# IBM Advanced Collaboration & Exceptional Web Experiences

Alistair Rennie | General Manager, Lotus Software and WebSphere Portal

August 2010

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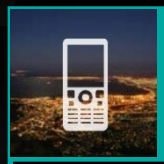
# The Value of Smart Work – IBM's Answer to Achieving Agility in the New Environment –

## is Enabled Through Collaboration



**NEW INTELLIGENCE**

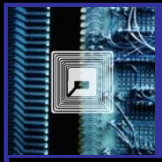
Making better decisions

**GREEN AND BEYOND**

Doing more with less

**SMART WORK**

Responding to new behaviors



**DYNAMIC INFRASTRUCTURE**

Increasing agility



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# Enterprise Transformation

## New Way of Working

Accelerating Integration of Acquisition Workforce
Expertise to Complete More Complex Processes
Efficient Teaming and Delegation
Talent Retention and Knowledge Capture
Accelerating New Employee Productivity
Tracking Success

## Place Independent Working

Working Where Your Customers & Partners Are
Working from Home
Working from Any Device
Enabling Choice across Devices

## Customer Service and Intimacy

From “The Bank” to “Your Bank”
Improving Customer Care and Insight
Increasing Time Dedicated to Customers


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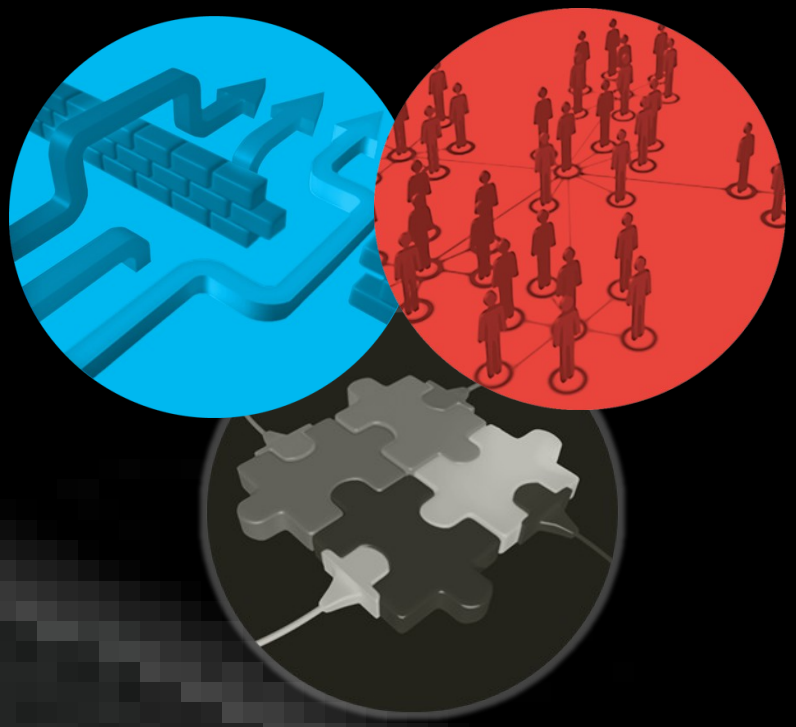
# Companies who outperformed their industry are more than...

## 3X as likely to have adopted Smarter Work practices

### Dynamic

**2.6X** as likely to be able to quickly build skills to new markets

**2.4X** more likely to identify people with needed skills



### Collaborative

**3.3X** as likely to gain insights and solve problems by rating and commenting

### Connected

**3.5X** as likely to integrate and deliver data from multiple sources



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# Rapid growth and expansion of our innovative collaboration portfolio

## growing

- Notes & Domino – dynamically adaptive desktop **18,378 new customers** since ND 8 launched
- Lotus Connections is the ***fastest growing software*** product in Lotus history
- IDC ranked IBM as the 2009 ***worldwide marketshare leader*** in the Social Platform market*
- WebSphere Portal has been **#1 in Worldwide** revenue from 2001 to 2009**
- **13M** downloads of Lotus Symphony

## innovating

- LotusLive: delivering the ***richest and most flexible collaboration*** platform in the cloud
- IBM Project Vulcan: A blueprint for the future of collaboration
- IBM Project Northstar: IBM's ***vision*** for exceptional web experiences
- Lotus Symphony: ***award winning*** office productivity suite with over 13M downloads

