

Lotusphere Comes To You 2010



Lotus knows.

Smarter software for a Smarter Planet.



Smarter Collaboration: The Integrated Lotus Portfolio

Chetan Yardi

*Asia Pacific Executive – WebSphere
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IBM Asia Pacific*

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Today's workplace is evolving...

Business Factors

*Globalization
Mergers & Acquisitions
Supply Chain Complexity
Risk & Compliance
Eroding Customer Loyalty
Cost Cutting...*



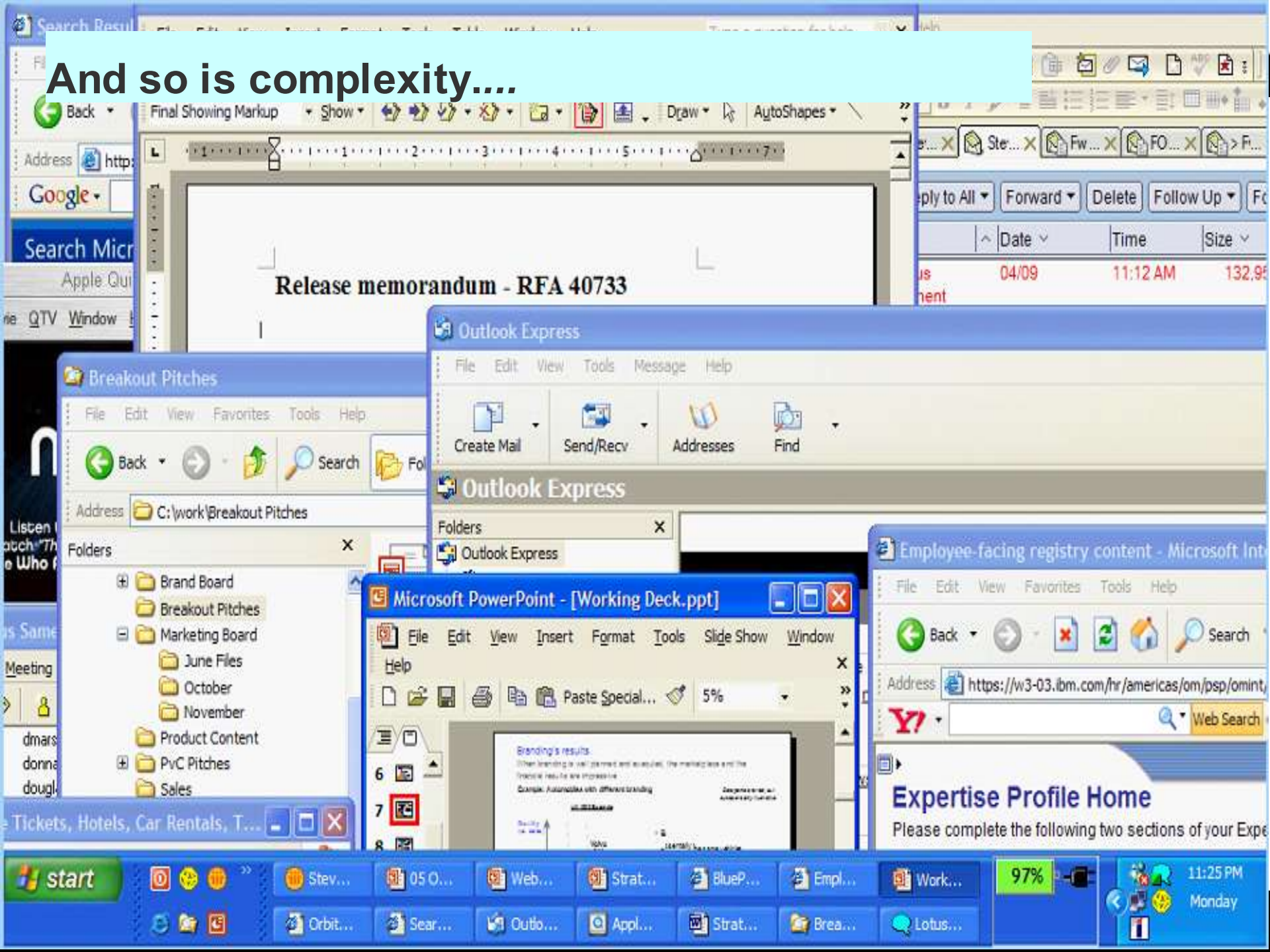
Behavior Factors

*Innovation
Agility
Virtual Workforce
Widely Distributed
Generational Differences
Global Workplace*

Technology Factors

*Bandwidth ubiquity
Inexpensive storage
Mobile devices
SOA*

And so is complexity....



