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IBM LotusLive: Choosing and Implementing the Best SaaS Offering for your Business

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Agenda

- Software as a Service (SaaS) & Cloud Computing (Up Up and Away)

- IBM Cloud Services

- Introduction to LotusLive

- Important Considerations when Choosing & Implementing Cloud/SaaS

- Key Decision Points

  - Directory Integration
  - Application Integration
  - Provisioning
  - Mail Routing
  - Single Sign-On
  - Data Migration
  -

- Related Sessions

  -

Software as a Service is Growing Rapidly

- **Companies of all sizes will adopt SaaS solutions**
  - **$17B by 2012**
  - **Companies of all sizes**
  - **CAGR of 20-30%**
  - **1/3 opportunity in collaboration**
-
- **Affordable and accessible**
-
- **Allows companies to focus on their core competencies**
-
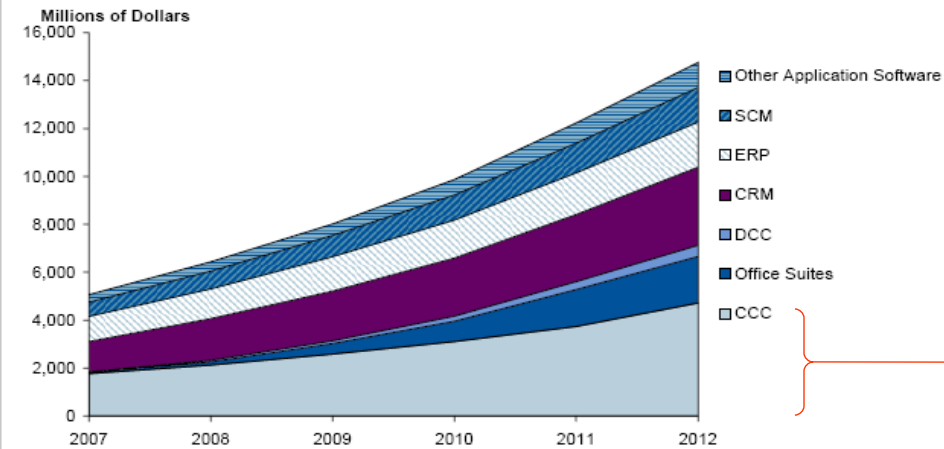- **Facilitates cross-boundary communication and collaboration**
-

Worldwide Software on Demand Revenue by Company Size, 2006–2012

Legend:
- 1–99 employees
- 100–999 employees
- 1,000–2,499 employees
- 2,500+ employees
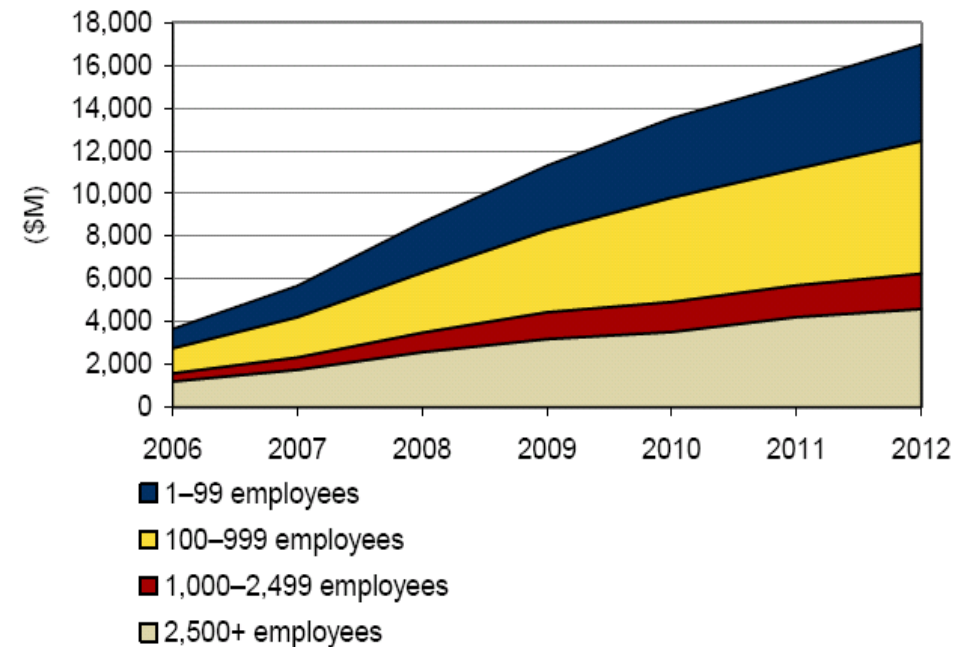
Source: IDC, July 2008

SaaS Growth

Figure 2. Total Software Revenue Forecast for SaaS Delivery Within the Enterprise Software Markets, 2007-2012

Source: Gartner (August 2008)

Table 1. Total Software Revenue Forecast for SaaS Delivery Within the Enterprise Application Markets, 2007-2012 (Millions of Dollars)

	2007	2008	2009	2010	2011	2012	CAGR (%) 2007-2012
CCC	1,769	2,127	2,588	3,113	3,737	4,715	21.7
Office Suites	62	134	441	845	1,540	1,941	99.2
DCC	16	70	115	215	330	467	96.1
CRM	1,265	1,737	2,074	2,419	2,803	3,258	20.8
ERP	1,045	1,239	1,428	1,588	1,734	1,884	12.5
SCM	603	746	890	1,048	1,240	1,438	19.0
Other Application Software	309	387	483	638	839	1,049	27.7
Total Enterprise Software	5,068	6,439	8,018	9,865	12,224	14,752	23.8

Source: Gartner (August 2008)

- *Web Conferencing* – more than 70% of total market revenue is SaaS-based; on-premise are increasingly taking hold and so are hybrid offerings

- *E-mail* – is much more focused on consumer segment rather than enterprise with current SaaS e-mail delivery at less than 10% of total enterprise spending.

