



The impact of Social is only growing with growing business expectations and increasingly democratized IT. Business leaders managing key areas of Marketing and IT e.g., CIOs, CMOs (and increasingly, Mobility leaders) must keep abreast of this evolving area in order to optimally leverage opportunities arising from social capabilities. For doing so, they must also understand the implications that developments in social collaboration have for related technologies.

Information managers, as such, will look to tap technologies that enable and support social communications, conversations and collaborations.

With the great advantages this phenomenon presents, it also presents critical challenges. Especially when dealing with large numbers of unrestrictedly connected individuals interacting within organizations, or (and as well as with) external parties through the social Web.

The challenge is to analyze such large, loosely floating heaps of data and enabling discovery of actionable insights.

As analytic capabilities better enable processing of data to determine valuable outcomes, the power of Social will bring distinct competitive advantage in numerous ways.

For instance, Social can help businesses in terms of customer retention, new customer acquisition and innovation. Similarly, Social can enhance enterprise performance by channelizing social networking within organizations.