

IBM Software Group



**Lotus.** software

# IBM Lotus Collaboration Strategy

## Empowering People



Ross Reith

Regional Lotus Executive

# Perpetual business pressures accelerate

## Nothing new, but importance grows in 21<sup>st</sup> century

- How do we embrace changes in the business climate?
- How do we leverage changes in the workplace?
- How do we incorporate technology changes into my business?
- How do we promote innovation?



## Success in Business

- *The agile business is connected, responsive and embraces change*
- *Effective organizations allow for great flexibility in the way people work...anytime, anywhere*
- *The responsive enterprise leverages new technologies to get access to new opportunities*
- *Innovation is key to competitive advantage*



## The IBM Lotus Mission

***Empowering people to be more effective, responsive and innovative in the context of the work they do***



## 20 years of leadership in collaboration

- 67 of the Fortune 100 use IBM Lotus Notes and Lotus Domino
- Notes/Domino has sold more than 127 million licenses
- Over 16 million corporate instant messaging (IM) users use IBM Sametime
- 27 of the Global Fortune 50 rely on Sametime
- Over 200 new forms partners for SMB in the past year
- IBM WebSphere Portal is number one in enterprise portal software market share



# IBM Lotus collaboration software



## *Creating value for business*

- Connecting people to business processes and information
- Enabling collaboration in context
- Delivering the industry's richest continuum of communications and collaboration tools for business
- Including emerging community tools
- Integrating collaboration and community tools in a variety of contexts
- Providing anytime, anywhere access
- Supporting real-world environments, embracing openness, inclusiveness and extensibility

# The Lotus collaboration strategy



1. Enable collaboration in context
2. Extend collaboration into new areas
3. Provide flexibility of context: integrating collaboration and community tools
4. Embrace openness, inclusiveness and extensibility

# Messaging and collaborative applications

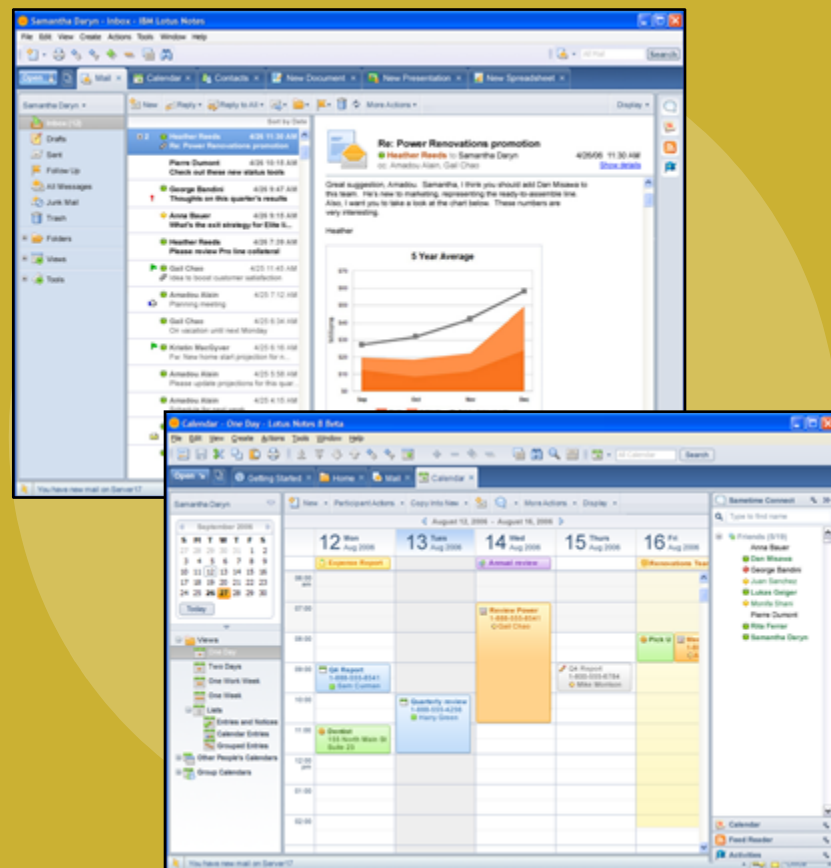
## Lotus Notes / Domino

### Client benefits:

- Secure access to e-mail, calendar and collaborative applications
- Remain productive even when disconnected
- Seamless integration with collaborative applications and business
- Document authoring tools