- *Team collaboration* – SaaS represents 47% of total market revenue gaining in popularity due to social software influence and growth of virtual teams.

- *Instant messaging* – total market spending at about 7%; more focus on instant messaging hygiene.

- *ECM* – very small adoption in the range of 2-3% of total spending with early adoption for Web content management and in related markets such as e-mail management, records management and digital asset management

- *E-learning* – rapid adoption with more than 60% of total software spending attributed to SaaS; key factor for provisioning large distributed users quickly

IBM has a very broad set of cloud offerings

	Analytics	Collaboration	Development and Test	Desktop and Devices	Infrastructure (compute / storage)	Business Services
Smart Business on the IBM Cloud Standardized services on the IBM Cloud		✔ LotusLive	✔ Smart Business Development & Test on the IBM Cloud	✔ Smart Business Desktop on the IBM Cloud; Smart Business Self Enablement Portal	✔ Information Protection Services; Computing on Demand	✔ BPM Blueworks (design tools GER from MBPS)
Smart Business Cloud Private *cloud services, behind your firewall*, built and/or managed by IBM	✔ Smart Analytics Accelerator *Powered by Infosphere*		✔ Smart Business TestCloud	✔ Smart Business Desktop Cloud	✔ Scale out File Services	
Smart Business Systems Pre-integrated, workload optimized systems	✔ Smart Analytics System *Powered by Infosphere*		✔ IBM CloudBurst w/Quickstart Svces		✔ IBM CloudBurst w/Quickstart Svces	✔ Smart Business for SMB (backed by the IBM cloud)

✔ Available   ✔ Future

Cloud / SaaS Advantages

• **Incremental Scalability.** Cloud environments allow users to access additional computing resources on-demand in response to increased application loads.
•
• **Agility.** As a shared resource, the cloud provides flexible, automated management to distribute the computing resources among the cloud's users.
•
• **Reliability and Fault-Tolerance.** Cloud environments take advantage of the built-in redundancy of the large numbers of servers that make them up by enabling high levels of availability and reliability for applications that can take advantage of this.
•
• **Service-oriented.** The cloud is a natural home for service-oriented applications, which need a way to easily scale as services get incorporated into other applications.
•
• **Utility-based.** Users only pay for the services they use, either by subscription or transaction-based models.
•
• **Shared.** By enabling IT resources to be consolidated, multiple users share a common infrastructure, allowing costs to be more effectively managed without sacrificing the security of each user's data.
•
• **SLA-driven.** Clouds are managed dynamically based on service-level agreements that define policies like delivery parameters, costs, and other factors.
•
• **APIs.** Because clouds virtualize resources as a service they must have an application programming interface (API)
•
• **Ease of Use:** Based on Web2.0 technology cloud services have familiar web based user interfaces, keeping training costs associated very minimal.

The LotusLive Portfolio

eMail

LotusLive Meetings

LotusLive Meetings is a full-featured **online meeting** service that integrates Web, audio and video conferencing .

LotusLive Engage

LotusLive Engage is an integrated suite of tools that combines your **network** with **web conferencing** and **collaboration** capabilities

LotusLive Notes

IBM's most widely used software, **Lotus Notes** is now available as an online service called LotusLive Notes.

LotusLive Events

LotusLive Events is an online event management service, helping you create, host and manage your next **online conference**.

LotusLive Connections

LotusLive Connections is an integrated suite of **collaboration** services that lets you store and share files, manage activities, conduct online chats, and extend your business contacts with **networking** capabilities.

