

Lotusphere® 2010

LotusLive™



www.lotuslive.com

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Central/Eastern Europe, Middle East and Africa

Lotusphere Comes To You 2010

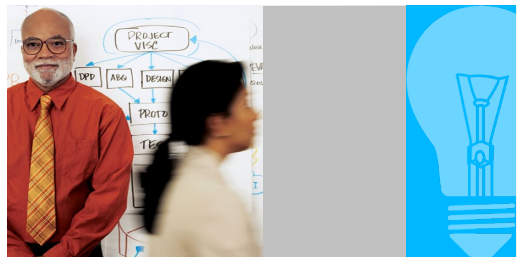
Lotus knows we are coming to a city near you.



Lotus knows.

Smarter software for a Smarter Planet.

The Lotus business platform ...



Knowledge Worker



Informational Worker



External Partners



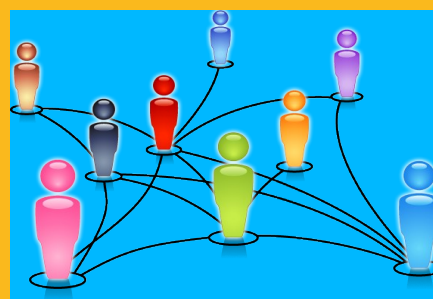
Universal Access



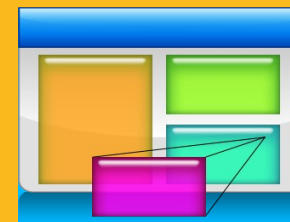
Messaging



Communicating



Connecting



Integrating

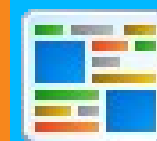
Lotus®

Open Standards Architecture

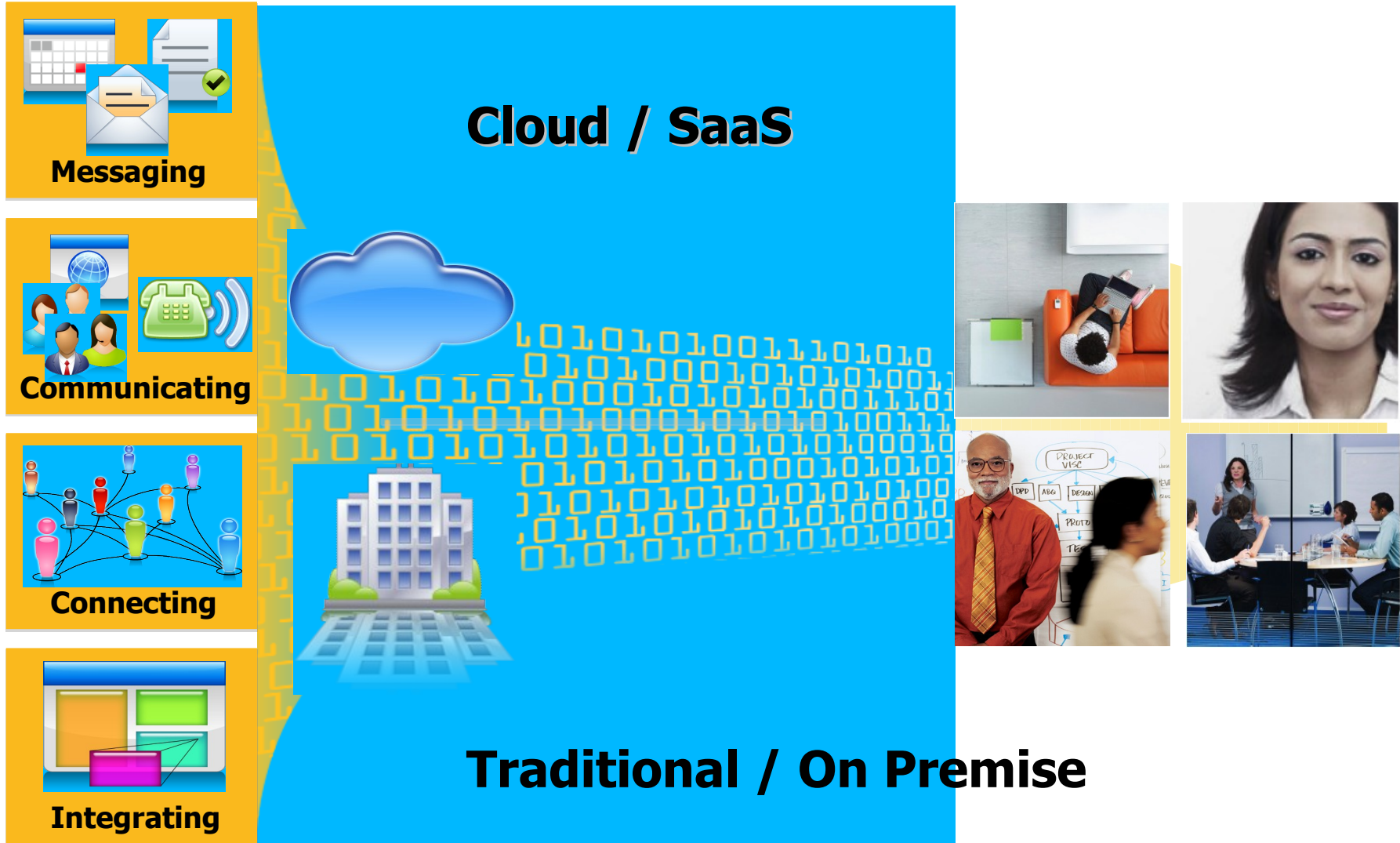
Business Applications



Information Management



Solution delivery strategy ...



