



D'un savoir
centralisé à une
connaissance distribuée,
**QUELS NOUVEAUX
USAGES 2.0 DANS
L'ENTREPRISE EN RÉSEAU ?**

17, 18 et 19 Mars 2009 - Hôtel Mercure / Paris Porte de Saint-Cloud



Outils 2.0 et réseaux sociaux : bâtir une réelle culture collaborative dans une entreprise étendue

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Schlumberger

CARREFOURS LOGISTIQUES

D'un savoir centralisé à une connaissance distribuée,
QUELS NOUVEAUX USAGES 2.0 DANS L'ENTREPRISE EN RÉSEAU ?

About Schlumberger

- Schlumberger is the world's leading supplier of technology, integrated project management and information solutions to customers working in the oil and gas industry worldwide. Employing more than 87,000 people representing over 140 nationalities and working in approximately 80 countries, Schlumberger provides the industry's widest range of products and services from exploration through production.
- Schlumberger Limited has principal offices in Paris, Houston and The Hague and reported consolidated revenues of \$27.16 billion in 2008.



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The company comprises two business segments:

Schlumberger Oilfield Services supplies a wide range of products and services from formation evaluation through directional drilling, well cementing and stimulation, well completions and productivity to consulting, software, information management and IT infrastructure services that support core industry operational processes.

WesternGeco is the world's largest seismic company and provides advanced acquisition and data processing services.

Culture collaborative dans une entreprise étendue?

- **Travailler efficacement en équipe**, réduire les temps de décision, améliorer la productivité et partager la connaissance pour réutilisation future.
- Insuffler une culture collaborative pour assurer un travail efficace en **interne** et avec l'**extérieur** (clients, fournisseurs, universités...), via des **équipes virtuelles** transfrontières.
- Incorporer le travail collaboratif dans des **processus business** ; promouvoir des scénarios à valeur ajoutée intégrant les nouveaux **modes de travail recommandés**; accompagner le **changement**

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Portefeuille d'applications essentielles à la collaboration et au réseautage à travers le monde

- Annuaire riche et à jour, "mon profil / CV interne"
 - Listes de diffusion courriel, forums de discussion
 - Wikipedia interne (Speedia) – Portal (The Hub)
 - Outils Collaboratifs: calendrier partagé (libre/occupé, réservation de salle/équipement...), messagerie instantanée, présence (libre/ en réunion...), listes de contacts, espaces de travail partagés (documents, listes, wiki, forum, blog, calendrier commun...), outil simple de partage de gros fichiers (DropFile)
 - YouTube interne (BlueTube)
 - Traduction automatique de texte (QikTrans)
- => Effet réseaux sur ces outils: P=K^{partage}



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Speedia pour unifier le vocabulaire, les acronymes, les définitions
Réseaux sociaux: prochaine étape

Power = Knowledge^{shared}

Annuaire riche

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Louis-Pierre Guillaume 141322

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Local time 21:58 on Mar 18 in Montrouge
Office room number HP-442
Street address 10 rue Rene Barthelemy
City Montrouge
Post Code 92542

Assigned Country FR
Postal address Schlumberger STS,
OFS Business Systems,
10 rue Rene Barthelemy,
92542 MONTROUGE,
FRANCE

Location code (product line specific mnemonic) Montrouge
Departmental accounting code (typically 4 to 8 digits)
Cost code or Accounting unit (from HRIS)

Organization Oilfield
Organisational Unit Shared Services
Department Business Systems
Direct Manager
Administrative assistant

Job Category Management
Job title SharePoint Deployment Manager - Collaborate

Languages English
French
German
Czech



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20 ans d'existence.

Mon profil / CV interne



Louis-Pierre Guillaume

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Languages: English, French, German, Spanish
Assigned Country: France
Directory (LDAP) Record

40 000 CV

[Assignment History](#) - [Current Projects and Areas of Interest](#) - [Education](#) - [Eureka Information](#) - [Registrations](#) - [External Contacts](#) - [Personal Interests](#) - [Personal Statement](#) - [Professional Achievements](#) - [Professional Qualifications and Affiliations](#) - [Publications and Presentations](#)

Personal Statement

The manipulation and sharing of knowledge and documents has been my main topic of interest for a long time. Hence my strong involvement in Document/Content/Records management, Collaboration and Knowledge Management. Technology has evolved, buzzwords came and went, but the needs of manipulation, sharing and preservation of knowledge remain.

