

IBM Verse

– Mail neu erfunden für den Arbeitsplatz der Zukunft

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Leader Collaboration Solutions Strategy
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“ ”

Unternehmenslenker weltweit arbeiten daran ihre wichtigste Ressource zu optimieren – ihre Mitarbeiterschaft und diejenigen, die sie führen werden.“

Die IBM Strategie

IBM Verse ist ein Bestandteil eines übergreifenden Ansatzes neue Technologien zusammenzubringen.

Analytics

Cloud

Engagement

IBM Enterprise Social Solutions baut auf die breitere Strategie der IBM und große Investitionen die intelligenteste, flexibelste und eleganteste Plattform für Unternehmen und Organisationen aus der ganzen Welt zu erstellen.

IBM Strategie

01

Wir entwickeln Märkte indem wir Industrien und Berufe durch Daten transformieren

02

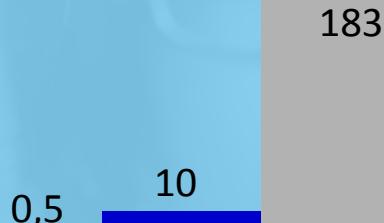
Wir stellen die Unternehmens-IT für die Cloud neu auf

03

Wir ermöglichen Systeme des Engagements für Unternehmen. Und gehen als führendes Beispiel voran.

Die wahre Herausforderung: E-Mail

Milliarden / Tag



Tweets²



Posts³



Business
E-Mails¹

(1) Radicati Group, April 2014

(2) <http://expandedramblings.com/index.php/march-2013-by-the-numbers-a-few-amazing-twitter-stats/#sthash.bQK3ykFH.dpbs> 1.12.13

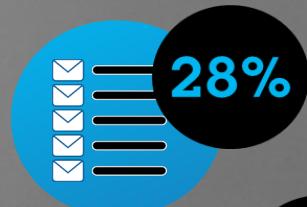
(3)<http://expandedramblings.com/index.php/by-the-numbers-17-amazing-facebook-stats/#sthash.oNCJJMzs.dpbs>, 17.9.2013

(4) McKinsey,, http://www.mckinsey.com/insights/high_tech_telecoms_internet/the_social_econom, Juli 2012

Fragen wir uns nicht alle, wann wir das letzte Mal bei der Arbeit das Gefühl hatten richtig produktiv gewesen zu sein?



Jeden Tag überfluten uns Informationen. Aufträge bleiben unerledigt. E-Mails bleiben unbeantwortet. Besprechungen kosten sehr viel Zeit, derweil sich weitere Mails ansammeln



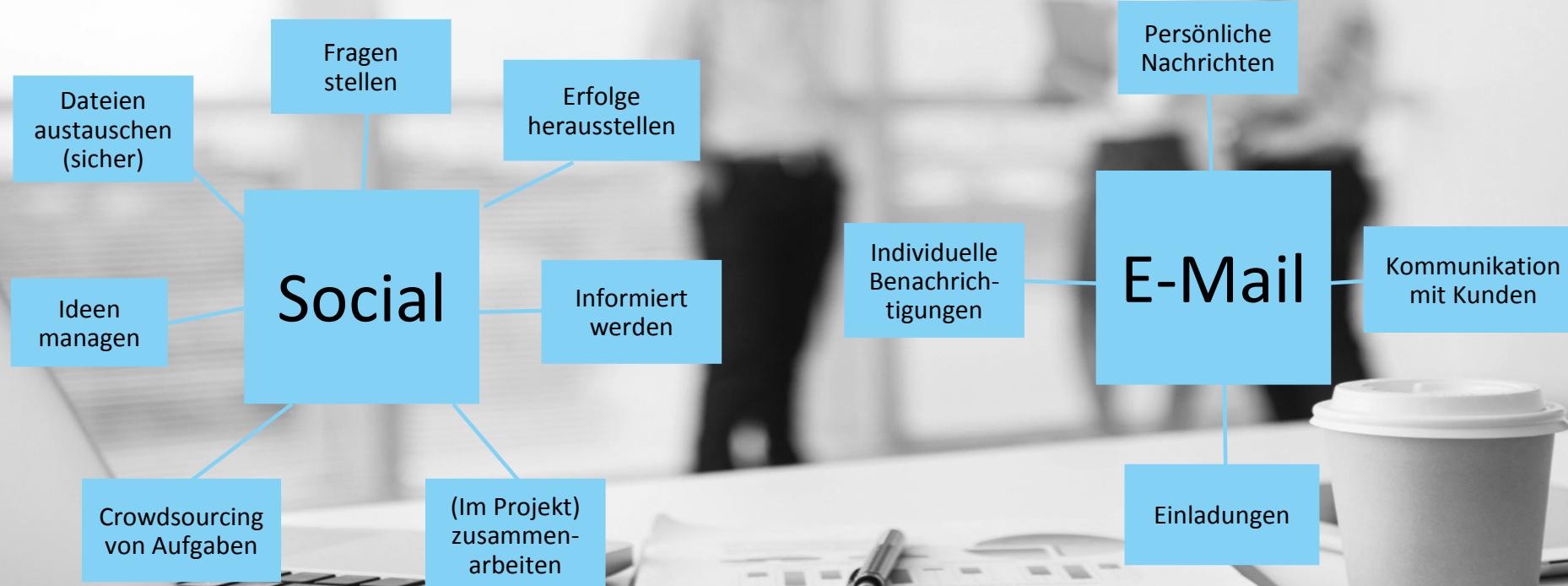
Wissensarbeiter wenden im Mittel geschätzte **28%** ihrer Arbeitszeit auf um E-Mails zu managen.¹



