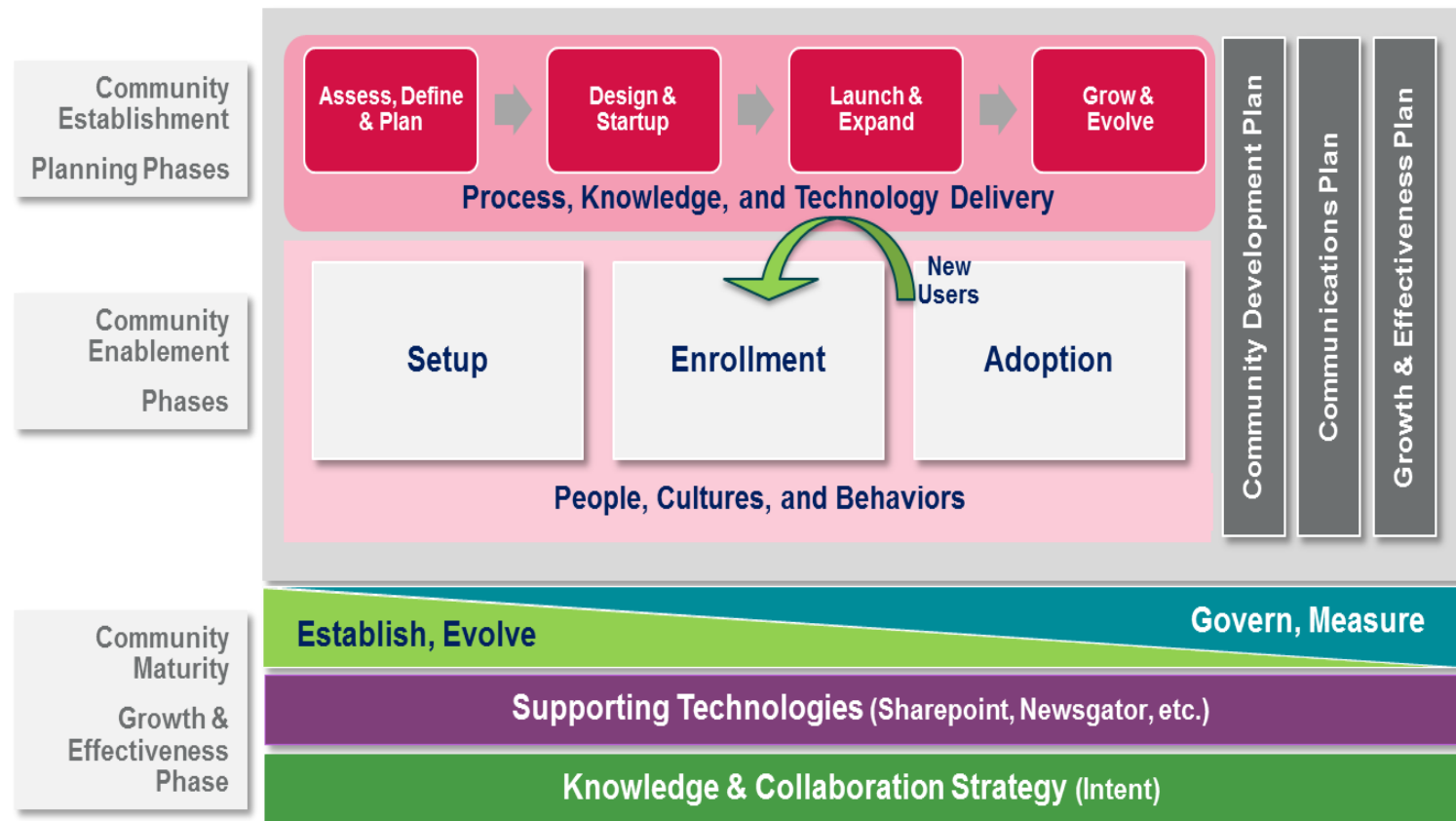
This helps to avoid information overload.

 Hard Alignment
 Self-subscription



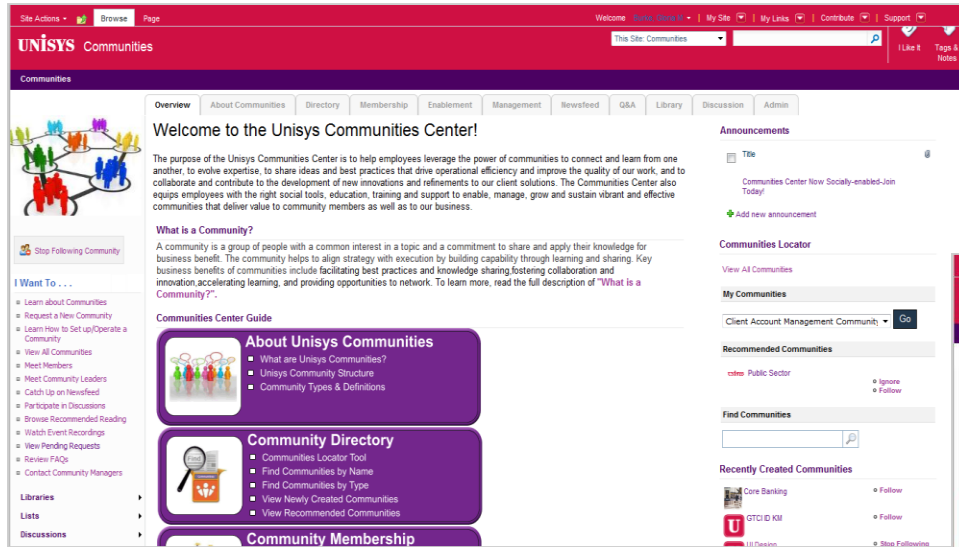
We created a Community Enablement and Evolution Framework to ensure effectiveness and sustainability

Communities are 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.



