

# Lotus knows.

Smarter software for a Smarter Planet.

클라우드 컴퓨팅 기반 협업 서비스

국내외 사례를 통해 보는 SaaS 기반 협업 솔루션

안병욱 차장 | IBM SWG Lotus 사업부



## Agenda

- Cloud Services and LotusLive
- LotusLive Offerings
- LotusLive Security
- Success Story
  - Panasonic
  - 삼일제약 영업관리부의 혁신 사례

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# Cloud Services and LotusLive

## What About 2009: The HorizonWatch list of 20 trends to watch (or have watched) in 2009

### General Trends 2009

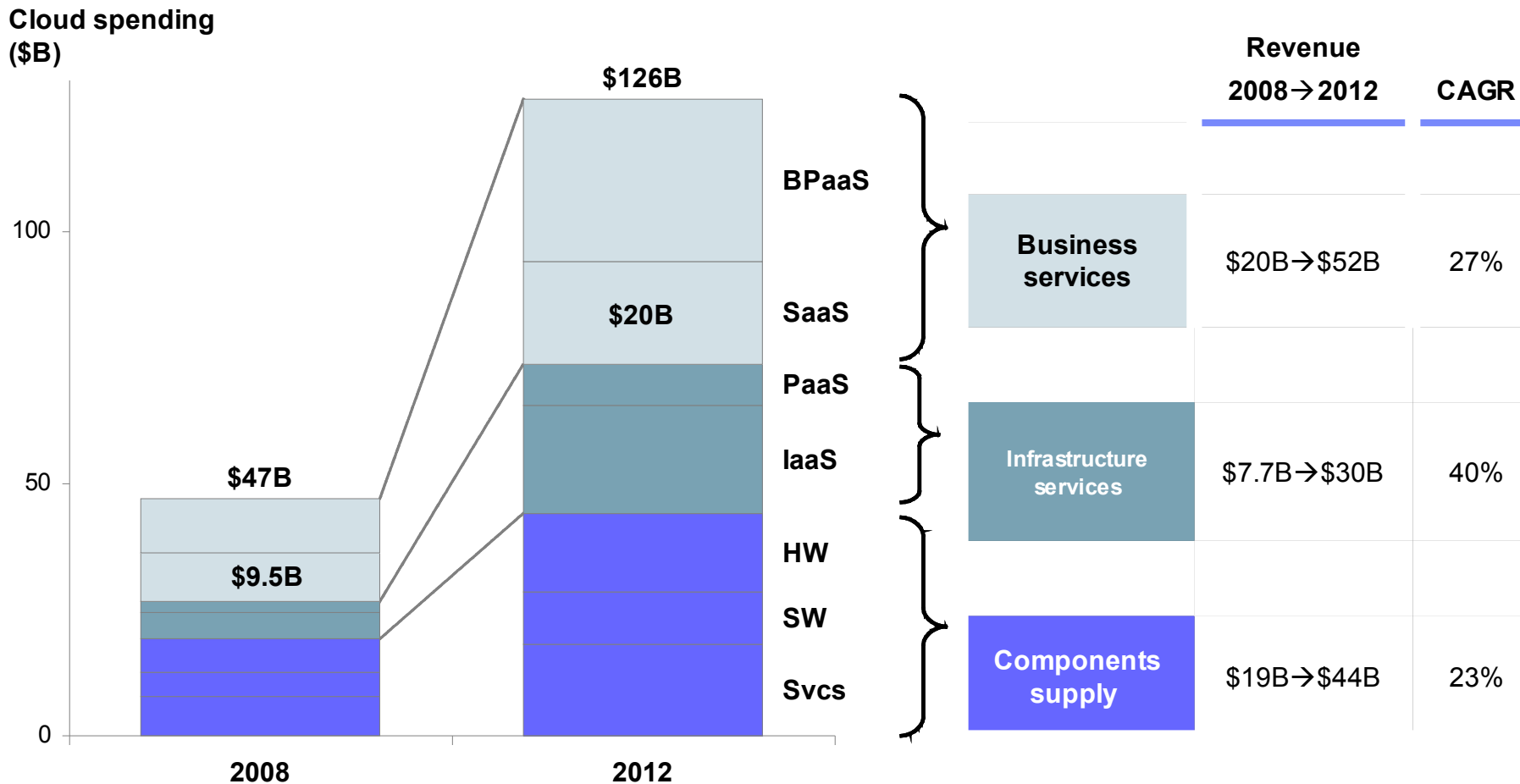
1. Recession
2. Growth Markets
3. Government Response
  - a) Infrastructure Development
  - b) Smart Cities
4. Business Response
5. Workforce Optimization
6. Enterprise Mobility
7. Corporate Social Networking / Communities
8. Energy, Environment, & Sustainability
9. Competitive Landscape
10. Vertical Industry Trends

### IT Technology Trends 2009

1. Web Services
2. Virtualization
3. Cloud Computing
4. SaaS
5. Analytics as a Service
6. Mobile Applications / Services
7. Security
8. Embedded Intelligence
9. Unified Communications
10. Telepresence / Video Conferencing

## The SaaS Segment Will Grow From 9.5B (2008) to \$20B in 2012








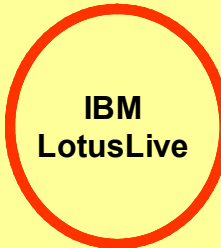
Cloud spending by sub-market



- Includes both direct providers of cloud services and components suppliers
- Data represents a worldwide view across both LE and SMB

