

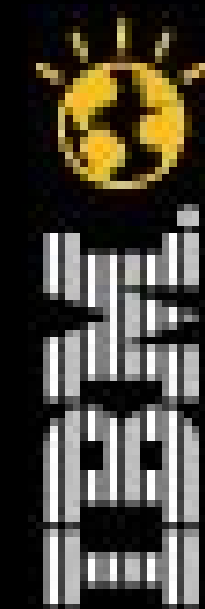
Lotus knows.

# Lotusphere Comes To You 2010

Lotus knows we are coming to a city near you.

[www.ibm.com/lotus/lcty](http://www.ibm.com/lotus/lcty)

Smarter software for a Smarter Planet.

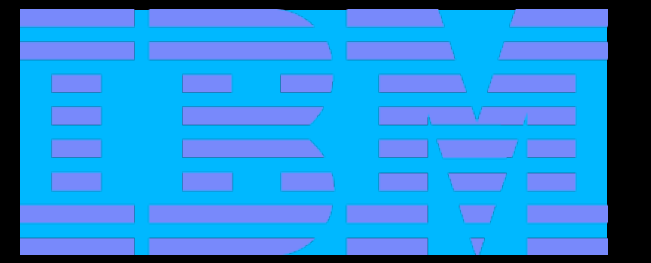


**Garbett, Michael J.**  
**IBM employee, Regular**  
**IBM USA**

IBM Software Group, Worldwide Sales  
Director, Worldwide Sales - Collaboration

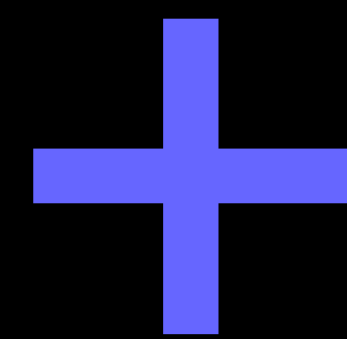
Assistant: [Figueredo, Ilse L.](#)

[San Diego, CA United States](#)  
Building: 9661 | Floor: NA | Office: MOBILE

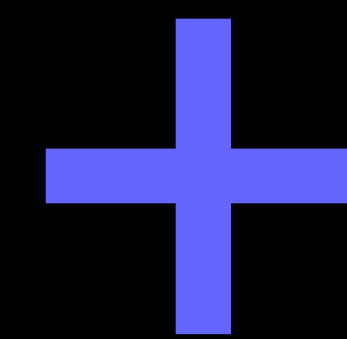


# Current Market Conditions

Technology  
development  
accelerated



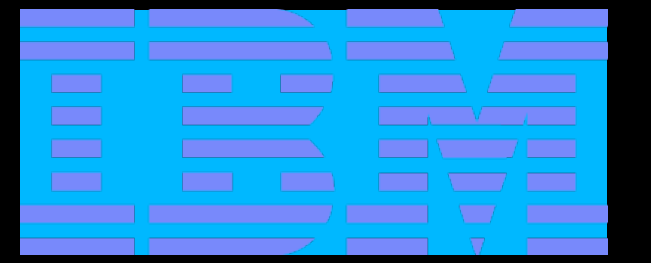
Society and  
economic  
environments  
disrupted



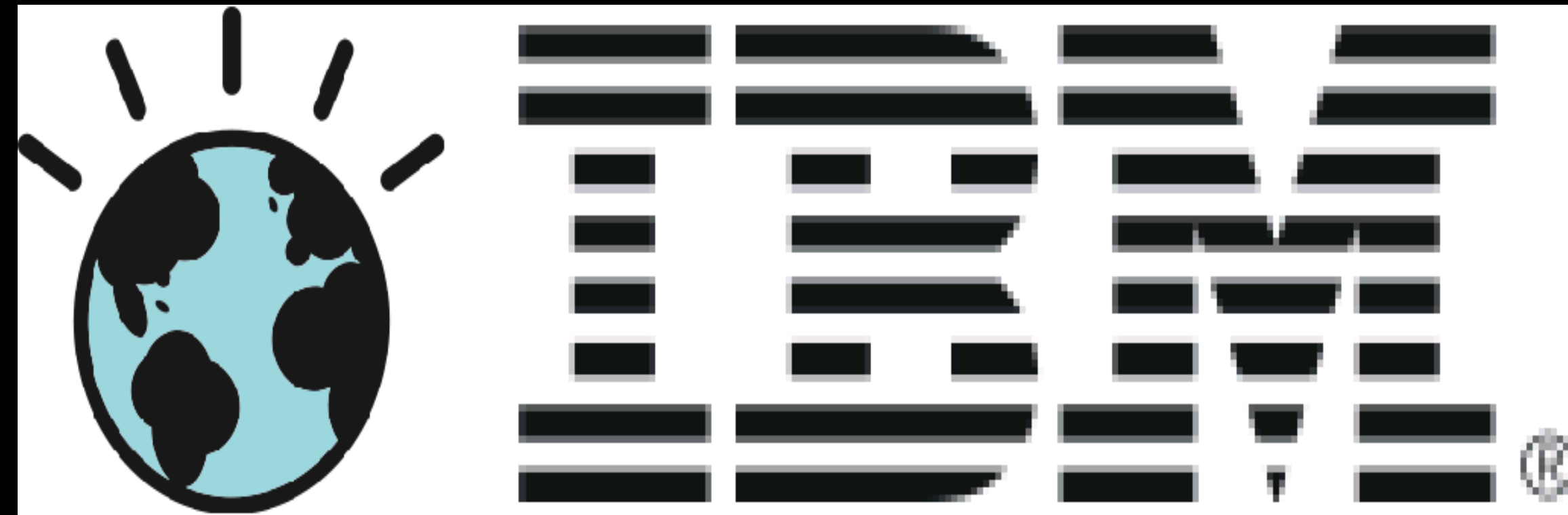
Unprecedented  
business  
challenges



**Transformative opportunity**

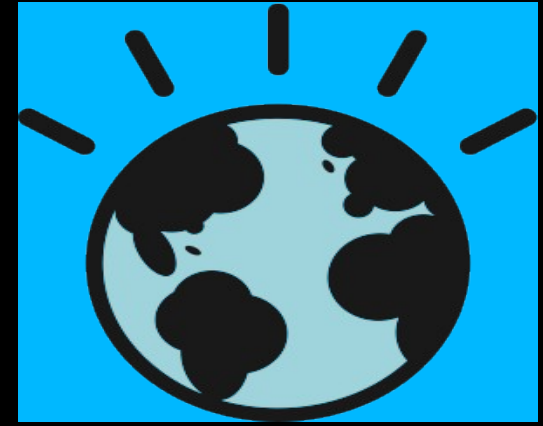
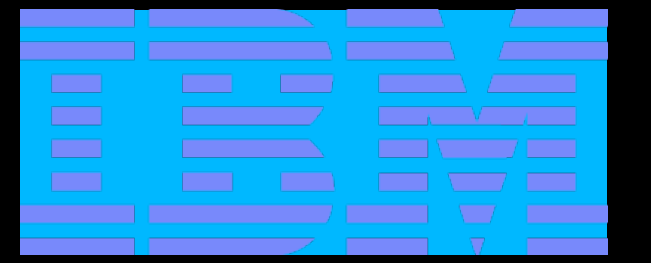


