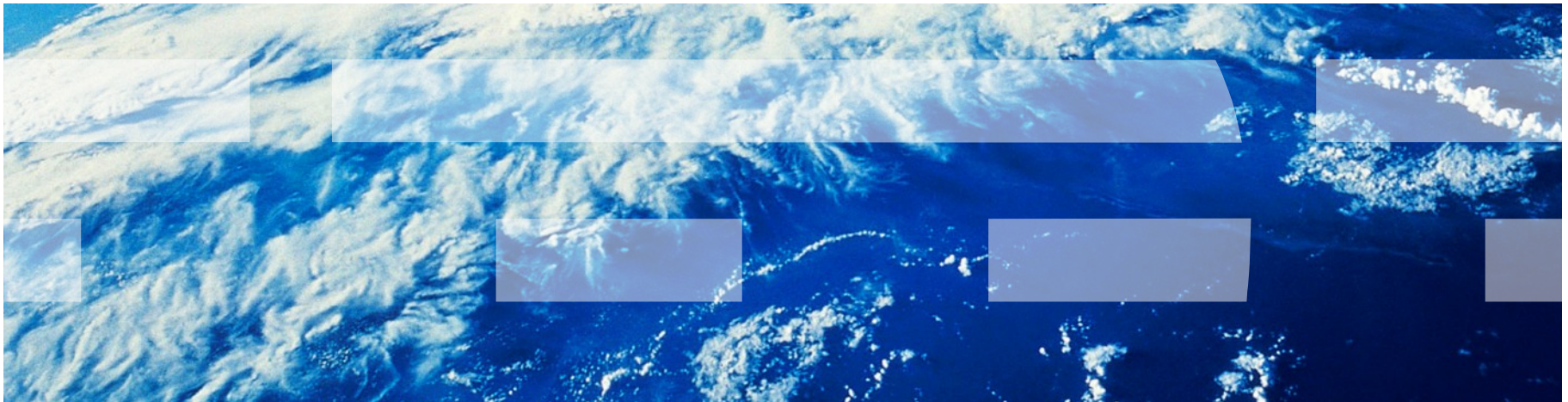




**IBM** yazılım  
zirvesi '09



# 3D and the Future of Communications: Lotus Sametime 3D



## Agenda



- Introduction
- Why virtual worlds for business?
- Overview of IBM Virtual Collaboration for Lotus Sametime (“Sametime 3D”)
  - Platform features
  - Venues available
  - Accessing meetings
  - Meeting room management
  - In-world tools
  - End user and administrator interfaces
- Use cases
- Demo and tour (in world) (or video)
- Architectural overview
-

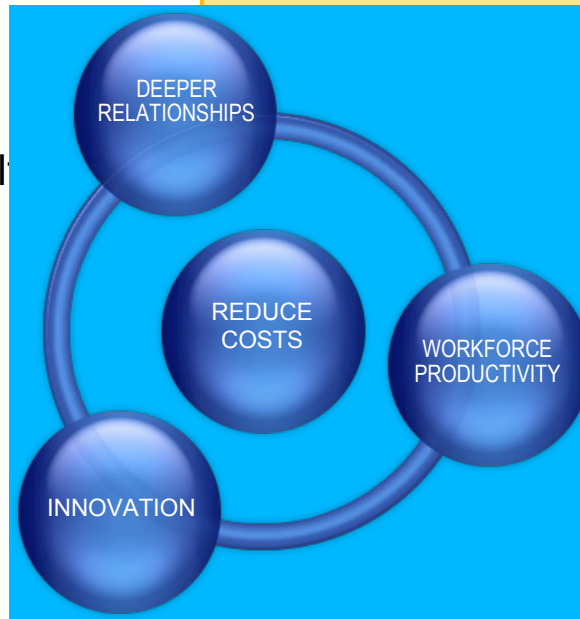
# The Lotus Mission: Smarter Collaboration

- **Reduce costs**  
to improve the effectiveness of your people while optimizing your costs
- Build **deeper relationships**  
to work more closely with your clients and partners to protect your revenue streams
- Increase **workforce productivity**  
to improve the agility of your business and quality your results
- Spur **innovation**  
to position your company to grow while surviving the downturn

## The Lotus Mission:



Empowering people to be  
**more effective,**  
**responsive** and  
**innovative**  
in the context of the work they do



