

Web 2.0 Goes to Work

Brendan Tutt

Portal & Connections Business Leader

Lotus UK , Ireland & South Africa

With

Derek de Clercq
On Keyboards



Agenda

Web 2.0 oh no not again!

Technology Deployment

The end of Alt+Tab?

“Socialist Networking”

.... for the good of the ma



Web 2.0 Reality not Hype

- “Rhodin has assembled the complete set of what we would now call enterprise 2.0 software – tools to tap in the combined heat and energy surrounding social networking, unified communications, collaboration and SOA. All the buzzwords a CEO or CIO could wish for”

Ovum

- If Lotus can tap into the web 2.0 zeitgeist and harness the present wave of collaboration tools visible on the internet in a way that can be rolled out to corporate customers then it will be the undisputed leader of the next wave of corporate technology.

UK, Information World Review, 25.01.08, IBM/Lotus struts its stuff

Lotus.



A Quick Primer – A set of Principles, Technology, or the way the Web is ?

Tim O'Reilly – Principles of Web 2.0

<http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

■ Technology

- ▶ Semantic Tagging
- ▶ PHP
- ▶ REST
- ▶ AJAX
- ▶ RSS
- ▶ Atom
- ▶ XML
- ▶ Flex
- ▶ Microformats

■ The Web Today

- ▶ Publishing
- ▶ Rating
- ▶ Sharing
- ▶ Consuming
- ▶ Opinion

■ Mass Collaboration

It's what we do

Lotus.



Web 2.0 Goes to Work

Ah but that's the Web it's not real !!

Part 1: It's about the technology
(well sort of)

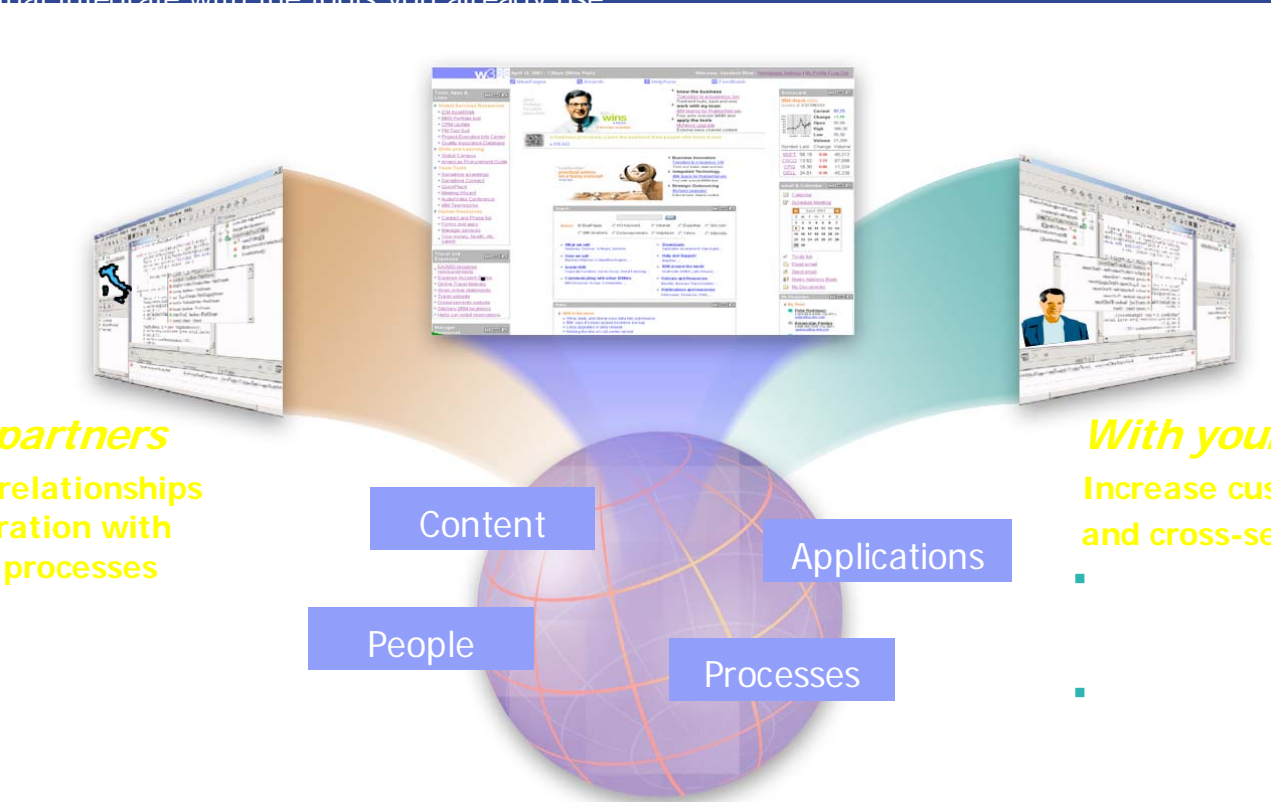
Lotus.



Aggregation, Integration & Personalisation

Within your organization - Improve efficiency and productivity of your staff

- Provide a single access point to all the data an employee needs to do their job.
- Keep teams and employees connected with instant messaging and presence awareness capabilities
- Allows individuals and teams to work on documents using enhanced document management capabilities that integrate with the tools you already use



With your partners
Build partner relationships through integration with your business processes

- Provide access and application personalized for your partners to help you and be more productive

