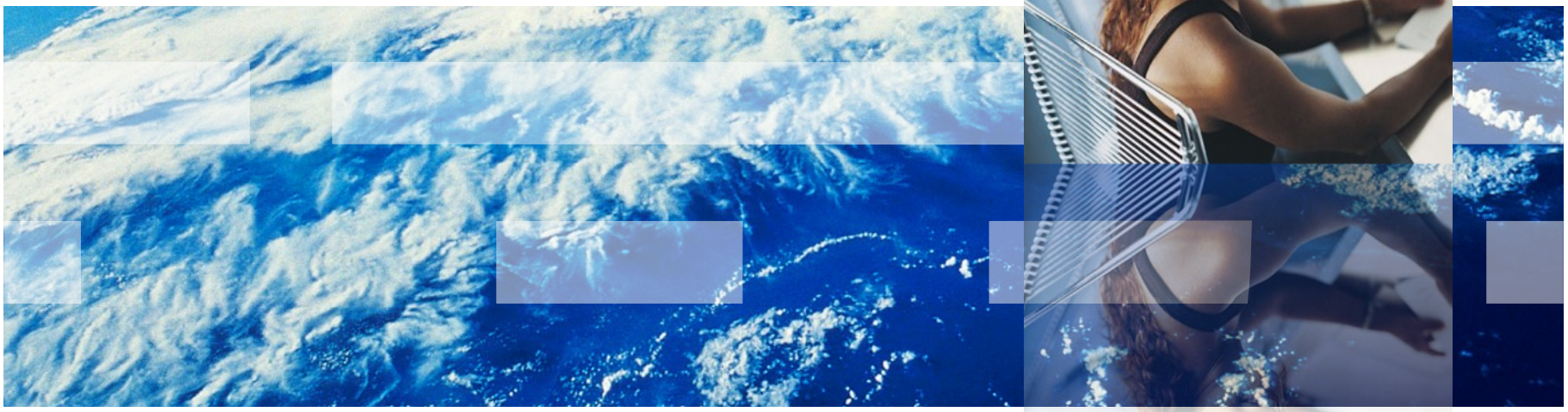
Suzanne Minassian-Livingston – Social Software Senior Product Manager

22/October/2009

IBM yazılım zirvesi '09

Social Software



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Agenda

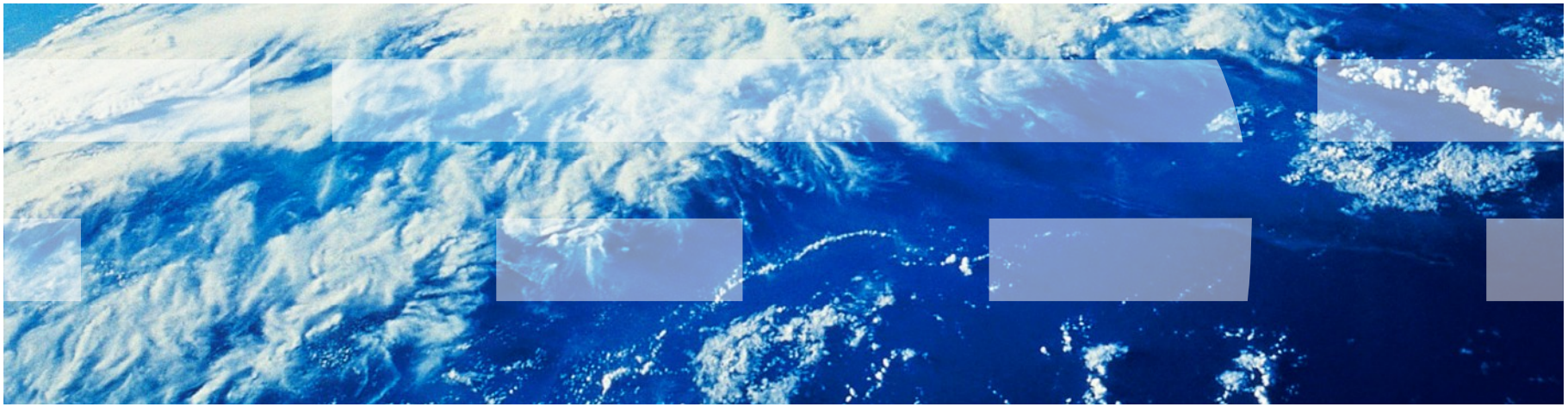
- The IBM Social Software Strategy
- What's New in IBM Lotus Connections 2.5
- Demonstration

