

# Lotus knows.

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Collaborative and Web Content Meet Enterprise Content Management

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What you've been asking for

•A way to manage content for everyone in the company

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What makes that hard to provide

- Needs and expectations range across personal, team and enterprise requirements

## To Do List

- Contact Sales Te
- Coordinate sales
- Check flight sch

Notes

Reminders

Lists

Ideas

*Informal*

*Ordinary*

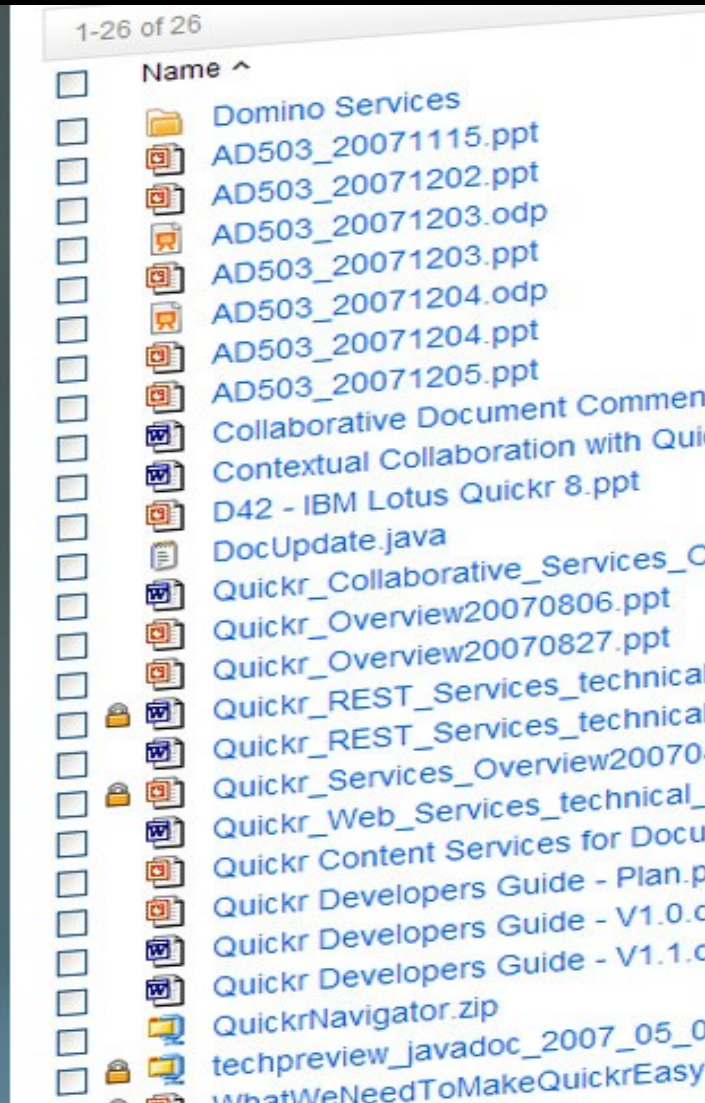
*Spontaneous*

*Limited*

Personal Content

•Focused on the individual

Task Lists  
Reports  
Presentations  
Findings



*Ad-hoc*  
*Affirmed*  
*Shared*  
*Assembled*

Team Content •Part of a larger group

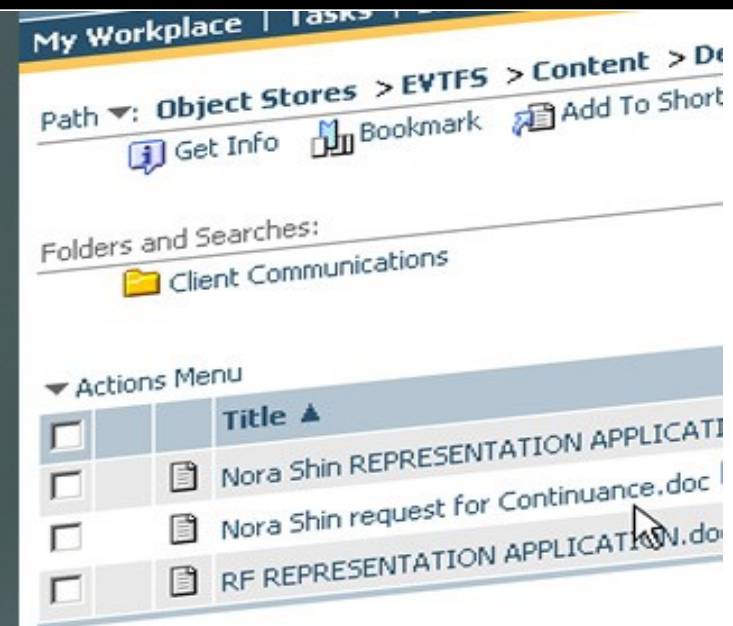
## Corporate Guidelines Compliance Documents Policies and Procedures Legal Records

