

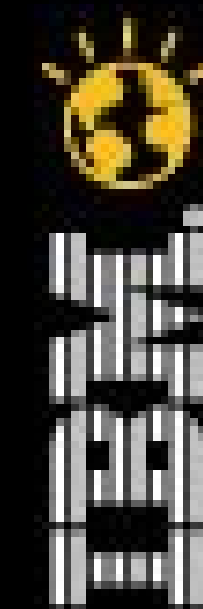
Lotus knows.

Lotusphere Comes To You 2010

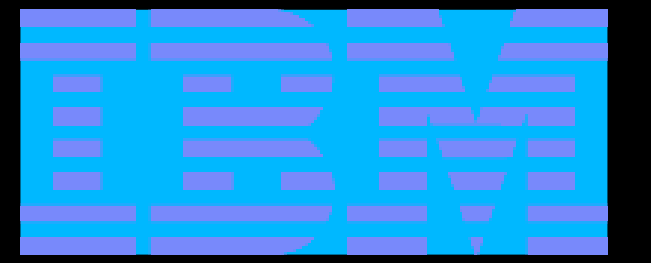
Lotus knows we are coming to a city near you.

www.ibm.com/lotus/lcty

Smarter software for a Smarter Planet.



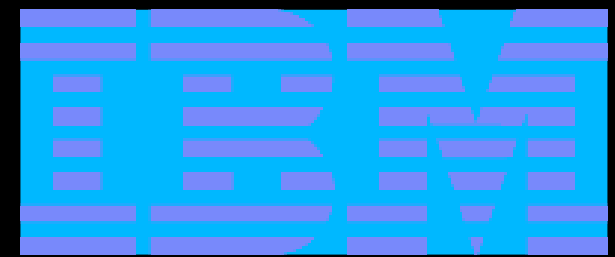
Vice President
Messaging and
Collaboration



Current Market Conditions



opportunity

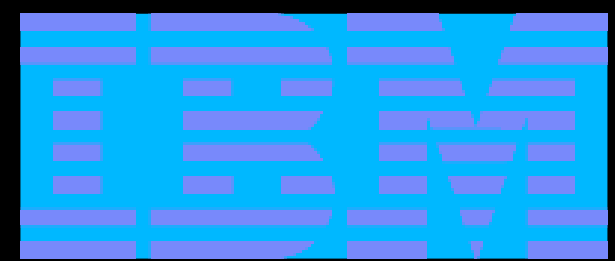


Current Market Conditions

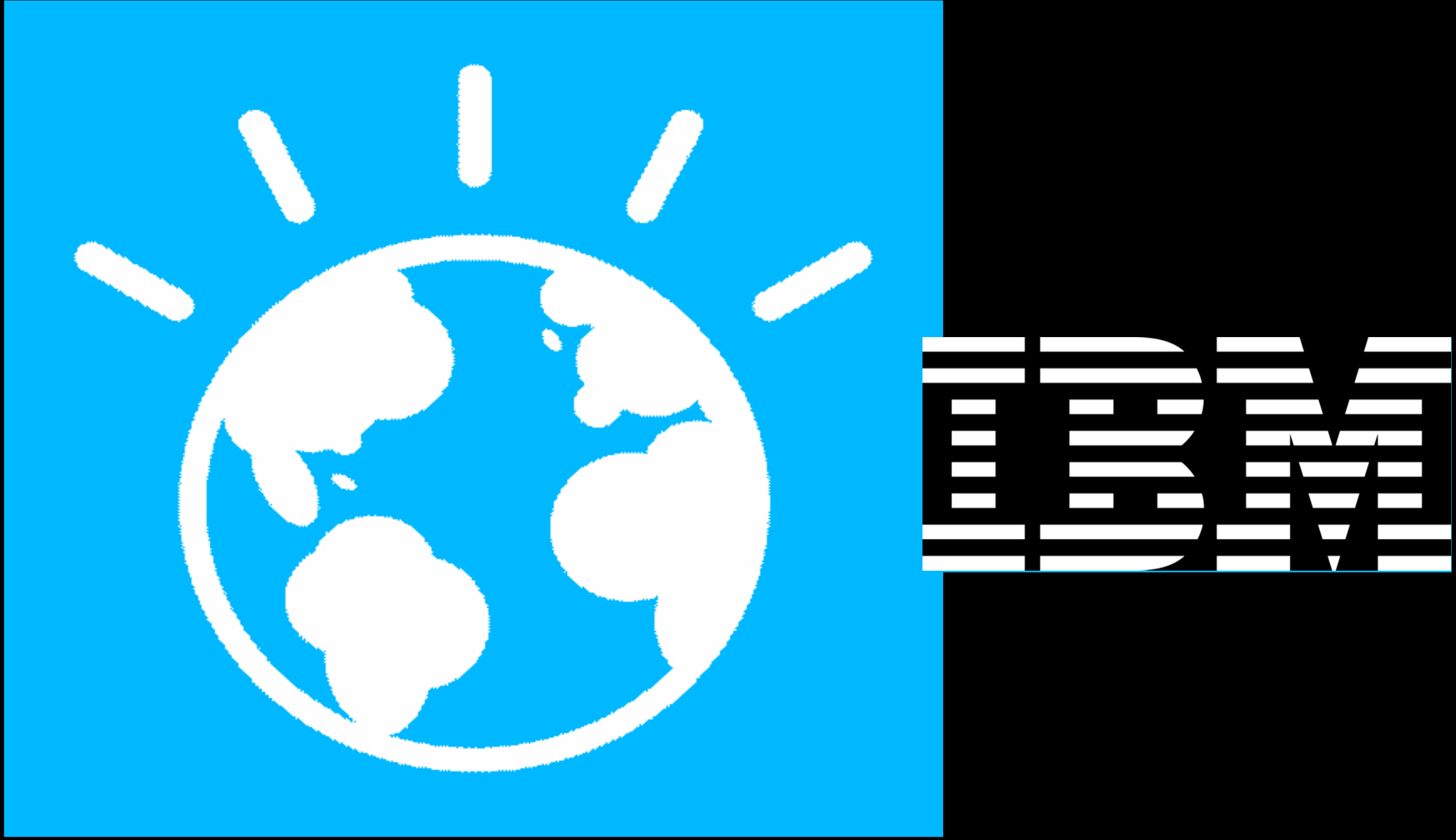
Transformative

opportunity

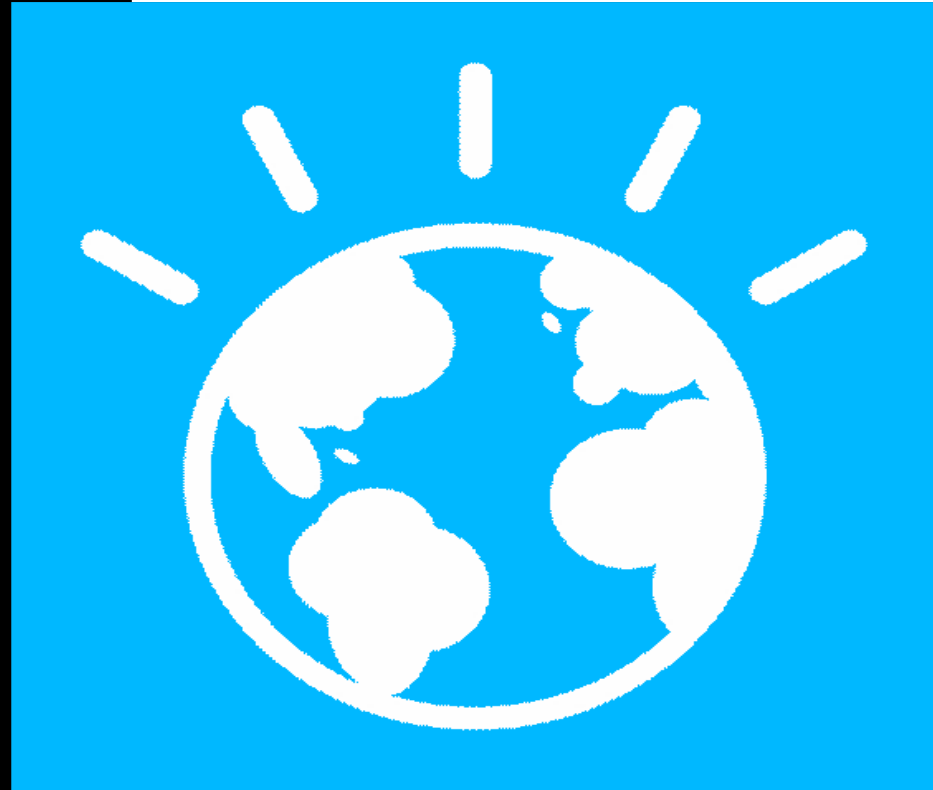




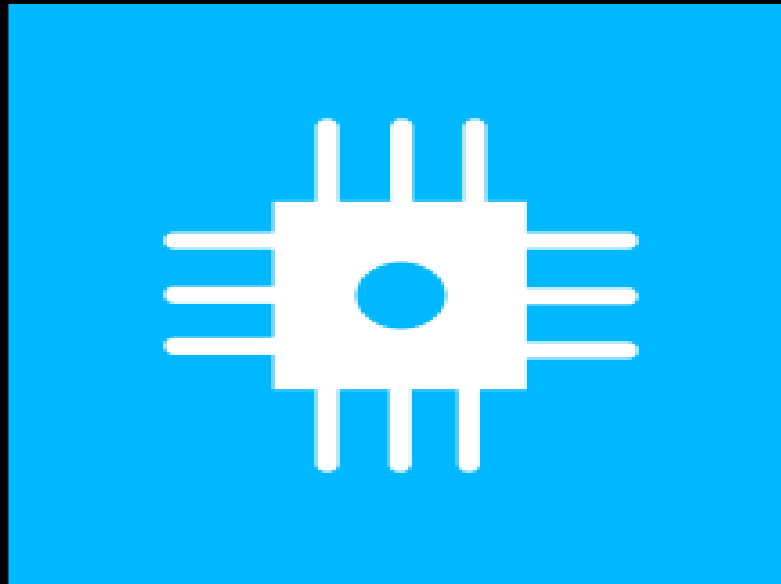
Current Market Conditions



Investing in **people**
research
technology



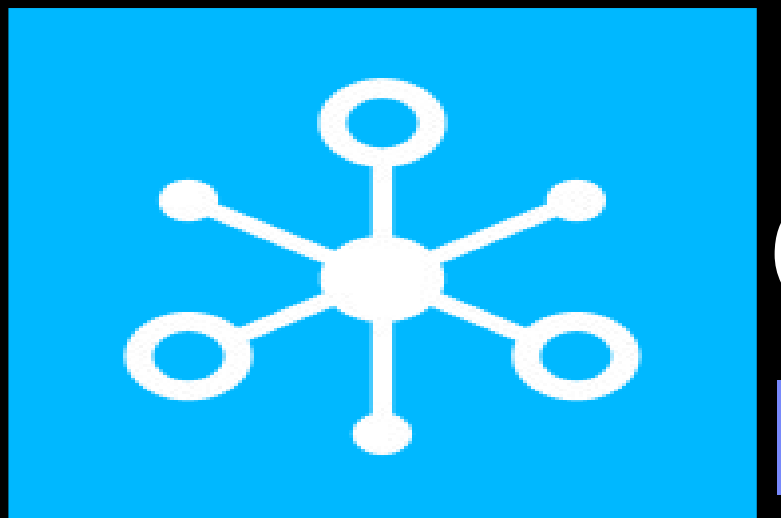
Smarter Planet



Our world is becoming
INSTRUMENTED



30 billion RFID tags... 2010



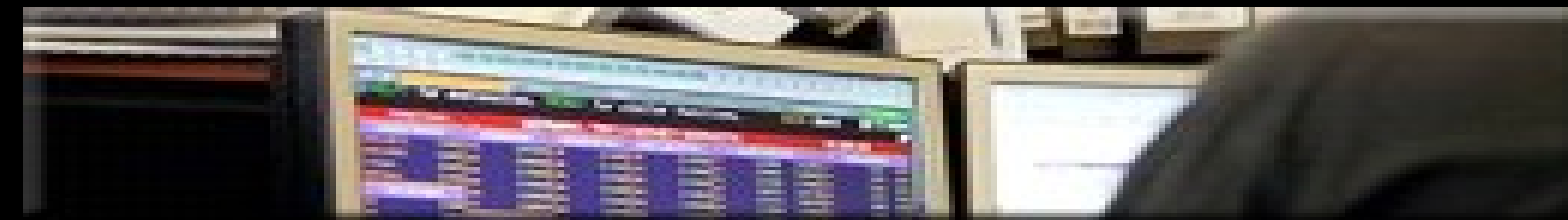
Our world is becoming
INTERCONNECTED



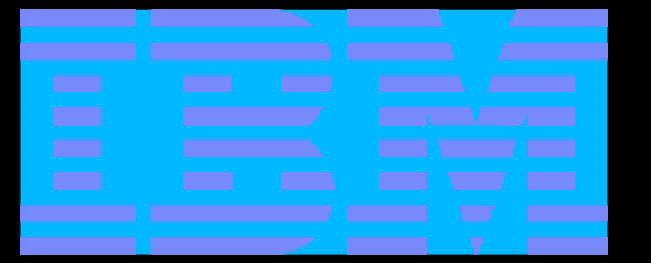
*~2 billion people on the Web... 2011
...a trillion connected objects*



All things becoming
INTELLIGENT



*15 petabytes of new
information generated daily...*



Today, more than ever, organizations use **software** to enable every facet of their **business**.

