



## Lotus vs Microsoft

IBM Software Partner Academie  
Competitive WebCast 13. März 2009

Andreas Pleschek, Competitive und Open Client Sales  
Lotus Software, Germany and IOT NorthEast Europe



# IBM Lotus vs Microsoft - Runde 10

**Lotus** **IBM.**

**IBM LOTUS NOTES & DOMINO PRESENTS**

**YOU vs YESTERDAY'S MESSAGING, TOMORROW'S DEMANDS**

**BUSINESS-CRITICAL COLLABORATION TAKES ON WEAK-KNEED PRODUCTIVITY!**

**FEATURING SPECIAL GUEST:**  
**THE NEW LOTUS NOTES & DOMINO 7 • BEYOND E-MAIL, BEYOND CALENDARING, BEYOND "IT'LL DO"**

**with SUPER HEAVYWEIGHT SECURITY FEATURES, EFFORTLESS MANAGEABILITY, CONTINUING INNOVATION FOR BUSINESS-CRITICAL COLLABORATION** | **KNOCK-OUT APPLICATION DEVELOPMENT TOOLS**

**LOTUS NOTES & DOMINO 7 - A MEMBER OF THE IBM WORKPLACE FAMILY**  
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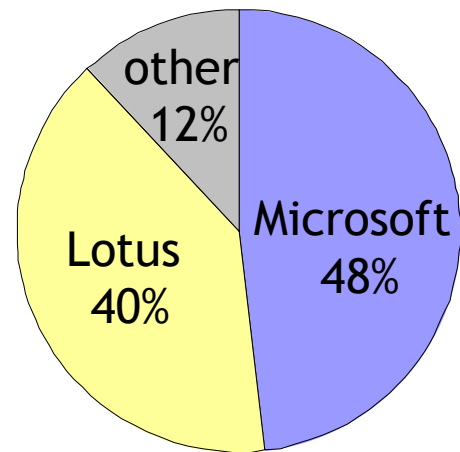
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# Kampf Erfahrungen

## Microsoft Messages:

- ❖ Lotus Notes is dead, everyone moves to Exchange and Sharepoint, when will you?
- ❖ Gartner Survey email Systems released January 2007:
  - ❖ Microsoft 62% and by 2009 its 70%
  - ❖ Lotus 26% and by 2009 its 17%
- This data is based on a survey hosted at e-rewards.com. The 402 respondents out of the US only had not been validated if decision maker or not. The prediction by 2009 was not explained
- ❖ Fortune 100, June 2007
  - ❖ Microsoft 68%
  - ❖ Lotus 14%
- Done by the Radicati Group, which is paid by Microsoft. Other Fortune data in this deck

## Worldwide Messaging Market Share



According to Gartner's Market Share out of 2008:

Enterprise E-Mail and Calendaring Software, both Microsoft and IBM Lotus are leading the market.

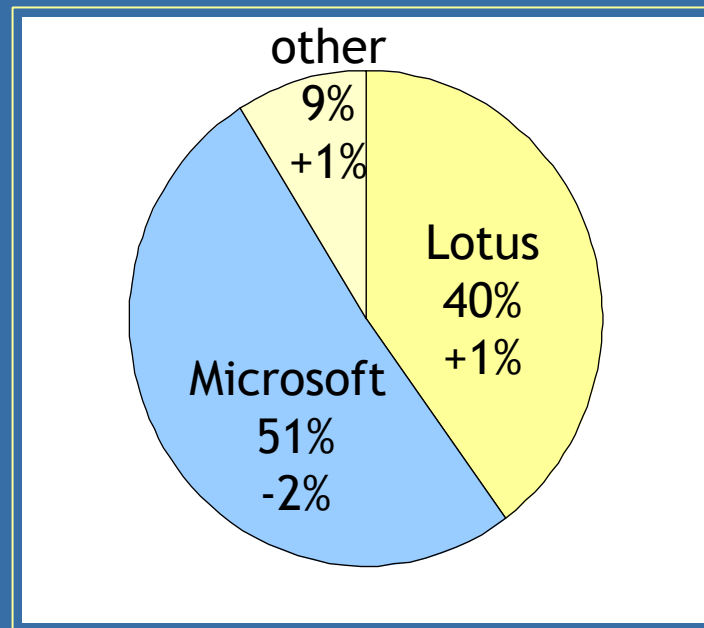
IBM Lotus a strong number 2.

