# Together, we can work smarter with Lotus collaboration solutions

## Lotusphere Comes To You

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Director, Collaboration

Lotus Software and WebSphere Portal

IBM

CREATED WITH LOTUS® SYMPHONY™

# Up Front: The state of the IBM collaboration portfolio

## Growing

- Notes & Domino – **12,000 new customers** since ND 8 launched
- Lotus Connections is the *fastest growing software* product in Lotus history
- WebSphere Portal **#1 for 7 years***

## Innovating

- IBM winner of the 2008 Frost and Sullivan Green Excellence Award
- **Lotus Connections** is the world's the first integrated social computing software for business
- **Lotus Mashups** allow assets to be reused quickly to create 'situational apps'

## Expanding

- *More Than Half* of Fortune Global 100 Now Use Lotus Notes/Domino
- **30% more** Sametime customers in 2008, and **1/3 of them were MS Outlook/Exchange users**
- IBM Lotus Sametime winner of the Frost and Sullivan **2008 North American Enterprise Product of the Year**

## Partnering

- Extensive partnerships with market leaders in mobility and business applications
- Over 10,000 Notes & Domino Business Partners, and growing
- IBM has invested more than **$1 billion** in Linux® development

* According to Gartner DataQuest

# *Organizations face unprecedented challenges*



- **Difficult economic climate**

- Need to lower costs while enabling people

- Increased regulatory compliance

- **Accelerated change**

- Rapidly developing technology trends: cloud computing, SOA, mobility, Web 2.0, inexpensive storage

- Opportunities and risks appear and disappear in real time

- **Complex global ecosystem**

- Distributed and un-synchronized people, processes, and information

- Reduced productivity and limited base for innovation

# Smarter  Planet

Instrumented

Interconnected

Intelligent

- People
- Companies
- Institutions
- Industries
- Man-made systems
- Nature's systems

The world is connected:
economically, socially, and technically

IBM

# The World is Getting Smarter: Because it Must

40 - 70 percent of electrical energy is lost due to inefficiencies in the grid.

In one small business district in Los Angeles alone, cars burned 47,000 gallons of gasoline just looking for parking.

Consumer products and retail industries lose about $40 billion annually due to inefficient supply chains.

In a world where 820 million people are undernourished, $48 billion worth of food is thrown away each year in the US.

Our healthcare "system" can't link from diagnosis to drug discovery, providers, insurers, employers and patients.

Financial markets spread risk but can't track it; this has led to undermined confidence and uncertainty.

# The World is Getting Smarter: Because We Want it to
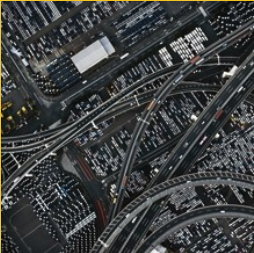

Smart traffic systems


Intelligent oil field technologies


Smart food systems
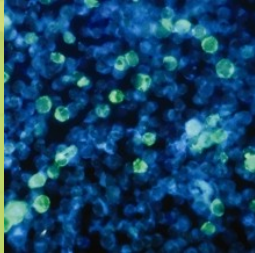

Smart healthcare


Smart energy grids


Smart retail


Smart water management


Smart supply chains


Smart countries


Smart weather


Smart regions


Smart cities

# Building a smarter planet:
## Collaboration is the key to working smarter

- **Connect** with employees, partners & customers to build strong relationships that drive results

- 

- **Collaborate** from anywhere to become a more agile, adaptable organization

- 

- **Innovate** to leverage the power of participation and generate new ideas

- 

- **Optimize** the cost of enabling people

- 

**ter focus on external partnerships and collaboration that extends beyond th**

# Example: Nintendo is well-positioned for the future – an organization innovative beyond customer imagination

## Nintendo: Building market share through customer collaboration

- To regain its leadership position, Nintendo leveraged the loyalty and expertise of its core customer segment
  - Established online community of experienced and loyal gamers called "Sages"
  - Offering incentives in return for customer information and community contributions
  - Gaining valuable insights into market needs and preferences

- Nintendo successfully connected with two new customer groups
  - New customer groups included women and older men
  - Influencing everything from game offerings to new product design
  - Regaining market leadership with 44% market share after a low of 22% in the mid-2000s

| IBM Recommendations | |
|---|---|
| **Strategic** | ▪ Build collaborative relationships with key external partners and key customers for open innovation |
| **People** | ▪ Proactively approach customers to co-develop ideas for mutual benefit |
| **Process** | ▪ Develop and integrate processes and guidelines for external partner management |
| | ▪ Enable open innovation |
| **Technology** | ▪ Leverage collaborative tools to support co-development |
| | ▪ Deliver technology platform to support open innovation |

