NUS and IBM create Enterprise Social Business Centre of Excellence

This Centre is set to transform Singapore’s workforce by making it future-ready and keen to opportunities available in social media platforms.

According to a release by IBM, the company and the Institute of Systems Science of the National University of Singapore announced a collaboration, supported by the InfoComm Development Authority of Singapore and the Singapore Workforce Development Agency, to create the Enterprise Social Business Centre of Excellence. This Centre will catalyse the transformation of Singapore’s workforce and ensure that Singapore is future-ready and able to leverage social media platforms to improve productivity, connect for innovation and create communities for competitive advantage.

Enterprise Social Business embeds "social" in all of its processes, connecting people to people, people to information, and data to insight. It is a company that engages its employees and clients in a two-way dialogue with social tools, is transparent in sharing its expertise beyond its four walls, and is nimble in its use of insight for rapid change and action.

Enterprise Social Business has the potential to unlock the intellectual capital within organisations, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation.

Enterprise Social Business can reveal the untapped power of "data" generated by these connections. By "instrumenting" the social networks inside and outside of the organisation, by interconnecting key data created and applying analytics to gain insights, we will be able to make more intelligent business decisions.

The Enterprise Social Business Centre of Excellence will thus focus on three pillars: training, pilot and practice research and development. Executive seminars conducted by this Centre will commence in May 2012. These seminars will help executives develop a business culture that fosters open collaboration and sharing among partners, clients, citizens and employees. In other words, the Centre aims to help businesses transform their relationships with their constituents by engaging new technologies and platforms that powerfully and easily connect them in trusted and experiential ways.

"Today we achieved yet another significant milestone in the longstanding partnership between NUS-ISS and IBM," said Janet Ang, Managing Director of IBM Singapore. "Enterprise Social Business embeds "social" in all of its processes, connecting people to people, people to information, and data to insight. It is a company that engages its employees and clients in a two-way dialogue with social tools, is transparent in sharing its expertise beyond its four walls, and is nimble in its use of insight for rapid change and action. Enterprise Social Business has the potential to unlock the intellectual capital within organisations, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation. By applying social technologies to business processes, we can radically improve the way organisations operate, connecting experts and expertise, and paving the way for unprecedented innovation.