

**Telefonkonferenz am 23.10.2009**

# **IBM Lotus Connections**

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IT Specialist Web 2.0 & Social Software

# Wissen

“

*Knowledge is of two kinds.  
We know of a subject ourselves  
or we know where we can find  
information on it.*

*– Samuel Johnson*

”

# Herausforderungen für Unternehmen

## **Unternehmen:**

**Haben Schwierigkeiten mit den rapiden Veränderungen der Märkte Schritt zu halten, sowohl mit den externen Faktoren als auch in der internen Organisation**

**Müssen sich immer stärker international und global integrieren um im Wettbewerb der global economy Schritt halten zu können**

**Müssen Kundennähe und Kommunikation immer weiter optimieren um echte Innovationen liefern zu können**

Quelle: IBM CEO Studie, 2008

# Erfolgsfaktoren für Marktführerschaft

## “Flexibilität”



Fähigkeit sich schnell und erfolgreich anzupassen. Anstatt nachzuahmen, werden neue Trends gesetzt. Marktveränderungen werden als Chance gesehen um sich vom Wettbewerb abzusetzen.

## “Globale Integration”

Effektivere Zusammenarbeit



Aktive Entwicklung in Richtung global organisierter Unternehmens Strukturen um die Vorteile der weltweiten Integration zu nutzen. In der Lage die besten Informationen, Fähigkeiten, Kenntnisse und Systeme dort zu nutzen wo sie benötigt werden.

## “Innovation Leaders”

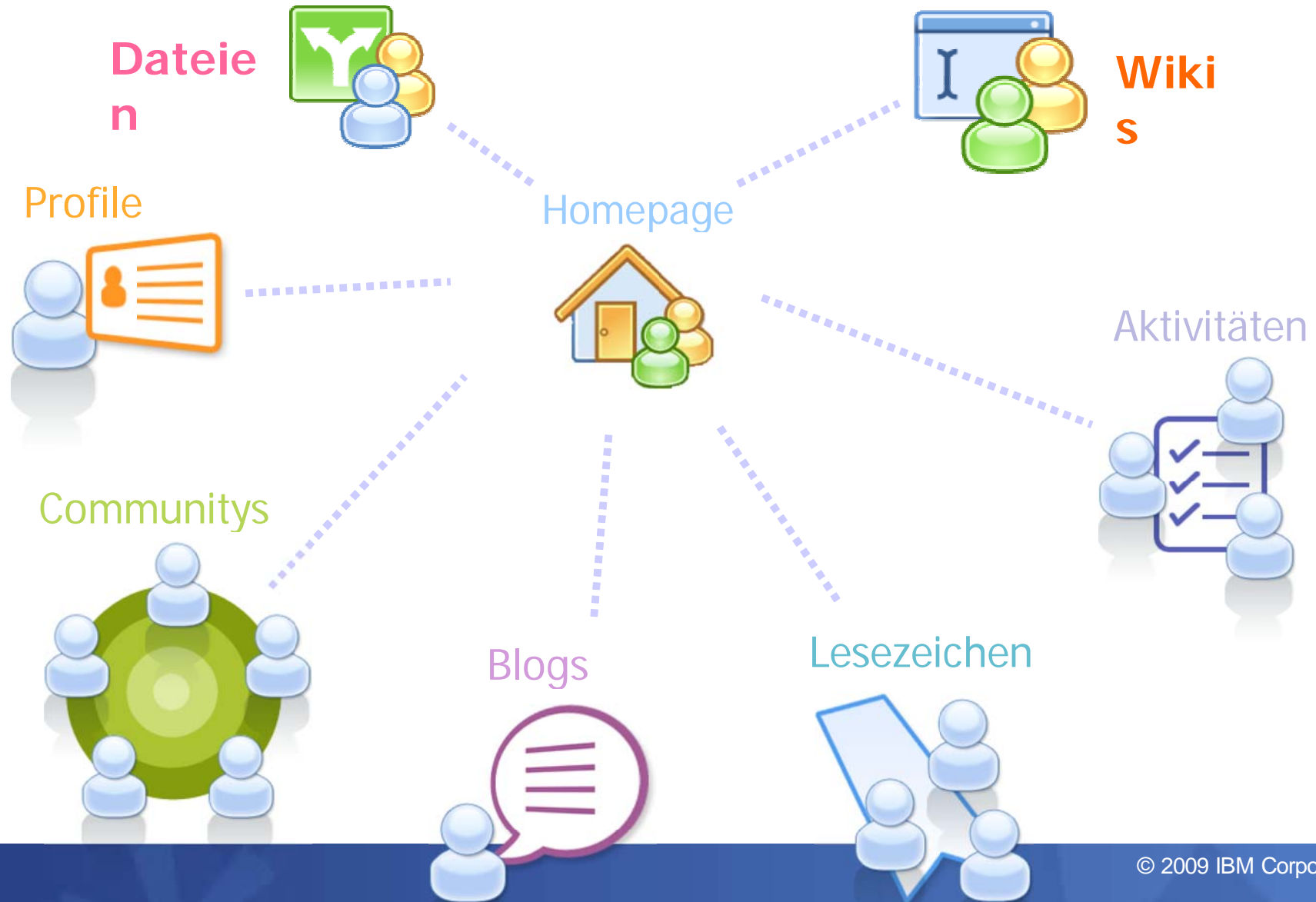


Innovationen jenseits der Erwartung der Kunden. Grosse Kundennähe und enge Kommunikation erlauben es mit Innovationen zu überraschen, die das Business der Kunden und das eigene Unternehmen erfolgreicher machen.

Quelle: IBM CEO Studie, 2008

# Einführung

Lotus Connections ist eine **Social Software** mit der Mitarbeiter Aufgaben in einem dynamischen Netzwerk mit Kollegen, Geschäftspartnern und Kunden schneller erledigen können.





# Profile

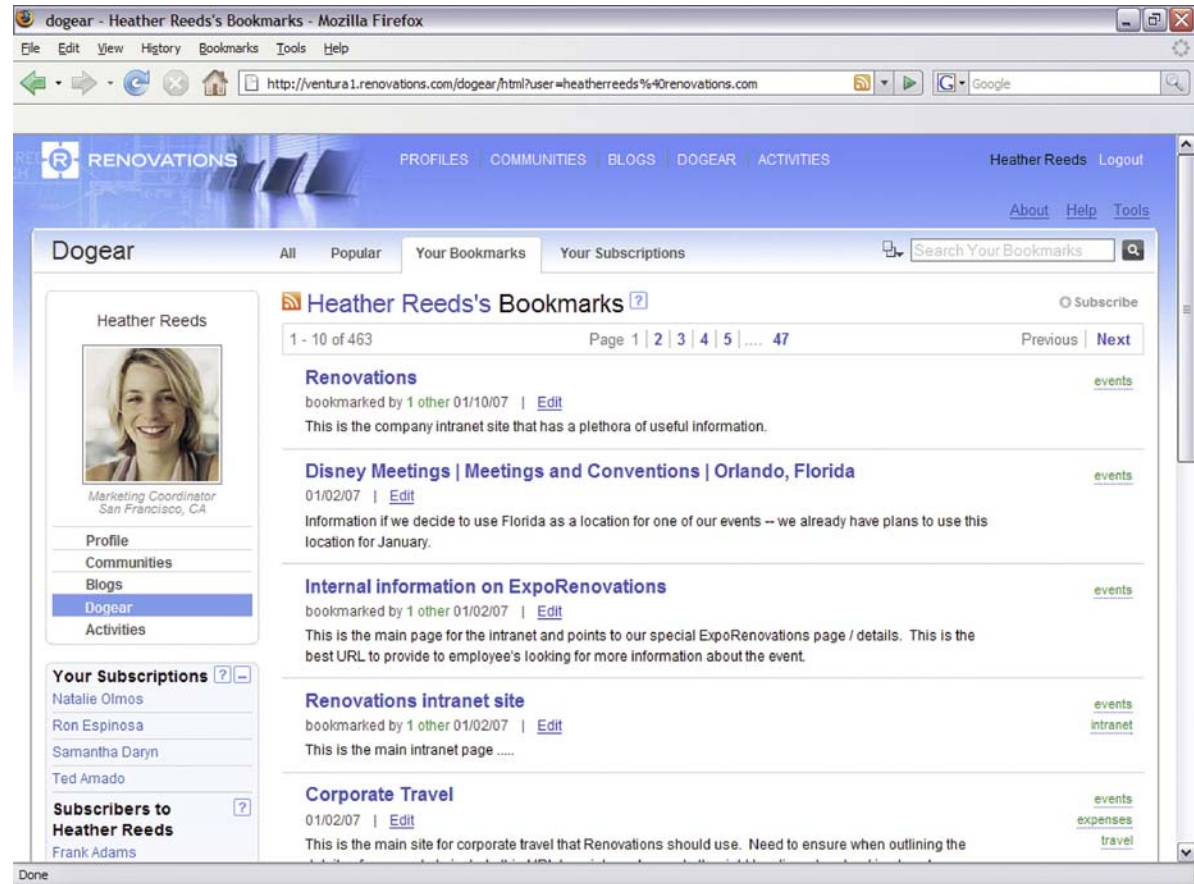
- ▶ **Suchen** Sie nach Kollegen mit gleichen Interessen oder speziellem Fachwissen
- ▶ **Finden** Sie zur richtigen Zeit den richtigen Mitarbeiter in ihrem Unternehmen
- ▶ **Nutzen** Sie Ihr Wissen optimal, um so neue Geschäftskontakte aufzubauen
- ▶ **Erweitern** Sie Ihr persönliches Netzwerk

The screenshot shows a user profile for Jasmine Haj on the HSBC internal social network. The profile includes a profile picture, a title 'Technical Specialist', and contact information. It also features a 'Report to chain' section with a hierarchy, a 'Colleagues' section with photos of Dan, Minh Li, and Frank, and a 'My Links' section with links to Facebook, Flickr, and LinkedIn. The main content area shows a post from Jasmine Haj about returning from a vacation to Belize, with comments from Frank Adams and Dan Msawa.