Consumption & Delivery Optimized by Workload

“Cloud” is:

- A new consumption and delivery model inspired by cloud Internet services

Cloud enables:

- Self-service
- Sourcing options
- Economies-of-scale

Cloud Services

Cloud Computing Model

“Cloud” represents:

- The Industrialization of Delivery for IT supported Services

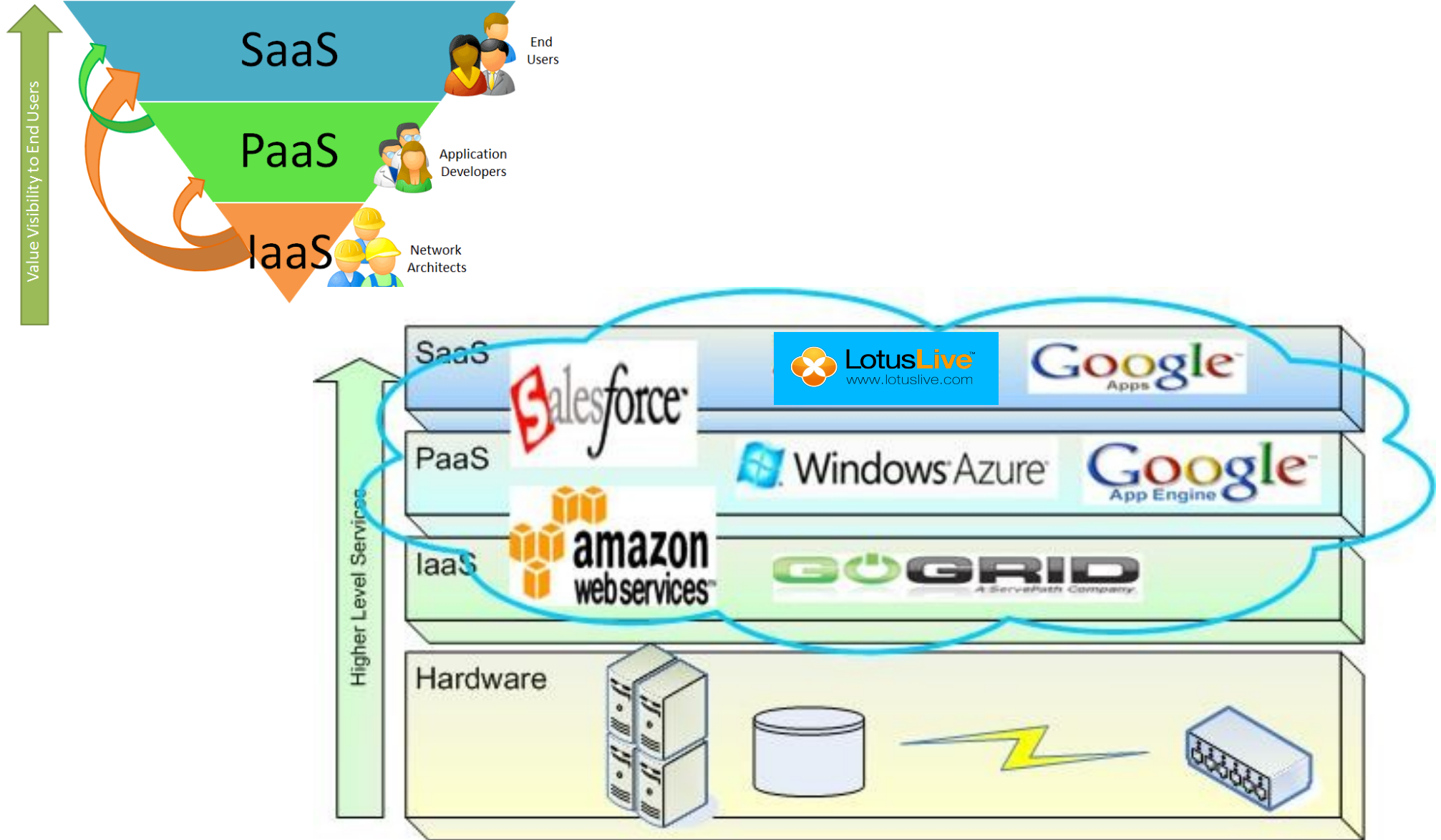
Multiple Types of Clouds will co-exist:

- Private, Public and Hybrid
- Workload and/or Programming Model Specific

Lotus knows.

Smarter software for a Smarter Planet.

Layers of Cloud Computing



The Power of Collaboration ...

IBM, Novartis and Vodafone join forces to help halt malaria in Tanzania



- **Objective**

- Improve stock management of medications to reduce Malaria which causes nearly one million deaths in Africa each year.

- **Challenge**

- Instantly access project information, across multiple companies, operating as a single virtual team.

- **Solution**

- Use mobile phones, SMS and LotusLive to track and manage the supply of critical medications.
- LotusLive provided global team current information on weekly stock data & health facility locations.

- **Benefits**

- Team savings on travel and time (1/2 day a week productivity enhancement)
- In the first month the solution was deployed one district saw the number of health facilities that ran out of supplies reduce by 75%.
- The pilot is now being considered for country wide deployment

The Lotus Software As A Service Strategy ...

- Engage the Right Resources, Business Processes & Information Across Company Boundaries

-

- **Our Strategy**

- Deliver a set of services that dramatically simplifies and improves the interactions organizations have with their customers and partners

-

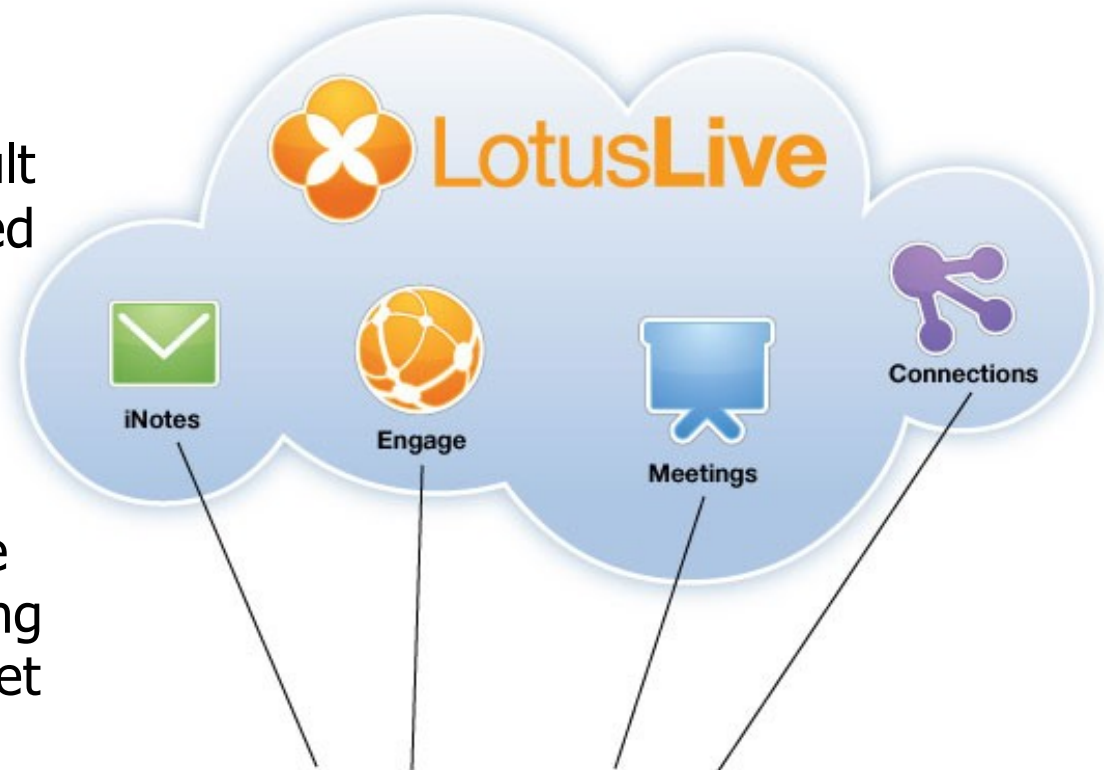
- **Why choose LotusLive**

- Easy to use integrated services – allow you to easily connect and work with people outside or inside their organization
-
- Offer integrated collaborative and social networking services connected to the relevant business services and applications
-
- Designed with integration in mind – allowing customers to extend their on-premise investments to the cloud.
-
- The trust and reliability you expect from IBM



Flexible Entry Points

- Customers usually enter the collaboration market as a result of a single requirement or need (email, web meetings, etc.)
- LotusLive enables customers to build out a complete extranet and collaboration strategy one service at a time – also growing from an existing on-premise set of capabilities
- A single landing and sign-on page provides customers with a single dashboard for all services [30-day trials for most offerings]



Multiple Entry Points for Organizations to use LotusLive

The LotusLive™ Portfolio ...



LotusLive Meetings

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



LotusLive Engage

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



LotusLive Notes

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



LotusLive Events

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



LotusLive 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.



LotusLive iNotes

LotusLive iNotes is a secure, **Web-based messaging** service providing essential messaging and calendaring capabilities

Lotus knows.

Smarter software for a Smarter Planet.

Accolades in 2009 ...

June 2009

LotusLive won the Buyer's Choice Award at the Enterprise 2.0 Conference in Boston, beating out Google Apps, EMC, and others

InformationWeek
BUSINESS INNOVATION POWERED BY TECHNOLOGY

Enterprise 2.0: IBM's LotusLive Connections Captures Award

The winner of the show's Cloud Computing Technology Buyers' Choice Award combines business social networking with collaboration tools.

By W. David Gardner, [InformationWeek](#)
June 24, 2009

URL: <http://www.informationweek.com/story/showArticle.jhtml?articleID=218101121>

December 2009

LotusLive was named the Best Cloud Application of 2009 by ChannelWeb, after their test center reviewed iNotes and Engage

