



## Social Business and Disruptive Technologies

Transforming the Way We Work with Employees, Partners, Suppliers and Customers

### WHAT'S NEXT

Existing software categories will be redefined by virtue of new approaches (e.g., knowledge management or Social CRM, sCRM).

New categories of software will be created (e.g., Vendor Relationship Management or VRM, a profoundly different approach to solving the "CRM problem").

There will be unique functional requirements for various departments in the enterprise. For instance, Marketing will be wholly transformed while the impact on F&A will be slower and more measured.

Trends and adoption will vary considerably by vertical industry. Media businesses have already begun a profound transformation with B2C businesses being significantly impacted. While perhaps slower, the changes coming to B2B are every bit as profound.

Facebook and Twitter have changed the way we communicate with friends and family. This presages substantial changes in the way we work together. New social business platforms will cause changes in the way we work together, not only within the company and in reaching our customers but also how we work with partners and service providers to deliver socially-enabled business transformation.

Social media and other disruptive technologies are combining to radically transform the way we do business. We are still in the earliest stages of a transformation that will touch virtually every system we use and deploy.

More profound than the technological change, though, will be the business change, and it will impose new expectations on the part of service providers, more deeply integrating them into the enterprise's work process – if they are able to respond nimbly to new customer requirements and evaluation criteria.

### LEARN MORE

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