Gartner's Market Share: Enterprise E-Mail and Calendaring Software, Worldwide Report 2008

## Fokuspunkt Arbeitsplatz - nicht email alleine

Category	IBM Products	IBM Position (source)
Enterprise e-Mail and ICE	Lotus Notes/Domino	• #2 Worldwide eMail and Integrated Collaboration Environments
Portal	WebSphere Portal <b>1</b>	• Leader in Gartner Magic Quadrant for past 5 years
Business Process Management	WebSphere <b>1</b>	• Leader in Gartner Magic Quadrant
Unified Communications	Lotus Sametime <b>1</b>	• Leader in Forrester Wave and Gartner Magic Quadrant
Web Conferencing	Lotus Sametime Lotus Sametime Unyte <b>1</b>	• Leader in Gartner Magic Quadrant
ECM	FileNet/CM <b>1</b>	• Leader in Gartner Magic Quadrant
Social Software	Lotus Connections	• Winner of Enterprise 2.0 Microsoft vs. IBM Bakeoff...

# Worldwide Integrated Collaboration Environments, ICE,



According to IDC out of 2007:

IBM grew 1% in 2006 in the ICE (Integrated Collaborative Environment) category compared to a decrease in Microsoft share of 2%.

IDC, Worldwide Integrated Collaborative Environments 2006 "Vendor Shares: New Opportunities Are Shaking the ICE" Doc # 207999, Mark Levitt, August 2007

# Pressemitteilung



## Microsoft wants to steal five million Notes customers

Seeks to entice them to use Microsoft SharePoint, Exchange and Office in 2009

Microsoft is seeking to get five million Lotus Notes customers to make the switch to Microsoft's collaboration tools in its fiscal 2009 year, according to Kevin Turner, COO for the software giant.

"Let's talk about replacing Lotus Notes," said Turner during his presentation Wednesday at Microsoft's annual meeting for financial analysts.

"This past year we sold in 4.86 million seats of our collaboration solution – SharePoint, Exchange and Office – into IBM Lotus Notes accounts," Turner went on about Microsoft's success in the historical messaging and collaboration battle it has fought with IBM and Lotus.

"If you take the last two years, we have sold in eight million seats. This next year I have a goal for the [sales] field that is more than five million seats," he said.

Muss stimmen, kommt von Microsoft MSN

Industrie Führer tauschen Microsoft Lizenzen  
Gegen Lotus Collaboration Software

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### Choosing Lotus Software; More Than Half of 100 Now Using Lotus Notes / Domino

9:08:00 AM ET  
marketwire All Market Wire news  
its annual conference in  
On Monday next week, IBM (NYSE: IBM) announced that the number of global Lotus Notes licenses has reached 145 million, up five million, including purchases by many industry leaders exchanging Microsoft licenses for Lotus collaboration software.

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12000 Neukunden in 2008. Lotus bei 80%+ Global Fortunes 100  
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"The shift from pre-Web, proprietary technology to open software that helps people connect, collaborate and innovate at a reasonable cost is undeniable," said Bob Picciano,

eine Anzahl von Microsoft angekündigten Exchange Migrationen sind eingestellt oder aufgekündigt...

Kunden weltweit haben entschieden auf Lotus Notes zu standardisieren, ... oder existierende Exchange Umgebungen zu Lotus Notes 8 zu migrieren...

to the competing product and the benefits of deploying Notes/Domino 8  
ns. In some cases, the cost of upgrading Notes/Domino has shown to be 20  
what companies were projecting for migration costs to Exchange.

IBM has seen a significant increase in new Lotus Notes customers, the biggest increase since the release of Notes  
Domino 8. In the first half of 2007, and has benefitted from renewed commitments from existing  
customers. Recent Lotus Notes decisions include The Coca-Cola Company, Nationwide, Linde  
Group, Global Hyatt Corp., CEMEX, The Hartford, Banco do Brazil, Banca Intesa Sanpaolo and  
Petrobras, among others.