CRN TESTCENTER 2008 Product of the Year

## winning

- Lotus Notes/Domino winner vs Microsoft
- ***More than Half*** of Fortune Global 100 Now use Lotus Notes/Domino
- LotusLive is the Enterprise 2.0 "***Smackdown in the Cloud" Winner*** vs Google
- ***145M*** entitled SameTime users
- 30% of new customers are MS Outlook/Exchange users

Enterprise 2.0 CONFERENCE ChannelWeb ZDNet Australia Where technology means business

## partnering

- 10,000+ Notes & Domino Business Partners and growing
- LotusLive extension to over ***400 million people***
- $1B+ investment in Linux development
- 10s of Millions of domino applications in use today

salesforce.com LinkedIn cisco skype SAP RIM



* IDC Worldwide Social Platforms Revenue by Vendor, 2007–2009, June 2010
** Gartner Dataquest Marketshare Application Infrastructure and Middleware Software Worldwide 2009 report, May 2010

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# Gartner on the future of E-Mail

*Analyst Matt Cain's presentation on e-mail at Gartner's 2009 Portal and Collaboration conference*

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# Collaborate in context from a single, unified view

Unified Communication, Instant Messaging

Social networking— wikis, blogs, mashups, activities

Personal and corporate content/document library

Documents, presentations, spreadsheets

Feeds, My Widgets, Live Text

Collaboration Dashboard

E-mail, calendar, contacts

Collaborative and business applications

Leverage and accelerate

ORACLE DB2 SAP BlackBerry IBM CISCO AVAYA FileNet P8 EMC² where information lives



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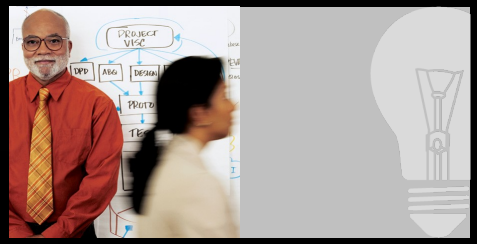
# The Lotus Business Platform



Knowledge Worker

Informational Worker (Boundary)