Sources: APQC, Community Roundtable

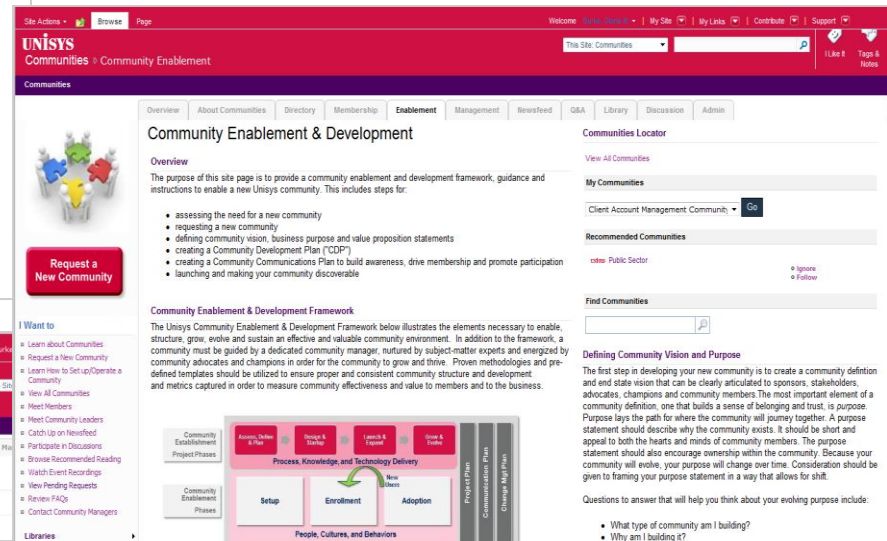
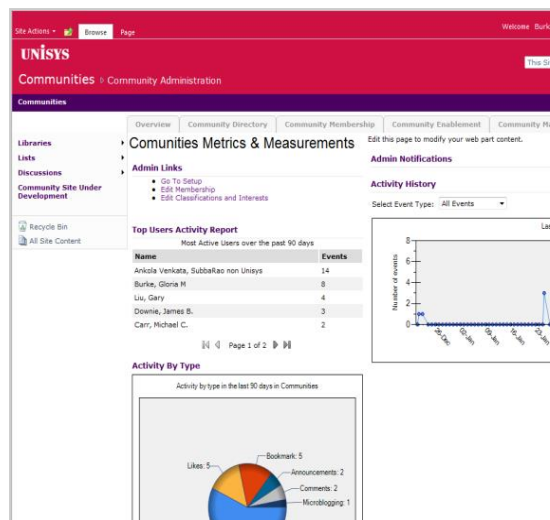
We launched a Communities Center to promote awareness, drive membership and provide education and support



Unisys Communities are the place where employees go to find subject matter expertise, share and leverage best practices to grow and contribute to their profession

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 linked authoritative content into communities to maximize efficient access to relevant knowledge

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 tools

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

Idea crowd-sourcing and channels
to refine existing solutions and develop new innovations



We incorporated an ideation model into communities to crowd-source ideas that can contribute to innovations

The screenshot displays the UNISYS GMS Community website interface. The top navigation bar includes links for Site Actions, Browse, Page, Welcome, and various user options like My Site, My Links, Contribute, and Support. A search bar is located on the right. Below the navigation bar, the main content area features a 'Submit an Idea' button and a list of ideas. Each idea entry includes a lightbulb icon, the title, the submitter's name, the submission date, a brief description, and a 'TOTAL VOTES' count with a 'Vote' button. The ideas listed are:

- Augmented Reality for Engineers**
Submitted by Cooper, This may be "way out there" but presentation over the weekend a smart...
TOTAL VOTES: 2
- Information Ju What I Want**
Submitted by Kumarapillai, Santhosh Chandra Mohan 3 months ago
In line with the thoughts expres expand/institutionalize an idea v the idea was the need to have on...
TOTAL VOTES: 3
- MySite driven internal 'Crowd Sourcing'**
Submitted by Kumarapillai, Santhosh Chandra Mohan 3 months ago
The areas of expertise or skills listed in MySite could be leveraged to run Crowd Sourcing based open, participative sessions to brainstorm on ideas & initiatives. IBM recently reported huge success in their Global Consulting practice through an...
TOTAL VOTES: 2
- Gamify the Ideas initiative**
Submitted by Seshadri, PS 4 months ago
Make it more fun by using some of the game design and game mechanics like Points, Badges and Leaderboards. By doing this it will be more engaging for the employee. While the gamified system needs to be very carefully designed to ensure that we focus the...

