

# Better decision making with IBM social business solutions

**Taking collaboration and innovation to a whole new level (white paper)**



## **IBM social business solutions**

The old adage, “It is not what you know, but who you know,” is taking on a deeper meaning in business where the use of social tools is becoming the norm. We live in a people-centric world. To get the job done, we need to find the **right** people with the **right** information ... or they need to find us.

One of the best ways to make those connections is by taking advantage of *social context* - your sources for people and information with the use of social business tools. Social business tools help you determine what and who is relevant - and the best way to reach out to them.

These social business tools help you complete a transaction or a process, close an issue, discuss new ideas or make a business decision. IBM has a comprehensive portfolio of social business tools to take advantage of social context.

Download this white paper to see how social business tools from IBM work together in the “real world” to help you connect to the right people faster. It also features case studies on how companies are using IBM social business solutions to make better decisions that ultimately increase profitability.

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[Download the IBM social business solutions white paper](#)

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## **IBM Sametime and IBM Connections**

IBM offers the social communications platform IBM Sametime as well as social tools such as IBM Connections.

[Talk to Kelros today](#) to discover how IBM Social Business Solutions can help you leverage real collaboration throughout your business. Kelros can provide a full demonstration and evaluation for your business.

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