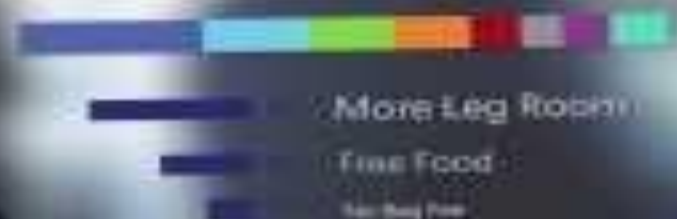


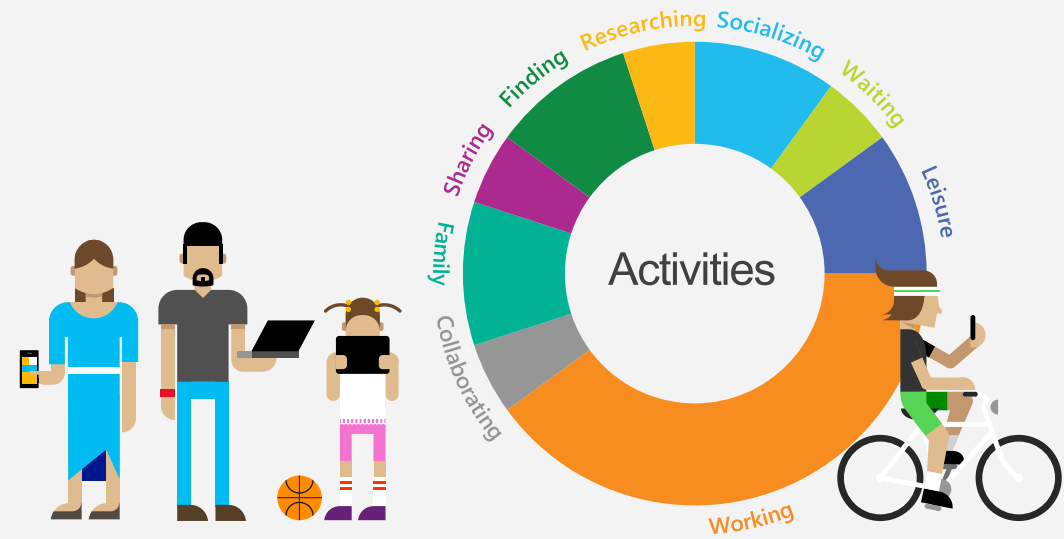
Top Social Keywords

63% Want More Leg Room!



Work Like a Network!

Emelie Ekblad, Produktchef Enterprise Social
Elin Ståhl, Partnerrådgivare



Ta ett djupt andetag

Njut av lugnet

Förändring kommer aldrig att gå så långsamt som det gör just Nu!

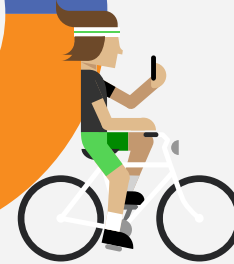
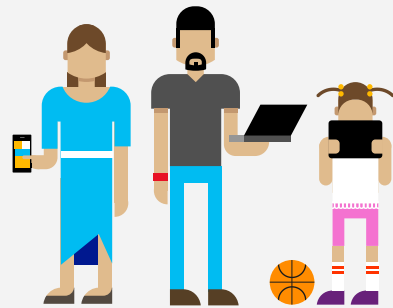
$$\text{Konkurrenskraft} = \frac{\text{Produktivitet}}{\text{Kostnad}}$$

Jobba **Mer**? Vs. Jobba **Smartare**?

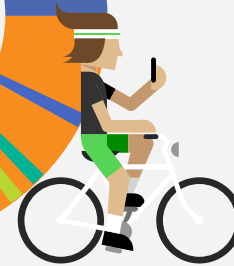
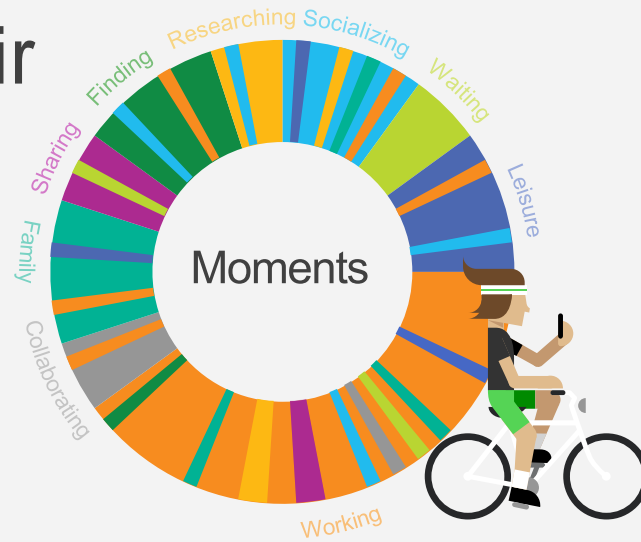
... Och vad är du **Smartare**?