In my opinion, information and knowledge should be shared for the benefit of the individuals and of the company. That is why I manage the Hub the sites Coll@borate project, Cronos - Corporate Records Management, Hub Advisory Group, Multi-Lingual Support & Translation and Content Management, EDMS, XML Publishing, E-commerce, co-launched Spredia, launched OilTrans, am a member of Eureka since the beginning (was the first Eureka KM co-leader), published the KM Master Class, make presentations regularly inside and outside Schlumberger, and provide occasional KM consulting to some Schlumberger O&G client.

Career objective: manage projects on the sponsor/business side, manage and sell KM consulting as a business consultant, share knowledge, Manage and lead talented individuals in a dynamic, international and high-tech environment, with customer satisfaction, profit and team spirit as main objectives. My other interest is the business of CO2 Capture and Storage

[Visit my Personal Blog](#)

Current Projects and Areas of Interest

JobTitle : SharePoint Deployment Manager - Coll@borate

I am managing the SharePoint project, which will be deployed parallel to Coll@borate deployment.

My project Blogs are: What's new about the about Records Management? and Multi-Lingual Support & Translation Blog. What's new about The Hub?

Challenges, personal achievements and key skills in my current Job:

My latest challenge was to lead successfully the Pilot phase of [Coll@borate](http://www.portal.slb.com/collaborate), the corporate collaboration project, May 2007-December 2008. There are 2300 users located in about 10 main locations in 4 countries. The GO to roll-out was decided on November 19, 2008.

The achievement was to deliver such a big pilot, respecting the original requirements and objectives, in a short period of time, with a limited budget, constrained by an already chosen technology, Microsoft. May 2007: start of the pilot. Requirements and Business Objectives were defined. July: Accenture is selected for the Envisioning work. End August, Accenture is selected for the delivery of technical and change management. Mid December, the infrastructure is ready in the Delft DC. Pilot starts on Jan 5 and ends on March 31, for a decision needed to begin to roll-out.

Work/life balance and lifestyle in my current job:

My second job is to assist my wife to run her design and decoration business, [Funnydoors](http://www.funnydoors.com). I am the business associate, technical director, webmaster and adviser.

I balance family with work. My family and my children are the most important, work come next. I do not travel often, as I use collaboration tools extensively. I am teleworking regularly from home on Friday.

Eureka Membership Information

Schlumberger is a Eureka Member

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Utilisé par les communautés pour le réseautage et par la HR pour les transferts internes.

9 années d'existence.

Wikipedia interne

[page](#) | [discussion](#) | [view source](#) | [history](#)

Main Page

What can I do?

- Search for a definition
 - Use the search box on the left
 - Or click here
- Improve content on:
 - Very Short Articles
 - Wanted Articles
 - Existing Articles
- Create a new entry
 - Search if it already exists
 - Create from result page
 - Classify your entry (how?)
- Request an article
 - Go to the Wanted list
 - Edit page and add your item

Welcome to SPEEDIA

SPEEDIA is the internal Schlumberger encyclopédia, modeled after the Wikipedia project, providing definitions of terms and acronyms. It will be an entry point where, in addition to a short description, you can find references, official site, extra information, etc. The idea is not to duplicate or repackage full knowledge from other databases, but to provide answers and pointers for:

- "What is the meaning of [term]?"
- "What does XXXXX mean?"
- "How is XXXXX used in Schlumberger?"

Anybody can contribute, just login!

