



# LOTUS COLLABORATION SUMMIT

September 2007



# *IBM Lotus Sametime*

*Darren Adams*

*Messaging & Collaboration Sales Leader*

*UK, Ireland & South Africa*



# IBM Lotus collaboration strategy



Rich client



Browser



Portal



Mobile

## Interaction and client services (online or offline)

**Lotus** Domino

Mail, calendaring and collaborative applications

**Lotus** Sametime

Unified communications and collaboration services

**Lotus** Quickr

Collaborative content and team services

**Lotus** Connections

Social software for business

**WebSphere** Portal

Composite application and integration services

## Composite application framework



Business process

Information



## *The virtual workplace is here already...*

- 58% of IT executives considers their company to be a virtual workplace
- More than 75% of them report using real-time communications technologies today
- 90% of employees work in locations other than headquarters
- Between 60% and 70% of employees work in different locations from their bosses
- The number of virtual workers has increased by 800% over the past five years



## *Drivers for real-time collaboration*

- Constant squeeze on expenditure

- ▶ Travel
- ▶ Communications
- ▶ Education

- Changing face of the workforce

- ▶ More mobile
- ▶ Working from home
- ▶ Younger, more technically-adept
- ▶ Collaborate beyond the enterprise

- Requirement for greater effectiveness

- ▶ Access to subject matter experts
- ▶ Making decisions quickly, with the right information
- ▶ Business continuity

- Single point of access to unified communications

- ▶ Telephony integration
- ▶ Voice mail
- ▶ Video



## **IBM Lotus Sametime**

- **#1** in the corporate business space
- Over 20 million users
- Mature, resilient, secure and scalable
- Integrates with business applications
- Not just Domino applications... web, mobile
- Consistently pervasive throughout the Lotus portfolio
- Presence awareness
- Instant messaging
- Web conferencing
- Access to public networks - the extended enterprise
- ...and much more

25 companies/over 100K seats

8 of 10 top banks worldwide

8 of 10 pharmaceutical companies

3 of 4 most profitable companies

**REAL TIME COLLABORATION in the ENTERPRISE**

# IBM Lotus Sametime 7.5

- A dramatic update in real-time collaboration capabilities and user experience

type-ahead searching

rich text


spell check

location awareness

voice-chat

time stamps

photo business cards



**Darren Adams**  
 Messaging and Collaboration (Notes / Do...  
 372153 / 44-1784-445153 / Camberley, S...  
 I am available @ Cambe... (Sametime 7.5.1)

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darren.adams@uk.ibm.com  
 372153 / 44-1784-445153

The screenshot shows the IBM Lotus Sametime Connect application window. At the top, there is a menu bar with 'File', 'Edit', 'View', 'Tools', and 'Help'. Below the menu is a 'Contacts' panel with a search bar labeled 'Type to find name'. The main area displays a list of contacts organized into groups:

- Lotus management (6/20)**
  - Brendan Tutt
  - Christine Stevens
  - Colette McDonnell
  - Darren Adams
  - Lisa Blalock
  - Rob Anderson
- Microsoft Competitive (0/3)**
- Lotus technical (8/26)**
  - Cali Clarke
  - Claire Woodbury
  - Kemal Danisman
  - Lalit Mohanty
  - Matthew Newton
  - Rahil Raja
  - Stefan Klincewicz
  - Stuart McRae
- Lotus sales (2/20)**
  - Helen Campion Mancini
  - Simon Bradford
- Technical (8/24)**
  - Andy Heys
  - Chris Howard
  - David Scouler

At the bottom of the window, there are sections for 'Lotus Quickr Libraries', 'Sametime News', and 'Primary Contacts'. A status bar at the very bottom indicates 'Connected' and features the 'Lotus Sametime 7.5.1 Beta2' logo and the IBM logo.



# Unified Communications & Collaboration = UC<sup>2</sup>







# Introducing Lotus Sametime Advanced

- The Lotus Sametime Advanced offering is planned to be a collection of real-time collaboration capabilities that helps people work together, share information and get answers to questions... in real-time
- The Lotus Sametime Advanced release will further the Lotus Sametime value proposition by extending real-time collaboration deeper into your day to day business activities
- The Lotus Sametime Advanced offering will bring people together to collaborate in your organisation because of what they know, rather than who they know



# Introducing Lotus Sametime Advanced

## Designed to provide you business value:

- Allow people to search for experts and answers when they don't know who to ask
- Capture business knowledge shared in real-time so that you can organically build up a knowledge base
- Provide a forum for teams to share information with each other in real time
- End users will be able to easily share their desktops to speed communication
- Exploit geographic location awareness as a way to reduce costs, improve customer services, and optimise your teams



# Planned capabilities of Lotus Sametime Advanced



## ■ Persistent chat

- Keep a continuous chat discussion running on a specific topic with a related community of people - as new users join, they see the chat history



## ■ Broadcast tools

- Create interest or team-based “broadcast communities” of people.
- Send chats, polls, announcements, or “skill tap” questions to all members of the community at once.



