

Lotus knows.

Lotusphere Comes To You 2010

Lotus knows we are coming to a city near you.

www.ibm.com/lotus/lcty

Smarter software for a Smarter Planet.

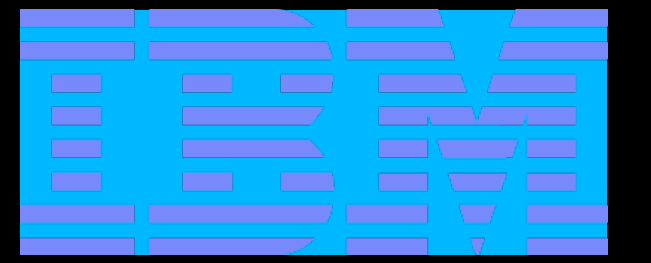


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Director, Worldwide Sales - Collaboration

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Current Market Conditions

Technology
development
accelerated

+

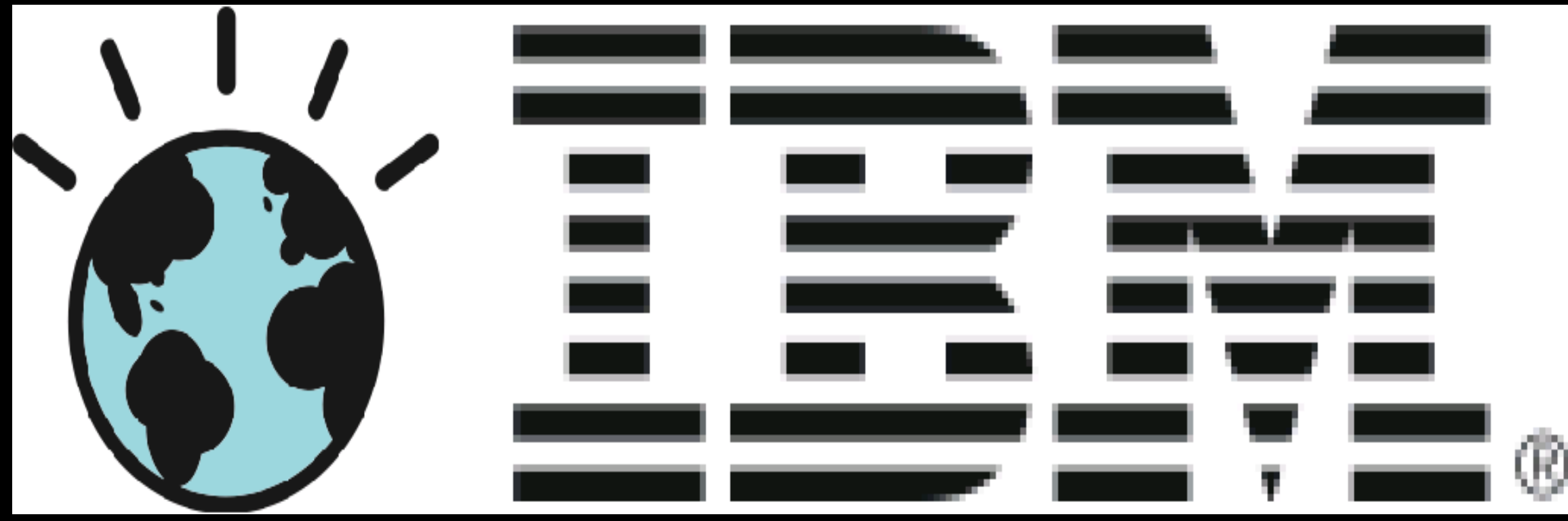
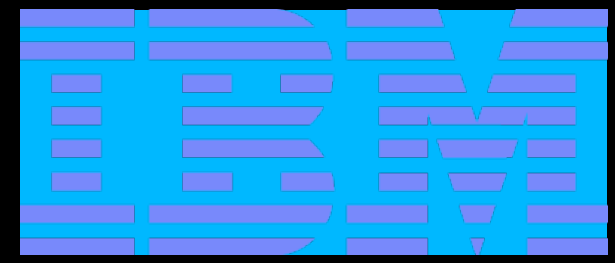
Society and
economic
environments
disrupted

+

Unprecedented
business
challenges

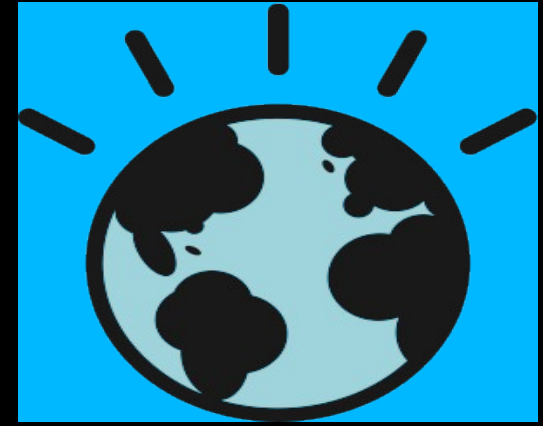
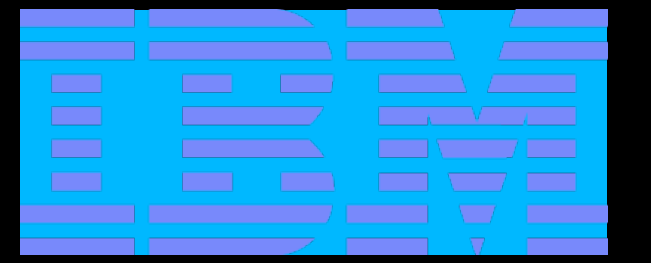
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Transformative opportunity