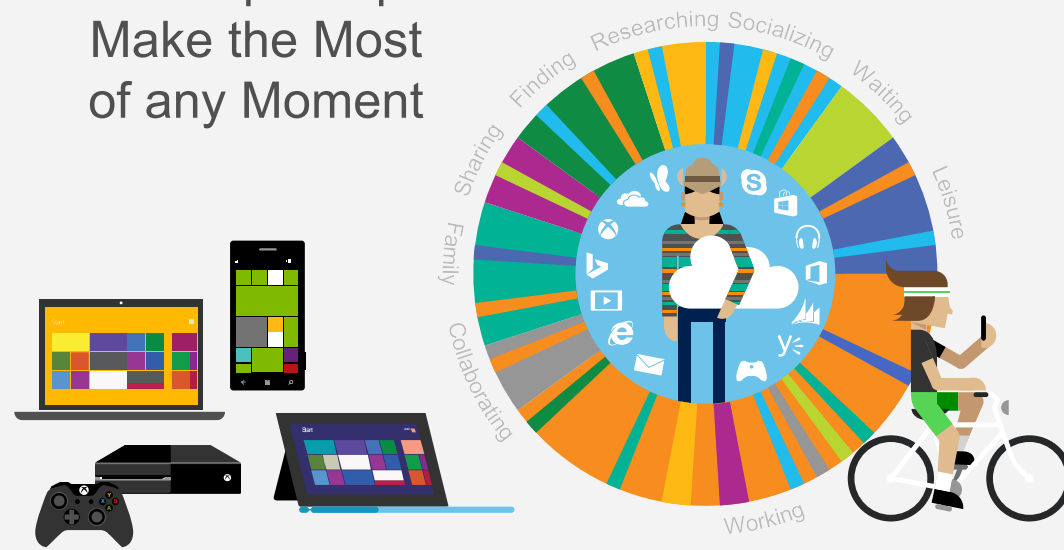
How People Spend their Time



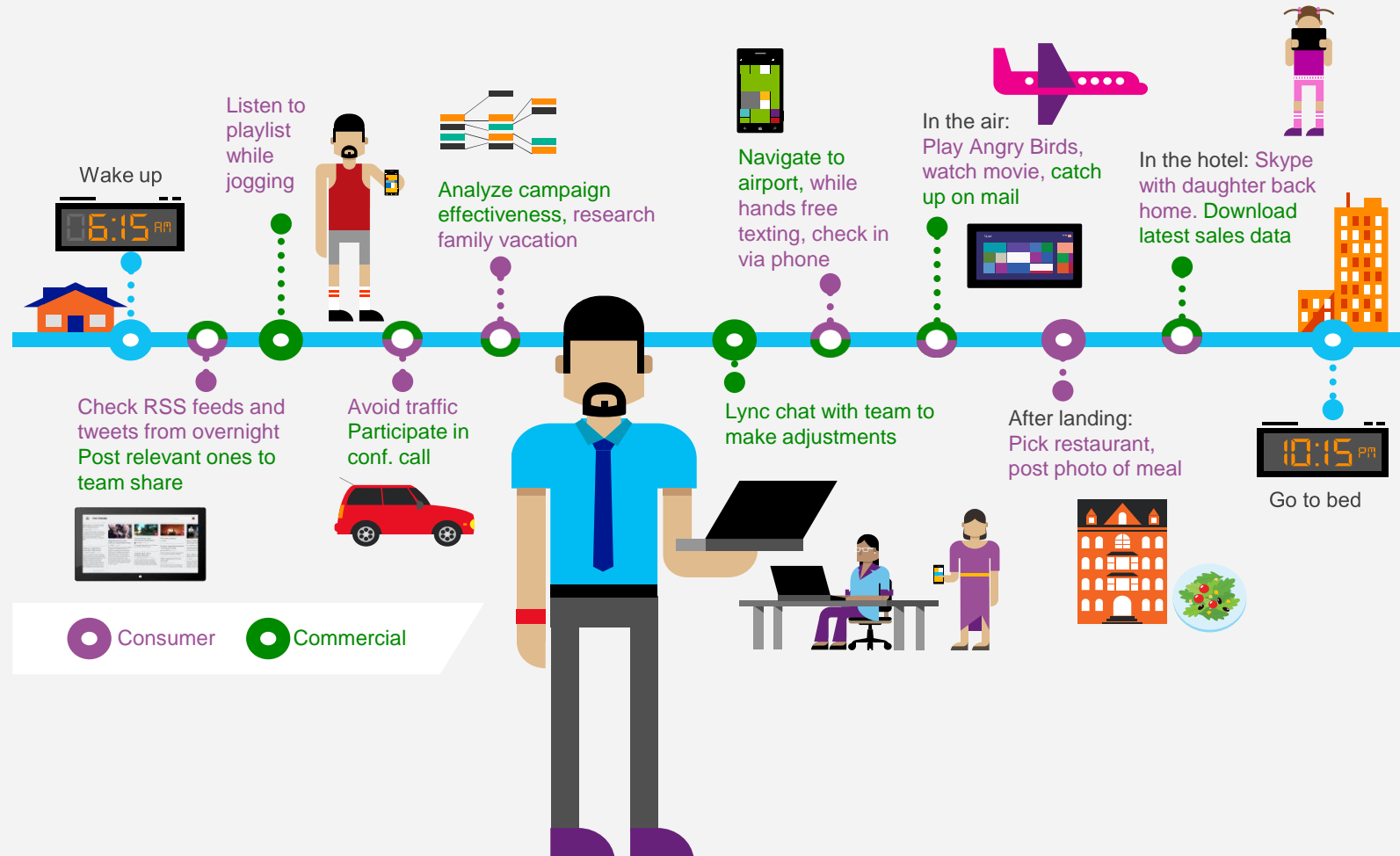
How People *really* Spend their Time



Devices & Services that Help People Make the Most of any Moment



Fast and Fluid



Are your employees networked?