# Evolving Capabilities Support the Collaboration Agenda

For your environment, your culture, your business demands

- **Collaboration optimizes business outcomes**
- *Global*
- *Secure*
- *Dynamic & Organic*
- *Supports generational styles*

**Insight & Innovations "Social Generation"**
- Social Computing
- Embedded Collaboration and Communication
- Mashups

**On Demand Access - "Now Generation"**
- Unified Communications and Collaboration
- Directories and Profiles
- Mobility Solutions
- Portals

**Realtime Communications "Realtime Generation"**
- Instant Messaging and Presence Awareness
- Web and Video Conferencing
- Web Content

**Baseline Communications - 'Attachment Generation"**
- *Telephony*
- *Email and Calendaring*
- *File Sharing*

# People are accessing collaborative services in many ways

## Collaboration "is" the application
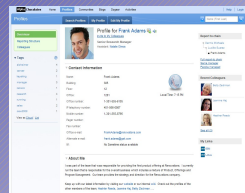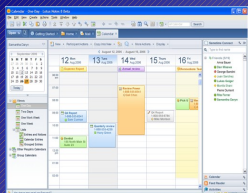
Desktop    Appliance    Web    Mobile

## Collaboration "Inside" the app
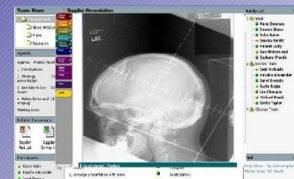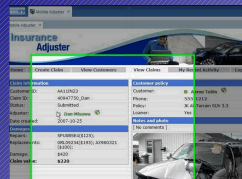
Middleware    Business Applications

## Collaboration as a Service
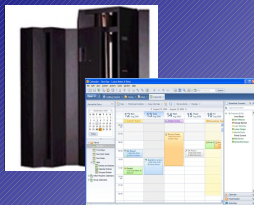
Hosted    SaaS

Applications & Information    Communication & Collaboration Services

# *People drive better business outcomes*

| Drive Growth | Create Cultures of Innovation | Control Costs |
|---|---|---|

| Establish strong client and partner relationships | Sense and respond to change | Innovate through collective talent | Leverage and preserve tacit knowledge | Develop efficient means of working |
|---|---|---|---|---|

## Connect    Collaborate    Innovate    Optimize

| Messaging & Collaboration | Portals & Mashups | Social Software |
|---|---|---|

**Unified Communications & Collaboration**

**Talent & Expertise**

Applications

Information

# IBM Lotus Collaboration Portfolio



Interaction and client services (online or offline)

Rich clients · Browser · Portal · Mobile · Content feeds · Task-specific applications

Messaging and Collaboration

Unified Comms and Collaboration

Social Software

Portals and Mashups

Business process

Information

On-Premise · Appliance · Hosted · SaaS

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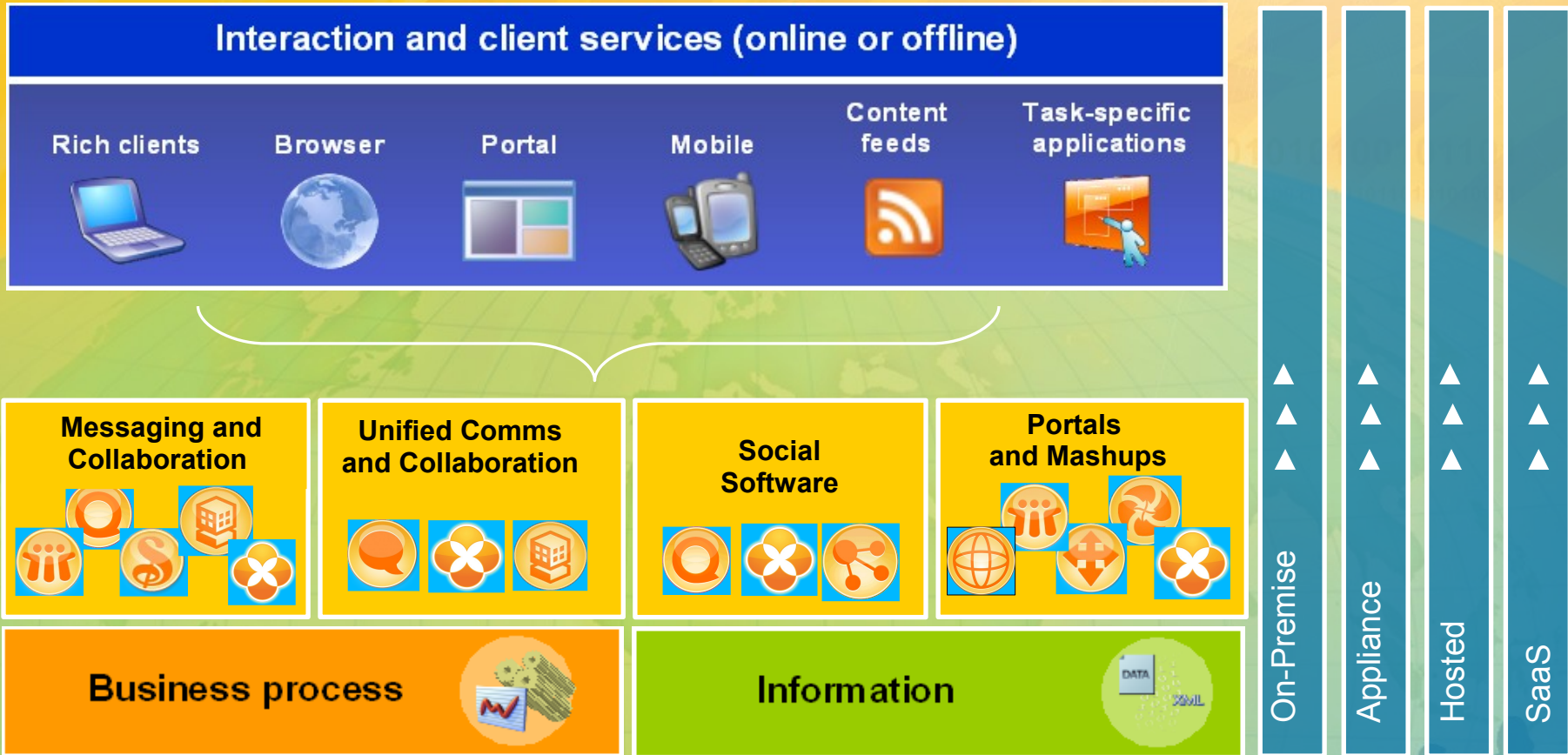
# What some of our key customers are saying

