

**Web 2.0 strategy**  
**To support your business objectives**



## **Web 2.0 enables the Enterprise of the Future — today.**

*IBM Web 2.0 leadership and technologies  
help seize business opportunities*

### [Web 2.0 is rapidly changing the way businesses work](#)

Leading-edge businesses are expanding the effectiveness of human capital and increasing competitive advantage by exploiting Web 2.0 technologies that enhance the way enterprise teams collaborate, innovate and seize the opportunities of global business. Web 2.0 is about enabling employees and customers to quickly combine information and applications in personalized ways, find knowledge experts, share content and drive new value from existing information sources.

IBM's 2008 Global CEO Study, *The Enterprise of the Future*, found that more than 40 percent of organizations are seeking more collaborative enterprise models to better adapt to change. IBM has been delivering marketplace-leading Web 2.0 products and technologies designed to help these business leaders:

- Improve productivity via discovery and sharing of information and knowledge.
- Uncover hidden organizational knowledge and locate organizational expertise.
- Provide simpler and more unified communications and collaboration.
- Improve end-user satisfaction and efficiency through modernized interfaces.

IBM Lotus® Connections, IBM Mashup Center and IBM Lotus Quickr™ software stand out as industry-leading solutions that provide forward-thinking enterprises with the integrated Web 2.0 toolsets they need to innovate and stay ahead of the competition.



## Lotus Connections software wins competitive bake-off

At the Enterprise 2.0 Conference in June 2008, IBM Lotus Connections 2.0 software competed against Microsoft® SharePoint software to determine which social computing solution is the best available today. Attendees, industry experts and bloggers all agreed that IBM Lotus Connections software was the clear winner.



*“IBM came off looking better for various reasons. They fielded a more focused demo team—never to be underestimated—but also because Connections has some slick, Ajax interfaces, and SharePoint does not. Ajax does not necessarily bring better usability, but done right, it can simplify complex interfaces.”*

—Tony Byrne, “IBM-Microsoft Shootout at Enterprise 2.0,” *Intelligent Enterprise*, June 10, 2008

*“While both vendors showed their products could integrate with existing e-mail systems ... IBM’s Lotus Connections looked, at minimum, a year or more ahead of SharePoint in its social computing capabilities out of the box.*

*“It was a lot prettier looking, too.*

*“The presentation showed how the tools work together in conjunction with one another. For instance, on the profiles page, a person could see colleagues’ bookmarks, projects, expertise, and other relevant information, and have that information moved through feeds to other parts of the Connections suite. Tags with areas of expertise were not only attached to articles or content, but to people as well.*

*“Connections has a good-looking user interface. ... Like all user interfaces, you’d have to see it for yourself to understand why, but tag clouds, widgets containing relevant bookmarks, and a detailed social graph that visualized a person’s degree of separation from others in the organization stood out the most.”*

—C.G. Lynch, “Enterprise 2.0 Faceoff: Microsoft Lags Behind IBM in Social Software,” *CIO*, June 9, 2008

## IBM Lotus Connections software—helping you work smarter

IBM Lotus Connections 2.0 software is ready for business. It is social software that can help you locate and leverage the expertise inside your organization; create vibrant communities of customers, partners and colleagues; and cultivate innovation to help your organization become a leader.

With features that help you keep track of important people and ideas so you and your colleagues stay informed about relevant trends and topics, Lotus Connections 2.0 software is designed to help your entire organization work smarter.

Expand your network of colleagues, share ideas and gain new perspectives by using Lotus Connections software to:

- Find, join and hold discussions on the topics that are important to your business.
- Subscribe to and search for bookmarks of interest so you can keep up with your organization’s most innovative thinking.
- Find and establish new business contacts across organizational boundaries.
- Work more closely with customer communities to understand their changing requirements.

## IBM Mashup Center—providing business insights and driving innovation

IBM Mashup Center helps your organization increase productivity and agility by empowering employees to be innovators and problem solvers on their own, without engaging IT support. The software is a lightweight, end-to-end mashup platform that lets end users assemble simple, flexible and dynamic Web applications—with the management, security and governance capabilities IT requires.