Geographic & functional silos slow down internal collaboration

MON

TUE

WED

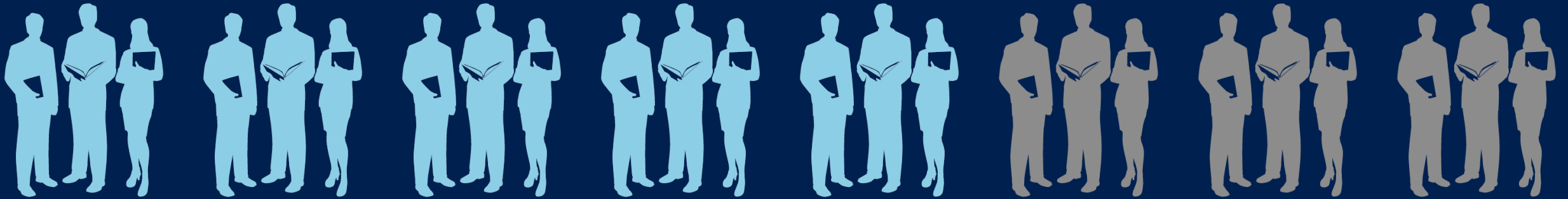
THU

FRI

61%

of the work week is spent
coordinating collaboration
(McKinsey, 2012)

