



**IBM ASEAN  
Leadership Exchange**



## Smarter Collaboration for Strategic Impact

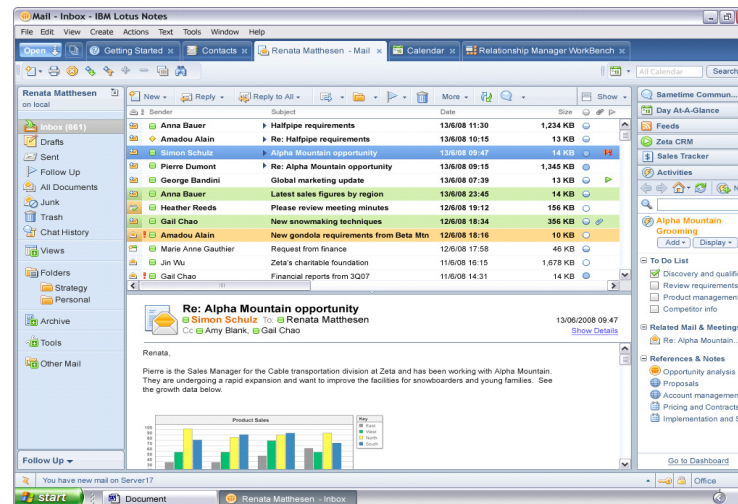
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# Optimize Cost Structures: Lower Total Cost of Ownership (TCO) by 50% by lowering software license, hardware, and operational costs



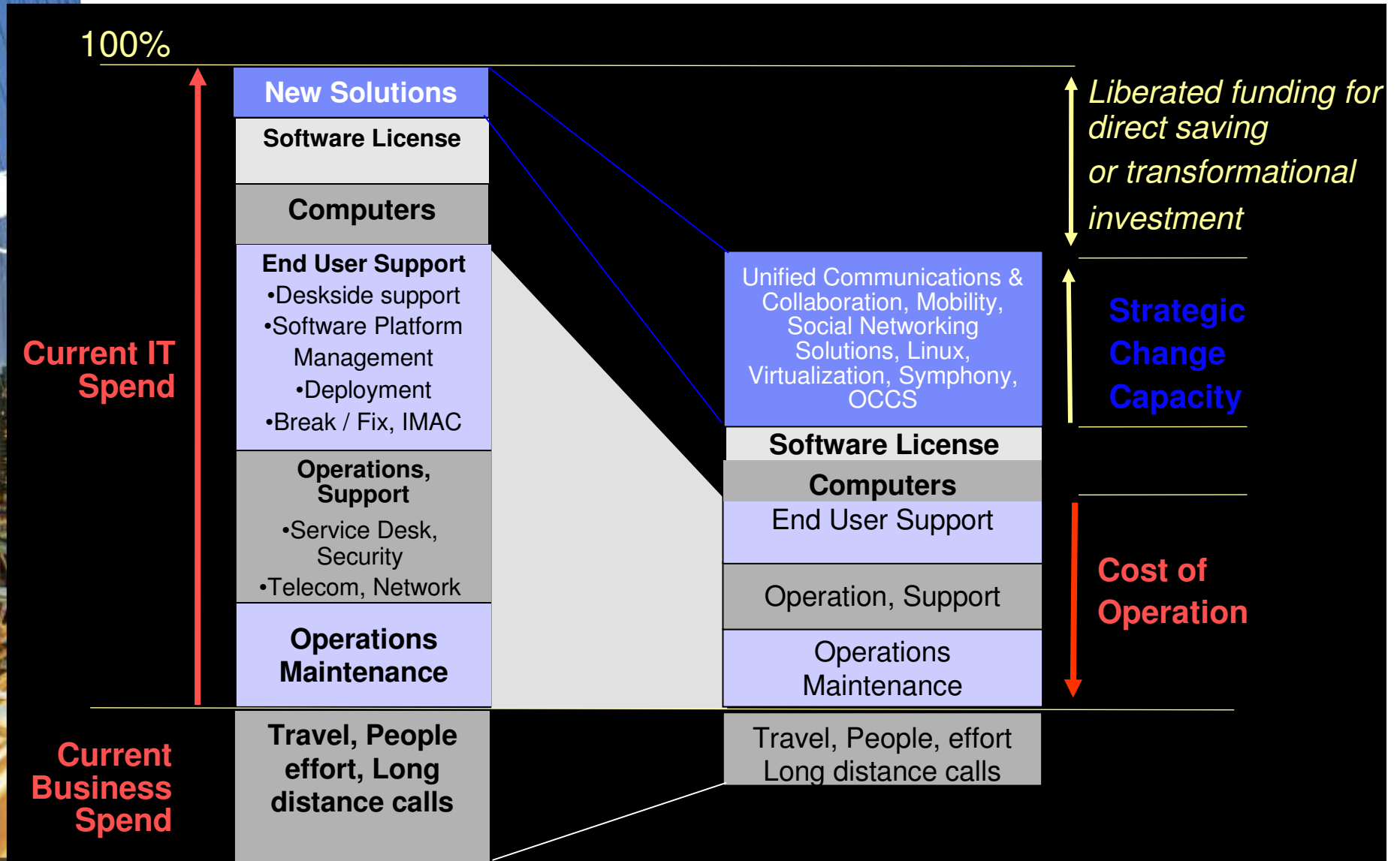
- Today's customer must reduce TCO by optimizing ALL operating costs and increasing capability
- Customers can achieve these goals with a combination of on-premise, appliance and cloud solutions
- Businesses need open standards that gives them flexibility and choice
- A SmartDesktop for SmartWork and complete collaboration



