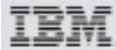


An efficient and productive collaboration using Social Software



Software Group



Welcome to the podcast on IBM's Lotus software brand, in which Christian Achermann will interview IMT Alps Brand Sales Leader Urs Schollenberger.

Christian Achermann: Urs, can you describe your background and your career at IBM?

Urs Schollenberger: I have a background in business administration. I started my career by training as a bank clerk and went on to work in sales and marketing at Eastman Kodak. After two years as a product manager in the area of digital imaging at Danka Imaging Service in Lausanne, I joined IBM in 1999 as a software account manager in the public relations and communications sector, a position now known as coverage sales representative. After doing this job for three years, I had the opportunity to take on a four-year assignment in IBM's Software Pricing department in Paris, where I was the Program Manager for the whole of Europe. In 2006, I took over the position of sales manager of the Lotus and PLM Team here in Switzerland, and I have been managing the same area in Austria as well since January 1, 2009.

Christian Achermann: What business areas does Lotus support?

Urs Schollenberger: Lotus focuses on collaborative and communicative business. It's mission statement is very clear: "Empowering people to be more effective, responsive and innovative in the context of the work they do". The employee, or end user, and his/her knowledge are the key components of the software and tools that IBM offers to employees. Communication and collaboration promote the exchange of knowledge between employees and those using this tool.

Christian Achermann: Can you give a brief overview of the core functions of IBM Lotus software?

Urs Schollenberger: Its core functions are broken down into five main groups:

- The well-known e-mail messaging function
- A chat function, whereby Lotus Sametime is used for real-time communication
- The sharing of documents in a team
- New functions: the networking of expert knowledge with well-known social networking platforms that are popular with consumers such as Facebook, LinkedIn or Xing, and a single point of access, that is a portal version, to access individual tools, information and information components in an enterprise.

Christian Achermann: Collaborative software accelerates innovation. Can you comment briefly on this statement, in light of the increasing role played by information sharing?

Urs Schollenberger: Studies show that 5% of corporate knowledge is made up of structured data, and 15% of unstructured data. This means that 80% of corporate data exists in employees' heads. We must therefore ask ourselves how we can tap into and use this knowledge. We need a platform of suitable technologies to draw on this knowledge source. Rather than using knowledge management tools, which set out to document the knowledge, it is much more important and effective to gain an overview of employees and the specific knowledge they possess. In this context, we speak of "tagging" the employees in question, where we need to know which person can provide the required information at the right time. When we can successfully connect the platform and the required technology with a suitable corporate culture, we can bring together the right people at the right time outside of the organizational boundaries, and thereby promote innovation.

Christian Achermann: What market trends are pointing the way for the further development of IBM Lotus software?

Urs Schollenberger: The messaging and collaboration market is saturated and is led primarily by a duopoly of Microsoft and IBM. The real-time communication of same time has a comprehensive implementation basis and is used on a wide scale. It will be developed further using the new broadband technology VoIP, whereby real-time communication will be connected with telephony.

One of the main trends is no doubt the new Web 2.0 technology, which is establishing a stronger foothold in companies. It revolves around leveraging the knowledge of your employees. However, young people, and not just the technology itself, is driving this trend. They work in a totally different way to the typewriter age. Young people, or "digital natives", have completely different working methods than previous generations.

Finally a trend towards SaaS is emerging. For example, "pay as you go" is very much in vogue. Certain technologies have now become commodities, and rather than operating a technology themselves, many enterprises want to use them as a software service.

Christian Achermann: Many thanks for your detailed and interesting comments.



© Copyright IBM Corporation 2008 All rights reserved

IBM and the IBM logo are registered trademarks of the International Business Machines Corporation in the USA and/or other countries.

Brand names from other companies/manufacturers will be accredited. You can obtain contract conditions and prices from the IBM offices and the IBM Business Partners. The product information reflects the current stand. The subject and scope of the services are defined exclusively according to the relevant contracts.

The publication on hand is for general information only.