



Lotus® software

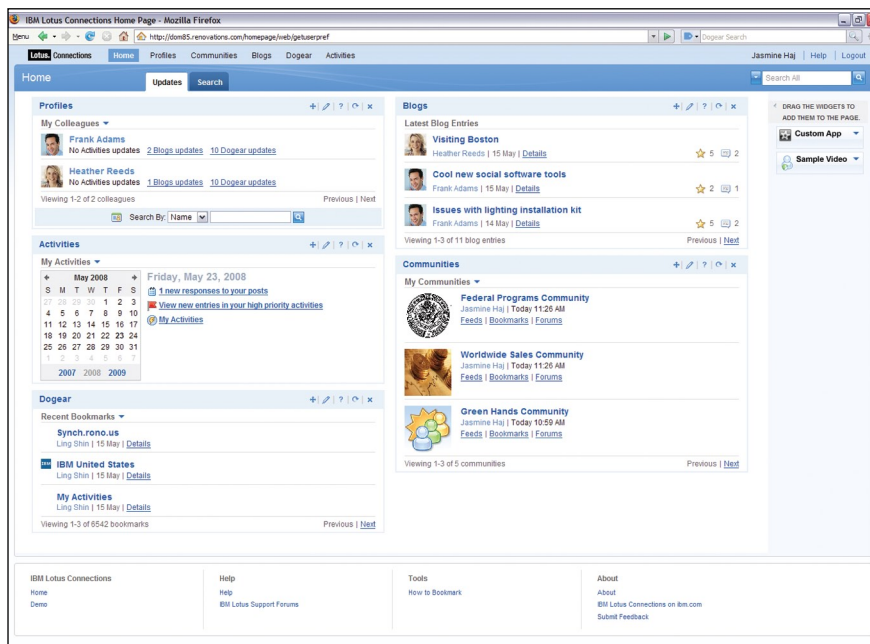
IBM Lotus Connections

Highlights

- **Provides a security-rich, protected platform that you control for sharing social data and intellectual property**
- **Empowers organizations to proactively adapt to marketplace trends by quickly accessing the best knowledge, experience and skills available**
- **Drives business growth by enabling vibrant communities of employees and customers to create innovative products that can exceed customer expectations**
- **Improves operational efficiency by surfacing an organization's human capital within the context of a business application or process**

To create a sustainable competitive advantage in the face of relentless change and intense competition, organizations of the future will need to make bold changes, integrate globally and innovate beyond customer expectations.¹ The challenge in doing this is to harness and rapidly act on the best ideas from employees, partners and even customers.

IBM Lotus® Connections social software is designed specifically for business. Lotus Connections can help an organization's people better access the expertise and knowledge they need to accomplish their business goals by providing a forum for building dynamic networks of coworkers, partners and customers to foster community-based innovation. The software has six components: profiles, communities, blogs, Dogear (social bookmarks), activities and a home page. These components are preintegrated to speed your deployment and lower your total cost of ownership. Plus, Lotus Connections is designed to facilitate end-user adoption by enabling them to create items such as activities, blogs and communities—so your company can realize benefits faster. Best of all, Lotus Connections works with the e-mail, instant messaging and portal software that you may already have.



With the new Lotus Connections home page, you can view recently updated information from across the other five Lotus Connections components.

Social software makes business sense by accelerating social capital creation

Point-to-point communication and collaboration solutions, such as e-mail and instant messaging, can only play a limited role in supporting the free flow of ideas. These solutions streamline communication between people you know, but they don't provide a way to discover new people based on similar interests and roles.

Most businesses lack tools to help them capture valuable information, contacts and professional knowledge from the large numbers of workers who are approaching retirement in many countries. Information that took years to accumulate will simply vanish when these employees leave—unless you take action to capture it soon. At the same time, new entrants to the workforce are often already comfortable with and adept at using social software, because they've grown up with it. Knowing that social networking capabilities can help them quickly find the information and contacts they need, new hires will increasingly expect access to social networking tools.

Lotus Connections can help you overcome these challenges. It enables you to capture individuals' unique institutional knowledge that's currently only stored in their heads. People can use Lotus Connections to easily locate expertise, share information and expand their professional networks—to accomplish more in less time. A user can search the organization's profiles

for someone with a particular expertise or skill set. When she finds someone with a given skill, it's easy for her to also see his blog entries, the communities he belongs to, his bookmarks and so on. Fast access to the multiple elements of a person's social data is possible because of the integration provided by Lotus Connections across the broad spectrum of social data. Lotus Connections facilitates end-user adoption through self-service creation of blogs, activities and communities and the other social data services. This can speed adoption in the organization while minimizing the workload on IT support.

Key integrated components that can be deployed as you need them

Lotus Connections has six components that are outlined below.

Home page

A unified, snapshot view of social data makes it even easier to keep an eye on current events across your professional network. Information presented on your Lotus Connections home page includes recent blog entries, popular bookmarks and a list of the communities to which you belong. It also shows recent updates to your communities, your recent colleagues, your to-do calendar, responses to your posts in activities and new entries in high-priority activities. Plus, it gives you a quick view of all the activities you own or in which you participate. What's more, the home page is extensible, so administrators can add in widgets for your organization's other applications.

