

IBM Social Business 2011 İstanbul

İş Dünyasının Sosyalleşme Yolculuğu Başlıyor

Bulut Bilişim: LotusLive **Lotus işbirliği platformunun bulut çözümü ile tanışın** - LotusLive: Collaboration in the Cloud

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10 Largest Countries on Facebook as of April 26, 2011 ...

10 Largest Countries

1.	United States	155,501,920
2.	Indonesia	35,696,020
3.	United Kingdom	30,240,460
4.	Turkey	27,943,680
5.	India	24,073,980
6.	Mexico	23,261,260
7.	Philippines	22,252,480
8.	France	21,882,940
9.	Italy	19,224,980

<http://www.checkfacebook.com/>





Agenda

- IBM Lotus Cloud Strategy: LotusLive
- What is LotusLive™? Portfolio Overview
- Functional Overview
- LotusLive Cloud Collaboration Suite [New]
- 2011 Roadmap



IBM Lotus Cloud Strategy: LotusLive

Collaboration beyond the Enterprise is an ubiquitous pain point

Need for Cost reduction is driving organizations to reduce headcount and to optimize the use of skills across the extended enterprise

Need to drive top-line growth and innovation is driving organizations to want to work more closely with their customers and partners



The LotusLive Strategy

Deliver a set of services that dramatically simplifies and improves the business interactions organizations have with their customers and partners in a way that is simple to acquire and easy to use

Extend the value of existing investments by expanding the perimeter of the enterprise to the cloud

Enhance business value through seamless integration with relevant business partners



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LotusLive – A Broad Portfolio of Cloud-Based Offerings

Web Conferencing



LotusLive Meetings

A full-featured, easy-to-use Web conferencing service

Collaboration



LotusLive Engage

An integrated suite of tools that combines your business network with collaboration and conferencing services

eMail



LotusLive Notes

An online version of IBM's popular Lotus Notes email and calendaring and scheduling product



LotusLive Events

Provides tools to create, manage and conduct webinars for up to 999 attendees



LotusLive Connections

Combines your business network with collaboration services



LotusLive iNotes

Web-based messaging service for e-mail and personal calendar

Work with anyone from anywhere – all with IBM's focus on security, reliability and enterprise integration...