Users can drag and drop components from personal, enterprise and Web sources to easily create, deploy and share customized Web applications in minutes.

The software includes a set of out-of-the-box, business-ready widgets that jump-start mashup creation and support a wide range of information viewing options, including charts and table views.

You can easily extend the mashup environment by:

- Incorporating widgets from across the Web, including thousands of Google Gadgets.
- Enabling new widgets, from simple HTML pages to rich Java™ technology-based applications.
- Taking advantage of IBM Lotus Widget Factory, a wizard-based development environment for rapidly building dynamic widgets.

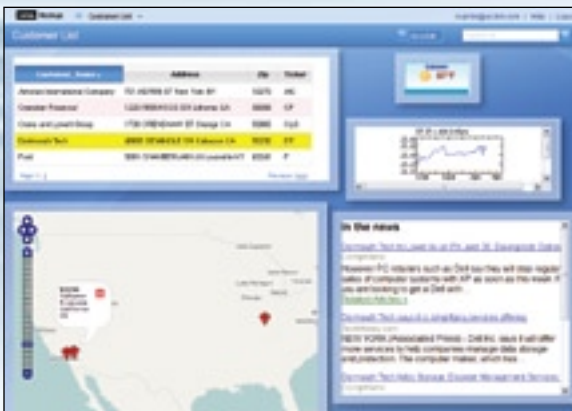
## IBM Lotus Quickr software—helping teams work faster online

IBM Lotus Quickr team collaboration software helps you access the people, information and project materials you need to get your job done.

Gain control of your team's content and always access the latest version. Easily collaborate using team spaces that work inside or outside your firewall. Access and manage content from the desktop applications you use every day. And collaborate across time zones or go offline to work.

Lotus Quickr software enables teams to share varied content, from documents to rich media, supporting collaboration inside or outside the company firewall.

## IBM Mashup Center named the first coherent mashup platform for business



*“What IBM is offering here, said IDC analyst Kathy Quirk, is a full suite of products designed to address the needs of developers, while providing a front-end, self-service mashup composition product for business users. ...”*

*“Gartner analyst Anthony Bradley credits IBM with being the first major enterprise player to put together a ‘coherent mashup platform.’ ...”*

—John K. Waters, “IBM’s Mashup Play,” *Application Development Trends*, June 9, 2008

*“Stefan Andreasen, founder and chief technology officer of Kapow Technologies, said, ‘We are just beginning to realize the efficiencies and new competitive advantages that are possible when IT organizations put mashups in the hands of knowledge workers. IBM has done more than any other major software company to provide enterprises with knowledge and easy-to-use mashup tools to help them confidently and methodically leverage this new technology class.’”*

—Darryl K. Taft, “Serena, IBM Zero In on Enterprise 2.0,” *eWeek*, June 9, 2008





It leverages many existing applications and content storage systems to provide online team spaces where members can share and collaborate, using team calendars, discussion forums, blogs, wikis and other collaboration tools to manage projects and create content.

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*“With Lotus collaboration capabilities, we can better harness the value-added information that comes as a result of collaboration—and we can continue to stay on the cutting-edge of our industry.”*

—Eric Lohry, president, Nutra-Flo Company, February 26, 2008

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### Expand the effectiveness of human capital

IBM is exceptionally well positioned to help your business become an Enterprise of the Future today. Our broad portfolio of Web 2.0 offerings can help your business expand the effectiveness of human capital and increase its competitive advantage. We have a clear, workable vision. And we have the leadership, innovations and expertise necessary to help you create and implement a differentiating Web 2.0 strategy.

To learn more about IBM Web 2.0 technologies, contact your IBM representative or visit:

[ibm.com/lotus/connections](http://ibm.com/lotus/connections)

[ibm.com/lotus/quickr](http://ibm.com/lotus/quickr)

[ibm.com/software/info/mashup-center](http://ibm.com/software/info/mashup-center)

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