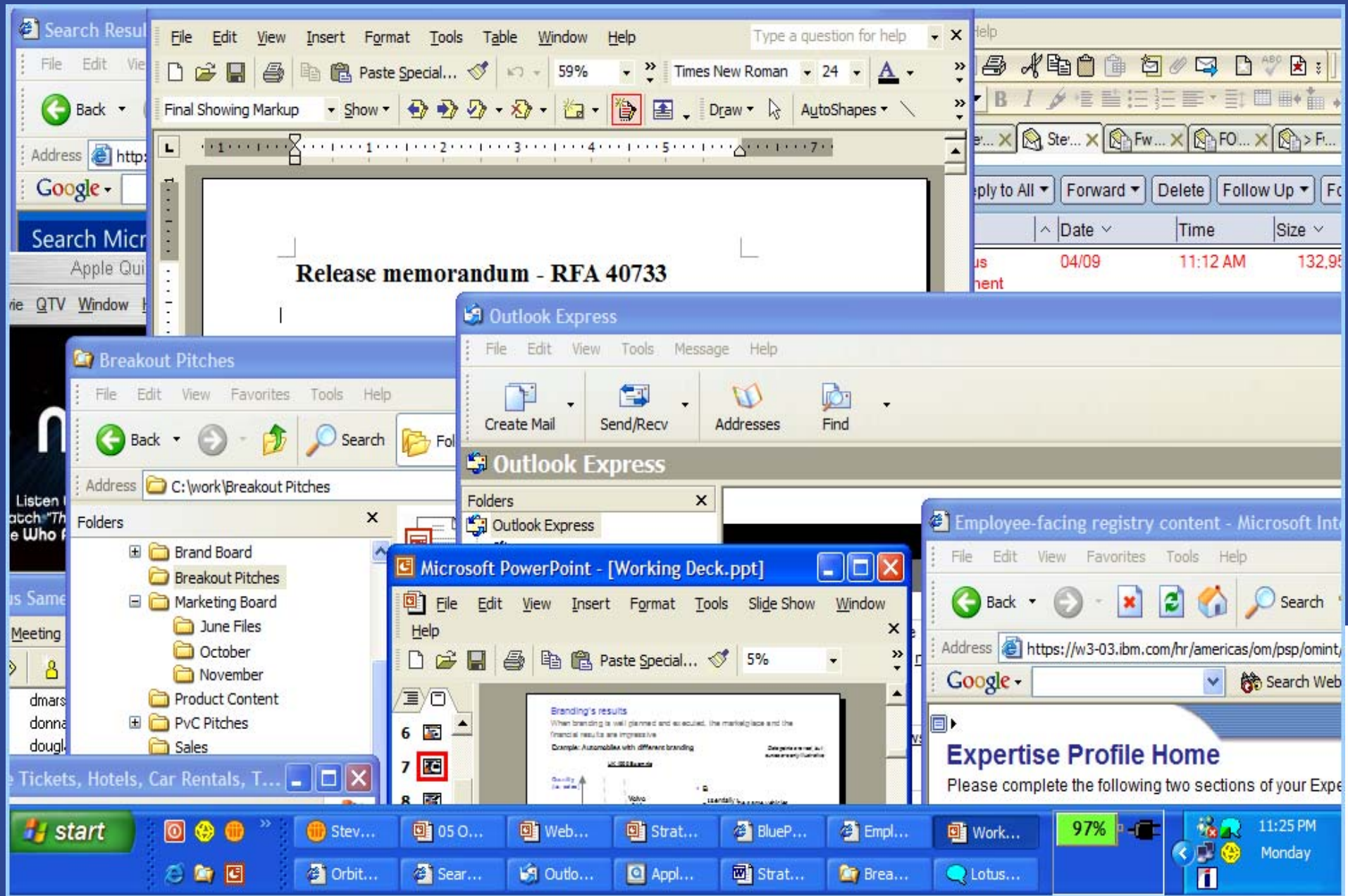
With your customers
Increase customer loyalty and cross-sell revenue

- Provide information about your products and services to your customers
- Provide your website to your staff to keep track of customer interactions

Lotus



Today, many people work like this...



Dynamic Working Environments Bring Resources to the User

Focusing their attention on the task at hand

IBM Workplace... My Work Templates Administration Edit my profile Actions Help Log out

My Work HR Documents Collaboration Manager Portal I am available

Inbox

#	Name	Modified
Today Tuesday, February 22 (1 New)		
6	Out of the office Sean Ferrell	3:43P
	If anybody else... Jacob Longfell	2:50P
	In the DUE database Andy Sloan	2:25P
5	Please let me kno Douglas Star	2:05P
20	I added some... Sean Ferrell	2:03P

Calendar

9:00 - 12:00 Strategy Review
12:00 - 1:00 Lunch with Investors
2:00 - 3:00 Technical Task Force

April						
Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Client Details

★★★★★ Customer Number: 2245-8870-236

Contact Info

12809 Sycamore Lane
Bridgewater, NJ 08807
(H) 908-555-2312

Recent Communication

Details	Date	Time	Activity
	12/29/2004	8:19PM	Daughter just departed college. transition for daughter.

Accounts Recent Activity Background Other Information

Overall Mix * Interest Checking Savings Visa * Mortgage Advisor *

Accounts Mix Overview

Key	Account Number	Account Name	Current Balance	Last Update
Yellow	234786-2999-200-1289	Preferred Checking	\$3,400.00	1/3/2005
Dark Blue	100292-2777-001-2001	Money Market Advantage	\$27,865.00	10/20/2004
Pink	100201-2001-100-2992	Savings Platinum	\$6,500.09	12/20/2004
Blue	4356-2992-2999-0000	Visa Gold	\$12,345.00	1/2/2005
Purple	200202-2992-277-3553	180 day CD	\$63,090.78	7/8/2004

Relationship Mix

Month	Account 1 (Yellow)	Account 2 (Dark Blue)	Account 3 (Pink)	Account 4 (Purple)
4/20/2003	\$10,000	\$35,000	\$15,000	\$65,000
5/20/2003	\$10,000	\$40,000	\$15,000	\$65,000
6/20/2003	\$10,000	\$35,000	\$35,000	\$65,000

Documents for Review

- Strategy Review Slides
Microsoft Powerpoint Pres...
1,704 KB
- Technical Taskorce Report
Adobe Acrobat Document
633 KB
- Status Report
Microsoft Word Document
468 KB

Contacts

Friends

- Meggan Grupo
- Charlie Notting
- Bob Morris
- Denise Shay

Revenue Scorecard

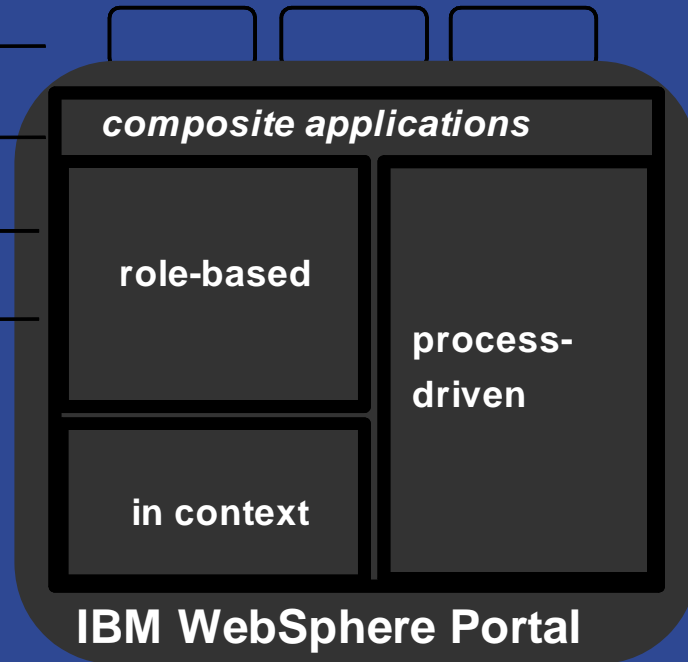
Quarter	Target	Actual
Q1 2005	\$33	\$33
Q2 2005	\$35	\$30
Q3 2005	\$39	\$32
Q4 2005	\$30	\$28

WebSphere Portal V6.1

Produce and Consume

Clients

- Web
- Mobile Devices
- Expeditor
- REST



Services

- Portlets
- Web Content Mgmt
- Web Services
- REST Services
- Google Gadgets
- Feeds
- Remote Portlets
- HTML/PHP
- Connections
- Documents

Critical enabler:

Openness

Lotus

– Standards based access to integration and innovation

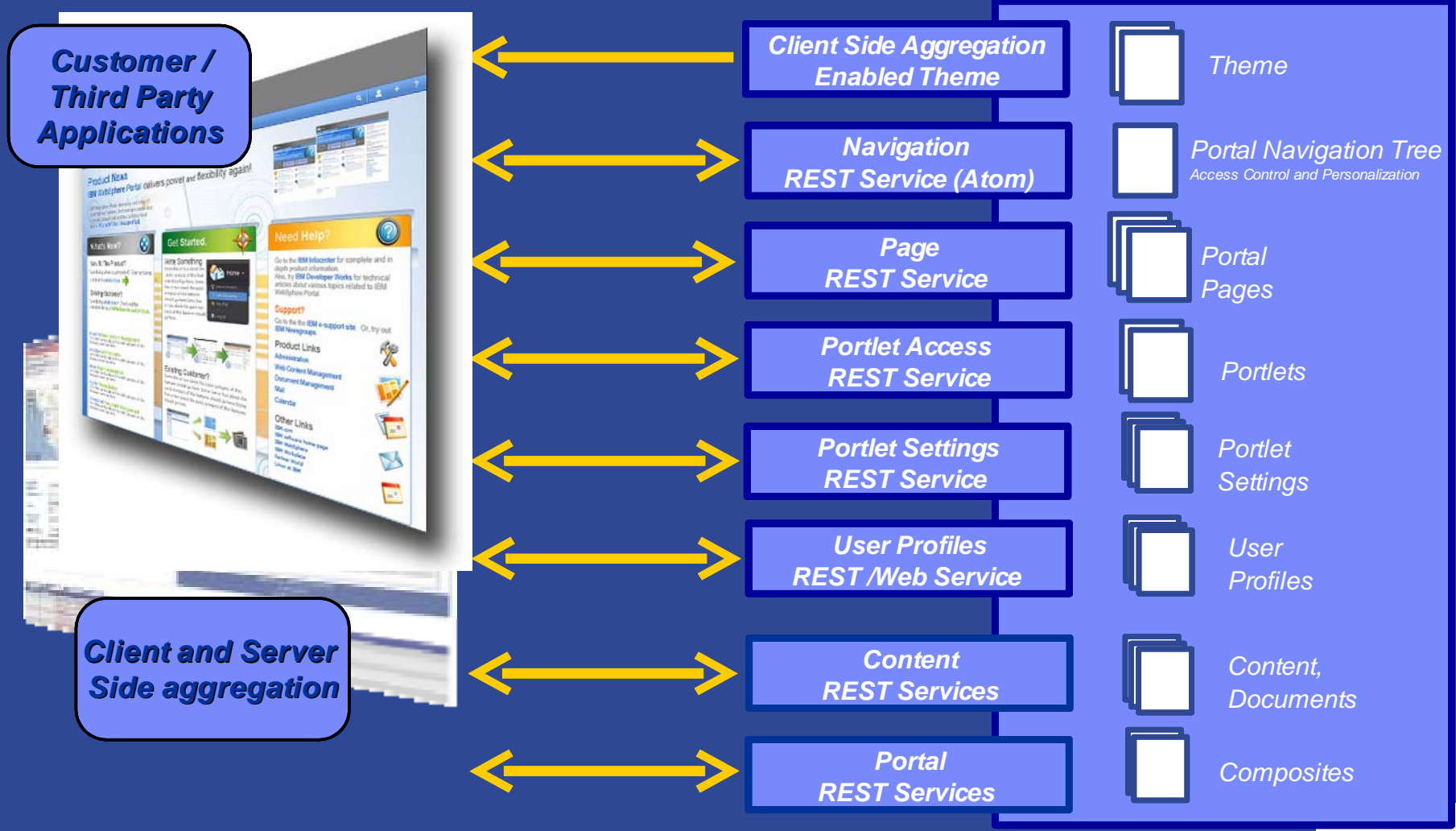


Web 2.0 support

- **REST Services** open up portal for mashup applications – services for server persistence, portlet settings and user profile access to simplify Web 2.0 application development
- **AJAX Portlet Programming Model Extensions** based on Dojo + IBM Extensions
- **Client Side Aggregation and Customization** using *REST Services* for better UX and improved performance
- **AJAX Client Side Feed Consumption** to enable highly efficient integration of information through feeds (Atom and RSS)
- **Semantic Tags** to allow smart markup to enable value add by portal, e.g. dynamic menus
- **Client Side C2A/Property Broker and Drag & Drop** based on *Semantic Tags* integrated with server side property broker and C2A support to enable cross-portlet interaction locally in the browser as well as with server side code
- **Sample AJAX Portlets** with source exploiting the new capabilities to demonstrate and give samples are providing a jumpstart for you.

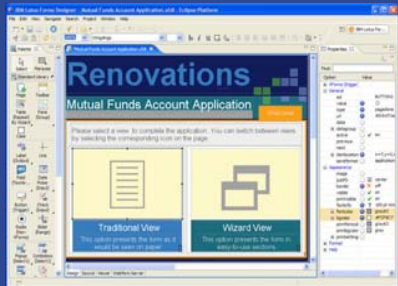
Web 2.0 Portal Vision - Open Architecture

Client Side Aggregation and Open REST Services

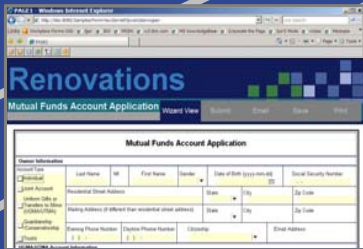


What is Lotus Forms?

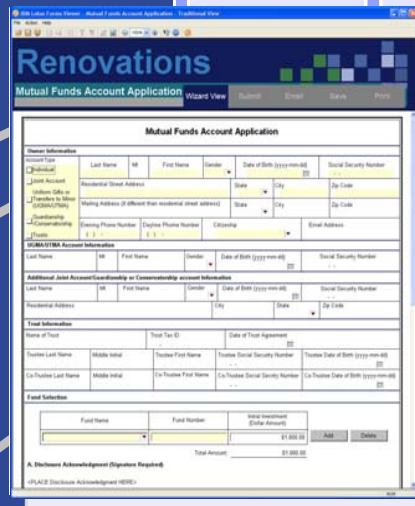
Lotus Forms is a complete Web 2.0 Forms solution.



Lotus Forms Designer
An Eclipse-based, drag-and-drop forms editor.



Lotus Forms Webform Server
A Web 2.0 client for inside or outside the corporate firewall

