



IBM Smarter Business and Technology Series

A headstart for the next decade

Kuala Lumpur, Malaysia - November 25th 2010

Tapping the Power of Collaboration for Productivity & Growth

Christopher (Chris) Blake
Lotus Regional Sales Manager
Lotus Collaboration - ASEAN Region



The image shows the Facebook logo, the word "facebook" in its characteristic white, lowercase, sans-serif font, mounted on a large blue wall. The wall is decorated with large, stylized shadows of palm trees. The scene is outdoors, with a clear blue sky and some green foliage visible at the bottom and right edges.

facebook

twitter



← WORK

← LIFE

HOME →

What if?

YES YES

What if?

- * We could harness information about all our people
- * & build on that based upon the activities they do
- * & securely expose this to other to search upon

To allow People to connect with People to work smarter



What if?

We could extend this thinking

- * & harness what they create, read & think about
- * as a part of their daily operations
- * & securely make this available to others

**To allow People to connect with
knowledge to work smarter**





IBM Smarter Business and Technology &

Tapping the Power of Collaboration for Productivity & Growth

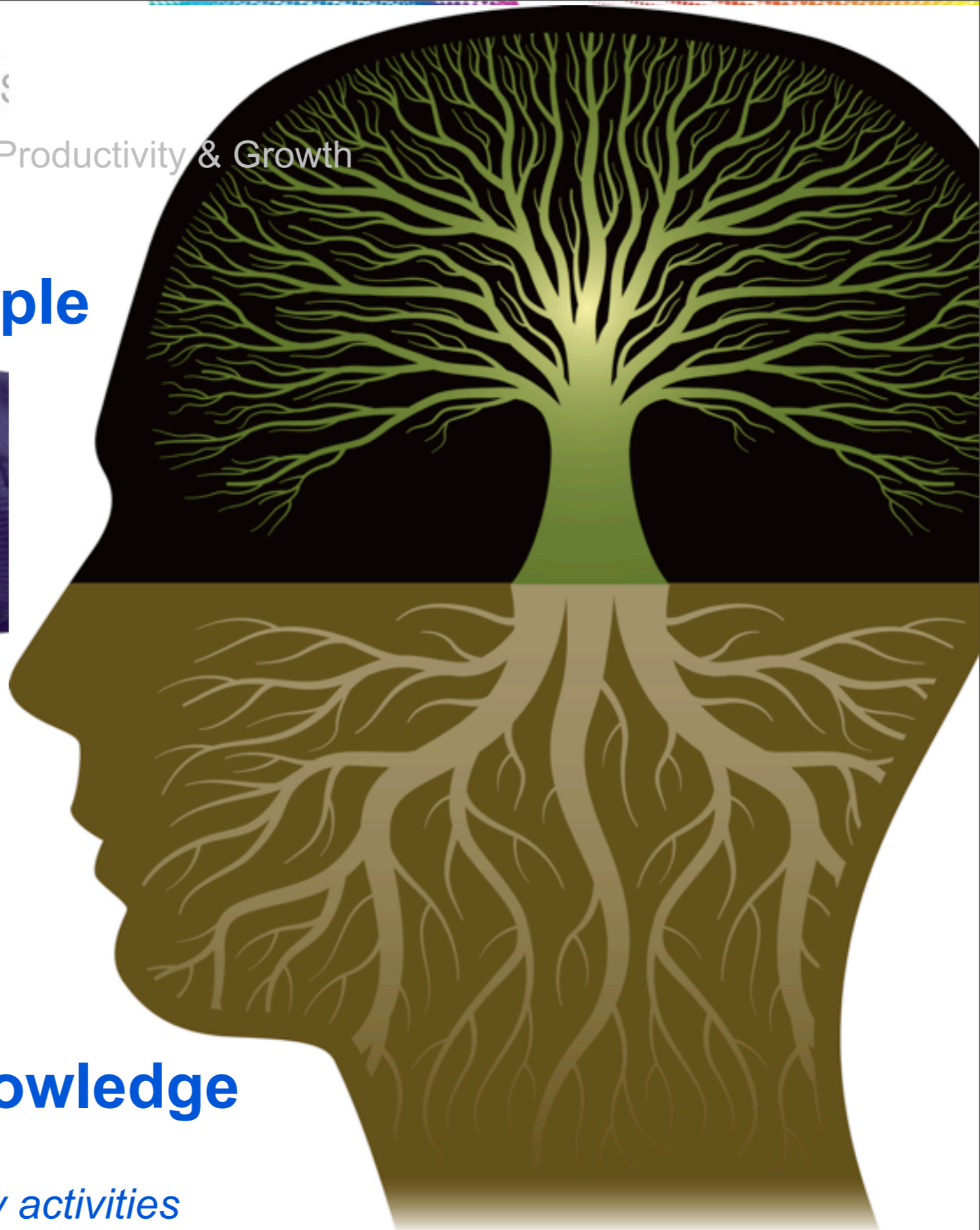
Connecting People to People



AND

Connecting People to Knowledge

in the context of doing their day to day activities





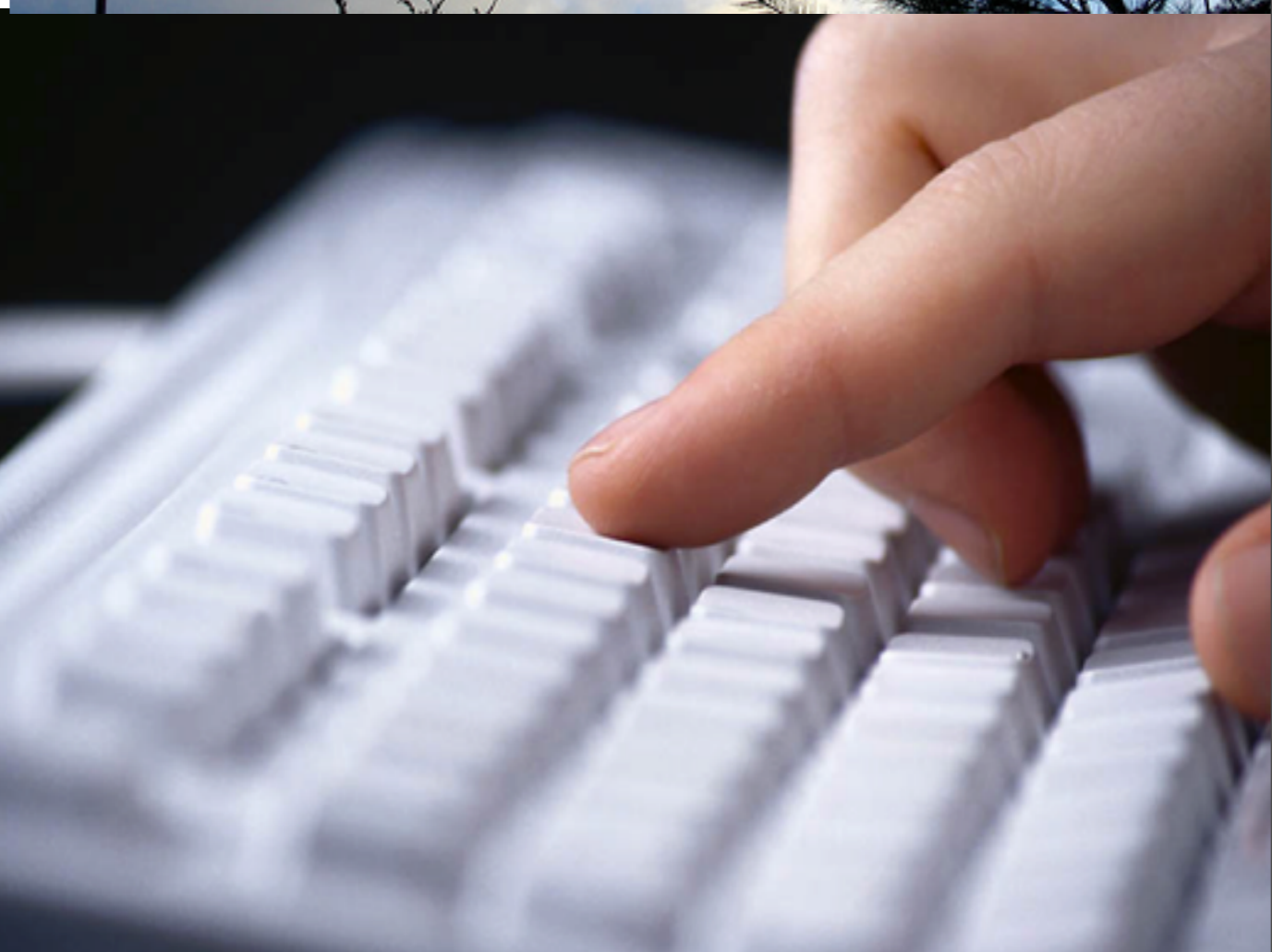
Its all about.....