Data everywhere

Global integration and connectivity

New expectations for value

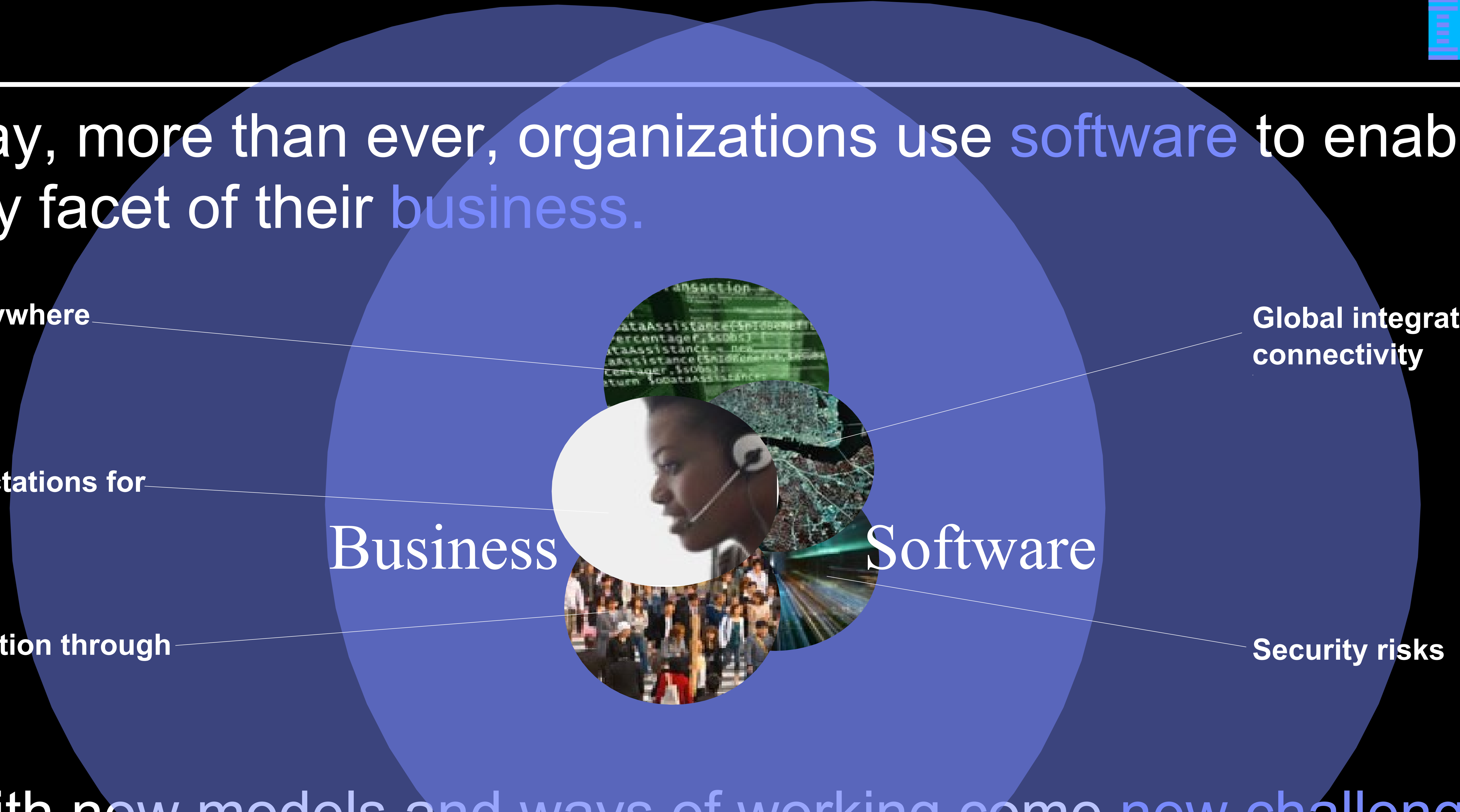
Business

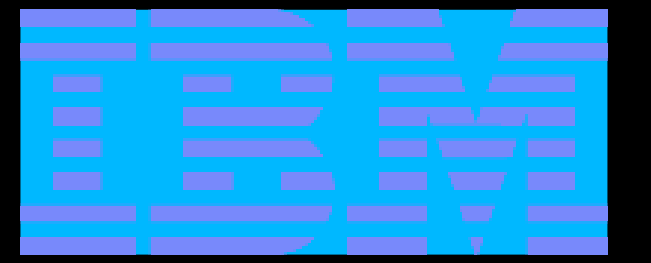
Software

Differentiation through people

Security risks

But with new models and ways of working come new challenges...





For the past 50 years, IBM has been delivering smarter software that is...

Fueled by Expertise

Software
Business
Industries
How it all connects
How to get real results

Over 4000 business analytics expert consultants
World's largest math department
World's largest middleware company

Built for Change

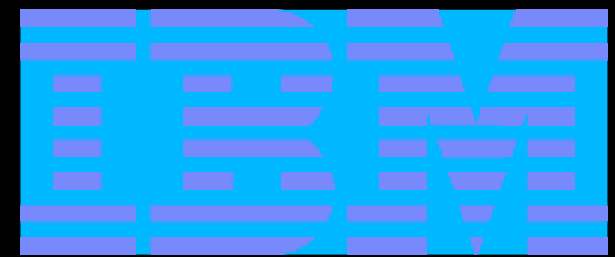
Open
Easily integrated
Flexible
Helping clients anticipate and lead change

100+ acquisitions
Contributes to over 150 open source projects
300 SOA patents

Ready for Work

Industrial-strength
Proven
Ready-to-scale
Dedicated to solving clients' challenges

60 laboratories WW practicing agile development
End user services support for 4.3M end users



Smarter &



Knows & acts
Turn information into insight



Increase agility



Connects
Connect & collaborate



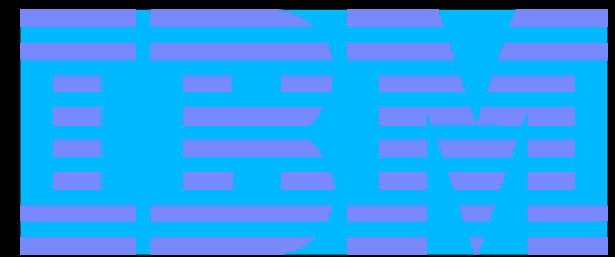
Delivers
Enable business service and product innovation



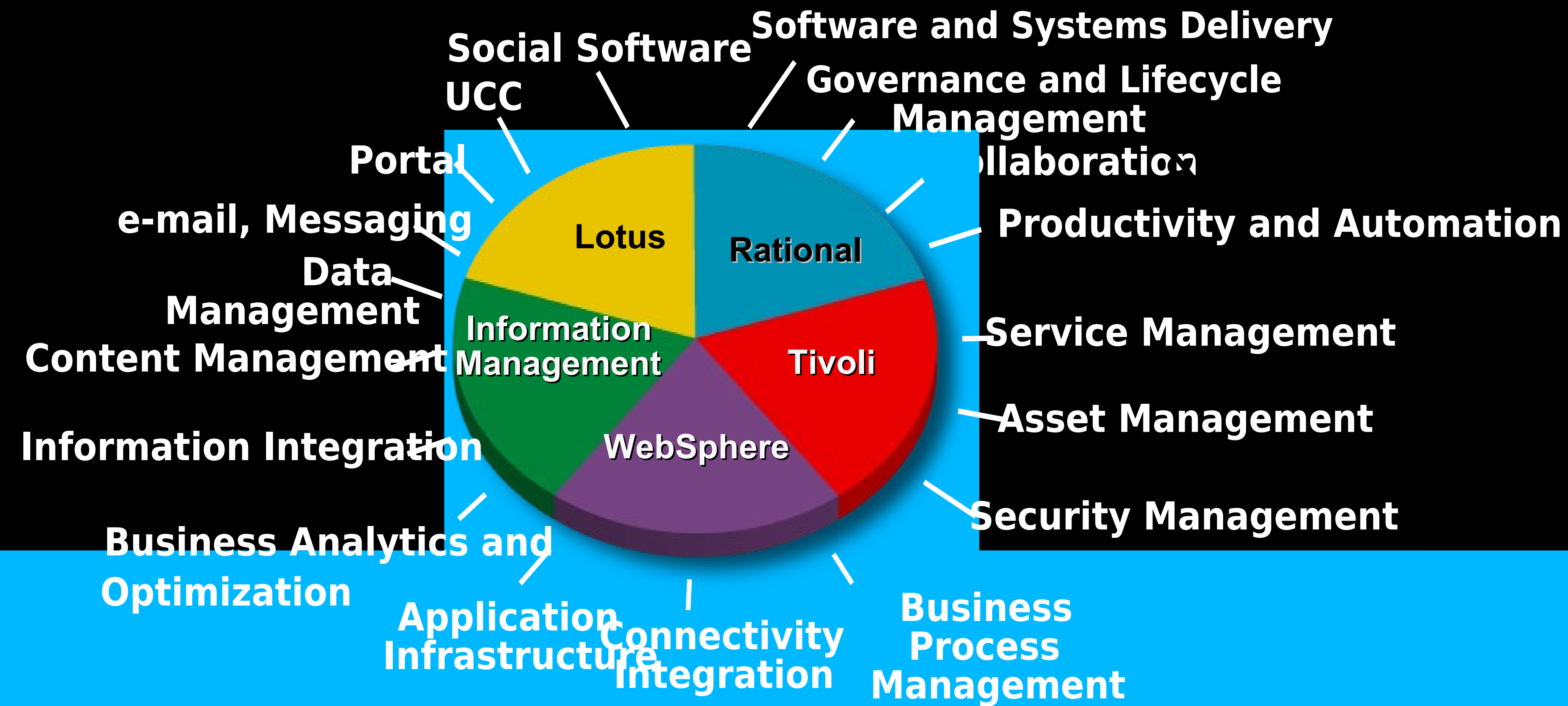
Optimizes
Drive enterprise operations effectiveness and efficiency



Protects
Manage risk, security, and compliance



Leverages the entire Portfolio to deliver solutions



Service Oriented Architecture (SOA)

Information On Demand (IOD)

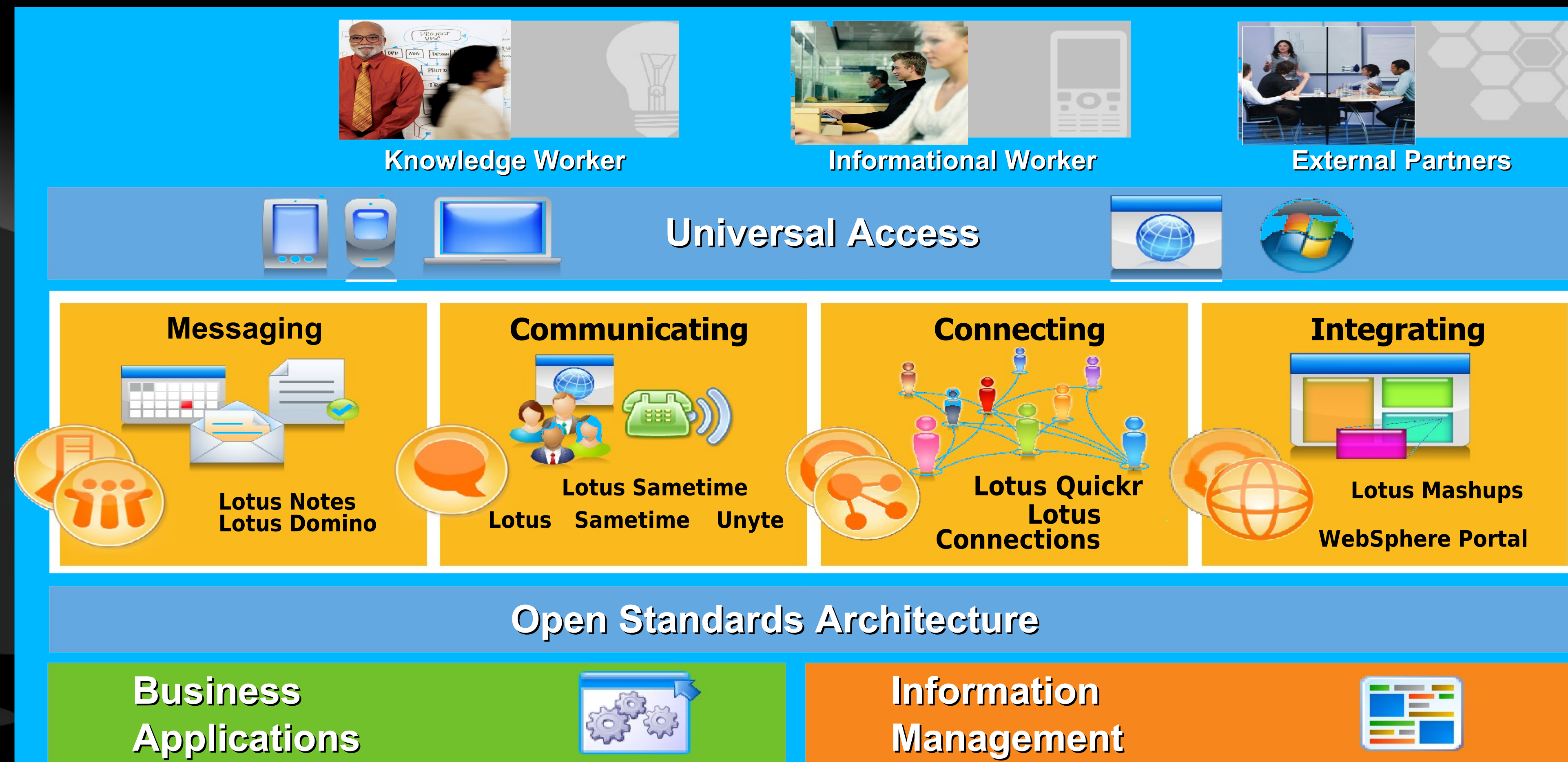
Next Generation Collaboration

Service Management

Software & Systems Lifecycle Mgmt

Lotus knows.

