



Reducing Costs On The Desktop

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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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We must reduce the costs of our desktop software...



Startup Loans CEO



**Service Oriented
Finance CEO**

We can save you both a lot of money with *free* solutions from IBM Lotus...



IBM

Businesses Of All Sizes Are Looking To Reduce Desktop Costs

Free editors
Open source software
Open standards based

Reduce
Desktop
Costs

**Small and
Medium
Businesses**




**Enterprise
Businesses**



Microsoft Office Costs Continue To Go Up

- Ongoing software support costs for Microsoft Office make up almost 75% of total cost of ownership¹
- Gartner Research²: Upgrading to Office 2007 costs from \$900 to \$1500 per user

Per user Cost Breakdown	Best Case	Worst Case
Hardware / Software	\$350	\$350
Installation	\$203	\$525
End-User Labor	\$349	\$710
Total Migration Cost	\$902	\$1,593



*Too much
for businesses
of any size*

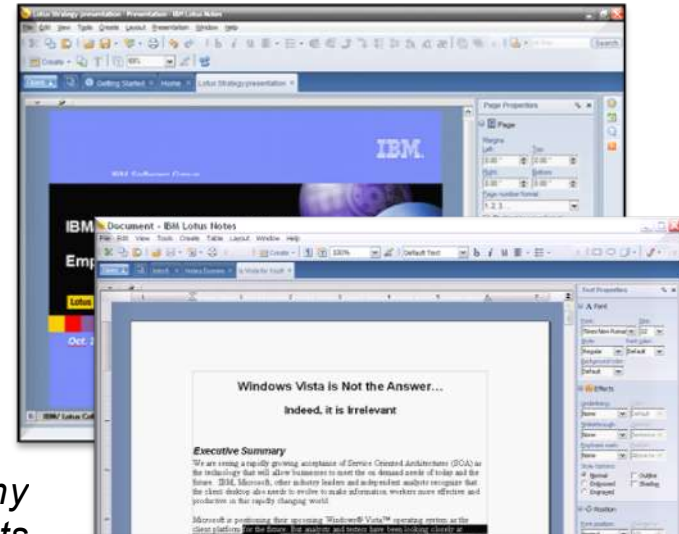
¹ Source: IBM

² Cost Model – Upgrade from MS Office 97/2000/XP/03 to Office 2007 (2500 users). Source: Michael A. Silver, Toolkit: The Cost to Migrate to Office 2007, Gartner ID Number: G00149271, August 17, 2007.

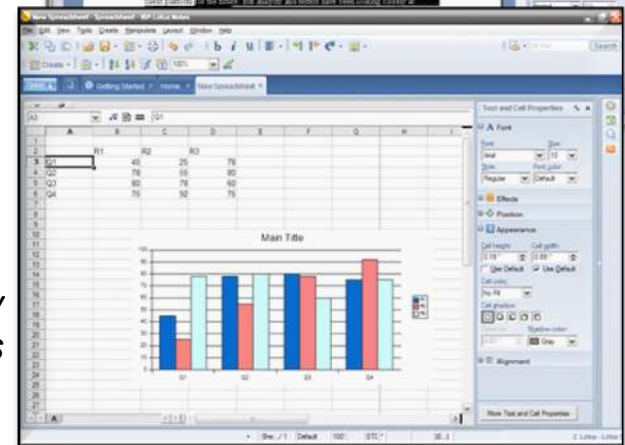
Lotus Symphony Offers All Businesses A Free Alternative To Microsoft Office

- Three editors packaged as one application
 - ▶ Stand alone or included in Lotus Notes
- Natively supports OpenDocument Format (ODF) standard
 - ▶ Reads/writes Office Formats (97, 2000, XP, 2003, 2007)
- Supports Windows, Linux or Mac
- Includes most common editing features to satisfy majority of business users
- Over 4 million downloads since launch in Sept. 2007