User guide - How to:

SPEEDIA Highlights and News

CIO Award 2007

Hall of Fame - Top 10 Contributors - 2008

1. Tom Van der Velde 2,418 Edits on 1,677 pages
2. Chip Watson 1,714 Edits on 706 pages
3. Andy Walter 1,201 Edits on 700 pages
4. Bayley Nash Gouley 876 Edits on 27 pages

[page](#) | [discussion](#) | [view source](#) | [history](#)

Popular pages

Showing below up to 50 results starting with #1

View (previous 50) ([next 50](#)) ([20](#) | [50](#) | [100](#) | [250](#) | [500](#))

- Main Page (968 852 views)
- Microsoft Office Communicator (12,111 views)
- SLP3 (7,354 views)
- GeoMarket (6,545 views)
- MyDelta (4,731 views)
- S-CM (4,029 views)
- Finder Software (3,755 views)
- I-Find (3,588 views)
- LCM (3,492 views)
- INFOR (3,483 views)
- ProSource (3,479 views)
- Geomarket (3,389 views)
- ASAP (3,375 views)
- CAN Geolink (3,349 views)
- Garner (3,334 views)
- HPC (3,265 views)
- Upcoming IT and Software Conferences (3,241 views)
- Entrust (3,231 views)
- APS (3,222 views)
- MR (3,213 views)

Microsoft Office Communicator

Microsoft Office Communicator (MOC) (a.k.a. "Communicator") is an integrated enterprise unified communications client, enabling information workers to communicate in real time through the use of instant messaging (IM), voice over internet protocol (VoIP) and videoconferencing. This replaced *Sametime* as the approved Instant Message application for Schlumberger.

Communicator for Mobile (CoMo) is available for PDAs and SmartPhones running Windows Mobile.

Communicator provides a full set of personal presence information that describe your availability, activity, contact information, schedule, location, and notes. You can make this information available to other contacts to help them get in touch with you. The presence information is visible on Office 2007 applications and on web sites that displays it (visible on IE only).

Related Links

- Schlumberger Communicator Web Access
- Instant Messaging (MOC, OCS, CWA) FAQ on the Hub
- Communicator & Mobile Phone FAQs
- Communicator Metrics
- Example of Presence Status
- Example of presence on a people search result (visible on IE only)
- How to add the Communicator Presence in a Web page
- Custom Presence States & Custom Tabs in Communicator (MOC)

Categories: Communications | IT

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Le Portail d'entreprise

Schlumberger The Hub

The screenshot shows the Schlumberger The Hub intranet homepage. The top navigation bar includes links for Public Site, Eureka, InTouch, InTime, iHelp, QUEST, SWPS, and LM. Below the navigation is a stock market summary: SLB Stock \$42.91 (▲ 1.90%), Brent \$47.66 (▼ 1.20%), and Natural Gas \$3.69 (▲ 0.24%). A search bar with 'Search' and 'Advanced Search' buttons is also present. The main content area features a large banner for the 'Drilling Symposium 2009' with a stylized oil well and the text 'Schlumberger Holds First Drilling Symposium'. Below this are sections for 'Top News', 'Schlumberger News Archive' (with a link to 'Schlumberger and Petrobras Join Forces to Boost R&D in Pre-Salt Oil Deposits'), 'Technology Tracker' (with a link to 'DeepLook-EM Reservoir Monitoring System'), 'Case Study: Water Management in Siberia' (with a link to 'Water Management in Siberia'), and 'Storing CO₂ Down Under' (with a link to 'Storing CO₂ Down Under'). On the right side, there are sections for 'Around the World of Schlumberger', 'Your Photos from Around the World' (with a photo of a person standing on a beach), 'Your Videos from Around the World' (with a thumbnail for 'Schlumberger BlueTube'), and 'Your Stories from Around the World' (with a thumbnail for 'Adnan Dar announces one year without Lost Time Injury for Wireline in Sukkur'). A sidebar on the left lists 'Top Tasks' including InTouch, Corporate Directory, GUEST Certifications, Concur, Career Center, Technical Document Search, Marketing Document Search, Procurement System, Travel Booking System, Customer Relations, IT Help, Software Distribution, Corporate Badge, Remote Access Request, Calendar, and Webmail (Outlook message).

