Desktop of the Future:
Built on an open collaboration client solution

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Desktop market is trending towards alternatives

Business

- Lower cost, TCO
- Flexibility and choice
- Innovative solutions

People

- Community centric collaboration
- Demographics
- Innovation

Technology

- Vista, Office 2007, VB alternatives
- Client Middleware, Migration, Open
- Web 2.0, SOA, Open source

Process

- User segmentation
- License agreements
- Infrastructure upgrade or refresh

Where new Capabilities are available on demand

Presence/Chat

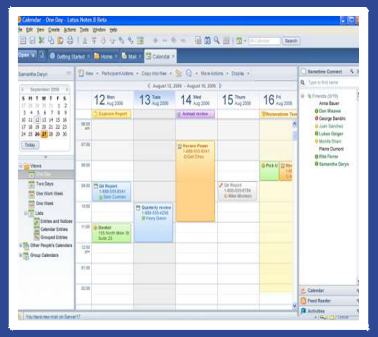
E-mail/Calendar

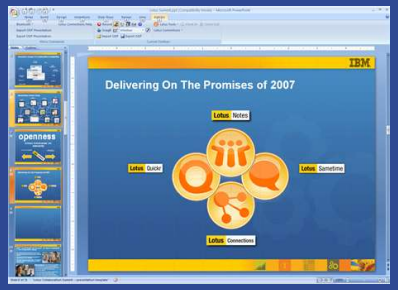
Feeds

Workflow

LOB Applications

Office Productivity





Blogs

VOIP

Wikis

Personal Profiles

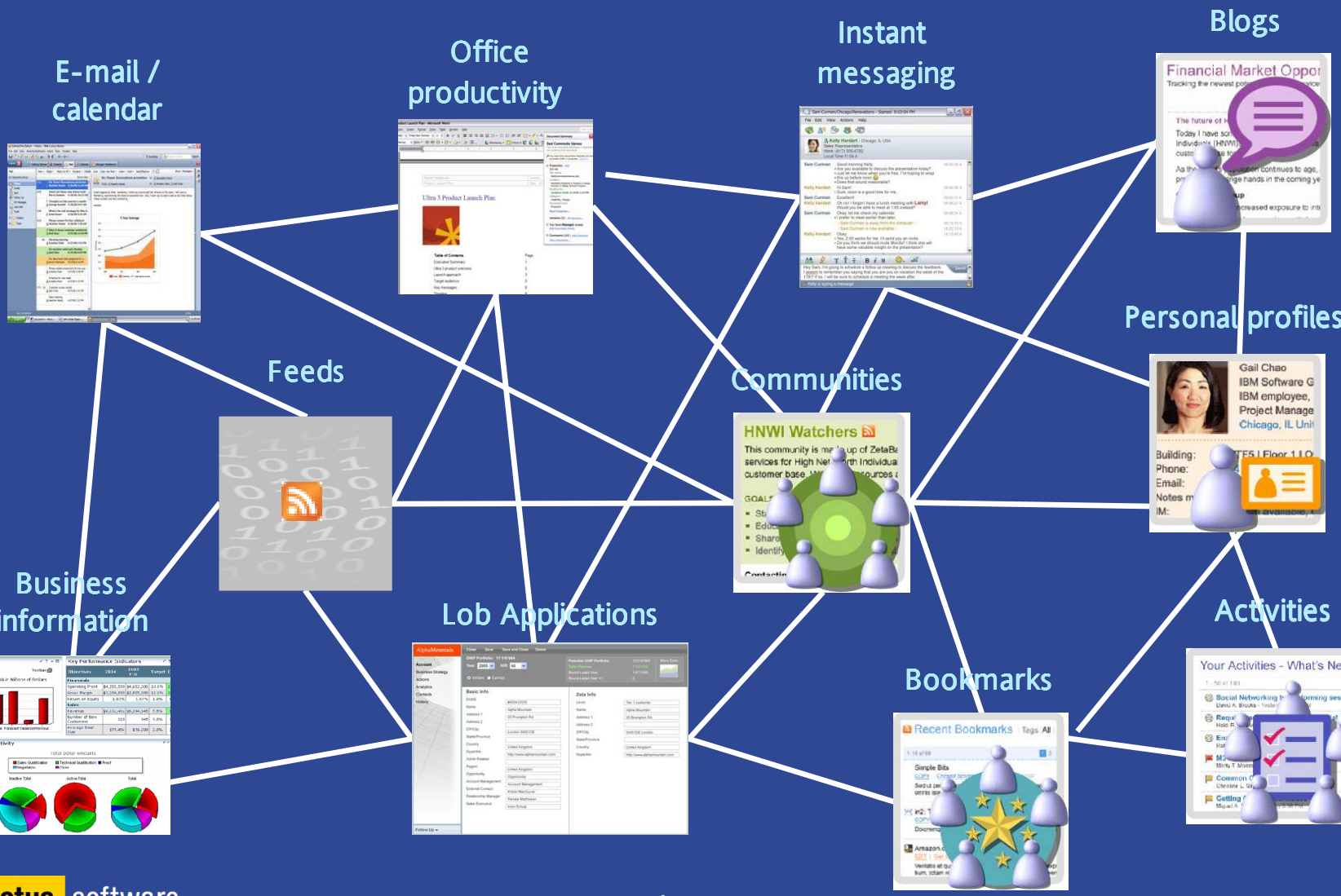
Activities

Bookmarks

Communities

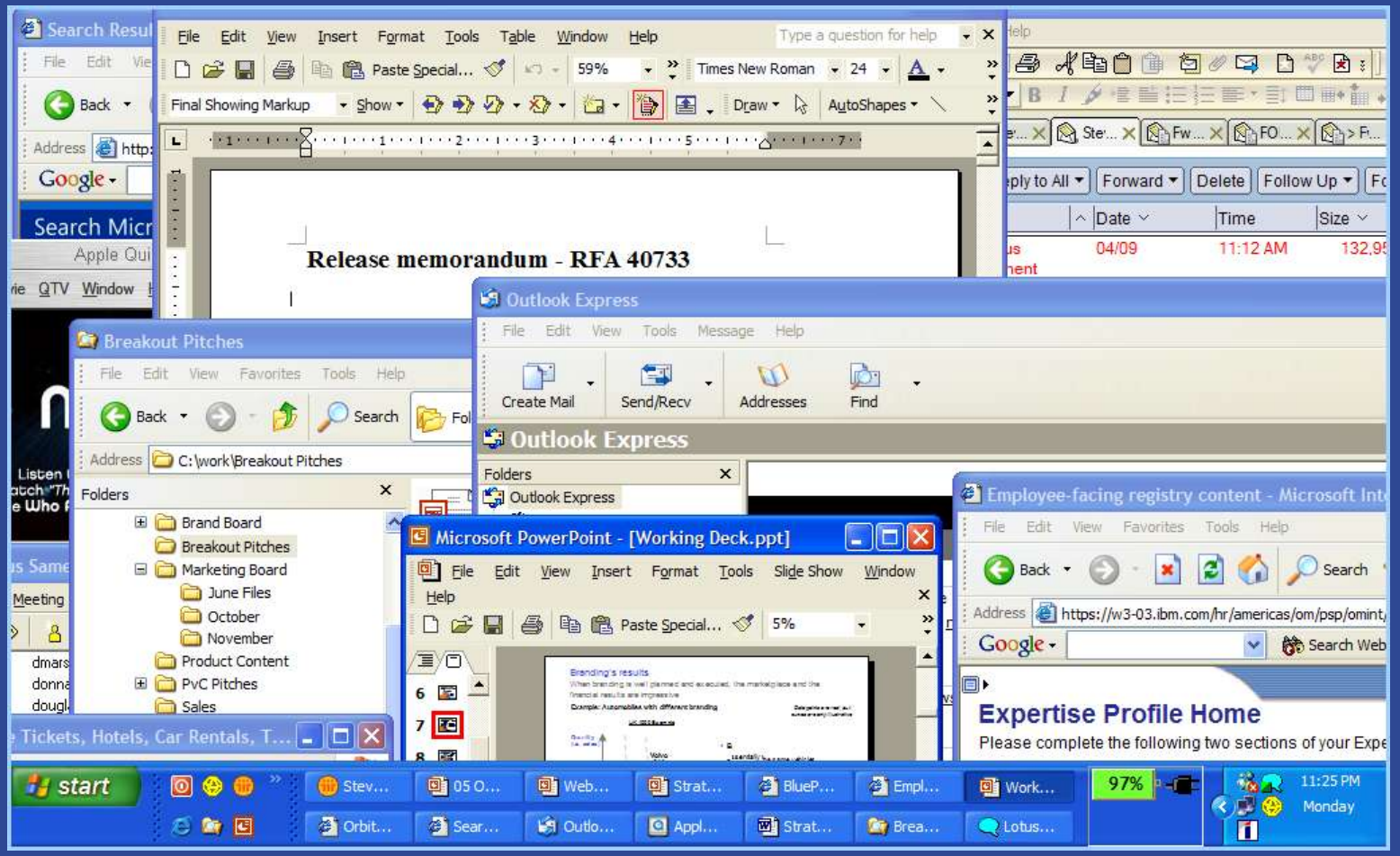
Shared Content

Automatically linking your work together



Lotus software

Going from this··· (today's work environment)



"Information workers have been left to their own devices ... with little help in determining how to perform key information tasks effectively and efficiently"

To this··· a unified, integrated, simple, security-rich workspace

- My email
- My instant messages and presence
- My documents
- My calendar
- My contacts
- My search
- My activities
- My news / feeds
- My business apps
- ···

