

# Connect, Collaborate, Innovate and GROW



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# Right Up Front:

## The State of the IBM Lotus Portfolio

### Growing



- Strong, consistent overall growth
- Notes/Domino growing faster than market
- UCC and Social Software 2-4x market
- WebSphere Portal #1 for 7 years<sup>2</sup>

### Innovating

2morO@Wrk

- Lotus Notes 8.5 - xPages
- UC<sup>2</sup><sup>®</sup>

### Expanding



- New delivery models
- IBM Lotus Foundations

### Partnering



- Extensibility and value add
- Development
- Channel partnerships
- Industry standards organizations

2 – According to Gartner DataQuest

# IBM 2008 CEO Study



## Findings

- Bombarded by change
- Opportunity to differentiate
- New business models
- Global business designs – Changing capabilities - Partnering
- Financial outperformers are making bolder plays

**Collaboration is #1 Concern and #1 Priority**

# *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*

*Bandwidth ubiquity*  
*Inexpensive storage*  
*Mobile devices*  
*SOA*

## ***Technology Factors***



## ***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.

# Organizations need Smarter Collaboration as a strategic asset to unlock the value in the passion and expertise of people across your value chain

## What you can achieve

Connect and Improve customer loyalty

Collaborate and embrace change

Innovate and increase talent participation

Optimized end user workspace

## Business benefit

Increased revenue and reduced risk

Faster time to market  
More competitive

Increased rate of innovation  
New market opportunities

Lower operating cost

# *Lotus helps People Build Better 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

# People drive better business outcomes

## Drive Growth

*Establish strong client and partner relationships*