# Current Market Conditions

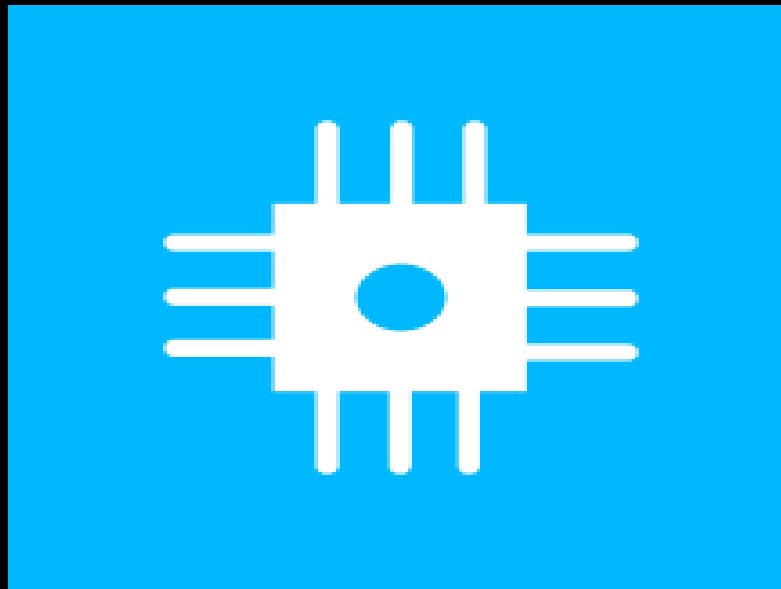


Investing in

research  
people  
technology



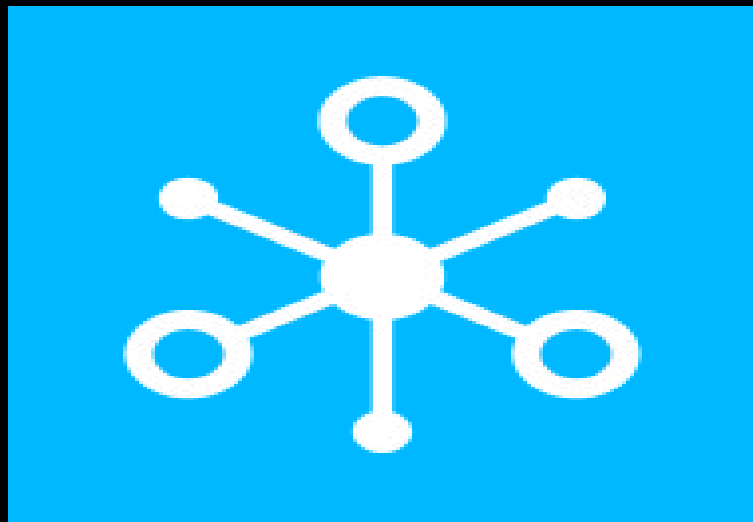
# Smarter Planet



Our world is becoming  
**INSTRUMENTED**



*30 billion RFID tags... 2010*



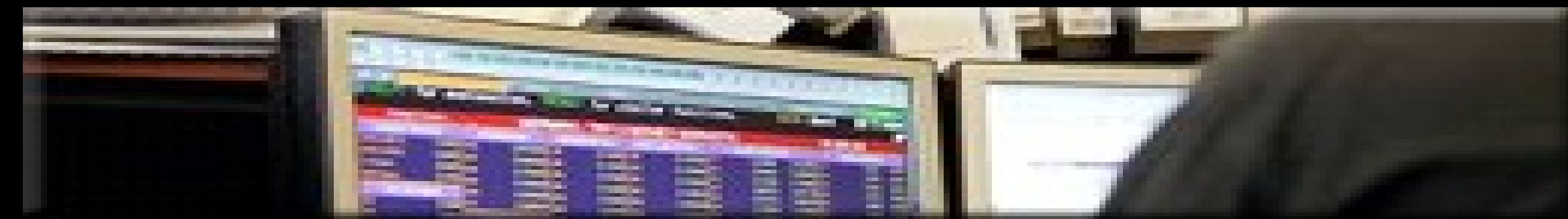
Our world is becoming  
**INTERCONNECTED**



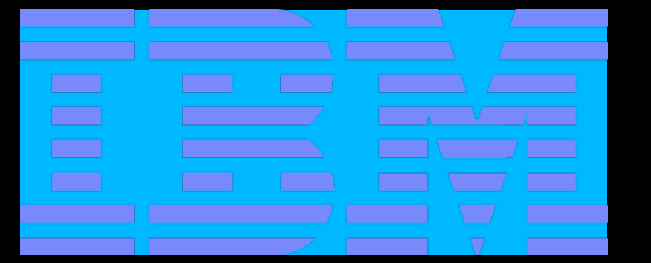
*~2 billion people on the Web... 2011  
...a trillion connected objects*



All things becoming  
**INTELLIGENT**



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



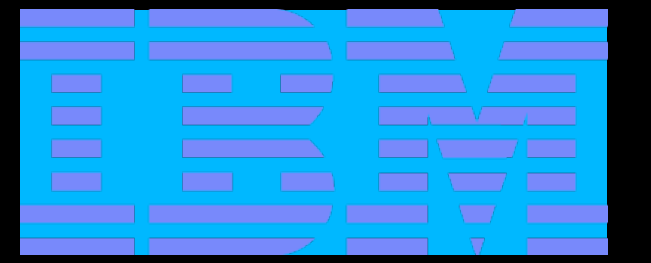
# We Need to Work Smarter

**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?**



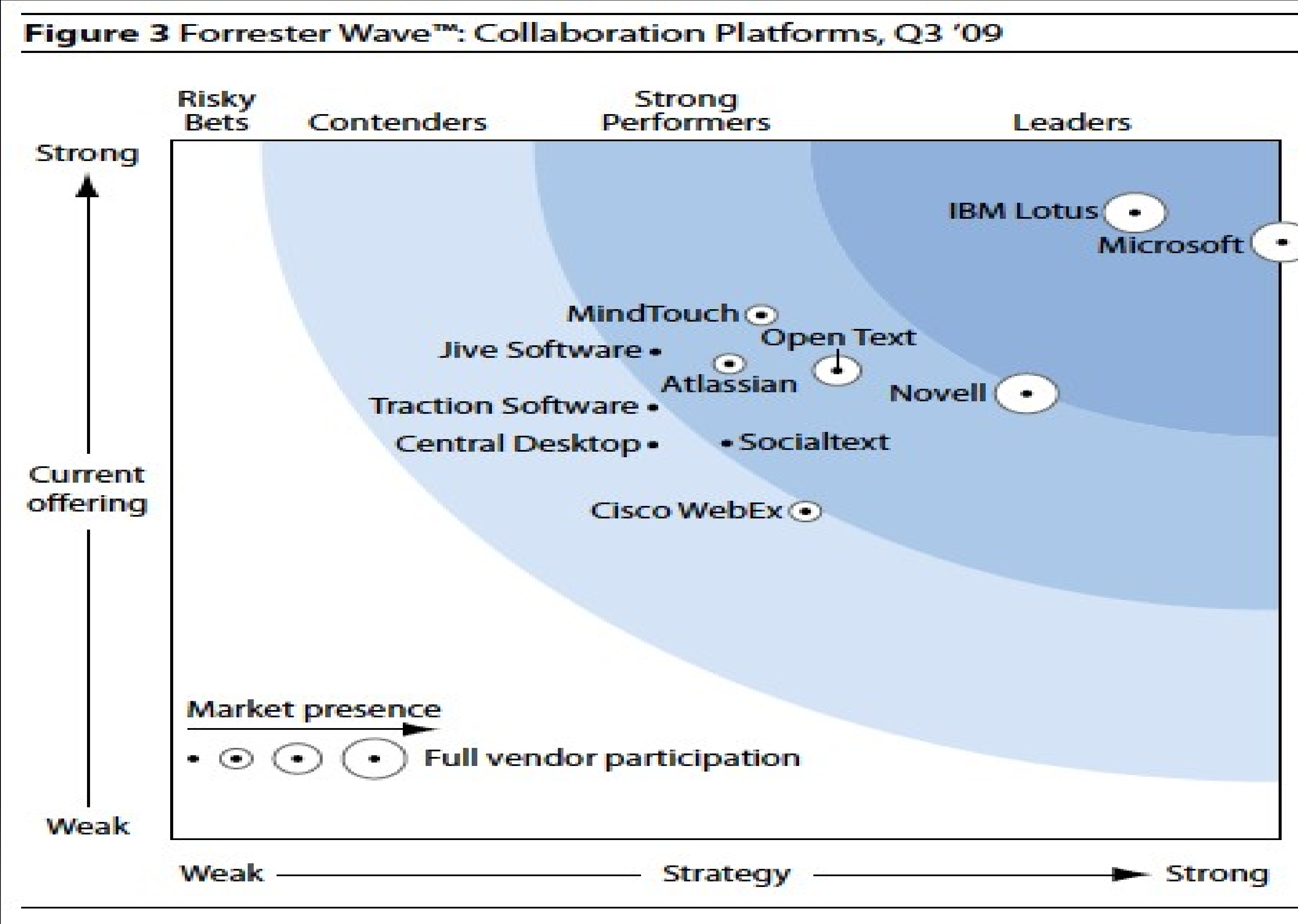
- Eclipse-based
- Sidebar paradigm
- Mashup architecture
- Third-party platform
- Whither Microsoft?