The screenshot shows the ChannelWeb website interface. At the top, there is a navigation bar with links for Home, Communities, Newsletters, Subscriptions, and Events. Below this is a search bar and a login/register prompt. The main navigation menu includes News, Reviews, Research, Tools, The IT Channel, Networking, Security, Storage (highlighted), Hardware, Software, and Market. The main content area is titled "The Best Products Of 2009" and features a pagination control with "previous" and "next" buttons, and a list of product numbers from 1 to 17, with 13 highlighted. The selected product, LotusLive, is displayed in a preview window. The preview shows the LotusLive Meetings interface with a yellow header and a blue sidebar. To the right of the preview, there is a text box titled "Cloud Application: LotusLive" which contains the following text: "If you had written off IBM's Lotus group for dead, you'd have been very, very wrong. Not only is IBM's Cambridge, Mass.-based software operation as feisty as ever, its adoption of the hosted model for its core products is actually giving it a major technical edge. Case in point: LotusLive. The CRN Test Center looked at, and liked, LotusLive Engage and LotusLive iNotes -- two hosted applications that bring collaboration and messaging to IBM's cloud in a significant and aggressive way. While rivals including Microsoft have made no bones about the fact that they will be players in the cloud space with its messaging, e-mail and collaboration, Lotus is there in a business-ready way right now. As enterprises begin what could be a long, measured transition from on-premise IT, to a hybrid model, to cloud computing, the full suite of LotusLive products gives the channel a way to get started right this minute."

Panasonic Corporation ... Chooses LotusLive to connect global workforce

• Business

- Panasonic is a market and technology leader in consumer and industrial electronics

▪ Challenge

- Needed workforce to communicate and collaborate more efficiently with global customers, partners and suppliers

▪ Solution

- Adopt LotusLive Engage for Web conferencing, online meetings, file sharing, instant messaging and project management.
- Use LotusLive Connections for business social networking between employees, partners and suppliers to find and share the right insight.
- Migrate employees from Microsoft Exchange or other collaboration SW to LotusLive Notes and LotusLive iNotes for email, calendaring and contacts.

▪ Benefits

- Low cost and rapid deployment will provide immediate and long-term cost savings, offsetting recent economic setbacks.
- Superior extranet capabilities will allow Panasonic to provide a set of cloud collaboration tools for immediate access across all regions.
- Open architecture enables company to build on existing and future investments in its IT infrastructure, without increasing the resources of its IT departments.
- Advanced collaboration capabilities will facilitate global project teams and best practices for product research, development and sales, giving Panasonic an edge over competitors

"LotusLive is an integral vehicle for our employees to truly function as a globally integrated enterprise. It will allow us to work securely with our extended enterprise of Panasonic partners and customers as if they are all in the same location, bringing the promise of quicker, more efficient teamwork and commerce worldwide."

Mitsuhiro Aoyama, Vice President
Corporate Information Systems Company,
Panasonic Corporation



LotusLive Meetings



► *A complete reservation-less Web conference service that is browser based, easy to use and cost-effective*

□ Benefits

- Easy to use, intuitive interface
- Single point of management for video and Web conferencing service
- Accessible anytime, anywhere via a Web browser
- Credentials-based meeting access
- Dedicated one-call customer support
- Calendar integration with IBM Lotus Notes & Microsoft® Outlook
- One-click start of a Web conference from IBM Lotus Sametime messaging



Publishing



Application Sharing



Recording



Annotation



Polling



Chat



Events

■ Differentiators

- Security-rich network
- Flexible meeting management with attendee lock & participant roster control
- Multiple-language support (9 languages)
- Acceleration of service performance for international customers



LotusLive Events



► *A simple, intuitive user interface for managing web conferencing events*

■ Benefits

- Registration page with custom logo and event description
- Streamlined event creation process
- Upload presentation content in advance
- Rehearsal feature allows Presenters to get prepared and test system
- E-mail validation for all registrations reduces anonymous registrations
- Registration auto-approval option
- Export registrant details to CSV/Excel

Unyte Events

Use this page to review and edit events, start events that are ready to begin, and create new events.

[Create an Event](#)

You must know the date and time of the event before you can create it.

Click [Access Conferencing Materials](#) to publish documents that you can present in any of your events.
[Access Conferencing Materials](#)

Today's and Upcoming Events

There are no upcoming events. To create a new event, click "Create an Event".