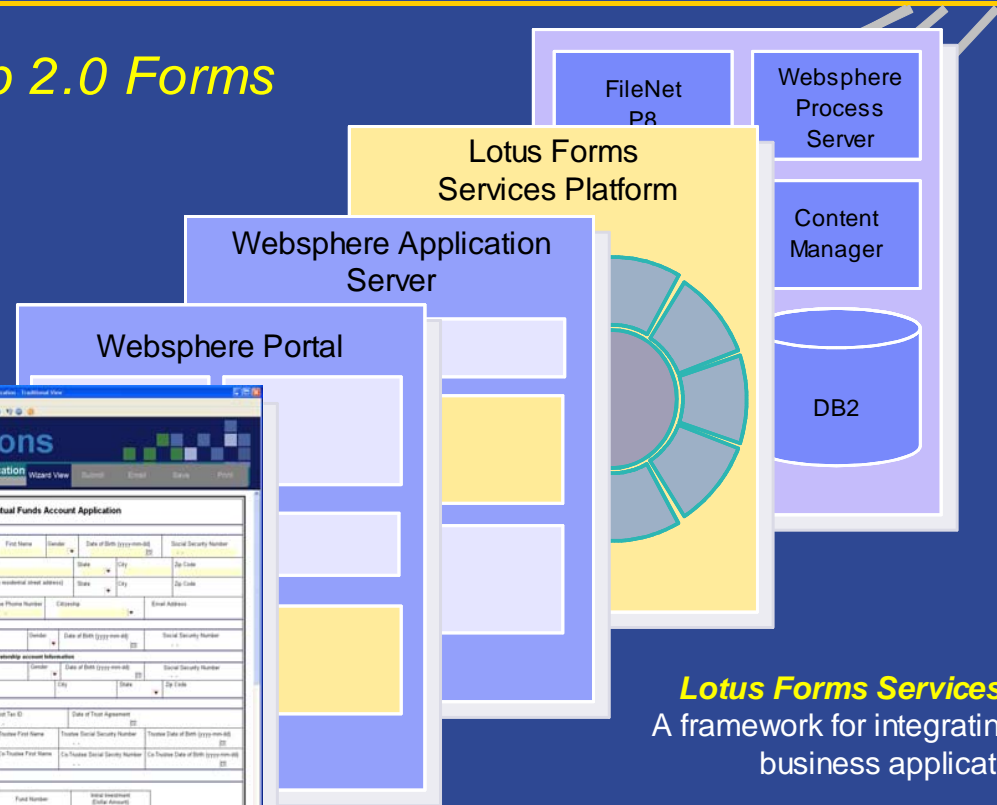


Lotus Forms API
Allows your Web application to manipulate Lotus Forms



Lotus Forms Viewer
A rich client for mobile or disconnected users

Lotus Forms



Lotus Forms Services Platform
A framework for integrating forms with business applications



Why Lotus Forms?



Efficiency

- ✓ A forms-based **human interface for business process automation** and SOA
- ✓ Deploys **without the expense** of client software
- ✓ Works with IBM's **industry-leading BPM** technology
- ✓ Captures **complete and accurate data** at the source



Customer Service

- ✓ Simplifies forms for users, **saving time and effort**
- ✓ Uses portal and forms technology to provide **a single point of contact** for customers and partners



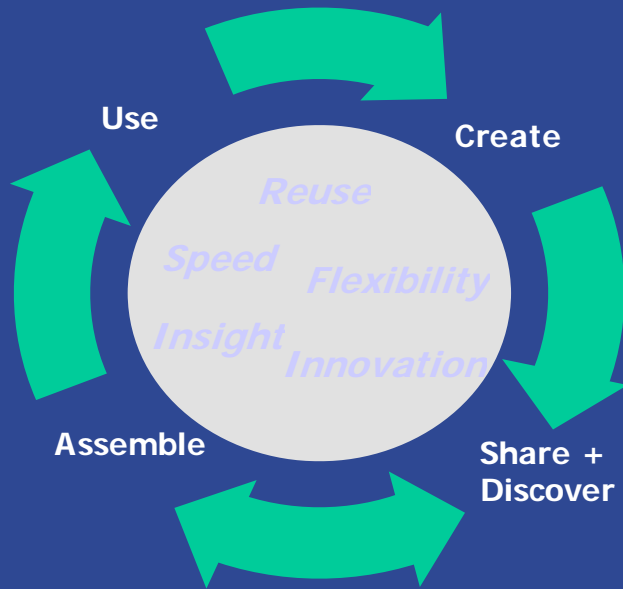
Agility

- ✓ Helps **develop new applications** quickly and easily
- ✓ Facilitates **business-to-business commerce** using industry standard data formats
- ✓ Eases **regulatory compliance** by creating complete, auditable transaction records



Introducing Lotus Mashups

Lotus Mashups provides the simplest and fastest way to assemble enterprise and Internet content into new web applications, unleashing productivity and supporting new insights.



Remix Content, Unleash Productivity

Lotus Mashups includes:

- A graphical, browser-based **tool** that supports easy, on-the-glass assembly of new applications by web-savvy business users.
- A Mashup **catalog** which supports sharing and discovery of mashup components, with built-in community features like ratings, tagging, commenting.
- A very lightweight **Mashup Server**, which can be hosted on a variety of platforms for added governance and IT control.
- A rich set of out-of-the-box, business-ready **widgets**.

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Lotusphere[®] 2008

Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any market.

Faster, Cheaper Delivery of Applications

- Save time and money through reuse and lightweight integration techniques
 - ▶ Sharing and discovery of internal content and data a key enabler
- Increase productivity
 - ▶ Lower skill sets needed to assemble new applications
 - ▶ Leverage the palette of widgets and APIs from across the web

Google Gadgets



New mashup



programmableweb.com



IBM Catalog/Mashup Hub



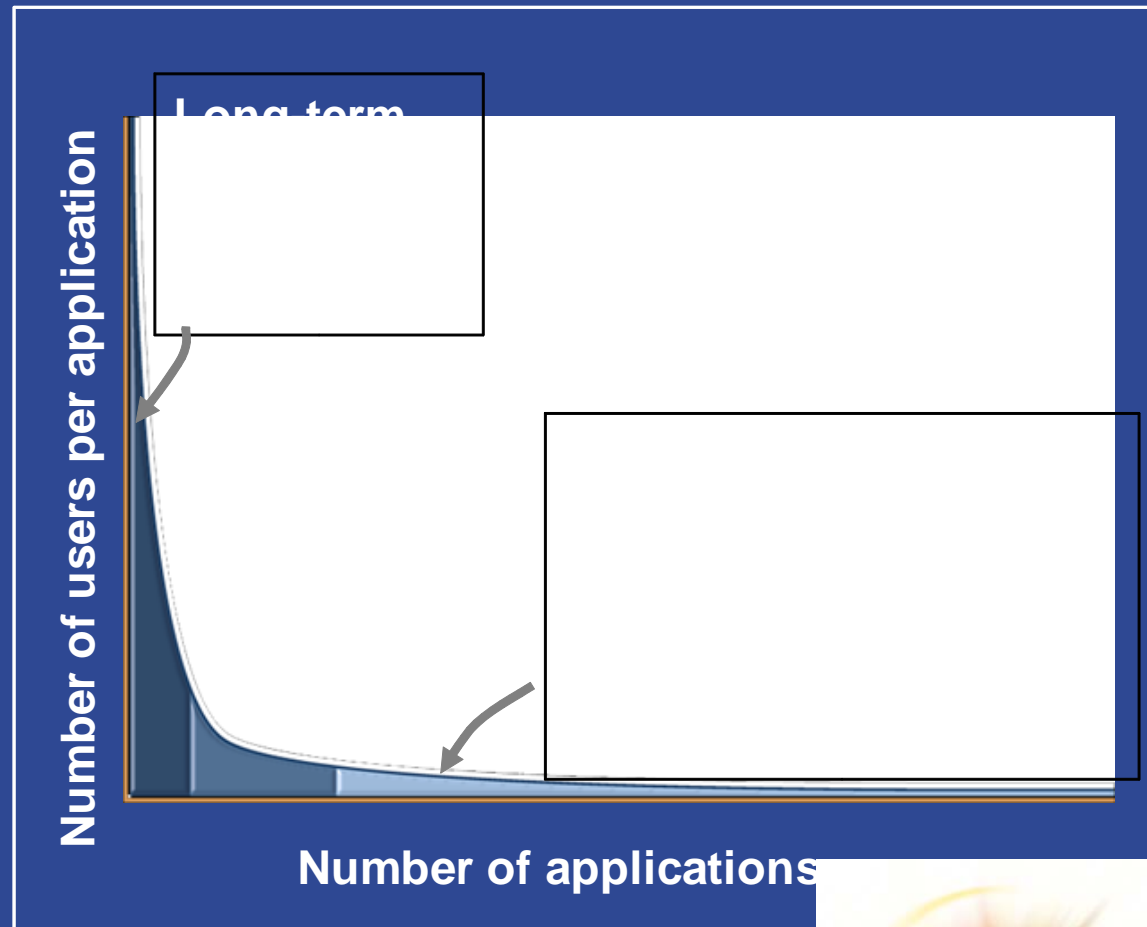
Name	Description	Rating	Author
IBM Mashup Catalog	IBM Mashup Catalog	4.5	IBM
IBM Mashup Catalog	IBM Mashup Catalog	4.5	IBM
IBM Mashup Catalog	IBM Mashup Catalog	4.5	IBM
IBM Mashup Catalog	IBM Mashup Catalog	4.5	IBM
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IBM Mashup Catalog	IBM Mashup Catalog	4.5	IBM

