

Smarter working with Lotus

IBM

Software Group



Welcome to the podcast about the innovations in the area of the IBM Lotus Portfolios. Tanja Seetzen, Lotus Software Sales is interviewed by Christian Achermann.

Christian Achermann: „Tanja, could you provide us with some information about yourself and your function at IBM?“

Tanja Seetzen: „My name is Tanja Seetzen, I've been working for almost one year at IBM in the area of Lotus Sales and I deal with customers from small and medium sized companies.“

Christian Achermann: „Cost management as well as increasing efficiency and productivity are currently central to company strategy. Which new products from the IBM Lotus Suite can be used to realize these targets?“

Tanja Seetzen: „There are several ways to achieve these goals. The term Smarter Work, for example, describes a collaborative way of working, e.g. working in projects, creating a central storage and exchanging information through such popular tools as blogs and wikis. Furthermore, business trips can be avoided as web conferences can be set up and information thus communicated. There are many opportunities for collaboration and efficiency, which at the same time lead to improved productivity and reduced costs.“

Christian Achermann: „What benefits does an upgrade to the new versions offer IBM Lotus Notes and Domino customers?“

Tanja Seetzen: „ Cost factors play an important role here. Customers can save storage costs. Moreover, productivity is increased as the new versions run with far greater stability. The aforementioned collaboration will also be improved through, for example, various widgets being created. The Web services are integrated into Lotus Notes, so that everything we need is on hand. Even customers who previously worked with Outlook can find their way around here.“

Christian Achermann: „Collaboration is becoming increasingly important these days. How can IBM Lotus Life support companies with this?“

Tanja Seetzen: „Lotus Life consists of an excellent range of products; we can offer the customer collaboration, without him having to bother about whether he has the necessary resources to introduce it, or whether he has the necessary personnel on hand to reinstall the entire system. We offer the solution as a Web service; the customer buys it and uses it for himself and his customers. The exchange and collaboration are not just internal within the company, but are also possible externally. There are thereby various ways and means of putting the collaboration into effect, which is also the case for the other products in the Lotus Suite.“

Christian Achermann: „The new IBM Sametime product *Unified Telephony* was presented at the IBM Lotusphere 2009 in Orlando. What additional benefits can a company hope to gain from it?“

Tanja Seetzen: „Consider the following: often, one person in a company has up to three telephone numbers, e.g. a mobile number, another number and the fixed line number for the desk phone. If I need to reach this person, but don't know which number to call, the person concerned can define under which number they would like to be contacted. So I no longer have to bother about which number I should call first, and just call the one assigned in the system. I just select the person, and the system selects which device the person can be reached on at that time. It is thereby significantly easier to find out how and whether this person can be contacted at the relevant time. It is also very much simpler to spontaneously start a telephone conference in which several people are participating. Moreover, Sametime *Unified Telephony* is able to join different telephone systems thanks to our software, and can also be operated from a specific desktop at any time. For the company, this means that the existing hardware need not be exchanged. It can still be used even if the customer operates IP telephony and would like to extend its location. The various telephony environments can be consolidated with this service and the relevant license. Our departments offer specific advice in this regard so that the targets can be attained. Costs can thus be saved by the implementation of this system.“

Christian Achermann: „The key aims of today's companies are to be reachable everywhere and not just internally, and also to work together efficiently and effectively with customers and business partners. How can the IBM portal solution help here?“

Tanja Seetzen: „Our portal solution acts as a type of middleware between the various required services, to enable an efficient and effective collaboration with business partners and customers. The various existing systems – including SAP and others – are consolidated in the portal. Thereby, for example with new planning of Internet or Intranet entries, the areas and roles can be reassigned, which is simplified by the amalgamation of the services. The same principle can be seen in, amongst other places, human resources management. Various services are offered internally within the company and used jointly. The opening of a customer portal is another example: the customer should be offered various services – order handling or other services – which can be integrated into our portal solution rapidly and effortlessly.“

Christian Achermann: „Many thanks for your detailed and interesting remarks“.



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