

# ATTACHMENTS

## REFERRED TO IN THESIS

### “B2B Going Social”

*The value of social marketing in B2B and the social media approach for Bosch Security Systems EMEA*

Martine Sedy

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## ATTACHMENT 1

*More focus on influencer groups with marketing activities is necessary*

**CONFIDENTIAL**

## ATTACHMENT 2

*Customer satisfaction drives all ST activities*

**CONFIDENTIAL**

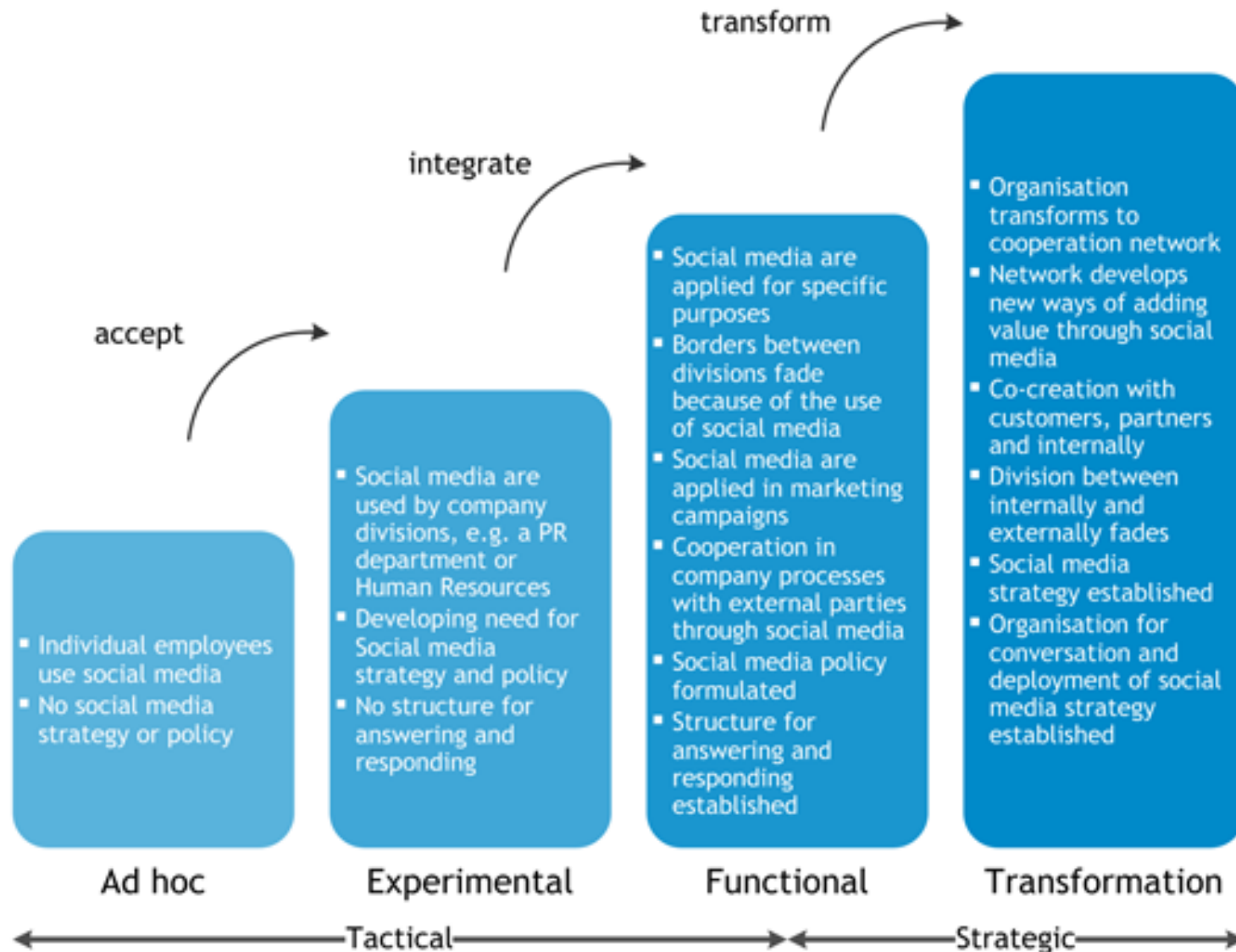
## ATTACHMENT 3

*Brand building at Bosch ST*

**CONFIDENTIAL**

## ATTACHMENT 4

### *Social media maturity model*



Source: M&I/Partners, [www.mxi.nl](http://www.mxi.nl)