LotusLive iNotes

LotusLive iNotes is a secure, **Web-based messaging** service providing essential messaging and calendaring capabilities
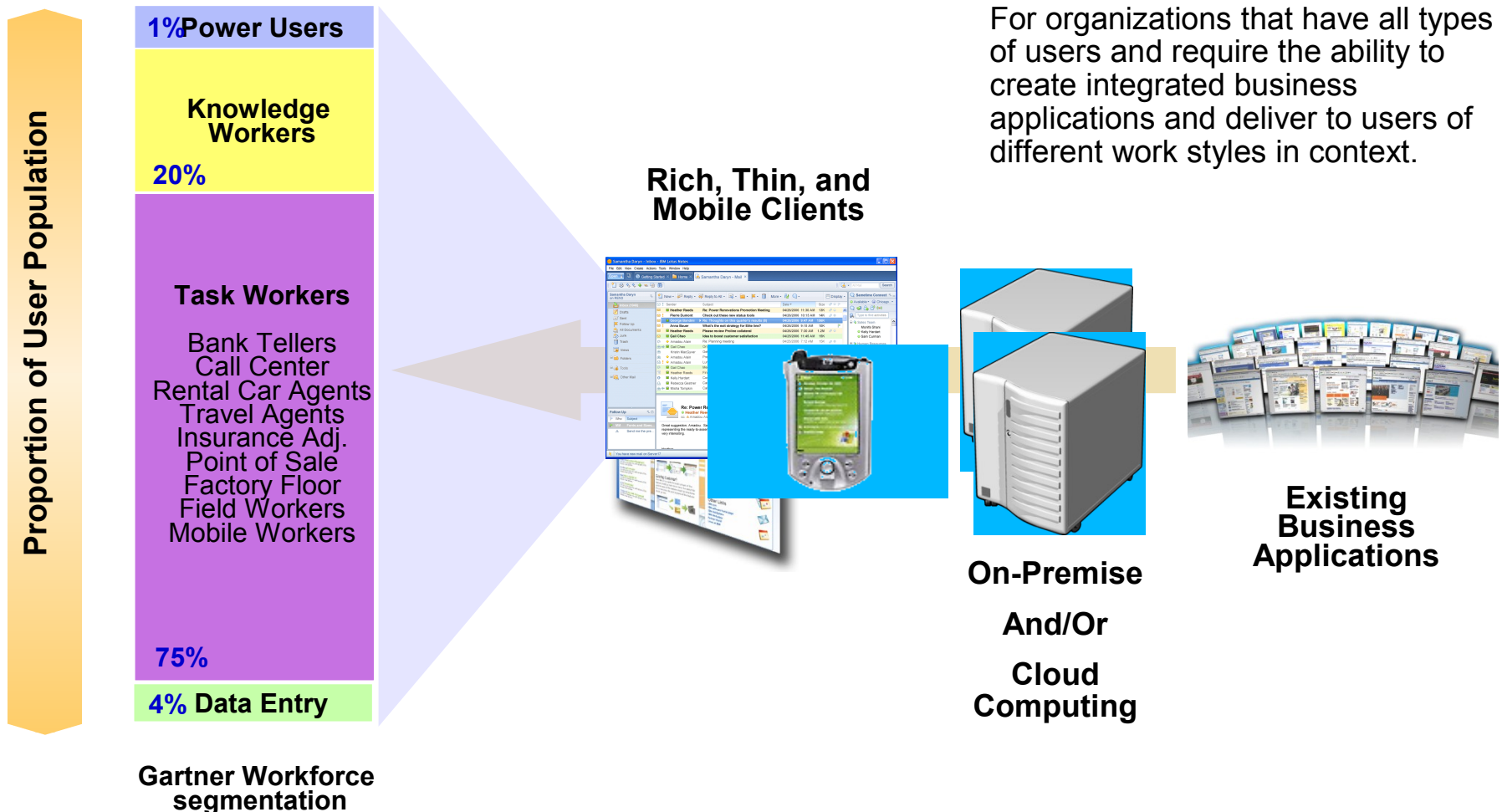
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Product	Meetings	Events	Connections	Engage	Notes	iNotes
Account Management	✔	✔	✔	✔	✔	✔
Desktop Sharing	✔	✔		✔		
Application Sharing	✔	✔		✔		
Slide Presentation	✔	✔		✔		
Participant Roster	✔	✔		✔		
Polling	✔	✔		✔		
Video	✔	✔		✔		
Event Management		✔				
Dashboard			✔	✔		
File Sharing			✔	✔		
Personal Profile			✔	✔		
Networking			✔	✔		
Contact Management			✔	✔		
Groups			✔	✔		
Project Management			✔	✔		
Instant Messaging			✔	✔	✔	
Surveys			View Only	✔		
Charts			View Only	✔		
Guest Accounts			✔	✔		
Storage			1 GB *	1 GB *		1 GB *
Calendaring					✔	✔
Scheduling					✔	
E-mail					✔	✔