External Partners

Universal Access

Messaging

Communicating

Connecting

Integrating

Lotus

Open Standards Architecture

Business Applications

Information Management



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# Lotus® Notes® 8.5

## The fastest adopted choice

Strong focus on TCO

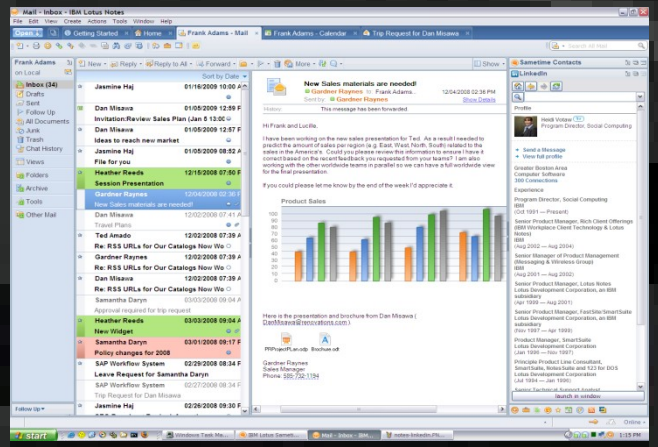
**40%** Improvement in CPU Efficiency

**30%** Fewer Servers to Manage

Desktop choice!
MAC, Windows, Linux

**>50%** Bandwidth reductions

**40-60%** Disk Savings



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# Lotus Mobile Solutions

# IBM Sametime: IBM's UC$^2$ Software Platform

open

secure

extensible

scalable

multi-platform



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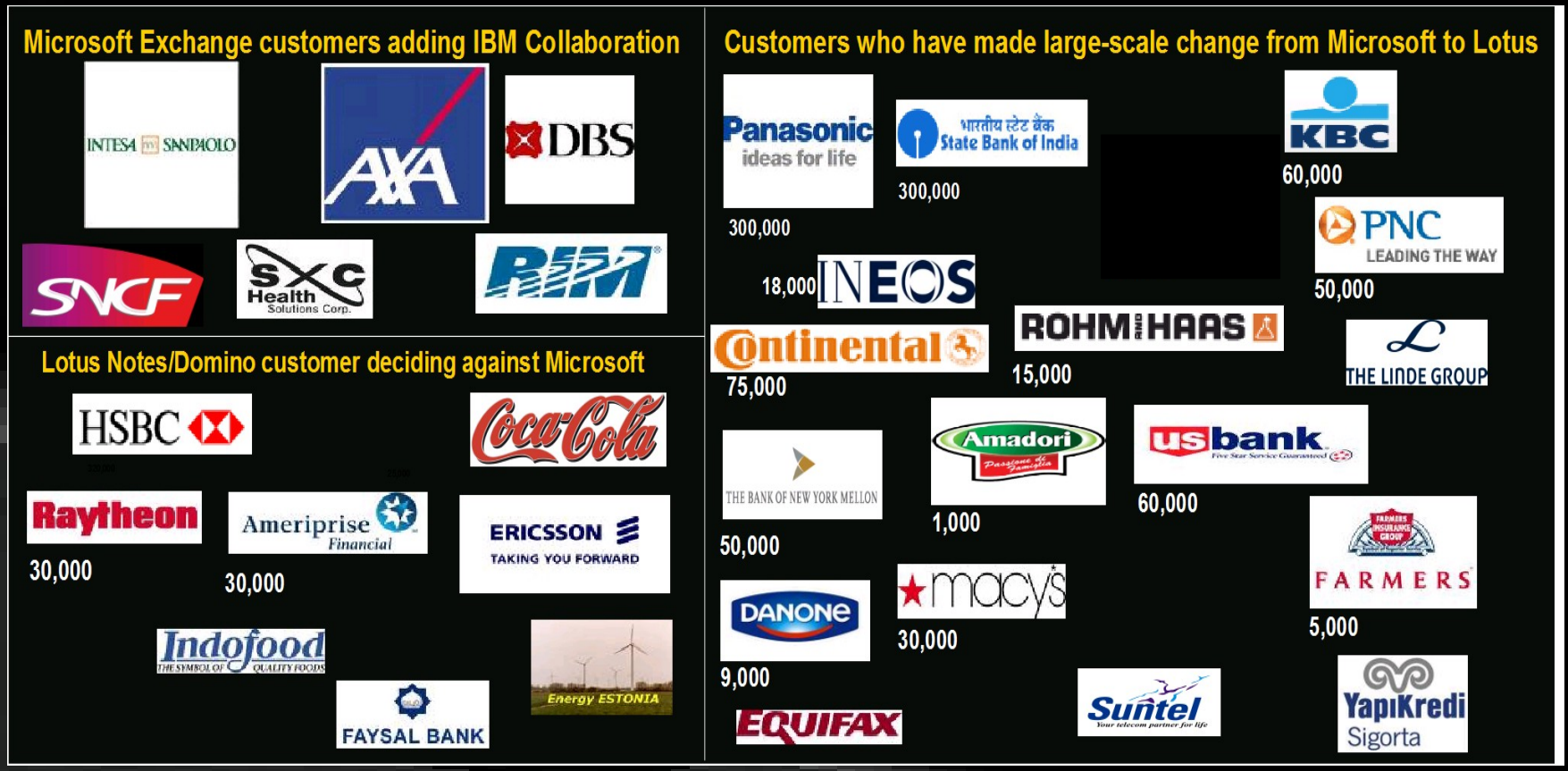
# IBM Collaboration Drives Value and Opportunity to Produce Better Outcomes

## *Customers who have moved to Lotus*



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# Demo:
# Collaboration Console & SUT

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# “Social” is the new mode of work

*“Social” is a software attribute, not one specific application*

| *From* | *To* |
|---|---|
| Address book / Business Cards | ➔ Social networks |
| Personal web sites | ➔ Blogs and commenting |
| Publishing | ➔ Sharing and Linking |
| Browser bookmarks | ➔ Social bookmarks |
| Buying online | ➔ Buyer reviews, ratings, and feedback |
| Online training | ➔ Rich media and immersive worlds |
| Search Text & Sites | ➔ Locate Enterprise |

Leading to greater value enabled by the act of participation:

| *From* | *To* |
|---|---|
| Managing Risk | ➔ Leveraging Innovation |
| Streamlined engineering | ➔ Mobilizing People |
| Improved technology | ➔ Improved Business Process |
| Business Intelligence | ➔ Societal Intelligence |