July, 2010 – IDC Ranks IBM #1 Market Share Leader for Social Platform Software



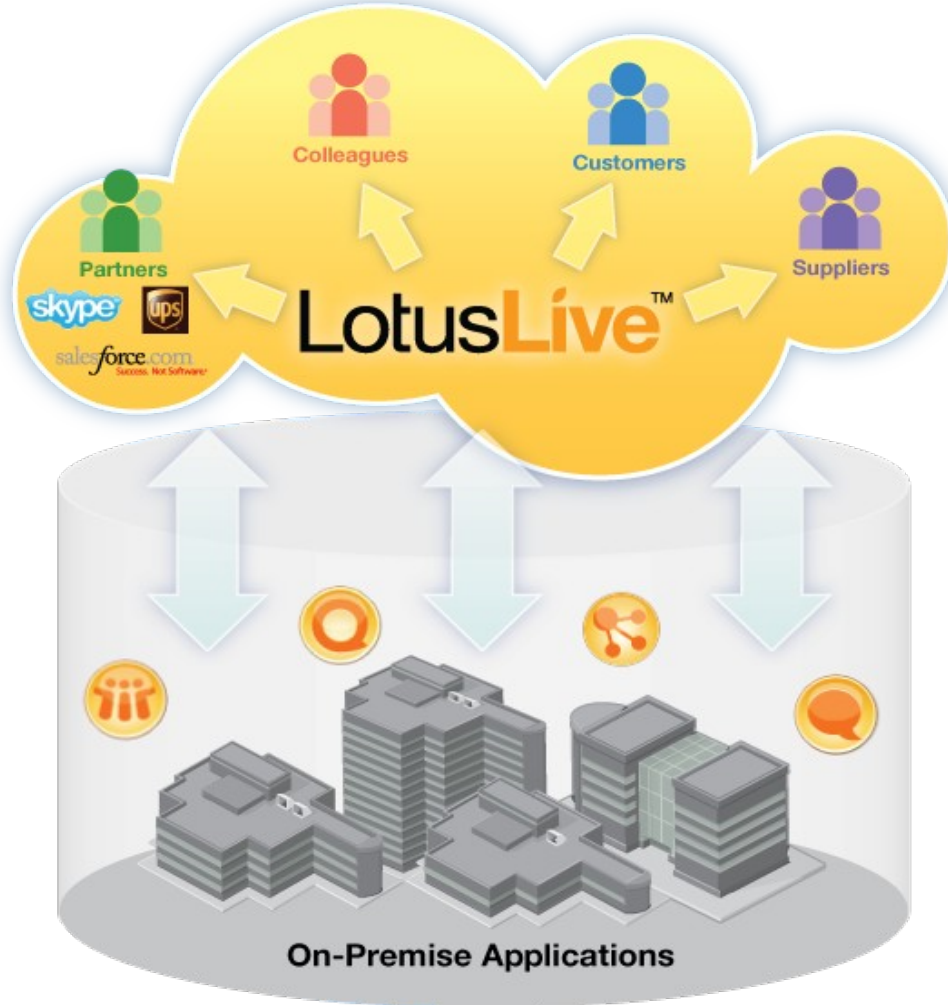












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An Open System of Systems... ...that Extends Client Investment



-  Files
-  My Network
-  Meetings
-  Events
-  Instant Messaging
-  Activities
-  Charts
-  Survey Forms
-  eMail
-  Communities



Strategy for Messaging and Collaboration

- One size does *not* fit all
 - IBM recognizes that not all people in the enterprise have the same needs when it comes to Messaging and Collaboration
 - That's why we've developed a spectrum of offerings to provide people with the tools they need to do their job, without under-powering them or charging them for capabilities they don't need
- The cloud is an *extension* of your existing systems, not *necessarily* a replacement
 - A successful cloud strategy most often consists of an integrated on-premises and software as a service ecosystem
 - The smart approach is to identify the ways that the Cloud can augment your current capabilities while reducing your costs
 - Our click-to-cloud capabilities ensure a seamless connection between your on-premises assets and your cloud assets





Best-in-class cloud-based messaging for the enterprise

- Cloud-based Domino mail, calendar and contacts
- Hybrid deployment model
- Accessed through the Internet via included Notes client or browser
- Integrated Sametime instant messaging
- Seamless dashboard integration across LotusLive
- Includes anti-spam/anti-virus
- Mobile services available
- 99.9% SLO
- 25 GB mailbox
- Customizable mail experience
- Augment with additional LotusLive capabilities
- Available by subscription USD \$5.00/user/month

Apr 2010	BETA
Jun 2010	Limited Availability
Aug 2010	General Availability
Oct 2010	1 st Update
Feb 2011	2 nd Update





LotusLive™ Engage

Collaboration

Online web conferencing, collaboration and social networking service designed for business allowing customers to work smarter before, during and after a meeting

Benefits

- Work beyond the boundaries of your company
- Share information more easily with their 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
- World-wide deployment with the service available in 20 languages

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
- LotusLive subscribers can invite "Guests" from outside the firewall to collaborate for free

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

Store and share targeted business materials quickly with an entire community or just an individual internal to your company or external 5GB storage standard per user



Activities

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



People

Add customizable, shareable contact information and leverage social networking features to connect with others, plus newly introduced [Communities](#)



Communities

Share files, ideas via discussion forums, bookmarks and activities with groups of people or with your entire company all from one place



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



Charts

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



Events

Online scheduled meeting service with pre-meeting email reminders and iCal attachment for easy scheduling





LotusLive™ Engage

Collaboration

Desktop Integration example: “Click to Cloud” ...

- Side-bar plug-ins for Lotus Notes and Lotus Symphony to access LotusLive Files
- Share files inside / outside the fire-wall ...
- Let's have a look ...



LotusLive! Files - IBM Lotus Symphony

File View Tools Window Help

New 110428 - Exceptional Work Experienc... 110428 - LotusLive Istanbul - Uffe ...

Slides

1 IBM Social Business 2011 İstanbul İş Dünyasının Sosyalleşme Yolculuğu Başlıyor IBM İşbirliği Platformu: IBM sıradışı kullanıcı deneyimi platformu - Exceptional Work Experiences 28th April 2011 Uffe Sorensen Social Business & Collaboration Director IBM Software - Europe, Middle East & Africa uffed@uk.ibm.com

2 10 Largest Countries on Facebook as of April 26, 2011

3 a business ...

