Lotus knows.

Smarter software for a Smarter Planet.

Five ways Lotus Connections can help us work smarter

Stephen Londergan | *Lotus Marketing*

lotusknows.com

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Agenda

- Lotus knows: You never want to forget a face
  - Lotus Connections Profiles
- Lotus knows the buzz
  - Lotus Connections Status Updates or Micro-blogging
- Lotus knows what's on your whiteboard
  - Lotus Connections Wikis
- Lotus knows where you are with that task
  - Lotus Connections Activities
- Lotus knows you hate mail jail
  - Lotus Connections Files
-

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...you never want to forget a face

- **What is Lotus Connections Profiles?**
  - See their picture, “About Me,” tags, recent posts
  - View tags and tag people
  - Invite people to your network and keep up with them
  - Add-on widgets: LinkedIn, Report to chain...
  - BluePages on steroids?

- **What is the Business value?**
  - Locates experts quickly
  - Keeps track of people in the organization
  - Utilizes dynamic vs static resumes

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Lotus knows.

Smarter software for a Smarter Planet.

Lotus. Connections | Home | Profiles | Communities | Blogs | Bookmarks | Activities | Files | Wikis | English ▼ | Martha J. Mealy | Help | Support Forum | Log Out

Profiles Home | My Profile | Edit My Profile | Profiles by Name | Search

Martha J. Mealy

Updating Software Sales Workplace with descriptions of the new Q4 plays.

Today 8:12 PM clear

What are you working on right now?

Martha J. Mealy

Market Segment Manager - Social Software, IBM Mashup Center
IBM employee, Regular
IBM Software Group, WPLC
BEAVERTON, OR, United States
1-720-342-1079
mealym@us.ibm.com

Send e-mail | Download vCard

Local Time: 8:11 PM

Contact Information

About Me

I am currently a market segment manager for Lotus Connections, Quickr and IBM Mashup Center. As a marketing manager for Social Software (Lotus Connections and Quickr) and Enterprise Mashups, I am responsible for the planning and guidance of marketing activities world-wide to maintain a vibrant awareness and healthy pipeline for these products. I live in Portland, Oregon.

Background

I have worked at IBM for 8 years all within the Lotus brand. I have held both marketing and product management positions. I have a background in education, having taught middle school and high school math and science and in that capacity became interested in instructional technology.

The Board

Recent Posts

Communities | Bookmarks | Blogs | Activities | Files

Lotus Social Software Community
created by: Gia Lyons | May 2 2007 updated by: Karl E. Lawall | Today 2:06 PM

Social Software Marketing
created by: Martha J. Mealy | Jun 10 updated by: Karl E. Lawall | Today 2:06 PM

OTTO (Other Than Traditional Office) employees
created by: Jayne L. nanavaty-dahl | Oct 20 2008 updated by: Balazs K. Kalman | Today 1:53 PM

Tags

My tags for this profile:

- connections
- lotus
- marketing
- web2.0

Tagged by 2 people

connections	2
lotus	2
lotus-connections	1
marketing	2
web2.0	1

View as cloud | list

Report to chain

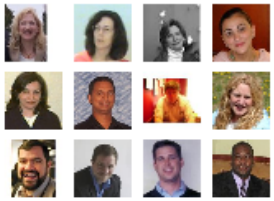
- KRISTEN LAURIA
  - James McGee Jr
    - Karyn S. Thompson-Panos
      - Martha J. Mealy

Full report-to chain

Same manager

Network

1 new invitation



Show all (25)

My Links

There are no links yet for this profile.

[Add link]

LinkedIn

Current Job Experience

- GTM Marketing Manager - IBM
- Marketing - Lotus Development

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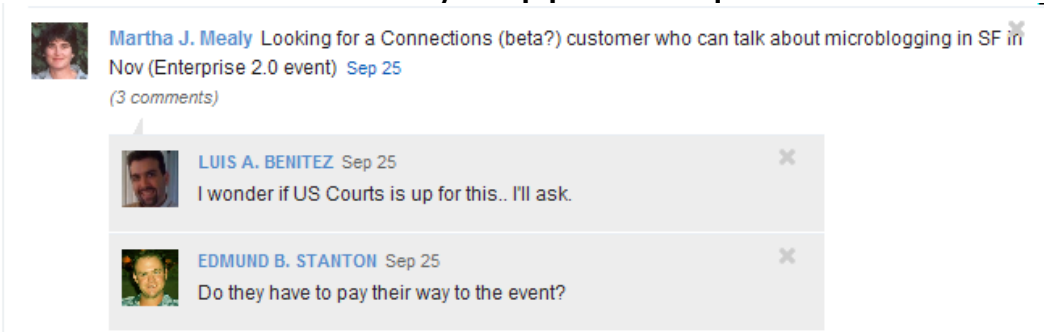
IBM

Martha J. Mealy
Updating Software Sales Workplace with descriptions of the new Q4 plays.
Today 8:12 PM clear
What are you working on right now?