## Create Cultures of Innovation

*Sense and respond to change*

*Innovate through collective talent*

## Cost Control

*Leverage and preserve tacit knowledge*

*Develop efficient means of working*

# Connect Collaborate Innovate

**Messaging & Collaboration**

**Portals & Mashups**

**Social Software**

**Unified Communications & Collaboration**

**Talent & Expertise**

**Process**

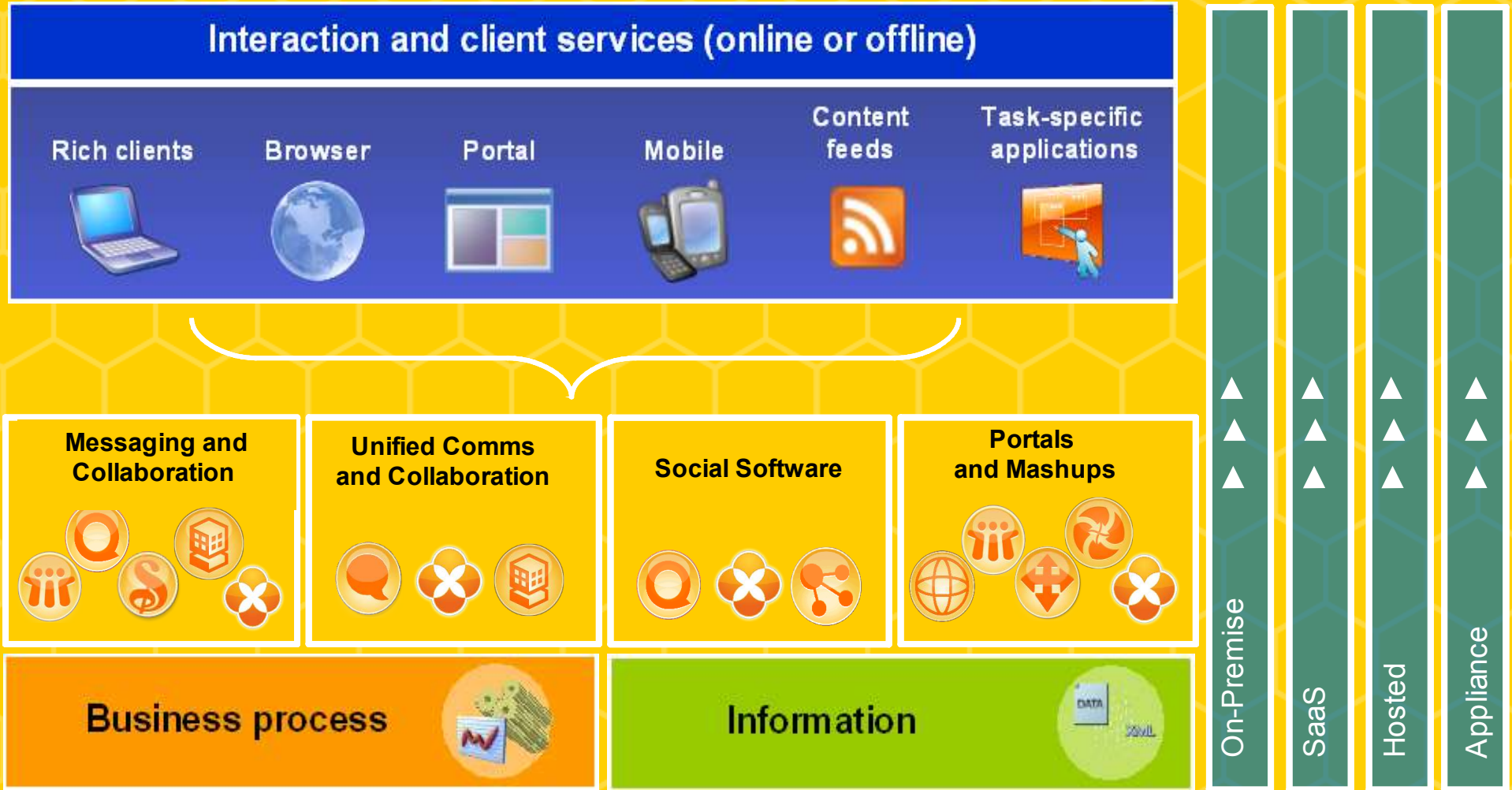
**Information**

**SINGAPORE  
POLYTECHNIC**





# IBM Collaboration Portfolio



# Evolving Capabilities Support the Collaboration Agenda

For your environment, your culture, your business demands

## Collaboration optimizes business outcomes

- *Global*
- *Secure*
- *Dynamic*

### Insight & Innovations

- Embedded Collaboration and Communication
- Social Computing
- Mashups

### On Demand Access

- Unified Communications and Collaboration
- Directories and Profiles
- Mobility Solutions
- Portals

KB 

### Realtime Communications

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

  
HONDA

### Baseline Communications

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

  
UNITED SPIRITS

# Drive Cost Savings through Collaboration



Business Realities Magnify Collaboration Needs

Social Attributes Drive Down Costs

Mashups Styles Drive Down Costs

Delivery Dexterity Drives Down Costs

Lotus® Quickr™

Lotus® Forms

Lotus® Web Content Management

Lotus® Connections

Lotus® Quickr™

Lotus® Mashups

WebSphere® Portal

Lotus® Mashups

Lotus® Expeditor

Lotus® Notes® and Domino®

Lotus® Foundations

Lotus® Symphony™

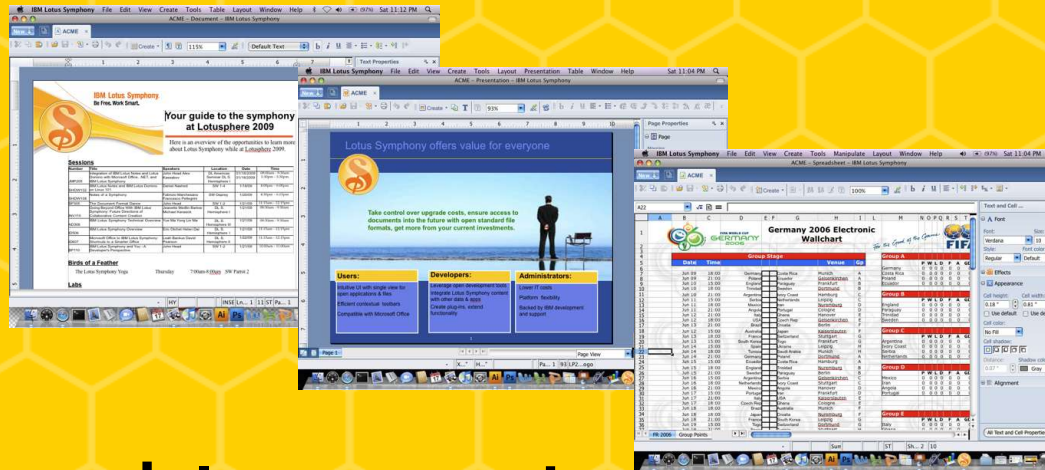
Lotus® Sametime®

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# Lotus Symphony:

## Creating and editing content



# Free and Innovative



- Documents
- Presentations
- Spreadsheets



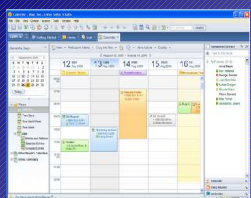
Novell.