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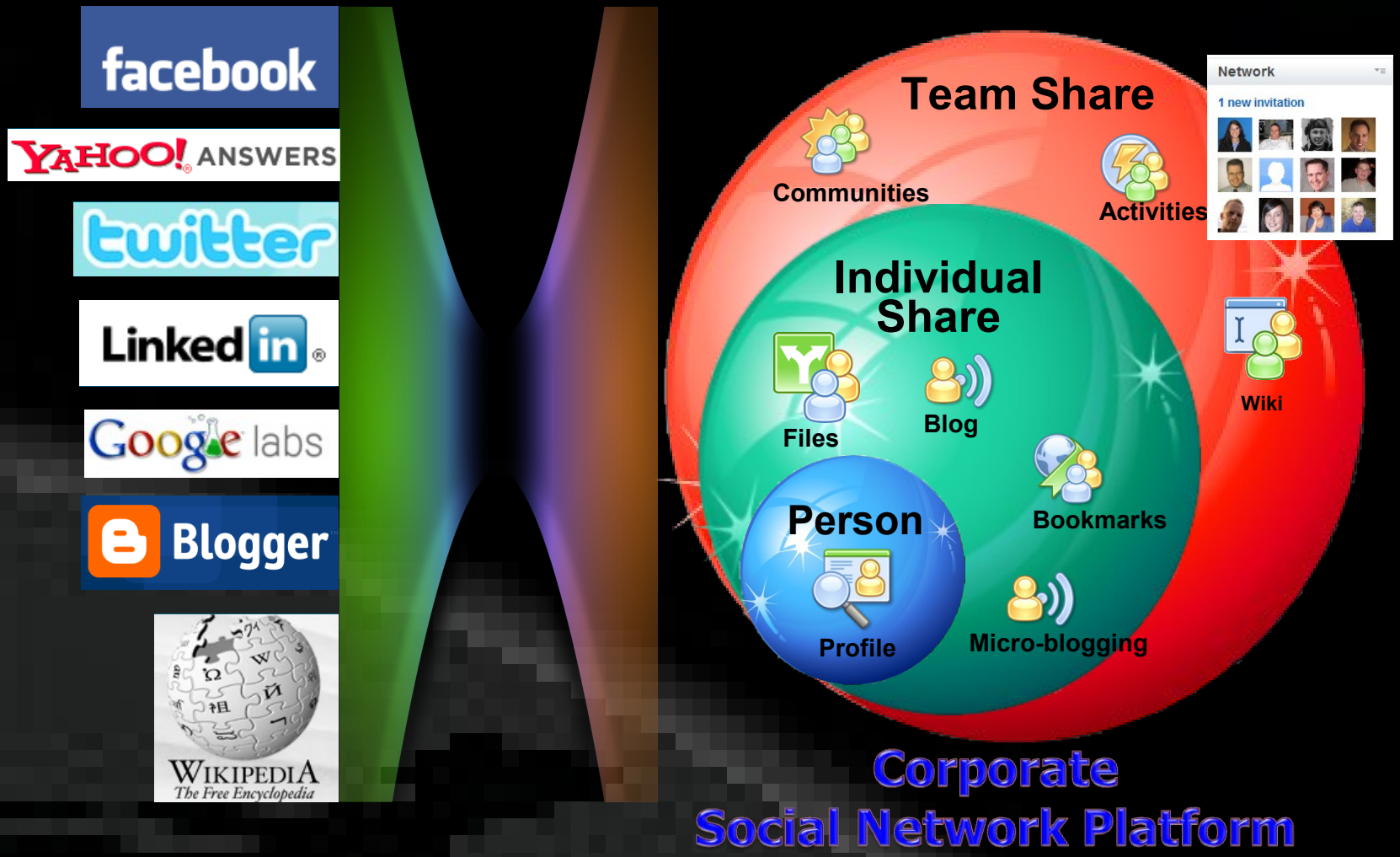
# Power of Social Networks and Web 2.0

## *Ready for the Enterprise*



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# Smarter Customer Outcomes

**Accelerating Knowledge Sharing and Promoting Innovation**

- Improved internal knowledge sharing and collaboration.
- Unified entry point provides latest updates and reducing search time for finding staff expertise.
- Sped the formation of consulting teams for customer engagements, entering new markets, driving opportunities.
- Broke down silos and promoted collaboration.

**Enabling Global Collaboration & Real-time Innovation**

- Enabled a robust collaborative environment to support business activities & innovation, easily integrated with the company's infrastructure.
- New employees get up to speed faster and are self-sufficient in finding key people within the organization and data relevant to their role
- Help desk employees can locate solutions faster and access knowledgeable staff when needed

**Collaborate across a widely dispersed and diverse workforce in difficult post-conflict situations**

- Enhance sense of connectedness
- Continue relationships
- Harvest and leverage tacit knowledge
- More integrated and effective organization
- Foster communities of interest



