

# Strengthen Your Information Agenda with Social Software and Collaboration: Deep Dive on Lotus Quickr

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IBM Information  
ON Demand 2010



INFORMATION-LED  
TRANSFORMATION



LEAD  
THE WAY



IBM

January 21 - SINGAPORE • January 26 - MALAYSIA • January 28 - THAILAND

# Agenda

- Business Imperatives for Success
- Lotus Quickr and Collaboration 2.0
- Lotus Quickr and Enterprise Content
- Looking ahead to the future
- Questions



# Business Imperatives in Today's Connected World

**I NEED TO CUT COSTS**

Use existing resources, applications and content more effectively to enhance productivity across my organization

**SMART WORK**

**I NEED MORE INSIGHT**

Help employees find the right information at the right time to make better and more informed business decisions.

**GREATER AGILITY**

**I NEED AN ADVANTAGE**

Leverage innovation from across the value chain and create stronger relationships to achieve sustainable competitive advantage

**INNOVATION**

# I must work smarter, be more agile, and innovate in the context of a smaller, smarter planet

- Global integration
- Virtual teams spanning the globe
- Collaboration with my partners and customers
- Rapid change



# And I need to do it all with a changing workforce...

In the year 2000, there were more people **receiving pensions** in Italy than **people working** (22 versus 21 million)

Within the next seven years, **33 million people** in Japan (26%) will be **over 65 years old**



**19%** of the entire American workforce holding **executive, administrative and managerial positions will retire in the next five years**

By 2016, people **aged 60-64** in Australia is expected to almost **double**

# 2008 IBM CEO Study: Defining the “Enterprise of the Future”



COLLABORATION

Collaboration is the #1 Concern and Priority

# Let's talk about Lotus Quickr and Collaboration 2.0



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# Lotus Quickr is



- Web 2.0-based team collaboration software.
- Designed to transform the way everyday business content such as documents and rich media can be shared.
- A tool to enable more effective team collaboration within and across organizational boundaries.

# Lotus Quickr: Enabling teams to work together effectively



People

Places



Content



Lotus software

Two deployment options

\* These platforms may require a separate purchase

# Some Lotus Quickr capabilities



## Libraries

Quickly manage documents, forms, images, or other media in content libraries that you can manage and share with others.



## Team Discussions / Forums

Keep a journal or blog of your meetings or creating discussions on different topics effecting your team.



## WIKIs (Shared Editable Pages)

A shared editing space that team members can use to create and manage content such as designs, presentations, or other group material.



## Team Calendar

Manage a community view of important events and activities that effect your team.



## RSS / ATOM Feeds

Quickr provides the ability to produce a feed into your favorite feed reader so you can keep up with changes to places.



# Collaboration Across Your Value Chain

## Intranet team spaces....

### Executive

Mergers & Acquisitions  
Executive boardroom

### Finance

Budget planning  
Annual report preparation

### Marketing

Event planning  
Competitive "Win room"  
New Content tracking

### HR

Employee benefits  
New employee resource

### R&D

Project mgmt.  
Best Practices



## Extranet collaboration...

### Executive

Innovation Place

### Finance

RFP Response

### Marketing

Product launch

### R&D

Project coordination

# Business Project Team place examples



TEAM SPACES

Lotus Quickr Public Places Files Charlie Hamilton Help Log Out

Places Public Places Search in this place

### Supplier Bid Management

You are in: Supplier Bid Management > Bid Status



Check the status of your bid. Content submitted through the eBid form will be stored here and the Supplier Bid Management team will go through a formal review process of each bid. Although this is a public folder, only the supplier and the bid management team can view each bid. Other supplier bids will not be visible.

