

---

# Social Business Capabilities and Metrics

Jeff Calusinski

Don Buddenbaum





# 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

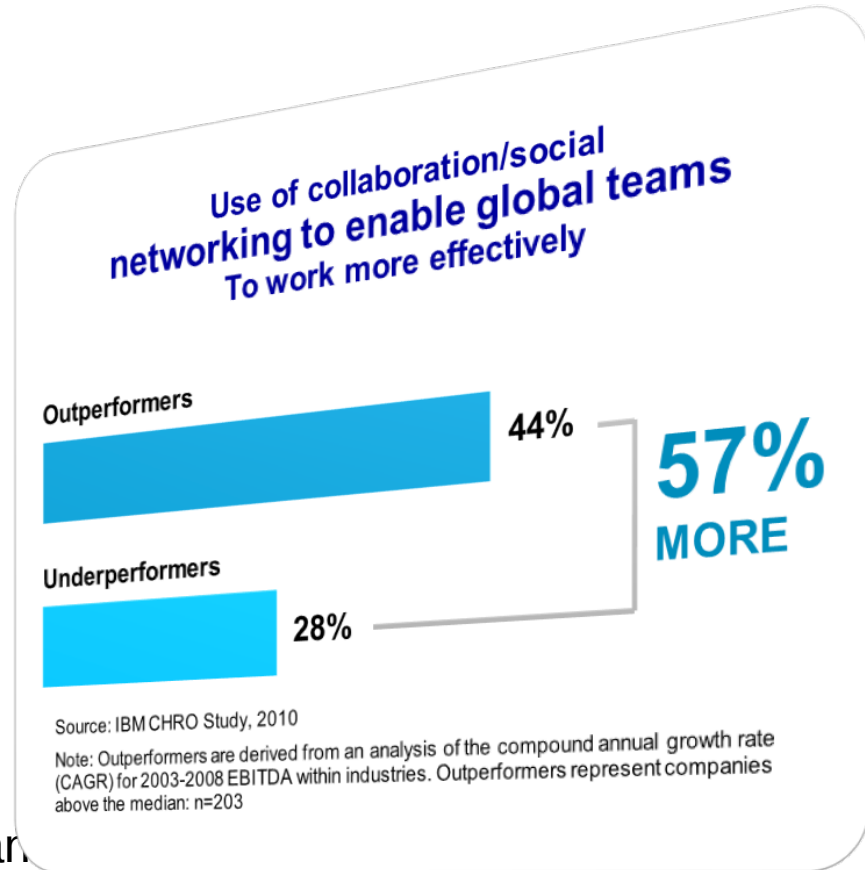
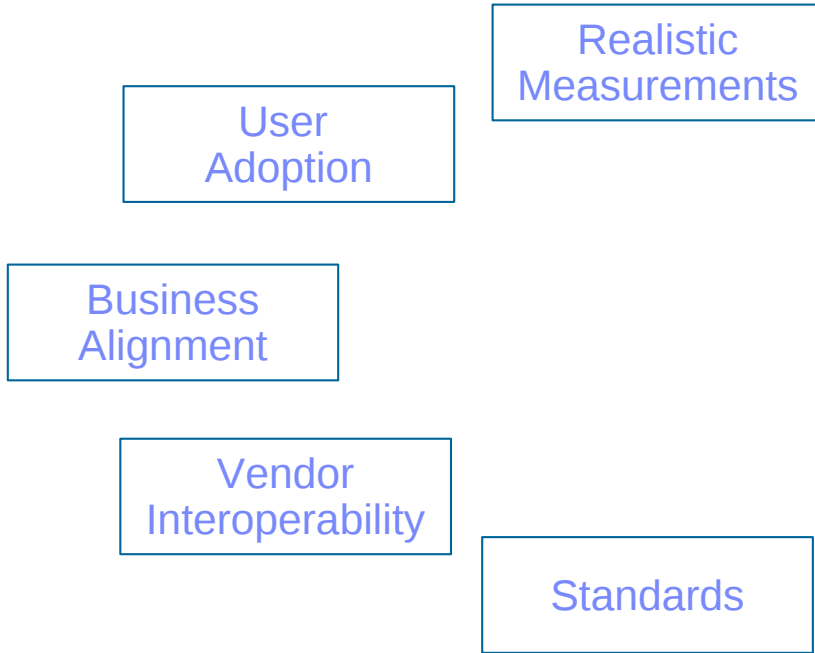


## Problem Domain

- 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 thorough 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, liasons to relevant standards organizations, and infrastrucutre 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





धन्यवाद

Hindi

多謝

Traditional Chinese

Teşekkür ederim

Turkish

Спасибо

Russian

Gracias

Spanish

شكراً

Arabic

Thank You

English

Obrigado

Portuguese

Grazie

Italian

Danke

German

Merci

French

多谢

Simplified Chinese

Multumesc

Romanian

감사합니다

Korean

ありがとうございました

Japanese