And Lotus Collaboration Software is a core building block enabling clients to...



...work smarter with dynamically adaptive collaboration

Lotus knows.

Our innovative community continues to grow



Lotus knows.

The importance
of collaboration.

The importance
of open standards.

The importance
of delivering on promises.

YOU knew.

Lotus knows.



Panasonic
ideas for life

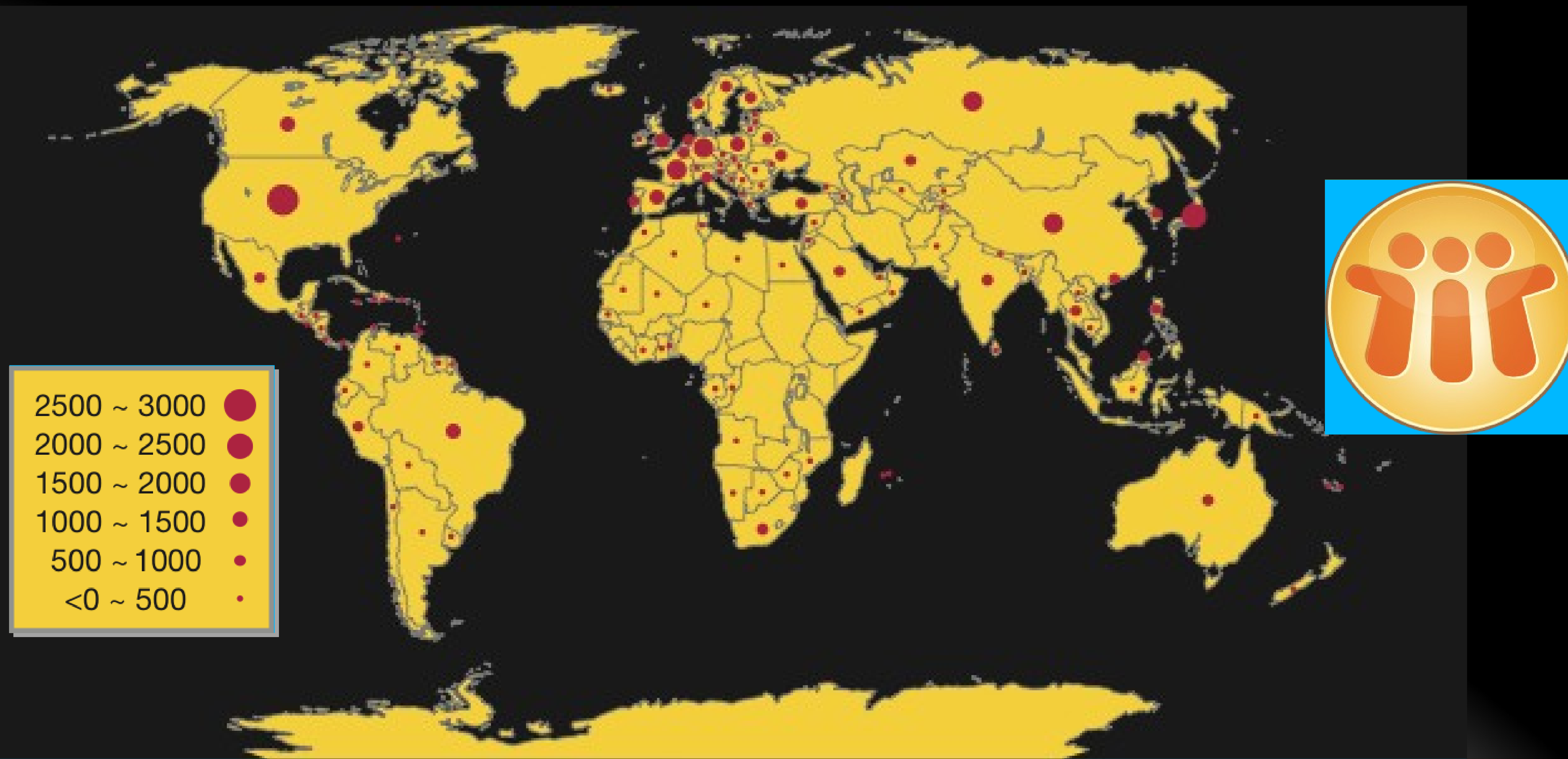
ZURICH
Because change happenz

**Innovation
and Collaboration**



Lotus knows.

How to build on the strength of our global customer reach



Worldwide
18,378

New Notes Customers
since Launch of Notes 8

Lotus knows.

How to win in the marketplace

For Two Years Running, IBM Places in Gartner Leader Quadrant for **Unified Communications**

IBM **LotusLive** Snags Panasonic to Challenge Google in the Cloud.

eWeek, January 14, 2010

IBM Lotus Beat Microsoft to Adding New Features with it's **Lotus Connections** Suite.

...IBM Ranked WW Market Share Leader in **Portal** Products Enterprise Software Segment

Gartner 2009

Lotus knows.

Why many customers have changed their "Outlook"...

Microsoft Exchange customers adding IBM Collaboration



Customers who have made large-scale change from Microsoft to Lotus

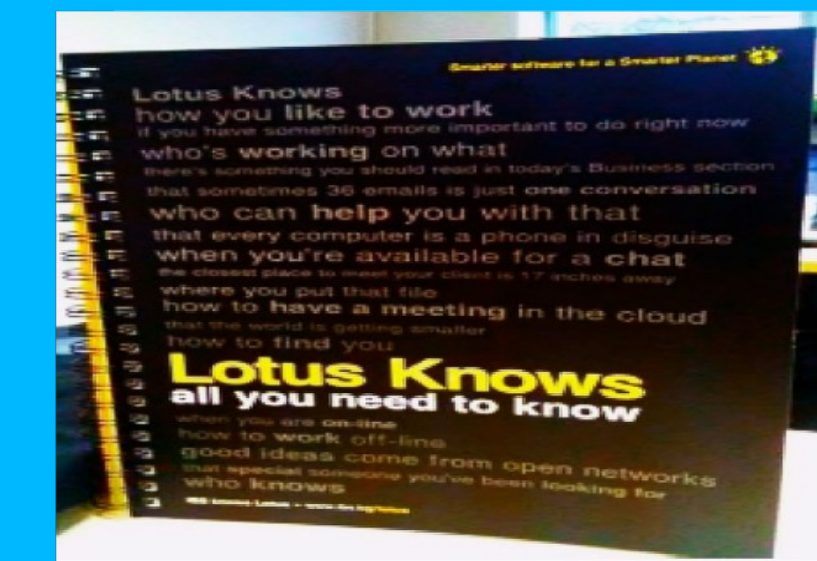
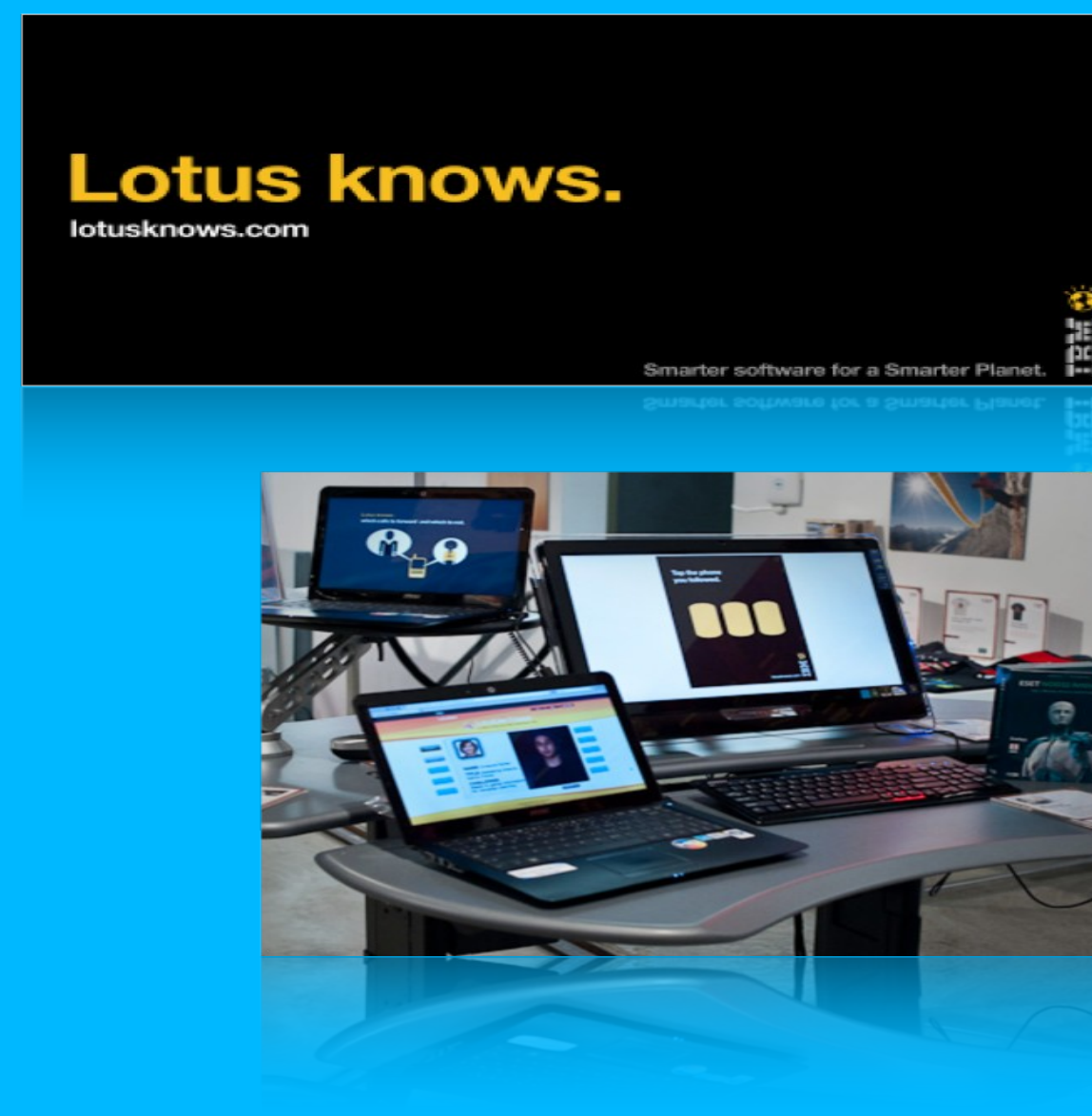


Lotus Notes/Domino customer deciding against Microsoft



Lotus knows.

How to make an impact in the market





“Moving to IBM Lotus Notes and Domino from Microsoft Exchange and Outlook reduced software licensing costs by about 50%.”
— Dr. Tariq Marikar, Director, Product Development & CIO, Suntel Ltd



“Sametime has changed the way that SXC operates... we can respond to RFP's quicker, resolve system issues before they become critical, and ultimately react faster.”
— Scott Schrader, Director Information Systems, SXC Health Solutions



"We would probably have to buy eight different products and combine them to do all the things that we do with Lotus Notes and Domino."
— Troy Fulkerson, Director of Information Technology, Kentucky Baptist Convention

Millions of people use IBM Lotus for collaboration every day



145 Million Notes seats sold

46,000+ Companies

18,378 new customer organizations with Notes 8.0.1+

10,000 Business Partners

10s of Millions of Solutions

FORTUNE Global 500

• **More than half of the Global 500 corporations use Lotus Notes and Domino software**

- 9 of the top 12 aerospace and defense corporations
- 3 of the top 8 automotive corporations
- 6 of the top 7 banks
- 3 of the top 4 electronics corporations
- 8 of the top 10 insurance corporations
- 6 of the top 8 pharmaceutical corporations
- 10 of the top 19 healthcare corporations
- 4 of the top 6 telecommunications corporations

Source: FORTUNE 500, May 4, 2009, CNN Money.com

Market leadership across the portfolio

7M people are using **IBM social collaboration** software

Over 280,000 Lotus developers and over 10 million **IBM Lotus Notes** applications in use today

Over 30% of all new **Lotus Sametime** customers over the last 3 years were Microsoft Exchange customers

IBM WebSphere Portal is #1 market share for 8 years running

Over 10 million 'free' **Lotus Symphony** users worldwide....and growing

Over 300 million named **WebSphere Portal** users in top 15 customers alone

Market leadership across the portfolio

Lotus Sametime has over 145 million entitled users worldwide

LotusLive has over 18 million users and is the largest single cloud engagement to date