Business Unit Community Example

Site Actions

Browse

Page

Welcome Burke, Gloria M | My Site | My Links | Contribute | Support

Unified Social Business Core Team

Overview

Newsfeed

Operations

Portfolio

Marketing

Sales

Delivery

Learning & Dev'l


Shared Documents

Wiki

News

Actions

Admin



Follow Community

I Want To

- URL
- Catch Up on Newsfeed
- Meet the Members
- Contact Community Admin
- Display Events in Local Time
- Add new link

Libraries

- Delivery Artifacts Library
- USB Operations Library
- Sales Operations Library

Lists

- Social Business News Links
- Unified Communications News Links
- Action List Sites


Operations

- Strategy
- Marketing
- Sales
- Portfolio
- Delivery
- Learning and Development
- News

Unified Social Business Core Team Community

Welcome to the Unified Social Business Core Team Community. This is a private team community and its use is restricted to our core team. The purpose of this community is to organize and manage USB operations, marketing, sales and delivery functions, and to provide an efficient and effective forum in which to share knowledge and ideas, manage workflows and to collaborate. Please share activities, information and updates using the Newsfeed tab. Please upload relevant materials and work in progress to the Shared Documents Library. This library has been structured with appropriate categories and asset types to keep content well organized. If you would like additional categories or asset types added to the library, please advise Anna Kwok.

Feature Story




No Missing Lync in Las Vegas

When the global Lync community gathered in Las Vegas Feb. 18-20 for the second annual Microsoft [Lync Conference 2014](#), Unisys' unique approach to [Unified Communications](#), Ensemble™ was front and center at booth #724.

Our Unified Communications solution fundamentally and radically improves the way companies collaborate with employees, partners and provides end-to-end services tailored to the client's current implementation needs and delivers three key capabilities: real-time communication and awareness, and enterprise-wide collaboration.


Unisys also led a panel discussion that focuses on our internal success implementing Lync and other collaboration technologies. The event subject matter experts [Terrie Barber](#), [Robert Burnett](#) and [Betsy Deneault](#) emphasized how we help clients transform their organization and optimize their collaboration.

Community Managers



Anna Kwok
Welcome, I am excited to serve as your USB Core Team community leader. Feel free to contact me with any suggestions, comments and support needs.

Most Active Community Members



See All Members

Site Actions

Browse

Page

Welcome Burke, Gloria M

Community Activity Stream Web Part

@Unified Social Business Core Team


Send a message to @Unified Social Business Core Team

+Add people to this conversation

10000 characters remaining

Post


Show Newsfeed



Burke, Gloria M @Unified Social Business Core Team (link)

Has Social Spurred an Increase in Collaboration Between Marketing and IT | Social Media Today


6 days ago | Like | Comment | Follow-up | More



Kwok, Anna Uploaded file USB Sales Report 022614.xlsx in @Unified Social Business Core Team | Sales Documents

USB Sales Report 022614.xlsx

6 days ago | Like | Comment | Follow-up | More



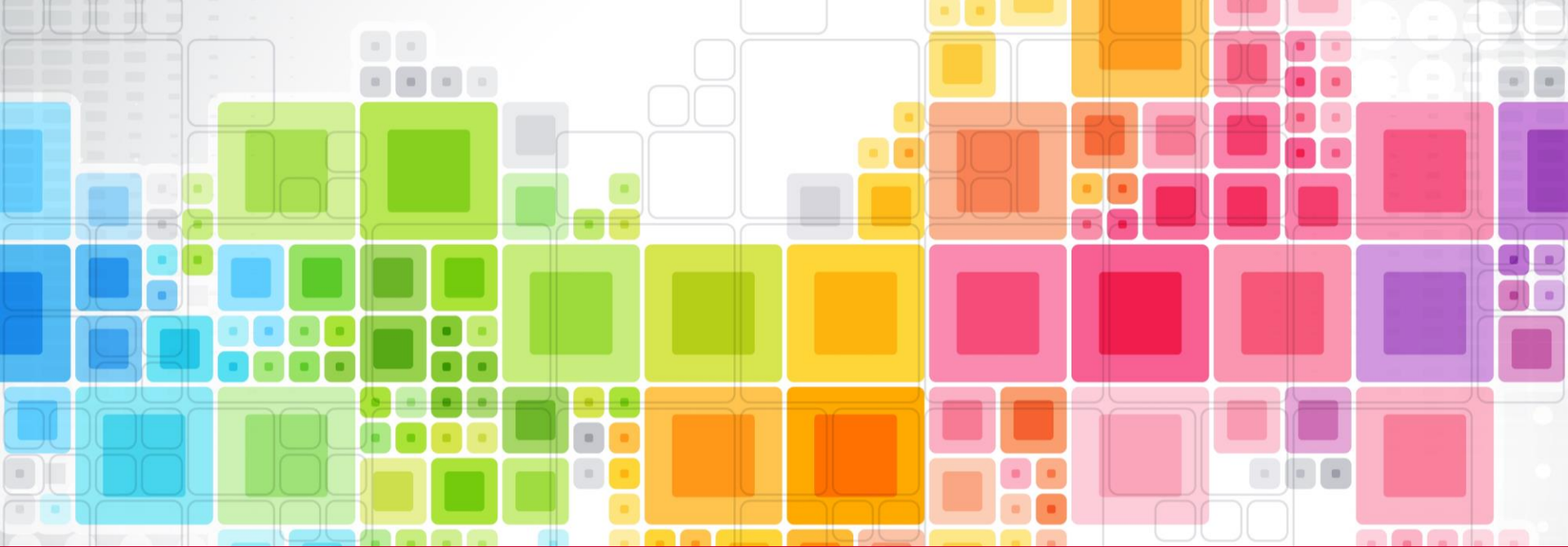
Burke, Gloria M @Unified Social Business Core Team: Sharing Jacob Morgan's blog on The 12 Habits of Highly Collaborative Organizations. We have the option case study in his new book. (Stay tuned for more information about this exciting project. (link))

The 12 Habits Of Highly Collaborative Organizations
When it comes to the future of work and collaboration I've worked with and researched hundreds of companies. Collaboration is indeed organizations successful can be a tricky thing. After all no two companies are like and their strategies and [...]