More Actions

Show Folder Navigator Showing items 1 - 3 of 3

Sort by: Type | Title | Created By | Created On | Modified On

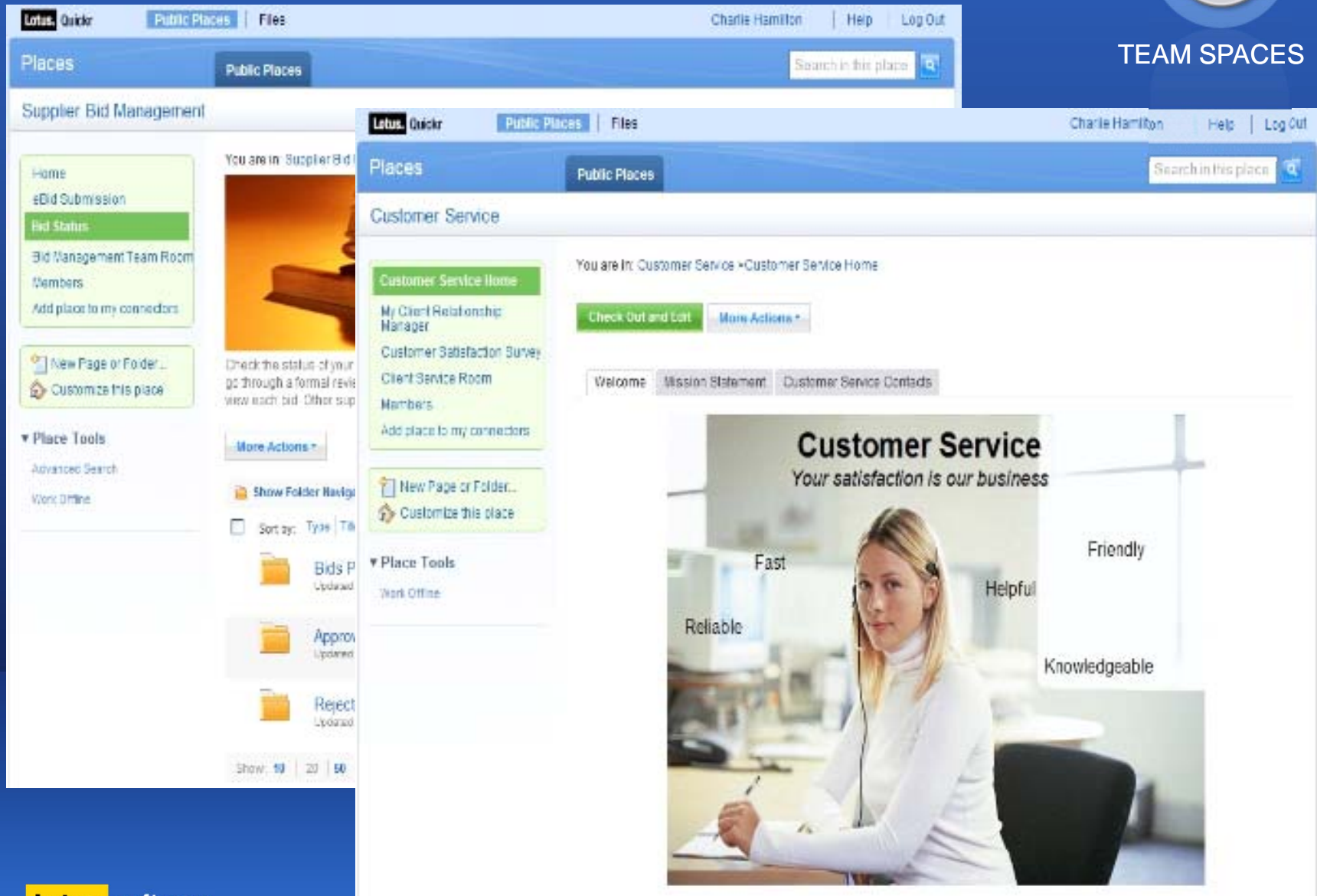
	<b>Bids Pending Approval *</b> Updated on 08-19-2008 10:45:39 by Charlie Hamilton First created on 07-21-2008 09:51:44	
	<b>Approved Bids *</b> Updated on 08-19-2008 10:45:39 by Charlie Hamilton First created on 07-21-2008 09:53:03	
	<b>Rejected Bids *</b> Updated on 08-19-2008 10:45:39 by Charlie Hamilton First created on 07-21-2008 09:54:23	

Show: 10 | 20 | 50 | 100 | All items First | Previous | Next | Last

# Business Project Team place examples



TEAM SPACES



The image displays two overlapping screenshots of the Lotus software interface, illustrating different team space configurations.

**Supplier Bid Management:** This screenshot shows a navigation menu on the left with options like Home, eBid Submission, Bid Status, Bid Management Team Room, and Members. The main content area features a large image of a stack of books and a text prompt: "Check the status of your go through a formal review each bid. Other sup".

**Customer Service:** This screenshot shows a navigation menu with options like Customer Service Home, My Client Relationship Manager, Customer Satisfaction Survey, Client Service Room, and Members. The main content area features a large image of a customer service representative at a desk, with the text "Customer Service Your satisfaction is our business" and a list of attributes: Fast, Friendly, Helpful, Knowledgeable, and Reliable.

# A collaboration space that adapts to your needs



TEAM SPACES

- Select the template with the look-and-feel and the components you need:
  - Content libraries
  - Team calendar and milestones
  - Lists/Forms for managing structured content
  - Discussions forums, team blogs, & wikis
  - And more...
- Customize the team space
- Templates are extensible, portable, persistent and reusable

The screenshot shows a Lotus Quickplace interface for a team space. The top navigation bar includes the Lotus logo and a search box. Below the navigation bar, there is a header for the team space, "Renovations Southwest Promotions Team", with a "Finished" button. A central panel, circled in blue, allows users to add components to their place. This panel is organized into sections: "People" (with a "People" button), "Pages" (with buttons for "Blog", "Wiki", "Announcements", "Library", "Task List", and "Feed Reader"), and "About" (with an "About" button). Below this panel, there is a "What's New" section with a "Documents" dropdown menu. The "Documents" section shows a list of documents with columns for "Title", "Author", "Status", "Size", and "Date Modified". The "Create" button is visible on the right side of the interface.