**Networks of connected people &
Knowledge**

Agenda

- * Insight into Web 2.0*
- * Case Study*
- * Challenge your thinking*
- * Key Lessons learnt*

**Tapping into the Power of Collaboration
for Productivity & Growth**



Case Study: IBM

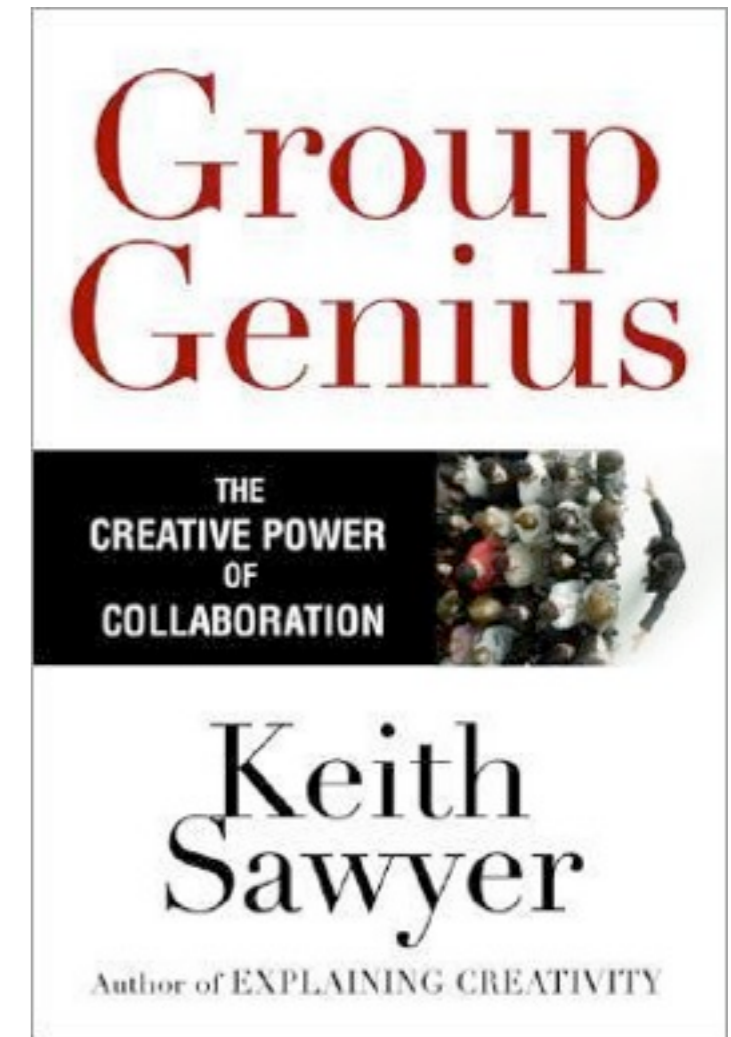
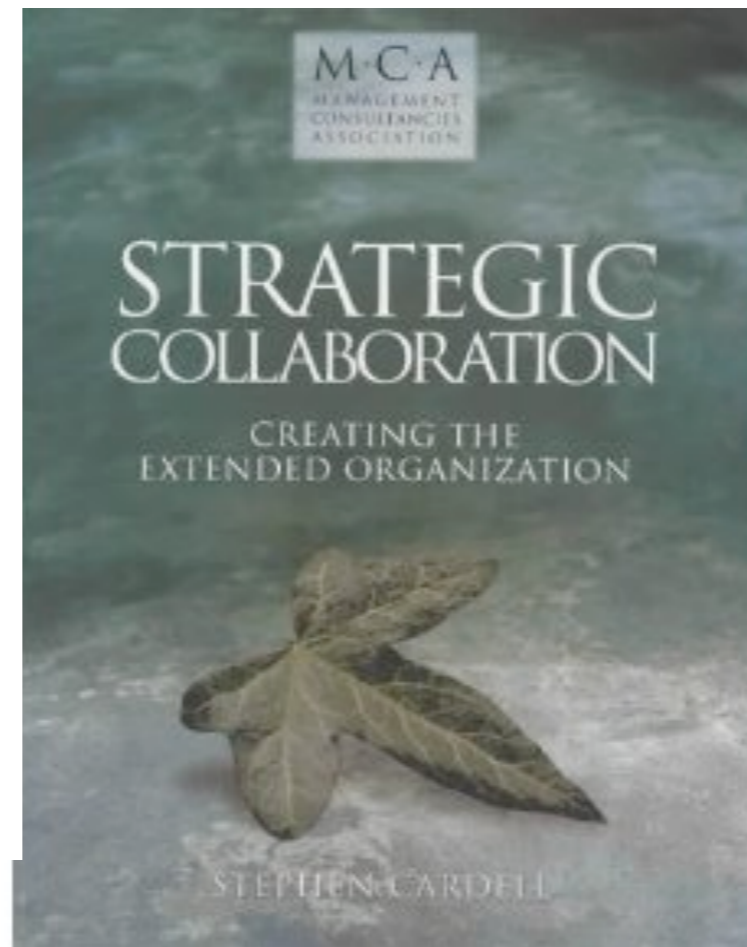
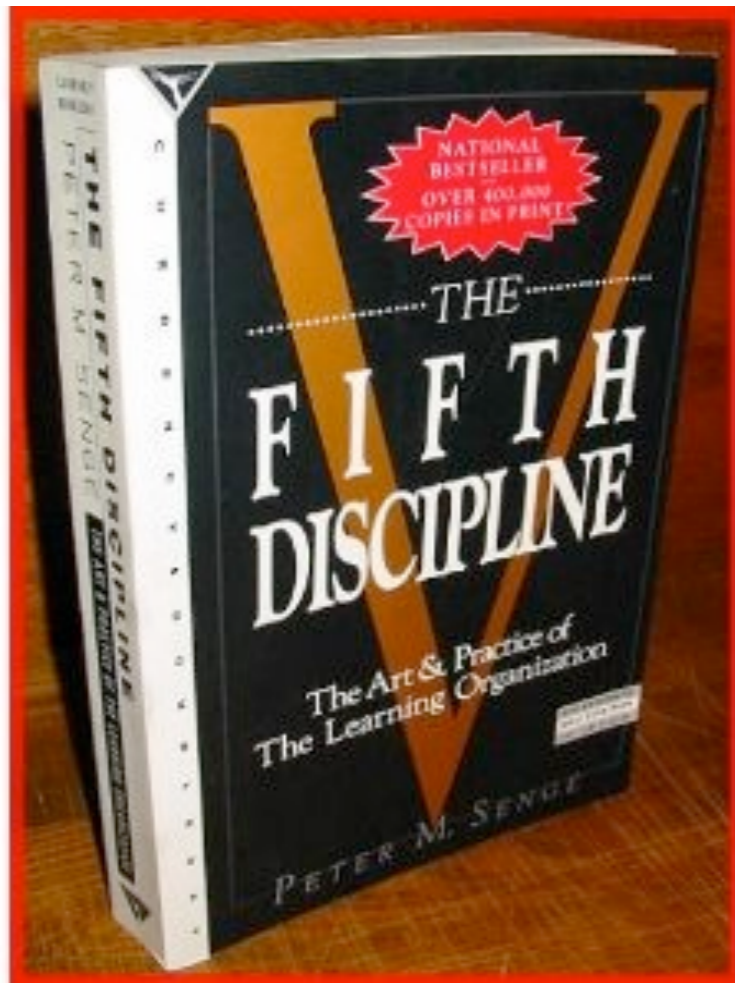
A group of seven business professionals are sitting on a wooden bench in an urban setting. They are all focused on their laptops, some typing and others looking at the screens. The background shows a modern building with large glass windows and other people walking by, suggesting a busy office environment. The overall scene conveys a sense of productivity and mobility in a professional context.