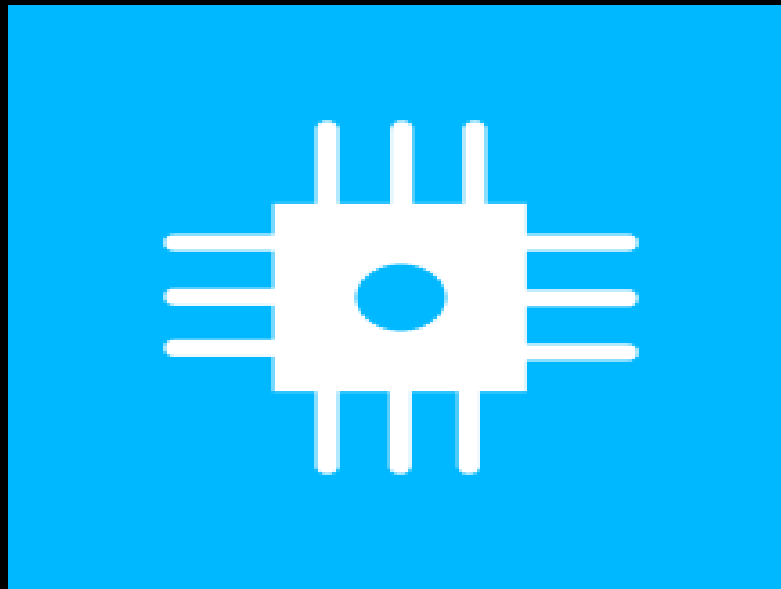


Investing in

research
people
technology



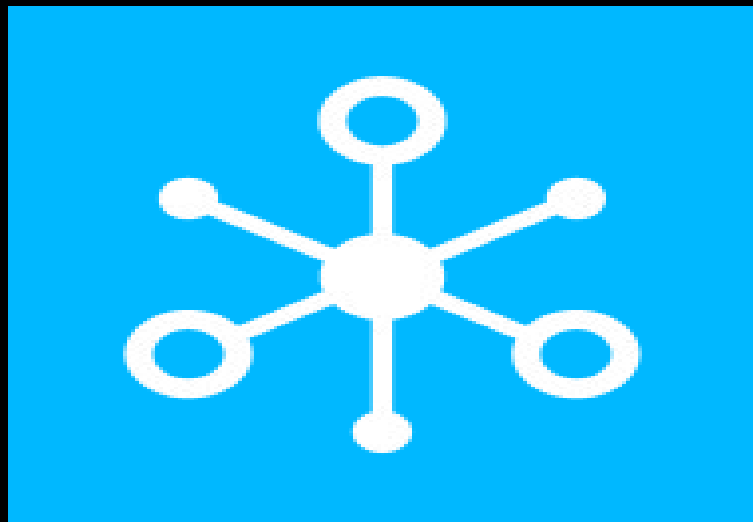
Smarter Planet



Our world is becoming
INSTRUMENTED



30 billion RFID tags... 2010



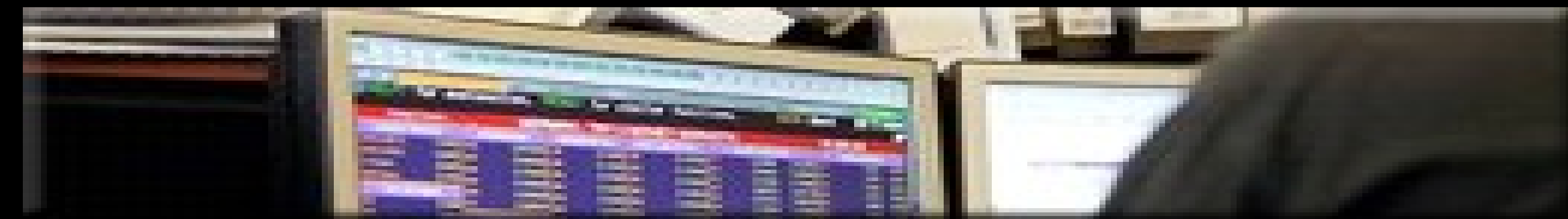
Our world is becoming
INTERCONNECTED



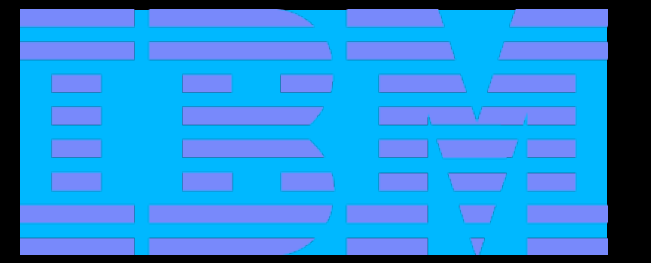
*~2 billion people on the Web... 2011
...a trillion connected objects*



All things becoming
INTELLIGENT



*15 petabytes of new
information generated daily...*

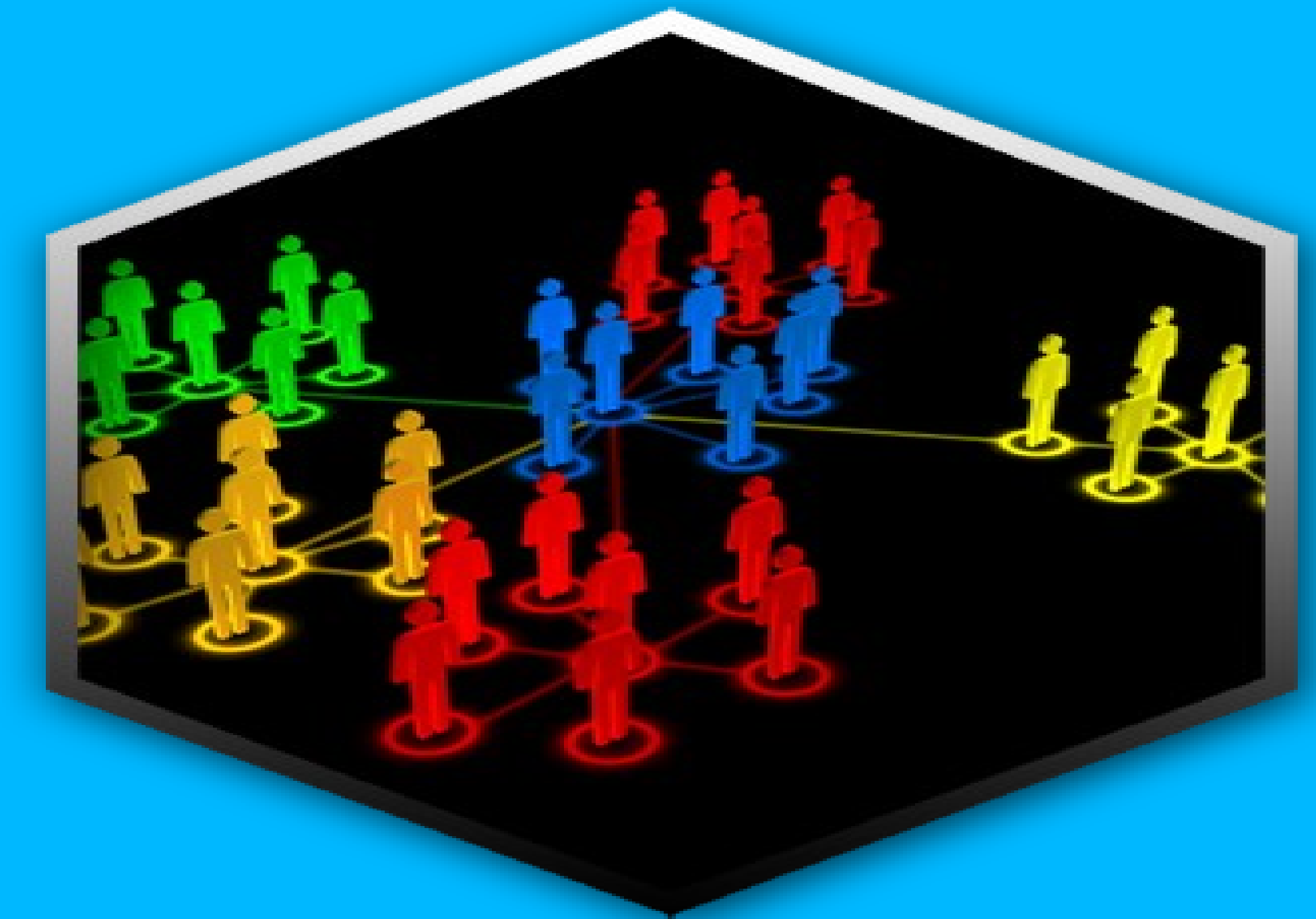


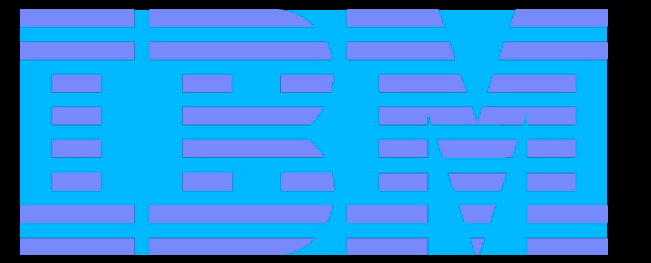
We Need to Work Smarter

2/3 of people know there are colleagues who can help...
they need to know how to find them