Bis zu 30% der Zeit für E-Mails könnte anders genutzt werden, wenn Social Collaboration Tools zur Kommunikation eingesetzt werden.²



Wann Social – wann E-Mail ?



Was sollte eine bessere E-Mail auszeichnen?

Workshops

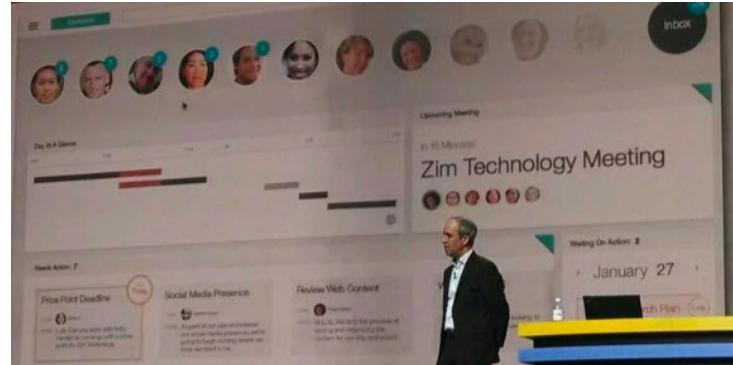
mit
Kunden
Forschern
Entwicklern

Release Hills

Jeder Nutzer kann wichtige Inhalte erkennen und möglichst einfach darauf reagieren



Playbacks seit Anfang 2014



Designed um zu helfen ...



...einfach zu erkennen worauf man sich in der gegebenen Zeit fokussieren sollte.



...einfacher mit den Kollegen zusammen zu arbeiten, die für uns am wichtigsten sind.



...wieder die Kontrolle über den Arbeitstag zurückzugewinnen.

#NewWayToWork

Hilft die Kontrolle über den Arbeitsalltag zurückzugewinnen

E-Mail neu erfunden für einen neuen Weg zu arbeiten

Integriert, aufgeräumt, intuitiv bedienbar, Zugriff jederzeit und von überall

Ansicht der Top Actions anhand meiner Prioritäten und Verhaltensweisen

Eine sehr schnelle Suche, aufgebaut auf Analytics

Zwei-Klick-Sharing und Share-on-Send

Dank mehr Klarheit, mehr Zeit sich um das wirklich Wichtige zu kümmern





Mail that understands you



Less clutter, more clarity



Connecting me to we

IBM Verse

So sieht es aus



#NewWayToWork

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IBM Verse

The screenshot displays the IBM Verse interface, a productivity tool that integrates email, calendar, and task management. A large blue circle highlights the left sidebar, which contains a summary of upcoming events and tasks.

Upcoming Meetings:

- in 15 minutes: Conflict - Zim Technology Meeting with Samantha Daryn at 88.223.1122. You are required.
- in 45 minutes: Conflict - Marketing Meeting with Chair Gardner Raynes at 888.223.1122. You are optional.