*Notable*

*Far reaching*

*Significant*

*Consequential*



Enterprise Content •Corporately significant

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What we've done to address this need

- Tightly integrated our collaboration and content management solutions

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Personal  
File Sharing

Blogs

Places

Libraries

Wikis  
Forums

Portal

WCM

ECM



Shared  
One Author

Ad-hoc

Fluid

Many authors

Formal

Structured

Protected  
Many readers

What this has produced

•The most complete single-vendor, end-to-end content management system





Search

Software > Information Management > Enterprise Content Management >

Enterprise Content Management

Business Process Management

Content Management

News

## Agile ECM



### Information Management

#### We're here to help



Easy ways to get the answers you need.

Call me

E-mail us

or call us at  
877-426-3774  
Priority code:  
104CB73W

#### Overview

Rapidly changing market conditions require organizations to quickly innovate, optimize their business and lower costs. And the need for speed increases daily. Only an ECM platform integrated with business process management can deliver the flexibility required to increase business agility. The IBM ECM portfolio integrates business process management to improve business agility and effectiveness, serving up content in context of daily, critical decisions - just at the moment it matters most.

The expression that ECM helps companies make "better decisions faster" is not a slogan; it's a reality for those successful companies that manage and deliver content for excellent customer service, maximum workforce efficiency and double-digit return on investment.

#### Agile ECM from IBM:

• Empowers business users and their IT partners to rapidly and easily deploy ECM capabilities

#### Agile ECM podcasts



→ Listen to Dave Caldeira, Director of ECM products and strategy (7.5 minutes) (8.43KB)

How can we say that

•IBM ECM leads industry in enterprise content management solutions

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United States [ change ]

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## Web 2.0 Goes to Work for Business

Social software - enabling the power of participation

→ Learn more



Tools and communities



Mashups, RIAs and more



Web 2.0 success stories

Business IT People

A leader in Web 2.0 technologies, IBM has the software, services and hardware to help businesses gain value from Web 2.0 today.

Although there are many vendors touting their Web 2.0 products, IBM is one of a very few companies that is able to provide end-to-end Web 2.0 solutions for business. Our R&D labs have produced the award winning Web 2.0 innovations that we use every day to gain greater productivity and competitive advantages and now your company can take advantage of the same benefits. The IBM Web 2.0 vision combined with an extensive list of customer success stories will gain your



### Social computing for business

Businesses of all sizes are gaining a competitive edge by tapping into social computing benefits.



### Web 2.0 technologies for business

Bring together individuals, information and data to drive new market opportunities.



### Web 2.0 platform for business

Use the Web as a delivery platform to assemble new, unique and consumable applications.

BOOKMARK+ SHARE

### IBM Web 2.0 Blog

New software coming for the virtual world

4/5

Subscribe to Web 2.0 feed

→ IBMers learn how to add

How can we say that

•Lotus leads industry in collaboration and social software solutions

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- ***Bridges the gap between content and collaboration***
- Conduct the “messy business of collaboration” in Lotus Quickr, and leverage the strengths of ECM when/where appropriate
- Collaboratively author content in Quickr, use integration with ECM to:
  - participate in BPM process
  - deal with compliance issues – apply record retention policy
  - store as an enterprise asset
- All in an intuitive Web 2.0 interface



