

Lotus knows.

Smarter software for a Smarter Planet.

Social Collaboration Delivers Real Business Value

John Schumacher | Director Development, Lotus Social Software



The information on the new product is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion

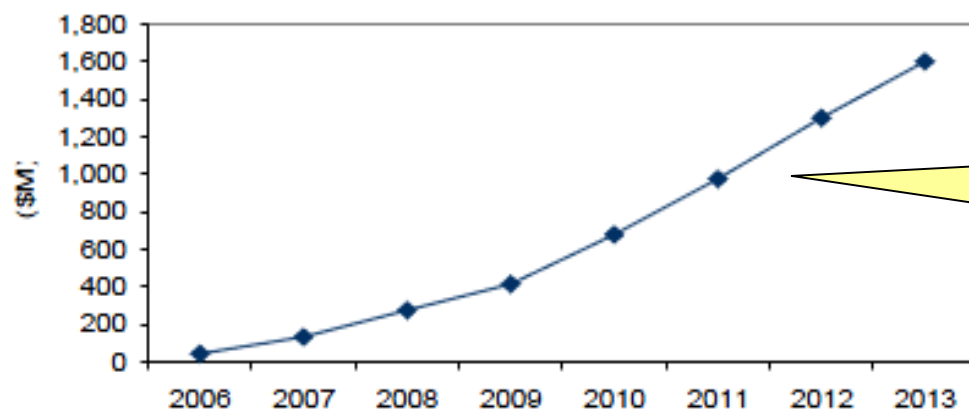
Agenda

- Introduction
- Work Smarter with Social Collaboration
- Social Collaboration Everywhere
- New Value for 2010
 - IBM Lotus® Quickr
 - IBM Lotus Connections
 -
- Fast Adoption Drives ROI
- Summary

Social Collaboration Usage Growing Rapidly

- “The need for workers to **do much more with much less** as a result of the economy and reduction in workforce is driving their demand for Web 2.0 applications that promise to **increase productivity** by filling in the gaps among structured enterprise applications” Source: IDC, The Next Wave of Business Collaboration: The Convergence of Social Software and Enterprise Collaboration Platforms, Doc # 220874, December 2009
- IDC forecasts that the U.S. online community software market will grow from \$278.4million in 2008 to **\$1.6 billion in 2013**

U.S. Online Community Software Revenue, 2006-2013

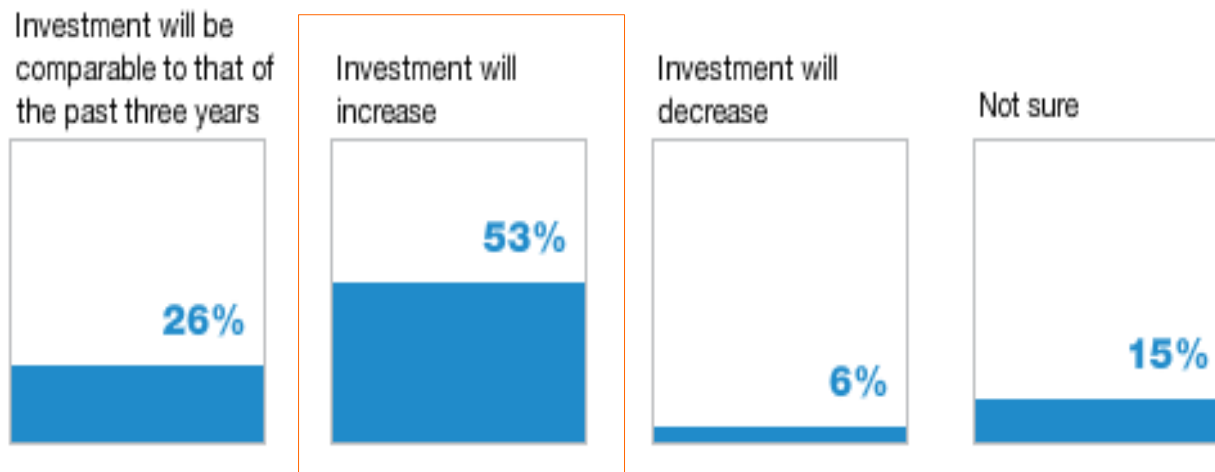


41.8% CAGR
2008-2013

Source: IDC, US Online Community Software 2009-2013 Forecast: Strong Growth Despite Recession--Corporate Culture Remains Inhibitor, Doc # 219642, September 2009

And It is Growing Globally

- “**69 percent of respondents** report that their companies have gained **measurable business benefits**, including more innovative products and services, more effective marketing, better access to knowledge, lower cost of doing business, and higher revenues. Source: How companies are benefiting from Web 2.0: McKinsey Global Survey Results, September 2009
-
- Future Investment: Companies plans for investing in Web 2.0 technologies and tools over the next three years.



Source: McKinsey, Business and Web 2.0: An interactive feature, September 2009

7 million people are using IBM social collaboration products

- Lotus Connections debuted in 2007 as the **fastest growing** organic software product in IBM history
-
- Lotus Quickr and Lotus Connections install base grew 34% from 3Q 2008 to 3Q 2009
-
- 35% of Fortune 100 have purchased IBM Social Collaboration Software
-
-



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Social Collaboration helps people *Work Smarter*



Have a place to gather and exchange ideas with like-minded people



Share your personal files



Track of opening projects



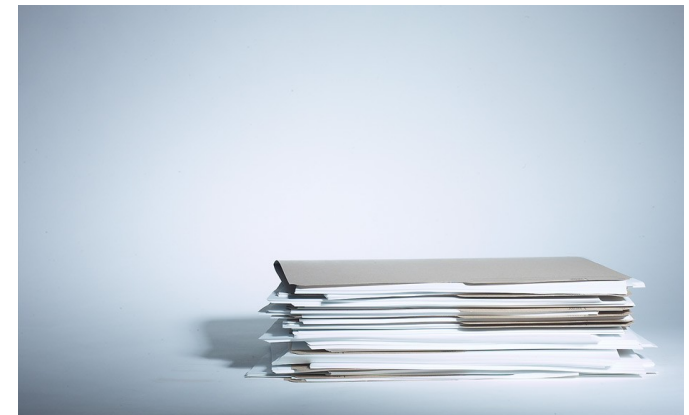
Quickly create new content with other people



Find the right people to solve my problem now

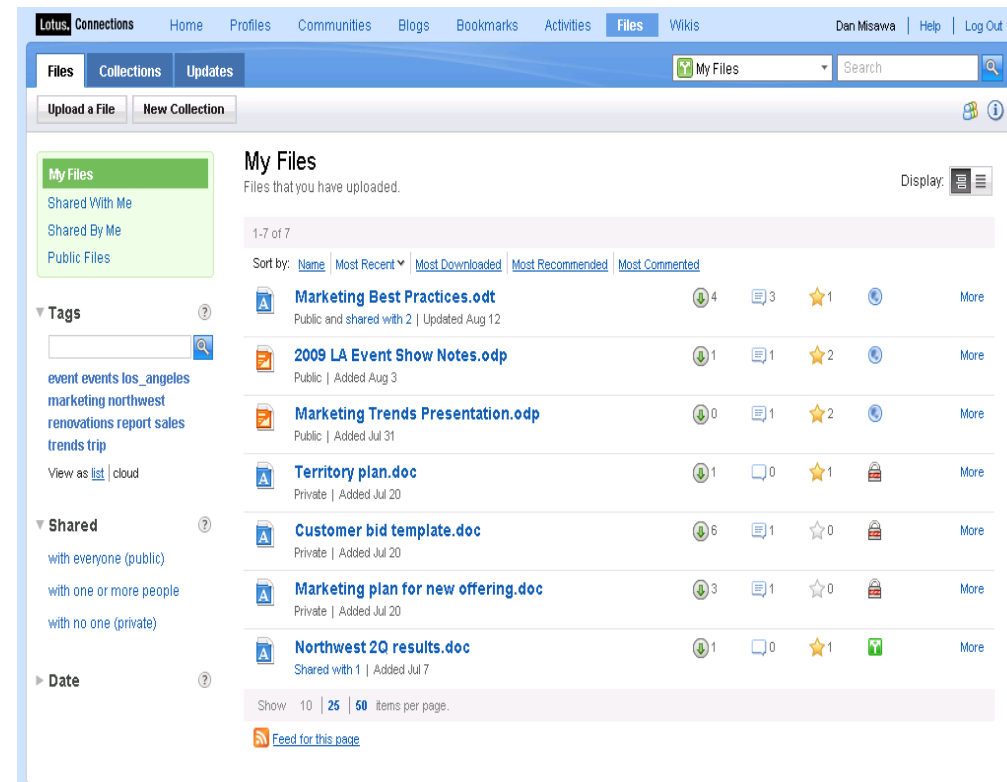
Do you know the best way to share your files?