### Server benefits:

- Flexibility and choice in hardware platform, operating system, directory and client access
- Supports Web services and open standards
- High availability with advanced clustering and transaction logging

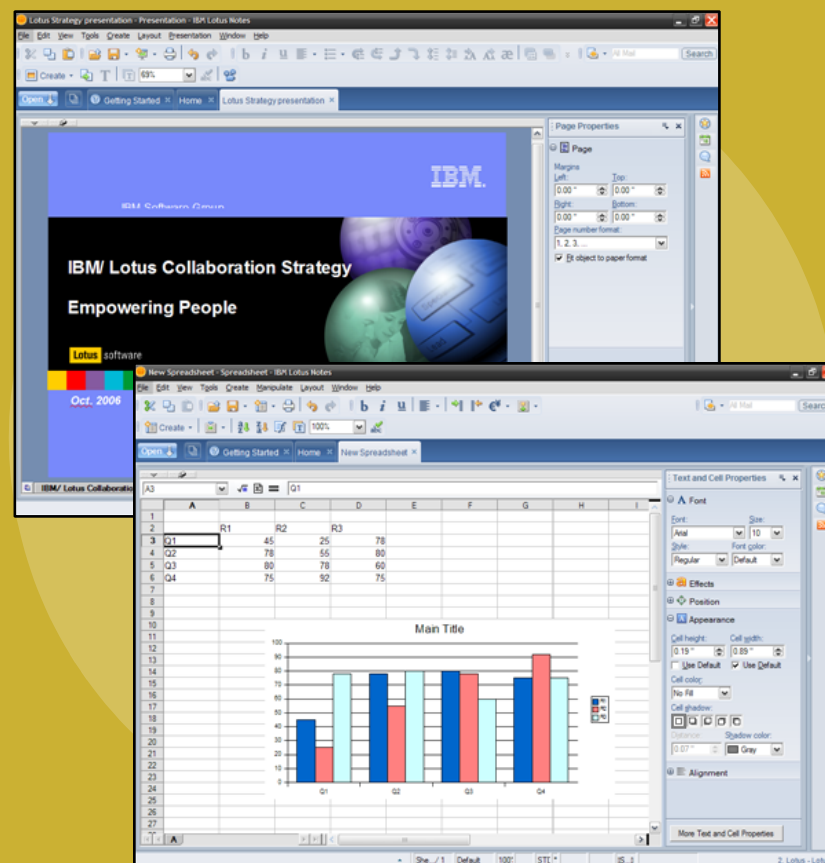




# Lotus Documents, spreadsheets, presentations

## Lotus Notes: IBM Productivity Tools

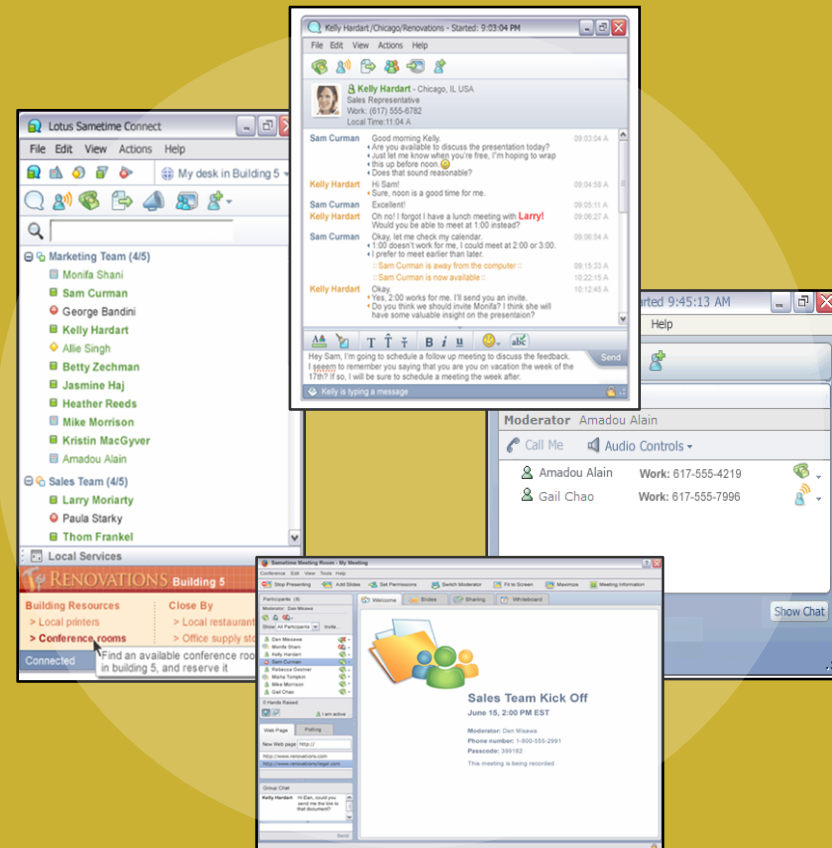
- Leverage full-function word processing, presentation and spreadsheet capabilities
- Open attachments in context within the IBM Lotus Notes 8 client
- Support Microsoft Office, Lotus SmartSuite and open-standard ODF file formats
- Export content directly to Adobe Acrobat
- Centrally provision, manage and update



# Unified Communications & Collaboration Platform

## Lotus Sametime

- Virtually bringing together geographically dispersed individuals and teams
- Enable faster, more informed decision making with Web conferences
- Flexible communications with VoIP
- Reduce travel time and costs
- Seamlessly embed presence awareness and instant messaging into other applications, including Web pages and Microsoft Windows applications



# Roles-based portal

## WebSphere Portal

- Improved operational efficiency by enabling self-management
- Increased organizational productivity with improved user experience
- Accelerated deployment of content, applications and processes
- Reduced costs of IT administration and management
- The front end of SOA, IBM's flexible services-oriented architecture and strategy