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Lotusphere[®] 2008

Support Innovation and New Business Opportunities

- Unlocking valuable business data + supporting knowledge worker assembly opens up new business opportunities
 - ▶ Support ad-hoc business requirements
 - ▶ “Widgetize” data or services for use by customers + partners
 - Target niche markets
 - Expand ecosystem



Web 2.0 Goes to Work

It won't change the way people work

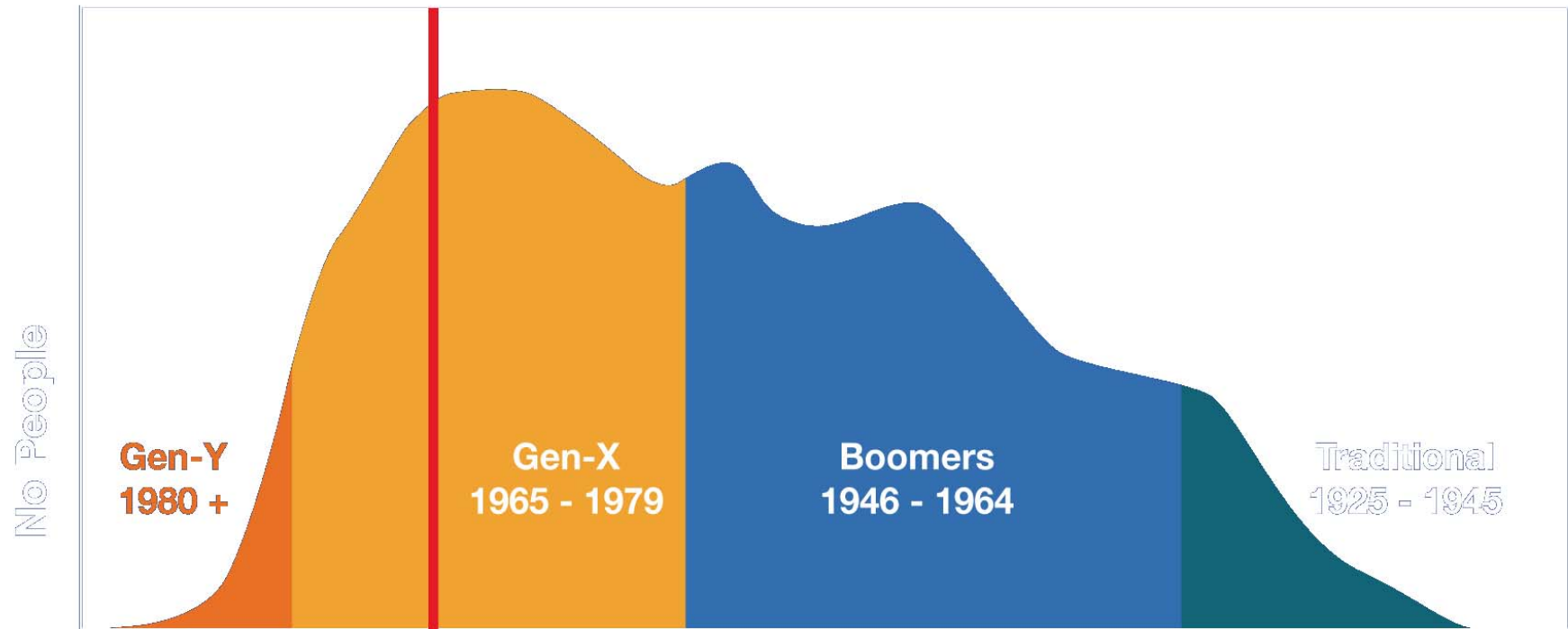
Part 2: It's about Mass Collaboration

(..Oh yes it will !!)

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The Facebook Natives



Digital Natives

Digital Immigrants

Age distribution

Lotus Connections - R2



CONNECTIONS 2 FOCUS AREAS



Homepage

Attention Management

Personalization

Aggregation



Profiles

Customization

Social Networking

Social Tagging



Communities

Discussion

App Integration

Membership Management



Blogs

External Blogs

Related Blogs

Popular Entries



Dogear

Unified Bookmarklet

Popularity Count

Share & Notify



Activities



Cross-Service

Search

Ratings

Notifications

Metrics

It's About People



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Profiles – The Key to Social Networking


Lotus Connections Home **Profiles** Communities Blogs Dogear Activities B. H. Tutt Help Logout

About Tools Settings Help

Profiles My Profile My Colleagues Advanced Search Search... Search Advanced

Home
Colleagues
Reporting Structure

Tags
Tag Gail + ?
Your tags for Gail:
[blogger](#) ✕
[collaboration](#) ✕
[innovation](#) ✕
[web2.0](#) ✕
tagged by [13 people](#)
has tagged [17 people](#)
[aarvark](#) 14
[anchovies](#) 103
[architecture](#) 19
[bears](#) 34
[beta badges](#) 7
[bruschetta](#) 15
[creepy](#) 21
[design](#) 243
[dogs](#) 89
[FIT](#) 34
View as [cloud](#) list



Profile for Gail Chao

Global Technology Services
IBM employee, Regular
Knowledge Manager,
Community Builder and Social Computing Evangelist
Amsterdam, Netherlads

Contact Info
Office: 4205 S. Miami Blvd.
Durham, NC 27704
Mobile: 919.123.7654
Fax: 336.123.4321
Office: 336.132.6543
Emails: gail_chao@renovations.com,
gailchao@mailprovider.com




About
Aliquam ut sapien ac odio iaculis consectetur. Suspendisse sapien augue, sodales vitae, pharetra sed, interdum in, mi. Nam cursus, metus in dapibus semper, mauris odio tristique nibh, id consectetur massa diam sit amet dolor. Fusce lacus neque, pretium in, malesuada sed, mattis eget, risus. Praesent urna. Ut tincidunt dignissim purus. Praesent sit amet felis eu lectus fermentum congue. In ac pede. Aliquam erat volutpat. Sed libero velit, nonummy id, egestas eget, gravida eget, ante. Aenean sed massa nec lorem vulputate dapibus. Nullam egestas.

