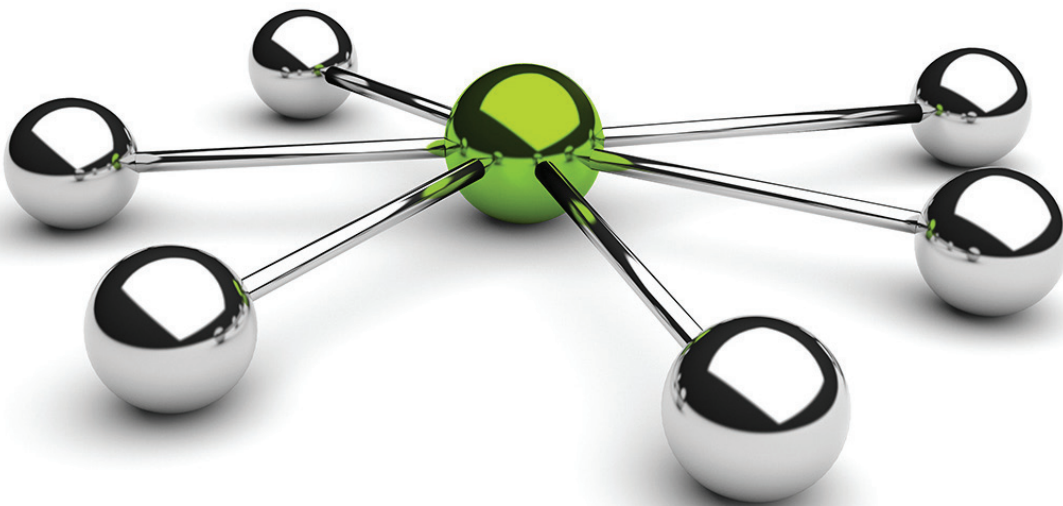


Social Business Innovation Separation can be six degrees. Make it one.

How to capture more enterprise value through
Social Business Innovation with Deloitte and Salesforce.com



**The *if* and *when* have been identified.
All that's left is *how*.**

Today we call it "social business." Tomorrow we'll call it just "business." When you harness social media techniques to enterprise goals, the potential that emerges can be too great to ignore.

Companies around the globe have attempted to jump on the social business bandwagon, but many are struggling to turn their investments into business value. Our experience in helping clients close that value gap focuses on two elements.

First, a response to market developments after they've happened instead of taking the initiative and driving change themselves can yield strategies that are often underdeveloped and reactive.

Second, the necessary education, acceptance and engagement of social business implementation and management is often ignored.

Get these two elements right and you can have a social business strategy that delivers value where it matters most: in relationships. Social business can drive the relationships with and among customers, employees, partners, suppliers, investors, and other stakeholders.

In the new reality of social business, this network can help drive the bottom line.

What's in it for you?

Social business can enable net-new connections and can improve existing relationships between people, information, and assets to drive smarter business decisions, more informed actions, and more profitable outcomes.

Innovation

Uncover the bright ideas that already exist within your organization and your customers. Work with your customers to develop and enhance products and services that truly meet demand.

New and stronger relationships

Engage with internal and external stakeholders to develop new, deeper and more meaningful relationships and enhance loyalty.

Knowledge sharing

Use social tools to drive internal and external collaboration that contributes directly to enhanced customer experiences and higher sales and support capabilities.

Foresight

People talk about brands, products, and services all around the world using social media—every second of every day. Unless you understand these conversations, you won't be able to take advantage of them.

How to make it happen.

If you're looking to take your social business to the next level, one of Deloitte's customized Social Business Innovation Workshops is the place to start.

In your day long workshop, you and your team will immerse yourselves in a world of information visualization—focusing on critical questions that can drive more value from your social business investments.

Here are some of the questions we'll tackle together:



Exactly how can social business create value for your business?



What's really being said about your organization and your competitors? How can you influence those conversations?



Which dimensions of social business should matter most to you? Where should you focus?



How will you measure your social media goals and the return on your investment?



What social business capabilities are most important? How will you develop and deploy them?