## Lesezeichen (Dogear)

- ▶ **Verwalten** Sie ihre Lesezeichen bequem und effizient
- ▶ **Durchsuchen** Sie die Bookmarks des gesamten Netzwerkes, die bereits als nützlich eingestuft wurden
- ▶ **Vorantreiben** von Innovationen, durch effizientere Recherchen
- ▶ **Nutzen** Sie das Wissen der Kollegen
- ▶ **Finden** Sie schnell relevante und interessante Informationen

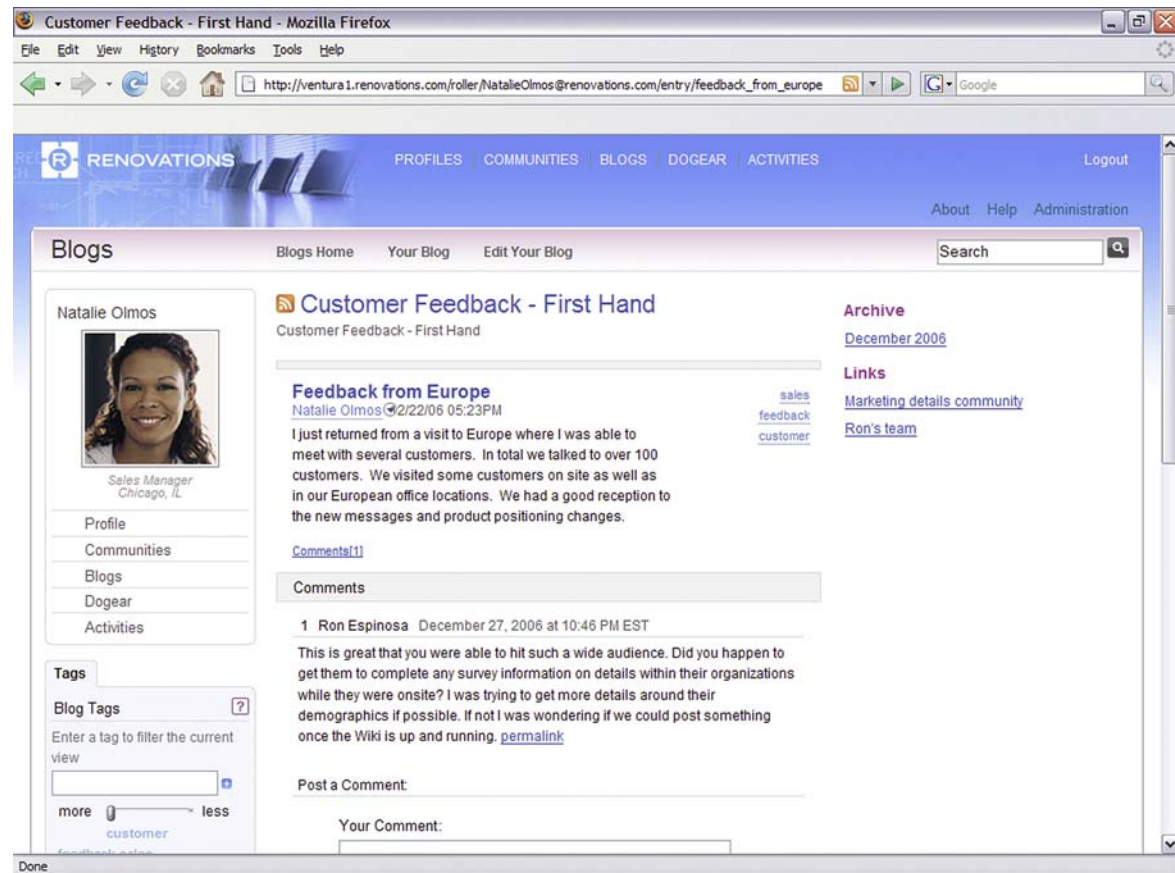


The screenshot shows a web browser window titled "dogear - Heather Reeds's Bookmarks - Mozilla Firefox". The address bar shows the URL "http://ventura1.renovations.com/dogear/html?user=heatherreeds%40renovations.com". The page content includes a navigation bar with "RENOVATIONS" and links for "PROFILES", "COMMUNITIES", "BLOGS", "DOGEAR", and "ACTIVITIES". A user profile for Heather Reeds is displayed on the left, with a photo and the title "Marketing Coordinator, San Francisco, CA". The main content area shows a list of bookmarks under the heading "Heather Reeds's Bookmarks". The list includes items like "Renovations", "Disney Meetings | Meetings and Conventions | Orlando, Florida", "Internal information on ExpoRenovations", "Renovations intranet site", and "Corporate Travel". Each item has a date, an "Edit" link, and a "Subscribe" link. The page also features a search bar and pagination controls.



## Blogs

- ▶ **Veröffentlichen** Sie Informationen zeitnah und auf sehr persönliche Art
- ▶ **Informieren** Sie ihre Angestellten und Kunden
- ▶ **Geben** Sie jedem einzelnen Mitarbeiter in Ihrem Unternehmen eine Stimme
- ▶ **Verbessern** Sie Ihre interne Kommunikation
- ▶ **Fördern** Sie den Ideen- und Erfahrungsaustausch



Customer Feedback - First Hand - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://ventura1.renovations.com/roller/NatalieOlmos@renovations.com/entry/feedback\_from\_europe

RENOVATIONS PROFILES COMMUNITIES BLOGS DOGEAR ACTIVITIES Logout

About Help Administration

Blogs Blogs Home Your Blog Edit Your Blog Search

Natalie Olmos  
Sales Manager  
Chicago, IL

Profile  
Communities  
Blogs  
Dogear  
Activities

Tags  
Blog Tags  
Enter a tag to filter the current view  
more less  
customer feedback

**Customer Feedback - First Hand**  
Customer Feedback - First Hand

**Feedback from Europe**  
Natalie Olmos 12/22/06 05:23PM

I just returned from a visit to Europe where I was able to meet with several customers. In total we talked to over 100 customers. We visited some customers on site as well as in our European office locations. We had a good reception to the new messages and product positioning changes.

Comments[1]

1 Ron Espinosa December 27, 2006 at 10:46 PM EST

This is great that you were able to hit such a wide audience. Did you happen to get them to complete any survey information on details within their organizations while they were onsite? I was trying to get more details around their demographics if possible. If not I was wondering if we could post something once the Wiki is up and running. [permalink](#)

Post a Comment:  
Your Comment:





## Aktivitäten

- ▶ **Bearbeiten** Sie Aufgaben mit Ihren Kollegen zeit- und ortsunabhängig
- ▶ **Verwalten** Sie noch zu erledigende Aufgaben
- ▶ **Teilen** Sie innerhalb einer Aktivität Dokumente und Nachrichten
- ▶ **Speichern** Sie Unternehmenswissen in dem Sie bewährte Verfahren als Templates sichern und verfügbar machen