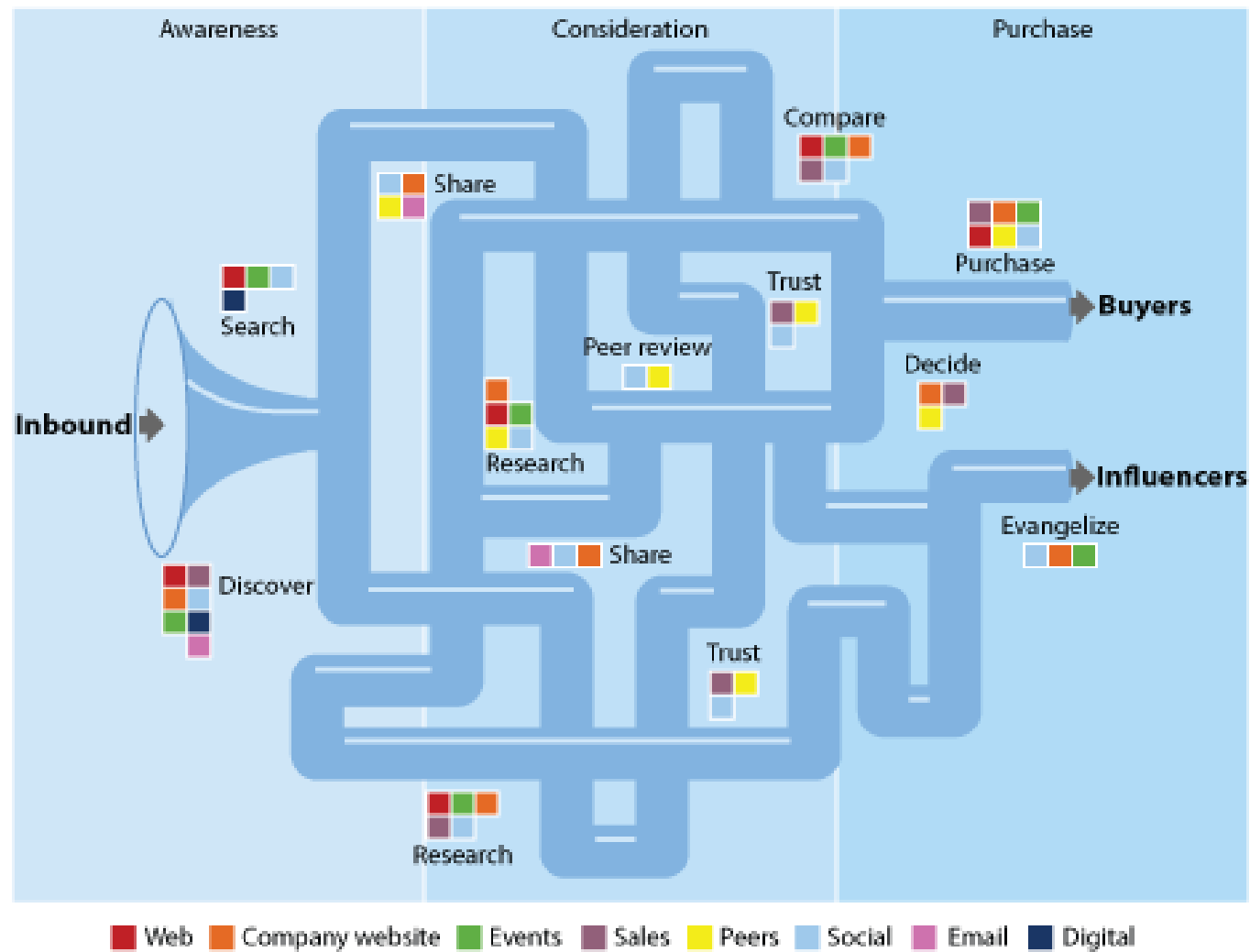
## ATTACHMENT 5

*Influencer approach at Bosch ST*

**CONFIDENTIAL**

## ATTACHMENT 6

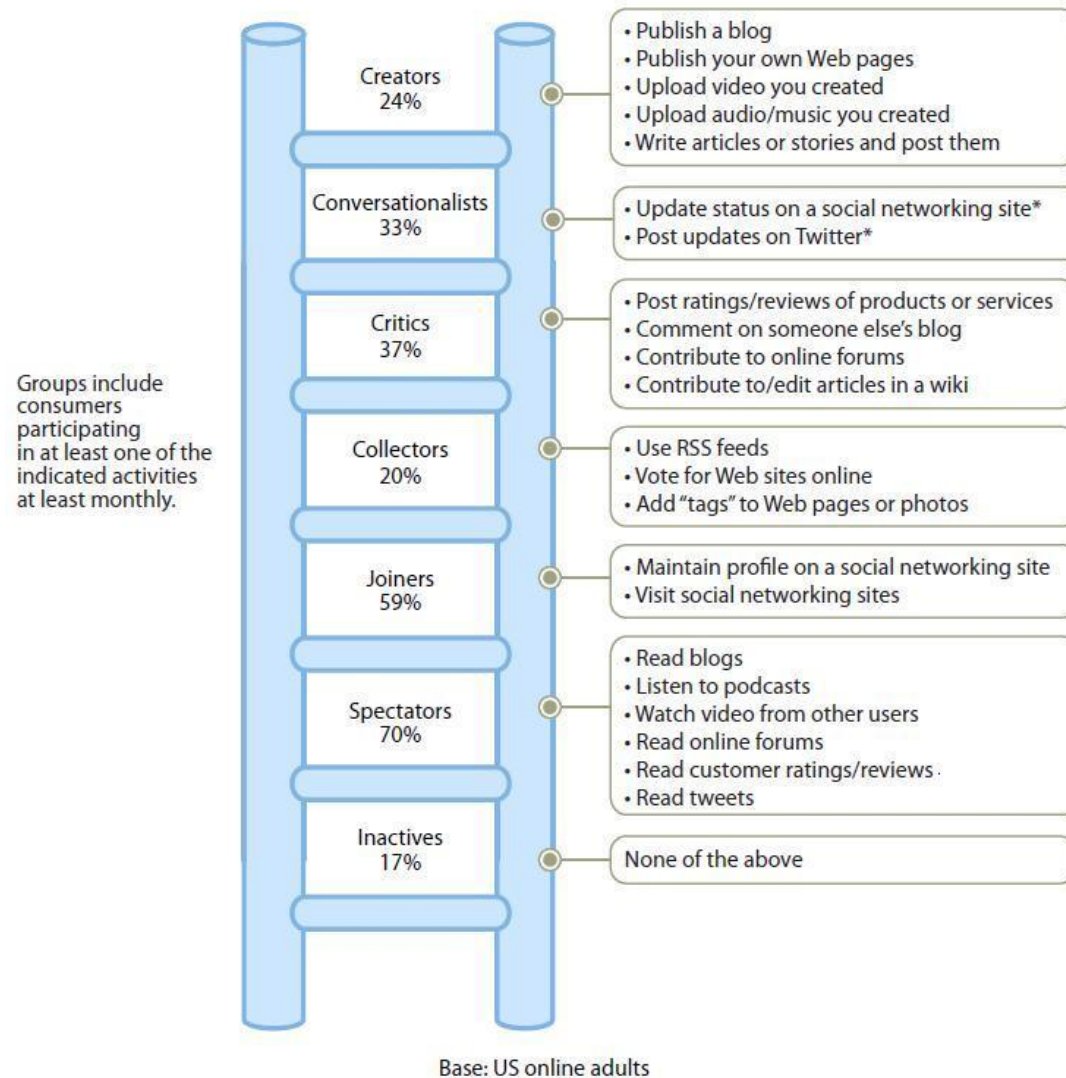
*More complex buying funnel, according to Forrester Research*





