

IBM Center for Social Software

Center Programs

The rise of social software—from wikis to blogs, from LinkedIn to Twitter—presents a serious challenge to traditional enterprises. Yet, some businesses have flourished by tapping into the “wisdom of crowds” and the energy of a new generation of workers accustomed to fast-paced collaboration.

IBM’s new Center for Social Software brings together experts in collaboration with top business leaders to take advantage of these new opportunities. We combine deep expertise in novel technologies such as social networking and data visualization with an unmatched breadth of experience in collaborative software. Our unique approach, called Venture Research, ensures that we push the cutting edge of innovation while staying closely connected to users, customers, and clients.

Venture Research

Who would have guessed that thousands of people would come together to write an encyclopedia—Wikipedia—for free? Or that salespeople would move their contacts from a private Rolodex to a public web site like LinkedIn? New technologies need to be seen to be believed; they couldn’t possibly flourish in a lab.

Our methodology is to experiment directly on the internet and the world’s largest intranets. We create and study real-world applications with thousands of users, operating on a real-world massive scale (see sidebar.) Breaking out of the lab setting is a new approach to industrial research. It requires hard work, risk-taking, and significant resources, but we believe it is the only path to game-changing innovation. We call this approach Venture Research, reflecting the level of investment and commitment it requires, as well as a focus on creating business value.

Join Us

Few companies have the resources or in-house expertise to launch their own Venture Research projects. The Center’s programs offer an opportunity to use our platforms and leverage our expertise to tackle the problems and challenges that most directly impact your bottom line.

The programs match *our* experts with *your* experts. You bring to the table deep domain knowledge and an eagerness to work with us on hard business collaboration problems. We provide expertise in social software, design, and data visualization—as well as experience and platforms for doing research the venture way.

Apply Now

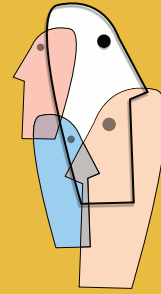
IBM invites interested corporations to ask about our corporate programs, and explore how unlocking the power of leading-edge social computing within their enterprises can give them the competitive edge.

Please email us at socialsoftware@us.ibm.com to learn more.

Based in Cambridge, Massachusetts, and directed by Irene Greif, IBM Fellow and founder of the field of Computer-Supported Cooperative Work, the Center helps organizations address the problems and opportunities of modern-day global collaboration.

Venture Research Projects

<http://www.research.ibm.com/social/projects.html>



many eyes

Collaborative environment for interactive data visualization and social data analysis on an Internet scale



social blue

Social networking system that helps employees meet the challenge of building the relationships vital to working in large, distributed enterprises



dogear

World-class social bookmarking service aimed at the enterprise