@ IBM Mobility, Connectivity & Collaboration are key

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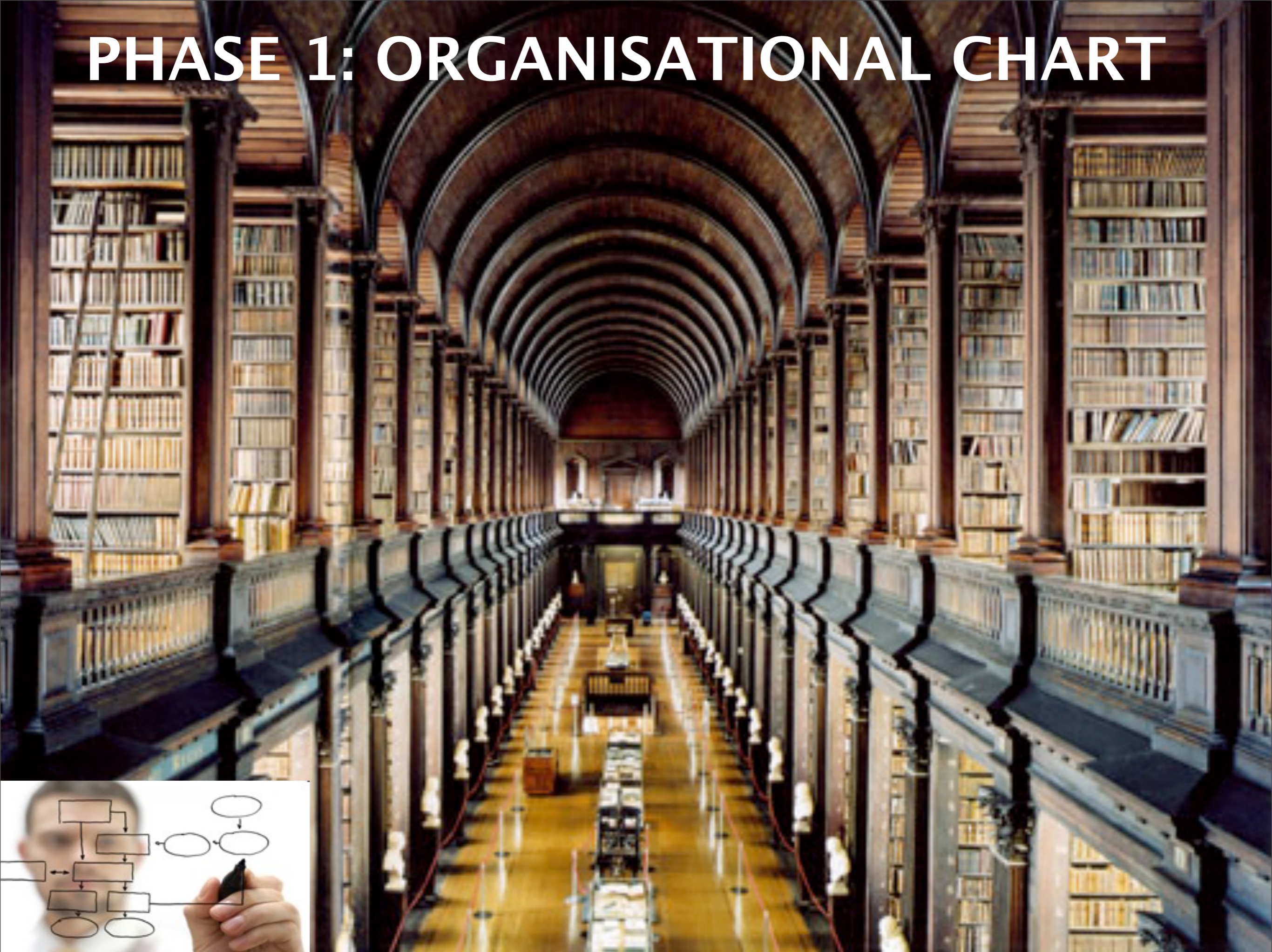
IBM's Mandate for Collaboration: The How?



The Tools *Support* Cultural & Operational Change for Collaboration.



PHASE 1: ORGANISATIONAL CHART



PHASE 2: WEB ENABLED APPLICATIONS





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Tapping the Power of Collaboration for Productivity & Growth



IBM's Mandate for Collaboration

**Phase 3.x: On Demand
(The Roles Model)**

Collaboration Tools



← →
Overlay / Convergence



Intranet / IT Tools – *IT Developed & Managed*





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Blake, Christopher James

IBM employee, Regular
IBM Singapore Pte Ltd
IBM Sales & Distribution, Software Sales
Asean Lotus Collaboration Sales Lead
Brand Client Representative: Lotus.Solutions
Singapore
Building: CBP | Floor: NA | Office: MOBILE
65-6418-1375
christ@sg.ibm.com

[Send e-mail](#) | [Download vCard](#)

Contact Information

Background

Experience and qualifications Skills Projects and teams

Projects summary

Have over 20 plus years experience in Software Sales across a broad section of Industries, with the majority experienced gained in MSFT technologies and solutions. Have managed and developed partner portfolios (from incubation projects of new partners through to management of outsources)

My IT career started in the mid 1980's with IBM in Australia as an Office (Software) System Specialist, moved to Telecommunication Account Management at Telstra in Australia and prior to commencement again with IBM, within Microsoft Sales in Australia and APAC.

Competitive Winbacks have been my prime area of focus in developing and executing longer term strategies to win Marketshare. Within IBM in the 1990's I was responsible for growing our marketshare within Local Govt. In MSFT my role initially focused upon Govt and Educ but later evolved to growing share in Commercial Enterprises particularly where competitor technology was entrenched in Australian client.



