IBM Software Solution for On Demand Workplace
To support your business objectives

Fuel your growth potential through a collaborative business portal that delivers simplified, integrated access to people, processes, applications and information.

e business on demand™

Growth. It's finally a priority again.

But in a competitive business world in which market dynamics shift unpredictably and savvy customers expect more than ever, growth takes breakthrough thinking. Innovation. Creativity. On demand business strategies. Most of all, it takes time—something that's in short supply, if your environment is like most.

Reigniting growth in your organization and competing in an on demand world require you to develop business strategies and implement solutions that help you focus on your core competencies. Respond dynamically to marketplace fluctuations. Bounce back from changes or threats in real time. And drive business results that benefit your bottom line. You want to speed time to market and improve customer service. Getting there requires integrating your people with all aspects of your business processes, including simplifying work environments. Providing quick access to the resources employees need to fulfill expectations. And enabling them to work in real time—from anywhere, any time.

Lotus® software

WebSphere® software

You've probably invested in common technologies—e-mail and instant messaging, business process applications and an intranet—to remain competitive. Now it's time to bring it all together. The integration capacity of portals can help enable faster communication and easier access to information. Portals let you strategically position collaborative tools alongside applications to facilitate real-time access to people. All in a single nerve center of employee operations that helps simplify the overall user experience.

IBM Software Solution for On Demand Workplace combines the collaborative strengths of IBM Lotus® Workplace software with the integration capabilities of IBM WebSphere® Portal in one easy-to-use offering. Portal technology can integrate multiple business applications and processes in a common, yet personalized, Web-based workplace, with on demand access to integrated Lotus collaborative capabilities—like e-mail, calendaring and scheduling, instant messaging, Web conferencing, learning and Web content management. Users can access these capabilities from any online work environment to work more expeditiously, engage in real-time collaboration and easily access the knowledge they need to make well-informed decisions. By giving users the ability to be more productive, your team can help drive revenue and take advantage of new opportunities.

Step up team productivity by simplifying the user experience

Work environments should be easy to navigate, accessible by remote users and designed around work roles and individual needs to help increase employee productivity. Less complicated technology facilitates more agile employees, which ultimately can help speed daily operations and decision making.

Consolidate applications into one easy-to-use workplace

Help increase employee productivity by simplifying your users' experiences. The IBM Software Solution for On Demand Workplace offering integrates information and business processes into a single, easy-to-use collaborative work area. Faster logons, consolidated applications and a consistent look and feel help simplify your users' workplaces so they can quickly locate key information and resources. Maneuver easily between core business activities. And spend more time focusing on their work at hand.

Enable mobile employees to remain productive virtually anywhere, any time

Providing access to your system virtually anywhere, any time, can help drive productivity. Mobile employees, including traveling executives, salespeople, outside consultants, field technicians and telecommuters, face the hurdles of inconsistent and incomplete access to information, tools and people. But portal technology lets you exploit the Web to extend the same business resources to everyone in your organization.

This offering makes user workplaces available through Web-based technology. Your mobile and remote users can log on to their workplaces from practically any online work environment or Web-enabled device and access the same resources as your desktop users. At any time. This ability can really pay off at critical points, like when a salesperson needs to access a service contract to secure a last-minute sale or show an application to a remote regional director for approval. Portable access to business can help your mobile workers remain productive—no matter where their work takes them.

Match the right resources with the right people

In business, one size doesn't fit all. So why give all your users the same configuration of tools and information? Personalized user interfaces make it easier for them to find what they need to do their particular jobs more efficiently.

> *"…in-context collaboration is simply better than the more primitive alternatives that we have tolerated to date. And thankfully, recent advances in technology…mean that the benefits of in-context collaboration can be leveraged today."*[1]
>
> –*Stowe Boyd,* Knowledge Management *magazine*

With the IBM Software Solution for On Demand Workplace offering, you can personalize user interfaces based on roles, teams, communities or tasks to help bring the right information and resources to the people who need them—24x7. Employees can leverage relevant information to make well-informed decisions more quickly. And streamlined, tailored workplaces populated with relevant applications can help your employees work more efficiently.

Exploit real-time collaboration to accelerate business processes

Employees who are enabled to work efficiently can remain focused on their tasks while helping speed business processes and can potentially reduce the expense of meetings. In today's lightning-fast business world, keeping pace with the competition requires real-time collaborative tools. These tools no longer simply provide an edge. They are business staples with the "potential to accelerate business decisions."[2]

This new breed of collaborative tools can help users communicate even faster in the context of their daily work, potentially helping decrease time to market, attract new customers and boost revenue.

