Benefits of Enterprise Social Networking for HEP

#ESN for #HEP

CHEP 2015
Bruno Sousa ● CERN IT Department
“the average interaction worker spends 28% of their time managing email and 20% looking for internal information or tracking colleagues that can help with specific tasks” McKinsey

Mark Smiciklas https://www.flickr.com/photos/intersectionconsulting/7537238368/

Typically there is room for improvement

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Why #ESN

email is too flexible

we receive too many

knowledge locked

reply all syndrome

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Why #ESN

- Problem with [website](#)
  - Tomas
  - Alessandro
  - Ulla
  - Will
  - Kersin
  - Chrisos
  - Markus
  - Tomas
  - Will
  - Markus
  - Ludovica
  - Chrisos
  - Giovane
  - Will
  - Chrisos
  - Marco
  - Simone
  - Simone
  - Will
  - Markus
  - Manuel
  - Marco
  - Simone
  - Rodney
  - Ludovica
  - Markus
  - Markus
  - Ksenia
  - Ulla
  - Eric
  - Markus
  - Will
  - Ulla
  - Markus
  - Markus
  - Adriana

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**top-posting?**

**bottom posting?**

**>quoting?**

**>characters?**

**inline replies**

**RFC1855**

**Netiquette Guidelines**

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"If HP only knew what HP knows, we would be three times more productive." Lew Platt former HP CEO
Why #ESN

documents

collaboration

and sharing

over email?

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Why #ESN

identify expertise and capture tacit knowledge

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Why #ESN

connect people
give them a voice
flatten communication

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Why #ESN

it’s mainstream

“Deloitte predicts that over 90% of Fortune 500 companies will have partially or fully implemented an ESN by the end of 2013”

“By 2016, 50% of large companies will have ESN and 30% of these will be considered as essential as email is today” Gartner

DILLEmma Photography https://www.flickr.com/photos/dillemma/8719283397/

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Developers@CERN

Questions

Is there any central CERN Continuous Integration server?

Ignacio Coterillo Coz

I've seen references to Jenkins builds in the Building 31 TV/Dashboard (right by the main entrance). Does anyone know if there is a central Jenkins server?

Tim Bell

I'd suggest to get in touch with IT/PES (Helge Meinhard). They have been looking at this along with understanding some of the requirements so giving him your use case would be helpful.

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Deploying an #ESN

only 20% is technology
and 80% cultural change

SOCIAL COMPUTING
REQUIRED

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Obstacles

Adoption drop-off
Isolated success
Cultural blockers

PERSEVERANCE IS KEY
The goal

PROVIDE A STIMULATING ENVIRONMENT

People can learn from others
Attract, engage and keep talents
Foster innovation

Paul Hocksenar https://www.flickr.com/photos/vermininc/2784297184/
Questions?

More in depth details about Social@CERN

http://cern.ch/go/L9CN
The social economy: Unlocking value and productivity through social technologies
http://www.mckinsey.com/insights/high_tech_telecoms_internet/the_social_economy

Gartner Says 80 Percent of Social Business Efforts Will Not Achieve Intended Benefits Through 2015
http://www.gartner.com/newsroom/id/2319215

Gartner Reveals Five Social Software Predictions for 2010 and Beyond
http://www.gartner.com/newsroom/id/1293114

Enterprise Social Networks: another tool, but not yet a panacea

Enterprise Social Networking (ESN) for Improved Collaboration and Productivity

Social computing in the enterprise – building a social computing strategy

Developing an Enterprise Social Computing Strategy
# Key value drivers

| Encourage Sharing                                                                 | • Create two-way dialog
|                                                                                   | • Makes business personal
|                                                                                   | • Reduces distance to leaders
|                                                                                   | • Connects globally, person by person
|                                                                                   | • Forms private groups
| Capture Knowledge                                                                | • Identify expertise
|                                                                                   | • Avoid duplication and have better coordination
|                                                                                   | • Transfer knowledge
|                                                                                   | • Improve best practices
| Enable Action                                                                    | • Solve problems faster and better
|                                                                                   | • Bring outsiders in
|                                                                                   | • Streamline processes
| Empower People                                                                   | • Give employees a voice
|                                                                                   | • Make meaningful contributions and innovations
|                                                                                   | • Increase engagement, satisfaction and retention

Interesting

What is going on in the consumer space

The shift from search to social isn’t just in progress: it’s already here.

According to Shareaholic, social is now the #1 source of referral traffic to content on the web.

Every BuzzFeed post and video is designed for sharing, which explains why BuzzFeed’s traffic is at the forefront of the shift to social.