Waiting On: 3 items

- Research Plan (Late)
- Budget Request
- Marketing Research

Needs Action: 3 items

- Price Point Deadline** (Due Today)
I Own: Gail Chao
Luis, can you work with Kelly Hardart to come up with a price point for Zim Technology?
- Social Media Presence
I Own: Natalie Olmos
As part of our plan to increase our social media presence, we're going to begin looking where we think we need to be.
- Review Web Content
I Own: Paula Starky
Hi Luis, We're in the process of writing and organizing the content for our site would you help us to understand the messages.

THU 30

8am 10am 11am 12pm 1pm 2pm 3pm 4pm 5pm 6pm 7pm 8pm

* Designs subject to change without notice

IBM Verse

The screenshot displays the IBM Verse interface. At the top, there's a navigation bar with icons for mail, checklist, clock, and people, followed by a row of user profile pictures. Below this is a 'Compose' button and a 'Waiting On' section. The main area features three action cards: 'Price Point Deadline' (due today), 'Social Media Presence', and 'Review Web Content'. A timeline at the bottom shows scheduled meetings from 9am to 8pm on Thursday.

Durchdachtes Design ermöglicht mir schnell Aktionen auszuführen, wie E-Mail, Chat, Kontaktinformationen und weiteres

Die obere Leiste nutzt Analytics und meine Preferenzen um aufzuzeigen, was für mich wichtig ist

* Designs subject to change without notice

IBM Verse

The screenshot displays the IBM Verse interface, a communication and collaboration platform. At the top, there's a header bar with icons for messaging, checklist, and calendar, followed by a row of user profile pictures. Below the header, there are sections for "Upcoming Meetings" and "Waiting On". A large blue callout bubble highlights a "Needs Action" section containing a task titled "Price Point Deadline Due Today" assigned to "Gail Chao". Another section titled "Social Media Presence" discusses increasing social media presence. The bottom of the screen shows a timeline from 9am to 8pm on Thursday, with a note about the next meeting.

Zentrale Stelle an der ich sehe was ich anderen oder andere mir zugesagt haben. Damit wird Zusammenarbeit viel effizienter

Compose

Upcoming Meetings

● in 15 minutes

Conflict

Zim Technology Meeting
Samantha Dany
888.223.1122
You are required

● in 45 minutes

Conflict

Marketing Meeting
Chair Gardner Raynes
888.223.1122
You are optional

Waiting On: 3

Research Plan (Late)

Budget Request

Marketing Research

Needs Action: 3

Price Point Deadline
Due Today

I Owe: Gail Chao

Luis, Can you work with Kelly Hardart to come up with a price point for Zim Technology

Social Media Presence

I Owe: Natalie Olmo

As part of our plan to increase our social media presence we're going to begin looking where think we need to be.

Next meeting: ● Conflict (3 meetings)

THU 30 9am 10am 11am 12pm 1pm 2pm 3pm 4pm 5pm 6pm 7pm 8pm

* Designs subject to change without notice

IBM Verse

Compose | **Inbox**

THIS WEEK

Lukas Geiger Sep 1
Last year's report As requested.

Gail Chao Sep 1
ZetaBank WIN!
Hi dream team, I just wanted to congratulate you on the big win with :)

Paul Clemons Sep 1
Re: Welcome to our newest team member: Paul Clemons!
Hi everyone, Thanks for the warm welcome! I'm very excited to be working with y...

Herb Medway Sep 1
Re: Welcome to our newest team member: Paul Clemons!
Great to "meet" you, Paul. We're happy to have you with us! -----Pierre Dumont/...

Pierre Dumont Sep 1
Re: Welcome to our newest team member: Paul Clemons!
Hello Paul, Welcome! I heard great things about your internship with Mike. You'll ...

Kristin MacGyver Sep 1
Re: Welcome to our newest team member: Paul Clemons!
Hi Paul, Welcome to the team! Looking forward to working with you!

Herb Medway Sep 1

10am 11am 12pm 1pm 2pm 3pm 4pm 5pm 6pm 7pm 8pm 9pm

WED 3

Next meeting: Partner enablement | 11 am - 12:30 pm

ZetaBank WIN!