# The Lotus Business Platform



<p><b>Messaging</b></p>	<p><b>Communicating</b></p>	<p><b>Connecting</b></p>	<p><b>Integrating</b></p>
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**Lotus**





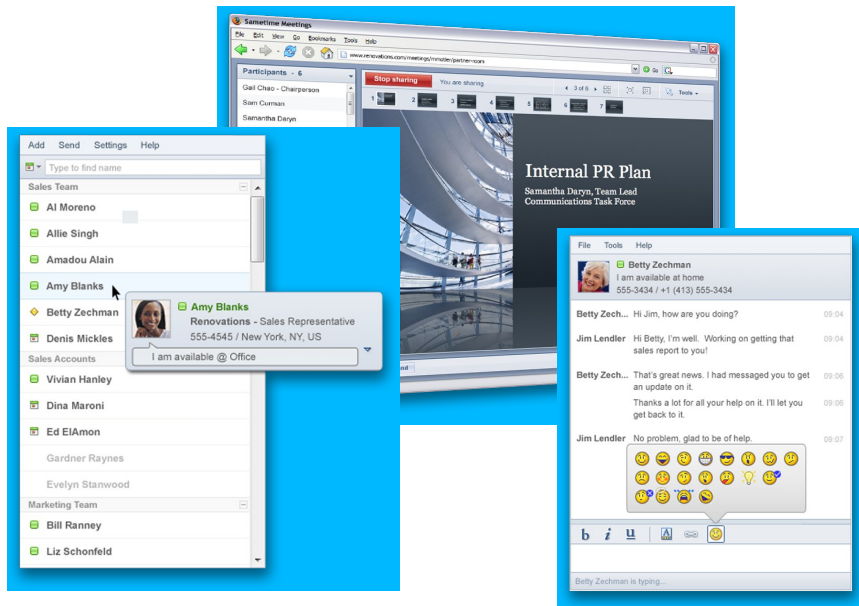
# Simply communicating more efficient

## Real-Time Collaboration

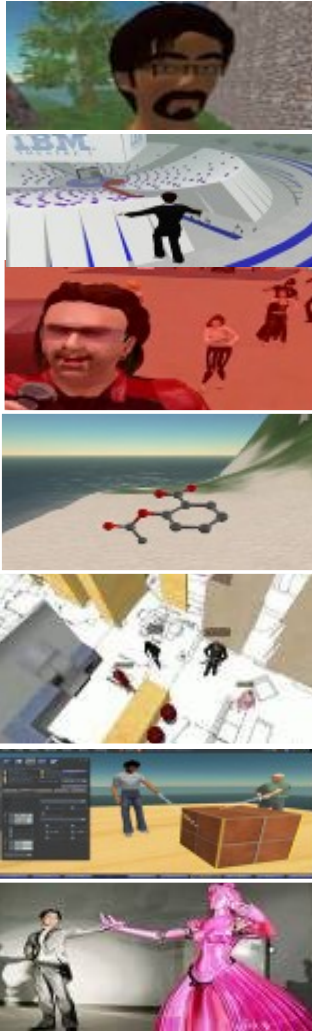
- Latest Rich & Web Client experience
- Advanced Web Conferencing (Desktop & Web clients): As easy to join as a chat
- Excellent video quality and interoperability
- AJAX / Web capabilities with toolkit for app-integration, e.g. any Portal

## Unified Telephony

- Call a person – not a number - from the context of your work
- Intelligent Call Management
- Rich and consistent end user experience across multiple PBX systems from all major vendors
- Rich online Presence
- Softphone