Lotus Connections

Discover Expertise,

Deliver Results

The IBM Social Software Strategy



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Our Collaboration Journey

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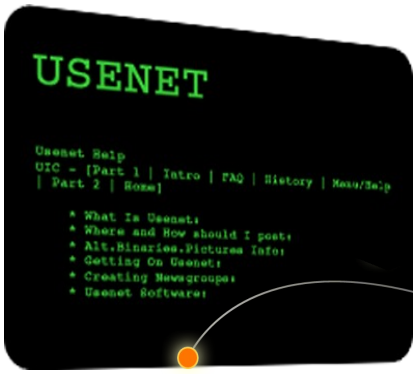
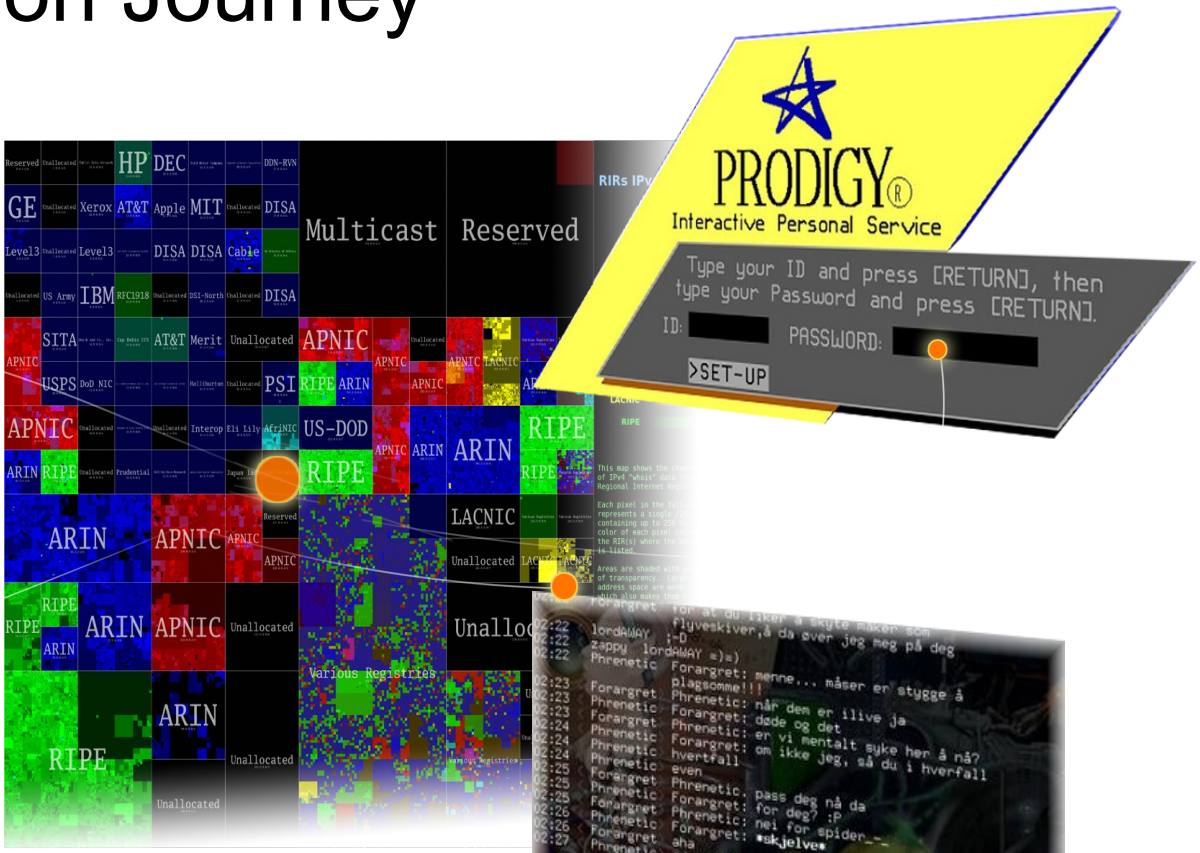
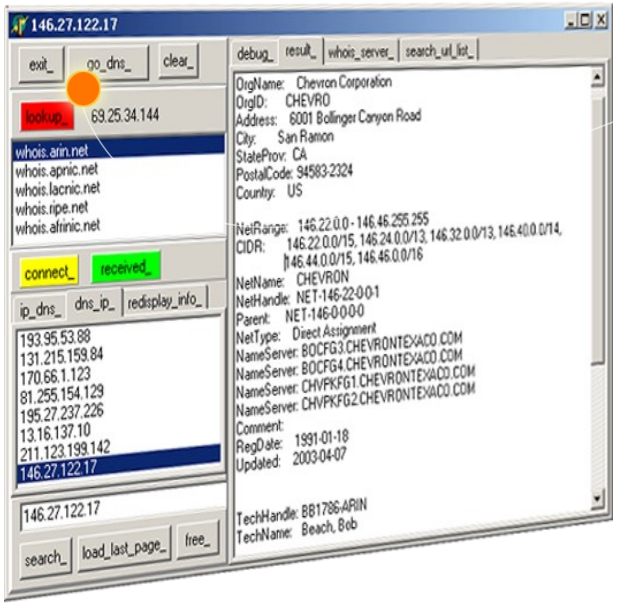
Our Collaboration Journey







