Sun Learning eXchange

Driving Sales Enablement Through Peer-to-Peer Collaboration and Web 2.0 Capabilities

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Agenda

- What Is Driving The Need For Change
- How Sun Is Adapting
- Best Practices We Have Learned
- Towards a Web 2.0 Sales Enablement Framework

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New Business Challenges

New
Workforce Behaviours Services

New
Communities

YouTube

facebook

twitter

New
Expectations

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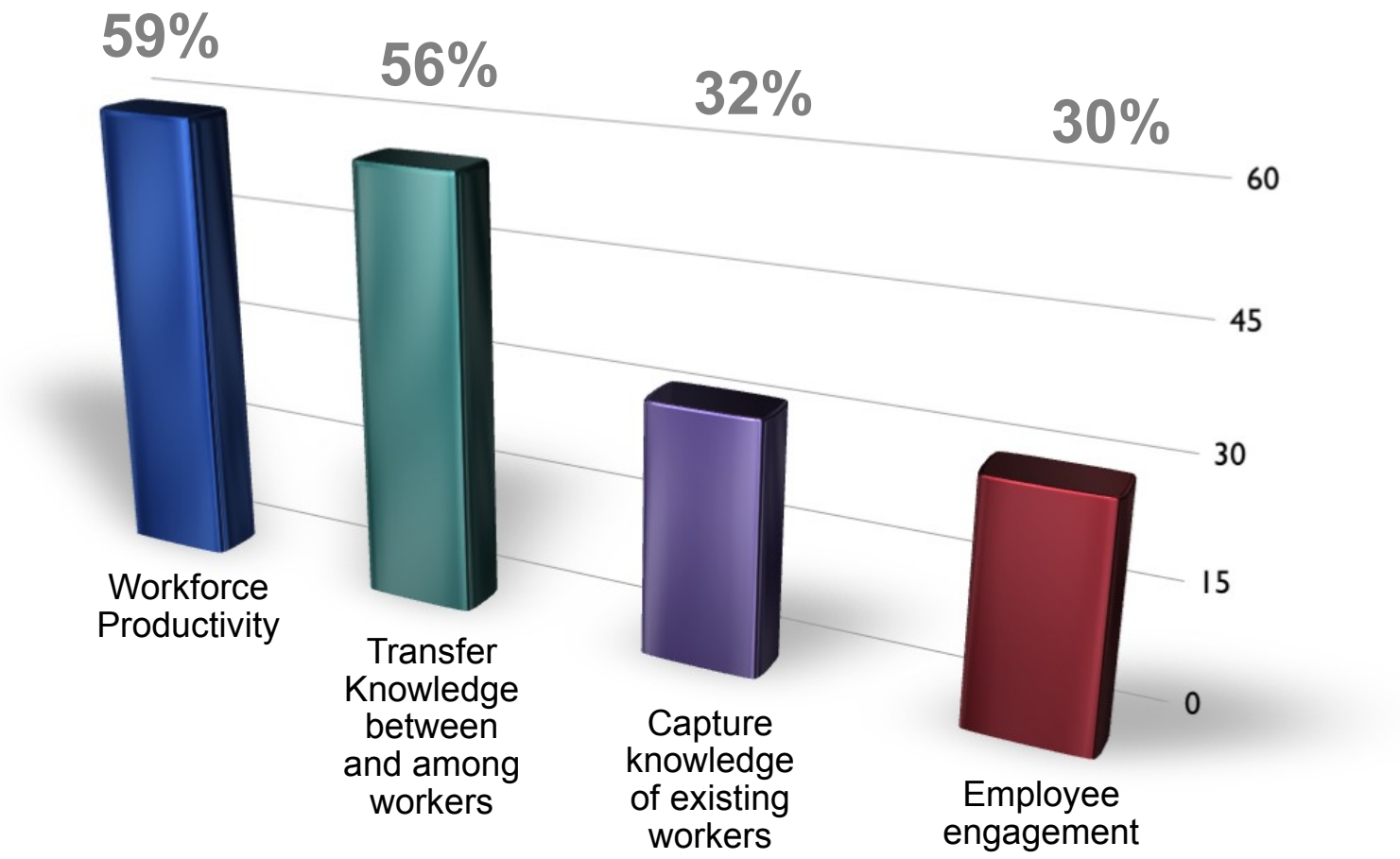
The Bottom-Line Impact of Social Software