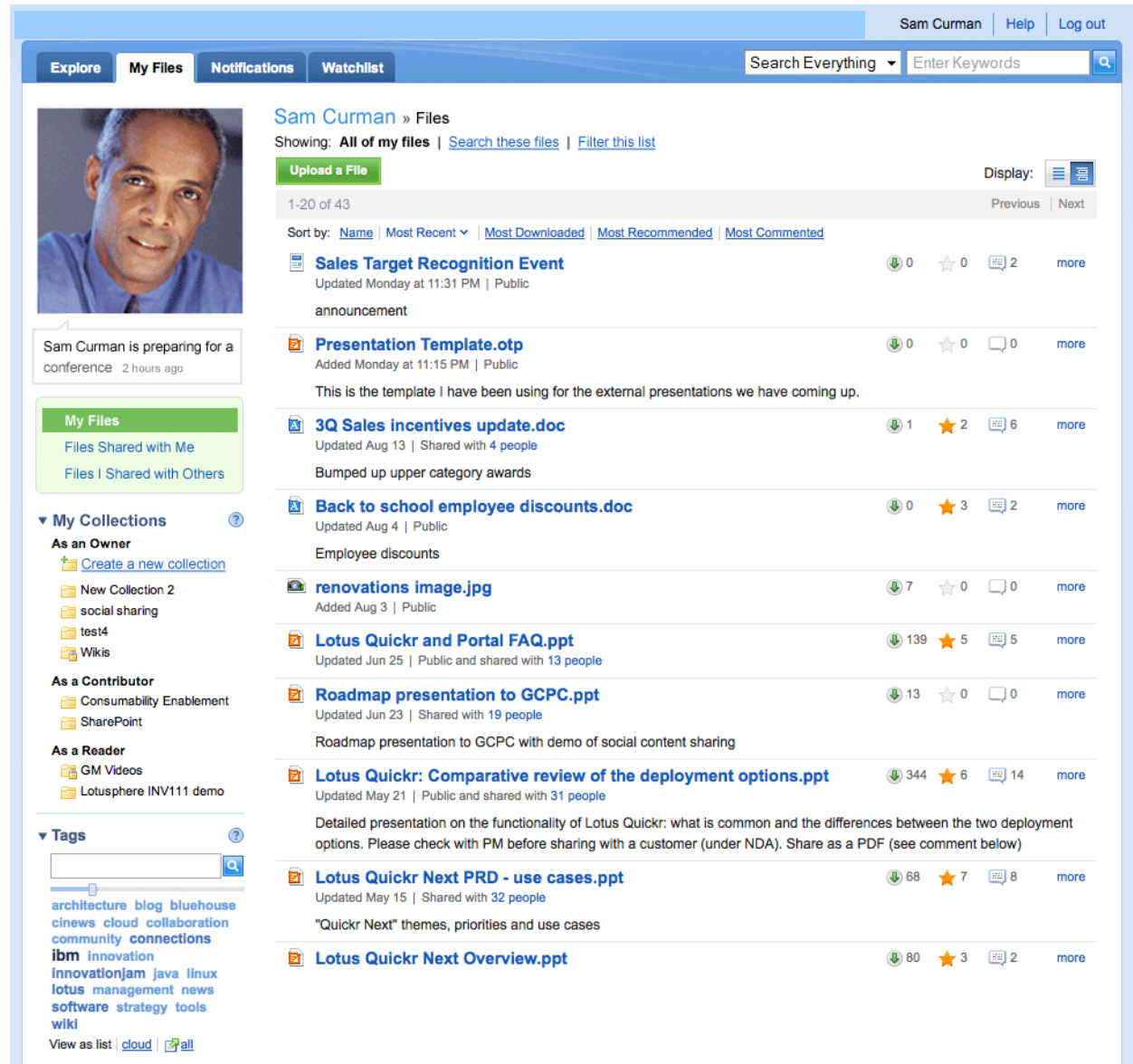
The screenshot displays the Lotus Connections user interface. The top navigation bar includes 'Lotus Connections', 'Home', 'Profiles', 'Communities', 'Blogs', 'Bookmarks', 'Activities', 'Files', and 'Wikis'. The user 'Frank Adams' is logged in. The main content area shows an activity titled 'Renovations Environmental Impact Assessment' with a goal: 'To complete a full assessment of the Renovations Company's environmental impact...'. The interface is divided into several sections:

- Left Sidebar:** Contains navigation links for 'Green Hands Community' (Overview, Members, Blog, Activities, Files, Wiki, Discussion Forum, Feeds, Bookmarks) and 'Activity Outline' (Recent Updates, To Do Items).
- Main Content Area:**
  - Background:** Includes a 'Plan Proposal' with a comment: 'This looks great, but I'd like to see us working more with the local communities around different R...'.
  - Key Contacts:** Lists Joshua Adams, Adam Smith, and Carla Grant.
  - Project Proposal:** Lists Phase I, Phase II, and Phase III.
  - Tags:** Includes 'environment', 'interviewee', 'interviewee proposal questions', and 'proposal questions'.
- Edit Form (Right):**
  - Title:** A text input field.
  - Description:** A rich text editor with various formatting options.
  - Tags:** A text input field.
  - Section:** A dropdown menu set to 'Background'.
  - Privacy:** Checkboxes for 'Mark this entry private' and 'Notify people of this entry'.
  - Notify:** A list of users to notify, including Betty Zechmann, Dennis Michaels, Frank Adams, Jasmine Haj, Samantha Daryn, and Ted Amado.
  - Notify Message:** A text input field for a custom notification message.



## Dateien

- ▶ Persönlicher Dateibereich für jeden Nutzer
- ▶ Einfaches Hochladen und verteilen von Dateien (privat, öffentlich, Community)
- ▶ Kommentare, Versionsüberblick, Beschreibungen
- ▶ Tagging von Dokumenten sowie integrierte Suche



Sam Curman | Help | Log out

Explore My Files Notifications Watchlist Search Everything Enter Keywords

Sam Curman » Files  
Showing: All of my files | Search these files | Filter this list

Upload a File Display: [List Icon] [Grid Icon]

1-20 of 43 Previous Next

Sort by: Name | Most Recent | Most Downloaded | Most Recommended | Most Commented

File Name	Download	Star	Comment	More
<b>Sales Target Recognition Event</b> Updated Monday at 11:31 PM   Public announcement	0	0	2	more
<b>Presentation Template.otp</b> Added Monday at 11:15 PM   Public This is the template I have been using for the external presentations we have coming up.	0	0	0	more
<b>3Q Sales incentives update.doc</b> Updated Aug 13   Shared with 4 people Bumped up upper category awards	1	2	6	more
<b>Back to school employee discounts.doc</b> Updated Aug 4   Public Employee discounts	0	3	2	more
<b>renovations image.jpg</b> Added Aug 3   Public	7	0	0	more
<b>Lotus Quickr and Portal FAQ.ppt</b> Updated Jun 25   Public and shared with 13 people	139	5	5	more
<b>Roadmap presentation to GCPC.ppt</b> Updated Jun 23   Shared with 19 people Roadmap presentation to GCPC with demo of social content sharing	13	0	0	more
<b>Lotus Quickr: Comparative review of the deployment options.ppt</b> Updated May 21   Public and shared with 31 people Detailed presentation on the functionality of Lotus Quickr: what is common and the differences between the two deployment options. Please check with PM before sharing with a customer (under NDA). Share as a PDF (see comment below)	344	6	14	more
<b>Lotus Quickr Next PRD - use cases.ppt</b> Updated May 15   Shared with 32 people "Quickr Next" themes, priorities and use cases	68	7	8	more
<b>Lotus Quickr Next Overview.ppt</b>	80	3	2	more

View as list | cloud | all

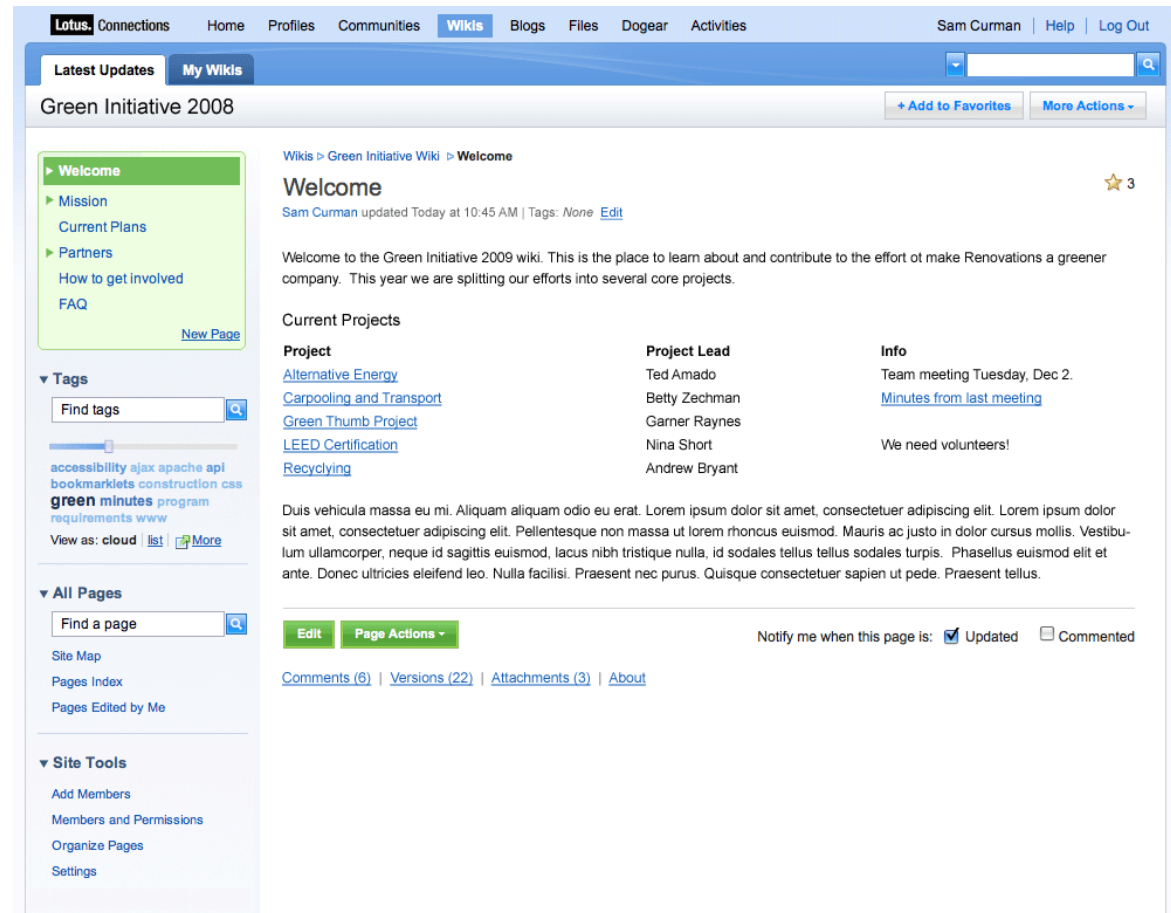
**My Files**  
Files Shared with Me  
Files I Shared with Others