*Can your business reduce costs yet optimize the way people work?*

# Our approach is to reduce costs to put clients on a strategic path to growth

Save on Software License, Operational, Infrastructure costs



## Domino 8.5 projected upgrade savings for one customer

\$1.4m in annual TCO savings (a 23% reduction) through centralization, server reduction and modernization of Lotus Notes and Domino Software. 70,000 user installation.

### **Reduced System Management "FTE" Costs**

*Annual TCO Savings \$1,100,000*

### **Reduced Hardware "Servers" and Data Storage Costs**

*Annual TCO Savings \$213,986*

### **Reduced Data Center Operation Costs**

*Annual TCO Savings \$116,220*

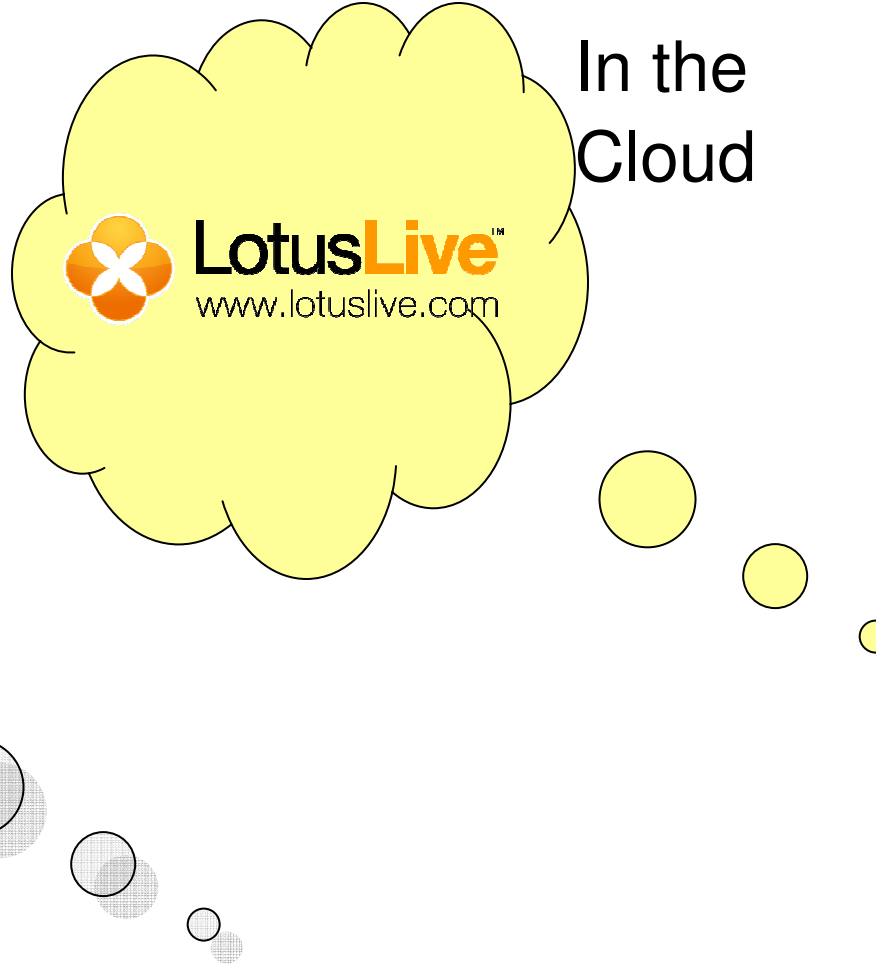
### **Reduced Collaboration Software Costs**

