



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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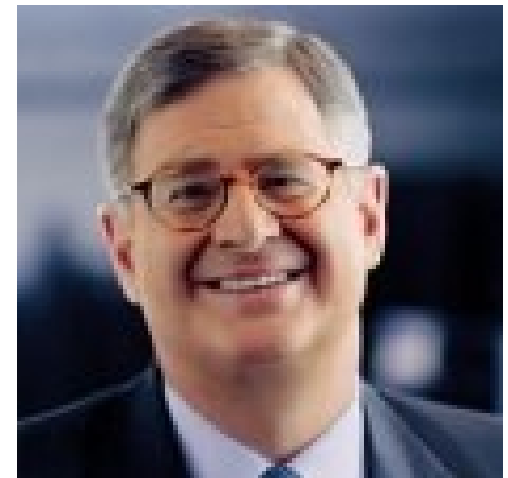
Agenda

- 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
-




...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



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](#)



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?](#)

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](#)

Martha J. Mealy

Market Segment Manager - Social Software, IBM Mashup Center
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IBM Software Group, WPLC
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mealm@us.ibm.com

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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

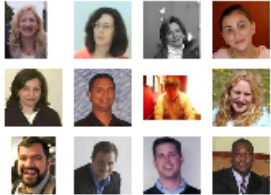
Report to chain

- 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



... 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



Martha J. Mealy

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Today 8:12 PM [clear](#)

[What are you working on right now?](#)



Martha J. Mealy Looking for a Connections (beta?) customer who can talk about microblogging in SF in

Nov (Enterprise 2.0 event) Sep 25

(3 comments)



LUIS A. BENITEZ Sep 25

I wonder if US Courts is up for this.. I'll ask.



EDMUND B. STANTON Sep 25


Do they have to pay their way to the event?



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Profiles by Name



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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](#)

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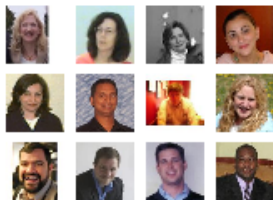
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[Full report-to chain](#)
[Same manager](#)

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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

- **What's a Wiki?**

- [illegible]

- Smaller inbox & data storage savings
- Easier contribution from Business community
- Re-usage of shared information
- Stay out of Mail Jail?

- 
 CREATED WITH **LOTUS® SYMPHONY™**

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Smarter software for a Smarter Planet.

The screenshot displays the Lotus Social Software Wiki interface. The top navigation bar includes links for Connections, Home, Profiles, Communities, Blogs, Bookmarks, Activities, Files, Wikis, English, Martha J. Mealy, Help, Support Forum, and Log Out. Below this, there are tabs for Public Wikis and My Wikis, and a search bar labeled 'This Wiki'.

The main content area is titled 'Social Software Marketing' and shows a breadcrumb trail: 'You are in: Social Software Marketing > Social Software GTM Marketing > 2H Events'. The page title is '2H Events', updated today at 10:32 AM by Martha J. Mealy, with tags: events, marketing, social-software. There are buttons for 'Edit' and 'Page Actions'.

A table lists '2009 2H Events':

name	date	loc
eTail East (www.etail2009.com)	August 3-6	Ba
LoLA	Sept 21-24	Ca
Portal Excellence Conference	Oct 12-15	Sa
Sharepoint conference	Oct 19-22	La
IOD 2009	Oct 25-28	La
Portal Excellence Conference	Oct 26-28	Sa
VoiceCon/Enterprise 2.0	Nov 2-5	Sa
Web 2.0 Expo NYC	Nov 16-19	NY

Below the table, it says '2010 Events to consider/track' and lists 'SPTechCon (Sharepoint Technical Conference), Feb 10-12'. It is updated today at 10:32 AM by Martha J. Mealy, with links for 'Show Changes', 'Comments (0)', 'History of Changes', 'Attachments', and 'About'. There is also a 'Subscribe to this page' link.