Gail Chao to me, Herb Medway, Pierre Dumont, Lukas Geiger

Mon 09/1
Show More

Hi dream team,
I just wanted to congratulate you on the big win with ZetaBank last month. It was really competitive this time, but you all came together, created solid proposals, presented well, and got it done even with lots of last-minute changes.
This client is huge, and winning against the competition was no small feat. I think a small celebration might be in order.

Thanks,

Gail

Gail Chao
Project Manager, Marketing
Greenwell
Greenwell Headquarters, NY, NY
P: 1-646-555-9043 | E: gachao@greenwell.com

Find me on:

IBM Verse

The screenshot displays the IBM Verse interface, a communication hub that integrates email, messaging, and calendar functions. At the top, there's a toolbar with icons for compose, calendar, reminder, checkmark, and contacts. Below it is a navigation bar with 'Compose' and a search bar.

The main area shows an inbox with several messages:

- Pierre Dumont: Re: Welcome to our newest team member: Paul Clemons! (Yesterday)
- Kristin MacGyver: Re: Welcome to our newest team member: Paul Clemons! (Yesterday)
- Lukas Geiger: Power Renovations account? (Yesterday)
- Gail Chao: Renovations awards banquet planning (Yesterday)

A message from Lukas Geiger is highlighted with a blue box:

Lukas Geiger
Power Renovations account?
Hi Nancy, Do we manage the Power Renovations account as par...

Below the inbox is a preview of a message from Gail Chao:

Gail Chao
Renovations awards banquet planning
Hi team, Renovations wants to throw an awards banquet for some of thei...

At the bottom, there's a calendar view for Friday, showing scheduled events and a webcast notification.

Besonders einfach zu handhabende E-Mail erlaubt mir sie zu löschen, auf still zu schalten oder für Folgeaktionen zu markieren

IBM Verse

The screenshot shows the IBM Verse interface. At the top, there's a navigation bar with icons for compose, search, and user profiles. Below it is a search bar with the text "Heather Reeds discount". The main area is an email inbox. On the left, there's a sidebar with "Refine" (2 results), "Time" (This Week, This Month), and "Sender" (Heather Reeds). The inbox lists two messages from Heather Reeds:

- YESTERDAY: Heather Reeds, Re: Discount policy? Hi Nancy, Sorry for the delay! U...
- THIS MONTH: Heather Reeds, UPDATE on Discount policy for ... Nancy - I've correct...

Next to the messages are file attachments: "Image.329750110860.png" (21.2 k) and "Pricing-DiscountGuideli..." (218.6 k). A blue box highlights these attachments.

Three circular callouts provide additional context:

- Left circle:** Und es sind nicht nur Messages: Ergebnisse zeigen eingebundene Links, Dateien, Aufgaben und Meetings an
- Middle circle:** Analytics sondern irrelevante Ergebnisse aus und machen überraschende Ergebnisse entdeckbar, die ich schon lange vergessen hatte
- Right circle:** Mächtige Filtertypen und eine mehrschichtige Ergebnisanzeige lässt mich schnell tiefer einsteigen und ermöglicht sogar die Vorschau von Dateien

* Designs subject to change without notice

IBM Verse

The screenshot displays the IBM Verse interface. At the top, there's a navigation bar with icons for envelope, calendar, reminder, and checkmark, followed by a row of 15 user profile pictures. Below this is a search bar with the placeholder "Paul Clemons X".

The main area shows an email inbox with the following messages:

- PC** Paul Clemons
Re: Welcome to our newest team member: Paul Clemons!
Hi everyone, Thanks for the warm welcome! I'm very excited to be worki...
- PC** Paul Clemons
Accepted: New Employee Orientation
- PC** Paul Clemons
Accepted: Meet w/Design Team
- PC** Paul Clemons
Tentative: EOW close-out scrum
- PC** Paul Clemons
Re: Welcome to our newest team member: Paul Clemons!
Hi everyone, Thanks for the warm welcome! I'm very excited to be worki...

Below the inbox is a timeline section with dates: YESTERDAY, THIS WEEK, SEPTEMBER 16, SEPTEMBER 15, LAST WEEK, SEPTEMBER 9, THIS MONTH, and SEPTEMBER 1. A sidebar at the bottom shows a schedule for Friday, September 19, with events from 7am to 4pm.