*Annual TCO Savings \$??*

### **Reduced "Office" Software Costs through Lotus Symphony**

*TCO Savings \$21,000,000*

# Choices for Collaboration



On Premise


## Clients of the Future



- ❖ IBM Lotus is offering USB Mini Clients, Netbook Solutions, Open Customizable Clients, Virtual Clients & Mobile Clients
- ❖ Link to Software as a Service, Appliances, on-premise systems
- ❖ Alternative Client stacks with Linux and Mac

## Project Liberate

- We have helped more than **600 customers free up around \$3.5B in their IT budget over the last 3 years worldwide** by advising them how to by differently from Microsoft
- Customers with Microsoft Enterprise Agreements might be able to save up to **40% or more** on the cost of their renewal through this "no-charge" evaluation of their current Enterprise Agreement.



File Edit View Document Tools Window Help

Project Liberate: An IBM complimentary Consulting Engagement to help customers understand alternatives when negotiating a Microsoft Enterprise Agreement

**Reduce software license expenses**

*Case studies from Project Liberate engagements show ways to reduce Microsoft software licensing costs without changing the Microsoft products you use today*

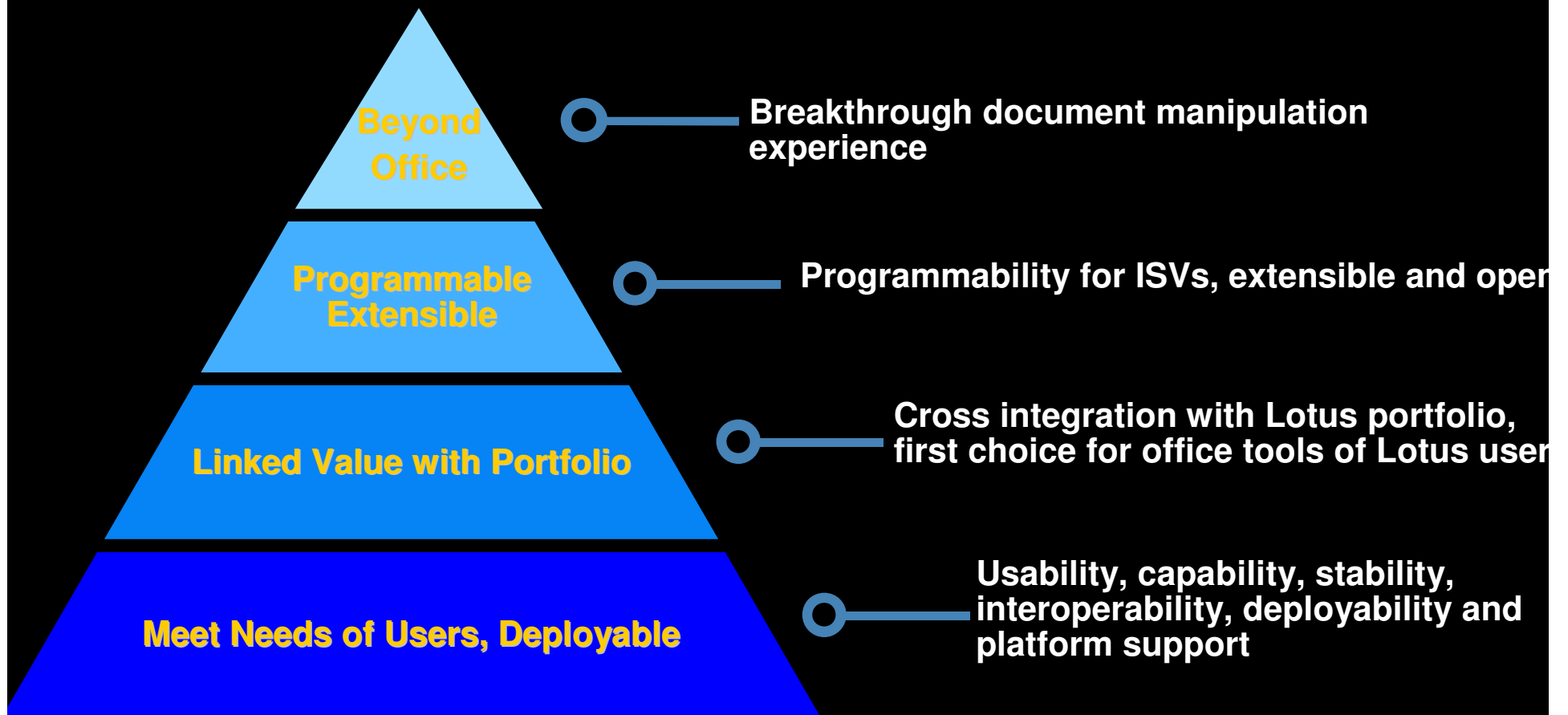
[www.ibm.com/software/info/liberate](http://www.ibm.com/software/info/liberate)

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# Lotus Symphony: more than just free

- Lotus Symphony is part of a long-term, key investment strategy by IBM

- Promote use of ODF to help facilitate innovation in market
- Long term: Advance IBM's position as market leader in new, dynamic models for document creation and manipulation