## ■ Instant share

- Instantly start sharing your screen with one or more contacts



## ■ Location services

- Location server – store locations and make them easy and useful for others
- Location-based plug-ins (e.g., Nearby Buddies)



# Planned persistent chat capabilities

Sametime Chat Room - Stock News

File Edit View Tools Help

**Active Participants (5)**

Owner: Monifa Shani

- Kelly Hardart
- Monifa Shani
- Sam Curman
- Gail Chao
- Dan Missawa

**Files**

Filename	Posted	
Eclipse Overview.pdf	06/15/2007	×
Requirements.doc	04/02/2007	
costanalysis.xls	02/15/2007	×

**Kelly Hardart**  
 Renovations - Sales Representative  
 555-4545 / New York, NY, US  
 I am available @ Office (Sametime 7.5.1)

Additional transcript available: 1012 lines | January 5 [Show entire transcript](#)

**Sam Curman** Welcome to this persitent chat. Let's keep the discussion going and helo out the brokers on the floor. 04:45:04 PM

**Kelly Hardart** I heard today that Renovations was going to do a stock buy back. 10:04:58 PM

**Sam Curman** Yes I saw that too. The stock has already move up 3 points. 10:05:11 PM

**Kelly Hardart** What other stocks could potentially move on this news? 11:55:27 PM

**Tuesday, May 8, 2007**

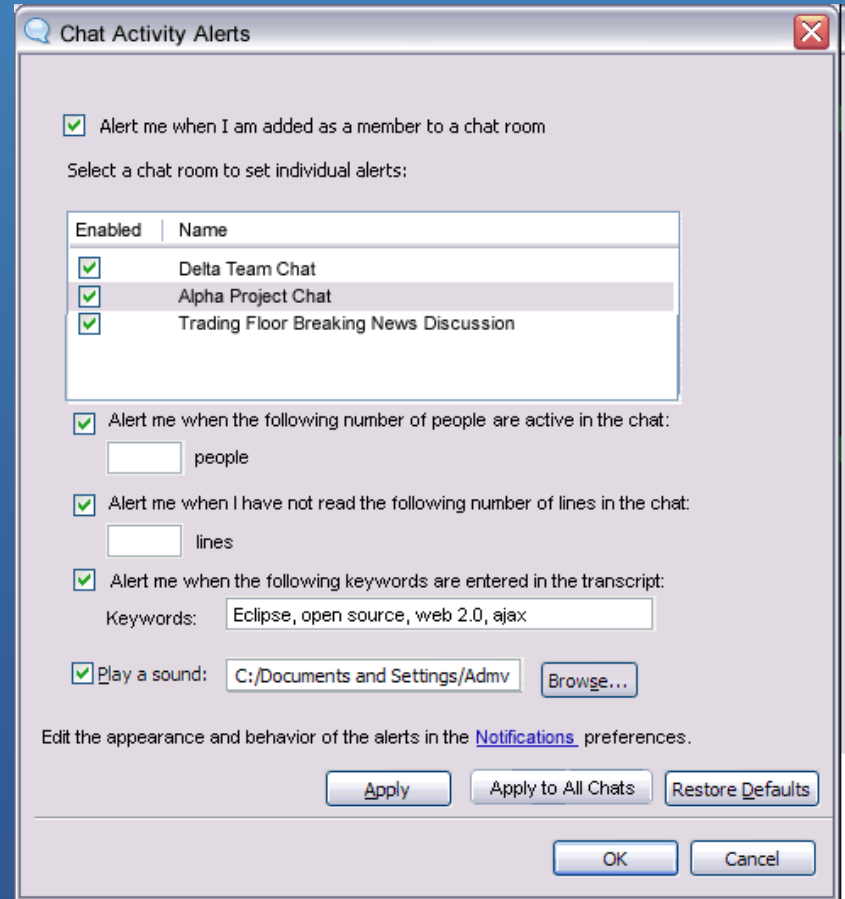
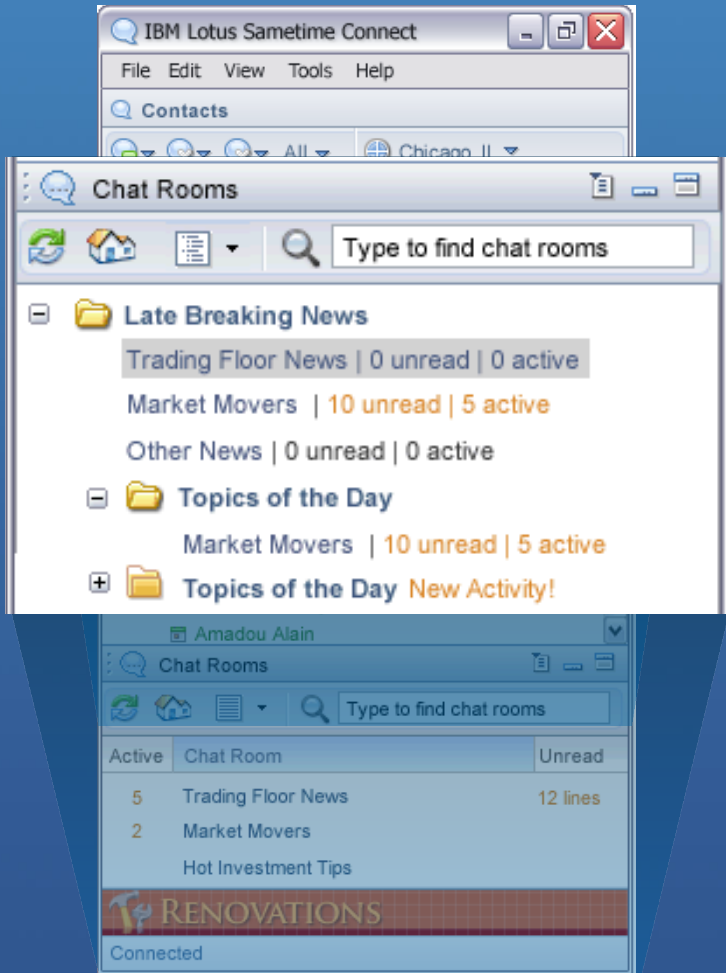
**Sam Curman** Today should be a big day. Major mergers were announced after the market closed yesterday 09:03:04 AM

