

Lotusphere2012

Business. Made Social.

Transforming Into A Social Business Partner -
For Messaging And Collaboration Business
Partners

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| AP ICS Channel BUE

| IBM





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Agenda

Introduction: Why are You Here

Some Immediate Opportunities

Upcoming technology updates you need to be aware of

Getting started

A Call to Action



Let's Start.....

- Are we all on the same page?

Finished files are the result of years of scientific study combined with the experience of years.

- First Question: How many “f”s are there in the sentence above?
Are we all on the same page?



And just to make sure....

- Answer:

Too + Too != 4



Why Are YOU here?

- Learn new skills?
- Understand how to drive new growth opportunity?
- Drive higher profitability in deals?
- Seed accounts with Social/Knowledge centric experiences?
- To Network with others?
- Understand Cash Flow?
- Is embarking on a Social strategy profitable?
- Delivering a unique value proposition to my customers?
- Training and Certification?
- Next Steps?
-





Then you must be interested in...

Start-up costs

- Investment Capital needed?
- Head Count Investment required?

People:

- Training, ramp up costs and readiness time?
- Average services engagement duration?
- Rev/Person, Profit/Person

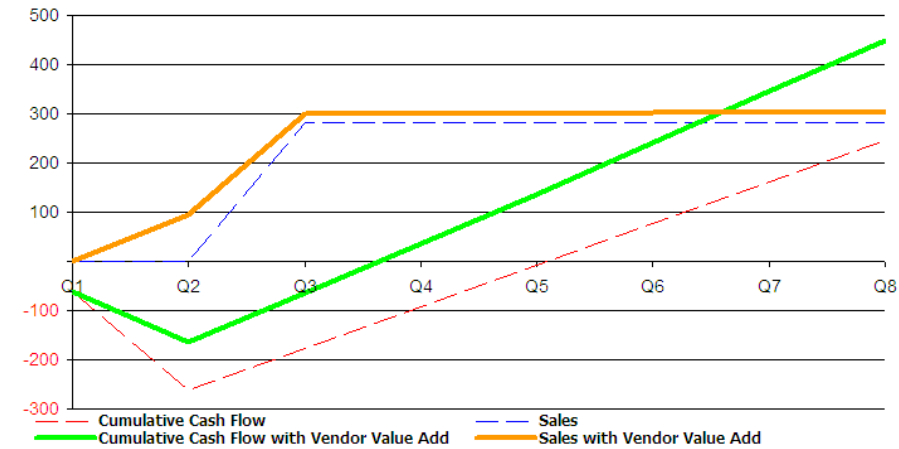
Transactions:

- Average Transaction Size? Services, HW, SW
- Number of Deals per Qtr to support investment plan?
- Pipeline generation strategy and targets?
- A set of Pilot Opportunities?

Returns:

- Time to Positive Cash Flow?
- Transaction Profit?
- Return on Investment Capital? 5%,10%, 15%+ ?
- Impact of IBM Value Programs (Negative/Positive Impact?)

Cumulative Cash Flow v's Sales v's Vendor Value Add





Fact

It costs over five times more to cultivate a new customer than it does to retain an existing one.





Return on Investment Capital

A sound Partner Growth strategy will know which customers to target and the estimated ROIC.

	existing accounts	new accounts	new markets
existing products	15¢/\$	30¢/\$	60¢/\$
new products	30¢/\$	60¢/\$	120¢/\$
new technologies	60¢/\$	120¢/\$	240¢/\$

Source: Channel Corp



Business Partner Opportunities Abound

■ Infrastructure Services

- Upgrade infrastructure to Lotus Notes and Domino 8.5.3 with Upgrade Pack 1
- Install and configure IBM Connections
- Integrate IBM Connections services with Lotus Notes client
 - Start with Notes/Domino 8.5.3 Connections entitlement
 - Expand to other Connections services
- Expand beyond ICS social services to all IBM social business offerings

■ Application development

- Modernize Notes client applications with XPages
- Add Connections services to existing XPages applications
 - Start with Notes/Domino 8.5.3 Connections entitlement
 - Expand to other Connections services
- Develop off the shelf solutions that bring together Connections' social services with Domino applications

