Collective Intelligence 2010

The future of enterprise collaboration

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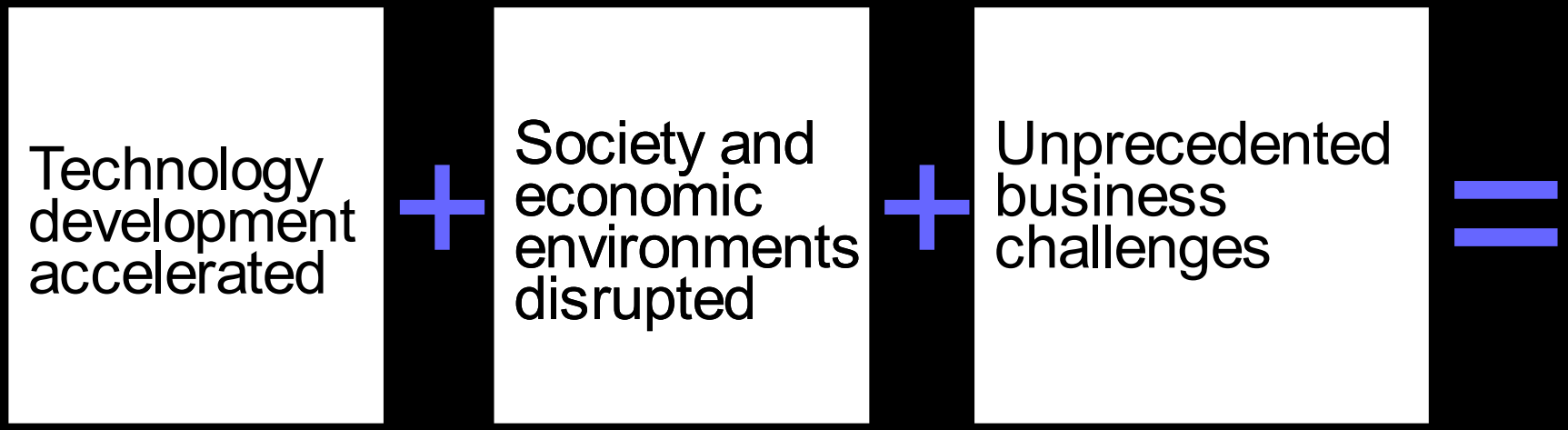
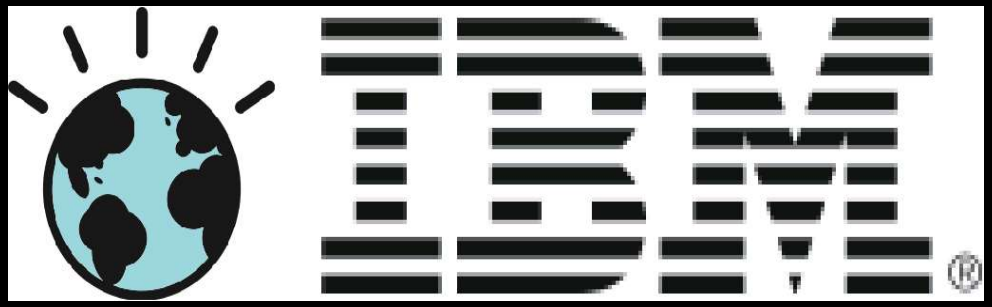
Current Market Conditions



Transformative Opportunity

Current Market Conditions



Investing in

research

people

technology

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.

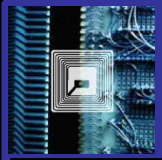
GREEN AND BEYOND

Limited resources

I need efficiency.

SMART WORK

I need to work smart.



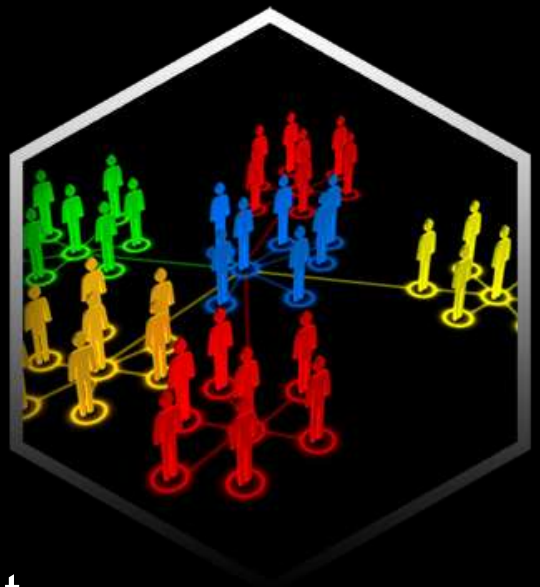
DYNAMIC INFRASTRUCTURE

Costly and inflexible infrastructure

I need to respond faster.