## Immersive experiences bring to users



**The Sense of Self**

**The Death of Distance**

**The Power of Presence**

**The Sense of Space**

**The Capability to Co-create**

**The Pervasiveness of Practice**

**The Enrichment of Experience**

## How do virtual worlds work -- in 20 seconds or less?

**Avatar** - an avatar is a representative of you in a virtual world.



Avatars can **meet and interact** with other avatars in a 3D environment



# Business value of virtual world platforms



Greater leverage of key experts across an organization



Faster response to organization and client issues

**Increased Efficiency**

**Improved Access**

**Enhanced Learning and Collaboration**

**Decreased Cost**



Realtime collaboration on tasks



• Enables connection of globally dispersed teams



# Sametime 3D- A new way to collaborate

- **Business Value:**

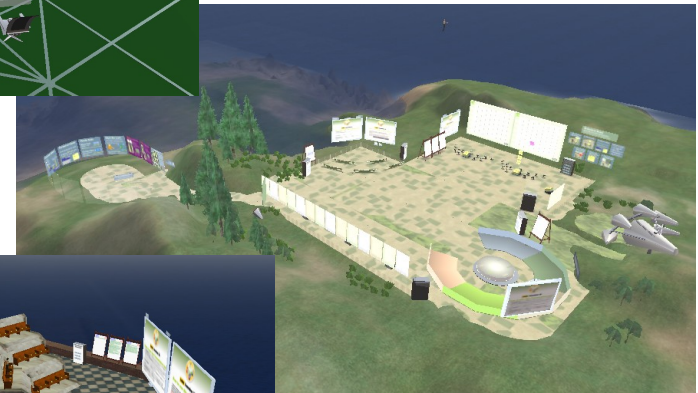
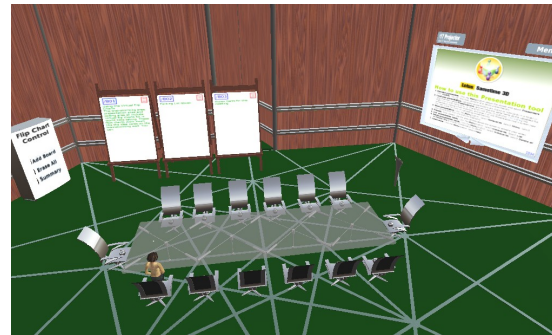
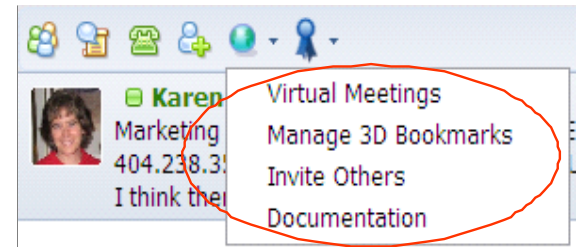
- Supports enhanced collaboration activities using virtual worlds, integrated with Lotus Sametime 8.01(or later)

- **Business Venues:**

- Boardroom
- Collaboration space
- Theater

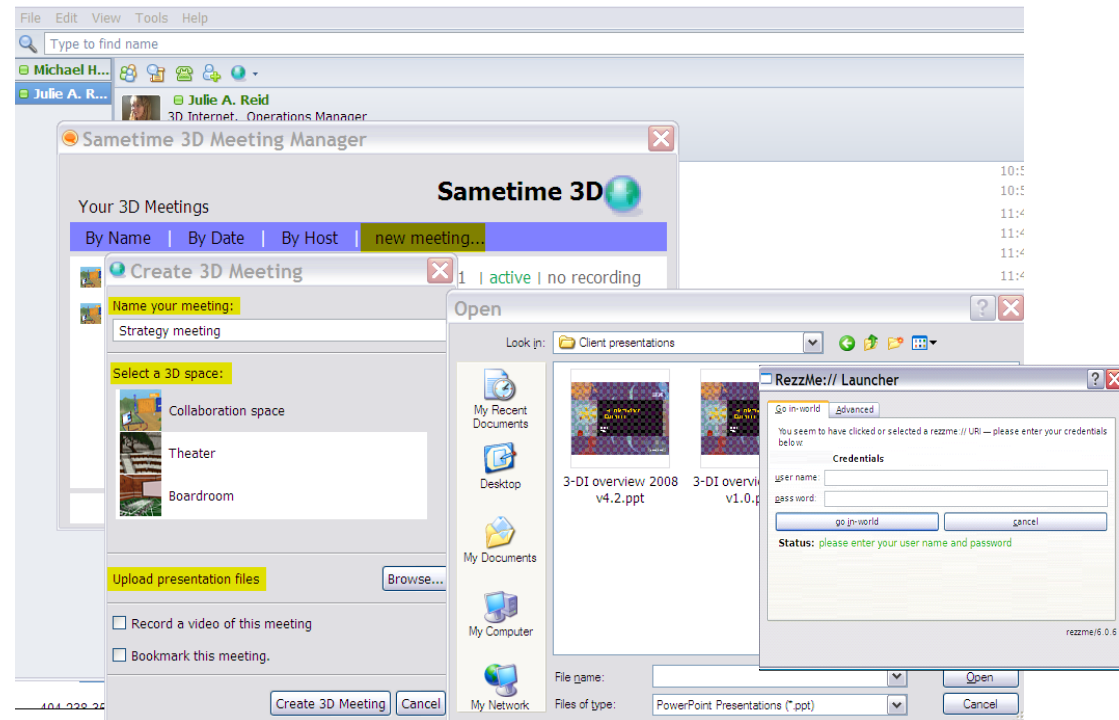
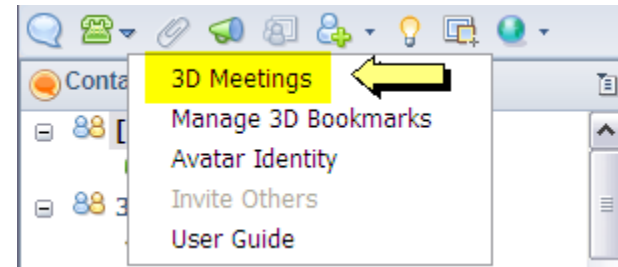
- **Platform features:**