Background

Connections
Dogear Communities Blogs Activities

Re: Important Travel Information posted by [Charlie Hill](#)
Cheap Deals on Summer Travel Destinations posted by [Jeremy Perry](#)
Re: Recommendations a travel agent? posted by [Ethan Perry](#)

Report to Chain
Mike Motler
Kristin MacGyver
Dorrie Champion
Gail Chao
[Full report to chain](#)

Recent Colleagues
2 new invitations
 **Gail Chao**
Amsterdam
 **Monifa Shani**
Cambridge, MA
 **Bailey Blakeny**
Chicago, IL
[See all \(107\)](#)

Linkroll
[Dimitri's Digest](#)
[Ed Brill](#)
[Flickr photos](#)
[Technorati profile](#)
[developerWorks](#)
[A List Apart](#)

..... People with Verifiable Skills



Skills

Knowledge

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What They Have Found – Which Might Help You

Lotus. Connections Home Profiles Communities Blogs Dogear Activities Brendan Tutt Help Logout

Dogear All Bookmarks Popular My Bookmarks My Watchlist My Notifications Search Bookmarks

Bookmarks for Michael Cangemi

Add to Watchlist [?]

1 - 10 of 37 1 2 3 4 Previous Next

Sort by: Date Popularity

- Portal for Java Performance information (Sun)**
Michael Cangemi - Today 11:46 AM [show details](#)
- Java Tuning White Paper**
Michael Cangemi - Today 11:41 AM [show details](#)
- J2SE 5.0 Performance White Paper**
Michael Cangemi - Today 11:40 AM [show details](#)
- Java Performance Tuning on Linux Servers**
Michael Cangemi - Today 11:38 AM [show details](#)
- A Collection of JVM Options**
Michael Cangemi - 25 Mar [show details](#)
- A Hitch-Hiker's guide to Tomcat**
Michael Cangemi - 17 Mar [show details](#)
- Lotus Domino and Apache Tomcat - Single Sign On (SSO)**
Michael Cangemi - 5 Nov 2007 [show details](#)
- IT Strategy » SaaS**
Michael Cangemi - 24 Oct 2007 [show details](#)
- Apache HTTP Server -- SSL/TLS Strong Encryption**
Michael Cangemi - 23 Oct 2007 [show details](#)
- Securing Apache part 2: Step-by-Step**
Michael Cangemi - 23 Oct 2007 [show details](#)

Show 10 25 50 items per page Jump to page 1 of 4 Previous Next

Atom Add to your site

Tags for Michael Cangemi

- 2.0 2007 addresses administration airport ajax apache application article blog book boston business cluster cnn community-centric connections cool cuttingedge db2 design documentation domino holiday-dates howto http ibm interesting java javaeec journal logan magazine march march07 mobile news performance picture references rest saas security sites sms social-networking social-software ssl startups tag-clouds techarticle technical technology tomcat toolbar tools travel web web2.0 web_2.0 websphere whatis

View as cloud list

People

- Frode Danielsen 2
- Ted Stanton 2
- Alan Lepofsky 1
- Andy Legg 1
- Claudia Ortali 1
- Curtis Ryan 1
- Erasmus Tapera 1

Their Thoughts and Guidance

Lotus. Connections | Home | Profiles | Communities | **Blogs** | Dogear | Activities | Brendan Tutt | Help | Logout

Blogs | Browse Blogs | My Blog | My Recent Items | Search All Entries

Subscribe to Blog Entries

Subscribe to Blog Comments

Tags: governance, social-software-governance, social-software-guidelines

View as cloud | list

Governance for Social Software

Blog Authors: Larry Oglesby

Sort By: Date | Title | Recommendations | Comments | Visits

Guidelines for Using Social Software in a Corporat...

Larry Oglesby Wednesday 12:20 AM

Clients often ask us how we (IBM) handle governance with respect to the use of social software services. Check out this material which was provided by Suzanne Minassian on the product management team.

Overview:

This document describes a set of guidelines that companies and organizations can use to determine how social software can be used to foster a rich and thoughtful community that is in line with the values of the organization in which it is a part.

Management Responsibilities/Expectations:

1. Clearly articulate and frequently communicate the policies to employees.
2. Encourage participation.

Employee Responsibilities/Expectations:

1. Adhere to company provided guidelines for leveraging social computing software and features in an organizational/business context.
2. Use your judgment in providing personal information to expand your professional network.

Detailed Suggestions:

1. Social software policies should be consistent with business conduct policies

If your organization has instituted a business conduct policy, that policy should be applied consistently to the content in your social software applications. Conduct policies that describe how to handle the following situations will help users of the system:

- Personal conduct
- Work environment
- Employee privacy
- Protecting information and communication systems
- Protecting proprietary information
- Recording, reporting, and retaining information
- Avoiding misrepresentation
- Relationships with other organizations
- Acquiring and using information about others

Be clear about your organization's definition of inappropriate behavior.

Sample policy on information systems:

Information systems should only be used for appropriate purposes. You can use them for conducting business or for other incidental purposes authorized by your management or by applicable guidelines. It is inappropriate to use company systems to visit Internet sites that feature sexual content, gambling, or that advocate intolerance of others. It is also inappropriate to use them in a manner that interferes with your productivity or the productivity of others. You are responsible to ensure that your use of company systems is appropriate; inappropriate use of company systems is a misuse of company assets.

2. Determining appropriate content for profiles

Profiles are business tools that allow members of an organization to identify individuals and learn their area or expertise, their skills, and information about them.

- To be most effective, profiles should be updated regularly.
- Your organization should determine what is appropriate for photographs/avatars used in profiles. Profiles with photographs/avatars that do not fall in line with your expectations of appropriate behavior should be removed from the system. If necessary, your manager will be notified in case of inappropriate content. Your manager, in turn, will discuss and resolve the issue with you.
- Generally, profile content is largely business related but may have some personal skills or interests.

Similar Blogs

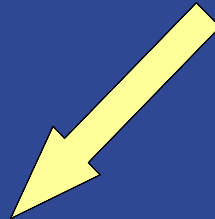
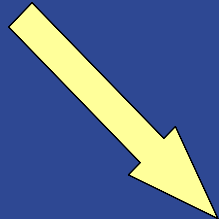
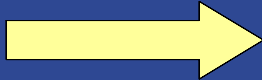
Archive

March 2008

Building Focussed Communities

Skills

Knowledge



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From Individuals to Communities

Lotus Connections Home **Profiles** Communities Blogs Dogear Activities B. H. Tutt Help Logout

[About](#) [Tools](#) [Settings](#) [Help](#)

Communities [All Communities](#) [My Communities](#) [Advanced](#)

Home

- Members
- Forum
- Bookmarks
- Broadcasts
- Feeds
- HNWI Teamroom

HNWI Community




The HNWI is a community for High Net worth individuals.

