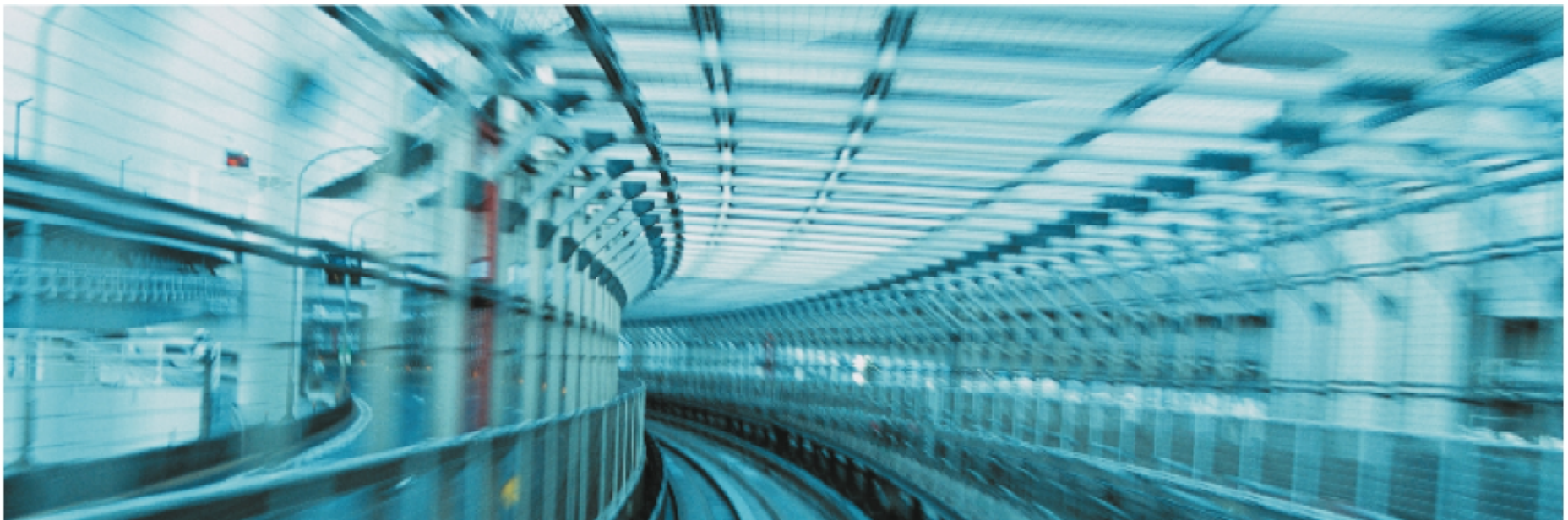


Smarter Planet: Smart Work

Eric Quah

Country Brand Manager

Lotus Software | Workplace, Portal and Collaboration, IBM Malaysia



Let's build a smarter planet.



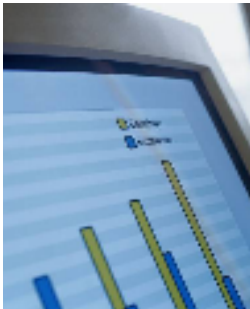
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Right Up Front:

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 years²

Innovating



- Lotus Notes 8.5 - xPages
- UC²[®]

Expanding



- New delivery models
- IBM Lotus Foundations

Partnering



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

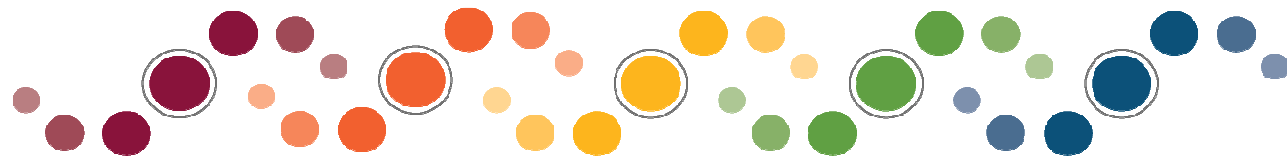
2 – According to Gartner DataQuest



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IBM 2008 CEO Study



**Hungry
for
change**

**Innovative
beyond
customer
imagination**

**Globally
integrated**

**Disruptive
by nature**

**Genuine,
not just
generous**

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



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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



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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.