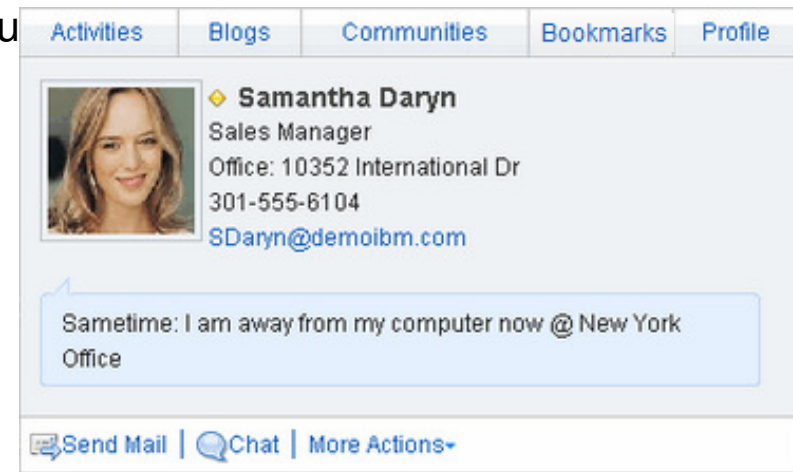
■ Mobile, Mobile, Mobile

- Business partners who deliver services and solutions that span the ICS portfolio are more successful than those that solely focus on one product!!



Quick Wins with Notes/Domino 8.5.3 Connections Entitlement to Profiles & Files

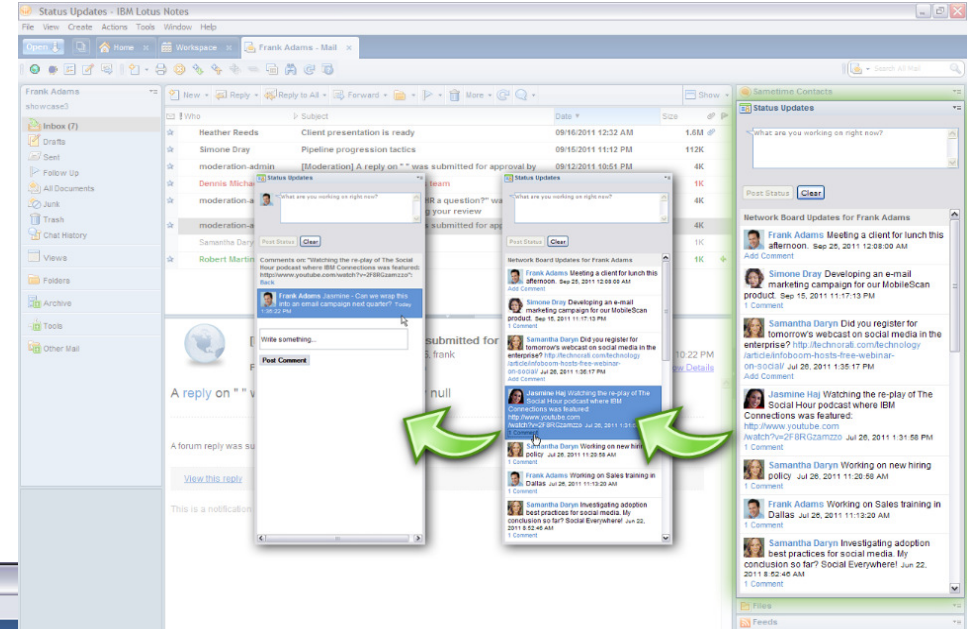
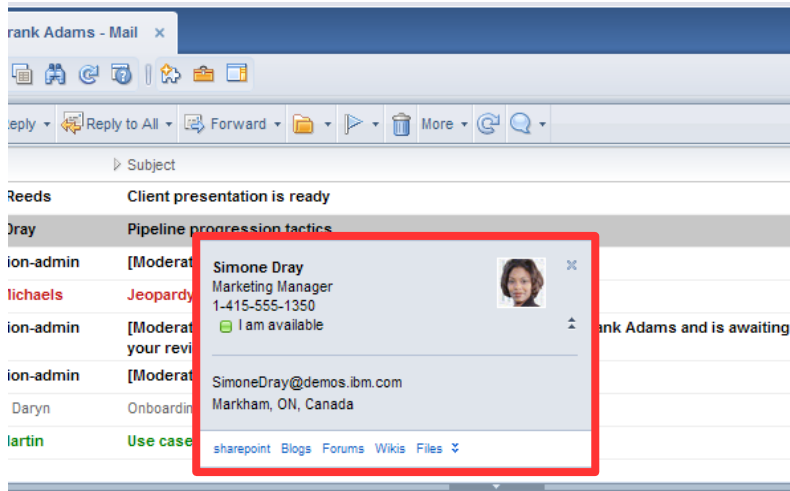
- Take advantage of Connections Profiles and Files services within the context of your Notes and Domino solutions
- Great way to introduce your customers to the value of doing social business with Connections
 - Establish a beach head with Connections social services
 - With infrastructure in place, allows for upsell of additional Connections applications
- For customers using Notes client
 - Use out of the box plugins
 - Get plugins for File and Status updates from Greenhou
- For customers using browsers
 - Integrate Connections application services using APIs
 - Integrate Profiles and Communities business cards into your application



