



DON'T GET LEFT BEHIND.

Set the pace with Social to drive business outcomes

SET THE PACE: How are leading companies staying ahead?

1. Partnering



Pacesetters use partners to plug skills gaps



2.5x more likely to turn to less conventional partners for help with IT decisions:



Academia



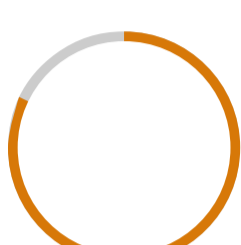
Clients



Start-ups



Citizen developers



80% of pacesetters use citizen developers to accelerate innovation

2. Analytics



80%

plan to increase use of social media and mobile analytics over the next 2 years

60%

plan to increase investment by at least 10% over the next 2 years

89%

already have mature capabilities

3. CAMSS



Now used by **70%** of enterprises

92% Cloud

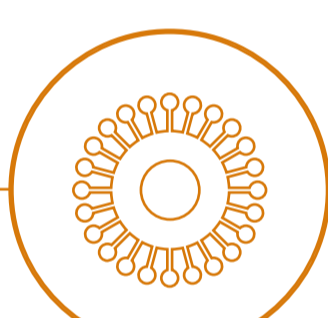
59% Mobile

39% Analytics

106% Social

Pacesetters are up to **70%** more likely to integrate **CAMSS** technologies

Raise your game:



How are pacesetters using social to drive business outcomes?

1 Drive internal and external collaboration

1



Employee productivity



Customer loyalty

Collaborative applications

Enterprise social networks

Social media marketing

2 Build, educate and protect the workforce

2



Employee productivity



Optimise workforce talent

Security intelligence

Workforce training

Recruiting

Policy communication

3 Understand and engage customers

3



Customer loyalty



Increase sales

Customer analytics

Social CRM

Customer support

Social analytics

4 Mine community expertise

4



Optimise workforce talent



Employee productivity

Onboarding

Locating experts

Crowdsourcing / idea sourcing

Social analytics

5 Improve business processes

5



Reduce costs



Increase sales

Supply chain

Workforce analytics

Sales software

Workforce performance

Business process management

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