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Lotus Software

Collaboration 2.0

Internet

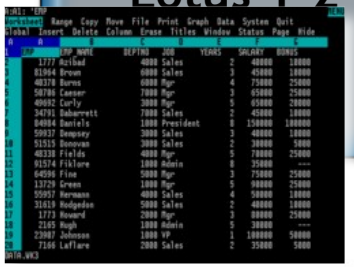
2000 -

Lotus Notes R1

LANs

1990 -

Lotus 1-2-3



PCs

1980 -

Individuals

Groups

Everyone

Fostering productivity and innovation for more than two decades

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Our World is Getting Smaller Yet More Complex

An estimated 2 billion people will be on the Web by 2011 and worldwide mobile telephone subscriptions will reach 4 billion by 2010

Currently it is estimated that there are over 30 billion web pages and internet traffic is growing at a rate of 50% annually

By 2011 there trillion connected objects – cars, appliances, cameras, roadways, pipelines – comprising the "Internet of Things."

The world is **flatter and interconnected**
The world is **getting smarter**
The world **is smaller**

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Smarter Planet Enables and Accelerates Global Market Changes

- Explosion of digital content – both structured and unstructured
- Emerging economies and opportunity growth
- New business models
- Global competition and changing cost structures
- New customer demands and eroding customer loyalty

We Need a Connected, Smarter Planet

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New Imperatives for Business Success

I NEED TO WORK SMARTER

Increase the efficiency and effectiveness of business processes leveraging new and existing content, resources and people to enhance productivity

SMART WORK

I NEED MORE INSIGHT

Organizations must tap into the data and intellectual capital of the entire value chain, correlating insights and anticipating opportunities and threats.