Local Time: 12:27 AM

Report to chain

- Chung, Cordelia
 - Young, Mitchell
 - Mullins, John
 - Blake, Christopher James

[Full report-to chain](#)
[Same manager](#)

Network

1 new invitation



[Show all \(30\)](#)

My Links

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Blake, Christopher James
Creating Collaboration Agenda Presentation for IBM Regional Roadshow in November and December

Today 12:29 AM [clear](#)

[What are you working on right now?](#)

Tags

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- collaboration
- exchange
- lotus
- microsoft
- microsoft-compete



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Organization Tags

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Status Updates

What's happening in your network right now?

Blake, Christopher James Creating Collaboration Agenda Presentation for IBM Regional Roadshow in November and December Today 12:29 AM What are you working on right now?

Show Status Updates in My Network My Status Updates

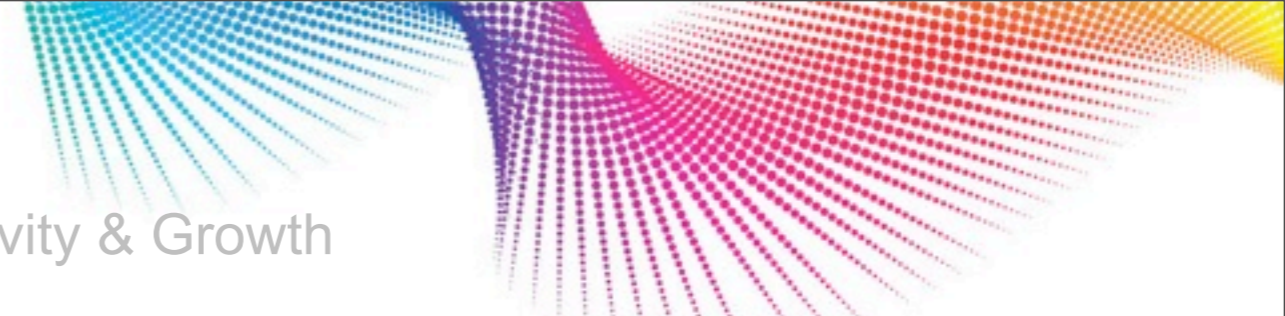
- Blake, Christopher James Creating Collaboration Agenda Presentation for IBM Regional Roadshow in November and December Today 12:29 AM Add comment
- Wissel, Stephan Helmut Preparing Domino Review for Meralco Oct 29 Add comment
- Lawall, Karl E. SUT via Greenhouse is now operational. Performance was poor due to network issues for about a week, but now appear resolved. Oct 29 Add comment
- Oglesby, Larry C. more opportunity reviews, All HandsCall - Bob & Alistair, PDT - Social Media Strategy Oct 28 Add comment





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	How to Compare Apples to Apples with MSFT Exchange.pdf Public Added Sep 20	9	0	0		More
	Lotus Strategy for Toyota AP Sept 2010.odp Public Added Aug 30	7	0	0		More
	Lotus Strategy for Malaysian Government with Backup Slides V3.odp Public Added Aug 30	4	0	0		More
	MSFT Attack Status Aug 2010.odp Public Added Aug 16	5	0	0		More

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Shared
with everyone (public)
with one or more people
with no one (private)

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Wednesday, 24 November 2010

communications

- **CarMax Business Services, LLC** upgraded to Notes/Domino 8.5 for better Single Sign-On support, saving a significant amount of time on fixes and improvements
- **Ebara Environmental Plant Co., Ltd.** improved business efficiency, reduced workload, improved employee workflows and increased communication with other group companies
- **Penfabric Textile Group** accelerated processing, realized cost savings, reduced maintenance requirements and consolidated servers
- **Zurich Financial Services Ltd** improved email and storage management capabilities and reduced storage usage.
- **Kroiss & Bichler** reduced the amount of junk email received and reduced the workload for IT staff with IBM Lotus Protector for Mail Security software
- **Fischer City Clinical Hospital №1** freed up its technicians and specialists time to better care for their patients, while running 80-90% of their applications on Notes and Domino
- **Van Huffelen en Meenink** improved both its communication with customers and its internal document management capabilities.
- **CN Business Furniture** eliminated a time-consuming manual process and simplified access to product data
- **Fenner PLC** improved its ability to communicate and collaborate with its offices around the world and realized ease of management
- **CASE STUDY SATEL Oy** chose Lotus Notes and Domino over Microsoft Exchange
- **Danone** extended Lotus collaboration capabilities, including Lotus Notes, to 39,000 users worldwide
- The **Prosecutor General of the Slovak Republic** enabled mobile application support with Lotus Notes.
- The **Australian Bureau of Statistics** expanded their Notes collaborative capabilities with Lotus Connections

Updated Oct 20 by Sandhya Srinivas [Show Changes](#)

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Chris Cooper 2
DANIELLE C. HURD 2
Dorothee Toereki 2
Heath W. McCarthy 2

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By Christopher James Blake | [Add to Watchlist](#)

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Search All Connections Search

Tips New to Connections?

- Looking for content from a specific area? Target your search results by selecting only the features that interest you.
- Enter one or more keywords to find various types of content that contain that keyword.

Advanced Search

Enter one or more keywords to search for related content.

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Search ALL content Search MY content

Keywords

Enter a keyword to find profiles, activities, blogs, communities, bookmarks, files, and wikis that contain that keyword.

Tags

Enter a tag to find people, activities, blogs, communities, bookmarks and wikis tagged with a specific term.

Person

Enter a person's name to find their profile and any content that they have authored.

Title or File Name

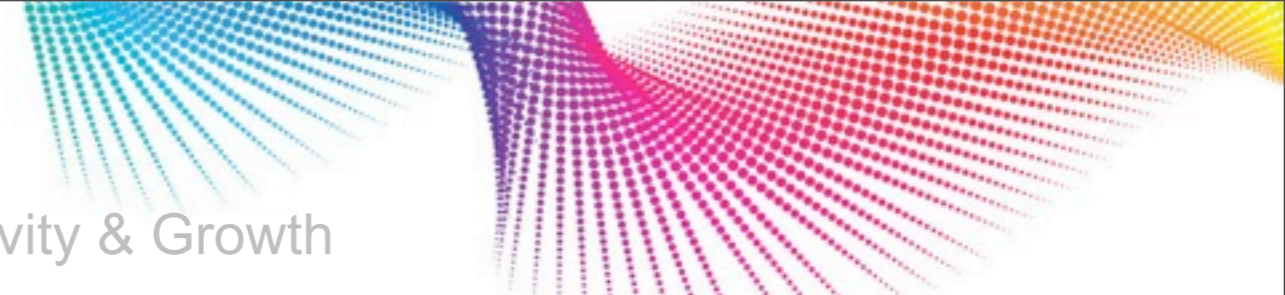
Enter a title, for example, a blog title or wiki title, or a file name.