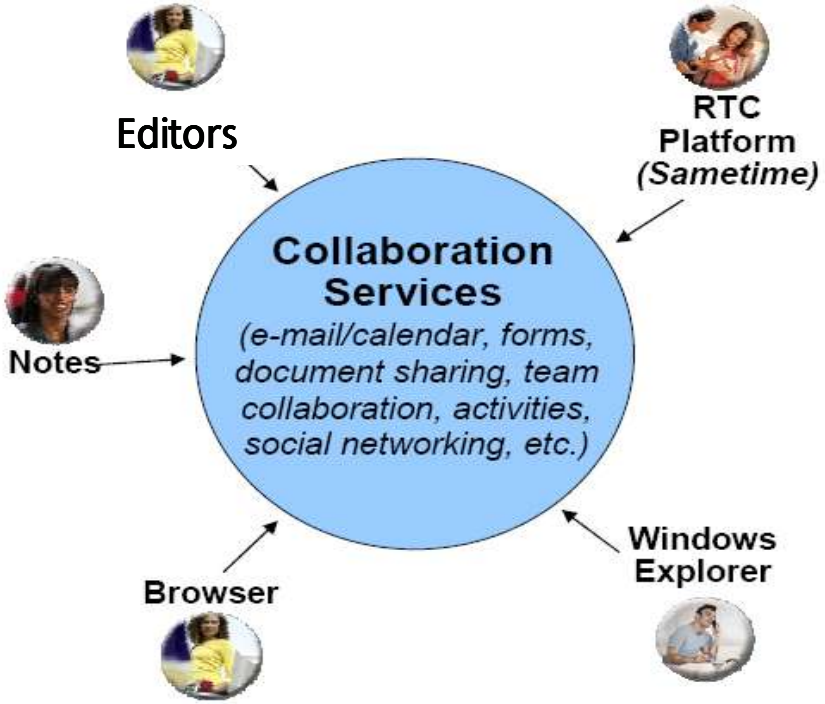
Extensible, connected/disconnected, web-mobile-rich client access···

Demand for a different collaboration approach

Old --- MS Document Centric Model

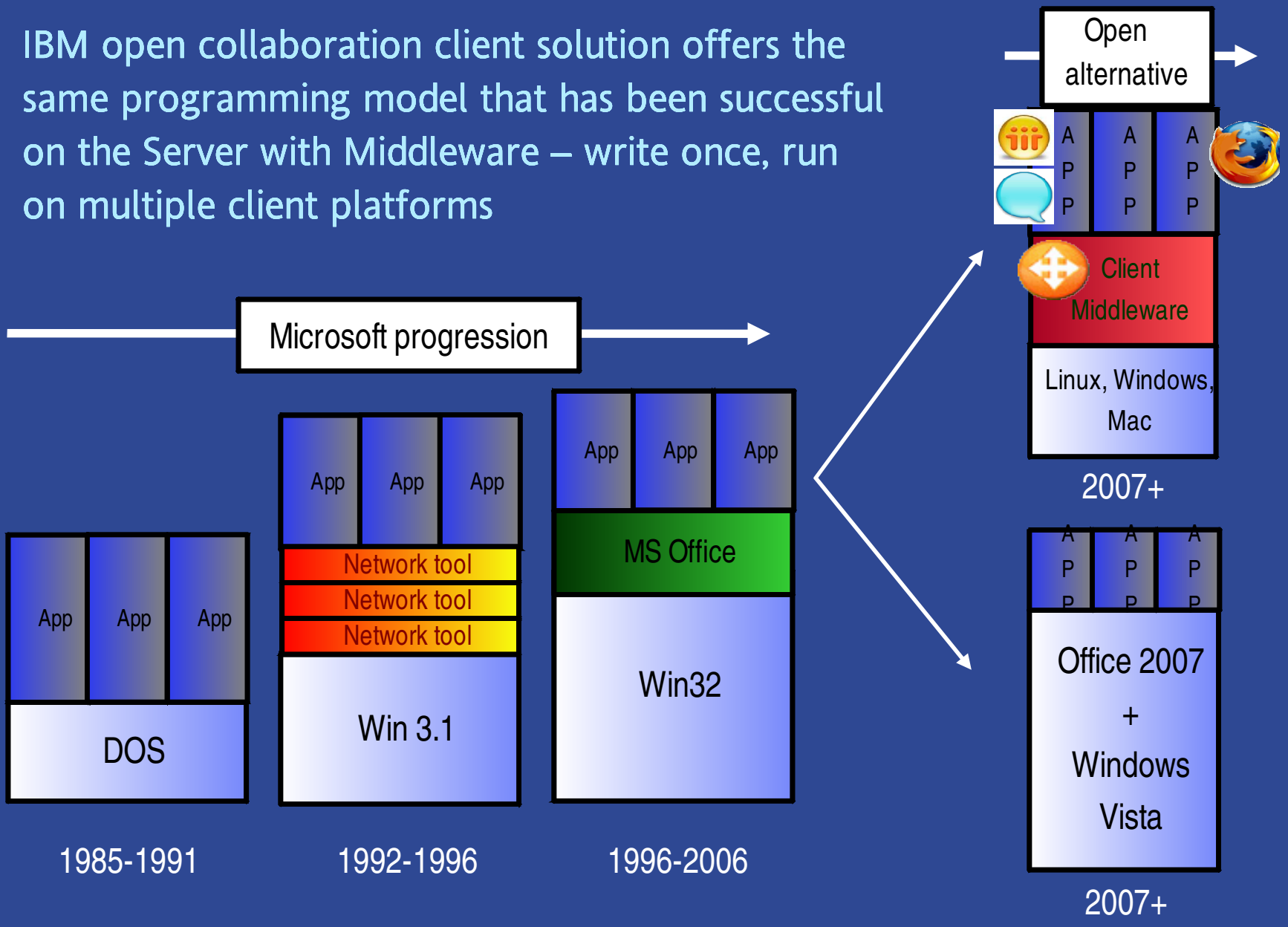
- Client centric solution
- Deep integration promotes vendor lock-in

New --- IBM Service Centric Model



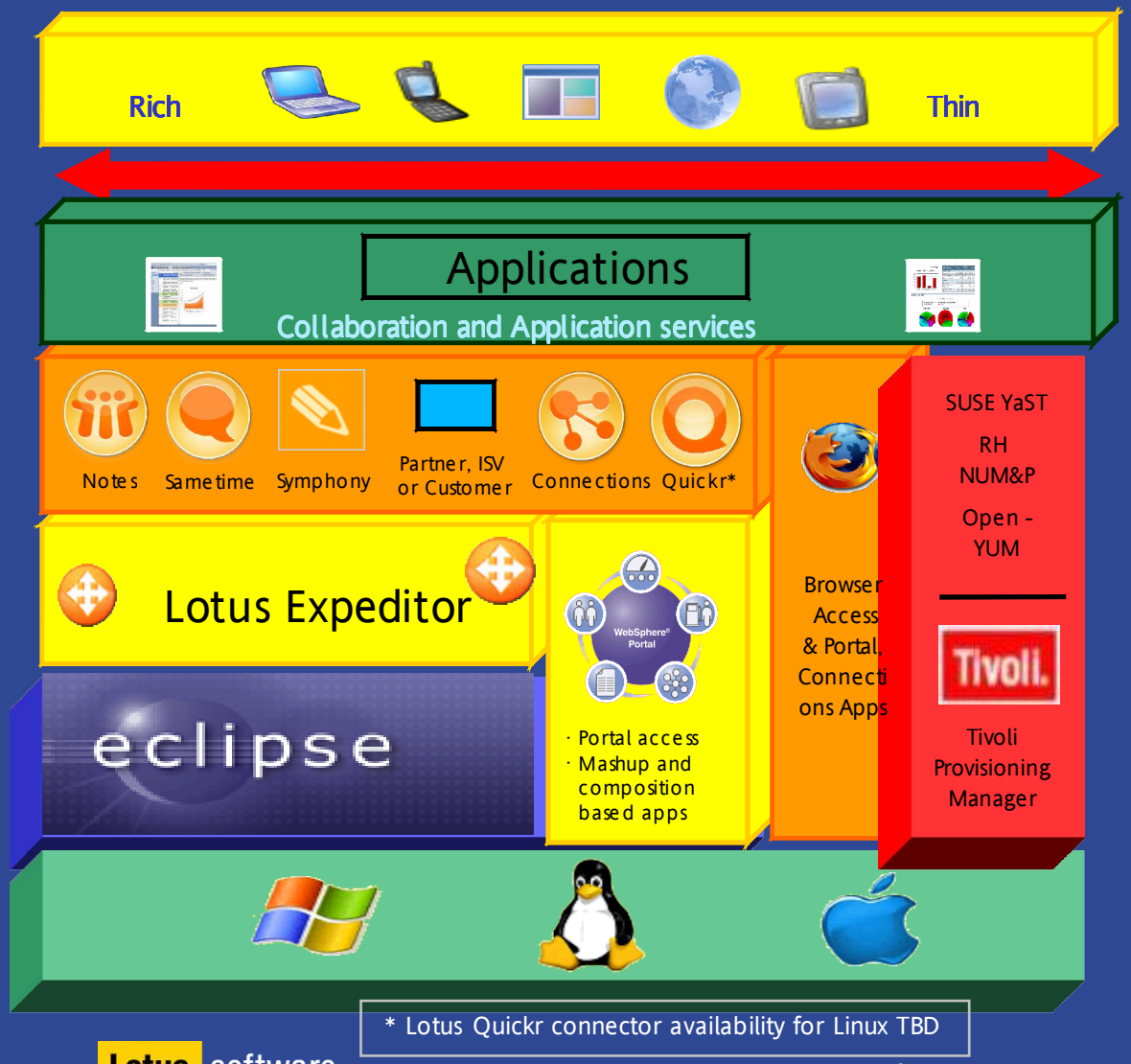
- Server centric solution
- Use of open standards promotes flexibility