In addition, a number of customers worldwide have chosen to standardize on Lotus Notes over  
Microsoft Exchange, as well as migrate their existing Exchange environments to the latest  
versions of Notes/Domino 8. They include Minolta, Toshiba, Continental AG, EVONIK, Caja  
Espana, Bank of New York Mellon, Kendle, Kohl's, Constructora San Jose, Banco do Brazil, Banco  
Antonveneta, Hitachi, Freightliner, Manulife, Sherwin Williams, Belden Wire, Ministry Of Finance  
Belgium, John Hancock, Ton Yang, Air France, Danone, SunTel, INEOS, Werner Enterprises and  
Payflex.

# Kunden & Referenzen

## some of Microsoft claimed Competitive Wins over Lotus

- ❖ Coke 70 000 BALs
- ❖ Ingersoll Rand 98 000 BALs
- ❖ Pitney Bowes 20 000 BALs
- ❖ Allianz Bank 170 000 employees
- ❖ PERNOD RICARD: 21000 BALs
- ❖ BP Oil International Ltd: 84000 BALs
- ❖ Astra Zeneca Pharm: 73000 BALs
- ❖ Barclays Bank plc: 90000 BALs
- ❖ NXP Semiconductors BV: 16000 BALs
- ❖ ERGO Versicherungsgruppe AG: 25000 BALs
- ❖ and more

Lotusphere 2009  
Opening Session with  
CocaCola

email wins only !  
no wins over Lotus

majority still buy Lotus  
Domino Upgrades or  
Subscription

customers cant or want  
to migrate collaboration  
applications

The image displays two side-by-side screenshots of email clients. The left screenshot is Microsoft Outlook, showing an email from GCCUSTSERVICE@STARWOODHOTELS.COM with a subject 'Take a Weekend Away in Richmond'. The right screenshot is IBM Lotus Notes, showing the same email content. A large yellow box with the text 'Warum?' is overlaid on the Outlook screenshot, highlighting the difference in how the email content is rendered.

# Warum?

- ❖ Hohe Investitionen an Mitarbeitern, Zeit und Budget für was?
- ❖ Sie sehen Ihre email nun in der linken Darstellung anstatt in der rechten
- ❖ ...und versuchen existierende Collaboration in Sharepoint kostenintensiv nachzubilden - versuchen!

## 30 + Exchange zu Lotus Notes Erfolge

- ❖ Max New York Life
- ❖ Reliance Industries
- ❖ Vedanta
- ❖ Aviva in India
- ❖ GD Development Bank
- ❖ Johnson Electric
- ❖ Linde AG
- ❖ Nationwide
- ❖ Minolta
- ❖ Toyota
- ❖ Continental AG
- ❖ Manulife
- ❖ Ministry of Finance Belgium
- ❖ John Hancock
- ❖ SunTel
- ❖ Hyatt Hotels
- ❖ Kendle
- ❖ Kohls
- ❖ Bank of New York Mellon
- ❖ Banco do Brasil
- ❖ Hitachi
- ❖ Freightliner
- ❖ HKG Environ Protect
- ❖ CED
- ❖ DL Cosco Shipyard
- ❖ Affin Bank
- ❖ Trakando
- ❖ Russian Railways
- ❖ Air France
- ❖ Danone
- ❖ INEOS

## Aktuelle Lotus Notes 8.x Erfolge über den Wettbewerb
















### Lotus Notes 8 wins and rollouts:

- ❖ CFE Compagnie d'Enterprises of France
- ❖ Virginia Commonwealth University
- ❖ Winsol International
- ❖ The U.S. General Services Administration
- ❖ the U.S. Internal Revenue Service
- ❖ Standard Insurance
- ❖ New York Life
- ❖ Kentucky Baptist Convention
- ❖ Verizon
- ❖ Publishers Printing
- ❖ Hyatt Hotels
- ❖ Union Pacific
- ❖ Nationwide Insurance



# Microsoft, die sichere Bank

# Kampf der Giganten

<p>Open ( Standards )</p>   	<p>Proprietary</p> 
<p>Open Source</p> 	<p>Closed Source</p>    
<p>Free</p>  	<p>Commercial</p>    

3 setzen auf java/ SOA nur einer setzt auf proprietäres .net

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Microsoft's Internet Explorer browser is continuing to lose market share to rival browsers, according to web analytics company Net Applications.

Internet Explorer was used by 68.15% of surfers monitored in December, down from 69.77% in November and 71.27% in October, according to [Net Applications figures](#).

IE's share has slipped from about 75% since the start of 2008, with Apple's Safari browser, Mozilla's Firefox and Google's Chrome offerings all profiting from IE's demise.