# Intelligent, easy-to-use, dynamic e-forms

## Workplace Forms

- Eliminate costly paper
- Reduce forms processing time
- Reduce human data entry errors
- Simplify complex form approval processes
- Reduce effort needed to meet regulations or compliances
- Exchange form data in a structured, standardized format
- Digitally sign content

The screenshot displays two overlapping windows from the IBM Workplace Forms Designer. The top window is titled 'Survey Request FOR UNDERWRITING PURPOSES ONLY' and contains a 'Scheduling Information' form with fields for 'Requested', 'Regular: 60 days', 'Rush: 30 days', 'Urgent: 10 days', 'Due: <Formula>', 'Scheduled Date', 'Completed Date', 'Scheduled Time', 'Total Hours', and '# of Buildings'. It also includes a grid of checkboxes for 'Type of Policy' such as Dwelling/Liability, Garage, Safety, Home Protector, General Liability, Ultraflex, Auto - Fleet, Select Commercial, Ultracomp, Auto - Non-Fleet, Mobile Home Protector, Ultrasure, Commercial Fire, Ultrasure (Personal), and Worker's Compensation.

The bottom window is titled 'Internal Revenue Service DEPARTMENT OF THE TREASURY' and shows 'Form 2290 Heavy Highway Vehicle Use Tax Return For the period July 1, 2003, through June 30, 2004'. It includes a 'Name' field, 'Employer identification number', 'Address (number, street, and room or suite no.)', and 'City, state, and ZIP code'. Below this is a table for 'Figuring the Tax' with columns for line numbers and amounts.

