

Sogeti & Social Business - The TeamPark Story

Social Collaboration: Implementation of a large collaborative environment for 20,000 employees (Case Study)

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Country Head, Sogeti India

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ABOUT SOGETI

- Sogeti is a 100%-owned subsidiary of the Capgemini group
- Sogeti is a leading provider of professional technology services, specializing in Application Management, Infrastructure Management, High-Tech Engineering and Testing
- Sogeti brings together more than 20,000 professionals in 15 countries and is present in over 100 locations in Europe, the US and India



THE STORY STARTS IN 2008...

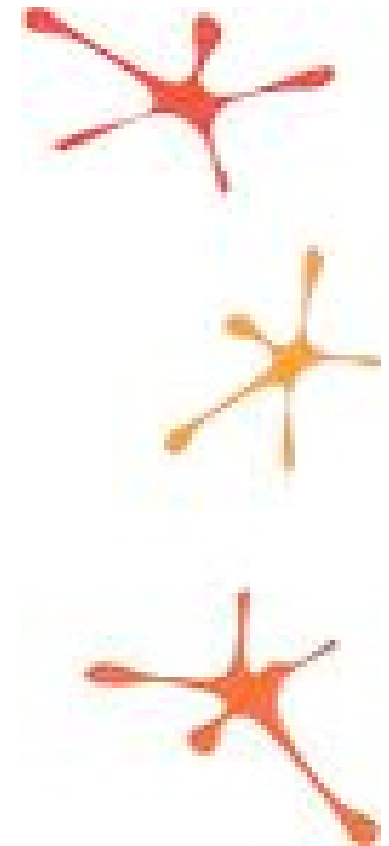
- Sogeti DNA
 - Strong focus on local markets
 - Global spread with a common Brand but Decentralised organisation
 - Entrepreneurial entities with high growth rates
 - Multi-cultural organisation

- Strategic Planning exercise
 - Wanted employees' insights to "Imagine Sogeti" of future



WE RESORTED TO CROWD SOURCING & IDEAS ENGINE . . .

- “Innovation Jam” was conducted across the organisation
 - 72 hours window for “Live” participation
 - 4220 participants
 - 1971 Ideas
 - 3478 Comments
 - 12045 Ratings
 - 70361 Views
- We used IBM’s web2.0 platform to host this online brainstorming event
- The outcome was 4 Big Ideas





... AND DISCOVERED A NEED FOR COLLABORATION PLATFORM

- Latent need for a mechanism to
 - Share market experiences / Exchange views
 - Seek expertise in global extended family
 - Engage in debates on professional aspects
 - Provide global exposure to employees
- Move from web 2.0 to Social networking
- Collaboration Platform
 - Much more than document sharing
 - People centric
 - Fostering innovation
 - Add value to clients

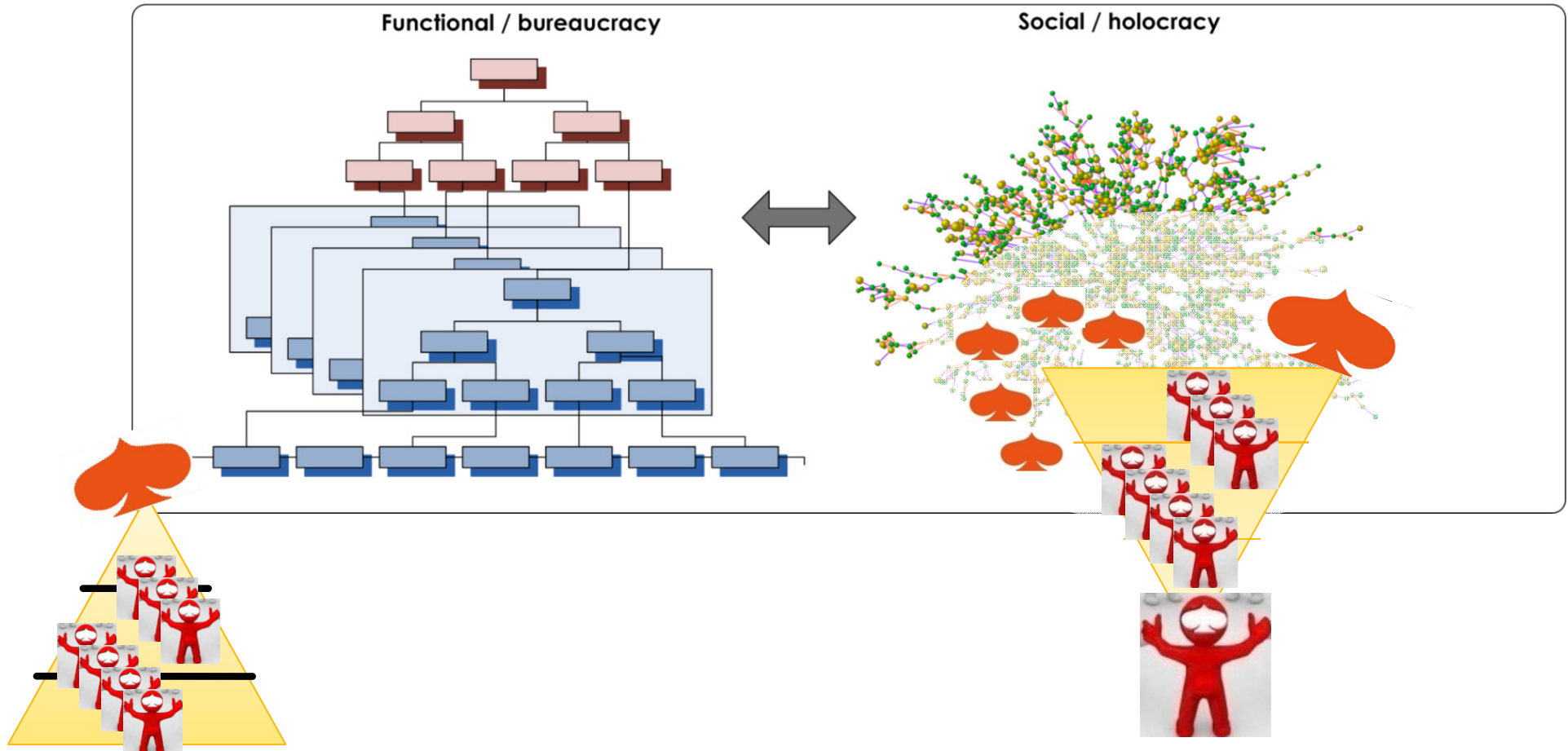




FROM WEB 2.0 TO SOCIAL NETWORKING

Synergy between "Organic Functional" and "Social"