Firefox's share now stands at 21.34%.

Microsoft Internet Explorer verliert weiterhin an Marktanteilen ...jetzt bei 68.15% im Dezember 2008 nach 69.77% in November und 71.27% Oktober...IE Marktanteil ist gefallen von 75% seit Anfang 2008



Wesentliches, einmal anders

# Strategische Unterschiede



## ❖ Microsoft:

- ❖ Focuspunkt Office Dateien
- ❖ Collaboration dreht sich um Word Excel Powerpoint Dateien
- ❖ Sharepoint Server

## ❖ IBM Lotus:

- ❖ Focuspunkt Mitarbeiter
- ❖ Collaboration dreht sich um Menschen
- ❖ Connections Server

## Wissens Speicher

### Microsoft

- ❖ doc, xls, ppt

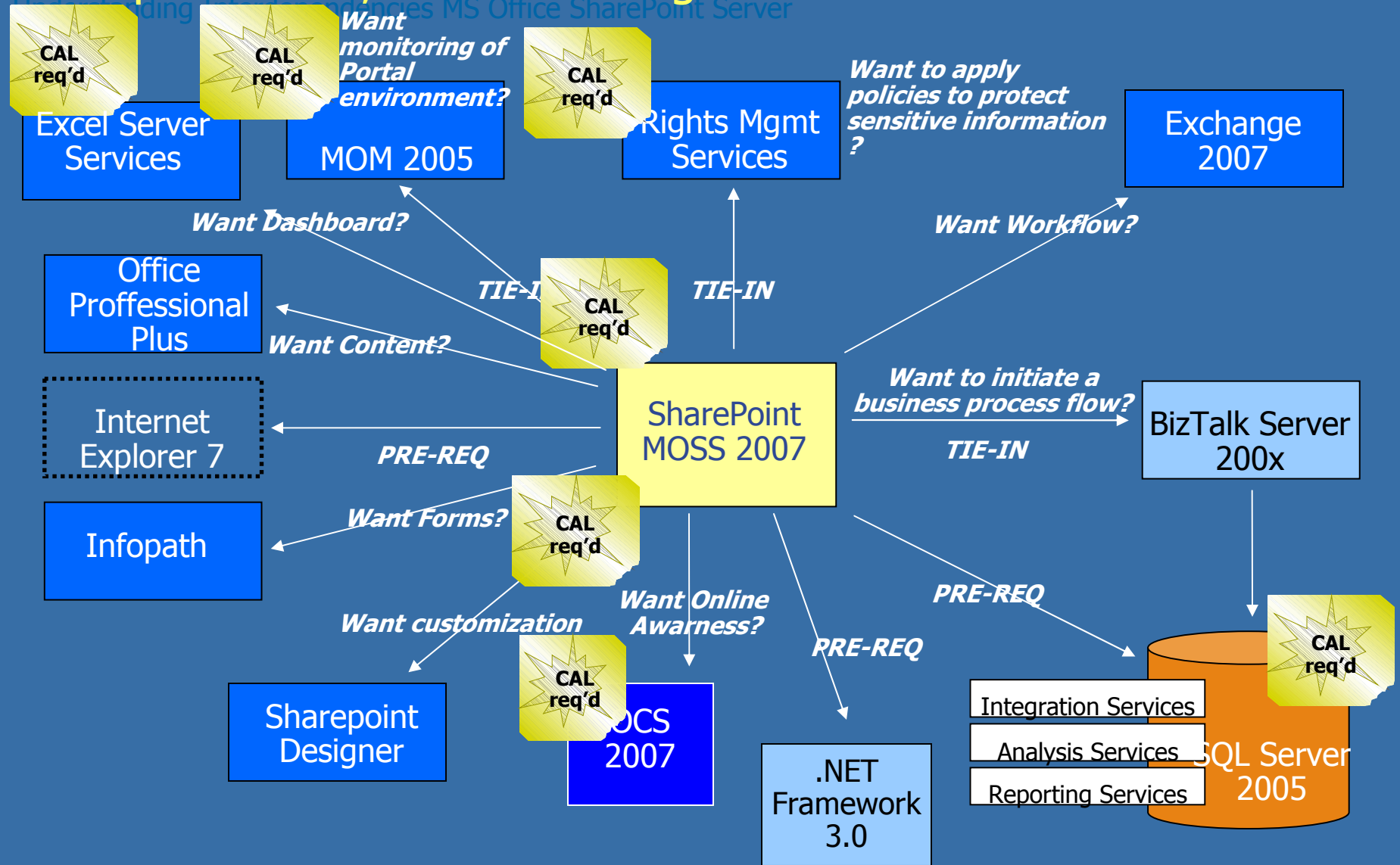
- ❖ Kein Tagging

- ❖ Jeder pflegt selbst seine Daten

### IBM Lotus

- ❖ doc, xls, ppt
- ❖ Erfahrungsberichte, Blogs
- ❖ Nachschlagewerke, Wikis
- ❖ Lesezeichen, Bookmarksharing
- ❖ Arbeitsgruppen, Communities
- ❖ Schlagworte, Tagging
  
- ❖ Verschlagwortung aller Wissens-Speicher
- ❖ Semantische Suche über Schlagworte
  
- ❖ Die Gemeinschaft pflegt die Daten

# Sharepoint 2007, understanding a .net









# Lotus Connections - Profile

**Overview**

- Colleagues
- Reporting Structure

**Tags**

- design
- georgia-tech
- industrial
- industrial-design
- mexico
- running
- tech-sales
- uc-berkeley
- sample\_tag

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 Alternate email:  
 Customers:  
 IM: [Jasmine Haj/renovations](#)