- Reusable meeting spaces
- In-world tools to support virtual meeting activities
- Optional spatial voice
- Access control, integration with Domino User directory or Enterprise LDAP
- Web Portal with User and Administrator roles



# Meetings are created and accessed using the SameTime plug-in...

- Select participants via group chat and select 3D meetings
- Choose existing meeting or from meeting space templates (Boardroom, Collaboration area, Theater)
- Send invitation
- User authentication (against LDAP) to confirm identity prior to entering virtual meeting



<http://www.youtube.com/watch?v=SfqGwKFStuw>

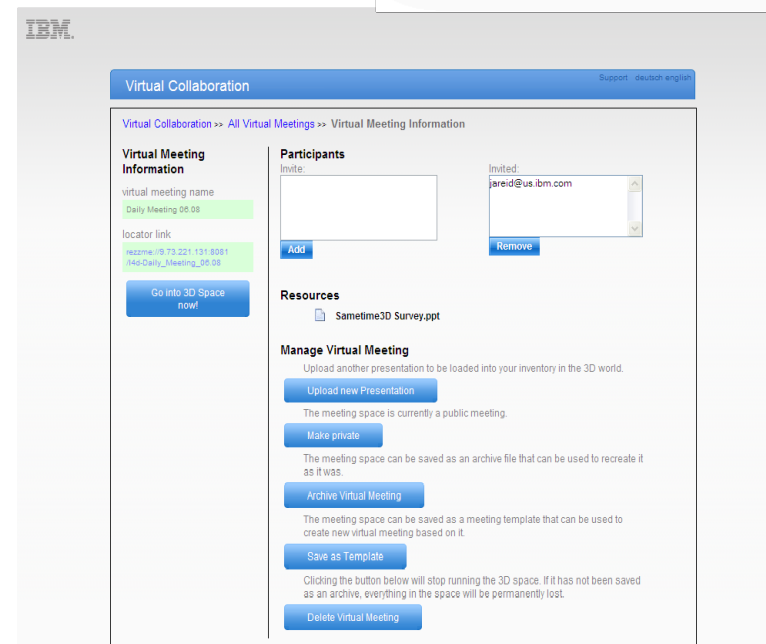
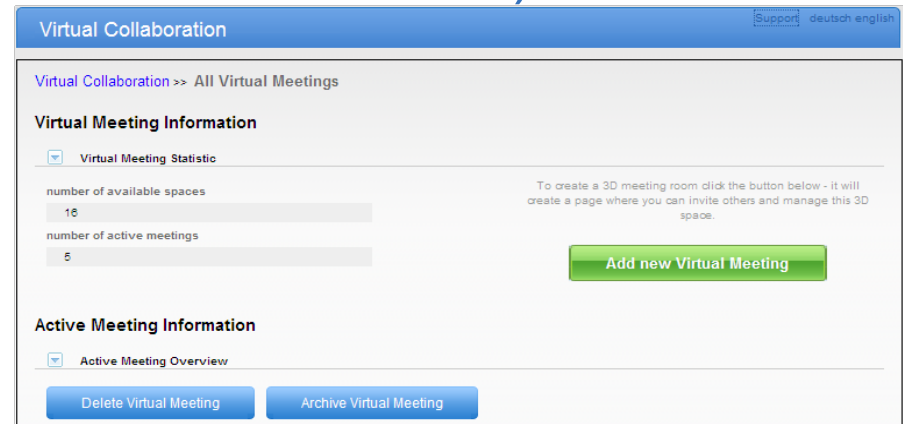
## ... or using the web user interface