*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

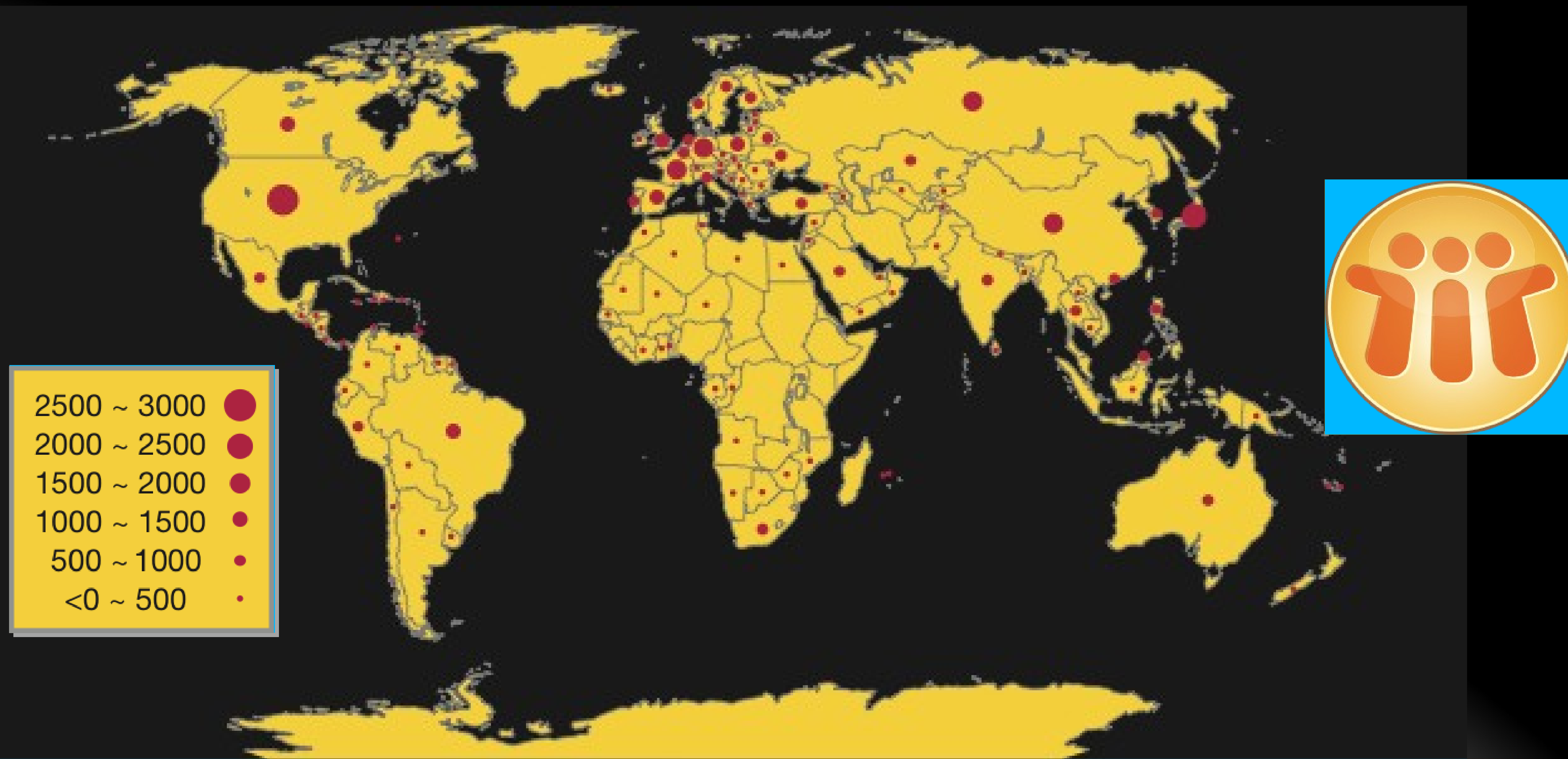


## Innovation and Collaboration



**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**

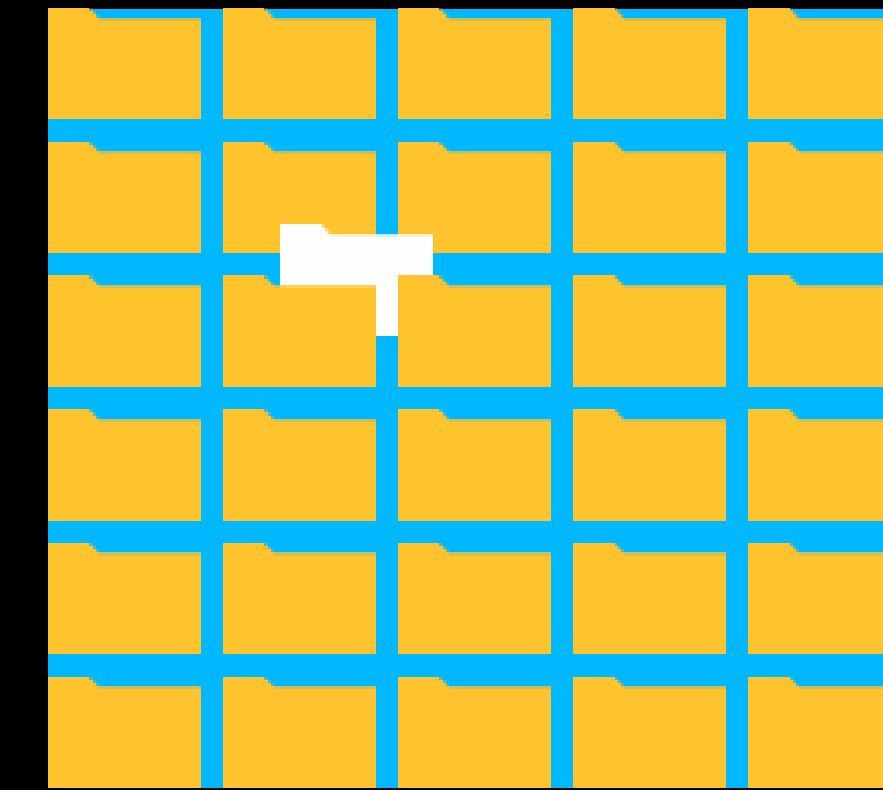
