



IBM open collaboration client solution



Il mercato è alla ricerca di nuove soluzioni desktop

Business

- Lower cost, TCO
- Flexibility and choice
- Innovative solutions

People

- Community centric collaboration
- Demographics
- Innovation



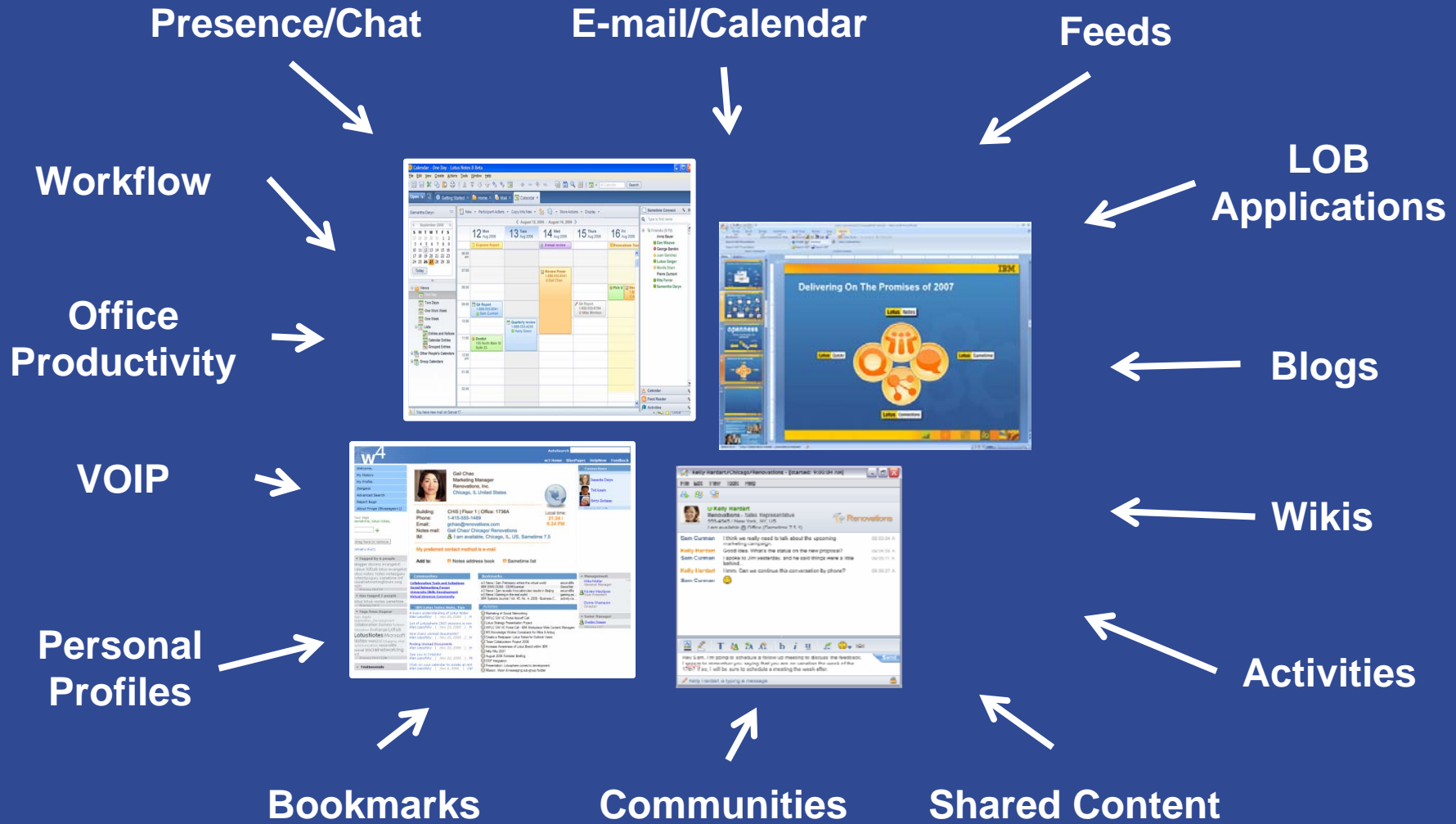
Technology

- Vista, Office 2007, VB alternatives
- Client Middleware, Migration, Open
- Web 2.0, SOA, Open source