It's the bridge

•between collaboration  
and content

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- **Provides the power and scale of ECM**
- Rich and full featured advanced content capabilities within ECM
  - Advanced workflow and business process
  - Records management and retention
- Scalability
  - Can handle enormous volumes of content
  - Can manage extended lifecycles through storage management



with significant strength

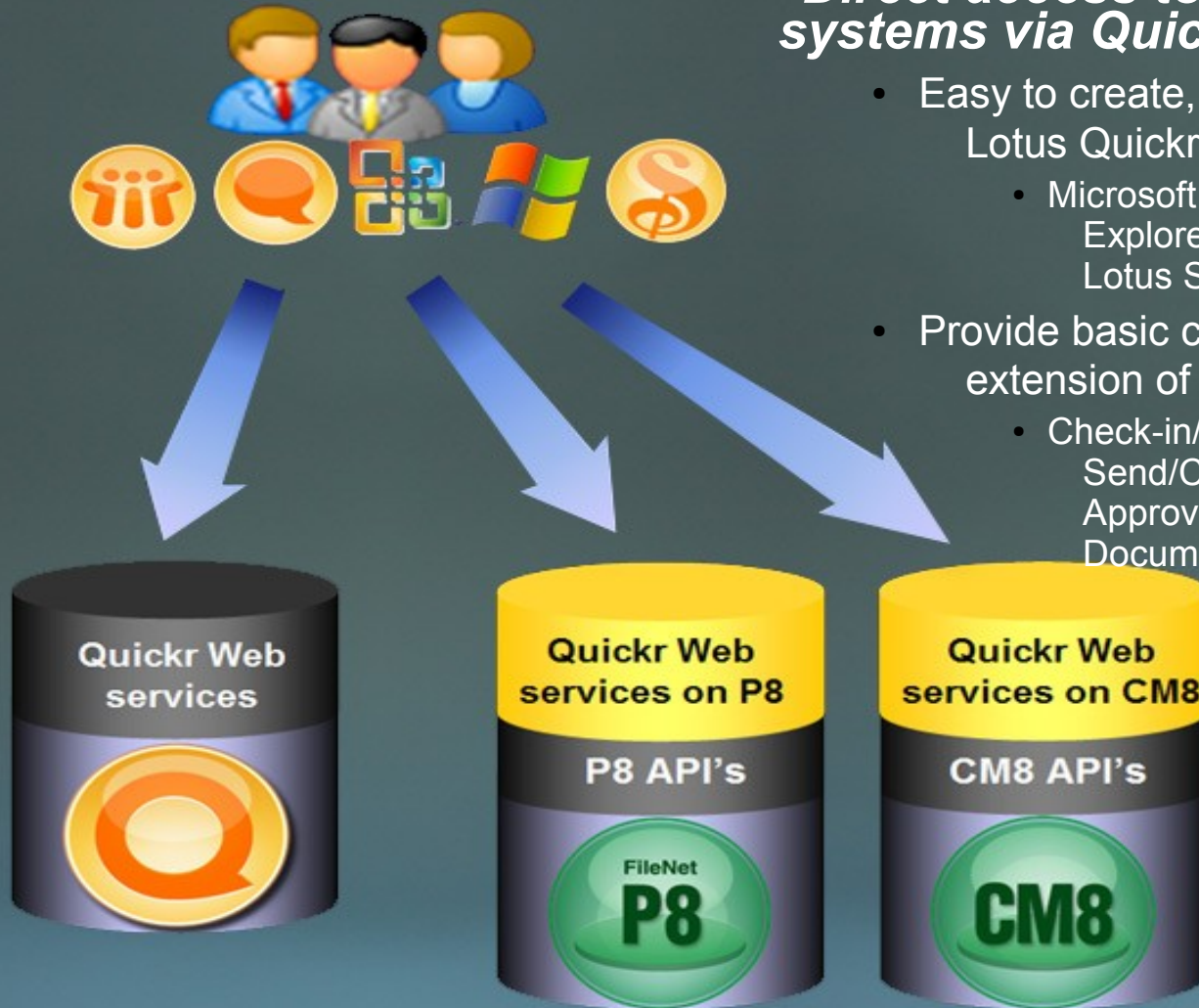
•at both ends of the spectrum

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## • *Direct access to both Quickr and ECM systems via Quickr connectors*