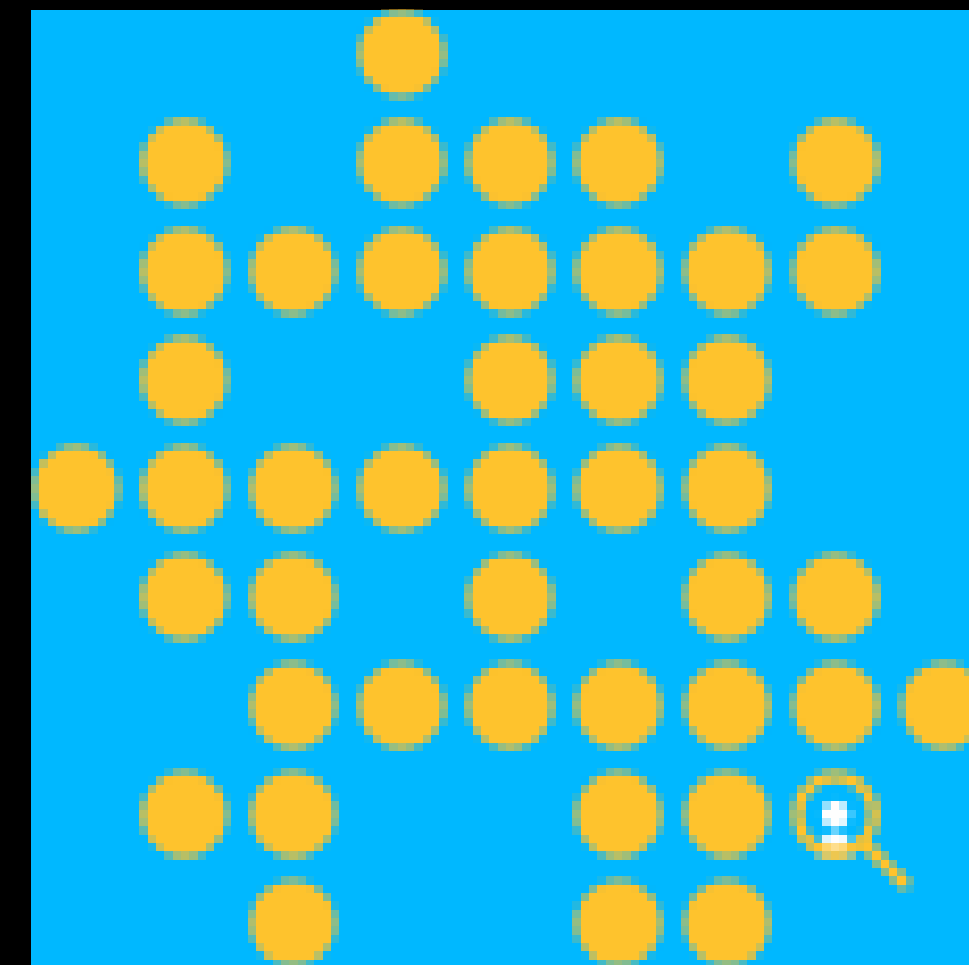
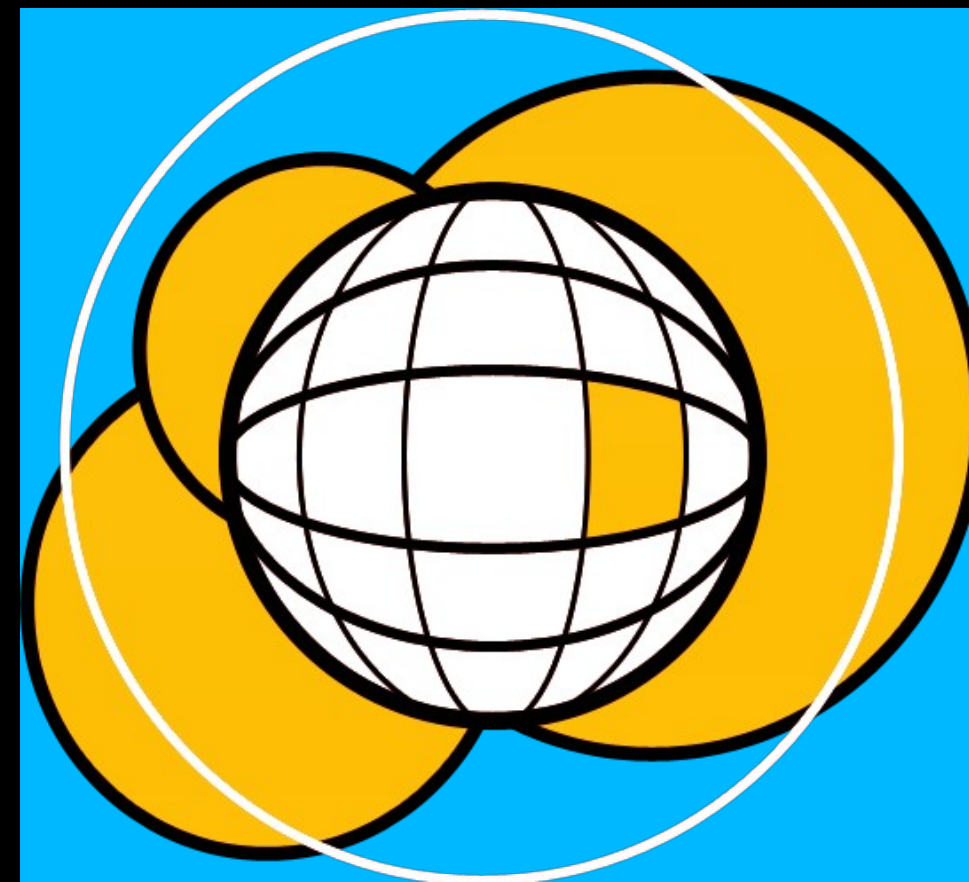
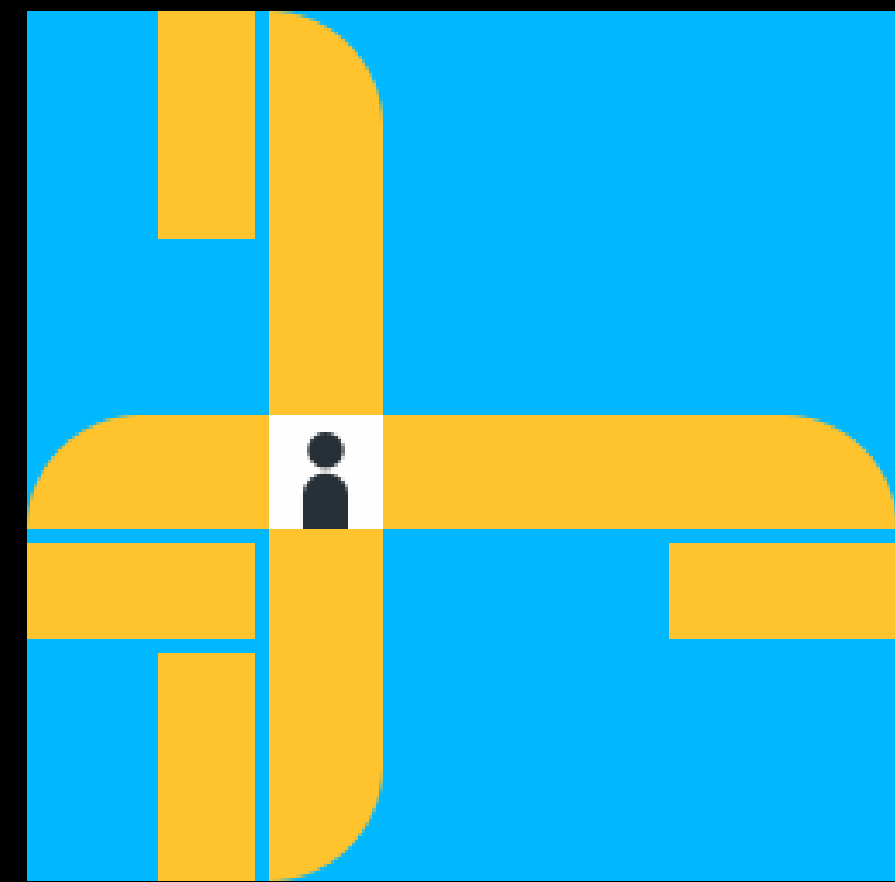
IBM places in Leader Quadrant in Gartner for **Unified Communications**

