How much market share are you willing to give to the competition, because your people are using inaccurate and incomplete information 42% of the time?

Your customers are ready to spend on social software — are you ready close that sale?

IBM Social Software is transforming the way customers create, use and share information; the way they build and maintain relationships; and the way they make decisions.

IBM Social Software is open for business. It fosters stronger and expertiserich business relationships and eliminates boundaries. IBM Social Software works with and extends the messaging systems, office productivity tools, and business process applications your customers already have.

Reach out to customers today.

- ➤ Your customers want social software that is secure and ready for business and your customer will turn to the competition if you don't start the conversation.
- ▶ IBM Social Software is the market leader. 35% of Fortune 100 have already purchased.
- ► IBM Social Software integrates with your customers' existing investment in Lotus Notes, Websphere Portal and Microsoft products like Outlook, Office and even SharePoint today with no expensive upgrade required.

"IBM's Lotus Connections looked, at minimum, a year or more ahead of SharePoint in its social computing capabilities out of the box. It was a lot prettier looking, too."

- C.G. Lynch, CIO.COM

- "...employees will be able to easily find topic experts and colleagues that are working on similar projects."
 - DieterPeter,NEC Electronics GmbH



"Almost 70% of companies are seeing value in deploying enterprise 2.0 capabilities citing more innovative products and services, better access to knowledge, higher revenues and more."

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McKinsey&Company



Social Software in manufacturing http://bit.ly/cVcSgC



Use case: better team collaboration across geographic barriers http://bit.ly/bqHswq



Webcast: Benefits of social software http://bit.ly/2cL2bQ