IBM open collaboration client solution offers the same programming model that has been successful on the Server with Middleware – write once, run on multiple client platforms



IBM open collaboration client solution

Get started with *desktop of the future*, today



- Any device
- Any network
- Any application and/or collaboration service
- Choice of Operating System
- Linux partnerships with Novell and RedHat

* Lotus Quickr connector availability for Linux TBD

That provides seamless access to collaborative capabilities, people, and applications in context

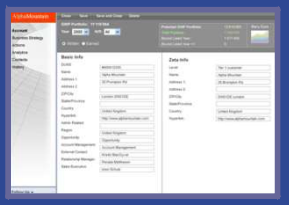
Office productivity

Personal profiles

Documents & Content

Rich Client

LOB Applications

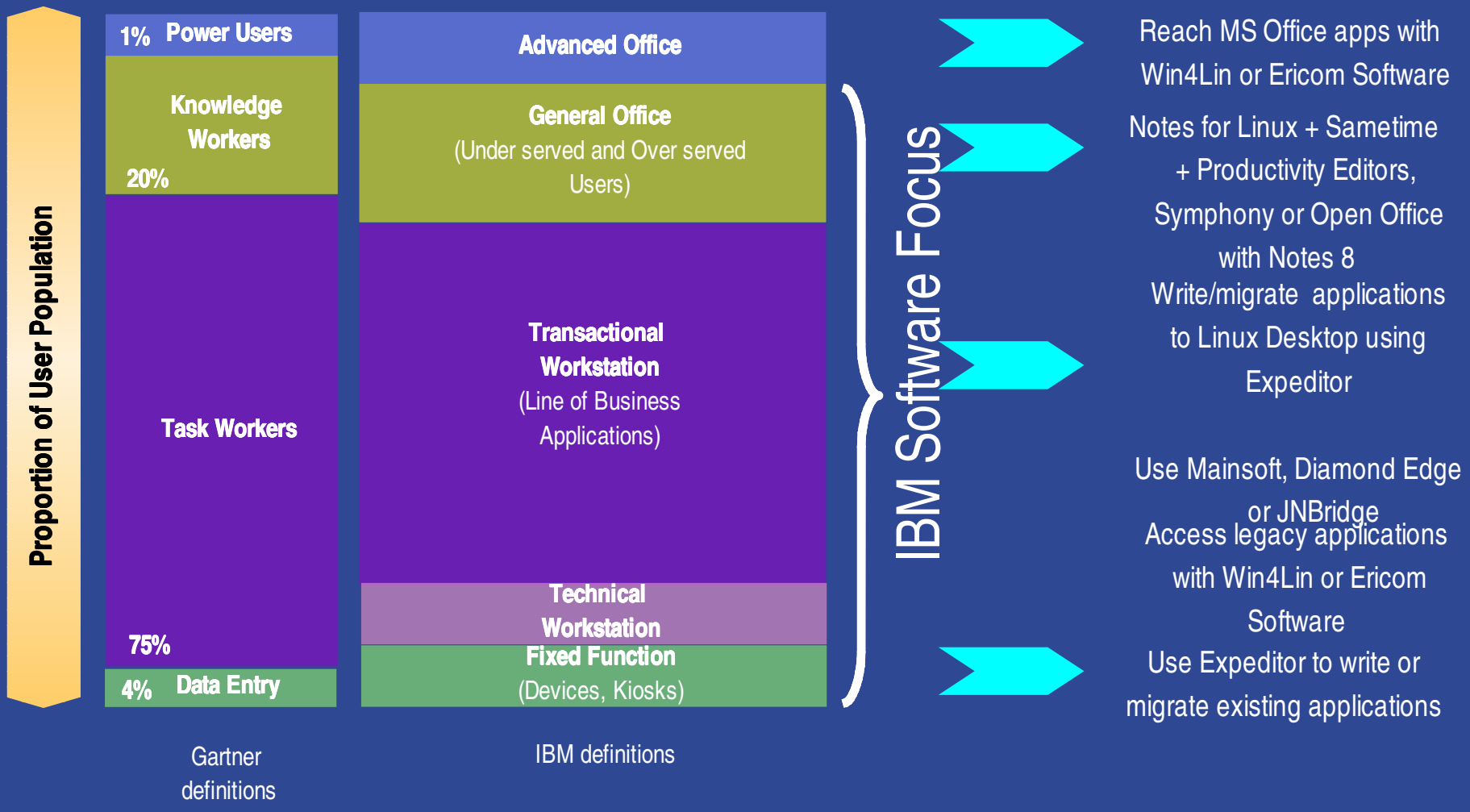


Instant messaging

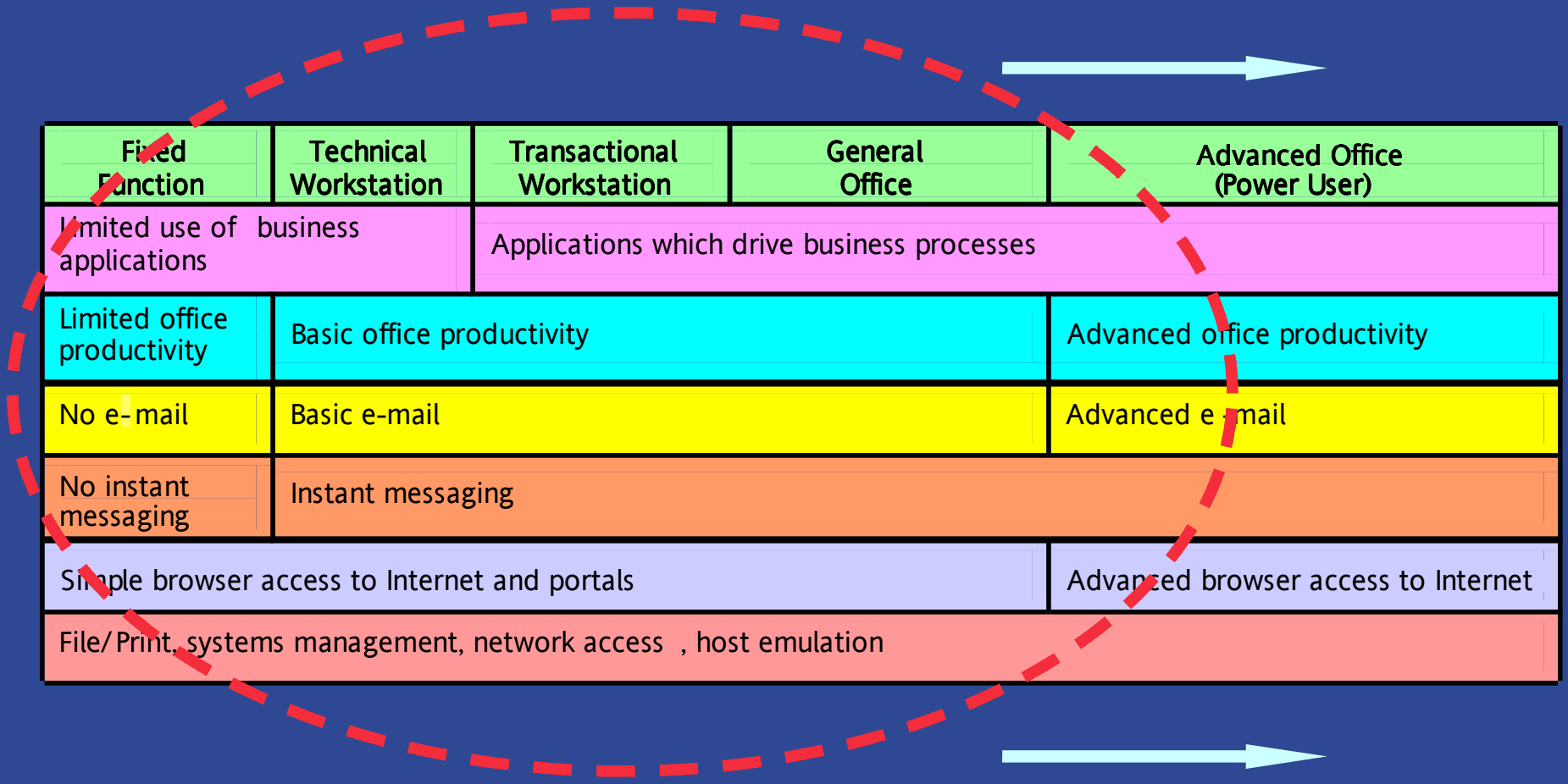
Activities

Lotus software

User Segmentation – start with task workers



End User Segmentation and User Profiling



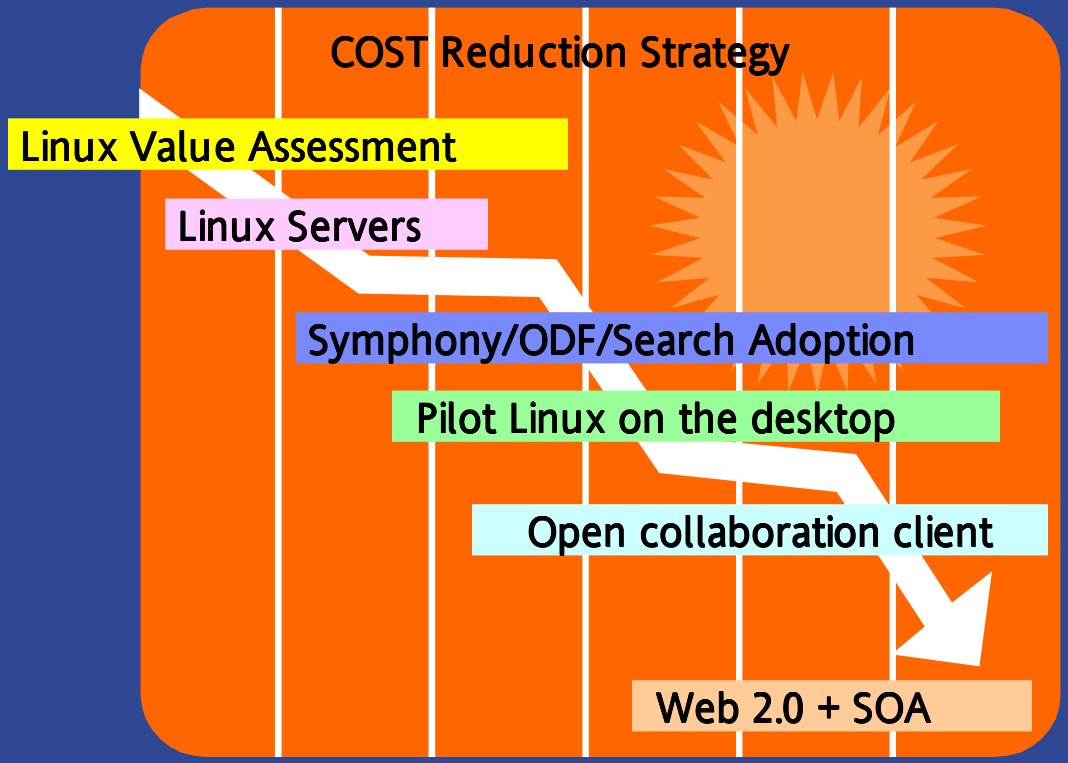
Leverage IBM SWG cross platform software stack to expand into additional segments

Cost reduction strategies to consider

- Key items are: Cost reduction strategies, Security, IT Optimization, SOA, People Productivity, Information insight and Automation
- High cost and low ROI of Microsoft's new offerings are encouraging customers to target Microsoft Enterprise Agreements for reductions

Solution Analysis

- Open Standards and Open Source Software are now key elements of today's solutions
- Potential cost savings of a Alternate Procurement strategy
  - Save up to 30–70% cost of Microsoft EA (based on real customer experience)
  - Gartner and Forrester both recommend similar strategies



IBM. Lotus. software

IBM Lotus Symphony | Home | Products | Gallery | Buzz | Support Forums | Help

Be Free. Work Smart.

Richly-featured productivity tools that are intuitive to use and compatible with your files.
Provided at no charge for your home, school or business.

Free Download

http://symphony.lotus.com

Lotus Symphony Documents
Take a Tour | Features | Screenshots

Lotus Symphony Presentations
Take a Tour | Features | Screenshots

Lotus Symphony Spreadsheets
Take a Tour | Features | Screenshots

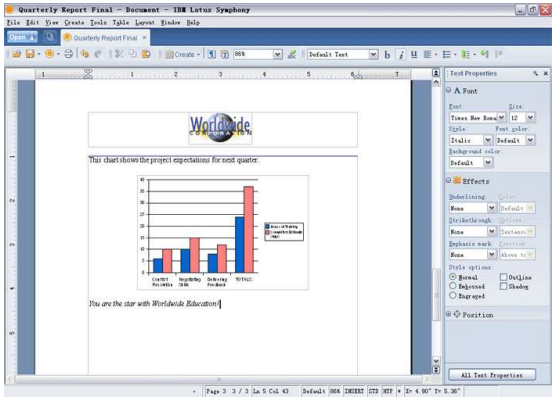
What's in it for you, businesses and developers?

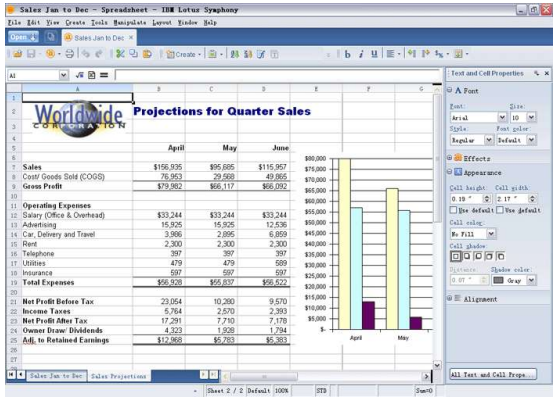
IBM® Lotus® Symphony™ has something for everyone, like a community-oriented site with tips, a template gallery and support to help you succeed. Businesses can gain more control over spiraling upgrade costs, while still protecting, accessing and maintaining documents well into the future. And for developers, Lotus Symphony tools support Microsoft® Windows® and Office applications, which means you can get even more from your current investments.