# Lotus Notes 8.5

Integrated desktop for all collaboration needs including access to LOB applications

*Notes & Domino 8.5:*
**upgrades ahead of historical trend**

**Lotus Notes 8.5**

Strong focus on TCO

**30%** Fewer Servers to Manage

**40%** Improvement in CPU Efficiency

**>50%** Bandwidth reductions

**40-60%** Disk Savings

CREATED WITH LOTUS SYMPHONY
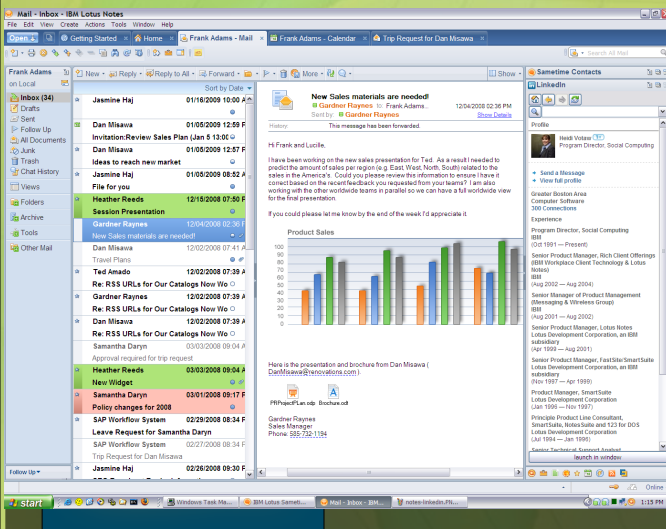
## Lotus® Notes® 8.5

- xPages –
- transforming Web 2.0 application development
- Broader scope for all Domino capabilities