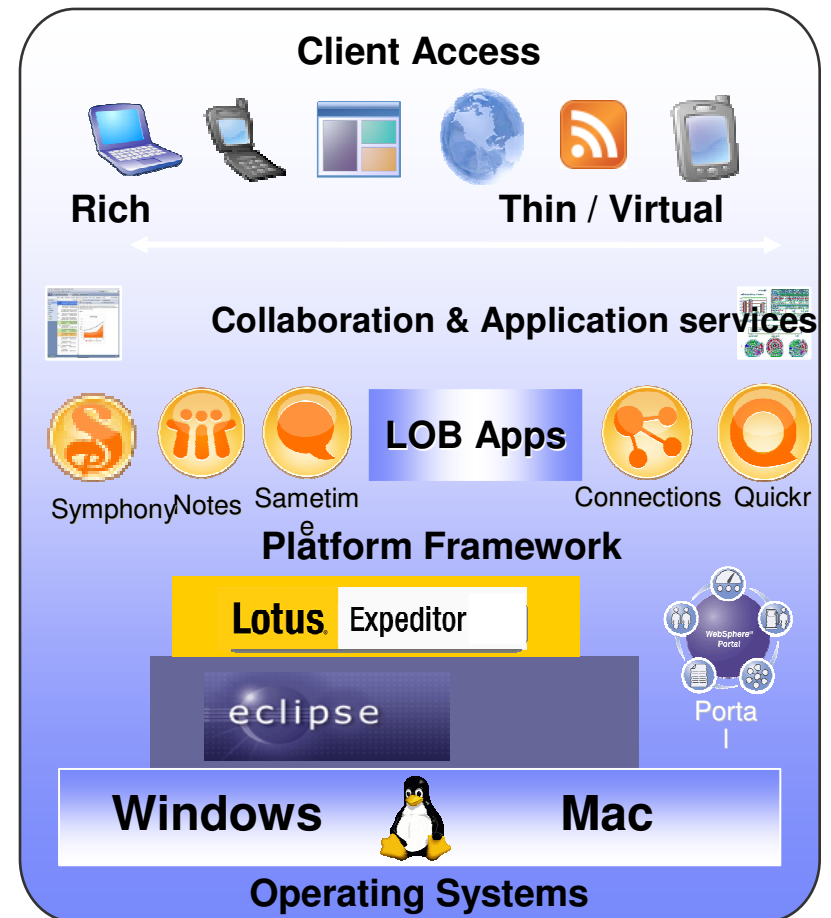


# IBM CIO office's Open Client Strategy

## Heterogenous Desktop Environment



- Client strategy is to provide IBM's workforce with the right client platform based on job role
  - Flexibility and choice of client platform and operating system
  - Reduced total cost of ownership, especially through server-managed clients
  - Cross-platform client application development through Lotus Expeditor Rich Client Platform
  - Leverage web browser for business applications
  - Linux plays a key role in the wider IBM Client strategy
  - Document Interchange via ODF



# Exploring the economics – You have several starting points and an attractive roadmap driven through user segmentation

User Segmentation	Cost Reduction Choices						Virtualize Reduce 50% operational costs, save \$100-600+ on HW
	Liberate save 40%+ on Msft EA	Symphony save \$279- 679/user	Linux Client save \$50- 550/user	Linux Server save 40%	Lotus on premise - varies	Lotus Live	
Transaction users <b>70%</b>							
Fixed Function users <b>5%</b>							
Basic Office users <b>15%</b>							connectivity
Advanced Office users <b>5%</b>		MS office	MS only apps				
Technical users <b>5%</b>						Rich client	bandwidth



Best fit. Max cost savings



Dependencies. Moderate cost savings



Limited fit. Limited cost savings

User %s based on IBM and industry published data based on customer engagements.

Gartner segmentation: 1% Power users, 20% knowledge workers, 75% Task workers, 4% data entry workers)

# Market has been very receptive to Symphony

GOING OUTSIDE THE BOX