**About Me**

I have 8 years of experience in **product development** and **design**. I have a bachelor's degree **engineering** and a master's in **industrial design**, and I am an active participant in the **Centre for Sustainable Design** and the **Design Council on Product Design**. In my role, I create and execute design solutions towards problems of engineering, marketing, brand development and sales.

**Background**

BS - UC Berkeley College of Engineering  
 MS - Georgia Tech College of Architecture and Industrial Design

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**Merker und Kennzeichen**

**Unternehmensdaten**

**Übersicht der Wissenspeicher**

**Expertise entdecken**

# Brennpunkt Client

## Clients der Zukunft

- ❖ Jeder Kunde hat ein „Desktop 2011“ oder „Desktop der Zukunft“ Projekt
- ❖ Existierende Windows Zwänge zu XP, Vista und Windows7 und Termine
- ❖ Markttrends zu kleiner Hardware oder virtuellen Desktops im Netz
- ❖ Microsoft setzt weiterhin auf Fat Clients mit Windows und Office 2007
- ❖ Microsoft Online ist ein Hosted / SO Angebot kein SaaS





thin - shared applications

thin - dedicated virtual client images



jeOS - remote boot clients

jeOS - browser / SaaS



full - browser/ SaaS, rich clients



full - full clients

client centric - mixed - server centric

# Clients der Zukunft



- ❖ IBM Lotus verfügt über Lösungen vom Kleinstgerät ( Daumennagel ), Thin Client, netbook, traditionellen Notebooks, Full Clients / Desktops
- ❖ Virtualisiert oder als Software as a Service, SaaS
- ❖ Wenn gewünscht „Microsoft free“ oder in Kombination mit Microsoft