# People are accessing collaborative services in many ways

## Collaboration "is" the application



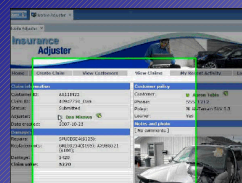
Desktop

Appliance

Web

Mobile

## Collaboration "Inside" the app

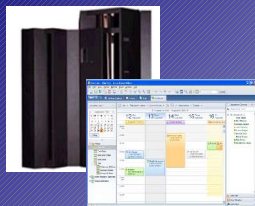


Middleware

Business Applications



## Collaboration as a Service



# Going Mobile:

## The Enhanced Lotus Suite on the BlackBerry® Platform



Connections –  
Untethered,  
secure, enterprise  
social networking



Symphony & Quickr  
– Low cost, rich  
desktop  
collaboration on the  
road



Sametime – Anywhere,  
anytime, secure, real  
time collaboration



Domino Designer with  
Xpages – Mobilize  
Domino applications  
with BlackBerry®  
security and  
manageability built-in



*Nagarjuna Fertilizers  
and Chemicals Limited*

# What is “cloud computing”?



*Cloud computing is an emerging style of standardized, elastic, scalable, commodity based IT capability delivered dynamically as a service*

*Smart service delivery model*

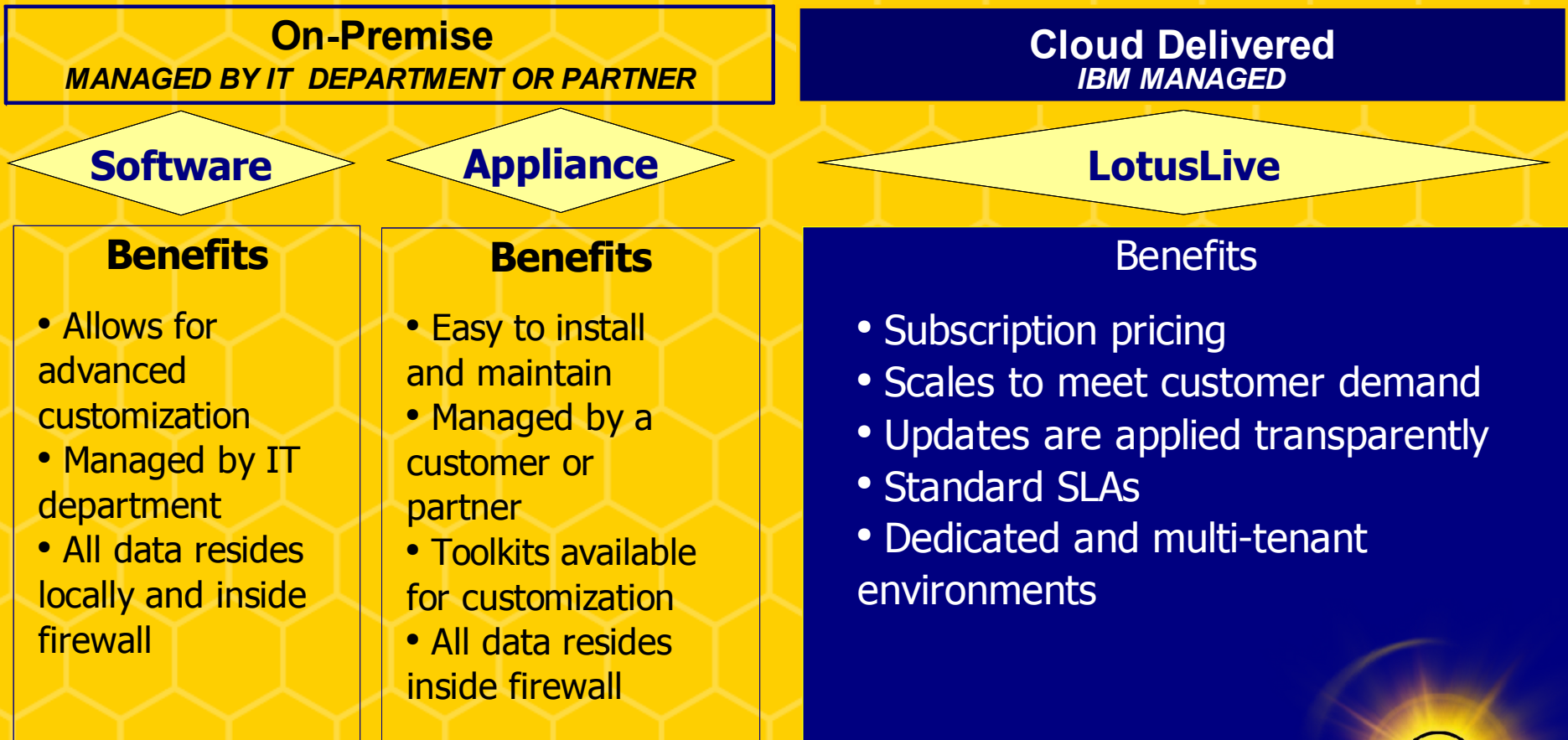
- **Secure access anywhere**
- **Customer self service**
- **Automatically scalable to demand**
- **Always available**
- **Flexible pricing**