- Is your email overloaded with documents?
- Do you have duplicate and outdated files on your hard disk?
- Can you find files created by experts you don't know?
- Do you know if these files are valuable?
- Do you know who has downloaded the old version of the file?
- Do you know who is using these files?



Lotus knows ... *The best way to share files!*

- Help reduce re-work by easily sharing files across the organization
- Locate files using Tags
- Have one copy of a file – not 20
- Keep them in easy reach from your desktop applications
- Discover and follow expert “content” creators
- Control distribution and access



Do you know how to find the right people?

- Do you spend too much time looking for an expert with just the right skills or knowledge?
- Can you uncover unknown resources across time zones, projects, and organizational boundaries?
- Do you know how to easily find the HR reporting information on your colleagues?
- Would it be helpful to be able to identify the person who is associated with;
 - a particular document
 - a specific activity
 - technical skill
 - or project experience



Lotus knows ... *How to find the right people!*

- Identify critical resources to solve urgent problems instantly
- Keep people from spending their valuable time reaching out to the wrong person
- Avoid duplicate work by understanding who is working on what projects

The screenshot shows a user profile for Betty Zechmann on the Lotus Connections platform. The page is titled "Betty Zechmann" and includes a profile picture of an older woman with short white hair. The profile information includes her title as CEO, phone number (1-301-555-1117), and email address (BZechmann@demoibm.com). There are links for "Send e-mail" and "Download vCard".

The "Contact Information" section lists:
Name: Betty Zechmann
Office: 10352 International Drive
Office number: 1-301-555-1117
Office e-mail: BZechmann@demoibm.com
Alternate e-mail: Betty.Zechmann@demoibm

The "About Me" section contains a paragraph: "I am the corporate executive responsible for the operations of Renovations. I report to our board of directors and work closely with the CIO and COO to make sure that we are building the best solutions for our customers. Please feel free to reach out to me and let me know what we could be doing better."

The "The Board" section has a text input field with the placeholder "What are you working on right now?". Below it are three recent activity items, each with a small profile picture and a close button (X):
1. Betty Zechmann meeting with my mentor Aug 11
2. Betty Zechmann I'm back from vacation and ready for a great 2nd Half! Jul 29
3. Betty Zechmann Thanks to everyone that contributed on the Green Hands

On the right side of the page, there are several widgets:
- "Report to chain" showing a hierarchy with Dennis Michaels and Betty Zechmann.
- "Network" showing a grid of profile pictures.
- "My Links" with links to "Renovations CEO Page", "My Photos", and "Renovation LCS site".

At the bottom of the page, there is a navigation bar with tabs for "Profiles Home", "My Profile", and "Edit My Profile". A search bar is also visible.

Do you know how to manage the multitude of projects across your group?

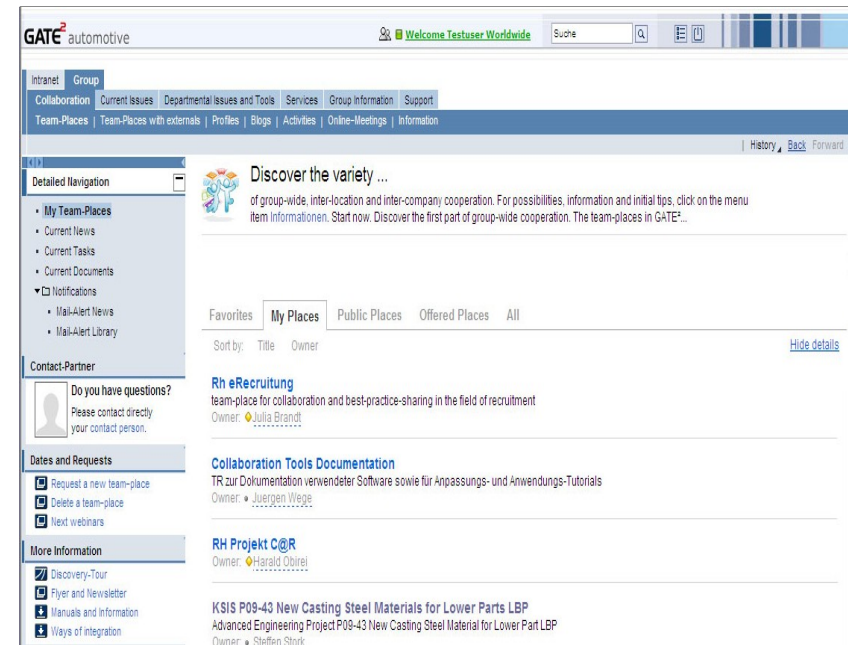
- Is it difficult to keep everyone on the project in synch with the latest updates?
- Do you need help in organising and coordinating who is working on the individual aspects of projects?
- Does your team lose time sharing content and versions of files through email?
- Do you have an easy way for documents to be routed for approval before they get released?
- Can you easily do all of this through your desktop applications and web browser?
-



Lotus knows ...

How to manage projects across your group !

- Use rich document libraries to create and edit your project team content
- Use team workspaces and blogs to enable the entire project team to have access to the same information
- Use templates for immediate, out-of-the-box value to support common business processes
- Use basic workflow capabilities for end-user notification and document approval needs
- Save critical assets created by the team in your enterprise content repository