We need to work smarter

2/3 of people know there are colleagues who can help... they need to know how to find them



42% make decisions with the wrong input at least once a week

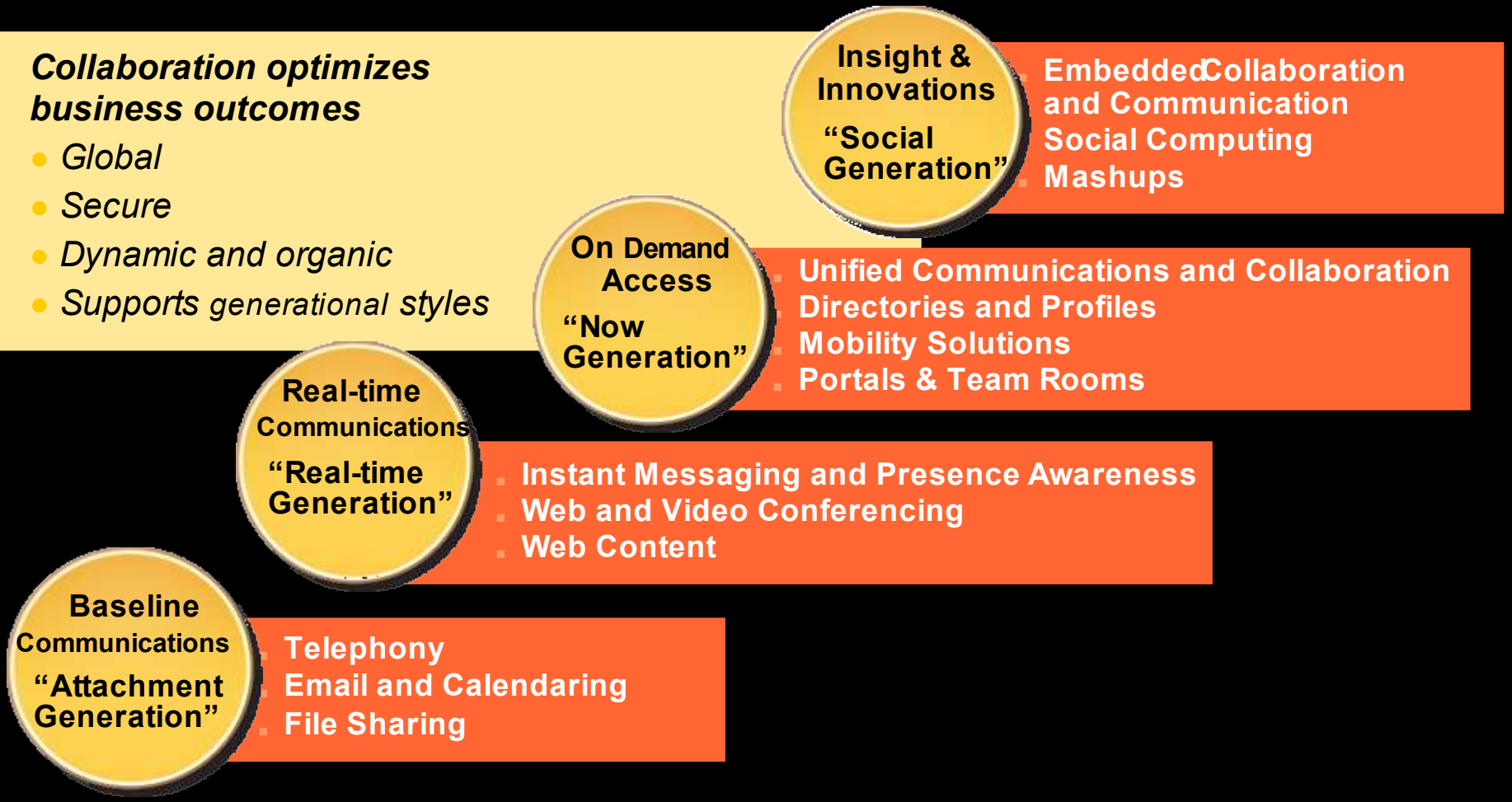
2 hours per day spent looking for the right information and expertise