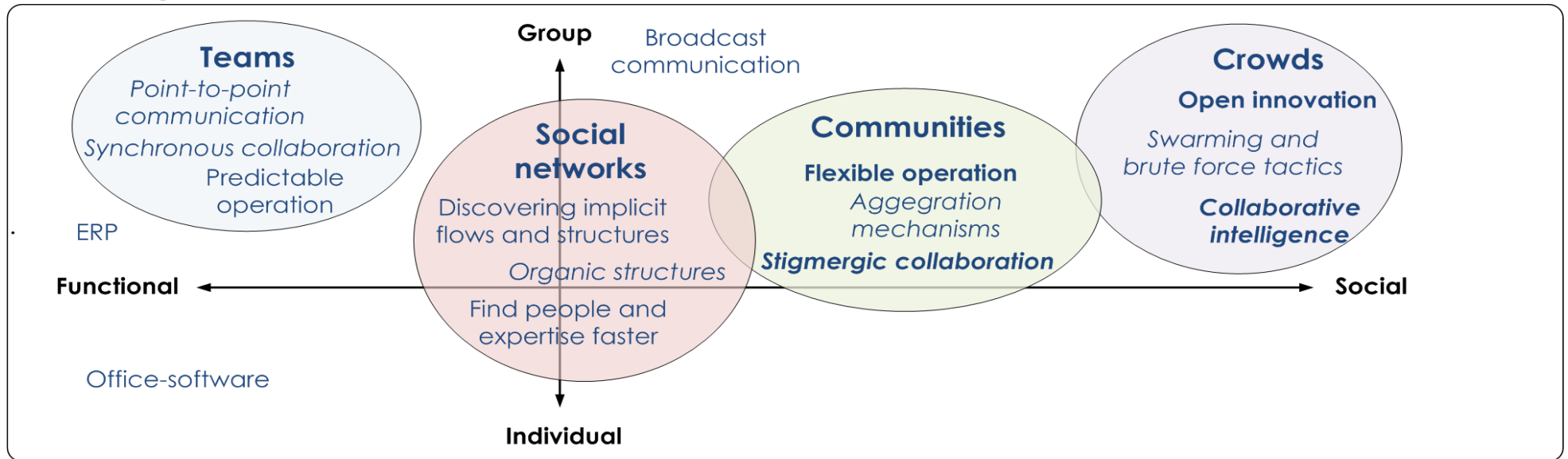
The Mintzberg-heterarchy made explicit with TeamPark





WE CONDUCTED INTERNAL STUDY TO CHOOSE THE RIGHT PLATFORM

Charting new social mechanisms



- We looked at various technology options...

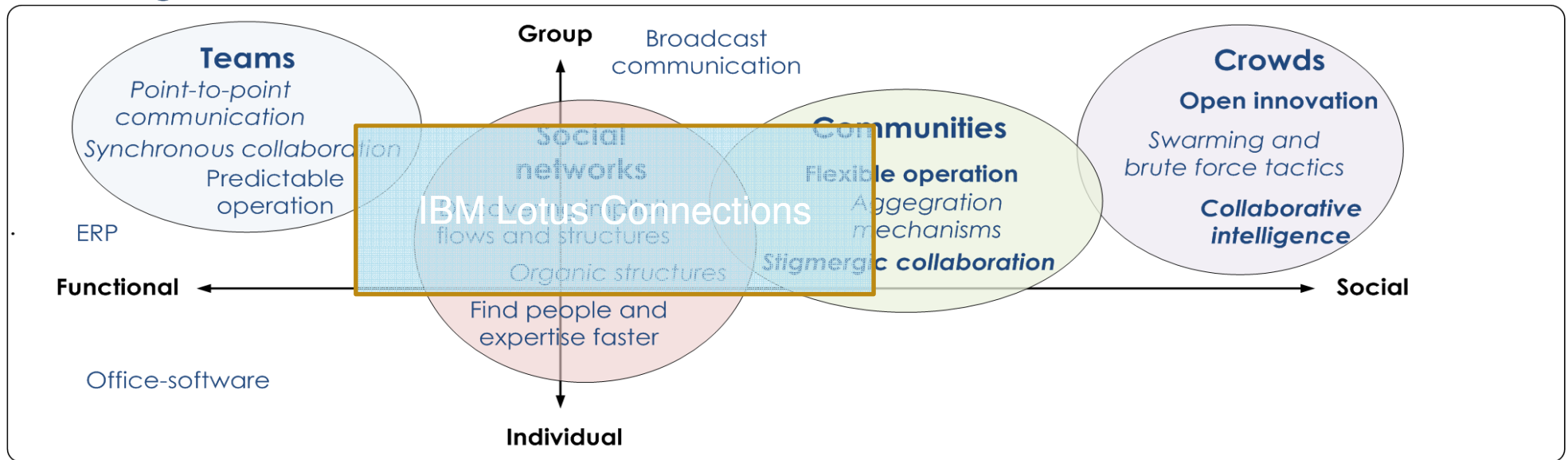


... AND WE CHOSE IBM PLATFORM



Lotus Connections

Charting new social mechanisms



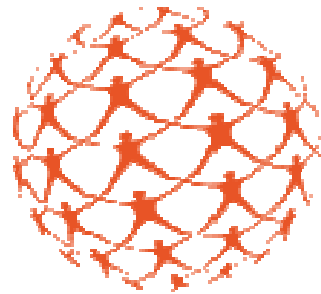
“We chose Lotus Connections because it is a powerful collaboration platform that goes way beyond simple sharing of documents and furthermore. We believe that this is the future of collaboration and we are pleased to be at the forefront of this new trend.”