Addressing major enterprise challenges

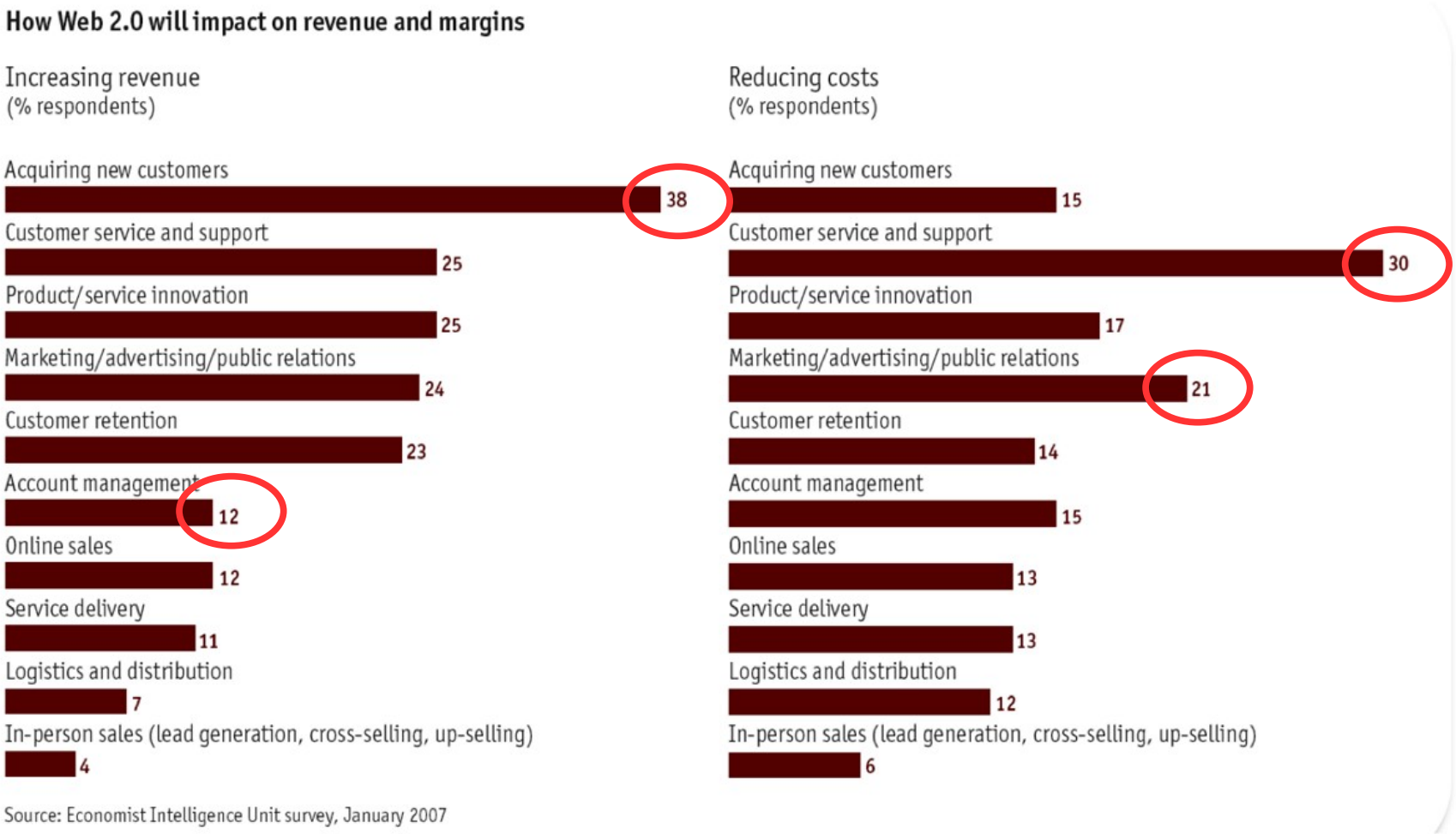


Aberdeen Group
A Harte-Hanks Company

August 2008, "Workforce Collaboration and Web 2.0

The Bottom-Line Impact of Social Software

Organizations are investing based on tangible results



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Online Video: A Particularly Strong Impact

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Rise of the Social Cyborgs

Sales and marketing environments have changed! Have we adapted?