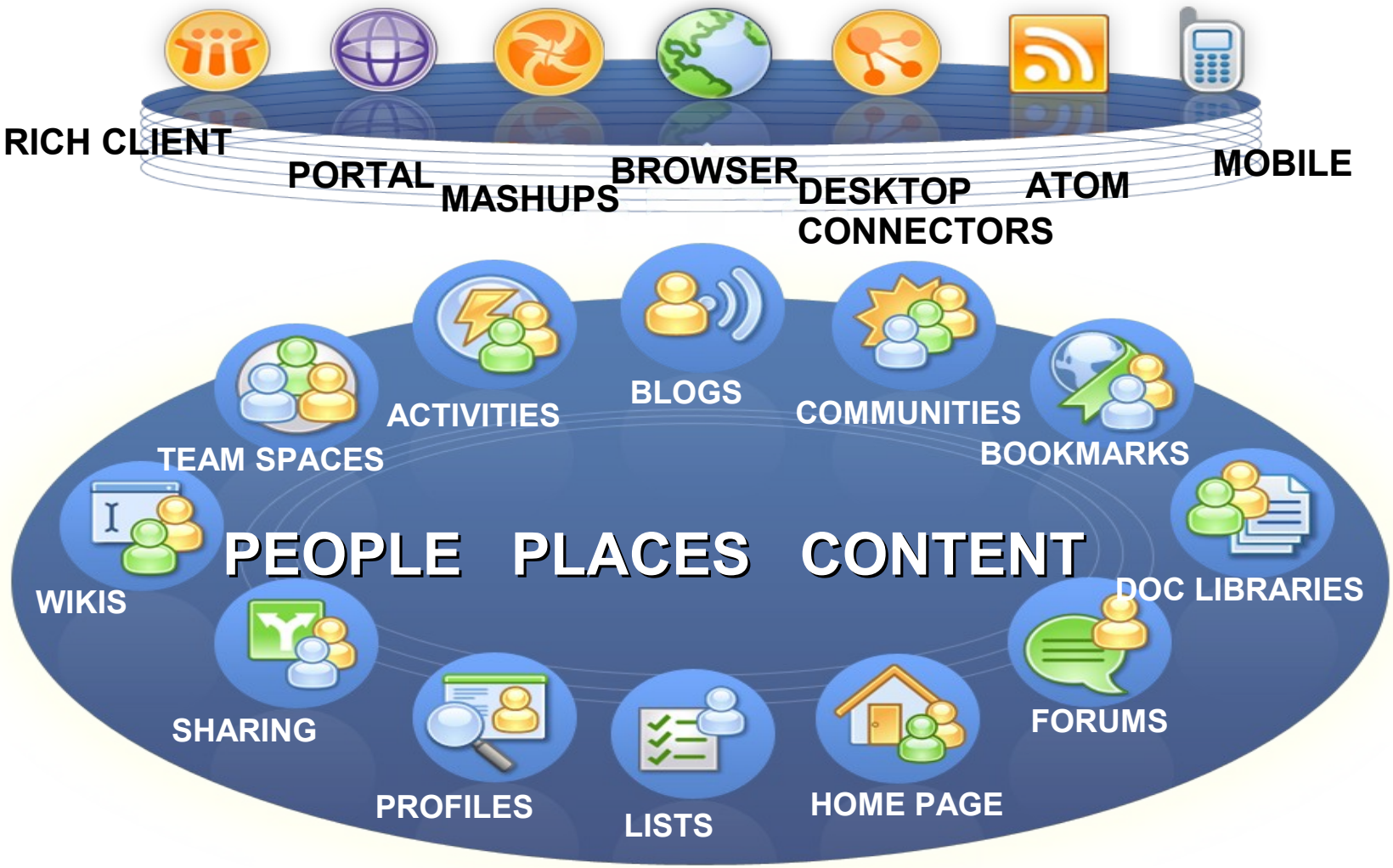
AGILITY

I NEED AN ADVANTAGE

Create a competitive advantage that is sustainable in today's business dynamic climate by leveraging innovation from across your value chain .

INNOVATION

The IBM Social Software Strategy



Delivering the most complete set of social software services enabling rich integration into other solutions

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Connecting People and Information Across your Value Chain

Intranet teamspaces….

Executive
Mergers & Acquisitions
Executive boardroom

Finance
Budget planning
Annual report preparation

Marketing & Communication
Event planning
Competitive "Win room"
New Content tracking

HR
Employee benefits
New employee resource

R&D
Project management.
Best Practices

Extranet collaboration…

Executive
Innovation Place

Finance
RFP Response

Marketing & Communication
Product launch

R&D
Project coordination

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IBM social software products are being used by more than 6 million people around the world