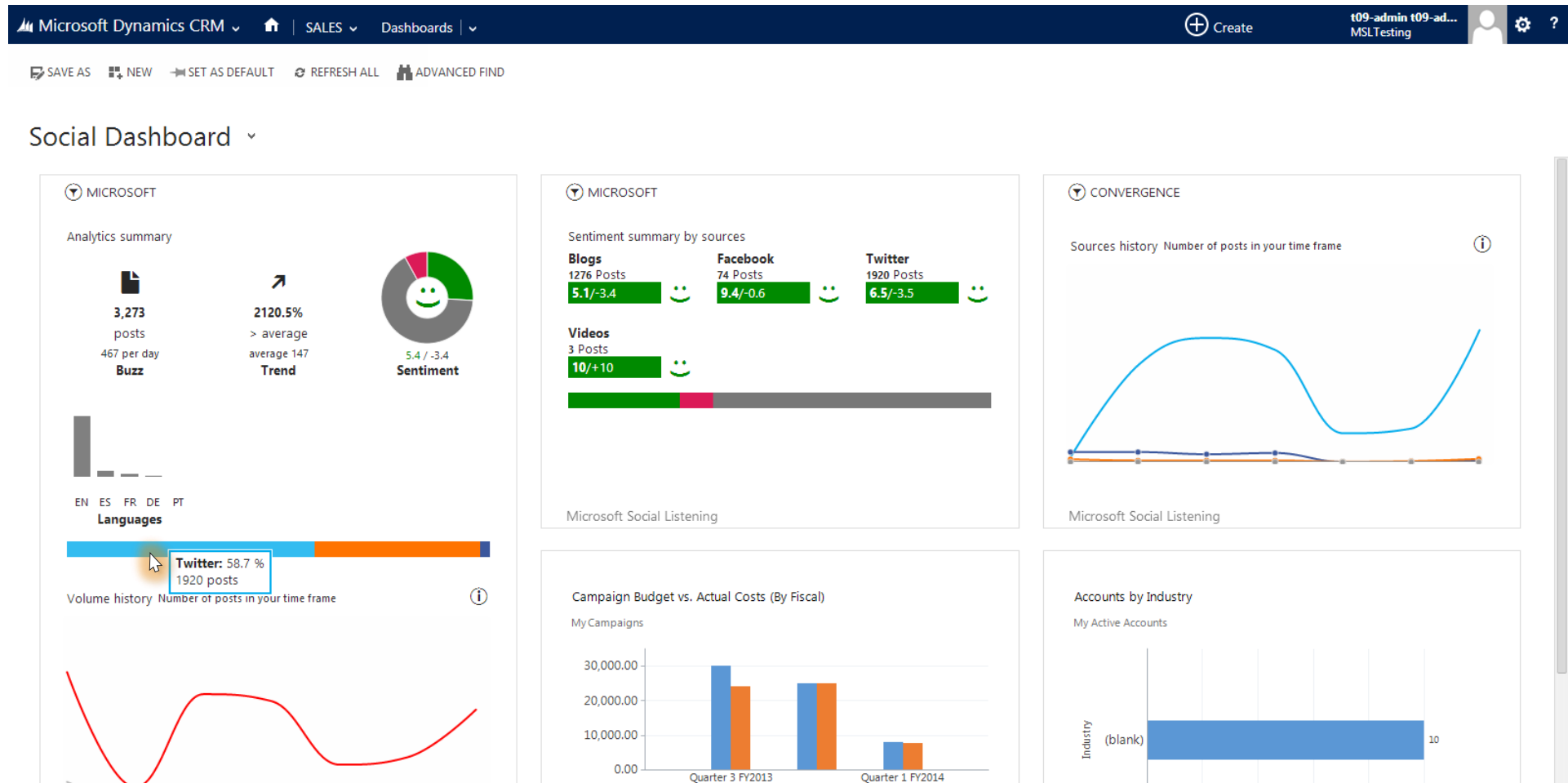
As well as external collaboration



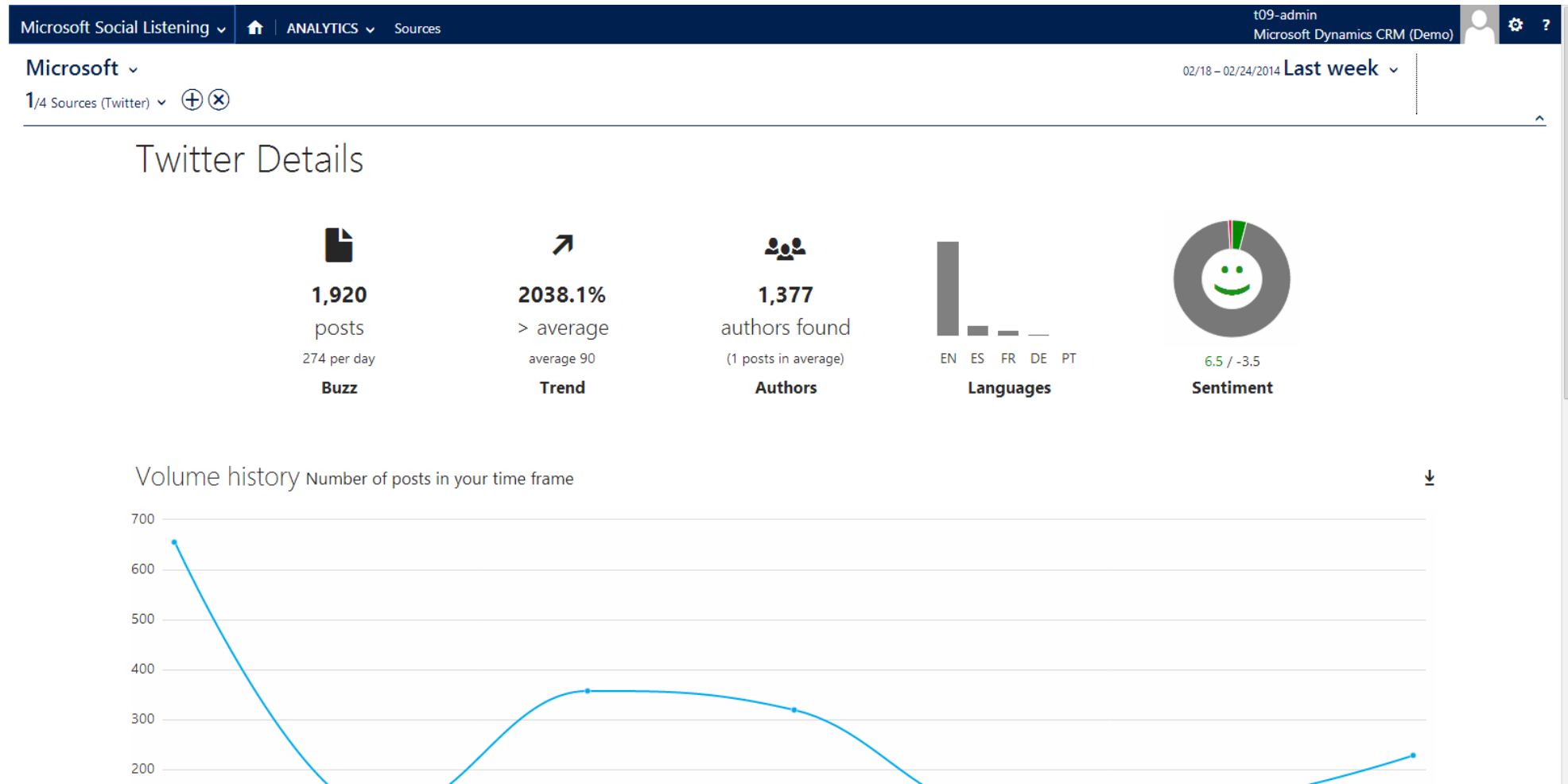
66%

of collaboration time is spent working with people who do not sit nearby, including people outside the organization (IDC, 2012)

Social insights on Microsoft CRM Dashboard



Drill down into Microsoft Social Listening from CRM



Social insights on Account form

+ NEW | DEACTIVATE | CONNECT | ADD TO MARKETING LIST | ASSIGN | EMAIL A LINK | DELETE | ...