Sources: Harris Interactive / Tacit Knowledge poll; Accenture study

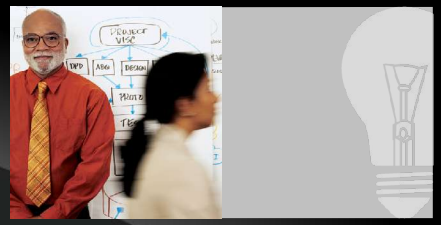
Working Smarter means supporting generational styles

Collaboration optimizes business outcomes

- *Global*
- *Secure*
- *Dynamic and organic*
- *Supports generational styles*



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



Knowledge Worker

Informational Worker (Boundary)

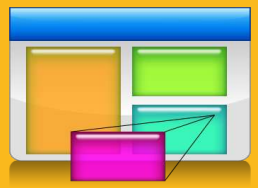
External Partners

Universal Access

Messaging

Communicating

Connecting



Integrating

Lotus®

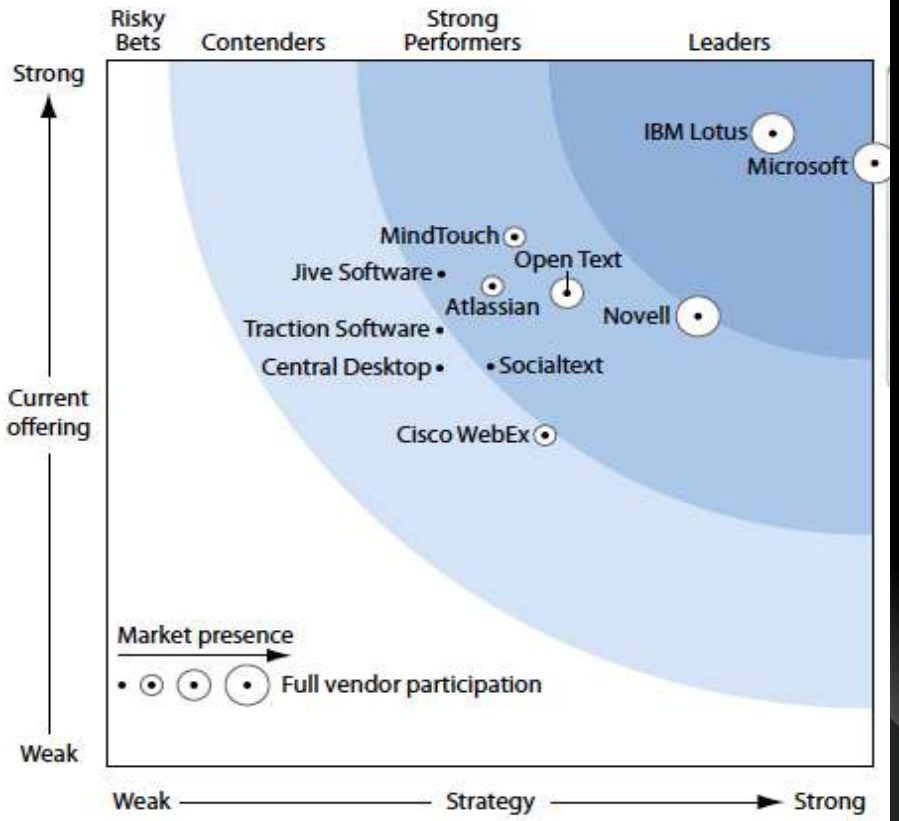
Open Standards Architecture

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 be 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 Expeditor, which had previously been known as Workplace Client Technology — a managed client, based on the open source