**Kelly Hardart** That's right, I heard news on GlobalCorp and Mega Tech. 09:04:58 AM

Kelly Hardart is typing a message



# Planned persistent chat capabilities



# Broadcast tools

- **Skill Tap:** Broadcast questions, let experts volunteer to help within a specific community; expertise rating; ability to archive responses for future searches or FAQ creation
- **Instant Poll:** Gather answers and opinions to polling questions
- **Broadcast Chat:** Invite members of a specific community to a group conversation
- **Broadcast Announcements:** Keeps everyone informed of upcoming events



# Broadcast tools: finding people and experts

The screenshot displays the IBM Lotus Sametime Connect interface. On the left is a contact list with groups like Marketing Team and Sales Team. The main window shows a chat conversation between Kelly Hardart and Sam Curman. A 'Skill Tap Response Status' dialog is open on the right, showing a '5' in a green circle and a downward arrow, indicating a response to a skill tap request.

**Chat Window: Kelly Hardart [started: 9:03:06 AM]**

File Edit View Tools Help

4

**Kelly Hardart**  
Sales Representative  
t: 847-555-8887 / Chicago, IL, US  
I am available @ Office 803

**Kelly Hardart** ◀ Hi Sam 09:03:04 A  
In response to your question, you have to add the customer's billing information to the purchasing database. Do you know how to do that?

**Sam Curman** ◀ Hi Kelly 09:04:58 A  
Thanks for getting back to me. Yes, I know how to add a customer's billing info into the system. I'll start there and let you know if I have any more questions.

**Kelly Hardart** ◀ No problem. Bye! 09:05:11 A

**Sam Curman** ◀ Bye! 09:06:27 A

Hey Sam, I'm going to schedule a follow up meeting to discuss the feedback. I seem to remember you saying that you are on vacation the week of the 17th? If so, I will be sure to schedule a meeting the week after.

Kelly is typing a message

**Skill Tap Response Status**

Thank you for helping your colleague through SkillTap! Please help us by filling in the information below.

- Assistance was provided
  - Add to SkillTap EAQ
  - Offer to assist withdrawn after further clarification
  - Requester acknowledged problem already answered
  - Requester did not respond to feedback
  - Deemed inappropriate use of SkillTap

OK Cancel



## Introducing Lotus Sametime 'Unified Telephony'

- IBM Lotus Sametime 'Unified Telephony' software is a new offering being designed to make it easy to access and manage telephone communications from inside the Lotus Sametime or IBM Lotus Notes® client.
- The Lotus Sametime 'Unified Telephony' offering will extend the value of Lotus Sametime software as a platform for communications by providing the ability to:
  - Initiate phone calls and take action on incoming phone calls from within the Lotus Sametime or Lotus Notes client on the front-end
  - Connect multiple, mixed telephony systems on the back-end



# Lotus Sametime 'Unified Telephony' key values

- Rich, unified communications & collaboration experience
- Easy integration into heterogeneous communications environments
- Lotus Sametime server-side integration and Business Partner APIs



# *IBM Lotus Quickr*

*Darren Adams*

*Messaging & Collaboration Sales Leader  
UK, Ireland & South Africa*



## *Enterprises need to adapt to a globally connected world*

- **Teams span the globe**
  - Extended enterprises and strategic partnerships
  - Mergers and acquisitions
  - Outsourcing
- **Teams are fluid**
  - Changing from project to project
  - Crossing organisational boundaries



## *Innovation is critical to compete in the 21st century and collaboration is essential for innovation...*

- Top innovation priorities
  - Extend the ability to collaborate inside and outside
  - Innovate business models and processes
  - Take advantage of information for business optimisation



External collaboration is indispensable. CEOs stressed the **overwhelming importance of collaborative innovation** – beyond company walls. Business partners and customers were cited as top sources of innovative ideas ...

*Source: 2006 IBM Global CEO Survey*

## *A workforce in transition provides challenges and opportunities*

Older workers (Age 50 +)	Mid- career workers (Age 35 - 50)	New generation (born after 1980)
Growing as % of workforce	Shrinking as % of workforce	Growing as % of workforce
Hold the wisdom and intellectual capital of the organisation	Essential source of professionals and middle managers	Critical to long-term viability and innovation
Traditional approach to technology, collaboration, organisational loyalty, and rewards	Tech savvy but not “native speakers”; mixed approach to collaboration, loyalty, and rewards	Technology is 2 <sup>nd</sup> nature; more interested in peer / interest groups than organisational identity; think work should be fun and fulfilling



Capture their knowledge before they retire



Relieve their stress and increase their effectiveness



Attract and retain; harness their collaborative style

## *Web 2.0 is the new language of collaboration*

**Everyone contributes**

By 2009, **wikis** are predicted to become mainstream collaboration tools in at least half of all companies

