

Collective Intelligence 2010

The future of enterprise collaboration



Paul Culpepper
Worldwide Director
Online Collaboration

Current Market Conditions



opportunity

Current Market Conditions

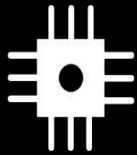
Transformative

opportunity





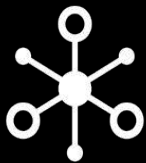
Smarter Planet



Our world is becoming
INSTRUMENTED



30 billion RFID tags... 2010



Our world is becoming
INTERCONNECTED



*~2 billion people on the Web... 2011
...a trillion connected objects*



All things becoming
INTELLIGENT



*15 petabytes of new
information generated daily...*

IBM is at the forefront of managing this innovative change through four interrelated **smarter planet** imperatives...




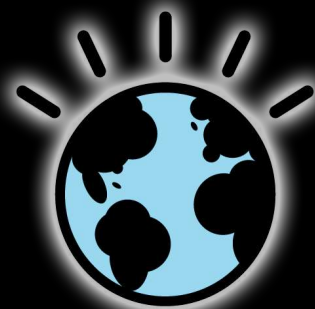
NEW INTELLIGENCE

Data exploding and in silos
I need insight. ▶




GREEN AND BEYOND

Limited resources
▶ **I need efficiency.**



SMART WORK

★ **I need to work smart.** ▶



DYNAMIC INFRASTRUCTURE

Costly and inflexible infrastructure
▶ **I need to respond faster.**

Smarter software . . .



Knows & acts

Turn information into insight



Adapts

Increase agility



Connects

Connect & collaborate



Delivers

Enable business service and product innovation



Optimizes

Drive enterprise operations effectiveness and efficiency



Protects

Manage risk, security, and compliance

collaboration agenda™





**Translating technological
innovation into
industry-specific
contexts**

Industry Specific ROI Metrics

around collaboration
capabilities



Banking
Insurance
Government
**Healthcare Providers
& Payers**

Making easier for people to work with business process

- Integrating collaboration with Business process
- Shorter process cycle times
- Allowing people to work the way they want to work
- Optimizing the talent in business





And Lotus Collaboration Software is a core building block enabling clients to realize this vision



Knowledge Worker



Informational Worker (Boundary)