# *Lotus Symphony:*
Creating and editing content

**4 MILLION** downloads
...and counting
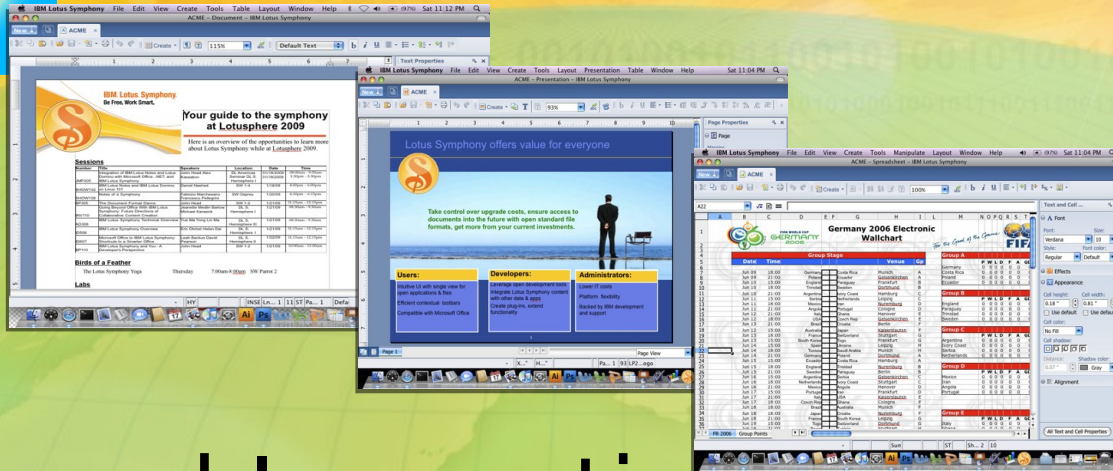
# Free and Innovative

- Documents
- Presentations
- Spreadsheets

# Alloy™ Software by IBM® and SAP®:
## Access SAP Information and Processes from IBM Lotus Notes
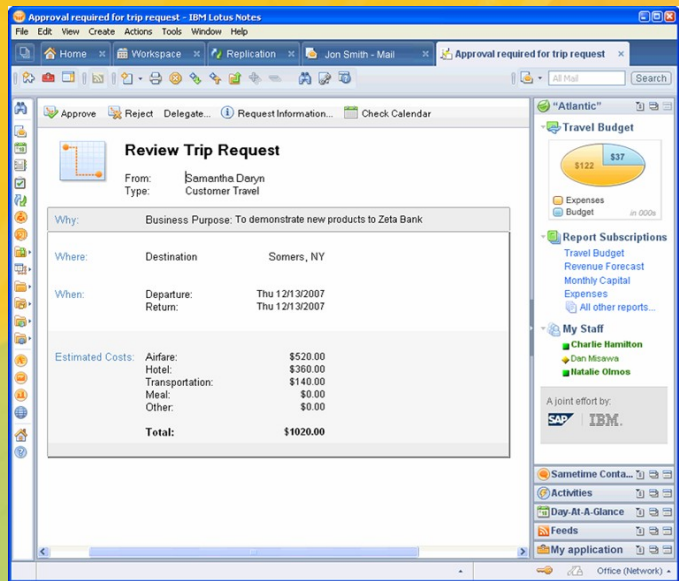




- **Reports management**
  - Give Users information to make good decisions

- **Travel Management**
  - Request, review & approve trip details quickly

- **Workflow Decisions Management**
  - Manage and expose SAP Workflow decision steps in Notes

- **Leave Management**
  - Manage vacations from Lotus notes calendar

- **Custom Integration**
  - Add contextual information to facilitate better decisions