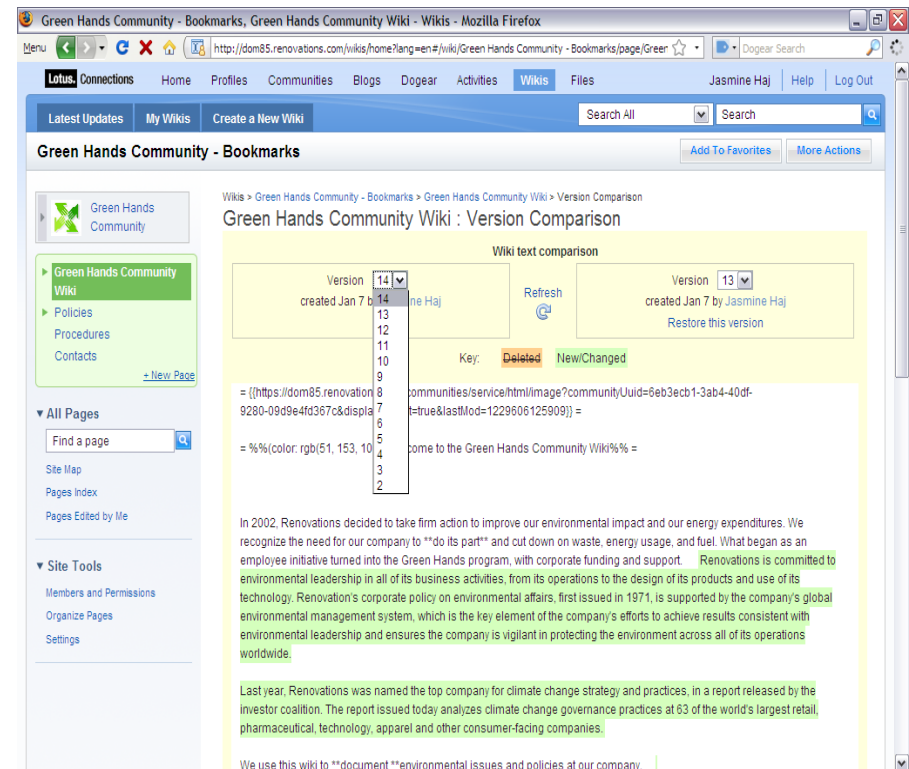
Do you know how to create content faster?

- How many people have to contribute to your documents?
- How many emails does it take to finalize a document?
- How many people are making decisions using incorrect information in old documents?
- Can you always return to a backup copy if someone makes a mistake?
- How long does it take to get a web page updated?



Lotus knows ... *How to help you create content with others faster !*

- Collaboratively create, edit and publish rich content using a wiki
- Quickly create FAQs, newsletters, technical documentation or best practices
- Keep track of old versions and rollback if needed
- Quickly find information published by others using search and tagging
- Get notified of new content, versions and pages



Do you know how to bring together like-minded people to gather and share their knowledge?

- Do you need to harness ideas and input from customers and partners to deliver innovative new products and services to market?
- Do you have people with common interests and skills that would benefit from a place where they can share their thoughts, findings, news, etc.?
- Are your people with shared interests looking for more efficient ways to present their ideas and news to others?
- Does your company have an online forum for employees to share cost



Lotus knows ... *How to bring people together!*

- Grow revenue through soliciting innovative ideas from employees, partners, and customers ... communities provide a forum for innovative collaboration
- Increase organizational productivity – by collaborating across the silo'd walls of the enterprise.
- Avoid duplicate work, promote consistencies in practice, learn from others
- Improve customer relations or expedite self-service with customer communities

The screenshot displays the Lotus Symphony Communities interface for the 'Green Hands Community'. The top navigation bar includes 'Lotus Connections', 'Home', 'Profiles', 'Communities', 'Blogs', 'Bookmarks', 'Activities', 'Files', and 'Wikis'. The user 'Dan Misawa' is logged in. The main content area is titled 'Green Hands Community' and features a community logo with four green hands. The 'Overview' section includes a welcome message and tags: 'environment, renovations'. The 'Blog' section lists four entries: 'Working with a Smart Planet', 'Be Careful Florida!', 'Greener Cars', and 'Think about that coffee cup'. The 'Activities' section shows 'Renovations Environmental Impact Assessment', '3 Day Event Planning', and 'Project Meetings'. The 'Files' section is currently empty. A sidebar on the right contains 'Important Bookmarks' (Earth Share, Environmental Leader), 'Members' (Jasmine Haj, Ted Amado, Samantha Daryn), and a '6 members' summary with a 'View All' link. A 'Tips' box in the bottom left corner advises users to use the overview to keep track of updates.

Lotus Quickr and Lotus Connections: Social Collaboration to help you Work Smarter

Have a place to gather
and exchange ideas



Share your
personal files



Keep track of
what's happening
on your projects



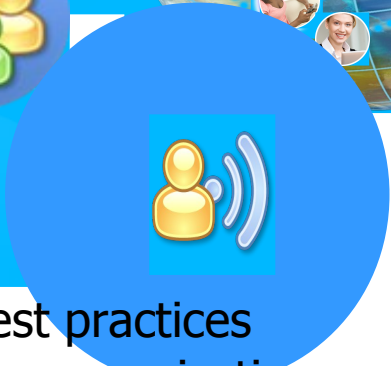
Quickly create new
content with other
people



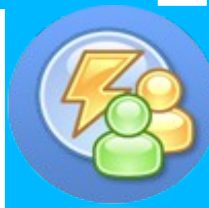
Get the right people to
solve my problem now



Share best practices
across the organization



Manage your work
more effectively

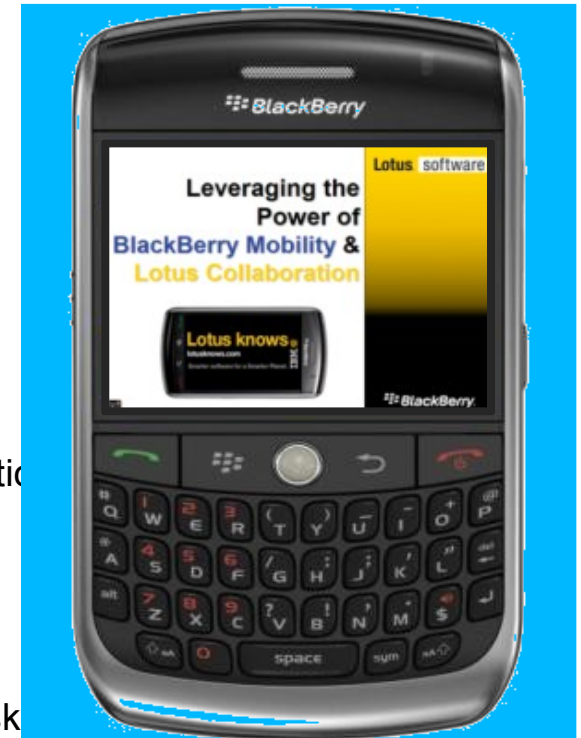


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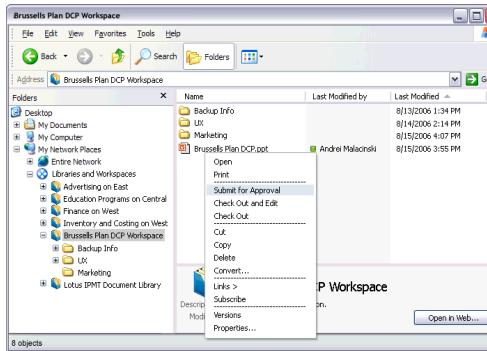
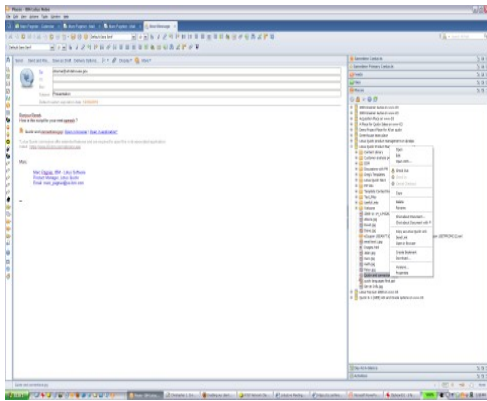
BlackBerry Client for IBM Lotus Connections and IBM Lotus Quickr

