Social Business Capabilities and Metrics
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Agenda

- Goal and Vision

- Composition of Approach
  - Business Use case Idea
  - Social Business Capabilities list
  - Measurement Metric
  - Alignment of Business to Technology

- How to engage W3C
  - W3C SBCG value
  - CSCC Value
Practical Social Business Engagement

Lead in the open

• Engage across a broad ecosystem of communities
• Consistency for integration across applications and vendors

Open practical implementations

• Faster iteration and adoption of standard integration points through open source

Customer Focused

• Provide customer-led thought leadership on achieving business value with social business technology
• Identify gaps & new use cases
• Establishing the user as a key integration point
Problem Domain

- Complex set of user centric requirements
- Business challenges aligned to Social
- Common Ontology and Taxonomy related to social capabilities
- Interoperability in a heterogenous environment
What is needed...

- Better Alignment of Business Architecture and Technical Architecture
- Social capabilities that can be both loosely coupled and tightly integrated
Assertion 1: Enterprise social business adoption could be accelerated through greater standards leverage in the business community

- Enticing businesses to leverage standards requires, not only knowledge that the technical community is producing standards that when implemented, meet their needs, but also
  - that these standards work in harmony to fulfill use cases most beneficial to the enterprise
  - align with emerging social capabilities, as reflected in a set of common use cases, that ensure adoption by minimizing risk

- Ideally social technologies become fundamental building blocks of business applications and leveraged for communication inside and outside the enterprise, this requires
  - producing a set of use cases enabled by an underlying common set of social components
  - establishing measurability of common social components in the context of enterprise requirements, to ensure they reflect critical business levers.
Assertion 2: Peer level participation by the business community is a critical gap in the current social business eco-system.

- The business community hasn’t been self-organizing in this space, but fortunately the community also can’t afford to at social business as silo-technology, and has organized in other spaces, like Cloud at the Cloud Standards Customer Council (CSCC). The CSCC is a reasonable fit, because
  - there is enough difference in intent between the W3C SBCG focus on standards and related gaps from a reference and block architecture perspective, and a core business driven capability architecture, to warrant a different venue for different participants
  - the CSCC has 441 member companies providing a center of gravity for delivering a wide range of business level thought leadership collateral, liaisons to relevant standards organizations, and infrastructure to give the community a voice
  - business leaders recognize that social, cloud and mobile are inter-related enough to justify integrating requirements because they affect ROI, and the CSCC just recently delivered the “Convergence of Social, Mobile and Cloud: 7 Steps to Ensure Success”, and is positioning itself to provide exactly the required business venue.

- The social business standards and open source community should actively partner with the CSCC, to provide the business thought leadership role to the ecosystem, because
  - an activity stream is good, but one that can tell you how successful you are at finding expertise in your organization and why, is much better
  - a business community that help design the technology is quicker to buy
  - successful implementations, lead to innovation, and future investments
Next Steps...

- Agreement that W3C and OSF will allow for feedback loop from work effort
- Review of work from CCSC and provide comments
- Consider insight from CCSC work effort for alignment with W3C and OSF work