180 000 visites/jour sur la page d'accueil. 180 000 visites sur les 450 000 autres pages du portail. 250 000 fichiers référencés.

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Liste des top tâches, issues du moteur de recherche.

Outil collaboratif

The screenshot shows the SharePoint Evolution TeamSpace interface for Schlumberger. The left sidebar includes links for View All Site Content, Documents (Draft Documents, Team Wiki, ACN deliverables, SP Status & Evolution, SP requests, Proposals for Governance), Lists (Event Calendar, Tasks, Issue Tracking, Public Dashboard, TeamSpace Enhancements), Discussions (Team Discussion, Enhancements Discussion, Discussions on SP requests), and Sites/People and Groups (Recycle Bin). The main content area displays the 'Announcements' list, which includes an item about a Sharepoint downtime alert. Below it is the 'Team Discussion' list, showing various posts from users like Louis-Pierre Guillaume, Eduardo Jaramillo, and others. To the right, there are sections for 'Contact Details' (Site Collection Administrator: Louis-Pierre Guillaume) and 'Links' (a list of SharePoint-related sites). A summary at the bottom states '500 TeamSpace, 2500+ utilisateurs'. The Schlumberger logo is in the bottom right corner.

SharePoint Evolution

Welcome Louis-Pierre Guillaume | My Site | My Links

Schlumberger SharePoint Evolution

Home | Dashboard | Logs | Documents | Drafts | Final Versions | Meetings | Site Action

View All Site Content

Documents

- Draft Documents
- Team Wiki
- ACN deliverables
- SP Status & Evolution
- SP requests
- Proposals for Governance

Lists

- Event Calendar
- Tasks
- Issue Tracking
- Public Dashboard
- TeamSpace Enhancements

Discussions

- Team Discussion
- Enhancements Discussion
- Discussions on SP requests

Sites

People and Groups

Recycle Bin

Announcements

TeamSpace for Coll@borate, KM and Innovation to work together on SharePoint's evolution and enhancements

Sharepoint downtime BB for outage alerts 1/12/2009 9:54
by Matthew Donovan
A list has been created for Sharepoint downtime / Outages:
http://sharepoint-sch.schumbege.com/_vti_bin/listquery.aspx?list=%2fsharepoint%2fdowntime
To receive information on Sharepoint downtime, please subscribe to this list.
To subscribe: http://sharepoint-sch.schumbege.com/_vti_bin/listsub.aspx?list=%2fsharepoint%2fdowntime&SubscriptionID=1

Team Discussion

Subject	Created By	Replies	Last Updated
Cutter - SharePoint Inquiry follow up	Louis-Pierre Guillaume	1	3/16/2009 13:42
Is Sharepoint a reporting tool ?	Sharepoint Grigore	1	3/5/2009 13:56
Elementary, my dear Watson!	Claude R. Beudon	6	1/29/2009 20:46
Interesting direction?	Eduardo Jaramillo	1	1/29/2009 17:55
Our deployment strategy	Eduardo Jaramillo	2	1/15/2009 17:45
A suggestion for managing input to Sharepoint	Dave Stoughton	4	1/15/2009 16:23
SharePoint Designer	Marcus Donovan	0	1/15/2009 15:15
Examples of Coll@borate / Sharepoint issues, by Claude Beudon	Louis-Pierre Guillaume	5	1/13/2009 19:01
The future of Sharepoint: "Collaboration 2.0" (By Eduardo Jaramillo)	Louis-Pierre Guillaume	0	1/12/2009 13:32
Resource of interests when	Louis-Pierre Guillaume	1	1/8/2009 16:04

Contact Details

Site Collection Administrator
Louis-Pierre Guillaume
SharePoint Deployment Manager - Coll@borate

Links

- IT Innovation Blog
- Knowledge Management
- Sharepoint Document
- KPI (SharePoint, Exchange, Communicator)
- Portal - Coll@borate for the users
- Portal - NTC
- TeamSpace Requests List
- SharePoint BB