- Lotus Connections debuted in 2007 as the the **fastest growing** organic software product in IBM history
- IBM is the first and only vendor to provide an integrated social software platform for business
- Wainhouse Research: enterprise social networking market is expected to **grow 40%** each year
- Almost **70%** companies are seeing E2.0 value according to recent McKinsey, citing more innovative products and services, better access to knowledge, higher revenues & more

http://www.mckinseyquarterly.com/How_companies_are_benefiting_from_Web_20_McKinsey_Global_Survey_Results_2432

Forrester ranks IBM among top of the Collaboration Platforms

"IBM Lotus Connections marked an early entry into enterprise social tools, and that has helped keep the **IBM Lotus offering at the head of the pack in functionality**. IBM's modular approach will allow it to continue to introduce new functionality aggressively."

--The Forrester Wave ™: Collaboration Platforms, Q3 2009, Forrester Research, Inc., August 6, 2009.

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Sogeti integrates IBM Social Software

- **Business issues at Sogeti:**
  - Capgemini subsidiary specializing in technology services looking to connect 20,000 employees in 200 offices in 14 countries
  - Conducted extensive analysis among social software tools and chose Lotus Connections for its powerful people-centric platform

- **Solution & Benefits**
  - Integrated Connections with existing Microsoft Office, Outlook and SharePoint software
  - Created TeamPark, a concept to help their customers implement successful social software strategies
  - Improve internal knowledge sharing
  - Speeds the formation of consulting teams for customer engagements
  - Enter new markets, driving new revenue and market-share opportunities

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SunLife chooses Lotus Connections

- **Business issues at SunLife:**
  - Improve internal communication among its worldwide employees
  - Enable a robust collaborative environment to support business activities, enable innovation and easily integrate with the company's infrastructure.
  - Evaluated IBM among open source solutions

- **Solution & Benefits**
  - Transformed collaboration across its entire enterprise
  - New employees get up to speed much faster by using tools that allow them to be self-sufficient in finding key people within the organization and data relevant to their role
  - Help desk employees can locate solutions faster and access knowledgeable staff when needed

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PLI Connects and Educates US Attorneys with Lotus Social Software

- **Business issues at PLI:**
  - Provides continued education for 100,000 attorneys
  - Want to provide learning that it isn't restricted to formal training within time-limited events
  - PLI's research department developed requirements for a PLI social networking service and site.
- **Solution & Benefits**
  - PLI XChange provides social networking, information sharing, document management and collaboration environment
  - Participants download course materials, ask and answer questions, find people with common interests
  - Access to problem-solving and career-enhancing information & insightful legal analysis from experts
  - Members tap into new relationships & career opportunities and market their skills

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Vibrant, Interactive Communities Deliver Innovations

- Customer Service
  - Tap employee and customer experience to find innovative solutions to problems
  - EVERY successful company has expert customers willing to help others
- Focus Group Communities
  - Composed of key customers and product development staff
  - Deliver feedback on potential new products and services
  - Cheaper, faster and broader feedback
- Grass Roots Communities
  - Fill unmet customer needs
  - Can be focused geographically, demographics, etc
- Business Value
  - Lower customer support costs
  - Drive product innovation
  - Increase customer loyalty and site visits

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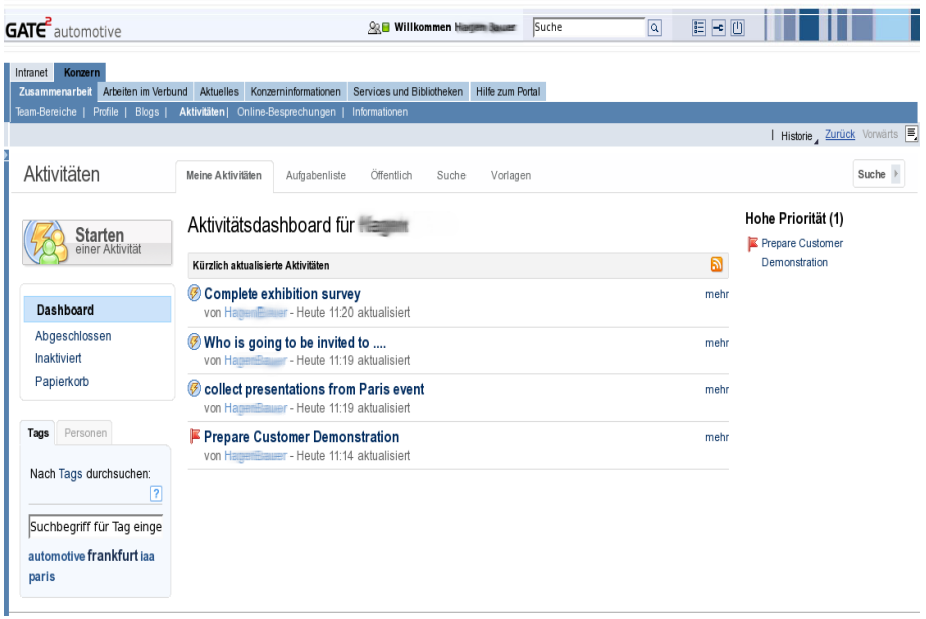
Rheinmetall integrates with Lotus Connections

