

IBM Lotus Sametime 7.5

Overview

IBM® Lotus® Sametime® 7.5 is based on 3 on demand capabilities:

1. **Presence awareness.** See, in advance, whether a person(s) or application(s) is available to collaborate, share information and/or take an action.
2. **Instant messaging.** Converse through in real-time with one or many people via text messages, with optional audio/video integration.
3. **Web conferencing.** Share information, an application or an entire desktop. Engage in team white boarding.

Value Proposition

- Gain instant access to people and information, bring together geographically dispersed team members, and improve individual and team productivity.
- Engage with and respond to colleagues, customers, BPs and suppliers more quickly and in real time.
- Designed with the security features, scalability and reliability demanded of a mission critical application, Lotus Sametime offers robust features and the opportunity for a lower total cost of ownership through on-premise software deployment.
- Lotus Sametime 7.5 represents a major upgrade and investment in real-time collaboration. It sports over 150 new features, the IM and Web conferencing user interfaces have been completely redesigned, there is new optional audio and video conferencing integration, VoIP, and connectivity with some of the leading consumer IM platforms.

Target Audience

- **Customer size:** Customers with 100+ employees
- **Target Industries:** Cross-industry, with focus on knowledge workers, including but not limited to field sales, distributed offices and professional teams
- **Typical sponsor:** Senior IT, IT Management, C-Level Executives, LoB Management

Customer Needs

- Bring together teams
- Improve access to people and information
- Improve productivity and responsiveness
- Save time and make decisions faster
- Extend reach of RTC beyond your organization
- Manage/reduce costs

Benefits

- A major product upgrade and investment
- A new IM client with dramatic updates to the user interface and IM chat capabilities
- A new Web conferencing user experience with easy, fast entry to Web conferences
- Interoperability with AOL and Yahoo! public IM communities
- Integrated PC-to-PC VoIP capabilities
- Integration with leading audio and video providers
- A foundation for social networking and advanced organizational collaboration capabilities

Questions To Ask To Identify a Project

- Do you want to provide instant access to people and information when it is needed?
- Do you want to increase the productivity of teams, regardless of geographic location?
- Do you want to reduce cycle time by allowing your workforce to instantly communicate with colleagues and customers beyond your organization?
- Do you have concerns about security or regulatory exposure from the usage of public IM communities?
- Do you currently use a Web conferencing service? Are the costs becoming unmanageable? Have you explored the benefits of an on premise solution?

Competition / Competitive Advantage

Primary Instant Messaging Competitors:

1. Microsoft® Office Live Communications Server
2. Jabber

Primary Web Conferencing Competitors:

1. Microsoft Office Live Meeting (formerly PlaceWare)
2. WebEx Meeting Center

Competitive Advantages:

- **Market Leadership:** Market-leading enterprise IM solution used by over 15M people WW.
- **Business Critical Design:** Monitored and managed by IT to help address the privacy and rogue usage risks inherent with public instant messaging.
- **Security Features:** Deployed behind the corporate firewall. Web conferences offer password protection, authentication against the enterprise directory, and end-to-end encryption.
- **Scalability and Reliability:** Proven solution with 20+ years of collaboration experience. Lotus Sametime has 25 customers with over 100K seats.

- **On-premise Deployment:** Control and monitor Web conferencing expenses for significant cost savings over hosted solutions.
- **Flexibility:** Doesn't lock you into a proprietary OS or directory. Supports SIP.
- **Extensibility:** Built-in toolkits with APIs to inject presence and IM into other Web sites and applications. Mobile support through BPs.
- **Single Product Offering:** Presence awareness, IM and Web conferencing in one integrated solution.
- **Audio/Video Integration:** PC-to-PC VoIP voice chat. Optional audio/video integration capabilities.
- **Interoperability:** Server-based connectivity to popular public IM networks (AOL and Yahoo!).

Pricing

Lotus Sametime is available on a per user (intranet and/or extranet) and per server CPU basis (extranet only). The CEO Enhanced Collaboration bundle, purchased per user, includes Lotus Sametime and IBM Lotus QuickPlace®. To confirm current software pricing information, visit [Passport Advantage](#) or the IBM Distributed Software Price book at: https://www.developer.ibm.com/partnerworld/mem/sell/sel_ppc.html

Platforms

Platform	Server	Client
IBM iSeries™ (AS/400®)	X	
IBM pSeries® (AIX®)	X	
Sun Solaris	X	
Microsoft Windows® Advanced Server	X	
Microsoft Windows 2003	X	
Microsoft Windows 2000	X	X
Microsoft Windows XP		X
Linux		X
Apple Macintosh OS X Tiger		X

Additional Information / Contacts

- **Lotus Sametime 7** home: www.ibm.com/lotus/sametime
- **Lotus Sametime 7.5 Sales & marketing kit:** http://publib.boulder.ibm.com/tividd/software/saleskits/N930251B91356J32/KEY_36.html