



Smarter Collaboration With IBM Lotus Solutions

Introduction

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AIX	Domino	OS/400	WebSphere	Z/OS	Many Eyes	Mobile Notes	Nitix	
POWER	POWER6	Power Series	Power Systems	Quicr	Sametime	Smarter Planet	Software as Services	
Symphony	System i	System p	System z	System z10	Unyte	UC2	z9	

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Introductions.....

Copies of this presentation are available at:

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Today's Business Reality

Business Demands

Growth and Innovation

Speed and Agility

Collaborative Culture

Global Integration

Green Business



Current Climate

Cost Cutting

Projects Freezing

Immediate Return On Investment

Extract More Value from Current Investments

To Succeed In This New Environment, Businesses Need To Work Smarter



- Enable people to work together in ways they want
- Foster better relationships between employees, customers, partners and suppliers
- Turn relationships into competitive advantage
- Speed business processes

People work smarter when collaboration is embedded in the way they work

Smarter Collaboration – Adding Value

- 2 Billion people will be on the Internet by 2011
- On average, each of these interconnected people will have 20 years of education, training, and knowledge
- Therefore...
 - ▶ Interconnected Individuals will have 40 Billion Years of Tacit Knowledge
 - ▶ An investment valued at Four Million Billion Dollars (\$4,000,000,000,000,000)...



Smarter Collaboration is about gaining more value from this collective investment

Social Media And Smart Devices Are Changing How People Interact With Each Other

Social Networks

2/3 of the world's Internet population visit social networking sites each month



Content Sharing

YouTube handles over 65,000 uploads each day, and streams out 1PB of data over ~3 months time



Micro-blogging

In one year, Twitter grew from 475,000 unique visitors to 7,000,000



Mobile/Smart Devices

- *4B mobile phone subscribers worldwide by the end of 2008*
- *By the end of 2012, 29% of all mobile phones will be smartphones*
- *In January 2009, 735,000 unique visitors accessed Twitter via their mobile device*



Imagine If...

- ...you could improve the productivity of your current work force



■ Smarter Collaboration means...

- Using social software to capture 50-90% more organizational knowledge¹
- ...And searching that information 32% faster²
- ...Enabling the work force to come up with innovative new ideas more rapidly

¹ Source: "Tacit Knowledge in Organizational Learning", Peter Busch, Idea Group Inc (IGI), 2008

² Source: IBM CPO Research

Imagine If...

- ... you could connect employees wherever they are to address business challenges at market speed
- ...yet simultaneously reduce telephone and travel costs by 30%



■ **Smarter Collaboration** means...

- Shared repositories and team places for easy management of tasks and content
- Empowering mobile workers with full collaboration so that productivity never stops
- Embracing unified communications and unified telephony to remove latency and insure that vital business connections are made

Imagine If...

- ...you could seamlessly engage with customers, partners and suppliers to speed production, support and decision-making



- **Smarter Collaboration** means...
 - Providing new cloud-based collaboration tools
 - ...Designed to seamlessly connect people across businesses
 - ...And including means to share, visualize and conference on information quickly

Imagine If...

- ...you could reduce infrastructure costs by 30% and desktop costs by 60%



- **Smarter Collaboration** means lowering costs by...
 - Reducing storage requirements
 - Optimizing server infrastructures
 - Adopting *free* desktop personal productivity tools
 - Moving to Linux on the desktop

Celina Insurance Group

Business challenge: Maintain competitiveness through more efficient internal business processes



“The solution helped us outmaneuver the competition and compete for a bigger market share. Now we can deliver our products at the same speed as larger companies.”

Rob Shoenfelt
Chief Information Officer
Celina Insurance

Business Need

- Celina relied on phone and paper-based communication to run the business
- Competitors were luring away Celina customers by using faster customer service

Actions

- Celina implemented a comprehensive collaboration solution including Lotus Notes and Lotus Sametime to transform itself into a Web-based company

Business Value

- Cut policy turnaround time from weeks to just days
- Improved customer service



“ *Pushing a big innovation project can get bogged down in paralysis by analysis. So instead we've been driving hundreds of mid-sized initiatives, rapidly implemented.* ”

*Senior Research Fellow,
Innovation and Idea Farm, Pfizer*

Business Need

- Pfizer needed to create an effective and efficient way to gather input from a wide variety of sources internal and external

Actions

- Created a social networking “Idea Farm” that taps the combined expertise of 15,000 staff and external researchers to capture new business value

Business Value

- Identified \$100M in new market opportunities and \$20 million in cost avoidance strategies

Introducing...

We are a large business with large challenges...

IBM can help you both...

We are a struggling, small business. We have limited finances...



Startup Loans CEO



**Service Oriented Finance
CEO**



IBM

Small And Medium Businesses – Roadmap For Smarter Collaboration

*Appliance solutions or
Cloud-based options*

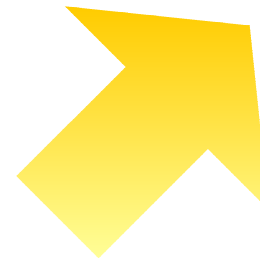
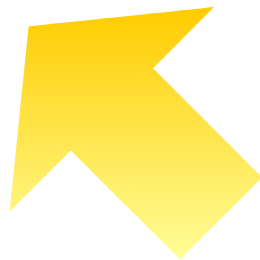
Reduce
Infrastructure
Costs