- Allows BlackBerry smartphone users to:
 - Collaborate in real time with their colleagues
 - Maintain their productivity while away from their desk
 - Speed up decision making while "on the go"
-
- **BlackBerry Client for IBM Lotus Connections 2.3**
 - Access the productivity and collaboration features of Lotus Connections
 - Profiles, Communities, Blogs, Bookmarks and Activities
 -
- **BlackBerry Client for IBM Lotus Quickr 1.0**
 - Share content, collaborate and work faster while away from the desk
 - Here is a sampling of the capabilities
 - Navigate and view library content
 - Review file and folder details for modification history
 - Checking out documents
 - Check in documents to replace older versions

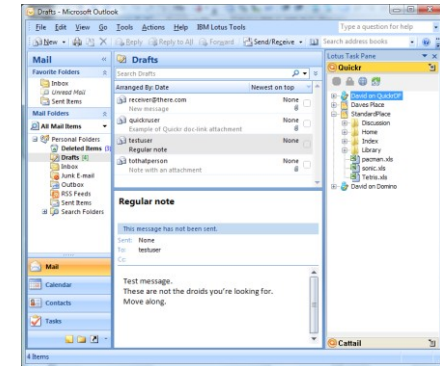


***For more information on
features and prices
Please consult with your
IBM sales representative or
authorized IBM business partner***

Connectors to your Favorite Desktop Applications



Microsoft™ Windows™ Explorer



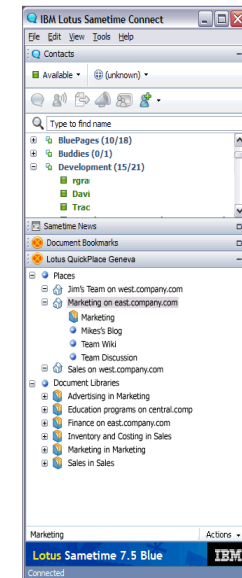
Microsoft Outlook™



IBM Lotus Notes® client

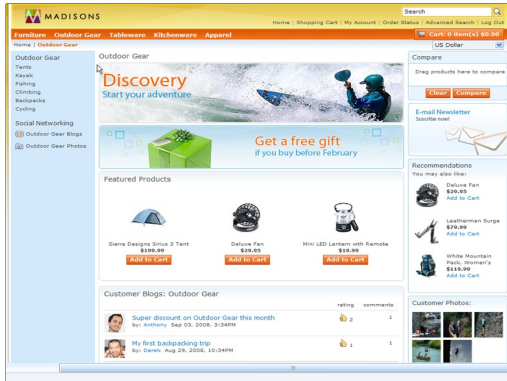


Microsoft Office & Lotus Symphony



IBM Lotus Sametime®

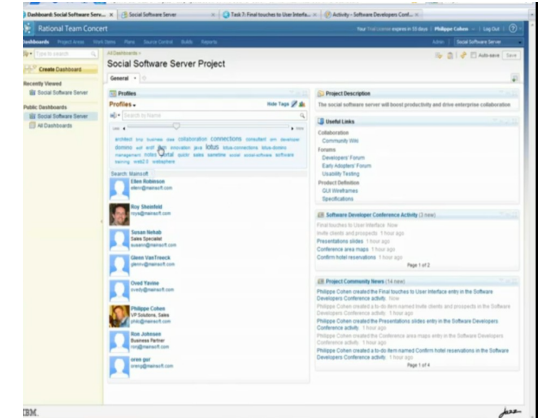
Connectors to your Mission Critical Applications



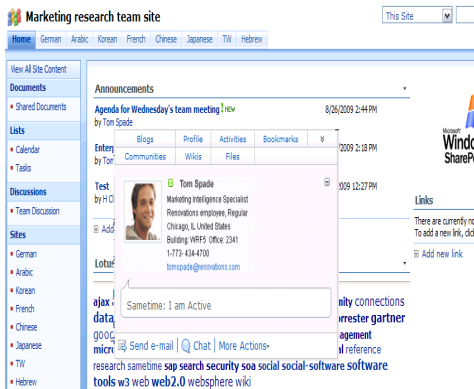
IBM WebSphere Commerce



IBM WebSphere Portal



IBM Rational Team Concert



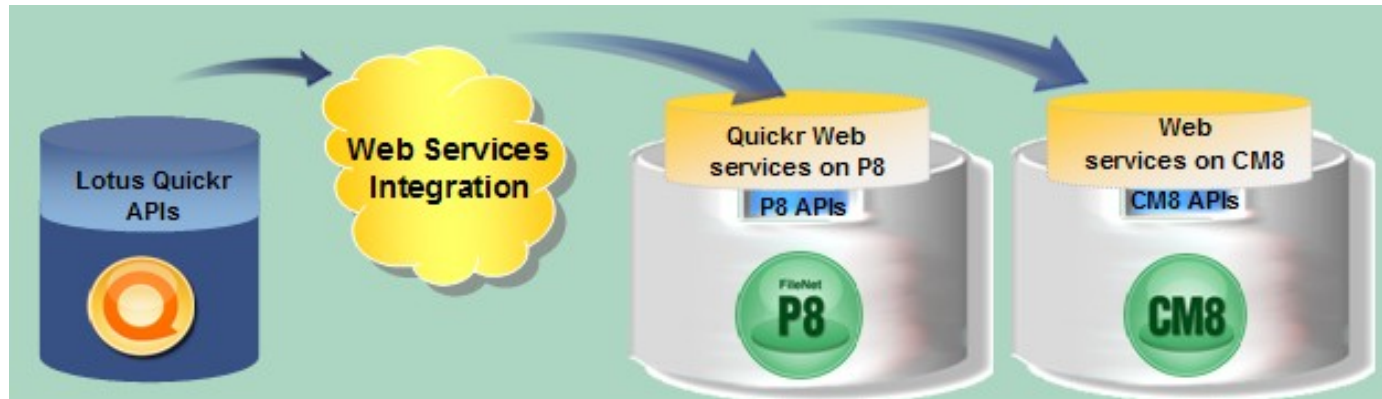
Microsoft SharePoint



SuccessFactors

Enterprise Content Management integration enables end-to-end content lifecycle management

- Publish content from Lotus Quickr to ECM
- Leverage ECM's Business Process Management / Records Management capabilities
- Search ECM content from Lotus Quickr
- Incorporate feeds of ECM content into Lotus Quickr teamrooms
- Leverage ECM to render content services in teamrooms



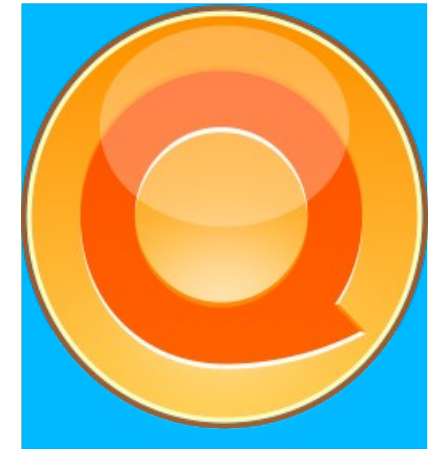
Lotus Quickr + ECM = Intuitive UI, Collaboration and Compliance

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Lotus Quickr Domino “Next”

- Team Place enhancements
- End-to-End Enterprise Content Management (ECM) Integration
- Linked Value with Notes and Domino
- Extensibility and Lists
- Administration and Deployment improvements
- Coming in 2010
-



*Snapshot of work being done.
Stay in touch for more news.*

Team place Enhancements

Increase productivity and satisfaction

- Overall streamlining of the User Experience
- New browser-based rich text editor
- Document library enhancements
- Easier version management
- Folder level access control
- Discussion Forum improvements
- Calendar integration
- Recycle Bin
- Improved performance



*Snapshot of work being done.
Stay in touch for more news.*



Enhanced Document Library Experience

- Simplified layout that's cleaner, more intuitive, and faster loading
- Streamlined document creation and editing process with fewer steps
- Re-architected solution means fewer calls to the server and faster response

The screenshot displays the Lotus Symphony Document Library interface. On the left, a navigation pane shows 'Document Library' selected. The main area shows a list of documents and folders under the heading 'Document Library'. An 'Upload Files' dialog box is open on the right, showing options for file name, description, and access permissions.