# Share files and documents virtually

*Quickly set up libraries to store and share content securely*



DOC LIBRARIES

- Securely share documents with colleagues, customers and partners
- Supports a wide range of content sharing – Enterprise library, Team library, and Personal library

The top screenshot shows a 'Library' view for 'Go Green Program at Renovations'. It features a sidebar with navigation options like Home, Discussion, Library, Calendar, Tasks, Go Green Web, Index, and Members. The main content area displays a table of files with columns for Type, Title, Created, Last Modified, and Downloaded. The bottom screenshot shows a 'Files' view for 'Heather Reeds'. It includes an 'Upload a File' section and a list of files with their titles, dates, and download counts. The files listed are:

File Name	Added	Downloads
Energy Savings Data for the Go Green Program at Renovations	Added Jan 20 at 11:45AM	2 Downloads
Go Green Program - Reduction Notes	Added Jan 20 at 11:21AM	1 Download
Building a Culture of Sustainability at Your Company.doc	Added Jan 20 at 9:55AM	1 Download
Green Economics Cost Savings.xls	Added Jan 20 at 9:26AM	4 Downloads
Renovations Go Green Program Demo	Added Jan 19 at 5:42PM	1 Download
Project Green Hands Environmental Research Study	Added Jan 16 at 8:10PM	1 Download
Building Green: Practice and Theory.ppt	Added Jan 15 at 2:58PM	2 Downloads
Tax Breaks and Funding Resources for Environmental Initiatives	Added Jan 15 at 11:31AM	10 Downloads
Environmentally Friendly Lumber Suppliers	Added Jan 15 at 2:10PM	7 Downloads
Potential Enviro-Friendly Delivery Services	Added Jan 15 at 10:17AM	1 Download



# Blogs to Encourage Feedback and Sharing



## BLOGS

- Supports both individual and group blogging
- Support discussions across silos, inside and outside your organization
- Allow customers and partners to provide their thoughts and feedback
- View highly rated entries and get notified of important issues

The screenshot displays the Lotus Connections Blogs page. At the top, there are navigation tabs: 'Lotus Connections', 'Home', 'Profiles', 'Communities', 'Blogs', 'Dogear', and 'Activities'. The user 'Sam Curman' is logged in. The main content area is titled 'Blogs' and shows 'Latest Blog Entries'. A dropdown menu is open over the 'More Sorts' link, showing options: 'Comments', 'Visits', 'Title', and 'Author'. The list of entries includes titles like 'A reputable design...', 'RSS - Really simple syndication's presentation from...', 'Web20forbiz - Volunteering as a Core Team Member for...', '石丸様 (目黒)', 'RFPtrack v3.0 is out!', 'Pointing Firefox to the IBM Java JRE', 'Technical Interchange Meeting - September 25...', 'Building BMW's', 'Photo on flickr reaches 100 views - but why?', 'Just started to publish in w3?', 'Telco CEO's view of platforms and investment', and 'The Thinkpads are rebelling'. The right sidebar contains sections for 'Featured Blog Entries', 'Most Recommended', and 'Most Comments'.

# Use Lotus Quickr in your Everyday Business Tools



## IBM Lotus Notes

Sidebars to access activities, content, team places in context



## IBM Lotus Sametime

Activities, Communities, Profiles, content and team places in plug-ins



## IBM Lotus Symphony

Access, edit and check in/out and upload files



RICH CLIENT



PORTAL



BROWSER



DESKTOP CONNECTORS



## Microsoft Outlook

Sidebar to access places and files in context



## Microsoft Office & Windows Explorer

Access, edit and check in/out and upload files, search profiles, create a blog, and make to-do's