42% make decisions with
the wrong input at
least once a week

2 hours per day spent looking for the
right information and expertise





Working smarter means supporting generational styles

Collaboration optimizes business outcomes

- *Global*
- *Secure*
- *Dynamic and organic*
- *Supports generational styles*

Insight & Innovations “Social Generation”

- **Embedded Collaboration and Communication**
- **Social Computing**
- **Mashups**

On Demand Access “Now Generation”

- **Unified Communications and Collaboration**
- **Directories and Profiles**
- **Mobility Solutions**
- **Portals & Team Rooms**

Real-time Communications “Real-time Generation”

- **Instant Messaging and Presence Awareness**
- **Web and Video Conferencing**
- **Web Content**

Baseline Communications “Attachment Generation”

- **Telephony**
- **Email and Calendaring**
- **File Sharing**

Lotus knows.

Lotus Collaboration Software is a core building block enabling clients to work smarter



Gartner: Lotus Notes the future of email

**E-Mail Becomes the Collaboration Console:
The Future of E-Mail Is...Gasp...Lotus Notes?**



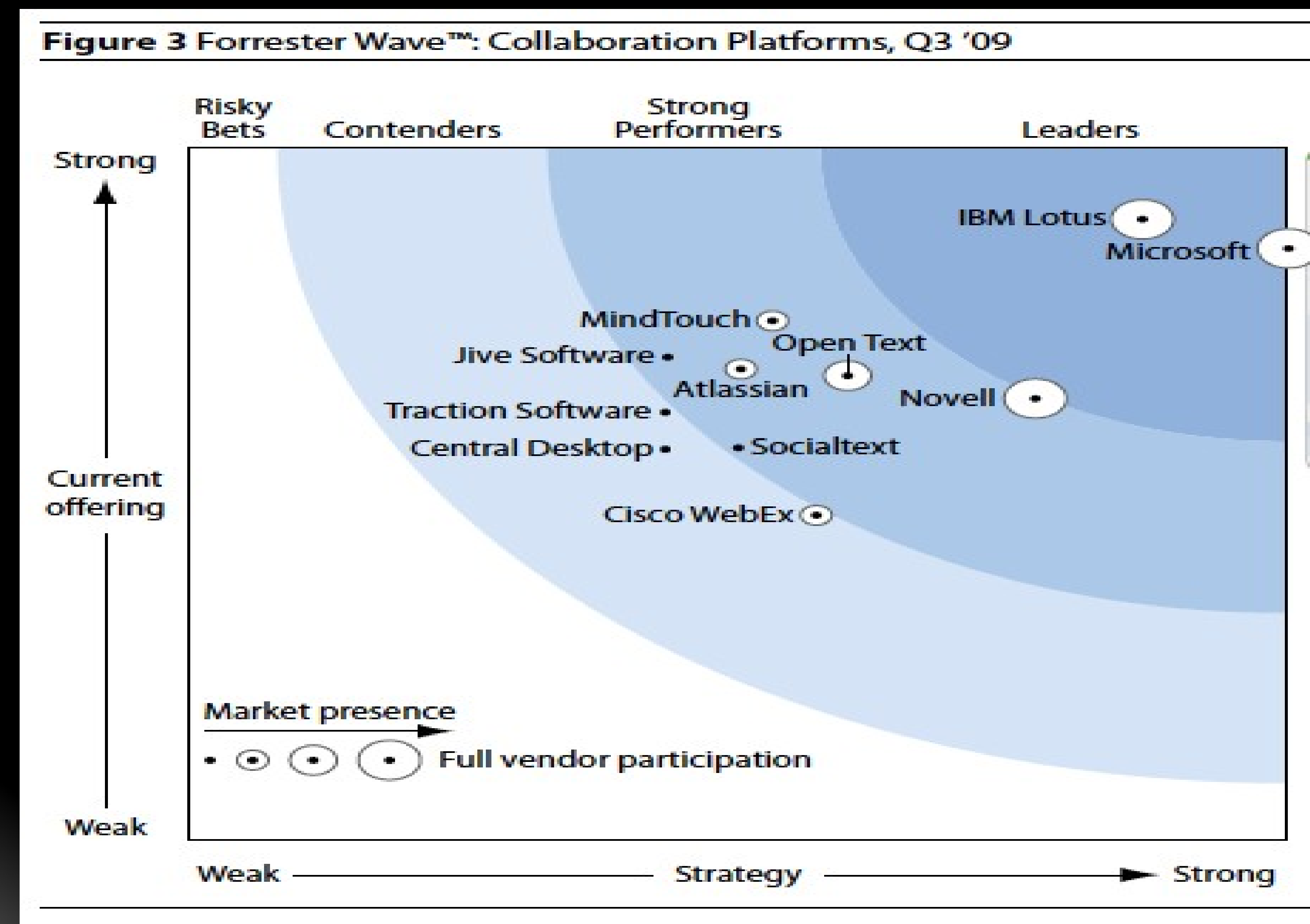
- Eclipse-based
- Sidebar paradigm
- Mashup architecture
- Third-party platform
- Whither Microsoft?

E-mail needs a plug-in architecture to survive generational change.

Gartner.

Analyst Matt Cain's presentation at Gartner's 2009 Portal and Collaboration Conference

Forrester: Lotus portfolio leading



The Forrester Wave™: Collaboration Platforms, Q3 2009 by Rob Koplowitz for Information & Knowledge Management Professionals

Lotus knows.

Our innovative community continues to grow



Lotus knows.