- **Business issues at Rheinmetall:**
  - Seamless collaboration in a distributed organization across departments and subsidiaries
  - Tackle dynamics and response times
  - Flexible and process oriented organization and team structure
- Intensive market evaluations in 2006 and 2008
- Final decision for IBM‘s Collaboration Suite including Lotus Connections, Lotus Quickr and Lotus Sametime
- All integrated into their SAP Portal



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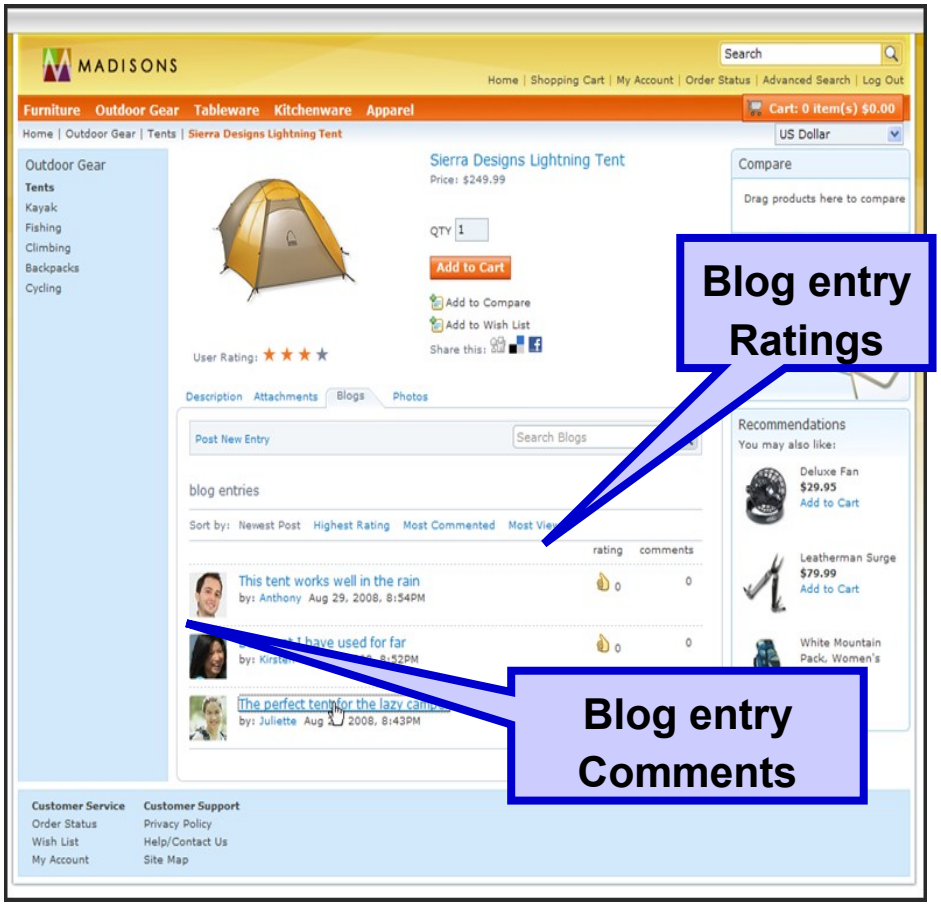
Social Commerce