*See [Getting Started with IBM Connections Files and Status Updates Plugins](#)

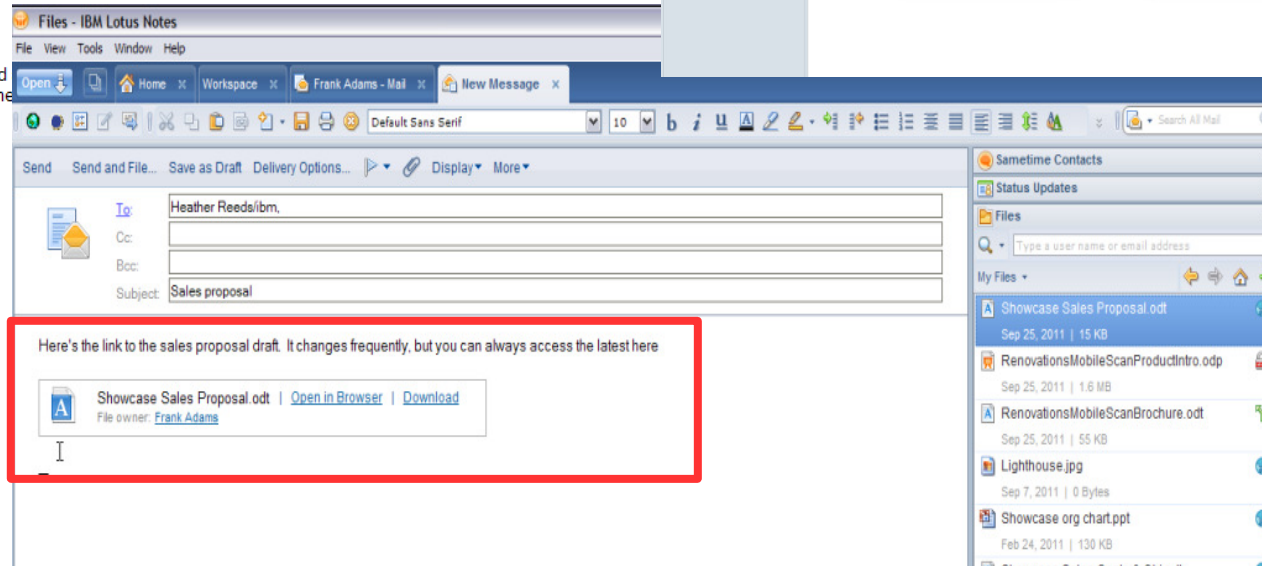


New: advanced business cards, shared file links, status updates



Pipeline progression tactics
Simone Dray to: Frank Adams

Sam Waters suggested I contact you. I would like to share Sam's latest sales, and how marketing can help...



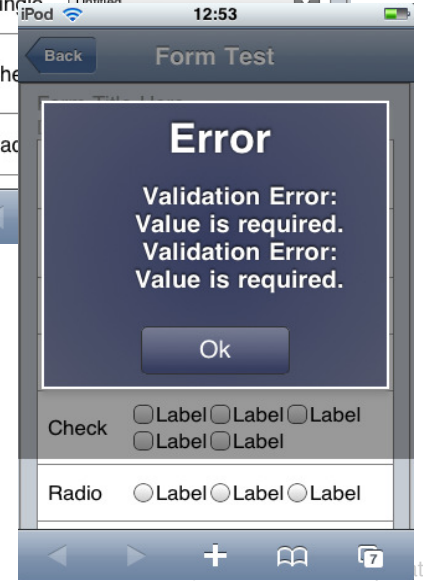


Did I mention Mobile.....