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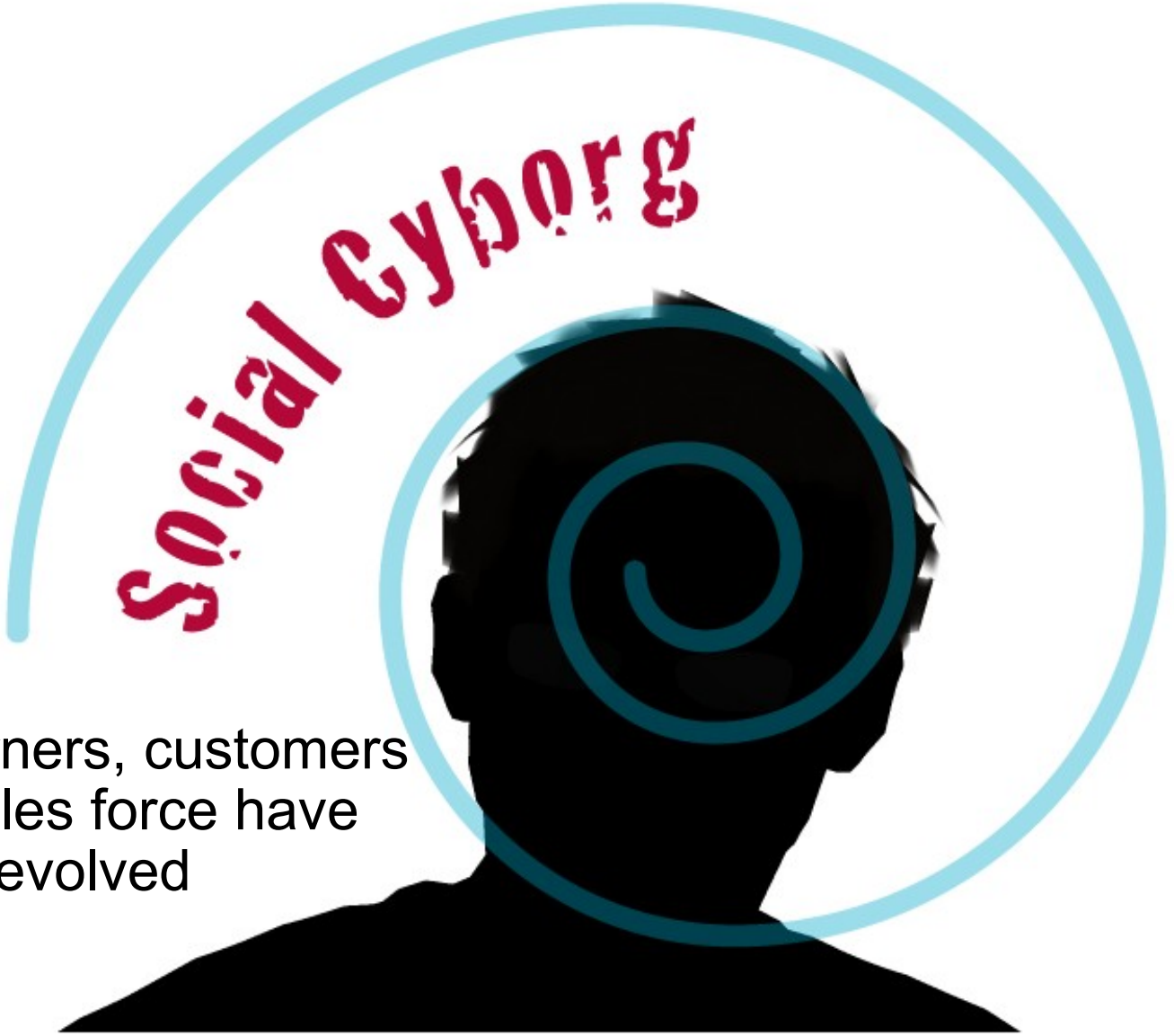
Rise of the Social Cyborgs



Our learners, customers and sales force have evolved

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Rise of the Social Cyborgs

What is Sun doing?