Part	Description	Amount
1	Was the vehicle(s) reported on this return used on public highways during July 2003? If YES, enter 200307 in the boxes to the right. If NO, see page 3 of the instructions	YYYY MM
2	Total tax. Enter the Totals from Form 2290, page 2, column (4)	
3	Additional tax from increase in taxable gross weight. See page 3 of the instructions	
4	Credits. See page 3 of the instructions	
5	Tax as adjusted. Add lines 2 and 3, then subtract line 4 from the total. This is the amount you owe. If paying in installments, go to line 6. If payment through EFTPS, check here.	80.00

# Fastest way to share business content with your teams

## Lotus Quickr

- Rich collaborative content and team services integrated with entire IBM portfolio
- Out of the box business templates (e.g. Innovation place) leveraging composite application support
- Most complete set of connectors to desktop applications and an open connector architecture for developers
- Integration with Domino and JCR content stores initially & plans for FileNet P8 support, providing comprehensive, scalable end-to-end content mgt options



\* - Requires separate purchase & supported after Lotus Quickr release 8.0

# The Lotus collaboration strategy

1. Enable collaboration in context
2. Extend collaboration into new areas
3. Provide flexibility of context: integrating collaboration and community tools
4. Embrace openness, inclusiveness and extensibility



# Social Software For Business

## Five new collaborative components that help business by...

Tapping into the latent expertise within an organization or community

Collaborating more effectively at larger scales, both internally and externally

### Lotus Connections

#### Personal profiles



#### Communities



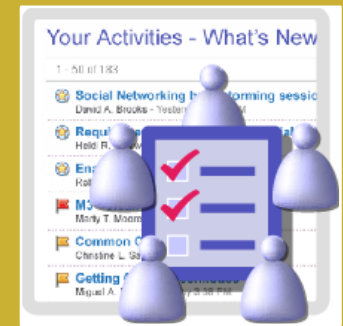
#### Blogs



#### Bookmarks

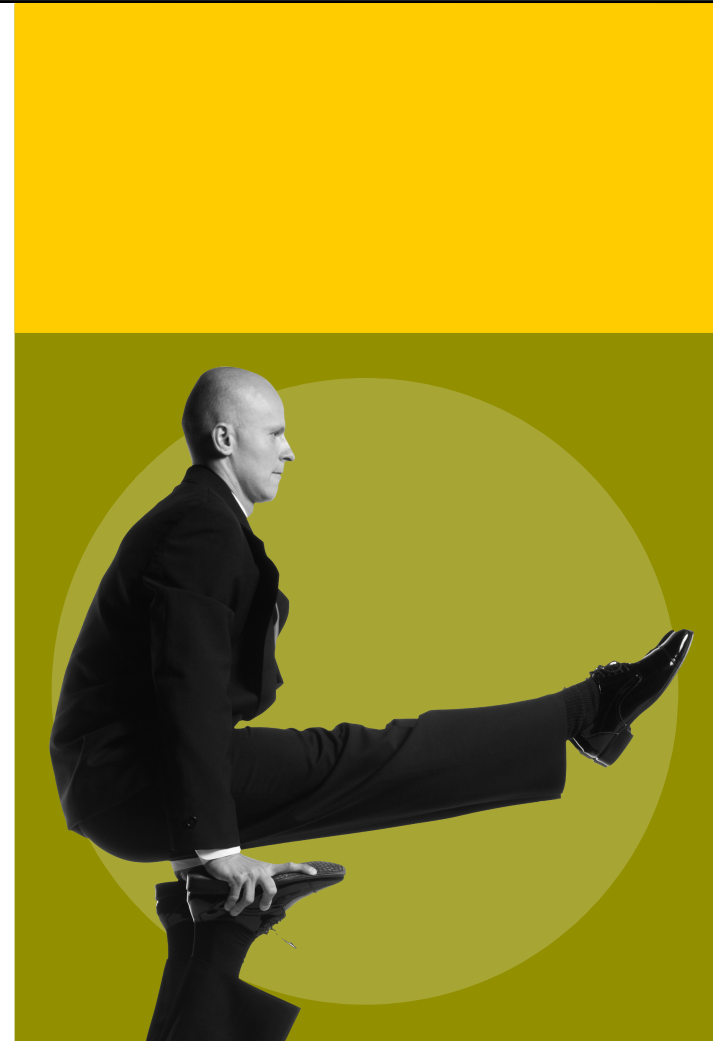


#### Activities



# The Lotus collaboration strategy

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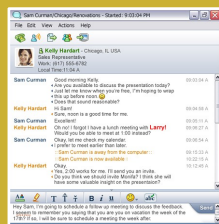
# Integrated capabilities from many points of view