# *Going Mobile:*
# The Enhanced Lotus Suite on the BlackBerry®



- **Connections –** Untethered, secure, enterprise social networking

**Symphony & Quickr –** Low cost, rich desktop collaboration on the road

**Sametime –** Anywhere, anytime, secure, real time collaboration

**Domino + xPages –** Mobilize Domino applications with BlackBerry security and manageability built-in

IBM

# *Going Mobile:*
## Enhanced iPhone Support
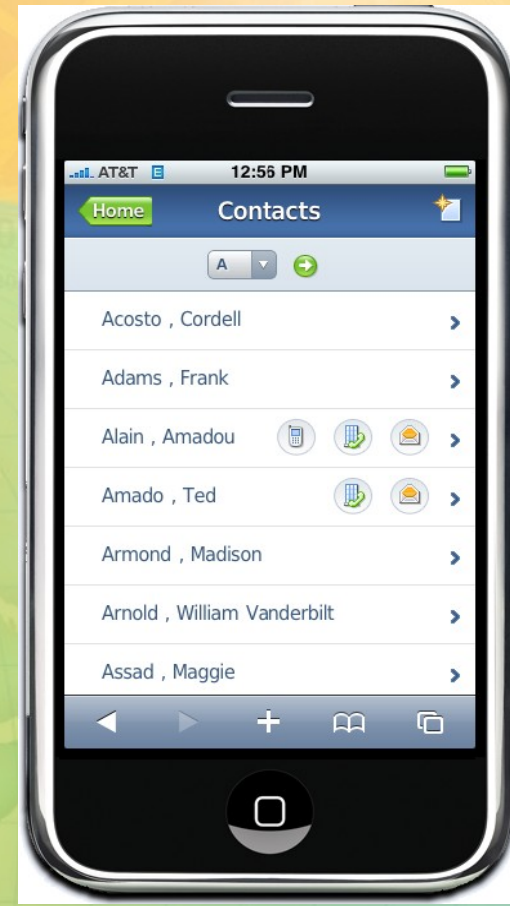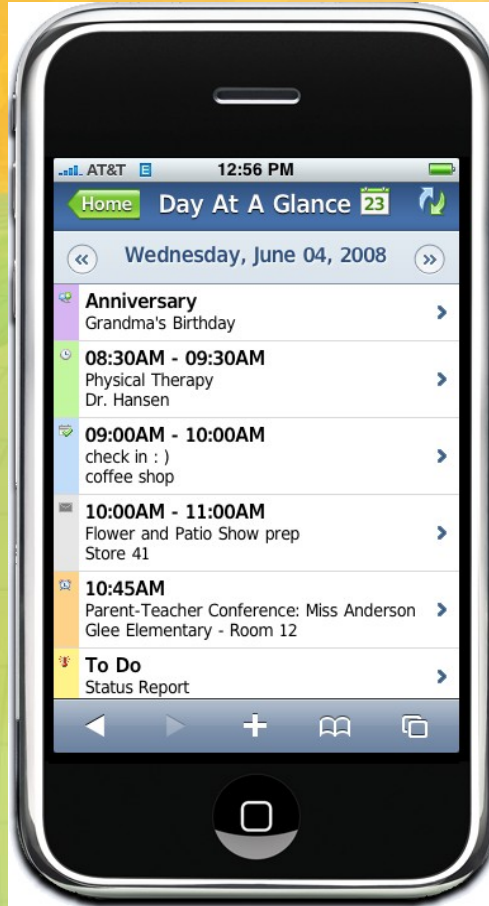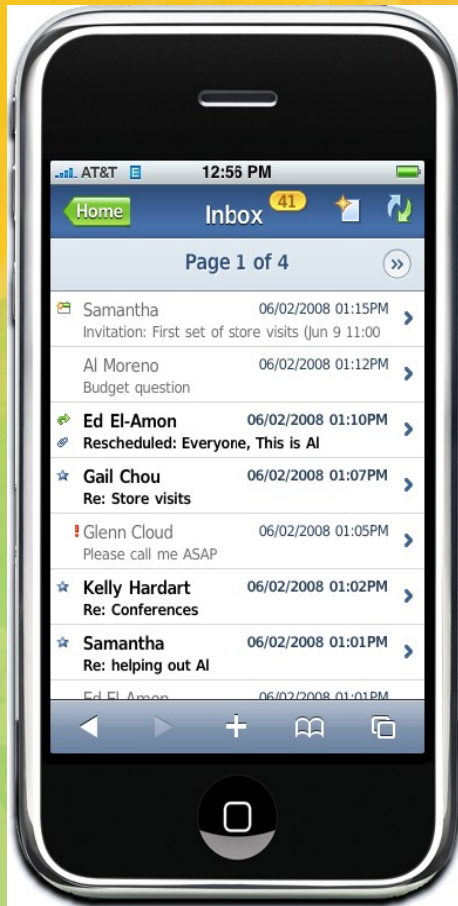
**Sametime 8.5:**
Making Collaboration Easier

**Improved** Online Meeting Experience

Enhanced **Video**

**iPhone Browser** Support

**Web 2.0** Browser Experience

zero download

# *Sametime Unified Telephony Coming Soon!*



- Rich & Consistent Telephony User Experience
- Simplified integration into heterogeneous communications environments
- Intelligent call-routing

# *Lotus Quickr:*
## Teams Share Content, Collaborate and Work Faster



**Enterprise**

FileNet **P8**

**CM8**
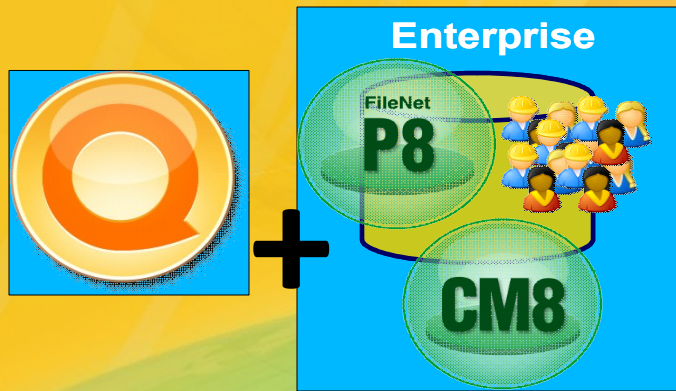
- **Enterprise Content Management**
  - Quickr friendly Web 2.0 front end for your FileNet, Content Manager, other investments