*Build customer and
partner relationships
Generate revenue*

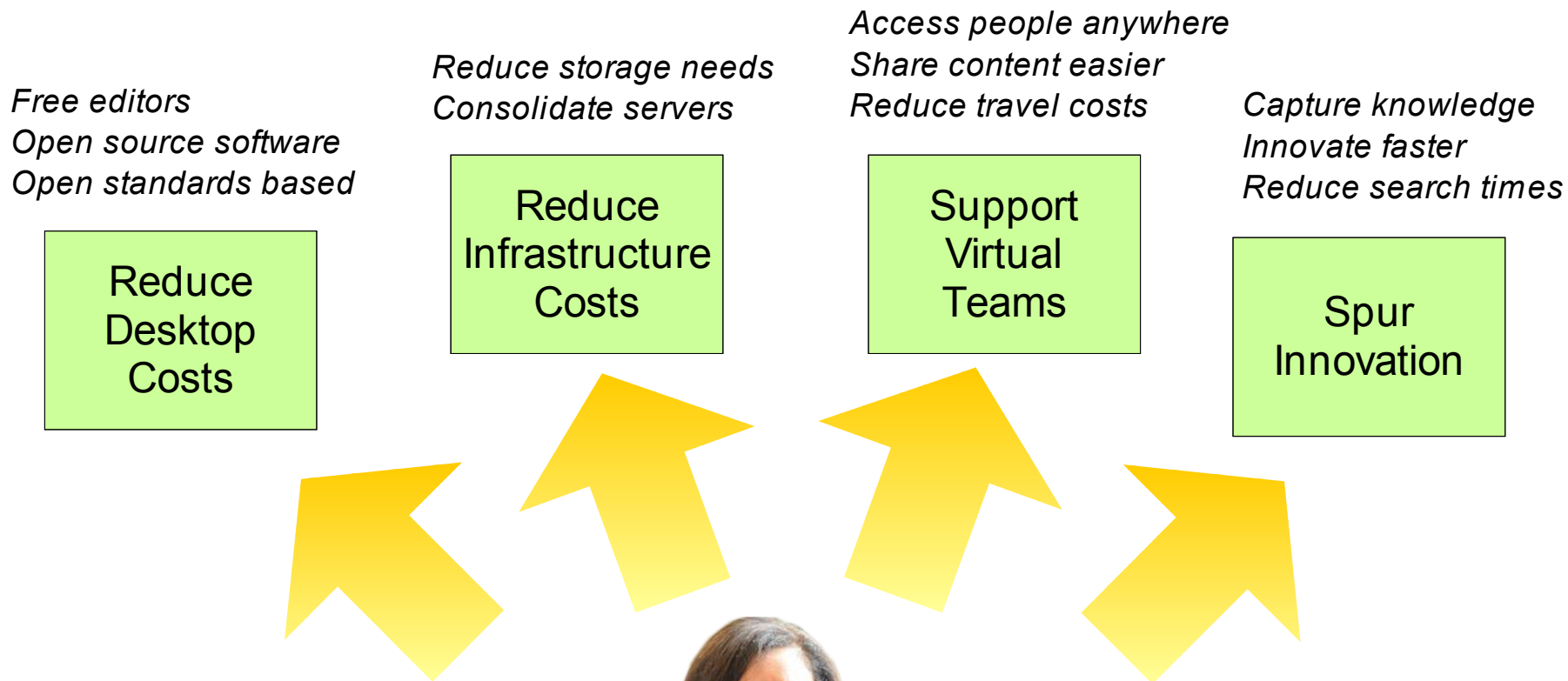
Extend
Reach

*Free editors
Open source software
Open standards based*

Reduce
Desktop
Costs



Enterprise Businesses – Roadmap For Smarter Collaboration



Enterprise Businesses – Roadmap For Smarter Collaboration

One more thing...

*Get information out faster and cheaper –
entice customers and empower
employees*

*Make better, more informed business
decisions faster*

Accelerate
Business
Value



IBM Delivers Smarter Collaboration Better Than The Competition

	IBM Lotus	Microsoft	Google
<i>Low cost solutions for Small and Medium Businesses</i>	Yes	?	?
<i>Collaboration designed to cross business boundaries</i>	Yes	?	?
<i>Solutions to reduce desktop and productivity costs</i>	Yes	?	?
<i>Optimized, cost-saving infrastructures</i>	Yes	?	?
<i>Enterprise-class virtual team support</i>	Yes	?	?
<i>Social computing to leverage tacit knowledge</i>	Yes	?	?
<i>Enterprise portals to accelerate business value</i>	Yes	?	?

Today's LIVE Demo Environment

Notes 8.5

Lotus Symphony 1.3

Sametime 8.0.2

Sametime Unified Telephony

Open Office 3.0

MS Office/Outlook 2007

MS Office SharePoint Server

Ubuntu Server and Desktop 9.04

Windows XP and Server 2003

LotusLive iNotes

LotusLive Engage

Microsoft Online BPOS

Quickr 8.5

Connections 2.5

Domino 8.0.2

DB2 UDB 8

Tivoli Directory Integrator

WebSphere Portal 6.1

WebSphere Portal Web Content

Management Accelerator

WebSphere Portal Dashboard

Accelerator

WebSphere Portlet Factory

Six VMware Images

IBM ThinkPad
T60 (3GB
RAM)



IBM ThinkPad
T60 (3GB
RAM)

Our Agenda Today

Agenda

Introduction - Smarter Collaboration for Better Business Decisions

Cost Saving Solutions for Small and Medium Businesses

Extend Reach Across Businesses To Customers, Partners And Suppliers

Reducing Costs on the Desktop

Break

Smarter Infrastructures for Enterprise Businesses

Improving Virtual Team Sharing And Collaboration

Leveraging Social Computing to Capture Latent Expertise

Lunch

Using Portals To Accelerate Business Value

Summary / Next Steps

...And now a word from IBM