A callout box highlights the "People on this message" feature, which shows a network graph of 7 people connected by dashed lines. One person, Renata Washington, is highlighted with a blue border. Her profile card includes her name, title (Store Manager, Operations Greenwell Company), location (Baltimore, Maryland, United States), email (rwashington@greenwell.com), and phone number (512-555-8020).

integrierte Social Analytics lassen mich besser verstehen, wer meine Kollegen sind, mit ihnen chatten und sie zu Meetings einladen

IBM Verse

The screenshot shows the IBM Verse interface. At the top, there's a toolbar with icons for Compose, Watch, Check, and a list of contacts. Below that is a list of recent messages from Paul Clemons. A modal window is open for a message to Paul Clemons, with the 'Reply' tab selected. The recipient field shows 'Paul Clemons' and 'Lukas Geiger' (CC'd). The subject is 'Re: Welcome to our newest team member: Paul Clemons!'. In the top right of this modal, the 'Share to Blog' button is circled in red. The message body contains a note about Lukas joining the group and navigating the place as a new person, signed by Nancy Smith. To the right of the modal, a large blue circle highlights the text: 'Die Möglichkeit Messages schnell in mein soziales Netzwerk zu posten spart Zeit und Aufwand'.

Compose

Paul Clemons

PC Paul Clemons
Re: Welcome to our newest team member: Paul Clemons!
Hi everyone, Thanks for the warm welcome! I'm very excited to be work...

PC Paul Clemons
Accepted: New Employee Orientation

PC Paul Clemons
Accepted: Meet w/Design Team

PC Paul Clemons
Tentative: EOW close-out scrum

LAST WEEK

THIS MONTH

PC Paul Clemons
Re: Welcome to our newest team member: Paul Clemons!
Hi everyone, Thanks for the warm welcome! I'm very excited to be work...

7am 8am 9am 10am 11am 12pm 1pm 2pm 3pm 4pm 5pm 6pm

FRI 19

Now: Webcast | 10 - 11:30 am

Reply Reply All Forward Share to Blog

To: Paul Clemons x |
Cc: Lukas Geiger x

Re: Welcome to our newest team member: Paul Clemons!

A

Sep 15

Have you met Lukas (CC'd) yet? He joined the group less than a year ago, so getting up-to-speed with the team, and navigating this place as a new person.

Thanks,

Nancy

NANCY SMITH
Account Manager
Greenwell

Greenwell Headquarters, NY, NY
P: 1-646-555-1234 | E: nsmith@greenwell.com

Find me on:

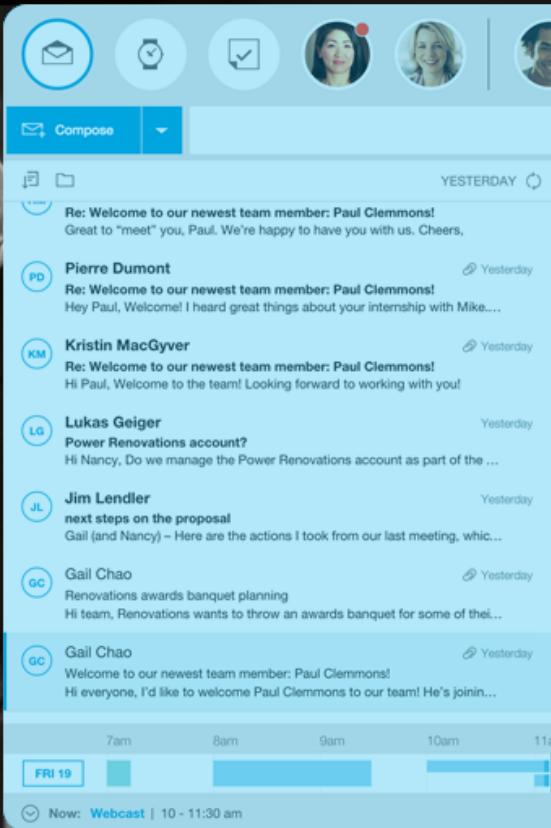
Discard

Send

* Designs subject to change without notice

Die Möglichkeit Messages schnell in mein soziales Netzwerk zu posten spart Zeit und Aufwand

IBM Verse



Share

Choose a Blog... ZetaBank win!