Access to information and expertise in multiple contexts

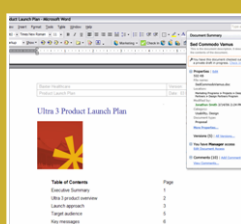
E-mail / calendar



Instant messaging



Office productivity



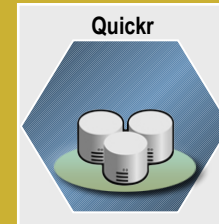
Communities



Blogs



Content Sharing



Business information



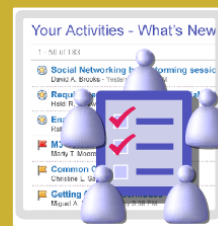
Feeds



Bookmarks



Activities



Personal profiles



# Integrated collaborative capabilities in Notes

## Bookmarks



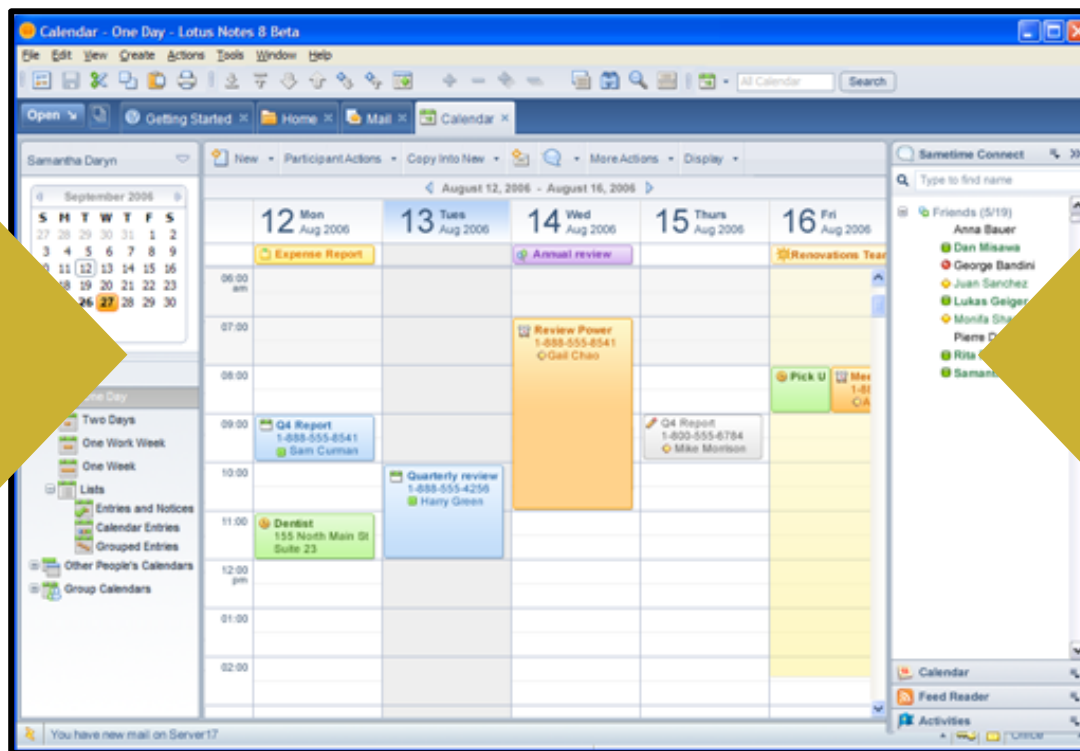
## Personal profiles



## Communities



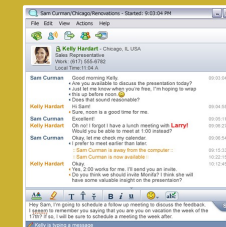
## E-mail / calendar



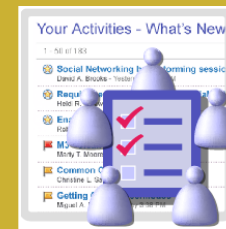
## Blogs



## Instant messaging

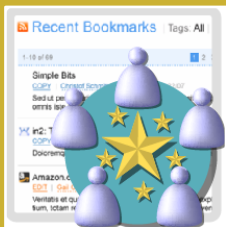


## Activities



# Integrated collaborative capabilities in Sametime

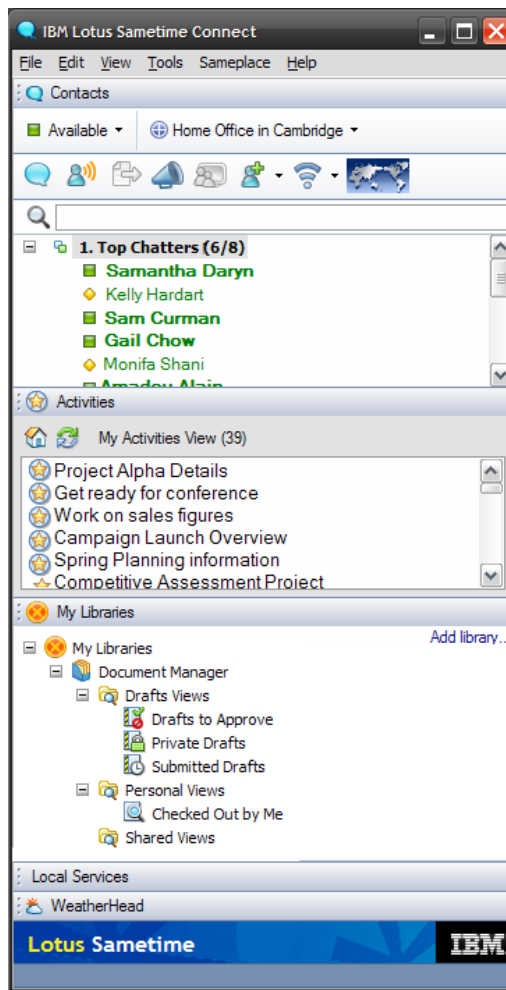
## Bookmarks



## Personal profiles

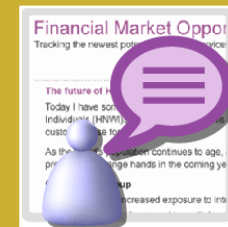


## Communities

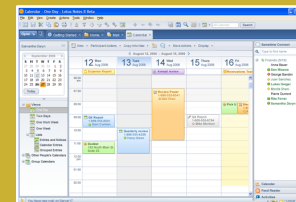


Instant messaging

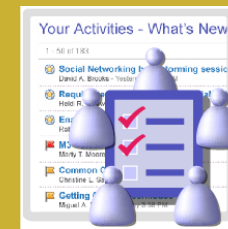
## Blogs



## E-mail / calendar



## Activities



# Integrated collaborative capabilities in Portal

## Bookmarks



## Personal profiles



## Communities



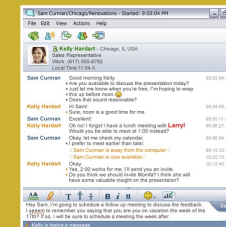
## Web-based portals



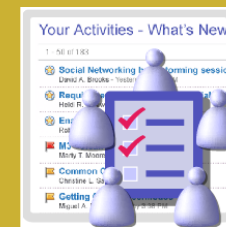
## Blogs



## Instant messaging



## Activities



# Flexibility of client context

## Mobile

- Device-side components
- Offline applications



## Portal

- Personalization
- Aggregation



## Integrated collaboration

- E-mail, calendar and applications
- Offline support



## Web

- Ajax
- Mashups



## Real time

- Chat
- Web conference
- VoIP



# The Lotus collaboration strategy

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2. Extend collaboration into new areas
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# Inclusive architecture, embracing heterogeneity