Building a Smarter Planet:

Unlocking the value, passion and expertise of people

It is about people, the work they do, and how others leverage it.



- Improve the strength and speed of making **connections** and depth of relationships
- Enable the right business **processes** with real time collaboration capabilities in context.
- Nurture adaptive and participatory communities
- Provide **new, efficient and cost effective** ways for people to create value.

Lotus Empowers People to Connect, Collaborate, and Innovate to Drive Better Business Outcomes

Connect Collaborate Innovate

- ***Workforce flexibility***
 - Enabling employee mobility
- ***Leveraging expertise***
 - Finding and connecting
- ***Streamlining decision making***
 - Coordinating activities
- ***Communicating with employees as individuals***
 - Aggregation and personalization of content
- ***The right information at the right time..., in context***
 - Tailored applications for niche audiences
- ***Magnifying the value of content***
 - Capturing and repackaging content



Simplicity is the key...

- Inbox
- Drafts
- Sent
- Follow Up
- All Documents
- Junk
- Trash
- Chat History
- Views
- Folders
 - Strategy
 - Personal
- Archive
- Tools
- Other Mail

- Amadou Alain
- Simon Schulz
- Pierre Dumon
- George Bandi
- Anna Bauer
- Heather Reed
- Gail Chao
- Amadou Alain
- Marie Anne Ga
- Jin Wu
- Gail Chao



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Zeta Components Singapore
 Marketing Department
 457 Jalan Ahmad Ibrahim
 Singapore 639933



Local time:
 15:37 | 3:37 PM
[Map this](#)

- Add to Address Book
- Compose Email
- Show Report Chain
- Show Same Manager
- Show Direct Reports



Re: Alpha Mountain opportunity

Simon Schulz To: **Renata Matthesen**
 Cc: **Amy Blank**, **Gail Chao**

13/06/2008 09:47
[Show Details](#)

Renata,

Pierre is the Sales Manager for the Cable transportation division at Zeta and has been working with Alpha Mountain. They are undergoing a rapid expansion and want to improve the facilities for snowboarders and young families. See the growth data below.



- Sametime Commun...
- Day At-A-Glance
- Feeds
- Zeta CRM
- Sales Tracker
- Activities
- Alpha Mountain Grooming
 - Add
 - Display
- To Do List
 - Discovery and qualific...
 - Review requirements
 - Product management
 - Competitor info
- Related Mail & Meetings
 - Re: Alpha Mountain...
- References & Notes
 - Opportunity analysis
 - Proposals
 - Account management
 - Pricing and Contracts
 - Implementation and S...

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The Lotus Business Platform



Universal Access



Messaging



Communicating



Connecting



Integrating

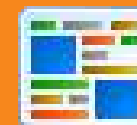
Lotus®

Open Standards Architecture

Business Applications



Information Management



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People are accessing collaborative services in many ways

Collaboration "is" the application



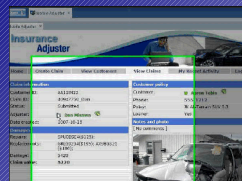
Desktop

Appliance

Web

Mobile

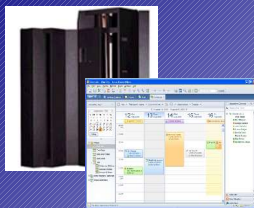
Collaboration "Inside" the app



Middleware

Business Applications

Collaboration as a Service



Hosted



SaaS

Applications & Information

Communication & Collaboration Services



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Solution Delivery Strategy



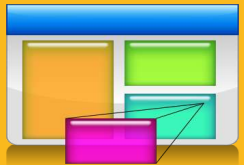
Messaging



Communicating



Connecting



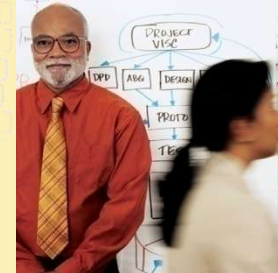
Integrating



**Cloud /
Online**



**On Premise /
Appliance**



Lotus Notes and Domino Platform: How much are you taking advantage of?