ACCOUNT Adventure Works (sample)

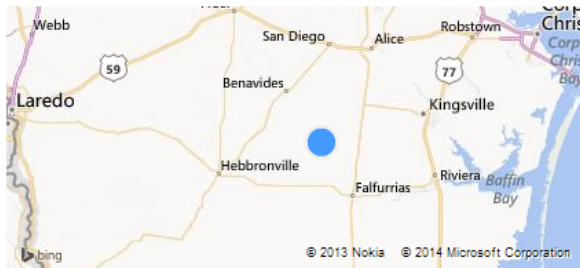
Summary

ACCOUNT INFORMATION

Account Name* **Adventure Works (sample)**
Phone **555-0152**
Fax --
Website **http://www.adventure-works.com/**
Parent Account --
Ticker Symbol --

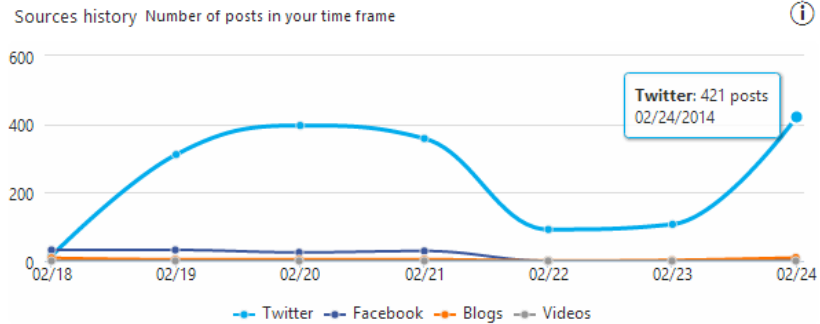
ADDRESS

**4405 Balboa Court
Santa Cruz, TX 95486
U.S.**



Annual Revenue \$60,000.00 | No. of Employees 4,300 | Owner* t09-admin t09...

CONVERGENCE



Microsoft Social Listening

Enter post here [POST]

Both Auto posts User posts

- Need service feature information (sample)
- Case: Closed by t09-admin t09-admin for Account Adventure Works (sample).
- On Need service feature information (sample)'s wall
- Today

Primary Contact

Nancy Anderson (sample)

Email **someone_c@example.com**
Business **555-0102**

CONTACTS

Full Name ↑	Email
Nancy Anderson (samp...	someone_c@example.c...

