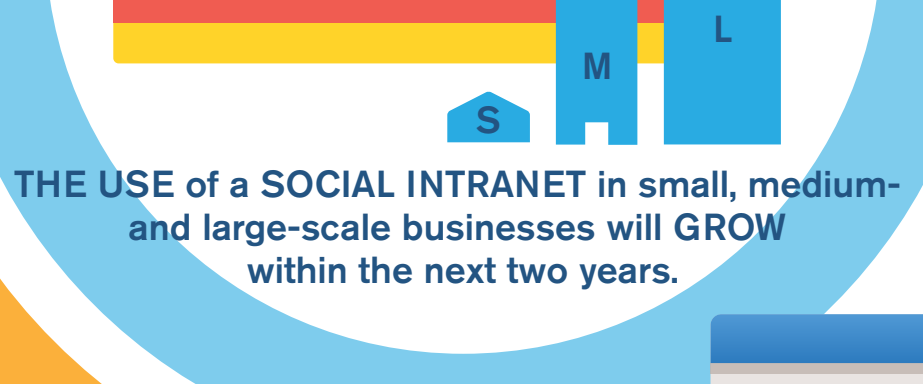


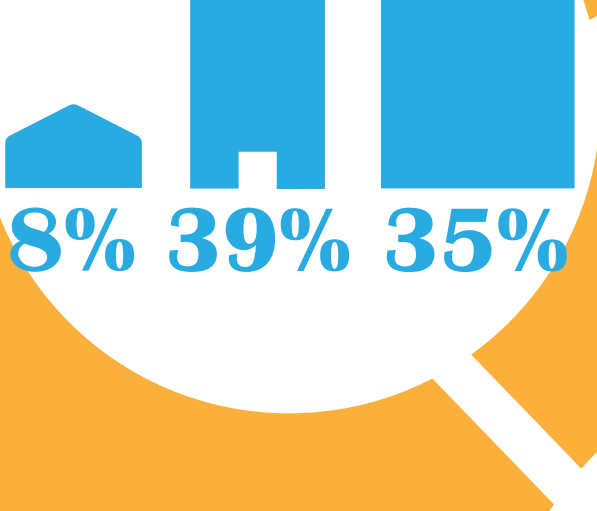
Social Enterprise

Collaboration and Cooperation

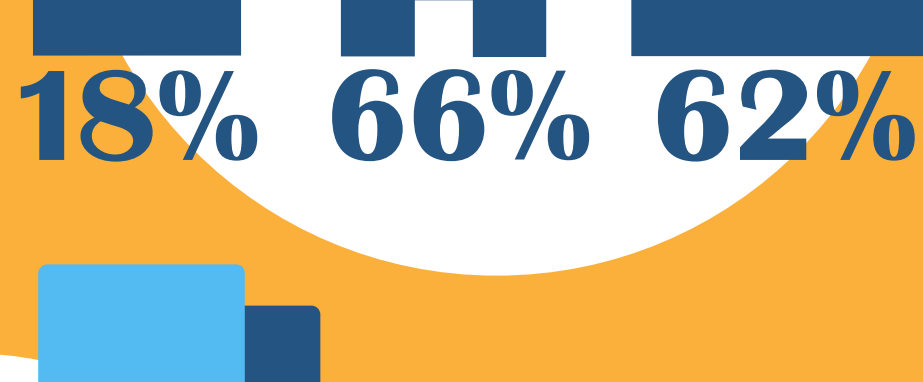


THE USE of a SOCIAL INTRANET in small, medium- and large-scale businesses will GROW within the next two years.