## ATTACHMENT 7

### *Social Technographics, according to Forrester research*



Source: North American Technographics® Empowerment Online Survey, Q4 2009 (US)

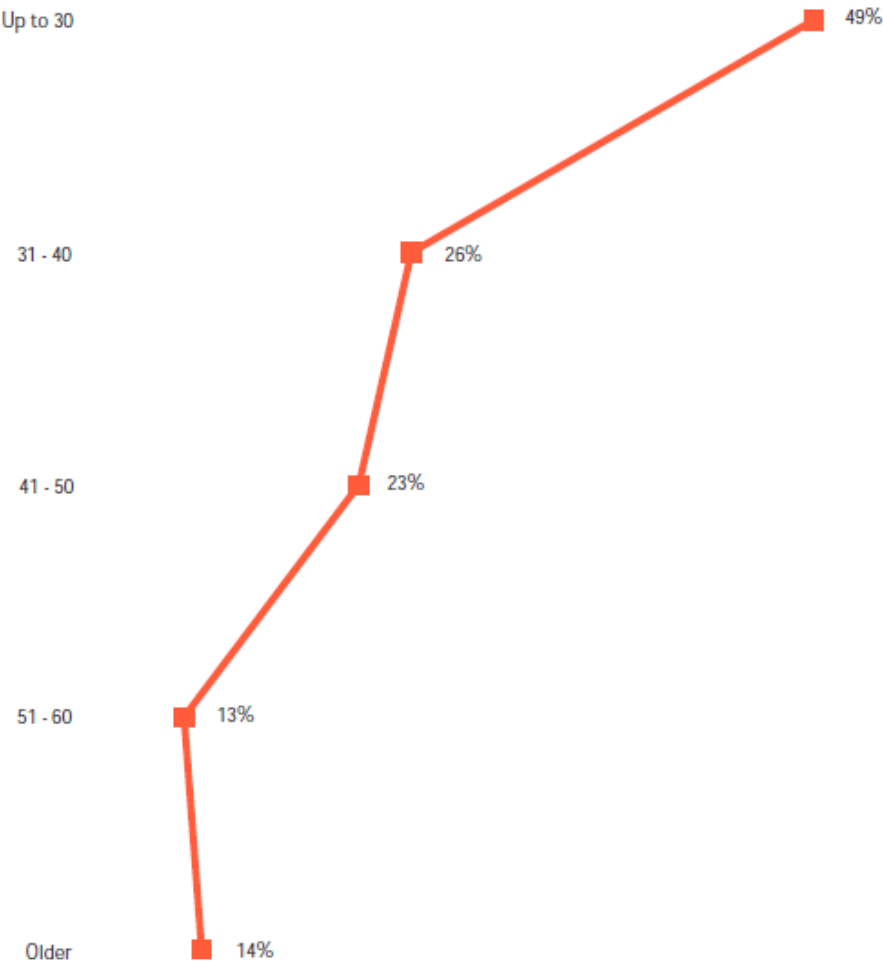
\*Conversationalists participate in at least one of the indicated activities at least weekly.