**My Collections**  
As an Owner  
Create a new collection  
New Collection 2  
social sharing  
test4  
Wikis  
As a Contributor  
Consumability Enablement  
SharePoint  
As a Reader  
GM Videos  
Lotosphere INV111 demo

**Tags**  
architecture blog bluehouse cinews cloud collaboration community connections ibm innovation Innovationjam java linux lotus management news software strategy tools wiki  
View as list | cloud | all



- ▶ Vollständige Wiki Funktionen (Rich Text, Wiki Text, Historie u.v.m)
- ▶ Einheitliche Architektur und Infrastruktur
- ▶ Integration in IBM Lotus® Connections & IBM Lotus® Quickr™



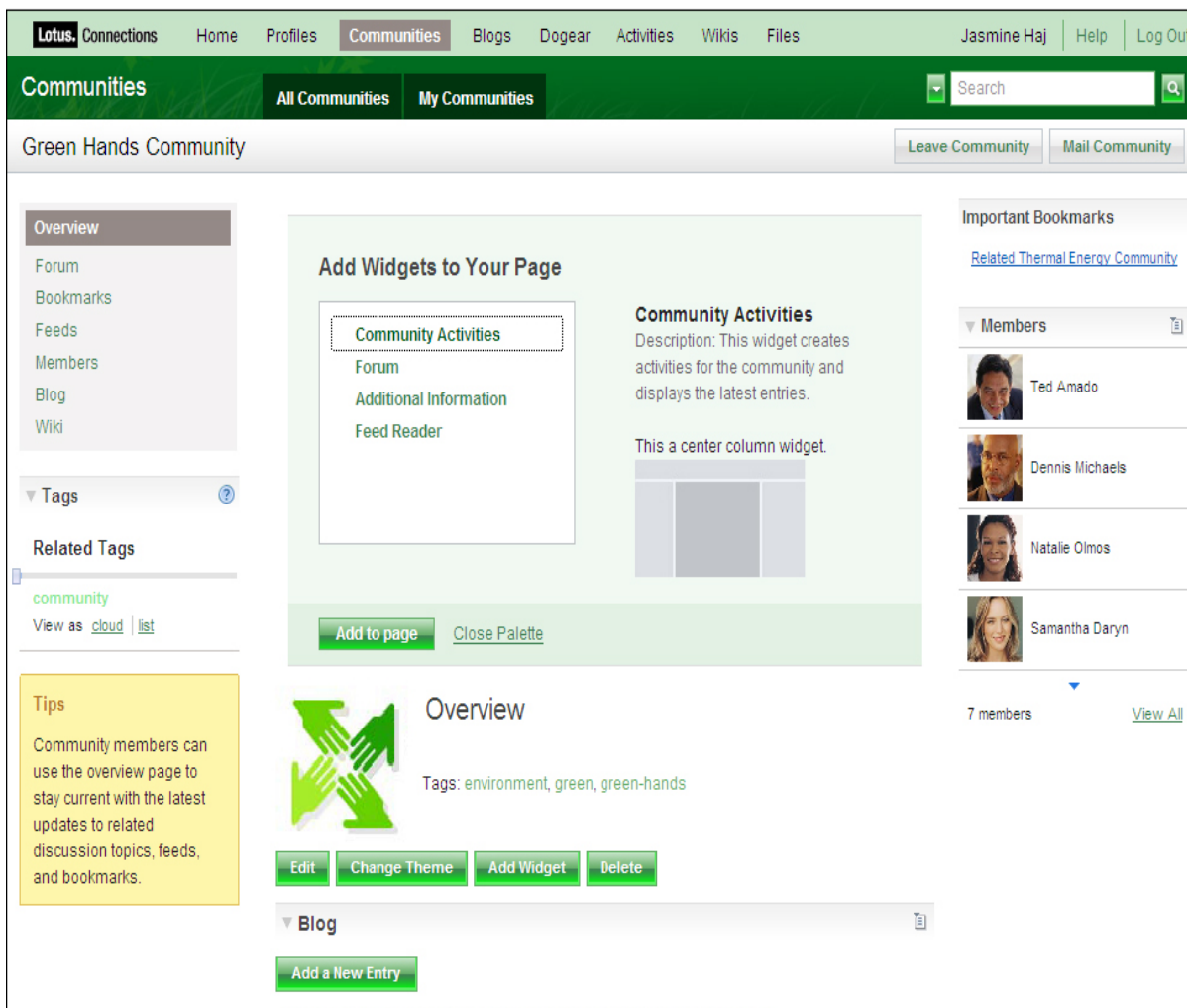
The screenshot shows a web browser interface for a Lotus Connections Wiki. The top navigation bar includes 'Lotus Connections', 'Home', 'Profiles', 'Communities', 'Wikis', 'Blogs', 'Files', 'Dogear', and 'Activities'. The user is logged in as 'Sam Curman'. The main content area displays the 'Welcome' page for the 'Green Initiative 2008' wiki. The page includes a sidebar with navigation links like 'Welcome', 'Mission', 'Current Plans', 'Partners', 'How to get involved', and 'FAQ'. The main content area features a 'Welcome' message, a list of 'Current Projects' (Alternative Energy, Carpooling and Transport, Green Thumb Project, LEED Certification, Recycling), and a 'Project Lead' table listing team members. The interface also shows search bars, a 'New Page' button, and various action buttons like 'Edit' and 'Page Actions'.

Coming in Lotus Connections 2.5  
and Lotus Quickr



## Communitys

- ▶ **Zusammenbringen** von Kollegen, Kunden oder Geschäftspartnern mit gleichen Interessen
- ▶ **Informieren** Sie die Community durch gemeinsame Lesezeichen oder Feeds
- ▶ **Erstellen** Sie ein Feed ihrer Community, um ihre Inhalte in andere Anwendungen zu integrieren
- ▶ **Ermöglichen** Sie anregende Diskussionen in einem Forum
- ▶ **Verlinken** Sie Teambereiche mit Dokumenten und anderen interessanten Informationen



The screenshot shows the Lotus Connections interface for the 'Green Hands Community'. The top navigation bar includes 'Lotus, Connections', 'Home', 'Profiles', 'Communities', 'Blogs', 'Dogear', 'Activities', 'Wikis', 'Files', and user options 'Jasmine Haj', 'Help', and 'Log Out'. The 'Communities' section is active, showing 'All Communities' and 'My Communities' tabs, along with a search bar.

The main content area is for the 'Green Hands Community', featuring a 'Leave Community' and 'Mail Community' button. A left sidebar contains an 'Overview' menu with links to Forum, Bookmarks, Feeds, Members, Blog, and Wiki. Below this is a 'Tags' section with 'community' and 'View as cloud | list' options. A yellow 'Tips' box provides instructions on using the overview page.

The central area displays an 'Add Widgets to Your Page' palette with options for 'Community Activities', 'Forum', 'Additional Information', and 'Feed Reader'. A 'Community Activities' widget is highlighted, with a description: 'Description: This widget creates activities for the community and displays the latest entries.' Below this is a 'Blog' section with an 'Add a New Entry' button.

On the right side, there are 'Important Bookmarks' (including 'Related Thermal Energy Community'), a 'Members' list with profile pictures and names (Ted Amado, Dennis Michaels, Natalie Olmos, Samantha Daryn), and a '7 members' count with a 'View All' link.



## Homepage

### ▶ Aggregation

- ▶ Personalisierter "Newsletter – Was ist für MICH interessant?"
- ▶ Intelligente Benachrichtigungen
- ▶ Effiziente Aggregation mit unterschiedlichen Facetten: Kollegen, Community, Tags, etc...

### ▶ Suche

- ▶ Konsistent über alle Services
- ▶ Verbesserte Performance, Genauigkeit und Filterung



# Homepage

Lotus Connections

Home

Profiles

Communities

Blogs

Dogear

Activities

Wikis

Files

Jasmine Haj

Help

Log Out

Updates Page

Widgets Page

Search

Search All



Top Updates

Notifications

Status Updates

Tags

Important

More

Sort by: [Newest](#) | [Oldest](#)

Frank Adams created a new wiki page titled [Employee benefits](#) in the wiki [Renovations policies and procedures](#) Tomorrow [More](#)

Heather Reeds is busy preparing for the conference Tomorrow [More](#)

Frank Adams created a new forum topic [What ways do you cut heating costs?](#) in the Community [Thermal Energy](#) [More](#)

Frank Adams created the activity [Social gathering planning activity](#) Tomorrow [Hide](#)

Let's use this activity to plan the next Renovations social club outing

Associated tags: [events](#), [renovations](#), [social](#)

[Mark as important](#) | [Remove this person from my Top Update list](#)

Dan Misawa is thinking this new status update feature is pretty cool! Tomorrow

Frank Adams created the entry [What is Thermal Energy?](#) in the blog [Thermal Energy Community](#) 9 Dec 2008 [More](#)

Frank Adams added you to the activity [Renovations Environmental Impact Assessment](#) 5 Dec 2008 [More](#)

Heather Reeds updated their profile photo. 5 Dec 2008 [More](#)

Dan Misawa and [Samantha Daryn](#) are now colleagues. 25 Nov 2008 [More](#)

Vijay Nehry added the bookmark [Google Maps Mania](#) 29 Sep 2008 [More](#)

Minh Li tagged your profile with [uc-berkeley](#) 5 Jul 2008 [More](#)

Minh Li commented on the blog entry [Fifty ways to leave your bookmark: An experiment in social authoring](#) 15 May 2008 [More](#)

Show more stories...

