Tapping the Power Of Collaboration 2.0 for Growth

Jeff Schick
Vice President
Lotus & WebSphere Portal Software
manojsax@us.ibm.com

Dave Keyes
Executive
IBM Software Group

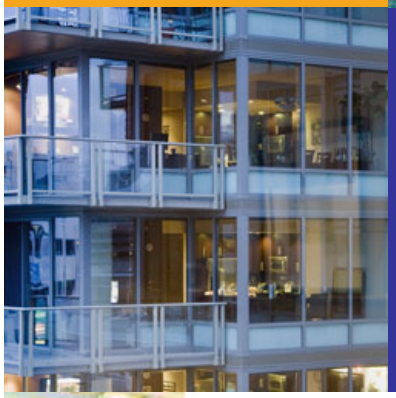
Our world is changing and

the demand for progress is clear…

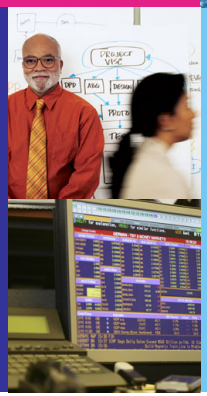
2 Billion
people will be on the web by 2011.*

4 Billion
mobile phone subscribers worldwide by the end of 2008.*

1 Trillion
connected intelligent devices in the world



$650 Billion
in productivity is lost because of unnecessary business process interruptions



85%
of computing capacity sites idle

*Sam Palmisano speech, November 12, 2008

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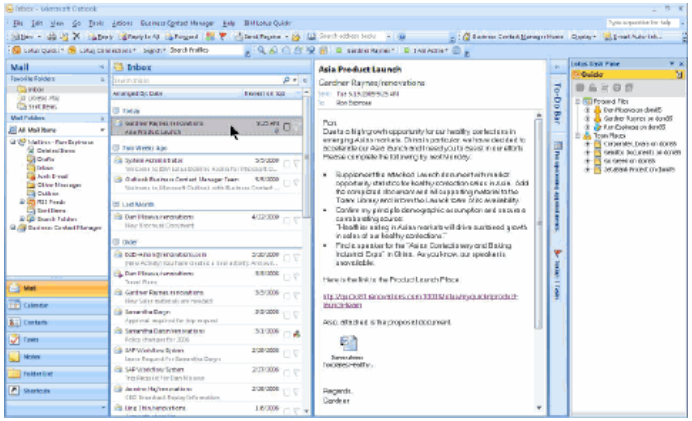
Work patterns are more complex.

Not everyone works the same way or in the same place

phoners

capture their knowledge before they retire



texters

Attract and retain; harness their collaborative style

emailers

Relieve their stress; increase their effectiveness

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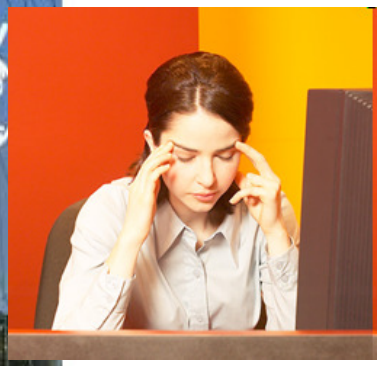
Finding the right people and information fast is essential.



- Accomplishing more with less
- Working with the most current information
- Discovering and reaching credible resources
- Finding instant answers

We need to work smarter

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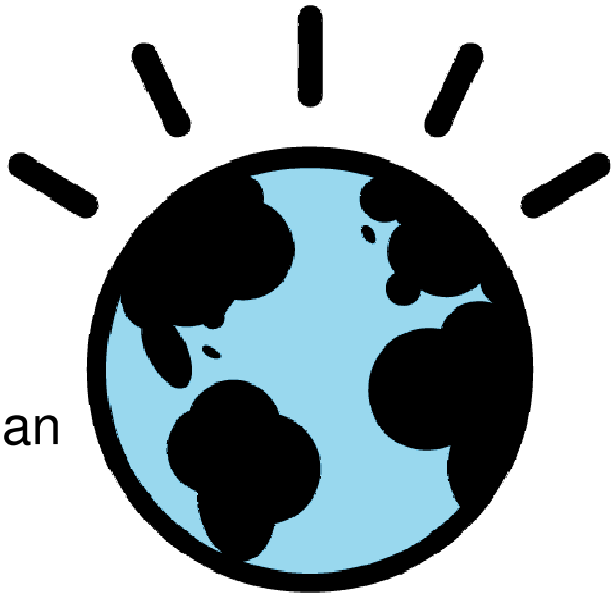
How can you capture new opportunities in this new world?