Add new link

Site Owners

Online

- Eduardo Jaramillo
- Louis-Pierre Guillaume
- Simon Mansbridge

Not Online

- Ali Toufaily
- David Saer
- Julien Le Nestour
- Matthew Donovan
- Paul Sneek

Add new user

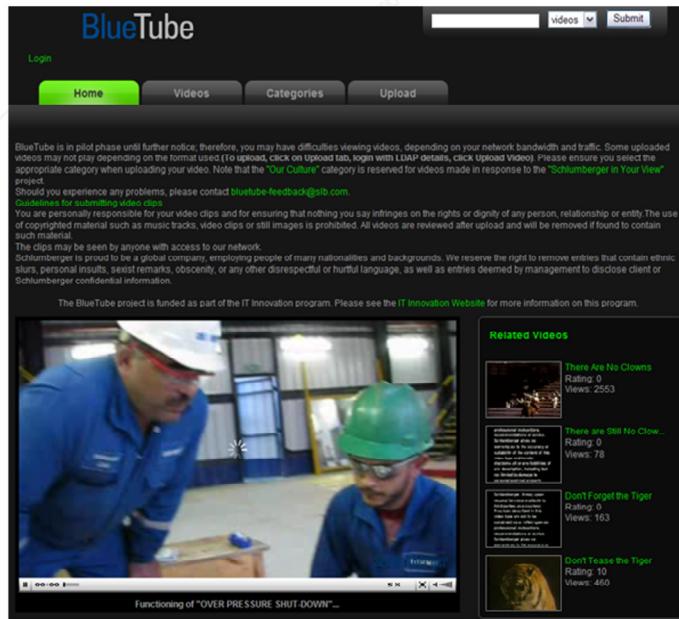
500 TeamSpace, 2500+ utilisateurs

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Information de présence liée à Communicator

YouTube interne



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Pilote

Traduction automatique

The screenshot shows the QikTrans translation service interface. At the top, there are links for QikTrans, The Hub, Schlumberger, English, Español, Français, Português, Reverso, and Softissim. Below the header, there are tabs for HOMEPAGE, TEXTS, WEB PAGES, FILES, and FEEDBACK. A 'TEXT TRANSLATION' section contains a text input field with placeholder text: 'Incorporer le travail collaboratif dans des processus business : promouvoir des scénarios à valeur ajoutée intégrant les nouveaux modes de travail recommandés; accompagner le changement'. To the right of the text input is a 'Special characters' dropdown menu with various diacritics. Below the text input are three numbered steps: 1. Type or paste the text to be translated, 2. Translation direction: French-English, Domain: General, and 3. Translated text. Step 3 shows the translated text: 'Incorporate the collaborative work into processes business; promote scenarios value-added integrating(joining) the new recommended working modes, accompany the change'. To the right of the text input is a 'Comments and suggestions' section and a 'Dictionaries Lookup' panel. The 'Dictionaries Lookup' panel shows a search bar with 'scénarios' and a results list for 'scénario nm': '(CINEMA) [film] script (fig.) (évolution possible) scenario'. There are also buttons for OK, Cancel, and Save.

Average monthly translations:

250 000 text translations

3 500 web page translations

250 file translations

Paires de langues populaires, en volume:

anglais ↔ espagnol

anglais ↔ français

russse, arabe, portugais

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Accompagnement du changement : ne pas lésiner sur la dose !

Trois composantes

- Formation & support
- Communication
- Leadership

Habituellement (malheureusement), il est:

- Négligé par les directions informatiques et les sponsors
- Perçu comme trop cher
- Limité à la formation et à une communication générale

Méthodologie générale

- Communication sur le changement et sur les raisons (stratégie, vision...)
- Formation sur le nouveau processus, le nouvel outil (e-formation, sur site...)
- Support des utilisateurs en cours d'apprentissage et d'adaptation
- Effort spécial sur les managers



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Cette forte dose est nécessaire pour un travail d'équipe efficace

Le Leadership est un élément capital

- Les managers et chefs d'équipe doivent être convaincus:
- Ils incitent leur équipes à utiliser les nouvelles capacités offertes par les outils de la manière la plus efficace possible
- Ils les découragent à utiliser ces capacités selon la "façon ancienne" de faire les choses



Un défit culturel

- La collaboration est un état d'esprit
- La collaboration est à intégrer dans la culture de l'entreprise
- Il faut publier les bons messages sur les media appropriés pour changer la culture (vidéos promotionnelles basées sur des scénarios, témoignages...)

