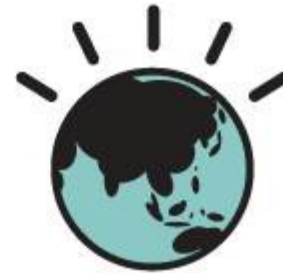




**IBM ASEAN
Leadership Exchange**



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

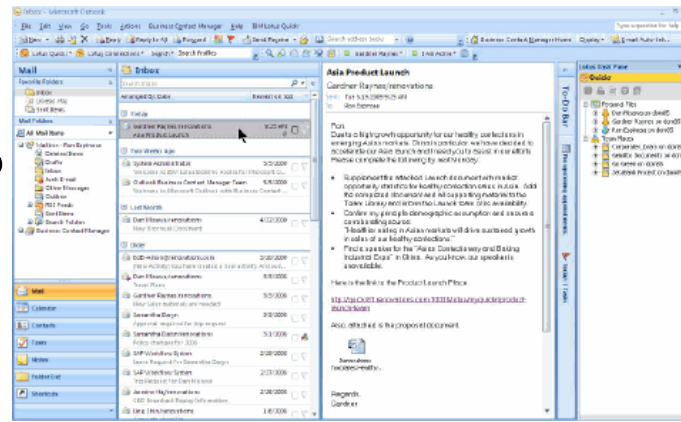


*Sam Palmisano speech, November 12, 2008

Work patterns are more complex.
Not everyone works the same way or in the same place

phoners

capture their knowledge before they retire



emailers

Relieve their stress; increase their effectiveness

texters

Attract and retain; harness their collaborative style



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

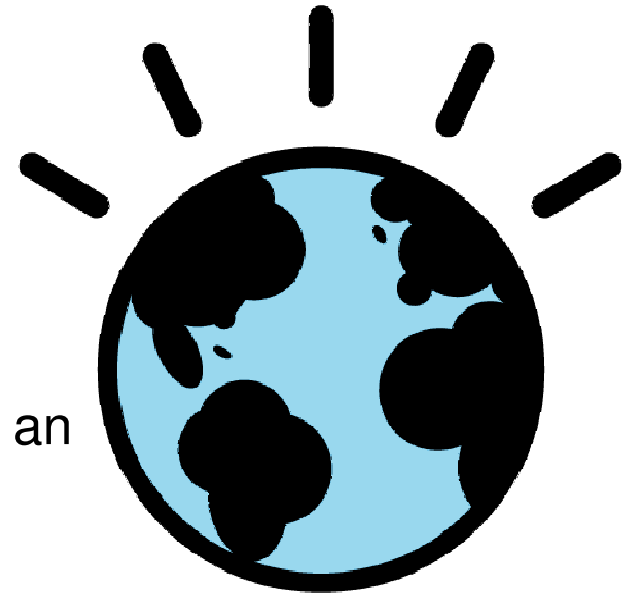


We need to work smarter

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



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?

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?

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?

