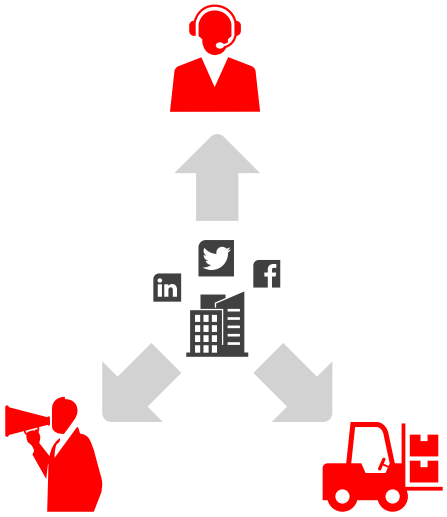
The Socially Enabled Enterprise

A LOOK INTO THE BUSINESS IMPACT OF SOCIAL PLATFORM ADOPTION IN EMEA

INTRODUCTION

Social business activities and the use of social technologies have been on the agendas of large organisations for more than 10 years. Whilst adoption was initially slow and the benefits were relatively unclear, many forward-thinking companies stuck with social platforms and found that they were able to transform the way they deliver service, interact with customers and broadcast corporate messages.



As the adoption of social tools has expanded and organisations have become more skilled in their use, awareness emerged of the need to do more than simply use social platforms to broadcast messages. Organisations need to embrace the two-way interactions and relationships these tools facilitate in order to become socially enabled enterprises.

A new study by Oracle, conducted with Dynamic Markets Limited, asked IT and Marketing executives across the EMEA region how social business has changed their roles. It explores the impact social platform adoption is having on enterprises' operations and customer-facing initiatives, and looks at how their social activities will change and influence their businesses in the future.

For the purposes of the study, a socially enabled enterprise was defined as having: "a set of collaborative processes that have the potential to yield improved business processes that are customer-driven, such as faster time to market with new products and services, more successful research and development outcomes and refined market messages that are explicitly influenced by customer needs."

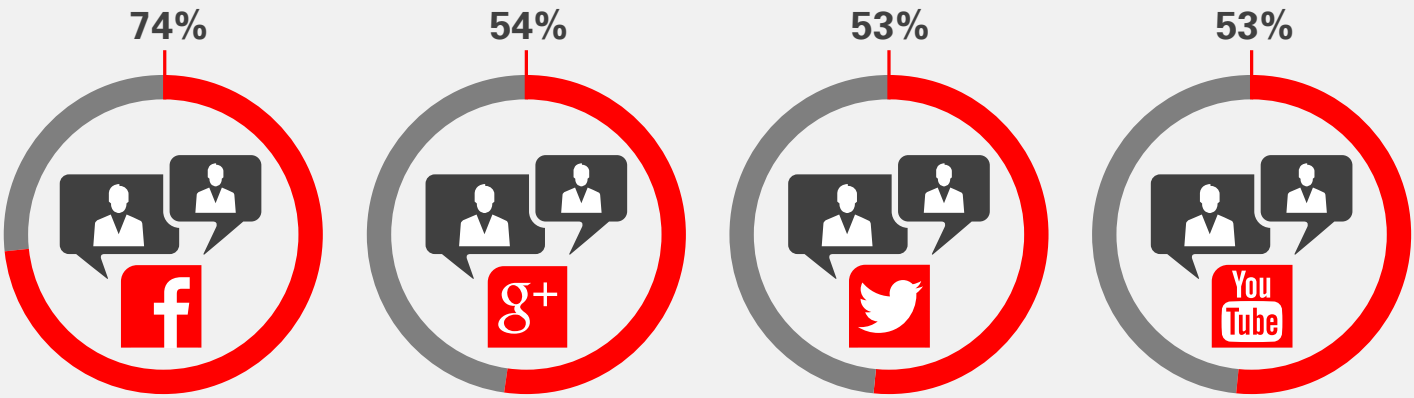
HOW ORGANISATIONS ARE USING SOCIAL PLATFORMS

The drive towards becoming a socially enabled enterprise is clearly rising on the agendas of EMEA organisations, with **94%** of respondents saying it is important or very important to their business. Marketers and IT leaders recognised that the transition to a social business is not expected to be easy or fast.

Interestingly, it seems to be a more immediate concern for larger companies, with a third of those employing a workforce of 10,000 or more reporting that they already are a social business or will be in the next year. This could be due to larger organisations having siloed teams that they need to connect through socially driven collaboration.

Nearly all the companies surveyed use external customer-facing social platforms. And **70%** of organisations are also utilising the power of internal social platforms to support collaboration and improve internal communication.

24 % of organisations report that they currently are or will be a socially enabled enterprise within the next 12 months



Facebook (**74%**), Google+ (**54%**), Twitter (**53%**) and YouTube (**53%**) are the top public, external, customer-facing platforms in use

Perhaps unsurprisingly, companies with more employees tend to use a greater number of different social platforms. The average company surveyed uses five different social platforms, with Facebook, Google+, Twitter, YouTube and LinkedIn being the most widely adopted. The results of the survey showed no difference in the platforms used by socially enabled enterprises and those that are on their way to becoming one. The difference instead lies in how they are used.