- Integrating social data, like blogs, into the shopping experience
- Shoppers want to hear from other shoppers – not you
- Your customers can supply the best ideas about changes to your products
- **Business Value**
  - Improve the customer relationships and increase e-commerce transaction rates
  - Mine innovative ideas from customers for new products

WebSphere Commerce and Lotus Connections



Available today through IBM services

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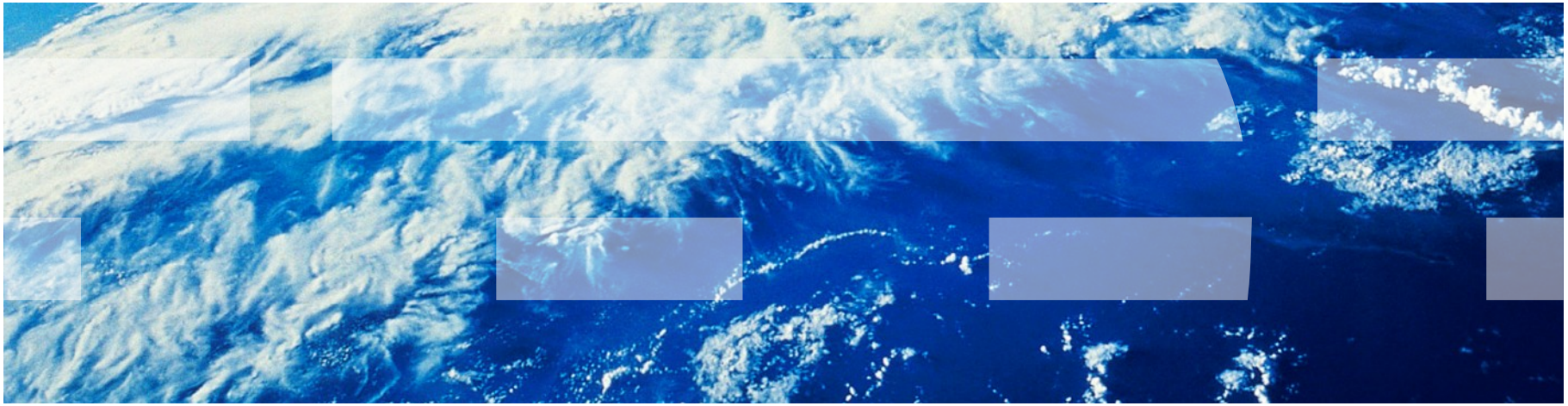
IBM

Lotus® Connections 2.5



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Early rave reviews of Lotus Connections

nothing like it to get a pulse of what is going on...

the Lotus Connections demo is genuinely impressive

Lotus Connections is kind of really awesome

the profile board is simply awesome. I get value every day; multiple times a day - both from things I post that are responded to as well the 'intentional serendipity' I experience seeing what others are saying/doing/learning

Lotus Connections is your Social Intranet Solution

I love keeping file sharing out of the inbox

I'm liking the updates...particularly in community forums

as a twitter addict I love being able to quickly share information internally about what I am working on, and being able to include more specifics than twitter allows

Microblogging and Files - the two just increase my productivity in incalculable ways

Social file sharing changed how I work

talking with IBM lotus about advances in lotus connections, quickr, et al. Lots of great stuff

Lots of good serendipitous connections made and **it's making me less reliant on email**

Activities ... just in time venue to work collaboratively ... outside of endless email strings.

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What's new in Lotus Connections 2.5?

Wikis

New Community Capabilities!

New Services

Microblogging

Lotus Connections 2.5

Files

News Stream & Subscriptions

& more

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Extend Lotus Connections to your tools

IBM Lotus Notes

- Activities sidebar
- Business Card
- Bookmarks
- Search

IBM Lotus Sametime

- Post chat to an Activity
- Post chat to Community Forum
- Business Card

IBM Lotus Quickr

- Add page to Activity
- Publish to Quickr
- Community Wiki

Home page | Profiles | Communities | Blogs | Files | Activities | Wikis | Bookmarks

IBM WebSphere Portal

- Portlet integration with services into pages and sites
- Service Portlets

Microsoft SharePoint

- Business Card
- Profiles Search
- Tag cloud web part

Plus...