- **Customer Driven Enhancements**
  - Performance and UX
  - Stability
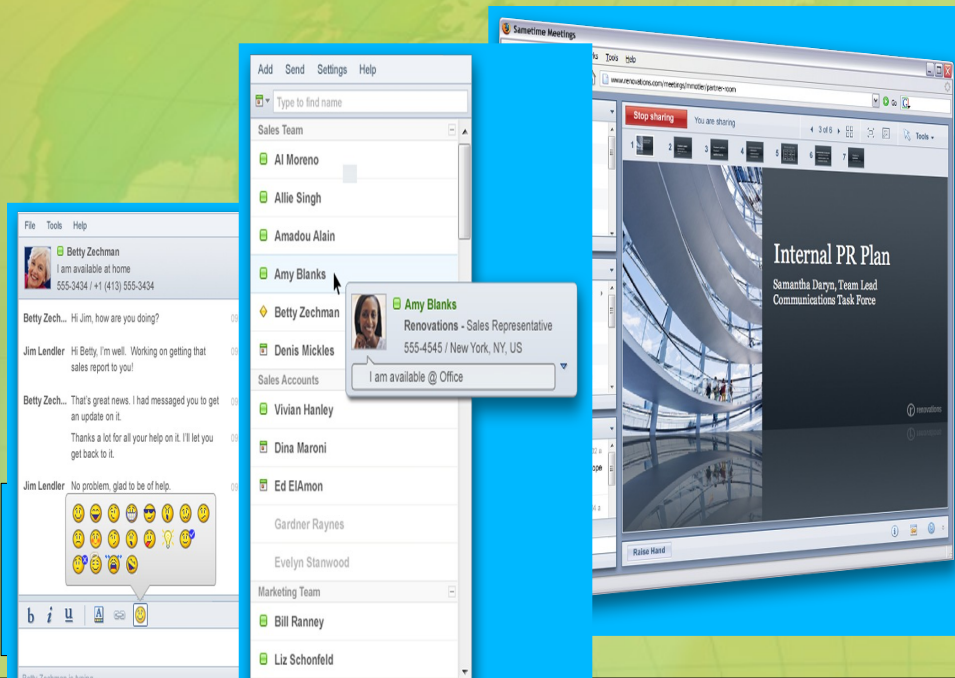  - Extensibility (e.g. LDAP, APIs)
  - Administration (e.g hotfix)
  - SSO – SPENGO (J2EE)

- **Integration with Connections and iNotes**
  - Extend Community with a place
  - Store / publish from Activities to a place

- **Connector enhancements**
  - Deployability
  - Multi-user support
  - Auto populate places
  - Forward Proxies
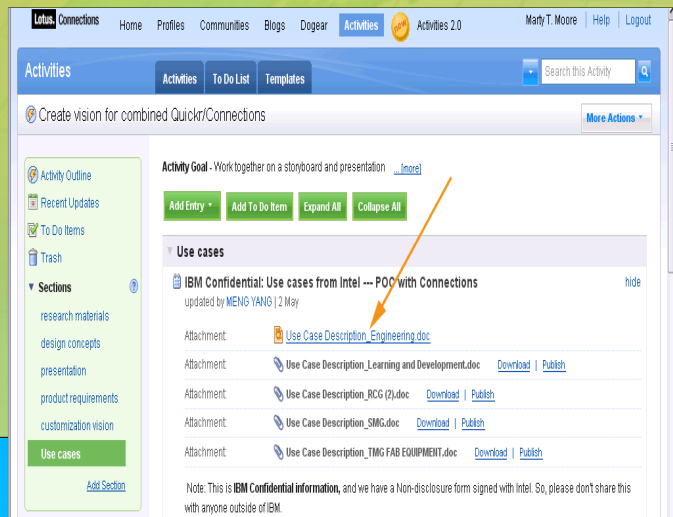
# *Lotus Connections 2.5:*
## Discover Expertise, Deliver Results...
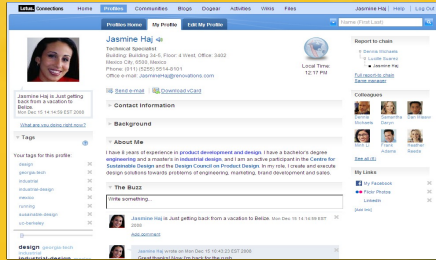
- **Social Profiles**
  - Twitter
  - Message Wall
  - Personalized news
  -
-
- **View Social Data**
  - Smart Notifications
  - Subscriptions
  - 'River of news'
  -
-
- **New Community Experience**
  - Templates for look and feel
  - New discussion forum
  - Drag and drop widgets
  -
-
- **Completely New Wiki**
  - Common Architecture
  - First class Wiki
  -
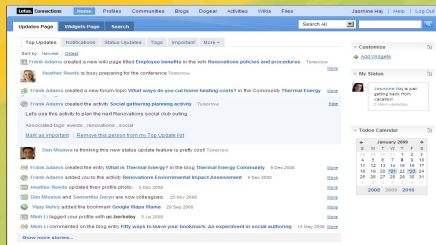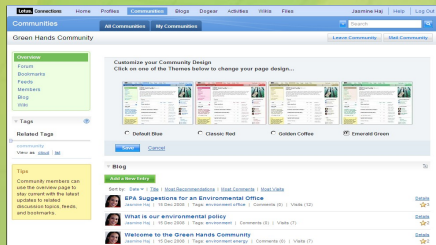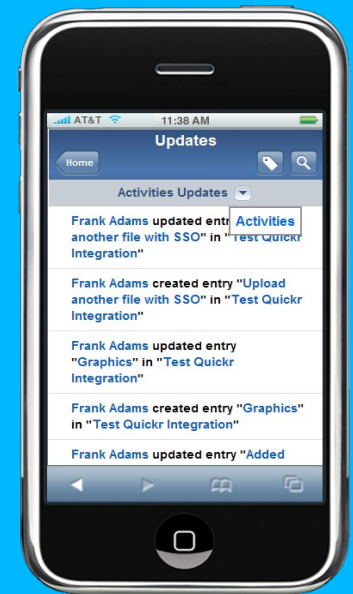
- **New Mobile Client**
  - Included with 2.5
  - Browser client
  -
  -
  -
  -
  -