56291

Source: Forrester Research, Inc.

# ATTACHMENT 8


Use of social media for information or advice, by age



Base: all respondents (800)


## ATTACHMENT 9

*Using LinkedIn to gain valuable insights for product development*



### CCTV Installers

[Discussions](#) [Members](#) [Promotions](#) [Jobs](#) [Search](#) [More...](#)



Taking into account costs and performance, which is currently the best option, Analogue or IP?  
25 days ago


[Follow Gary](#)

[Like](#) [Comment](#) [Follow](#) [Flag](#) [More ▾](#)

[21 comments](#)


## ATTACHMENT 10

*Using LinkedIn to report valuable insights to Marketing Communications and the social media team*



### CCTV Video Surveillance, IP Technology & Solutions

[Discussions](#) [Members](#) [Promotions](#) [Jobs](#) [Search](#) [More...](#)




**VMS comparison table**

I wonder if there is some kind of comparison table between different VMS brands. The comparison cover OS platform, hardware requirements, maximum number of managed IP cameras, can the VMS manage multi-stream cameras and how many streams at a time and how the streams are managed, pre and post event recording time in seconds or minutes, recorded size of the native format files in bytes or minutes, exported file size and format.

7 days ago

[Like](#) [Comment](#) [Follow](#) [Flag](#) [More ▾](#)

[47 comments](#) • [Jump to most recent comments](#)



**Paul Harrison J.P.** • Send me your details, happy to share

7 days ago • [Like](#) • [Reply privately](#) • [Flag as inappropriate](#) [2](#)

## ATTACHMENT 11<sup>1</sup>

*Example of a promoted post on Facebook*



Gilt Man · Suggested Post

Like Page

Vintage Rolex – like a fine wine, it only gets better with age.

Shop now: <http://spr.ly/6036nnaY>




Like · Comment · Share · 2,061 192 171 · Sponsored


<sup>1</sup> <http://www.verticalresponse.com/blog/wp-content/uploads/2013/02/Screen-Shot-2013-02-28-at-5.42.36-PM.png>

## ATTACHMENT 12<sup>2</sup>

### Example of a Facebook ad





**Derek Overbey**  
There are not a lot of things that make me tear up. This is one of them. I still have faith in humanity.




Everybody could learn something from this.  
Everybody could learn something from this.  
Length: 2:41

Like · Comment · Share · Promote · about an hour ago ·


 John Starnes, Henry Mearns and 10 others like this.

 Write a comment...

**Facebook Ads Next To News Feed**


**Sponsored**  [Create an Ad](#)

**Get Digitally Inspired**  
istockphoto.com



Millions of files.  
Thousands of  
Categories Browse  
iStockphoto Now


**Still need a Hotel?**



Stay at the Extended  
Stay America Austin -  
Round Rock - North  
from \$60 per night

728,303 people like Hotels.com USA.

**Ancestry.com**  
wiz.ancestry.com



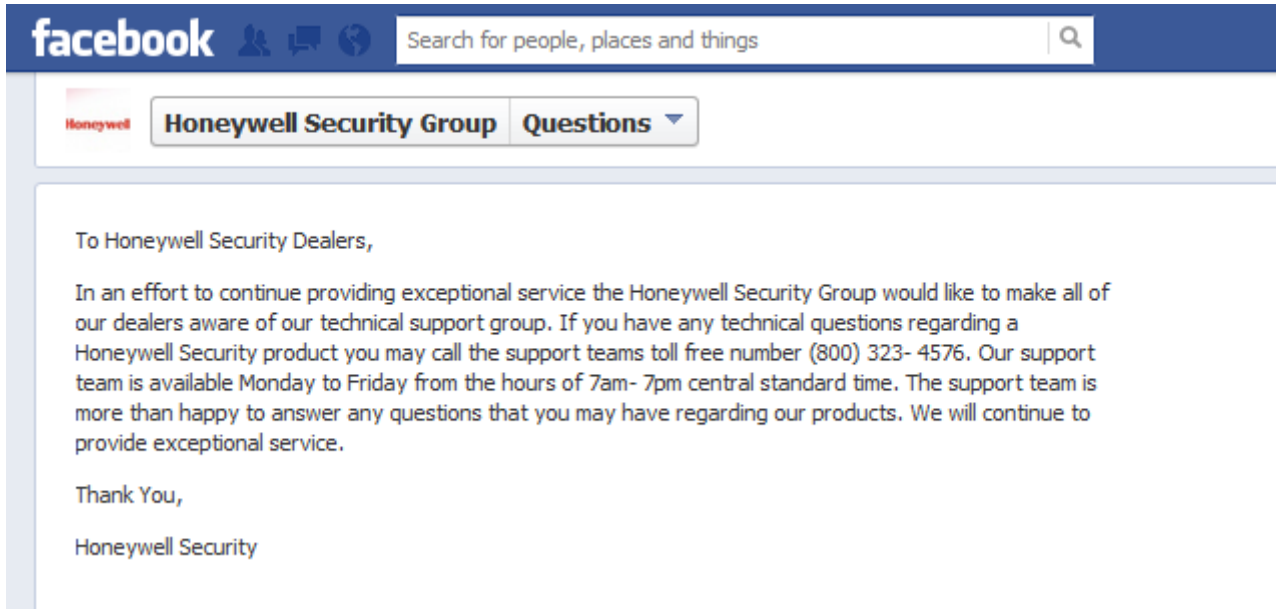
We are the world's  
largest resource for  
family history.  
Discover your history  
today.