Customize

[Add Widgets](#)

My Status



Jasmine Haj is just getting back from vacation!  
2:49pm yesterday

Todos Calendar

January 2009						
S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	*21	22	*23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7
2008		2009		2010		

Ansicht persönlicher Neuigkeiten und Feeds, Statusmeldungen und Benachrichtigungen

# DEMO

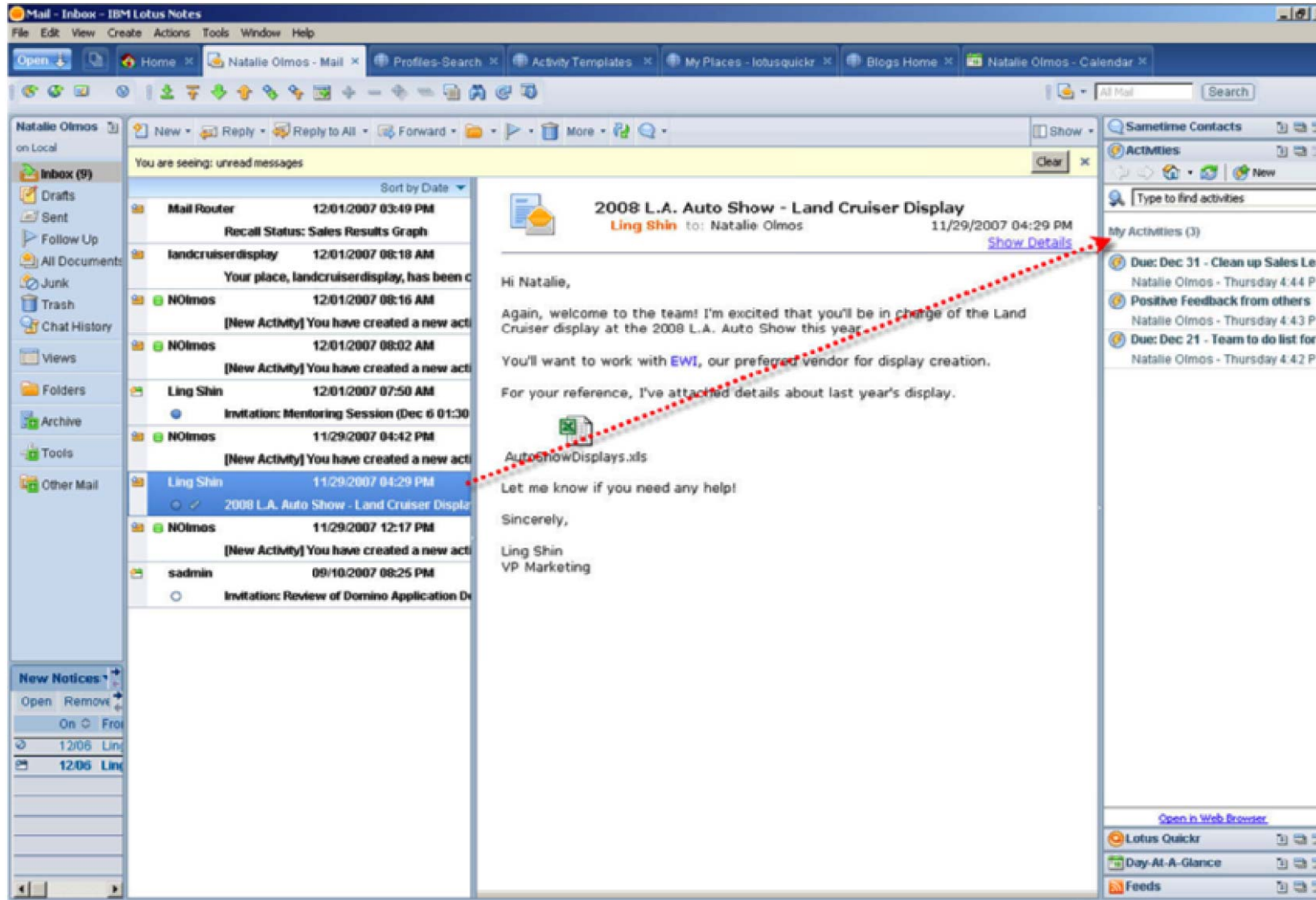
# Mobiler Zugriff



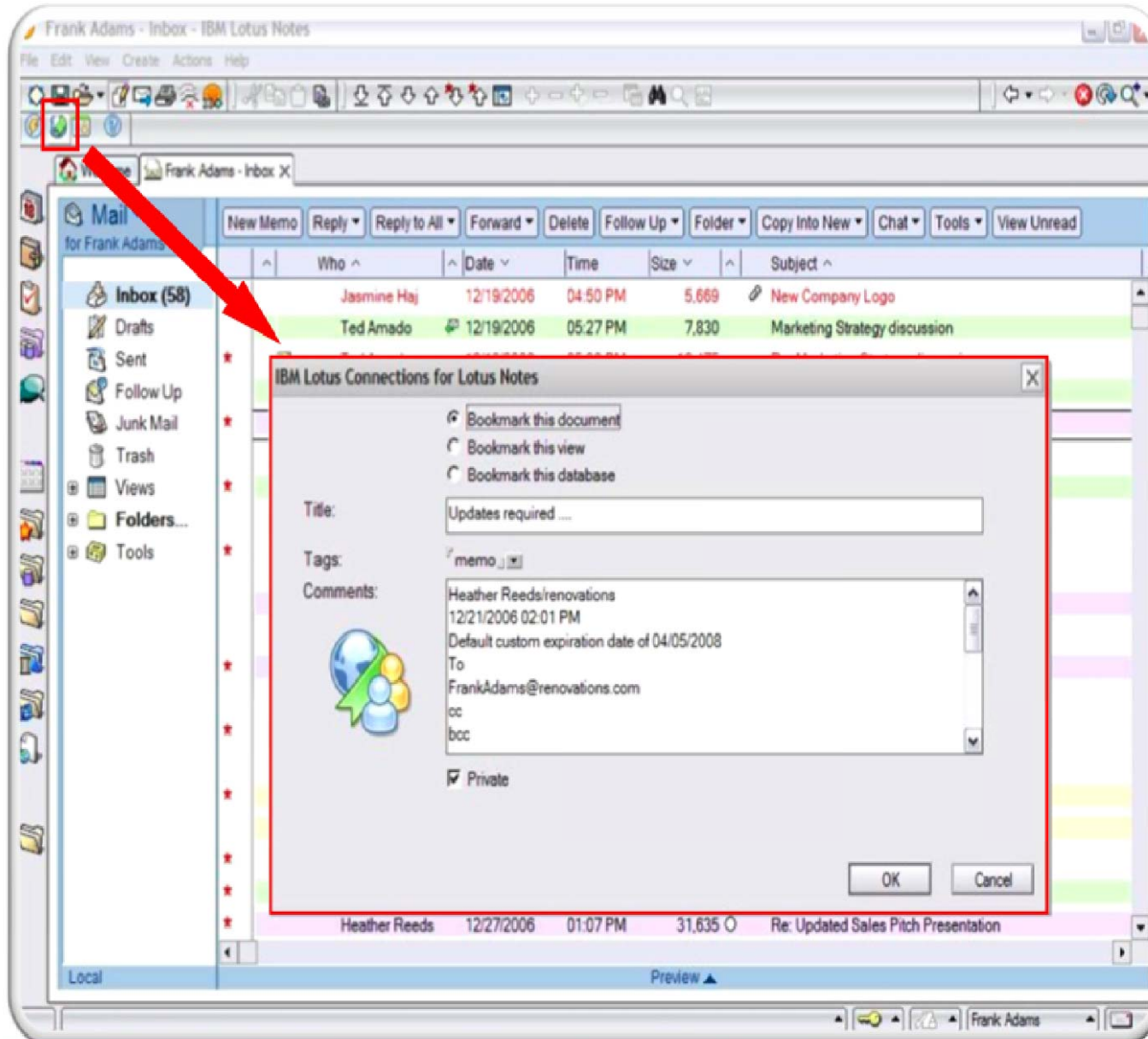
- ▶ Mobiler Webclient direkt für mobile Browser
- ▶ Bestandteil des Lotus Connections Servers – also keine Client Installation oder zusätzliche Lizenzen
- ▶ Zusätzlich verbesserter neuer Black-Berry Client