More than half of Fortune Global 500 now use **Lotus Notes and Domino**

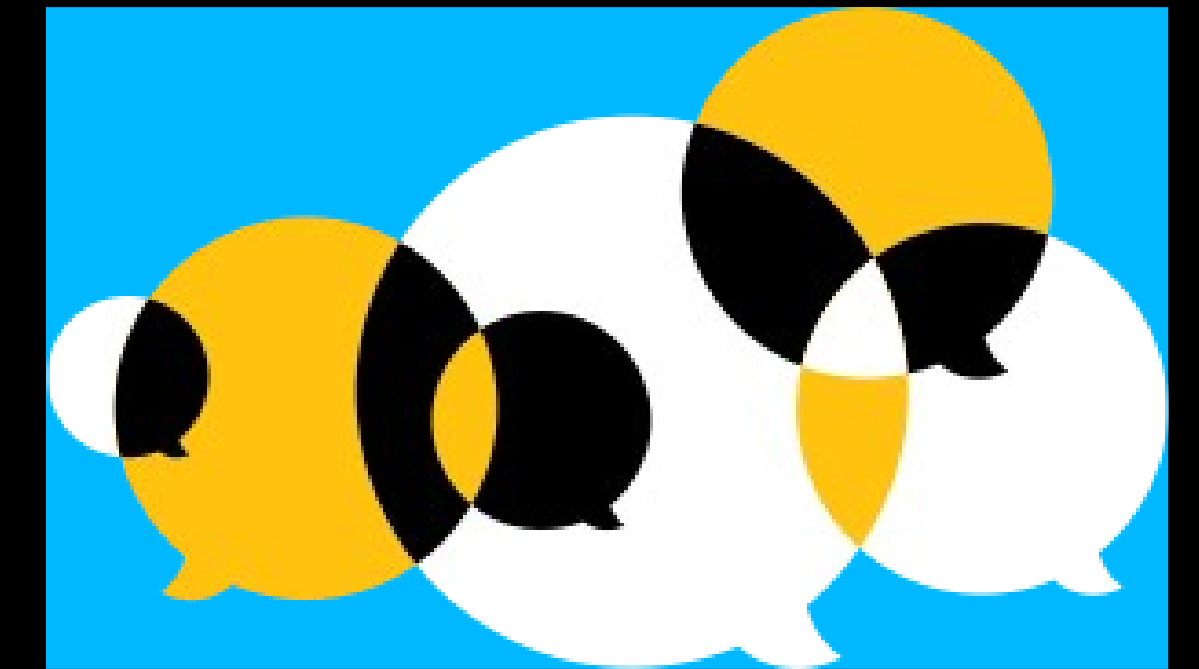
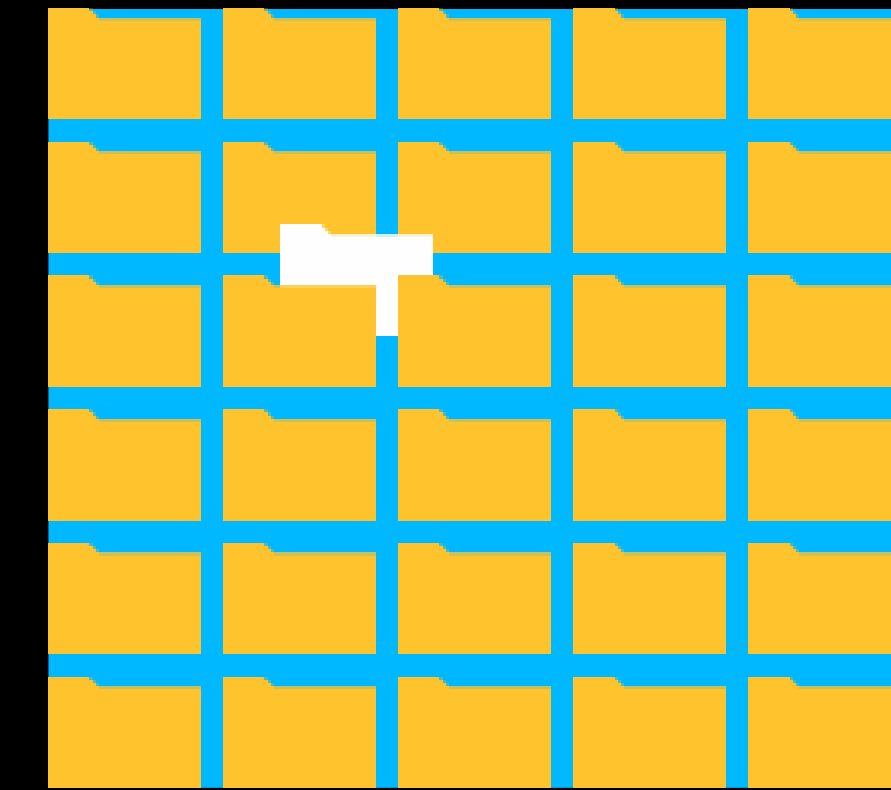
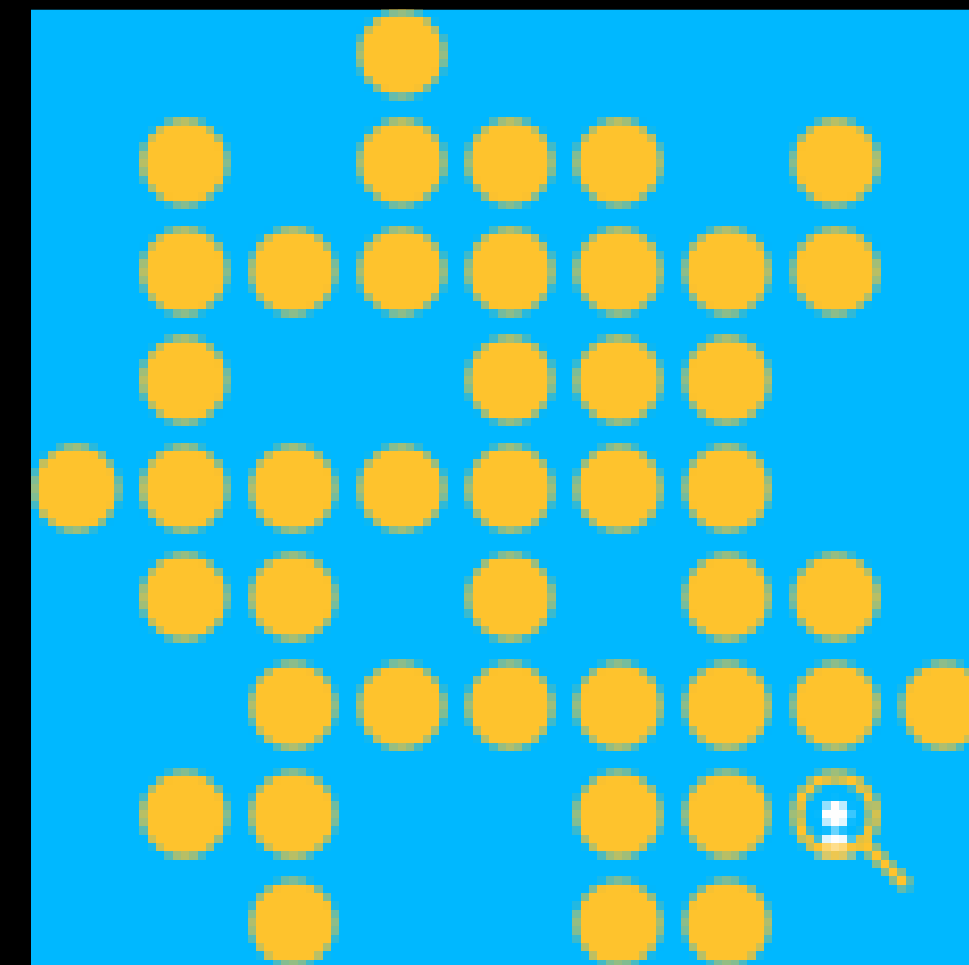
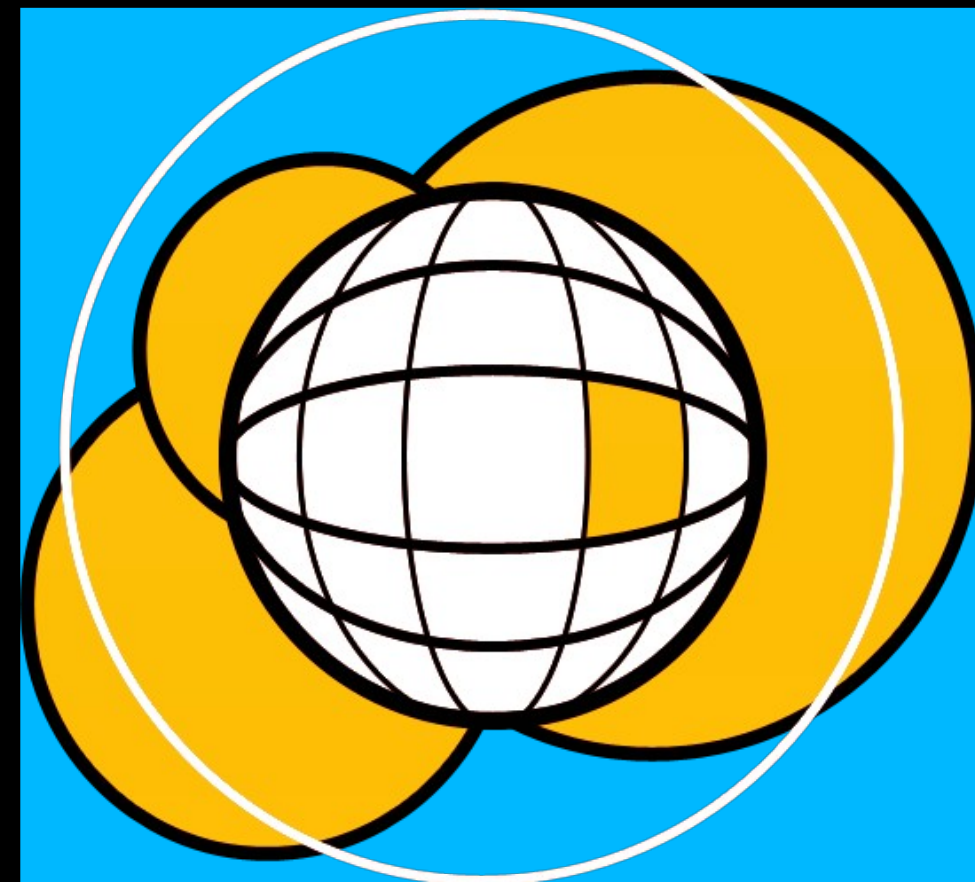
IBM places in Leader Quadrant in Gartner for **Unified Communications**

After debuting in 2007, **Lotus Connections** was the fastest organic growing software product in IBM history

35% of the Fortune 100 have purchased IBM **social collaboration** software

Lotus knows.

Why you should build on existing technology



Lotus knows.

How to help you reduce expense with **Free** capabilities



Freedom of Choice:

UX

Windows

Million Users



Symphony Next

Beta available Now

Lotus knows.