- Leveraging existing technology investments
- Quickly integrating new innovations
- Delivering flexibility on the front, the back and in the middle

**Seamless integration at the client layer**



**Open Standards**

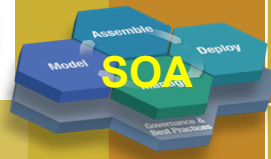
**Leverages many collaboration services**

Business context and activities

Collaboration services

Interaction and access services

Managed client services



**Integration with multiple business processes and content sources**



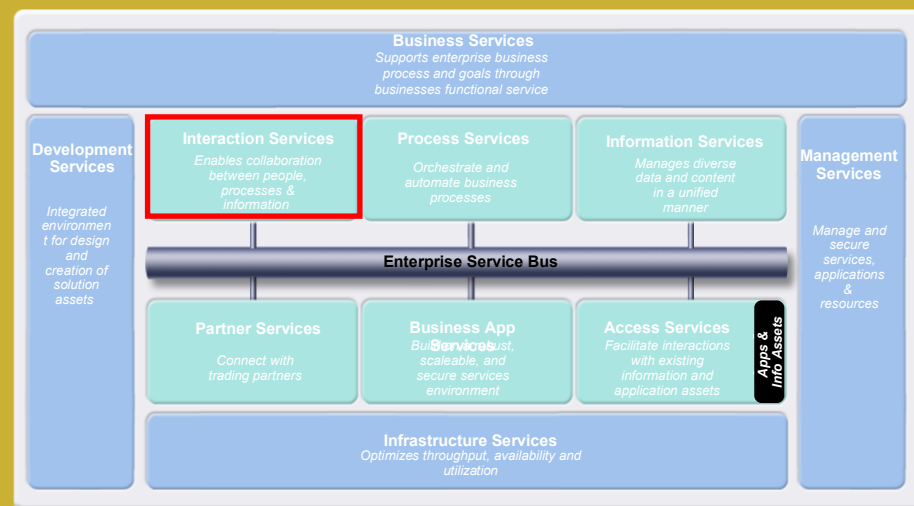
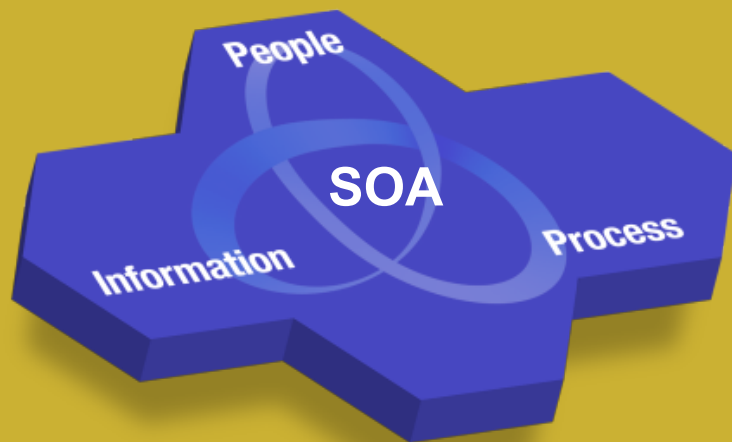
**Open Middleware**

# SOA: leveraging business processes

Integrating people, processes and information within the context of your business

## Mashups for business and front-end integration

- Communications and collaboration services
- Open and flexible access methods to applications from multiple vendors and in-house development