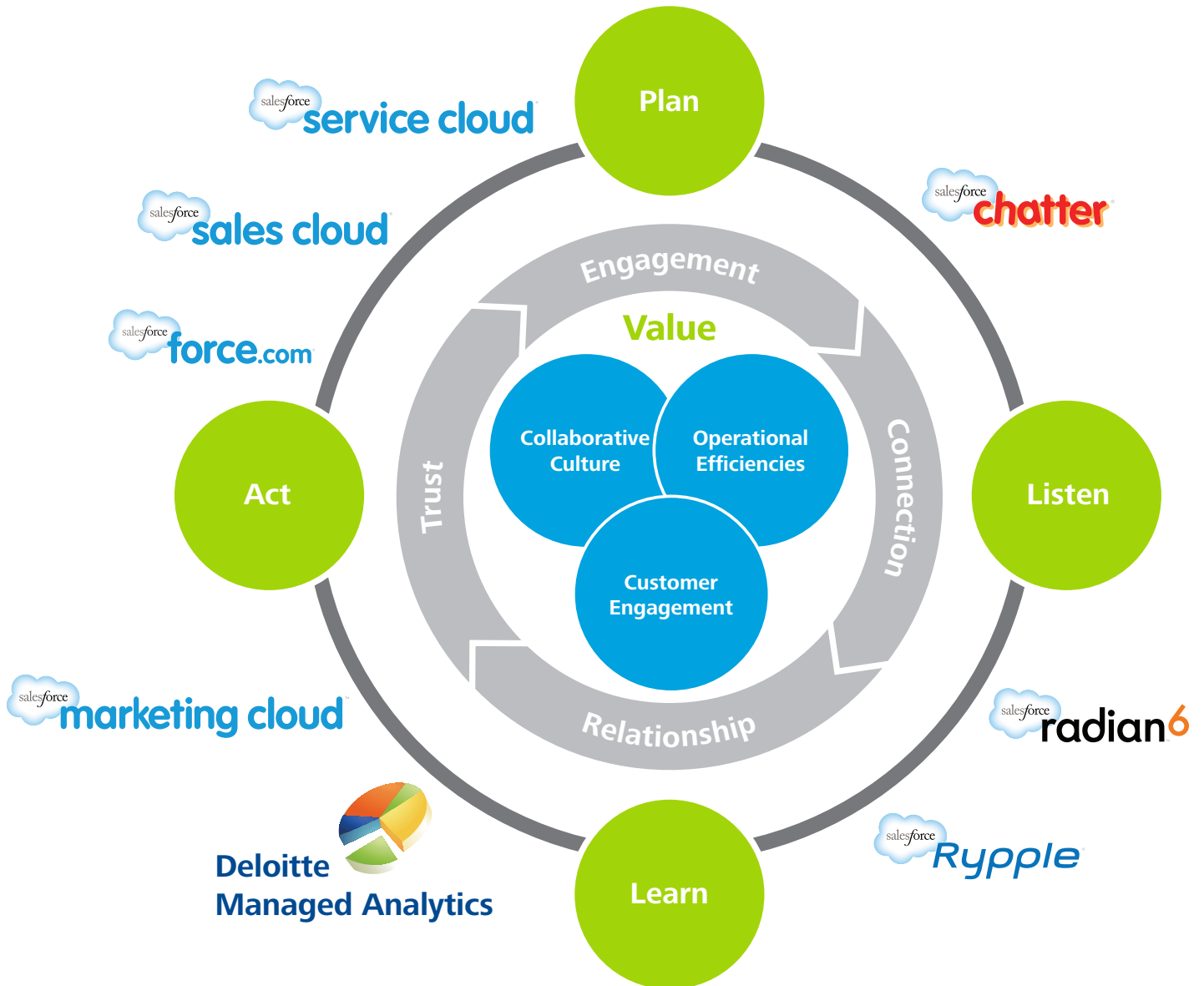


What are the critical next steps for your organization?



Deloitte Social Business Innovation powered by Salesforce technology
Plan. Listen. Learn. Act.

When you build on these foundations and harness the power of the Salesforce social suite, you can forge stronger, more trusting relationships with clients, employees, and external allies. These new ties can drive top line gains and bottom line efficiencies. This framework can be your guide to the new era of social business. This isn't someday—it's right now.



Businesses are already reaping the benefits of social business with Deloitte and Salesforce.com.



Limitless connections. One call to make.

Deloitte and Salesforce.com are leading the shift toward the social enterprise—where cloud, mobile, social business, and analytics represent significant opportunities to connect with customers and employees in new ways.

Deloitte brings unmatched industry depth and a breadth of services that can help increase shareholder value through efficient growth and improved performance.

We’ve helped lead the concept of the postdigital enterprise and Deloitte Consulting LLP recently added the mobile agency Übermind to its network of professionals.

Deloitte’s salesforce.com Global Alliance

Deloitte’s global alliance with salesforce.com helps Deloitte meet the emerging needs of its clients by providing multinational and international companies with mobile and open cloud computing technologies for the social enterprise. The alliance leverages Deloitte’s cloud computing services to provide companies with a broad set of capabilities, including business model development, solution delivery and talent management, as well as development, advisory, implementation, and operational services. Global salesforce.com delivery capability is available through Deloitte’s network of member firms, including practices in over thirteen countries. To learn more, visit <http://www.deloitte.com/salesforce>.

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