- Easy to create, share and collaborate using Lotus Quickr connectors
  - Microsoft Office, Microsoft Outlook, Windows Explorer, Lotus Notes, Lotus Sametime, Lotus Symphony
- Provide basic content operations as a natural extension of popular applications
  - Check-in/out, Round-trip editing, Versioning, Send/Copy Links, View/Edit Properties, Approve/Reject, Publish Draft, Create from Document Type



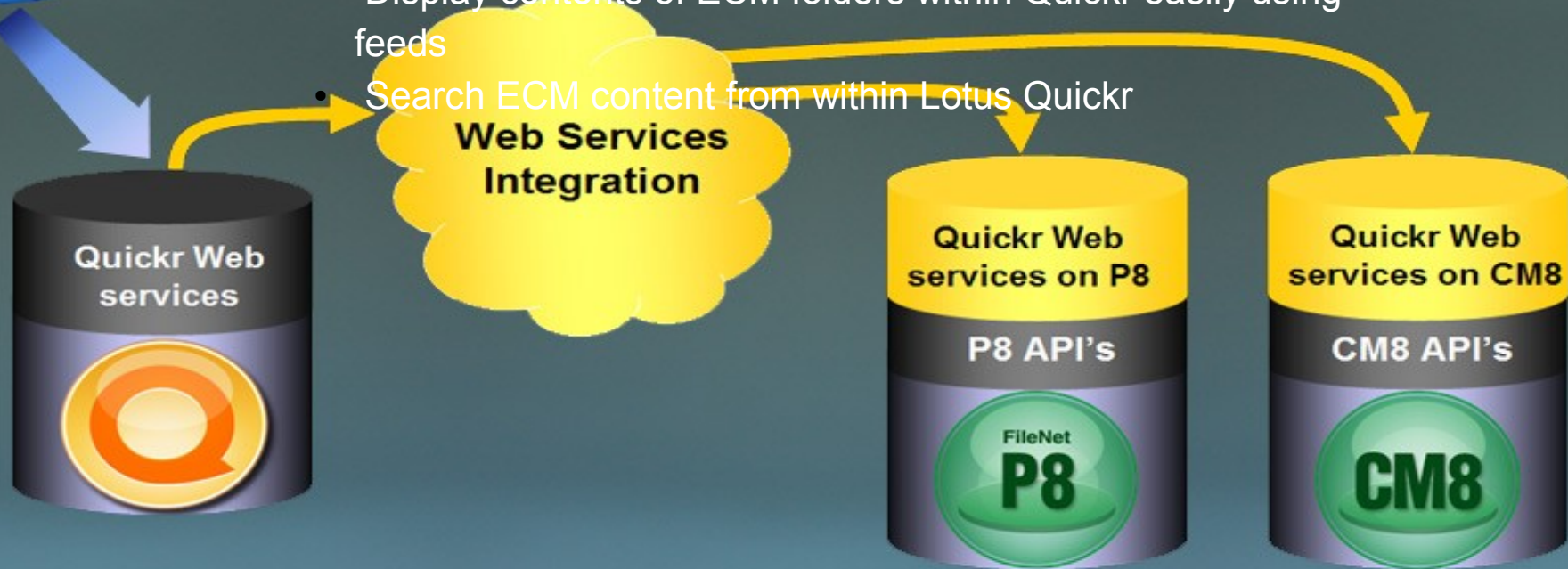
How it works

- Desktop connectors

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- **Quickr Web UI exposes ECM integration to end users**
- Quickr Web UI talks directly to Quickr server, but provides ECM integration via end user menu actions
  - User initiated document move, move with link, or copy into ECM
  - Create links to existing ECM content within Quickr
  - Display contents of ECM folders within Quickr easily using feeds
  - Search ECM content from within Lotus Quickr