Our Enterprise Social Business Ecosystem now speeds access to Knowledge and Expertise



Graphic: © 2014 Unisys Corporation All rights reserved.



Culture & Empowerment

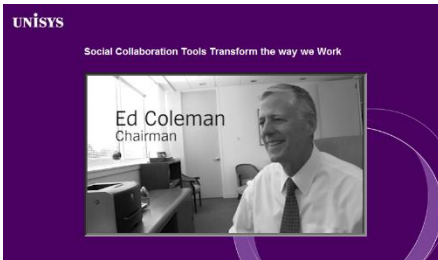
Implementing social capabilities within the enterprise
is not just about technology -- it's also about
“transforming company culture”

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



The key to fueling the success of social knowledge sharing
is for employees to “be curious” and “feel empowered”
to openly and transparently “share”

Our Senior leadership “leads-by-example” -- influencing employee behavior and driving employee engagement



We integrated our social platform into new hire orientation to enable employees to more quickly onboard and engage

Site Actions ▾ [Browse](#) Page

Welcome [Burke, Gloria M](#) ▾ | [My Site](#) ▾ | [My Links](#) ▾ | [Contribute](#) ▾ | [Support](#) ▾

UNISYS Onboarding Journey - Orientation

[Search this site...](#) [I Like It](#) [Tags & Notes](#)

[Onboarding Journey - Orientation](#) [Inside Unisys](#) [Employee Network](#) [Learning & Development Guides](#) [Online Resources Guide](#) [New Hire Satisfaction Survey](#)

[Contact Site Admin](#)
Lester, Brandon

[Onboarding Journey Map](#)

[Online Resources Guide](#)

[Optional Status Tracker](#)

[Access Tip Sheet](#)

[Help](#)

[All Site Content](#)

Welcome to your **Orientation**.

Begin by viewing the welcome message from **Ed Coleman** on the right, then the short video about **Unisys Areas of Strength**. Next click on the purple buttons to move through the modules. Topics covered include some that are very important such as time and expense reporting, and how to view your paycheck. You can proceed through the Orientation at your own pace, and return at any time.

The **Online Resources Guide** on the left may be a helpful reference as you begin to learn more about Unisys. Use the Optional Status Tracker to monitor your progress. This tracker will also generate an acknowledgement when you have completed all modules. Should you need assistance, click "help" also on the left.

View a Message from Ed Coleman

Learn More About Unisys Areas of Strength

Time and Expenses

Pay and ProBusiness

Benefits

Knowledge and Collaboration

Compulsory Policies

Online Resources

Step 1 Get Started Tour
Employment required documentation
Do this on your **FIRST DAY** of employment*
To get started:

Step 2 Orientation
Information you need to know now
Do this in your **FIRST WEEK** of employment
To get started:
At completion of the Get Started Tour you will be provided with the link to the [Orientation](#) portal
You will:
[Learn About Unisys](#)

Step 3 Learning
Training just for you
Begin Unisys Learning within your **FIRST WEEK** of employment
To get started:
At completion of the Orientation you will be provided a link to the [Learning & Development Guide](#) which contains your required Learning
You will:
1. Complete Unisys Core Learning, fundamental

Click map to enlarge (To print: File>Print)

An Introduction to Knowledge Sharing and Collaboration at Unisys

At the sound of the bell, navigate to the next slide using the "Slide Controls" navigation bar below.
F11 to toggle view in full screen.

