An Introduction to the IBM Automation Communities

August 25, 2021
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Liaison to DBA Client Council, Master of Ceremonies for Automation Events, IBM POC for Automation User Groups, enthusiastic content creator on Automation topics

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Over 10 years experience in BPM training, certification, product design and user experience, and now communities!

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Experienced IBM manager in Product Management and Offering Management

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20 years at IBM in Customer Service, Lab and People Management
How a Healthy Community Helps the Business

A relevant engagement experience for existing clients and new prospects
A Community that attracts industry experts, thought leaders, and clients
A technical knowledgebase that drives a self-feeding cycle of client value and trust

Advocacy & Retention
Revenue Enhancement
Member-Generated Content

Community users remain customers 50% longer than non-community users. (AT&T)
Revenue from Community Members 50% higher than non-members (Dell)
Average value of a product idea from the IdeaStorm Community $10k (Dell)

Loyalty → Renewal → Retention → Advocacy

IBM Creates Engaging Content
Users Respond to and Engage with IBM Content
Users and IBM Engage with User Content
Trust and Community Grow
Continuous Evaluation

Engaging Content Examples:
• What’s new
• New ways to use current products and features
• Replicating others success
• Best practices, tips and tricks

Net/Net: A Platform where Members Learn, Share, and are Heard

Revenue Enhancement
Member-Generated Content
Advocacy & Retention

* HCI Virtual Engagement / © 2020 IBM Corporation
IBM Automation Communities
Focused on the Products that roll up to each capability

IBM Business Automation Community
Come for answers. Stay for best practices. All we’re missing is you.

IBM AIOps & Management Community
Come for answers. Stay for best practices. All we’re missing is you.

IBM Integration Community
Come for answers. Stay for best practices. All we’re missing is you.

IBM WebSphere, Liberty & DevOps Community
We are part of a community where collaborating, sharing and leveraging our shared experiences and knowledge is the key to success.

IBM Cloud Pak for Business Automation
- Workflow and decisions
- Content services
- Operational intelligence
- Robotic Process Automation
- Process and task mining

IBM Cloud Pak for Watson AIOps
- Application impact avoidance
- Hybrid application management
- Observability
- Natural language interactions
- Machine learning

IBM Cloud Pak for Integration
- Application integration
- API management
- Messaging and events
- Event detection
- 3rd Party integrations

IBM Cloud Pak for Network Automation
- Intent-driven orchestration
- Closed-loop operations
- Network optimization
- Operational models

Automation foundation

IBM Cloud
AWS
Microsoft Azure
Google Cloud
VMware
Private
IBM Z
IBM LinuxOne
IBM Power Systems
End points

Cloud & Cognitive Software | © 2021 IBM Corporation
EXPERIENCE
Ways you can participate today

Log in (use your IBM ID), and create a profile

Join the Topic Groups – You must Blog WITHIN A Topic group

Recommend a topic for a blog or article

Answer a question/participate in technical discussions in the topic group

Write a blog/article and publish in the community (UP NEXT)
Morag Hughson, Lifetime IBM Champion

“I have a rule: If I answer the same question more than once, it becomes a blog post. I can answer one person, or I can write it up so the whole Community understands it.”

“The only thing you really have is your knowledge and your reputation. Your knowledge is useful on the forums and your reputation remains strong if you stay on forums and in the forefronts of people’s minds. Besides, there is an immense degree of satisfaction when someone says, ‘Oh wow, that’s exactly what I needed. You helped me solve my problem because you wrote it out.’”
A few tips if you want to blog

- Write about what you know, keeping in mind what a customer will find useful:
  – What’s new (product versions or features)
  – New ways to use current products and features
  – Replicating others’ success (technical or business)
  – Best practices, tips and tricks (technical or business)
- Take note of well-received examples, including Geneviève van den Boer
- Make sure you make it public so it can be shared socially
- You can write it offline in Word/Notes and paste it in when it’s ready.
- Images and Video – note that you can reset image and video size
- Your first blog will be reviewed before publishing – if there’s a delay, reach out to me or the team
- Add the product to the title, add keywords to tag products after it’s published
- It’s your voice – but an edit doesn’t hurt.

Three guides to help:

Creating Blogs on the Community
Posting Blogs on the Community
Blog Netiquette
Example: Repurpose existing content

1 piece of content becomes 15 pieces of content

30-minute technical webinar video

- **Ghostwrite blog based on video material; use transcription**
  ~ 1 blog

- **Edit webinar to create shorter, small videos**
  ~ 6 videos

- **Mine user questions from chats and end of webinars**
  ~ 4 Q/A posts
  ~ 2 blogs

- **Popular, timely topics**
  ~ 1 deck uploaded to LinkedIn slide share
  ~ 1-2 video trailers on twitter, etc
WHAT NEXT?
Resources

E-mail Invitations to Customers
Video Tutorials on Blogging
Live Blog Training
PDF Introduction to Each Community
Deep Questions
Resources

YourLearning Course on blogging:

https://yourlearning.ibm.com/activity/PLAN-8A754DC51476

Resource links to one-sheet how-tos:


Content Types Guide: Coming soon!
<table>
<thead>
<tr>
<th></th>
<th>developer.ibm.com</th>
<th>Community.ibm.com</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stage</strong></td>
<td>Discovery (coming into IBM)</td>
<td>Learn (have other products, need support etc - also do believe this can be part of consider)</td>
</tr>
<tr>
<td><strong>Site organization</strong></td>
<td>Organized by code</td>
<td>Organized by product</td>
</tr>
<tr>
<td><strong>Products</strong></td>
<td>Some of portfolio, new product focused</td>
<td>Legacy base product focused</td>
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<tr>
<td><strong>Type of communication</strong></td>
<td>1 way from IBM</td>
<td>2 way with users</td>
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<tr>
<td><strong>Content moderation</strong></td>
<td>Curated, edited and approved. IBMers can’t post without going through DCG.</td>
<td>Generated by community and IBM until mass relevance. IBMers can post without approval.</td>
</tr>
<tr>
<td><strong>Interaction</strong></td>
<td>None</td>
<td>Commenting allowed, moderated, liking, on blogs and videos</td>
</tr>
<tr>
<td><strong>Types of content</strong></td>
<td>Tutorials, code snippets, blogs, events, videos, livestreaming, podcasts, cities, newsletter</td>
<td>Tutorials, code snippets, blogs, marketing events, videos, newsletter, any files</td>
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<tr>
<td><strong>Q and A forums</strong></td>
<td>None</td>
<td>Available</td>
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<tr>
<td><strong>Blogs</strong></td>
<td>Viewed as opinion pieces</td>
<td>Defined as technical, tutorial, opinion etc</td>
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<tr>
<td><strong>Strategy</strong></td>
<td>Bring developers in through technical content and code and get them into funnel – then tell them we have products</td>
<td>Currently run events to build community. transitioning to a place for technical content.</td>
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<tr>
<td><strong>Audience</strong></td>
<td>Developers that don’t own IBM products</td>
<td>Developers, admins, business users, out of support product users</td>
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