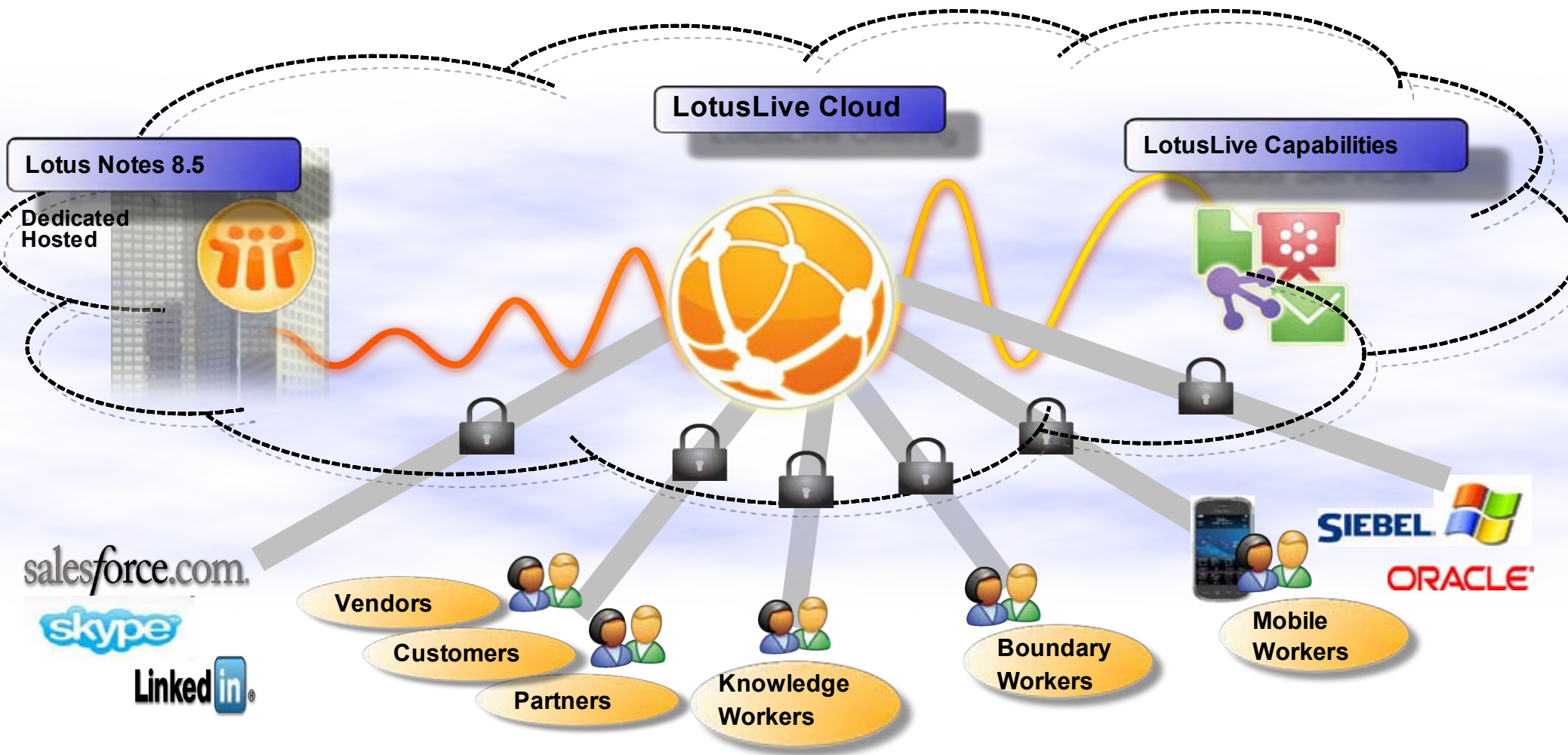
Source: IBM (MI), IDC, CIO magazine, BCG analysis

## LotusLive = Collaboration Services In IBM Public Cloud

							
	Analytics	Collaboration	Development and Test	Desktop and Devices	Infrastructure (compute)	Infrastructure (storage)	Business Services
<b>Smart Business on public IBM Cloud</b> Standardized services on the IBM Cloud		 <b>IBM LotusLive</b>	IBM Smart Business Devt & Test on the IBM Cloud	IBM Smart Desktop on IBM Cloud  IBM Smart Business End User Support	IBM Compute On Demand	IBM Information Protection Services	IBM Smart Bus. Expense Reporting on the IBM Cloud  IBM BPM Blueworks (Design Tools)
<b>Smart Business on private Cloud</b> Private cloud services, behind you firewall, built and/or managed by IBM	IBM Smart Analytics Cloud	IBM Smart Business Desktop	IBM Smart Business Test Cloud	IBM Smart Business Desktop Cloud		IBM Smart Business Storage Cloud	
<b>Smart Business Systems</b> Pre-integrated workload optimized systems	IBM Smart Analytics System	IBM Smart Business Cube	IBM CloudBurst V 1.2		IBM CloudBurst  WebSphere CloudBurst Appliance	IBM Information Archive	IBM Smart Business for SMB (backed by the IBM Cloud)



# An integrated platform optimizing on premise and cloud based services serving a variety of needs



## LotusLive has outshined the competition in 2009, taking home several major awards

June 2009

LotusLive won the Buyer's Choice Award at the Enterprise 2.0 Conference in Boston, beating out Google Apps, EMC, and others

December 2009

LotusLive was named the Best Cloud Application of 2009 by ChannelWeb, after their test center reviewed iNotes and Engage



### Enterprise 2.0: IBM's LotusLive Connections Captures Award

The winner of the show's Cloud Computing Technology Buyers' Choice Award combines business social networking with collaboration tools.

By W. David Gardner, [InformationWeek](#)

June 24, 2009

URL: <http://www.informationweek.com/story/showArticle.jhtml?articleID=218101121>

ChannelWeb  
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News | Reviews | Research | Tools | The IT Channel | Networking | Security | Storage | Hardware | Software | Ma

### The Best Products Of 2009

« previous 1 ... 10 11 12 13 14 15 16 17 next »

#### Cloud Application: LotusLive

If you had written off IBM's Lotus group for dead, you'd have been very, very wrong. Not only is IBM's Cambridge, Mass.-based software operation as feisty as ever, its adoption of the hosted model for its core products is actually giving it a major technical edge. Case in point: LotusLive. The CRN Test Center looked at, and liked, LotusLive Engage and LotusLive iNotes – two hosted applications that bring collaboration and messaging to IBM's cloud in a significant and aggressive way. While rivals including Microsoft have made no bones about the fact that they will be players in the cloud space with its messaging, e-mail and collaboration, Lotus is there in a business-ready way right now. As enterprises begin what could be a long, measured transition from on-premise IT, to a hybrid model, to cloud computing, the full suite of LotusLive products gives the channel a way to get started right this minute.