Web 2.0



Feeds,
My Widgets,
Live Text



Unified
Communication,
Instant Messaging



E-mail, calendar,
contacts



Personal and
corporate
content/document
library



Documents,
presentations,
spreadsheets



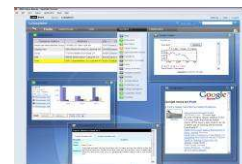
Applications,
Workflow, etc.



xPages Browser
Based Solution



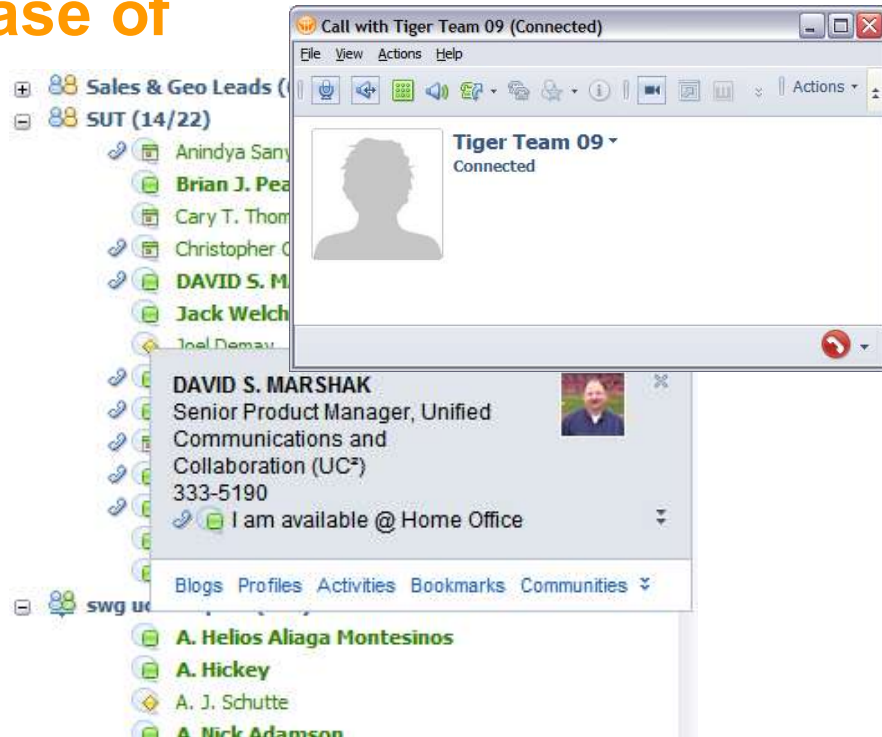
Composite Applications
Business Partner Solutions



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Sametime Unified Telephony - Ease of Use



How would create a conference call?
Is it * # 9 to get out and then 800+ Passcode