... the buzz

- **What is micro-blogging?**
  - Relative of Twitter, Facebook status, Yammer
  - Share what your doing and gain instant feedback
  - See what others are doing in your network or entire organization

- **What is the business value?**
  - Quickly extends your work & presence into the entire community
  - Instant community support to questions



  - Creates continuous conversation amongst organization

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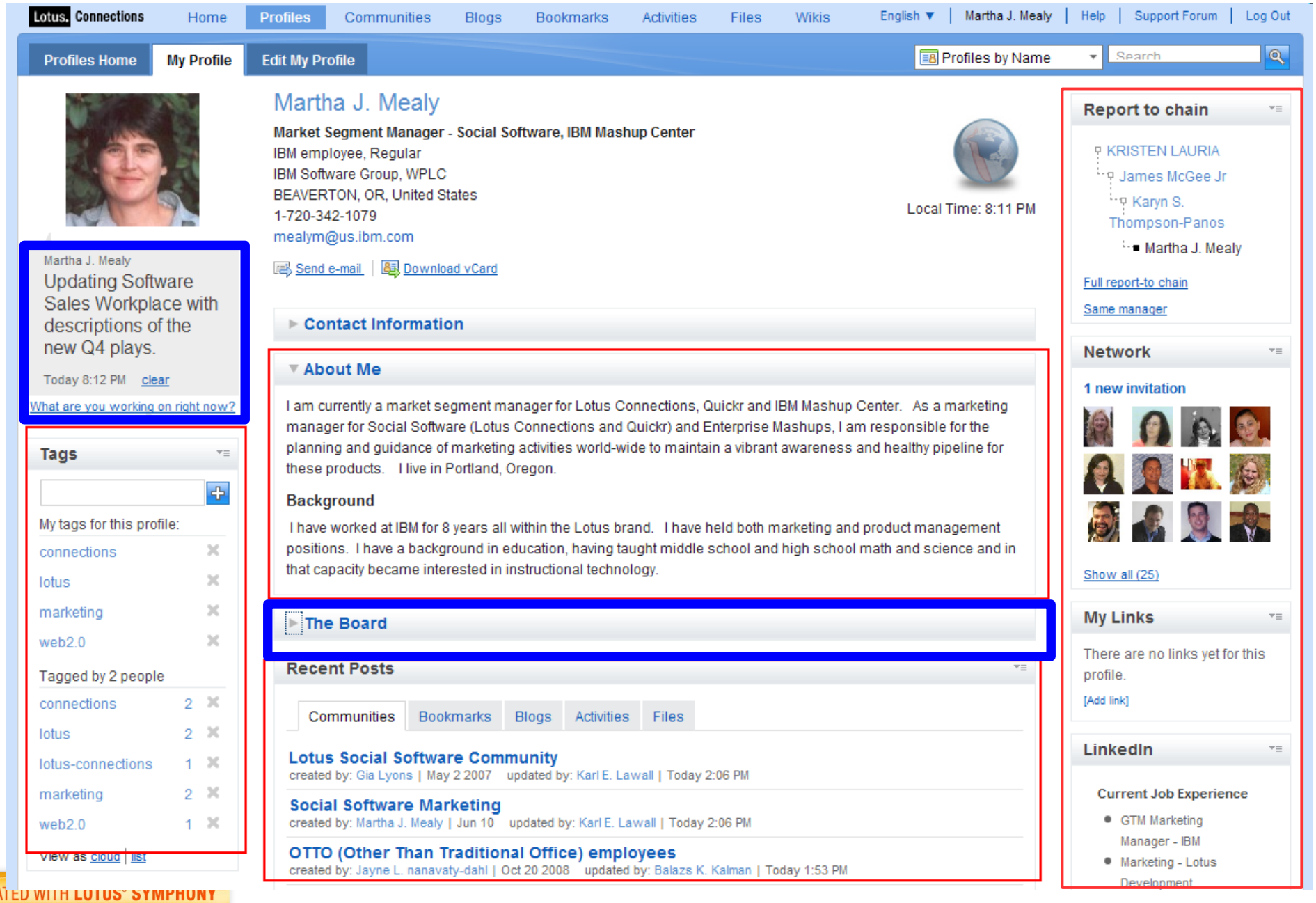
Lotus knows.

Smarter software for a Smarter Planet.