- Sign on to Virtual meeting web site
- Choose existing meeting or create new meeting from space templates (Boardroom, Collaboration area, Theater)
- Click on meeting to enter or click Edit to invite others, upload files, make private, save as template, archive or delete
- User authentication (against LDAP) to confirm identity prior to entering virtual meeting

<http://www.youtube.com/watch?v=SfqGwKFStuw>

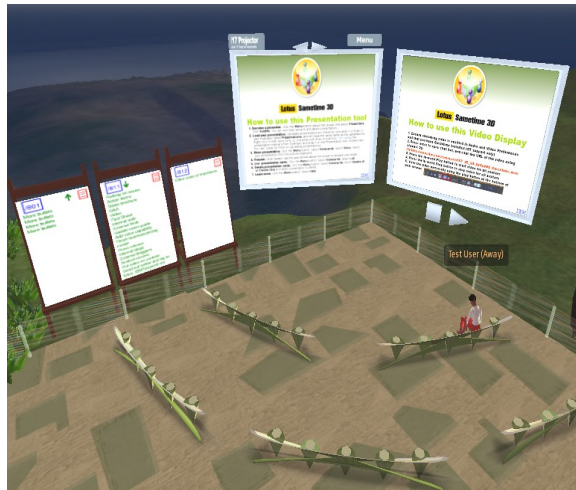
# Meeting room management (web user interface)

- Add/remove rooms
- Make rooms public/private and invite selected participants to private meetings
- Archive space (with contents) and restart later
- Add new templates, or save existing rooms (with contents) as templates for future enterprise use
- Upload presentations
- Manage multiple servers (administrator only)