# Clients der Zukunft



❖ Demo Microsoft free Client - Full Client

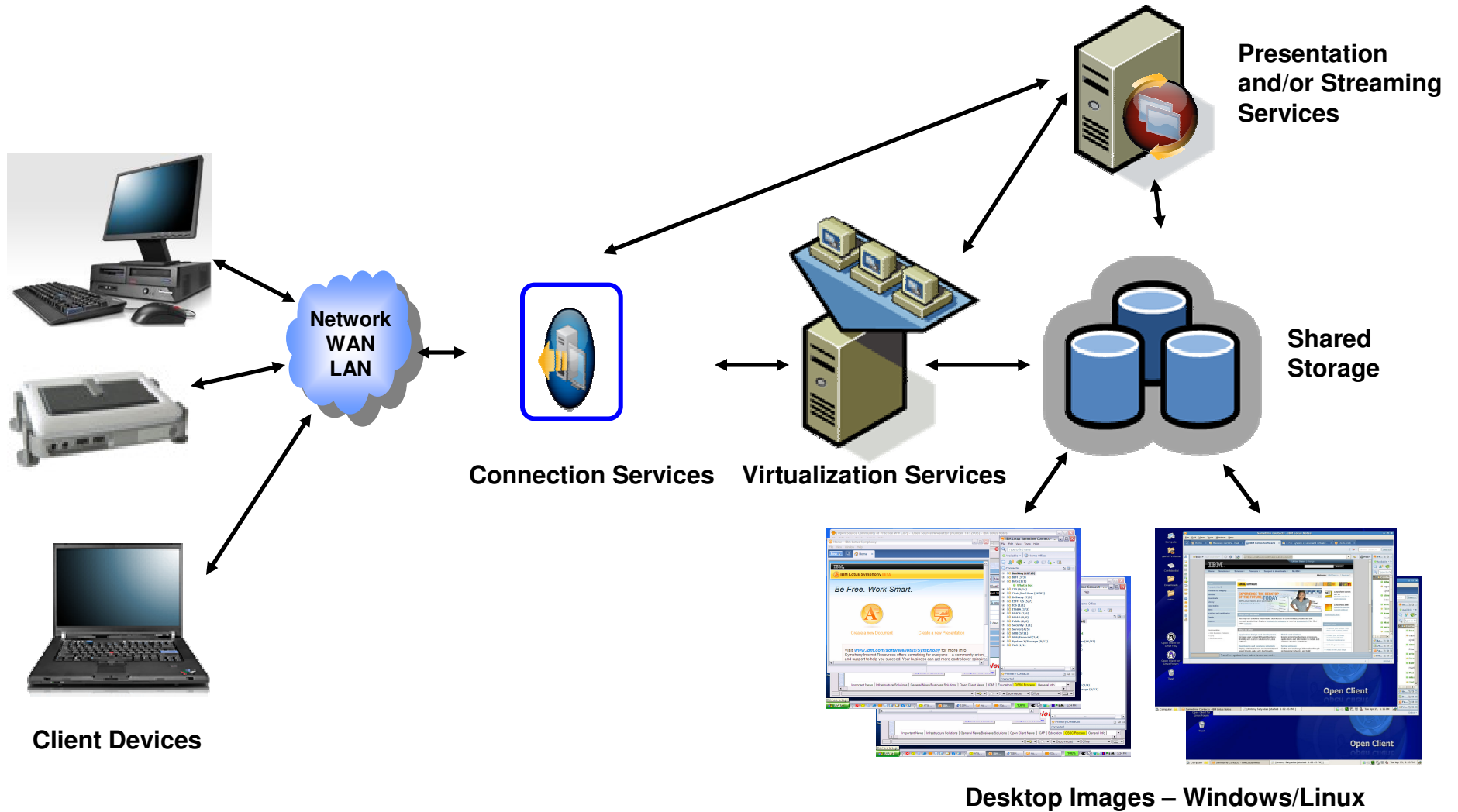


# Clients der Zukunft



- ❖ Virtuelle Desktop Infrastrukturen - VDI
- ❖ Windows und Linux Client Virtualisierung

# Open Virtual Client Components

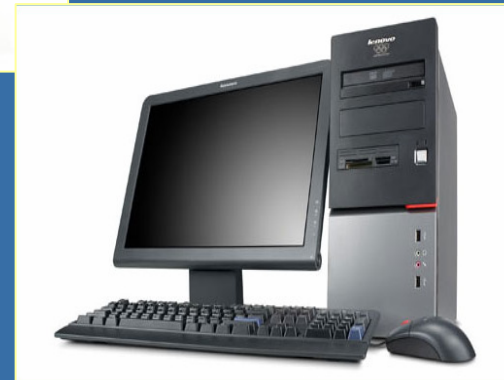


## Lotus auf Citrix

Test Platform	Notes Standard Client ( 8.0.2 )			Notes Standard Client ( 8.0.1 )	
	Acceptable Active Sessions Range	Max Sessions	Limiting Factor	Max Sessions	Limiting Factor
2 Dual Core Processors 4GB RAM	23- 25	25	Memory	14	Memory
2 Dual Core Processors 8GB RAM PAE enabled	40 - 50	55	Memory	Not measured	N/A
2 Dual Core Processors 16GB RAM	65 - 72	75	CPU Memory	N/A	N/A
2 Quad Core Processors 32GB RAM	120 - 145	155	CPU Memory	N/A	N/A