UNISYS

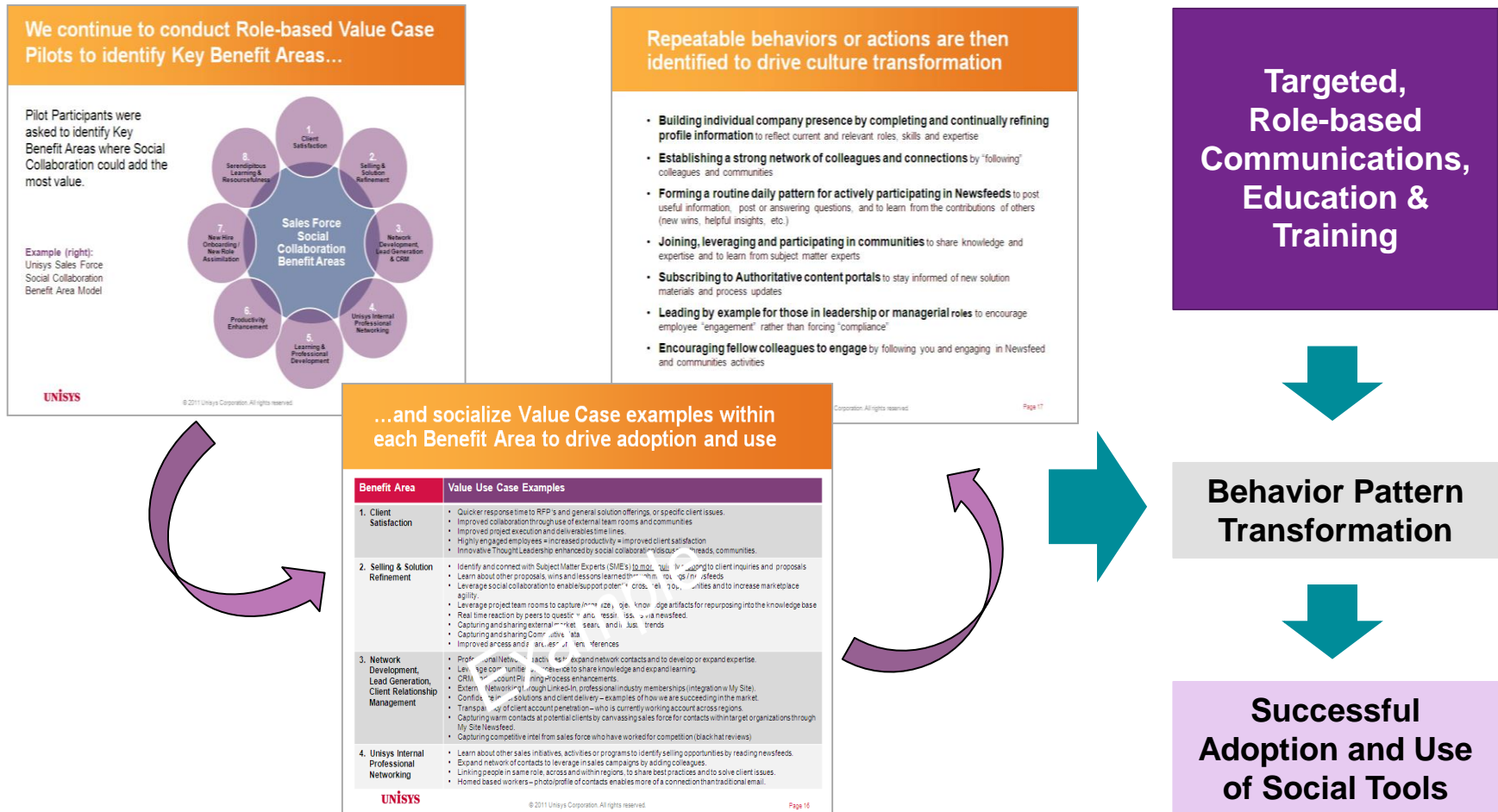
Unisys New Hire Orientation

AUDIO CONTROLS

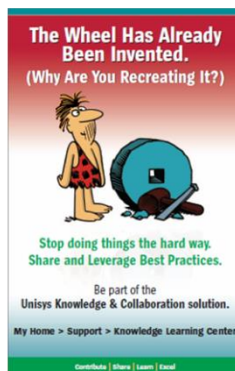
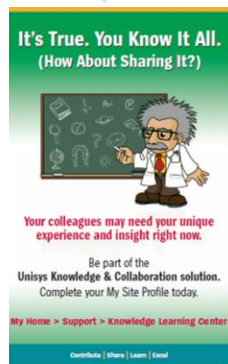
SLIDE CONTROLS

SLIDE NUMBER
1 of 51

We influenced employee behavior patterns through role-based value case socialization and peer testimonials



We launched a Global Awareness & Communications Campaign to support our Knowledge Initiative



Unisys 2012 K&C Awareness Initiative

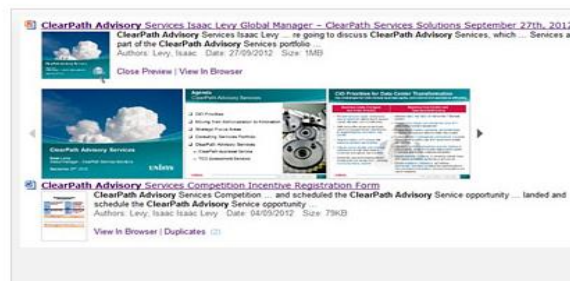
For the month of October and first two weeks of November, Knowledge & Collaboration will be featuring a global 2012 K&C Awareness Initiative. Focus areas include:

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
"The New Social Unisys" - How Social Media Tools are Transforming the Way We Work	Internal Social Media Policy	NewsGator 3.0 Upgrade - Newsfeed Enhancements	FAST Search Upgrade & Enhancements	2012 K&C Global Knowledge Collaboration Survey	Communities - The Hub of Social Collaboration	K&C Business Process Improvement

Week 4: FAST Search Upgrade & Enhancements

Whether you're an employee searching for internal information, or a CIO scanning Unisys.com in search of the right services and solutions, you'll find it "FAST," thanks to a major upgrade to Unisys' enterprise search technology.

The introduction of Microsoft FAST Search delivers specific results based on user context so Unisys' prospects, clients, partners and employees can quickly access the information they need. [Read more...](#)



Sample Search Result with Previews and Thumbnails.

- **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** socializes tools, processes and desired behaviors
- **Contests for Best Practices Profiles, Sites and Communities** encourages participation
- **Knowledge Scavenger Hunts** at Regional, Town Hall and Organization All-Hands Meetings put social tools to use in real time