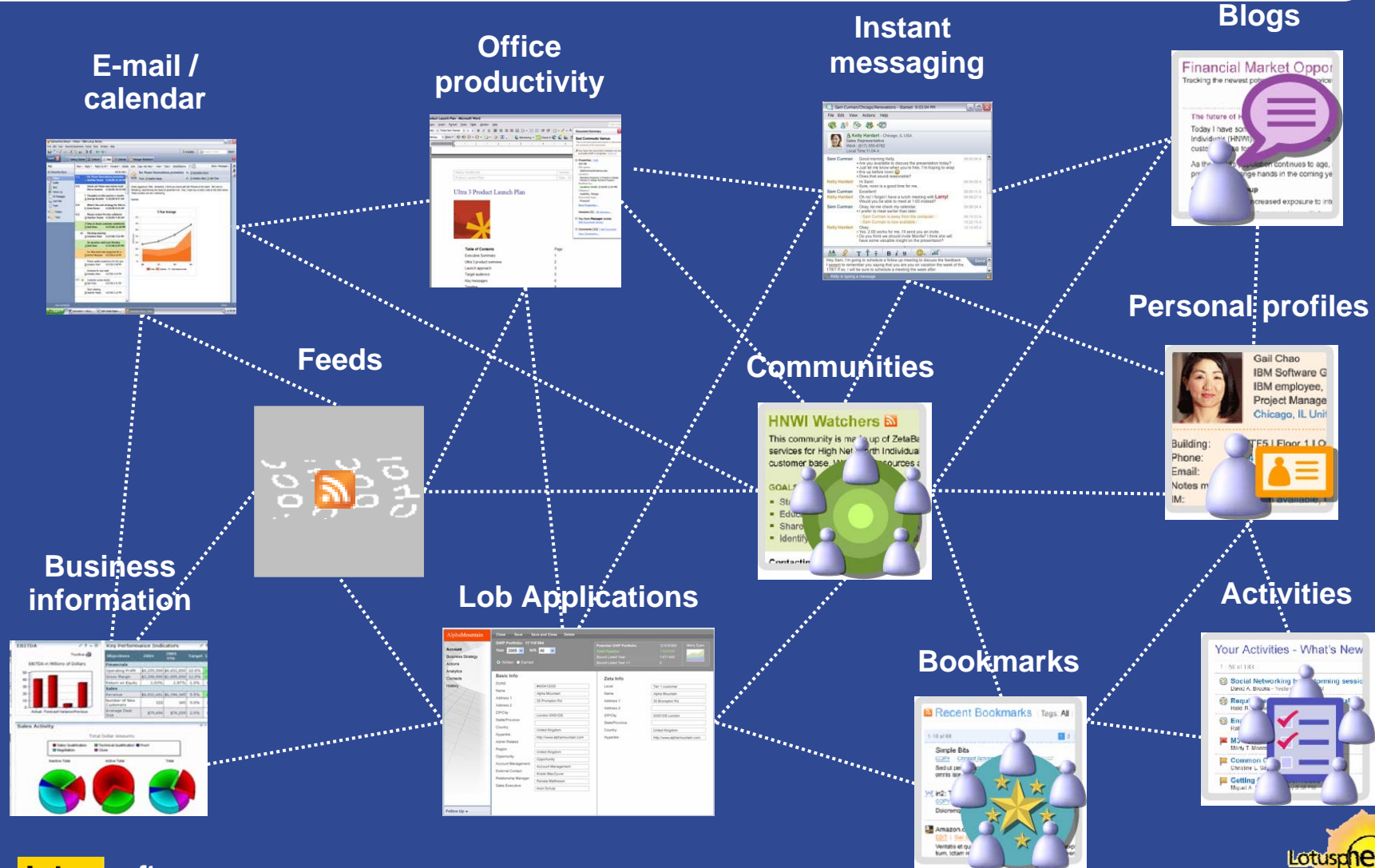
Process

- User segmentation
- License agreements
- Infrastructure upgrade or refresh

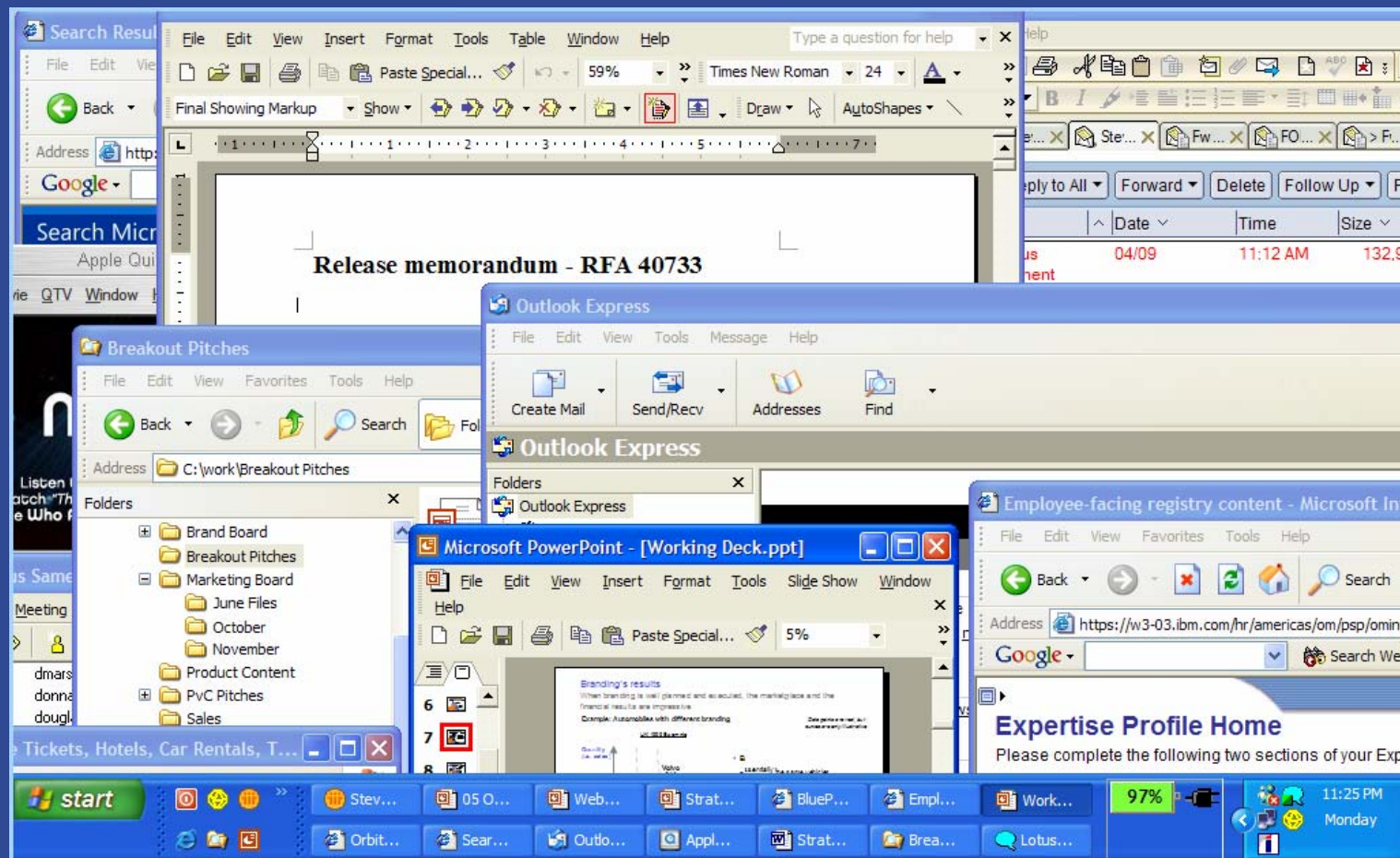
Dove nuove funzionalità sono disponibili on demand



Dove gli strumenti di lavoro sono automaticamente collegati tra loro



Passando da questo tipo di desktop...



“Information workers have been left to their own devices ... with little help in determining how to perform key information tasks effectively and efficiently”

A un workspace unificato, integrato, semplice e sicuro



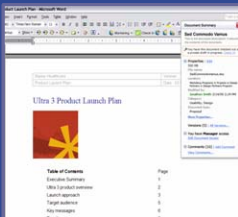
- My email
- My instant messages and presence
- My documents
- My calendar
- My contacts
- My search
- My activities
- My news / feeds
- My business apps
- ...

Extensible, connected/disconnected, web-mobile-rich client access...