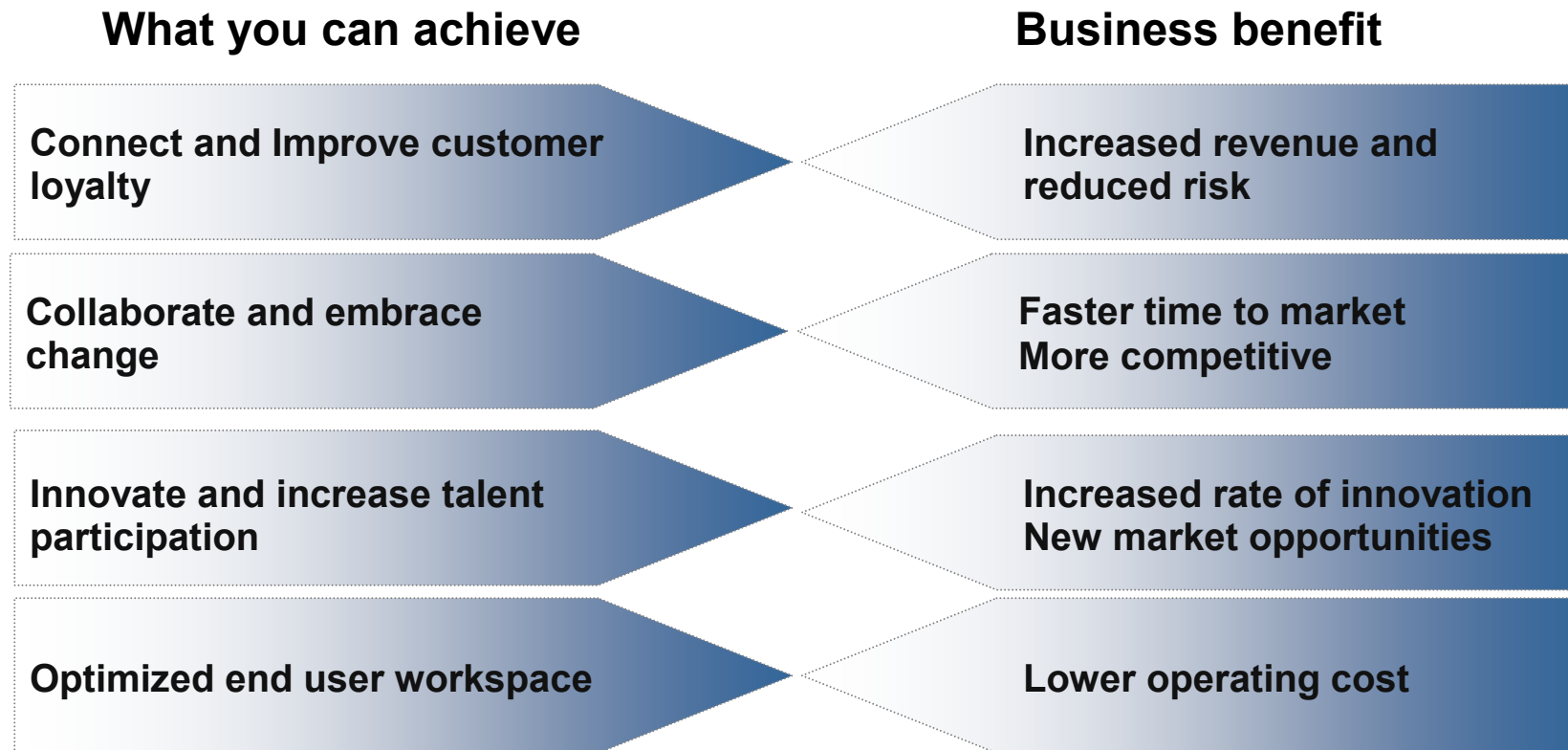
- Improve the strength and speed of making **connections** and depth of relationships
 - Enable the right business **processes** with real time collaboration capabilities in context.
 - Nurture adaptive and participatory communities
 - Provide **new, efficient and cost effective** ways for people to create value.
-



