



Social networking can offer business benefits

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John-Paul Kamath's article on social networking (www.computerweekly.com/228394) confirms that businesses really are missing the point with social networking, and are missing out on the diverse business opportunities that it can offer. While employees spending hours on Facebook is without a doubt detrimental to business, social networks have untold possibilities when applied in a different context.

Clever companies like Nissan are already developing their own bespoke internal social networks to aid communication, information gathering and ideas generation. Many enterprise software suppliers are also moving to meet this need, helping to link together customer relationship management systems, data pools, wikis and more, to create all-in-one, business-focused networks.

These social "mashups" are driving efficiency and creating entirely new ways of working by embracing technology rather than running from it. Managers would be wise to think about the ways that social networks could help rather than hinder their business – they might be pleasantly surprised.