With an innovative community that continues to grow

Enterprises around the world are choosing Lotus

Philippine Airlines

GM

RIM

ZURICH

ALLIED BANK

Continental

Panasonic
ideas for life

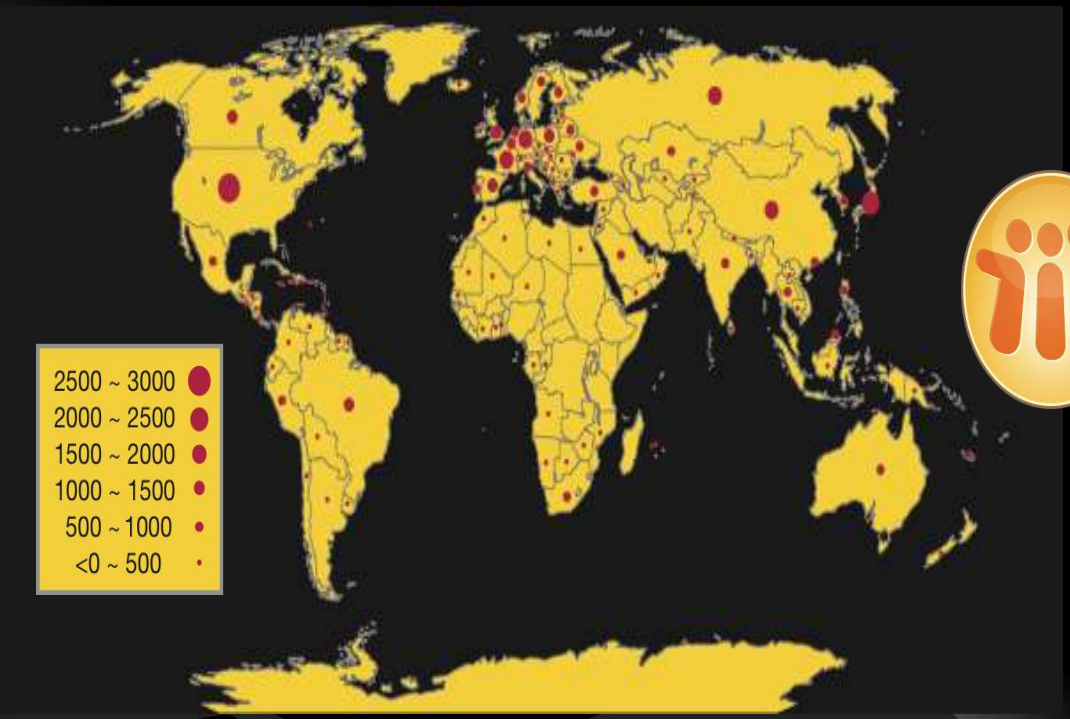
OMRON
Sensing tomorrow™

NTC
The National Telecommunications Commission

SINGAPORE AIRLINES

Innovation and Collaboration

Building on the strength of our global customer reach



Worldwide

18,378

New Notes Customers
since Launch of Notes 8

Why many customers have changed their “Outlook”...

Microsoft Exchange customers adding IBM Collaboration

Lotus Notes/Domino customer deciding against Microsoft

320,000

25,000

30,000

30,000

Customers who have made large-scale change from Microsoft to Lotus

300,000

300,000

60,000

50,000

50,000

18,000

15,000

75,000

50,000

1,000

60,000

9,000

30,000

5,000

Market leadership across the portfolio

7M people are using IBM social collaboration software

Over 280,000 Lotus developers and over 10 million IBM Lotus Notes applications in use today

IBM WebSphere Portal is #1 market share for 8 years running

Over 12 million 'free' Lotus Symphony users worldwide....and growing

Over 300 million named WebSphere Portal users in top 15 customers alone

LotusLive has over 18 million users and is the largest single cloud engagement to date

More than half of Fortune Global 500 now use Lotus Notes and Domino

IBM places in Leader Quadrant in Gartner for Unified Communications

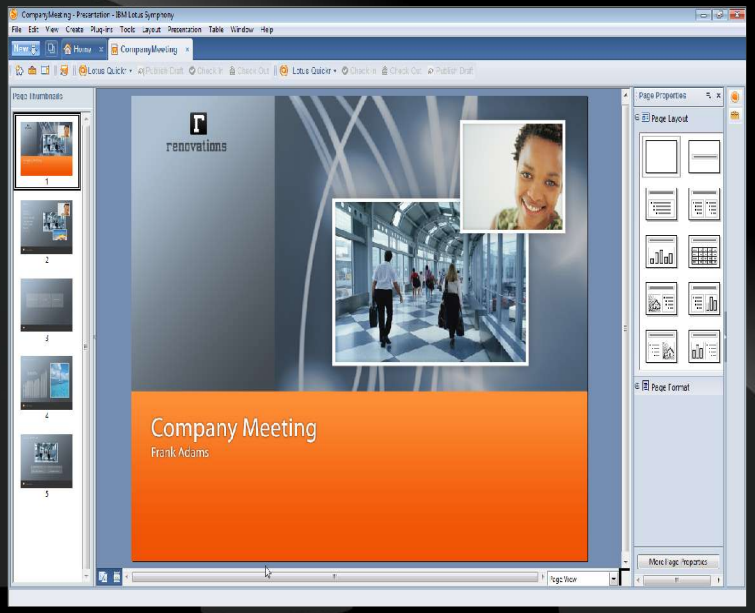
After debuting in 2007, Lotus Connections was the fastest organic growing software product in IBM history

35% of the Fortune 100 have purchased IBM social collaboration software

Why you should build on existing technology

Lotus knows.