- Luc-François Salvador

Chairman and Chief Executive Officer, Sogeti Group



TEAMPARK WAS BORN IN Q1 2009



TEAMPARK
BY SOGETI

TEAMPARK- IMPLEMENTATION JOURNEY

TeamPark is the trajectory to grow your organization a **living social side**

Our services

1. **Make inventory** of the wishes, talents, social communication- and collaboration habits and (im)possibilities of your **employees**
 2. **Identify** the misplaced, underperforming and hidden **social processes** and the **social hubs** in your current, functional **organization**
 3. **Select** or construct **social concepts** and means which fit your people and processes and bring them **alive**
- 1+2+3 = optimal social germs

Quick-start

Which action to take?



Complete trajectory

A more **alert** and efficient organization through improved **flexibility**, more **effective communication** and collaboration.

Better disclosure and utilization of people, **means**, knowledge and expertise through **self-organization** of processes.

Happy employees who are able to work **the way they like**, at working hours which they choose on **locations** which suits them.

A collective mind with a better **perception** of society, trends, customers and employees.

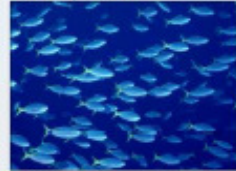
Human factors



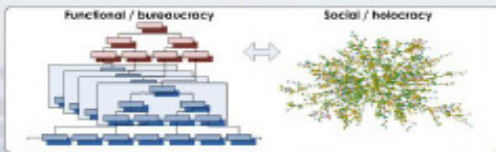
Social technology



Social processes



Wim Holland
Sogeti Nederland BV
DSE / Innovation & Inspiration
Heistolweg 204
3057 GJ Rotterdam
Nederland



Phase 1: create awareness



Phase 2: determine strategy



Phase 3: implement platform



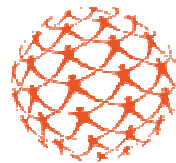
Phase 4: bring to life



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TEAMPARK – PHASE 1



TEAMPARK
BY SOGETI

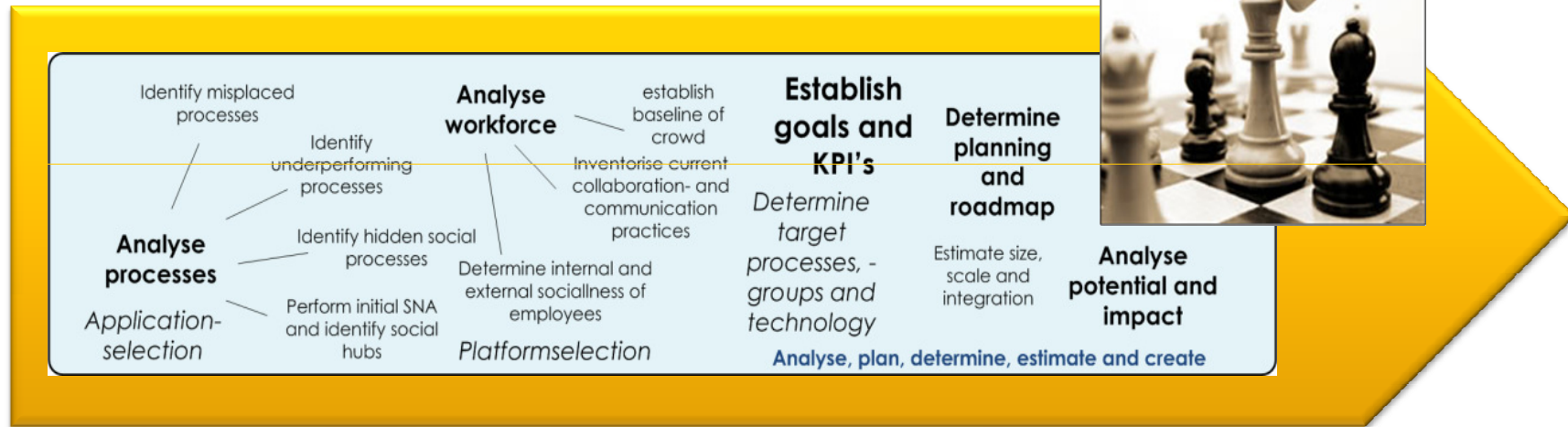
- We branded it internally and
- conducted a sustained communication & internal marketing campaign
- to launch it as the Social Collaboration Platform for 20,000 world-wide users of Sogeti Group