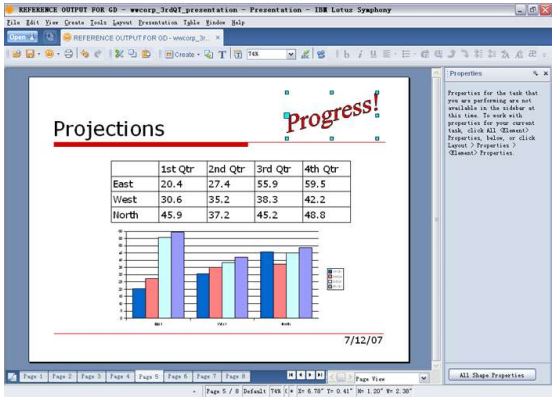
IBM Releases Office Desktop Software at No Charge to Foster Collaboration and Innovation

NEW YORK, September 18, 2007 - IBM (NYSE: IBM) today announced IBM Lotus Symphony, a suite of free software tools for creating and sharing documents, spreadsheets and presentations.

Beginning today at www.ibm.com/software/lotus/sym... business, academic, governmental and consumer users alike can download this enterprise-grade office software, which is the same







Why use Lotus Symphony or OpenOffice

- It's about Independence. Choosing a productivity suite that leaves open choices about vendor, and platform *versus* a suite that eliminates options.
- It's about Cost Assurance. It's free, but there's also the benefit of moving to a cheaper platform and not being forced through a particular vendor's upgrade cycle, etc.
- It's about Longevity. Choosing a format that no single vendor can kill or control.
- It's about Governance. A long-lived and well-supported format enables a long and healthy document-retention cycle.

Open Document Format brings standards to productivity tools and also allows for CHOICE

What is ODF ?

- XML-based open specification.
- Standard for document content and format.
- Developed by OASIS. Certified and approved by ISO. Adopted by many, particularly in the government and public sector.
- Defines a set of common standards for openness and usability.
- Gives you the most choices for interoperability and ensuring future access to your information.

Why ODF ?

- Choice, lower cost, access to innovation, greater control over documents and the intellectual property contained therein.
- Cross-platform
- Unleashes a tremendous potential for technological innovation to promote productivity and creativity.
- Reduces licensing costs.
- Avoid being locked in to any particular vendor

Lotus Symphony Roadmap

Lotusphere 2008

- Symphony Launch
- Website Launch

Sept 07

- Code updates
- Enhanced Web community features

Oct 07

- Code updates
- Enhanced Web community features

Jan 08

- Enhanced free support
- Fee based support options
- Lotus Portfolio integration (Quickr, Connections, Sametime)
- Enhanced capabilities based on OpenOffice.org latest code
- Expanded participation in OpenOffice.org community

Summer 08 and beyond

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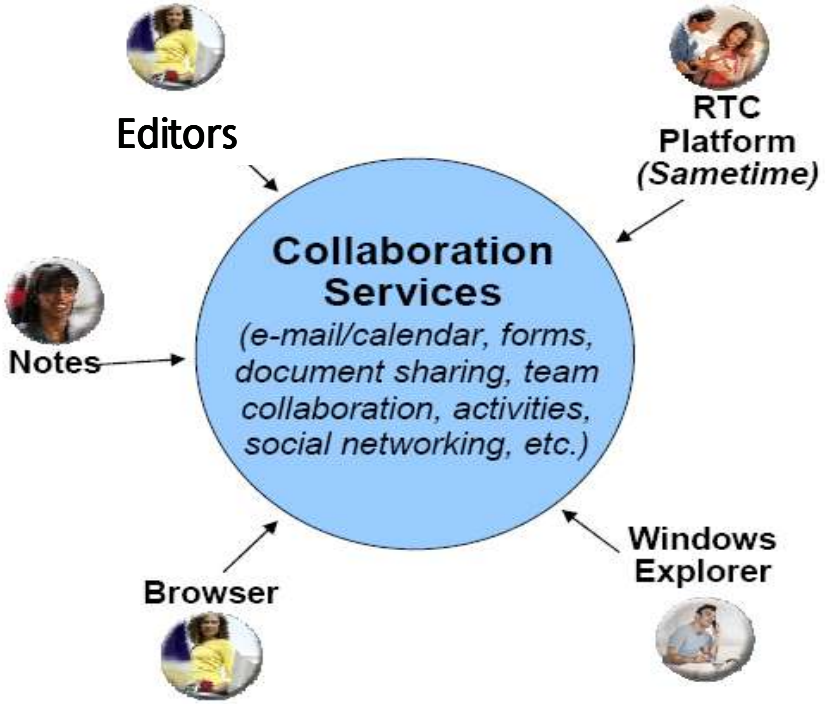
New --- IBM Service Centric Model



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Why Linux and what's driving the Linux Adoption ?