**Everyone's opinion should be heard**

A new **blog** gets created every second

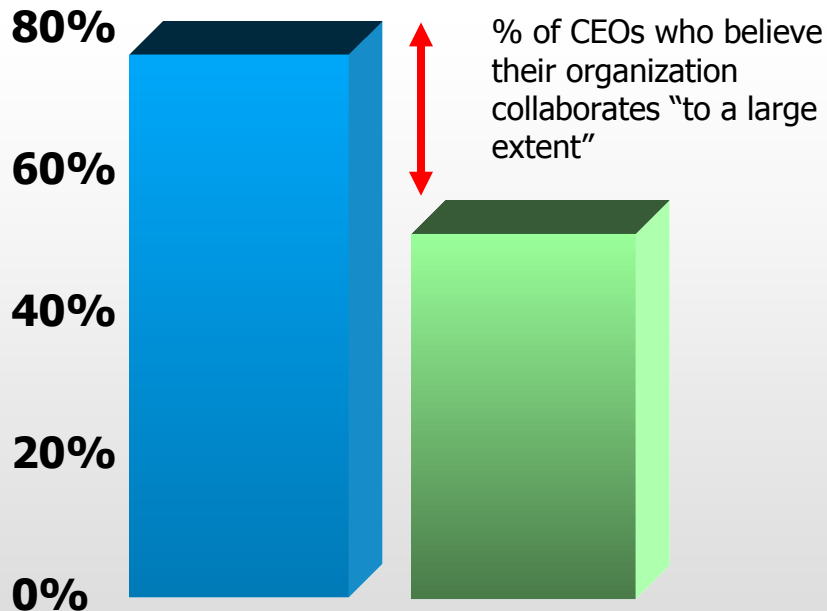
**Communication is constant**

Almost three-fourths of teens send **instant messages** more than e-mail

Source: Technorati; America Online; Comscore

## A “collaboration gap” looms large in the mind of the CEO

% of CEOs who believe collaboration is “absolutely critical” or “of great importance”



**External collaboration is indispensable.** CEOs stressed the overwhelming importance of collaborative innovation.

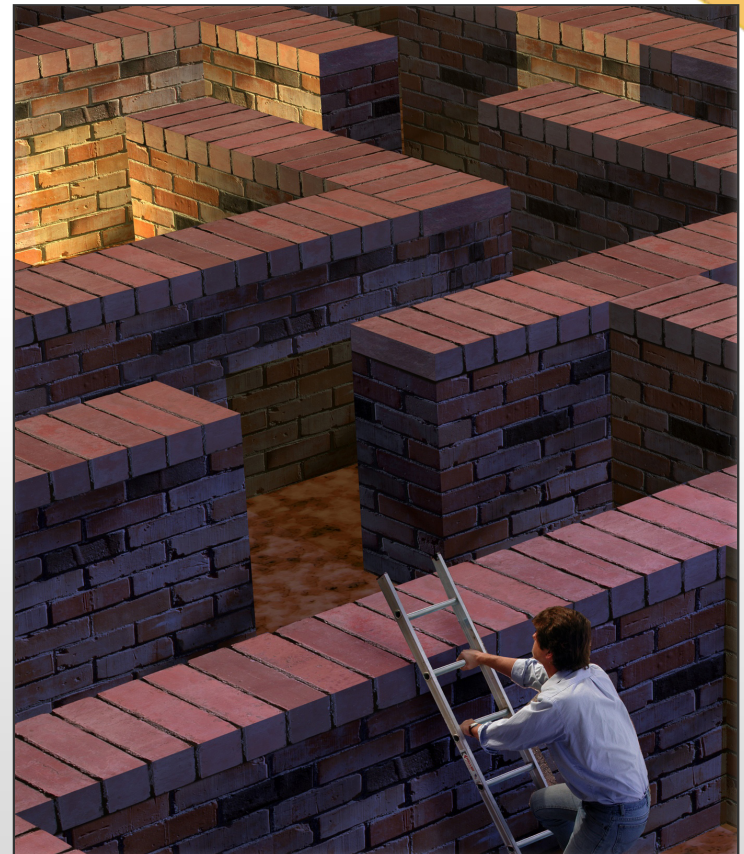
**Financial performance:** strong collaborators enjoyed healthier revenue growth and average operating margin over their competition...

**The gap:** although collaboration aspirations were high, actual implementation was dramatically lower...



## *State of current tools contributes to the gap...*

- **Fragmented:** collaboration tools are fragmented and disjointed
- **Hard-to-use:** only those with greatest need are willing to tackle the learning curve
- **Unfamiliar:** current tools don't enable users to stay within their favourite applications
- **Stove-pipe silos:** users are forced to change applications to access needed collaboration services
- **Lack of integration:** separation between communication and collaboration services leads many users to fall back to the pervasive "reply to all"



## *Conclusions from all of this...*

- **Organisations need to innovate and share knowledge in order to progress**
- **The new generation have new ways of working**
  - Organisations must fit in with their ways
  - ...not force them to work the old way
- **Collaboration outside the enterprise is essential to do business**
  - The expectations of working smarter are rising
  - Where this is not available, the fall-back method is inefficient
- **Collaboration is a part of your business processes**
  - It should integrate quickly, efficiently and openly
- **Collaboration should be natural for your teams**
  - Built into the tools they use every day



## ***QuickPlace - enterprise-ready collaboration***

- **Self-service team collaboration solution**
- **Domino back-end, browser-based user interface**
- **Highly customisable**
  - Suitable for line-of-business solutions
  - Save and re-use templates
  - Custom forms, folders and workflow
- **Integrates with what businesses have**
  - Notes, Outlook, SMTP
  - LDAP for the directory
  - Microsoft Office, back to Office 2000
- **Sametime integration**
- **Extends outside your enterprise**
- **Secure off-line usage**





## Domino 7 resources

Home&gt;Library

Darren Adams | Sign Out

New...