Éviter de forcer les employés à utiliser les outils

- Séduisez les employés :
- En fournissant des applications efficaces qui vont augmenter leur productivité
- En jouant sur l'effet réseau, via un déploiement viral

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Efficient teamwork is of the highest importance for virtual teams, who are spread on several continents.

Change management is a mix of training, communication and leadership.

“New way” of doing things: use collaborative workspace for document sharing, task management, action lists management, discussions; use IM for RT interaction, etc.

“old way”: use e-mail for all the above

Manager involvement and its impact on adoption of collaboration technologies. In a recent survey during the Coll@borate pilot, we measured that manager involvement has an impact on:

Usage: About 90% of the “proficient” population indicated their manager was involved.

Satisfaction: About 55% of the “reluctant” (non satisfied) population indicated their manager was not involved.

Bottom line: manager involvement is KEY to success.

Video: The craze for video, illustrated by YouTube, shows that there are better ways of delivering communication and advertising messages than the usual e-mail with management blahblah. SLB has its own YouTube, called BlueTube. I will show how a video can be a powerful way to entice people.

Valeur de la vidéo comme media pour le
changement:
“Organiser une réunion d'équipe”



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2.20 min video, professionally made

“Organiser une réunion d'équipe”

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The video “Optimize_Your_Meetings.wmv” will play automatically.

After the video, describe the reaction of two engineers, after seeing the video (true story):

- One is a user of he Coll@borate suite: “I did not know we could do all that! I will do it now”
- One was not a user: “It looks fantastic! When can I get it?”

Impact de cette culture collaborative et des équipes virtuelles sur le management

Modification de l'espace–temps

- Continuum espace de l'entreprise – espace privé
- On ne gère plus avec une montre ou un temps de présence effectif
- Télétravail de n'importe quel établissement ou lieu dans le monde



Nécessité d'avoir des repères

- Créer des chartes d'usage et des bonnes pratiques du courriel, messagerie instantanée, Blog, Wiki, afin de réduire les faux pas, le stress et les incompréhensions...
- Proposer des scénarios d'usage initiaux, laisser les utilisateurs en partager d'autres

Nécessité parfois de bousculer la hiérarchie intermédiaire

- Pendre en sandwich la hiérarchie intermédiaire réticente, entre un top management convaincu et une base proactive



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Défis

Maîtriser la croissance anarchique de ces nouveaux usages, poussée par les besoins business urgents

- Prolifération des espaces de travail (Notes, SharePoint, Wiki, etc.)
- Irruption des outils grand public web 2.0 dans l'entreprise

Recruter et conserver les talents issus de la génération Y, en récompensant l'innovation et les pratiques 2.0.

- Les nouveaux employés, génération Y, adeptes de la messagerie instantanée et du web 2.0
- Risque de ringardise de l'entreprise 1.0
- Des nouveaux usages internes se créent, issus des usages grands publics (réseaux sociaux, blogs...)

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Quelles leçons retenir sur les difficultés d'implémentation?

Facteurs humains

- Introduction purement technologique, créant un "flop" dans l'usage
- Non respect de l'étiquette implicite des outils, générant du stress
- Incapacité d'utiliser pleinement les outils, réduisant l'efficacité de la personne et de l'équipe
- Multilinguisme mal appréhendé, limitant le partage



Facteurs techniques

- Mauvaise qualité ou absence de richesse de l'annuaire interne, créant des duplications et des problèmes de performance
- PC sous-dimensionnés ou sites distants mal connectés, générant de la frustration, surtout pour les utilisateurs d'applications gourmandes
- Mauvaise qualité des données de références, réduisant la pertinence des résultats de recherche
- Sécurité et contrôle d'accès trop granulaire, produisant des usines à gaz

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