# Multiple Delivery Models

Lotus has delivery models to address customer collaboration challenges



Lotusphere 2009



# Introducing LotusLive:

## Enabling Inter-enterprise Collaboration



# LotusLive™

[www.lotuslive.com](http://www.lotuslive.com)

Working together just got easier  
Online collaboration solutions for the working world

LotusLive is your place for online collaboration services. Network, collaborate and drive new business opportunities.

[Try](#) [Buy](#) [Learn More](#)

**Networking & Collaborating**  
Browse services designed to help you network and collaborate without boundaries.

**Web Conferencing**  
Browse services offered for online meetings, webinars and event management.

**E-mail**  
Learn about the LotusLive e-mail services.

Visit our demo gallery to watch some of our most popular services in action.  
[View LotusLive Demos](#)

Browse our image gallery to see LotusLive offerings and capabilities.  
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# LotusLive Offerings 2009

## Web Conferencing

### LotusLive Meetings

(Sametime Unyte Meeting)

Full-featured Web conferencing service includes polling, hand raising, record & playback.

- Supports G1 languages

### LotusLive Events

(Sametime Unyte Events)

Internet-based event capabilities. Provides tools to create & manage webinars.

## Collaboration

### LotusLive Connections

An integrated suite of Web collaboration and business networking solutions

including:-

- Files
- Chat service
- Activities
- Profiles and Contacts

### LotusLive Engage

An integrated suite of Web collaboration and business networking solutions

including:-

- On line Meetings
- Files
- Chat service
- Activities
- Survey Forms
- Live Charts
- Profiles and Contacts

## eMail

### LotusLive iNotes

Web-based Email service with personal calendar & shared contacts. Mobile sync capability

### LotusLive Notes

(Lotus Notes Hosted Messaging)

Full-featured, dedicated hosted Email service. (rich client and browser)

Supports 27 Languages

#### Additional Add-ons

LotusLive Mobile for Blackberry

LotusLive Sametime IM

The information on the new products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion.

# Multicultural support for India in Notes - Abhijit Dutta

## Available

Hindi

Marathi

Tamil

## Upcoming

Bengali

Gujarati

Kannada

Punjabi

Malayalam

Telugu

Assamese

Oriya

Urdu

## Later

Nepali

Konkani

Means:

“Everything except an email id”

Full collaboration with workflow and data processing.

All capabilities of Lotus Notes, Domino and Collaboration platform.

Much more than mail.

Full Sametime, Quickr and

Symphony capabilities better than Open Office 3.0.1

Based on Unicode and interoperable on all platforms supporting *the language* (not merely Unicode)

Future *possibilities*:

Product translations to enable extension of information worker capabilities to all your users and customers.

Social-and value- networking based on common interests and skills.

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