Fuel greater efficiency by introducing contextual collaboration

To work more efficiently, your users need more than stand-alone collaborative tools. They need to be able to initiate collaboration on the spot, with others who are online—without leaving the application they are working in. IBM Software Solution for On Demand Workplace offers integrated, real-time collaborative tools alongside applications and business processes, allowing users to collaborate within the context of their work. They can start instant-messaging conversations right from their e-mail or Web conference attendee lists—without leaving the context of the application at hand. Or launch a Web conference right from an instant-messaging conversation to share and edit a presentation together. More efficient employee collaboration—in the context of business activities—can help give your workforce an edge over the competition through faster response times and decision-making abilities.

Provide instant access to dispersed people

Real-time collaborative applications help break down geographical barriers to people and the information they can share. These applications let users access anyone in your organization from practically anywhere, helping to alleviate the costs and time of finding, communicating and meeting with long-distance colleagues, partners and customers. And the ability to collaborate from their own time zones and workspaces can help your staff remain focused on their jobs.

For example, using Web conferencing, architects in New York can show blueprints to engineers in London directly from their desktops. They can view the files together, discuss changes via integrated instant messaging and even render new ideas on a whiteboard.

Without incurring travel or courier expenses and without losing valuable time due to inevitable travel delays. If they have questions for other experts, they can quickly determine—using presence awareness—if anyone outside their meeting is available to join their online conversation. And then send questions through group instant messaging. A meeting that could have cost days of travel and thousands of dollars could be completed in an hour—leaving budgets intact.

Help increase deskless workers' productivity with Web-based messaging

Messaging tools, like e-mail, calendars and address books, provide the essentials of an efficient work environment. But many deskless employees, such as police officers, factory floor workers and retail store clerks, lack access to these critical business productivity tools. The IBM Software Solution for On Demand Workplace offering enables cost-effective information and file sharing to schedule and coordinate meetings on the fly. Extend convenient organization of essential business contacts. And receive critical human resources information, company updates and work schedules through extended enterprise e-mail. All from a security-rich Web interface that deskless employees can access from any Web-enabled workstation—on the manufacturing floor, on the retail floor or at the station.

IBM Software Solution for On Demand Workplace includes:

- **Messaging**–Cost-effective, Web-based IBM Lotus Workplace Messaging can be used as a stand-alone tool or to easily extend essential productivity tools—e-mail, calendar and address book—to those currently without a dedicated workspace or e-mail access. Helping to increase user productivity while keeping costs down.
- **Team collaboration**–Integrated instant messaging with presence awareness, Web conferencing and team spaces are designed to simplify collaboration by letting users instantly access the right people and information. Bringing together geographically dispersed team members. Enabling faster, more-informed decision making. And integrating with other Lotus Workplace applications using IBM Lotus Workplace Team Collaboration.
- **Learning**–Streamlined, integrated management of classroom-based and e-learning programs, resources and courseware—using IBM Lotus Workplace Collaborative Learning. Helping empower your employees to take control of their career goals and leverage company knowledge to help promote organizational growth.
- **Content management**–End-to-end Web content management, using IBM Lotus Workplace Web Content Management, enables content experts—without specialized programming skills—to rapidly create portlets through which they can update critical business information in minutes, not days. Helping relieve IT and webmaster bottlenecks to increase employee access to information.
- **Portal enablement**–IBM WebSphere Portal Enable for Multiplatforms serves as the primary access hub for back-end systems and business process integration, providing an effective means to share and transfer information quickly—internally and externally. Streamlining access through a single interface—and single sign-on access across multiple applications—so your users can more easily work with Web-based applications, content, processes and people.

IBM helps law firm speed legal process and ROI

Law firms are inundated with documents of all sorts, from briefs and research to regulatory information and e-mail, which need to be shared among lawyers and, in many cases, clients. When Ebsworth & Ebsworth, one of Australia's oldest and most widely respected legal firms, began the transition in 2002 from three separate partnerships to an integrated firm, it found itself steeped in a growing body of documentation. "Lawyers spend large amounts of time looking for information, so it was critical to get it all under control," recalls Lionel Bird, the firm's IT director. Otherwise, the firm risked losing significant profits through a lack of operational efficiency, an inability to maximize billable time and poor productivity. What the firm needed was an intranet, linking the three law offices in Sydney, Melbourne and Brisbane, where the lawyers could easily and quickly publish and share information, and at a low cost to the firm. For help, the firm turned to IBM and Eos Solutions, an IBM Business Partner.