## IBM WebSphere® Portal

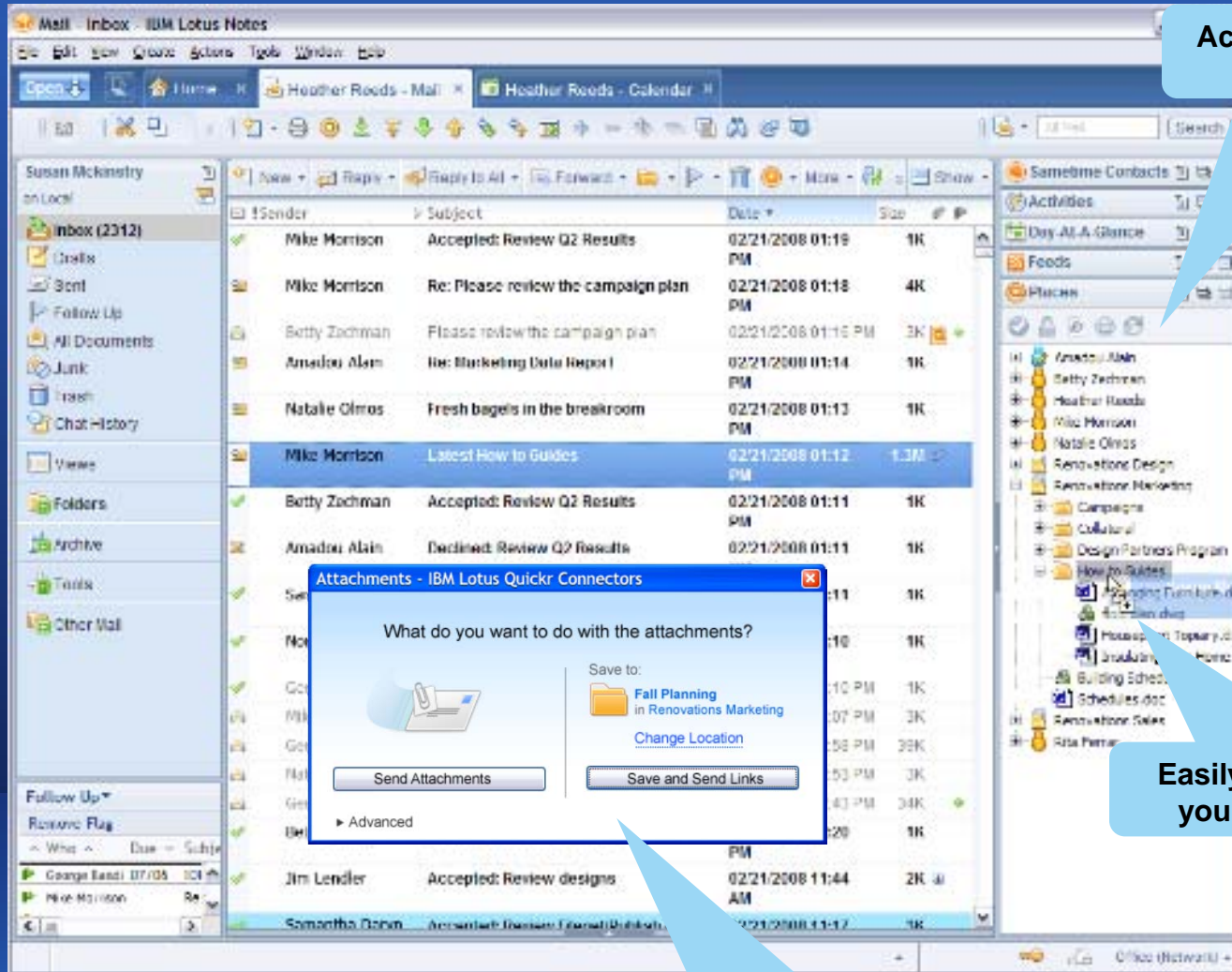
Portlets integrate services into portal pages / sites



## Extensibility

Browser, Bookmarklets, Feed readers, Business card, Mashups, Mobile, REST APIs

# Lotus Notes Email and/or MS Outlook Connectors

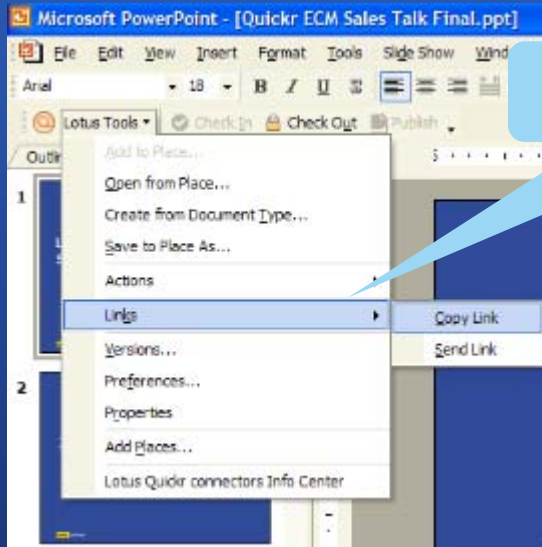


Access your team places in the side shelf

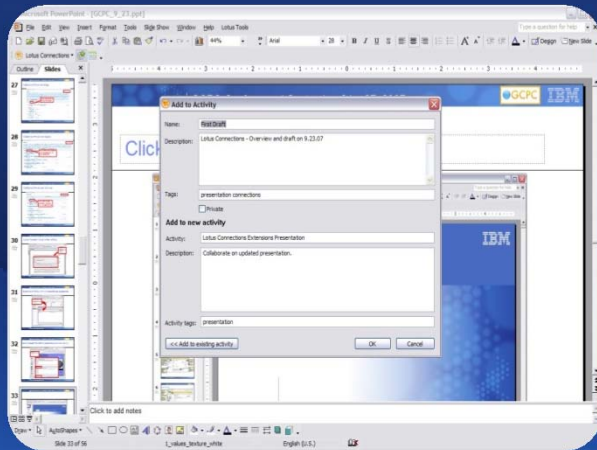
Easily drag attachments from your inbox to a team place