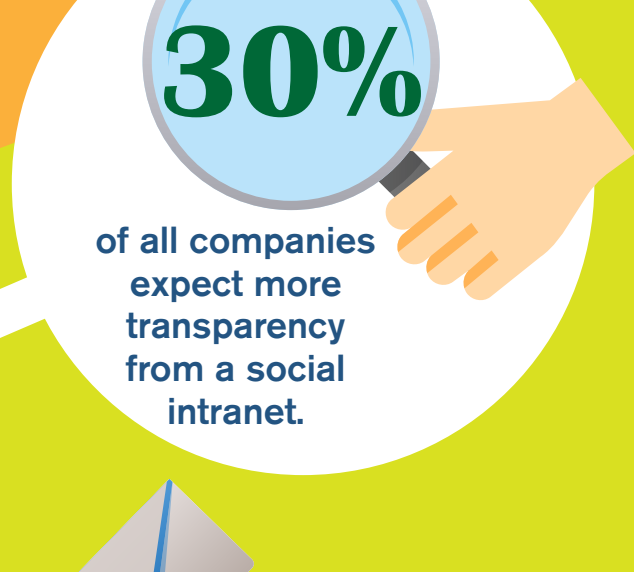
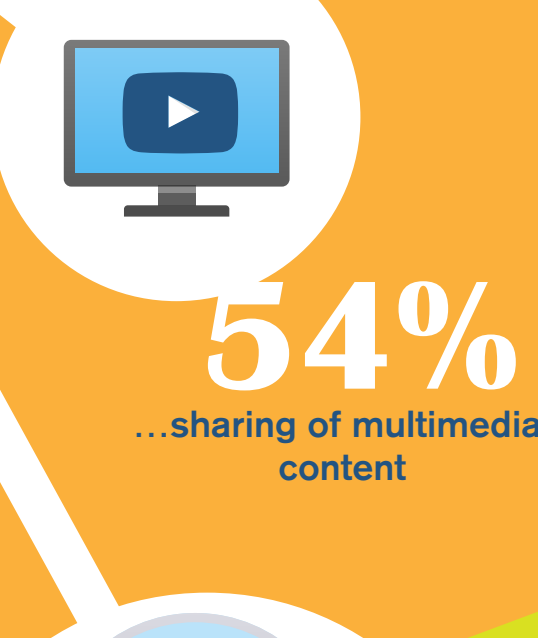
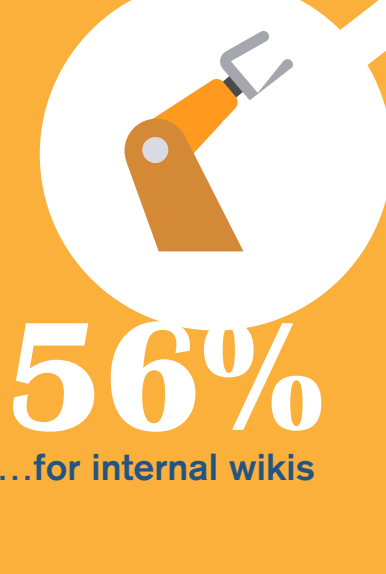
2015



2017

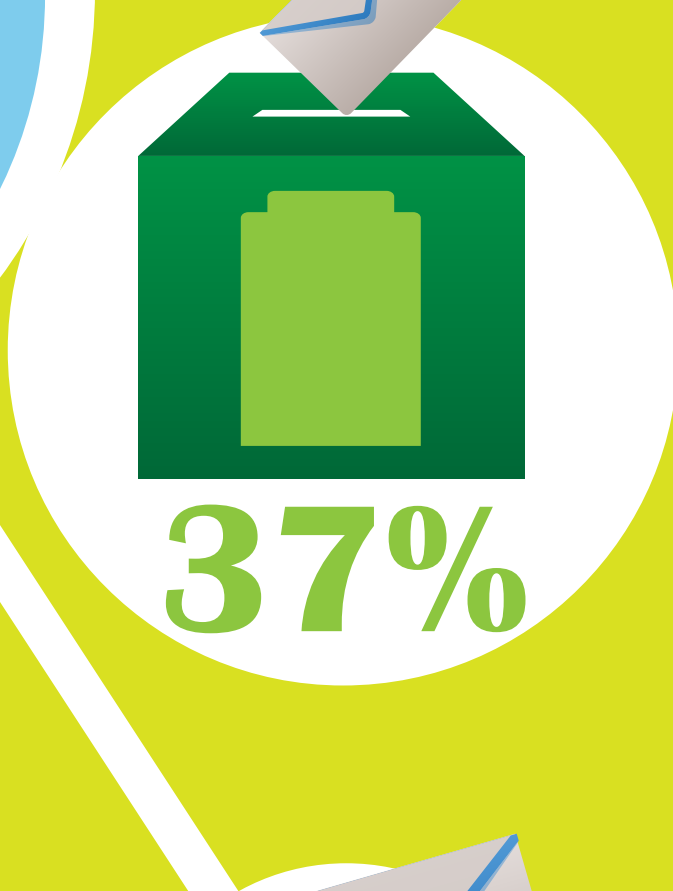
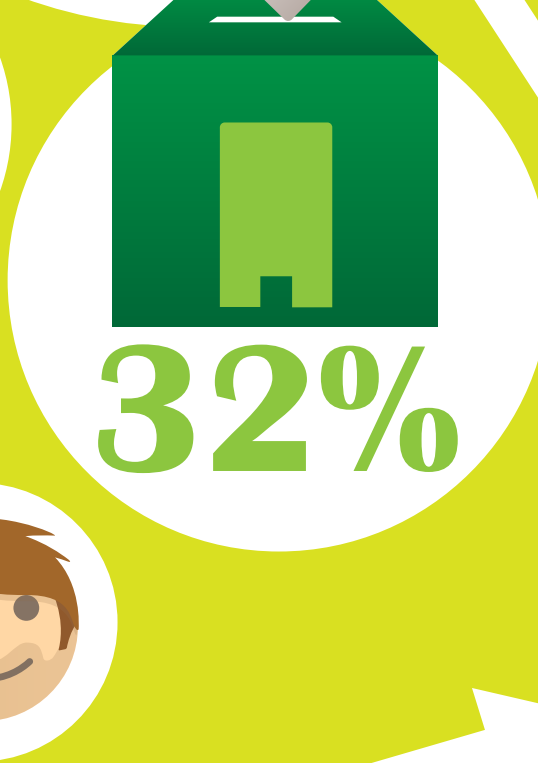