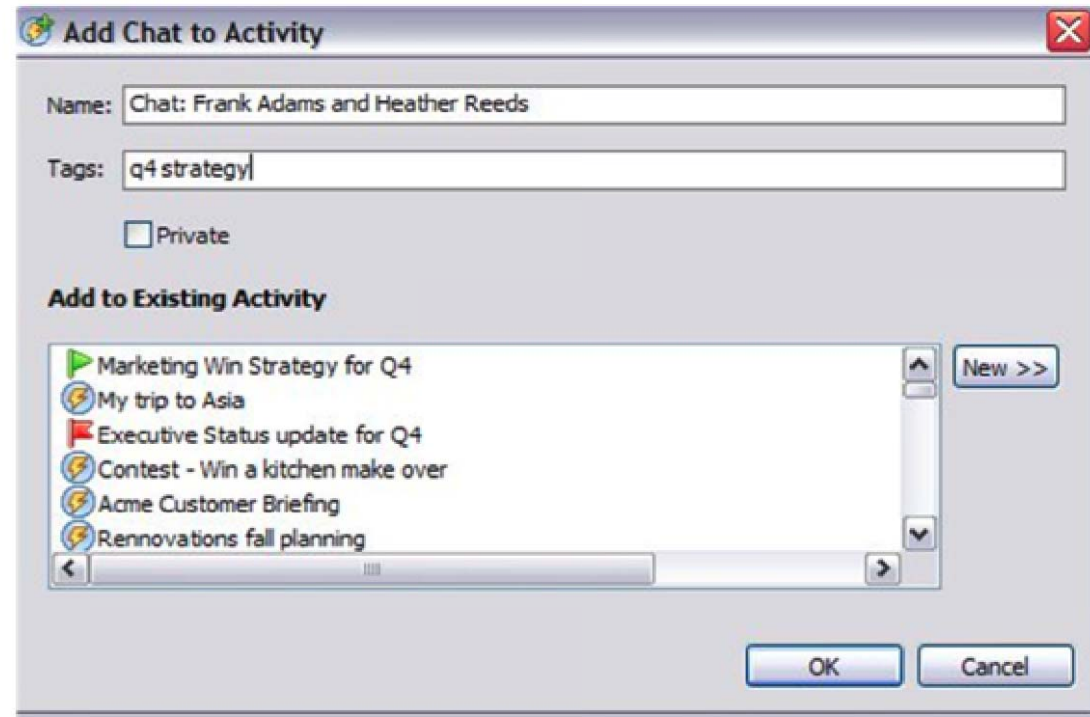
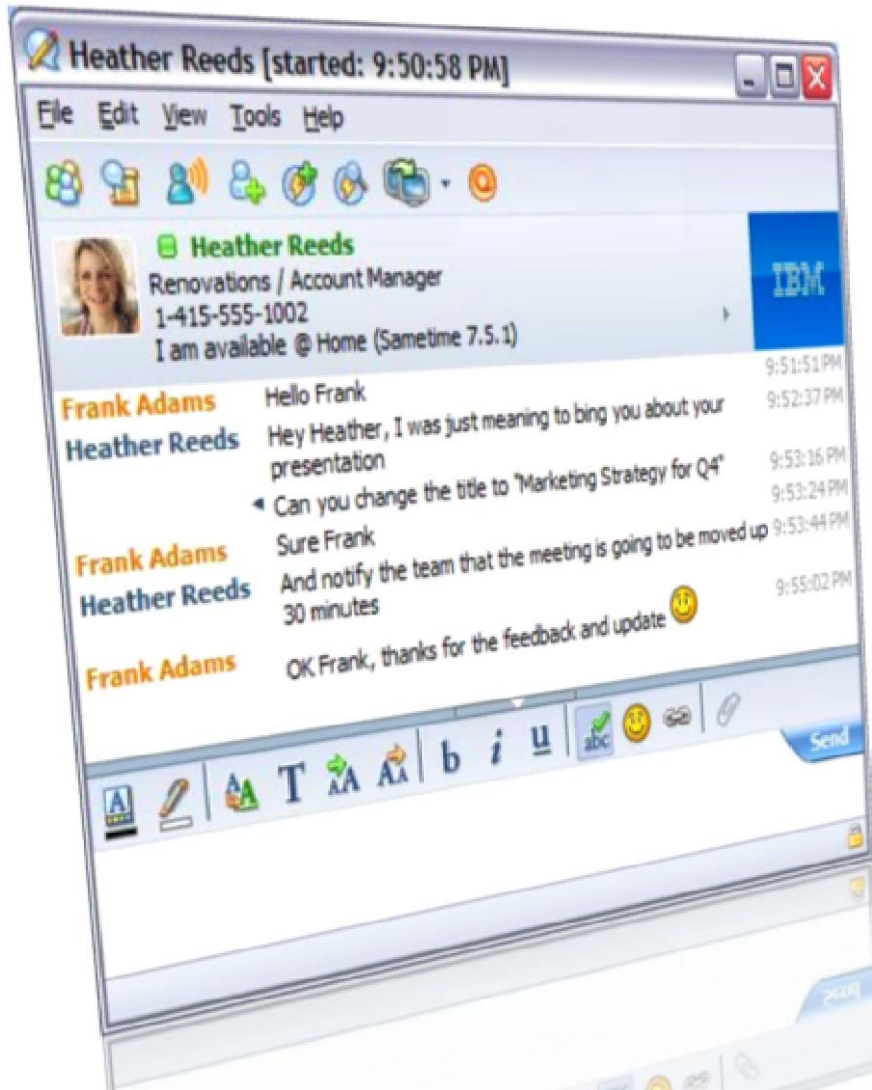
# Aktivitäten Plugin in Lotus Notes



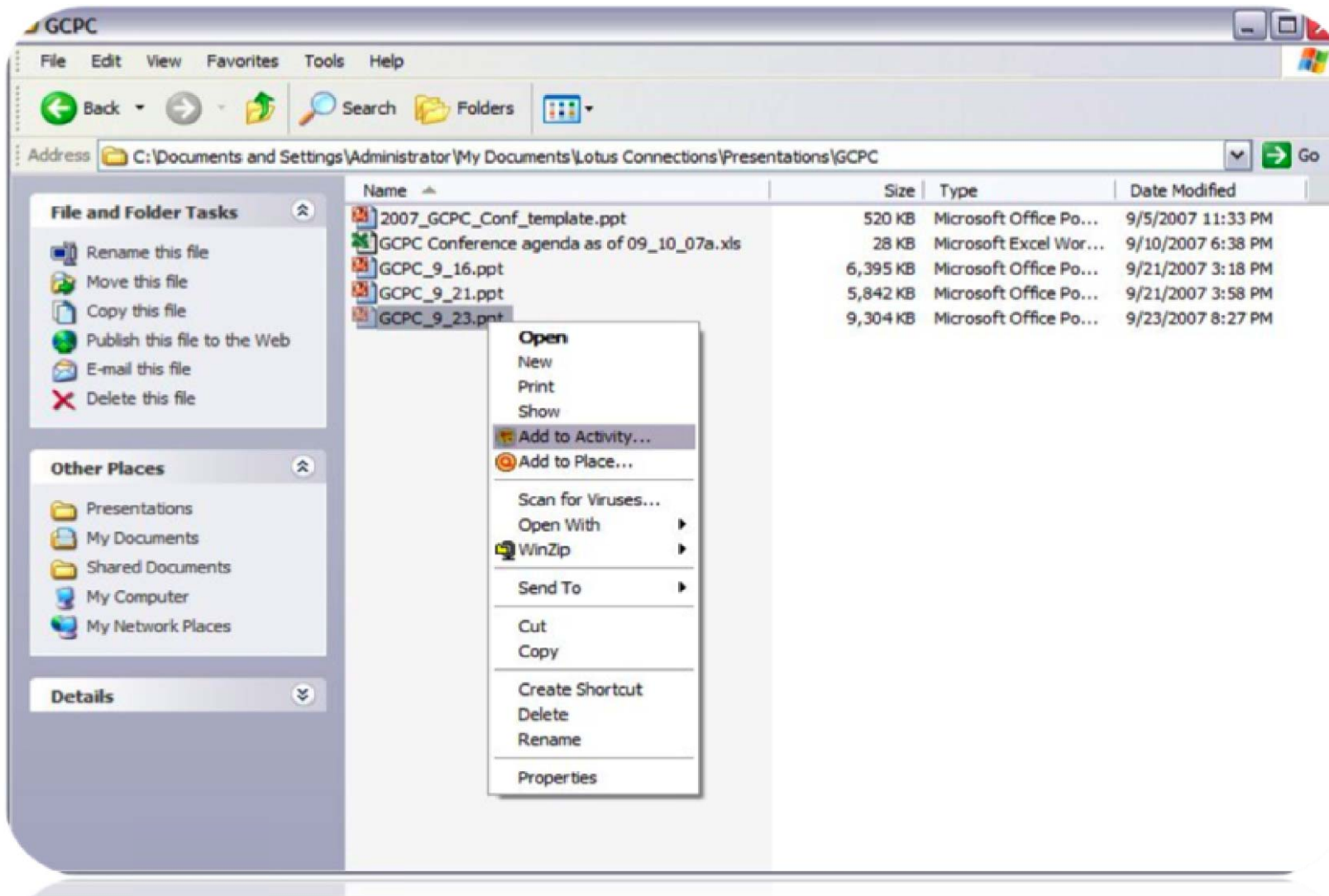
# Notes View, Dokument oder DB als Lesezeichen speichern