Send links, not attachments to your team members

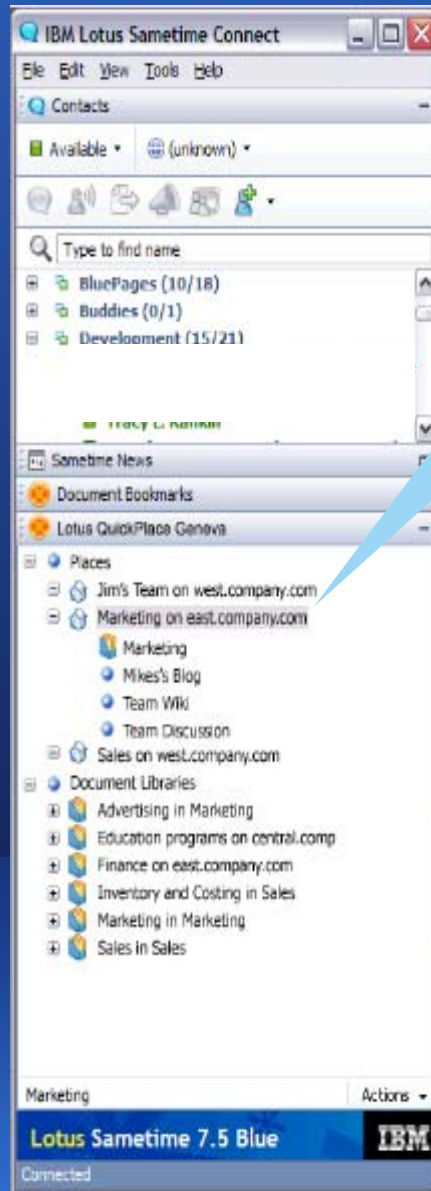
# Microsoft Office and/or Lotus Symphony