Che offre accesso trasparente a capacità collaborative, persone e applicazioni

Office productivity



Personal profiles



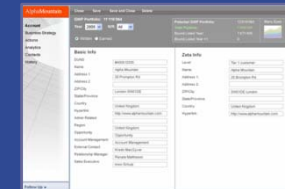
Documents & Content



Rich Client



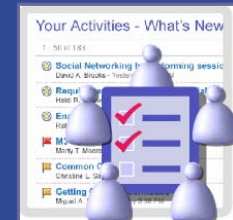
LOB Applications



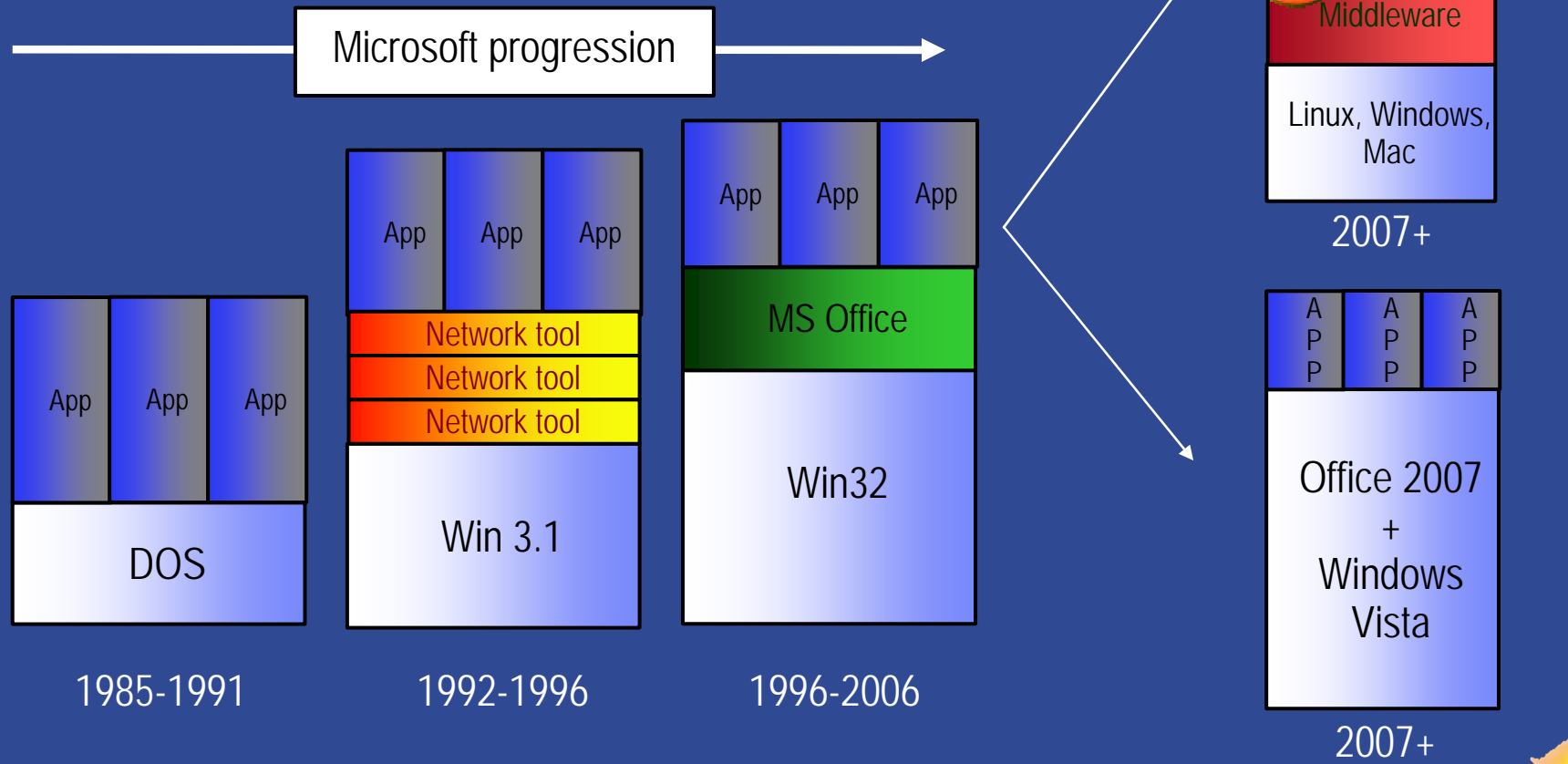
Instant messaging



Activities



IBM open collaboration client solution offre una reale innovazione per le soluzioni desktop, garantendo apertura, aderenza agli standard, flessibilità e scelta



Il punto di vista IBM sul *Desktop del futuro*

Funzionalità

- Ambiente di lavoro semplificato, sicuro, disegnato per incrementare la condivisione della conoscenza e la produttività individuale e con funzionalità collaborative on-demand che si evidenziano nel contesto
- Accesso semplificato a informazioni e applicazioni di business, ovunque, in qualsiasi momento, da qualsiasi dispositivo
- Nuove soluzioni desktop, più leggere, meno costose, più sicure, che sfruttano la potenza collaborativa dell'intera infrastruttura

