

# Intergraph PP&M

## Streamlining TUFs and Leveraging LinkedIn for Global Super User Information Sharing

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# THE CURRENT TUF SITUATION

- Intergraph has a powerful and vast group of technical experts around the world who wish to share ideas amongst themselves and with Intergraph.
- We have heard from clients that there is **confusion** about TUF positions, processes, roles and its purpose. Specifically, we have seen examples of successful regional groups, legacy process complexity, old/inconsistent technology choices, and role-confusion has hindered global networking of the TUF's.
- Clients have told us that global sharing, AND regional (typically face-to-face) information sharing and collaboration is important. But **how?**.....



# A POSSIBLE SOLUTION



- Modern social networking technology for professionals like LinkedIn can improve the way we communicate and it can provide clarity.
- LinkedIn supports the purpose of our TUFs. It enables experts' **super user networking, education, sharing** and **interactive communication**.
- Specific subject LinkedIn groups can suit your needs for:
  - ✓ A single on-line place (community) for experts with the same interests to share expertise, best practices, and experiences with each other, globally, year-round.
  - ✓ AND, a tool to help regional chair persons to organize local meetings.
  - ✓ AND a clear and simple process for TUF's interaction with Intergraph product center.
- If we can work together to leverage this LinkedIn cloud-based technology, we can truly globalize the Intergraph TUF network for the **benefit of all** involved.
- So, today we would like to introduce an initiative to do just that...

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**LET'S STREAMLINE AND SIMPLIFY THE TUFs TO BETTER ENABLE  
GLOBAL SUPER-USER INFORMATION SHARING...**