Right Click - Call
Drag & Drop - Conference

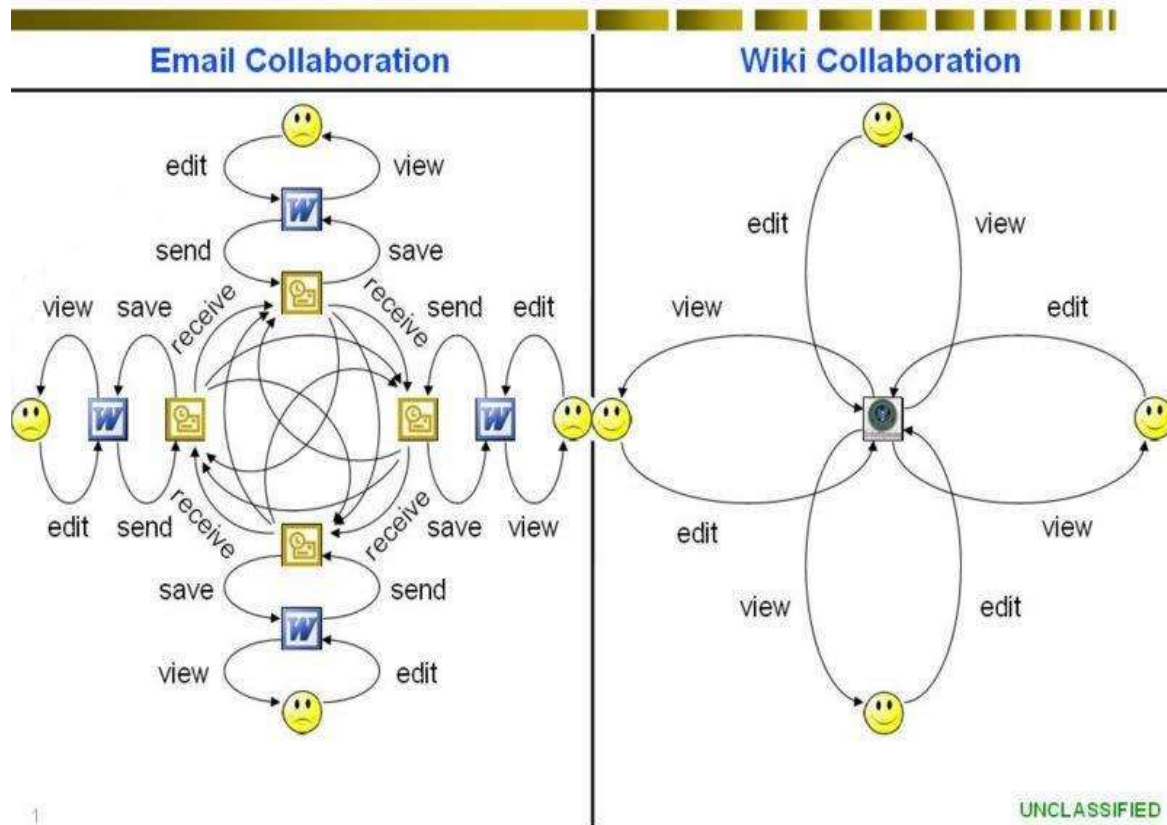
How can I lower my conference call costs?
How can I leverage this when at hotel? At home?
How can I leverage this to lower my cell phone

Smarter Way to Collaborate

- Web 2.0 provides a “Smarter” way to work
- Competitive Advantage vs Microsoft Document centric model
- Lotus Connections provides “Activities” and Social Collaboration tools

UNCLASSIFIED

Email vs. Wiki Collaboration (U)



UNCLASSIFIED

Chris Rasmussen at US National Geospatial Intelligence Agency.

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Power of Social Networks and Web 2.0 – Ready for the Enterprise

facebook

YAHOO! ANSWERS

twitter

LinkedIn

Google labs

Blogger



**Corporate
Social Network Platform**

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IBM®

LotusLive™

CRN names LotusLive one of
The Best Products of 2009

ChannelWeb
Products
of the **Year**



IBM WebSphere Portal 10th Year Anniversary

Market Share Leader: 2001-2008*

2006 SIIA //CODiE// FINALIST

2008 Business TECHNOLOGIST AWARDS 08

2007 SIIA //CODiE// WINNER

2005 intelligent READERS CHOICE AWARDS

2004 Lotus ADVISOR AWARD EDITORS' CHOICE 2005

2004 APEx AWARDS for Lotus e-PRO MAGAZINE WINNER

2003 intelligent enterprise Readers' Choice AWARDS WINNER 2003

2003 TRANSFORM READERS CHOICE 2003

2003 JAVAPRO READERS' CHOICE WINNER

2003 Channel Champions 2003

2009 CRN BEST IN SHOW

2009 ML READERS' CHOICE AWARD

2009 CRN

2009 JAVAPRO READERS' CHOICE WINNER

2009 Yphise AWARD

2009 InfoWorld READERS CHOICE AWARDS 2002

2009 DMReview

2009 WebSphere. ADVISOR GOLD EDITORS' CHOICE 2003

2009 WebSphere. ADVISOR MAGAZINE

2009 intelligent enterprise

2010

Now lets see it in action !



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