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	Ramirez, Yenny Patricia Software Colombia LOTUS Sales Specialty CBO Tags (6): agenda, collaboration, collaboration-agenda, ...	57-1-628-1088
	Litzinger, Steven *CONTRACTOR* Collaboration Agenda & Industry Marketing Tags (7): collaboration-agenda, health, healthcare, ...	xxx-720-396-0341
	Litzinger, Steven *CONTRACTOR* Collaboration Agenda & Industry Marketing (Lotus) CD1 Tags (7): collaboration-agenda, health, healthcare, ...	1-720-396-0341
	CUNDIFF, SARAH Market Insights Professional (Intern) - Collaboration Agenda & Industry Marketing PLB	1-514-507-2507
	Kelley, Glen BUE, Global Industry Consultant - Lotus MPW Tags (10): collaboration, collaboration_agenda, collaboration-agenda, ...	1-720-663-2564
	Hee, Katherine *CONTRACTOR* Collaboration Agenda Marketing/Health Care Industry	1-802-864-1890

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 collaboration_agenda
 collaboration_tools
 communications connections
 expeditor facebook federal
 forum gbs geno gts gun health
 healthcare human-resources
 igs india industry innovation
 innovation-discovery-sme
 innovation-jam innovation-
 network its knowledge

Done



Building on



The image features a blue-toned background with a faint, repeating pattern of binary code (0s and 1s). In the foreground, several dark blue puzzle pieces are being held together by hands, suggesting a process of assembly or integration. The text is overlaid on the puzzle pieces.

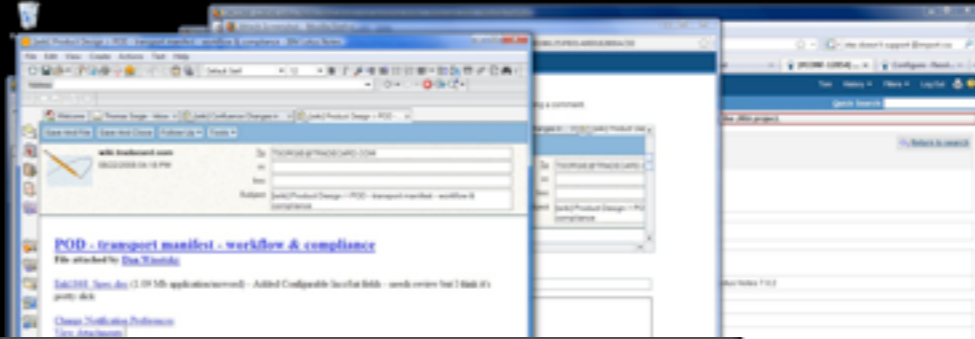
Unified Communications

& Collaboration

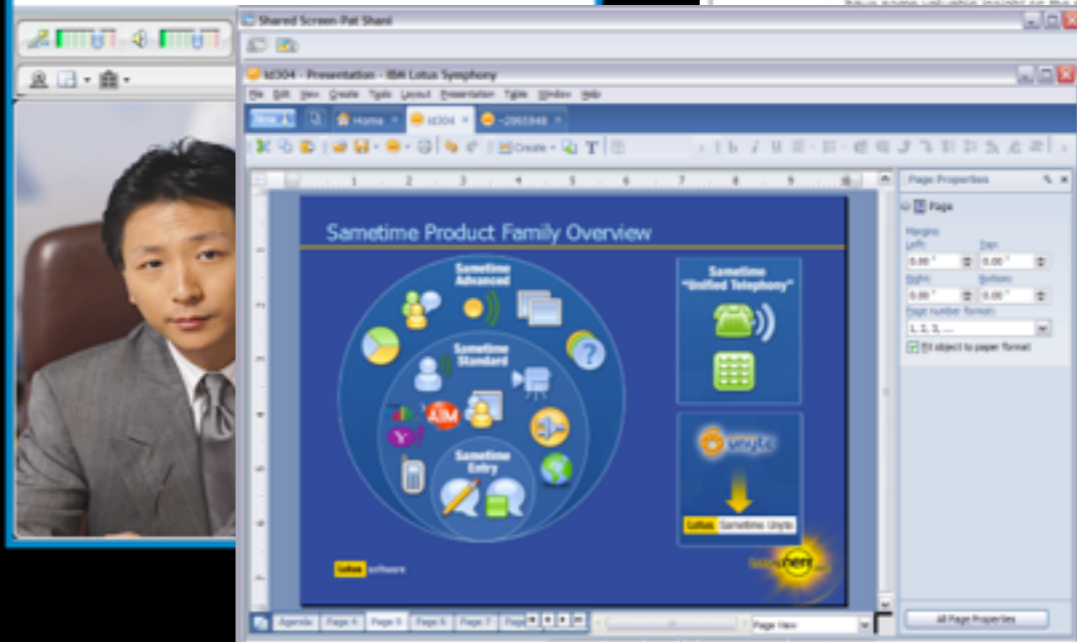
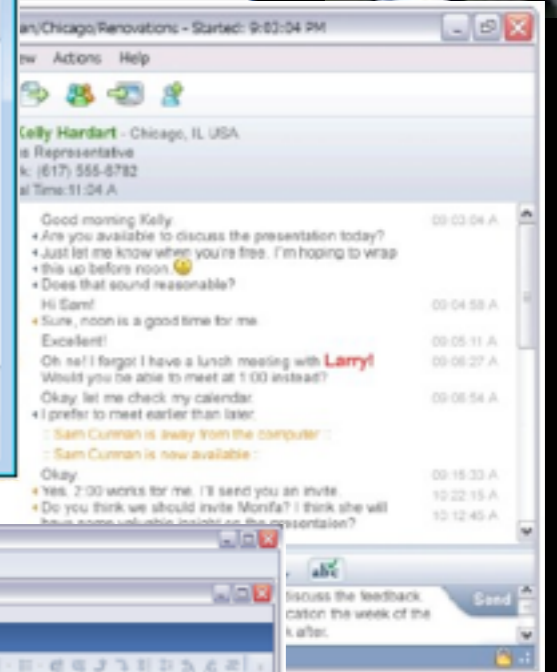
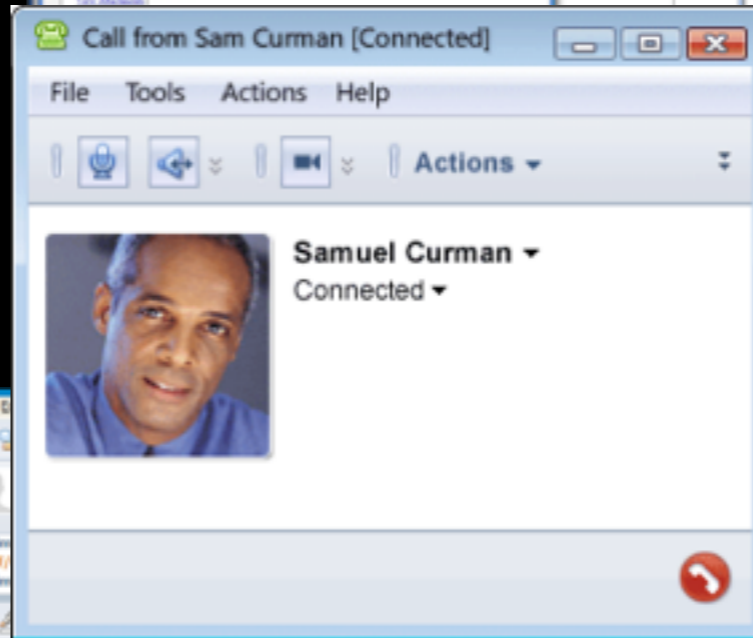
You are Located Here



Communicate with me



gettyimages



Communicate with me



IBM Lotus Sametime Connect - ...