Sort	Type	Name	Last Modified	Owner
<input type="checkbox"/>	Folder	Cruise Folder	Today at 2:30 PM	Bailey Blakeny
<input type="checkbox"/>	Folder	Carnival Packages	Yesterday	Bailey Blakeny
<input type="checkbox"/>	Document	Possible Destinations	Sept 1	Bailey Blakeny
<input type="checkbox"/>	Document	Budget & Rates	Aug 30	Bailey Blakeny
<input type="checkbox"/>	Document	Cruise2008	Aug 30	Sam Curman
<input type="checkbox"/>	Document	Partner Program	Aug 29	Samantha Daryn
<input type="checkbox"/>	Document	Cruise Poster.png	Aug 29	Ronnie Espinosa
<input type="checkbox"/>	Document	New Brochures	Jul 27	Sam Curman
<input type="checkbox"/>	Document	Group Registration	Jul 24	Heather Reed
<input type="checkbox"/>	Document	Itinerary Slides	Jul 23	Ronnie Espinosa

Upload Files

Upload file to this location: **Marketing Folder** [Change folder](#)

* Name:

* Upload a file: [Browse...](#)

Description:

Who can access this:

No one (private)

Some people (give specific file permissions to others)

Public (visible to everyone)

Add: as Reader

Readers: [Ronnie Espinosa](#) [Sam Curman](#)

Notify

[OK](#) [Cancel](#)

*Snapshot of work being done.
Stay in touch for more news.*

Better File Version Management Experience

- Simplified version management that's more visible and easier to use
- All capabilities available in browser and Quickr connectors

The screenshot displays the Lotus Quickr interface for a file named 'Partner Program Logo'. The breadcrumb path is 'Document Library > Partners Folder'. The file is public and was last modified on Jun 13 by Bailey Blakeny. The interface includes a left-hand navigation menu with options like 'Whats New', 'Calendar', 'Tasks', 'Discussion', 'Document Library', and 'Members'. The main content area shows the file name, a preview icon, and a download link for the 2.8 mb file. Below this, there are tabs for 'Comments (2)', 'About this Page', 'Access Control', and 'Versions (3)'. The 'Versions' tab is active, showing a table of three versions.

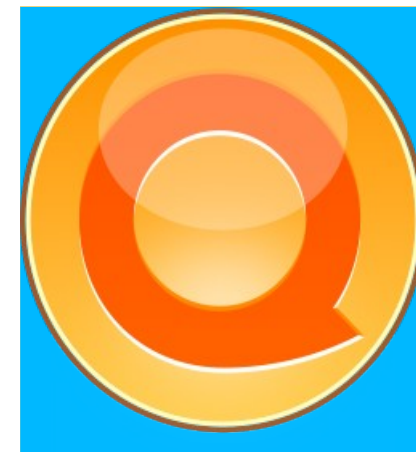
Version	Status	Last Modified	Modified By	Change Summary	Download
3	Current	Sep 15, 2008	Bailey Blakeny	I made some major changes to the document...	Download
2	Restore ?	Sep 7, 2008	Bailey Blakeny	I made some minor changes to slide 16, 18...	Download
1	Restore ?	Aug 22, 2008	Bailey Blakeny	Original document	Download

*Snapshot of work being done.
Stay in touch for more news.*

Lotus Quickr J2EE “Next”

- New user experience
- Runs on WebSphere Portal 6.1.5, and also includes new portal integration (portlets)
- New administration console consolidates policies, back-up, statistics...
- Native bridging with ECM repositories
- New option for content and meta-data: work in Lotus Quickr, store in your ECM
- More integrated connectors including drop files into chats and conferences
- Coming in 2010

*Snapshot of work being done.
Stay in touch for more news.*



Streamlined Library Experience

- Updated user interface
- Better use of screen real estate
- Updated navigation
- Why it is important:
 - Consistent navigation across all Lotus products
 - Standard web navigation model
 - Consistent navigation between document libraries and personal Files

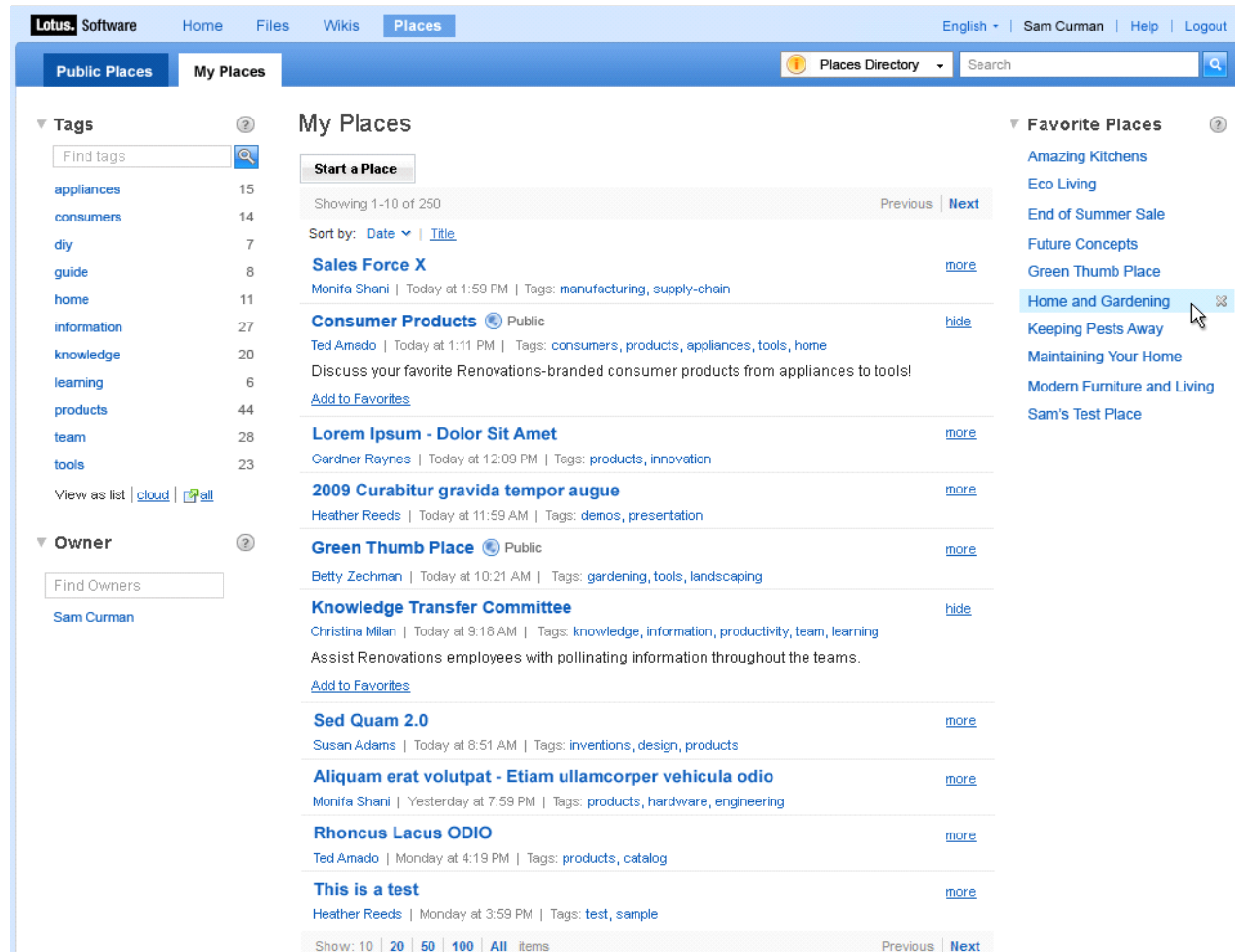
The screenshot shows the Lotus Quickr interface for a document library titled "Conference - Splash 2010". The interface includes a navigation menu on the left with options like Overview, Tasks, Document Library (highlighted), Schedule, Products, Recent Updates, and Members. The main content area displays a list of documents with columns for Name, Date Updated, Downloads, and Added by. The "Grand Homes Experience.odp" document is highlighted. Below the list is a drag-and-drop area for uploading files and a footer with navigation and role information.