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

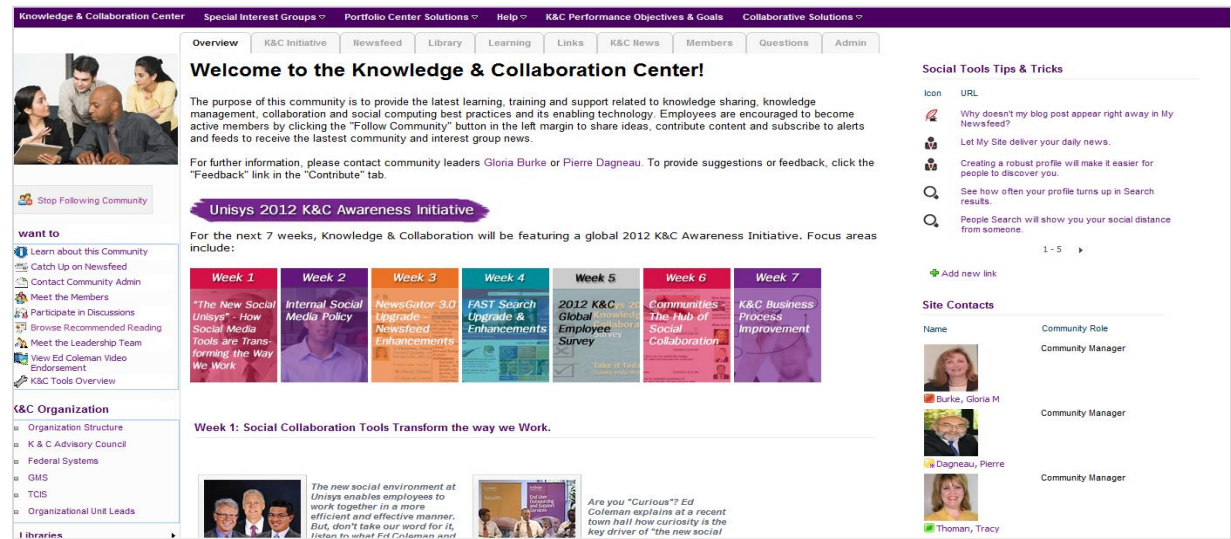
The Knowledge & Collaboration Center provides a variety of “click and learn” education and training materials, as well as community crowdsourcing and support services to help employees excel in their work

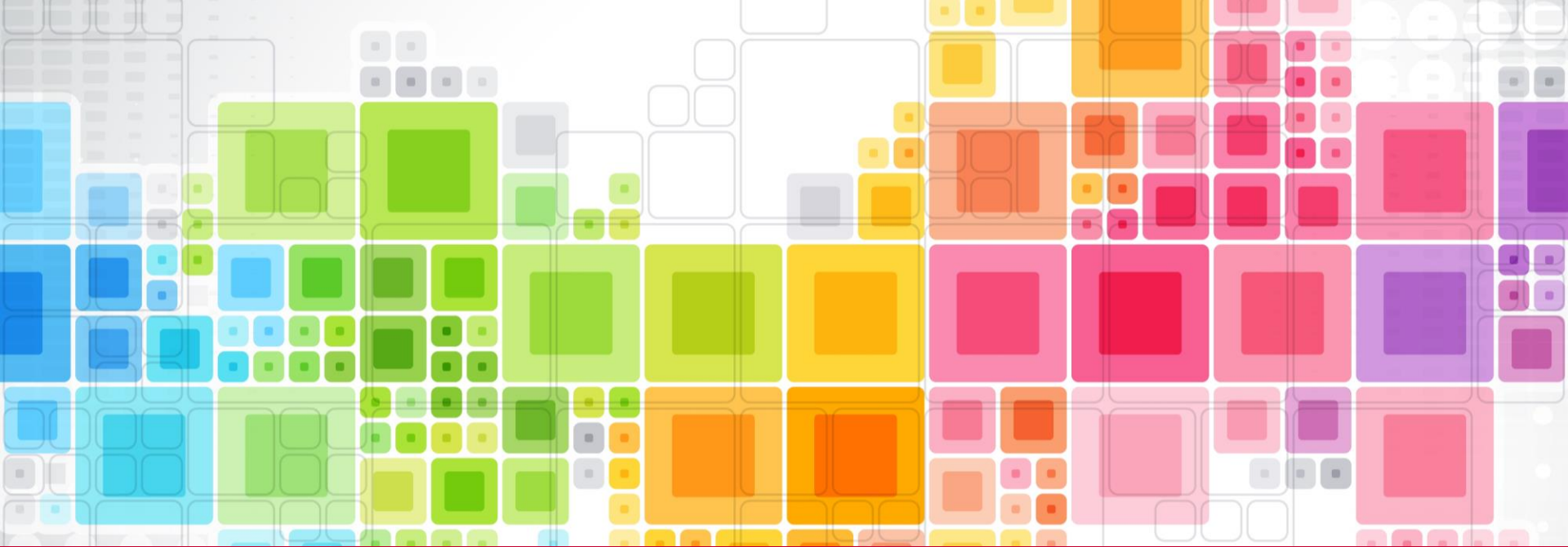


Employees can easily access the Knowledge & Collaboration Center from the persistent action bar or top level nav

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.





Policy & Governance

We enabled a cross-organization Stakeholder Council and Intranet Steering Committee to provide governance


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

- identify issues and requirements to help shape the evolution of the company's knowledge sharing and collaboration initiative.
- provide stewardship and governance to preserve the integrity, effectiveness and sustainability of the company's knowledge and collaboration environment.



We made Social Media a shared responsibility and socialize key policy tenets and proper use through video

- Our Social Media Policy and Guidelines video, “How We Connect” are part of the Unisys 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.
- A Social Media Advanced Guard Committee to ensure the integrity and sustainability of our social business environment.
- We perform an annual Social Media audit to review activities and processes and assess future risks.
- We plan to implement an annual Compulsory Social Media Awareness Training Course (4Q, 2013).



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.