Type a name or phone number

Contacts

- Asean Lotus Team (0/11)
- Country Brand Managers (1/6)
- Global Team (3/6)
 - Christopher Crummey
 - Ilse Figuerdo (Mike's PA)
 - Karl E. Lawall
 - kim_artlip@us.ibm.com - Kim A
 - Michael J. Garbett
 - sbcday@au1.ibm.com - Nick Day/
- LotusTechsalesASEAN (2/12)
- Partner Team (1/3)
- Work (5/8)
 - Cheen Sing (Simon) Lee
 - Chris Blake
 - Grant Waanders
 - Jia Woei Ling
 - John Mullins

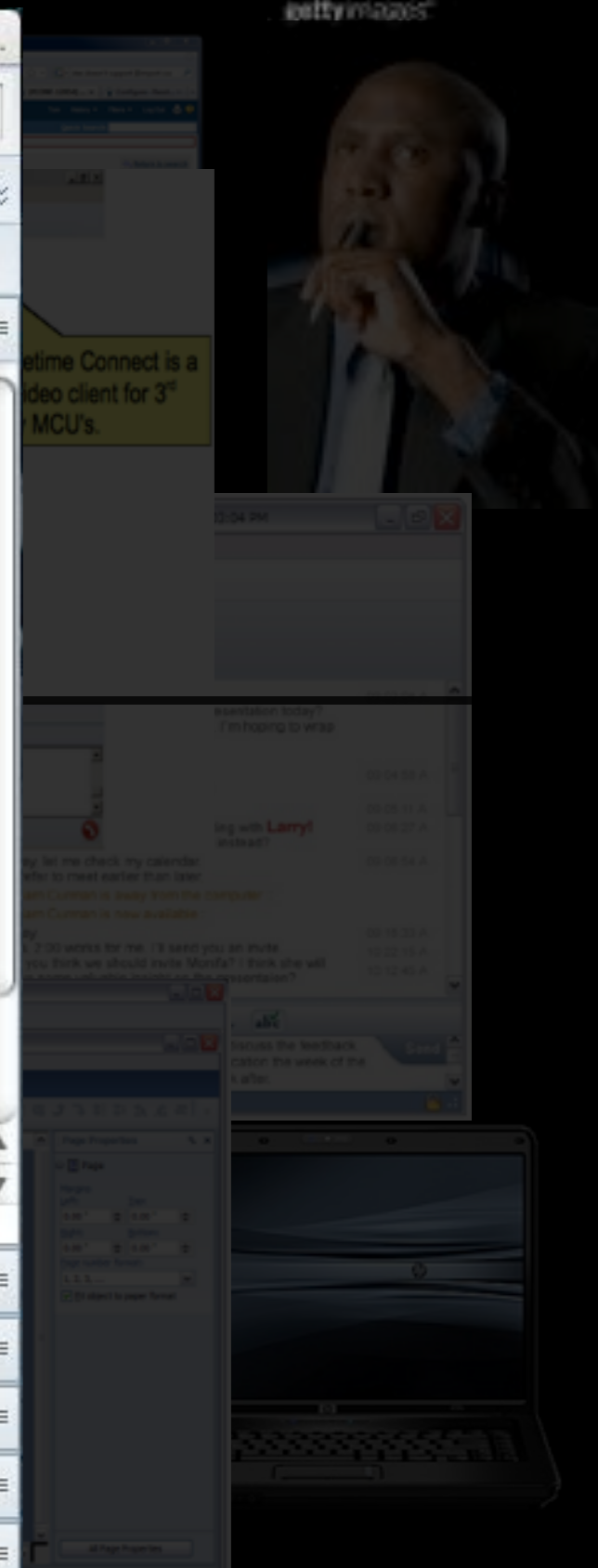
Sametime Primary Contacts

Sametime Meetings

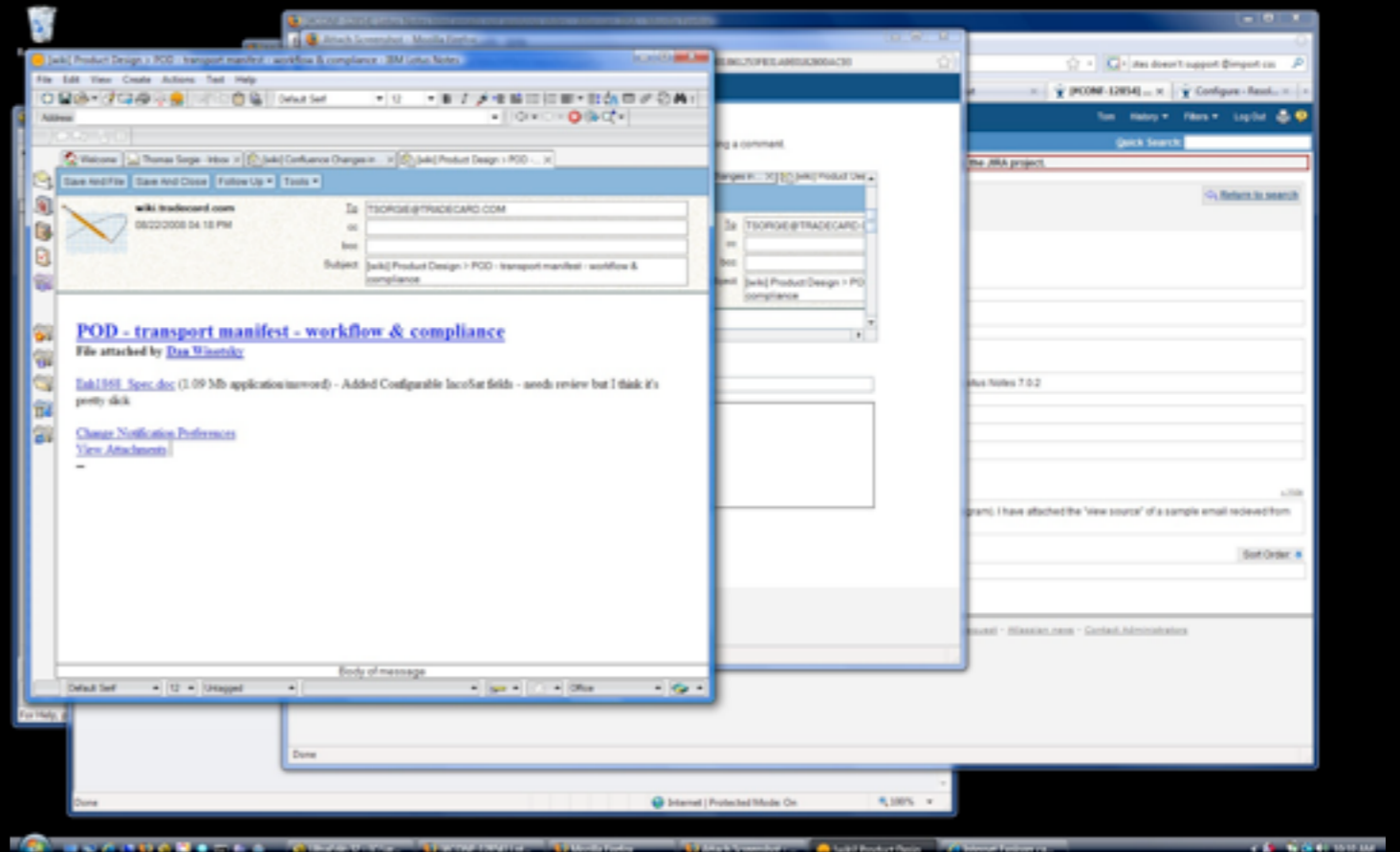
Broadcast Communities

Chat Rooms

Sametime TAP News



~~Communicate with me~~



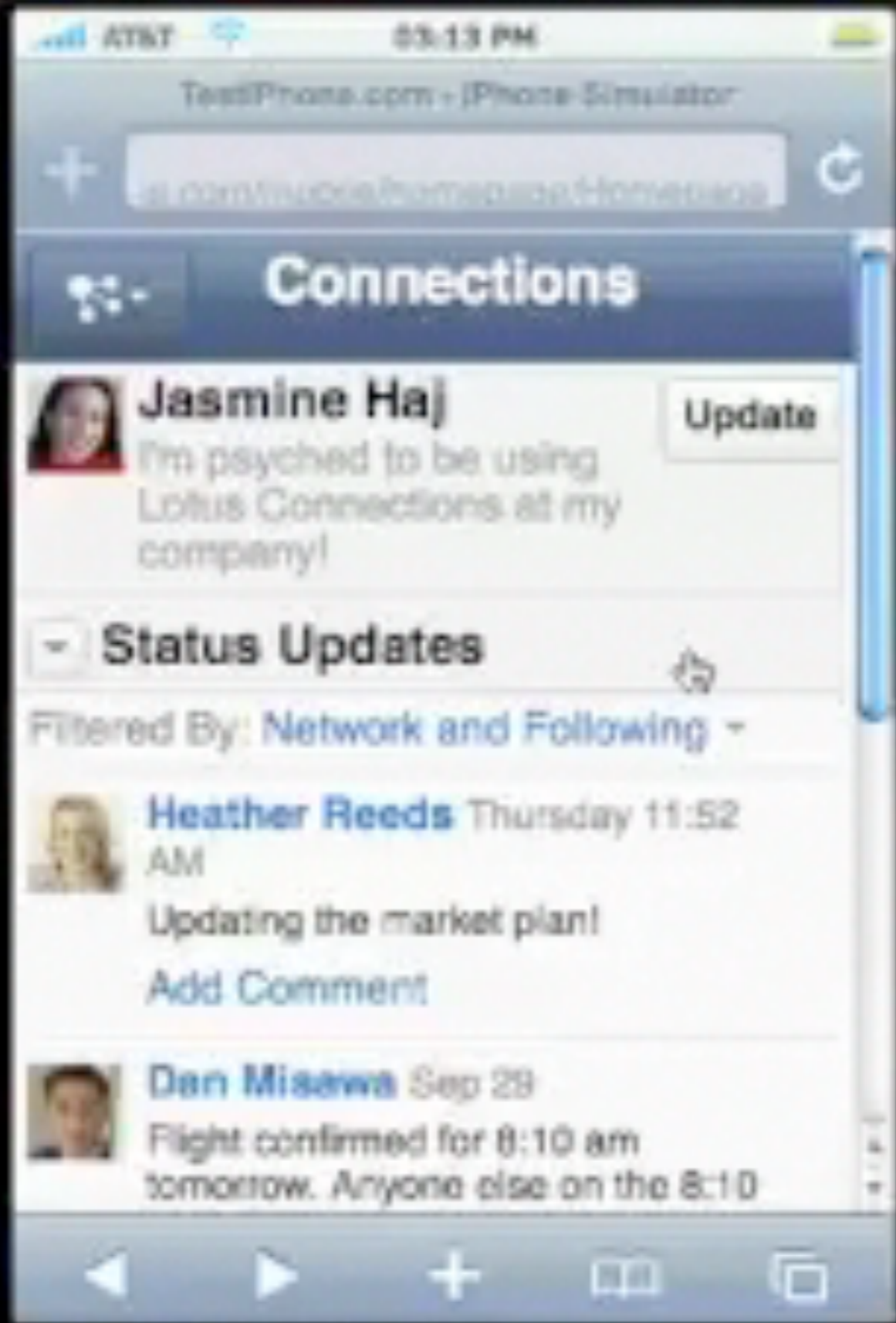
Communicate with us!




A screenshot of the IBM Lotus Sametime Connect interface. The window title is "IBM Lotus Sametime Connect - ...". At the top, there is a search bar with the placeholder text "Type a name or phone number". Below the search bar is a toolbar with various icons for chat, video call, call, and other communication functions. The main area is divided into two panes. The left pane is a context menu for a contact, with the following items: "Chat", "Video Call", "Call", "Invite to Instant Meeting Room...", "Instant Meeting", "Available Tools...", "Send", "Alert Me When Available", "Alert Me When...", "Remove Alerts", "Privacy Lists...", "Refresh Person Info", "Edit Nickname", "View Connections Profile" (highlighted with a red oval), "Business Card", "Remove from Sametime Contact List", "Chat History", "Collaboration History", "Find Available Time...", "Invite to My Network", "Add to Sametime Phonebook", "Add to Primary Contacts", "Instant Share", "Activities", and "Search". The right pane shows a list of contacts organized into groups: "Asean Lotus Team (0/11)", "Country Brand Managers (1/6)", "Global Team (3/6)", "LotusTechsalesASEAN (2/12)", "Partner Team (1/3)", and "Work (5/8)". Individual contact names and email addresses are listed under each group, including Christopher Crummey, Ilse Figuero (Mike's PA), Karl E. Lawall, kim_artlip@us.ibm.com - Kim A, Michael J. Garbett, sbccday@au1.ibm.com - Nick Day/, Cheen Sing (Simon) Lee, Chris Blake, Grant Waanders, Jia Woei Ling, and John Mullins. At the bottom of the interface, there are several expandable sections: "Sametime Primary Contacts", "Sametime Meetings", "Broadcast Communities", "Chat Rooms", and "Sametime TAP News".