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





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Lotus helps People Build Better Outcomes



- ***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
-



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People drive better business outcomes

Drive Growth

Establish strong client and partner relationships

Create Cultures of Innovation

Sense and respond to change

Cost Control

Innovate through collective talent

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

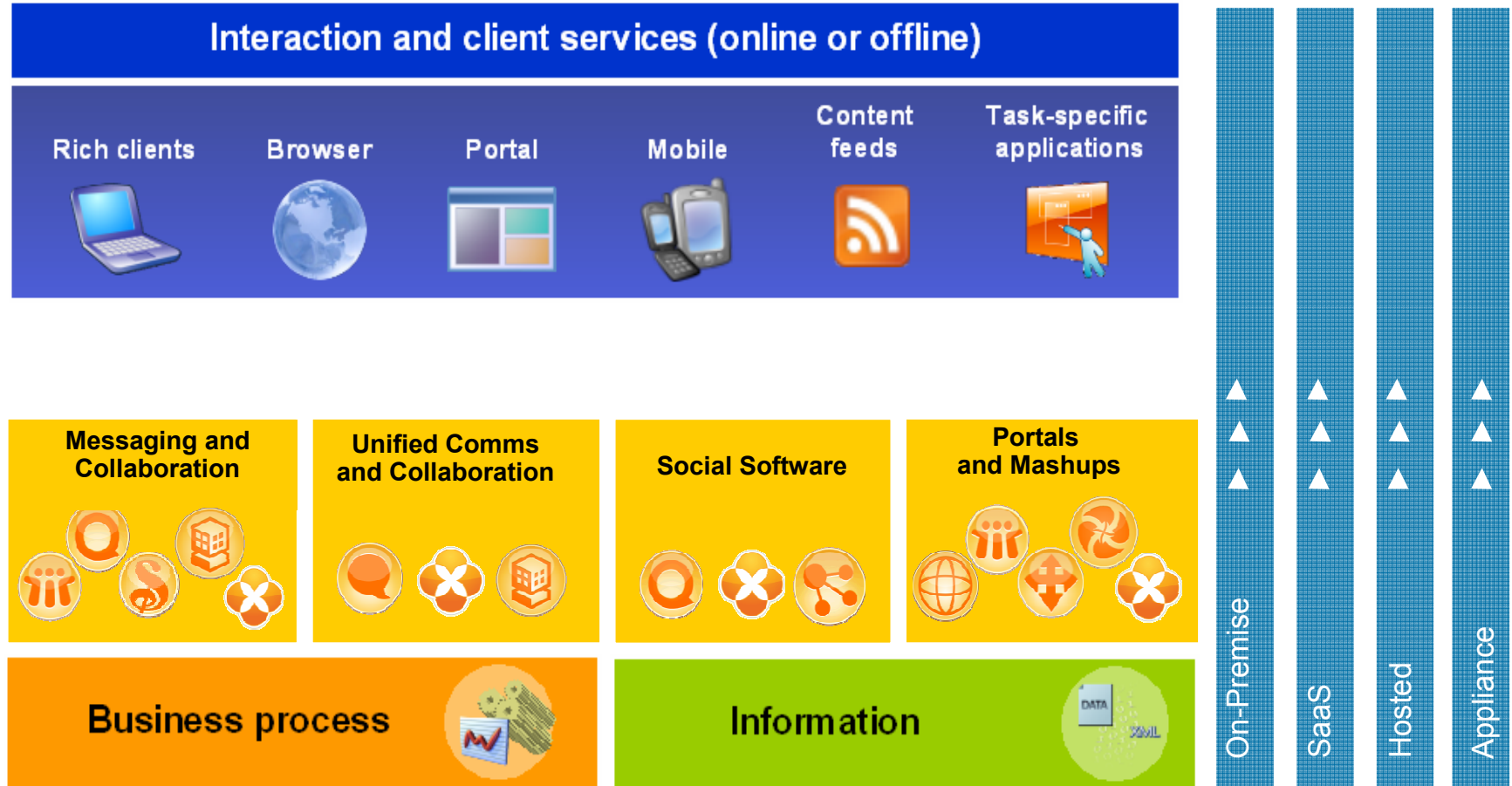
**SINGAPORE
POLYTECHNIC**



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IBM Collaboration Portfolio





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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



Realtime Communications

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



Baseline Communications

- Telephony
- Email and Calendaring
- File Sharing





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Drive Cost Savings through Collaboration



Business Realities Magnify Collaboration Needs

Lotus. Quickr..