- ❖ Citrix Konfigurations Guide
- ❖ Lotusphere 2009 Session ID108

# Clients der Zukunft



❖ Open Client Netbooks

## Zeit für Innovation



Netbook mit Ubuntu 8.10, GNOME, Cairo-Dock, Moomex, Screenlets

- ❖ 8 Jahre ! Lange genug WindowsXP täglich gesehen? Wie lange auf Windows7 warten ?
- ❖ Zeit für Innovativ - Attraktiv und Kostengünstig

## Traditioneller Client

MS Office Standard  
369,-

Outlook Client  
83,-

Outlook CAL  
67,-

Windows Vista OEM Upgrade  
186,-

Standard Business Notebook  
699,-

**1.404,-**

## Netbook Rich Client

Lotus Notes 8.5  
Messaging beinhaltet:  
+ Sametime Entry  
+ Symphony  
+ Lotus Traveler  
+ web2 Collaboration

108,-

Ubuntu Linux  
0,-

Netbook Lenovo S10  
299,-

**407,-**

## Open Client USB



- ❖ 8 GByte, Sony Micro Vault Tiny, aktuell bei 24€
- ❖ Systempartition mit Ubuntu Linux 8.x
- ❖ Anwendungen
  - ❖ Lotus Mobile Connect, Lotus Notes, Lotus Symphony, Lotus Sametime, Lotus Quickr, Lotus Connections, Lotus Live...
  - ❖ Firefox, OpenOffice, Adobe Reader, Video und Audio, Netzwerk Toolings und vieles mehr
- ❖ Datenpartition 5 GByte
- ❖ Sicherheit:
  - ❖ Einwahl via Lotus Mobile Connect oder anderen VPN Clienten
  - ❖ Lotus Notes als PIM und Datei Container, 7 Stufiges Sicherheitskonzept
  - ❖ Verschlüsselung Lotus Notes Umgebung
  - ❖ Verschlüsselung Datenpartition



# Lotus Live

Der gelbe Click zur Cloud

LotusLive

Overview Features Demo Trial Join Meeting Log In

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Online collaboration solutions for the working world



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# LotusLive

## Web Conferencing



### Lotus Live Events

LotusLive Events is an online event management service, helping you create, host and manage your next online conference.

## Collaboration



### Lotus Live Engage

LotusLive Engage is an integrated suite of tools that combines your network with Web conferencing and collaboration capabilities.

## eMail



### Lotus Live Notes

IBM's most widely used software, Lotus Notes is available as an online service.



### Lotus Live Meetings

LotusLive Meetings is a full-featured online meeting service that integrates Web, audio and video conferencing.



### Lotus Live Connections

LotusLive Connections is an integrated suite of collaboration services that lets you store and share files, manage activities, conduct online chats, and extend your business contacts with networking capabilities.



### Lotus Live iNotes

LotusLive iNotes is a security-rich, Web-based messaging service for exchanging e-mail and files between individuals and extended communities.

# Collaboration moves online: "LotusLive Engage"

Share. Meet. Collaborate

An on-line business place with state-of-the-art collaboration features for:

Interacting with Communities

Discovering Expertise

Sharing Ideas

Data Visualization

Contacts and Data

Meeting Colleagues and Partners

## Clients der Zukunft

- ❖ Vorstellung der möglichen Clients der Zukunft, Optionen
  - ❖ IBM Open Client auf USB Stick
  - ❖ IBM Open Client auf netbooks
  - ❖ IBM Open Client auf Notebooks / traditionelle Clients
  - ❖ IBM Open Client als virtueller Desktop im Netz, VDI
  - ❖ Microsoft Free Lösungen auf Linux oder Macintosh
  - ❖ Lotus Live, Software as a Service Lösungen
  
- ❖ Workshop zur Evaluierung neuer Clients in der existierenden Kundenumgebung
  - ❖ Evaluierung Machbarkeit im Zielgruppensegment
  - ❖ Evaluierung Kosteneinsparungspotential
  - ❖ Darstellung Co Existenz Architektur mit bestehenden Strukturen
  - ❖ Kunde darf ein Lenovo S10 netbook Live / Rich behalten
  - ❖ Übergabe der Ergebnisse in einer kurzen Potentialanalyse - **ROI aufzeigen**

# IBM Lotus vs Microsoft - Runde 10

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**IBM**

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# Vielen Dank

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