Access Quickr services directly within Office UI

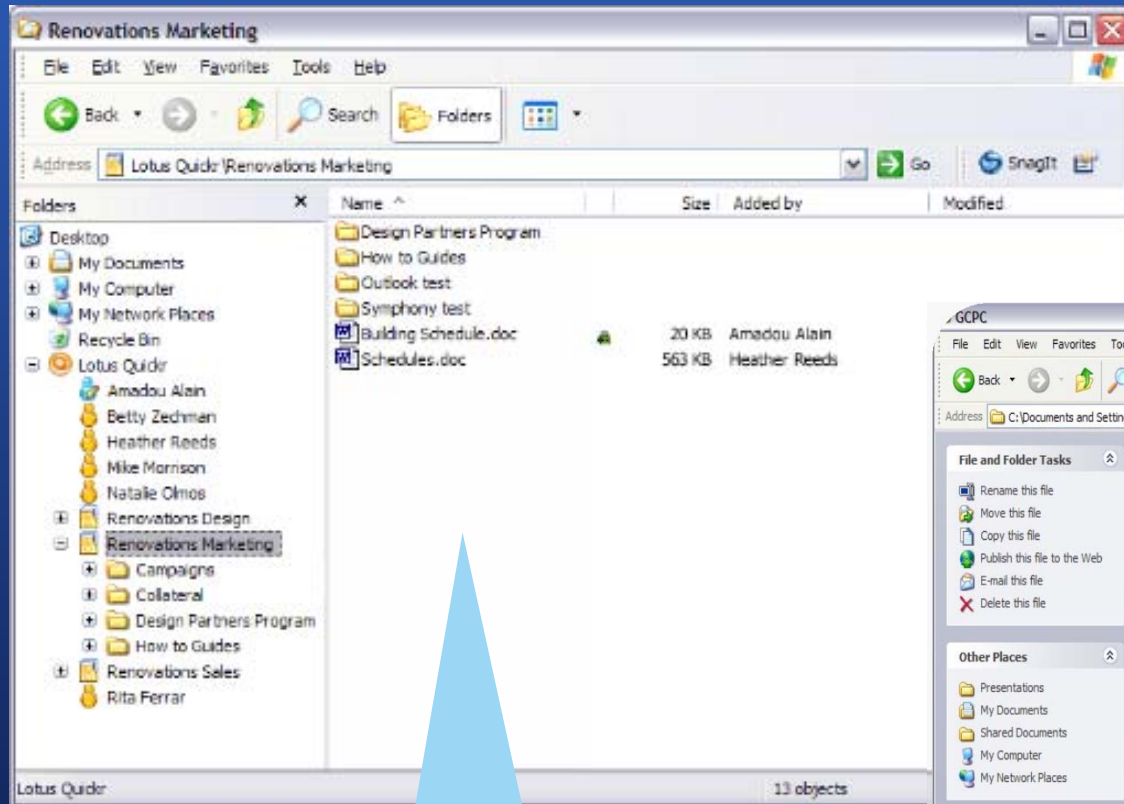


# Lotus Sametime®...real time access to your content

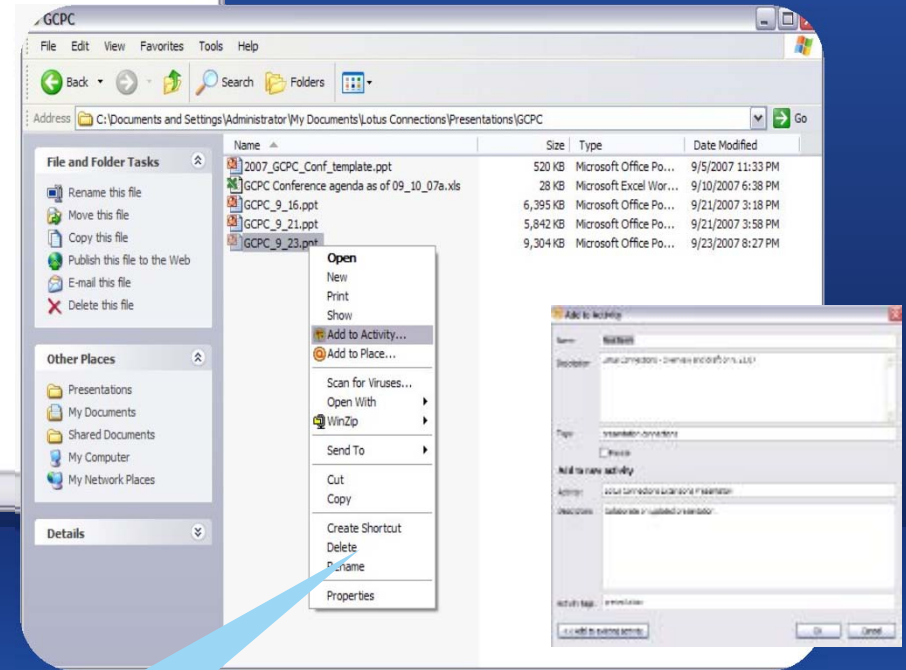


Easily access your places and files from the chat window

# Microsoft Windows Explorer



Use familiar navigation techniques to find content in the team's shared place



Easily add to an Activity

# Clean 'n Green

## About Matt, Marketing VP

- Launching new biodegradable cleaning product
- Needs to work closely with sales team to plan a strong launch event & get customers excited at upcoming supermarket demos
- Must align the right messages for the launch, their competitive differentiation, and build the buzz with customers and partners
- Needs to work closely with sales and product mgt to align all the content, messages, and to closely organize these events across the country

## Challenges

- **Short runway**: limited time to get groups working together
- **Close coordination** for launch, supermarket events, documentation, and sales teams
- Teams in **multiple geographies**, significant travel to sync up
- Needs a place for people to **come together** and review product information and launch material
- No way to **solicit partner feedback** and share content outside the organization

# Clean 'n Green

## Solution

- Lotus document services provides "free form" Web 2.0 capabilities such as blogs, wikis, etc. Everyone works together on content in structured and unstructured ways - which will help get the product to market sooner
- Matt can track progress closely with workflow; approvals are sent to team members as he finalizes content
- Lotus Notes is integrated with document services, so the teams can capture email & IM discussions directly into the project repository, which speeds up time to delivery
- Sales reps take content offline and synchronize when reconnected. Events and tasks are posted to their calendars & email so that they can properly coordinate on the events
- Authors work together in real-time, reducing travel costs and speeding the product release
- Document services are extended through the company's extranet, for partners

## Benefits

- ✓ **Seamless Content Authoring:** structured and unstructured content with workflow for approvals and proper assignments
- ✓ **Efficient Task/Issue Tracking:** team is focused; easier to foresee roadblocks
- ✓ Collaborative discussions are an **open feedback** mechanism for the team to work on document drafts
- ✓ **Solid Security**



## What makes this Collaboration 2.0?

- ✓ Enabling people to work the way they naturally work (via the Quickr connectors)
- ✓ Making it easy to get started and keep going (out-of-the-box templates and customization without programming)
- ✓ An engaging and interactive user experience (Web 2.0)
- ✓ Meeting the needs of both individuals and teams
- ✓ Self-service and viral adoption
- ✓ Integration with social and real-time collaboration software

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# Lotus Quickr in the Content Management World

Personal File Sharing   Blogs   Places   Libraries   Wikis Forums   Portal   WCM   ECM

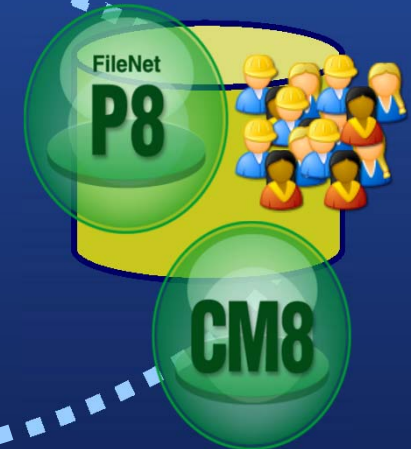
Personal



Team



Enterprise



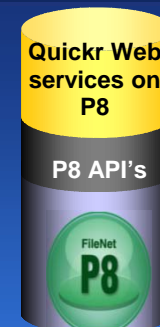
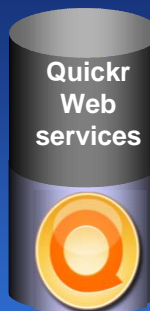
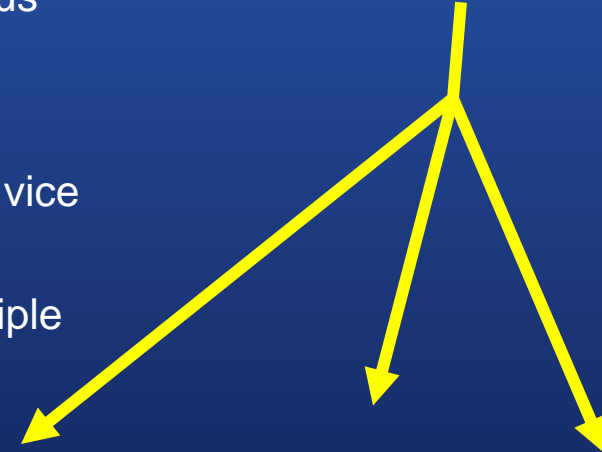
*Content*