New Page

Cleanup

Folder Options



Welcome

Discussion

Library

Notes

Sametime

QuickPlace

Calendar

Tasks

Index

Customize

Members

Chat

Search

What's New

Work Offline

My Places

Help

Notify Print

## Library

Type	Title	Created By	Created On
Folder	<a href="#">QuickPlace</a>	Darren Adams	30/09/2005
Folder	<a href="#">Sametime</a>	Darren Adams	30/09/2005
Folder	<a href="#">Notes</a>	Darren Adams	30/09/2005
Document	<a href="#">Notes / Domino 7 goals</a> ZoomNext Slide3 slides. Slide number 1.	Matt Newton	30/09/2005
Document	<a href="#">Domino Domain Monitoring (DDM) demo script</a> Domino Domain Monitoring (DDM) Demo Script Let's start by looking at the DDM database, which provides a single interface to look at all the Domino servers across multiple domains. I can drill down into a particular server, or view problems across multiple servers...	John Wylie	30/09/2005
Document	<a href="#">Overall goals for Domino Designer 7</a> Continue work done in Designer 6 to further reduce cost of ownership of applications More reusability Tools to assist in more rapid application design Extend types of Domino applications that can be built Further embracing of open / web standards Support for Web...	Darren Adams	30/09/2005

Items 1 - 6 out of 6 (including hidden items)

New...

New Page

Cleanup

Folder Options



# Introducing Lotus Quickr 8.0

- A faster way to share everyday business content with your teams

Lotus Quickr Search All Heather Reeds

< Return to My Places Add Components People About Help

## IBM Lotus Quickr has arrived

Lotus Quickr - the fastest way to share across connected teams.

Just getting started? [LEARN MORE](#)

Visit a place below to begin collaborating with others.

My Favorites My Places Public Places All

Sort by: Title Author Date Modified Category [Hide Details](#)

**Contractor Hub**  
PowerRenovations' Comprehensive global e-marketplace for contractors, subcontractors, and suppliers to buy and sell online.

**Innovation Place**  
Forum where employees, suppliers, partners, and customers meet directly to exchange ideas, share information, and more.

**Promotions Central**  
The latest on promotions, events, and product offers, including the highly successful "Do-It-This-Weekend Workshops."

**Supplier Zone**  
Brings construction industry suppliers together to achieve fast and cost-effective bid management and to provide a marketplace for materials and services.

**Expo World**  
Events, business expositions, trade seminars, business conferences.

**New Store Express**  
Cost data, project management details, and roll-out plans for new sites worldwide.

**RFI Source**  
RFI Project Team Resources for responding to inquiries as to Renovations ability to undertake specific work efforts.

Collaborate quickr with **Quickr Access**  
[Download Now](#)  
[Learn More](#)

Show: 10 | 20 | 50 | 100 items per page Previous | Next

## *Quickr themes*

- **Connectors**
  - To connect with the tools you work with today
- **Services**
  - Rich collaborative content and team services that are open and extensible
- **Content stores**
  - For storing your content and team workspaces, centrally or departmentally
  - Providing you with choice