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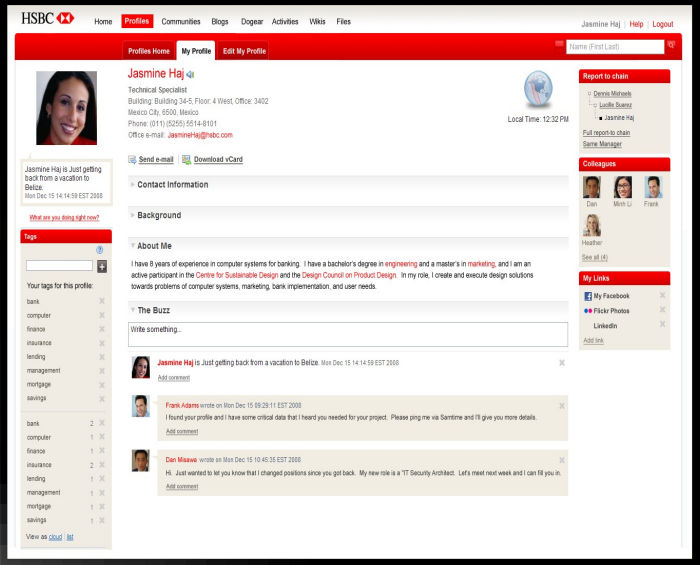
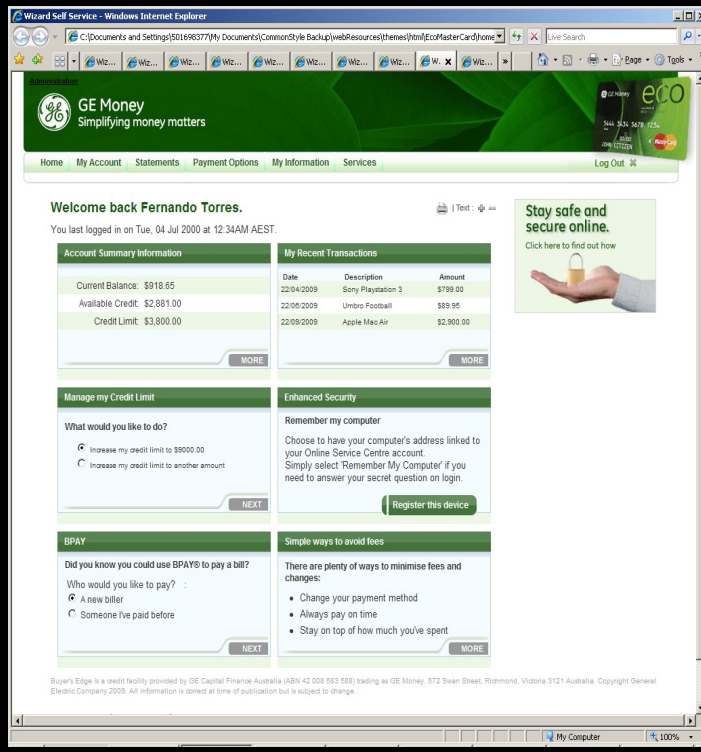
# Exceptional Social Experiences

HSBC





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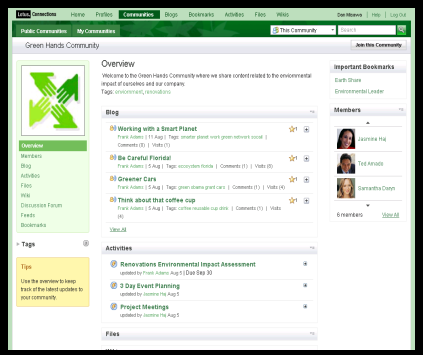
# Lotus Connections

## Profiles and Homepage

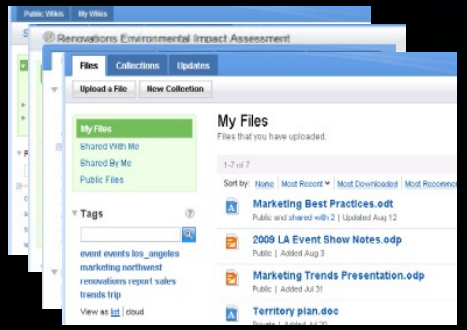
**Profiles**
*Share who you are, show your network and find who you need*

**Homepage**
*Stay current with your network, what people are reading and sharing, current events and more*



## Communities

**Communities**
*Provide a place to find, join and collaborate with people who share a common interest, business objectives, responsibility, or area of expertise.*