Drivers

Flexibility

- Supported on a wide variety of hardware
- Supports more users with less hardware
- Open Source & Open Standards
- Grid and Cluster computing

Reliability

- Increased uptime
- Uptime measured in years rather than days
- Easier scaling

Security

- Linux is inherently more secure than Windows
- Amazon, FedEx and Google have been using Linux for years

Cost Reduction & Productivity

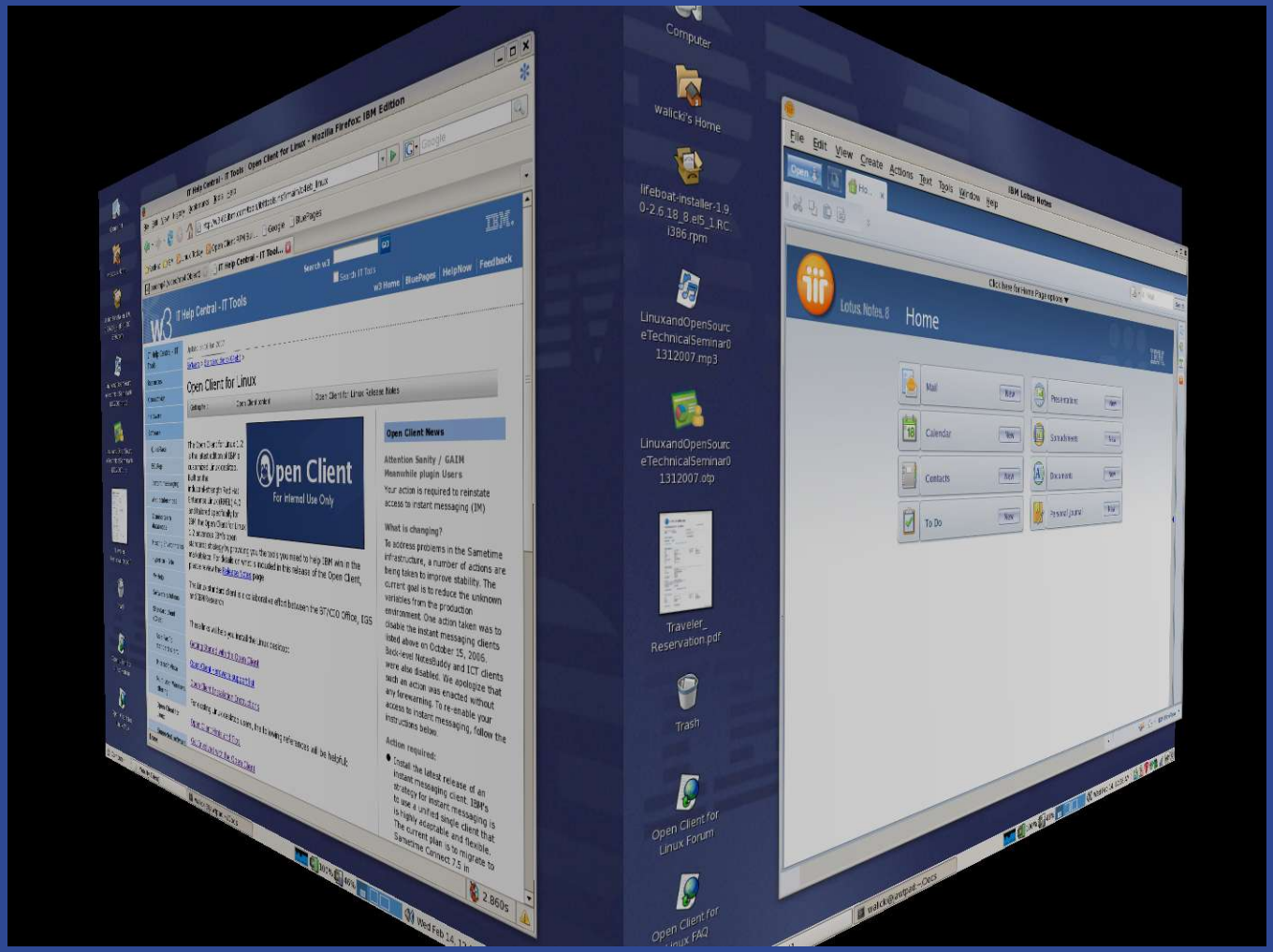
- Same OS image can run on a variety of hardware
- Fewer distinct OS to support
- Substantial cost savings

Control and Agility

- Low cost software solutions
- Leading ISV's developing software on the Linux OS
- IBM, PeopleSoft, Novell, SAP, Oracle, Sybase

Linux is out selling Windows on severs by a 5 to 1 margin

Linux Desktop Capabilities (spinning the cube)



Client Collaboration: PSA Peugeot Citroën

Challenge

- Peugeot has ~75,000 Windows 2000 Professional clients
- To provide **a lower expenses and easier alternative** for people who only need standard functionality
- Keep Microsoft **licenses within optimal range**

PSA PEUGEOT CITROËN

Key Benefits

- Enabled **alternative while reducing costs**
- **Access** to existing **Notes Domino applications** from **any desktop** (Linux, Windows) including thin clients

Solution

- IBM **Lotus Notes 7 for Linux** , **Lotus Sametime 7.5** running on Novell **SLED 10 Linux**
- Started with 10 desktops, expanded to 80, and now deploying 300
- By year-end, will be growing to 3500 and by end of 2008 to 20,000

Client Collaboration: Kennards Hire

Challenge

- **Cost and ROI** was considered a major challenge with their existing MS Desktop and MS Office tools
- To provide **a locked down desktop environment** to improve security and decrease support calls
- Ability to support **older hardware**

KENNARDS HIRE
Make your job EASY!

Key Benefits

- Use **one desktop mail system in a heterogeneous environment** where branch staff use Lotus on Linux (at lower cost, easy to manage and secure locked down platform) whilst Administration (high end computer users) are still able to use Lotus Notes and existing applications based on a Microsoft platform
- Ability to **retain current investment** in the POS terminal style desktop machines

Solution

- IBM **Lotus Notes 7 for Linux** and currently testing Notes 8
- Deployed 400 Linux desktops over their entire branch network (90 Branches throughout Australia).
- Currently planning to test Sametime 7.5.1 for both instant messaging between the branches and administrative office

Linux Client Computing within IBM

Challenges

- One-size model no longer fits all
- Emerging countries need low cost solutions
- Growing remote and mobile employee "connections" to colleagues and IBM
- Desire for personal device support
- Technology complexity hinders productivity

Size & Scope

- 450,000 End Users Worldwide
- 70%+ are laptops
- 20K supported smart-phone devices
- 40% work from home or customer locations
- Employees in 64 Countries

Directions

- Increase flexibility through open computing
- Offer more affordable solutions
- Enable people to be more effective in meetings
- Improve business through better collaborations
- Support greater spectrum of mobile devices
- Make it simple to get the job done …regardless of computing device or location
- Globally Integrated Enterprise

IBM Point of View on *Desktops of the Future*

Capability

- Simplified real-time work environment that is security-rich and designed to increase the sharing of knowledge, business insight and productivity
- Simplified access to information and business applications anywhere, anytime and from any device
- New desktop Solutions that are smaller, cost less, more secure and tap into the collaborative power of the entire network

Technology

- Personalized Dashboards
  - Key indicators, attention management, Intelligent processing of business data
  - Professional communities of interest
- An inventory of composed SOA applications for decision making and taking action
  - Composed from "Services", both line of business services (e.g. inventory, logistics) and collaborative services (e.g. document/records management)
- Real-time mechanisms to receive and dispatch work across organizations or enterprises in the entire network
  - Intelligent workflow

Lotus Collaboration Portfolio on Linux

Rich Client | Browser | Portal | Mobile | RSS / Atom | Microsoft® Office | eForms

Fully extensible services

Flexibility of Client Access

Lotus Domino®

Mail, calendaring and collaborative applications

Lotus Sametime®

Unified communications and collaboration services

Lotus Quickr™

Collaborative content and team services

WebSphere Portal

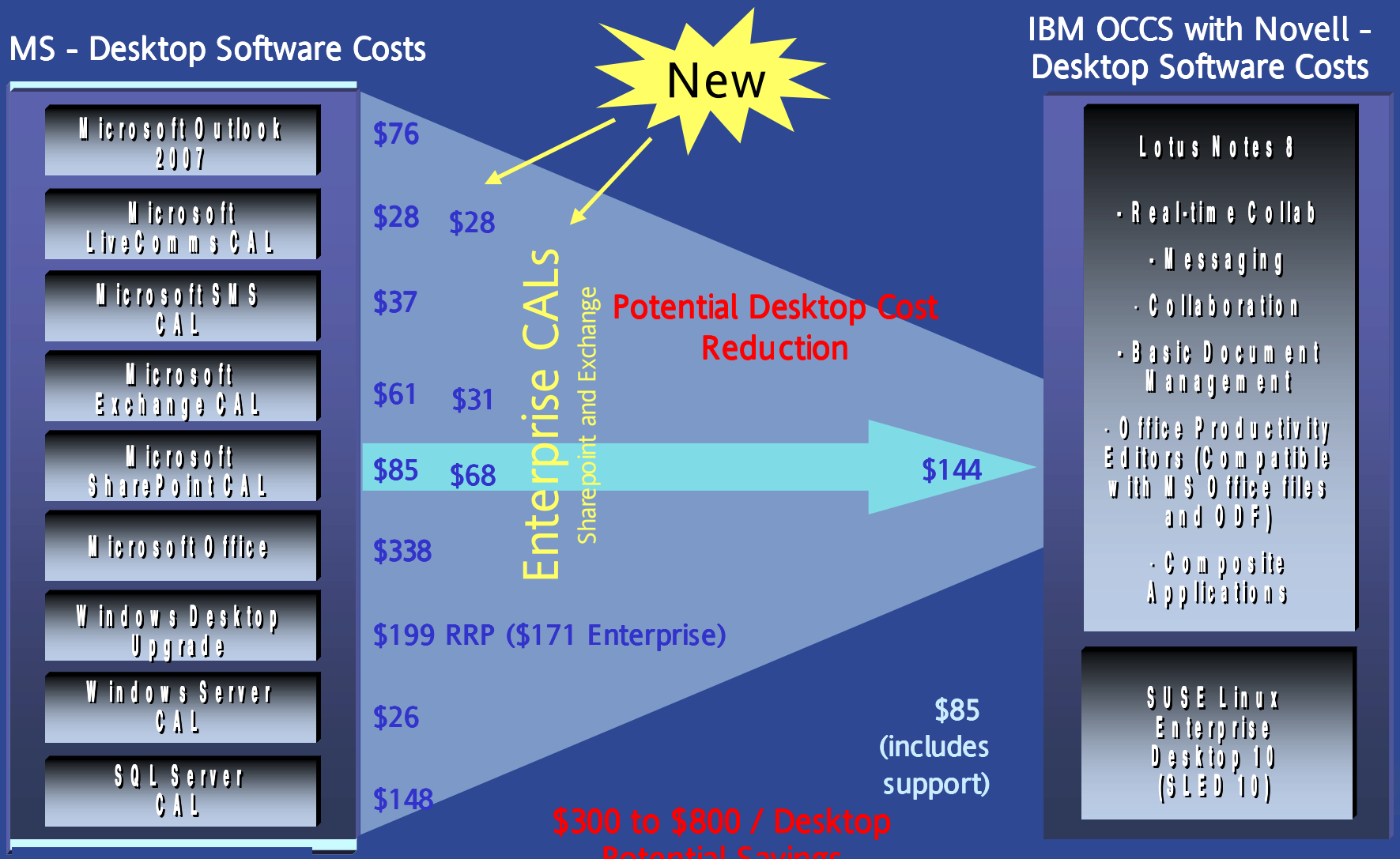
Composite application and integration services