How to help you reduce expense with **FREE** capabilities



Freedom of Choice:
Linux
Mac
Windows
12+ Million Users

Symphony Next

Beta available Now

Lotus knows how to deliver first class email for mobile devices.

Introducing Lotus Notes Traveler for Android

- first half of 2010
- providing our own mail and calendar client
- across this and many other Android devices

and IBM Lotus Notes Traveler Companion

- new encryption application for the iPhone
- free of charge
- available now in the App store

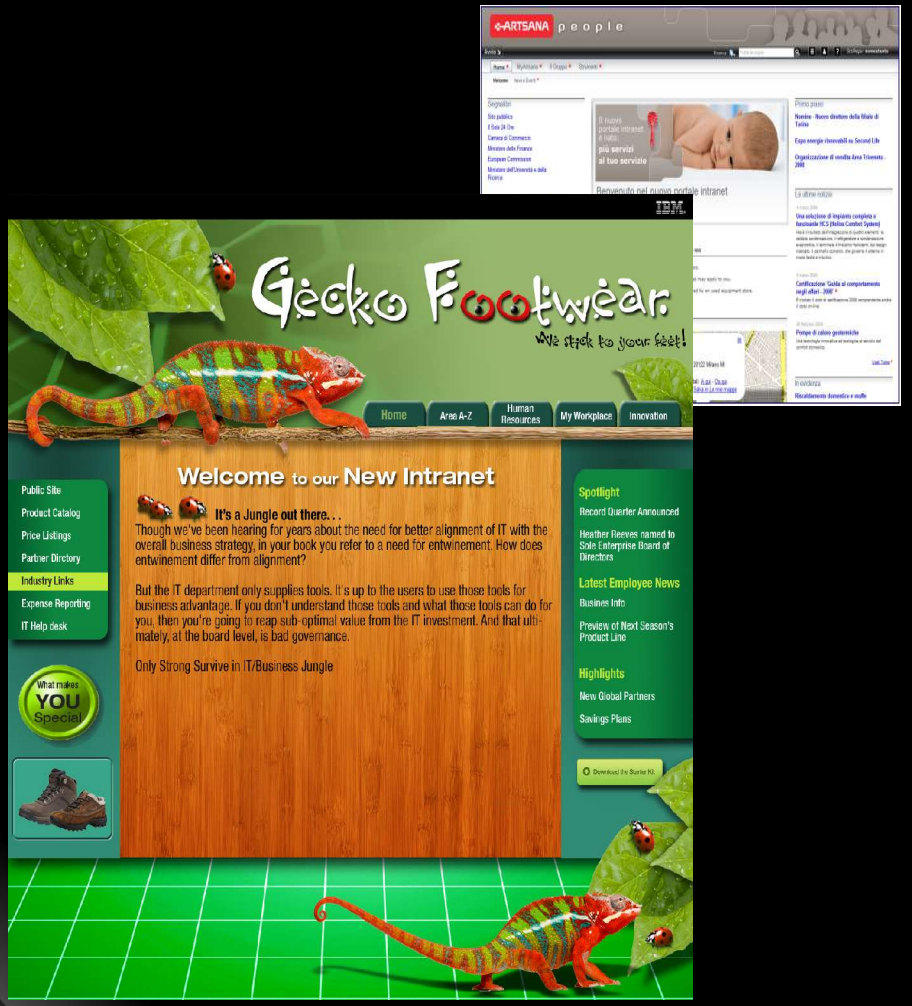
...and IBM and RIM

- rich social applications for the BlackBerry
- Blackberry client for IBM Lotus Quickr
- new version of BlackBerry client for IBM Lotus Connections

Lotus knows how to help businesses deliver exceptional web experiences for their customers.