ACTIVE ENTITLEMENTS

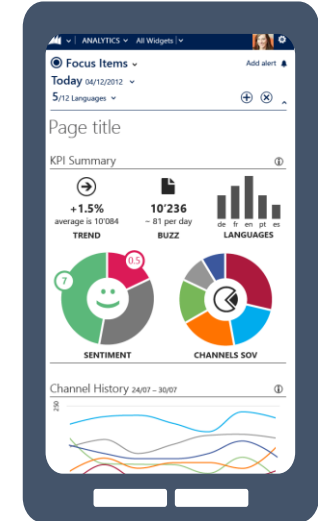
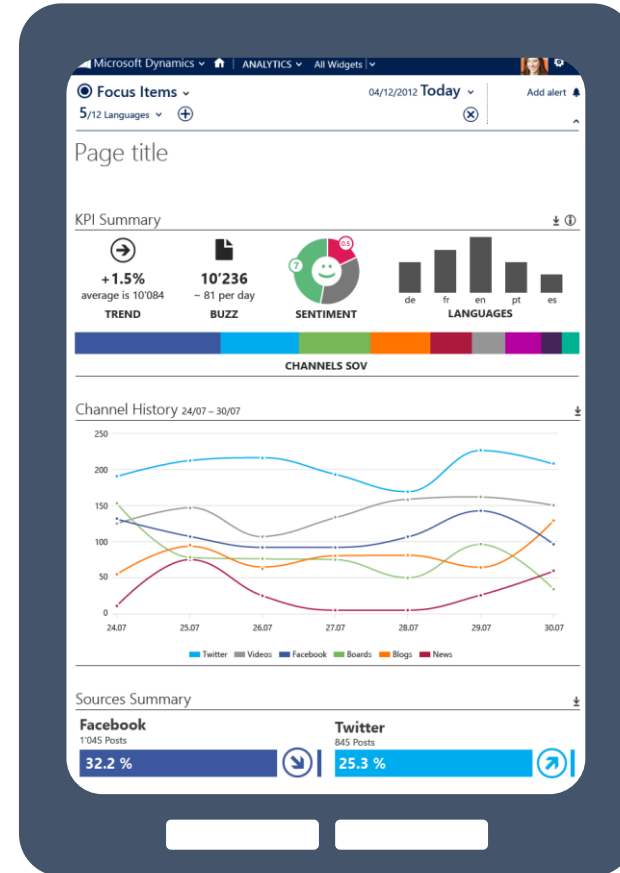
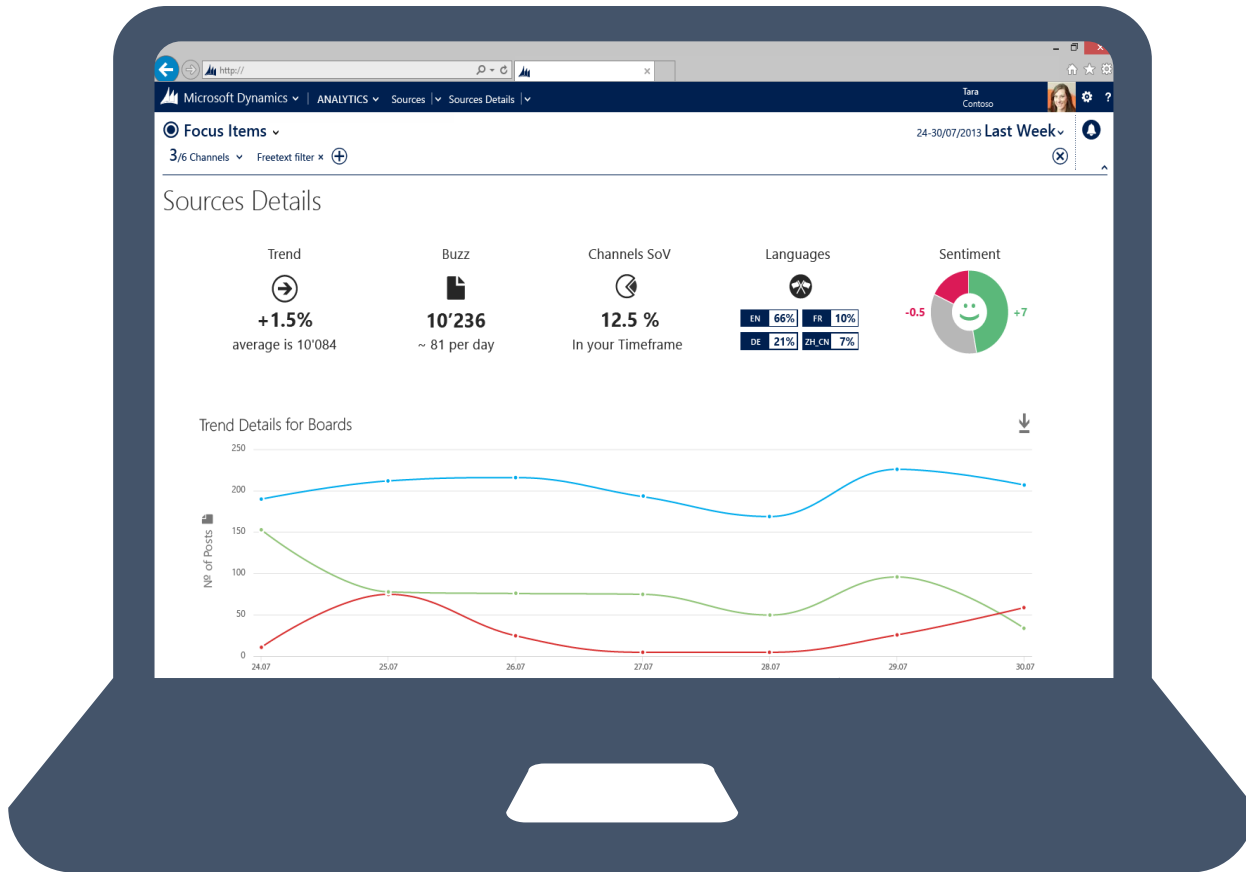
Entitlement Name ↑	Remaining Terms	Status
No Entitlement records found.		

RECENT OPPORTUNITIES

Topic	Status ↑	Actual Close Da...	Acti
-------	----------	--------------------	------

Active

Dynamics Social Listening on different Devices



Base

The screenshot displays the Microsoft Social Listening 'Your Watchlists' interface. The top navigation bar includes 'Microsoft Social Listening', 'ENGAGE', and 'Your Watchlists'. The user profile 'Tara Solutionname' is visible in the top right. The main content area is titled 'Your Watchlists' and features three watchlist panels, each with a header indicating the number of open issues and new posts available.

- Inbox 32 open issues:** Shows 6 new posts available. The top post is from 'Revlon Australia' (EN, 0.5 h) with a tweet from Jolee Shedd (@jolee_shedd) retweeted by SocialMedia.org. The second post is from 'Revlon USA' (EN, 1.5 h) with a tweet from *ColonelCo* (@SarifahDrop) about L'Oreal's mascara ad. The third post is from 'REVLON COSMETICS - MEXICO' (ES, 7.2 h) with a Facebook post from Mari Elhisabeth Sanabria about photos of a biografia.
- Revlon USA 32 open issues:** Shows 6 new posts available. The top post is from 'Revlon USA' (EN, 0.5 h) with a tweet from Jolee Shedd (@jolee_shedd) retweeted by SocialMedia.org. The second post is from 'Revlon USA' (EN, 1.5 h) with a tweet from *ColonelCo* (@SarifahDrop) about L'Oreal's mascara ad. The third post is from 'REVLON COSMETICS - MEXICO' (ES, 7.2 h) with a Facebook post from Mari Elhisabeth Sanabria about photos of a biografia.
- Revlon cosmeti.. 32 open issues:** Shows 6 new posts available. The top post is from 'Revlon cosmeti..' (EN, 0.5 h) with a tweet from Jolee Shedd (@jolee_shedd) retweeted by SocialMedia.org. The second post is from 'Revlon cosmeti..' (EN, 1.5 h) with a tweet from *ColonelCo* (@SarifahDrop) about L'Oreal's mascara ad. The third post is from 'REVLON COSMETICS - MEXICO' (ES, 7.2 h) with a Facebook post from Mari Elhisabeth Sanabria about photos of a biografia.