Enterprises around the world are choosing Lotus

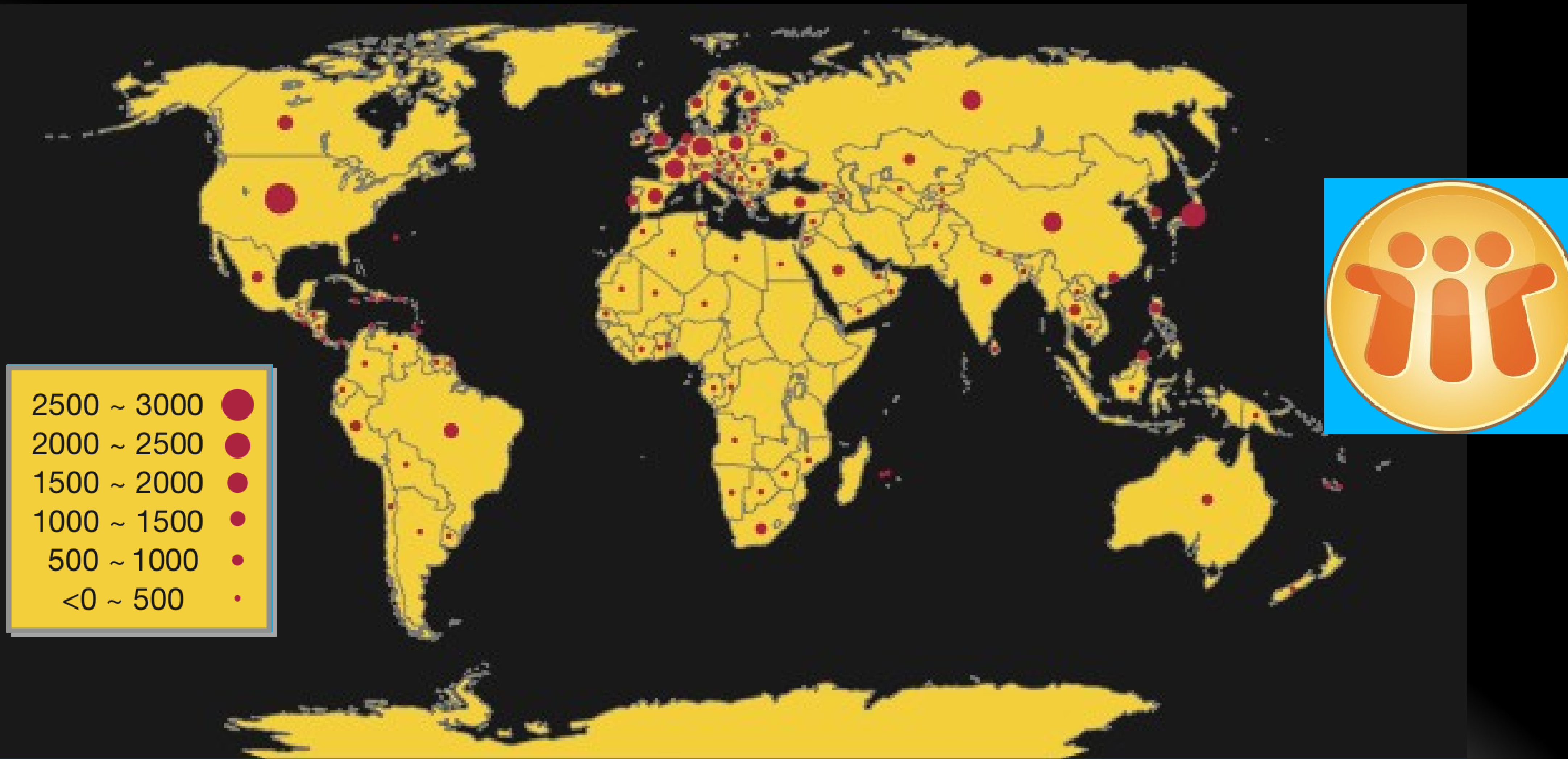


Innovation and Collaboration



Lotus knows.

Building on the strength of our global customer reach



Worldwide
18,378

**New Notes Customers
since Launch of Notes 8**

Lotus knows.

Why many customers have changed their "Outlook"...

Microsoft Exchange customers adding IBM Collaboration



Customers who have made large-scale change from Microsoft to Lotus



Lotus Notes/Domino customer deciding against Microsoft



Market leadership across the portfolio

7M people are using IBM **social collaboration** software

Over 280,000 Lotus developers and over 10 million **IBM Lotus Notes** applications in use today

IBM WebSphere Portal is #1 market share for 8 years running

Over 12 million 'free' **Lotus Symphony** users worldwide....and growing

Over 300 million named **WebSphere Portal** users in top 15 customers alone

LotusLive has over 18 million users and is the largest single cloud engagement to date