## Social Applications

**Activities, Blogs, Bookmarks, Wikis and Files**
*A suite of integrated social applications centered around sharing your thoughts and what you know,*
*Leverage what others know*
*Manage and do your work more effectively and collaboratively*

- *Can be extended to external collaboration with clients and partners*
  *Leading support for compliance and archive*



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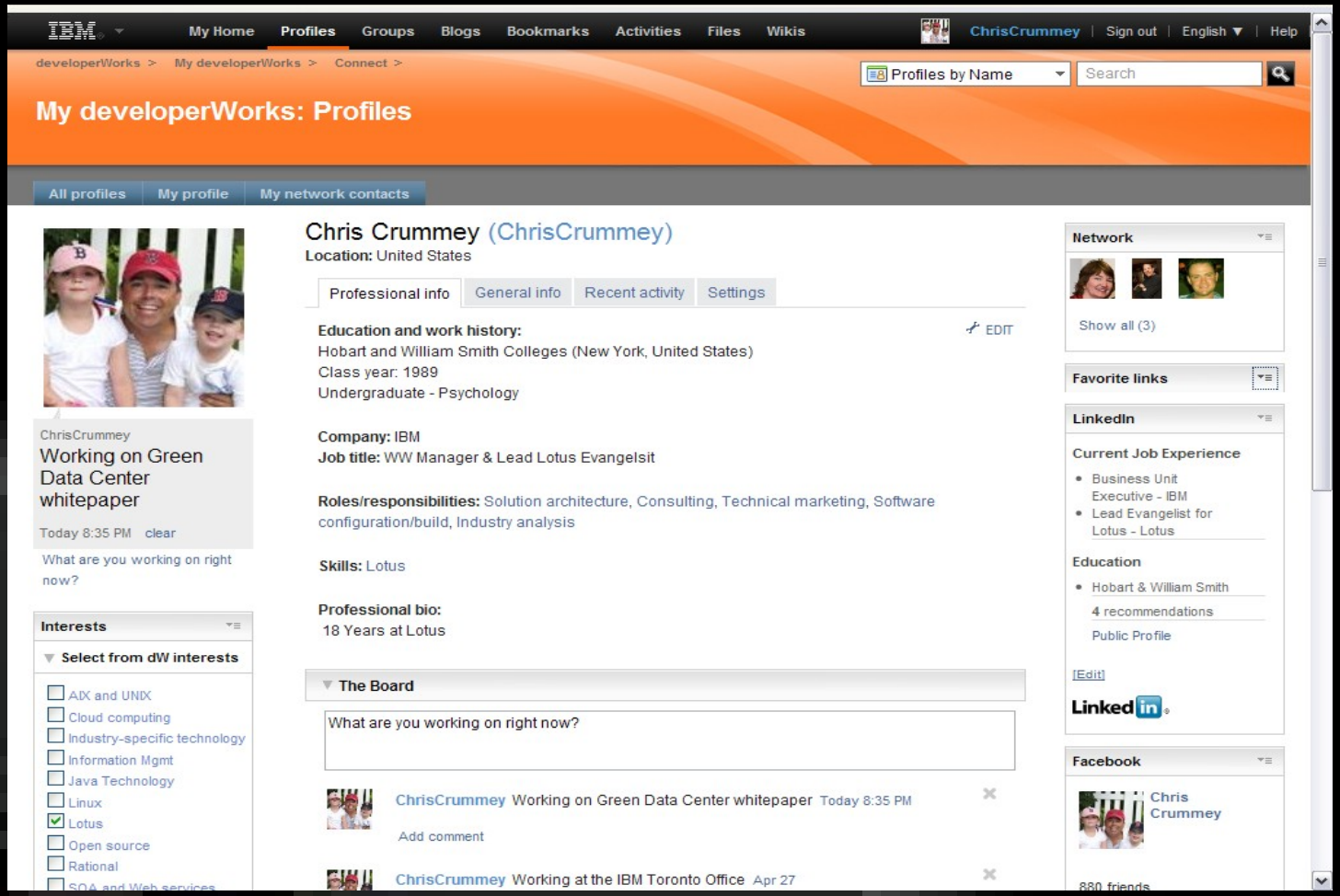
# IBM: My deverloperWorks

# 8 Million people collaborating



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# On Premise , In the Cloud and Hybrid

**Messaging & Productivity**

**Unified Communications**

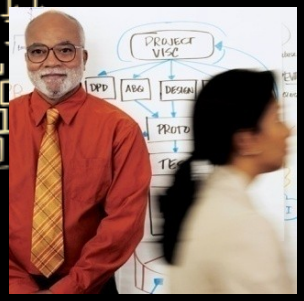
**Social & Team Collaboration**

**Portals, Content, & Dashboards**

LotusLive beats Google at Enterprise 2.0 Conference – Buyers' Choice Award "LotusLive wins by a landslide"