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# LotusLive Offerings

# LotusLive Offerings

## Web Conferencing

### LotusLive Meetings

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

### LotusLive Events

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

## Collaboration

### LotusLive Engage

An integrated suite of Web collaboration and business networking solutions including:-

- On line Meetings
- Survey Forms
- Files
- Charts
- Instant Messaging
- Profiles and Contacts
- Activities

### LotusLive Connections

An integrated suite of Web collaboration and business networking solutions including:-

- Files
- Profiles and Contacts
- Activities
- Instant Messaging

## eMail

### LotusLive Notes (Lotus Notes Hosted Messaging)

Full-featured, dedicated hosted Email service. (rich or Web client access)

#### Additional Add-ons

LotusLive Mobile for Blackberry

LotusLive Sametime IM

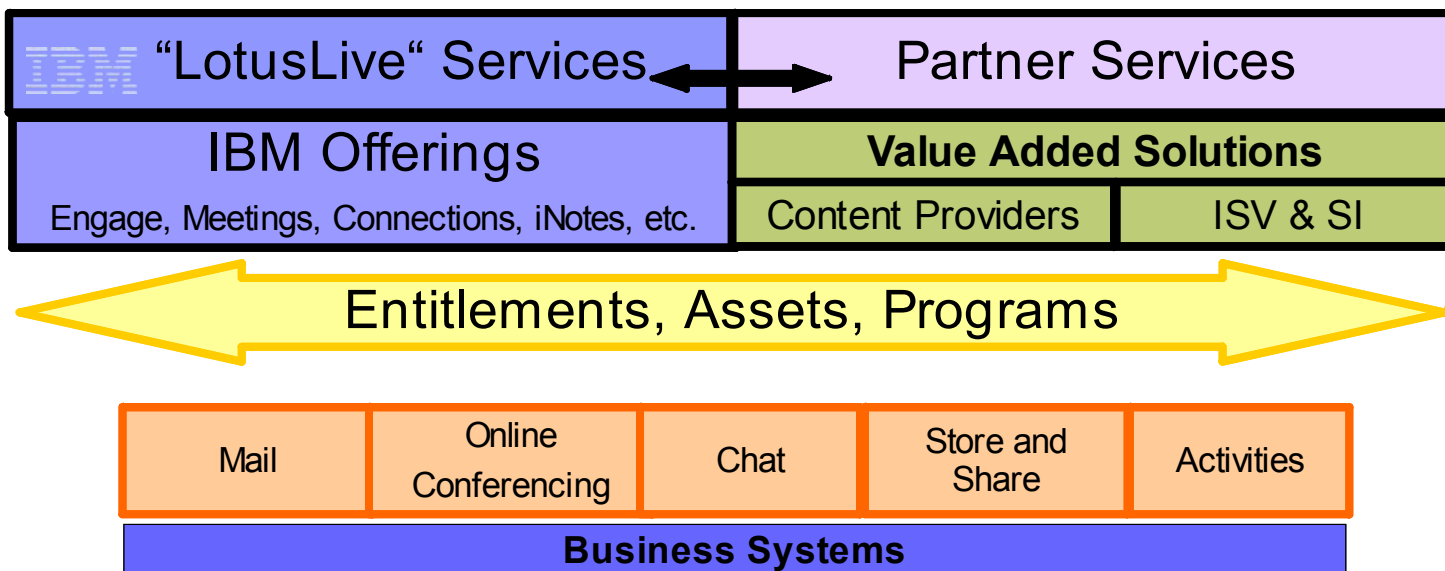
### LotusLive iNotes

Web-based Email service with group calendar & shared contacts.

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.



## Partnering in a SaaS World



- LotusLive is a flexible SaaS platform for collaboration with partner extensions
- Partners can integrate LotusLive services in their own applications
- Partner applications can be integrated into LotusLive
- Partners can integrate LotusLive with existing, on-premise solutions (Click to Cloud™)
- Partners can provide IT services and consulting for LotusLive
- Customers benefit from integrated external-facing collaborative business processes

## LotusLive Labs Vision

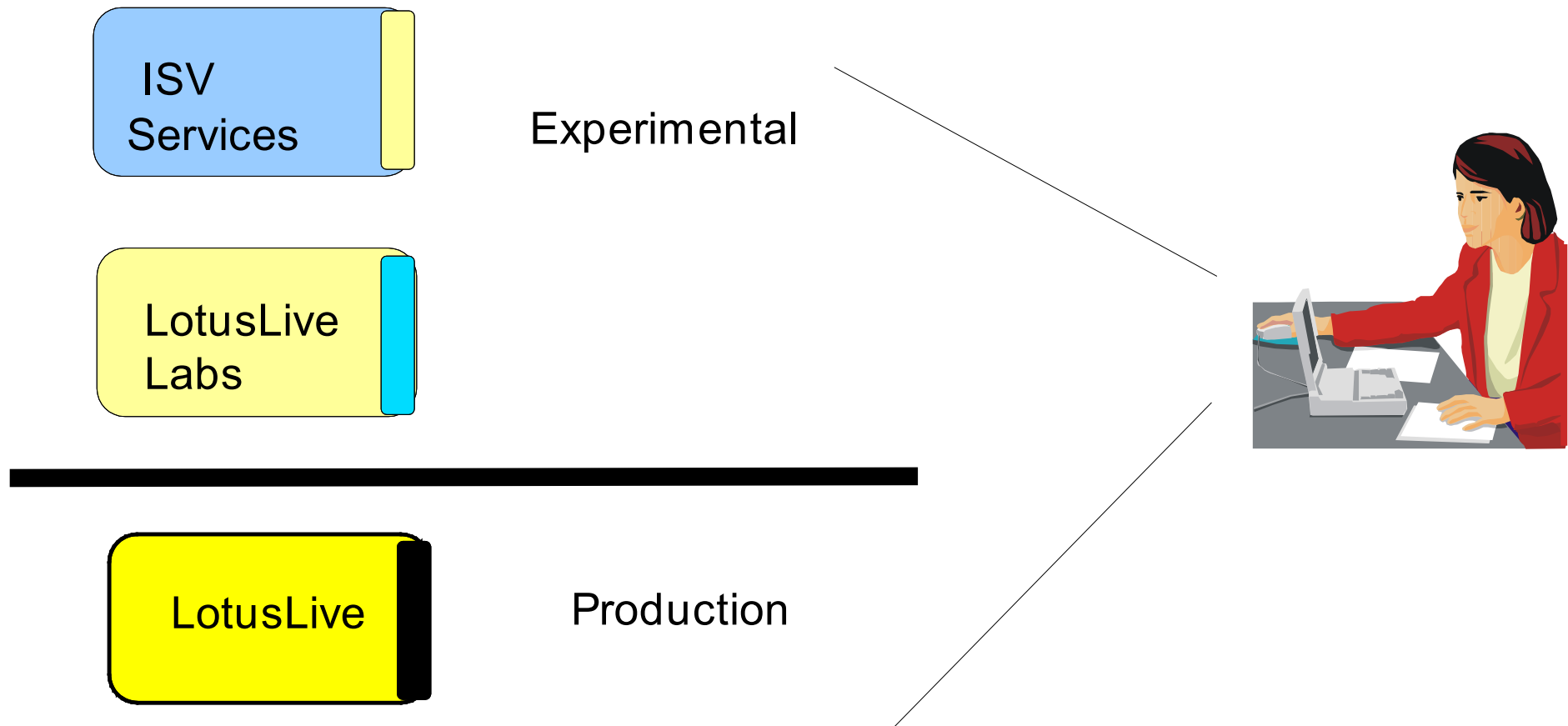
LotusLive Labs is your gateway to new ideas, technology previews and innovations on collaboration in the Cloud from IBM's global network of research scientists.

