

Expertise within reach: IBM Lotus Connections social software for business

IBM Lotus® Connections software is ready for business. Five key components, built on Web 2.0 technologies, help you cultivate innovation, build and extend communities, locate and leverage expertise inside your organization, collect and share knowledge, and be more productive and efficient—simply and securely.

Five ways to connect, collaborate and build business-related community

The five components of Lotus Connections software work together to create an integrated, collaborative environment.



Profiles—provides a directory and an expertise location engine that help you quickly find and work with people across your organization.



Communities—allows people with common areas of expertise to work together and share information.



Blogs—provides a way for you to present your ideas, receive feedback and learn from the experience of others.



Dogear—the social bookmarking component that helps you save, share and find bookmarks.

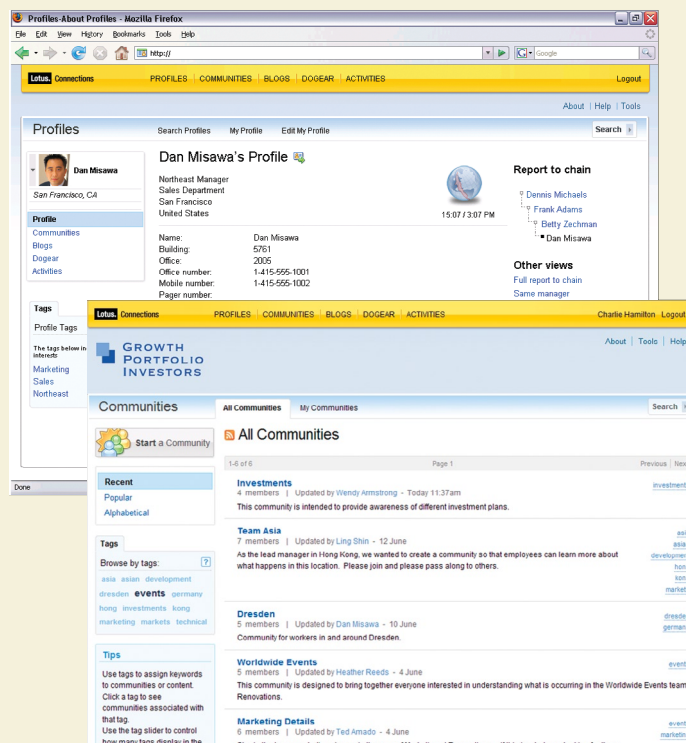


Activities—a single place to view, manage and share information (such as messages, URLs, e-mail, chat transcripts and documents) related to a specific task.

Expand your community—and your organization's potential for innovation

Share ideas and gain new perspectives:

- Create, find, join and communicate with groups of colleagues in intranet-based communities
- Subscribe to and search bookmarks with Dogear so you can keep up with your organization's most innovative thinking
- Use profiles to find and establish new business contacts across organizational boundaries
- Connect with a wide audience of partners and customers to exchange ideas and gain insights through extranet communities built on Lotus Connections software



Reap the benefits of social software for business without sacrificing peace of mind

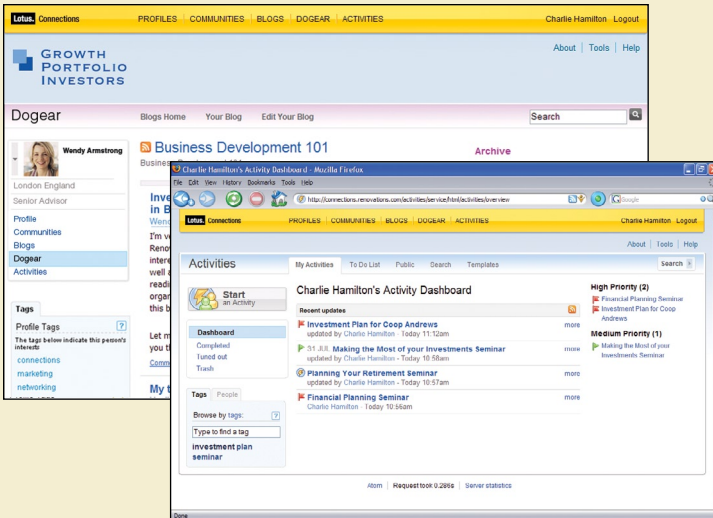
Know that your information is protected. Unlike public, consumer-based social networks, Lotus Connections software is built for business and can:

- Deploy a complete, integrated intranet social software environment behind your firewall.
- Control access and determine who can see what.
- Implement the measures you need to help you stay secure.
- Share a security-enhanced, extranet solution with business partners and customers.

Work more quickly with time-saving tools

Locate the people and information you need, to accomplish more in less time:

- Use profiles to identify and locate the right people at the right time
- Share your expertise and benefit from the expertise of your community of colleagues with blogs
- Work faster and locate information more quickly with tag clouds and Dogear's shared bookmarks
- Organize, manage and share projects with your communities and teams with activities



Take advantage of a flexible and open application environment

Lotus Connections software is flexible, and easy to manage and extend:

- Create mashups and embed capabilities with Web 2.0 application programming interface strategies and a service-oriented architecture
- Easily develop custom features with industry standards such as XML, HTML and Atom protocols, and Java™ development platforms
- Manage all components from a central location for simple administration
- Access Lotus Connections tools through a Web browser or from other Lotus applications

Choose social software for business that brings value to your organization

A marketplace innovator in social software for business, IBM provides this set of integrated components that deliver value individually and work together to help you build and extend powerful professional communities. These Web 2.0-based capabilities are simple, natural and easy to use. Lotus Connections software delivers the scalability and security your business needs with the flexibility and ease of use your employees, customers and partners demand.

For more information

To learn more about IBM Lotus Connections software, contact your IBM sales representative or visit:

ibm.com/lotus/connections



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