Why Cloud and hybrid environments give you flexibility

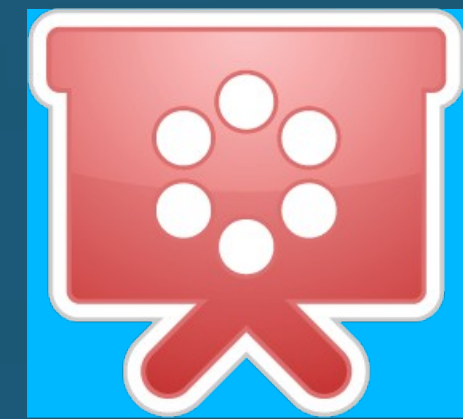


IBM LotusLive Portfolio of offerings

Meetings

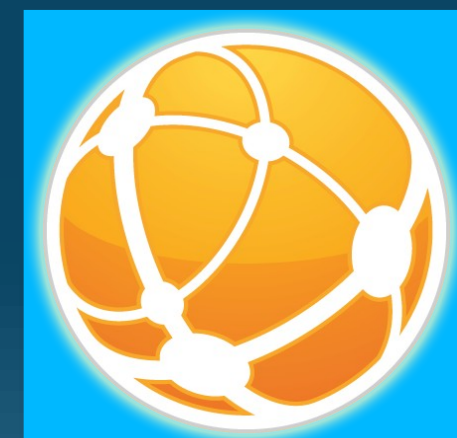


LotusLive
Meetings



LotusLive
Events

Collaboration



LotusLive
Engage

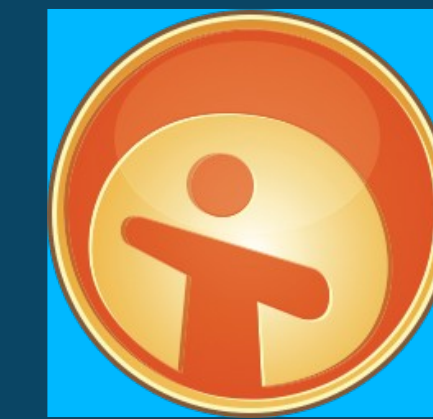


LotusLive
Connections

Messaging

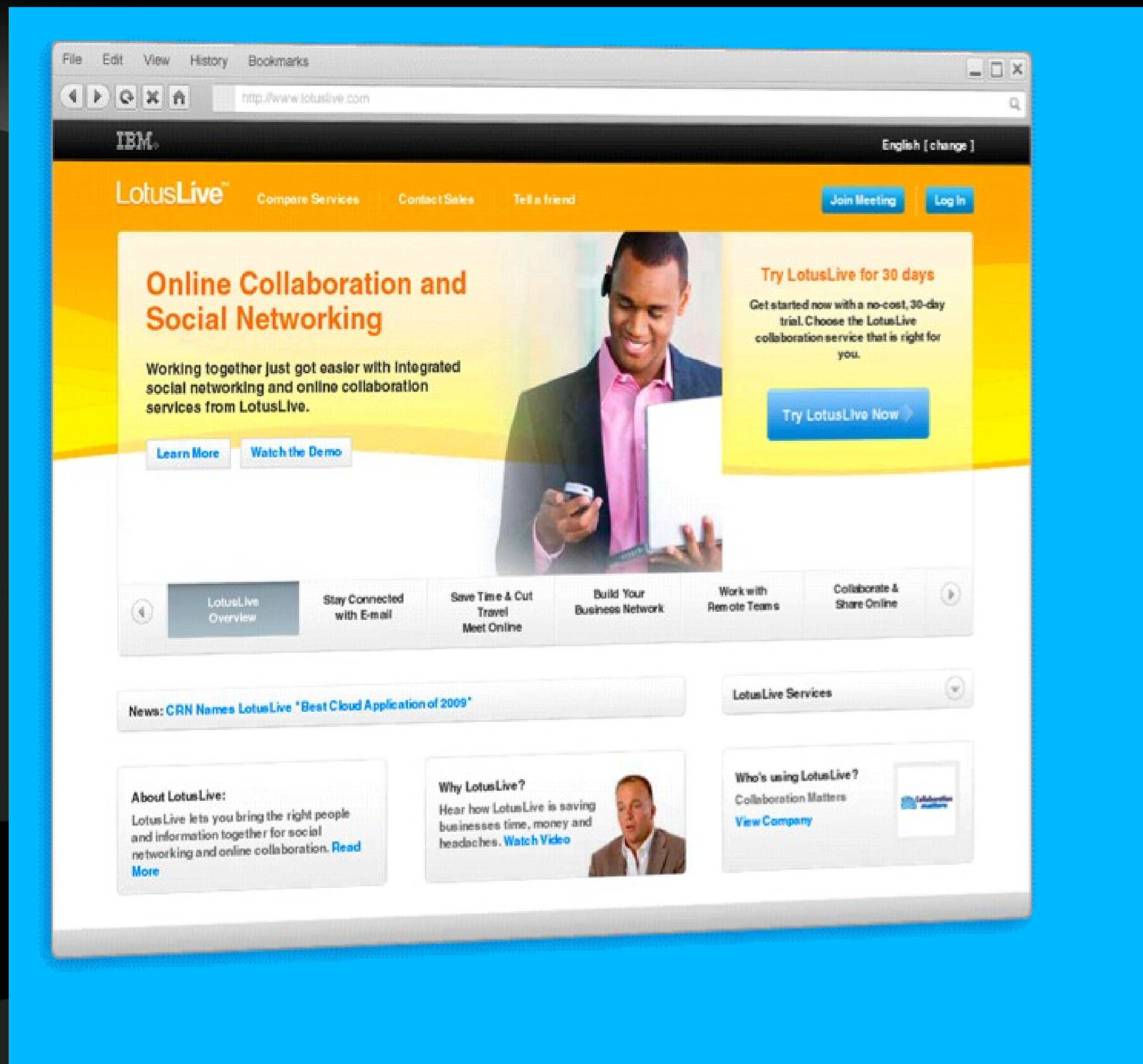


LotusLive
Notes



LotusLive
iNotes

IBM LotusLive lets you...



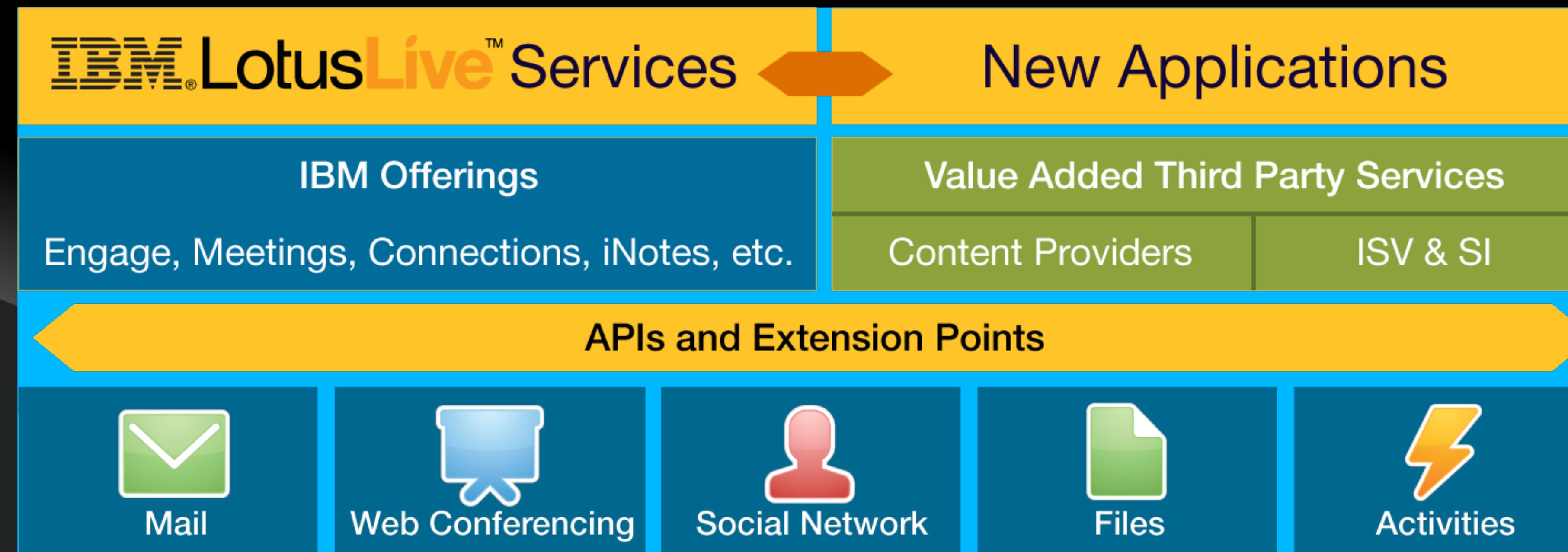
Simplify and improve interactions with your customers and partners

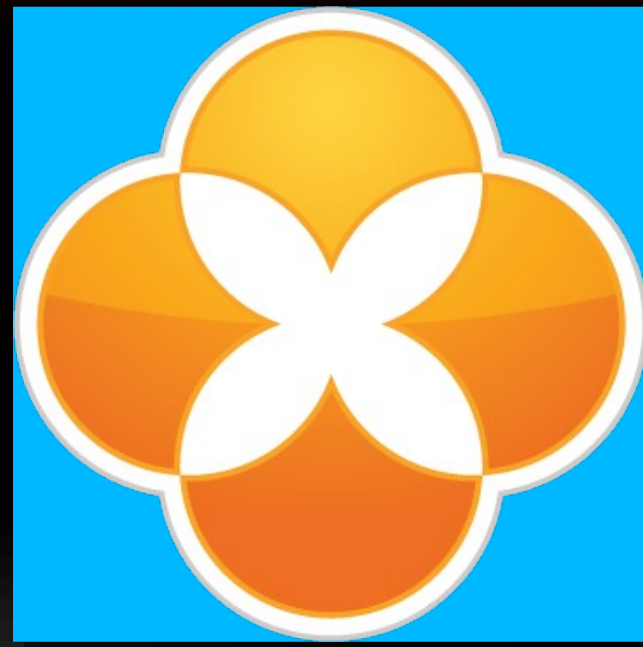
Create rich, secure collaboration in the cloud

Integrate on-premise applications with cloud-based solutions

Lotus knows.

Why LotusLive is a Collaboration Integration Platform



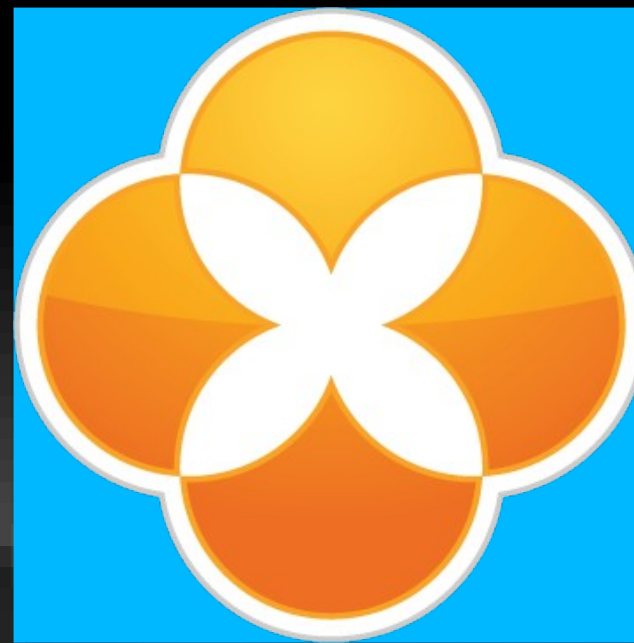


LotusLive™ Notes

Full Notes and Domino Capabilities

Mail, Calendar and contacts delivered in the cloud
Lotus Sametime Instant Messaging support
5GB mailbox
a GB of file storage

Now in Beta



LotusLive

Introducing Lotus Connections Communities



LotusLive wins in the cloud

18 million
customers

250 new customers
last quarter

Largest cloud
engagement with
Panasonic

June 2009: LotusLive won the Buyer's Choice Award at the Enterprise 2.0 Conference in Boston, beating out Google Apps, EMC, and others

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

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.

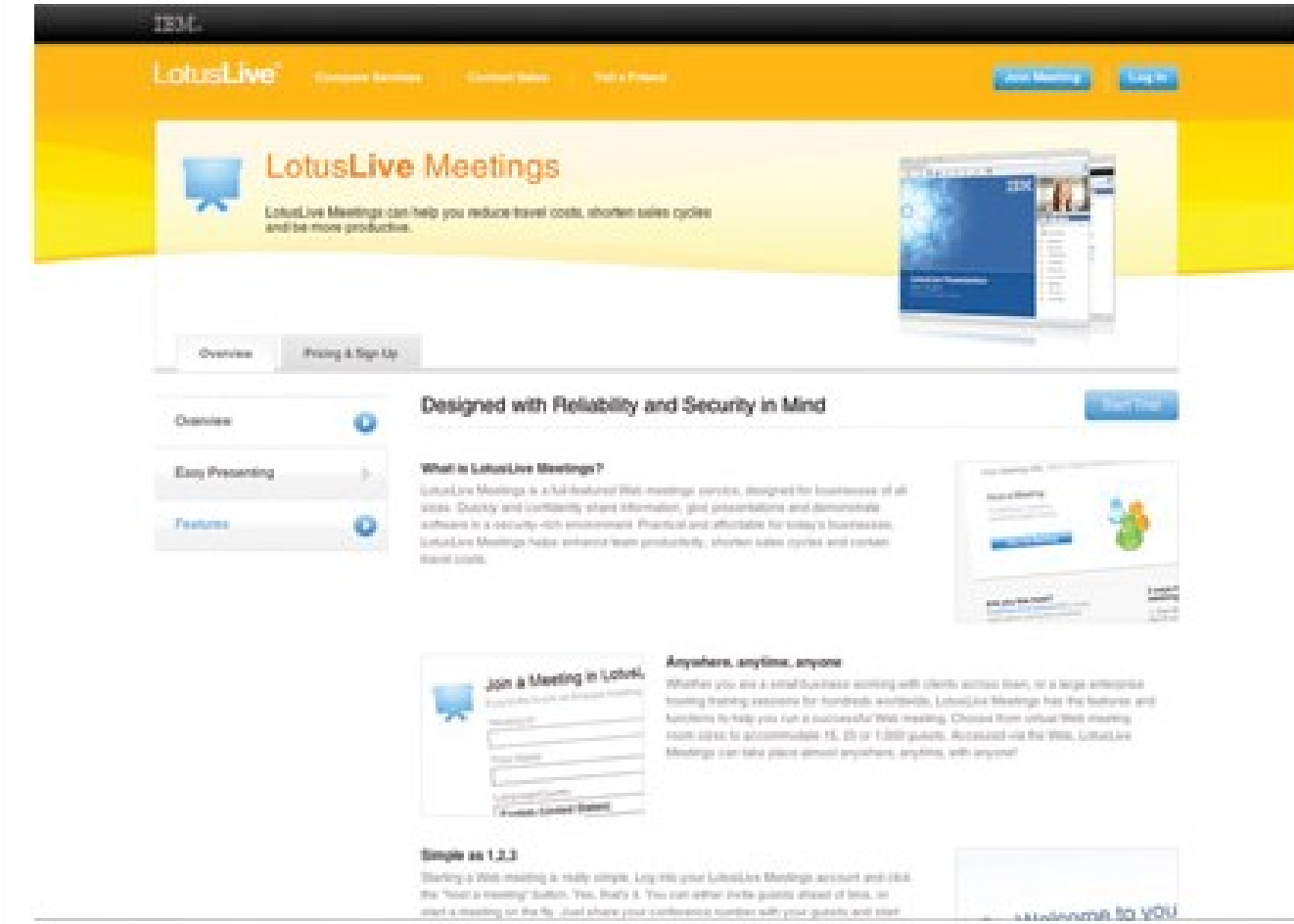
By W. David Gardner, [InformationWeek](http://www.informationweek.com)
June 24, 2009
URL: <http://www.informationweek.com/story/showArticle.jhtml?articleID=218101121>

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The Best Products Of 2009

« previous 1 ... 10 11 12 13 14 15 16 17 next »



Cloud Application: LotusLive
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.