Shared One Author   Ad-hoc   Fluid   Many authors   Formal   Structured   Protected Many readers

# Lotus Quickr integration with ECM

- **Direct access** to content in Lotus Quickr and ECM repositories via Quickr connectors
  - Easy to create, share and collaborate using Lotus Quickr connectors
  - Access from your familiar desktop applications
  - Move content from Lotus Quickr into ECM (and vice versa)
  - A “federated” desktop view of content from multiple repositories

## Quickr Connectors



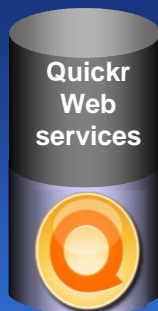
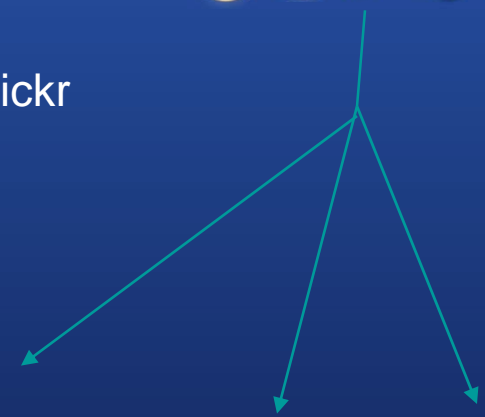
# Lotus Quickr integration with ECM

- From a browser, user accesses Lotus Quickr server to see and interacts with ECM content
  - 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