Connections

 **Jasmine Haj** Update
I'm psyched to be using Lotus Connections at my company!

Status Updates

Filtered By: Network and Following

 **Heather Reeds** Thursday 11:52 AM
Updating the market plan!
[Add Comment](#)

 **Dan Misawa** Sep 28
Flight confirmed for 8:10 am tomorrow. Anyone else on the 8:10



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IBM's Mandate for Collaboration

Phase 3.x: On Demand
(The Roles Model)

Collaboration Tools - *Business / User Driven*



*Overlay /
Convergence*



Intranet / IT Tools – *IT Developed & Managed*





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Search for: within Blogs Files Forums

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Hints and tips: Put a - immediately in front a search term to exclude results containing that term. [More tips.](#)

1 - 10 of about 2,729 for collaboration agenda sorted by relevance

Title	Relevance	Date
Collaboration in Financial Services - Making the20October 26 2010 2010 IBM CorporationA Note to IBM Sellers about Collaboration Agenda What is Collaboration Agenda An approach ...Collaboration Agenda for Banking 2010 IBM CorporationAgenda Common banking industry challenges The IBM Collaboration Agenda a roadmap for success Case ... 25October 26 2010IBM Collaboration Agenda 2010 IBM CorporationIBM Collaboration Agenda for BankingRieutum Bank implemented a standard collaboration platform to ...strategic objectives34 October 26 2010 IBM Collaboration Agenda 2010 IBM CorporationDeveloping a Collaboration Agenda Our ApproachO b j e c ...campaigns Engage commercial customers in community 37October 26 2010IBM Collaboration Agenda for Banking 2010 IBM Corporation38October 26 2010IBM Collaboration Agenda http://cattail.boulder.ibm.com/cattail/#view=hengj@sg.ibm.c...	100.00%	30 Sep 2010
Rational User Assistance: Agenda for Team Install... Rational User Assistance Agenda for Team Install CollaborationThis includes links to supported configurations install cheat sheets or checklists etc. ...Install Demo new install technology Will aim to do this next meeting. ...UPDATES from previous agendas . Added CSDL to meeting invite for communications http://w3.tap.ibm.com/wiki/display/RatIUAINit/Agenda+for+Te...	99.85%	11 Oct 2007
Lotus Industry Enablement for Banking and Insuran...	98.65%	10 Oct 2010