Tecnologia

- Interfaccia personalizzata
 - Indicatori di business, evidenza delle aree di attenzione, elaborazione intelligente delle informazioni
 - Partecipazione a Comunità Professionali di interesse
- Ampia scelta di applicazioni SOA finalizzate alle decisioni di business
 - Composte da "servizi", sia di tipo Line of Business (es. Inventario, Logistica) e servizi collaborativi (es. Document/Record management)
- Meccanismo sincrono di ricezione e distribuzione task nell'ambito dell'intera infrastruttura aziendale
 - Workflow intelligente

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Inizia a usare il *Desktop del futuro* oggi stesso



- Any device
- Any network
- Any application and/or collaboration service
- Choice of Operating System
- Linux partnerships with Novell and RedHat

Perchè Linux

Drivers

Flexibility



- Supported on a wide variety of hardware
- Supports more users with less hardware
- Open Source & Open Standards
- Grid and Cluster computing

Reliability



- Increased uptime
- Uptime measured in years rather than days
- Easier scaling

Security



- Linux is inherently more secure than Windows
- Amazon, FedEx and Google have been using Linux for years

Cost Reduction & Productivity



- Same OS image can run on a variety of hardware
- Fewer distinct OS to support
- Substantial cost savings

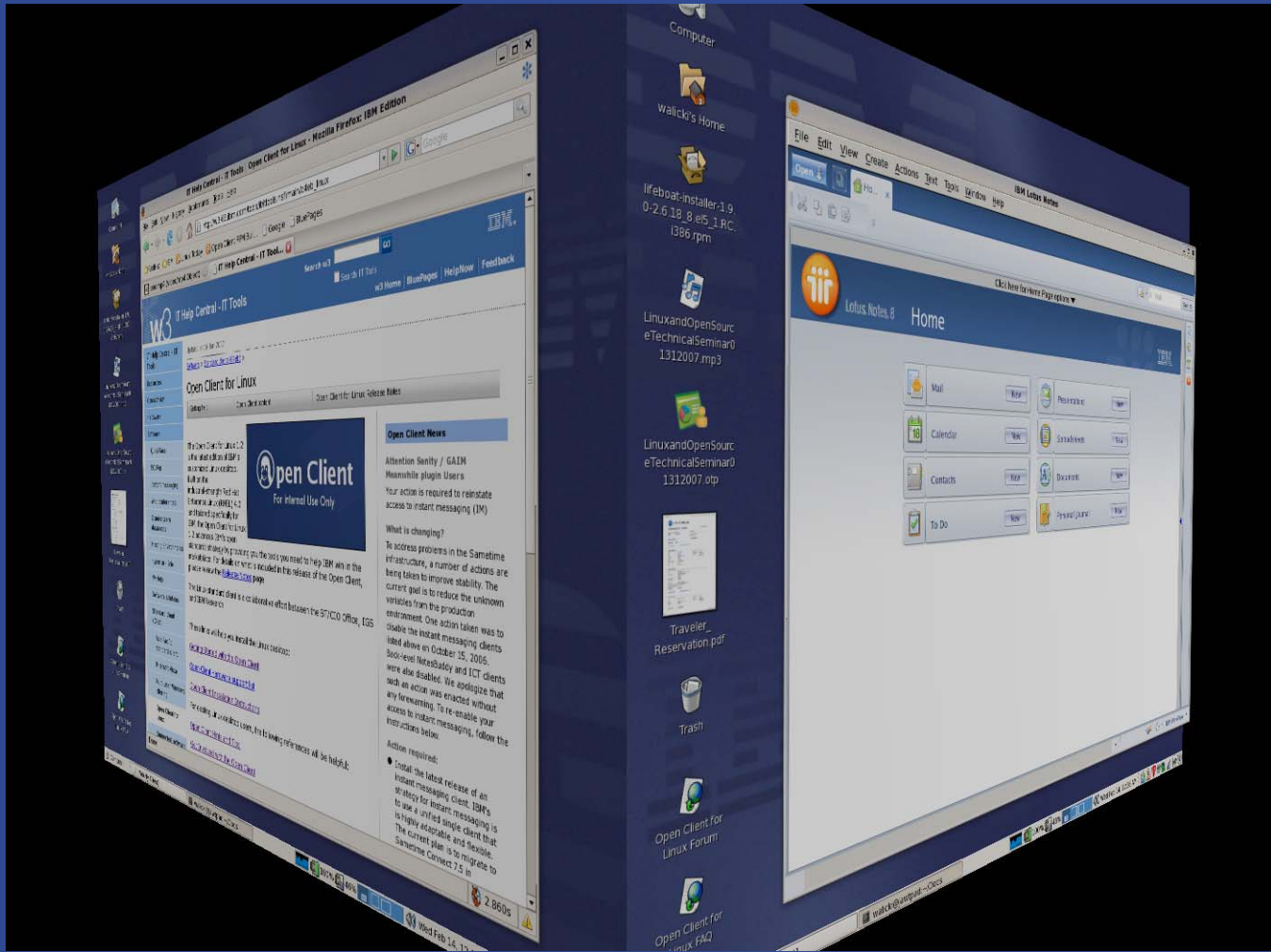
Control and Agility



- Low cost software solutions
- Leading ISV's developing software on the Linux OS
- IBM, PeopleSoft, Novell, SAP, Oracle, Sybase

Linux is out selling Windows on servers by a 5 to 1 margin

Nuove capacità Linux Desktop



Suite di Prodotti Collaborativi Lotus su Linux

- Rich Client
- Browser
- Portal
- Mobile
- RSS / Atom
- Microsoft® Office
- eForms

Servizi completamente estensibili

Lotus Domino®

Flessibilità di Accessi Client

Mail, calendaring and collaborative applications

Lotus Sametime®

Unified communications and collaboration services

Lotus Quickr™

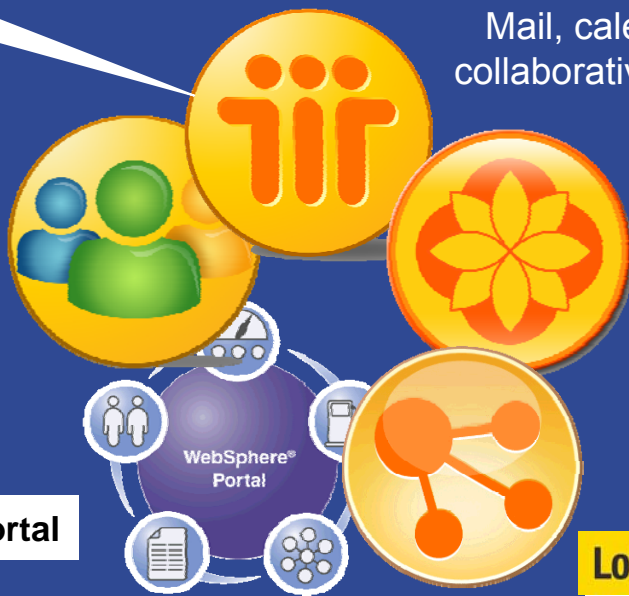
Collaborative content and team services

WebSphere Portal

Composite application and integration services

Lotus Connections

Social software for business



Be Free. Work Smart.

Richly-featured productivity tools that are intuitive to use and compatible with your files. Provided at no charge for your home, school or business.

Free Download

<http://symphony.lotus.com>



Lotus Symphony Documents
Take a Tour | Features | Screenshots



Lotus Symphony Presentations
Take a Tour | Features | Screenshots



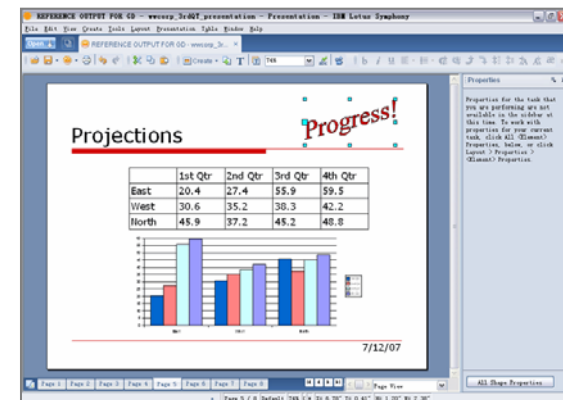
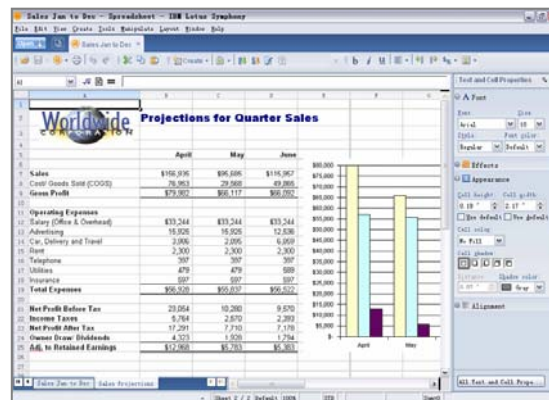
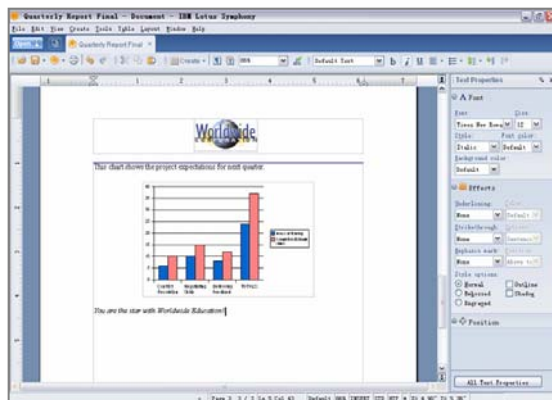
Lotus Symphony Spreadsheets
Take a Tour | Features | Screenshots