4 a social business ... Engaged Transparent Nimble

5 What is a social business ?

IBM Social Business 2011 İstanbul İş Dünyasının Sosyalleşme Yolculuğu Başlıyor IBM İşbirliği Platformu: IBM sıradışı kullanıcı deneyimi platformu - Exceptional Work Experiences 28th April 2011 Uffe Sorensen Social Business & Collaboration Director IBM Software - Europe, Middle East & Africa uffed@uk.ibm.com

LotusLive! Files

- Uffe's Event and LCTY Collection
- Lotus Boot Camp II, Moscow
- CEEMEA Competitive Cup
 - 100519 CCC - Uffe.odp
 - Lotus CEEMEA Competitive Day by Ashwin Rofina FINAL CCC.odp
 - Prospecting MS Competition.odt
- LotusLive in CEEMEA
 - LotusLive Introductory Presentation 2010-04-29..odp
 - LotusLive Introductory Presentation Short 2010-04-29.odp
- Uffe's LCTY presentations
- Lotus Boot Camp Presentations
- uffe_sorensen@dk.ibm.com's files
 - 110428 - LotusLive Istanbul - Uffe Sorensen.odp
 - 110428 - Exceptional Work Experience - Uffe Sorensen.odp
 - deliver client growth through Exceptional_Web_Experience.ppt
 - deliver client growth through Exceptional_Web_Experience.odp

Normal Outline Slide Sorter Notes

Slide 1 / 24 X=10.44" Y=-0.32"



Extending Business Value with 3rd Party Integration

Open API environment for seamless integration of 3rd party business services into LotusLive



Efficiently schedule meetings with those inside and outside of your organization



View and annotate documents in 70 file formats without needing the original software



Edit files online using Lotus Symphony/Microsoft Office without leaving LotusLive



Collaborate with partners and customers from within the CRM environment.



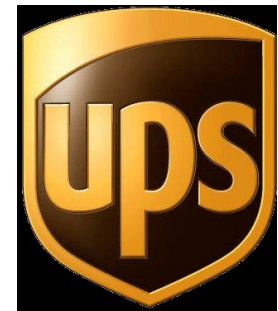
Easily launch into conversations with your contacts right from LotusLive



Online collaboration between buyers and sellers of goods and services



Easily create, revise and sign documents



Seamlessly weaving logistics and shipping into the way you work





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LotusLive™ Notes

Enterprise e-mail and Collaboration in the Cloud



LotusLive Engage

Starting at USD \$8/user/month

An integrated suite of tools that combines your business network with collaboration and conferencing services

**Complete
Collaboration
Suite
\$10/user/month**

LotusLive Notes

Starting at USD \$5/user/month

An online version of IBM's popular Lotus Notes e-mail, calendaring and scheduling product



- Access your LotusLive Notes mail account
 - Navigation integrated into the LotusLive browser experience
- LotusLive Activities plug-in
 - Surface LotusLive activities in the Lotus Notes client sidebar
- LotusLive Meetings plug-in
 - Launch your own – or join another – LotusLive meeting from the Lotus Notes client sidebar
- Sametime community
 - Add LotusLive community to your Lotus Sametime client (embedded or stand-alone) configuration
- RSS feeds
 - Surface any feed-enabled content in the Lotus Notes client sidebar
- SAML-based SSO to LotusLive services
 - Requires Lotus Notes 8.5.1 FP5 client (and up)





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LotusLive™

High-level Roadmap (near-term)

LotusLive™ Notes

- Hosted RIM® BlackBerry Enterprise Server™ with optionally available support for MDS (additional charges apply)
- Support for LotusLive Notes Traveler™ running on Android-based™ mobile devices
- Additional mail management controls for company administrators
- User experience enhancements within LotusLive Notes web (alarm preferences, font/background/color updates)
- Ability to import Contacts within LotusLive Notes web in any supported language
- Option to purchase service subscriptions as multi-year part numbers