More than half of Fortune Global 500 now use **Lotus Notes and Domino**

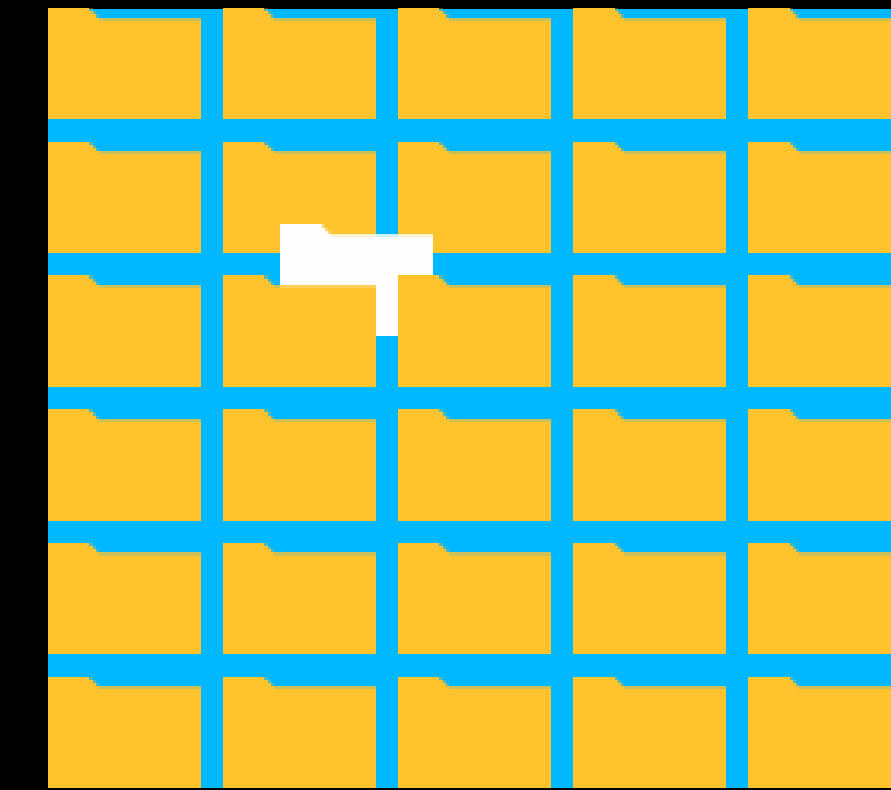
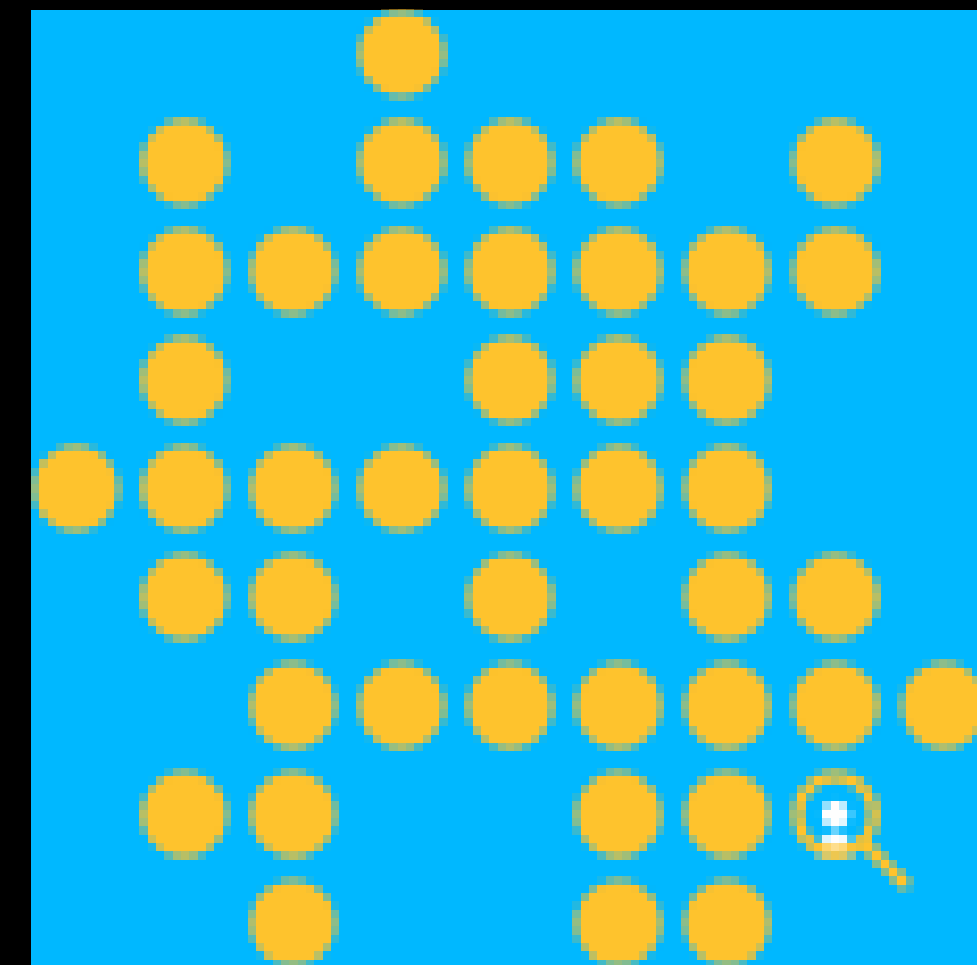
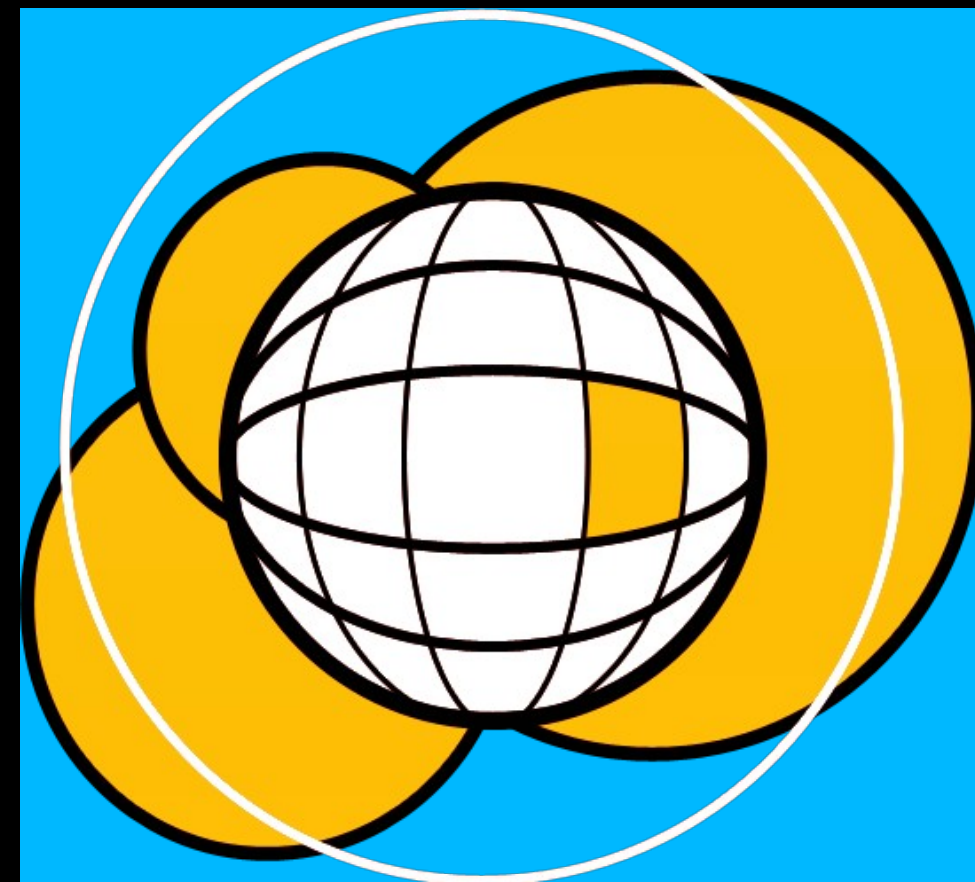
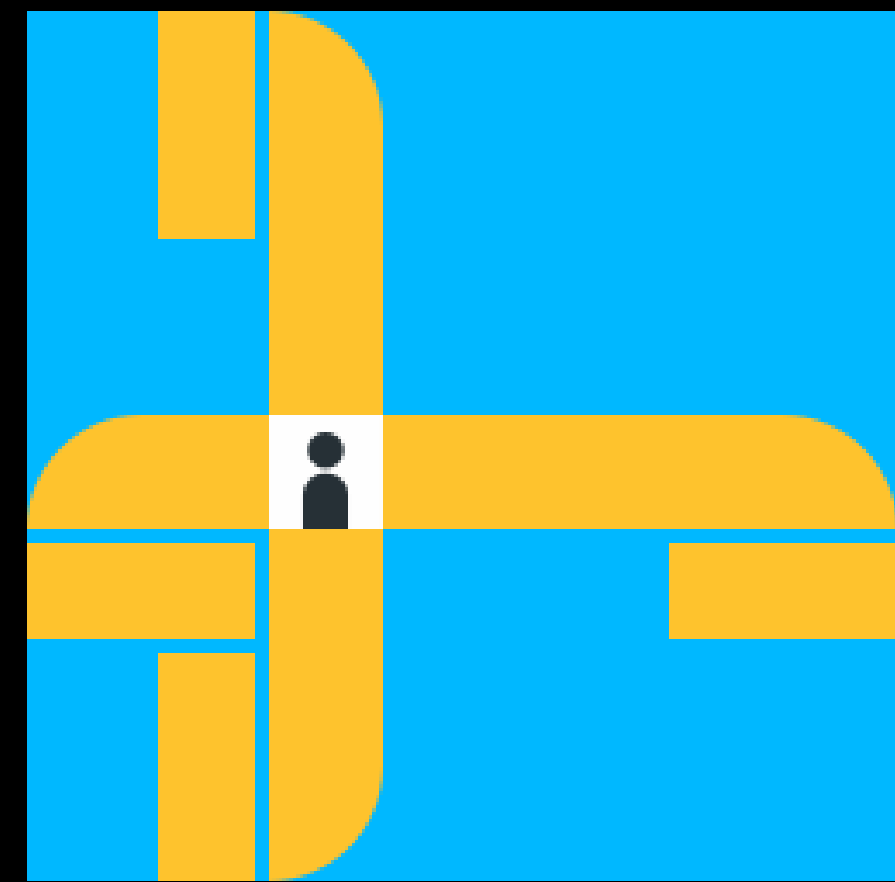
IBM places in Leader Quadrant in Gartner for **Unified Communications**

After debuting in 2007, **Lotus Connections** was the fastest organic growing software product in IBM history

35% of the Fortune 100 have purchased IBM **social collaboration** software

Lotus knows.