LotusLive™ Labs

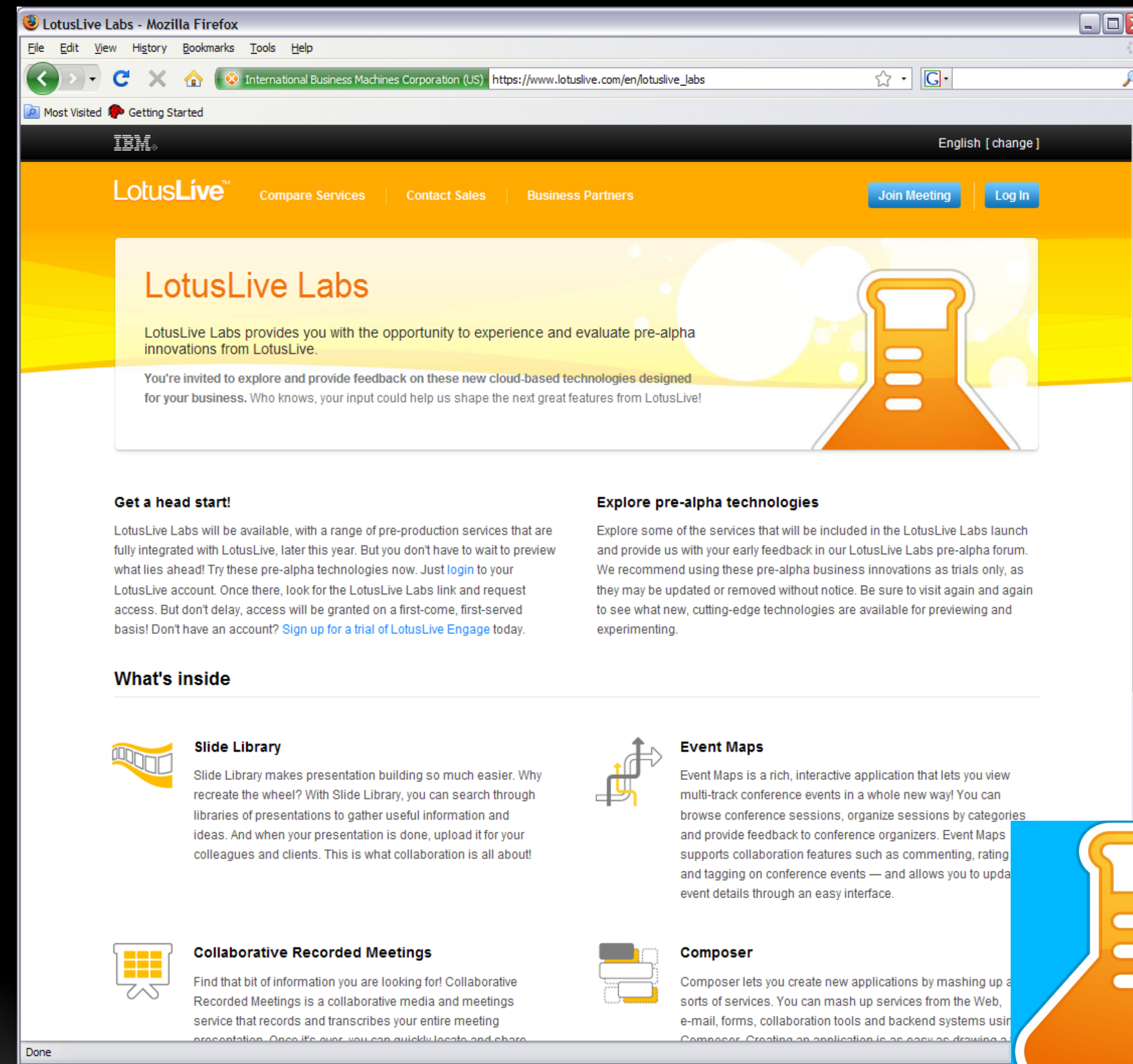
Explore pre-alpha technologies



Partnership with IBM Research
Easy access to alpha services
Accelerating the pace of innovation



Slide Library: A collaborative way to
build and share presentations



The screenshot shows the LotusLive Labs website interface. At the top, there's a navigation bar with 'LotusLive™', 'Compare Services', 'Contact Sales', and 'Business Partners'. A 'Join Meeting' and 'Log In' button are also present. The main content area features a large heading 'LotusLive Labs' and a sub-heading 'Explore pre-alpha technologies'. Below this, there are sections for 'Get a head start!', 'Explore pre-alpha technologies', and 'What's inside'. The 'What's inside' section includes four featured services: 'Slide Library', 'Event Maps', 'Collaborative Recorded Meetings', and 'Composer'. Each service has a small icon and a brief description.