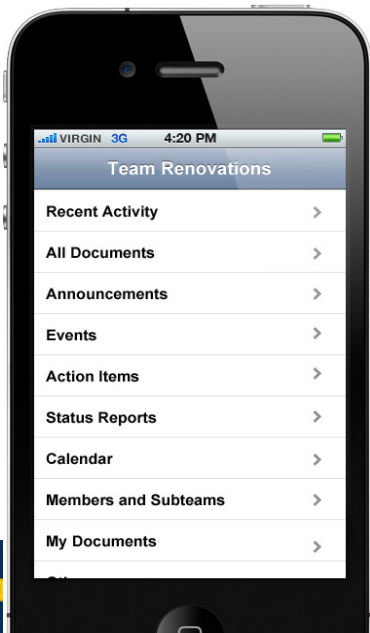
Notes & Domino 8.5.3 Upgrade Pack 1

- Delivers a set of application development capabilities on top of 8.5.3
 - Upgrade Pack 1 delivers new features using plugins
- What does it contain?
 - XPages Extension Library (Most of the capabilities currently on OpenNTFY)
 - Includes new set of mobile specific XPages controls
 - Updated templates built with controls in Extension Library
 - Teamroom: XPages UI including mobile access
 - Discussion: new mobile access
 - Domino Access Services: New REST APIs

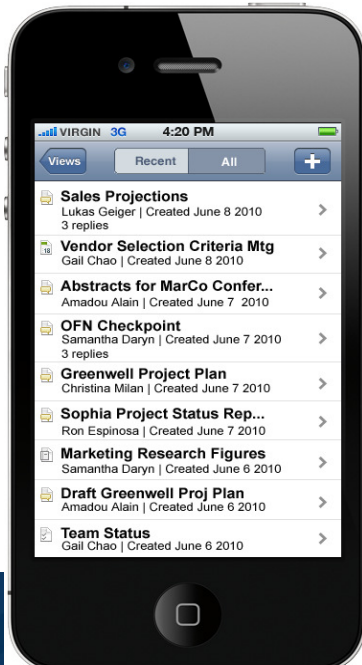
Form with Validation



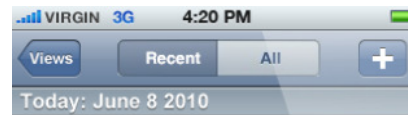
Outline/Menu



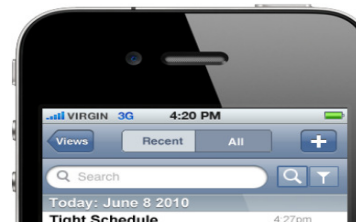
Data View



Navigation Bar



Search Bar





Planned for 2012: IBM Connections Mail brings messaging to your social homepage

Enterprise Newsfeed

Filtering controls.

Mail widget for Inbox access

Calendar widget



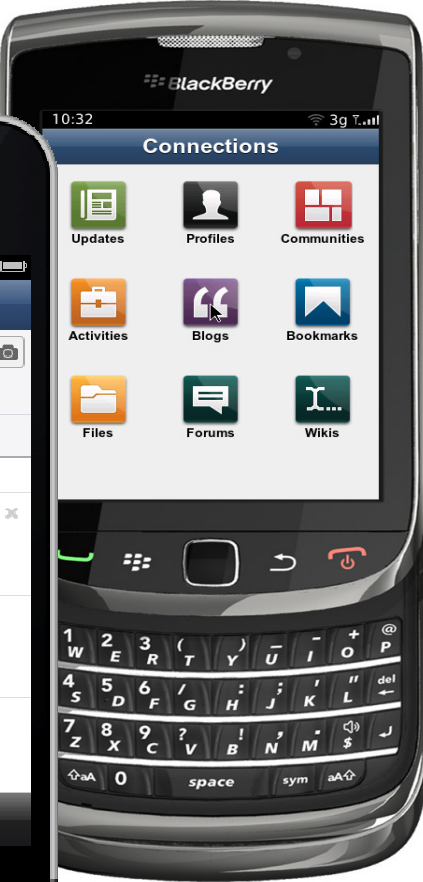
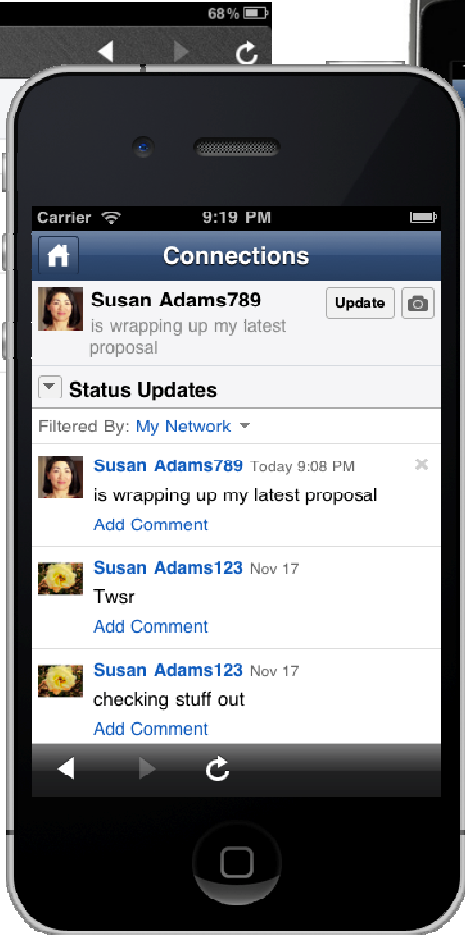
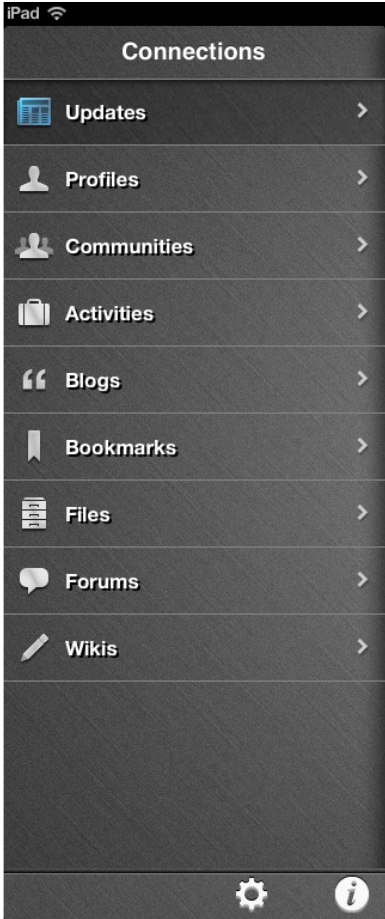
Planned for 2012: IBM Lotus Notes V8.next brings social analytics and embedded experiences to mail