Introducing Portal NOW

- Available NOW
- A simple, complete and “out of the box” ready to use business solution
- Reusable, extensible software templates
- Predictably implement a full functioning dynamic content driven portal based web site in 16 days
- Grow your sales in the current economic environment



Why cloud and hybrid environments give you flexibility

The LotusLive Portfolio of offerings

Meetings

LotusLive Meetings

LotusLive Events

Collaboration

LotusLive Engage

LotusLive Connections

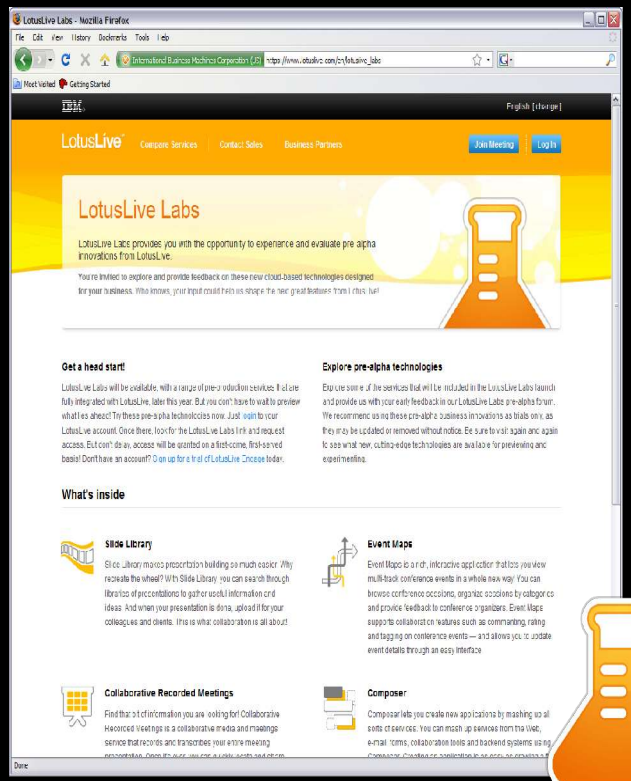
Messaging

LotusLive Notes

LotusLive iNotes

- Partnership with IBM Research
- Easy access to alpha services
- Accelerating the pace of innovation

Slide Library: A collaborative way to build and share presentations

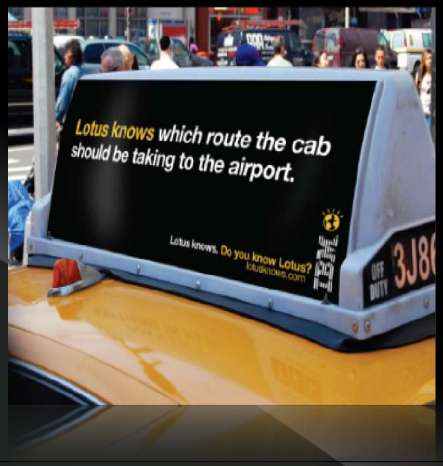


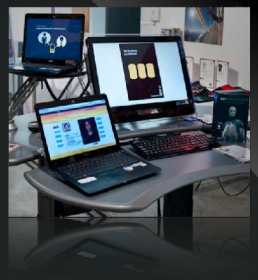
The Collaboration Agenda - FREE Workshop for IBM Customers

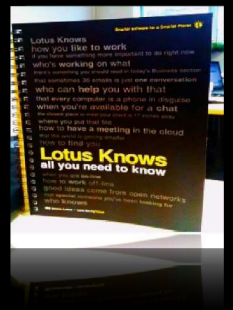
- Transforms the way people work by industry
- IBM's vertical industry experts, software labs and consulting services to help clients realize measurable ROI from improving the way people interact
- Collaborate using the right social and collaboration tools based on specific role in the organization
- Connect easily and quickly with experts, partners, suppliers and customers beyond company firewalls

Lotus knows how to
bring it all together.

Increasing Communications







Lotus knows what the future of collaboration looks like

IBM Project **VULCAN**

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

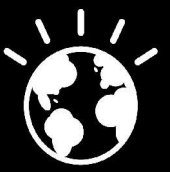
Continuity.
Convergence.
Innovation.
New Opportunities.

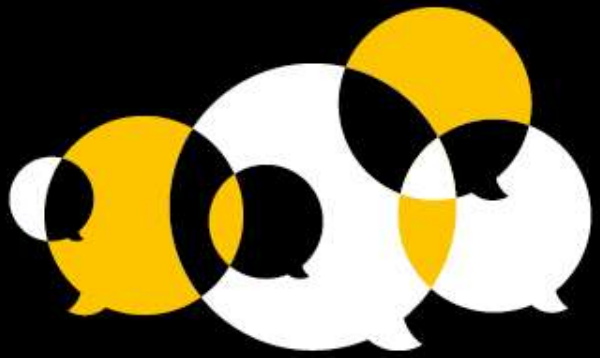
At IBM, we believe software can help people work smarter and drive better business outcomes.

What's your vision for your organization?

What's your biggest challenge?

Let's Talk.





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The future of enterprise collaboration

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