Lotus Quickr Next

Lotus Quickr Next for Domino Services

Close alignment with Domino 8.5.1

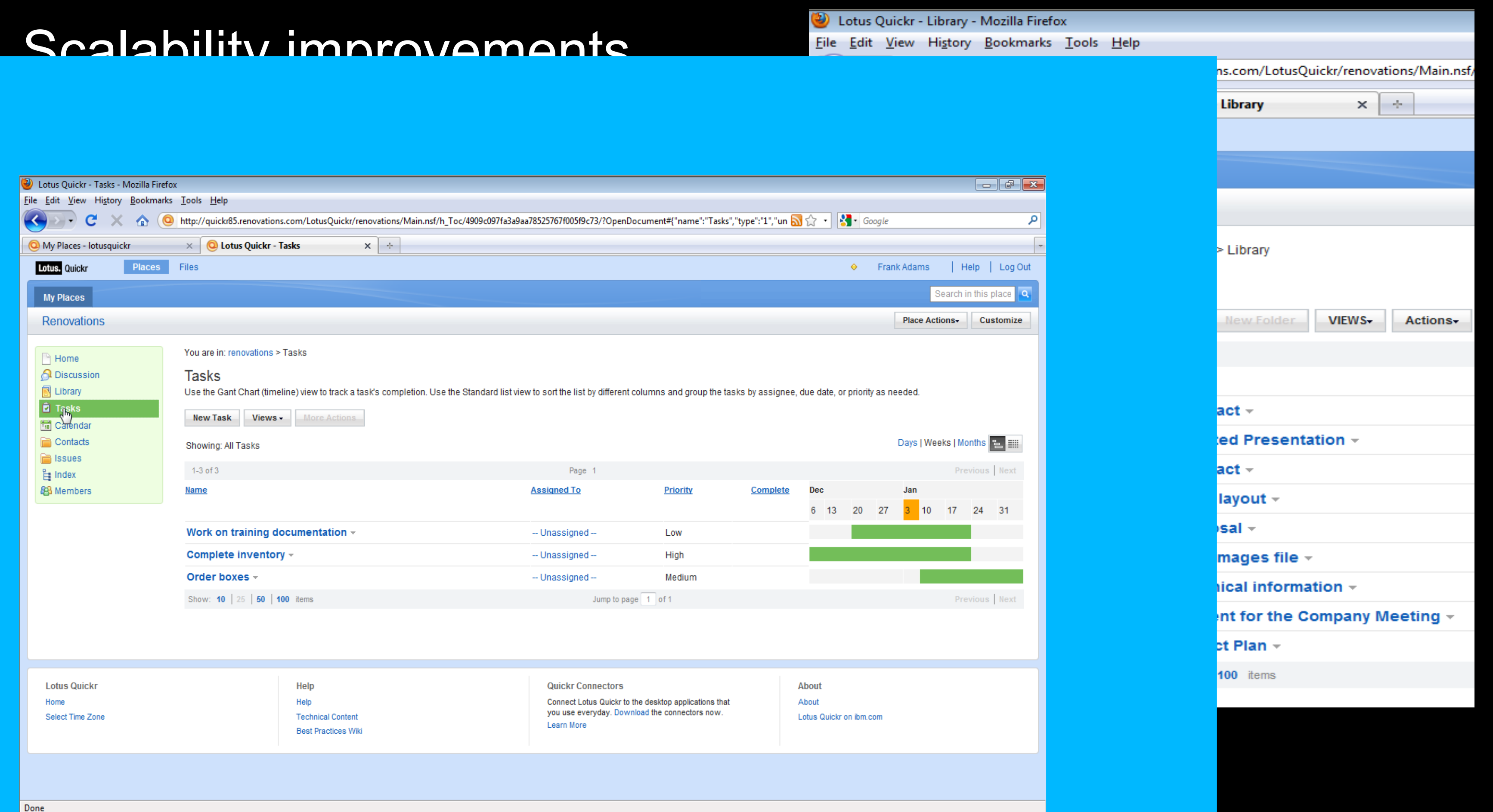
Folder level access control

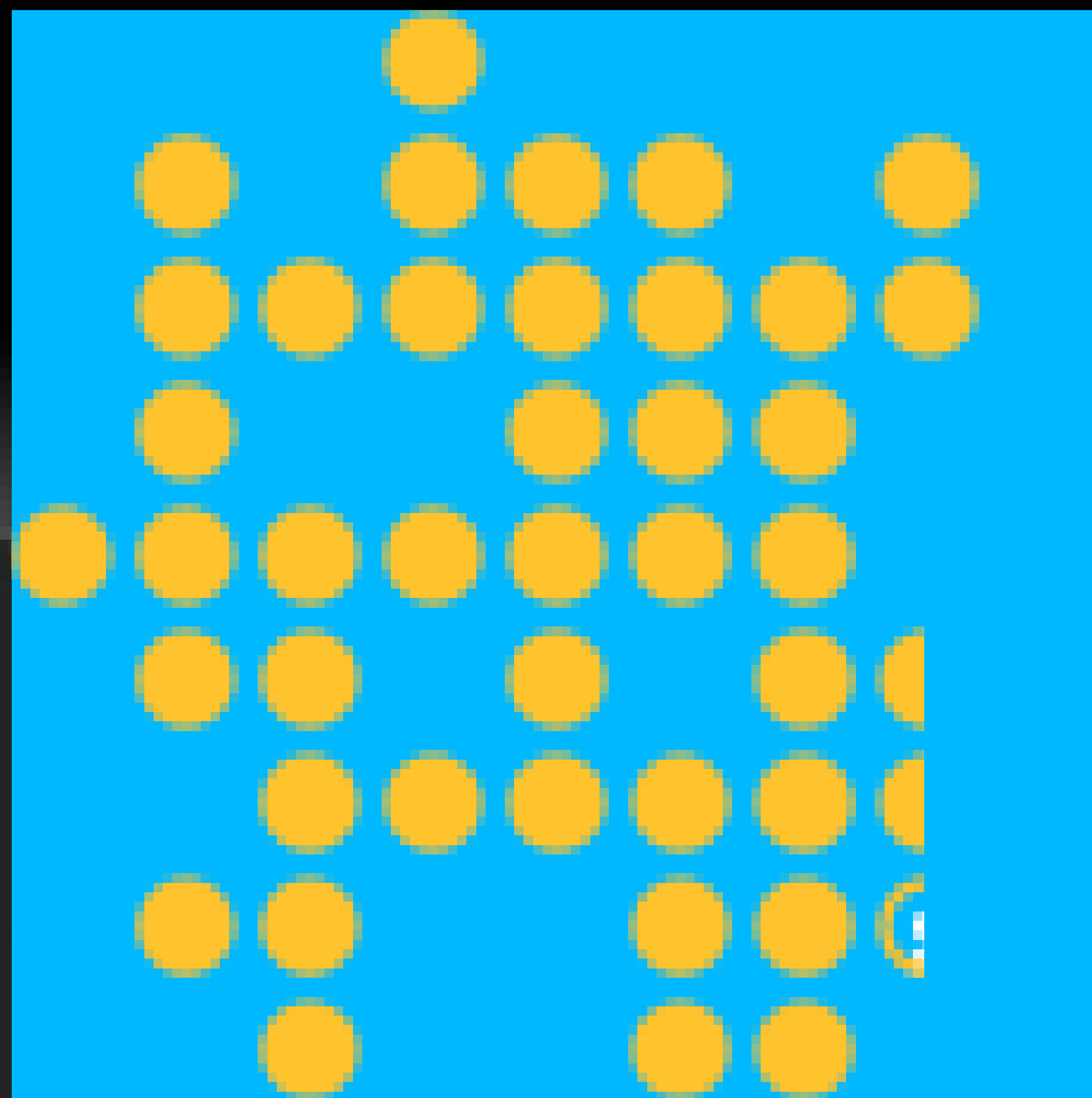
Improved document versioning

Direct connect ECM integration

Lotus Quickr Next for J2EE Services

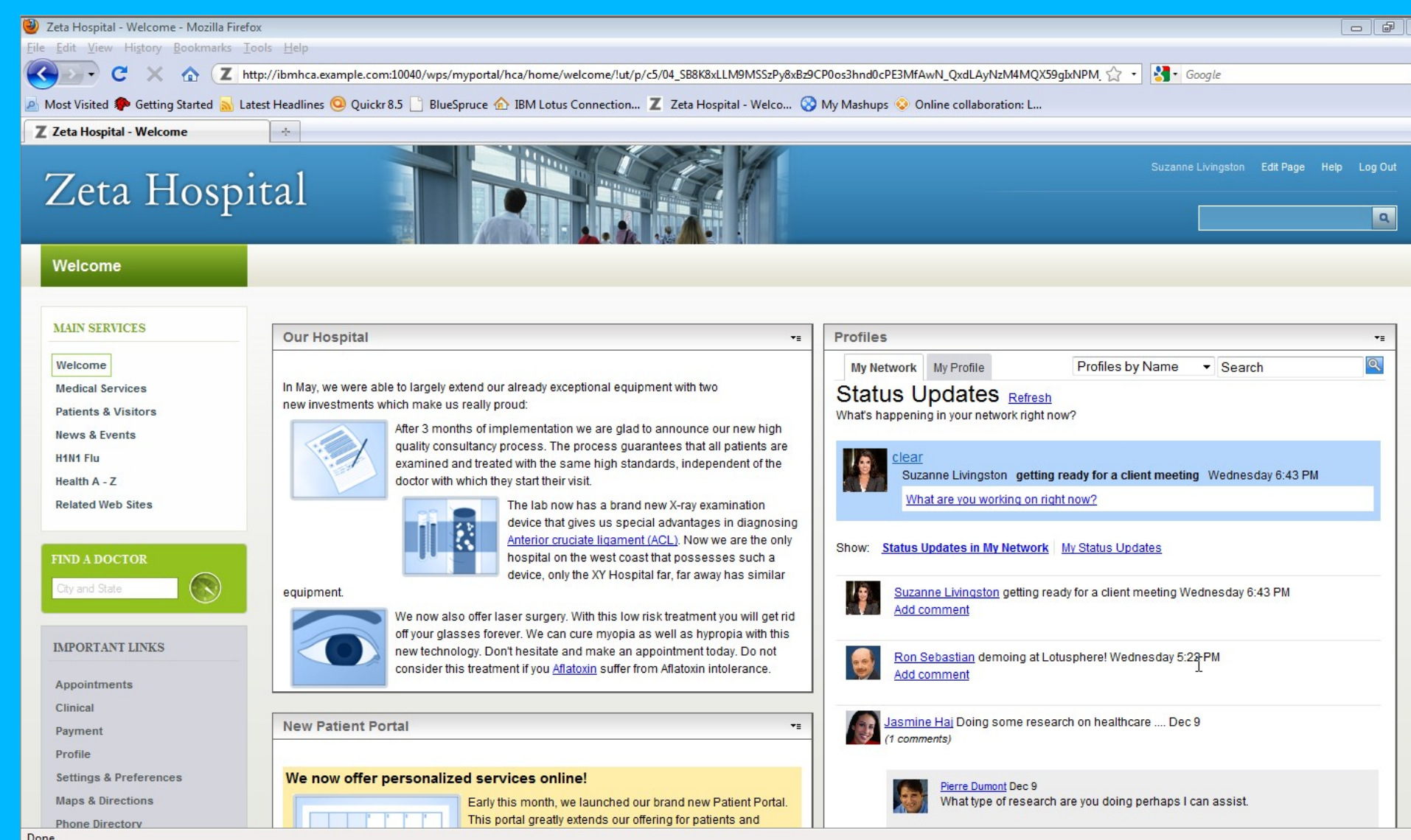
Alignment with latest version of WebSphere Portal
Scalability improvements





Lotus knows that special someone you've been looking for.

Introducing **IBM Lotus® Connections™** Next





WebSphere Portal
 Deliver Exceptional
 User Experience

Introducing WebSphere Portal Next

- improved external site hosting
- simplified deployment model
- social content and mashup integration



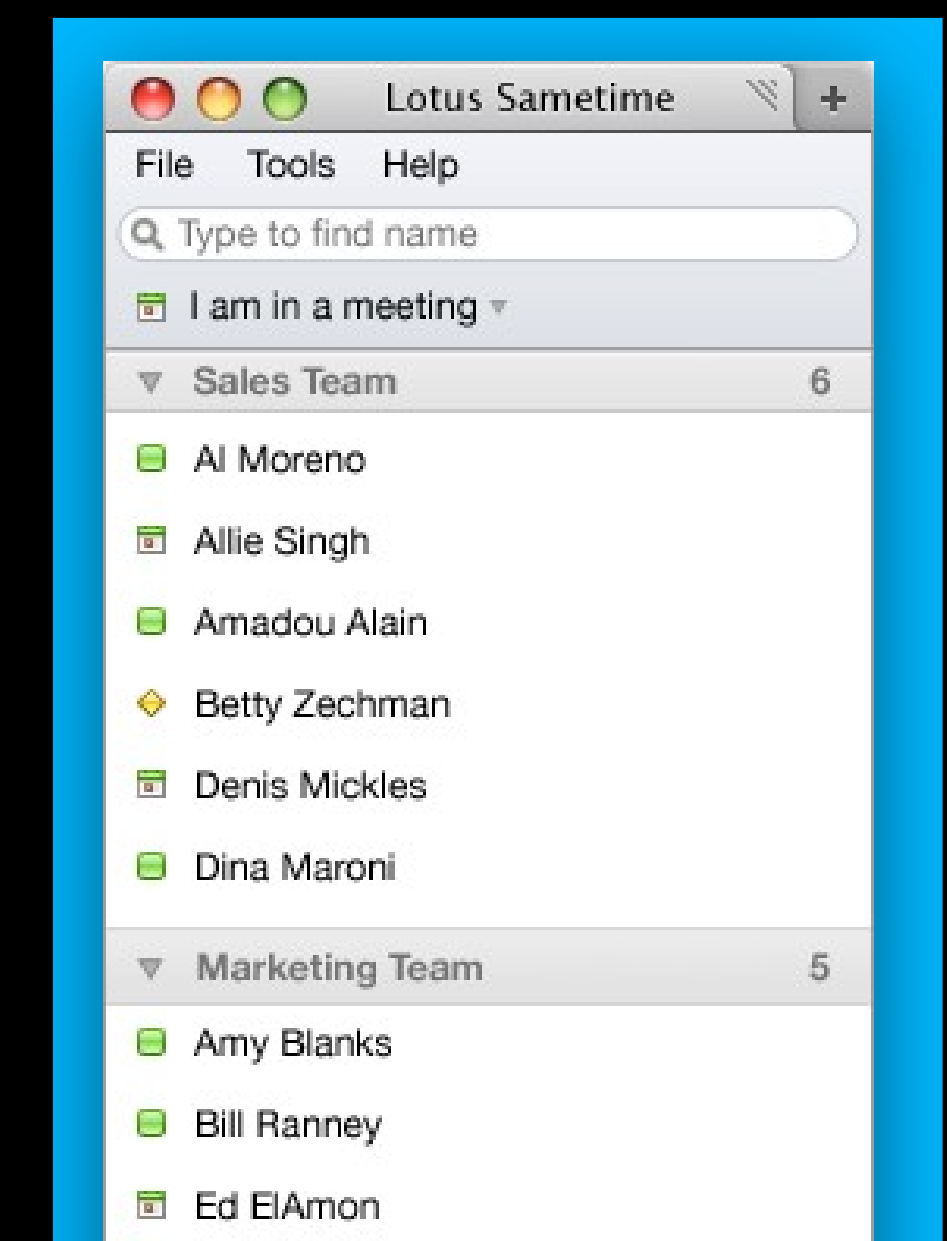
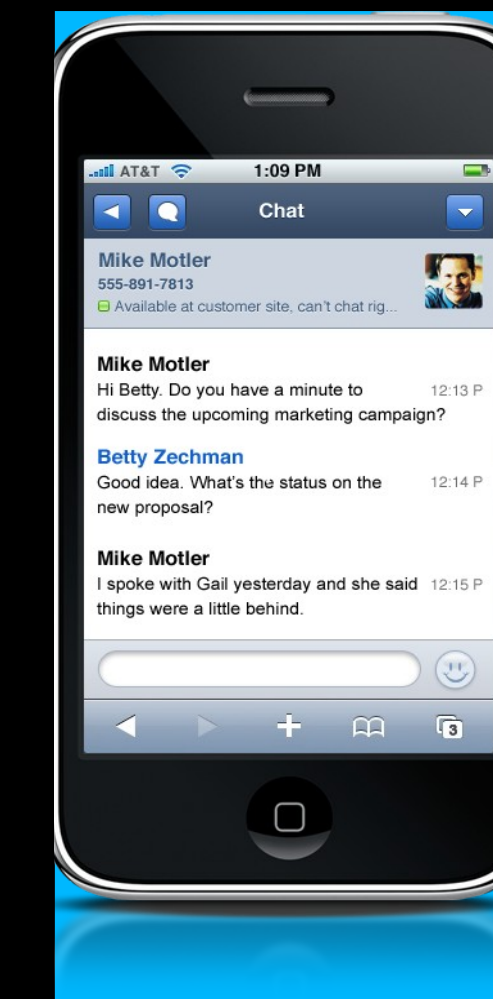
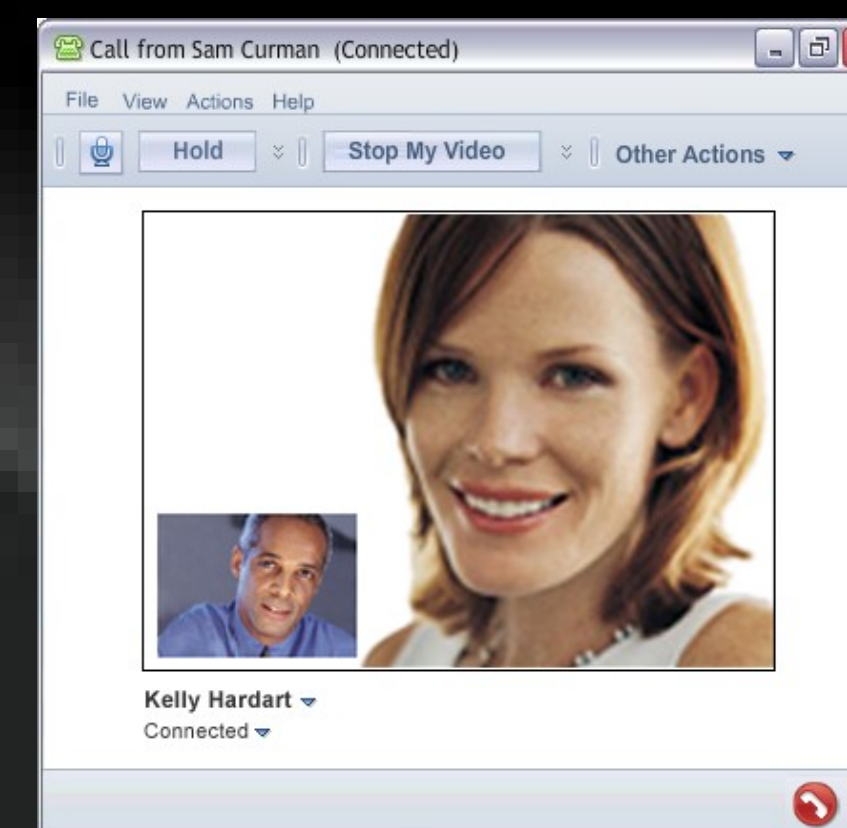
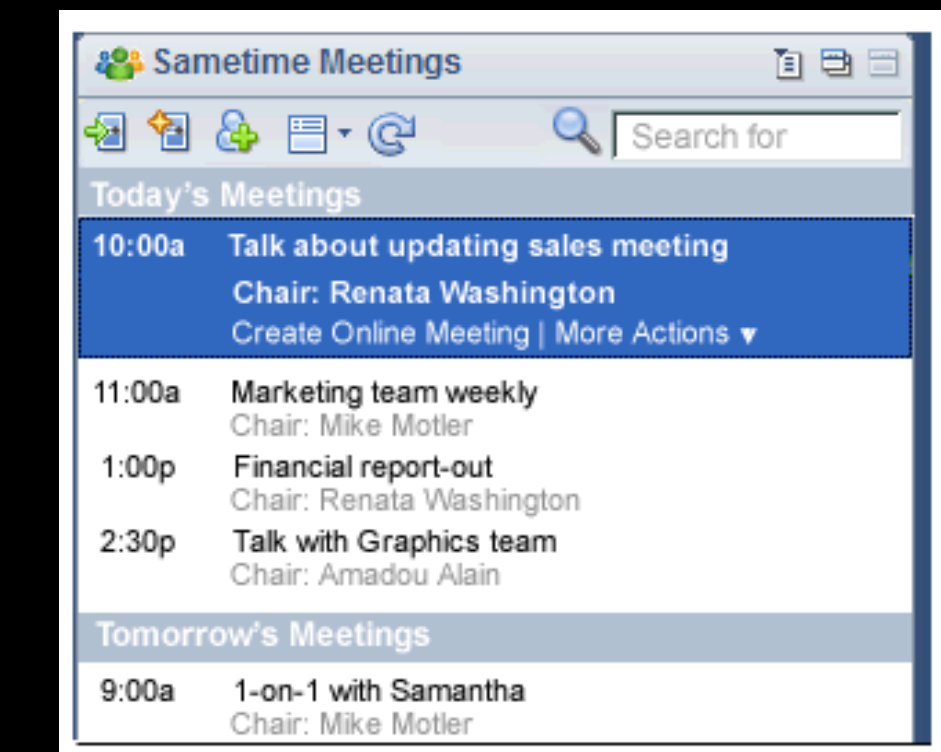
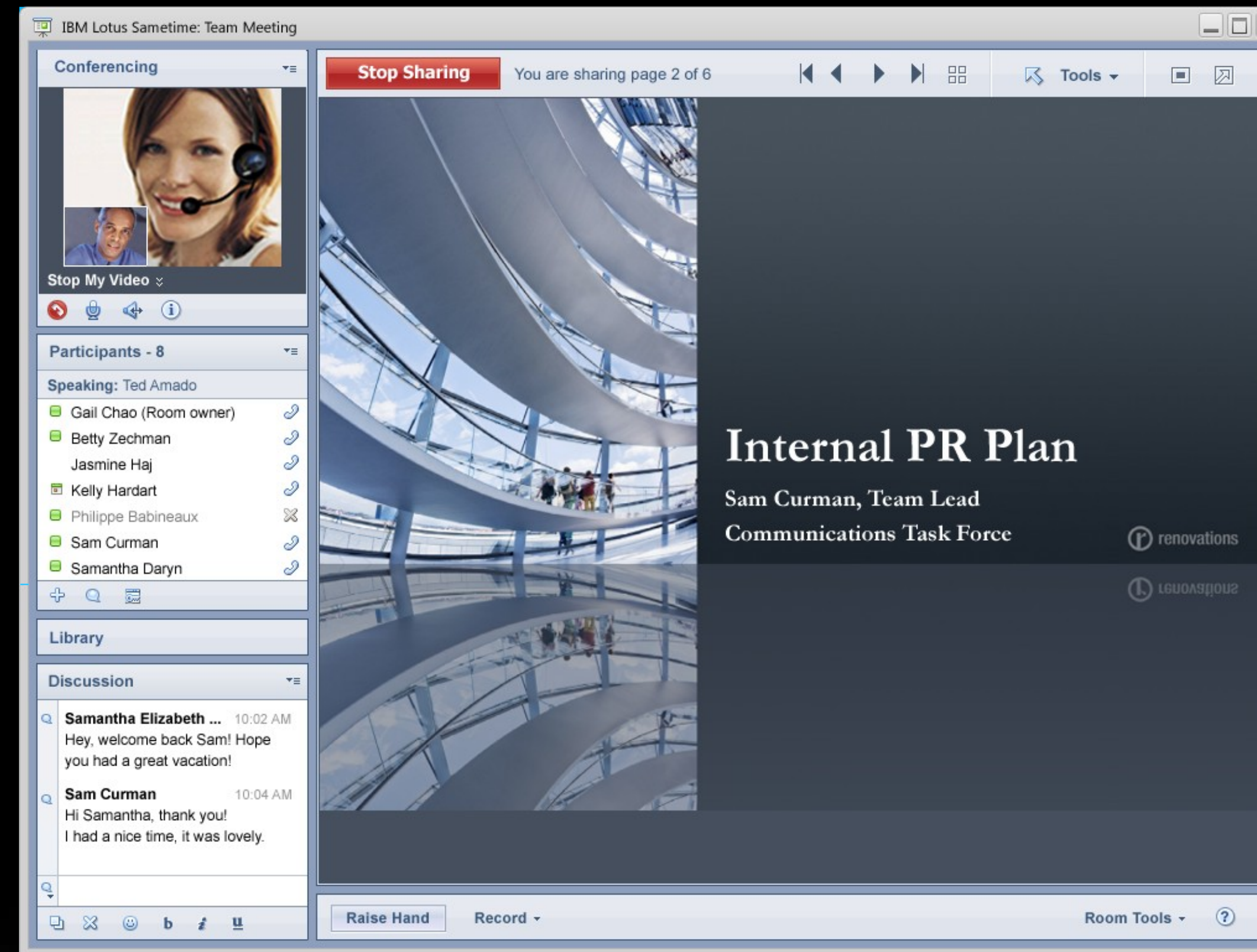
**New IBM Industry Toolboxes
 for WebSphere Portal**