The screenshot displays the IBM Lotus Notes V8.next interface. On the left, a sidebar shows a list of folders (Inbox, Drafts, Sent, etc.) and a 'Filters' section with 'Active People' and 'Active Topics'. The main email list shows messages from Dan Misawa, Minh Li, and Samantha Daryn. A blue callout box over the email list reads 'Active people and topics filtering'. The right pane shows an embedded document 'Sales Figures 2010.odt v.5' with a preview of a presentation slide. A second blue callout box over the document preview reads 'Experience content directly within mail and other applications'. Below the document, there are sections for 'Description', 'Comments (1)', and 'About this file'.



Mobile Users – An opportunity for Connections Mobile

- High use of Executive users running with tablets and smart phones
 - Phone users can see the list of services by tapping the home icon.
 - For iPad the list of configured services is also shown on the left.





Get Started

- Upgrade to Notes/Domino 8.5.3
 - [Getting Started with IBM Connections Files and Status Updates Plugins](#)
- Download the most recent version of XPages Extension Library from OpenNTF
 - <http://extlib.openntf.org/>
 - See [here for more information](#)
- Get enabled on Connections
 - Documentation: [Developing with Connections](#)
 - Workshop: [Lotus Connections 3.0.1: Social computing for business](#)
- Social Business Toolkit
 - [Join community on Greenhouse](#)
 - See social APIs in action with the [SBT API explorer](#)
- What is Your Strategy to demo and explain the value? Are you running 8.5.3, Connections, Sametime, Traveler and Connections Mobile?



Sample Notes and Domino Plan to drive growth

XPAGE Skills and enhance Existing Apps with XPAGES

ND 8.5.3 Upgrade Skills, Traveler, DAOS

Actions: Embark on a Knowledge/Social Strategy with 8.5.3 Connections entitlements

Develop Marketing Plans

Develop "Fast Start" Package

Actions: Seed Market with "Fast Start" Offerings, Promotions and strong local References

Incentive for Local Sales Team to win each qtr

Actions: Engage Customers

- Customer Upgrade to 8.5.3 + Application Enhancements
- Customer Upgrade + Lotus Traveler mobile initiative
- Mobile XPAGE Applications
- Sell Notes or XPAGE Solution to new customers
- Lotus Symphony for cost reductions



Existing Domino Customers = ??

Customer Upgrade Target? eg +10
New Customer Target eg +5

Target ?? Customers per Qtr

Total New Revenue Goal?
Eg +600k



Fact

It takes an average of 7-10 “touches” from multiple sources to cultivate a prospect far enough along to have an effective conversation with your sales team.





IBM is social – and customers “get it”!



Growth



Nicrometal increased suppliers managed per employee from 30-40 to 200, helping grow the company without increasing staff.