# In world components (flip chart, presentation and video viewer available in all three venues)

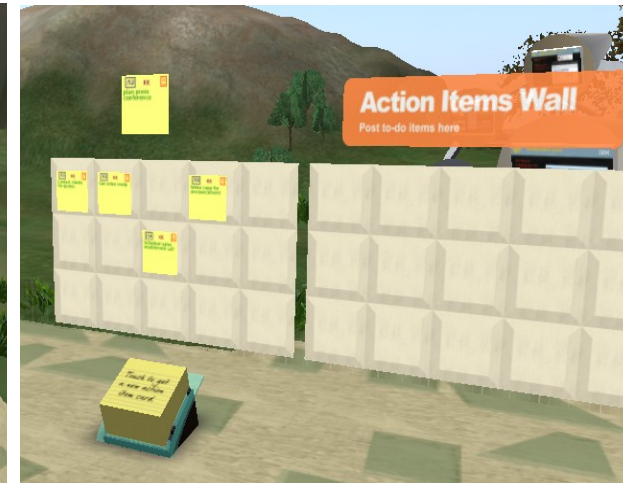
Presentation/video/flip charts



Brainstorming area



Action items



Planning wall



Interactive polling

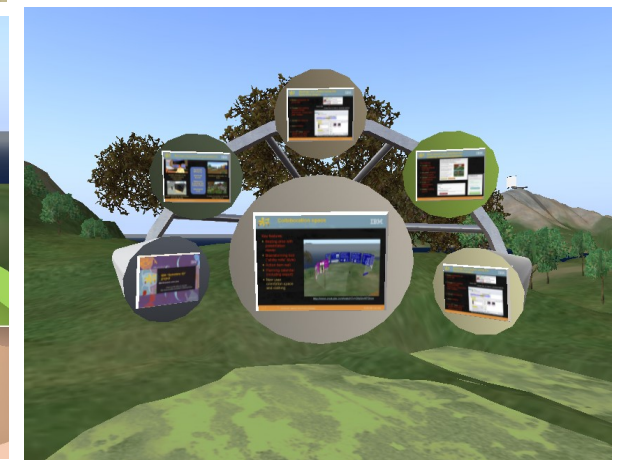


Image viewer

## Use cases

- **HR:** Remote employee meetings, mentoring sessions, training and education
- **Strategy orgs:** strategic planning activities, process re-engineering discussions
- **Development teams:** requirements prioritization discussion, project/development reviews
- **Sales & Marketing:** Project Room/“War room” for client projects, proposal development, announcement planning
- **Support:** “Crit sit” issue resolution communications space
- **Project office function:** Project managers who need to manage plan/projects for disperse teams
- **IT departments:** Support internal clients needs for collaboration, strategic planning, project office needs that can be supported with Sametime 3D, as well as for internal development
- **Consulting firms:** visioning/strategy workshops, facilitated sessions for clients, internal planning meetings
- ***Any group that requires simultaneous creation, review and manipulation of content can benefit from this capability***

## Team-based activities

- **Task planning exercise (task description, owner, level of effort, time frame)**
- **Focused improvement sessions (as is, to be, time frame, closing the gap)**
- **Scaled evaluation (vote on characteristics/statements/requirements – from strongly agree to strongly disagree)**
- **Pros and cons analysis (evaluation of alternatives)**
- **Idea generation and prioritization (generate and vote on ideas, requirements etc)**
- **Focus groups (input/feedback and rate)**
- **Key initiatives analysis (what initiatives are needed, categorize and prioritize, goals, strategies, measurements and targets)**
- **SWOT analysis (strengths, weaknesses, opportunities and threats including analysis via voting)**
- **Poster sessions (use presentation screens to present and flip charts to capture comments)**
- **Training (class design, as well as present, discuss, test recall/retention)**

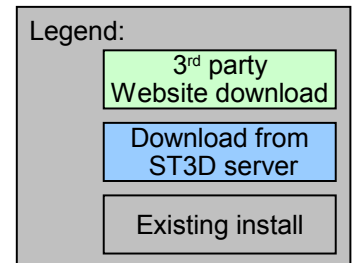
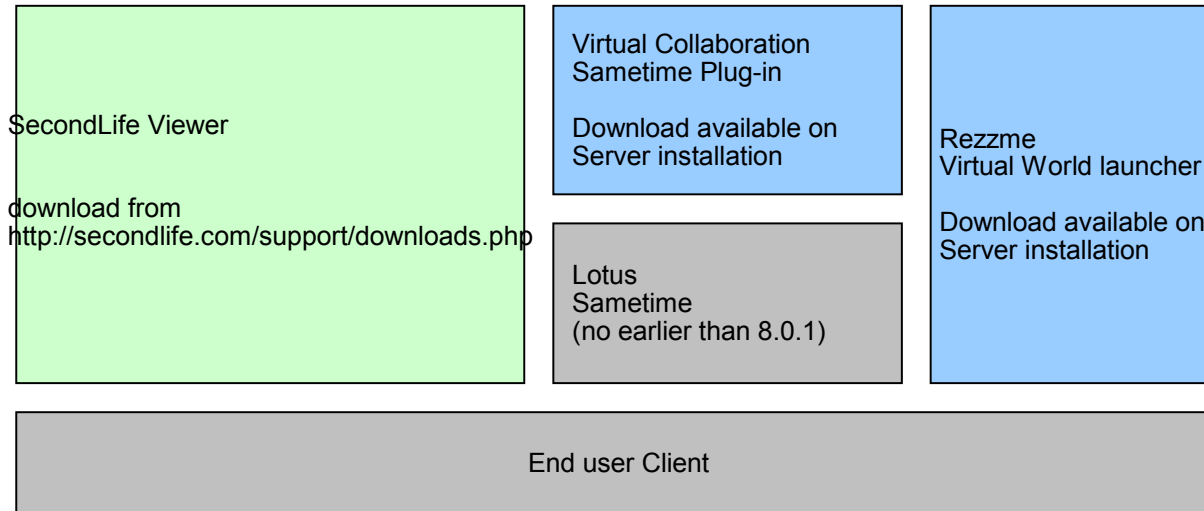
Take the video tour...