Every **2nd** employee who has access to a SOCIAL INTRANET uses it to COOPERATE with others and ...

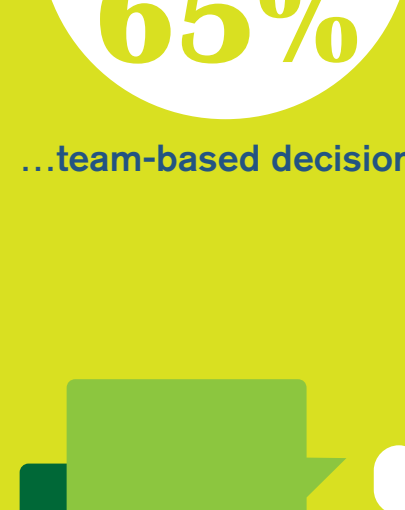


Corporate Culture

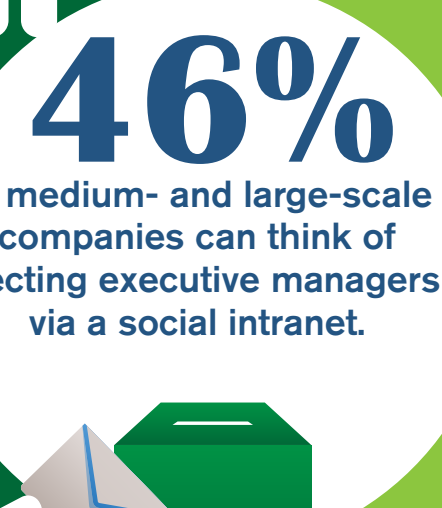
Small, medium- and large-scale companies let employees VOTE on important DECISIONS over the social intranet.



Social intranet votings decide on...