Imagine if…

- …you could consistently **beat your competition** to market by a full year
- …you could **deliver your expertise** anywhere in the world without stepping on an airplane
- …you could **expand your company's brain power** by a factor of 5 without hiring a single new employee



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Building deeper relationships

improves your ability to respond to market needs

by enabling smarter collaboration with your customers and partners

Yesterday's customer had limited interaction with companies beyond advertisements, call centers and sales people

- *Static web pages to push information*
- *Reliance on call centers to respond to customer needs*
- *Advertising and PR as the main channel to drive awareness*

Today's customer demands a more dynamic experience and utilizes

- *Customers need dynamic self-service capabilities*
- *Customers rely on social networking to drive purchase decisions*
- *A single point of contact is essential, with real-time access to experts*

Does your business have the capabilities to support these new customer demands?

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Increase workforce productivity
for people to act quickly

by enabling smarter collaboration within the walls of your organization

Yesterday's employees spent excessive time locating information, connecting with the right people and navigating disparate communications systems

- *Phone and paper-based communications*
- *Dispersed workforce is not connected or limited accessibility*
- *Escalating meeting expenses and travel costs*

Today's employees can collaborate from anywhere, through any device, and find information and experts in real time

- *Employees need flexibility in where they work and what they use for work*
- *Businesses need more efficient ways to manage critical processes*
- *Businesses need to limit expenses*

Do your employees have the tools to support a more efficient organization?

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Capitalize on today's opportunities through innovation

by creating a more participatory business culture that fosters new ideas

Yesterday's business has made generating new ideas less of a priority given the current market conditions

- *Static talent is difficult to engage and develop*
- *Workforces shrinking*
- *Costly innovation projects are not an option today*
- *Organizational silos limit idea generation and sharing*

Today's business is focusing on leveraging the downturn to come up with new ideas and tap new opportunities

- *Businesses need to engage their broader ecosystem to generate new ideas*
- *Ideas need to be transparent and shared within an organization*
- *Businesses need to be more adaptable to capitalize on new ideas*

Does your organization have the capabilities to capture innovation to deliver better business results?

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Take a new and different approach with

smarter collaboration

Integrate new social tools, build vibrant business communities

Integration with the applications and the infrastructure of your choice

Unify co
trateg
nstant

Bridge virtual teams, manage projects and documents

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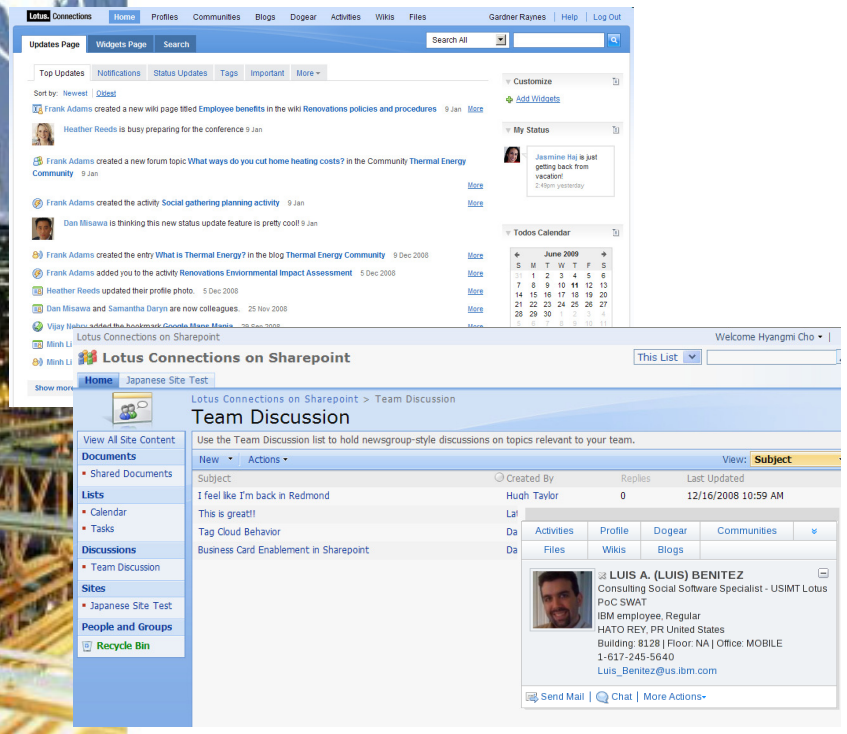
Lotus Connections
delivers on the Lotus Collaboration 2.0 strategy by:



- address personal and team needs using today's familiar tools
- use of engaging and interactive user experience through web 2.0 style design
- leveraging your existing and emerging enterprise investments with simple integration strategies and tools

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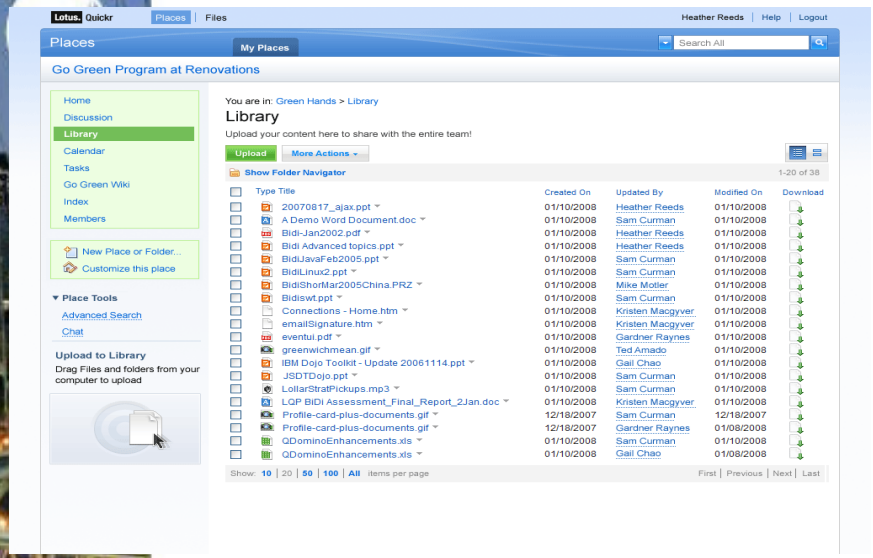
Lotus Quickr

delivers on the Lotus Collaboration 2.0 strategy by:



- making it easy to get started and keep going using templates
- ensuring teams are using most current documents and information
- optimizing your enterprise content management strategy

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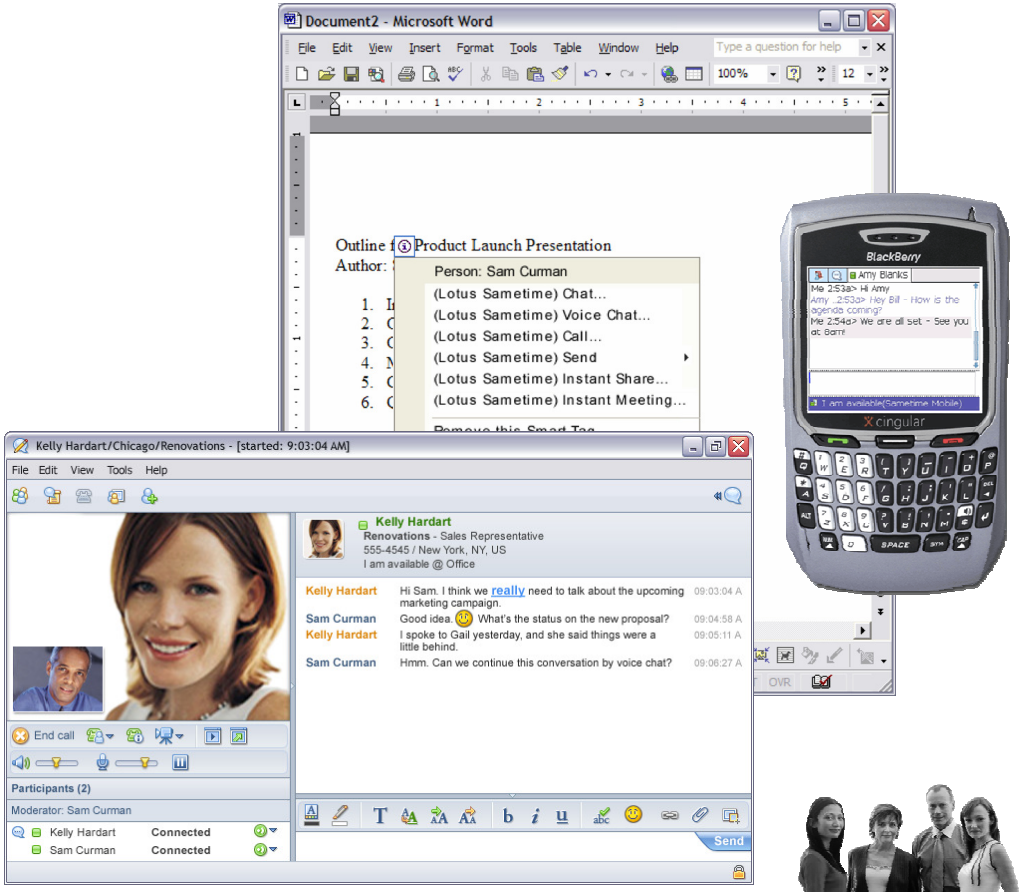
Lotus Sametime

delivers on the Lotus Collaboration 2.0 strategy by:

working with your people by connecting people and teams in real time without costly travel