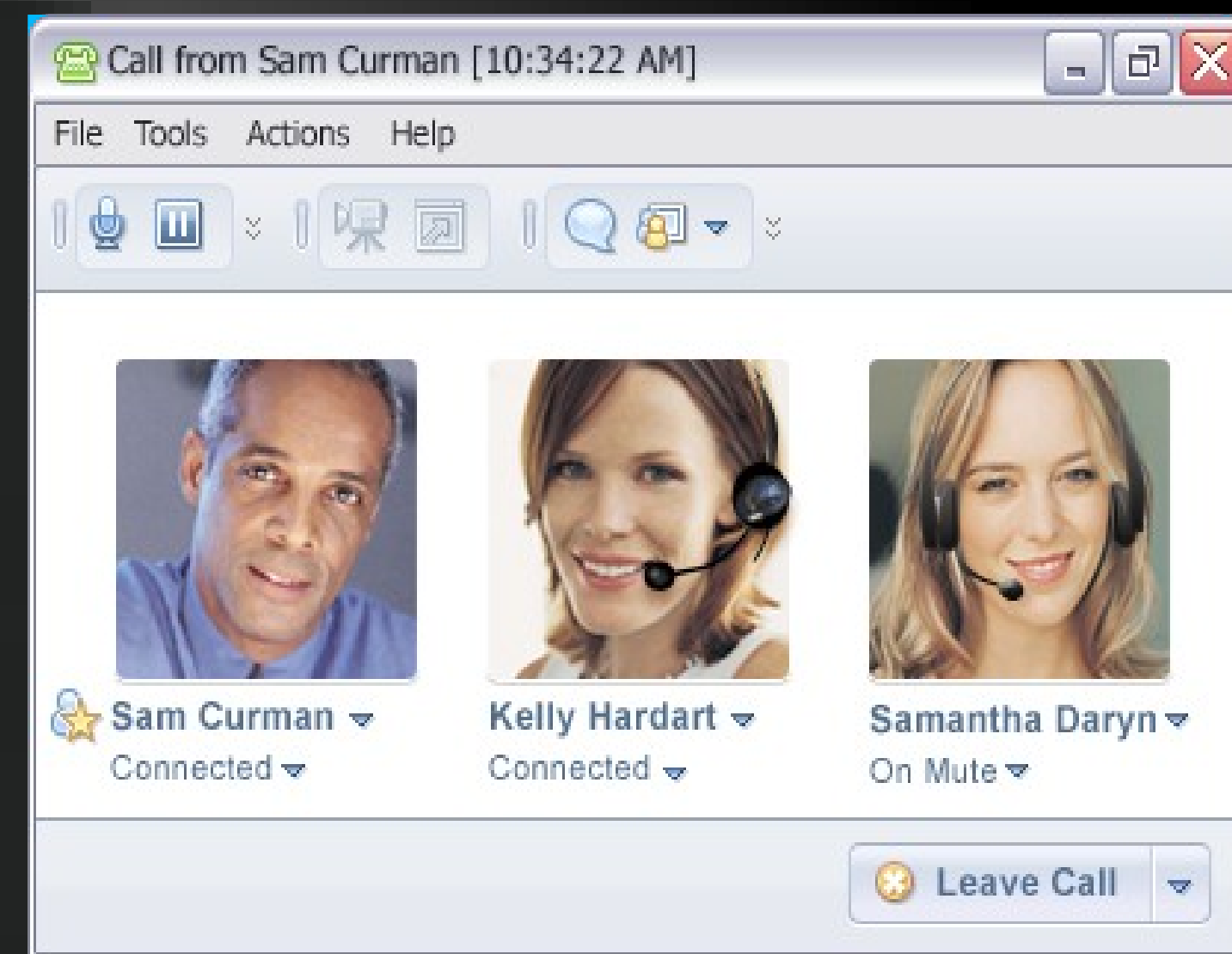
Gov't 	Healthcare
Insurance 	Banking
Retail 	Telco
Coming Soon!	
Travel & Transportation 	Industrial

Lotus Sametime 8.5

- NEW! Online Meetings
- NEW! Audio and Video capabilities
- NEW! Zero download browser experience
- NEW! Apple iPhone browser client
- NEW! Web 2.0 APIs
- NEW! Simplified Management Console



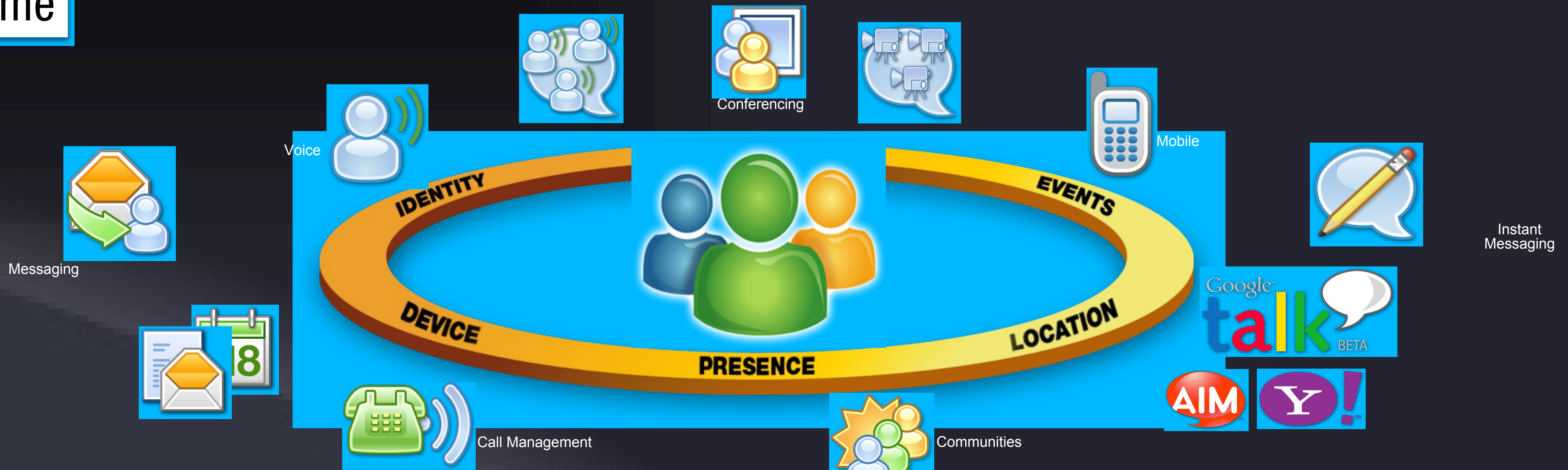
Lotus Sametime Unified Telephony



Telephony Presence
Single Number Service
Unique soft phone
Intelligent call routing
Simplified Integration with
heterogenous PBX systems

Lotus Sametime®

Software Platform



A collection of logos for various companies and services, including Broadsoft, InterCall, Cisco, Alcatel-Lucent, FaceTime, Avaya, NEC, Genesys, Avistar, Tandberg, Epilio, Permesssa, Polycom, ShoreTel, and Instant.





Translating technological innovation into industry-specific contexts



Industry Specific ROI Metrics

around collaboration capabilities

Banking
Insurance
Government
Healthcare Providers
& Payers



“We will be where you will be”

Industry events

HIMMS, March, 2010

AHIP, June, 2010

ACORD LOMA, May, 2010

SIBOS, October, 2010

China Banking Show, September, 2010

BAI Retail Banking, November, 2010

ACORD Implementation, November, 2010

And much more....



A Community of Partners



Collaboration Agenda – Supported by an ever-increasing community of Integrators...



...Offering Expertise, Solutions and Services

How to get started

Go to:
ibm.com/collaborationagenda

Speak to your Lotus Sales
Representative to learn more

Attend a workshop: A multi-step
consultative process designed to
meet your specific needs

Do you want to increase ROI?

Do you want to reduce costs?

Do you want to increase revenue?

Do you want to avoid costs?

We can help you understand how
expertise can improve your
organizational metrics!



Getting started: Accelerating your time to value



IBM Software Services for Lotus provides the technical and subject matter expertise needed to design and deploy solutions that can help maximize the return on your Lotus and WebSphere Portal investment and optimize the performance of your mission-critical applications.

Over 700 technical professionals globally!

■ Consulting

Assessment and planning
QuickStarts and pilots
Deployments
Health checks and environment reviews
Innovative solutions to business/IT challenges

■ Sample services include: LotusLive Onboarding, Portal NOW, Portal Health Checks, Notes/Domino Upgrades and Application Modernization, Social Software Business Adoption Services, Atlas for Lotus Connections, Sametime Compliance and Security, Virtual Collaboration for Lotus Sametime, Lotus and Portal Technology Integration, and much more!

■ IBM Software Accelerated Value Program

Personalized guidance on deployments and upgrades
Single point of contact with IBM
Best practice knowledge sharing
Pro-active problem resolution

Getting started: Accelerating product adoption

Multimedia Library for Lotus® Software
 Learning made fast and easy. Anytime. Anywhere.

- ▶ Training right on your desktop means instant results!
- ▶ Affordable. Just a few dollars per user -- or less
- ▶ Available in 11 major languages for global deployments
- ▶ Can be embedded right into Lotus Notes
- ▶ Reduces rollout time and lowers help desk costs

The Multimedia Library for Lotus Software is a comprehensive collection of hundreds of tutorials and video clips available in 11 languages* that show users how to perform essential tasks. This affordable no-travel training solution is now available for Lotus Notes, Sametime, Quickr, and Connections!

Education and Certification

IBM Lotus Education offers the training you need in a format that works best for your schedule, your budget, and your employees' learning styles.

- Public classroom training
- Custom training onsite
- Anywhere/anytime 'no-travel training':
 - Instructor-led online classes
 - Self-paced virtual classes
 - E-learning
- Embedded learning
- Lotus and WebSphere Portal conferences/seminars
- Webinars
- Educational blogs, wikis, and forums

Technical certification roadmaps and competency exams

Product	Courses	Lessons	Video Tutorials
Lotus Notes	2	10	More than 1,000
Lotus Notes	1	13	More than 25
Lotus Sametime	1	5	More than 25
Lotus Quickr	1	4	More than 25
Lotus Connections	1	4	More than 25

* Languages include: English, French, Canadian French, Spanish, Latin American Spanish, Brazilian Portuguese, Italian, German, Japanese, Chinese Simplified and Chinese Traditional



Lotus knows the value of
bringing it all together.



IBM Project **VULCAN**

A vision for how people will collaborate in the future, based on:

Continuity.
Convergence.
Innovation.
New Opportunities.

Continuity

Building on today's capabilities

Convergence

Unifying the experience across access and delivery models

Innovation

Applying technology to empower people to work in new ways

New Opportunities

Making possible the next generation of solutions

**Bringing focus to what's
most important**

**Empowering
people to be
their most
effective**



**Enabling
organizations to
achieve greater
results**

IBM Project Vulcan helps people drive business forward



Lotus knows what the future
can look like.

Lotusphere Comes To You 2010

Lotus knows we are coming to a city near you.

www.ibm.com/lotus/lcty

Smarter software for a Smarter Planet.