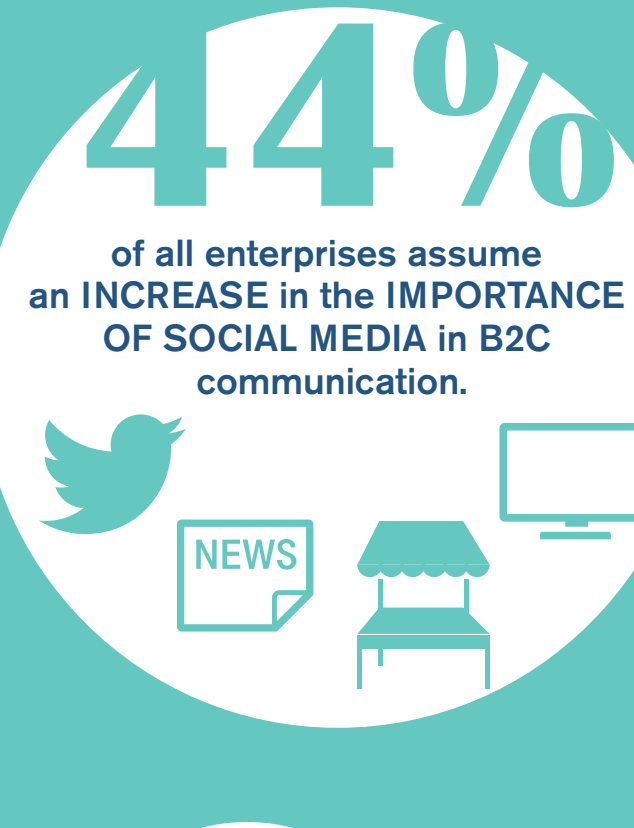
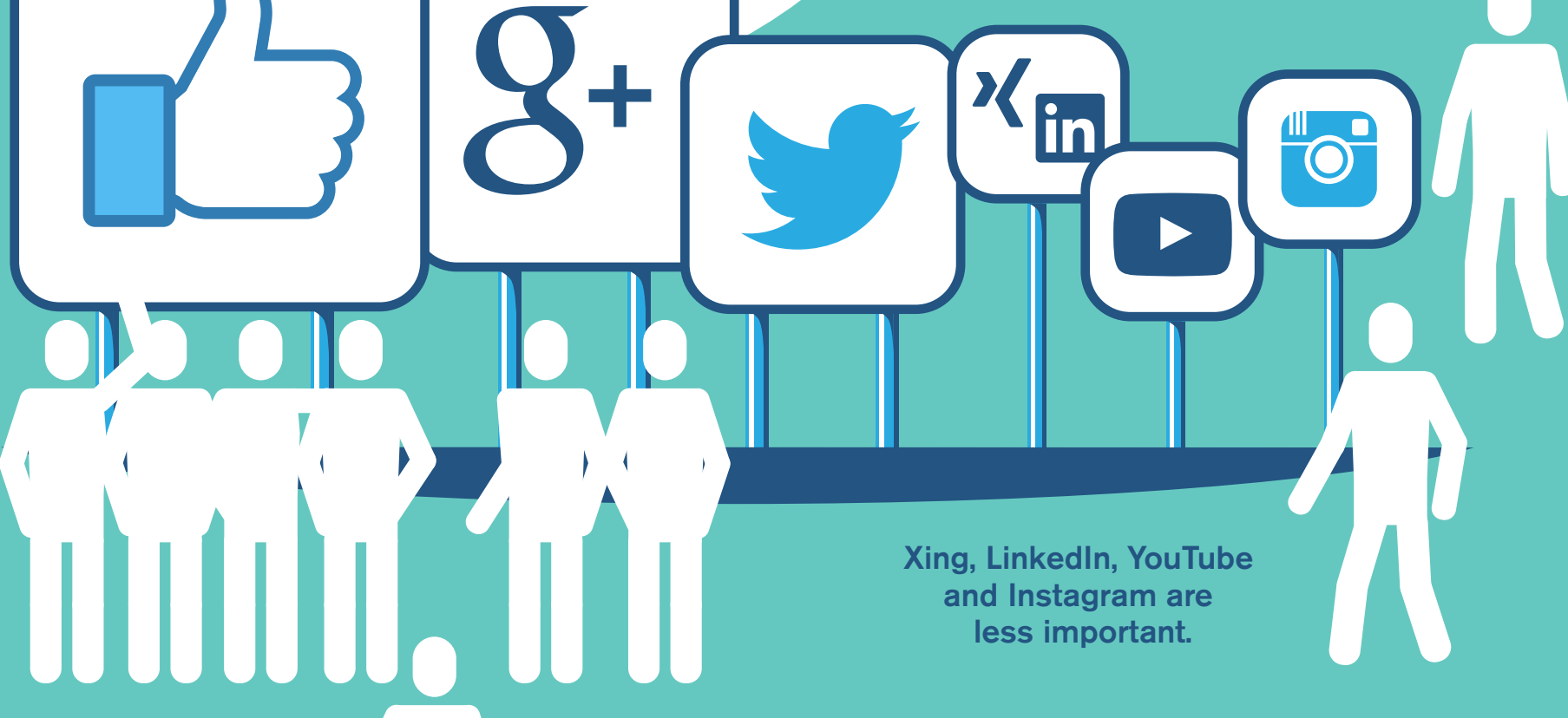


Today, every **5th** person within the TOP MANAGEMENT uses a social intranet.



Customer Communication with Social Media

FACEBOOK is the most commonly used social media channel for customer communication, followed by Google+ and Twitter.



2020

2015



Every **2nd** large enterprise intends to strengthen SOCIAL MEDIA SKILLS within the company.

Every **3rd** CEO TAKES ACTIVELY PART in the social media world.

All data are based on a representative online survey (n = 500 interviews with ITC decision-makers from companies in Germany) TNS Infratest carried out in May 2015 on behalf of the Deutsche Telekom AG.