

**IBM**

**Moderator: Sean Poulley**  
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**10:00 am CT**

Coordinator: Welcome and thank you for standing by. At this time all participants are in a listen only mode. To ask a question during the question and answer session, please press star then 1 on your touchtone phone.

Today's conference is being recorded. If you have any objections you may disconnect. And now I'll turn the meeting over to Mr. Sean Poulley. Sir, you may begin when ready.

Sean Poulley: Thanks very much. Good morning and good afternoon and in some places good evening, everybody. And welcome to our sales presentation on Collaboration in the Clouds with IBM LotusLive.

I'm going to be joined during the course of this meeting by a colleague of mine Brendan Crotty. And what we're going to try and cover in the next 50 minutes or so is, you know, what we're seeing from a business imperative point of view, you know, what's driving people's desire to move to the clouds.

You know, what is Lotus doing about it? And, you know, maybe we'll just, you know, take a few minute as a health check as to, you know, what's occurring in the Lotus business. And then we'll talk about LotusLive.

And then most impressive of all I think we'll actually just show you LotusLive. And actually what you're looking at right now which is LotusLive. So why don't we kick off? If I can have the first chart then please.

So I like to start from the context of business. Too frequently in the cloud - people talk about the cloud like it's some special magic and special nirvana. But the reality is that it has a place and it starts with what, you know, companies are trying to do.

And when you take a step back and you take a look at some information that we garnered from our CEO study that we did in 2009, you see things that are not particularly - well, in terms of increase of agility or driving efficiency and effectiveness, those are things that CEOs have wanted to do for many years and continue to want to drive more effectively, more quickly.

The two things that are really starting to come to the fore that CEOs are worried about when thinking about their customers is, you know, how do I turn information into insight?

There's so much visual content being loaded up into company systems, into the Web that it - actually finding the information in all of that data is an increasing problem.

And most exciting of all from a Lotus point of view is that now collaboration connecting and empowering people has moved from being some departmental sport which is nice to have to an actual corporate imperative.

You know, we've gone past the days when people glibly put in their annual reports and people are our greatest resource. We've got to the point now where if our companies - our own company and your companies and others - don't figure out a way to connect and empower people and make them more effective and productive and efficient at what they do, then the only other opportunity that they have to improve is to actually have more people, which is not something many companies are in a good economic position to do.

So what we see here is that, you know, collaboration and connection has become a key business imperative. And actually having the skills to be able to execute what you need to do is an equally large imperative for many businesses.

So if I could have the next chart, please. So the way this gets translated in terms of IBM strategy for those of you that have seen it is into the Smarter Planet Initiative. So a Smarter Planet is an aspirational imperative that the IBM Company is tapping into.

And it consists of really four main - four main initiatives. And dynamic infrastructure I think we all understand speaks to agility and the purple signifies that very much around the WebSphere branded products.

New intelligence around analytics and content and information, you know, addresses that explosion of information that's happening in the business. You know, clearly there are no companies that don't seem to have some green agenda now.

And it's not just because it's groovy and trendy, it's because it actually helps make business. And we have significant capabilities in this area too. And then

last and by no means least, the one that Lotus' focus is on at the forefront of is the whole idea of a smarter world.

And if we can figure out how to optimize talent in our organizations both inside and outside the organizations that we have in this connected intelligent world then, you know, surely we will help make a smarter planet.

So that's the key imperative - the key role that Lotus plays. And what I'm trying to convey to you, and I hope you're getting, is that, you know, Lotus is an absolute central part of the IBM - the IBM company strategy. Could I have the next chart, please?

So just to give you a little sense - for those of you that are familiar with it, you'll notice. For those of you that aren't familiar with it, you know, you may be a little surprised. You know, just a health check on the Lotus business.

Very healthy, robust business as you would expect in a fast-growing market segment such as collaboration. Over \$1 billion invested over the last three years and if anything we're accelerating that investment. The business is absolutely growing. And (outside) product is the fastest growing product that we've ever had.

We continue to lead in the portal business despite all the consolidation. And the Lotus Connections social software product is without a doubt the fastest growing software product not only in Lotus history but frankly in IBM history.

You know, we continue to expand. Sametime continues to have a significant share of market not just in the IBM world but also in the Microsoft world. And we continue to innovate. You know, LotusLive has been singled out for a variety of awards over the course of the last year or so.

But it's not just LotusLive. You know, it's Symphony and most recently announced Project Vulcan, which is our strategy and our point of view for collaboration for the future.

And last and by no means least it's because the business has been successful, you know, we've generated a variety of new partnerships extending to hundreds of millions of end users as a result of those partnerships. So can I have the next chart, please?