- making it easy to get started with tools that are easy to use requiring little or no training

connecting information with expertise through integration within the applications people use everyday



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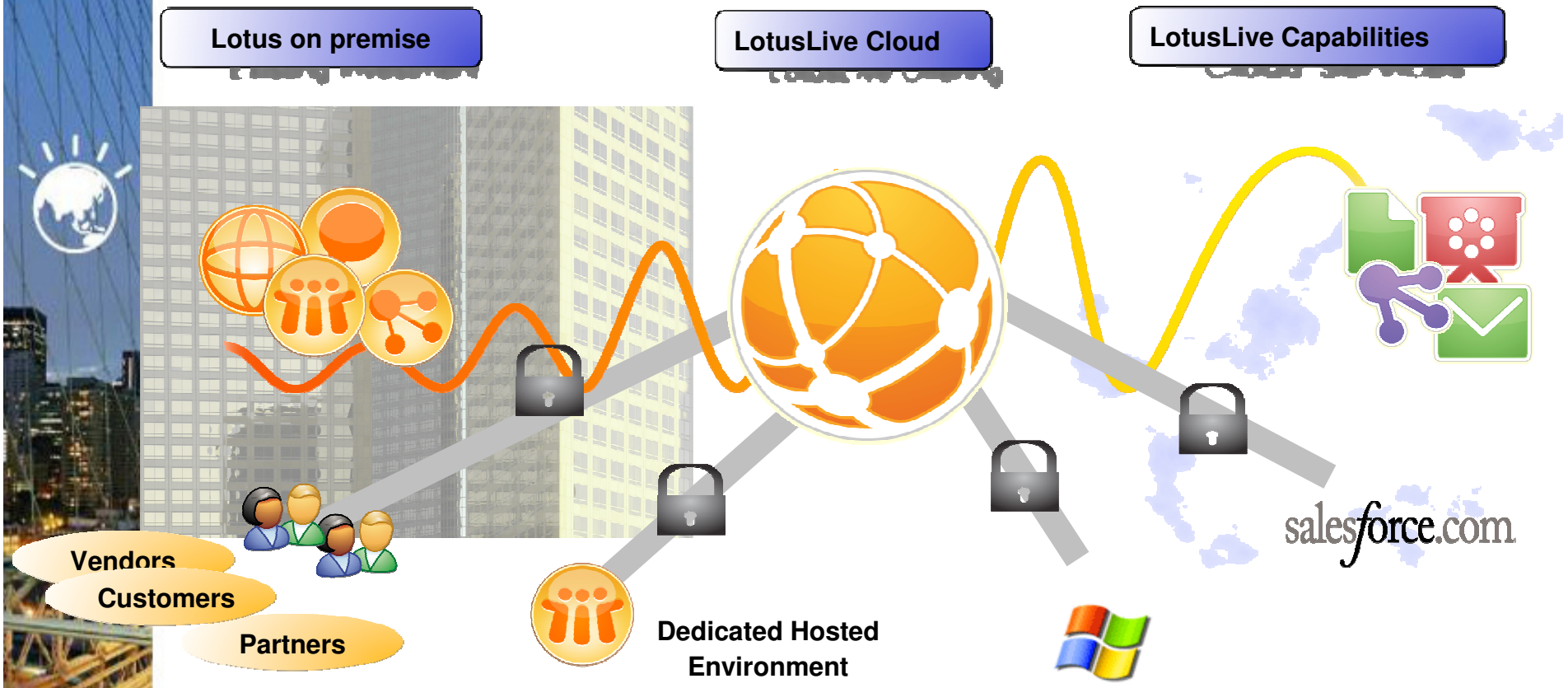
Click to Cloud: Embrace and Extend your Collaboration Environment using LotusLive



LotusLive online services….

- …uniquely integrates through open standards with existing, on-premise customer solutions
- …access through a familiar web 2.0 user interface
- …makes it easy for customers to extend collaborative capability to the cloud
- …a complete extranet solution to build a network of connected businesses

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Engage IBM

- Establish a Smarter Collaboration Agenda
- Seek demonstrable ROI
- Experience Collaborate 2.0 using your preferred delivery model

Collaborate 2.0

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