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**

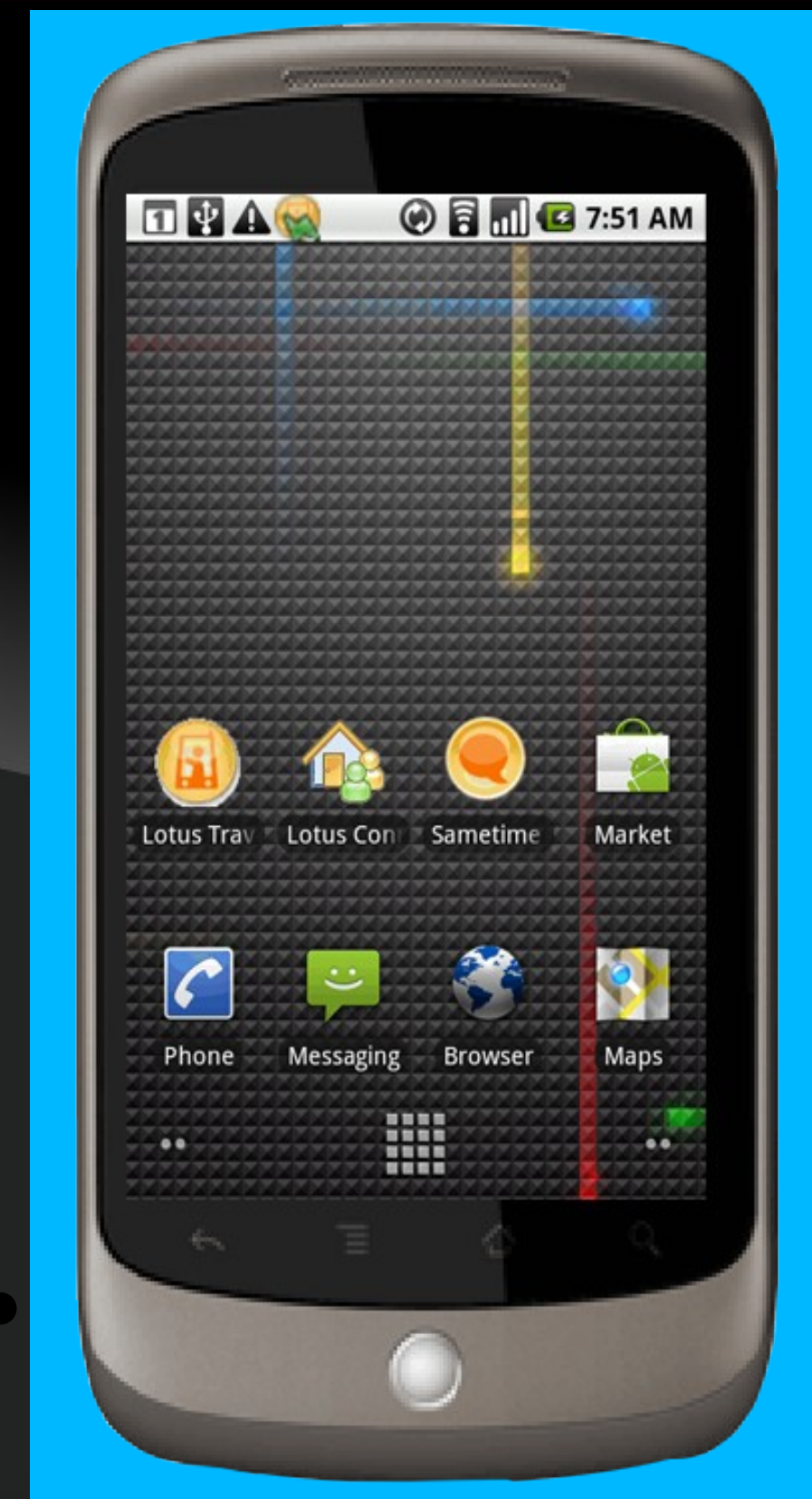
**Windows**

**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

and IBM Lotus Notes Traveler Companion

- Introducing Lotus Notes Traveler for Android
- 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