So in terms of the Lotus strategy itself, it really breaks into, you know, three core areas. The first is, you know, how we create a set of collaborative services that are role based available in the context of the business process that you may be interacting with and integrated with the relevant back end information sources.

Available through whatever the natural intuitive user experiences that you might want, whether that be a (rich) client browser or mobile device. And we really do believe very much that you want and need to have business class collaboration at any time, anywhere.

We have and always have had a very strong tradition of protection of investment and low cost of ownership. And, you know, that's one of the reasons why, you know, we are so keen on open vendor solutions, because we think that helps manage costs.

Integration platform for business applications - clearly as we drive our, what I would describe as our SOA collaborative services, open-based services, our ability to integrate those services into the business processes that you have and

information sources you have is considerably easier if you're not locked into proprietary methods.

And then last and by no means least, as you will have seen in the course of the last several years, you know, not only are we delivering our capability in world class software form, but we're now delivering it both in appliance and cloud spaced form as well in the form of LotusLive. So if I go on to the next chart then, please.

So what's driving it? And we talked about how people are interested in the cloud because they can make more money or save money. Well, here you see it, right from the most recent study that we did in 2009. Roughly about 1000 people surveyed.

You know it's some very interesting data in terms of, you know, why they perceive they want to go to the cloud. Clearly cost savings and time to value are absolutely at the top of the list. For good or ill, customers feel that they only want to pay for what they use and they sometimes think that, you know, they are spending more on hardware than they might necessarily need to.

Most interesting and most important from a cost point of view is that professional sourcing has done a fabulous job on IT in the course of the last - the IT and it's in the course of the last 15 years to the extent that in the order of 80% - I'll repeat that - 80% of the IT budget is now people and administrative costs.

So one of the key interests that many companies have in the cloud is not necessarily having reduced say software subscription costs, it's actually how they reduce their overall IT costs, which are now largely driven by people.

Clearly time to value is important. Many companies, particularly mid-market companies, you know, can sometimes be challenged with the cycle of doing upgrade.

And in many regards this is a problem that exists in companies that are under-resourced or under skilled and therefore not well able to be able to take advantage of the latest great capability that we have on the on-premise portfolio.

And then last and by no means least, reliability. Many people in the cloud world will talk about 99.9% availability. But if you talk to many a mid-market company, you'll probably find that, you know, they either don't know what the level of availability is and they certainly don't think it's 99.9% availability.

The reason this number is only 50% is quite clearly our enterprise customers have a much greater ability to be able to manage their environments and have a higher degree and a higher demand on them than smaller mid-size companies. So if I move to the next chart, please?

So what's our strategy and how are we approaching the marketplace? Well, it's pretty straightforward. You know, we start from focusing on whatever the business problem is and from our point of view we think collaboration beyond the enterprise is a fairly ubiquitous pain point.

There isn't anybody that would disagree with that point. It is not that we don't understand that collaboration inside the company is a pain point for people as well but we think that when delivered in cloud form, you know, free from the boundaries of firewalls, the ability to collaborate across organizations, you know, is very easily, more manifestly done.

And, you know, today might actually be a good example of that in the meeting we're having just today. So clearly the need to drive top line growth and innovation in organizations, working more closely with customers and partners is what's behind that.

But obviously we recognize that cost reduction - as we saw in the previous chart - is a major driver for organizations, you know, as is the need to supplement skills.

And this is not just an IT statement. There are many of us who work in whatever line of business we work in have great difficulty doing our jobs without working with someone outside of the company.

And the same is true in the IT world, where, you know, working with someone outside the company to provide their IT systems, you know, can provide them with a level of capability that they may not be able to have themselves.

So the strategy is simple. You know, just deliver a set of services that dramatically simplifies and improves business interactions, organizations have with their customers and partners. Not rocket science, pretty straightforward and something we're starting to deliver on.

And we want to do that not just on its own but integrated with the business services that people use every day that allow you to seamlessly integrate people from outside the company as if they were inside the company.

So that's very much the top level view of our strategy. And the way in which we're doing this - if you would move to the next chart - is slowly but surely and steadily we're taking the same world class collaborative capability that we have on-premise and we're delivering it in the cloud.



And what you see in front of you is what I describe as our open system of systems. So I have a certain luxury that is not necessarily available in the on-premise world in that I can actually aggregate the individual collaborative services and reaggregate them very simply.

And the reason I can do that is every one of my services, the ones you can see here - this just happens to be a representative set that's growing by the month - every one of those services is integrated with open Web-based APIs.

So what does that mean? Well, that means three or four important things. The first thing it means is right now for the IBMers on the phone - right now what that probably means is someone sitting there thinking, "Hang on a second. This is the wrong package or solution for me. You know, I need something different."