PDF party-flyer DOC attendees-list

All attachments will be copied to 'My Files' and shared as links

----- Original Message -----
From: Gail Chao <gchao@greenwell.com>
To: Nancy Smith <nsmith@greenwell.com>, Herb Medway <hmedway@greenwell.com>
Lukas Geiger <lgeiger@greenwell.com>, Pierre Dumont <pduumont@greenwell.com>
Date: 06/23/2014 01:58 PM
Subject: ZetaBank win!

Hi dream team,

I just wanted to congratulate you on the big win with ZetaBank last month. It was really competitive this time, but you all came together, created solid proposals, presented well, and got it done even with lots of last-minute changes.

This client is huge, and winning against the competition was no small feat. A small celebration might be in order.

Saved | Discard

Post-to-Blog gibt mir die Chance wichtige Informationen zu verstren, indem ich sie aus der Mail mit Communitys teile

Zwei-Klick Sharing lsst mich einfacher mit anderen Zusammenarbeit en und von deren Wissen partizipieren

IBM Verse

The screenshot shows the IBM Verse interface. At the top, there's a toolbar with icons for compose, calendar, tasks, and contacts. Below that is a header bar with a search field and a list of recent contacts. The main area is an email inbox. One email from "Paul Clemons" is selected, showing a preview of the message body: "Re: Welcome to our newest team member: Paul Clemons! Hi everyone, Thanks for the warm welcome! I'm very excited to be wo...". Below this, there are other emails from the same sender with subject lines like "Accepted: New Employee Orientation" and "Accepted: Meet w/Design Team". A "Compose" button is visible on the left. In the bottom right corner of the inbox, a blue callout bubble contains the text: "Share-on-Send ist smart genug auch die Berechtigungen für meine Aktionen mit zu managen". A large blue rectangle highlights the "Add Attachments and Share Files" dialog box, which is overlaid on the inbox. This dialog has tabs for "My Computer", "All", "Mine", "Shared with Me", and "Other People". It shows a list of files: "Quarterly_Report.doc" (unchecked), "EventLocation_Contacts.ods" (checked), "client plan LATEST.pdf" (unchecked), "All_Hands_Recording.mp4" (unchecked), "todo.txt" (unchecked), "expense_sheet_template.xls" (unchecked), and "Accounts Overview.pdf" (unchecked). The "EventLocation_Contacts.ods" file is highlighted with a green checkmark.

"Share-on-Send" ist smart genug
auch die
Berechtigungen
für meine
Aktionen mit zu
managen

IBM Verse

The screenshot displays the IBM Verse interface, a communication and collaboration platform. At the top, there's a navigation bar with icons for envelope, clock, checkmark, and user profile, followed by a row of 15 user avatars. Below this is a toolbar with 'Compose' and a dropdown menu, and a search bar containing 'Gail Chao'.

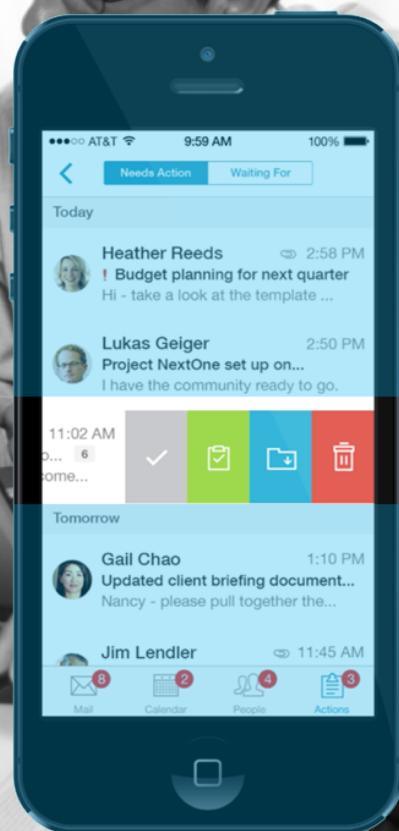
The main area shows an email inbox. One email from 'Gail Chao' is selected, titled 'Renovations awards banquet planning'. The message body starts with 'Hi team,' and discusses a proposed awards banquet. A large blue callout bubble highlights this section with the German text: 'Der immer sichtbare Kalender stellt sicher, dass ich keine Termine oder Meetings verpasse und lässt mich mit einem Klick teilnehmen'.