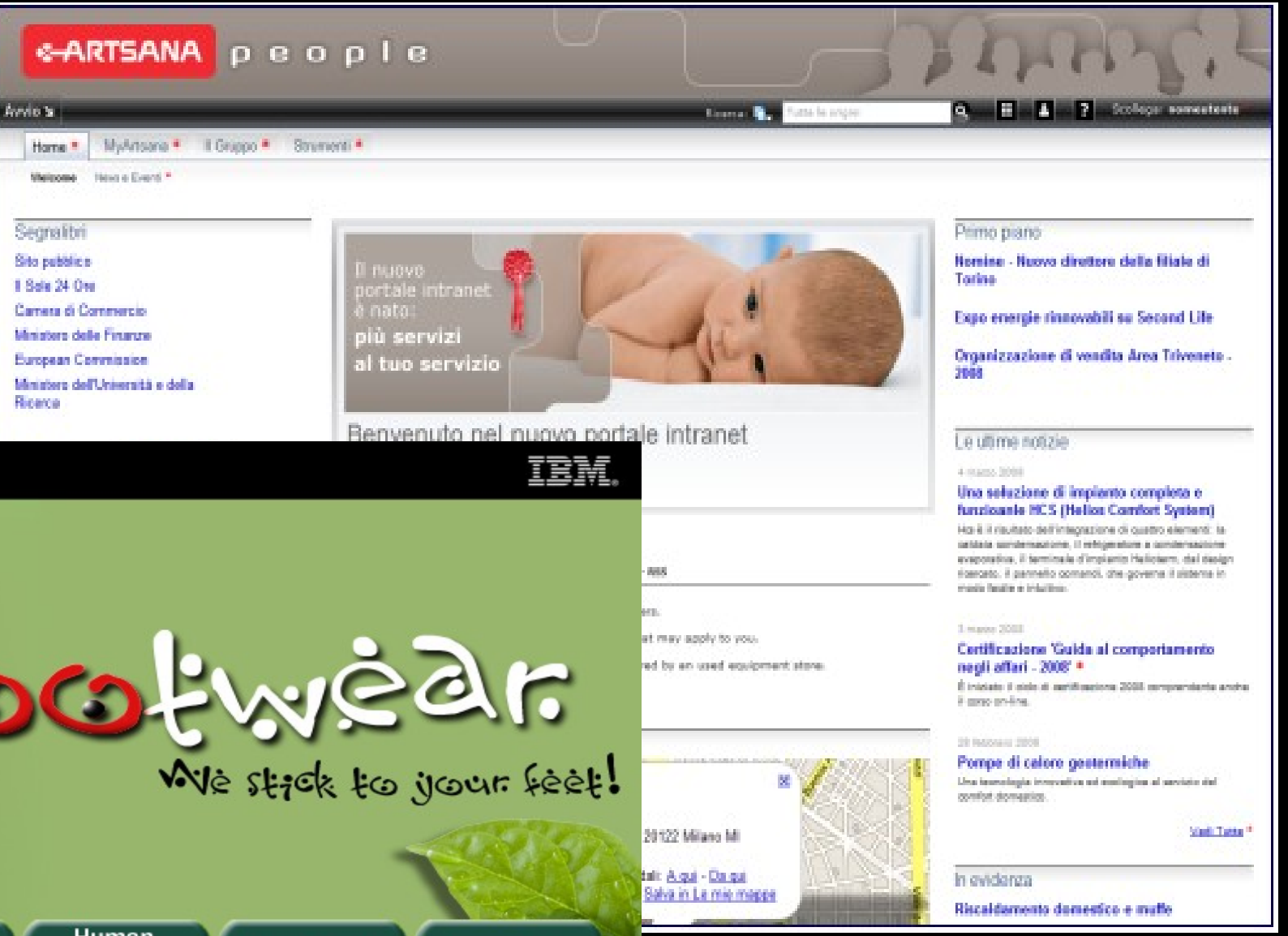




Lotus knows how to help businesses deliver exceptional web experiences for their customers.



The image shows a screenshot of a Lotus Intranet for Gecko Footwear. The top navigation bar includes links for Home, Area A-Z, Human Resources, My Workplace, and Innovation. The main content area features a large banner with a colorful chameleon and the text "Gecko Footwear. We stick to your feet!". Below the banner is a "Welcome to our New Intranet" section with a sub-header "It's a Jungle out there..." and a paragraph discussing IT alignment. A sidebar on the left lists various resources like Public Site, Product Catalog, and IT Help desk. A sidebar on the right contains a "Spotlight" section with news items and a "Download the Starter Kit" button. The bottom of the page features a green grid pattern and another chameleon illustration.



The image shows a screenshot of a Lotus Intranet for ARTSANA people. The top navigation bar includes links for Home, MyArtsana, Il Gruppo, and Strumenti. The main content area features a large banner with a baby's face and the text "Il nuovo portale intranet è nato: più servizi al tuo servizio". Below the banner is a "Benvenuto nel nuovo portale intranet" section. A sidebar on the left lists various resources like Segretaria, Sito pubblico, and Ministero delle Finanze. A sidebar on the right contains a "Piano piano" section with news items and a "Download the Starter Kit" button.