- Motivation – efficient way to deliver a robust innovation pipeline from IBM Research, product Development and ISV's
- Extension – an intuitive, elegant extension of your LotusLive dashboard and services
- Inclusion – gateway to new ideas, technology previews and innovations on collaboration in the Cloud from IBM's global network of research scientists, *product teams and ultimately, external developers.*



## Labs is a safe and integrated environment

- For LotusLive Users: Labs plays it safe – giving you access to innovation without complicating your production services.
- For ISVs: LotusLive Labs levels the playing field – open API's provide equitable access for ISV's and developers to reach LotusLive users





## Getting Started – [www.LotusLive.com/ko/trial](http://www.LotusLive.com/ko/trial)

### 평가판을 시작할 서비스 선택

30일 무료 평가판을 시작할 LotusLive 서비스를 선택하십시오. 협업, 웹 컨퍼런스 및 이메일 솔루션 컬렉션에서 선택하십시오.

LotusLive 계정을 이미 가지고 있습니까? 다른 서비스를 시도하려면 다음 이메일 주소로 문의 사항을 보내며 주십시오.  
[support@lotuslive.com](mailto:support@lotuslive.com)



#### LotusLive Engage

웹 컨퍼런스, 네트워킹 및 효율성 도구

- 최대 15명까지 참여할 수 있는 웹 컨퍼런스 호스트
- 동료, 클라이언트 및 고객과의 네트워크 제공
- 파일 저장 및 공유
- 팀 활동 관리
- 인스턴트 메시지 기능, 설문 조사 작성 및 동적 차트 작성



#### LotusLive Connections

비즈니스 소셜 네트워킹 및 효율성 도구

- 비즈니스 네트워크 구축
- 파일 저장 및 공유
- 팀 활동 관리
- 동료와의 인스턴트 메시지



#### LotusLive iNotes

안정성을 갖춘 경제적 웹 메일

- 웹 브라우저로 이메일에 접속
- 조직 내의 모든 사용자에게 대한 회사 계정 작성
- 연락처 관리 도구를 사용하여 효율적으로 관리



#### LotusLive Meetings

웹 컨퍼런스

- 최대 15명까지 참여할 수 있는 웹 컨퍼런스 호스트
- 프리젠테이션 발표 및 화면 공유
- 온라인 미팅에서 비디오 방송 사용

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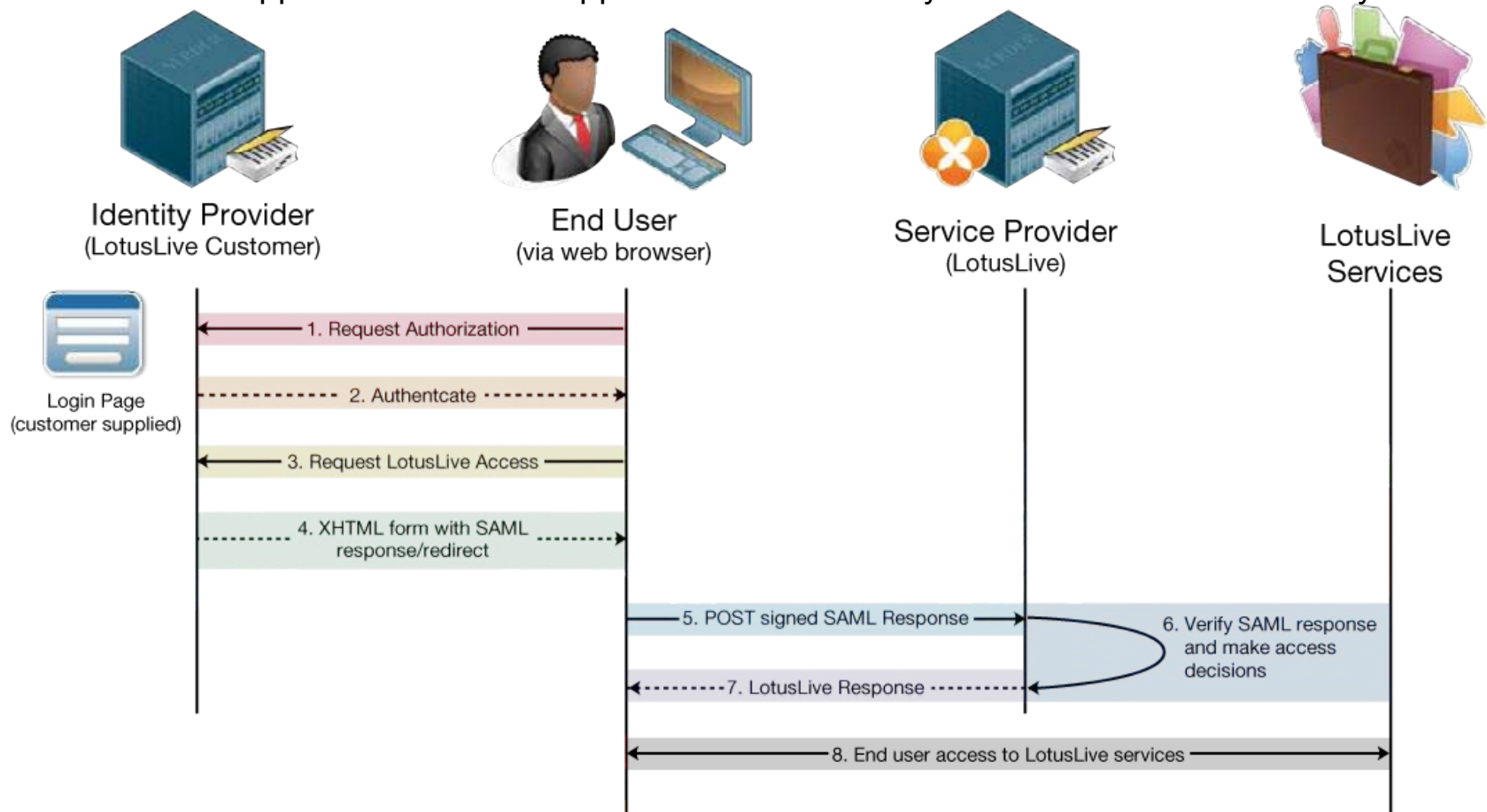
# LotusLive Security