# *Lotus Foundations: Collaboration for small business*



- Family of on-premise servers

·Lotus Foundations collaboration server
  · Domino mail and collaboration, file management, directory services, firewall, back-up and recovery, and office productivity tools

# WebSphere Portal & Mashups
## *Help Drive Better Business Outcomes*

- **Exceptional Web Experiences**

- **Excellence in Integration & Cost Savings**

- **Empowering Business Users**
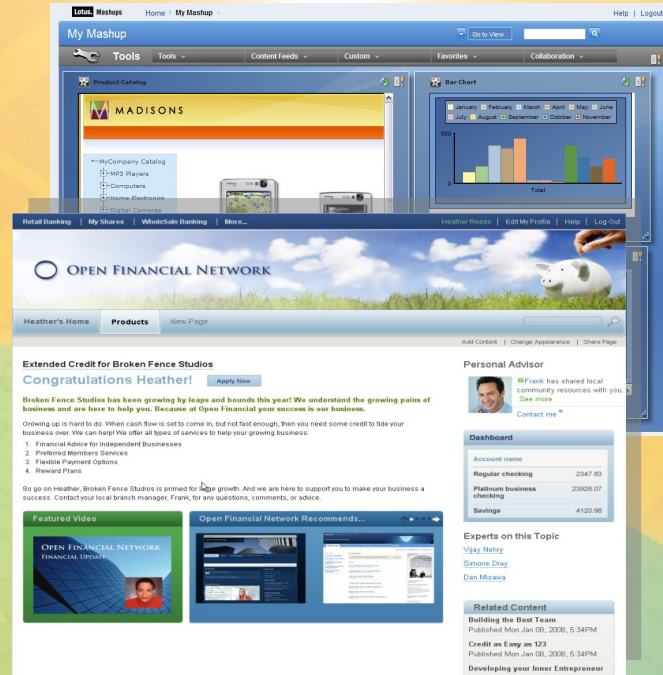
**Expanded Lotus collaboration integration**

**End-user customization & control**

*Further Optimizing Web Experiences*

**Mashup integration**

**Out-of-box site templates**

**Widget consumption**

**Tagging & rating enhancements**

**New Strategic Partnerships**

Ephox®

CORE METRICS®
Power Simplified

WebTrends®

OMNITURE®

CREATED WITH LOTUS® SYMPHONY™

# IBM Accelerators for WebSphere Portal
## *Helping to Speed Exceptional Web Experiences*



**IBM accelerators help speed time-to-value of WebSphere portal deployments**

**New accelerators include:**

**IBM Mashup Accelerator**
*Empowers business users to easily create and share new Web applications without IT involvement*