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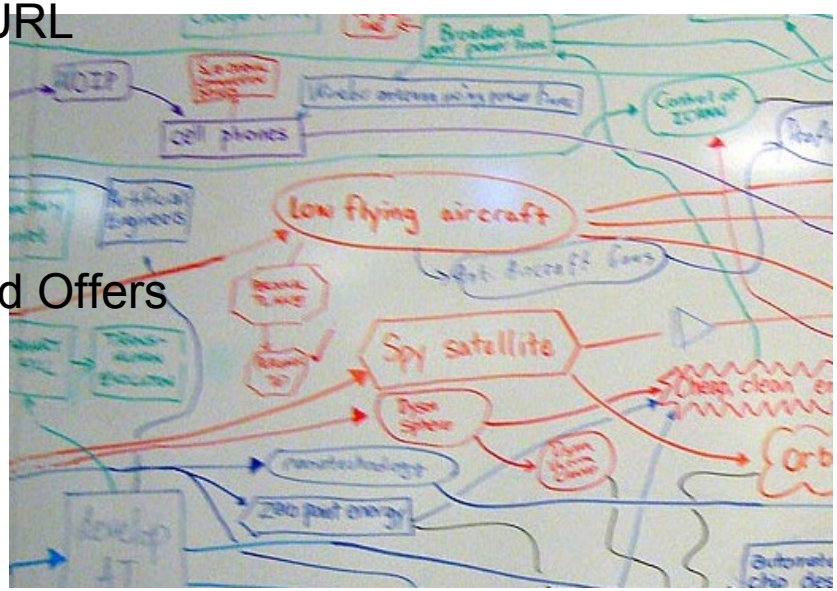
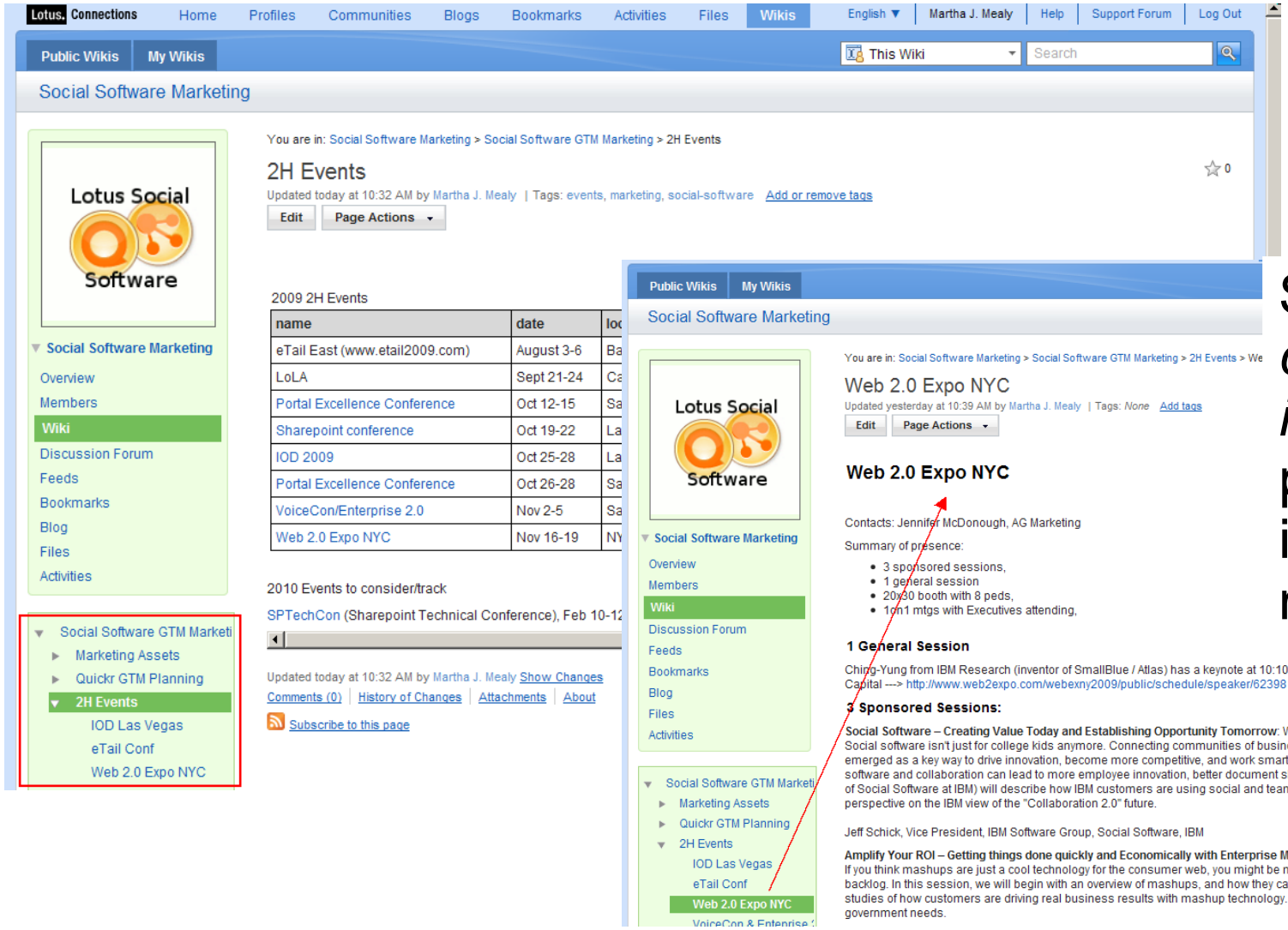
...what's on your whiteboard