Past Events

[All past events](#)

Event	Date	Time	Registered	Attended
Using Online Presentation Tools To Achieve Nirvana	08/25/2008	09:00	0	0

■ Differentiators

- Seamless integration with Lotus Sametime Unyte Meeting
- 3 pre-event e-mail reminders with customized scheduling options
- 2 post-event e-mails for attendees and non-attendees
- iCal attachments for easy scheduling
- Multiple-language support (9 languages)



LotusLive Engage



► *Complete suite: Online web conferencing, collaboration and social networking service designed for business allowing customers to work smarter.*

Benefits

- Meet and share information more easily with customers, suppliers and business partners.
- Securely connect from anywhere, anytime via a Web browser and internet connection
- Work beyond the boundaries of a company & outside of firewalls
- Affordable and accessible for companies
 - Lower upfront investment,
 - No IT staff required for implementation
 - Extremely easy to acquire.
- Work-ready integrated business applications

Differentiators

- No mining of customer data for advertising, or other purposes.
- Seamless capability for integrating on-premise (e.g. .Net, Java, Domino, SAP, Filenet, etc.) and cloud based applications to the end user
- Built on Web 2.0 based social networking model for more effective collaboration
- Multiple-language support (9 languages)

Features



Meetings

Always ready on-demand online meeting room. Easily invite others to join and share a file from the Store and Share service.



Files

Share targeted business materials quickly with an entire community or just an individual.



Activities

Create, prioritize and share information, documents and To-Do lists.



My Network

Add customizable, shareable contact information and leverage social networking features to connect with others.



Instant Messaging

Locate a contact in the LotusLive community and start a real-time discussion about new opportunities.



Forms

Create a survey and quickly visualize your survey data through different types of charts, graphs, diagrams, and maps.



Live Charts

Upload or create datasets and let Live Charts create an instant graphical view to share with others.



Events

(with Meeting Room sizes of 999) Online scheduled meeting service with pre-meeting email reminders



LotusLive Connections



► *Essential collaboration services. Online collaboration and social networking services designed for business*

□ Benefits

- Extend business processes and work teams to include individuals outside of your company
- Avoid confusion of email attachments
- Simply Share information more easily with customers, suppliers and business partners.
- Securely connect from anywhere, anytime via a Web browser and internet connection
- Affordable and accessible for companies
 - Lower upfront investment,
 - No IT staff required for implementation
 - Extremely easy to acquire

➤ Differentiators

- No mining of customer data for advertising, or other purposes.
- Built on Web 2.0 based social networking model for more effective collaboration
- Seamless integration between services
- Multiple-language support (9 languages)

Features



Files

Share targeted business materials quickly with an entire community or just an individual.



Activities

Create, prioritize and share information, documents and To-Do lists.



My Network

Add customizable, shareable contact information and leverage social networking features to connect with others.



Instant Messaging

Locate a contact in the LotusLive community and start a real-time discussion about new opportunities.



LotusLive Notes

Full-featured Rich Email Client



□ Benefits

- ▶ Extensive Lotus Notes expertise available 24x7 from IBM.
- ▶ Predictable costs with minimal upfront investment.
- ▶ Have IBM help manage security threats to your messaging environment.
- ▶ Benefit from the latest Lotus Domino release features while minimizing update and prototype efforts.
- ▶ Quickly roll out Notes capabilities to new users in your organization



▶ Differentiators

- ▶ Leverages extensive IBM experience in hosting enterprise-wide,
- ▶ Highly available messaging environments for mid-sized to large enterprises.
- ▶ IBM brings you extensive Lotus Notes expertise
- ▶ Industry-specific business insight, and technology capabilities to help you align IT investments with business goals.



■ Features

- E-mail, calendaring and scheduling with 1 GB mailbox per user.
- IBM Lotus Quickr® Personal Edition with 50 MB storage.
- Two Service Level Agreements (SLA) options available, 99.5% or 99.9% backed with financial commitments.
- Antivirus and anti-spam services.
- Enterprise-class servers, network, storage and firewall in an IBM data center.
- Security-rich, reliable and highly available infrastructure.
- Integrated platform, process automations and innovative management tools.
- Standardized reporting and administration through the IBM iSRVCE console.