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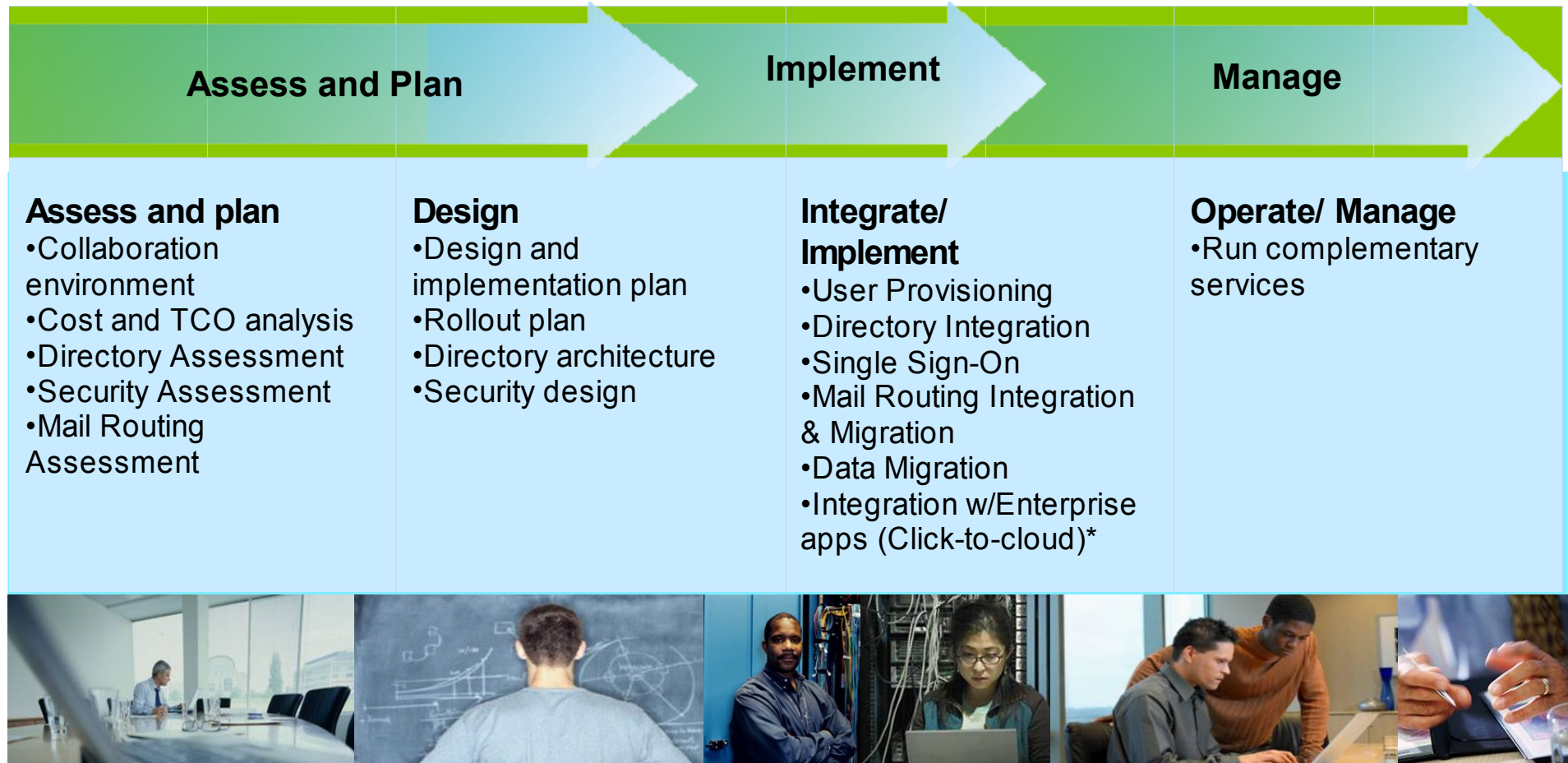# Which LotusLive Offering is Right for My Company or Use Case?

- LotusLive can be used <u>independently</u> for Web Conferences, Collaboration (Files, Tasks, Charts, Surveys, Chat, etc.), and eMail

- LotusLive can also be implemented as a <u>hybrid solution</u>, extending your investment of on-premise technology already deployed (eMail, Chat, Files, etc.)

- What's Hybrid? Combination of On-Premise & Cloud (public or private) to maximize effeciency.
    - Cost reduction (blended on-prem. & SaaS for eMail)
    - Ease of Use (not overly complex)
    - Agility (adopt technology quicker)
    - Extranet collaboration (Web Conference, File Sharing, Project Management)

- <u>User Segmentation</u> of tasks/use case(s) of technology to maximize effectiveness and minimize costs. Particularly for eMail & Collaboration. <u>Power, Knowledge, Task, Data Entry Workers</u>

- Combined Offerings Based on Use Case
    - Email (LotusLive Notes & LotusLive iNotes) Some Knowledge Workers & Some Task Workers
    - Email & Collaboration for Knowledge Workers (LotusLive Notes & LotusLive Engage)
    - Email & Collaboration for Task Workers (LotusLive iNotes & LotusLive Connections)
    - Online Meetings (LotusLive Meetings)
    - Events, Seminars, Webinars (LotusLive Events)

-

One Size Does Not Fit All
Delivering Collaboration and Composite applications to suit all work styles

Digital Collaborative Infrastructure:

For organizations that have all types of users and require the ability to create integrated business applications and deliver to users of different work styles in context.

1% Power Users

Knowledge Workers
20%

Task Workers

Bank Tellers
Call Center
Rental Car Agents
Travel Agents
Insurance Adj.
Point of Sale
Factory Floor
Field Workers
Mobile Workers

75%

4% Data Entry

Gartner Workforce segmentation

Proportion of User Population

Rich, Thin, and Mobile Clients

On-Premise

And/Or

Cloud Computing

Existing Business Applications

Important Considerations when choosing and implementing Cloud Computing/SaaS

Assess and Plan		Implement	Manage
Assess and plan •Collaboration environment •Cost and TCO analysis •Directory Assessment •Security Assessment •Mail Routing Assessment	**Design** •Design and implementation plan •Rollout plan •Directory architecture •Security design	**Integrate/ Implement** •User Provisioning •Directory Integration •Single Sign-On •Mail Routing Integration & Migration •Data Migration •Integration w/Enterprise apps (Click-to-cloud)*	**Operate/ Manage** •Run complementary services

Taking the first steps: Assessing & Planning

- Assess & Plan
- Assess current investments in on-premise and cloud solutions
- Assess current investments in extranet infrastructure
- User segmentation (knowledge vs deskless workers) and needs in each user segment
- Evaluate security models: application, processes & infrastructure
- Understand authentication models for single-sign-on for both intranet and external clients
- Identify global network coverage goals and direction
- Assess business opportunities afforded by "collaborative multi-tenancy"
- Define a transition plan

2   **3**   **4**

**Assess
and plan**

Laying the groundwork: Architecture & Design

• Architect & Design a plan for sucess

- Develop a conceptual-level design to meet requirements identified during assessment
- Detailed technical design for integrating into identity management system
- Manage provisioning of the right capabilities and offerings
- Mail routing plan and integration/migration plan
- Create a process design for business compliance needs to be met in the cloud
- Leverage APIs to create a specific design for relevant business applications which need to be integrated to form "business mashups"
- Create a means for assessing network performance, up-time and other SLA goals
- Define a bill of materials and a plan for implementation
- Refine the transition initiatives