Symphony Presentations



Symphony Documents



Symphony Spreadsheets

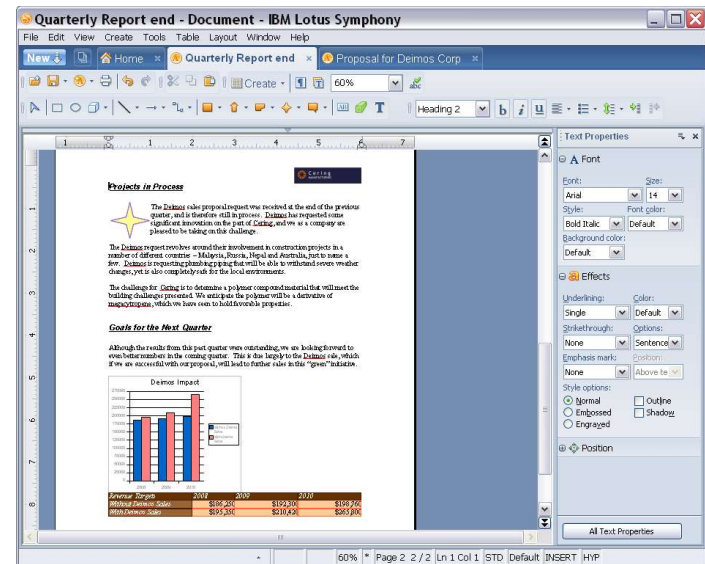
Download and try it today!
<http://symphony.lotus.com/>

Lotus Symphony Provides Most Common Editing Features For Majority Of Users

	Function	Lotus Symphony	Microsoft Office
Word Processing	Paragraph formatting – alignment, indentation, spacing, styles, etc.	√	√
	Predefined styles for paragraphs, characters, and headings	√	√
	Clipart, graphics, tables, diagrams, drawing objects, charts based on data	√	√
	Tables of content, indexes, numbered footnotes, headers, footers	√	√
	Thesaurus and grammar checker	X	√
Spreadsheets	Library of built-in mathematical calculations	√	√
	Create a variety of charts, graphs	√	√
	Select from predefined style templates for cells and pages	√	√
	Selective sorting of cells	√	√
	Pivot tables (called Data Pilot)	√	√
Presentations	Macro languages supported	<i>not portable</i>	<i>not portable</i>
	Pre-configured templates. Variety of views	√	√
	Clip art. Images from files. Draw, format of objects, lines, connectors, shapes. Variety of graphs and tables.	√	√
	Variety of page transitions. Variety of image and text transitions	√	√
	Import scanner/camera images. Support for sound, movies, video.	X	√

DEMO: Authoring Documents With Lotus Symphony

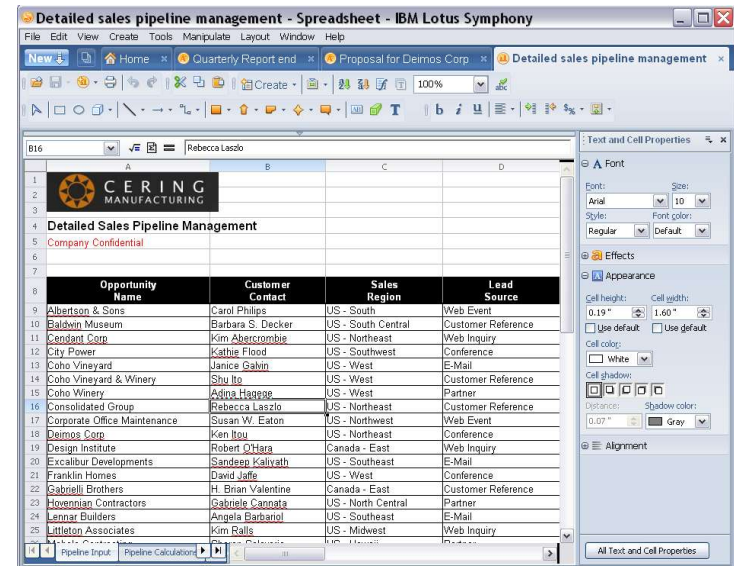
- Create and edit word processing document
- Save as .DOC format and open in Office Word



Symphony Documents

DEMO: Authoring Spreadsheets With Lotus Symphony

- Create and edit spreadsheet document
- Save as .XLS format and open in Office Excel