Why you should build on existing technology



Lotus knows.

How to help you reduce expense with **FREE** capabilities



Freedom of Choice:

UX

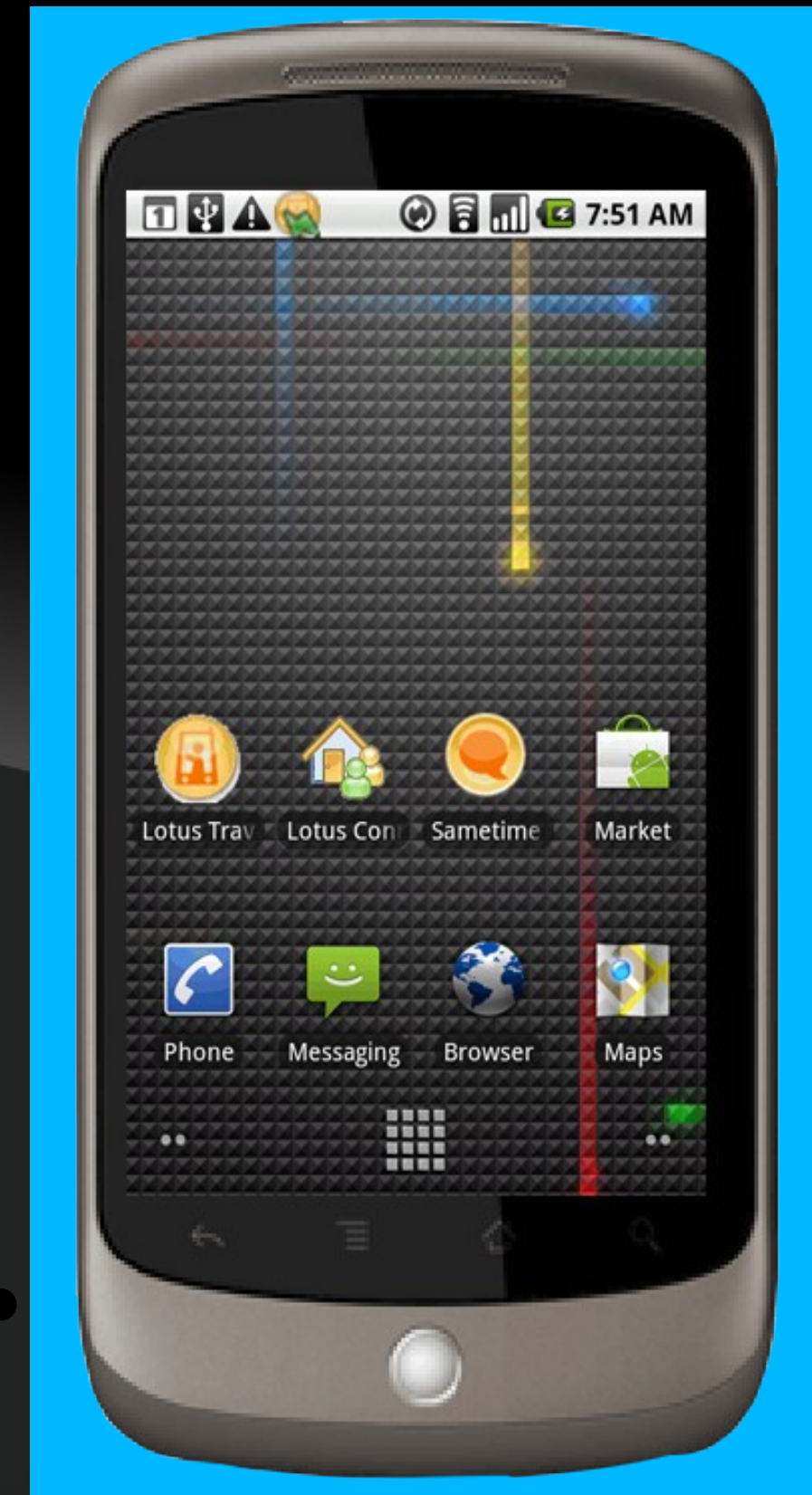
Windows

Million Users



Symphony Next

Beta available Now



Lotus knows how to deliver first class email for mobile devices.



...and IBM and RIM

rich social applications for the BlackBerry

Blackberry client for IBM Lotus Quickr

new version of BlackBerry client for IBM Lotus Connections

Introducing Lotus Notes Traveler for Android and IBM Lotus Notes Traveler Companion

- first half of 2010
- new encryption application for the iPhone
- providing our own mail and calendar
- free of charge
- available now in the App store
- across this and many other Android devices



Lotus knows how to help businesses deliver exceptional web experiences for their customers.

ARTSANA people

Home | Area A-Z | Human Resources | My Workplace | Innovation

Gecko Footwear

We stick to your feet!

Welcome to our New Intranet

It's a Jungle out there...

Though we've been hearing for years about the need for better alignment of IT with the overall business strategy, in your book you refer to a need for entwinement. How does entwinement differ from alignment?

But the IT department only supplies tools. It's up to the users to use those tools for business advantage. If you don't understand those tools and what those tools can do for you, then you're going to reap sub-optimal value from the IT investment. And that ultimately, at the board level, is bad governance.

Only Strong Survive in IT/Business Jungle

Spotlight

- Record Quarter Announced
- Heather Reeves named to Sole Enterprise Board of Directors

Latest Employee News

- Business Info
- Preview of Next Season's Product Line

Highlights

- New Global Partners
- Savings Plans

Download the Starter Kit

Public Site
Product Catalog
Price Listings
Partner Directory
Industry Links
Expense Reporting
IT Help desk

What makes YOU Special

Lotus knows.