Sun Learning eXchange (SLX):
Creating an Enterprise,
Peer-to-Peer,
Multi-Media Community

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Building Community

Integrated Content Creation

Have to make it easy to create content!

> User generated content
> Seamless publication

Flexible Content Creation Options:

> Upload mulit-media files
> Video & audio authoring
> Screencast capture

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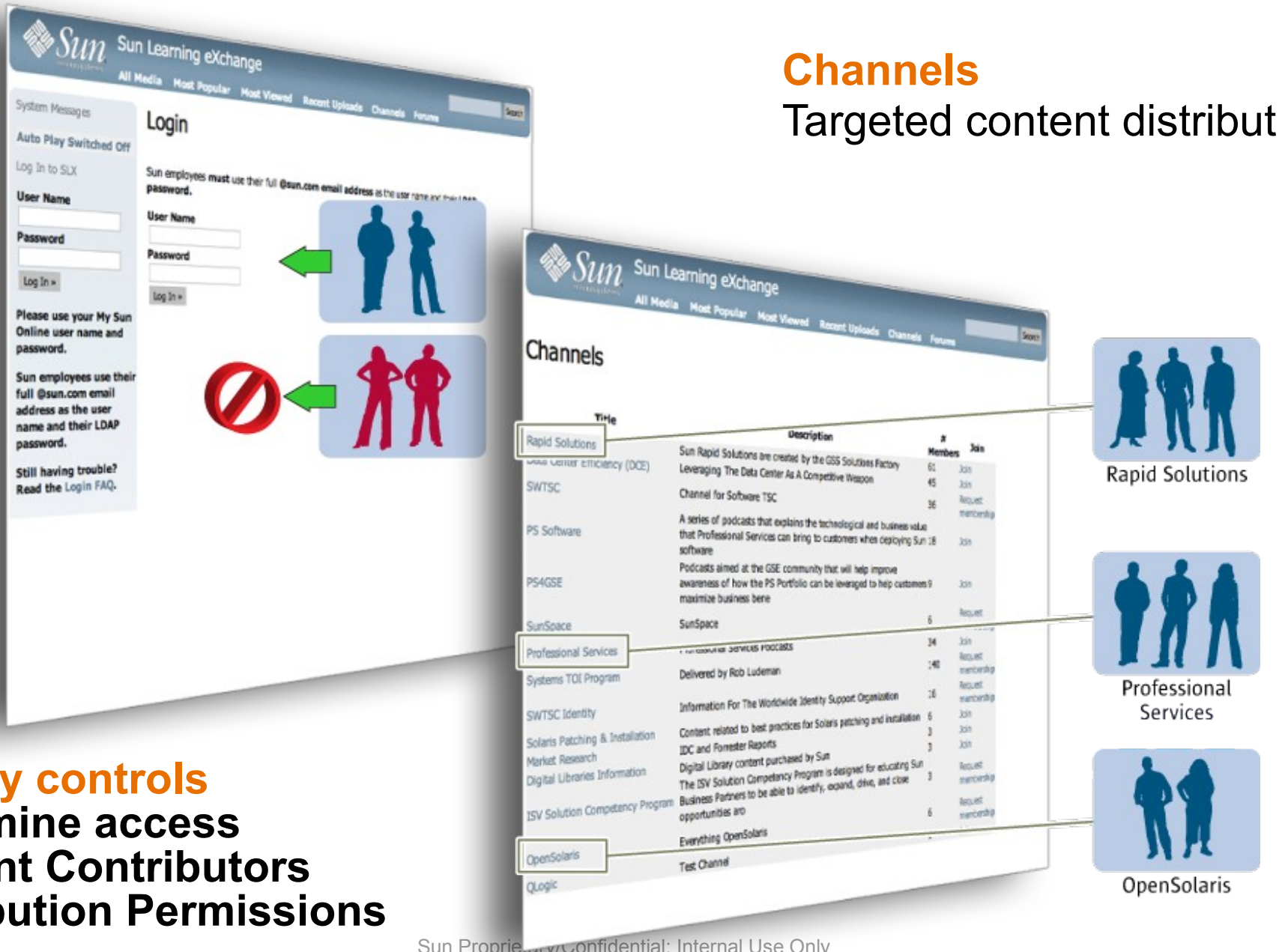
Leverage Key Social Networking Capabilities