**Lotus knows.**

Why Cloud and hybrid environments give you flexibility



# IBM LotusLive Portfolio of offerings

## Meetings

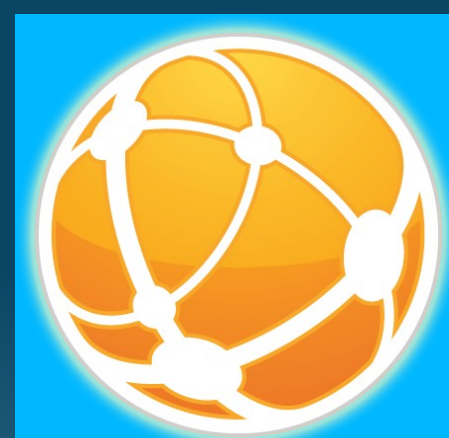


LotusLive  
Meetings



LotusLive  
Events

## Collaboration



LotusLive  
Engage

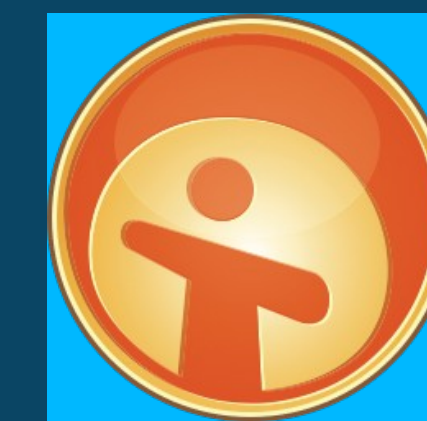


LotusLive  
Connections

## Messaging



LotusLive  
Notes



LotusLive  
iNotes



# LotusLive™ Labs

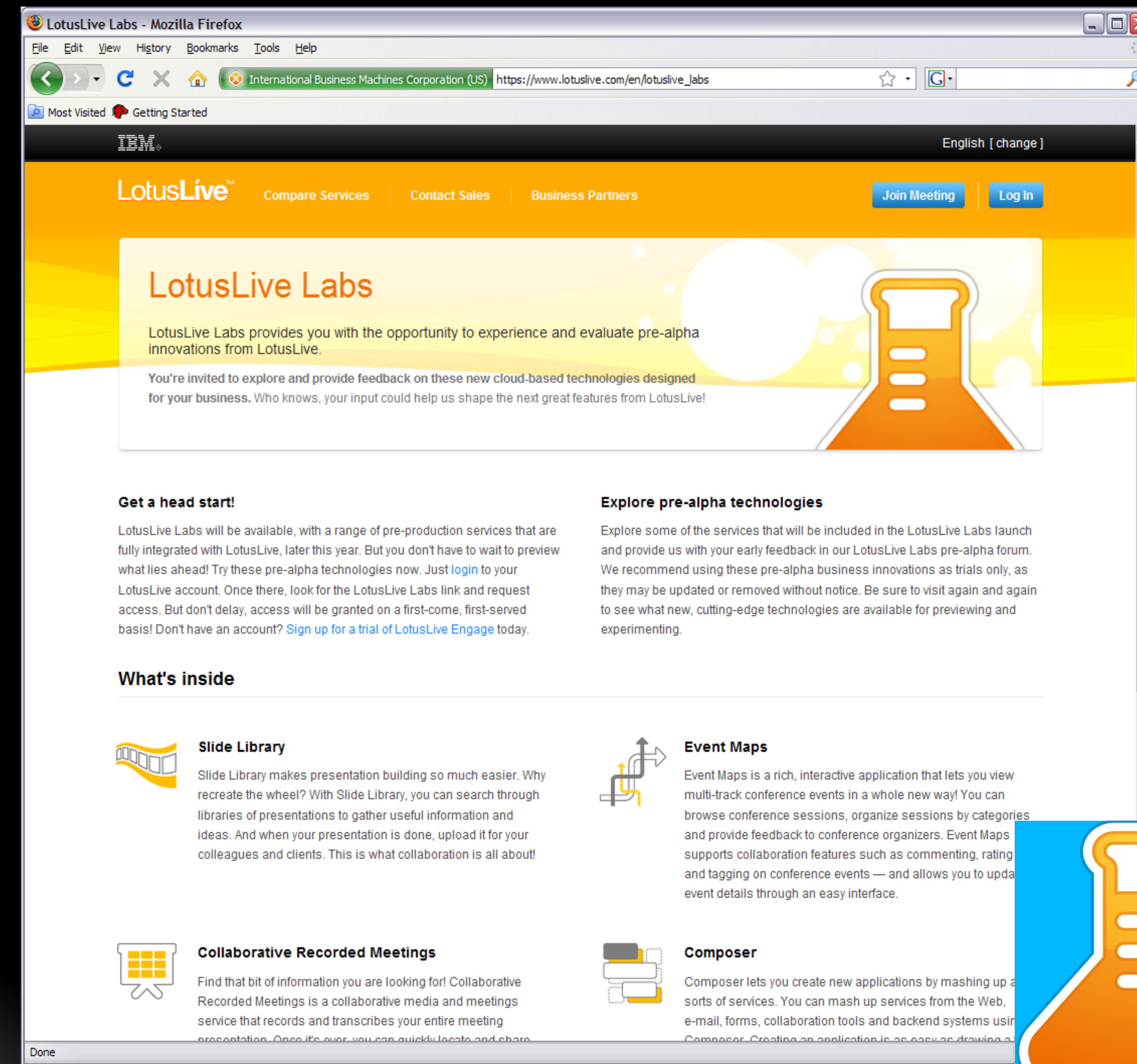
Explore pre-alpha technologies



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



Slide Library: A collaborative way to build and share presentations



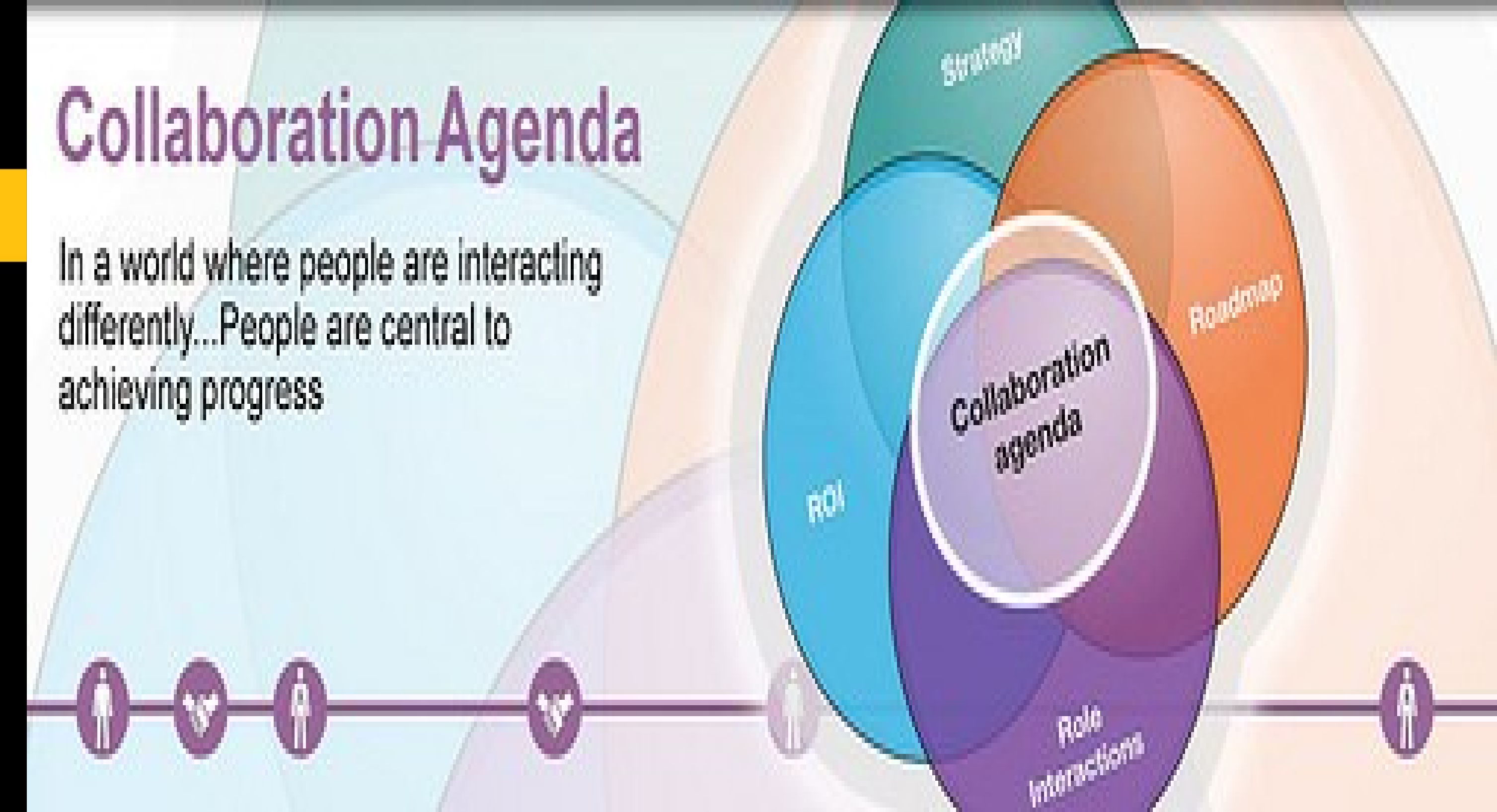
The screenshot shows the LotusLive Labs website interface. The browser title is "LotusLive Labs - Mozilla Firefox". The address bar shows the URL "https://www.lotuslive.com/en/lotuslive\_labs". The page features a navigation bar with "LotusLive™", "Compare Services", "Contact Sales", and "Business Partners", along with "Join Meeting" and "Log In" buttons. The main content area includes a "LotusLive Labs" header, a "Get a head start!" section, an "Explore pre-alpha technologies" section, and a "What's inside" section with four featured services: "Slide Library", "Event Maps", "Collaborative Recorded Meetings", and "Composer".



- 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:

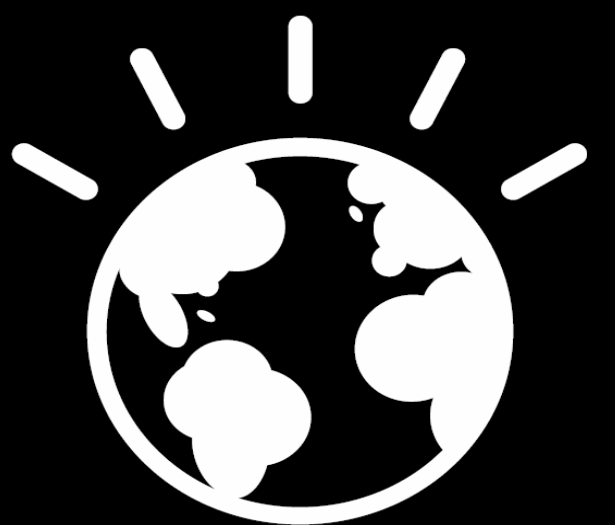
Continuity.  
Convergence.  
Innovation.  
New Opportunities.