[Leave Community](#) [Post to Forum](#) [More Actions](#)






Important Bookmarks

- [Travel Planning Website](#)
- [Travel Planning Website](#)
- [Travel Planning Website](#)

Active Members

-  **Gail Chao**
Amsterdam
-  **Monifa Shani**
Cambridge, MA
-  **Bailey Blakeny**
Chicago, IL

Related Items

-  [Develop new strategy for...](#)
-  [What's up with travel...](#)
-  [How to get a cheap ticket at...](#)
-  [Travel Scams](#)
-  [World Traveller Photo pIPool](#)




Tags [view more](#)

Find tags




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- [beta badges](#) 7
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- [creepy](#) 21
- [design](#) 243
- [dogs](#) 89
- [FIT](#) 34

view as [cloud](#) | [list](#)

Forum

-  [Re: Important Travel Information](#) posted by [Charlie Hill](#) Today at 9:15 AM
-  [Cheap Deals on Summer Travel Destinations](#) posted by [Jeremy Pery](#) Today at 9:12 AM
-  [Re: Recommendations a travel agent?](#) posted by [Ethan Pery](#) Yesterday at 11:19 PM

World Travelers Team Room

-  [Jeremy Pery modified his contact info](#) Today at 9:15 AM
-  [Travel_Discounts.pdf](#) posted by [Amy Travis](#) Yesterday at 11:19 PM
-  [How to get a first class ticket upgrade](#) posted by [Jason Baxter](#) Yesterday at 11:19 PM

Using the People, Skills & Knowledge to Get Work Done



LOTUSPHERE COMES TO YOU 2008

From People, Ideas & Knowledge to Activity

Start an Activity

- Activity Dashboard
- Completed Activities
- Tuned Out Activities
- Trash
- Activity Sets
 - High priority
 - Medium priority
 - Release 2 activities
 - Personal
 - New Activity Set
- Public Activities

Tags

People

Find a person

- [April Dunford](#)
- [Robert T. Pulver](#)
- [Samantha Daryn](#)
- [Holder Reinhardt](#)
- [Peter Blakeney](#)
- [Dan Misawa](#)
- [Natasha Embun](#)
- [Shilad Burns](#)
- [Jon Mensing](#)
- [Meng Todd](#)

view all | most active

Gail Chao's Activity Dashboard

Activity Calendar

August

3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

This week

- 5 notices for you
- 5 to-do items are due
- You have been added to 2 activities

Reminders

- 5 to-do items assigned to you (3 overdue)
- 7 to-do items you have assigned to others (2 overdue)

My Activities

1-25 of 200

Sorted by date

Previous | Next

- Organize UX presentation materials for IPMT** Today 5:15 PM
Last updated by Gail Chao | Due in 5 days
- Update WPLC Architecture Board** Today 5:00 PM
Last updated by Dan Misawa | Due 3 days ago
- Plan pilot user study and kickoff** Today 12:15 PM
Last updated by Samantha Daryn
- Clarify adoption patterns for Q3** Today 9:15 AM
Updated by Gail Chao | Due in 23 days
- Site visit for YourCo** Today 9:00 AM
Updated by Gail Chao | Due in 23 days
- Customer support for R3 feature 11178231** Yesterday 11:55 PM
Updated by Gail Chao | Due in 23 days

Last 10 updates

Today

- Charlie Hill added Lunar Module for Apollo 14 (9:45 PM)
- Charlie Hill added Osterman: Results of a Survey on Messaging Iss... (9:30 PM)
- Jonathan Feinberg added response to The Irvine Program Tran... (9:10 PM)
- Casey Dugan added The Dogear Game - Group 2007
- Casey Dugan marked complete Make poster for The Dogear G...
- Suzanne Minassian edited Google ratings system

Yesterday

- Charlie Hill added Enhancing productivity in artful business pro... (9:45 PM)
- Charlie Hill added Connect and Develop - Inside P&G's new m...
- Charlie Hill added response to Web2.0 patterns (9:45 PM)
- Charlie Hill edited Broken link bug (9:45 PM)

[previous 10 updates >](#)

Activities R2

Lotus Connections

Home

Profiles

Communities

Blogs

Dogear

Activities

B. H. Tutt

Help

Logout

Activities

My Activities

To-Do List

Templates

Search...

Search

Advanced

Overview

All entries by date

All entries by type

Trash

Sections

Cover Sheet

Part 1: the plan

Part 2: Finance data

Part 3: Support

Milestones

References

New Activity Section

Tags

Related places

People

Add Members

Owners

April Dunford

Project manager

Robert T. Pulver

Business executive

Authors

Samantha Daryn

Holder Reinhardt

Lawyer

Peter Blakeney

Dan Misawa

Consultant

Natasha Embun

Shilad Burns

Readers

Jon Mensing

Meng Todd



Prepare a Business Plan for YourCo

Due in 10 days - Status: Working on new draft of financial data (Dan - Aug 28)

2 items due this week - 4 notices for you - 7 updates this week (last updated 2 hours ago by Marty)

Add Entry

Add Section

Mark Activity Complete

More Actions

Cover Sheet 3 entries - last updated 3 days ago

Part 1: the plan

Business Plan outline

Yesterday 3:45 PM

by April Dunford

This is an overview of the business plan - I think all the main bases are covered, but let me know if there needs to be more details in the sections. I am going to use this as the baseline for all the rest of the work we need to do.

bizPlanOutline.doc 176.4 K 1 older version

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Add response (2) | Notify | More actions | Tags: plan, outline



Gail Chao Jun 12

This looks really good, April. I think we might want to include a section about the new markets we can pursue in EMEA. See the spreadsheet I've included for more details about this.

EMEA Opportunity plan.xls 50 K

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April Dunford Jun 12

Thanks, Gail, I just updated the outline with that information!