## Information Protection End to End

- All client communications are encrypted
- Real Time Antivirus support services with on demand scanning
  - Robust commercial AV product is deployed both on the system server OSs and within the applications to provide immediate real time scanning on files and email
- Audit logs for logging and analysis of security related events
- IBM's Information Protection Services (formerly Arsenal Digital) provide robust data and systems backup and recovery capabilities
  - Utilizes a local device to capture and retain backup data and information
  - Replicates local backups to another IBM Data Center to ensure high availability and recover services
  - Backup data is encrypted using 128 bit AES

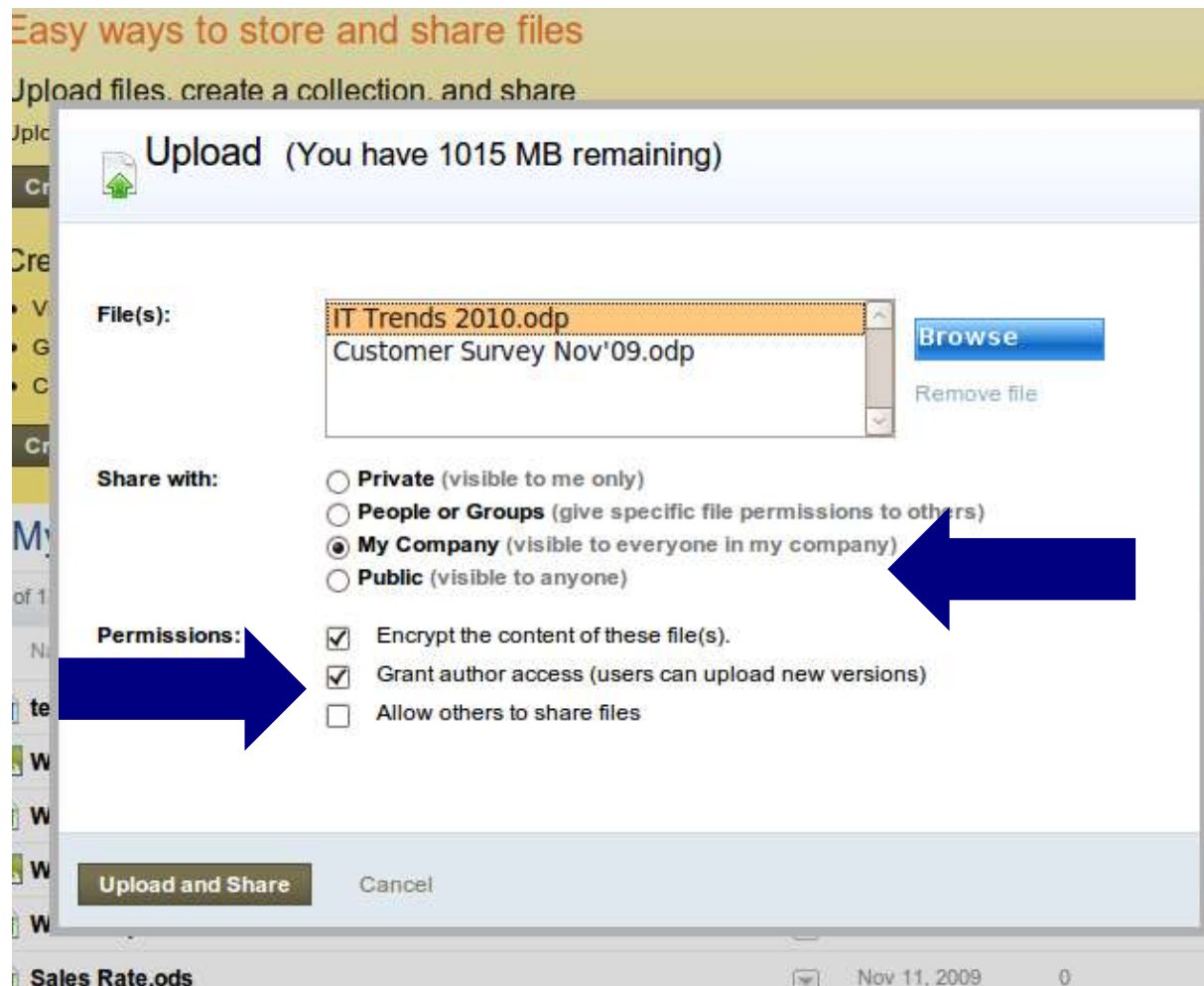
## Single Sign on Capabilities Reduce User Overhead

- Leverages widely utilized Tivoli Access Manager software to provide single sign on capabilities across LotusLive components
- SAML v1.1 Browser Post support for customer supplied federated identity with Tivoli Federated Identity Manager



## Uploading a File to Share (or Not)

- Uploaded files private by default
- Sharing within organization, with individuals, groups or publically
- Sharing with users outside LotusLive
- Re-sharing option
- Write or read-only access
- Encryption





## Sharing a File with More People

**Y** Share files

**File(s):** Customer Survery Nov'09.odp

**Share with:**

- People or Groups** (give specific file permissions to others)
- My Company** (visible to everyone in my company)
- Public** (visible to anyone)