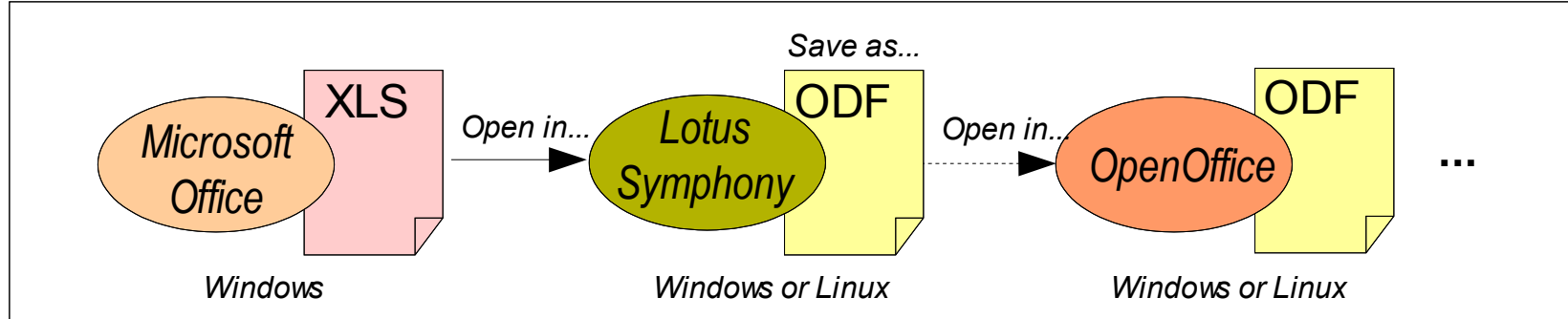


Symphony Spreadsheets

OpenDocument Format (ODF) Is Strong And Gaining Momentum

- Lotus Symphony, OpenOffice, Sun and Google support ODF
 - ▶ Microsoft support is incomplete
- ODF Alliance formed to promote and advance the use of ODF
 - ▶ Includes several hundred public and private companies, educational institutions and government agencies
- Increasingly, governments worldwide are mandating its use
 - ▶ **NATO** mandates ODF use by all member countries (Belgium, Bulgaria, Canada, the Czech Republic, Denmark, Estonia, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, Lithuania, Luxembourg, the Netherlands, Norway, Portugal, Poland, Romania, Slovakia, Slovenia, Spain, Turkey, the UK, and the USA)
 - ▶ Other countries evaluating use include: Singapore, South Africa, China, India, Japan, Malaysia, Croatia, Finland, Russia, Switzerland, Sweden, Argentina, Brazil, Uruguay, Venezuela, Australia
 - ▶ Provincial, state and municipal governments worldwide are also considering endorsement

Use Symphony To Read And Write Office Documents As Well As ODF Documents



- Office files easily opened into Lotus Symphony...
- Converted to ODF format with Symphony Save As...
- ODF files seamlessly edited with other ODF applications (e.g., OpenOffice)
- All files retain full fidelity, no access errors...

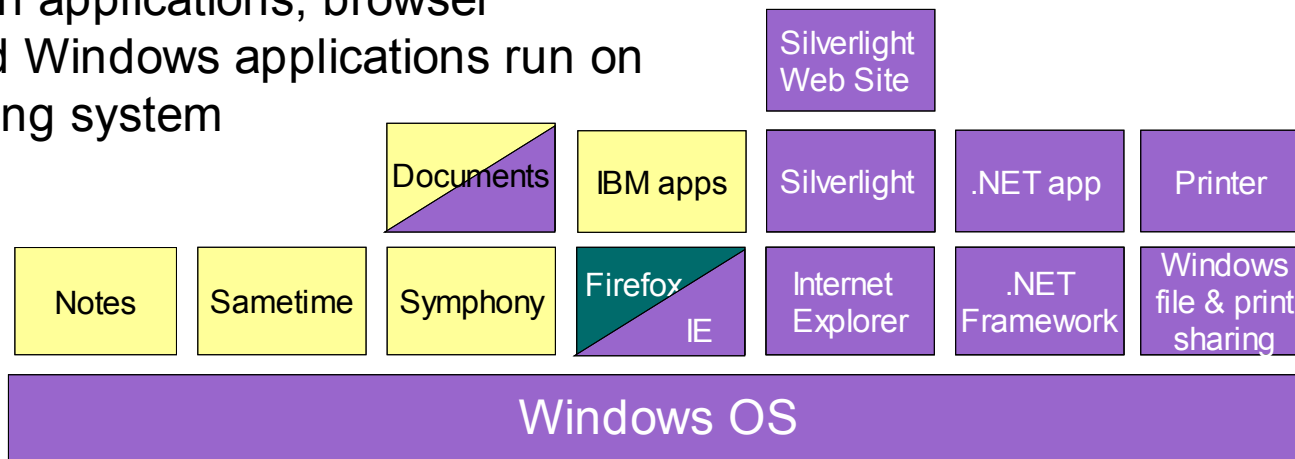
Small And Large Businesses Can Further Reduce Costs By Using Linux Workstations