Sharing and Privacy



Channels

Targeted content distribution

Privacy controls

Determine access
Content Contributors
Distribution Permissions

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Cater to busy sales reps

Syncs content directly to iTunes

Easy Mobile Access

Delivers content directly to iPhones / iPod Touches

> Streaming content > Browser friendly

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SLX Addresses Business Challenges For Sun

Increased Sales & Marketing Effectiveness

Improved Employee Collaboration

More Effective Corporate Communications

More Efficient Training & Learning

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Increase Marketing & Sales Effectiveness

- Deliver Consistent Engaging Messaging
- Shorten On-boarding
- Reach Multiple Audiences
- Provide Feedback Loop
- Provide Searchable Content Repository

More Effective Corporate Communications

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All Media | Most Popular | Most Viewed | Recent Uploads | Channels | Forums

My Account | My Media | My Channels | My Favorites | Un-viewed Media | Upload/Record Media

All Media: Five-Minute Fridays

All Categories

-Five-Minute Fridays [20]

view all

+Global Sales & Services [13]
+Sun News [46]
+Executive Perspectives [52]
+Sales And Marketing [2033]
+Other Professional Areas [100]
+Services Group [25]
+CEC 2008 [2193]
+Cloud Computing [2]
+Developers [5]
+Engineering and Support [740]
+Geek Speaks [15]
+Global Sun Partners [48]
+Other [302]
+Partner Advantage Program [29]
+Member Support

All Five-Minute Fridays Media

Cloud Computing Announcement and Answers to Employee Questions new

Five-Minute Friday Broadcast - Mar 20, 2009. Jonathan talks about this week's cloud computing announcement and answers a more...

From: Wing Sze Ip
Views: 3823
Runtime: 06:42
Average: 2.1 (58 votes)

Ethics, Integrity, new
From:Wing Sze Ip
09:46 | 1707 views
Average: 3.5 (11 votes)

Restructuring Update
From:Wing Sze Ip
08:26 | 3954 views
Your rating: 5 Average: 3.5 (21 votes)

Sun/HP Solaris OEM
From:Wing Sze Ip
08:46 | 1748 views
Average: 3.7 (9 votes)

Student Connection new
From:Wing Sze Ip
09:04 | 1749 views
Average: 4.5 (10 votes)

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Improve Employee Collaboration

- Drive Increased Productivity
- Enable knowledge capture and sharing
- Improve employee satisfaction
- Create a learning culture

