Creating a Culture of Collaboration @ Deutsche Bank

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After many attempts, we’re solving more & more collaboration problems at work.
Why should you care?
Reason to care #1:
Top 20 Banks:

$1 trillion+ in revenue
Top 20 Banks:

$50 billion+ in IT
Reason to care #2:
Top 20 Banks:

2 million+ people
So, why don’t we do it already?
Reasons not to:

- Competitive Culture
- Poor Platforms
- Data Security
- Chinese Wall Rules
- Legal
- Data Privacy
- Cost of Surveillance
No!
Failure #1: GMail?

No!
Failure #2: Yammer?

No!
Any good news...?
Increasing need for compliance + surveillance

Concentric circles of risk
“The Wire”

Micro-blogging approved for 30,000+ people
Blogging at all levels

Posts up 1100%
All good, but...
But still a solution looking for a problem.

ENTERPRISE 2.0 GUY?

BLOGGING GUY?

By God, I’ve done it!
We needed to solve real problems.
Key #1: Internal Collaboration Consulting

Client service
Building communities
Product development
Real-time feedback
Employee engagement
Key #2:
Collaboration Community of Practice

Now we have dozens of CoPs
Business Solutions

Business Analysis Community of Practice

“Maximizing value through Collaboration & Standardization”

Passion to Perform
Facebook, Twitter
Leading up to
bigger and bigger impact.
The Potential: Cross-selling in a bank

### Products per Retail Customer

<table>
<thead>
<tr>
<th>Year</th>
<th>1998</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>3.0</td>
<td>6.0</td>
</tr>
</tbody>
</table>

### Sales per Customer

<table>
<thead>
<tr>
<th>Year</th>
<th>1998</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>$425</td>
<td>$1,700</td>
</tr>
</tbody>
</table>
Learn by doing.
Build a tribe.
Help solve real problems for the enterprise.
FOR THE MONEY, FOR THE PEOPLE
It's worth it.
It's worth it.

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