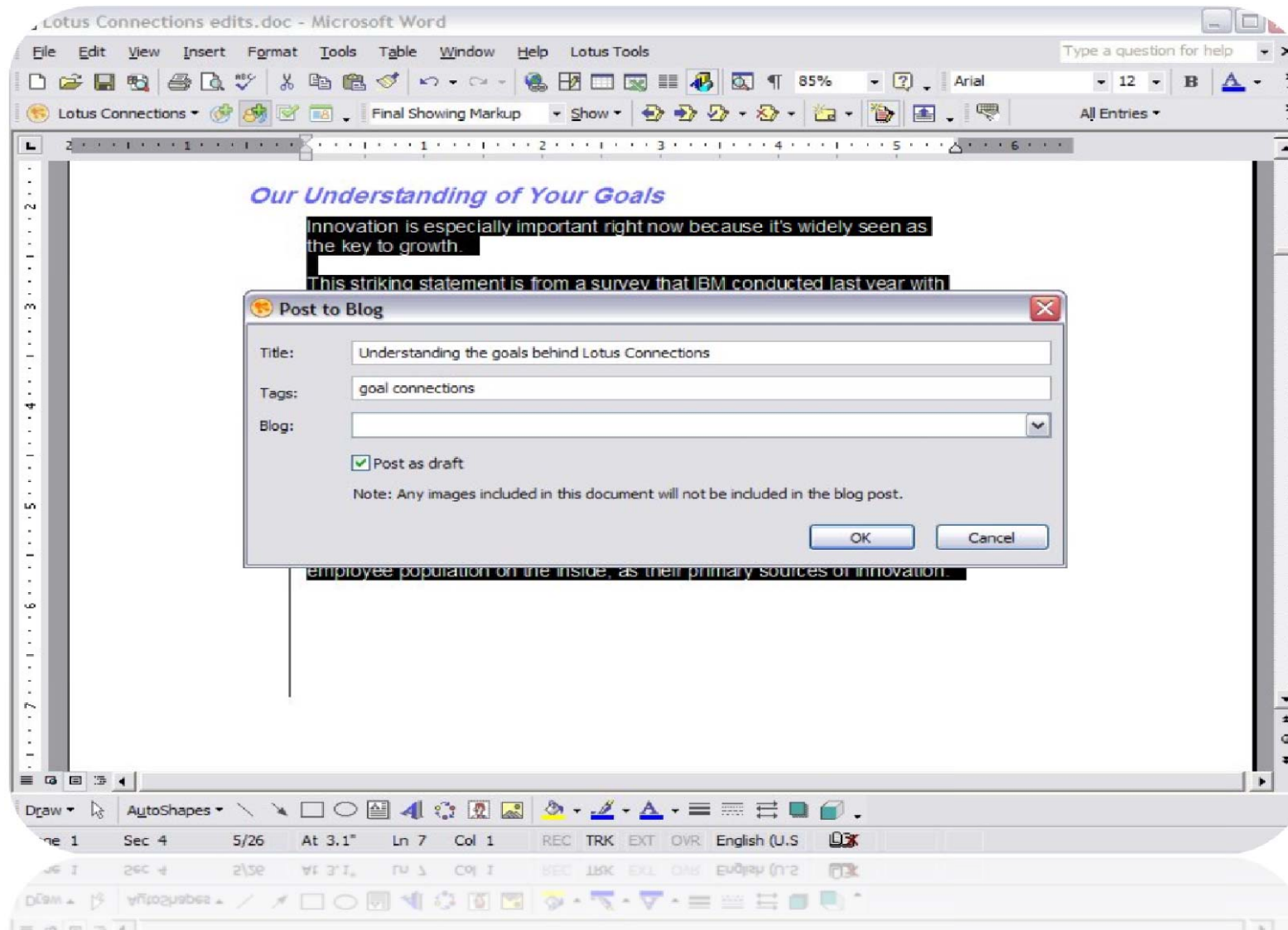
# Integration in Sametime



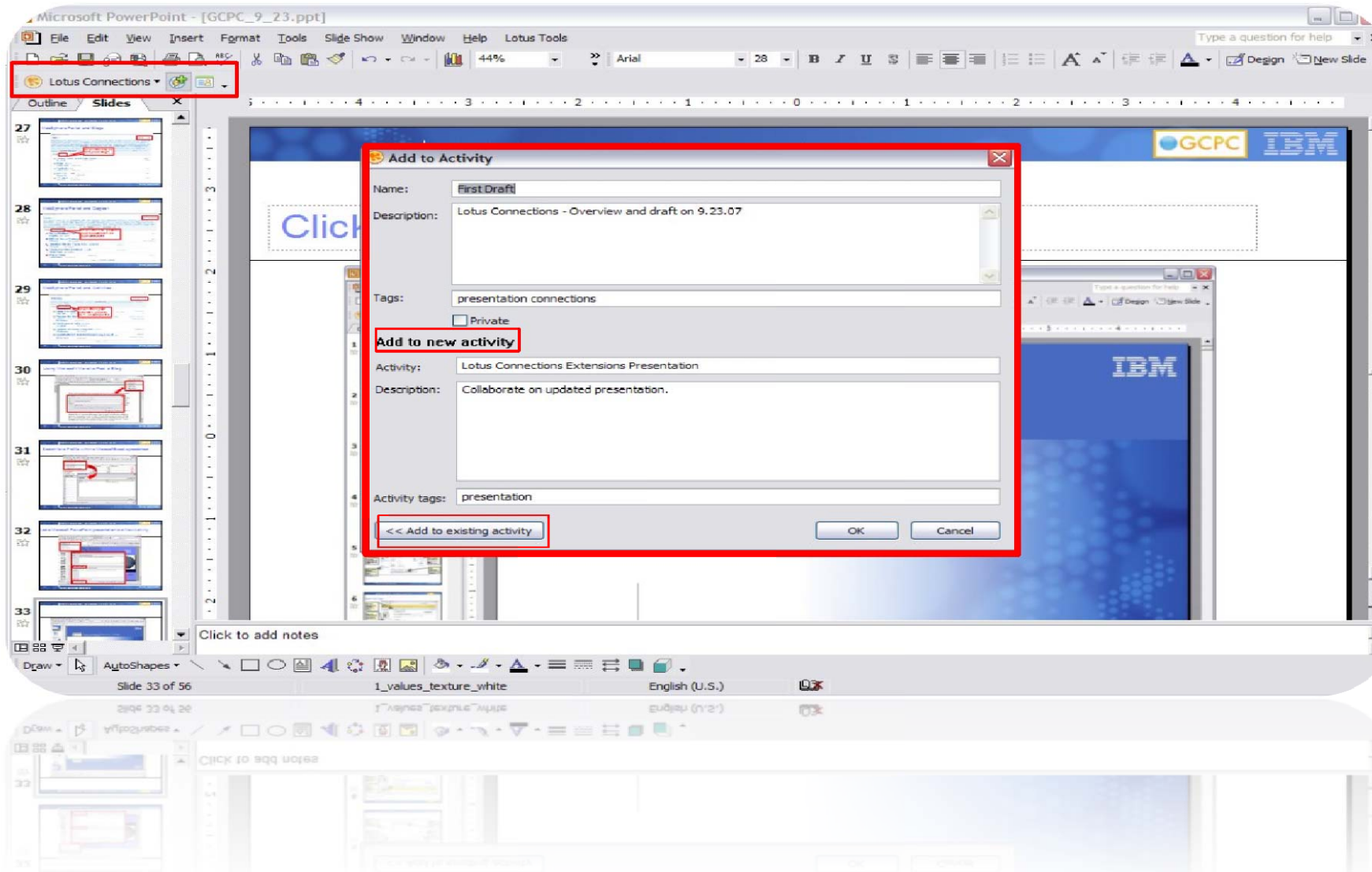
# Integration in Windows Explorer



# Integration in Microsoft Word



# Integration in Microsoft Powerpoint



# Integration in Sharepoint

CPO SharePoint Demo

Welcome MOSS\tstanton | My Site My Links | ?

Connections Tag This! All Sites Advanced Search

CPO SharePoint Demo Community Site **Connections** Document Center News Reports Search Sites test

View All Site Content

**Documents**

- Shared Documents

**Lists**

- Calendar
- Tasks

**Discussions**

- Team Discussion

**Sites**

**People and Groups**

Recycle Bin

CPO SharePoint Demo > Connections

**What New In Connections** **Connections Homepage Aggregation Feed**

**Bookmarks - Public Bookmarks**

- Amgen - Risk Management - Human Capital Management Plan\_ Exceptions and Project Plan
- TDI Users: WebHome
- Lotus Domino integration with Tivoli Directory Integrator
- Business Transformation Case Study of Market leader in biscuits
- Schering-Plough Hubs Advanced Regional Planning\_Phase 1 (Part 2)- Client Regional SC Planning Training Plan\_v4
- Index Pages | Cloud computing resources for IBMers
- News | Getting Started with IBM Mashup Center
- Amgen - Risk Management - Human Capital Management Build Plan
- Performance Inspector
- Chevron Phillips Chemical Company LLC - Sales Force Automation - Siebel

**Announcements**

**Lotus Connections 2** 4/20/2009 11:37 AM

by MOSS\tstanton

**New document** 4/19/2009 9:14 AM

by MOSS\lbenite

Be aware... as c  
Files.