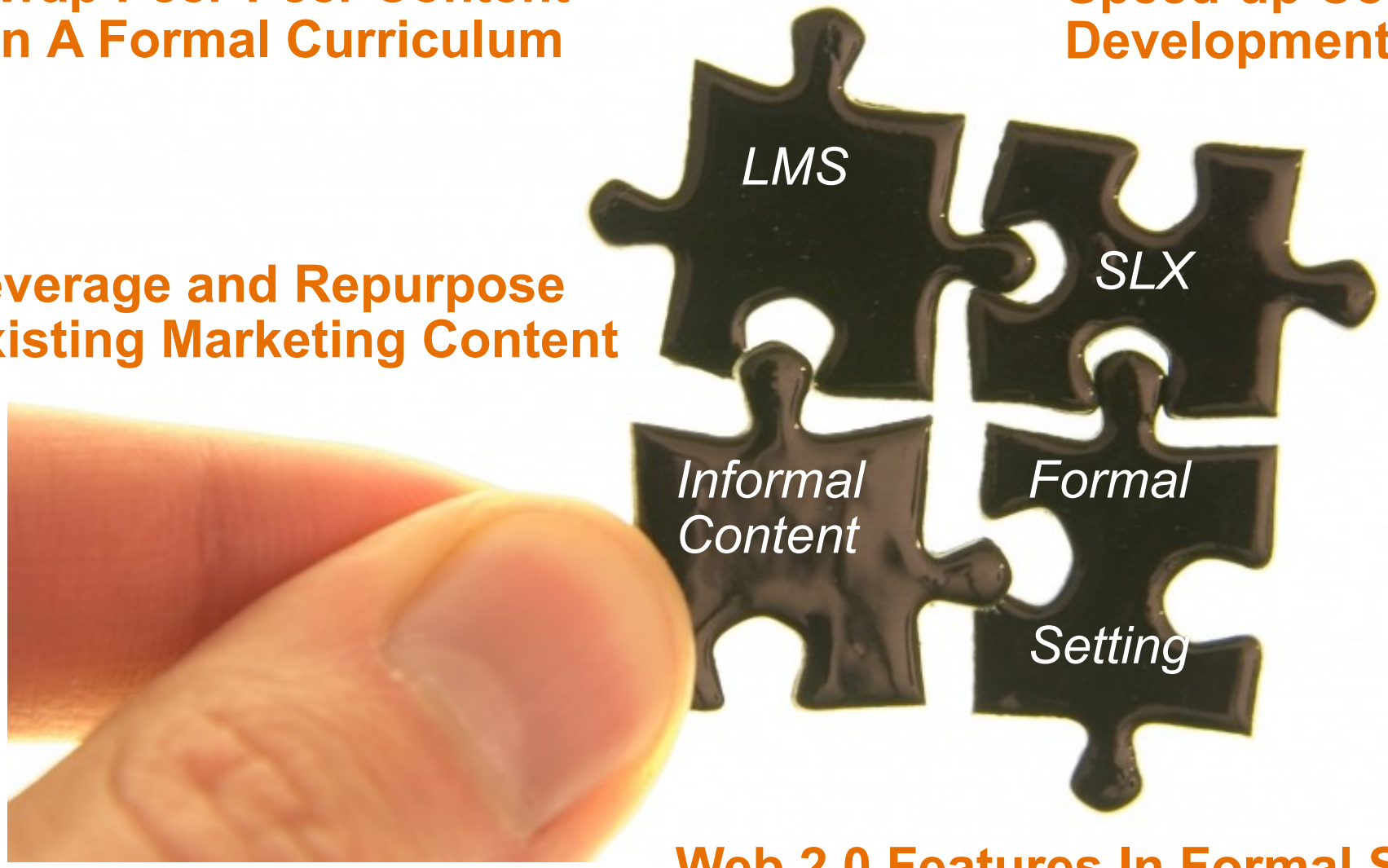
Evolution of Sales Enablement

Blending of Peer-to-Peer content into formal learning

Bridging Formal and Peer-Peer Learning

Wrap Peer-Peer Content In A Formal Curriculum

Speed-up Course Development



Leverage and Repurpose Existing Marketing Content

Web 2.0 Features In Formal Setting

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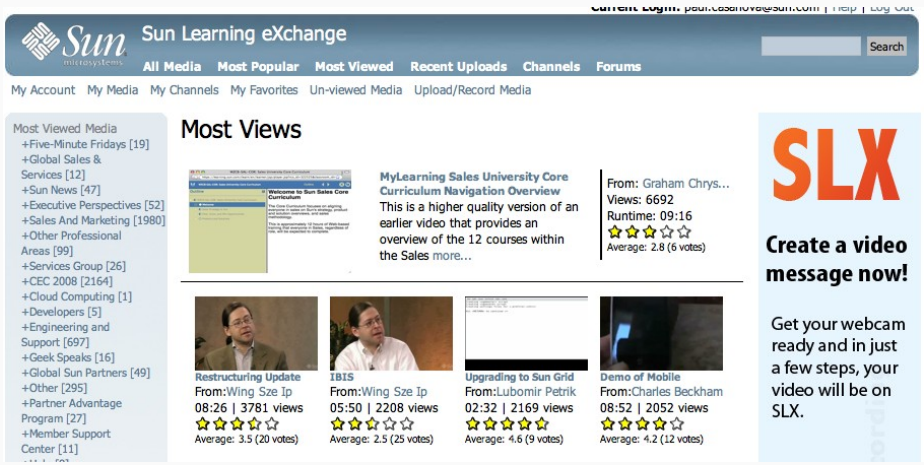
Drive Adoption