Profiles

People burn through countless hours every year searching for information and help. Imagine how much productivity would increase if they could easily access the right people at the right time. Lotus Connections profiles enable people to find other individuals with particular interests or expertise by searching keywords (tags) related to topics such as expertise, skills, current projects and responsibilities. Stored profile data that is presented can be expanded and customized to meet a company's specific needs, such as discipline- and industry-specific terminology. Profiles reduce geographic and structural barriers, enabling employees to develop and maintain personal relationships with others across the organization. Plus, profiles can include a person's photo, reporting structure, an audio recording of his or her name pronunciation, work time zone, interests and more.

Communities

Making it easier for people to find each other is only the first step to driving innovation and acting rapidly on new ideas. Making it easier for people to work together is just as important. Through communities, Lotus Connections users can create, find, join and hold discussions with communities of people who share a common interest, responsibility or area of expertise. An IBM Lotus Sametime® Advanced² user can

initiate a chat with a community and add the chat topic into the community's discussion forum. And integration with wikis from Socialtext³ and Confluence⁴ permits a user to edit and view updates made to a wiki page. Moreover, through other Lotus Connections capabilities, including Dogear and activities, the community can share useful bookmarks and manage shared activities.

Blogs

In many organizations, it's been difficult for individuals to develop their voice and express ideas and opinions to people outside of their immediate work groups or the company. Blogs provide a way for people to present their ideas and receive feedback from others. And users across the network can easily find the blogs and learn from these experts without interrupting the experts or clogging up e-mail in-boxes. Users can recommend blog entries and notify other users of entries they might find useful. Lotus Connections blogs give you full control over who can access, create and edit specific blogs. For example, you can limit access to certain users inside your firewall, or you can open up access to partners, customers or the general public.

Dogear

Even with today's sophisticated search engines, it can be difficult for people to find the Web sites and the other resources they need to do their jobs effectively. With Dogear, people can save, organize and share bookmarks, and discover bookmarks that have been qualified by others with similar interests and activities. (They also have the option to keep bookmarks private.) Users can also send and receive notification of interesting bookmarks and watchlist favorite users and tags to have faster access to their related bookmarks.

Activities

Lotus Connections goes beyond simply helping people establish connections and share information. Through the activities component, it also provides capabilities that help people get tasks done faster. People can organize their work, plan next steps and easily tap their expanding professional network to help execute projects more quickly. Plus, they can use activity templates to capture best practices, and they can customize the templates with topic sections that are relevant to a specific business objective. Other people in the organization can then reuse the customized templates.

Optimize security, costs and control over your social software environment

Lotus Connections also makes good business sense from security, financial and maintenance perspectives. Because IBM offers a comprehensive and integrated solution with all of the components you need, you can deploy it on your infrastructure, behind your firewall. Because you control the solution, you can take appropriate steps to ensure that sensitive information is not compromised and is protected. Moreover, your IT team can centrally manage all of the components, simplifying administration and helping to minimize distractions and extra work. Lotus Connections benefits from the scalability of the award-winning IBM WebSphere[®] Application Server software and runs on major operating systems, including the Linux[®], IBM AIX[®] and Microsoft[®] Windows[®] platforms.

Lotus Connections is based on Web 2.0 technology, which facilitates another key advantage of the solution: the ease with which you can extend, embed or "mash up" the core components. Standard technologies in Lotus Connections, such as XML, HTML and Java[™] languages—combined with the simplicity of Representational State Transfer (REST)–style application programming interfaces (APIs) and Atom feeds—foster access to Lotus Connections software from Web browsers and through other applications, such as IBM Lotus Notes[®], IBM Lotus Sametime, IBM WebSphere Portal and Microsoft Office software.



Why IBM?

For more than 20 years, IBM has worked closely with organizations of all sizes to understand their needs and address those needs through leading-edge and cost-effective collaboration solutions. Lotus Connections—which is being used by hundreds of organizations around the world from different industries—continues IBM's leadership in extending the business advantages of online collaboration. If you're ready to open up a new world of innovation possibilities by tapping employee, partner and customer knowledge and insights—contact IBM today.

For more information

For more information about services that support Lotus and IBM WebSphere Portal products, go to:

ibm.com/software/lotus/services

To learn more about IBM Lotus Connections software and the value it can bring to your business, contact your IBM sales representative or an IBM Business Partner, or visit:

ibm.com/lotus/connections

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06-08
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¹ IBM, *The Enterprise of the Future: The Global CEO Study 2008*, May 2008.

- ² Use of Lotus Sametime Advanced with Lotus Connections is optional. Lotus Sametime Advanced is a separately licensed offering.
- ^{3, 4} Use of the Socialtext and Confluence wikis with Lotus Connections software is optional. Users who wish to use these wikis with Lotus Connections software are responsible for supplying them.