- All Lotus client collaboration software (including Notes and Symphony) supports Linux workstations
 - ▶ Red Hat, SuSE, Ubuntu
- Linux is a lower cost alternative to Windows
 - ▶ Example:

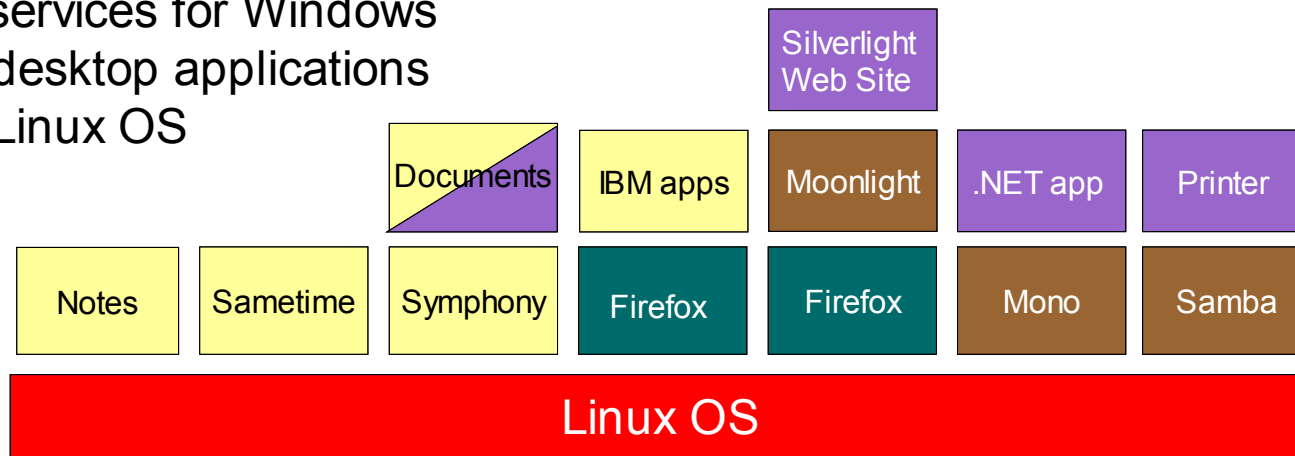
	SUSE Linux Enterprise Desktop 10	Windows 7 Professional
License / Subscription Fee	US\$50	US\$299
Maintenance (per year)	Included in subscription fee	US\$87
Total (over 3 years)	US\$150	US\$560

Linux Desktops Can Support A Full Range Of Windows Applications

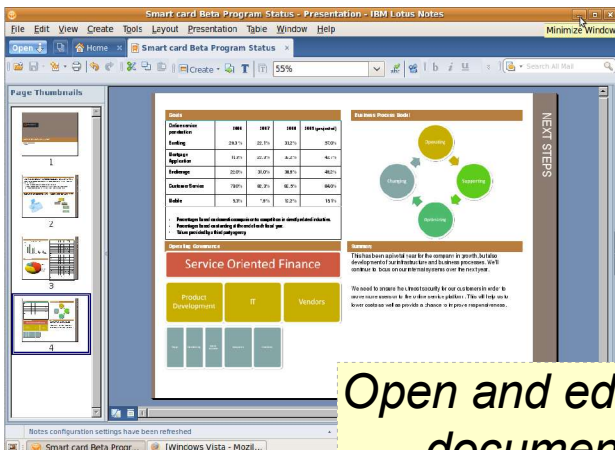
- IBM Collaboration applications, browser applications, and Windows applications run on Windows operating system