- **What's a Wiki?**
  - Easy publishing of information for the broad community
  - Update documents online, share the URL
  - Tag and recommend them
  - Examples for you to explore
    - WPLC Snapshot
    - WPLC Promotions, Trials and Offers
    - WPLC Launch in a Box

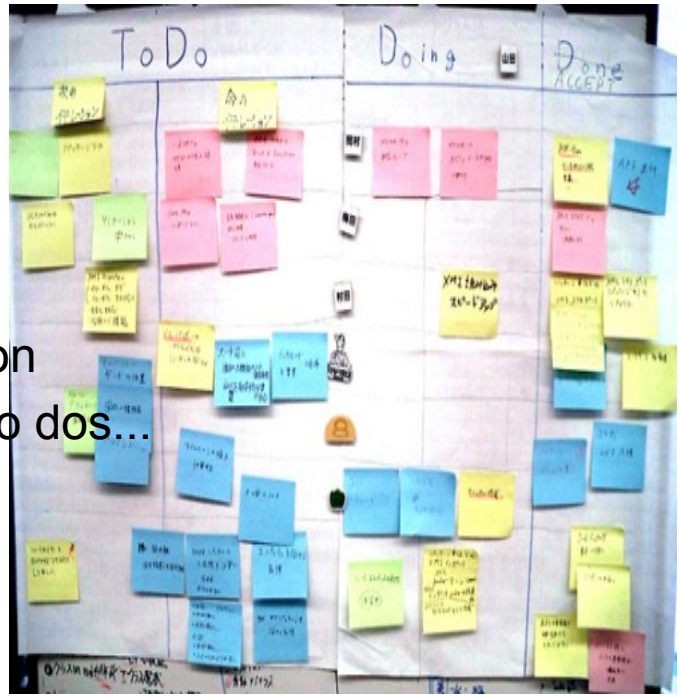


- **What is the Business value?**
  - Smaller inbox & data storage savings
  - Easier contribution from Business community
  - Re-usage of shared information
  - Stay out of Mail Jail?
    - Fat attachments & Team Rooms; JUST SAY NO



Share the *most current information* lots of people need, no interruptions, no reformatting

...where you are with that task



- **Lotus Connections Activities**
  - Dynamically manage tasks
  - Add content to coordinate tasks in one location
    - ST chats, files, emails, comments, to dos...
  - Easily tag and share
  - Capture activity with a template for reuse

- **What is the Business value?**
  - Incredibly flexible task and information management
  - Simple ad-hoc communication within or across departments
  - Easily capture & share small project status

  - Don't get lost in an email thread, coordinate with an Activity!