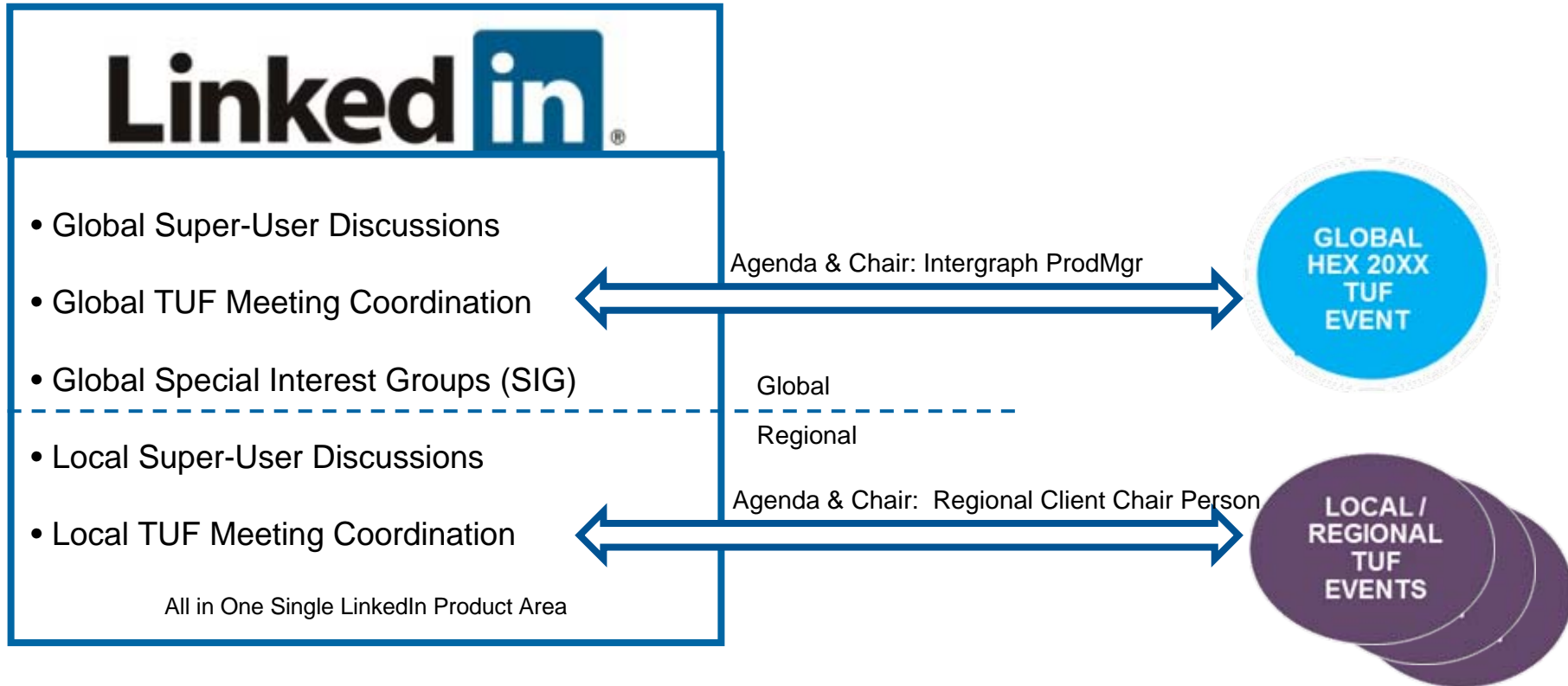
**...AND BETTER ENABLE LOCAL MEETING PLANNING AS WELL**

# THE SIMPLIFIED TUF STRUCTURE



## VIRTUAL MEETINGS & DISCUSSIONS

## PHYSICAL MEETINGS





## WHAT IS LINKEDIN?

LinkedIn is the world's largest professional online network with over 100 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

## NOT A FAD

Social media is not a fad. It took radio 38 years and TV 13 years to reach 50 million users - while just eight years after its launch business social networking site LinkedIn has hit 100 million users worldwide.



## IS IT SAFE?

LinkedIn does not give out your email address or other personally identifiable information to other users or to third parties without your permission.

In 'Settings' you can manage your own account information and privacy settings.

Some advice: only connect to people you know and trust. And remember, it is up to you to decide how much information you want to add to your profile.

Intergraph TUF groups will ALL be closed/private to prevent unwanted SPAM or information fishing.

## EASY TO USE AND EXCLUSIVE

LinkedIn is easy to use, for free and the LinkedIn groups will be closed, meaning only you and your group members can see the discussions.

## 'FEAR' OF SOCIAL MEDIA

Some people are reluctant to use social media. This often comes from not seeing the benefits and from not knowing how to use it. We hope our explanation of the LinkedIn benefits and how it works will take away that reluctance, if any.

## SOCIAL MEDIA FOR ENGINEERS

When you think about the job engineers do, it's problem solving and iteration that you do as an individual every once and a while, but more frequently as a team. Engineers will benefit from social media almost more than anyone else in a company.

# BENEFITS OF JOINING THE NEW LI GROUPS



- The existing online forums in place for the SPI TUF activities (Houston TUF) and ranking (Canadian TUF) do not provide a discussion forum. This where the LinkedIn group can add value.
- Currently, there are more SPI groups on LinkedIn; so there might be redundancy and also each group misses some things. So, we believe there is a benefit to converge.
- These other LinkedIn groups are public (which allows spamming), and the Intergraph sponsored TUF site will be private. We will not moderate feedback – positive or negative – from Intergraph customers.
- Commitment from Intergraph; the new SPI LinkedIn group is where Intergraph is officially sponsoring TUF activity and where one will find tips and tricks, news and updates, etc.



SmartPlant 3D

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My Activity

Maximum length is 1000 characters.

Updates: Last 7 Days

- Ashley Ranguelov** has joined the group.
   
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- Barry Woodin** has joined the group.
   
 10 days ago • [Send message](#)
- Paul Bean** likes: FOR DISCUSSION: Abstract for Sunday June 5, 3D TUF meeting @ Hexagon 2011
   
 11 days ago • [Like \(4\)](#)

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Ads by LinkedIn Members

**Corporate challenge**
  
 Over 500 teams already subscribed. Join today! Defend your company colors!