A sidebar on the left shows the 'Lotus Social Software' logo and a navigation menu for 'Social Software Marketing' with options: Overview, Members, Wiki (highlighted), Discussion Forum, Feeds, Bookmarks, Blog, Files, and Activities. Below this, there is a section for 'Social Software GTM Marketi' with sub-items: Marketing Assets, Quickr GTM Planning, 2H Events (highlighted), IOD Las Vegas, eTail Conf, and Web 2.0 Expo NYC.

A second, smaller screenshot is overlaid on the right, showing a detailed view of the 'Web 2.0 Expo NYC' page. It includes the same navigation bar and sidebar. The page title is 'Web 2.0 Expo NYC', updated yesterday at 10:39 AM by Martha J. Mealy, with tags: None. It has 'Edit' and 'Page Actions' buttons.

The content of the 'Web 2.0 Expo NYC' page includes:

- Contacts: Jennifer McDonough, AG Marketing
- Summary of presence:
 - 3 sponsored sessions,
 - 1 general session
 - 20x30 booth with 8 peds,
 - 1on1 mtgs with Executives attending,
- 1 General Session**

Ching-Yung from IBM Research (inventor of SmallBlue / Atlas) has a keynote at 10:10am Thursday, 11/19/2009: What's a Friend Worth? - Knowing Your Social Capital --> <http://www.web2expo.com/webexny2009/public/schedule/speaker/62398>
- 3 Sponsored Sessions:**

Social Software – Creating Value Today and Establishing Opportunity Tomorrow: Wednesday, Nov 18, 11:10 - 12:00 pm Room: 1A 04/05
Social software isn't just for college kids anymore. Connecting communities of business people – colleagues, customers, and business partners – has emerged as a key way to drive innovation, become more competitive, and work smarter. IBM and IBM customers are leading the charge to show how social software and collaboration can lead to more employee innovation, better document sharing, and closer customer relationships. In this session, Jeff Schick (VP of Social Software at IBM) will describe how IBM customers are using social and team collaboration software to work smarter. Jeff will also share his perspective on the IBM view of the "Collaboration 2.0" future.

Jeff Schick, Vice President, IBM Software Group, Social Software, IBM

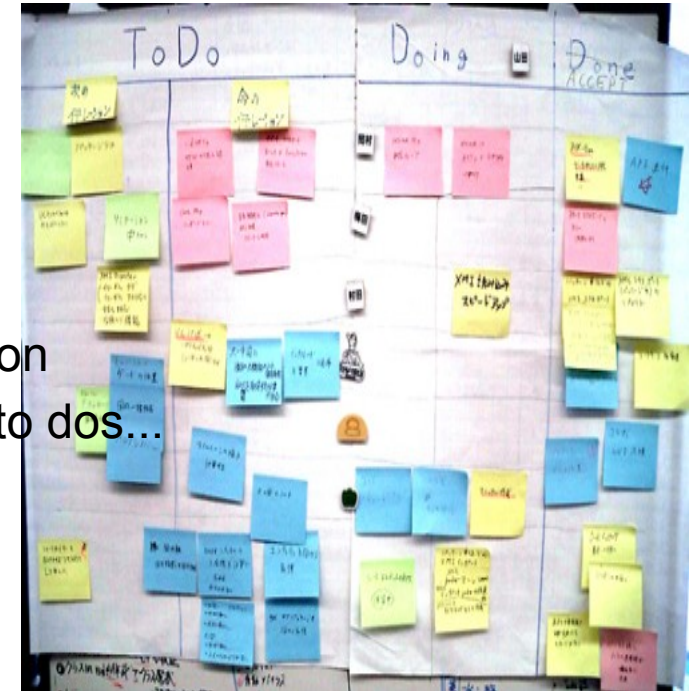
Amplify Your ROI – Getting things done quickly and Economically with Enterprise Mashups: Wednesday, Nov 18, 3:30pm - 4:20pm Room 1A 01/02
If you think mashups are just a cool technology for the consumer web, you might be missing out on a real opportunity to lower development costs and reduce IT backlog. In this session, we will begin with an overview of mashups, and how they can help organizations be more productive and agile. Next, will discuss case studies of how customers are driving real business results with mashup technology. Finally, we will show live a few mashups that solve business and government needs.