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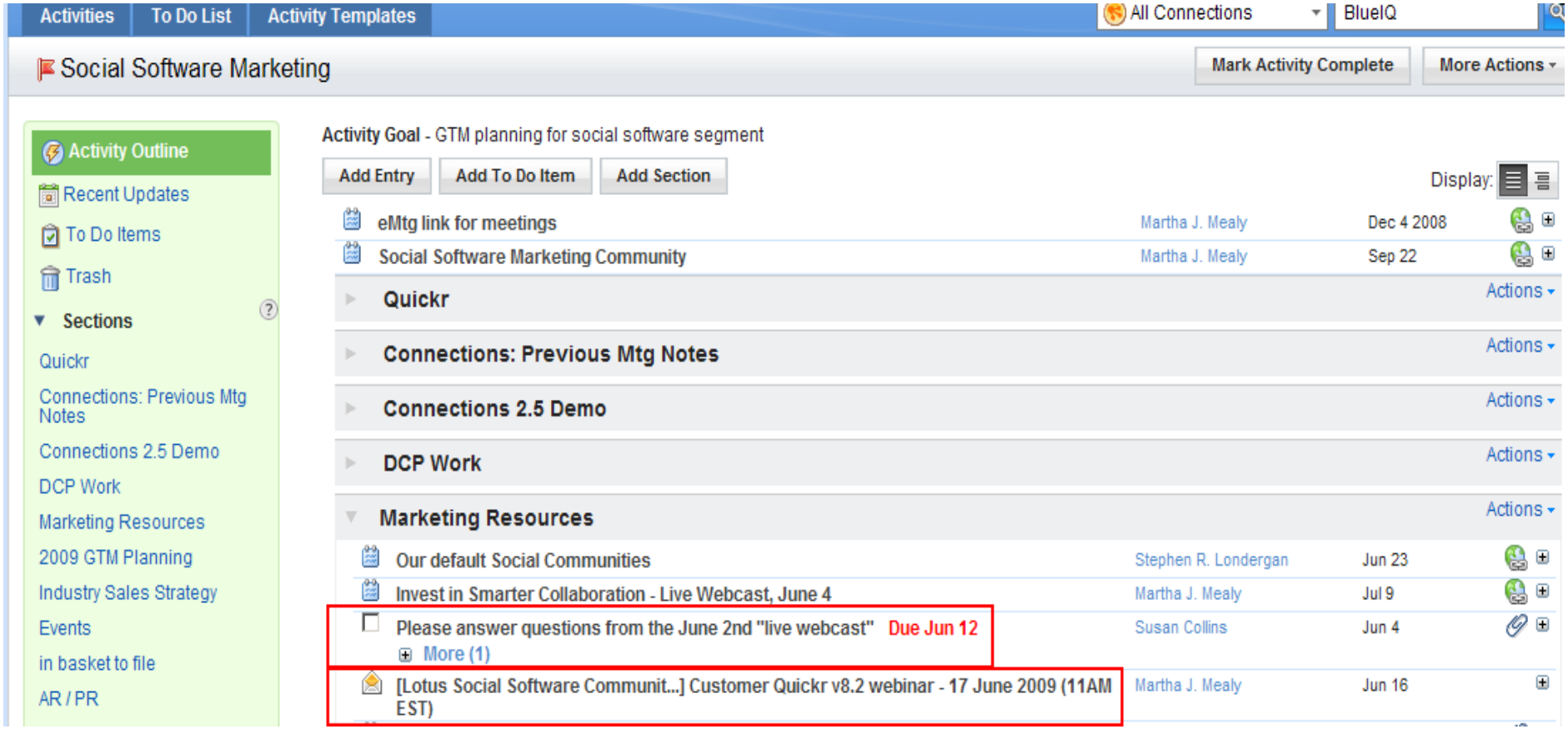

- - Incredibly flexible task and information management
    - One place for emails and chats as well as documents
    - Checkout the Connections Notes plugin