♥ 1 request from Bubble Safari  
♥ 11 other app requests  
👤 [Kara McCurdy Wood](#) and 7 others

<sup>2</sup> <http://www.verticalresponse.com/blog/wp-content/uploads/2013/03/Facebook-Screenshot-for-Blog.png> (27-05-2013)

## ATTACHMENT 13

### *Honeywell customer support on Facebook*



The image is a screenshot of a Facebook interface. At the top is the Facebook header with the logo, navigation icons, and a search bar. Below the header is the post header for the 'Honeywell Security Group', which includes the group name and a 'Questions' dropdown menu. The main content of the post is a text message addressed to Honeywell Security Dealers, providing information about technical support services, including a toll-free number and support hours. The post concludes with a 'Thank You' and the name 'Honeywell Security'.

facebook

Search for people, places and things

Honeywell

**Honeywell Security Group** Questions ▾

To Honeywell Security Dealers,

In an effort to continue providing exceptional service the Honeywell Security Group would like to make all of our dealers aware of our technical support group. If you have any technical questions regarding a Honeywell Security product you may call the support teams toll free number (800) 323- 4576. Our support team is available Monday to Friday from the hours of 7am- 7pm central standard time. The support team is more than happy to answer any questions that you may have regarding our products. We will continue to provide exceptional service.

Thank You,

Honeywell Security

# ATTACHMENT 14

Axis customer support on Facebook

facebook

Search for people, places and things

AXIS

Axis Communications

Contact Axis

Want to contact Axis directly? Please fill out this form, and you will be contacted by an Axis representative shortly.

\* = Required fields

Your message to Axis

Subject:

Message:

Personal Information

First name:

Last name:

Company:

E-mail:

State:

Non-U.S. resident

Country:

Select Country

Street address:

Zip / Postal code:

City:

Phone:

Fax:

☐

I hereby indicate that I am open to participating in market-related surveys, campaigns and other similar activities.

Security code:

UUHHR

Enter the code displayed in the picture.

Send



## ATTACHMENT 15

### Comparison Facebook: Bosch ST versus Axis Communications

#### Fan analysis

On May 10th 2013, the Bosch ST page existed 2 years. Axis Communications has joined Facebook earlier: December 14th 2009, making it exist 3 years, 4 months and 26 days (as of May 10th 2013). In that amount of time, Bosch ST has gained a total of 1401 Fans. Axis Communications gained 8406 Fans. Approximately, **Bosch ST has gained 2 fans per day and Axis 7.**

| MONTHLY<br>COMPARISON | AXIS | BOSCH |
|-----------------------|------|-------|
| <b>January 2013</b>   |      |       |
| Total updates posted  | 16   | 12    |
| Posts shared by fans  | 83   | 32    |
| Total Comments        | 13   | 8     |
| Total posts liked     | 430  | 219   |
| <b>February 2013</b>  |      |       |
| Total updates posted  | 22   | 9     |
| Posts shared by fans  | 92   | 35    |
| Total Comments        | 36   | 3     |
| Total posts liked     | 813  | 119   |
| <b>March 2013</b>     |      |       |
| Total updates posted  | 20   | 10    |
| Posts shared by fans  | 89   | 51    |
| Total Comments        | 38   | 15    |
| Total posts liked     | 676  | 255   |
| APROX. WEEKLY         | AXIS | BOSCH |
| STATISTICS            |      |       |
| Posts                 | 5    | 2-3   |
| Posts shared by fans  | 22   | 10    |
| Total Comments        | 22   | 2     |
| Total posts liked     | 160  | 50    |

Differences between Bosch ST and Axis on Facebook, on a weekly basis.