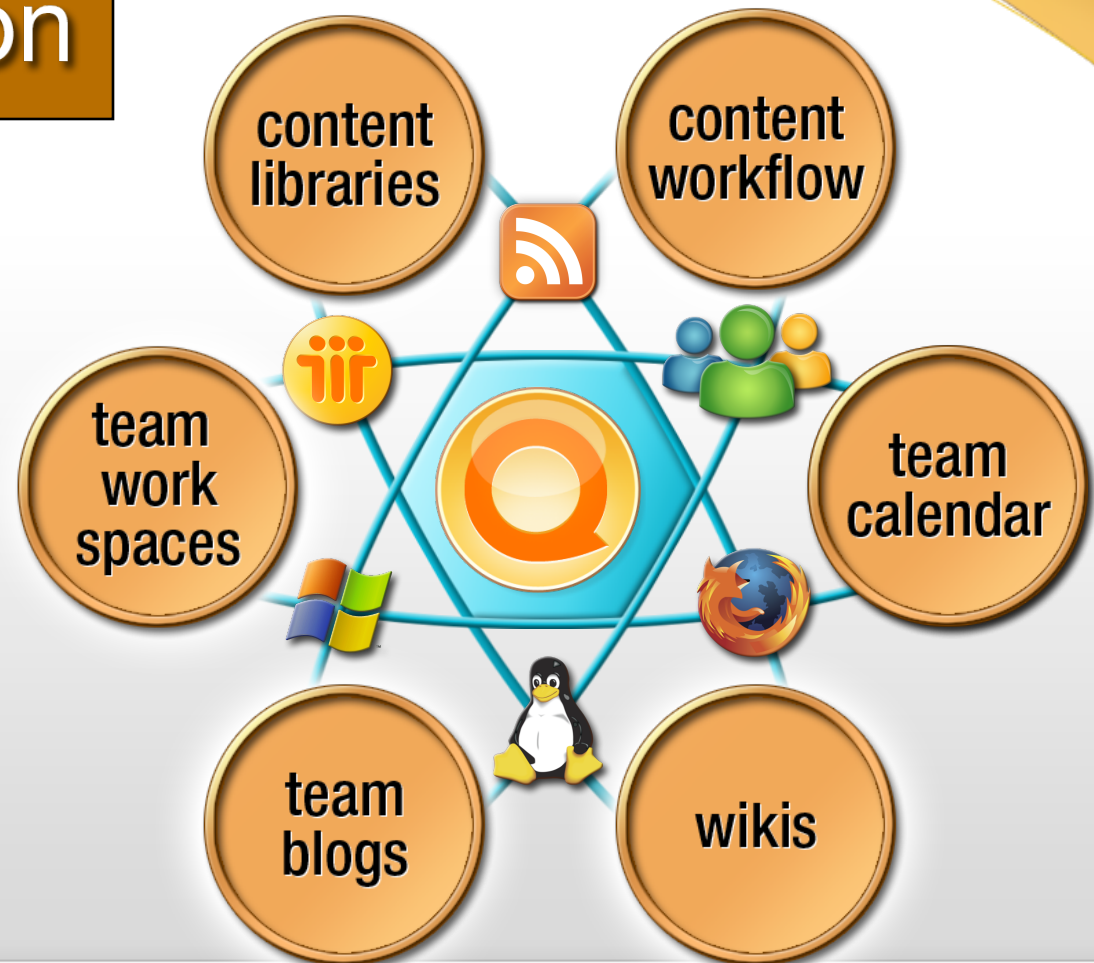


# Free for maintained Lotus Notes users...

- The Quicr 'personal edition'
  - A starter set of capabilities
- Focus on ease-of-use folder metaphor
- Designed to
  - Manage and store personal content
  - Publish and share content with colleagues

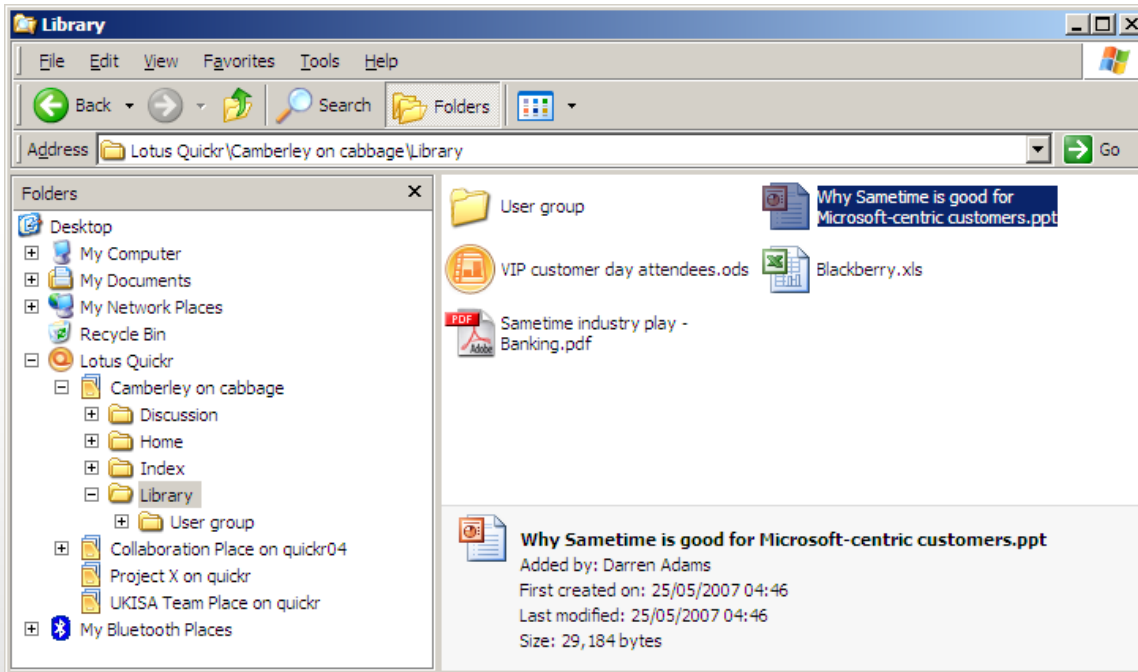
The screenshot displays the Lotus Quicr personal edition interface. At the top, a yellow header bar contains the text "Lotus. Quicr personal edition", a search bar with "Search All" and a magnifying glass icon, and the user name "Betty Zechman" with a dropdown arrow. Below the header, navigation links for "People", "About", and "Help" are visible. The main content area is titled "Betty Zechman's Content" and includes a profile picture of Betty Zechman. Below the title, there are tabs for "All your content", "Shared content" (which is selected), and "Private content", along with a "Find" search box. A "Grouped View" link is also present. The content list shows 1-20 of 33 items, with a "Jump to page" selector set to 1 of 2, and "Previous" and "Next" navigation buttons. The list is sorted by "Date Modified". The first item is "RFP Samples" by Minh Li, updated today at 3:52 PM. The second item, "2007 Tradeshow schedule", is highlighted in yellow and updated today at 3:44 PM by Betty Zechman. Other items include "Planning the perfect event" (audio file), "Proposed change to bid procedure" (document), and "Quarterly Sales Interlock Video Conference - Jan 14 2007". On the right side, there is a "Drag desktop files and folders here" instruction with a dashed circle and arrow. Below that, a "Create a Document from a Template" box offers options to "Create a Folder" and "Archive Documents...". A "Storage Quota" section shows a progress bar and states "You are using 22% of your quota". An "Archives" section lists "October 2006", "June 2006", and "February 2006". At the bottom right, there are links to "Subscribe to Shared content" and "Copy link to clipboard".