External Partners



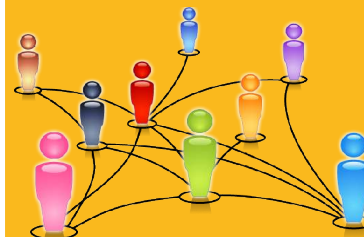
Universal Access



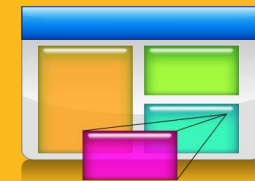
Messaging



Communicating



Connecting



Integrating

Lotus®

Open Standards Architecture

Business Applications

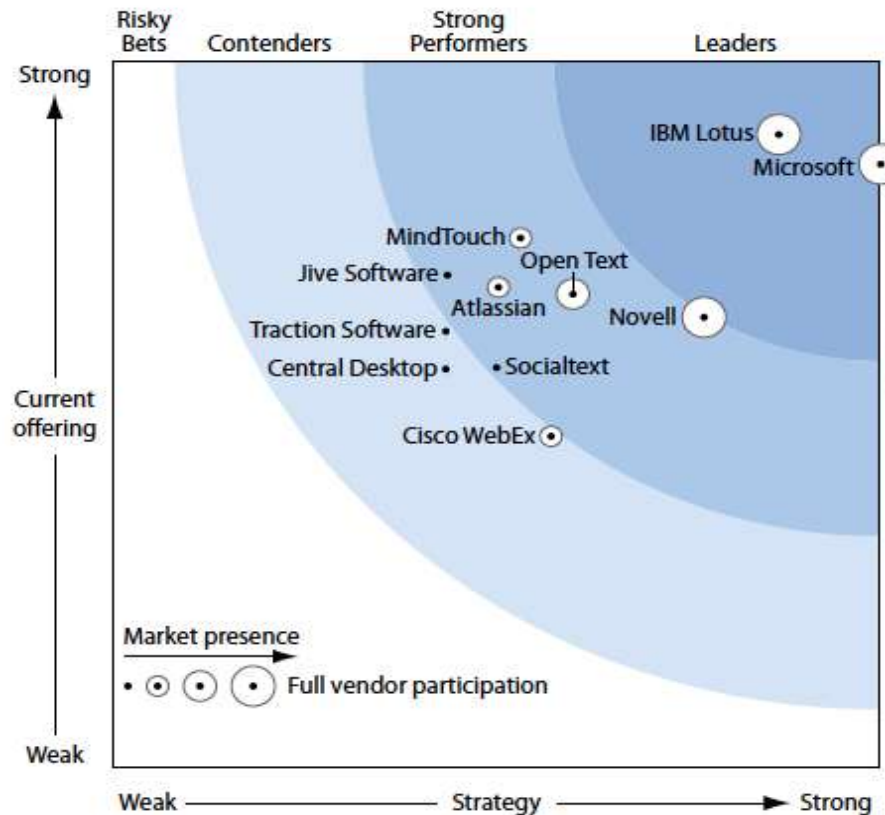


Information Management



IBM's Collaboration Offerings are Leading the Industry

Figure 3 Forrester Wave™: Collaboration Platforms, Q3 '09



Beyond E-Mail: Does E-Mail Have a Future, and Why Should You Care?

Strategic Imperative: Examine the Notes 8.5 client to understand the long-term direction of the e-mail (and collaboration) user interface.

E-Mail Becomes the Collaboration Console: The Future of E-Mail Is...Gasp...Lotus Notes?



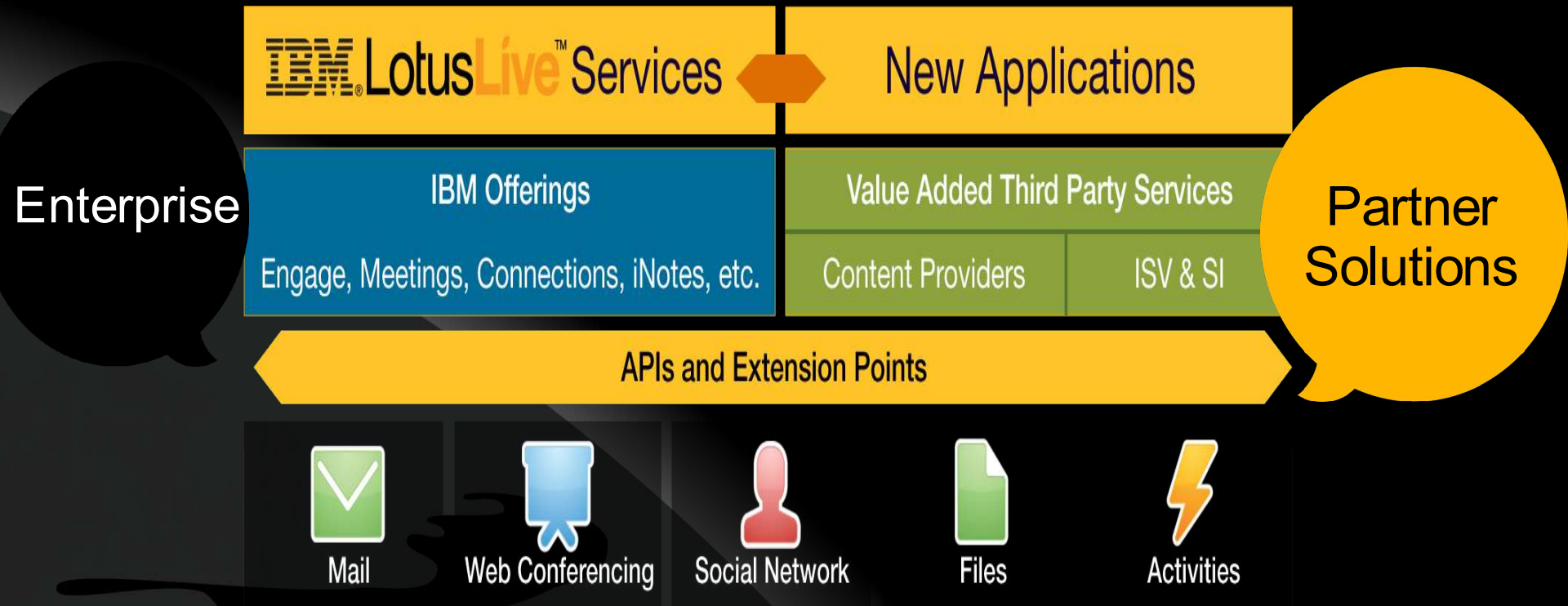
- Eclipse-based
- Sidebar paradigm
- Mashup architecture
- Third-party platform
- Whither Microsoft?

E-mail needs a plug-in architecture to survive generational change.

Gartner.

While the Notes client has been reviled in some quarters as inferior to Microsoft Outlook, IBM has actually leapt to the head of the e-mail client pack by merging the traditional Notes client with Lotus Expeditior, which had previously been known as Workplace Client Technology — a managed client, based on the open source

LotusLive 2010 – A Collaboration Integration Platform



With an innovative community that continues to grow





ZURICH[®]

Because change happenz[®]

Sylvia Steinmann

Group IT Chief Operating Officer
Zurich Insurance Company



This is part of a larger transformation in the way Zurich collaborate and tap into collective knowledge of employees.