Lotus Connections

Social software for business

Lotus software

Desktop Cost Reduction Potential – One Click Install Version



Note: All prices are approximate RRP prices in US$

Market Buzz

July 2007 http://news.zdnet.co.uk/software/0,1000000121,39287855,00.htm

ZDNet (UK) - Upgrading from Windows XP to Vista poses significant challenges for IT departments warns Dell, as it softens its sales stance on the OS

June 2007 http://www.arnnet.com.au/index.php/id;634523134;pp;1

Analyst firm Gartner has expressed surprise at the number of Australian organizations reluctant to upgrade to Vista and Office 2007 without exploring alternatives. According to the results of an online Computerworld poll, a mere four percent plan to upgrade this year, **while 77 percent plan to explore alternative solutions before making their move**. Gartner research director, Martin Gilliland, said the results are unexpected. "**I'm surprised that so many think there is an alternative**," he said adding that the only options are Mac, Linux or skipping Vista altogether.

June 2007 ✂ http://www.thebusinessedition.com/ibm-offers-new-open-client-solution-for-enterprise-pcs-698/

Shiva Ramani, Co-Founder and CEO Cybernet-SlashSupport(CSS) said, "As a fast-growing provider of technology infrastructure support ✂ to multinational clients around the world, we have a tremendous focus on collaboration and on open standards. IBM's new open client solution offers the best combination of functionality and flexibility at a fraction of the cost of proprietary solutions. In line with . ".our philosophy of practice what you preach, we are implementing the new IBM open client offering across our organisation

March 2007 http://www.crn.com/hardware/197800591

Hewlett-Packard is closing custom deals for thousands of desktop PCs running Linux, which has the company assessing the possibility of offering factory-loaded Linux systems, an HP executive said. "We are involved in a number of massive deals for Linux desktops, and those are the kinds of things that are indicators of critical mass. So we are really looking at it very hard," said Doug Small, .worldwide director of open source and Linux marketing at HP

Feb 2007 http://www.eweek.com/article2/0,1895,2094861,00.asp

Linux arrives on 50,000 government desktops in Brazil

More Market Buzz

August 2007 http://www.eweek.com/article2/0,1895,2168426,00.asp

"The number of developers targeting Windows decreased by 12 percent in the last year, while their targeting of Linux has increased by 34 percent over the same period, recently released information from Evans Data shows, Crawford said." Cole Crawford is an IT Strategist at Dell.

August 2007

The Electronics Corporation of Tamil Nadu (ELCOT) in India is rolling out SUSE® Linux Enterprise across 30,000 desktops and 1,880 servers in Tamil Nadu's schools, after ELCOT itself has migrated its entire IT infrastructure from Microsoft* Windows* to SUSE Linux Enterprise Server and SUSE Linux Enterprise Desktop from Novell®.

August 2007 http://www.desktoplinux.com/news/NS1990237723.html

In his LinuxWorld keynote speech August 7th, Dell CTO Kevin Kettler announced that Dell would be offering Novell's SLED (SUSE Linux Enterprise Desktop) in China as a pre-load on Dell systems.

August 2007 http://www.desktoplinux.com/news/NS2530181188.html

Dell and Canonical announced that Dell would start selling Ubuntu-powered consumer PCs in Europe on Aug. 8.

August 2007 http://www.lenovo.com/news/us//en/2007/08/novell.html

Lenovo and Novell today announced an agreement to provide preloaded Linux* on Lenovo ThinkPad notebook PCs and to provide support from Lenovo for the operating system. The companies will offer SUSE® Linux Enterprise Desktop 10 from Novell® to commercial customers on Lenovo notebooks including those in the popular ThinkPad T Series, a class of notebooks aimed at typical business users, beginning in the fourth quarter of 2007.

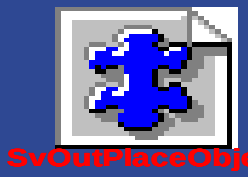
July 2007 http://www.pcworld.com/article/id,134962-pg,1/article.html

Acer president Gianfranco Lanci today became the first major PC manufacturer to openly attack Microsoft over the Windows Vista operating system. He was quoted in the Financial Times Deutschland . Lanci said the operating system was riddled with problems and gave users and businesses no reason to buy a new PC, according to the report.

Client Collaboration: Cybernet Slash Support

Challenge

- CSS has **5000 users** worldwide, **10+ mission critical applications**
- Productise **internal applications** developed
- Bring more **flexibility** in the CSS offerings



Key Benefits

- Additional **collaboration capabilities** and **enhanced security** while **reducing IT cost**.
- **Access** to existing **applications** from **any desktop** (Linux, Windows), which can be the key highlights for their productized solutions

Solution

- IBM **Lotus Notes 7.0.2**, **Lotus Sametime 6.5** running on Windows.
- Evaluating Lotus 8 on **Linux**.
- By year-end, CSS is targeting for minimum 300 users migration to Linux and the gradually migrate most of their internal users to open client.

IBM open collaboration client solution – Summary

- Address market demand for innovation, flexibility and choice based on end user roles
- Learning from IBM's internal deployment and over 150 customer pilots
- Solution components
  - "Best of breed collaboration software"
    - Lotus Domino, Lotus Notes, Lotus Sametime, Lotus Expeditor
    - Mozilla Firefox/Microsoft Internet Explorer access to IBM WebSphere Portal
    - Lotus Quickr, Lotus Connections software
  - Application development, composition, and Mashups
    - Rich managed client: IBM Lotus Expeditor - based on Eclipse
    - WebSphere Portal, Portlet Factory, IBM Workplace Forms
  - Customer choice of productivity editors
    - IBM, OpenOffice, StarOffice or Microsoft
  - Software Services
    - Best practices – Thin Client (Browser) , Rich Client and Fat Client desktop deployments
    - End user usage Segmentation model based on roles and business processes
    - Pilot, Application migration, Management and Deployment services
  - Operating System: Supports Red Hat Desktop, Novell SUSE Linux Enterprise Desktop, Microsoft Windows and Apple Mac OS 10

IBM open collaboration client solution – Other Benefits

- **Adopt community services centric collaboration paradigm:** supported by web 2.0 technologies and associated social computing capabilities. Unified communication strategies extend this continuum
- **Extend open standards to documents and repositories** (Example ODF) to reduce dependence on proprietary formats and individual vendors and to support interoperability and integration with existing environments
- **Deliver flexibility and choice** of operating system, client device, and a heterogeneous desktop environment using the server managed client middleware and virtualization. This will provide more transparency to the user
- **Lead mashup and composition based** application development models and deliver associated software tools that provide a unified programming model
- **Support open source** and application developer communities
- **Provide role based execution** of human interactions

Demo of IBM open collaboration client solution

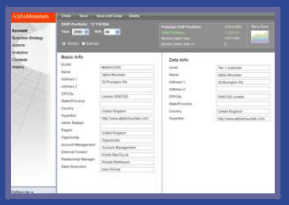
Office productivity

Personal profiles

Documents & Content

Rich Client

LOB Applications



Instant messaging

Activities

Lotus software

How Do You Get Started ?

You

- Start migrating your work to Notes 8 editors, Lotus Symphony or OpenOffice (use them internally)
- Externally – provide both formats and encourage your customer to use the Lotus Symphony or OpenOffice versions
- Understand End User Segmentation and User Profiling
- Get Linux loaded on your Laptop (Dual Boot)
- Be aware that SUSE is available via PPA

Your Customers

- Encourage your customers to exploit Lotus Symphony or OpenOffice
- Work with then to do an assessment of web and other Applications
- Get them to start a PoC or Pilot
- Help guide them through the End User Segmentation and User Profiling process

Application Assessment

Business Line Applications

- Customer have applications built using .Net of VB
- Mainsoft BP services available to Migrate .Net app
- DiamonEdge BP services available to Migrate VB app
- IBM Lotus Expeditor available to port Java applications to run on Linux Desktop

FireFox

- Evaluate applications IE dependant
- Test using Firefox browser to access the application

Vendor Application only available on Windows

- For applications that are only available on windows, customers can you Citrix/Ericom/Win4Lin solutions to access those applications

Customers Experience, Best Practices – Technical Drivers

What Linux Distributions

- Today open collaboration client solution is supported both on RHEL 5.0 and SLED 10, SP1

Single Platform Deployment Strategy

- Call Center moving to Linux Desktop. Easy to manage single large environment for patch and update management

Application Development independent of platforms

- Eclipse development which can be done on Windows and Linux Desktop

Ability to support older hardware

- Linux usually requires less memory requirement as compare to new Vista in the marker

Integration with User Directories

- Linux Desktop (RHEL and SLED 10) both integrated with existing Active Directory or IBM LDAP

Customers Experience, Best Practices – Issue & Resolution

Security

- Both vendors provide policy based security.
- SeLinux (Red Hat) and AppArmor (SUSE)

Editors (Documents, Spreadsheet, Presentation)

- Lotus Symphony provides 80% of functionality required for an average users today.