Why Cloud and hybrid environments give you flexibility



IBM LotusLive Portfolio of offerings

Meetings



LotusLive
Meetings



LotusLive
Events

Collaboration



LotusLive
Engage

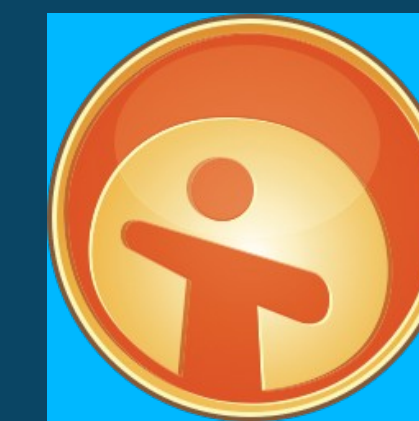


LotusLive
Connections

Messaging



LotusLive
Notes



LotusLive
iNotes

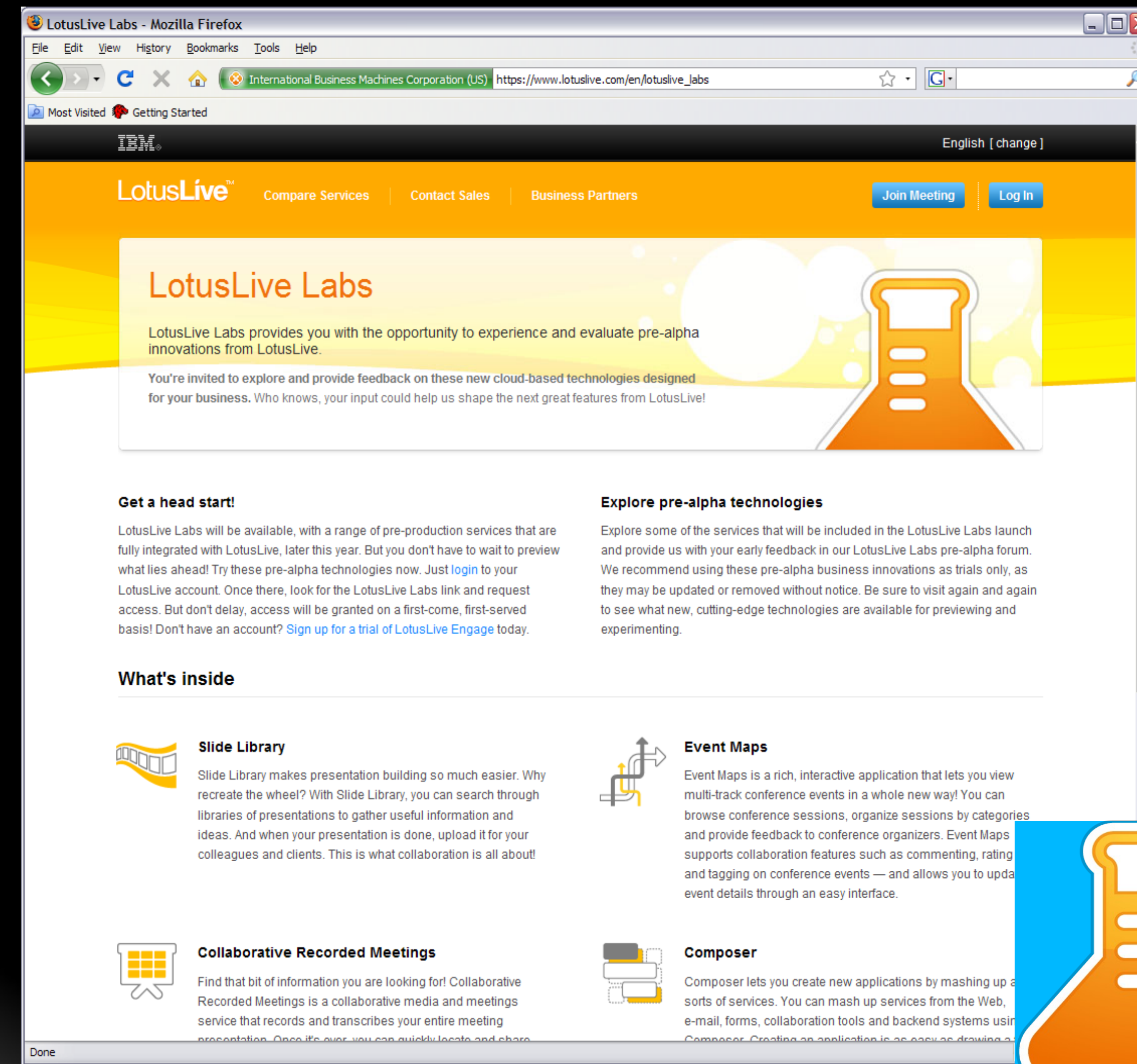
LotusLive™ Labs

Explore pre-alpha technologies



- Partnership with IBM Research
- Easy access to alpha services
- Accelerating the pace of innovation

 Slide Library: A collaborative way to build and share presentations



- The Collaboration Agenda –
- **FREE** IBM Workshop to IBM Customers
-
- Transforms the way people work by industry
- IBM's vertical industry experts, software labs and consulting services to help clients realize measurable ROI from improving the way people interact
- Collaborate using the right social and collaboration tools based on specific role in the organization
- Connect easily and quickly with experts, partners, suppliers and customers beyond company firewalls
-

Collaboration Agenda

In a world where people are interacting differently... People are central to achieving progress





Lotus knows what the future can look like.

IBM Project VULCAN

A vision for how people will collaborate in the future, based on:

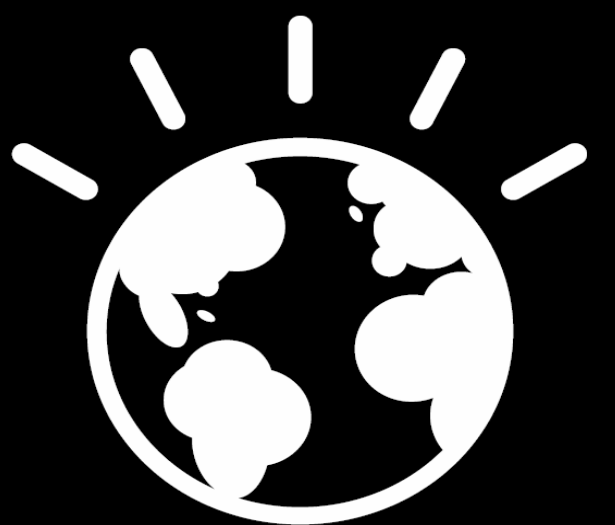
Continuity.
Convergence.
Innovation.
New Opportunities.

At IBM, we believe software can help people **work smarter**, one client at a time.

What's your vision for your organization?

Let's Talk.

What's your biggest challenge?



