

IBM

Metaverses and Virtual Worlds in Business and Life




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IBM Innovate Quick CIO Office



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Metaverses are about people





Usage of instant message, voip, social software, external blogs, public speaking, press?

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Metaverses are about user created content



Just like a wiki, blog, flickr, mashups....
 What do you do about those already?

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Metaverses are about online persona




Just like all online systems
 Select a username?
 epredator potato
 Reputation counts

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Light Reading

Fiction
 Snowcrash – Neil Stephenson
 Halting State – Charles Stross

Fact
 Tribes – Seth Godin

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Intraverses – Virtual Worlds inside the firewall

Benefit from the communication boost but in private
 Allow for legal, HR, Patent discussions
 IP ownership not an issue
 Interfacing to internal systems and services - SOA




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Internal Metaverses

IBM® and Linden Lab®

Both companies are building and developing an ecosystem for security, safety, custom virtual world creation and collaboration on the second life and platform. CONTACT US
→ Find Out More

Second Life behind the firewall

CIO IQ Metaverse

Opensimulator.org Activeworlds Forterra +sametime

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Chain Model of Needs

Expressiveness

Communication

Instrumentation

Retail Music Meeting

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Chain Model of Needs

Expressiveness

Communication

Instrumentation

Systems Brands Education

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The Virtual World Guidelines

Written by the community for the community
Guidelines NOT Rules
IBM's experience made public

- Treat it as a new country
- Learn and observe the customs
- Connect and talk with fellow (fill in own company here)
- Act with integrity
- It's the internet, so beware and be broad minded

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Was Eightbar the right thing to do?

- Just get in world and start exploring
- Act as IBMers not as IBM
- Have a banner or flag to rally around (eightbar)
- Share, internally and externally, blog, flickr, youtube (eightbar.com)
- Treat every interaction and every person as important

<http://www.eightbar.com>
This is the spirit of Web 2.0
Web 2 is Web Do.
Has to be done with sense and responsibility balanced with personal risk and exploration

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What has this felt like – Minor Celebrity?

- Choosing to have one known persona across all places has challenges
- Can epredator have a day off?
- Social and Work interaction mix online, but good things happen.
- Become a target.
- Honestly sharing means.... sharing the good and the bad.
- Openness becomes a way of life but can scare some people/organizations.
- You have to consider the leadership you are offering and that may not match with the organizational structure or existing politics.
- Being public and sharing in live environments relies on trusting serendipity.
- Keeping control of the ego is hard, but consuming as well as producing in web2.0 seems to be the key. Don't just broadcast.

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You want an ROI on internal communication?

- 330,000 employees
- 3 telecons a week each
- 5 minutes dead time at the start of each call.

That's $330000 \times 15 \text{ minutes} = 4950000$ minutes of dead time PER WEEK!



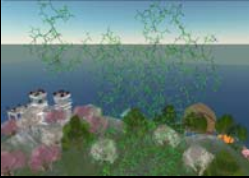
You can check the maths its an average but we could be losing 9.4 years a week into dead telephone beeping time.

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More Applications

- Simulation
- Visualisation
- Business process modelling
- Workflow optimisation
- Rehearsal and roleplay

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Rehearsal Studio



Client Headquarters

Visit the supplier (in China)

Assemble the car parts (in Mexico)


Ship the car parts

Their business is assembling & shipping car parts

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Metaverse examples – Wimbledon




Extending the real life experience
Both Data and staffed 12 hours a day

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Metaverse examples - Wimbledon




The same IBM messages as in Real Life
Giving the same tour as customers get

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Metaverse examples – Side effects



Understanding social networks visually through being there.
A visual circle of friends

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