Assess and plan
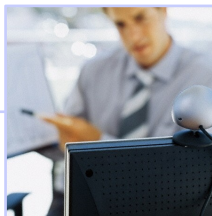
Architecture and design

3

4

Make it happen: Implementation

• LotusLive™ APIs and extensibility allows:

- Functional integration into key services: Files, Contacts, Activities, …
- Rebranding of key services to fit into corporate theme of the client
- Single-sign on or use of LotusLive™ as an identity provider
- Usage reporting for aggregation
- Integration of services into LotusLive™ navigation
- Gadgets surfacing content outside LotusLive™
- Multi-tier administration

• Solution Integrators can help:

- Prepare hardware and software needs for LotusLive™ and integrated services
- Identify operational issues
- Document infrastructure and process plans, and handling testing of upgrades
- Develop installation procedures and network testing and certification plans
- Implement, stage, test the solutions
- Train client in LotusLive™ and integrated services

Assess and plan

Architecture and design

Implement

4
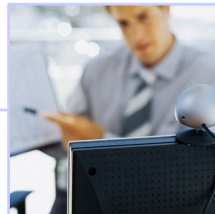
Who'll Providing Long Term Management

- Determine a Plan for whom will Administer & Run your SaaS solution
- Your SaaS environment will most likely require some level of administration during the implementation and run state. Who will be responsible, in-house staff, consultants, or system integrators
- Transitioning on-premise application usage to LotusLive™
- Run integrated services which interact with LotusLive™ via APIs
- Run integration code which links LotusLive™ to other business applications
- Run identity management service and other key compliance or monitoring services
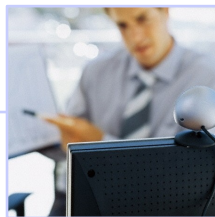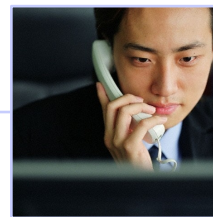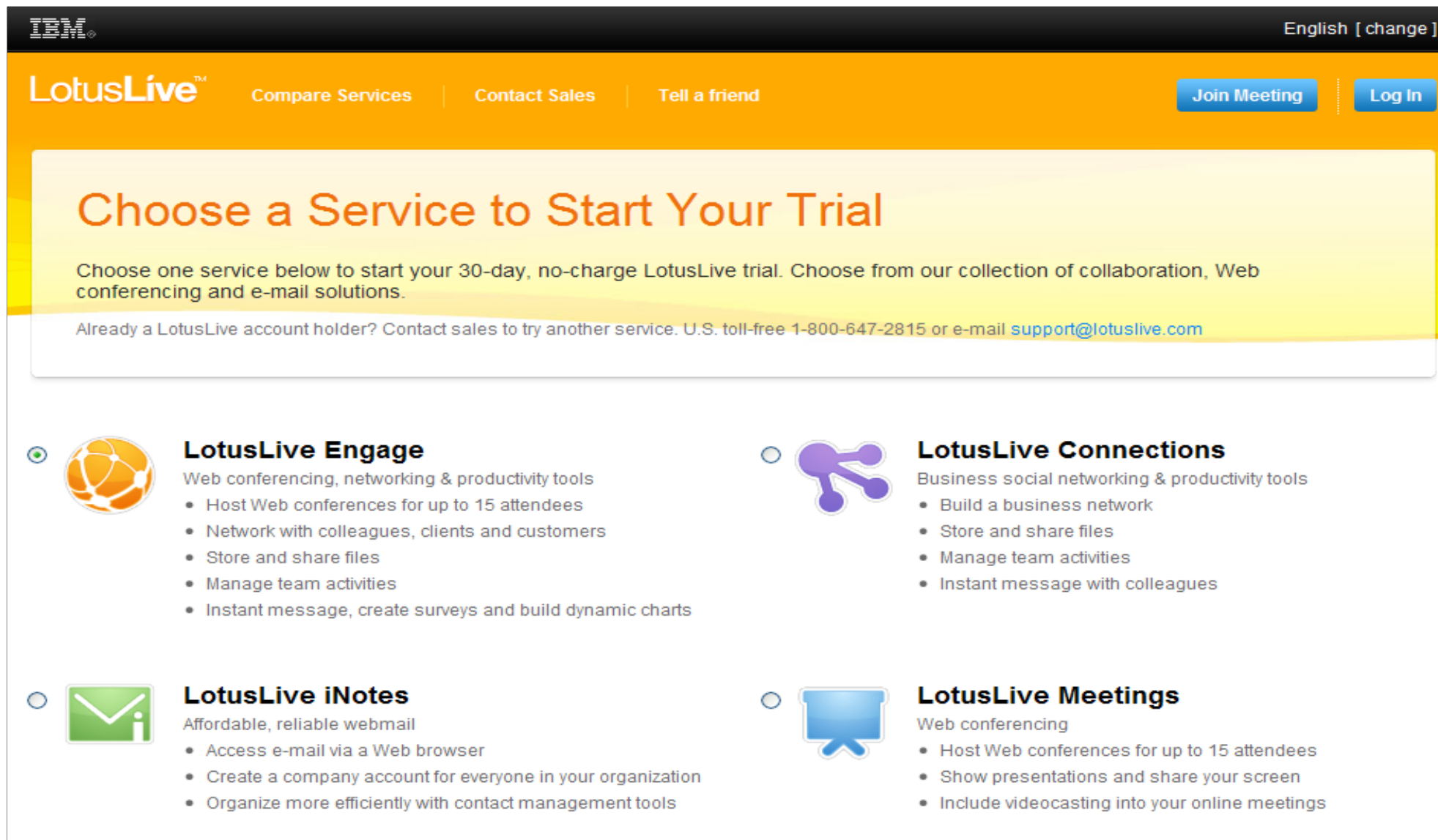
| **Assess and plan** | **Architecture and design** | **Implement** | **Run** |