And what it means is I can very easily repackage offerings in a way that is seamless to the end customer, you know, when they look at the solution on the glass.

The second reason it's important is that I'm going to add more collaborative services in a year, and I don't know how we'll integrate them into a particular package until we actually have them and the market tells us what they want.

So again I need openness. The third reason is we obviously need to integrate this world with the on-premise world. You know, we have every expectation and intention of extending the enterprise permits to the cloud.

And fourth and by no means least, and we'll see this a little bit later on, is the ability to seamlessly integrate into the key business applications that

businesses use every day as if it were part of the natural fabric of that company's application landscape.

And that's pretty important because when you think about what people do in companies and you think of your own job title, none of you are called collaborators. You might be sales people, you might be marketing people, you might be manufacturing people, and you do collaboration in the context of your job.

And so being able to integrate collaboration into what you do is of critical importance to us because we're trying to simplify and improve the way that you get your jobs done and the way that you work with people outside of the company.

So, in terms with how we package that today, if we go to the next chart - really three broad sets of offerings, two in each - conferencing, collaboration and email.

In the conferencing category we have LotusLive Meetings. We're in that right now. And, you know, for larger events or regularly scheduled meetings, LotusLive Events, which would integrate with your calendar system.

On the collaboration side, LotusLive Engage, which is pretty much the aggregation of all of the services you saw on the previous page and LotusLive Connections, which is a subset of Engage which has all the capability that you'll find in Engage minus the way of conferencing for people that either have another conferencing system or alternatively, you know, don't feel the need for Web conferencing.

Last and by no means least, we have a comprehensive set of mail offerings -- recently announced multi-tenanted version of LotusLive Notes just recently into limited availability with general availability coming in the summer.

And of course LotusLive iNotes -- our light-weight Web-based mail -- and as you can see from the title, you know, this is not your father's IBM. You know, our services are starting as low as \$3 per user per month. So this is a solution that is tailored and affordable for any size of business.

So what I think we might do rather than talk any more about it is I'll invite Brendan Crotty, who runs Product Management for me here to take you through a quick tour of what LotusLive is for those of you who are not totally familiar with it.

Brendan Crotty: Great. Thank you, Sean. And what I'll do is I'll start off and first by just sharing my desktop. I'm going to give you a kind of a whirlwind tour of LotusLive with the time that we have available to us.

And the first thing I want to show you is basically our Web front to LotusLive. So if you go to LotusLive.com you get a lot of information around our services, our offerings and there's some great collateral videos, demos, et cetera that you can (take) and tap into and get a lot of information around our service.

Now once you become a subscriber to LotusLive, you're brought into what we call the dashboard. Now the dashboard is designed to be an aggregation of content. What's relevant to be within LotusLive.

And the other thing I want to point out is really around how you're defined within LotusLive. You're defined as within an organization. And you can see here that Brendan Crotty is defined within the IBM OCS organization.

And one of the things that I want to point out is we've actually taken and some of the services that we have on plan in (light-loaded) connections and we've introduced the social aspects to LotusLive.

So what we've done here within your profile and is giving you the ability to opt in to our LotusLive network. And I can publish my name, my job title, picture, company, et cetera so other subscribers to LotusLive can do a search on any of those items and send me a connection request.

And this can be defined at an individual level as you see here within the profile or if your organization doesn't want that information being published outside of the organizational boundaries the administrative can control and limit what you can publish outside the organization.

So based on what Sean just went through on the dashboard, I'm provisioned for basically the offering that I've purchased and obviously since I run Product Management I have access to all of the capabilities within LotusLive.

But obviously depending on what offering you're provisioned for will dictate what level of service that you will get and what options will be available to you on the left-hand side.

And so right down here you'll see that I have access to Mail and Meetings, right, which we're in. It's my (persistent) meeting is available to me 7 by 24. The Events service - that's really front ends our Meetings service so an event

like this we can basically schedule the meeting, we can have a place for - and participants to register, we can get them to fill out surveys.

We can track, right, whether they're registered and actually attended the conference and also be able to send out notifications, right on a weekly, daily or even hourly basis prior to the conference.

And activities - actually we took this from Lotus Connections, so this is all about the ability to be able to create ad hoc and projects, right on specific deliverables that I may have on a daily or weekly or monthly basis.

Files is my online storage system. Forms - this allows me to be able to create survey forms and be able to send them out to participants for meetings for example - my peers, colleagues or customers and partners and then capture those results back within LotusLive Files.

At Charts, we took actually from and - research - IBM Research. It used to be called (unintelligible) and we (productized) it. This allows me to upload raw data let's say from a spreadsheet and visualize and that data writes to a diagram or chart.