## Quickr web UI

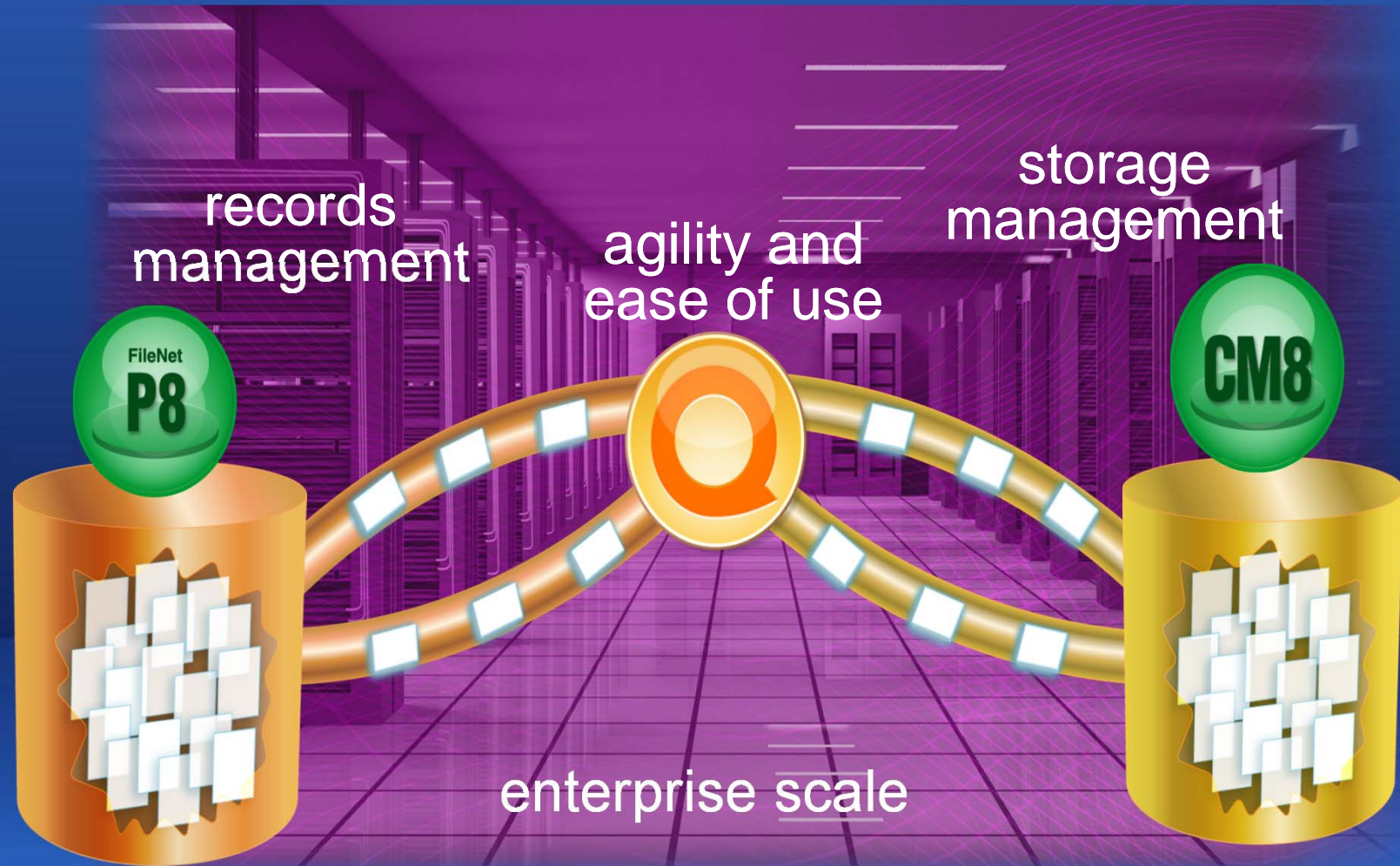


## Quickr Connectors



# Uniting Best-of-Breed Collaboration and Industry-Leading ECM

The most complete single-vendor collaboration and content solution available



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# Direct access to ECM from within Quickr web UI

- View/Edit ECM content within Quickr
  - iWidget talks directly to ECM and provides basic content operations



The screenshot displays a file management interface with a table of files. A context menu is open over the file 'Fall Report.doc', showing options like 'Upload new version', 'Download', 'Set properties', 'Check Out', 'Move to Folder', and 'Delete'. The table includes columns for Name, Updated, Updated by, and Size. A red stamp in the bottom right corner reads 'Design Mock-up for illustration only'.

Name	Updated	Updated by	Size
Brochures and Catalogs	Apr 13		9 MB
Marketing Evaluation	Apr 7		23 MB
Fall Report.doc	Apr 6	Samantha Daryn	1.6 MB
Executive Slides.odp		Sam Cuman	3.1 MB
Modern Home Images.zip		Heather Reeds	6.7 MB
New Frontier.odp		Heather Reeds	2.2 MB
Grand Homes Experience.odp		Gardner Raynes	1.4 MB
Tower Construction.ppt		Amadou Aline	2.7 MB
Green Gardens Proposal.odt	Mar 25	Sam Cuman	648 KB
Fall Report.pdf	Mar 24	Samantha Daryn	1.2 MB



# Quickr connector enhancements

- Prompt users for required meta data when saving documents to Quickr or ECM from common applications

**New Document**

Enter the properties for the document you are adding.

Location:  
Inventory/Colorado Locations/2009

File name:

Description:

Document type: Inventory Sheet

Show required properties only

**Inventory Summary**

Total item count:

Category of highest increase:

Category of highest decrease:

**Inventory Survey Entered by**

\* First name:

\* Last name:

\* E-mail:

Phone:

Department:

Manager:

Check in documents (publish)  
 Add as working drafts (visible only to you)

*Design Mock-up for illustration only*

# Search ECM content from Quickr browser UI

- Additional search scope enables search of ECM content from Quickr browser UI

Enterprise Content (ECM) Search

### Search Results

You Searched...  
Enterprise Content

By:  
 All content  
 Files created or modified by me  
 Files checked out by me

For  
  
 Search by title only

Creation Date  
Start date  
End date

Document Types  
Search Insurance Forms for:  
  
Policy number  
  
Claim number  
Select another type of form

Matching:

Results 1-10 of 305  
Sort by: [Date](#) [Relevance](#)

- Visual Display Systems** from the place [Designers R us](#)  
John Smith | Today 3:16 PM | Tags (12): displays, visual, monitors...
- Branching parallel universes**  
Emmet Brown | 27 November 2009 | Tags (5): time, travel, future...
- Visual Displays** from the place [Designers R us](#)  
3 Authors | Today 3:16 PM | Comments (2) | Tags (16): displays, visual, monitors...  
**Wiki:** Most people naturally focus on either: Visual - sight/Auditory - hearing Kinesthetic ... to the wo visual people will like to write things down and draw pictures...
- Branching parallel universes** from the place [Back to the future](#)  
Emmet Brown | 27 November 2009 | Comments (13) | Tags (14): time, travel, future  
**Wiki:** Parallel universes offer infinite possibility. They also allow you to stay safely anonymous in the p universe of your choice, completely isolated from any events in other alternate universes. An altman
- Visual Thinking Wiki** from the place [Photo Enthusiasts](#)  
John Smith | 26 November 2009 | Comments (38) | Tags (8): design, visual, cake...  
**Wiki:** A visual guide to effective leadership: so true! Thanks for sharing, Chris.
- Photo Competition** from the place [Photo Enthusiasts](#)  
Philippe Desuocaux | 27 November 2009 | Comments (5) | Tags (4): photo, photographic, visual...  
**Wiki:** If a visual tool for labeling and indexing is what you're looking for, you might try ... that, for the n to visual personae. I do better with textual tools. I can do OK...
- Visualization** Private You are a member  
6 Authors | 25 November 2009 | Comments (0) | Tags (2): computing, visualization  
**Wiki:** How many dimensions are there in reality? How many do we need to make up this world? How on this point? Wow, thanks John for the link! That was a really good visual...
- ATOM - Protons, Neutrons, Electrons and other fun quantum mysteries brought to you by the**

Design Mock-up  
for illustration only

# Questions ?





Thank you 😊

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