# standard edition



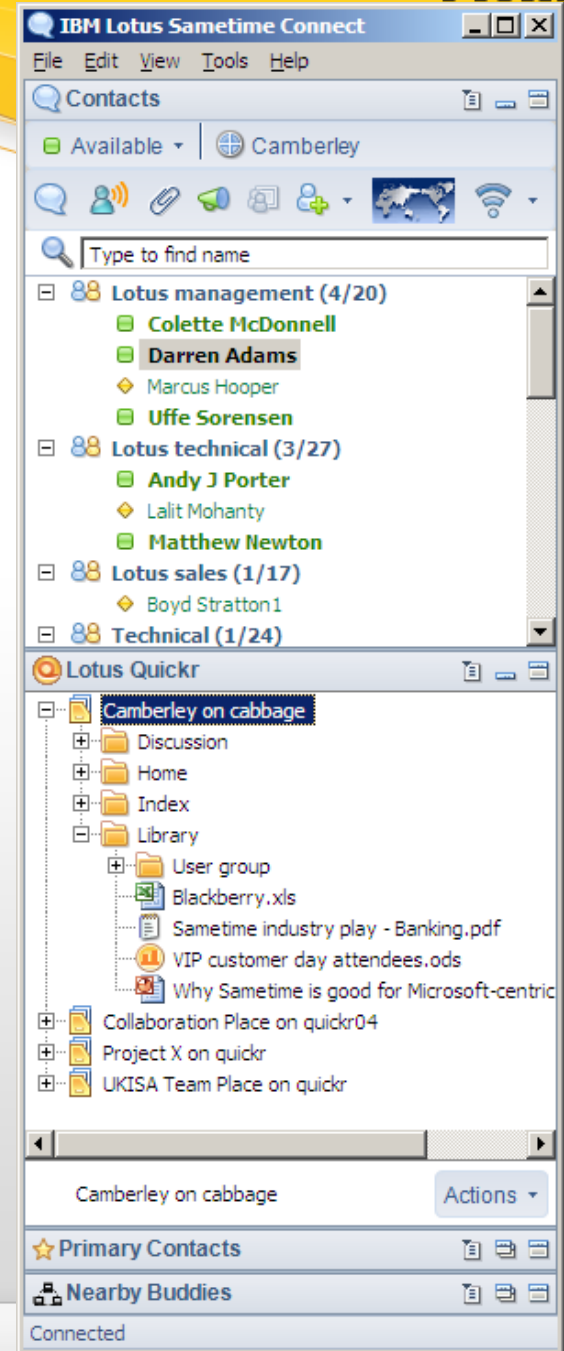


# Connectors



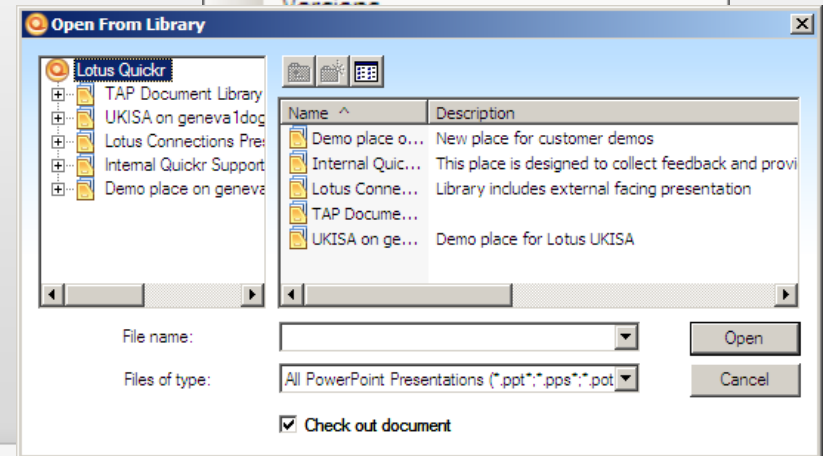
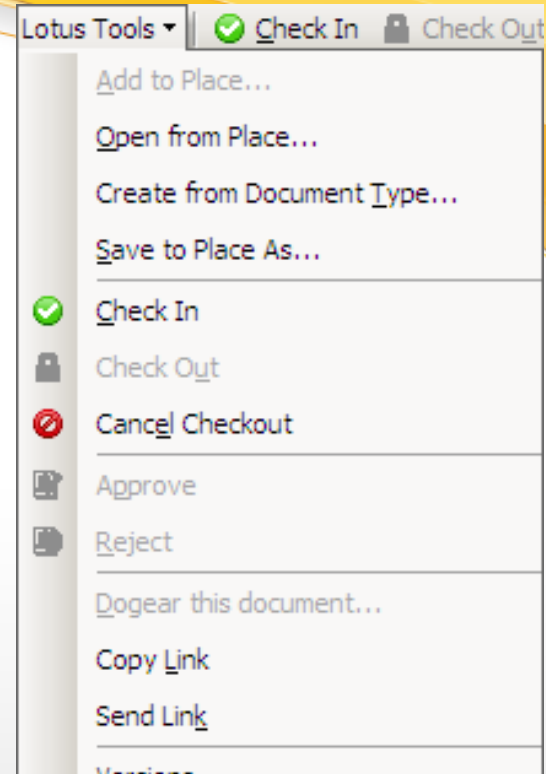
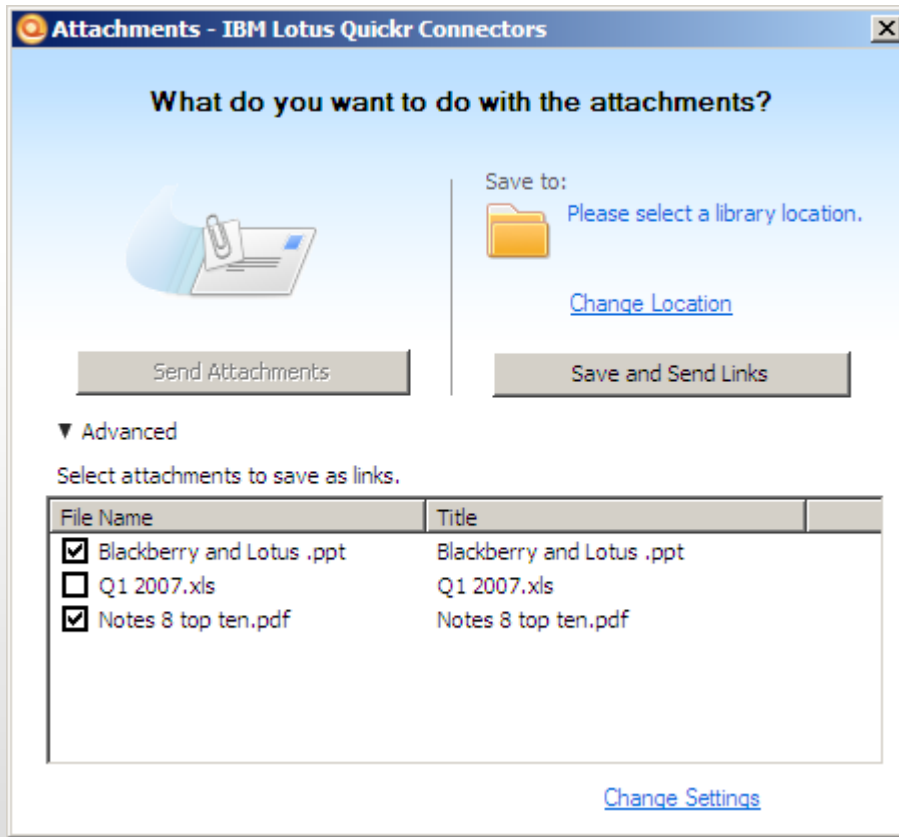
Windows Explorer