And finally we've introduced a real time community leveraging our Sametime technology. And so this allows you to be able to add in the LotusLive.com community to your Sametime connect client and be able to add in buddies, right directly into your buddy list and be able to communicate and collaborate with your customers and partners real time.

And then we kicked off an initiative around LotusLive (Labs). Sean hasn't mentioned this yet, but this really is basically a way for us to expose a new innovative technology that's either coming out of research and/or for you to be

able to look at new capabilities that are going into LotusLive and being able to - and basically use them and give us feedback on the technology, et cetera in a very controlled environment.

So if I just move over to the dashboard into the center you'll see here, right, like, you know, real time updates. You can see here that (Allison) has updated a file. (Dave Giordano), right, has updated a document and again, with a single click I can get access to that.

But you'll notice here in the profile card that I can pivot right to his profile and get all the information about what he put within his profile. I can pivot to files that he's shared with me. I can invite him directly to a meeting or even start an activity directly from this profile.

And then you'll see up here under Requests and that Stuart McRae, right, has sent a communications request for me. So he did a search, right, within the LotusLive network for my name and sent me a connection request.

You can see the limited information, right, that I get within his profile because I haven't started that business relation or I haven't connected directly with him. So obviously once I do that I'll be exposed right to his full business profile and I can start building upon that business relationship.

And so let me move over to the Collaboration piece. I'm going to move over to Activity. And really what I want to show you is the linkage, right, that we've built across the services.

And it's very important as we went through the design elements of LotusLive is building (out) and key elements in regards to making sure that end users

have the ability to be able to get access to function without having to go to (yet a) destination.

So you'll see as I navigate through this that I get - it's very easy for me to get access to different function or capabilities based on the context of where I'm working. So what you just saw was my dashboard with a list of all my activities, right, on my dashboard.

If I go into the H1N1 influenza cases, you'll see here that I've broken it up into specific sections, right. I defined the roles and responsibilities of this activity, and again everywhere I see a name, right, for Chris Paul, I can get access to their full business card and pivot to different areas, right, and based on that profile I've defined the project milestones and relative to this project.

I've even created a discussion forum directly within this activity. And then under Web Conferencing - and I have the ability to be able to manage all of my weekly meetings for example. I can even launch my Web conference directly from this activity.

Now one of the key differentiators that we have within the LotusLive again is around the linkage, right, that we built across and the services. So under Reference Material, right, we all have many projects.

We all have many different destinations that we have to upload documents to and more times than not we have to upload the same document, right to multiple team rooms or different types of solutions or applications.

And by doing that you loose control in regards to versioning and who you're sharing it with. Now with LotusLive we've actually given you the ability to be able to hook in to our storage system - or online storage system, where I'm not

uploading the file to individual projects. I'm linking the file from LotusLive Files into many different projects that I may have.

So you can see here under Public Presentations that I have a link to LotusLive Files. And as I click on that link, now it brings me to that document. And the user, when they click on that, once they get into that file, will be guaranteed on this parent link that you see here on the top to always get the most recent version.

And you're able to share that based on access control at a very granular level into multiple activities. So now you have control in regards to one, versioning control, and two, who you are sharing this with within this environment.

And so here you can see I have the ability to do very light-weight comments, right, directly related to this. And we really need to share, so this again we spend a lot of time trying to understand and come up with the right approach on how we would bring people in, not only from inside your organization, but more importantly outside of your organization to share information across company boundaries outside that firewall in a very easy and simple way.

And so one of the things that we wanted to do - and as a subscriber to LotusLive I'll obviously want to share a document with someone who is not a member or a subscriber to the LotusLive environment. So how do I do that?

And without forcing that person to become a subscriber or be part of this environment before I can do that? And what we've done is we've introduced what we've defined as the guest model.

And within the shared dialogue box that you see here, I have the ability obviously to share it with people inside my organization. But if I wanted to



share this with let's say a partner I have - let's say a presentation that I'm co-editing with him on.

I can publish this document to LotusLive Files. I can enter in his email address either as a reader or an author, so it can be (joesmith@aol.com) and (Joe) will get that email within his AOL Inbox.

He's got two options. He can download the document directly and from his Inbox without having to come into the LotusLive environment or he can click on the second link which will allow him to create a guest profile within our environment.

When he clicks on that link he'll be brought to a registration page. It will already populate his email address and then just ask him to create a password. Once that's submitted and completed, he'll be brought in and given direct access to this file.

So literally with about three clicks, (Joe) was able to get access to this information in a very secure environment without having to go through a lot of hoops or roadblocks to get access to it. And so we think this is a very powerful feature and a key differentiator, right, within the marketplace.