TEAMPARK – PHASE 2

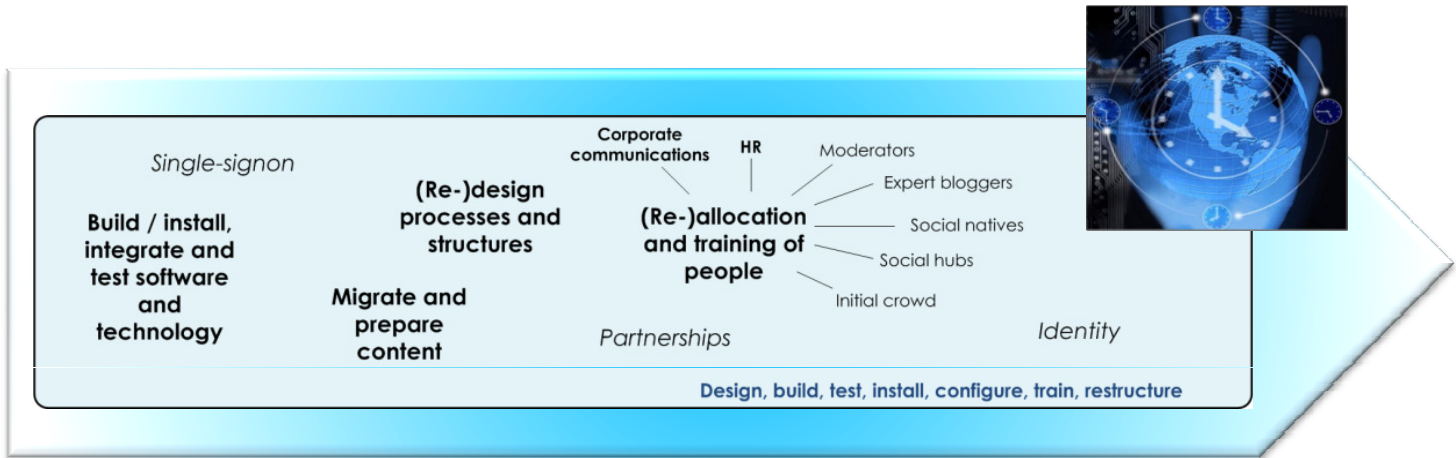


Proof of concept



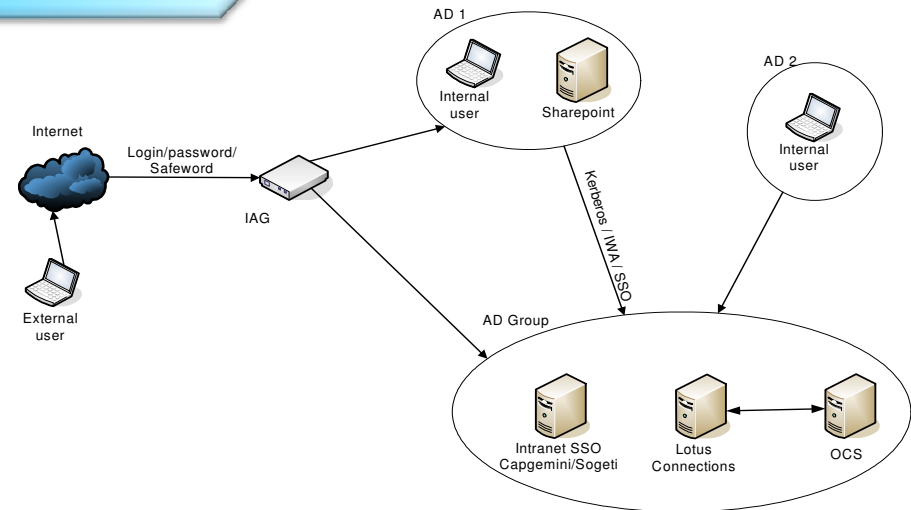


TEAMPARK – PHASE 3



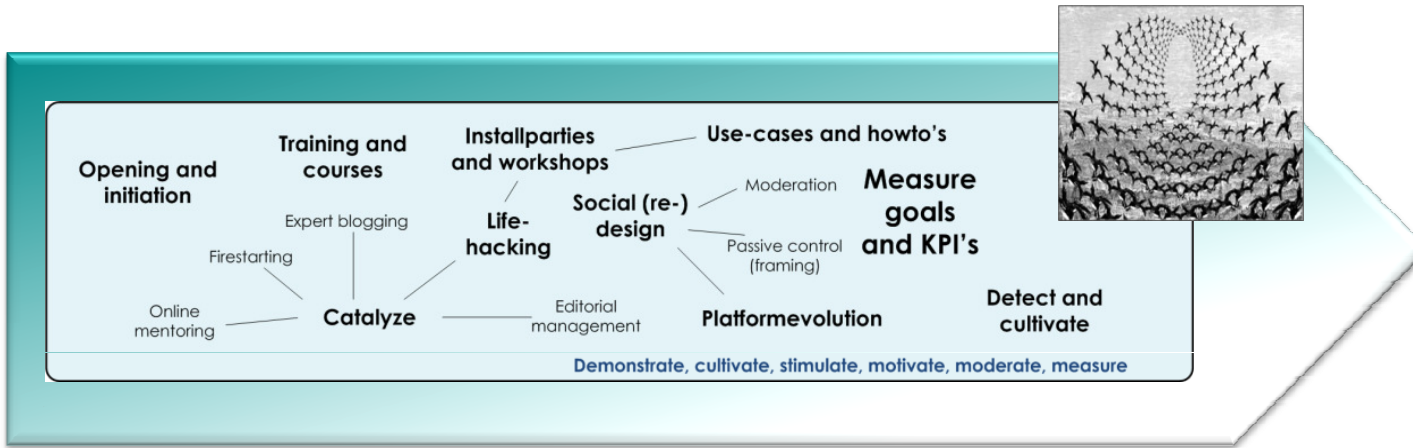
Project in 3 streams – Q2/Q3 2009

1. Technical integration
2. Sogetization
3. Prepare for Roll Out





TEAMPARK – PHASE 4



Roll out in 4 steps – Q4 2009

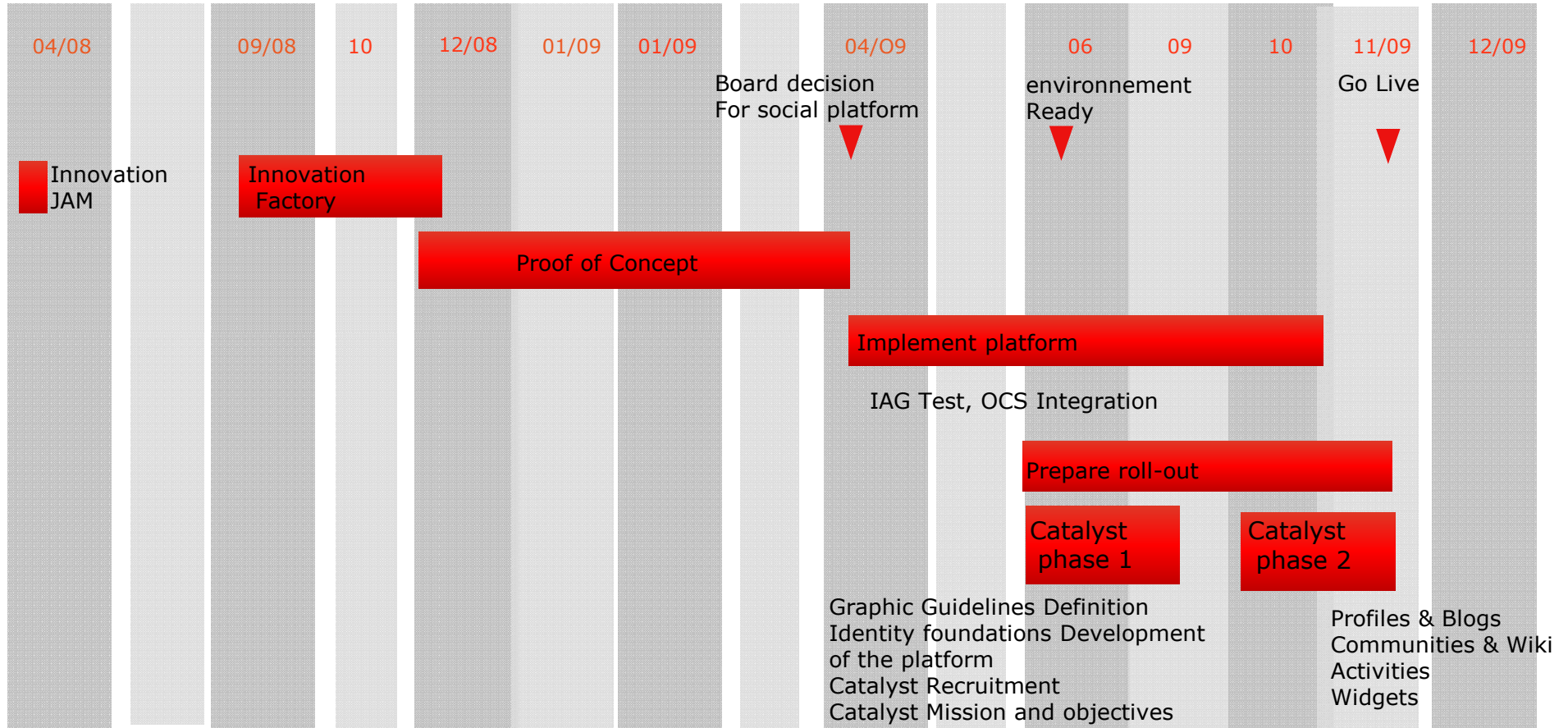
1. Profils & Blogs
2. Communities & Wiki
3. Activities
4. Widgets