Sametime 7.5.1



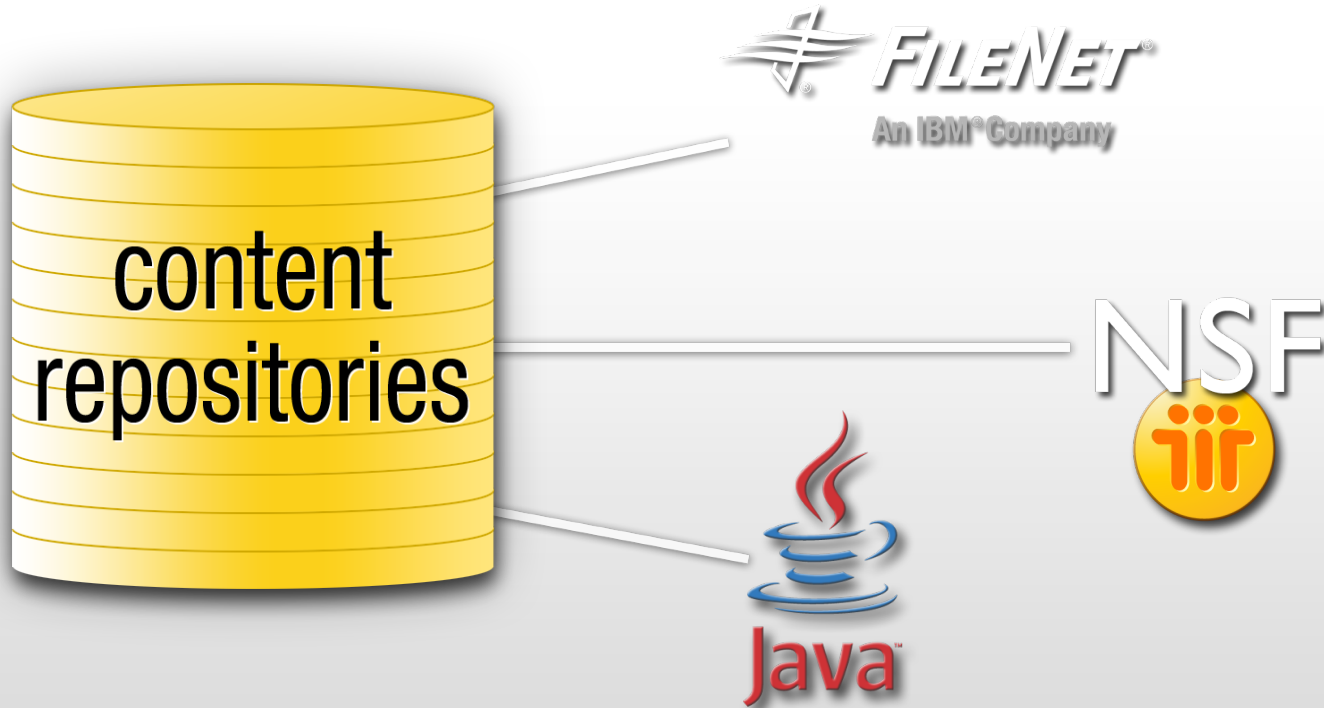
# Connectors

# Microsoft Office



# Lotus Notes 7 and 8

## Quickr repositories... your choice



## *Quickr - future roadmap*

- Continued focus on user interface
- Continued focus on connectors
  - Microsoft Outlook connector, to offer integration available with Notes
- Personal edition
- Lotus Notes 8 side-bar connector
  - Drag and drop to and from in Notes
- Integration with Lotus portfolio
  - Sametime web conference integration - sharing of content
  - Lotus Connections
- IBM FileNet as a repository
- Provide feature set available with Domino Document Manager
- Improved workflow processes for content management and publishing



# *Thank you*

*Darren Adams*

*Messaging & Collaboration Sales Leader*

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