And the other things here I can show you I can control obviously download history, reversion and control, who I've shared this with obviously and then collections - think of a collection similar to a playlist within iTunes, a single song, multiple playlists, single file, multiple collections.

So if I click on the H1N1 and collection you'll see here that I have multiple files. And if I right click on the arrow over on the right-hand side you can see

again I can take an action, right, and get access to either sharing the collection and upload it in version but more important present in a meeting.

We've all been in a situation where we've been on the phone, we've been talking about a specific file, and we say, "Let's get into a Web conference." And so here we built a linkage again from a context of LotusLive Files.

With a single click I can now launch into my Web conference, so essentially what I'm doing right now is launching a Web conference within a Web conference. And but it launches my Web conference, but not only does it launch my Web conference, it actually brings the file in with me.

And so it saves me from actually going to (yet a) destination and say let me launch my second conference and two, let me find the file where I have to upload it and publish it to that Web conference.

And so we've made it very, very easy from an end user perspective to be able to get access to this level of function, be able to bring in the information that they need to collaborate on with their either peers, colleagues or partners or customers.

So you can see here that it has just launched my Web conference and it's actually brought in the file and that I just right-clicked on to that Web conference so I don't have to go look for it, search for it, et cetera, and it will just publish this document directly to the Web conference.

And here's the thing that allows me to do as well is actually access my LotusLive Files directly from the Web conference itself. We've built in a lot of integration, right, with our - within LotusLive to be able to expose additional

function and based on the function that we provide in the Services with LotusLive and exposing it through the Meetings service.

So for example, I can get direct access, right, to my LotusLive Files library directly from the context of this Web conference. And so that has been kind of a whirlwind tour.

I know I went through it very, very quickly. And but what I'm going to do is I'm going to hand it back to Sean and he's going to bring you through some additional slides and then we'll go into the partner demonstration. Sean, back to you.

Sean Poulley: Okay. So we've had some terrific success. I wanted to share with you some of the success we've had and why we're having it. First of all, wanted to say a few words about Panasonic. Some of you will know that in the fall Panasonic signed a global contract with us to deploy LotusLive on a worldwide basis.

And it is without the shadow of a doubt the largest collaboration - cloud collaboration project that's been selected or we're going through a selection process and represents in the order - coverage in the order of about 300,000 employees - maybe as many as 380,000 employees.

It may also be among the largest cloud projects ever selected. Now why did Panasonic choose us? Well, the reason they chose us is that what they wanted to do is globally integrate their business.

You know they're a global network of customers and partners and for many - and for Panasonic two years ago as they started on a transformation they felt that they were really more of a national entity rather than a globally integrated enterprise.

So they selected LotusLive as the platform to enable their global integration both inside the company and outside of the company. And they selected it because of its superior extranet collaboration capabilities, its open architecture to be able to integrate third party capability as well as the economics associated with the cost of deployment.

And, you know, if you are interested in learning more then you can go to the LotusLive Web site where you can see a video where the Panasonic team talk more openly about what they're working on.

If I go to the next chart, we have another project that we've been working on called SMS for Life. This one is very, very different -- couldn't be more different than working with one of the largest global companies on the planet.

SMS for Life as a project has probably only involved about 20 or 30 people. It's a project that we did with Novartis and Vodafone and the Tanzanian Ministry of Health to help halt malaria in that country.

And the business problem is pretty simple, you know. Over 1 million people die every year in Africa from malaria. You know, for those of you that have a mathematical bent, that's actually one person every 30 seconds which is rather, you know, shocking frankly. Now, especially as malaria is an entirely treatable condition.

And so the challenge was to get the right vaccine, the right medication to the right place at the right time. You know, pretty much your average supply chain, you know, challenge but with much great consequence when you run out of stock.

So the team works together to get the project up and running using LotusLive. And they believe that they saved in the order of between a month and two months, you know, of being able to collaborate between our various companies and the Tanzanian Ministry of Health.

So that in itself was pretty impressive. Much more important, in my opinion, was that in the first month of deployment of the solution they were able to reduce the number of stock-outs that they saw in one district by up to 75%.

So this is very - this is a project that makes us as IBMers very proud because this is doing something that really makes a difference to the world and in very dramatic, personal ways.

So the point here to convey is that LotusLive isn't just a solution for the largest enterprises. It's a solution that will work in what might be considered, you know, one of the most inhospitable parts of the world for cloud based services, you know, in the villages of Africa connected to cell phones.

So if I may, what I'll do now is I'll move on to the next step. So I talked earlier about the importance of integration to on- premise and this matters a lot to us. We have a very different point of view than some people that will portray death of software.

Frankly, the death of software has been, to plagiarize a phrase "wildly exaggerated." And frankly, you know, the world of our customers, you know, care less about life and death of applications. They care more about how they protect their investment and grow and expand their investment.