Take a new and different approach with **smarter collaboration**

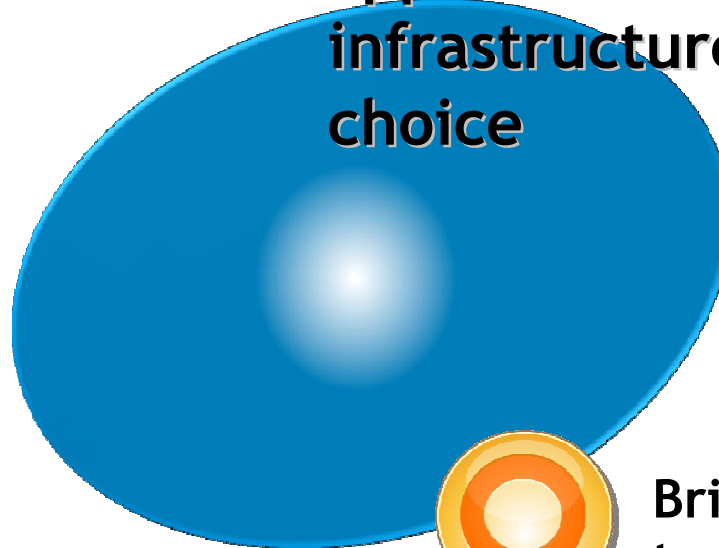


Integrate new
social tools, build
vibrant business
communities



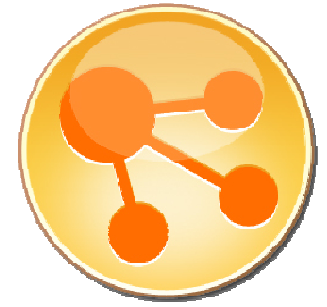
Unify co
strateg
instant

Integration with the
applications and the
infrastructure of your
choice



Bridge virtual
teams, manage
projects and
documents

Lotus Connections delivers on the Lotus Collaboration 2.0 strategy by:

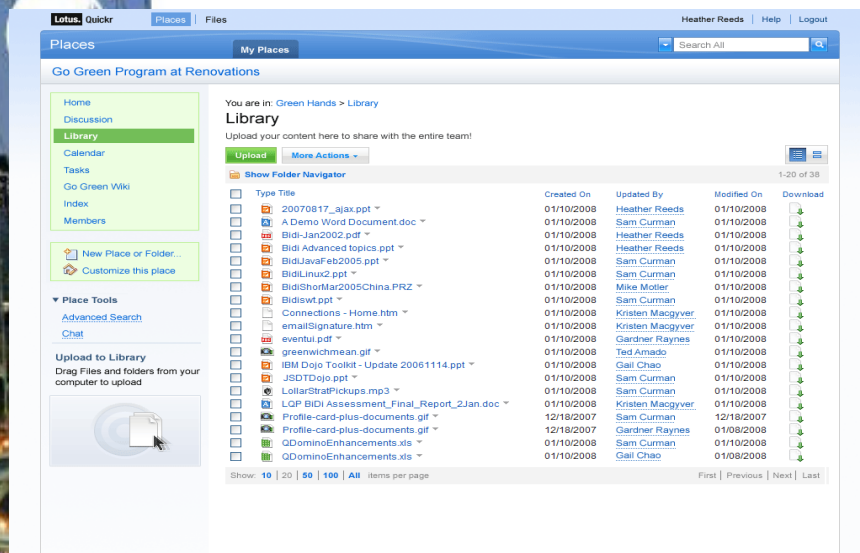


The screenshot displays the Lotus Connections user interface. At the top, there's a navigation bar with options like Home, Profiles, Communities, Blogs, Dogear, Activities, Wikis, Files, and Log Out. Below this is a search bar and a 'Sort by' dropdown. The main content area is divided into several sections: 'Updates Page' showing a list of recent activities, 'Customize' and 'Add Widgets' options, 'My Status' with a user's current status, and a 'Todos Calendar'. The bottom section shows a 'Team Discussion' area with a list of posts and a detailed profile for Luis A. (Luis) Benitez, including his contact information and a 'Send Mail' button.

- 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



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**



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**

Document2 - Microsoft Word

File Edit View Insert Format Tools Table Window Help Type a question for help

Outline Product Launch Presentation

Author: Person: Sam Curman

- (Lotus Sametime) Chat...
- (Lotus Sametime) Voice Chat...
- (Lotus Sametime) Call...
- (Lotus Sametime) Send
- (Lotus Sametime) Instant Share...
- (Lotus Sametime) Instant Meeting...

Kelly Hardart/Chicago/Renovations - [started: 9:03:04 AM]

File Edit View Tools Help

Kelly Hardart
Renovations - Sales Representative
555-4545 / New York, NY, US
I am available @ Office

Kelly Hardart Hi Sam. I think we **really** need to talk about the upcoming marketing campaign. 09:03:04 A

Sam Curman Good idea 😊 What's the status on the new proposal? 09:04:58 A

Kelly Hardart I spoke to Gal yesterday, and she said things were a little behind. 09:05:11 A

Sam Curman Hmm. Can we continue this conversation by voice chat? 09:06:27 A

Participants (2)