Patch Management

- Customer have implement YUM solutions
- IBM has Tivoli products to assist with bare metal installations and patch management for both OS and Applications

Backup and Storage

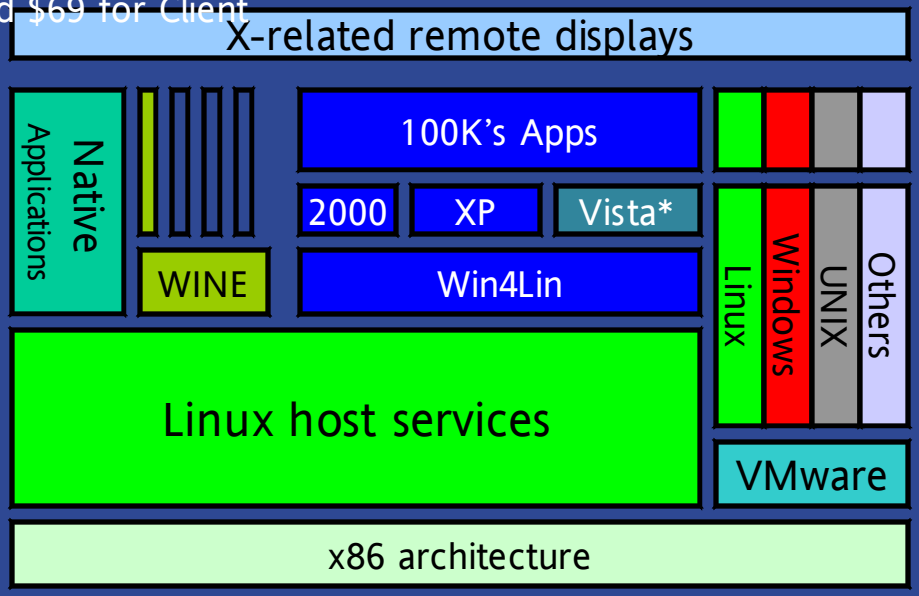
- Linux Desktop (RHEL and SLED 10) both integrated with existing Active Directory or IBM LDAP

Multimedia/IM

- Linux Desktops comes with variety of Multimedia and IM tools

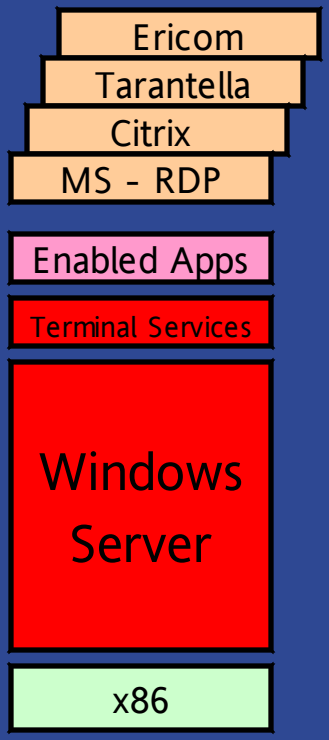
Win4Lin is a desktop virtualization and consolidation solution

- Does not require a Window Server like Ericom and Citrix
- Win4Lin re-uses existing **desktop** and **applications licenses** on Linux Servers
- Win4Lin is highly customizable and flexible
- Win4Lin uses open source virtualization stack versus proprietary stack
- Win4Lin allows end-to-end Linux footprint
- Copy-on-write architecture provides higher security and better disk utilization
- Provides better multi-media
- Retail license prices: $125 per concurrent session on Server and $69 for Client



Linux Server Solutions

Vs



Windows Server

* = Vista is a futures offering

Open Collaboration Client Solution Resources

1. For more information, or to start a PILOT, please contact:
   - IBM Open Client Solution Project Office, **Dick Kamerer**, WW SWG Linux Sales
   - Office: 866-552-0082 or T/L-930-0486; Cell: 321-591-0615; Email: kamererr@us.ibm.com

1. External web page:
   - http://www.ibm.com/lotus/openclient
   - http://www.ibm.com/lotus/opencollabclientwithnovell

- White paper – IBM point of view of *desktop of the future* and how to get started now

- Download live DVD to experience open collaboration client without installing the software (boot from your DVD): see link in 2.

- Attend Desktop of the Future event coming near you shortly

- Watch a cool demo in Youtube: see link in 2.

Additional Resources

- The Lotus Symphony home pagehttp://symphony.lotus.com/software/lotus/symphony/home.jspa
- An overview of the IBM productivity toolsftp://ftp.software.ibm.com/software/lotus/pub/lotusweb/misc/IBM_productivity_tools_overview.pdf
- My whitepaper, “ODF vs. OOXML: Why business should care” https://w3-03.ibm.com/sales/competition/compdlib.nsf/WebBySource/DF1155C08B839D86862573850060B086?Opendocument
- Lotus SalesTalk: Making Money out of Linux and ODF http://w3-03.ibm.com/software/xl/enablenow/en.nsf/doc/MPAN-78252U
- OOXML is defective by design http://ooxmlisdefectivebydesign.blogspot.com/
- The case against OOXML http://www.odfalliance.org/resources/The%20Technical%20Case%20Against%20OOXML.pdf

Q&A's and Thank You for Attending !

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Flexibility of Linux client context

Mobile

- Device-side components
- Offline applications

Portal

- Personalization
- Aggregation
- Composite Applications

Integrated collaboration

- E-mail, calendar and applications
- Offline support
- Composite Applications
- ODF complaint Editors

Web

- Ajax
- Composites
- Mashups (1Q08)

Real time

- Chat
- Web conference
- VoIP
- Point-to-point video (TBD)

Open Client for Linux Deployment Roadmap

Deployment

Pilot Phase

Emerging Project

Enduser Support

Open Client 2.0, 2Q'07
- Firefox browser
- Notes 8
- VoIP, audio/video
- Rich Media
- ISAM, ISSI, WWERS
- Grid-enabled
- Linux: Red Hat (Novell SUSE pilot)

Open Client 1.2, 3Q'06

Open Client 1.1, 1Q'06

Open Client 1.0, 4Q'05
- Firefox browser
- IBM Workplace 2.6
- Notes 7 plugin
- Productivity Editors
- Document Management
- WST, ISAM, ISSI, WWERS
- Linux OS

C4EB 3.5, 3Q'05
- Mozilla browser
- Open Office
- Lotus Notes on Wine
- EA2000
- ISAM, ISSI
- Linux OS

C4EB 3.0, 3Q'03
- Mozilla browser
- Open Office
- Lotus Notes on Wine
- ISAM, ISSI
- Linux OS

C4EB 2.1, 1Q'03
- Mozilla browser
- Open Office
- Wine
- Linux OS

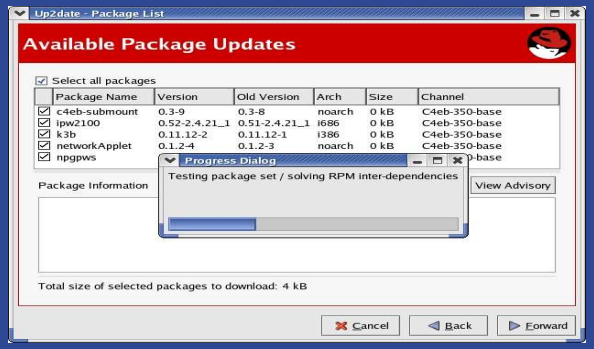
IBM's Internal Open Client 2.0 Highlights

- Easy installation using the Lifeboat Installer
- Native IBM Lotus Notes 8 for Linux including the integrated IBM productivity editors
- SameTime 7.5.1 Blue with full Linux softphone Voice over IP integration
- IBM Wireless authentication (LEAP / EAP-TLS) integration into Red Hat's NetworkManager
- Lotus Mobility Connect 6.1 for remote access VPN connectivity
- Symantec Antivirus and Workstation Security Tool provides IBM security standards compliance
- Easy system management using Tivoli Dynamic Content Delivery which leverages software download grid technology
- Polished Open Client 2.0 branding and artwork
- Linux Screen Reader Accessibility Support
- Encryption technology to help you protect IBM's confidential data. A Confidential directory in your home directory allows files to be encrypted
- Experimental access to 3D desktop capabilities
- Open Client desktop / applications translations to additional group-1 languages
- IBM MyHelp for Linux capabilities include
  - Migration Assistant / Backup and Restore / Solution Finder / Outages / Password Vault / Open a Ticket / Translations

Internal Open Client Security Management

- Security Configuration - Lock down the Linux client by configuring security settings during installation
- Software Update – YUM and Grid deliver security patches and software updates
- AntiVirus - Partnership with our CERT team to evaluate and deploy Linux based antivirus protection from TrendMicro and Symantec
- Security Auditing – Workstation Security Tool (WST) to check compliance with corporate guidelines
- IPSec VPN - AT&T remote access MTS service and IBM Mobility Connect (WECM)
- Firewall Configuration - Preconfigured iptables firewall