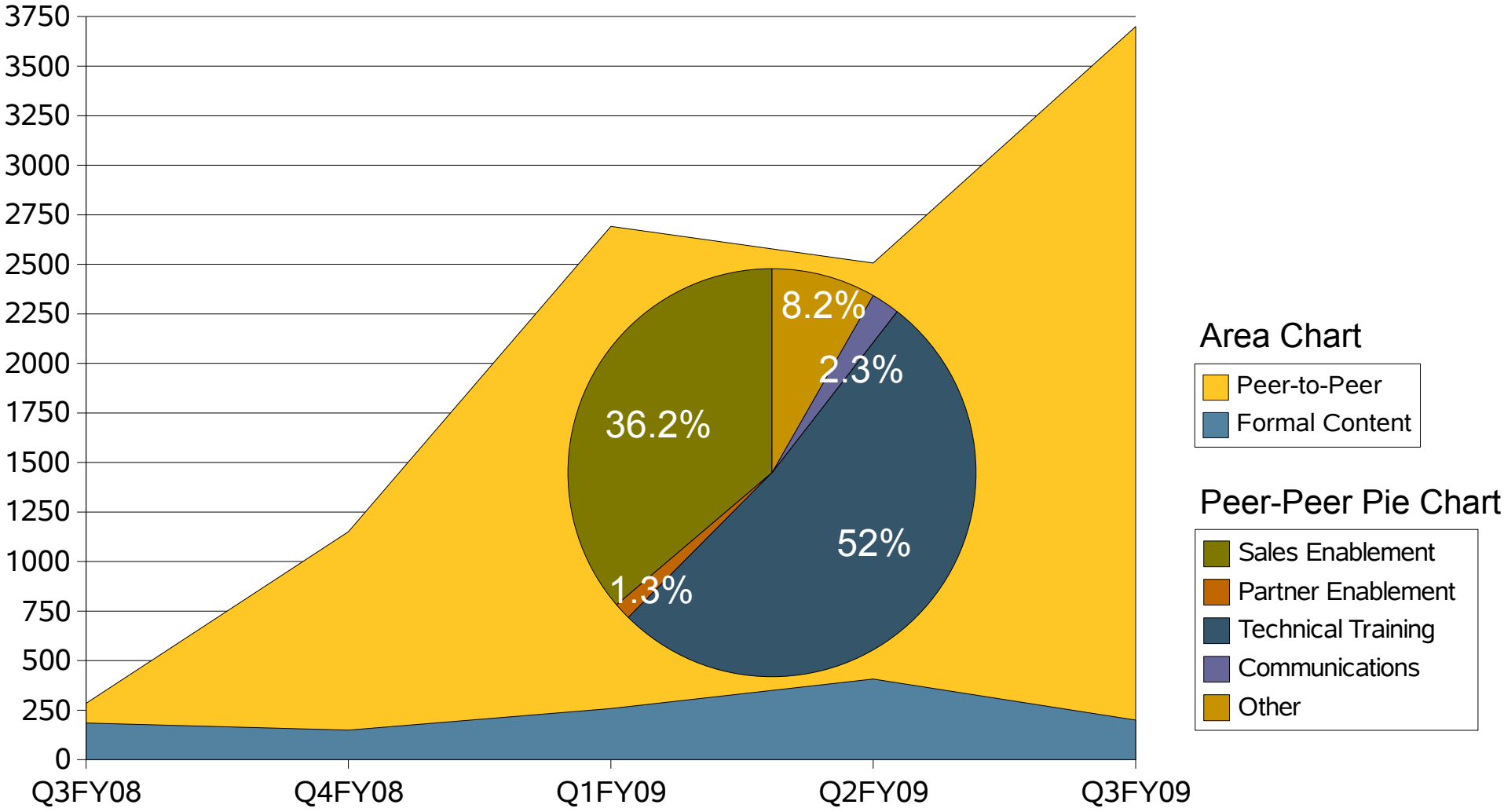
41,000
Total unique users

300 K
Total page views

4 K
Total media files added



Peer-to-peer vs. Formal Content Creation



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Evolution of Sales Enablement

New Enablement Frameworks: 4-door Methodology

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Evolution of Sales Enablement

Just-in-time designs that focus on access to resources

Questions?

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