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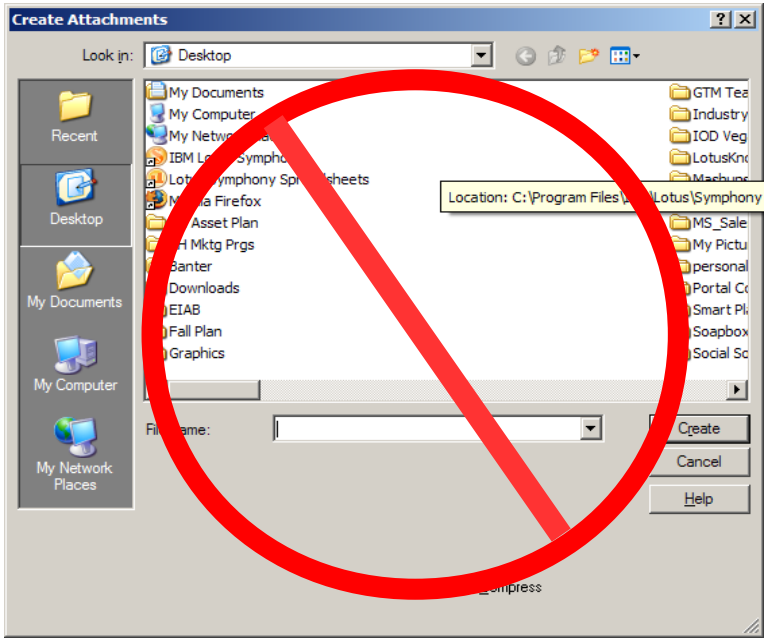
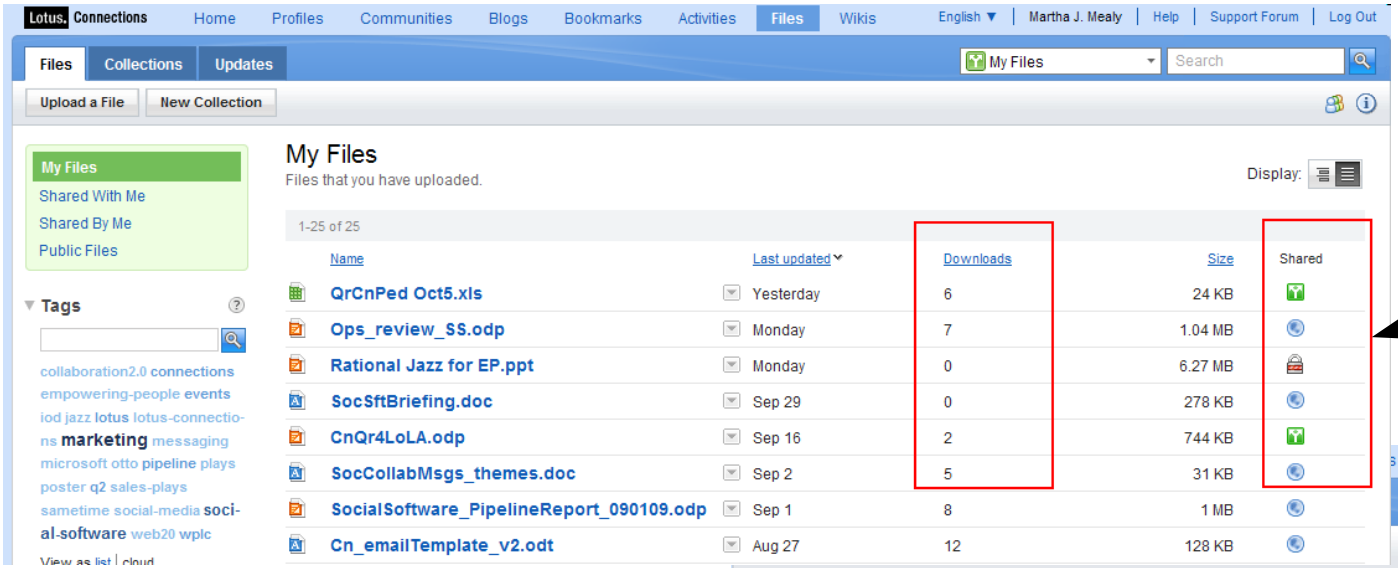
...you hate mail jail

- **What is Lotus Connections Files?**
  - Post files online
  - Tag and describe them
  - Share with others, see who downloaded
  - Get notified of version changes



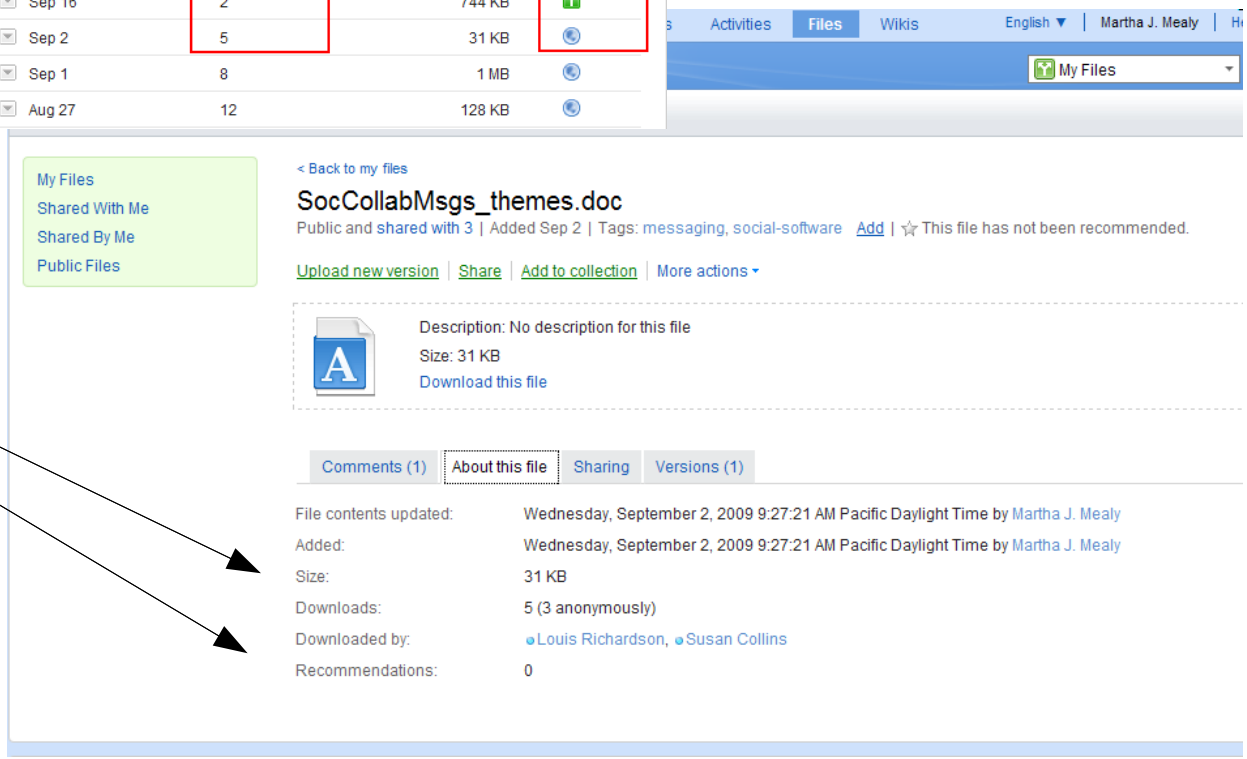
- **What is the business value?**
  - Smaller inbox
  - Data storage savings
  - Re-usage of shared information