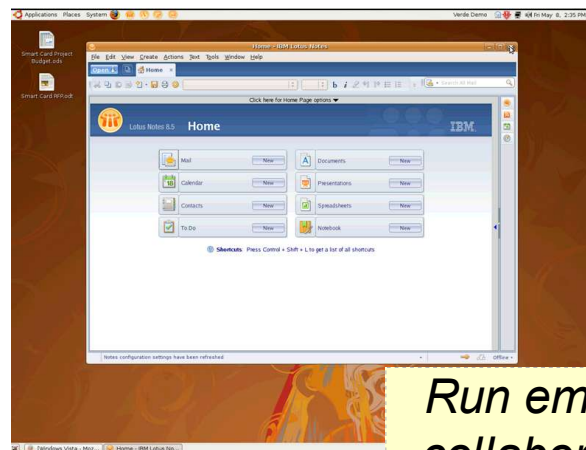
- Using 3rd party services for Windows applications, all desktop applications can also run on Linux OS



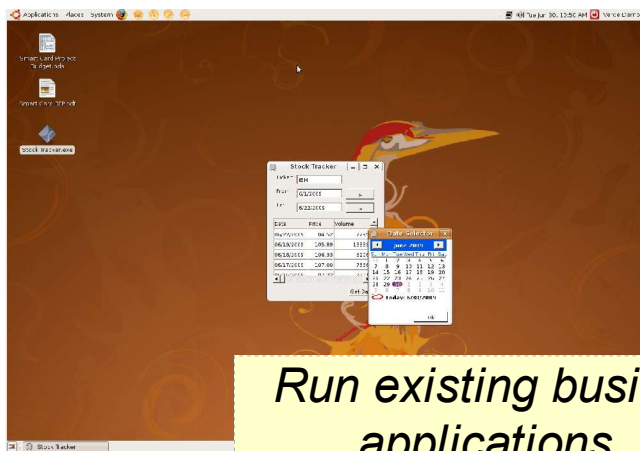
DEMO: Business Applications Running On Ubuntu Linux desktop



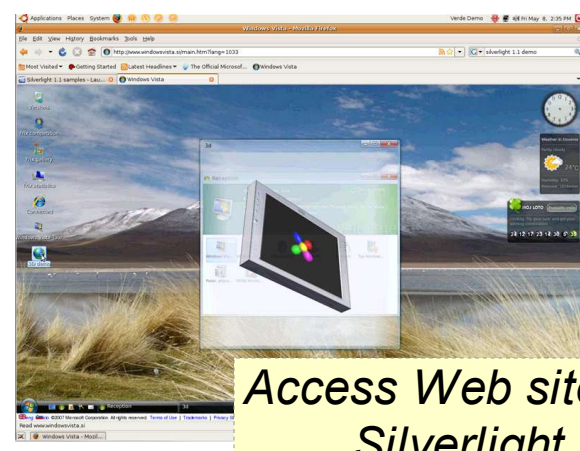
Open and edit Office documents...



Run email and collaboration...