# Dougit Design

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Technology

## 1.08.09: IBM's Lotus Symphony proves it has what it takes to compete in the dog-eat-dog world of productivity

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## IBM Lotus Symphony is an Excellent--And Free--Office Suite

This onetime rival to Microsoft Office still works beautifully--and it's free.

Preston Gralla

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## Review: Symphony Sings As Office Clo

2008

# DATA MATION

## PRODUCT OF THE YEAR

Symphony Gained SmartPartner's Best New Product Award

IBM 免費辦公套件 Lotus Symphony

IBM 免費辦公套件 Lotus Symphony

IBM Lotus Symphony 是 IBM 免費辦公套件的旗艦產品。它為用戶提供了一個完整的辦公環境，使用戶可以輕鬆地管理其業務。Symphony 支持 Microsoft Office 文件格式，並提供強大的集成功能。此外，Symphony 還支持多種語言，並具有強大的安全功能。Symphony 是 IBM 免費辦公套件的旗艦產品，也是 IBM 免費辦公套件的旗艦產品。

# CRN

## TEST CENTER

### 2008 Product of the Year

2008 Editor's Pick  
— China Information World

2008 編輯選擇獎

Lotus Symphony awarded **Most Innovative Product of the Year** by Spanish IT publication, Actualidad Economica

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## Test Center review: Office killers pack some heat

Cloud-based Google Docs and Zoho, as well as desktop-bound IBM Lotus Symphony and OpenOffice.org, put Microsoft's productivity suite on notice

Home > News > The Cheapskate

# the cheapskate

Rick Broida scours the Web for great deals on tech

February 26, 2008 9:33 AM PST

## Save \$400 on Microsoft Office: Use Lotus Symphony instead

# Virtualizing the desktops can lower operational costs by 50%