96% of companies use external customer-facing social platforms

THE SOURCES OF SOCIAL FUNDING

Social spending is set to remain high in 2014, with **97%** of companies saying their investment in social platforms will either increase or stay the same in the next 12 months. The average increase in spending will be **36%**, and socially enabled businesses will see higher increases in investment (**47.3%**) compared to other companies (**32%**).



42% of organisations will increase their investment in social platforms

While **45%** will maintain existing levels of spend

Marketing appears to be taking the lead in funding these new social initiatives, with **41%** of respondents reporting that the function is the source of their company's social budgets. This is closely followed by **37%** that say the majority of social funds are sourced from the IT or Technology department.

Interestingly, there seems to be some level of disagreement between IT and marketing executives about which department funds more social investments. IT executives believe IT allocates more to social budgets, whereas marketers believe it is Marketing that delivers more funds for social initiatives. By bringing these groups together with socially driven collaboration, they can begin to truly understand the current level of investment and identify how best to increase investment in the future.



The Marketing function is responsible for funding social initiatives in **41%** of organisations



THE BUSINESS IMPACT OF SOCIAL

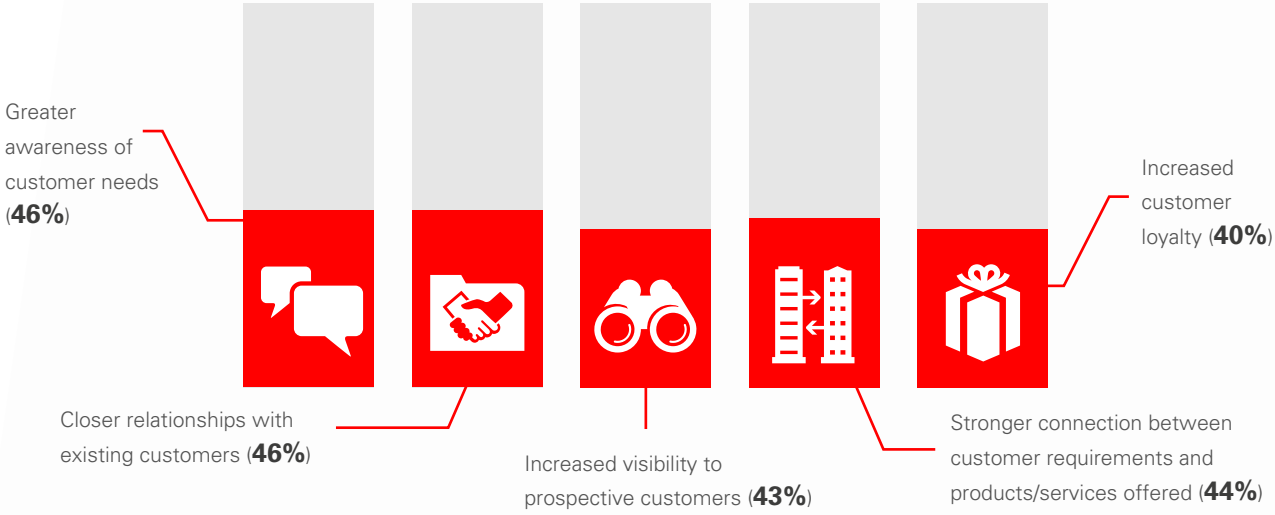
The use of social platforms has had far-reaching benefits for many areas of modern business, with **97%** of organisations reporting to have seen improvements as a result of their investments. Nearly half (**46%**) of companies surveyed said that using social platforms has helped them gain a greater awareness of their customers' needs and build closer relationships with customers.

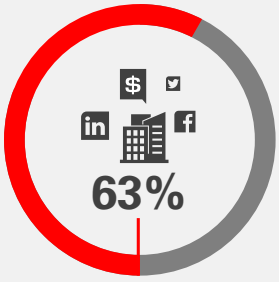


Most social businesses (**81%**) indicate that the growth in social platform usage has had a significant or transformational impact on the way they interact with customers

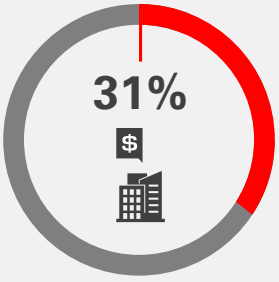
Many companies (**62%**) indicate that the growth of social platform usage has had a significant or transformational impact on the way they interact with customers. The companies that have noticed the biggest impact in this area are likely to serve B2B or both B2B and B2C markets, and are mainly in consumer services, manufacturing, computer technology, and not-for-profit sectors.