And so for that reason, and many others, you know, our goal is not to replace software on-premise, but to expend the enterprise perimeter to the cloud

ensuring that it's integrated with what customers have already to the extent they want it to integrate and it meets their standards of security and compliance.

And we think we're far and away one of the leaders in this place and why wouldn't we? We've only been doing it for a living for the last 20-30 years, maybe longer.

So in terms of, you know, where we see those areas of integration threefold as you can see on the chart, you know, extending infrastructure integration like single sign-on or directory integration or provisioning or deprovisioning. Now that's one area of what I would describe as integration infrastructure, very important for our customers.

The second is policy integration. What is the security policy that the company has, you know? What are the rules for password for example? You know, what are the rules for privacy and how do I implement the same rules that I've got, or similar, in my cloud based solution?

And then, last and by no means least, application integration either through standard APIs or standards protocols so that we can have seamless integration of, you know, maybe your Lotus application on-premise or some other application on-premise connected seamlessly into the cloud.

So this is an area of very significant import for our customers. Now our customers do not treat it glibly. They do not think of the death to software. You know, they think about how they protect their investment and we're very strong in this particular space.

If I may go on to the next chart, please? So Brendan mentioned LotusLive Labs. You know, this is a great opportunity for innovation for the IBM Company. Here what you're seeing is the Lotus organization and LotusLive in very close partnership with IBM Research.

Now, many of you will know that IBM Research is the pre-eminent research organization in technology in the world. We've delivered more patented technology to the world every year for the last ten years than, you know, nearly the next ten put together. And yet, having that invention doesn't necessarily mean innovation.

And so the brilliance of the combination of LotusLive with IBM Research is now we're able to bring those cutting edge innovations that are frankly, not easily seen and observed inside of IBM Research hitherto, directly to the market for early evaluation and insight. And they're available right now as you can see at LotusLive.com, you know, slash LotusLive Labs.

Unfortunately we don't have the time to take you through all of LotusLive Labs, but when you get to the end of this meeting, I would hope that you would get your own subscription and you'll be able to access some of the cool new technologies that our research partners have been building with us for you.

So we go onto the next chart. This is the area that I have great excitement and passion for. And that is how we integrate LotusLive and how it becomes an extensible integration platform.

I talked earlier about it being, based on open rest space APIs and our goal is to extend the value of LotusLive with our partners applications or for our

customers to extend the value with their capability or vice versa. And we think this is first class example of how we will deliver collaboration and context.

And if I go onto the next chart please. What you'll see is that we're able to extend the business value of LotusLive through a whole variety of partners, not just through the applications themselves but the ecosystems that exist with those partners.

If you're a customer for example that uses Salesforce, it would be crazy talk, crazy talk to use anything else other than LotusLive. You'll see in a minute just how good and effective that integration is. Similarly, if you happen to do contracts for a living, having integrated contract management and electronic signature, you know, is an absolute boon.

And similarly, integration with voice via Skype - the Skype network and why should it be that it's just business applications? Why would it not be business services like being able to weave the fabric of logistics into what you do every day?

So what I'll do now, if I may, is pass back to Brendan. Hopefully we've got a little zappier speed of connectivity, but maybe not. And I'll ask Brendan to take you through some of the partner integration.

Brendan Crotty: Thanks, Sean. So speaking of signing a contract, boy do I have a demo for you. So it's going to revolve all around signing a contract, right? Leveraging what Sean just showed you from a Skype or talked about from Skype from Salesforce.com and Silanis perspective.

So let me share my screen again. Now one of the things that we do, we work very, very closely with these partners and one of the things that we focused



very heavily on was how we would deploy this and as you're defined as an organization within LotusLive to your user community, right, or to your end users.

We absolutely did not want just to turn these capabilities or additional function on for everybody to view that is a subscribed to LotusLive. We wanted to put in the right level of administrative controls and into LotusLive so you, as a defined administrator within the organization, could basically dictate who within your organization would be exposed to this.

Because a lot of our customers right, don't want certain segments of the organization getting exposed to new function and it will generate a lot of calls to the help desk, and et cetera.

So we put a lot of control over how these things are turned on or off. So under the Administrative panel, first of all we've added in a new panel, or a new option called Integrated Ops. This is where you'll be able to view all of the applications, right, that we are delivering within the service.

So here you can see I've got sales force, Skype, right, Silanis, two - I should say two flavors of Silanis right, e-SignDoc and e-SignRoom. Now, you also see that I have the - obviously the ability to turn it on for every single user within the organization or I can enable it just at an individual level.

So if I go under User Accounts, for example you'll see here that I have the ability and if I edit one of these documents or the users to turn this on or off at an individual level.