Tagged Pages [What is tagging?](#)

- All tagged pages**
- [Software Sellers Workplace 1](#)
Last tagged on 26 Jul 2010 by Sheila E. Green in dogear collaboration (14), collaboration_agenda (13), agenda (8)
 - [Collaboration Central](#)
Last tagged on 29 Oct 2010 by Andreas Schubert in dogear collaboration (39), collaboration_central (20), tool (13)
 - [Research Collaboration Portal](#)
Last tagged on 29 Mar 2010 by Jacek Binkowski in dogear collaboration (23), research (20), portal (15)
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Knowledge Assets preview

- [The Collaboration Agenda](#)
14 Oct 2010

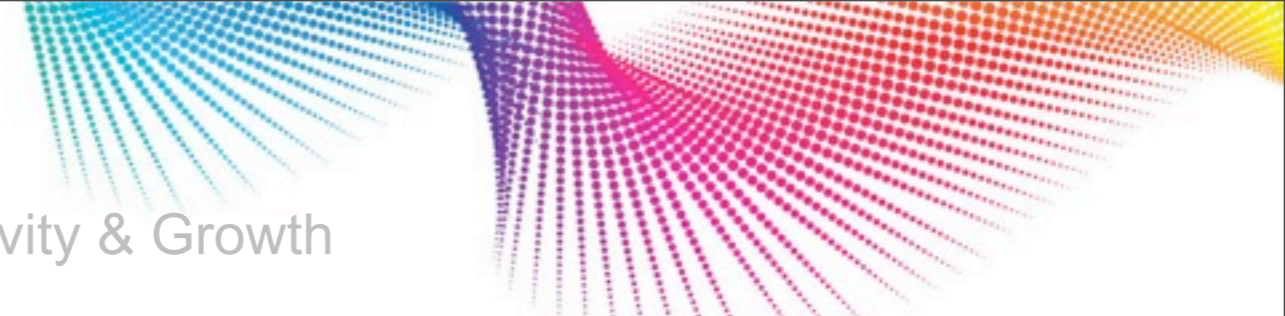






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Recent Activity

- Files
- My Files
- Shared by Me
- Shared with Me
- Shared with Company
- Collections
- My Collections
- Shared by Me
- Shared with Me
- Shared with Company
- Recent Collaborators
- Find a person...
- Communities
- Tags
- My Tags
- View as cloud | list | all

Easy ways to store and share files

Upload files, create a collection, and share


Upload files to store them, and group files into a collection. Share files and collections with others.

[Create a Collection](#)

Create a Chart, survey and more

- Visualize data in new ways with a Chart.
- Get responses from others by creating and sharing a survey.
- Create bookmarks to share your useful links.

[Create a Chart](#) [Create a Survey](#) [Create a Bookmark](#)



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The TCO of IBM Lotus Notes Domino Email, Presence & Messaging within Singapore Power.odt	Oct 26, 2010	3	909 KB	
vulcan.wmv	Oct 26, 2010	1	112 MB	
TCO Of Notes Domino @ Singapore Power 2.ods	Oct 26, 2010	4	14 KB	
Singapore Power - The true cost of Existing ND 8.5 environment.ppt	Oct 26, 2010	5	8 MB	
Domino vs Exchange Case Study.pdf	Oct 19, 2010	8	613 KB	
Comparative TCO Analysis - The Cost of a new Advanced Collaboration Platform.pdf	Oct 19, 2010	2	1 MB	
The Time to Evaluate is Now.odp	Jun 17, 2010	2	8 MB	
Exceptional Web Experiences for Government.odp	Jun 8, 2010	2	37 MB	





IBM's Mandate for Collaboration: The Benefits

Connection People to People



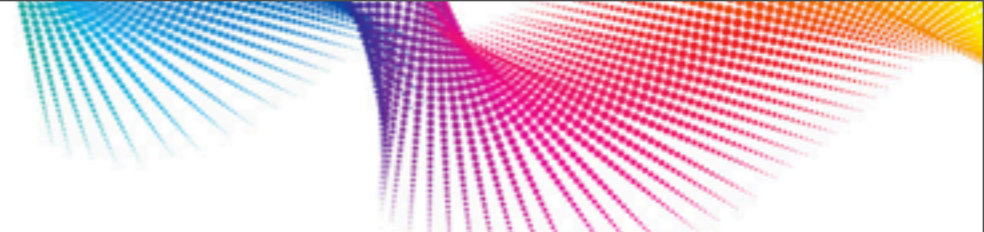
- * Global skilled workforce
- * Skills base refined based upon activities done
- * Presence & UC Reducing cycle time
- * Total Mobility / Transparency (4:1 ration now)
- * Significant cost reductions through UC and UT
- * Informal “learning’ networks

IBM's Mandate for Collaboration: The Benefits

Connecting People to Knowledge & Information

- * Formal intranet complemented by informal Collaboration tools
- * Tagging increasing what is relevant
- * Reduction in email / inbox 'swimming'
- * Confidence in information accuracy in decisions





Instant messaging helps IBM avoid approximately \$1.3M per month in phone usage

Cost avoidance factors:

- Reduced phone usage
- Reduced e-mail usage
- Reduced pager usage
- Quick access to expertise
- Support mobile workers
- Back-channel

Number of self-registered users	380,000
Maximum concurrent users	200,000
Number of unique users per day	275,000
Number of messages per day	5,000,000
Average number of messages per user per day	18
Number of unique users per day	275,000
Number of times IM used p/day instead of phone	5
Number of minutes per call	2.5
Phone rate	\$0.020
Average savings per day	\$68,750
Average savings per month (20 business days per month)	\$1,375,000
Average savings per year	\$16,500,000

Sametime went from an underground pilot to over a quarter of a million users on word of mouth. If we removed it now, we'd have a mutiny.

- John Patrick -

*Former Vice President,
Internet Technologies, IBM*





IBM's Mandate for Collaboration: The Challenges

Collaboration Drawbacks

While benefits to the enterprise are evident, many respondents are still wary of new business culture issues created by greater collaboration in the workplace.

More than **1 in 3**
Respondents agree that people
problem solve less on their own
today and instead rely on
collaboration technologies to ask
other people.

1 in 4
Executives and IT decision-makers
say they dread collaboration
because of the amount of time and
energy it wastes.

Challenge Existing Thinking



So what can we learn?



Key Learning #1



Collaboration always has two sides to consider

Key Learning #2



Segment User Groups in providing Capabilities

Key Learning #3



Support Generational Differences & Styles

Key Learning #4

The image shows two men in business suits shaking hands in front of a large, multi-paned window. The scene is captured in silhouette against the bright light coming through the window, creating a professional and collaborative atmosphere. The window has a grid pattern, and the overall color palette is dominated by blues and greys.

Extend Collaboration Beyond Company Boundaries

Key Learning #5



Assessable in the context of the work being done

Key Learning #6

A grid of light bulbs is shown against a black background. One bulb in the center is illuminated, glowing bright white, while all other bulbs are dim and unlit. This visual metaphor represents identifying a single best practice among many options.

Identify, Support, Adopt & Promote Best Practices

And the Next Steps?



THANK YOU



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