<input type="checkbox"/>	Name	Date Updated	Downloads	Added by
<input type="checkbox"/>	Brochures and Catalogs	Apr 13		
<input type="checkbox"/>	Marketing Evaluation	Apr 7		
<input type="checkbox"/>	Fall Report.doc	Apr 6	↓	Samantha Daryn
<input type="checkbox"/>	Executive Slides.odp	Apr 3	↓	Sam Curman
<input type="checkbox"/>	Modern Home Images.zip	Apr 3	↓	Heather Reeds
<input type="checkbox"/>	New Frontier.odp	Apr 2	↓	Heather Reeds
<input type="checkbox"/>	Grand Homes Experience.odp	Mar 31	↓	Gardner Raynes
<input type="checkbox"/>	Tower Construction.ppt	Mar 25	↓	Arnadou Alaine
<input type="checkbox"/>	Green Gardens Proposal.odt	Mar 25	↓	Sam Curman
<input type="checkbox"/>	Fall Report.pdf	Mar 24	↓	Samantha Daryn

*Snapshot of work being done.
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Enhanced User Experience: Place Catalog

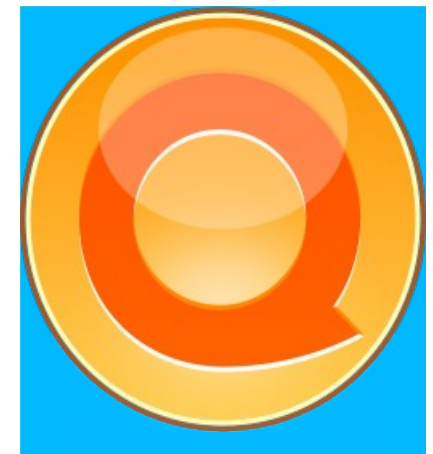
- Use tags to organize Places
- Filter Places by owner, last update or tags
- Easily find a Place by name with type-ahead menu
- Why it is important:
 - Easier to navigate across all content when the number of places expands



Snapshot of work being done.
Stay in touch for more news.
distributed

Lotus Quickr Connectors “Next”

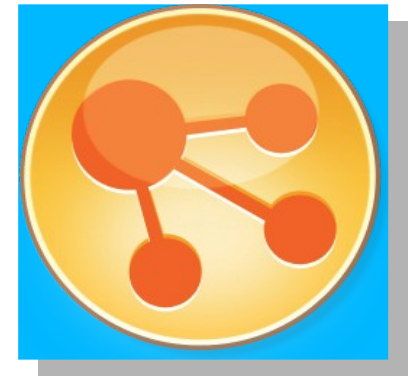
- Prompt for required meta data from connectors
- Sametime awareness in connectors
- Drag and drop document into Sametime chats
- Drag and drop documents into meetings
- Search Lotus Quickr from Notes sidebar
- Office® 2007 Ribbon support
- Windows® 7 support
- Coming in 2010



*Snapshot of work being done.
Stay in touch for more news.*

Lotus Connections “Next”

- Recommendations built on social analytics help create broad, powerful, professional networks
- Expand LotusLive Connections and IBM Cloud offerings to increase deployment options
- Compliance and auditing to deliver value of social software to regulated industries
- Providing more flexibility with stand-alone Forum Service
- Extending Connections everywhere
- Coming in 2010
-



*Snapshot of work being done.
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Social Analytics

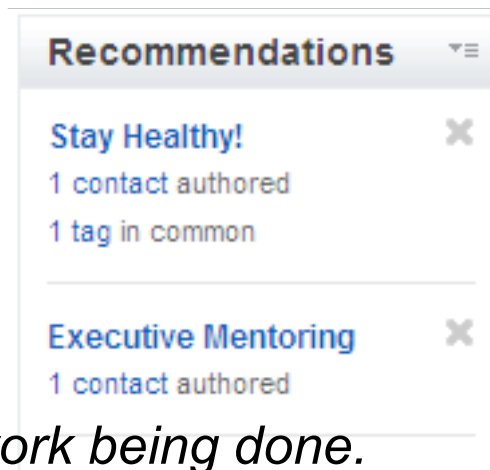
- Smart recommendations based on what you are interested in
- Find relevant information and discussions happening outside your network
- Stay informed easily and focus your attention on matters of interest

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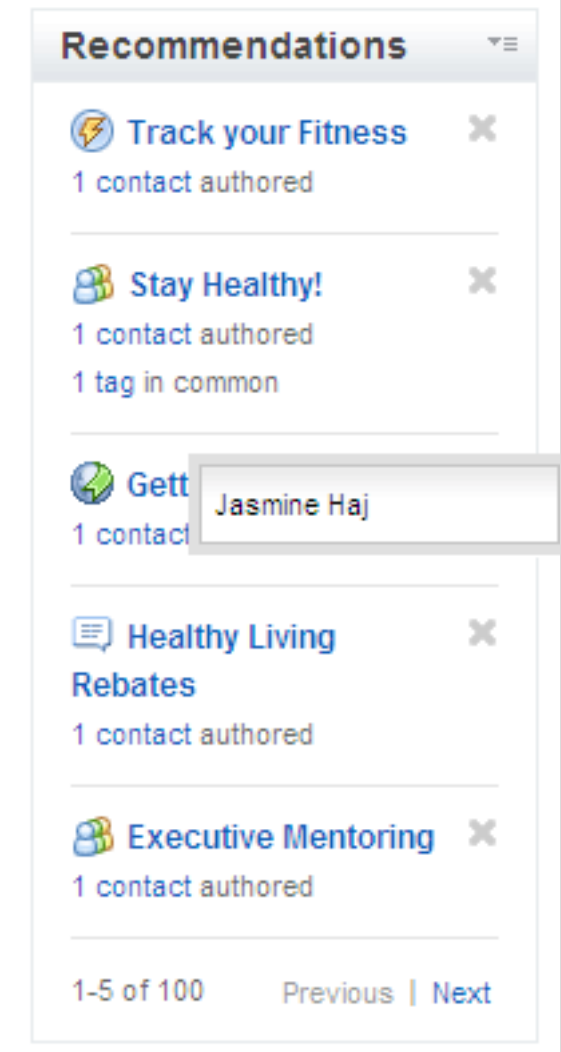
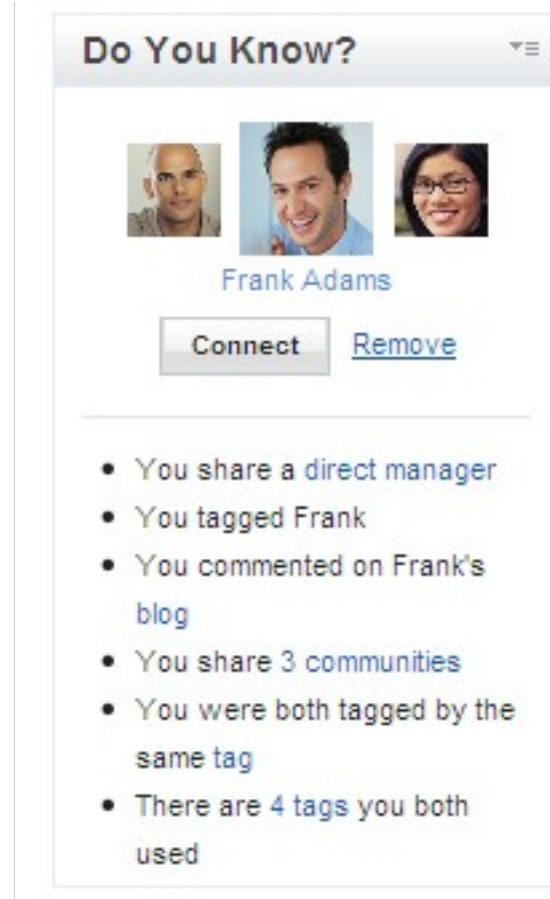