What's in it for you, businesses and developers?

IBM® Lotus® Symphony™ has something for everyone, like a community-oriented site with tips, a template gallery and support to help you succeed. **Businesses** can gain more control over spiraling upgrade costs, while still protecting, accessing and maintaining documents well into the future. And for **developers**, Lotus Symphony tools support Microsoft® Windows® and Office applications, which means you can get even more from your current investments.

IBM Releases Office Desktop Software at No Charge to Foster Collaboration and Innovation
NEW YORK, September 18, 2007 - IBM (NYSE: IBM) today announced IBM Lotus Symphony, a suite of free software tools for creating and sharing documents, spreadsheets and presentations.

Beginning today at www.ibm.com/software/lotus/sym... business, academic, governmental and consumer users alike can download this enterprise-grade office software, which is the same



Lotus Symphony Roadmap



- Symphony Launch
- Website Launch

Sept 07



- Code updates
- Enhanced Web community features

Oct 07

Lotusphere
2008

- Code updates
- Enhanced Web community features

Jan 08

- Enhanced free support
- Fee based support options
- Lotus Portfolio integration (Quickr, Connections, Sametime)
- Enhanced capabilities based on OpenOffice.org latest code
- Expanded participation in OpenOffice.org community

Summer 08
and beyond



Perchè Lotus Symphony (standard ODF)

- **Flessibilità di scelta.** Una suite di produttività, basata su standard, che lascia aperta la scelta del vendor e della piattaforma
- **Miglior costo totale di gestione.** Gratuita, col vantaggio di poter evolvere verso un supporto di tipo commerciale e di non essere legati a un particolare ciclo di rinnovo imposto dal vendor
- **Garanzia di durata.** Scegliere un formato che nessun singolo vendor possa controllare o discontinuare
- **Governance.** La durata e il supporto del formato è garanzia di un lungo e florido ciclo di conservazione dei documenti



Potenziale riduzione dei costi del Desktop

MS - Desktop Software Costs

- Microsoft Outlook 2007
- Microsoft LiveComms CAL
- Microsoft SMS CAL
- Microsoft Exchange CAL
- Microsoft SharePoint CAL
- Microsoft Office
- Windows Desktop Upgrade
- Windows Server CAL
- SQL Server CAL

\$76
 \$28 \$28
 \$37
 \$61 \$31
 \$85 \$68
 \$338
 \$199 RRP (\$171 Enterprise)
 \$26
 \$148



Enterprise CALs
Sharepoint and Exchange

Potential Desktop Cost Reduction

\$144

\$85 (includes support)

\$300 to \$800 / Desktop Potential Savings

IBM OCCS with Novell - Desktop Software Costs

- Lotus Notes 8
- Real-time Collab
- Messaging
- Collaboration
- Basic Document Management
- Office Productivity Editors (Compatible with MS Office files and ODF)
- Composite Applications
- SUSE Linux Enterprise Desktop 10 (SLED 10)

Desktop is Approx US \$1069 RRP

Desktop is Approx US \$229 RRP

Note: All prices are approximate RRP prices in US\$



Cosa dice il mercato



July 2007

ZDNet (UK) - Upgrading from Windows XP to Vista poses significant challenges for IT departments warns Dell, as it softens its sales stance on the OS

<http://news.zdnet.co.uk/software/0,1000000121,39287855,00.htm>



June 2007

Analyst firm Gartner has expressed surprise at the number of Australian organizations reluctant to upgrade to Vista and Office 2007 without exploring alternatives. According to the results of an online Computerworld poll, a mere four percent plan to upgrade this year, **while 77 percent plan to explore alternative solutions before making their move.** Gartner research director, Martin Gilliland, said the results are unexpected. **"I'm surprised that so many think there is an alternative,"** he said adding that the only options are Mac, Linux or skipping Vista altogether.