So now that the service has been enabled, what I'll do is I'll show you the integration and how it's exposed, right, through our services. And first of all,

go to Skype, right. So for example and we probably need to start a conversation, right, or a conference call around the contract.

And so the first thing I can do is I can go to somebody's business card - let's say I need to do it with (Dave) - and I can go to (Dave Giordano) - you may have seen this in the first demo - we exposed Skype and API call or the call control I can say to the business card.

And I can call (Dave) directly from his business card, no matter where I am within the organization - or sorry, within the service. The other integration that we've done with Skype is within their files. So here I'm in that file that I just showed you a moment ago.

And we've added in the call control More Actions. And under More Actions, you have obviously a number of options that you can - you can select from. But we've added in the Skype audio conference call controls to that option menu.

So by clicking on that and it now brings up everybody that's in the access control, right. So here are people in red, right, that don't have any information within the profile or that are defined as guests.

I can clear all that instantly and if I wanted to bring in other people - and let's say for example Sean Poulley - I can very easily bring him in and add him to this conference call.

And you'll see here based on his profile I can call him on Skype using his Skype name. I can call his desk number or I can call his mobile phone. And you'll also notice down here after dialing I can launch My Meeting Room, and be able to launch a meeting directly and Web conference directly with Sean.

And so if I move on to after we've negotiated the - or sorry, talked about the contract over the phone, now what we need to do is actually review the contract and make sure that it's ready for signing. So I'm going to move over to Salesforce.

So if I log into Salesforce and now you'll notice on my Salesforce and experience we've routed in a new tab into the Salesforce experience. And you'll notice here it's LotusLive.

So once you've enabled the bits on the LotusLive side from a Salesforce perspective, the bit that you need to enable and build a linkage to LotusLive and are exposed on (op) exchange.

And the administrator for Salesforce just needs to enable those bits for users who want to build and leverage, right, the LotusLive services within the Salesforce experience.

And so once that's done and the user logs in, this is the experience that they'd get. They get a LotusLive dashboard, and here you can see it's very similar to capabilities that you would see on your own dashboard in LotusLive.

And when we went through the use case we were very focused on a few core things that we were - that we wanted to add value to this experience on. And that was obviously Web conferencing and the ability to be able to share content or files in the Salesforce experience.

So here I can actually get a conference ID that says Sean's Conference ID. I can join the meeting instantly directly from here. Or I can even host my meeting and launch it directly from this dashboard.

Another area that we've done is around sharing of files. So if I click on Access and Share in LotusLive Files and it actually renders the files directly into context of the Salesforce experience. It doesn't bring me over to LotusLive but it's hooked into our LotusLive File library and exposes these documents all in the context of the Salesforce experience.

Now the other area that we've done specifically around the use case is on the opportunity. And this I think is quite powerful. We've got it in two specific buttons within the opportunity. Here you can see (data bank) in the final negotiation stages of the contract and now I need to bring in a number of people to review that contract prior to getting signed.

So I need to be able to invite people into a meeting and publish that document and review it with these people. So by clicking on Invite to the LotusLive Meeting it brings up everybody that has access to this contract or to this opportunity.

So I'll just select Beverly and click Invite Selected and it will send them a link to my Web conference. And then once I've done that I can start my Web conference immediately.

So again, similar to what you've seen in regard to the linkage we've built within LotusLive Files where I launched my Web conference directly from Files, I can now do in the exact same thing but in the context of working within Salesforce.

And so as a Salesforce user, I now have instant access, right, to collaborate and bring people into my Web conference based on the context of where I was working.

So not to show you Web conference again, but really what I want to be able to show you is once the Web conference is launched, I would bring in the contract, I could potentially create To Dos, assign it to individuals, and then once I'm done with that, the information then is sent back to that opportunity.

So if I go back to the opportunity and one that I've done before, you'll see here that it sends a meeting report after the Web conference is finished back to that opportunity and it tells me, you know, who joined the Web conference. So obviously it was just myself that joined it. If (Beverly) and (unintelligible) joined their names would be listed here.

But it also lists the names of the files and a link to the file that was presented within that Web conference. And so here you can see I can download it directly from Salesforce or I can link it directly to LotusLive Files.

And finally I was able to create a To Do and within that Web conference and assign it to myself, and that's also listed and lodged directly within this meeting report.

So what you've seen I've sent a lot of information back about that meeting and what happened within that meeting so for managers who are looking to see the result and - or the progress or what was presented within certain meetings, they now have direct access in the context of Salesforce to the documents and tasks that were created.

Now that the contract has been negotiated and refined, what I need to do is basically sign the contract. And so what I want to do now is show you the integration that we've done with Silanis.