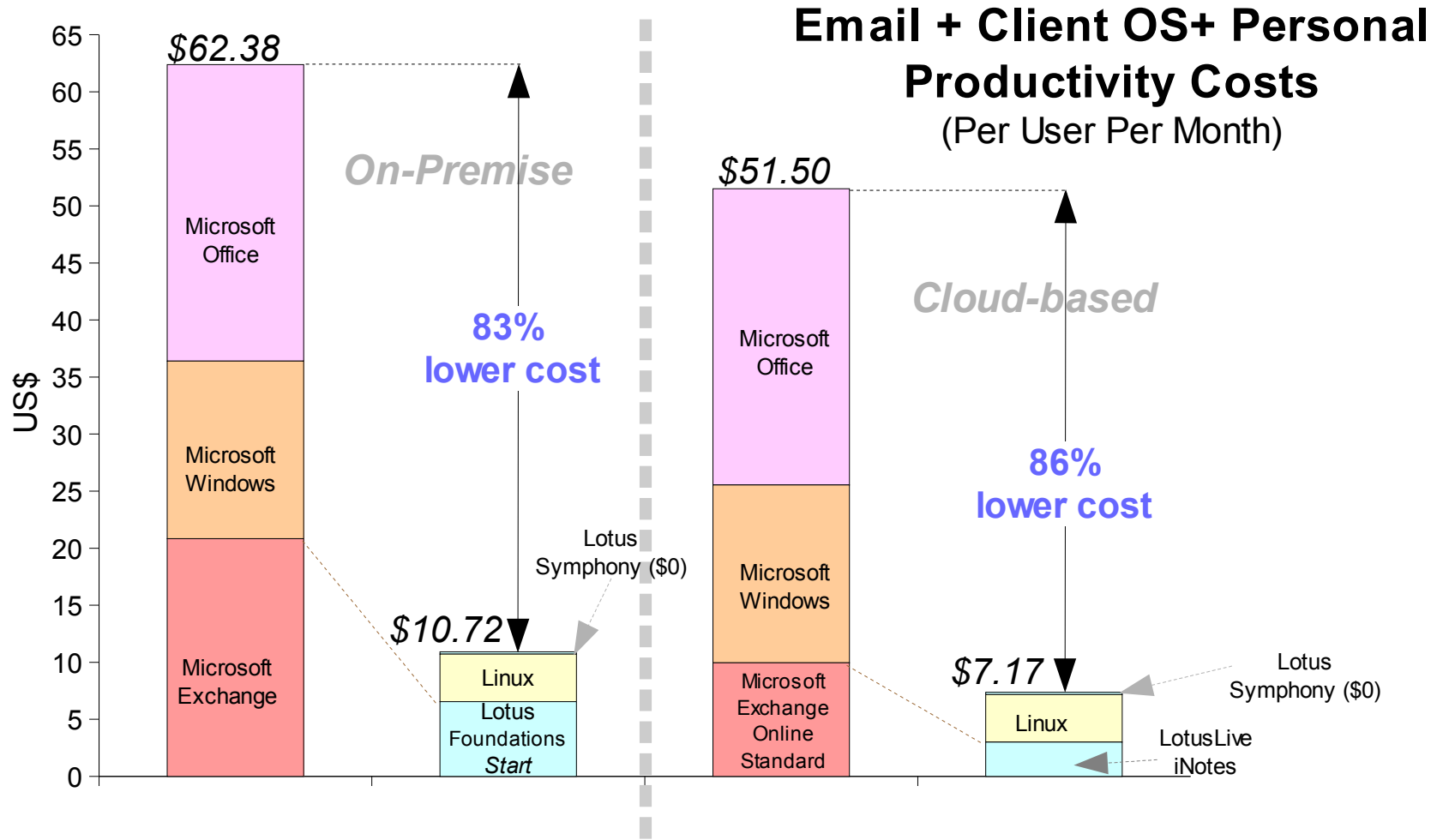
Run existing business applications...



Access Web sites (including Silverlight sites)...

... All from a Linux Desktop!

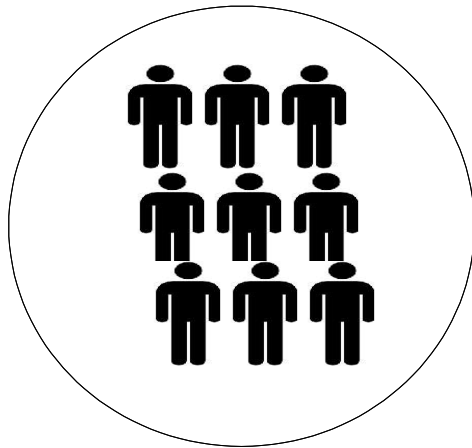
Small And Medium Businesses Realize Additional Savings With Symphony And Linux



Source: IBM, Microsoft, Ferris Research. Cost for average typical email derived from Ferris Research report 02/14/2008. Assumes 100 users base and averaged over 3 years. Cost of Lotus Foundations include hardware, server software and user software. Assume Office Small Business version, Windows 7 Professional version. Assumes SUSE Linux Enterprise Desktop 10

Large Businesses Can Also Realize Significant Savings With Symphony And Linux

3 years



8,000 Users

Symphony and Linux	\$1,200,000
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\$4.17
per user per month

Office and Windows	\$6,072,000
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\$21.08
per user per month

IBM:

- Lotus Symphony
- SUSE Linux Enterprise Desktop 10

*Microsoft is
5 times more
expensive*

Microsoft:

- Office 2007
- Windows 7 Professional

Summary – Reducing Costs On The Desktop

	IBM Lotus	Microsoft
<i>Productivity editing tools at no charge</i>	Lotus Symphony	No
<i>Client support for Linux in addition to Windows</i>	Yes	No

Break