#### Content analysis

| <b>Posts from January 2013 until May 2013 by Bosch ST – by content category</b> |              |             |
|---|--------------|-------------|
| Content   | Amount Bosch | Amount Axis |
| 1. Customer stories   | 6            | 28          |
| 2. Company award news   | 5            | 5           |
| 3. Company report (annual report)   | 0            | 4           |
| 4. Post that addresses problem & solution                                       | 5            | 8           |
| 5. Product / software info  | 14           | 7           |
| 6. Event updates  | 30           | 8           |
| 7. How-to posts   | 0            | 6           |
| 8. Product / software intro   | 10           | 3           |
| 9. Internal news (employees)  | 1            | 4           |
| 10. Open questions towards followers  | 2            | 6           |
| 11. General security news   | 0            | 1           |
| 12. Entertaining  | 3            | 1           |
| 13. Poll  | 0            | 1           |
| 14. Company activity  | 6            | 4           |

## ATTACHMENT 16

### HP using Twitter for customer support

#### HP Social Media Experts are here for you.

Our Experts are here to help with troubleshoot and answer questions. To join the conversation, tweet us with **#HPExperts** or visit our forums at **hp.com/supportforum**.



Jeff^J



Arvid^A



Keith^K



Eddie^E



**HP Discover** @HPDiscover

16 May

Meet 1 on 1 with HP experts at **#HPDiscover** 2013 in Vegas. Register today: [owl.li/kVd8F](http://owl.li/kVd8F)

Retweeted by HP Support

Expand



**HP Support** @HPSupport

28 May

@clompaluffagus What product are you having trouble getting serviced, and what is wrong with it?

Expand



**HP Support** @HPSupport

28 May

@chadtennant101 Hi Chad, this is Keith from HP. Can I be of any assistance?

Expand



**HP Support** @HPSupport

26 May

No more **#print** cartridge errors on your **#HP** printer! **#HPExperts** - [ow.ly/lfP2z](http://ow.ly/lfP2z)

Expand



**HP Support** @HPSupport

25 May

When restoration is more than just a hobby: **#Windows8** makes system restoration easy! **#HPExperts** - [ow.ly/lfP28](http://ow.ly/lfP28)

Expand



**HP Support** @HPSupport

25 May

Do you love faxing directly from your PCs **#HP** solution center? Try this. **#HPExperts** - [ow.ly/lfP0x](http://ow.ly/lfP0x)

Expand



**HP Support** @HPSupport

25 May

@vivatobuscus Hi, Im Sean with HP. Were you able to find the Num lock key? If not let me know the specific model number. Thanks!

Expand

**HP Support** @HPSupport

Welcome to HP's customer support on Twitter. HP is listening, and we look forward to hearing from you!

Global English · [hp.com/support](http://hp.com/support)

|                  |                    |                     |
|------------------|--------------------|---------------------|
| 21,891<br>TWEETS | 2,354<br>FOLLOWING | 16,213<br>FOLLOWERS |
|------------------|--------------------|---------------------|

Follow

## ATTACHMENT 17

### *Dell's introduction of a product expert in the social media team*

Please welcome Florian "Flo" Klaffenbach



Here's the great news I promised to share with you: Since Wednesday this week, Florian "Flo" Klaffenbach is supporting us as a Community Technologist in Germany. Prior to this role, Florian was part of the enterprise support team helping customers to solve the most challenging issues around enterprise and datacenter technologies, such as:

- Dell PowerEdge server
- Dell CloudEdge server
- Datacenter equipment
- Microsoft products (e.g. Windows Server, Active Directory, Exchange, Hyper-V etc.)

Florian has a very strong reputation as a server and Microsoft technology expert. Expect nothing less than that from someone who puts his whole heart into learning and acquiring new skills at work as well as in his spare time (some of Florian's active Microsoft certifications: MCSA W2k3, MCITP SA and EST, MCTS Exchange and W2k8 Application). Now it's not a lonely nut but two nuts and we're close to become a crowd in EMEA. Care to join us?

Florian will primarily focus on building an online knowledge base around enterprise and datacenter products. He will write blogs, wikis, answer customer questions at the German Dell TechCenter forum and he will also engage at our Facebook and XING sites (the latter is our German version of LinkedIn).

**Please give Florian a warm welcoming applause!**

Dell TechCenter Germany: [DELL-Florian K](#)  
E-Mail: [florian\\_klaffenbach@dell.com](mailto:florian_klaffenbach@dell.com)  
Microsoft MCP: [Virtual Business Card](#)  
Twitter: [@FloKlaffenbach](#)

---

 Dell, Microsoft, Dell TechCenter, Germany, EMEA



## ATTACHMENT 18

Twitonomy.com

| #    |   |  |                          | Joined        | Tweets | Following | Followers |
|------|---|--|--------------------------|---------------|--------|-----------|-----------|
| 3426 |  | <b>@SecurityDefens1</b> Security&Defense<br><i>We support companies Defence &amp; National Security, Homeland Security &amp; Disaster Response, Commercial Aerospace , Transportation &amp; Supply Chain ,</i><br><a href="http://t.co/zdQv0262TV">http://t.co/zdQv0262TV</a>  United Kingdom | <a href="#">+ Follow</a> | November 2012 | 78     | 25,010    | 252,959   |