VCC increased its new client roster by 40% within new industry sectors over the previous year.



Practice Plan processes 600K patient collections within 70 minutes, and growing to 1M+ would not strain the system or compromise its processes.

Customer Satisfaction



Interhandler cut delivery times to customers by an average of 30 percent.



The Law Offices of LaVan & Neidenberg can analyze and file claims for veterans 66 percent faster, resulting in quicker access to the much needed aid



Max Sibbern created a solution that realizes the dream of ‘1 click’ customer information management

Efficiency



AP7 increased its straight-through processing rate to 99%, while increasing control of their responsibilities to pension holders



The Lithuanian Ministry of Health reduced the time for compiling nationwide data from 1 week to 1 or 2 hours, putting them in a better position to take action against disease outbreaks



Intelligent Data Services improved the ratio of administrative assistants to outbound callers from 1-to-3 to 1-to-20, dramatically cutting costs and increasing competitive advantage.



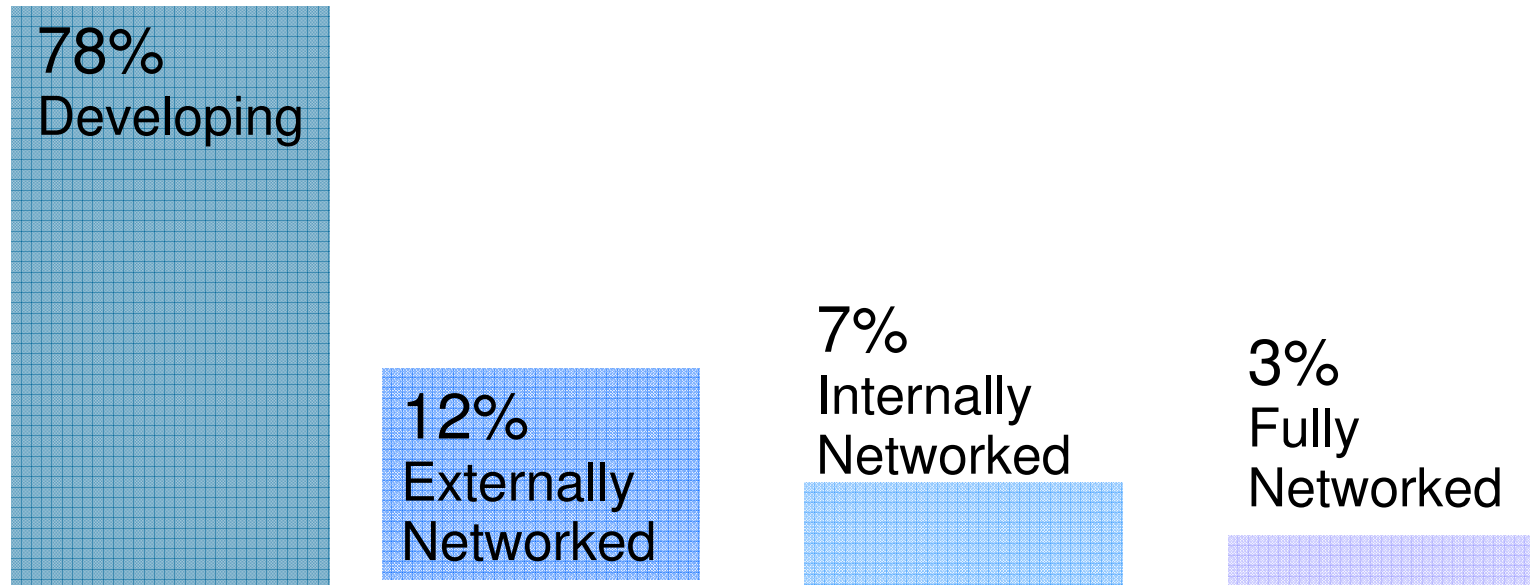
Adoption of social technologies is growing

Most businesses start gradually and expand use over time

72% report their organizations are using at least one social technology

Over 4200 global executives – McKinsey

Where are organizations in maturity and focus?