Moderator: Sam Curman

- Kelly Hardart Connected
- Sam Curman Connected

Send

BlackBerry

Amy Blanks

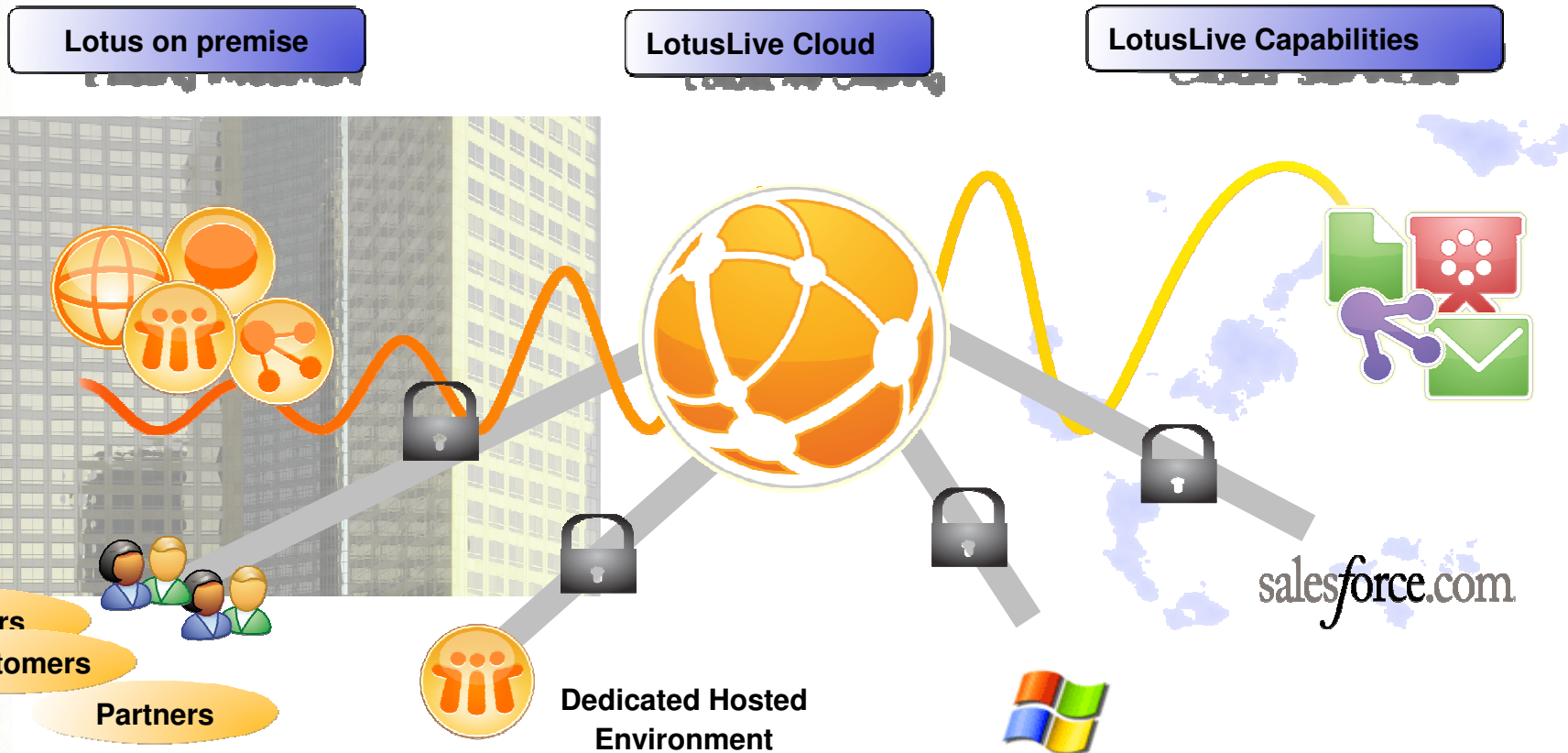
Me 2:53a> Hi Amy

Amy 2:53p> Hey Bill - How is the agenda coming?

Me 2:54a> We are all set - See you at 6am

1 am available(Sametime Mobile)

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

Engage IBM

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

Collaborate 2.0