  - Don’t attach files to emails, send a link to Connections Files!

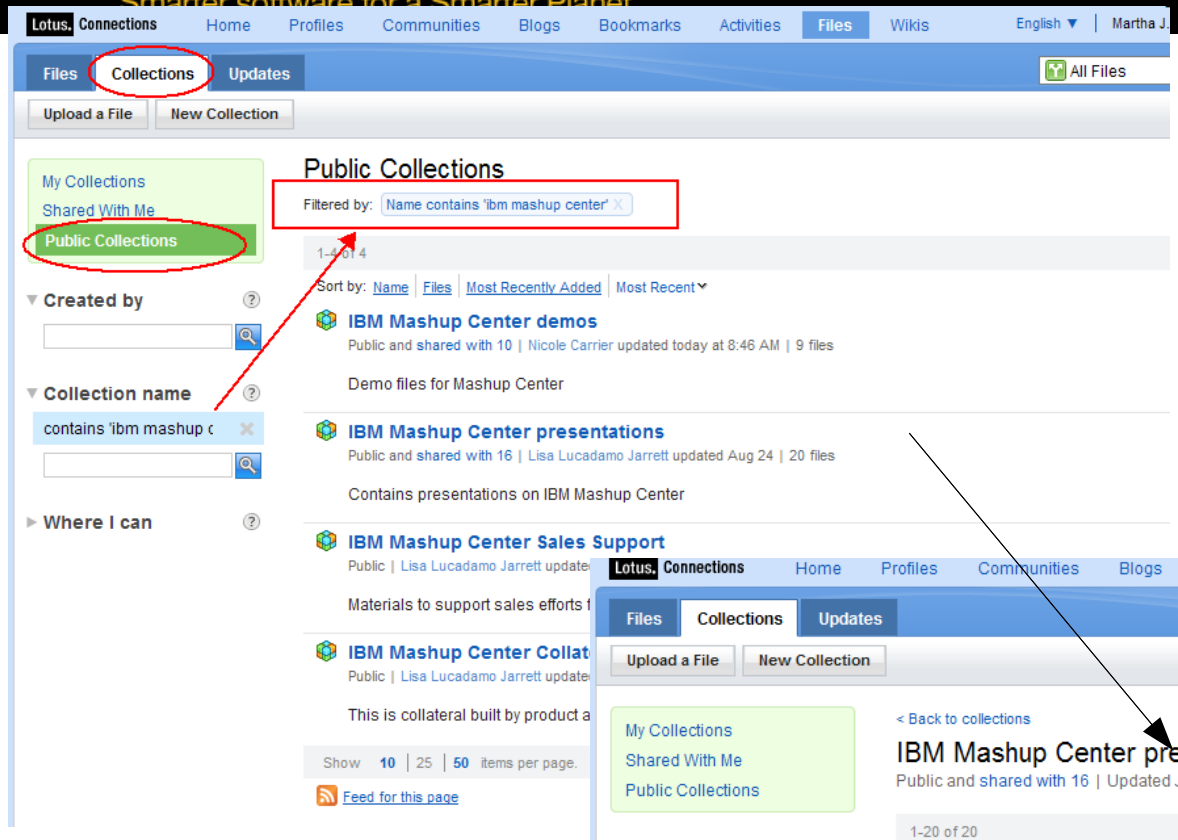


Control access

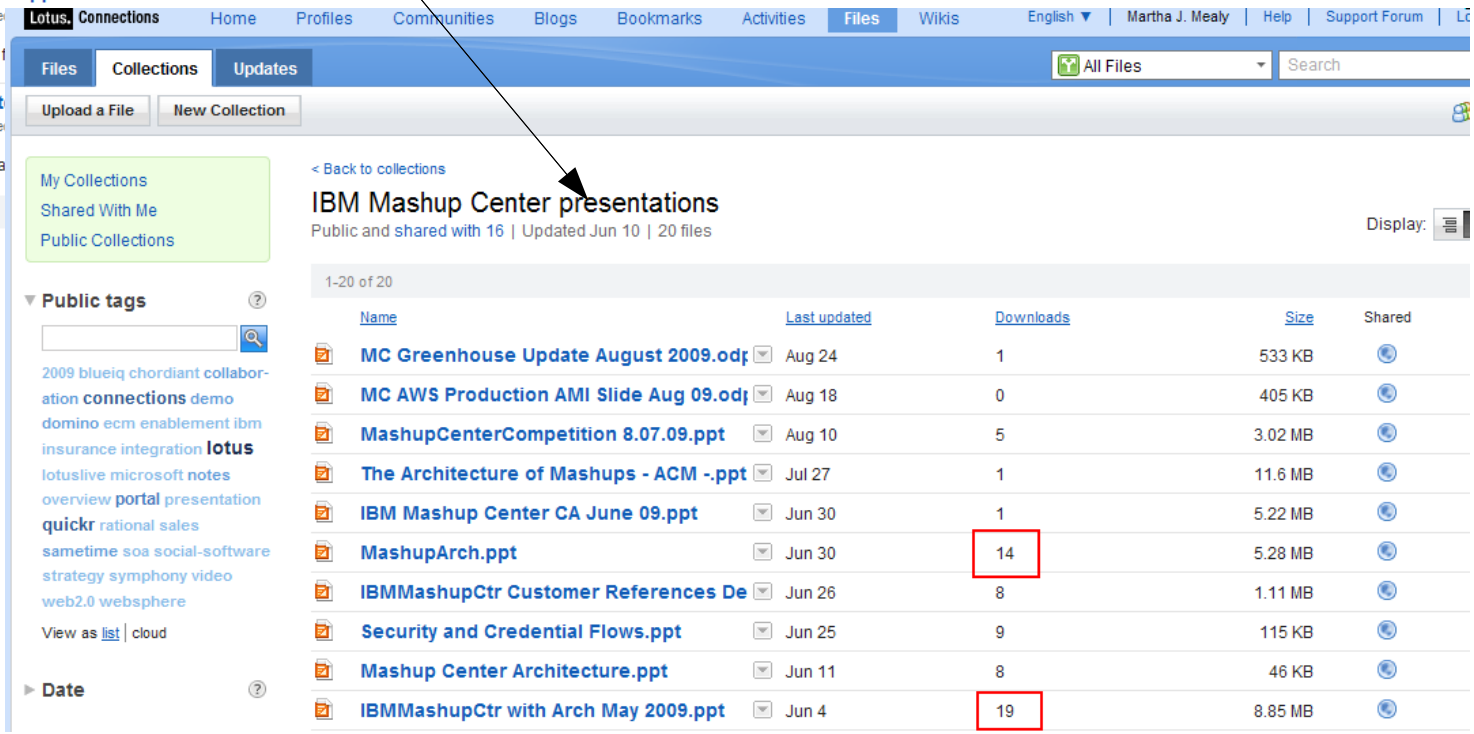
View downloads



Tools for tracking the audience and value



- Public Collections
- Sharing in more organized fashion
- Track the value
  (what information is needed?)



But wait! There's more...

Lotus knows where that bookmark is
Lotus knows how to find that special someone
Lotus knows the community to reach out to
Lotus knows how to blog to get the word out
Lotus knows how to plug-in to Notes, ST, Symphony...

Watch the Social Software Marketing Community for more information...

Resources

Using IBM Lotus Connections 2.5 Tutorial

Lotus Connections 2.5 on YouTube

Internal Communities

- Social Software Community
- BlueIQ Community
- Connections Developer Community

External Communities

- Collaboration Soapbox Community and Blog
- Lotus Greenhouse

-

QUESTIONS?

Agenda

- First agenda topic goes here
- Second agenda topic goes here
- Third agenda topic goes here

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Sample text slide with bullets

- Lorem ipsum dolor
  - Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
  - Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
  - Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum
- Lorem ipsum dolor
  - Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi
  - Duis aute irure dolor in reprehenderit in
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