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?*



# Lotusphere Comes To You 2010

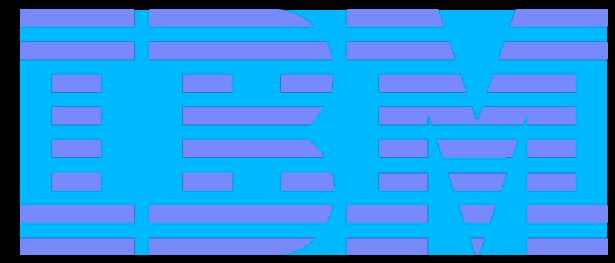
Lotus knows we are coming to a city near you.

[www.ibm.com/lotus/lcty](http://www.ibm.com/lotus/lcty)

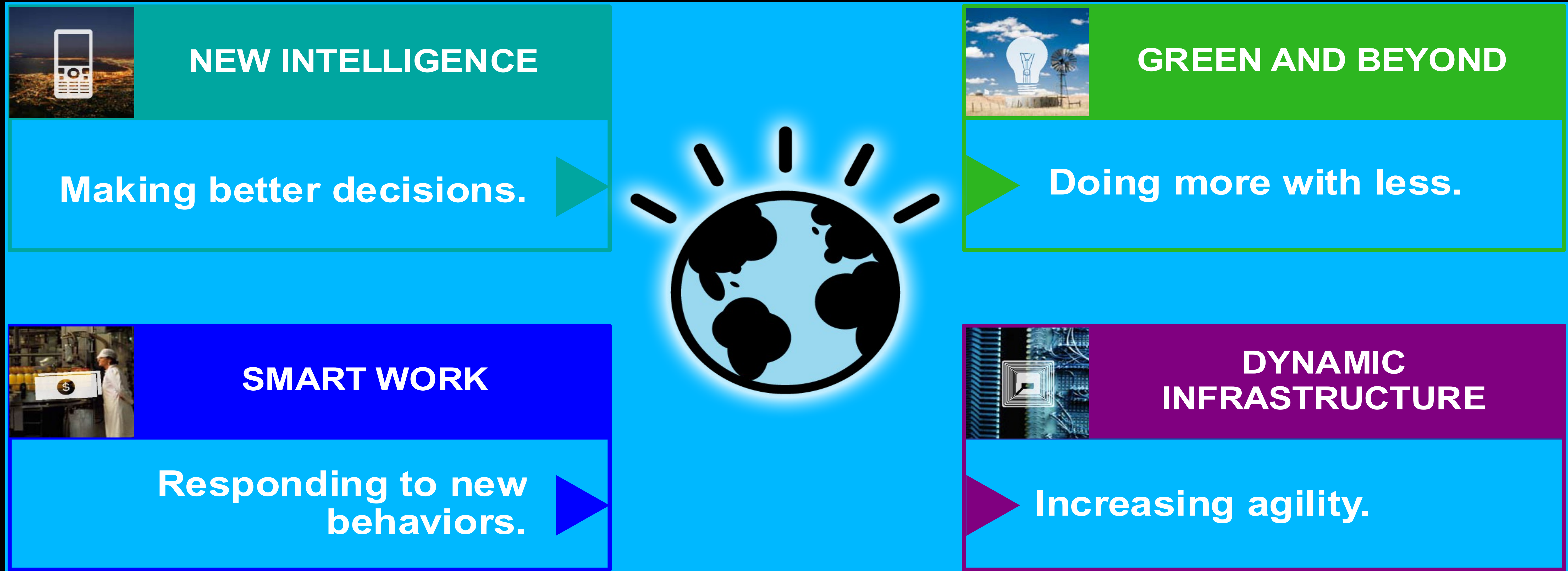
Smarter software for a Smarter Planet.





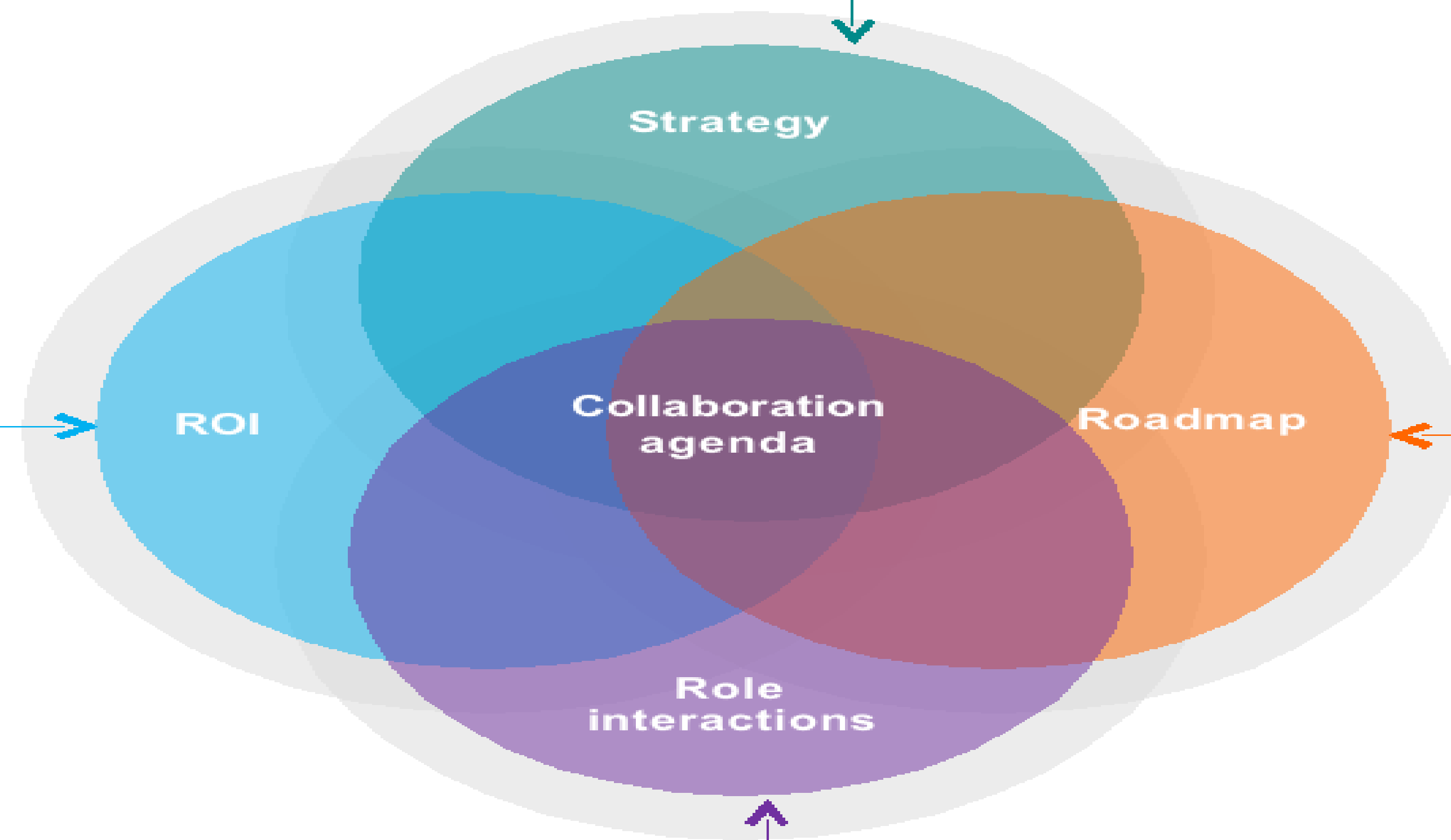


# Smarter Planet Themes



# 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*