Getting Started – www.LotusLive.com/trial

Key Decision Points & Related Sessions

- Directory Integration
  - Sync
  - Realtime

- Single Sign-On
  - Federated Identity via SAML

- Mail Routing
  - ID601 Expanding your Email Options with IBM LotusLive
  - ID604 IBM Lotus Notes and Domino in the Cloud - IBM LotusLive Notes

- Security
  - ID602 Lotus Brings Security to the Cloud with IBM LotusLive

- Application Integration
  - AD402 When 1+1 > 2: integrating Your Applications With IBM LotusLive

- Provisioning
- Data Migration

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Enterprise Directory Integration (Synch option)

- LDIF files created by the client, and sent to an IBM secure FTP site.
- LotusLive will monitor directories for new files
- Files will be read and data inserted into LL iNotes database using TDI.
- LL iNotes will look up data in it's own data store for best performance, so type-ahead can be supported
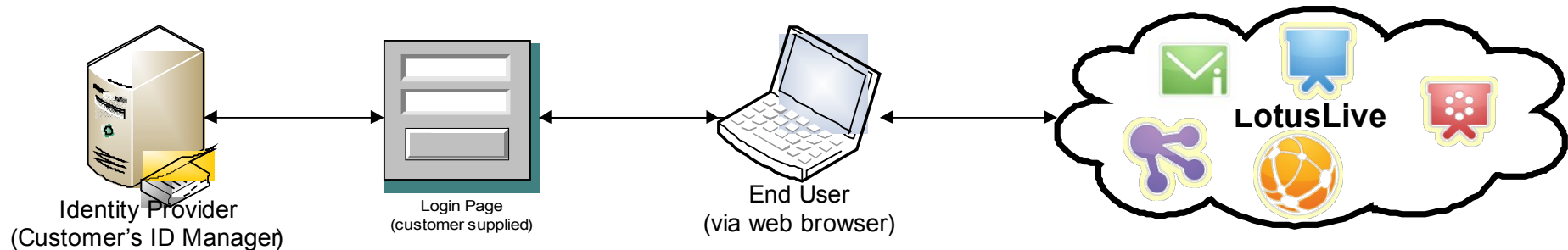- Directory will become slightly out of synch between file transfers

LotusLive

LDIF File
(address data)

TDI Assembly line

Client Directory

Secure
FTP Server

Matching contact(s)

iNotes Data Store

Search string

Type-ahead / Directory search operation

LotusLive iNotes
Web Mail

End User
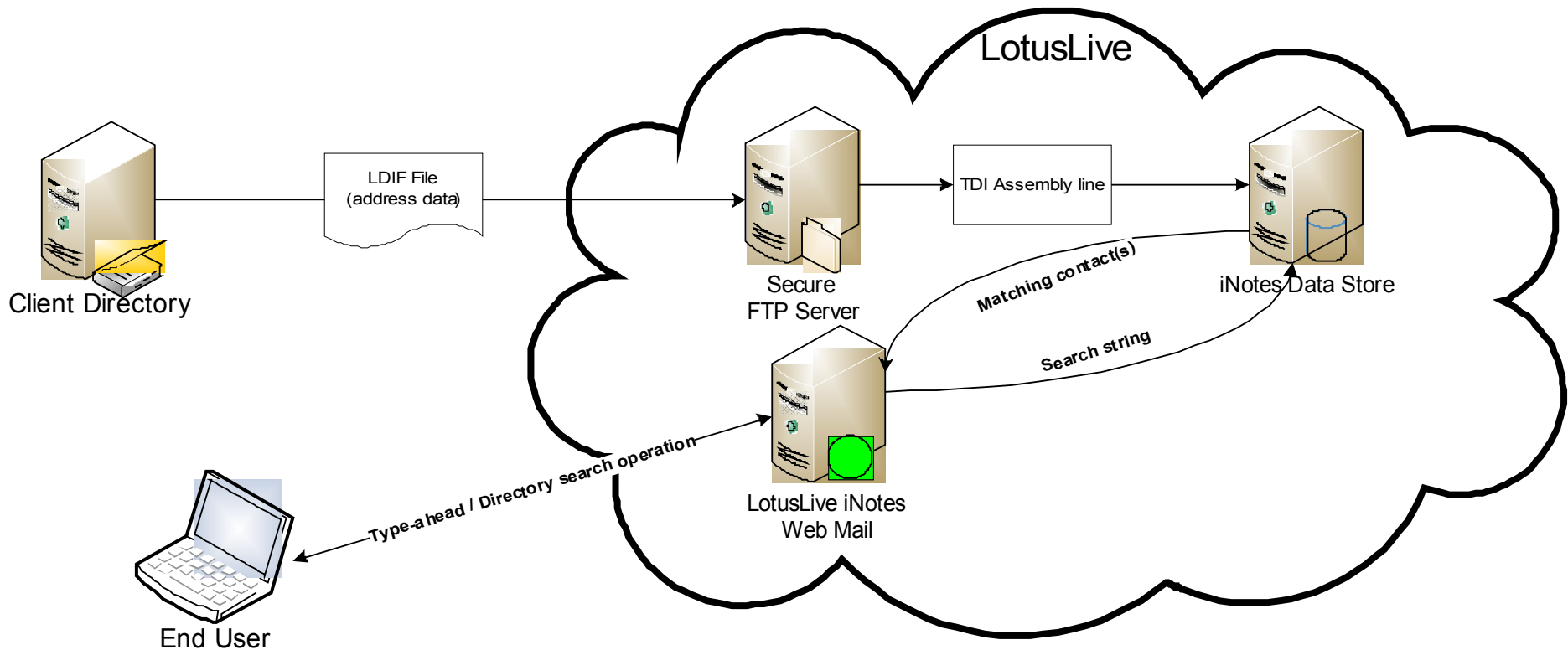
Enterprise Directory Integration (Direct Lookup)