Recommendations across Lotus Connections

- People, Community and Content recommendations
- Based on user's profiles – tags and social network



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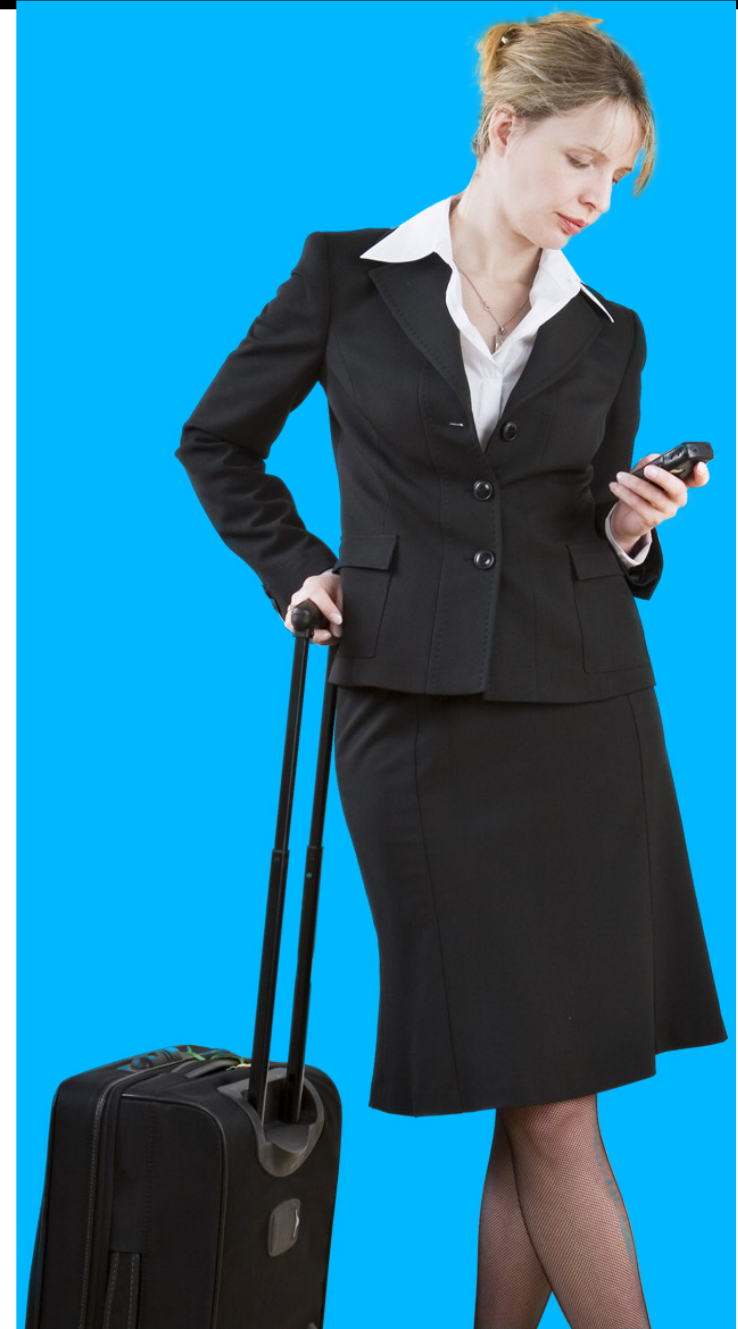


Designs are subject to change

Connections Everywhere

- Expand Mobile access add support for Android
- Enhance Mobile capability to support Board, Communities and Files
- Sharepoint widget for Communities
- Expand portlets to include support for Profiles, Connections wide Tags, and Wikis
- Rational Team Concert integration

*Snapshot of work being done.
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Mobile Updates

- Profile status updates view, Communities
- via mobile

The screenshot shows a mobile profile page for Andrew L. Schirmer. At the top, there is a 'Profile' dropdown menu and a search icon. Below this, a profile picture is followed by the name 'Andrew L. Schirmer' and the text 'is demoing Connections Mobile'. A 'Status Updates' dropdown menu is visible, along with a 'What are you working on right now?' text input field. The main content area displays a status update from Andrew L. Schirmer: 'Today's factoid: In Connections, there are 48 distinct use cases covering events a person might be interested in. That includes status updates and posts, without even getting into types of objects being posted. Today 1:04 PM'. Below this is a comment from Eric D. Larson: 'Virtually or in person? Either way, tell them "Hi". I hope their project is highly publicized and "known" inside IBM this year. Think RIT...'. At the bottom, another status update from Andrew L. Schirmer is visible: 'Waiting to see how long before Lotus Connections Notifications drives me ker-azy. Love aggregation, but it doesn't work without effective filtering. But'.

The screenshot shows a mobile communities page. At the top, there is a 'Communities' dropdown menu and a search icon. Below this, an 'Updates' dropdown menu is visible. The main content area displays a list of updates. The first update is from RICHARD M. QUALTERS: 'edited the wiki page New Hire Classes in the Public Sector Organization Change Strategy Community wiki. Today 4:12 PM'. The second update is from David R. Schwartz: 'edited the wiki page Interaction Design Notes in the Dojo Data Visualization wiki. Today 4:10 PM'. The third update is from Kerri L. Shafer-Page: 'updated the Nov 12th - Open Technologies & Tools Initiative Community Call Agenda blog entry in the Open Technologies & Tools blog. Today 4:09 PM'. The fourth update is from Sacha Chua: 'replied to their own Looking for Web 2.0 consultant (workshop, high-level portal design, strategy) - urgent staffing need topic in the Web 2.0 for Business Today 4:08 PM'. The fifth update is from Christopher Eacrett: 'commented on the Geno Liquid Workshop - Nov 5, 2009 Meeting Summary entry in the GenO Liquid - TopCoder Competition Workshop activity. Today 4:07 PM'. The sixth update is from Michael K. Eisenman: 'created a new wiki page titled SSO Shared ID Policy concerns in the SSO AG S&C Gov wiki. Today 4:07 PM'.