LotusLive™ Engage

- Enhanced User Profile privacy policies
- Disaster Recovery enhancements
- Password protected meetings
- Meeting reports
- Mobile Meetings on Apple iPad™ and Google Android based mobile devices (beta)
- Meeting file type enhancements (ODF)
- Company wide broadcast notifications
- Enhanced user type-ahead
- Upgrade Communities, Activities & Discussion Forums to IBM Lotus Connections™ 3.1 code base
- External file sharing controls
- Folder metaphor for Collections
- Performance enhancements
- IP restricted base authentication





LotusLive™

High-level Roadmap (under consideration for long-term)

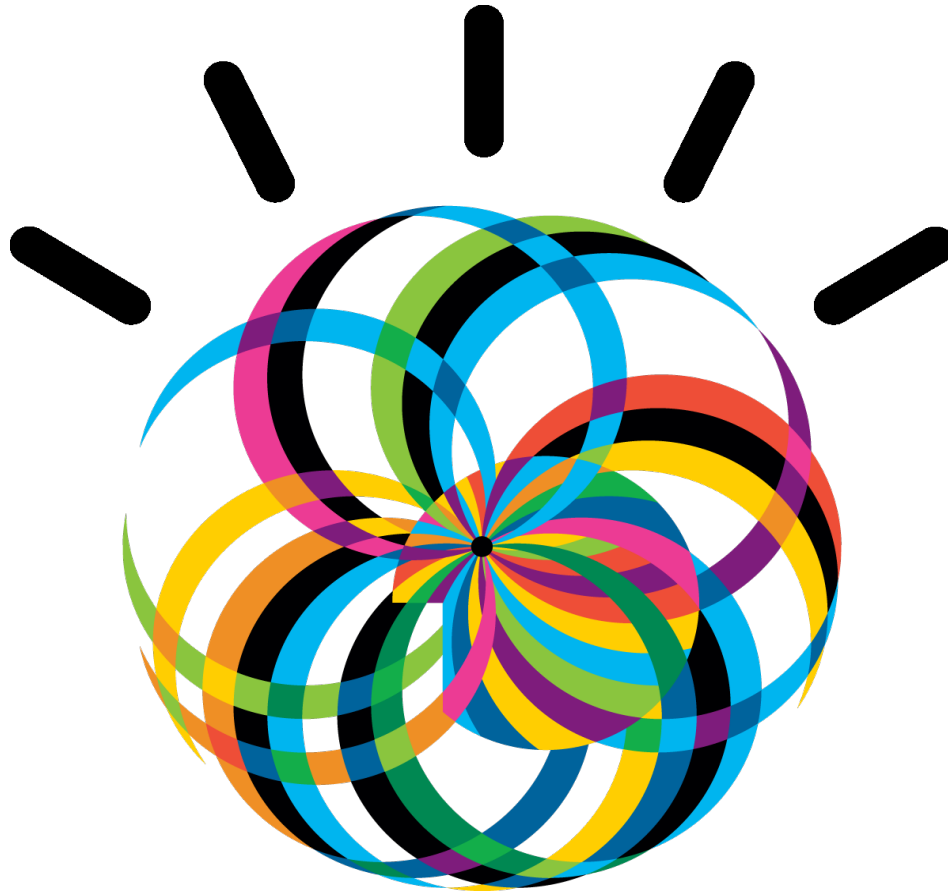
LotusLive™ Notes

- Support for pointing MX record solely at the service (vs. customer-owned SMTP server)
- Administrator-controlled inbound black-lists
- Conversion from Hybrid configuration to fully Hosted configuration
- Support for administrator-controlled “soft deletion” period
- Simple “Self-Service” trials
- “Over the wire” mailbox data transfer capability
- Lotus Protector-based offering for content filtering
- Support for moving subscribers to on-premises
- Additional enhancements to service utilization metrics and reporting
- Support for Rooms & Resources in the Hosted-only configuration
- Additional enhancements for Disaster Recovery

LotusLive™ Engage

- Web Chat – Instant Messaging
- Mobile Instant Messaging
- Federated Help
- Micro-blogging
- Mobile Files access (BETA)
- Tagging improvements
- Recycle Bin / Soft Delete
- Additional 3rd party integration partners
- Additional worldwide data centers
- Additional enhancements to service utilization metrics and reporting





Thank you !

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