How it works •Web services

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Sm

The screenshot shows the FileNet Workplace XT interface within a Mozilla Firefox browser window. The browser title is "FileNet Workplace XT - Browse - Mozilla Firefox: IBM Edition". The address bar shows the URL "Home - IBM Lotus Quickr". The page header includes the IBM logo, "FileNet Workplace XT", and the user "Logged in as: John Doe". A "Tools" bar contains various icons and an "Actions" menu. On the left, a navigation pane lists folders such as "Favorites", "EVTFS", "All Searches", "Checkout List", "Applications", "Contracts", "Demo", "Forms", "Lotus", "Personal Places", "Presentations", and "Published Documents". The main content area displays a table of files with the following data:

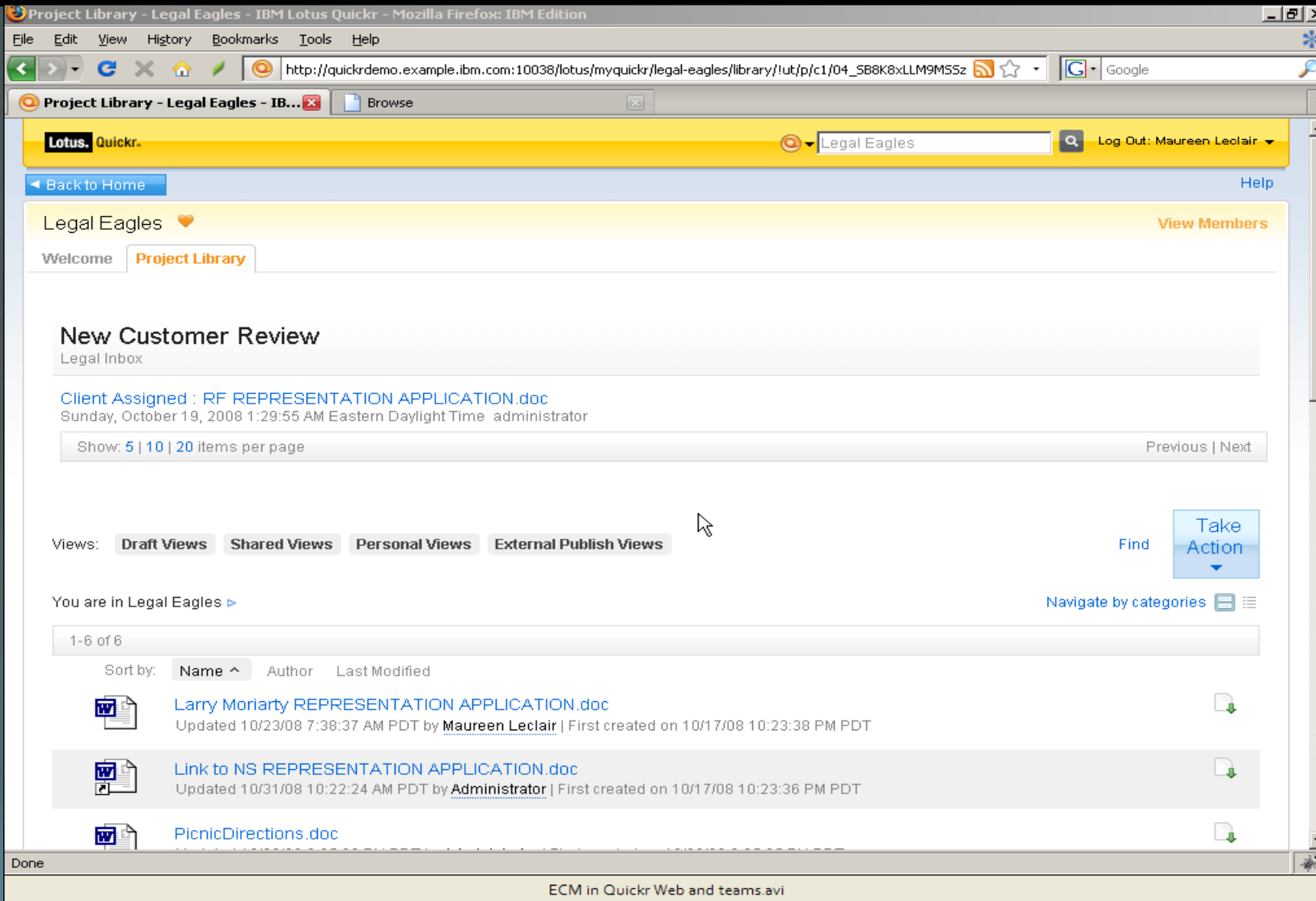
Name	Size	Modified By	Modified On	Major Version
Coyote Inc 01-07-N.odt	176 KB	John Doe	5/21/08 3:04 PM	8
Critical Parts.doc	163 KB	John Doe	5/21/08 3:05 PM	3
Gadgets Inc.doc	101 KB	Administrator	2/21/08 12:17 AM	1
Gear Supply Co 12-06-AN.sxw	100 KB	John Doe	4/16/08 12:08 PM	1