Below the inbox, a calendar view for August is shown. It features a grid of days from Monday to Sunday, with specific events highlighted in different colors (blue, green, red). A sidebar on the right provides details for a selected event: 'Renovations client dinner and briefing' on Friday, Aug 19, from 6:00 pm - 9:00 pm at Grover's Restaurant, 1942 Main St., 555-123-1212. The calendar also includes a 'Now: Webcast | 10 - 11:30 am' entry.

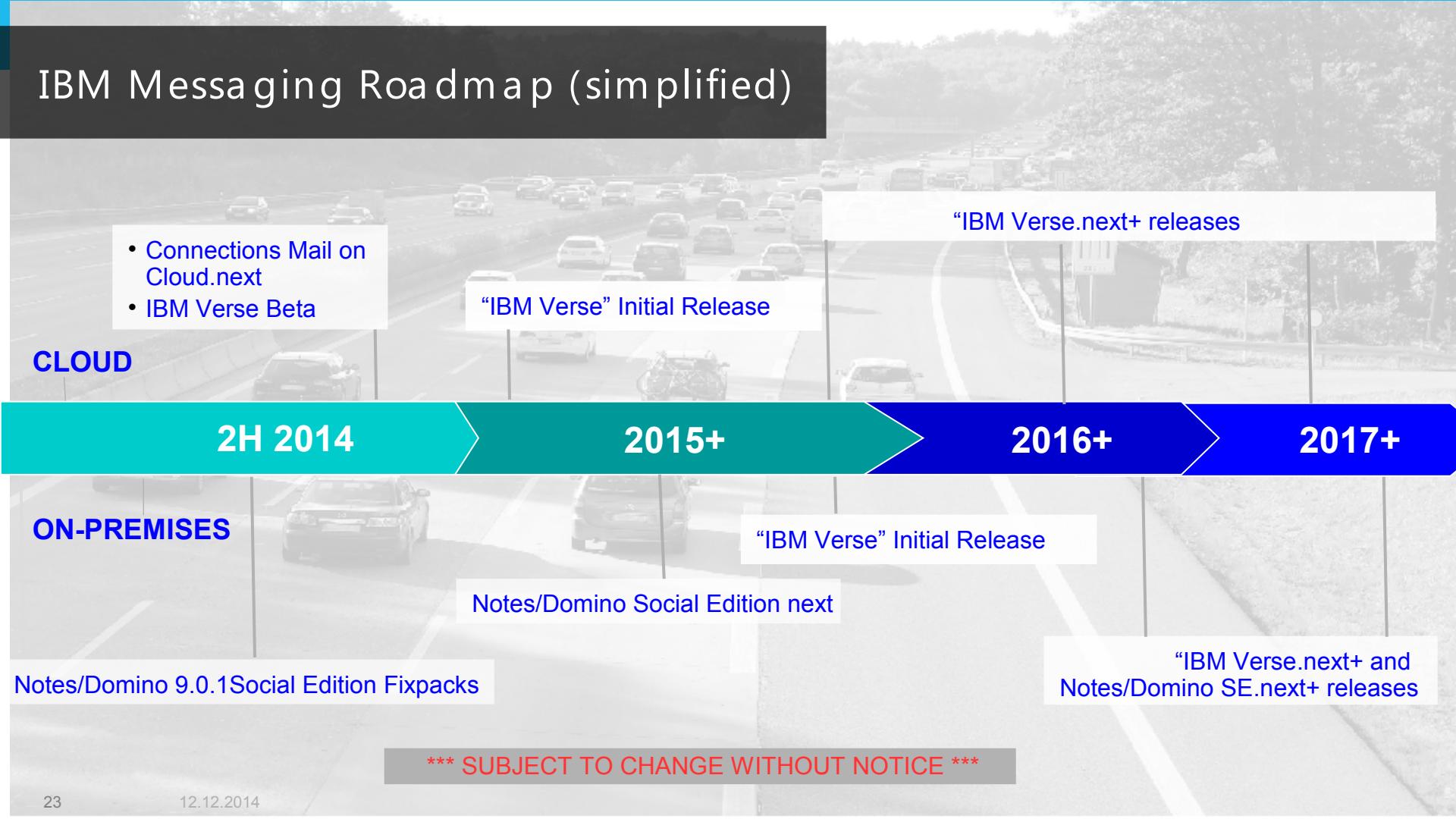
At the bottom, a footer note states: '* Designs subject to change without notice'.