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!**

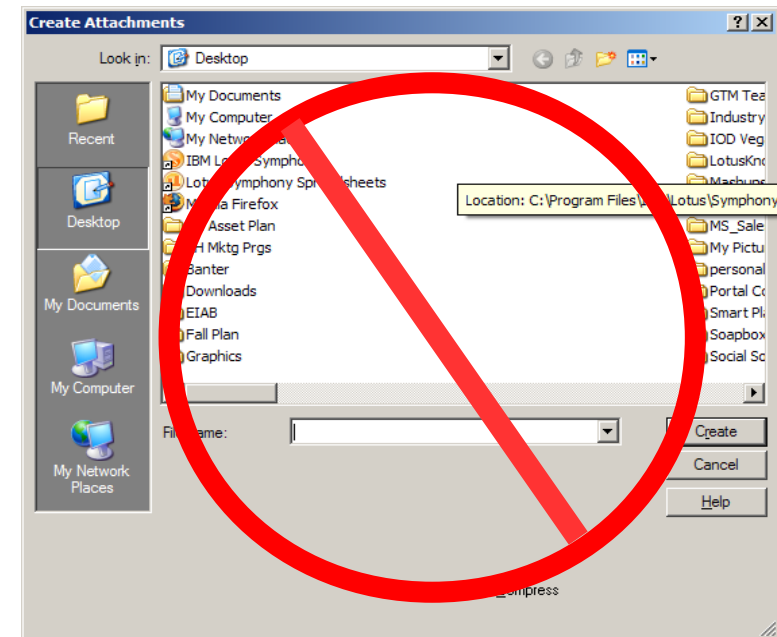
The screenshot shows the Lotus Symphony Social Software Marketing interface. The top navigation bar includes 'Activities', 'To Do List', and 'Activity Templates'. The main header area shows 'Social Software Marketing' with buttons for 'Mark Activity Complete' and 'More Actions'. The left sidebar contains a navigation menu with 'Activity Outline', 'Recent Updates', 'To Do Items', 'Trash', and a 'Sections' list including 'Quickr', 'Connections: Previous Mtg Notes', 'Connections 2.5 Demo', 'DCP Work', 'Marketing Resources', '2009 GTM Planning', 'Industry Sales Strategy', 'Events', 'in basket to file', and 'AR / PR'. The main content area displays a list of activities under the heading 'Social Software Marketing'. A red box highlights a specific activity: 'Please answer questions from the June 2nd "live webcast" Due Jun 12'.

Activity	Owner	Due Date	Actions
eMtg link for meetings	Martha J. Mealy	Dec 4 2008	Actions
Social Software Marketing Community	Martha J. Mealy	Sep 22	Actions
Quickr			Actions
Connections: Previous Mtg Notes			Actions
Connections 2.5 Demo			Actions
DCP Work			Actions
Marketing Resources			Actions
Our default Social Communities	Stephen R. Londergan	Jun 23	Actions
Invest in Smarter Collaboration - Live Webcast, June 4	Martha J. Mealy	Jul 9	Actions
Please answer questions from the June 2nd "live webcast" Due Jun 12	Susan Collins	Jun 4	Actions
[Lotus Social Software Communit...] Customer Quickr v8.2 webinar - 17 June 2009 (11AM EST)	Martha J. Mealy	Jun 16	Actions

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

...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!