Each panel also shows posts from 'Yesterday' and '3d 1.5 h' ago, including a comment about limited edition shades.

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Hover Tweet

The screenshot displays the Microsoft Social Listening interface with three watchlists. The top navigation bar includes 'Microsoft Social Listening', 'ENGAGE', 'Your Watchlists', and a user profile for 'Tara Solutionname'. The main content area is titled 'Your Watchlists' and features three columns, each representing a watchlist: 'Revlon AUSTRALIA', 'Revlon USA', and 'Revlon cosmeti..'. Each watchlist shows a list of tweets with a 'Today' section and a 'Yesterday' section. A yellow mouse cursor is hovering over a tweet in the 'Revlon USA' watchlist, which triggers a 'hover tweet' effect, showing a larger version of the tweet content. The tweets include text from 'SocialMedia.org' and 'ColonelCo*' regarding social marketing in India and L'Oreal's mascara ad. The interface also shows various icons for actions like 'REASSIGN', 'LINK TO CRM', and 'TAG'.

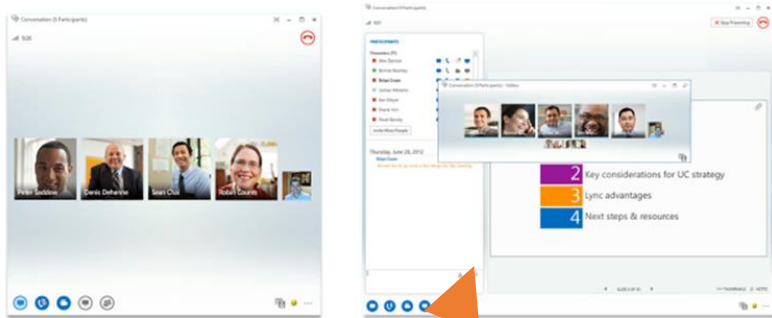
© 2013 Microsoft Privacy Statement

Closed loops and ROI

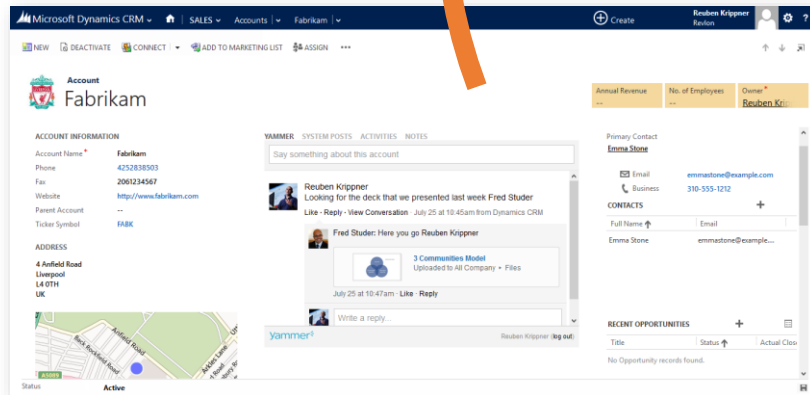
Microsoft Productivity Platform

Meet face to face instantly

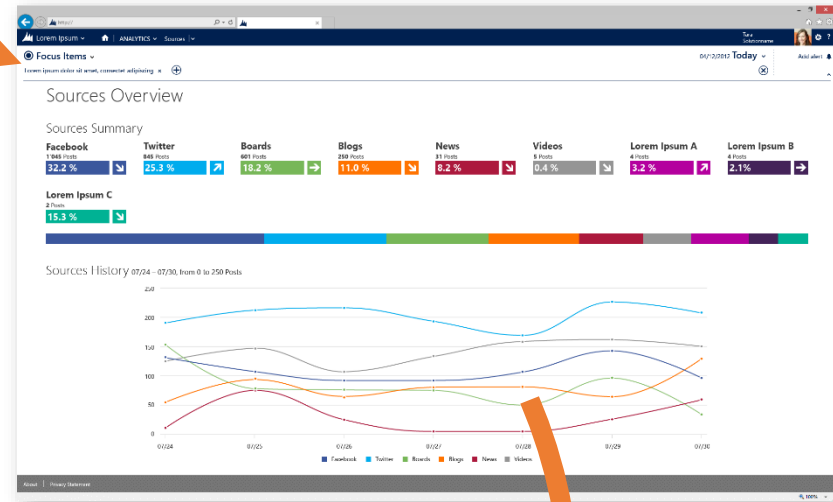
Build & maintain client-vendor relationships with video meetings