# Virtual Collaboration for Lotus Sametime video tour (youtube)

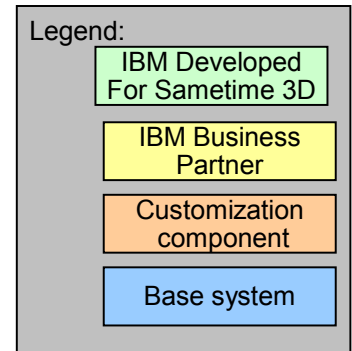
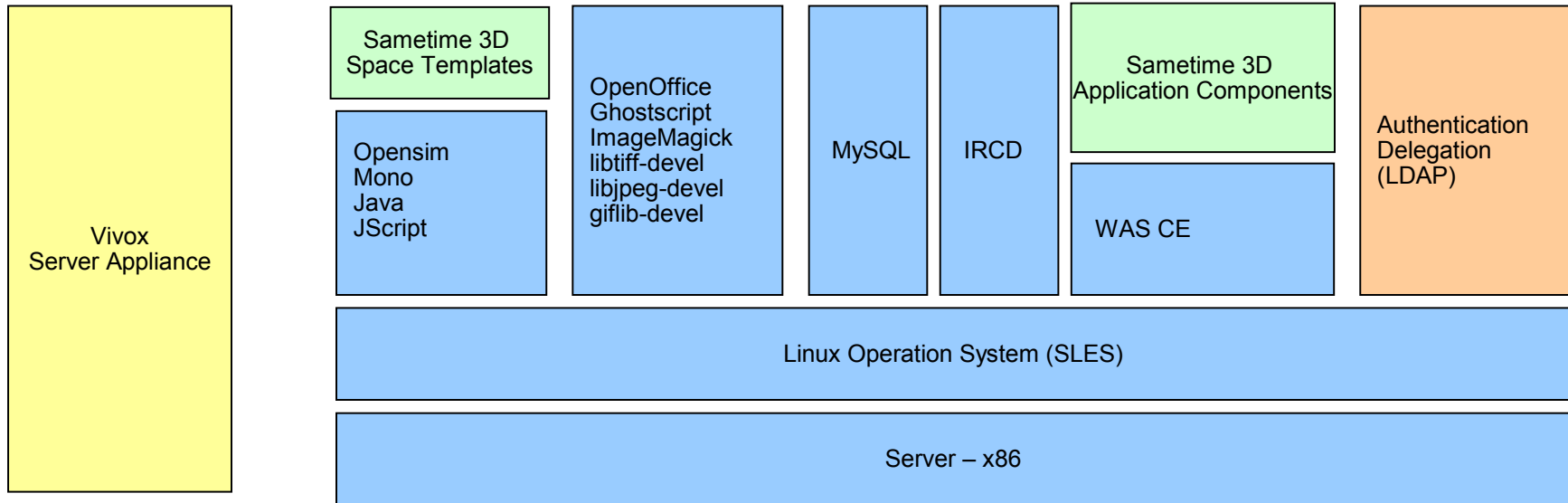




# Virtual Collaboration for Lotus Sametime Understanding the Client Component Installation



# Virtual Collaboration for Lotus Sametime Understanding the Server Component Deployment




## “Pilot offering” solution package


One pack of rooms	<ul style="list-style-type: none"> <li>•One pack allows client to have up to four rooms running concurrently</li> </ul>
Install Planning	<ul style="list-style-type: none"> <li>•Meet with the customer over the phone for installation planning - including software and hardware requirements and required skill sets from customer</li> </ul>
Install and configuration of ST	<ul style="list-style-type: none"> <li>•Install and configure Virtual Collaboration for Lotus Sametime (4 rooms total)</li> </ul>
3D Project Management	<ul style="list-style-type: none"> <li>•LDAP integration (Domino LDAP)</li> <li>•Management of all ST 3D deliverables</li> </ul>
Orientation Sessions	<ul style="list-style-type: none"> <li>•Train the Trainer user orientation and collaboration session</li> </ul>
Post Install Support	<ul style="list-style-type: none"> <li>•8 hours of phone support for 30 days post install.</li> </ul>

Client responsible for pre-requisite software installation. Hardware cost and voice option not included. Recommended hardware configuration will be provided. Other options (voice, larger configurations, other LDAP etc) available on request



Activities	<u>Profile</u>	Bookmarks	Communities	⌵
Files	Wikis	Blogs		



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... THANK YOU

***Bu sunum 22 Ekim 2009 tarihinde İstanbul Swisotel the Bosphorus'da yapılan Yazılım Zirvesi 2009 için hazırlanmıştır.***

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