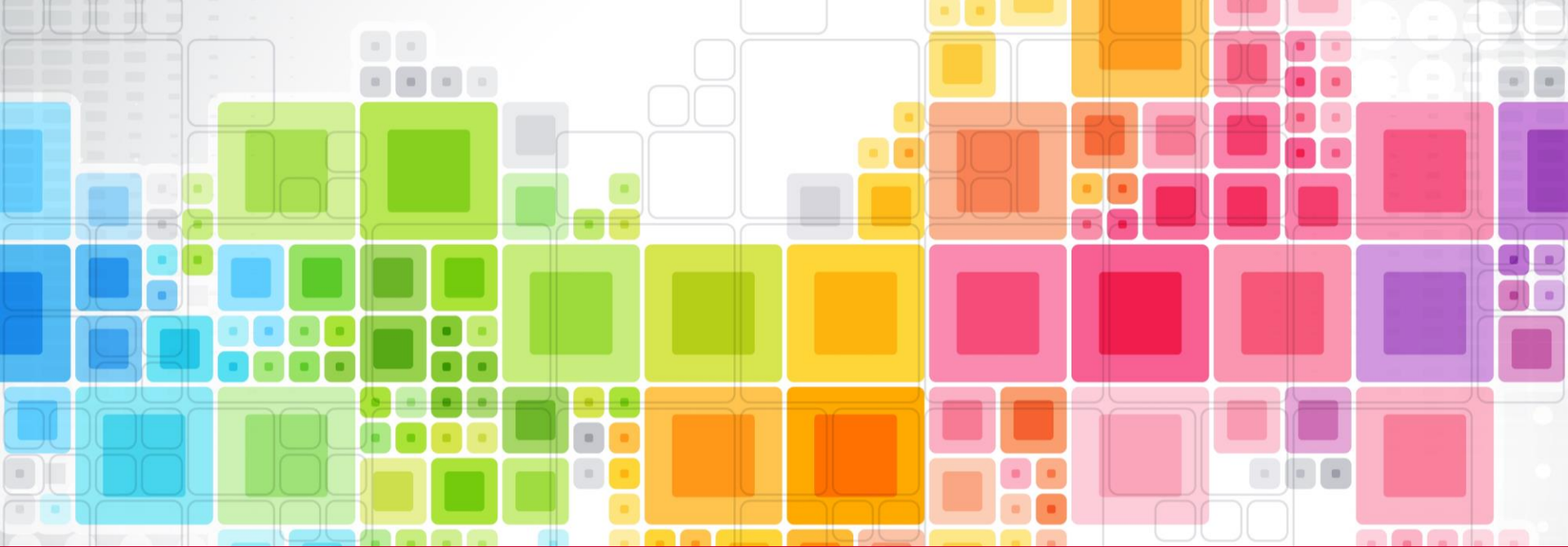
- **Be respectful**
- **Maintain confidentiality**
- **Protect privacy**
- **Ensure accuracy**

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





Results

Within the scope of our 18 month adoption campaign we achieved excellent results



- **91%** of our targeted employee user group (apprx.16,000) created a company presence developed a valuable network of colleagues to facilitate collaboration
- **77%** of the total Unisys Global Employee population enabled My Site social tools.
- **100%** of Senior Leadership have active My Sites and use and promote social collaboration within their organizations

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



**More Effective
Workplace
Collaboration**

**Enhanced Employee
Skill Sets and
Expertise**

**Improved Employee
Satisfaction**

**Greater Marketplace
Agility**

**Enhanced Employee
Onboarding &
Development**

**Reduced
Communications
Costs**

**More Ideas Fueling
Innovations**

**Improved Quality of
Customer Service**

Key take-aways from our Unisys Case experience

You Can't Get there unless you "know where you are going"

- Create an end-state Vision
- Develop a Strategic Plan and an Implementation Road Map
- Utilize metrics to measure progress and to identify potential barriers

Focus On Culture: "People Drive Success", Technology is just an enabler

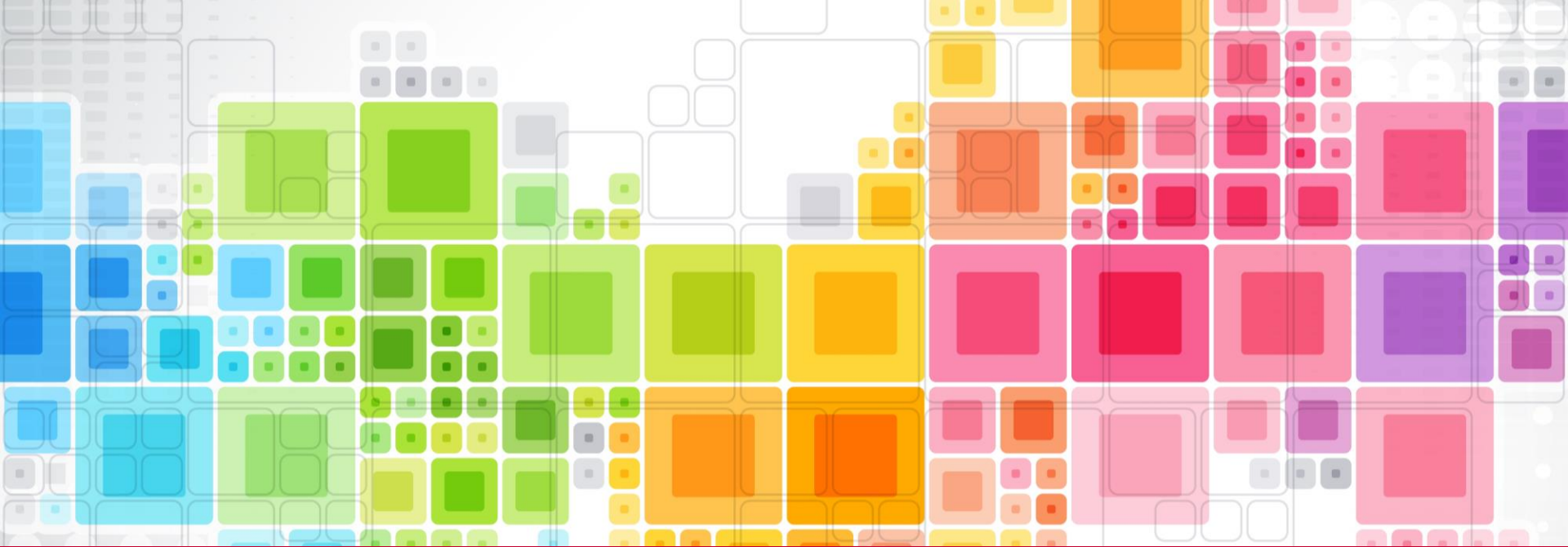
- Create a Culture Transformation strategy that influences employee behaviors and helps socialize how social collaboration can add value in their daily work.
- Empower Employees to be curious and to openly and transparently share

