

Changing The Game: Monthly Technology Briefs

April 2010

**Social CRM: The Game-changing Movement
that Links Social Tools with Revenues!**

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Social CRM: People You Know Bought This!

Harvard Business Press is about to publish a book called '*Social Groundswell*' that details case studies of more than a dozen major corporations who have seen their revenues drop sharply through not being aware of, or using, Social Customer Relationship Management (CRM). Alternatively, it also includes instances of others who have seen an equally sharp rise in revenues from successfully using Social CRM. Today, many people have moved beyond seeing the web simply as online catalogues of products; they now use other sources to gather opinions from other consumers. People are quick to tell others through social networks, and even focused manufacturer communities, about products that are perceived as poor or examples of bad service. There are many recorded instances of this resulting in drops of between 14-17 percent in revenue. Again, as good products or services correspond with rises in sales, both the positive and negative effects of Social CRM are being widely recognized by many enterprises today!

Social CRM is using various forms of social networking to create a new level of intimacy and interaction with clients that connects back to the existing structure of conventional CRM. By doing so, it is able to more closely meet and match clients' expectations, thereby increase revenues and satisfaction.

Conventional CRM focuses on the enterprise itself, collecting data to create records and an internal understanding of clients' likes and dislikes in order to feed conventional sales and marketing activities. By contrast, Social CRM focuses on external aspects aiming to build direct relationships that can create high levels of satisfaction and interest, which will result in existing clients freely advising potential customers of the value of your products and services. An endorsement by a friend, or someone with similar interests from a social community, is seen as a non-biased judgment that is worth more than the sellers' own marketing messages. Some famous examples are the YouTube clip '*xxxx airlines broke my guitar*' that was a cell phone video showing the airline's baggage handlers throwing the guitar off the aircraft. It resulted in a storm of messages about similar damage to baggage from other travelers on the same airline; bookings and enquiries dropped by 16 percent in the week that followed.

Today that airline, as do many other retail-sensitive businesses, has staff engaged in full-time monitoring of Twitter, and other social media networks (SMN) to pick up and immediately respond to posts about service failures. Conversely, both SouthWest and Virgin airlines are famous for their huge and dedicated social community followers where their passengers advise each other on hotels, restaurants, indeed any aspect that can be connected with air travel or airports. Both enjoy above-average load factors and less sensitivity to seat prices. Other examples include communities around hobbies actively debating and advising on the value of various equipment from different manufacturers in which the manufacturers' own experts may participate to offer advice or support. Technology and engineering products are also using SMNs to get feedback on new features or products, or even enlisting their clients to voluntarily provide advice and support on use to new buyers. According to the DEI Worldwide Research, as many as 70 percent of consumers in some sectors have used feedback from existing clients to influence their buying decision.

Today, there is increasing amounts of business being done 'online', plus there is the shift towards 'Smart Business' where we use devices ranging from utility meters, on-board car systems, and household devices such as washing machines. As governments too move towards delivering 'joined-up services' thus increasing the communication and interaction environments, Social CRM is a natural, aligned requirement to compliment these business changes.

Social CRM is a well-targeted medium offering direct feedback on its success. Unlike advertising where a large part of the resources is wasted but it's difficult to know exactly which part, Social CRM is low in cost for its clients. It has been proven to directly influence revenue in short windows of opportunities around events, and is directly related to known consumer trends in how they make choices and decisions. To be successful, all it now requires is integration to the existing IT systems, and usually extensions of their capabilities.

The link to Smart Business needs little explanation, but the need to extend the use of new tools and capabilities to support rapid reactions and decisions by Business Information Management is a key new competency that is different to many forms of traditional Business Information driven by internal data. The existing CRM system will need to connect, as perhaps will other support systems such as product support systems, sales and market databases. All of these will need to work through a different type of Info-structure that can bring together people-to-people services through unified communication, SMNs, and cloud services delivered 'on demand' from flexible virtual computational resources, with the existing applications that make up the IT systems. The potential benefits of Social CRM may be recognized and first-level benefits are already being seen. But as clients increasingly raise their expectations, a wider integration to leverage all resources of an enterprise will become necessary. Some experts think that in the longer term Social CRM will be the external equivalent for an enterprise of the use of Enterprise Resource Planning (ERP) for internal efficiency in leveraging enterprise resources.