LotusLive iNotes

eMail

Secure, Cloud-based service for email, calendaring and contact management starting at \$3 per user, per month.

- Rich webmail experience, drag and drop messages into folder, sort and filter your inbox view
- Mobile support, SSL Encryption, secure password recovery
- Personal address book for storing contacts
- Personal calendar that supports events, and RSVP tracking
- Mail forwarding
- Administrative tools to manage user accounts and global settings; industry leading spam and virus protection
- Low start-up and predictable monthly cost
- Simplified administration and fast implementation

Benefits

- **Send and receive emails** in a secure environment anytime from a web browser
- **Work off-line** using any POP or IMAP compatible email client
- **Use the personal calendar** to organize professional and personal lives all in one convenient place in the cloud
- **Distribute a company calendar** to all employees to keep everyone up-to-date on company events and meetings
- **Keep track of personal contacts** and access the corporate directory and distribution lists
- **Protect your inbox** with powerful anti-spam and virus protection that can be customized to your preferences

Learn more: www.lotuslive.com/inotes

Introducing LotusLive™ - LotusLive.com

- An online collaboration and business social network from IBM

- **Our Strategy**

- Deliver a set of services that dramatically simplifies and improves the interactions organizations have with their customers and partners

- **Why choose LotusLive**

- Easy to use integrated services – allow you to easily connect and work with people outside or inside their organization
- Affordable – with no up front infrastructure investment. Starting as low as \$3 per month ...
- Designed with integration in mind - allowing customers to extend their on-premise investments to the cloud.
- The trust and reliability you expect from IBM

The screenshot shows the LotusLive website homepage. At the top, there's a navigation bar with the LotusLive logo, links for 'Compare Services', 'Contact Sales', and 'Tell a friend', and buttons for 'Join Meeting' and 'Log In'. The main content area features a large banner with a man in a suit looking at a laptop. The banner text reads 'Online Collaboration and Social Networking' and 'Working together just got easier with integrated social networking and online collaboration services from LotusLive.' There's a 'Try LotusLive for 30 days' offer with a 'Try LotusLive Now' button. Below the banner is a horizontal menu with categories like 'LotusLive Overview', 'Stay Connected with E-mail', 'Save Time & Cut Travel Meet Online', 'Build Your Business Network', 'Work with Remote Teams', and 'Collaborate & Share Online'. The page also includes a news section titled 'CRN Names LotusLive "Best Cloud Application of 2009"', an 'About LotusLive' section, a 'Why LotusLive?' section with a video thumbnail, and a 'LotusLive Services' list including 'Engage', 'Connections', 'Meetings', 'Events', 'iNotes', and 'Notes'. The footer contains links for 'Cloud Advantage Podcasts', 'Join a Live Demo', 'LotusLive on Twitter', and 'LotusLive Mobile Beta'.



LotusLive™

[Compare Services](#)

[Contact Sales](#)

[Business Partners](#)

[Join Meeting](#)

[Log In](#)

The E-mail Solution You've Been Searching For

E-mail shouldn't be "one size fits all."

IBM gives you reliable options in a secure, hosted environment. Choose the right e-mail solution for your business needs.

[Learn More](#)

[iNotes Now Available](#)

[iNotes in Action](#)



Try LotusLive for 30 days

Get started now with a no-cost, 30-day trial. Choose the LotusLive collaboration service that is right for you.

[Try LotusLive Now](#)



[LotusLive Overview](#)

[Stay Connected with E-mail](#)

[Save Time & Cut Travel Meet Online](#)

[Build Your Business Network](#)

[Business Partner Program](#)

[LotusLive Labs](#)



News: [Panasonic chooses LotusLive. Hear Why](#)

LotusLive Services

[LotusLive Engage](#)

[LotusLive Connections](#)

We are living in a new landscape ...



Lotusphere® 2010

Thank You !