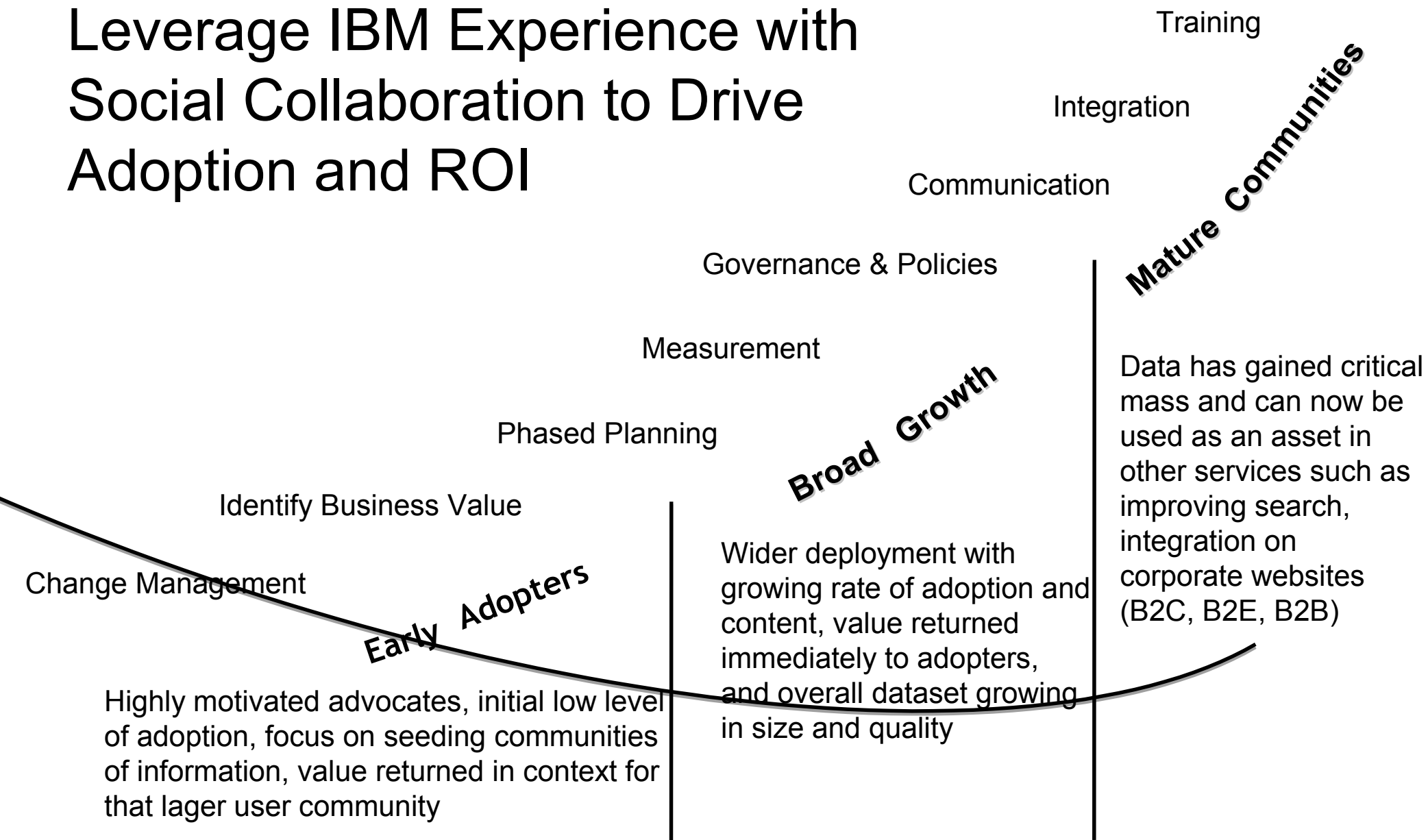
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Leverage IBM Experience with Social Collaboration to Drive Adoption and ROI



Example: ROI for Call Center

- Customer “Headache” = Need to lower customer support costs
- Value of Social Software to the process of answering customer calls
 - Profiles allows staff to find experts to help handle complex issues
 - Staff can read Blogs, Bookmarks and Activities posted by experts in real time and expedite problem resolution
 - Communities on products allow new staff to get trained quickly and learn best practices from other staff
- Quantitative ROI Drivers
 - Reduces call duration, saving cost per call and raising staff utilization
 - Reduces call-backs and time wasted on hard-to-answer questions
- Qualitative ROI Drivers
 - Improved customer relationship through better customer service
 - Preserves organizational knowledge to mitigate the impact of CRS turnover

Example: Short Term ROI Calculator

- Financial services firm
-
- Estimated that time spent on complex customer calls would be improved by 15%
-
- Average call time would drop from 25 min to 21.25 mins
-
- Results = Annual savings of over \$2M

Status Quo		
CSR Cost - fully allocated	\$ 100	per hour
Average call duration	5	minutes
Average cost per call	\$ 8.33	
Average calls per day per CSR	84	based on 7 hours per day
Complex, high demand call	5	X average time spent
Number of complex calls per day	3	
Time spent:	25	minutes per call
Cost to handle complex call	\$ 41.67	
Impact on calls per day	82%	of optimal CSR performance (eg no complex calls to handle)
Number of CSRs	500	
Cost per year of complex calls	\$ 15,625,000	based on 250 day year
With Lotus Connections		
Improvement in time required to hand complex calls	15%	
Complex, high demand call	4.25	X average time spent
Number of complex calls per day	3	
Time spent:	21.25	minutes
Cost to handle complex call	\$ 35.42	
Impact on calls per day	85%	of optimal CSR performance
Number of CSRs	500	
Cost per year of complex calls	\$ 13,281,250	based on 250 day year
Savings per complex call	\$ 6.25	
Savings per year	\$ 2,343,750	
Do not modify blue formula cells		

Data for illustrative purposes only

Lotus knows.

Smarter software for a Smarter Planet.

Lotus Quickr and Lotus Connections Customer Sample



Architectural Aluminium Solutions



Agenda

- Introduction
- Work Smarter with Social Collaboration
- Social Collaboration Everywhere
- New Value for 2010
 - IBM Lotus Quickr
 - IBM Lotus Connections
 -
- Fast Adoption Drives ROI
-
- Summary

Summary

- Social Collaboration market is growing fast because it delivers business value
- Lotus Quickr and Lotus Connections helps you and your organization work smarter
- IBM is the leader in market and continued investment in Lotus Connections and Lotus Quickr will help extend that lead
- IBM has the experience to help drive quick adoption of social software to create ROI



Learn more about Working Smarter with Social Collaboration

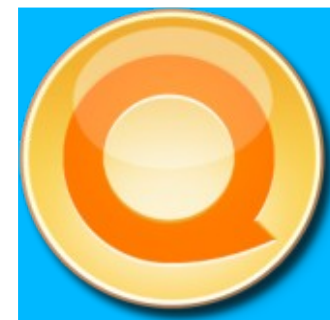
• Latest product information, research, podcasts, and more

- www.ibm.com/lotus/connections
- www.ibm.com/lotus/quickr



• developerWorks®

- www.ibm.com/developerworks/lotus/products/connections/
- www.ibm.com/developerworks/lotus/products/quickr/



• Product documentation

- www.ibm.com/developerworks/lotus/documentation/connections/
- www.ibm.com/developerworks/lotus/documentation/quickr/

• Synch.rono.us blog – keep up to date on Social Software activities @ IBM!

- <http://synch.rono.us/>

• Multimedia Library for Lotus Connections And Lotus Quickr

- www-01.ibm.com/software/lotus/training/multimedialibrary.html

• Experience the software 'live'

- Lotus Greenhouse
- Lotus Connections on IBM.com

• BlackBerry Client for IBM Lotus Connections and IBM Lotus Quickr

- BlackBerry Client for IBM Lotus Connections 2.3
- BlackBerry Client for IBM Lotus Quickr 1.0