The impact of this and other technologies is discussed in the [Cappgemini CTO Blog](#).

Leading Company Results (Revenues)

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Full Year:	Logica ↓ 3% @ £3.7bn

Movements by Industry Leaders

Cisco has re-stated its commitment to Dell after internal emails suggested that they were planning to break off the relationship but competitive repositioning against HP is still important. **Cisco Secure Borderless Network Architecture** is claimed to 're-engineer the virtual private network experience' by making it easier to include devices and connections within a secure managed VPN. **Cisco Carrier Routing System 3, CRS-3, is billed as an 'important addition'** to their carrier services technology and is aimed at supporting the capabilities to offer video services. **Cisco Intercompany Media Engine, IME**, to connect Cisco internal Unified Communications with external enterprises via video. www.cisco.com

Oracle Financial Services FLEXCUBE Investor Servicing 9.0 upgrade for managing hedge funds is announced. **Oracle SOA Governance 11g, part of the Fusion Middleware** architecture, bundles Enterprise Repository, Services Registry, SOA Management, Enterprise Manager, and Web Services Manager. **Oracle Berkeley DB 11g R2** is a thorough updating with new connections and wider supporting including Android. **Oracle Enterprise Manager Ops Center** manages physical and virtual Sun environments. **Oracle Procurement on Demand, part** of the Oracle On Demand suite, helps mixed procurement policies of services, hosting, and on-premise requirements. The **Oracle Imaging and Process Management 11g** addition to the Fusion Middleware stack enables automation improvements to processes using scans and images. www.oracle.com

HP is offering its resellers 'easy to source' units of Care Pack Services to encourage resellers to add services to the product sale. **HP Elite 2740p is a new multi-touch tablet PC** as the first HP machine of this type. A significant updating and new additions to the **HP Unified Communications offerings** ensure compatibility with Microsoft Unified Communications, a new link to **Polycom**, to incorporate their voice and video range, as well as adding new capabilities. www.hp.com

Intel has added to their PC remote management capabilities a keyboard, mouse interface using the Real VNC toolkit embedded in the Intel Core vPro processor. **Intel Gulftown, a six-core desktop processor chip** has been previewed with the capability of running 12 software threads simultaneously. www.intel.com

IBM Smarter Planet green initiative is to move into Smart Buildings by a partnership with Johnson Controls to offer pre-packaged solutions for smart building services management. **IBM announced additional Security tools at RSA 2010** covering a Secure Web Gateway Service 2.0 managed for a monthly fee and new encryption, identity, and compliance products. **IBM new EX5 enterprise server range** promises to offer performance and memory scalability to new levels. IBM has added new **updated System x Servers** that offer greatly increased capacity in smaller space modules. www.ibm.com

Microsoft and Amazon are cross licensing patent agreements, with Amazon gaining access to Microsoft's wide range of capabilities and Microsoft gaining access to the Kindle and Cloud Platform technologies. Now available **on Google's Android platform is Microsoft Tag Barcode** scanning application. **Windows Phone 7 is a complete break with the past Windows Mobile versions** and therefore will not run Windows Mobile Apps, a surprise announcement

confirmed. **Microsoft Essential Business Server, EBS, is to be discontinued** in a 'streamlining' exercise for mid-market products that Cloud-based services are expected to replace. **New Mobile Development Tools** covering SilverLight on Windows Phone7 have been added. A preview of **Microsoft Internet Explorer 9** with new HTML 5 standards and other features has been demonstrated. Microsoft have been **fined \$105mn** for breaching VPN patents of VirnetX. Microsoft is partnering with Citrix to make a concerted push to become a **major force in Virtual Desktop Infrastructure, VDI**, with new lower charges and revised licensing supporting the substantial capabilities delivered by combining the two companies products. www.microsoft.com

SAP Business Objects Business Intelligence (BI) OnDemand aims to tie together all aspects of providing BI as a Service to allow a user to pay for making a specific one-off customizable BI enquiry. SAP has **added more Mobility products** through its partnership with Sybase stating they aim to build new solutions especially for mobility workers. **SAP Business One 8.8 upgrade** is claimed to offer a new generation of ease-of-use software for small and medium enterprises (SME). **SAP NetWeaver Business Client 3.0** middleware integration package links BI and ERP together with more comprehensive easier to use functionality. **SAP Bus Obj Planning and Consolidation** assists capital planning and investments. www.sap.com