“Integrate the use of Web 2.0 into employees’ day-to-day work activities. This practice is the key success factor in all of our analyses, as well as other research we have done. What’s in the work flow is what gets used by employees and what leads to benefits.” - McKinsey



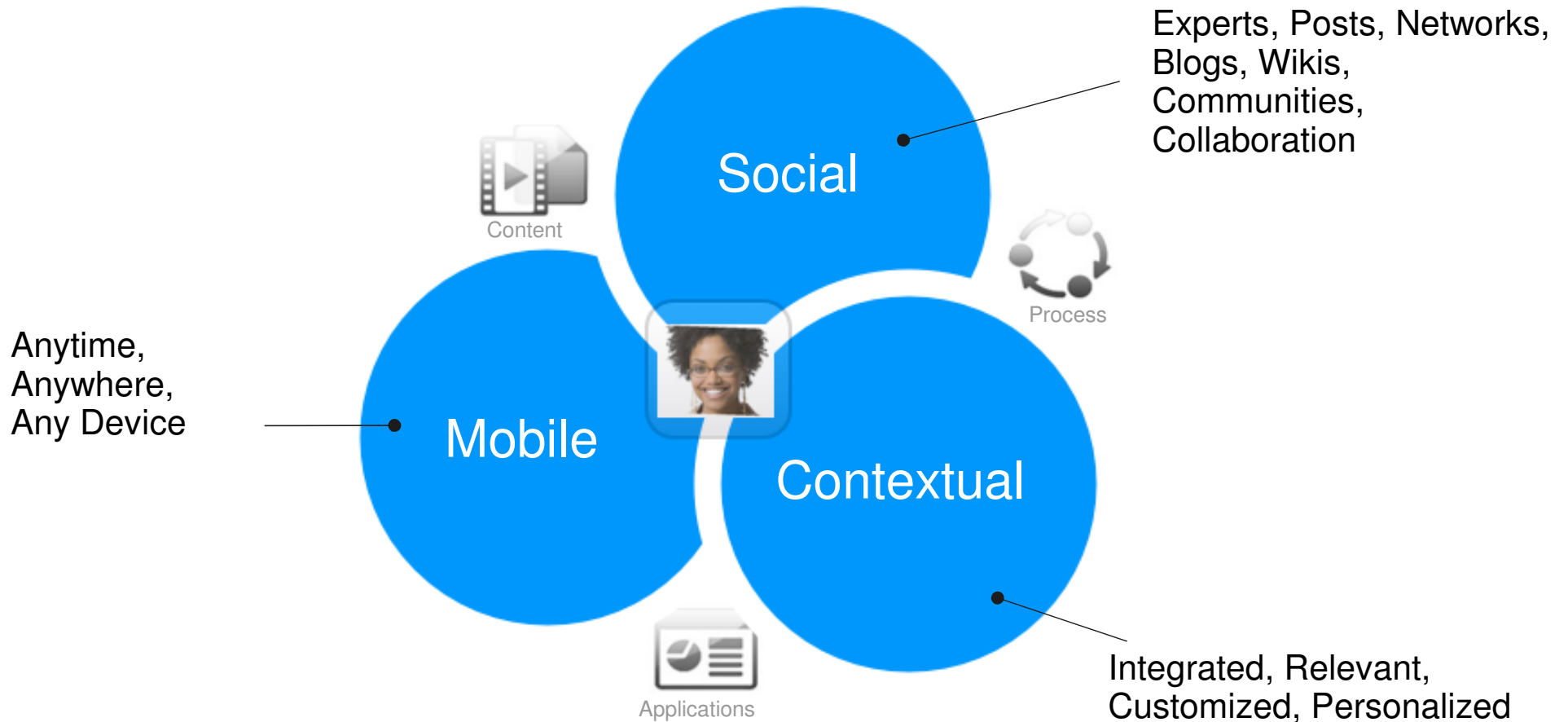
Assess: Where are your customers on the Social Timeline of Value?





Social Intranets

Provide **socially** infused web content, applications, and processes that are **personalized** for the right user, in context of business activities and can be accessed **anywhere or anytime**