Local Change Agents

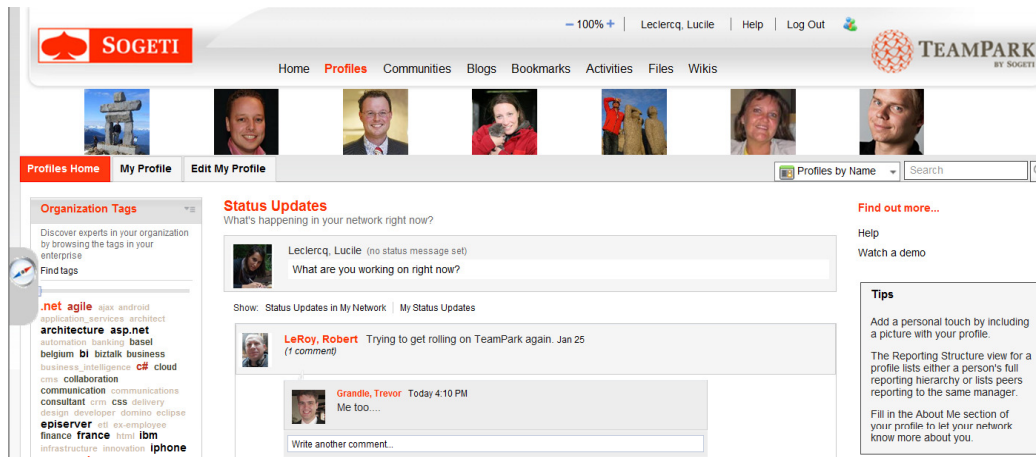




Timeline and Milestones



HOW DOES TEAMPARK LOOK LIKE?



Each general page shows 2 levels of updates:

- the whole platform
- yourself and your network

Profiles

Profiles Home / My Profile / Edit My Profile

Communities

Public Communities / My Communities

Blogs

Browse Blogs / My blogs / My Updates

Bookmarks

Public / Popular / My Bookmarks / My Updates

Activities

My Activities / To Do List / Activity Templates

Files

Files / Collections / My Updates

Wikis

Public Wikis / My Wikis



TEAMPARK POST IMPLEMENTATION - REAL USE CASES

- **Proposal through a Wiki**
 - Need to produce a proposal by coordinating experts from different country, use wiki instead of email and word document
 - Business Value: 80% of the questions answer during the first 24h, compare to 40% with the previous process
 - Business value: More experts identified and involved (+ 40%), and more references included in the proposal (+60%)

- **Brainstorming through a Forum**
 - Need a good idea in three days for a mobile apps, ask the question on the mobile apps community forum
 - Business value: More idea presented to the client in a small time frame.
 - Business value: Idea coming from all country, each idea including cultural differences and local customer brand image.



TEAMPARK POST IMPLEMENTATION - REAL USE CASES

- **Training / Knowledge Management**
 - On the bench, your manager propose you a new project in few weeks about IBM Connections, check all the information available on the platform and discuss with an expert.
 - Business value: Sogeti doesn't lose the knowledge of experts when they leave the company. And we fill the gap between experts and new IT consultants.

- **Looking for an expert**
 - You need a validation for a proposal, but you don't have any expert in your business unit, make a search in profiles.
 - Business value: No error in the proposal and more value in the proposal added by an experts.



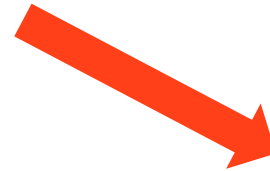
ILLUSTRATION – BRAINSTORM FOR CLIENT NEEDS

Sogeti Holland had to come up with a proposition for a PEPSICO Mobile App

1

Only one condition : "Come up with a good idea"

Hum... What to do?



2



Wim Hofland

Mobile Architect, Sogeti Holland

launches a discussion in the Sogeti App Center Community (more than 400 members)

3

29 replies in 3 days



Faster than traditional ways



More creative ideas from all over the group

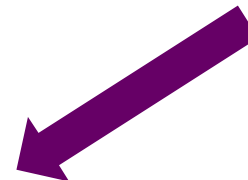




ILLUSTRATION- PROBLEM SOLVING / GATHERING OF OPINIONS

LeRoy, Robert
9 Posts

How much content should you put into an App?

Feb 6 | Tags: none

I want to create an iPad application with all the Sogeti USA content for the IBM Technology Group. The navigation would be quite simple and look similar to iTunes. My question is how much content should I add directly in the app? Of course there are two options, create the app with all 100mb of content pre-loaded or let the user download the content as iTunes does. What's the better approach?

"I want to create an iPad application with all Sogeti USA content for the IBM Technology Group. How much content should I add directly in the app?"

