IBM = smarter collaboration.

Bringing the power of IBM Lotus software to help you get more out of the software investments you have already made

Unlock the potential

You already have software that keeps you connected with your coworkers and customers. Perhaps you're writing reports in Microsoft® Word software, running numbers in a Microsoft Excel spreadsheet or collaborating with IBM Lotus Notes® software. Whatever software you use, you're known for getting things done.

But your organization is always looking for ways to increase productivity, get better business results and cut costs. And you want an easier way to find information, share ideas, and locate who or what you need—instantly. How can you bring your business to the next level of collaboration without abandoning the software investments you've already made? Or without forcing people to work differently or spend a lot of time learning new software?

With the IBM Lotus® collaboration portfolio, you can extend your existing toolset with real-time communications, social networking and sharing. Send your boss an instant message from your Excel workbook. Make a call from within a Word document. Meet and collaborate on the files you've shared in Lotus Notes or Microsoft SharePoint software.

Figure 1: Social tools such as microblogging keep you on top of what's happening in your social network.

By integrating your applications with IBM Lotus software, you can work smarter, unlock potential and give your team the Web 2.0 tools they're accustomed to using every day. More than 12,000 IBM customers are already using social software, unified communications, team collaboration and portals to do more—and so can you.

Lotus Connections

IBM Lotus Connections software brings the power of social software to your organization. It can help you build, connect and extend communities of customers, partners and colleagues to help drive innovation. You can leverage your collective brainpower to come up with better ideas, increase agility in your market segment and become a more efficient and productive organization—all while reducing costs.

Lotus Connections software does this by providing eight key components designed to help you keep in touch with important people, keep track of emerging trends and ideas, and stay in front of your competition:

- *Home page*—Collect the social data that's important to you so you don't have to search for it; then post a "microblog" status report for other participants.
- *Profiles*—Find knowledge throughout your organization using a directory and expertise location engine.
- *Communities*—Work together with people who have common interests and expertise, rally around a particular cause or project, and share information and ideas.
- *Blogs*—Present your ideas in a forum, receive feedback, and capitalize on the opinions and experience of others.
- *Bookmarks*—Find, save and share useful Web-based content with shared, social bookmarks.
- *Wikis*—Create and share content together with your teams and professional network.
- *Files*—Share documents, presentations and other files with your colleagues, eliminating duplicates and reducing in-box bloat.
- *Activities*—View, manage and quickly complete tasks with your teams by sharing assignments, documents and content.
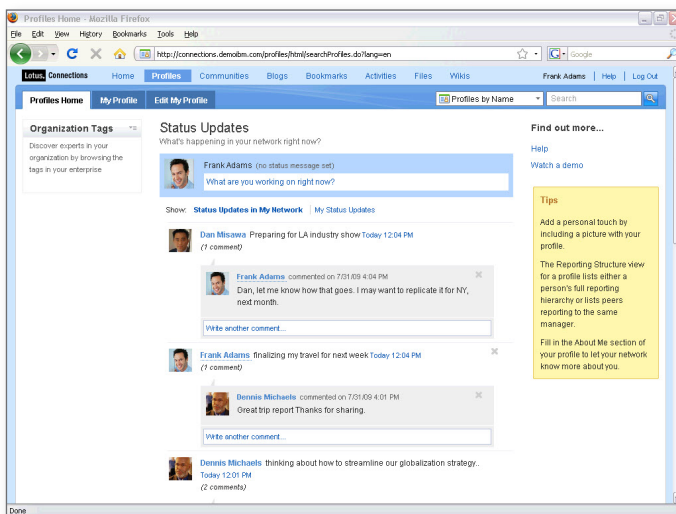
And you can accomplish all this without sacrificing security features and peace of mind. Lotus Connections software lives behind your firewall, so you can control access and determine who sees what.

Lotus Quickr and Lotus Sametime

IBM Lotus Quickr™ software is team collaboration software, helping you access and interact with the people, information and project materials you need to get work done fast.