So here you'll see, right, I'm back up on my dashboard - and we've added in because I've enabled the Silanis capabilities you'll see here within the Extensions menu I'm now able to access the Silanis' solution directly from the drop-down menu.

And really what it's allowing me to do is run this application and inside of LotusLive as an additional service to the services that I'm already provisioned for. And I - now what it's asking me is to confirm, right, that I'm going to be able to send information from LotusLive over to Silanis' site.

Now the thing I want to point out here is that we do support single sign on, and so from an enterprise perspective we leverage (SAML) and then what we're doing is from a partner perspective we're leveraging (OAuth) to do password-less between our site and Silanis' site.

So you'll notice up here in the URL that I'm no longer in LotusLive.com, I'm actually in Silanis' site and which is the e-SignRoom.com site. And now but you'll also notice that I was able to maintain the navigation and the end user experience so I could navigate back to other services, right, around activities, files, forums and directly from their site.

And so let me see how this goes. In event the connectivity gets slow, we'll hand it back to Sean. But I'm just going to create an e-SignRoom very quickly and show you the capability.

And so by creating an e-SignRoom I'm just going to call it LotusLive. I'm going to save that and then what I'm going to be able to do is be able to add in a document that I need to sign.

So that document that I presented, right, in Salesforce example is now the document that we've reviewed and I need to be able to sign. So by selecting from the list it actually brings up my library from LotusLive Files. So I'm hooked in directly to the LotusLive Files library. I select the contract. This adds it now to the e-SignRoom.

But now I need to add in a participant. And so now what I do is I select from the list, and this actually pulls from my contacts. It pulls from my local contacts in LotusLive, my organizational contacts as well as people I've connected with within LotusLive, which allows me to be able to add them as a participant and to sign the document.

So let me scroll down here and let me choose let's say (Dave Giordano) allowing him as a partisan. And now that I've added both myself and (Dave) to the participant list to sign the document, I just need to prepare the document.

And so but up in the right-hand corner, but now by clicking on Prepare it's a launch Silanis' graphical interface and rendered a contract within their GUI. And if I scroll down you'll see here that I have the ability to be able to add in a name to the signature field.

And so here I've got Brendan and (Dave), so if I add Brendan - I'll just add him here - and if I want to choose (Dave) I would select (Dave) - he's green and I'll add an additional (GUI).

So once I've added the electronic signatures for both of us to sign, I save the document and then I go back to the e-SignRoom and all I have to do is just activate the room.

And I'm reading on the right-hand side what basically that does is by activating the room, it will send an email notification to both (Dave) and I with a link to this e-SignRoom for us to sign this contract.

And now, once that has been done, you'll see up here in regards to the status of where I am around the signature of the document. And the last thing I'll just show you before I hand it back to Sean, is just the process I go through on signing the document.

So if I click on the document again, you'll see that I get the document rendered within the user interface, and if I scroll down to the very bottom you'll see - similar to where you see (unintelligible) but with the little yellow stickie on the - where to sign.

You get the little stickie on the document and then I just click Sign and what now it's saying is that "Please confirm that you want to sign this document." So I'll confirm that. And now it's actually signed the document electronically for me.

This is done and authenticated using LotusLive to know that this is actually Brendan Crotty that is signing the document. And then once this is signed and once (Dave) has signed the document, a new version of this document will be saved back to LotusLive Files.

And with that, what I'll do is I'll hand it back to you, Sean, to complete the rest of the presentation.

Sean Poulley: Fantastic. So we're pretty much at time. And we just have to summarize and close here. So be respectful of the time that people need to get away. So let me first of all thank you. It's very exciting inspiration and frankly, that's world



class differentiation. Microsoft have nothing - I'll repeat this - nothing like what you just saw from Brendan.

And frankly Google are only starting to get their (forays) into it. So when you see a customer, ask them do they use Skype, do they use Salesforce, and frankly if they do there's no reason why we should be loosing to those competitors if those applications matter to those customers.

So lastly then, just to bring it home then, you know, we do think LotusLive helps you work smarter and in particular in the cloud. You know, we have shown with the customers that have come on board that we are reducing their IT costs.

You know, I think you've seen how easy it is to collaborate inside and outside of the enterprise. It's even easier when you have a good network connection. And clearly the ability to extend on-premise and to integrate with other partner applications is critical.

And trust me - hear me now, believe me later, you know. The focus on reliability and security and integration, you know, are critical differentiators. So with that I'll kind of move on to the last slide and, you know, just give you a little bit of a challenge for those of you who are not in LotusLive.

Go get yourself a free trial, check it out.

Coordinator: Again, thank you for joining today's event. As the discussion has concluded, all lines please disconnect.

END