Microsoft Office, Outlook, Windows Plugins

Coming

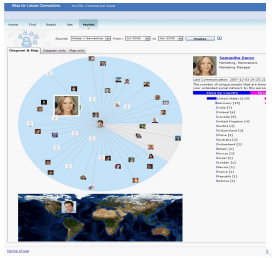
Lotus Live

- Activities, Files, Profiles &

Lotus Connections 2.5

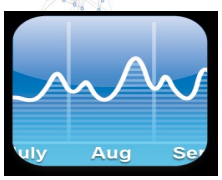
Extending the Lotus Connections Platform

IBM Services Offerings



Lotus Atlas Social Network visualizations

Login with Facebook



Adoption Metrics Reporting

Connect

& many more custom solutions

Partner Offerings

ascendant TECHNOLOGY

PERSISTENT

iEnterprises

GEMINI SYSTEMS

eniac

WIDGET FACTORY

1+1=3

PAVONE

Mercury Consulting

Inter Access

& many more

http://catalog.lotus.com

Google Gadgets

twitter

ideajam

flickr

myspace .com

facebook

Download at: http://greenhouse.lotus.com/plugins
Learn to make your own at:
http://www.ibm.com/developerworks/lotus/library/conn

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Summary

- A flatter, smarter and smaller world creates new challenges
  - ✓ A need to work smarter
  - ✓ A need for more insight
  - ✓ A need for advantage
- IBM is one of the leaders in enterprise social software and delivers capability *today* to help meet these challenges
- New innovations will extend IBM's leadership
  - More dynamic profiles allow employees to work smart and faster
  - New wiki and file sharing add powerful collaboration capabilities
  - Richer, interactive communities to drive innovation from customers

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Questions ?

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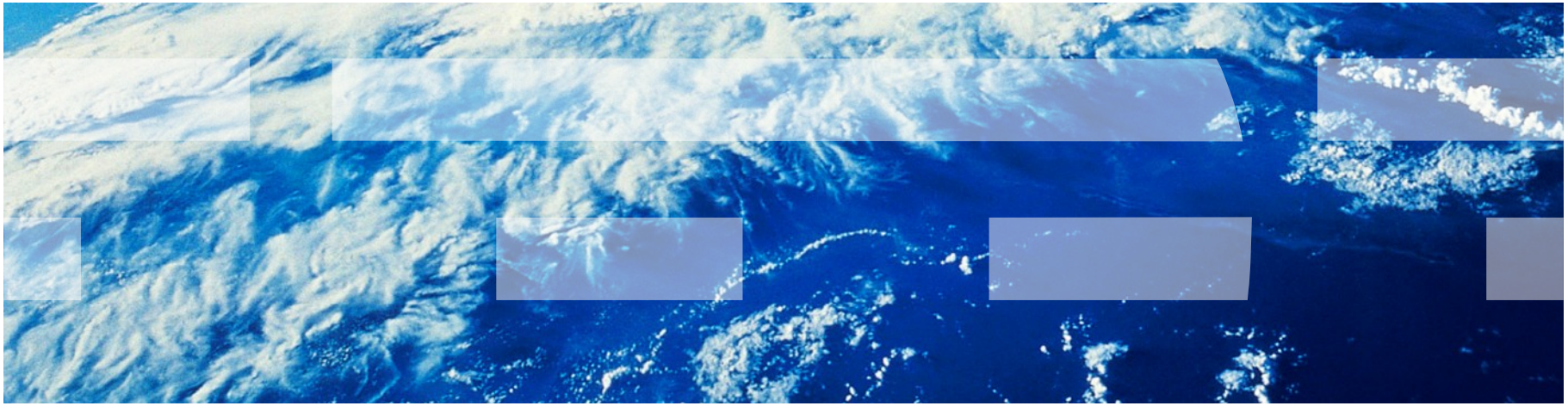
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