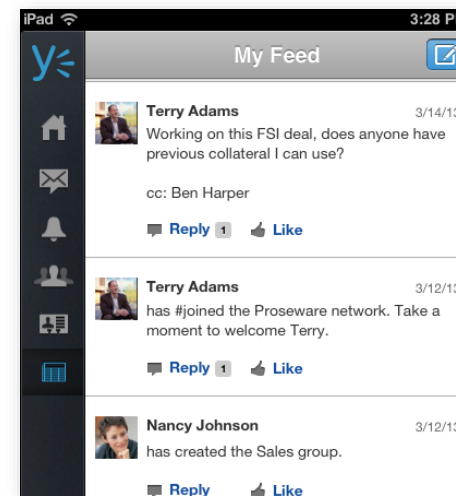
Microsoft Dynamics CRM



Microsoft Social Listening

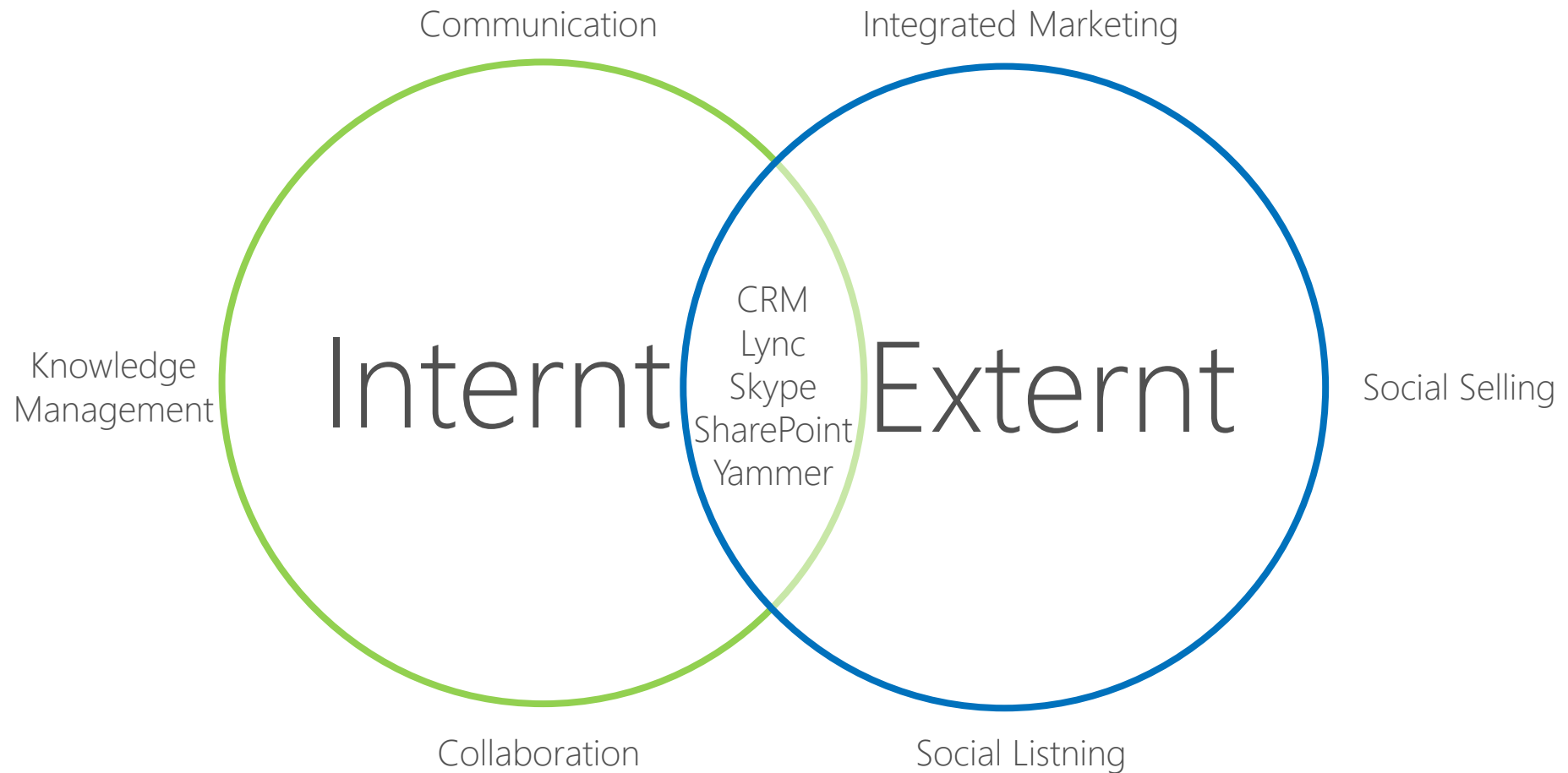


Yammer



What is Enterprise Social?

Enterprise Social är ett nytt sätt för företag att kommunicera och samarbeta internt och externt



Kom igång!

#1. Testa

#2. Lagom stort

#3. Green dots

→ IT + verksamhet = True