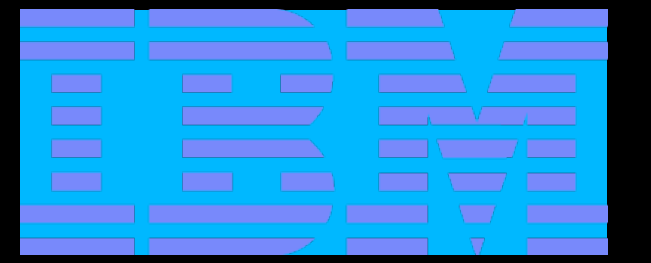
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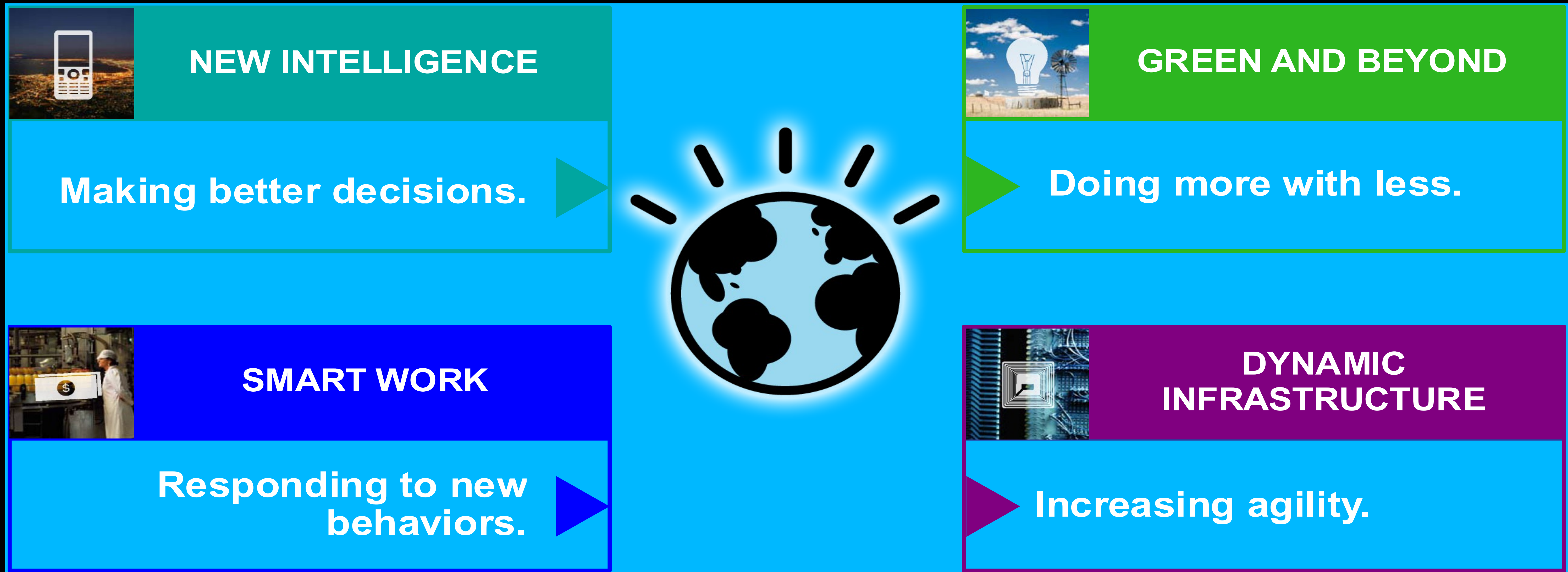
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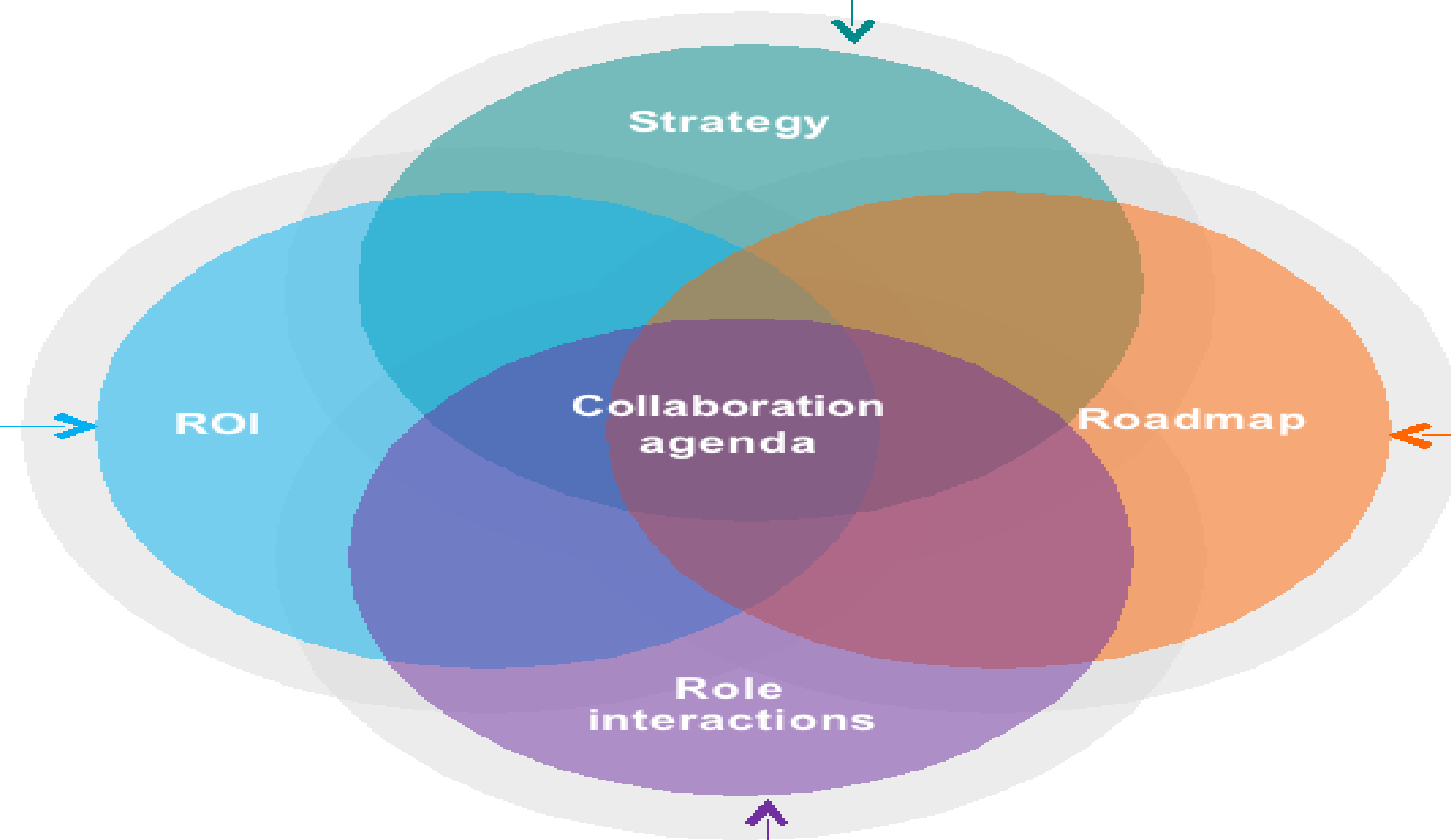


Smarter Planet Themes



The Collaboration Agenda is an industry-specific approach to realize measurable value from improving the way people interact

Establish a strategy that optimizes fluid connections and interactions across customers, partners and employees



Tangible and measurable ROI

Establish an execution roadmap to balancing business impact, adoption and investment

Industry-specific role interaction patterns that map how people collaborate