Make draft of business plan

Jun 13

Review business plan with legal

Jun 13

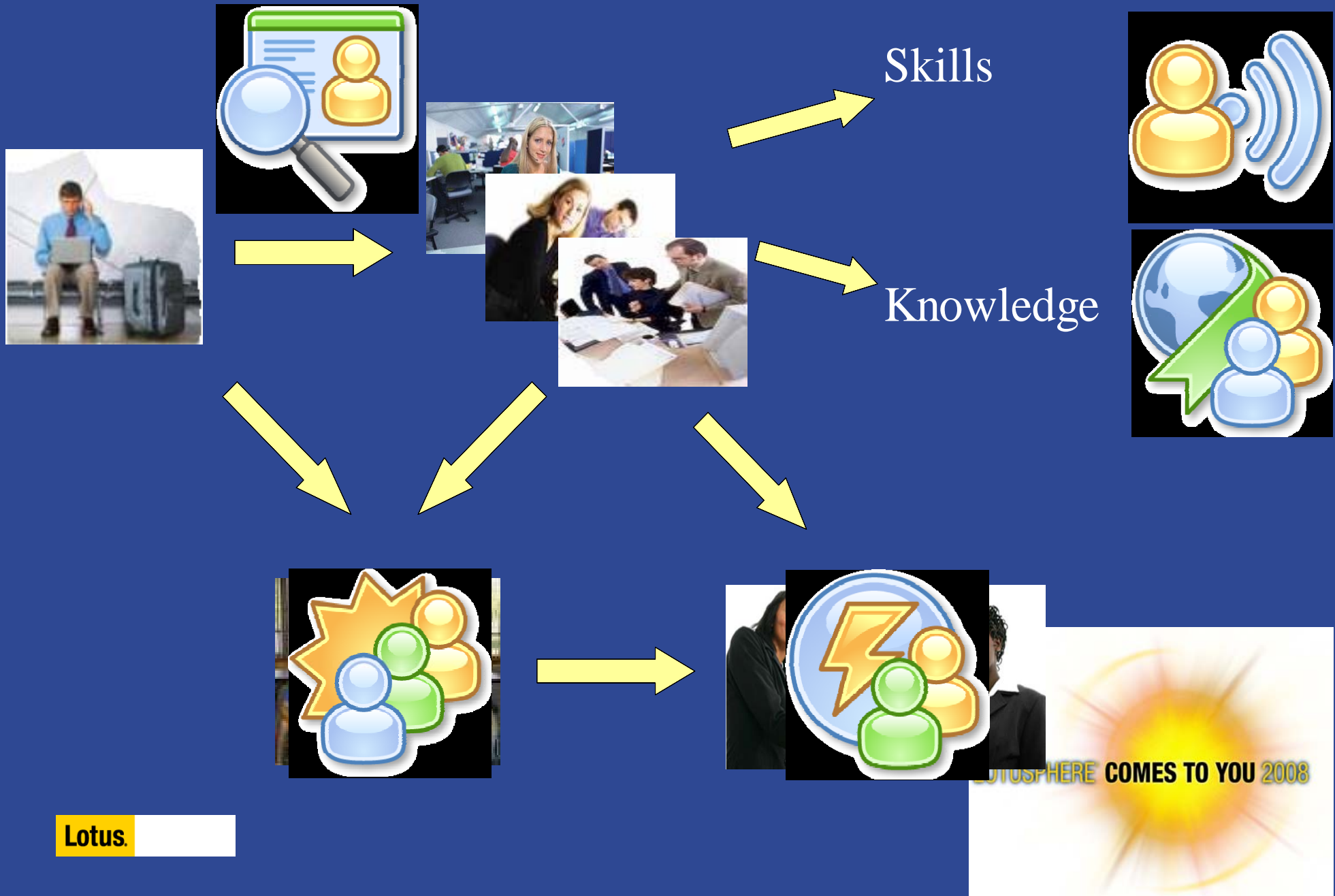
Prepare financial estimates

Aug 15

Part 2: Financial data

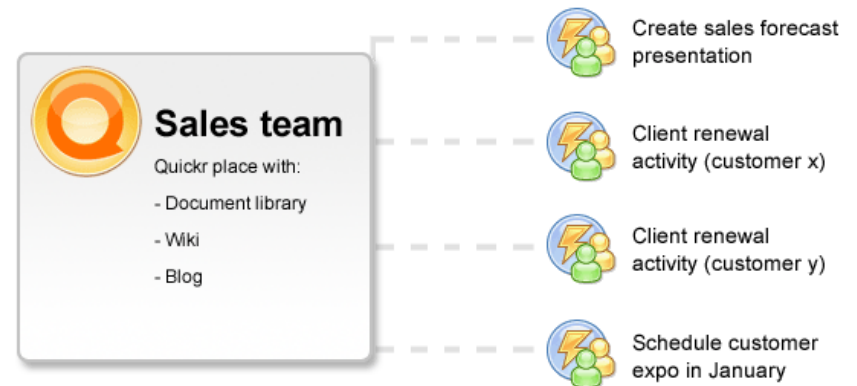
Name	Status	Auditor	Responses	Last updated
Estimated budget for 2007	In progress	Franklin Hodges	2	Aug 15
Emerging Markets	Reviewed	Liz Gwynn		Jun 30
Domestic Growth	Needs attention	Liz Gwynn	2	Today 4:15 PM

Lotus Connections – Social Networking for Business



CONNECTIONS FOLLOWS YOU

- Improve the ability to use and customize the Lotus Connections business card in other applications
- Allow Communities to leverage Lotus Sametime Advanced for real time collaboration
- Lotus Quickr integrated into Communities and Activities
- Microsoft Outlook integration
- Integration with other applications



Agile Development (185 members)
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Contacts
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Type to find name
Marketing Team (10/11)
Monifa Shani
George Band
Kelly Hardart
Allie Singh
Rettv Zechman
Frank Adams
Senior Sales Manager, Chicago, IL United States
1-312-555-1234
I am in a meeting @ Home Office
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Primary Contacts
RENOVAT
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New Save Search Search Dogear
Show Business Card
New Activity
New Activity Entry
Go to Profiles
Go to Dogear
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Go to Blogs
Go to Activities
Lotus Connections Preferences...
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Lotus.

Product futures are directional in nature and does not imply any product plan commitment on the part of IBM. Plans are subject to change at any time without notice.

LOOKING AHEAD

Research Areas for 2008 and Beyond



Recommendations

Skills Development



Visualization

Community Health



Lightweight Business Processes

Personalization



Reputation Building

Social Network Analysis



Data Mining

Business to Business

Ongoing Development Areas



Expertise Location

Directory Integration

3rd Party Sources



Web2.0 Security

Extensions

Subscriptions & Alerts

ENTERPRISE 2.0

A de-formalization of the workplace

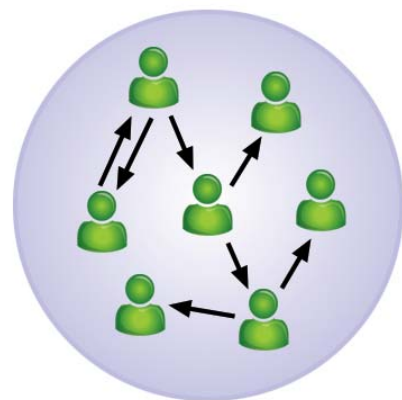
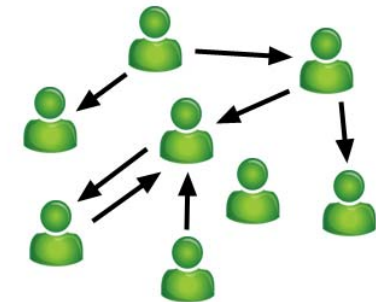
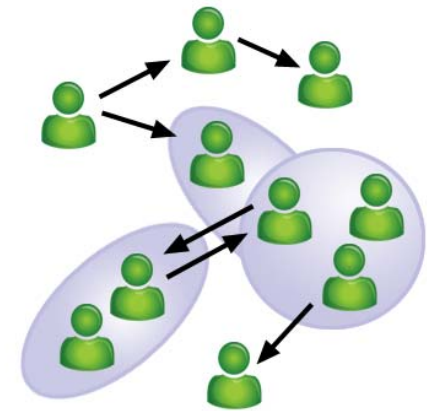
which harvests collective intelligence & the wisdom of crowds

by encouraging adoption through personal value,

connecting people to ideas, communities, work, and other people, across physical and organizational boundaries

and uncovering tacit knowledge, attitudes, and actions.

Lotus.



here 2008