Adopt a "Leadership top-down" model to drive change

- Engage Leadership and key organizational stakeholders early on as champions to "lead by example" and to be "visible" agents of change.
- "People support what they help to build and have an on-going stake it is success".

Keep Tools and Processes "intuitive and simple to use"

- Utilize Technology "out-of-the-box" -- avoid customizations that add complexity.
- Provide self-enabled "click and learn" training.



Recognition

Externally, the success of our Unified Social Business Enterprise is widely recognized

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

Infographic: 5 Companies That Are Rocking Social Media

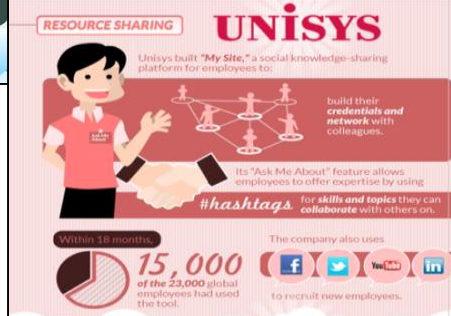
November 29, 2011

This infographic was created by **Voltier Digital**, a content marketing agency based in Florida, specializing in 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:
• Dell is pres
• Morton's m
• Shankman
• Unisys use
• productivity
• KLM is usi
• customers
• ABC is hav
• providing s



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 26, 2011

Comments (29)

A growing number of companies talk about the benefits of adopting web 2.0 tools inside the organization, but the list is short. Unisys, the 138-year old tech giant, is one of the few that has actually done it to increase the speed of innovation.

One of the biggest barriers to collaborative and the reality through leading by example communicate with employees senior executive team, as well as the business world.

Gloria Burke, Director of Knowledge Management at Unisys, and Rajiv Prasad, launched Inside Unisys, 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 social media to recruit new employees.

Unisys has adopted NewsGator Social Sites, layering the social network atop an existing SharePoint-based knowledge management platform. Sales teams use Salesforce.com's Chatter, which makes sense because it dovetails so well with the CRM system, but they also have access to NewsGator when they need to reach out to the broader organization.

Forbes

New Posts | Most Popular | Lists

Jeane Meister Contributor

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

Comments (1) | 1,000 views

Successful social collaboration efforts have common key facets

Pamela DeLoatch, 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 worth the effort.

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

For many companies still struggle to implement social collaboration tools enterprise, while others have succeeded at embedding enterprise social collaboration culture to the point where it has become an intrinsic part of the business.

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

Speed of communication

Unisys, a worldwide provider of IT services, software and technology based in the United States, realized it needed to speed communication among its nearly 23,000 employees to more quickly identify and connect with subject matter experts who could get real-time answers at the time of need," said Gloria Burke, the

CIO

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Corp social networks driving sales through better information

Andrew Bingham CIO | 30 August 2012 11:30 | Comments (1) | 1,000 views

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 networks in 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 that CIO Australia spoke to several organizations — offering 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.

How a Hubby is a 15-year old handy man project business with more than 300 independent franchisees. The organization has recently embraced social media. Selections.com's Charter services as a way of and separate operation. Its practitioners are drawn from investment banking to traditional trades, and such they vary greatly in their experience and core technology.

According to Green, "One of the things we were pretty clearly did from where our group would get help from an existing. They got home and when they needed to reach out to the broader organization."

InformationWeek

Available on the iPad

Unisys Lets Employees Drive Face of Social Business

David C. Carr Contributor

This BrainYard Social Business Leader listens to employees about how they can use social business tools in their jobs.

Want to find the role of social business in your company? Let your employees discover where social tools can help them do their jobs.

That's one of the suggestions of Gloria Burke, director of knowledge and collaboration strategy and governance at Unisys. I spoke with her and some of her colleagues at Unisys as part of our research for a feature on The BrainYard Social Business Leaders that will appear in the Nov. 12 issue of InformationWeek.

InformationWeek

Available on the iPad

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Thank you!



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

Want to learn more about the future of Enterprise Social Business?

[Gloria Burke of Unisys talks Social Business with Sitrion ...](https://www.youtube.com/watch?v=KBsFc3JqxmC)

www.youtube.com/watch?v=KBsFc3JqxmC ▼

By **Unisys** · 10 min · 305 views · Added Feb 07, 2014

Join **Gloria Burke** of **Unisys** and Daniel Kraft of Sitrion (previously **NewsGator**) as they discuss how social is changing the world of work at **Unisys**.

<https://www.youtube.com/watch?v=KBsFc3JqxmC>