Lotus Quickr software comes with a rich set of features: content libraries to share information, team discussion forums to encourage communications, and wikis that let your team create and edit content together. Plus, it includes connectors that help bring team collaboration to Microsoft Office and Microsoft Outlook applications.

By providing easy-to-use, intuitive collaboration features, Lotus Quickr software can:

- Help teams and workgroups become more efficient and productive.
- Broaden team membership to include business partners and customers, helping to create better relationships.
- Reduce the duplication of efforts and content inconsistencies.
- Empower teams to set up and manage their information and projects in a security-rich environment without IT assistance.
- Provide an effective alternative to e-mail for storing and managing content.
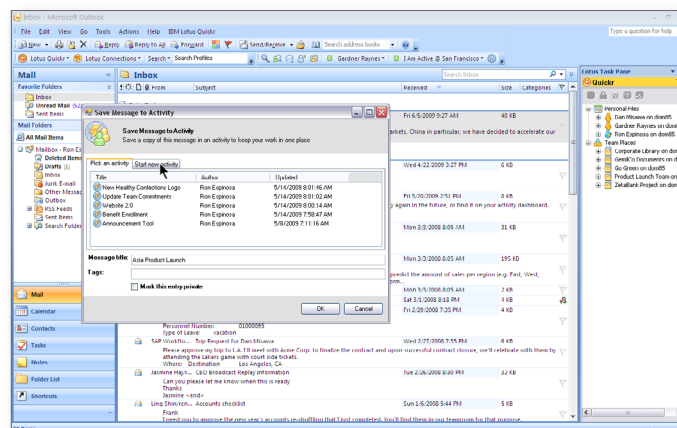- Capture and reuse best practices so your teams can get up and running more quickly.

Figure 2: IBM social software works with the tools you already use, including Microsoft Outlook, Microsoft Office, Lotus Notes software and more.

IBM Lotus Sametime® software provides a core set of integrated, unified communication services—voice, data and video—that make it easier for people to contact and collaborate effectively in real time with colleagues, customers and business partners. Its comprehensive feature set includes enterprise instant messaging and presence, multiway chat, VoIP and point-to-point video, online meetings, file transfers, location awareness, and more.

Lotus Sametime software comes ready to work with and integrates easily with Lotus Notes, Microsoft Office, Microsoft Outlook and Microsoft SharePoint software.

The IBM difference

The IBM Lotus software family is designed from the ground up to be both powerful and intuitive. That's why hundreds of thousands of clients are using our advanced collaboration solutions to help them increase productivity, build deeper relationships, spur innovation and reduce costs.

With Lotus software, you can stay organized, share knowledge, discover information and connect with the right people at the right time while still working with the programs and infrastructure you use today.

Integrate new social tools, build vibrant business communities, unify your communications strategy, provide instant collaboration, bridge virtual teams, manage your projects and documents— all without sacrificing your existing investment.

Collaboration is not only a service we provide but also an essential component of our business philosophy. We work closely with you to understand how you do business and how we can provide you with true value. And we continually provide advanced collaboration and development capabilities, often putting out multiple releases a year.

Power, flexibility, ease of use, cost savings, experience, choice— that's the IBM difference.

Accelerate the time to value of your software investment

IBM Software Services for Lotus and select IBM Business Partners can help you better understand your technology options and how to leverage Lotus collaboration solutions to help you lower your IT total cost of ownership and increase your organization's productivity. Find out more about the technical consulting, training and Software Accelerated Value Program services available to help you accelerate your success with IBM technology. For more information, go to:
ibm.com/software/lotus/services

Lotus knows how to enhance the software you're already using

To learn more about how IBM can help, please contact your IBM representative or IBM Business Partner, or visit:
ibm.com/itsolutions/collaboration

To learn more about the entire Lotus family, please visit:
lotusknows.com

Smarter software for a Smarter Planet™.

Lotus® software

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