**This site is no**  
by MOSS\timcho  
This what we'll b

□ Add new ar

**Calendar**

4/19/2009 7:00

□ Add new event

Send e-mail | Chat | More Actions

**Sametime**

**My Buddies**

- Ted Stanton
- Alistair Rennie
- Carol A. Jones
- bobjp@us.ibm.com
- Jeff Schick
- Rob Miller

**Lotus Connections Tag Cloud**

ajax analyst\_report blog blogs  
business collaboration community  
connections datamonitor design  
development domino education  
firefox forrester gartner google  
ibm imported innovation java  
learning linux lotus microsoft  
news notes personal portal  
programming quickr rational  
reference research sametime sap  
search security soa social social-  
software software tools

**Related Bookmarks**

**Dogear - Bookmarks with Tags:**  
business

CIO.com - Business Technology Leadership  
Asia News - BusinessWeek

**Federated Tag Cloud**

**View and pivot with the Profiles Person Card**

Blogs	Profile	Activities	Bookmarks
Communities	Wikis	Files	

**EDMUND B. (TED) STANTON**

USIMT Advocate - Lotus Connections  
CAMBRIDGE, MA United States  
Building: 1RS | Office: MOBILE  
1-978-922-3624  
ted\_stanton@us.ibm.com

document storage in Lotus Connections  
ing else.

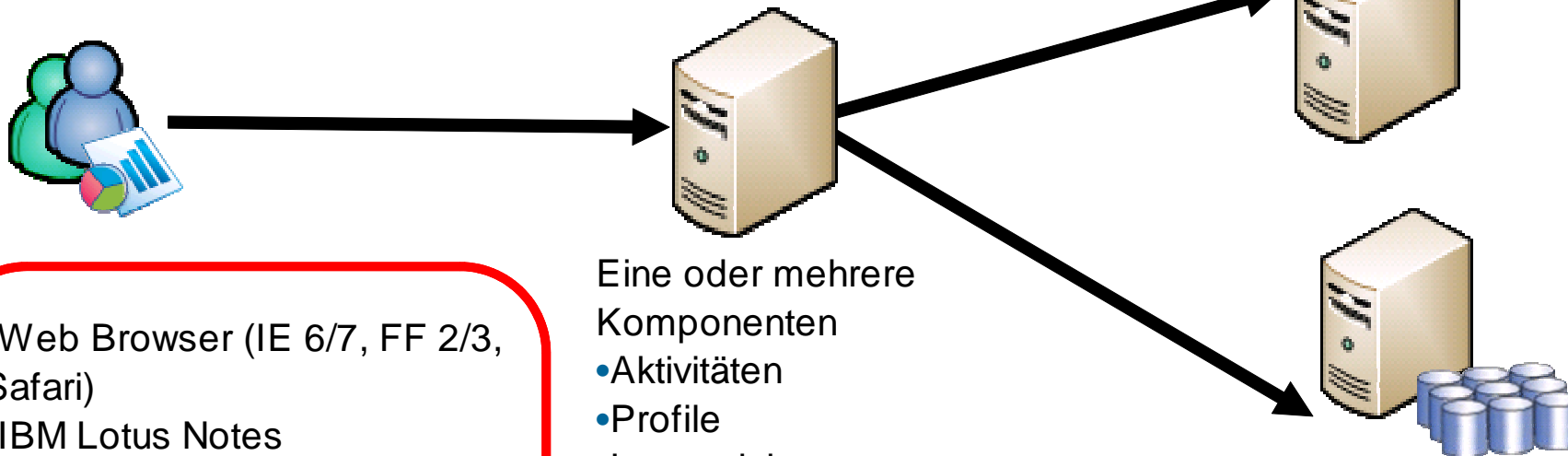
**View associated bookmarks**

# Funktionale Topologie

IBM WebSphere® Application Server 6.1.0.23 auf:

- Red Hat Enterprise Linux Enterprise Server 4.7
- Microsoft Windows 2003/2008 Server
- SUSE Linux Enterprise Server 10
- IBM AIX 5.3 64 bit OS

Corporate LDAP Directory  
(ITDS 6/6.1, MS Active Directory 2003, Domino 7/8, Novell eDirectory, Sun One)



- Web Browser (IE 6/7, FF 2/3, Safari)
- IBM Lotus Notes
- IBM Lotus Sametime
- IBM WebSphere Portal
- IBM Lotus Quickr
- Microsoft Office
- Microsoft Sharepoint
- RIM BlackBerry

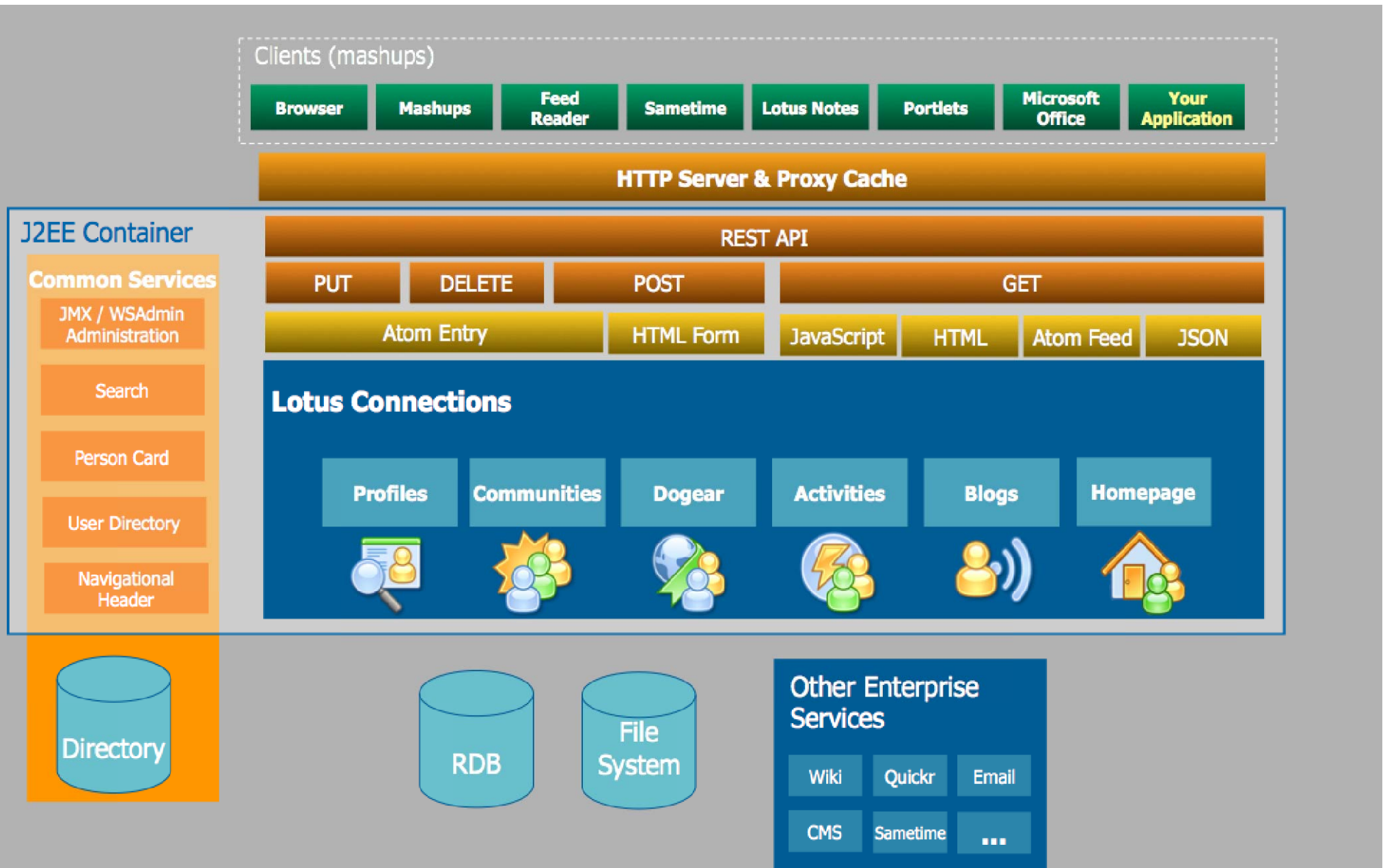
Eine oder mehrere Komponenten

- Aktivitäten
- Profile
- Lesezeichen
- Blogs
- Communitys
- Dateien
- Wikis
- Homepage

Relationale Datenbank  
(IBM DB2® 9.1.6/9.5.3, Oracle 10g, Microsoft SQL 2005)



# Architektur



# Lotus Connections Roadmap

## Lotus Connections 2

- Vibrant Communities deliver collective knowledge
- Enhanced Activities drive social productivity
- Homepage for faster access to social capital
- Customized profiles expand and maintain your network
- Notification and search surface critical information from your network

## Lotus Connections "Beyond ..."

- Mind mapping and other tools to drive innovation within networks
- Automated reputation and identity verification to build trust for external networks
- Predictive markets to help decision making
- Community health tools lower operating costs

2007

2008

2009

2010

2011

*Continue to expand integration with applications & expand platform support*

## Lotus Connections 1

- Integrated, Business ready Social Software
- Find the people you need with Profiles
- Save and share information with your network using Dogear
- Leverage expertise of others using Communities and Blogs
- Execute your tasks faster with Activities

## Lotus Connections 2.5

- Enhanced customer communities to elevate relationships and revenue
- Industry leading TCO to improve ROI
- Additional mobile access to empower customer-facing employees
- Advanced profiles functionality to enhance expert location
- Integration to enhance social software experience

## Noch Fragen??



# Noch Fragen?

## Kontaktieren Sie Torsten Hoffmann

IT Specialist Web 2.0 & Social Software

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Tel: 0151-14017274