After extensive evaluation, Ebsworth & Ebsworth decided to transform its workflow environment with IBM Lotus Workplace Web Content Management. This solution allows the firm to integrate, manage and leverage unstructured content that could be used virtually anywhere and at any time. The firm also used the IBM @server® iSeries™ platform as hosting servers for its public Internet sites. Eos Solutions was selected to implement the workplace solution that, in one fell swoop, made publishing content on the firm's intranet, corporate Web site or clients' extranets simple, quick and inexpensive. "It greatly improved the speed of doing legal business," says Bird. "By improving the speed of sharing documents, we've become more responsive to our clients and to other lawyers, who are searching for information."

Reducing the time to search for information is critical to the firm—and to a rapid return on investment (ROI). "We found the average worker spends around 5–15 hours each week searching for information," says Bird. "…searching for information is unproductive time—time that could have been spent more effectively putting the information to use. Assuming a time savings of 10 hours per week, based on a salary of, say, AUS$50,000 per annum, the IBM solution saves us around AUS$10,000 per employee per year. With 400 employees in the firm, that's a significant savings and rapid ROI."

Channel business knowledge to help drive competitive advantage

Businesses that use their accumulated knowledge to fuel organizational efficiencies can achieve an advantage over less resourceful competitors. But your employees must be able to harness vast amounts of enterprise content easily to reach business objectives faster. And conveniently learn from this collective business knowledge to make well-informed decisions.

Manage and leverage information through a common point of access

IBM Software Solution for On Demand Workplace users can easily publish dispersed business-critical data—from audio files to memos to e-mail attachments—onto your intranet, Internet or extranet site. So everyone in your value net who needs it can more quickly and easily access information—all from a common point. Users can publish information on demand in minutes instead of days, without the need for specialized skills, helping relieve IT and webmaster bottlenecks. End-to-end content management is in the hands of the

content authors, so employees, partners and suppliers have access to the right information at the right time. The less time employees have to spend searching for and distributing information, the more time they will have to apply that knowledge to their work.

Stimulate growth by empowering employees to learn every day

"Learning and work will continue to blend, eventually becoming seamless, symbiotic activities, one requiring the other for success."[3] By streamlining the management of your organization's classroom-based and e-learning programs, resources and courseware, you can deliver a variety of learning experiences to groups of students—wherever they are located—and keep track of their activities and performance. Help your organization grow through the advancement of your workforce by empowering your employees to learn as part of their regular work routines.

IBM Software Solution for On Demand Workplace includes learning management capabilities, enabling your users to manage their own learning right from their desktops. They can learn when and how it's convenient for them, easily exploring learning opportunities and streamlining their learning experiences through personalization. Integrated collaboration encourages efficient knowledge sharing. Students can use instant messaging to quickly contact instructors, mentors and other students. And leverage presence awareness anywhere names appear, including course details. The more usable knowledge you make available to your employees—about customer needs, market dynamics, technical skills and company policies—the more competitive you can be.

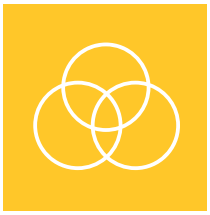
Leverage a leader's experience to get more from your collaborative solution

Growth is the objective. To help drive it, implement a cost-effective solution that integrates the collaborative strengths of Lotus Workplace software through a portal to help increase productivity. Simplify user environments. Help control costs by purchasing one integrated solution. Generate revenue opportunities by freeing employees to focus on providing quality work and exceptional customer service. Through the IBM Software Solution for On Demand Workplace offering, you can take advantage of IBM's vast experience and leadership in the collaboration and portal marketplaces. To help you reach your growth potential.

For more information

To learn more about the IBM Software Solution for On Demand Workplace offering—and for information about the capabilities and enhancements added since the time of this publication—please visit:

ibm.com/lotus/softwaresolutionforondemandworkplace



"Using e-learning technologies for simulation and business process management can rapidly show quantitative results (for example, lower maintenance costs, errors and failures) as well as qualitative benefits (for example, better customer satisfaction and innovation)."[4]

–James Lundy, Gartner, Inc., October 3, 2003

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[1] Boyd, Stowe. “Collaboration in Context: The Medium: Wiring context into collaboration reduces costs.” *Knowledge Management*. November 10, 2003.

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[3] Schooley, Claire. “Market Overview: Learning Management Systems.” Forrester Research. September 23, 2003.

[4] Lundy, James. Waldir Arevolo De Azevedo Filho and Hans El-Gabri. “Client Issues for e-Learning.” Gartner, Inc. October 3, 2003.

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