"I would allow users to choose what data to download"

Bawa, Harimohan
1 Posts

Re: How much content should you put into an App?

Feb 6 in response to LeRoy, Robert

I would go for second option (as iTunes does). 100MB is huge amount of data. If data can be broken up feature wise and allow users to choose what data to download, that can be other better option unless all 100MB of data to be downloaded is mandatory and a requirement.

Davenport, J
2 Posts

Re: How much content should you put into an App?

Feb 6 in response to LeRoy, Robert

Another question is why put any content into the app for the long term? I've been reading Tapworth. It makes an interesting point: what makes your app a mobile app? From what you've stated the mobility is a quick lookup for a specific topic domain. Given that, it doesn't sound like the app is really a content maintainer, but rather a navigation helper. You're making a Jeeves for this content. Embrace that as the mentality. All of the content is default online. If the user wants to grab some of that content for offline viewing, great. Support that. But the goal is not to make another ebook reader. The goal is to provide a fast, finger ready portal to the complex world of IBM content.

"What makes your app a mobile app ?
The goal is not to make another ebook reader, but to provide a fast finger-ready portal to the complex world of IBM content"

"how do you manage the content to produce a rich user experience in a dynamic architecture using web services?"

LeRoy, Robert
9 Posts

Re: How much content should you put into an App?

Feb 7 in response to Davenport, J

Normally, I would agree with this 100% but...

This brings up other question. How do you manage the content in such a way as to produce a rich user experience in a dynamic architecture using web services?

And then, what happens when the user is not connected?

Davenport, J
2 Posts

Re: How much content should you put into an App?

Feb 7 in response to LeRoy, Robert

There are two overt questions now and one meta question. Overt questions:

1) How do we make useful services?

Since I don't know all of the use cases desired for this application, I can only write to general ideas. This application seems to really want RESTful services. I'm envisioning providing content as resources. I want /redbook/WPS+INTEGRATION. So inherently we've started the content filter by saying I'm interested in RedBooks and specifically I want to see one about integrating WPS (that is made up, but really needed book). I would get back a PDF or perhaps a link to the content that will open in the browser.

Also, this resource based services approach will lend itself either to a similar organization on the user's local screen or can be mapped.

A benefit by using resources like this is that it eases the addition of Android and WinMo as clients.

LeRoy, Robert
9 Posts

Re: How much content should you put into an App?

Feb 8 in response to Davenport, J

I see it more as an eBook reader for the sales team to have all our marketing collateral at the tips of their finger tips. Because the AE's are not the most sophisticated users and given Mark's comments on Volatility below, I'm very inclined to embed the content into the application. If 90 days from now we need to refresh the content, that's fine. We can tell them to "go download the update".

With that in mind, I went looking for application sizes in the AppStore and I'm finding some massive applications. Some of 400mb of content for a demo version. This makes me feel better about my approach. It will create a richer user experience and make my development much easier.

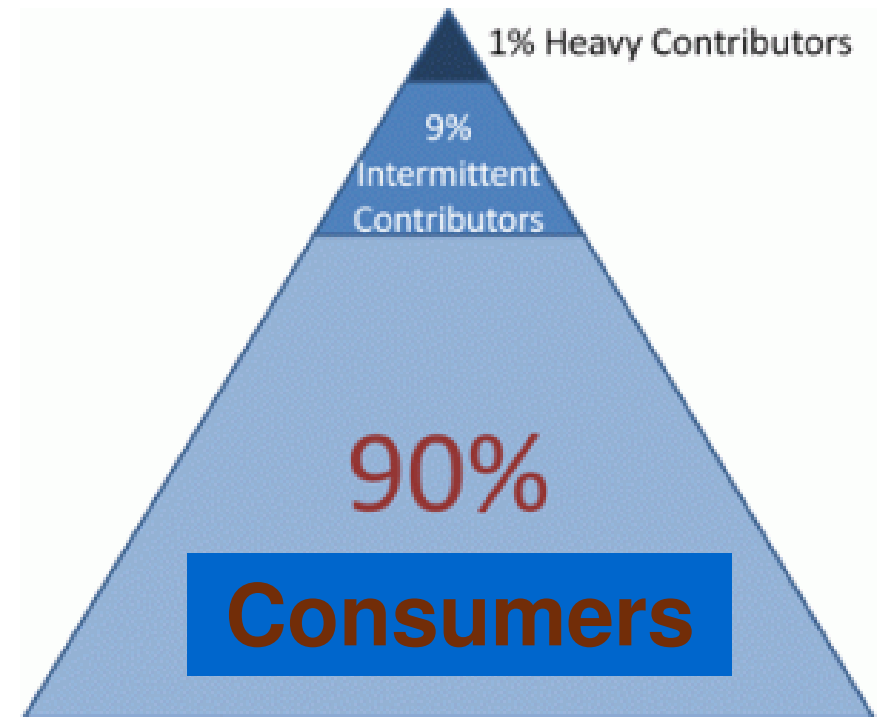
"I'm very inclined to embed the content. It will create a richer user experience and make my development easier."

"How do we make useful services?
What happens when there is no connection ?
How will my users actually use this?"



USAGE STATISTICS - 15 MONTHS LATER

■ Unique users	11,856
■ Penetration	52 %
■ Average daily unique users:	408
■ Average weekly unique users:	1500
■ Average monthly unique users:	2500
■ Number of published blogs:	980
■ Number of communities:	1320
• Distinct owners	1283
• Distinct members	6 509
■ Number of wikis:	757





TEAMPARK - UNIQUE FACTS

- First ever implementation on Lotus Connections 2.5 for 20000+ users across 16 countries
- Implementation reference for IBM (IBM PartnerWorld site)

(<http://www-304.ibm.com/partnerworld/gsd/solutiondetails.do?solution=41701&expand=true&lc=en>)