## ATTACHMENT 19

### Twitter comparison: Bosch ST versus Axis Communications

 @AxisIPVideo

**1,193** tweets from March 05, 2010 to May 29, 2013<sup>1</sup>



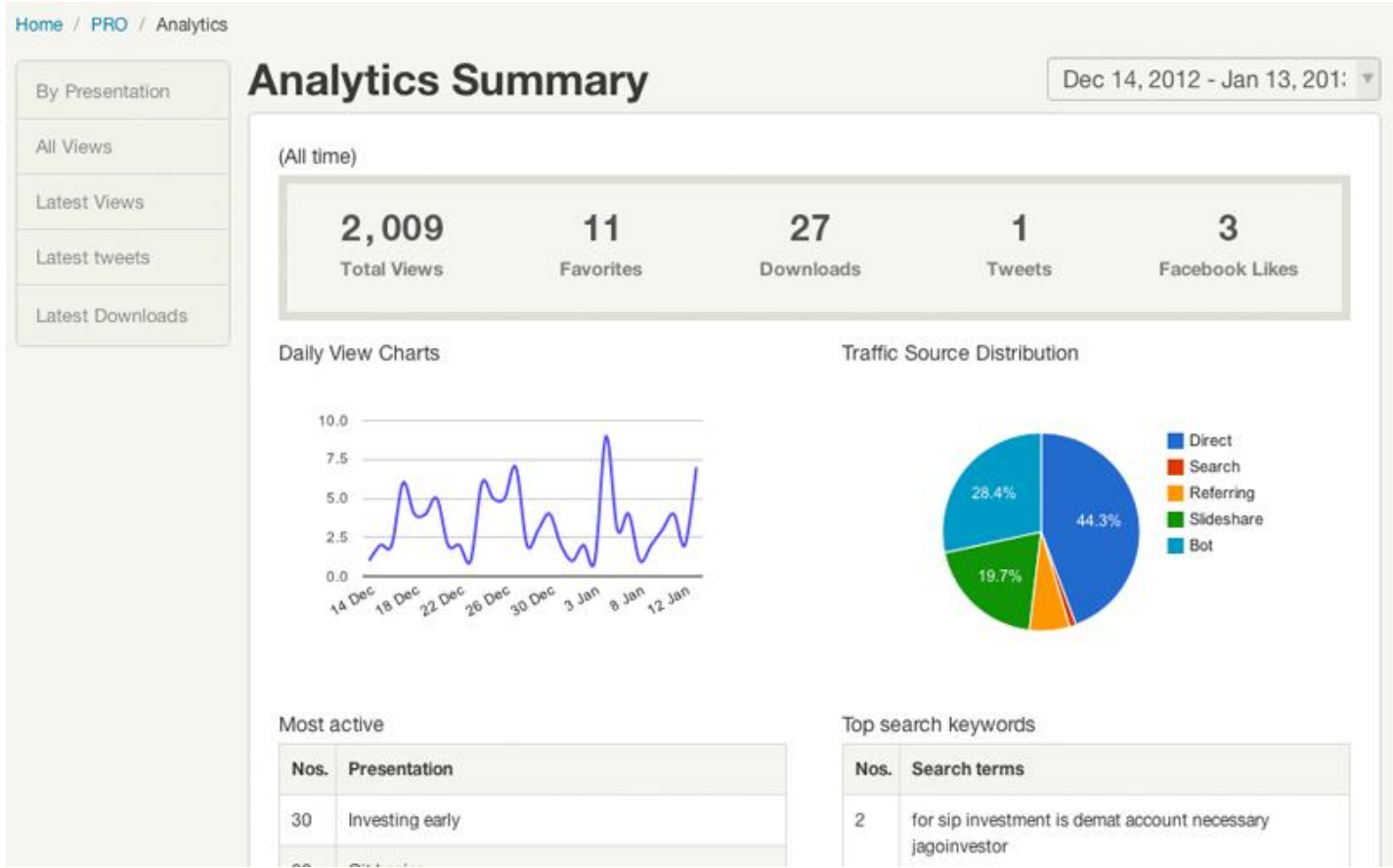
 @boschsecurityeu

**694** tweets from July 07, 2009 to May 28, 2013<sup>1</sup>



ATTACHMENT 20<sup>3</sup>

Get additional analytics with SlideShare



<sup>3</sup> <http://public.slidesharecdn.com/images/business/plans/pro-feature-analytics.png?2755601abf>

# ATTACHMENT 21


















## Different SlideShare channels for Cisco's business units





<http://newsroom.cisco.com>

Cisco, (NASDAQ: CSCO) is the worldwide leader in networking that transforms how people connect, communicate and collaborate. Information about Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>.