- Direct (real time) LDAP Lookup into client's directory server
- Not fast enough to support type-ahead.
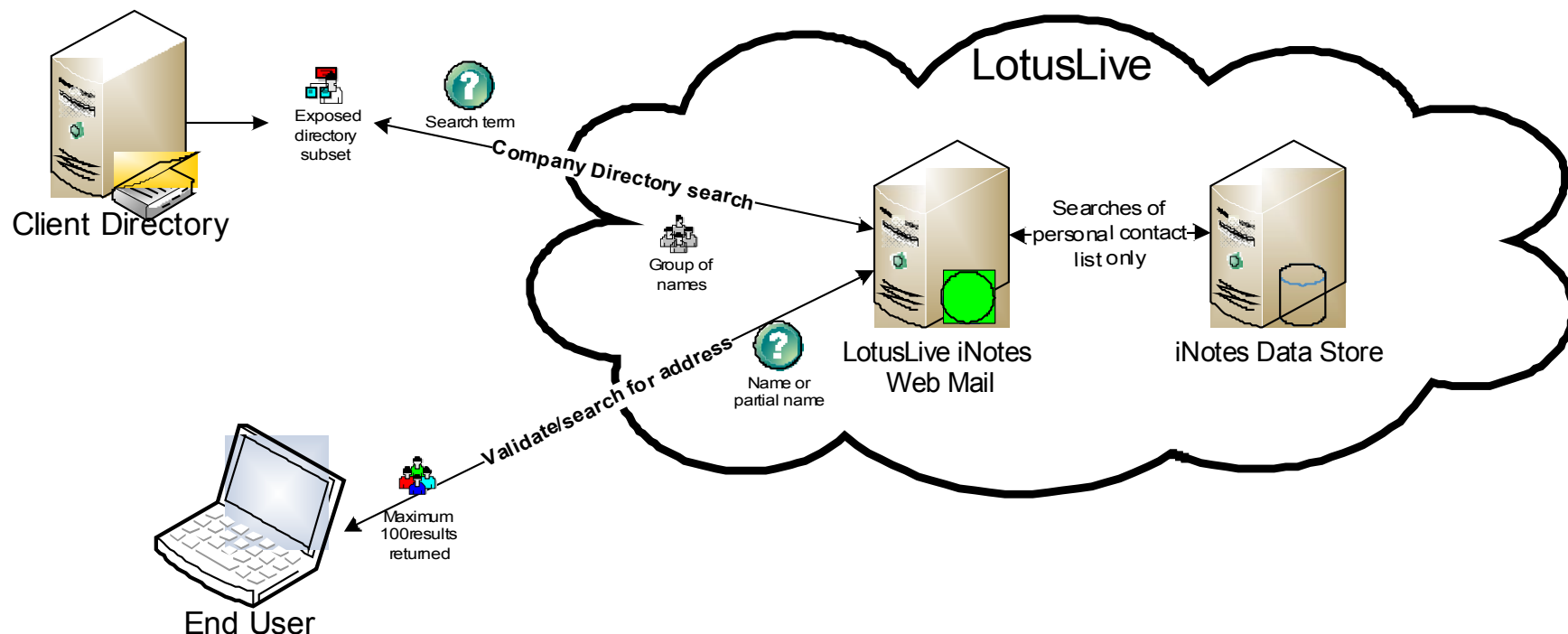
Single Sign On