The top benefits of using social platforms reported by respondents are:





63% of social businesses think it will be easier to get funding for social business projects, compared to **31%** of other businesses



WHAT IT MEANS TO BE A SOCIALLY ENABLED ENTERPRISE

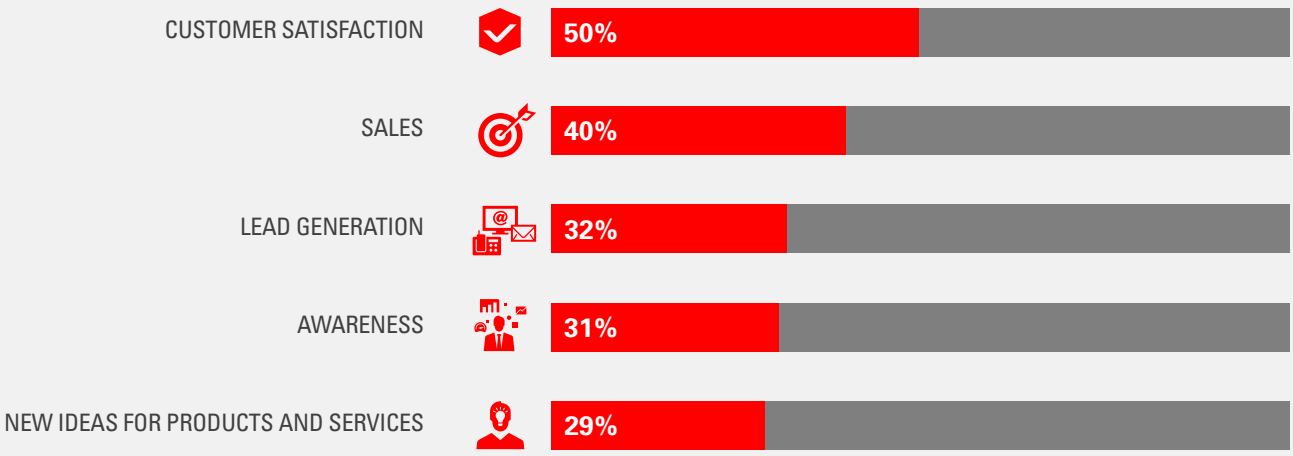
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TO BECOME A SUCCESSFUL SOCIALLY ENABLED ENTERPRISE, A COMPANY MUST HAVE:	
Strong and collaborative leadership	A broad portfolio of business focussed performance measures
A strategy to leverage socially-derived customer insights to improve business processes	The ability to link their strategy for becoming a socially enabled enterprise to operational plans

There is a clear difference between enterprises that are simply using social platforms compared to truly socially enabled enterprises. To get the most from social platforms, organisations must be able to analyse the data that they collect through them, monitor and review the benefits of all their activities across multiple touchpoints and engage with their customers through the right channel at the right time.

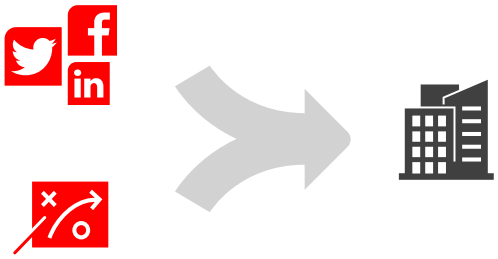
Nearly all companies (**98%**) use performance metrics for their social business initiatives. By measuring the activities offering the most benefits, socially enabled enterprises can refine and maximise the value of their social spend, focussing resources on the most important areas and clear organisational goals.

The top performance metrics used for social business initiatives are:



CONCLUDING STATEMENT

As companies adopt and accept social platforms as critical communication, collaboration and marketing tools, their next step is to integrate and refine clear social strategies. Socially enabled enterprises utilise social channels across all areas of their business, recognising the far-reaching benefits that they can deliver to every function and department.



By taking total control of social activities and aligning them to strategic goals, socially enabled enterprises can drive their business forward and turn their use of social platforms into a true source of competitive advantage.

Oracle is uniquely suited to equip companies with all the applications and technology they need as they make the transition to becoming socially enabled enterprises. We offer a platform that includes all of the capabilities to manage a holistic social media strategy. Integration with other Oracle customer experience cloud solutions sets us apart and makes us an ideal partner to help you leverage the power of social technology and practices across your entire business – not just in Marketing and IT departments.

Oracle is committed to developing practices and products that help protect the environment

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SUPPORTING MATERIALS

A second report has also been prepared from the results of this study. It explores the impact social platform adoption is having on enterprises' operations and takes a detailed look at how socially driven collaboration has become a critical process for successful businesses. The full paper is now available for you to download here: **www.oracle-downloads.com/soc-collaboration.pdf**

The study that both of these reports are based on was adapted from a similar global study sponsored by Oracle in 2013. It was designed to explore the importance of becoming a socially enabled enterprise and surveyed respondents across 52 countries and 20 different industries. You can view the full results of the global study here: **http://socialmediatoday.com/socially-enabled-enterprise-whitepaper-socbizresearch-pt1**