[Twitter](#) [Facebook](#) [LinkedIn](#)

### The Cisco Network on SlideShare

|   |   |
|---|---|
|  The Cisco Network on SlideShare   |  Cisco APAC                                |
|  Cisco ANZ                         |  Cisco Borderless Networks                 |
|  Cisco Brazil                      |  Cisco Canada                              |
|  Cisco Connected Government       |  Cisco Data Center                        |
|  Cisco Enterprise Wireless       |  Cisco Get Your Build On                 |
|  Cisco Systems India             |  Cisco Latin America                     |
|  Cisco Security                  |  Cisco Service Provider 360              |
|  Cisco Service Provider Mobility |  Cisco Internet Business Solutions Group |
|  Cisco Public Sector             |   |




### Executive Summary


- The Internet of Everything (IoE) creates \$14.4 trillion in Value at Stake -- the combination of increased revenues and lower costs that is created or will migrate among companies and industries from 2013 to 2022.
- The five main factors that fuel IoE Value at Stake are: 1) asset utilization (reduced costs) of \$2.5 trillion; 2) employee productivity (greater labor efficiencies) of \$2.5 trillion; 3) supply chain and logistics (eliminating waste) of \$2.7 trillion; 4) customer experience (addition of more customers) of \$3.7 trillion; and 5) innovation (reducing time to market) of \$3.0 trillion.
- Technology trends (including cloud and mobile computing, Big Data, increased

slideshare Share 1/18


### Presentations (53)




**Empowering Knowledge that Cre...**  
1 month ago,  
264 views



**Cisco has moved to a new Slid...**  
1 month ago,  
308 views




**Cisco Social Top Tasks**  
1 month ago,  
640 views




**Emerging Technologies**  
2 months ago,  
876 views


### Documents (24)




**Cisco Global Cloud Index: For...**  
1 month ago,  
417 views



**Retail Bank Finds Savings and...**  
1 month ago,  
179 views



**Catch'em and Keep'em White Paper**  
1 month ago,  
203 views



**Amsterdam Connects Citizens a...**  
2 months ago,  
385 views



## Attachment 22

### *The winning post on Bosch STs Facebook channel*



If you design a comprehensive security and safety systems as a planner or building operator, you often choose to mix and match fire protection, public address, access control, video surveillance and management systems from multiple vendors. Designing the best possible security concept can get pretty complex, and result in a lack of integration and transparency.

This is where the Bosch Building Integration System (BIS) comes into the picture. It was designed to solve these challenges!

BIS is bringing all your building systems together on a single platform, regardless of software, hardware or technology.

[http://www.bosch-presse.de/presseforum/details.htm?txtID=6121&tk\\_id=111](http://www.bosch-presse.de/presseforum/details.htm?txtID=6121&tk_id=111)



Like · Comment · Share

44 2 12

1,441 people saw this post

Boost Post ▼



## ATTACHMENT 23

*Axis is using more customer oriented messages in their content*



Would you like to know how to be able to gain new insights into a store performance and be able to plan your store layout better? Have a look at this video clip that shows cross-functional usage of network video in action and see some of the ways where Axis retail solutions can benefit retailers.



### Cross-functional use of network video in retail

[www.youtube.com](http://www.youtube.com)

Along with loss prevention, Axis retail solutions can make further positive contributions to retail including helping



**Bosch Security**

26 March

Loudspeaker selection on the spot: SPL meter included in LSP Select App from Bosch

LSP Select enables you to choose the best fit product from the large range of over 80 Bosch Public Address, Voice Alarm, Background- and Foreground music loudspeakers.

<http://www.boschsecurity.com/lspselect>

## ATTACHMENT 24

### *Content comparison on Facebook: Bosch ST and Axis*

| Posts from January until May 2013 by Bosch ST – by content category |              |             |
|---|--------------|-------------|
| Content   | Amount Bosch | Amount Axis |
| 15. Customer stories  | 6            | 28          |
| 16. Company award news  | 5            | 5           |
| 17. Company report (annual report)                                  | 0            | 4           |
| 18. Post that addresses problem & solution                          | 5            | 8           |
| 19. Product / software info   | 14           | 7           |
| 20. Event updates   | 30           | 8           |
| 21. How-to posts  | 0            | 6           |
| 22. Product / software intro  | 10           | 3           |
| 23. Internal news (employees)                                       | 1            | 4           |
| 24. Open questions towards followers                                | 2            | 6           |
| 25. General security news   | 0            | 1           |
| 26. Entertaining  | 3            | 1           |
| 27. Poll  | 0            | 1           |
| 28. Company activity  | 6            | 4           |

## Attachment 25

### Comparison: how Bosch ST and Axis communicate about customer stories

Axis network video products, including outdoor models and thermal cameras have been installed at Port Adriano in Spain. "It was very important for us to deploy a video surveillance system that provided the flexibility and scalability needed to meet current and future security demands for both the marina and clients" says Antonio Zaforteza, CEO of Ocibar



#### Customer story: Ocibar, Port Adriano | Axis Communications

[www.axis.com](http://www.axis.com)

Design, security and new technologies serve a marina that aims to attract high quality tourism

"Have a safe stay!" - a comprehensive HD video solution from Bosch was chosen for Lotte Hotel in Seoul, Korea:



#### Bosch Security Systems - Newsflash

[www.boschsecurity.com](http://www.boschsecurity.com)

Lotte Hotel was first opened in 1973, after taking over Korea's first private hotel "Bando Hotel" which opened in 1938. In 2010, they were the first Asian hotel brand to open a

## ATTACHMENT 26

### Content formats by SmartInsights