Most Popular Discussions



Robert  
Stop Following

**FOR DISCUSSION: Abstract for Sunday June 5, 3D TUF meeting @ Hexagon 2011**

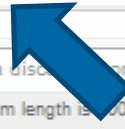
Sunday, June 5, 2011  
 3D & Visualization TUF  
 8:30 a.m. – 3:45 p.m.  
 Location TBD

The goal of the 3D & Visualization TUF meeting is to allow experienced SmartPlant 3D and SmartMarine 3D (collectively known as Smart 3D) users additional time to share, educate, and network. ...

posted 21 days ago

**Lebron Miles** 18 days ago • The conference Web site location referred to by Robert is: <http://www.hexagonconference.com/ppm/tuf.aspx>. Also, I posted it on our blog ... »

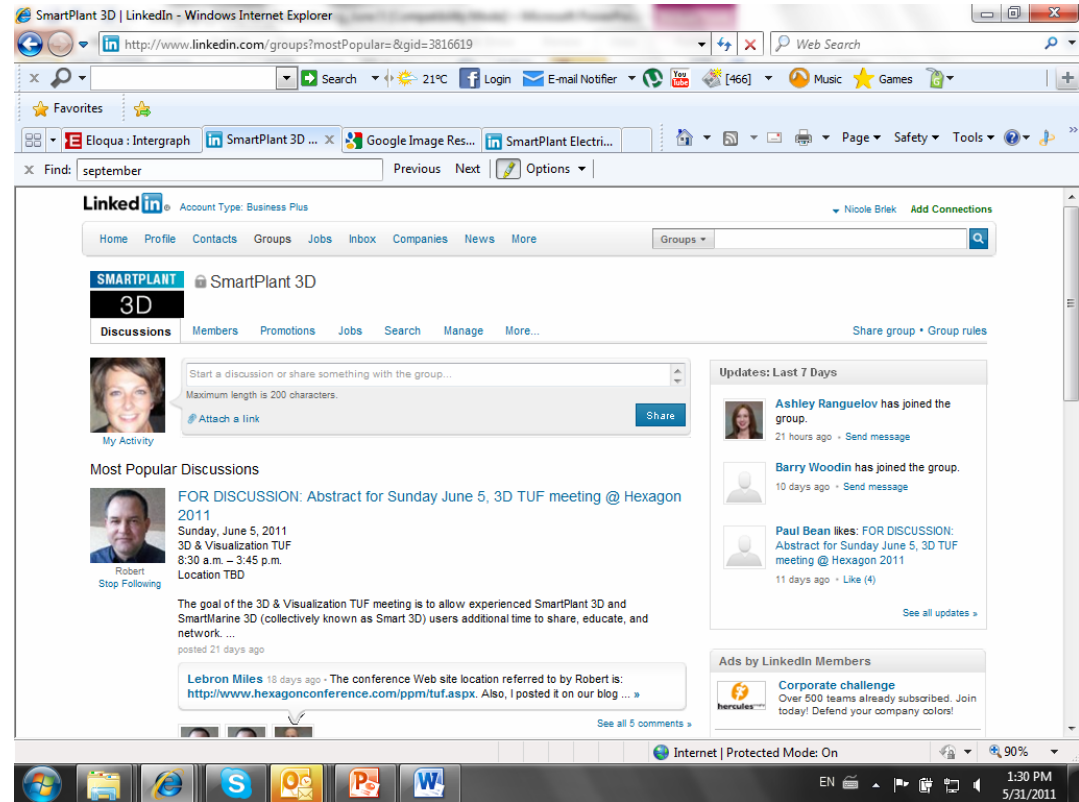
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# LIVE DEMONSTRATION



- Getting Signed Up
- Starting a New Discussion Thread
- Participating in an Existing Discussion Thread
- Organizing a Local TUF Meeting



<http://www.linkedin.com/>

# THE LINKEDIN GROUPS



**SMARTPLANT**  
Review

**SMARTPLANT**  
Materials

**SMARTPLANT**  
P&ID

# WILL YOU JOIN US?

**SMARTPLANT**  
PDS

**SMARTPLANT**  
3D

**SMARTPLANT**  
Instrumentation

**SMARTPLANT**  
Electrical

**SMARTPLANT**  
Foundation

**SMARTPLANT**  
Spoolgen

# Q&A?

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