Patch Management

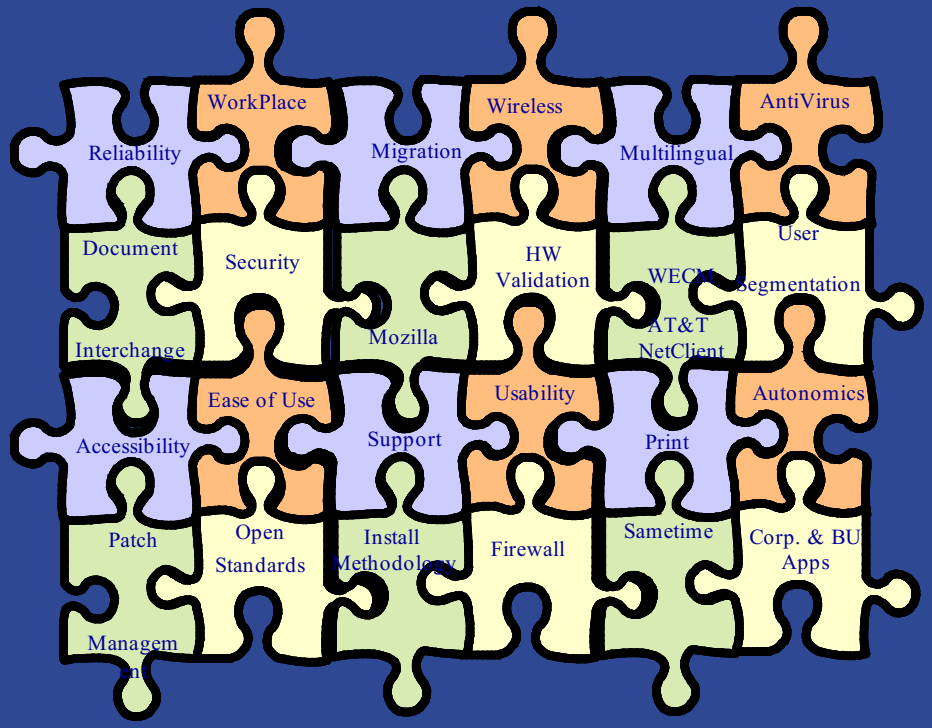


- Leverage YUM and YUM plugins
- Grid enabled using Tivoli Content Delivery Service
- Immediate notification of available updates via flashing icon
  - ✔ Multiple repositories/channels for OS and site/business unit layers
  - ✔ Full package dependency resolution
  - ✔ Same framework for package installation and package updates
- Clients are centrally configured and intelligently directed to closest mirrors

IBM's internal Open Client for Linux focuses on lowering the cost of a Enterprise Linux Desktop Deployment

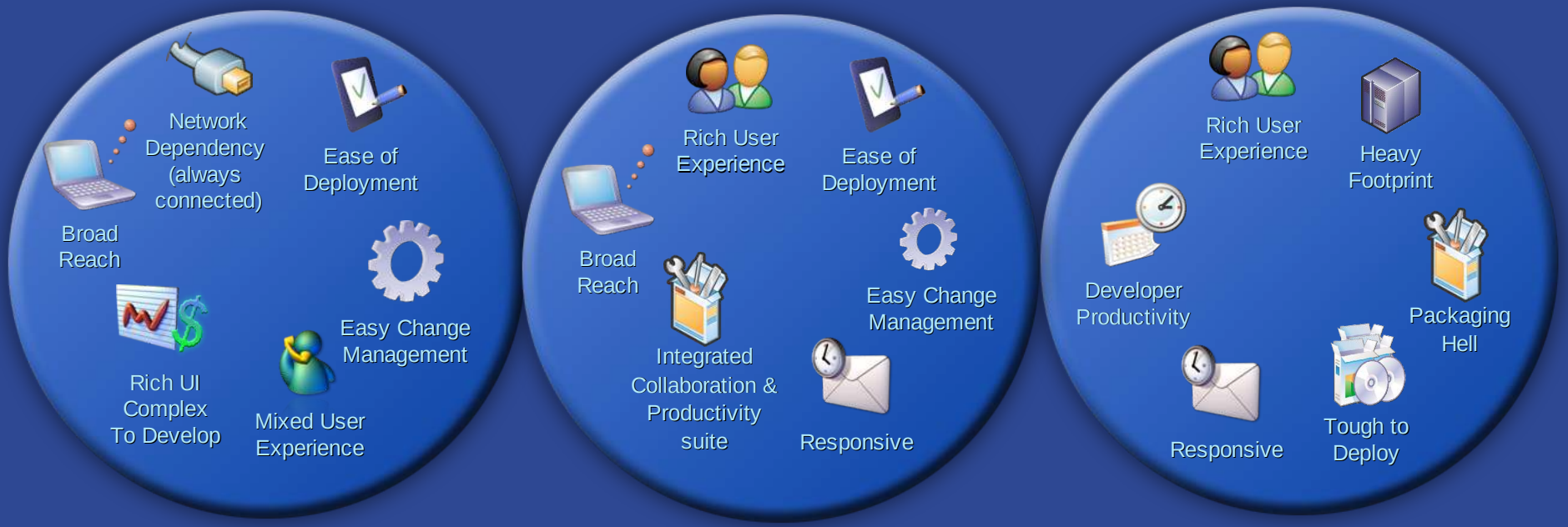
Build and deliver a fully supported, standards-based Linux desktop client designed to increase the productivity of IBM's professionals

- Installation Wizard simplifies the provisioning of a standard IT client workstation
- Initial Configuration guides users through the initial setup and helps them personalize their systems
- Ease of Use focuses on end user tasks and the needs of new users moving to Linux
- Systems Management keeps desktop clients up to date and secure



The Open Client for Linux integrates all the components required to provide a complete desktop solution

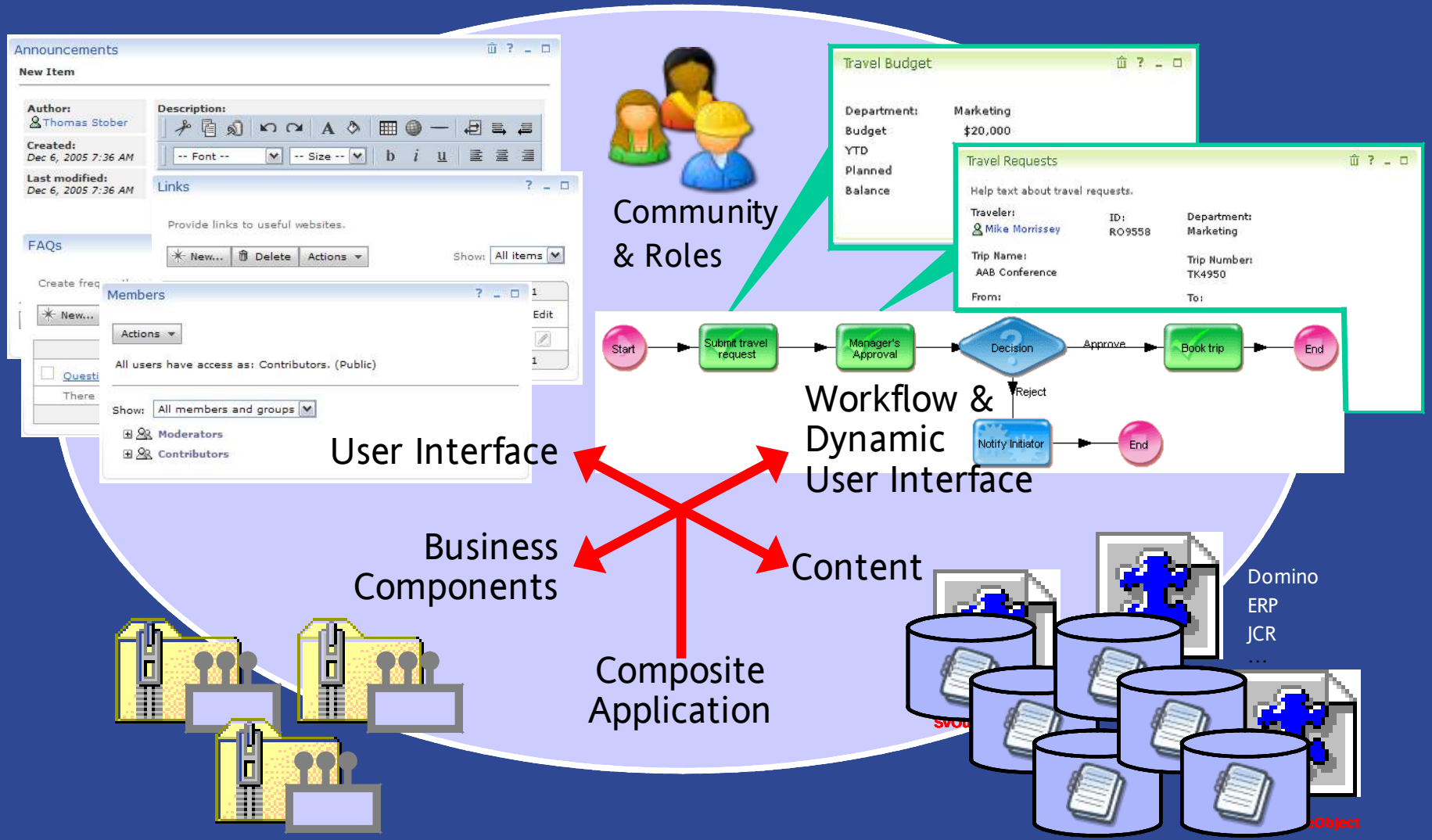
Open Collaboration Client Solution Coverage



Thin Client (Browser based)

Rich Client

Thick or Fat Client

Open Collaboration Client Solution

Composite Applications