- Standards based approach using SAML 1.1
- Common process for all LotusLive services*
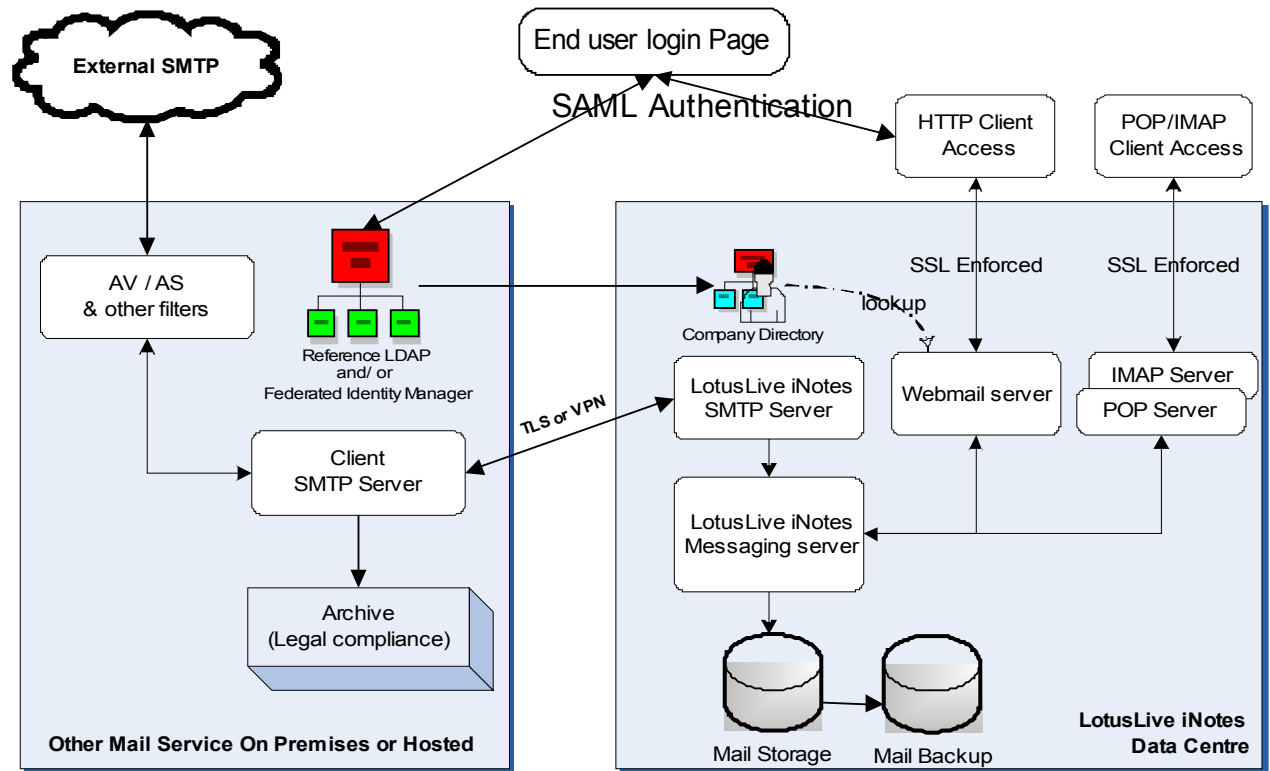- Client must have ID Manager that supports SAML, and implement their end of the SAML conversation.

Identity Provider
(Customer's ID Manager)

Login Page
(customer supplied)

End User
(via web browser)

LotusLive

1. User logs in to client provided login page , enters ID & password , which is checked against the client's ID Manager (Tivoli, Active Directory, etc).
2. ID Manager authenticates user , grants access to LotusLive iNotes (sets SAML token in browser)
3. Client web page redirected user's browser to LotusLive

4. user's browser presents SAML token , and is granted access to LotusLive iNotes

- If a client wants to restrict access to users on its network only, then this is a good way to do it, because they control the conditions for login.

Mail Routing in a Hybrid e-mail solution

- LotusLive iNotes can be used alongside an on-premises mail server (Notes, Exchange, others) using a single common domain
- Multiple routing options are possible, depending on the needs.

- If the 'primary' mail service has filters or archiving that must apply to all mail, inbound and outbound, mail can be routed as shown so it always passes through the primary.
- This also allows for archiving of all mail using existing archive solution.

External SMTP

End user login Page

SAML Authentication

HTTP Client Access

POP/IMAP Client Access

AV / AS & other filters

Reference LDAP and/ or Federated Identity Manager

Company Directory

SSL Enforced   SSL Enforced

lookup

TLS or VPN

Client SMTP Server

LotusLive iNotes SMTP Server

Webmail server

IMAP Server

POP Server

LotusLive iNotes Messaging server

Archive (Legal compliance)

Mail Storage   Mail Backup

LotusLive iNotes Data Centre

Other Mail Service On Premises or Hosted

Another Typical Email Routing

- Domain is shared, and the other system is the primary, but LotusLive iNotes sends its own outbound mail directly to the Internet.
- This is used when there is no need for all mail to transit through the primary system.

External SMTP

MX points here.
All inbound mail for this
domain arrives here

External SMTP

HTTP Client
Access

POP/IMAP
Client Access

AV / AS
& other filters

LotusLive iNotes
outbound filters

SSL Enforced

SSL Enforced

SMTP Server

Mail for iNotes
accounts only

LotusLive iNotes
SMTP Server

Webmail server

IMAP Server

POP Server

LotusLive iNotes
Messaging server

IMAP Server

POP Server

Webmail server

Local
message server
& services

Client Access

Other Mail Service On Premises or Hosted

Mail Storage

Mail Backup

LotusLive iNotes
Data Centre

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Summary

- Cloud & Software as a Service from IBM
- Introduction to LotusLive & The LotusLive Portfolio
  - Meetings, Events, Engage, Connections, Notes, iNotes
- What service is right for your company or use case
- One size does not fit all. User Segmentation
- Important Considerations when Choosing & Implementing SaaS
  - Will it work with what I've already got? Yes
- Key Decision Points
  - Security
  - Mail Routing
  - Directory Integration
  - Integration
  - Single Sign-On
  -
  -
-

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Questions & Answers

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