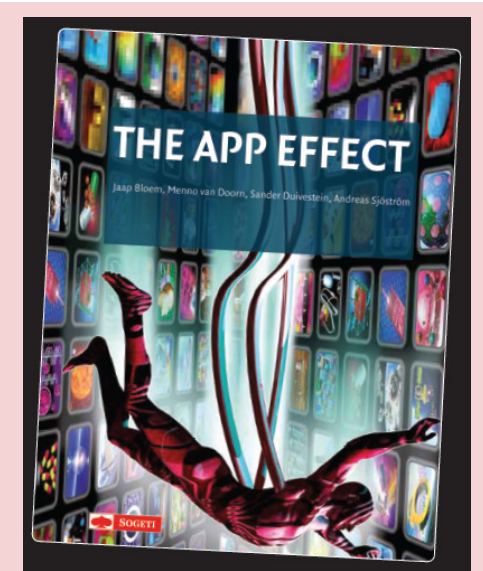
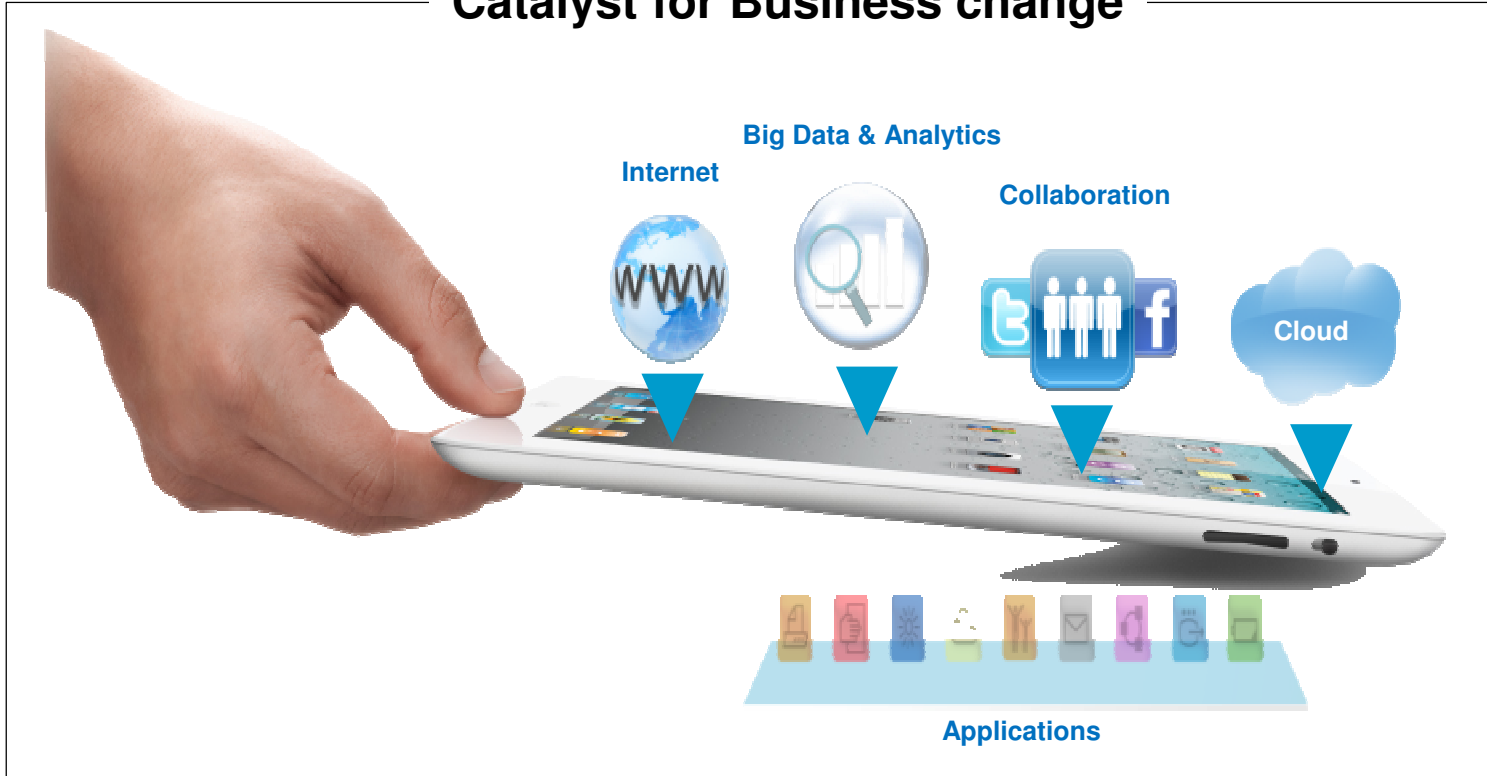
- TeamPark is a highly successful methodology developed by Sogeti for implementing collaboration environments, including an adoption plan that ensures these implementations deliver business benefit to the organization
- Published a dual-cover book about TeamPark





MOBILITY- IN SYNC WITH SOCIAL COLLABORATION

Catalyst for Business change



<http://theappeffect.org/>



OUR PARTNERSHIP WITH IBM

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SOA for Profit
A Manager's Guide to Success with Service Oriented Architecture

Service Oriented Architecture is becoming the leading architecture for IT and is changing the way organizations work. It is already creating greater mobility, and becoming the leading yardstick and enabling support for business should be. At the same time, IT is expanding its potential to create real business impacts. SOA will be an essential step in the right direction for any organization, but only if it is not approached as solely a technology issue. Technology is very interesting, and poses many challenges, but the real value will only be found when addressing the more complex aspects that define the workings of business and IT in modern organizations.

SOA for Profit explains the value and essence of SOA. It makes SOA practical and pragmatic. Summary models and step-by-step an actionable roadmap to start doing SOA in projects that deliver immediate results. It explains the operational and governance and architecture and shows that a broad vision of SOA is essential for deriving benefits from it. This book will bridge the gap between business and IT by providing tools and a common language that can be used before entering a strategic dialogue that is the basis of business-driven IT.

Written by a team of authors from Sogeti and IBM, SOA for Profit is a handbook book, based on experience with real companies and real projects.

editors
Sogeti Netherlands
Sogeti Netherlands
IBM Software Group Germany
Martin van den Berg
Erik van Ommen
Norbert Bialberts

ISBN 978 94 7542 122 7

SOGETI

Lotusphere 2012

Leveraging the Social Business AGENDA
Business Transformation Through Becoming a Social Business

FINALIST 1
Ascendant Technology
(United States)

WINNER
Sogeti Group
(France)

FINALIST 2
Portico Consultancy
(Netherlands)

Business. Made Social.