# Mashups for business

- Build and deploy next-generation composite applications
- Leverage easy-to-use composite application templates
- Customize interfaces easily
- Get high value for low cost—quickly
- Take advantage of client and server frameworks

## Domino and WebSphere Portal

Composite application framework

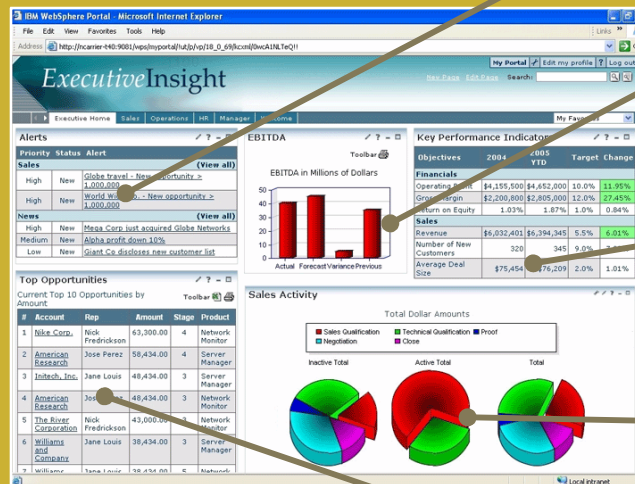
External feeds and services

Business Partner / supplier information

Ad hoc fit for purpose applications

Business intelligence

Long-lived corporate IT applications



# Building business mashups

## Business drivers:

- Improve decision quality
- Speed decision execution
- Monitor and improve daily operations

## Technical needs:

- Compose SOA services
- Application focus
  - Fast creation
  - Quick deployment
  - Rapid iteration
  - Highly maintainable

## IBM Workplace Dashboards



Portlet Factory Tooling  
Dashboard Framework  
Component Designer

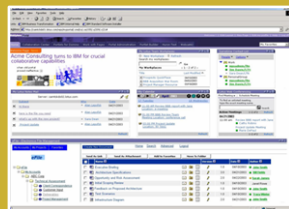
# Business mashups: ready-to-use composite solutions



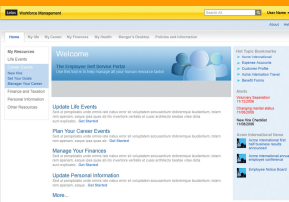
**Lotus ActiveInsight**



**IBM Workplace for Business Controls and Reporting**



**IBM Workplace for SAP Software solutions**



**Lotus Workforce Management**

Turn information into decision making



**20+ solutions spanning 10 industries...**

## Extensible clients, enabling innovation



- Extensible plug-in architecture
- Rich application ecosystem
- Server managed
- Advanced client services
- Offline support
- Multiplatform support

**Rich  
clients**



**Lotus  
Sametime**



**Lotus  
Notes**

**3<sup>rd</sup> party  
applications**

**Run time  
platform**



**Lotus Expeditor**

# Extensibility leads to a vital ecosystem eg. Lotus Sametime 7.5



# IBM Lotus collaboration strategy

Rich client



Browser



Mobile



**Interaction and client services (online or offline) Expeditor**

**Lotus Domino**

Mail, calendaring and collaborative applications

**Lotus Sametime**

Unified communications and collaboration services

**Lotus Quickr**

Collaborative document management and team services

**Lotus Connections**

Social Software for Business

**WebSphere Portal**

Composite application and integration services

**Composite application framework**



Business process

Information



# IBM Lotus collaboration strategy

Rich client



Windows / Office



Browser



eForms



Mobile



RSS/Atom



**Interaction and client services (online or offline) Expeditor**

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Collaborative document management and team services

**Lotus Connections**

Social Software for Business

**WebSphere Portal**

Composite application and integration services

**Composite application framework**



Business process

Information



# Summary

- Enable collaboration in context
- Extend collaboration into new innovative spaces
- Provide flexibility of context: integrating tools
- Embrace openness, inclusiveness and extensibility