**Permissions:** Type a LotusLive person or group, or any external e-mail address.

**Readers**

**Authors**

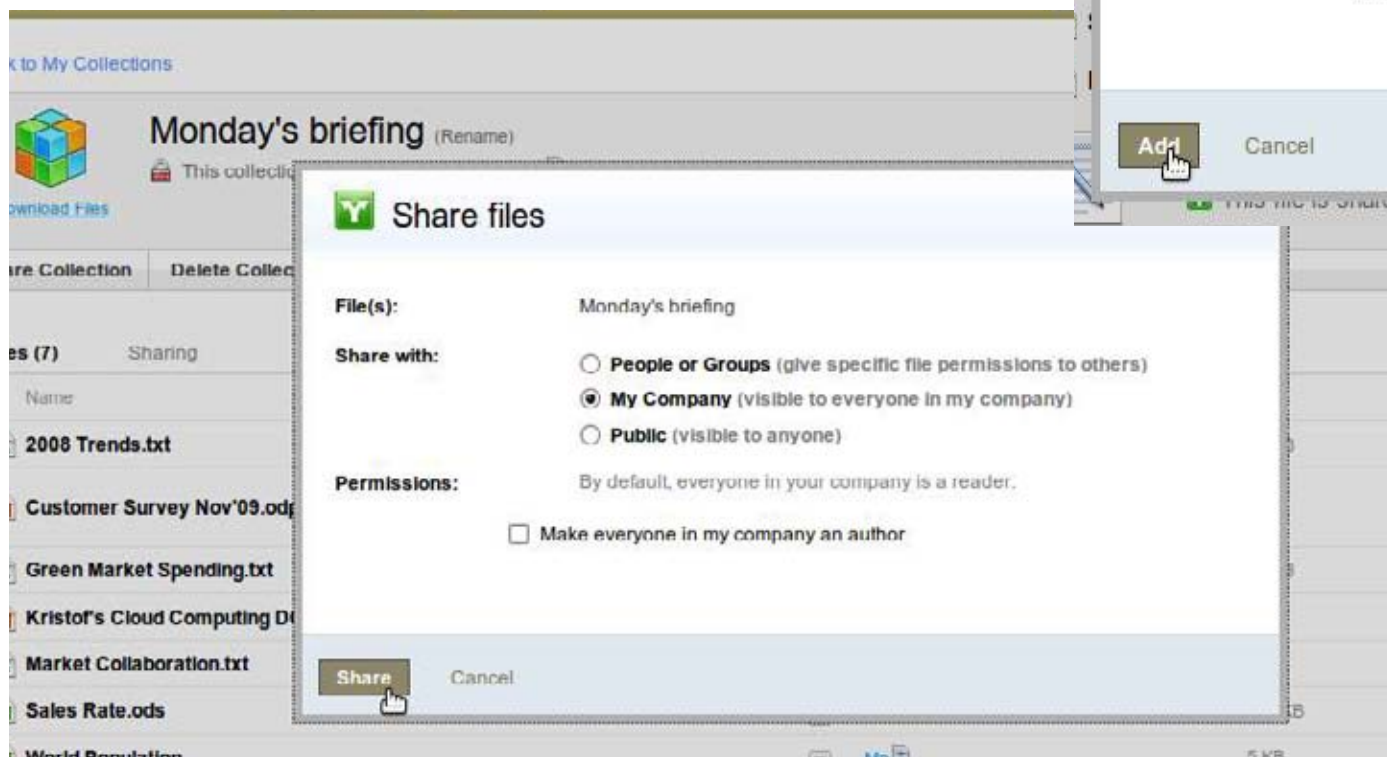
**Message:** (optional)  
You're a presenter too;

**Share** Cancel

- Typeahead helps with selecting the right people
- Sharing with:
  - Company
  - Individuals
  - Groups
  - Publically
- Access to read only or contributor access

## Creating a Collection for easy Sharing

- Grouping multiple files in collections
- Sharing collections independently from files




## File Sharing Context and Security

Renovations My Dashboard My Mail My Network My Services Support Administration Invite Guest Log Out

Files Upload Files New Search for files

← Back to My Files

 Customer Survey Nov'09.odp v.1 (Rename)  
This file is shared. | Created by Me, uploaded Nov 11, 2009.  
Tags: customer data marketing (Edit)  
(Add description)

Download (4 MB)

Share Add to Collection Upload New Version More Actions

Comments Download History Versions **Sharing** Collections About this file

Readers: Ed El-Amon Clare Booth Alex Kay Dennis Michaels  
Authors: Samantha Daryn

Make this Reader an Author  
Delete this Reader

Stop Sharing  Allow Others to Share

8 MB (1%) of 1,024 MB LotusLive Home Contact Us Help & FAQ Terms of Use Privacy What's New

## Server Based File Encryption

The screenshot shows the LotusLive file management interface. On the left, there is a sidebar with navigation options like 'Recent Activity', 'Files', 'My Files', 'Collections', 'Recent Collaborators', 'Groups', and 'Tags'. The main area displays a list of files under 'My Files'. The file 'LotusLive Sharing Model' is highlighted, and a context menu is open over it, showing options: 'Upload new version', 'Edit properties', 'Set notifications', 'Remove file encryption', and 'Delete'. A blue arrow points from the 'Remove file encryption' option back to the file. Another blue arrow points from the 'Download (44k)' link to the 'Popular Tags' section in the sidebar.

Name	Date Modified	Downloads	Size	Privacy
Summary Page designs.png	Oct 27	48	117 KB	Public
Current Files UX Tasks.xls v.3	Oct 27	0	315 KB	Private
Post 2.5 Files UX Issues.doc	Oct 27	21	710 KB	Public
Files and Community Integration.doc	Oct 24	1	21 KB	Private
LotusLive Sharing Model	Oct 24	0	49 KB	Public
sales presentation.psd		2	5.1 MB	Public
post_meeting_flow.pdf		2	247 KB	Public
nav_branding.psd v.4		2	247 KB	Public
Salesflow user flow.jpg	Jul 2	2	1.2 MB	Public
Meetings Homepage Draft.png	Jun 23	2	99 KB	Public



## Download History



**Customer Survey Nov'09.odp** v.1 (Rename)

Shared with the public. | Created by [Me](#), uploaded Nov 11, 2009.  
 Tags: customer data marketing (Edit)  
 (Add description)

[Download \(4 MB\)](#)

---

[Share](#)  
 [Add to Collection](#)  
 [Upload New Version](#)  
 [More Actions](#)