**IBM Mobile Portal Accelerator**
*Delivers Web portal applications to users on virtually any mobile device*

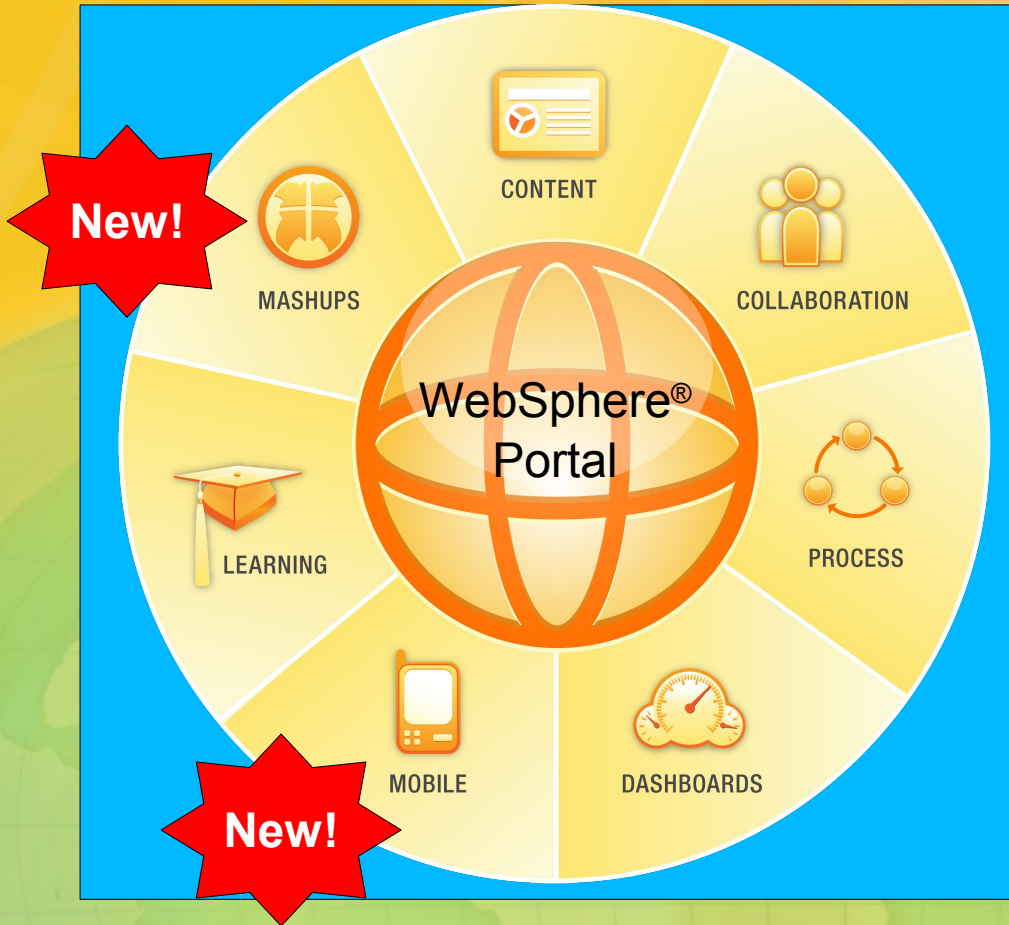*Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.*

CREATED WITH **LOTUS® SYMPHONY**™

# What is "cloud computing"?

*Cloud computing is an emerging style of standardized, elastic, scalable, commodity based IT capability delivered dynamically as a service*

*Smart service delivery model*

- **Secure access anywhere**

- **Customer self service**

- **Automatically scalable to demand**

- **Always available**

- **Flexible pricing**

# *Multiple Delivery Models*

- Lotus has delivery models to address customer collaboration challenges

| On-Premise | Cloud Delivered |
|---|---|
| **MANAGED BY IT DEPARTMENT OR PARTNER** | *IBM MANAGED* |

| Software | Appliance | LotusLive |
|---|---|---|

| **Benefits** | **Benefits** | Benefits |
|---|---|---|
| • Allows for advanced customization<br>• Managed by IT department<br>• All data resides locally and inside firewall | • Easy to install and maintain<br>• Managed by a customer or partner<br>• Toolkits available for customization<br>• All data resides inside firewall | • Subscription pricing<br>• Scales to meet customer demand<br>• Updates are applied transparently<br>• Standard SLAs<br>• We offer both dedicated and multi-tenant environments<br>• |

Lotusphere® 2009

# *Introducing LotusLive:*
# Enabling Inter-enterprise Collaboration

™

**LotusLive**

www.lotuslive.com

Working together just got easier
Online collaboration solutions for the working world

LotusLive is your place for online collaboration services. Network, collaborate and drive new business opportunities.

Try    Buy    Learn More

Networking & Collaborating
Browse services designed to help you network and collaborate without boundaries.

Web Conferencing
Browse services offered for online meetings, webinars and event management.

E-mail
Learn about the LotusLive e-mail services

Visit our demo gallery to watch some of our most popular services in action.
View LotusLive Demos

Browse our image gallery to see LotusLive offerings and capabilities.
View Image Gallery

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Business Partners
About our Program
Register Interest

Support
Support Resources

Lotus Customers
About LotusLive
Services

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Contact us at 800-378-0105 or by email

Files
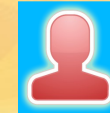
My Network

Meetings

Events

Instant Messaging

Activities

Charts

Survey Forms

WebMail

# What some of our key customers are saying

# *Lotus Empowers People to Connect, Collaborate, and Innovate to Drive Better Business Outcomes*

- **Workforce flexibility**
  - Supporting generational styles
  - Enabling employee mobility
- **Leveraging expertise & knowledge**
  - Finding and connecting
  - Both inside and outside the firewall
- **Streamlining decision making**
  - Coordinating activities
- **Communicating with employees as individuals...in context**
  - Aggregation and personalization of content
  - Tailored applications for niche audiences
- **Magnifying the value of content**
  - Easier to find, capturing and repackaging content

**Connect     Collaborate   Innovate**

PEOPLE Drive Better Business Outcomes