Our strategy is to use Notes as the entry point to our collaboration platform.

Panasonic Corporation

Ushers in cloud computing with LotusLive to connect global workforce

Solution

- Adopt IBM's LotusLive cloud collaboration services to enable its workforce to communicate and collaborate more efficiently with its global network of customers, partners and suppliers.
 - Adopt **LotusLive Engage** for Web conferencing, online meetings, file sharing, instant messaging and project management.
 - Use **LotusLive Connections** for business social networking between employees, partners and suppliers to find and share the right insight.
 - Migrate employees from Microsoft Exchange or other collaboration software to **LotusLive Notes** and **LotusLive iNotes** for email, calendaring and contacts.

Benefits

- Low cost and rapid deployment will provide cost savings.
- Superior extranet capabilities will allow Panasonic to provide a set of cloud collaboration tools for immediate access across all regions -- connecting global project teams and best practices for product research, development and sales and giving Panasonic an edge over competitors.

"LotusLive is an integral vehicle for our employees to truly function as a globally integrated enterprise. It will allow us to work securely with our extended enterprise of Panasonic partners and customers as if they are all in the same location, bringing the promise of quicker, more efficient teamwork and commerce worldwide."

Mitsuhiro Aoyama, Vice President
Corporate Information Systems Company,
Panasonic Corporation

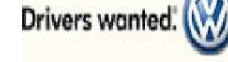


www.lotuslive.com

Growing New Customers



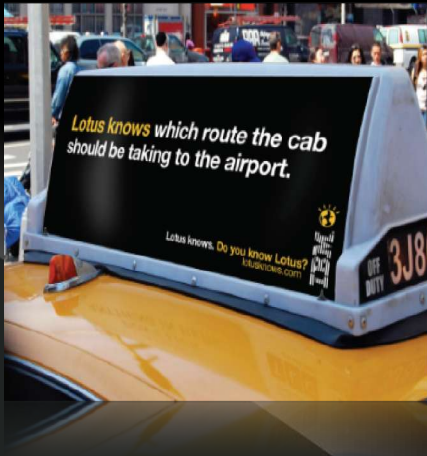
Investments Retirement Insurance



What are you doing after work?

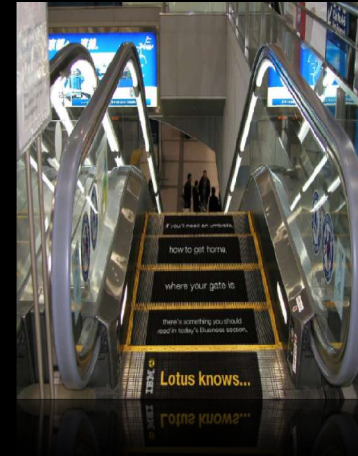


Increasing Communications



Lotus knows.
lotusknows.com

Smarter software for a Smarter Planet.



Lotus knows.
lotusknows.com

Smarter software for a Smarter Planet.



IBM

Lotus knows.



Lotus Knows
all you need to know

- Lotus Knows how you like to work
- Lotus Knows who's working on what
- Lotus Knows who can help you with that
- Lotus Knows when you're available for a chat
- Lotus Knows how to have a meeting in the cloud



Lotus knows the value of
bringing it all together.



IBM Project **VULCAN**

A vision for how people will
collaborate in the future, based on:

Continuity.
Convergence.
Innovation.
New Opportunities.



Lotus knows what the
future can look like.



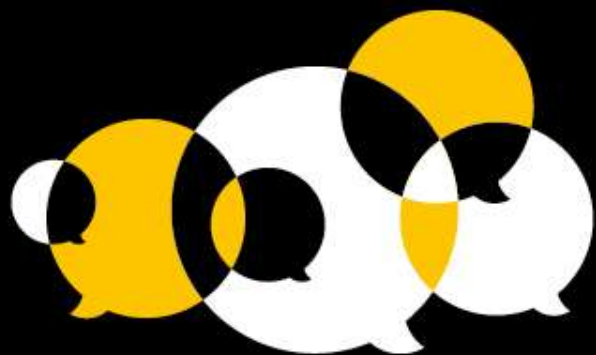
At IBM, we believe software can **make the world better**, one client at a time.

What's your vision for your organization?

What's your biggest challenge?

Let's Talk.





Collective Intelligence **2010**

The future of enterprise collaboration

Engage Today @ www.lotuslive.com

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