Fact

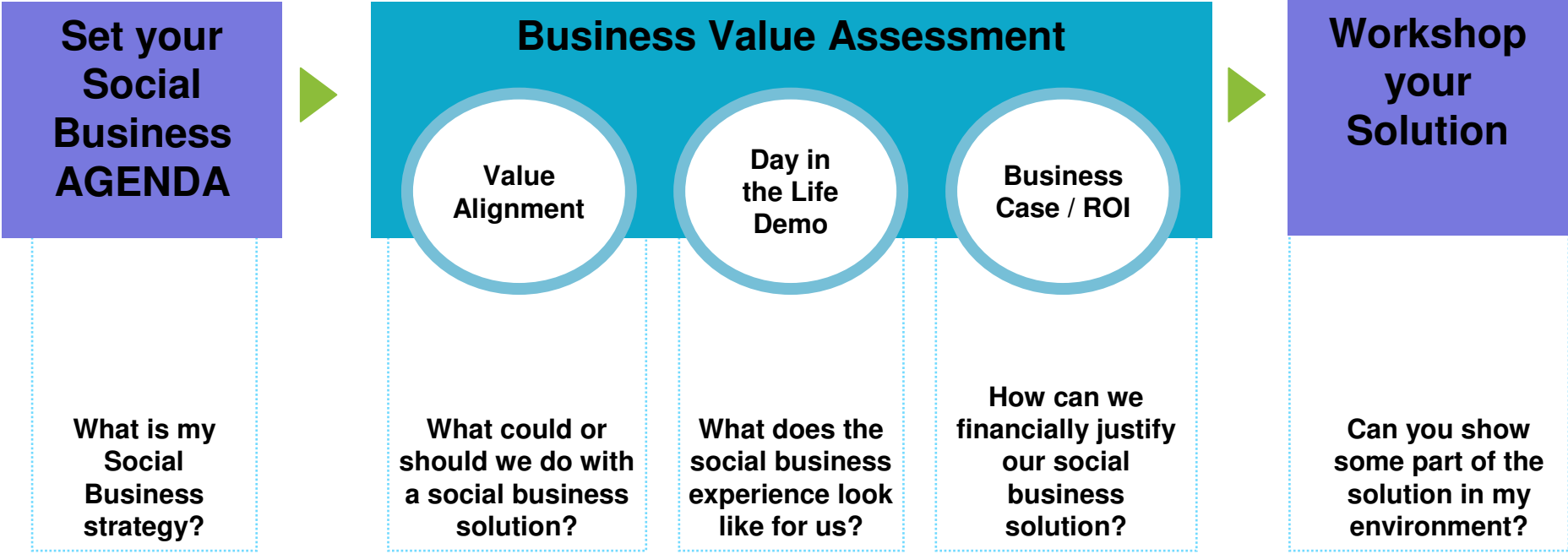
90% of IT decision makers use search engines to locate products and services!





Business Value Assessment

Social Business Thought Leadership





Lead Generation – Smart and Simple Actions that can make a difference

- Give something away. Eg From your web site, www.OpenNTF.org, trials of software etc
- Use the web and establish global visibility
- Have you looked at your web site lately? Does it generate leads for you? Does your website appear in the key search engines.
- Who is your target audience? CxO, MD, LOB, IT....are you publishing content to attract this audience and keeping them engaged?
- Are you posting your solutions into the IBM solution catalog?
- Do you have customer references on your web site? Are they recent? Are they in the IBM Customer reference database?
- Sell the vision – upsell existing opportunities for both services and product opportunities.
- Use what you sell, selling is easier if your teams show how they benefit from your solutions
- Publish Competitive Materials – Positive Recommendations from Analysts
- Adopt a IBM Sales rep – customers will still need services to deploy



A Call To Action



Summary

1) Determine Growth Targets and profitability

- Assess Customers
- Assess approaches
- Become Enabled
- Deploy Internally

2) Participate!

- Use the Sales Plays and Promotion Offers
- Use your IBM Co-Marketing Funds and Program
- Join an IBM -- or run your own -- Social Business Roadshow

3) Upgrade!

- Move Lotus Notes and Domino customers to 8.5.3 with new IBM Connections files and profiles entitlements
- Use the Mobile Advantage of Traveler, Connections Mobile, Sametime Mobile.....

4) Upsell and Cross-Sell!

- Upsell IBM Connections and IBM Sametime to Notes, Domino, and Microsoft, customers
- Cross-sell solutions with Analytics, Commerce, Web Applications, Content & Risk Management





PartnerWorld Resources

- [Social Collaboration sales play](#) and [Cross Brand Sales Plays](#) – address customer challenges with proven solutions
- [IBM Collaboration Assessment Tool](#) - generate and progress leads
- [IBM Collaboration Solutions Briefcase for Mid-Market](#) and [IBM Cost Buster Solutions](#) – offerings and assets optimized for Mid-Market customers
- [IBM Co-Marketing Center](#) - plan your campaigns with “ready to execute” materials
- [Web Content Syndication](#) – leverage IBM's web content on your web site
- Sales initiatives including
 - [Software Volume Selling](#) – Focus on smaller deals and target LoB decision makers
 - [Subscription and Service](#) – grow your installed base
 - [Application-Specific Licensing](#) – bundle IBM software with your solution
 - Other tools including [IBM Collaboration Assessment Tool](#), and [Volume/Small Deals Support for Business](#)

IBM PartnerWorld >

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