IBM BUSINESS PARTNER LEADERSHIP CONFERENCE

Beyond Conventional Philanthropy
A Model of Corporate Citizenship and Societal Innovation

- Donating IT knowledge and expertise to the PlaNet Finance ideals
- Promoting microcredit as a means to economic opportunity
- Employee volunteers fighting poverty in 35 countries

PLANET FINANCE

SOGETI

IBM

Beacon Awards 2007 Winner

IBM

Beacon Awards 2008 Winner

IBM

Beacon Awards 2009 Winner

IBM

Beacon Awards 2010 Winner

IBM

Beacon Awards 2011 Winner

Premier Business Partner

Authorized Power Systems System z

Beacon Award Winner 2011



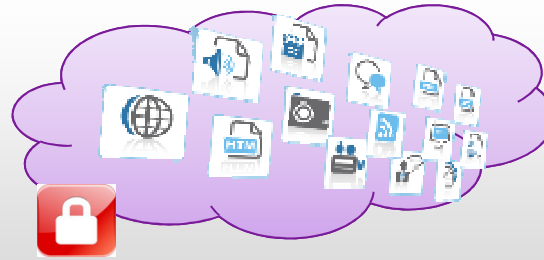
SOGETI OFFERING – KNOWLEDGE EXPERTISE



On Premise

IBM Connections
Websphere Portal
Websphere Commerce
Domino Apps
Sametime
Cognos
Quickr

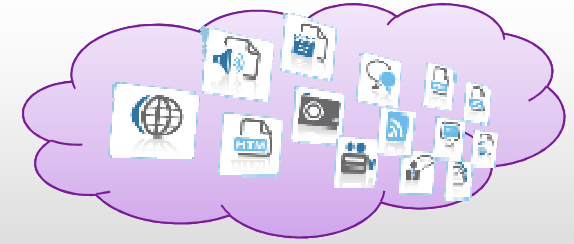
Integration and customization
efficiency



Virtual Private Cloud

IBM Connections
Websphere Portal
Websphere Commerce
Domino Apps
Sametime
Cognos

Benefits of Cloud and on premise
combine



Public Cloud

Lotus Live Notes
Lotus Live Inotes
Lotus Live Meeting
Lotus Live Symphony
Lotus Live Connections
Lotus Live Engage

Cost efficiency



SOGETI'S OFFERING - CONNECTIONS LIFECYCLE

PoC as a Service

Pilot w/Catalysts

Enterprise Rollout

Goals

- Test Connections in a pre-production environment
- Provide a platform to test Connections
- Demonstrate Social Software goals/value to the organization

Activities

- Identify top pilot groups
- Configure the environment
- Brand for the customer
- Implement the architecture

Deliverables

- Install the Connections Server in pilot install mode (up to 100 users)
- Create a test directory of pilot users
- Populate the Profiles application
- Add some internal community specific to client business
- Virtually train pilot users

Duration*

Max 8 weeks

Goals

- Validate all the business case
- Validate requirement and functional needs
- Validate the architecture
- Seed environment for roll-out

Activities

- Setup and configure on-premise or cloud
- Identify Pilot Users (Catalysts)
- Integrate and Customize
- Train users / communicate / drive adoption
- Provide support via the platform

Deliverables

- Fully implemented Connections environment
- Content Populated
- Rollout/Communication Plan
- System is ALIVE

Duration*

2-6 months

Goals

- Make platform accessible for all users
- Drive adoption across the enterprise
- Explore other SWG opportunities

In this phase all users from the company access the platform

Activities

- Train users
- Communicate Rollout
- Drive the change
- Measure the activity

Deliverables

- Knowledge Transfer Kit
- Fully implemented Connections environment
- Training materials
- Communication plan
- Continued guidance and support for adoption of social collaboration

Duration*

3-12 months

**Varies by organization*



SOGETI'S REUSABLE ASSETS ON LOTUS CONNECTIONS

- TeamPark Methodology to drive user adoption
- Open specific communities to external users (partners / clients)
- Social Commerce
- Self Registration Module
- CSS Customization
- Email Integration
- Integration with multiple-domain environments
- Integration with SharePoint
- Integration with Office Communicator for “Presence”
- Testing use cases (540)
- Reusable Widget
- PoC-as-a-Service



CASE STUDY - LARGE TELECOM COMPANY

Established single collaboration platform for 80 subsidiaries of a group company to overcome organizational silos

Business Need

Client is in telecom business comprising 80 subsidiaries. Each branch is independent. The group's holding company wanted to implement synergy between the various subsidiaries and has decided the establishment of a collaborative platform.

Solution

Established a platform for the whole group, without imposing a technology choice on the part of the holding companies and without technical integration with the various subsidiaries.

Established a platform IBM Connections in Virtual Private Cloud. Setting up a self user registration on top of IBM Connections

Users communication plan tailored to each subsidiary

Results

Operational Platform accessible to all by enabling cooperation between the various subsidiaries

Global platform overcame the organizational silos separating the branches between them. The platform does not belong to a subsidiary and being seen as external, the adoption was facilitated.



CASE STUDY - LARGE PAINT MANUFACTURING COMPANY

- Drive new growth / business initiatives
- Stimulate innovation.
- Promote change
- Build social capita
- Foster ownership of collective problems & react quickly

Business Need

Client wanted to exploit social networking solution across & outside enterprise to:

1. Engage with vendor, distributors and partners on same platform
2. Connect people to people and people to leadership.
3. Nurture common interest communities/collaboration.
4. Better communicate corporate programs, news & announcements.

Solution

Expected Results: Platform available, Integrate with existing tools and processes.

- Establishing a platform based on IBM Connections & client requirements
- Integration with SAP processes and HR information
- Widgets to engage employees with the platform
- Integration with Quickr, Lotus Notes and Sametime for transparent communication between different tools
- Application performance as per industry standards

Results

- Employee engagement within the organization has increased
- better and employee friendly policies within the organization.
- Significant decrease in the time with regards to project execution, decision making with the help of information available at one
- Centralize location in quick time and with help of experts.
- Plan to integrate external vendors in the system
- will help organization to control the spend on vendor communication.
- Will help to improve the product in features & quality.



TEAMPARK

BY SOGETI

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People matter, results count.

www.capgemini.com