Google is the latest to face an European Union (EU) enquiry into its business practices and anti-competitive behaviors, following complaints from several sources including Microsoft. **Google is acquiring Picnik**, the online photo editing service. An **upgrade Chrome beta is now available** adding new features that in the past would have required plug-ins. Google has been granted a **patent on-location-based advertising**. A **new PowerMeter application programing interface (API) from Google** aims to allow developers to link various power-consuming objects into the Google service. Android 2.0 platform users can now make searches by gestures on the touchscreen, using a **new Google Gesture Search** application. **Google is acquiring DocVerse**, who offer capabilities to link Microsoft office tools with Google Apps. **Google Apps Marketplace, an online service** to find new services or 'plug ins' in Google terminology that Google accepts as conforming to their standards, is now open and Google is claiming **25 million users for its Google Apps services**. **Cordys is one of the first significant partners** in the Apps Marketplace offering services orchestration around workflow for Google Apps. Google is **relocating its search servers supporting China** to Hong Kong, after a failure to reach an agreement with the Chinese government in respect of securing its operations in mainland China. www.google.com

Amazon have added an eReader for Apple devices as a free download; it does not cover the iPad yet, though there are plans to add it. www.amazon.com

Open Source Update

Mozilla is planning to revise its Mozilla Public License with the aim to 'modernize and simplify' as some 'wording may be showing its age'. **Firefox 3.6.2 update** has been launched early due to a significant security flaw and users are recommended to immediately update. www.mozilla.com

Opera Mini 5 browser for Android is now available as a beta download with compression of data and new capabilities, all promising a new level of browsing experience for the Android platform. www.opera.com

RedHat JBoss Enterprise Middleware Platform v5 upgrades to include more capabilities to manage services including a Service Bus and Web Services

integrator. The upgraded **JBOSS Developer Studio 3.0** supports SOA-based development by using the Eclipse 3.5 tools. www.redhat.com

Standards Watch

New EU rules on Roaming Charges for Mobiles come into force allowing users to set charging limits to prevent them unexpectedly running up big bills. Critics say this could result in users being unexpectedly barred from further calls when roaming. [Click here to go to the Europa Website](#)

STORK, an EU pilot for interchangeable electronic identification started in 2008, has just produced a set of common specifications that should enable any EU citizen to use their national identity in any other EU country. www.eid-stork.eu

Cloud Security Alliance has launched the Trusted Cloud Initiative with the aim of producing a standardized set of values that allow various cloud offerings to be compared. <http://cloudsecurityalliance.org>

OpenGL v4.0, the graphics standard popular for Gaming Development, is now released with the normal attention to performance improvement and the aim of providing a 'free' standard for all platforms. www.opengl.org

Jericho Forum Self Assessment Scheme, SAS, is a free download of an assessment form to check how well any solution meets the 11 commandments of Jericho Style Security. www.opengroup.org/jericho

More Noteworthy News

Twitter has now hit a new landmark of 50 million tweets a day, exponential growth as compared to a mere 2.5 million in 2009. Some users were given access to **GeoLocation as a new service** that, if activated, shows the location on a map of where their tweets are coming from. **@Anywhere is a new Twitter service** that allows Tweets to be sent via any selected account. www.twitter.com

Facebook received more visits than Google with 7.07 percent versus 7.03 percent, with the two sites notching more than 14 percent of the total of all Internet visits between them. Facebook has seen a 185 percent rise in traffic in year-on-year growth. www.hitwise.com

EMC Celerra Plug-in for VMware Environments integrates with the VMware vCenter console and offers storage virtualization to cut demands for expensive dedicated storage as well as automated 'fail over' using the vCenter Site Recovery Manager. EMC has lost its case concerning its treatment of financial dealings in its accounts on US Government business, and is therefore forced to recompile and state its earnings less \$57.5mn as a provision against liabilities arising from this. www.emc.com

Yahoo is to work with Twitter to provide direct access to Twitter feeds from your personal Yahoo homepage, as part of a strategy to make Yahoo more integrated with real-time feeds and environments. www.yahoo.com