 **Recent Activity**

▼ **Today**

Today 1.5 hours ago [Heather Reeds](#) downloaded file  [Customer Survey Nov'09.odp](#)

Today 1.5 hours ago [Clare Booth](#) downloaded file  [Customer Survey Nov'09.odp](#)

▼ **Yesterday, at 2:28:55 PM**

Yesterday, at 2:28:55 PM [Ed El-Amon](#) downloaded file  [2008 Trends.txt](#)

Yesterday, at 2:28:47 PM [Samantha Daryn](#) downloaded file  [Market Collaboration.txt](#)

Yesterday, at 2:28:40 PM [Heather Reeds](#) downloaded file  [Sales Rate.ods](#)

Downloaded By	Version	Date
<a href="#">Clare Booth</a>	4	Today 49 minutes ago
<a href="#">Heather Reeds</a>	4	Today 1 hour ago
<a href="#">Ed El-Amon</a>	4	Today 1 hour ago
<a href="#">Samantha Daryn</a>	3	Today 2 hours ago
<a href="#">Alex Key</a>	3	Dec 17, 2009
<a href="#">Me</a>	3	Dec 16, 2009
<a href="#">Heather Reeds</a>	2	Dec 15, 2009
<a href="#">Clare Booth</a>	2	Dec 15, 2009
<a href="#">Clare Booth</a>	1	Dec 13, 2009
<a href="#">Dennis Michaels</a>	1	Dec 13, 2009
<a href="#">Me</a>	1	Dec 13, 2009



## Sharing Outside the Organization

- Administrator can see file shares outside the company
- Who shared the files
- Information about sharee (name, domain, company)
- Time frames

### Company Downloads

#### File Download History

You can quickly see which files have been circulated outside your company. A file displays if it was downloaded within the date range that you provide.

From:  To:  [Display Files](#)

38 file(s) downloaded between Sep 1, 2009 and Today 1 minute ago [Previous](#) | [Next](#)

Name	Downloaded by	E-mail domain	Company	Date	Shared via
SHAREDSCHART	TestUser Guest 0915220543	ivhouse.com	IBM Guest House Account	Sep 16, 2009	engrtdaily
roses.jpg	dinker rin	in.ibm.com	IBM Guest House Account	Sep 15, 2009	Administrator
roses.jpg	dinker rin	in.ibm.com	IBM Guest House Account	Sep 15, 2009	Administrator
test.txt	dinker rin	in.ibm.com	IBM Guest House Account	Sep 15, 2009	Administrator
roses.jpg	dinker rin	in.ibm.com	IBM Guest House Account	Sep 15, 2009	Administrator
roses.jpg	dinker rin	in.ibm.com	IBM Guest House Account	Sep 15, 2009	Administrator
sest.txt	dinker rin	in.ibm.com	IBM Guest House Account	Sep 15, 2009	Administrator
test.txt	dinker rin	in.ibm.com	IBM Guest House Account	Sep 15, 2009	Administrator
sest.txt	Guest shan	alum.rpi.edu	IBM Guest House Account	Sep 14, 2009	engrtdaily

From:  To:  [Display Files](#)

4 file(s) downloaded between Jan 1, 2009 and Today 9.5 hours ago [Previous](#) | [Next](#)

Name	Downloaded by	E-mail domain	Company	Date	Shared via
Sales Rate.ods	John Smith	xnet.tld	xNET	Dec 17, 2009	Samantha Daryn
IT Trends.ods	Dennis Michaels	xnet.tld	xNET	Dec 17, 2009	Frank Adams
Customer Survey Nov'09.ods	Dennis Michaels	xnet.tld	xNET	Dec 17, 2009	Frank Adams
briefing plan.odt	Dennis Michaels	acme.example.com	ACME	Dec 17, 2009	Frank Adams

## Controls on Activities

The screenshot displays the Lotus Symphony interface for an activity titled "Chicago CTO roundtable". The top navigation bar includes "Activities", "To Do List", and "Activity Templates". The activity goal is "get customer to roundtable". A task "Order lunch for CTO roundtable" is due on 31 Dec, updated by Frank Adams. The interface shows a sidebar with "Activity Outline", "Recent Updates", "To Do Items", and "Trash". The "Members" section lists "Owners" (Frank Adams), "Authors" (CTO roundtable), and "Readers" (Clare Booth, Ed El-Amon, Samantha Daryn). A "Renovations Access" section shows "Private (default)" with a "(change)" link. A "Shared Access" dialog is open, allowing selection of privacy levels: "Private (default)", "Everyone (Read Only)", and "Everyone".

**Activities** | Activities | To Do List | Activity Templates

Chicago CTO roundtable

**Activity Goal** - get customer to roundtable

**Order lunch for CTO roundtable** Due 31 Dec  
updated by Frank Adams | Today 12:03 AM

Assigned to: Frank Adams

Add: [Comment](#) | [To Do Item](#) | [More Actions](#)

**Activity Outline**  
Recent Updates  
To Do Items  
Trash  
Sections  
[Add Section](#)

**Members**  
[Add Members](#)

**Owners**  
Frank Adams

**Authors**  
CTO roundtable

**Readers**  
Clare Booth  
Ed El-Amon  
Samantha Daryn

**Renovations Access**  
Private (default) [\(change\)](#)

**Shared Access**

Choose the privacy level you want to have for this activity below and click OK.

**Private (default)**  
Only invited members can see this activity.

**Everyone (Read Only)**  
Anyone in Renovations can find and see content in this activity.

**Everyone**  
Anyone in Renovations can find, see, and add content in this activity.

[Save](#) [Cancel](#)

# Success Story

## Panasonic and IBM Partner in the Cloud



January 13, 2010 7:20 PM PST

### IBM grabs largest enterprise cloud deployment

by Dave Rosenberg

Font size Print E-mail Share 11 comments

214 retweet Share 6

IBM is expected to announce on Thursday the largest enterprise cloud computing deployment to date as Panasonic begins a migration off Microsoft Exchange to IBM's **LotusLive** cloud service. More than 100,000 employees will participate in the initial migration effort expanding to a total of more than 300,000 employees and external partners globally.

This is significant not just for the scale but also because a large, conservative company like Panasonic is moving full-on into the cloud. It's also important because this deployment replaces Microsoft Exchange and furthers IBM's **leadership role** in enterprise-targeted cloud services.