<http://www.arnnet.com.au/index.php/id;634523134;pp;1>

June 2007 ✂

<http://www.thebusinessedition.com/ibm-offers-new-open-client-solution-for-enterprise-pcs-698/>

Shiva Ramani, Co-Founder and CEO Cybernet-SlashSupport(CSS) said, "As a fast-growing provider of technology ✂ infrastructure support to multinational clients around the world, we have a tremendous focus on collaboration and on open standards. IBM's new open client solution offers the best combination of functionality and flexibility at a fraction of the cost of proprietary solutions. In line with our philosophy of practice what you preach, we are implementing the new IBM open client offering across our organisation."



March 2007

Hewlett-Packard is closing custom deals for thousands of desktop PCs running Linux, which has the company assessing the possibility of offering factory-loaded Linux systems, an HP executive said. "We are involved in a number of massive deals for Linux desktops, and those are the kinds of things that are indicators of critical mass. So we are really looking at it very hard," said Doug Small, worldwide director of open source and Linux marketing at HP.

<http://www.crn.com/hardware/197800591>



Feb 2007

Linux arrives on 50,000 government desktops in Brazil

<http://www.eweek.com/article2/0,1895,2094861,00.asp>



Cosa dice il mercato



August 2007



<http://www.eweek.com/article2/0,1895,2168426,00.asp>

“The number of developers targeting Windows decreased by 12 percent in the last year, while their targeting of Linux has increased by 34 percent over the same period, recently released information from Evans Data shows, Crawford said.”
Cole Crawford is an IT Strategist at Dell.

August 2007



The Electronics Corporation of Tamil Nadu (ELCOT) in India is rolling out SUSE® Linux Enterprise across 30,000 desktops and 1,880 servers in Tamil Nadu's schools, after ELCOT itself has migrated its entire IT infrastructure from Microsoft* Windows* to SUSE Linux Enterprise Server and SUSE Linux Enterprise Desktop from Novell®.

August 2007



<http://www.desktoplinux.com/news/NS1990237723.html>

In his LinuxWorld keynote speech August 7th, Dell CTO Kevin Kettler announced that Dell would be offering Novell's SLED (SUSE Linux Enterprise Desktop) in China as a pre-load on Dell systems.

August 2007



<http://www.desktoplinux.com/news/NS2530181188.html>

Dell and Canonical announced that Dell would start selling Ubuntu-powered consumer PCs in Europe on Aug. 8.

August 2007



<http://www.lenovo.com/news/us/en/2007/08/novell.html>

Lenovo and Novell today announced an agreement to provide preloaded Linux* on Lenovo ThinkPad notebook PCs and to provide support from Lenovo for the operating system. The companies will offer SUSE® Linux Enterprise Desktop 10 from Novell® to commercial customers on Lenovo notebooks including those in the popular ThinkPad T Series, a class of notebooks aimed at typical business users, beginning in the fourth quarter of 2007.

July 2007



<http://www.pcworld.com/article/id,134962-pg,1/article.html>

Acer president Gianfranco Lanci today became the first major PC manufacturer to openly attack Microsoft over the Windows Vista operating system. He was quoted in the Financial Times Deutschland . Lanci said the operating system was riddled with problems and gave users and businesses no reason to buy a new PC, according to the report.



IBM open collaboration client solution – Sommario

- **Indirizza la richiesta di mercato di soluzioni desktop innovative che consentano flessibilità e scelta**

- **Componenti della soluzione**
 - **“Best of breed collaboration software”**
 - Lotus Domino, Lotus Notes, Lotus Sametime, Lotus Expeditor
 - Mozilla Firefox/Microsoft Internet Explorer access to IBM WebSphere Portal
 - Lotus Quickr, Lotus Connections software

 - **Application development, composition, and Mashups**
 - Rich managed client: IBM Lotus Expeditor - based on Eclipse
 - WebSphere Portal, Portlet Factory, IBM Workplace Forms

 - **Customer choice of productivity editors**
 - IBM, OpenOffice, StarOffice or Microsoft

 - **Software Services**
 - Best practices – Thin Client (Browser) , Rich Client and Fat Client desktop deployments
 - End user usage Segmentation model based on roles and business processes
 - Pilot, Application migration, Management and Deployment services

 - **Operating System: Supports Red Hat Desktop, Novell SUSE Linux Enterprise Desktop, Microsoft Windows and Apple Mac OS 10**



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