Juniper Networks is offering \$50mn to venture capital-backed startups to support development on its Junos operating system (OS) of a wide range of mobility, unified communications, security, and other network-based services. www.junipernetworks.com

Parallels Server for Mac Bare Metal Edition extends the parallel range of virtualization that allows Windows, Linux, and now Mac OS X applications to be run on bare metal Intel or AMD-based servers but with the Apple licensing ban on running Mac OS X on non-Apple platforms there, this solution can only be built onto the Apple hardware. www.parallels.com

Lenovo is introducing a new range of entry-level workstations starting with the ThinkStation E20 that can support CAD and other intensive applications but cost little more than a high-end PC. More models have been added to the **Lenovo portable range with the X201** available as both a Notebook and a Tablet format. www.lenovo.com

Capgemini is bringing together all its testing capabilities into one comprehensive global service called Testing Services that can cover any aspect of testing, and is accessed and supported by local offices. www.capgemini.com

SalesForce.com Chatter collaboration service, which allows developers to build onto the basic services and capabilities for collaboration on the Force Platform, is now open for developer previews. www.salesforce.com

Adobe Connect Pro mobile web conferencing software now supports iPhone (and therefore possibly iPad) and iPod, allowing real-time video conferencing. **Flash Builder 4**, the latest version of the Eclipse-based cross platform development tool, adds new abilities including integration with workflows from Adobe ActionScript. www.adobe.com

CA has acquired Cloud platform provider 3Tera and its AppLogic Computing Platform to add to its portfolio of Cloud capabilities. In a later deal, CA announced **the acquisition of Nimsoft** to still further boost its portfolio of capabilities for 'clouds'. www.ca.com

VMware adopting EMC Ionix IT management suite under an original equipment manufacturer (OEM) deal, which is designed to provide an increased capability for VMware to both build and manage 'private' clouds. www.vmware.com

Dell has extended its enterprise PC range with OptiPlex 980 and FX100 models. www.dell.com

Fujitsu has rehashed its Notebook range in the brand Lifebook with seven new models. www.fujitsu.com

Skype for Symbian Mobile OS has been released and can be downloaded free from the online Nokia Ovi Store. www.nokia.com

Opera Mini 5 Web browser will come as a pre-installation bundled with Windows 5 or 6 Mobile OS on older SmartPhones still on sale using the older Windows OS versions. www.opera.com

McAfee Vulnerability Detection and Response Group will provide a threat and malware management service to keep enterprises safe from the constantly changing types of threats. **McAfee Data Loss Prevention, DLP**, is an addition to the ePolicy Orchestrator suite and is a target prevention measure for specific sensitive data on internal systems. www.mcafee.com

Symantec Web Security Monitoring Service is a subscription service that provides enterprises with continual monitoring of threats and updates for Browser and Web threats. www.symantec.com

AMD is extending its OEM partnership reselling program to reach the wide variety of new devices that are being given micro-processors and brought online. www.amd.com

VeriSign Identity Protection, VIP, for Mobiles now covers Android OS-based devices as well as iPhone, Blackberry, and Windows Mobile OS, and is available as a free download. www.verisign.com

PegaSystems are acquiring Chordiant for their predictive decision-making productline, which is seen as fitting with PegaSystems 'Build for Change' solutions that are focused on front-office high-change processes. www.pegasystems.com

Autonomy Explore for Retailers brings together data from different sources and formats to build a coherent profile of customers as groups or individually. www.autonomy.com

Xobni, automatic indexer and manager for Microsoft Exchange, is now available for Blackberry smart phones offering the same features. www.xobni.com

Concrete Connect new Software as a Service (SaaS) suite for retailers is a customizable offering that allows all the requirements to run a virtual e-tailer to be arranged on a services basis. www.concrete.com

Sony Vaio E Series Multi Media Laptops gets new 14inch and 17inch screen versions to go with the 15.5inch launch model. www.sony.com

Samsung Galaxy S adds a new Android-based smart phone to their line-up with a 4inch touchscreen, a 1-GHz processor, 16 to 32GB storage, and Android 2.1 OS that is claimed to set a new standard for smart phones. www.samsung.com



About Capgemini and the Collaborative Business Experience™

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery

model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 30 countries, Capgemini reported 2009 global revenues of EUR 8.4 billion and employs 90,000 people worldwide.

More information is available at www.capgemini.com

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