At the bottom of the browser window, a status bar displays the message "Applet com.filenet.applets.draganddrop.DragAndDropApplet started" and "Quickr Connectors to ECM.avi".

What it looks like •Connectors Demo

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## What it looks like

- Quickr and ECM from Web 2.0



- Extends the reach of the ECM system to the casual user
- Leverages existing ECM repository and assets to a broader audience
- Direct access to both Quickr and ECM systems via Quickr connectors
- Provides Web 2.0 collaboration tools such as team rooms, blogs, wikis, forums, calendaring, tasks lists, etc.
- Extends ECM content into full collaboration and messaging space to include Lotus Connections and Lotus Sametime



What this means •to CM8 and P8 customers

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- Provides enterprise capable content management system features to the collaborative team environment
- Provides scaling options to allow for massive amounts of content storage and media management
- Offers rich set of advanced content features including records management, content specific business process management, imaging capture and indexing, advanced search, etc.
- Allows the integration of personal and team content within the context of their enterprise information architecture



What this means

•to Lotus Collaboration customers

## • Flexible Deployment Options

- Two competitive bundles, plus the full use ECM +Lotus Quickr
- Plugs into and leverages existing desktop, email and P8 and/or CM infrastructures
- Lotus Quickr Connectors (applications integration) runs directly against both P8 and CM8 –NO Quickr Server environment required

## Summary

- **Flexible Deployment Options**
- **Single Vendor Solution**
  - Competitively Priced Offering
  - Provides robust collaboration and application integration for both P8 & CM8
  - Lab Services Offering available : ECM Services for Lotus Quickr (web services integration code, e.g. connecting Lotus Quickr to an ECM backend)
  - Additional Services Requirements:
    - New Installations require install and configuration assistance for IBM FileNet Content Manager and IBM Content Manager, provided by:
      - IBM ECM Lab Services
      - IBM ValueNet and PartnerWorld Partners
    - Lotus ISSL Services available to team with ECM Lab Services for Lotus product expertise

## Summary

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- **Flexible Deployment Options**
- **Single Vendor Solution**
- **Best of Breed Collaboration with true enterprise class ECM system**

## Summary

The screenshot shows the IBM website interface for Lotus Quickr and Enterprise Content Management. At the top, there is a navigation bar with the IBM logo, a search bar, and a location selector set to "United States". Below the navigation bar, a breadcrumb trail reads "Software > Lotus >". The main heading is "Lotus Quickr and Enterprise Content Management", followed by the sub-heading "Integrating best-of-breed collaboration and industry-leading ECM". A sidebar on the left contains a "Lotus Quickr" menu with options like "Features and benefits", "System requirements", and "Library". Below the sidebar, there are "Related links" including "Lotus Notes", "Lotus Sametime", and "Enterprise Content Management". The main content area features three paragraphs: the first describes the end-to-end solution, the second explains how IBM helps unlock enterprise content, and the third discusses how Lotus Quickr and IBM ECM tools combine for collaborative authoring. On the right side, there is a "Lotus software" badge, a "We're here to help" section with contact options (Call me, Request a quote, E-mail IBM), and a "Highlights" section with a small image of a person covering their eyes.

[www.ibm.com/software/lotus/products/quickr/ecm/](http://www.ibm.com/software/lotus/products/quickr/ecm/)

•Or go to IBM.com and search for "Quickr and ECM"

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# Thank You.

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