Cloud / Online

On Premise / Appliance



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# Demo:
# Collaboration In/Outside the Firewall

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# Exceptional Web Experiences

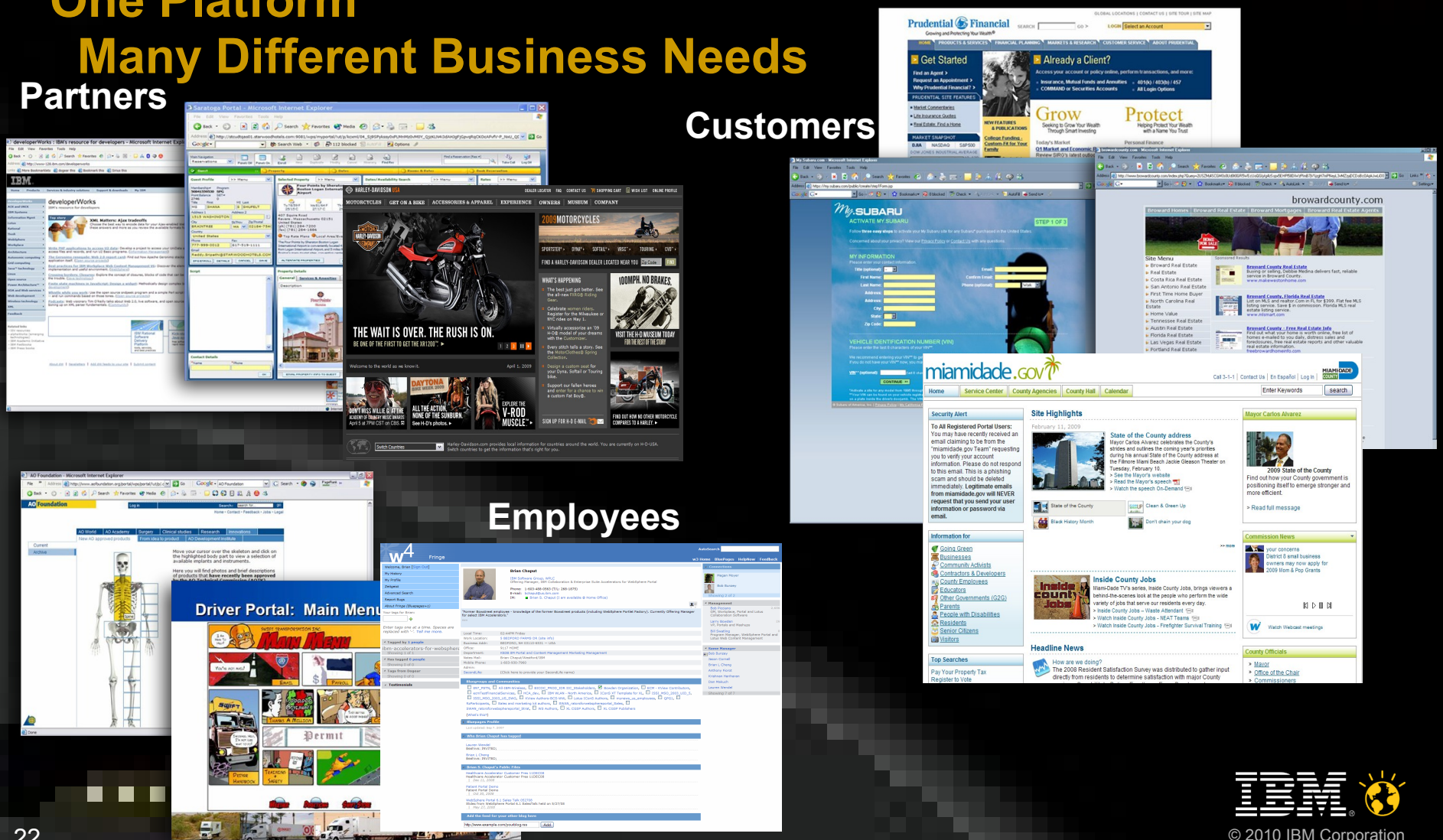
## One Platform

## Many Different Business Needs

Partners

Customers

Employees



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# IBM Project Northstar

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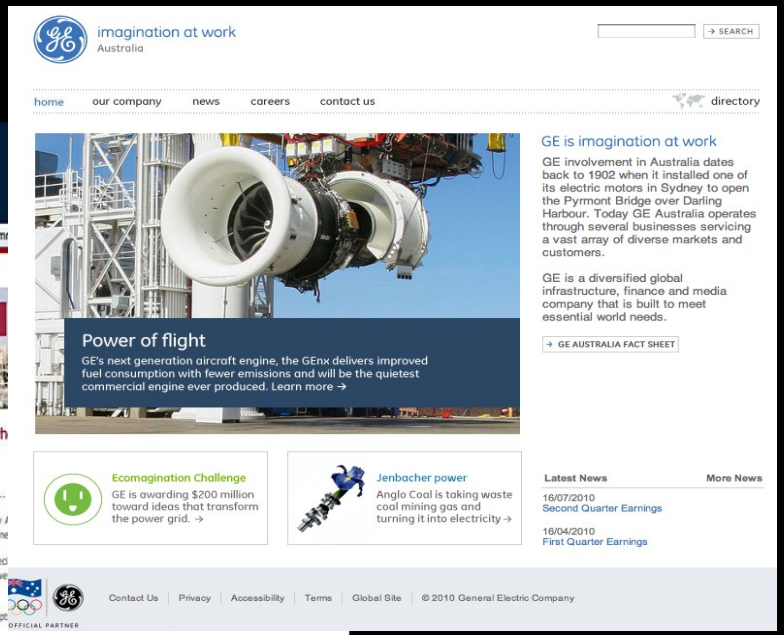
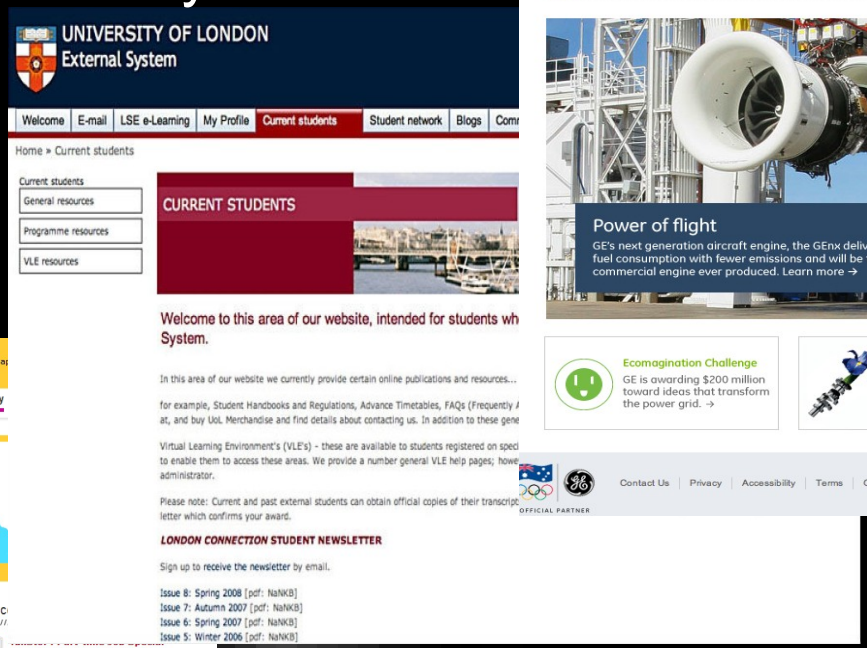
# WebSphere Portal

***Exceptional Web Experience Foundation***

GE Capital
– Australia/ New Zealand




University of London




Singapore Polytechnic

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# IBM Project Vulcan

## *A blueprint for the future of collaboration*

| Continuity | Convergence | Innovation | Opportunity |
| --- | --- | --- | --- |
| • Roadmap starts today with current Lotus products<br>• Apps run unmodified | • Hybrid deployments<br>• Consistent system, loosely coupled<br>• Mobile, browser and Notes experiences | • Continuing innovation across the portfolio<br>• New productivity at the suite level: analytics, co-editing, etc. | • New applications integrating collaboration and processes<br>• Open programming model |



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# Demo:
# IBM Lotus Futures

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# Leverage new styles of collaboration, access and intelligence

**Connect** globally with employees, customers and partners to build strong relationships that drive results

**Collaborate** from anywhere to become a more agile, adaptable organization

**Innovate** to leverage the power of participation and generate new ideas

**Optimize** the cost of enabling people



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# Lotus Knows customers value collaboration

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