Lotus. Forms

Lotus. Web Content Management

Social Attributes Drive Down Costs

Lotus. Connections

Lotus. Quickr..

Lotus. Mashups

WebSphere. Portal

Mashups Styles Drive Down Costs

Lotus. Mashups

Lotus. Expeditor

Lotus. Notes. and Domino.

Delivery Dexterity Drives Down Costs

Lotus. Foundations

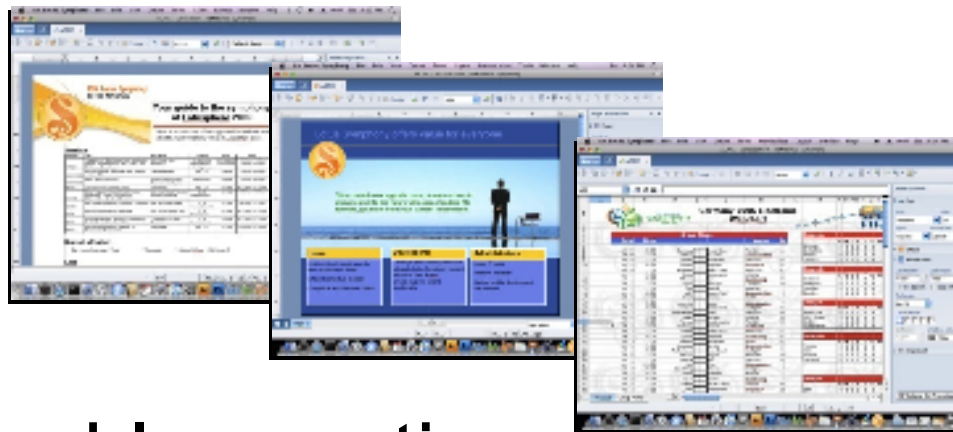
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Lotus Symphony:

Creating and editing content



Novell.



Free and Innovative

- Documents
- Presentations
- Spreadsheets



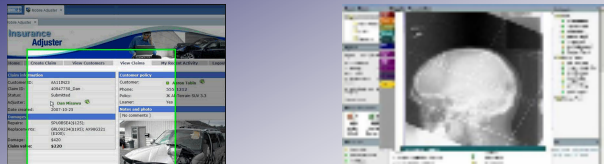
People are accessing collaborative services in many ways

Collaboration "is" the application



Desktop Appliance Web Mobile


Collaboration "Inside" the app



Middleware Business Applications



Collaboration as a Service





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Going Mobile: The Enhanced Lotus Suite on the BlackBerry® Platform



*Nagarjuna Fertilizers
and Chemicals Limited*



Connections –
Untethered,
secure, enterprise
social networking



Symphony & Quicr –
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



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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**





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Multiple Delivery Models

Lotus has delivery models to address customer collaboration challenges

On-Premise
MANAGED BY IT DEPARTMENT OR PARTNER

Software

Foundations

Benefits

- Allows for advanced customization
- Managed by IT department
- All data resides locally and inside firewall

Benefits

- Easy to install and maintain
- Managed by a customer or partner
- Toolkits available for customization
- All data resides inside firewall


Cloud Delivered
IBM MANAGED

LotusLive

Benefits

- Subscription pricing
- Scales to meet customer demand
- Updates are applied transparently
- Standard SLAs
- Dedicated and multi-tenant environments



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Introducing LotusLive: Enabling Inter-enterprise Collaboration



LotusLive™

www.lotuslive.com

Working together just got easier
Get the collaboration solutions that fit the working world

LotusLive is your place for online collaboration, e-mail, file sharing, collaborate and other new business opportunities.

Go Log In Sign Up

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Get the latest in Web 2.0 solutions for your business.

NEW COLLABORATIVE
Get the latest in collaborative solutions for your business.

LOTUSLIVE
Get the latest in LotusLive solutions for your business.

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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.



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