For the last several years, Panasonic has been undergoing a business globalization effort to consolidate internal and external facing systems and integrate the 500-plus companies that create the single Panasonic brand. In evaluating its needs to communicate with third-party suppliers and ensure consistency, Panasonic chose cloud-based services as the best solution to deal with a global workforce and partners.



(Credit: IBM)



## Panasonic Corporation

Chooses LotusLive to connect global workforce



### The Business

- Panasonic is a market and technology leader in consumer and industrial electronics.

### The Challenge

- Needed a way to allow its workforce to communicate and collaborate more efficiently with its global network of customers, partners and suppliers through a cloud-based community.

### Solution

- Adopt **LotusLive Engage** for Web conferencing, online meetings, file sharing, instant messaging and project management.
- Use **LotusLive Connections** for business social networking between employees, partners and suppliers to find and share the right insight.
- Migrate employees from Microsoft Exchange or other collaboration software to **LotusLive Notes and LotusLive iNotes** for email, calendaring and contacts.

### Benefits

- Low cost and rapid deployment will provide immediate and long-term cost savings, offsetting recent economic setbacks.
- Superior extranet capabilities will allow Panasonic to provide a set of cloud collaboration tools for immediate access across all regions.
- Open architecture enables company to build on existing and future investments in its IT infrastructure, without increasing the resources of its IT departments.
- Advanced collaboration capabilities will facilitate global project teams and best practices for product research, development and sales, giving Panasonic an edge over competitors.

"LotusLive is an integral vehicle for our employees to truly function as a globally integrated enterprise. It will allow us to work securely with our extended enterprise of Panasonic partners and customers as if they are all in the same location, bringing the promise of quicker, more efficient teamwork and commerce worldwide."

Mitsuhiro Aoyama, Vice President  
Corporate Information Systems Company,  
Panasonic Corporation

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

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## 삼일제약 영업관리부의 혁신 사례

장원철 | 영업관리부





## 영업관리부 업무 소개



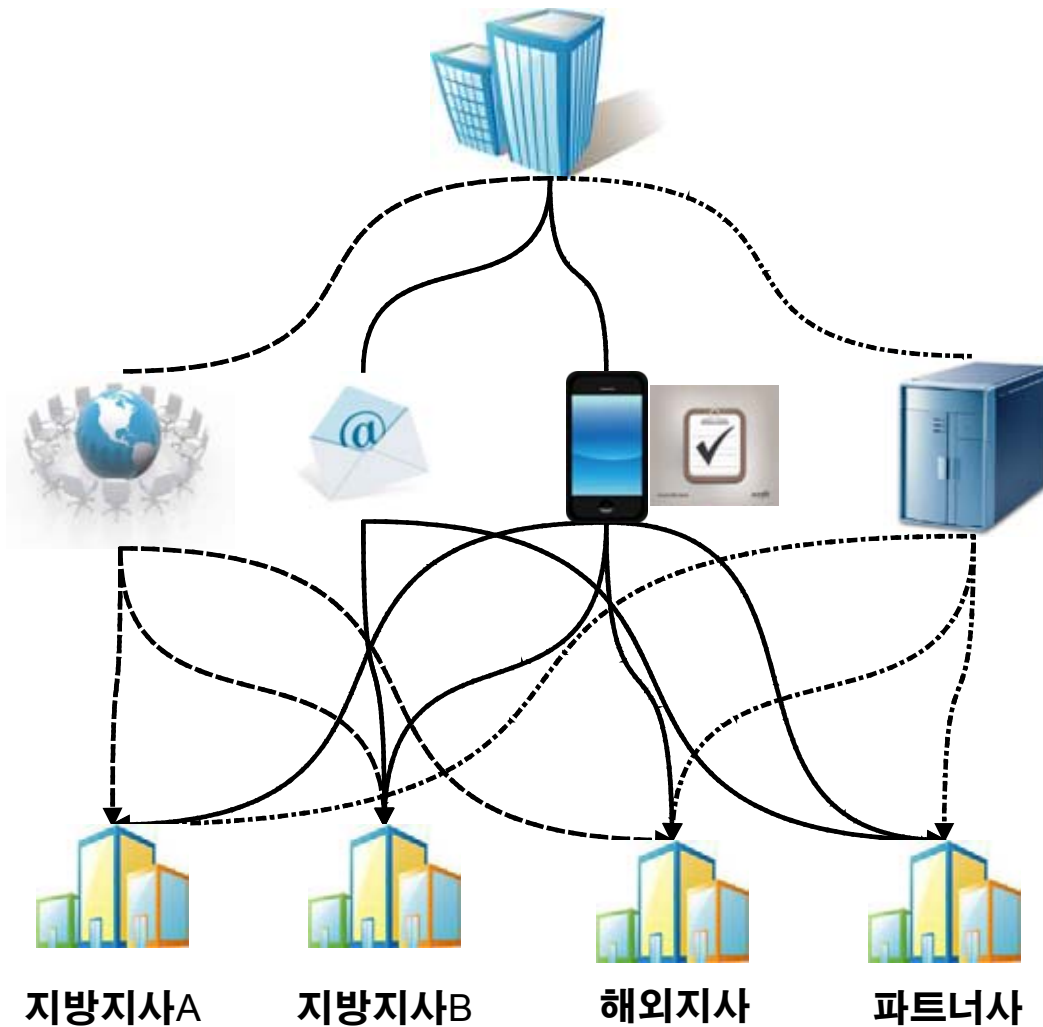
고객 및 물류 관리

영업실적 분석 및 계획 설정

영업 사원 업무 활동 파악 및 보고

지방 및 해외사업소와 본사의 회의 주체 및 관리

## 영업회의를 위한 기존 업무방식



웹컨퍼런스를 이용한 회의

이메일을 통해 전달사항 공지

전화 또는 이메일을 통해 진행사항 점검  
및 업무 보고

이메일을 통해 파일 공유

## LotusLive 도입 이후



웹컨퍼런스와 작업관리기능 통합

이메일 공지기능 사용

웹 스토리지 기능 사용



기존대비 약 30% 비용절감효과

온라인협업을 통한 시간 및 IT관리인력 등의 resource 절감효과

신속한 의사결정

실시산 파일 공유로 항상 최신 버전의 영업데이터 공유

**Lotus knows.**

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# Thank You