IBM Verse for iOS/ Android

Die integrierende mobile App und die Daten aus der Unternehmens-Cloud erlauben den sicheren Zugriff auch mobil



IBM Messaging Roadmap (simplified)



Der Blick in die Zukunft

Was wir mit **IBM Verse** vorhaben ...



Fortlaufende Innovationen über die Cloud

Fortlaufende, stressfreie Bereitstellung neuer Funktionen



Mehr Analytics mit Watson und Cognea

Nutzung der natürlich-sprachlichen Fähigkeiten um die Arbeit mit E-Mail zu vereinfachen, Kalender und Schlüsselaufgaben; virtuelle Assistenten; erweiterte Empfehlungs-Engines



Ausweitung der Führung im Bereich mobiler Geräte

Noch mehr Funktionalität für iOS, Android und Windows Phone Geräte



Mehr Social

Die Grenzen zwischen Social und E-Mail weiter verschwimmen lassen u.a durch tiefere Integration von Connections Aktivitäten und Mail-basierten Aufgaben. Nutzung durchgängiger Kontakte zwischen Mail, Kalender, Chat, Meetings und Social



Neue Innovationen im Bereich Security

Anwendung neuer Verfahren aus der IBM Dynamic Cloud Security um Zugriffe und Datensicherheit besser managen zu können, parallel dazu höhere Sichtbarkeit und vereinfachte Nutzung im Betrieb bieten

Nutzung der IBM SmartCloud Upgrade Factory

Schneller und günstiger Wechsel in die SmartCloud Notes

Risikofreier Umstieg mit Beibehaltung der vollen Funktionalität und aller Inhalte von E-Mail, Kalender, To-dos

Level 2 Helpdesk während des Umstiegs

Abschätzung der Kosten und Projektdauer über ein Tool

Beibehaltung der Integration mit on-premises Domino Anwendungen. Frei wählbar der Clients zwischen Notes Client, Web Client (iNotes) oder IBM Verse

Link zum Connections Cloud Upgrade Factory Wiki: <https://ibm.biz/BdEbAB>

Link zum Connections Cloud Upgrade Factory – MS Exchange - Wiki: <https://ibm.biz/BdEbAX>



Thank You

#NewWayToWork

ibm.com/verse



<https://ibm.biz/BdEnN9>

Ressourcen

Customer facing

IBM Verse landing page (including button to sign up for early participating / beta):

- ==> ibm.com/verse or
- ==> <https://www.ibm.com/social-business/us/en/newway/index.html>



Material on YouTube:

- Meet IBM Verse [ad] <https://www.youtube.com/watch?v=lXkZlfJoyf0>
- Meet IBM Verse on iOS https://www.youtube.com/watch?v=fOGPyzAy_MM
- IBM Verse - Changing the way you work [Jeff Schick interview] <https://www.youtube.com/watch?v=oG1ql6MjgIE>
- New Way To Work [livestream replay 2h00] <https://www.youtube.com/watch?v=f1nsDgl5eB8>
- A Day with IBM Verse [3 min demo] https://www.youtube.com/watch?v=_XL5tgpZmpk
- Welcome to IBM Verse [1 min setting the stage] <https://www.youtube.com/watch?v=P7Tkrmva5h88>

IBM internal:

Main pages for Verse material [in the Social Mail practitioners community] ==> <https://ibm.biz/BdESgm>

- Sign on for IBM internal Beta participation: <http://ibm.co/1uILcq3>

Official customer ready presentation on IBM Verse:

- English: <https://ibm.biz/BdESgn>, German: <https://ibm.biz/BdESg2>
- Customer ready presentation (short version): English: <https://ibm.biz/BdEShH>, German: <https://ibm.biz/BdESVD>

Click-through demos (annotated: the red boxes will guide you to your next click ...)

- On-line version for when you have a stable connection: Browser: <https://ibm.biz/BdESgg>, Mobile: <https://ibm.biz/BdESgh>
- Installable files for offline use of demo: Browser: <https://ibm.biz/BdESgu>, Mobile: <https://ibm.biz/BdESg3>

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