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Name	Last updated	Downloads	Size	Shared
QrCnPed Oct5.xls	Yesterday	6	24 KB	
Ops_review_SS.odp	Monday	7	1.04 MB	
Rational Jazz for EP.ppt	Monday	0	6.27 MB	
SocSftBriefing.doc	Sep 29	0	278 KB	
CnQr4LoLA.odp	Sep 16	2	744 KB	
SocCollabMsgs_themes.doc	Sep 2	5	31 KB	
SocialSoftware_PipelineReport_090109.odp	Sep 1	8	1 MB	
Cn_emailTemplate_v2.odt	Aug 27	12	128 KB	

Control access
View downloads

Tools for tracking
the audience and
value

SocCollabMsgs_themes.doc
Public and shared with 3 | Added Sep 2 | Tags: messaging, social-software | Add | ☆ This file has not been recommended.

[Upload new version](#) | [Share](#) | [Add to collection](#) | [More actions](#)

Description: No description for this file
Size: 31 KB
[Download this file](#)

Comments (1) | **About this file** | **Sharing** | **Versions (1)**

File contents updated: Wednesday, September 2, 2009 9:27:21 AM Pacific Daylight Time by [Martha J. Mealy](#)
Added: Wednesday, September 2, 2009 9:27:21 AM Pacific Daylight Time by [Martha J. Mealy](#)
Size: 31 KB
Downloads: 5 (3 anonymously)
Downloaded by: [Louis Richardson](#), [Susan Collins](#)
Recommendations: 0

Lotus Connections Home Profiles Communities Blogs Bookmarks Activities Files Wikis English Martha J.

Files Collections Updates All Files

Upload a File New Collection

My Collections
Shared With Me
Public Collections

Public Collections

Filtered by: Name contains 'ibm mashup center' X

Sort by: Name Files Most Recently Added Most Recent

Created by

Collection name
contains 'ibm mashup c' X

Where I can

IBM Mashup Center demos
Public and shared with 10 | Nicole Carrier updated today at 8:46 AM | 9 files
Demo files for Mashup Center

IBM Mashup Center presentations
Public and shared with 16 | Lisa Lucadamo Jarrett updated Aug 24 | 20 files
Contains presentations on IBM Mashup Center

IBM Mashup Center Sales Support
Public | Lisa Lucadamo Jarrett updated Aug 24 | 20 files
Materials to support sales efforts for IBM Mashup Center

IBM Mashup Center Collateral
Public | Lisa Lucadamo Jarrett updated Aug 24 | 20 files
This is collateral built by product and sales teams

Show 10 | 25 | 50 items per page.
Feed for this page

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

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

Files Collections Updates All Files Search

Upload a File New Collection

My Collections
Shared With Me
Public Collections

Public tags

2009 blueiq chordiant collabora-
tion connections demo
domino ecm enablement ibm
insurance integration lotus
lotuslive microsoft notes
overview portal presentation
quickr rational sales
sametime soa social-software
strategy symphony video
web2.0 websphere

View as list cloud

Date

< Back to collections

IBM Mashup Center presentations
Public and shared with 16 | Updated Jun 10 | 20 files

Display: [icon]

1-20 of 20

Name	Last updated	Downloads	Size	Shared
MC Greenhouse Update August 2009.odg	Aug 24	1	533 KB	[icon]
MC AWS Production AMI Slide Aug 09.odg	Aug 18	0	405 KB	[icon]
MashupCenterCompetition 8.07.09.ppt	Aug 10	5	3.02 MB	[icon]
The Architecture of Mashups - ACM -.ppt	Jul 27	1	11.6 MB	[icon]
IBM Mashup Center CA June 09.ppt	Jun 30	1	5.22 MB	[icon]
MashupArch.ppt	Jun 30	14	5.28 MB	[icon]
IBMMashupCtr Customer References De	Jun 26	8	1.11 MB	[icon]
Security and Credential Flows.ppt	Jun 25	9	115 KB	[icon]
Mashup Center Architecture.ppt	Jun 11	8	46 KB	[icon]
IBMMashupCtr with Arch May 2009.ppt	Jun 4	19	8.85 MB	[icon]

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



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–

QUESTIONS?



Agenda

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



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
 - Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia
- Lorem ipsum dolor
 - Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

