



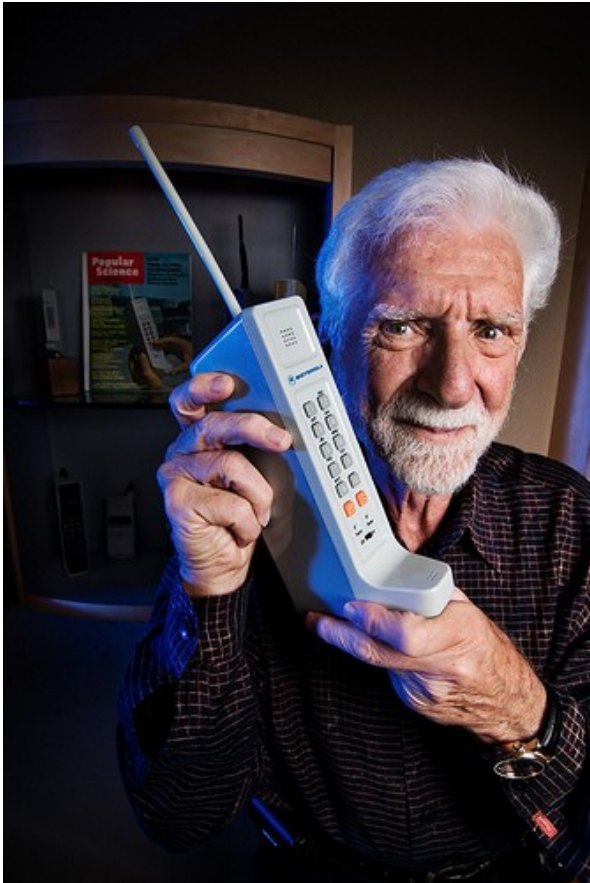
IBM Social Business to Go – Mobile Communications

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Twitter: **cblake**

Business Gets Social 2012
IBM Software Roadshow

ibm.com/socialbusiness/events





- Who has a Mobile Phone on them now?

- Martin Cooper





- Who takes their Mobile phone to sleep?





- Who has ever washed their phone?





- Who has ever lost their phone?





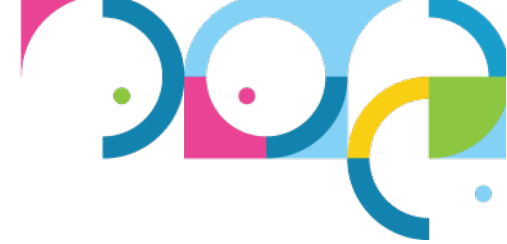


Why is Mobile so Critical for Social Business?



Why is Social so Critical for Business & Govt?





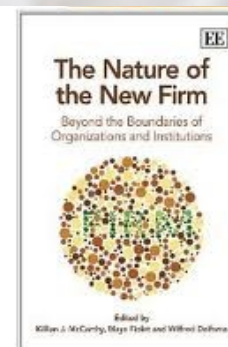
Need more? The HR Perspective

- IBM employees can work from anyplace, anytime and on any device the same as they were in the office.
- After maternity leave, 96% of women return to work
- 78% of staff work in a team where it is considered acceptable to work from home at least one day a week
- 42% of employees at IBM work outside of traditional offices





Being a member of a group is critical



It goes far beyond providing Mobile access to LOB systems

Collaboration within Business Processes are key!





& Don't Forget your Extended Enterprise





Unfortunately for many today



Flintstones @ Work



Jetsons @ Home



Extending Social Capabilities through Mobility



Profiles

Find the people you need



Communities

Work with people who share common roles and expertise



Files

Post, share, and discover documents, presentations, images, and more



Wikis

Create web content together



Activities

Organize your work and tap your professional network



Forums

Exchange ideas with, and benefit from the expertise of others



Media Gallery

Add sizzle by sharing rich media like Photos and Videos



Home page

See what's happening across your social network



Social Analytics

Discover who and what you don't know via recommendations



Micro-blogging

Reach out for help your social network



Bookmarks

Save, share, and discover bookmarks



Blogs

Present your own ideas, and learn from others



Ideation Blogs

Create ideas and leverage the crowd to develop them



Document Libraries

Securely manage and collaborate on business documents



IBM SmartCloud for Social Business- portfolio



Dashboard

Your personal homepage, providing you with a consolidated overview of your business network



Communities

Collect resources and share among people with common interests, responsibilities or joint projects



Files

An online space for storing and sharing documents, presentations, bookmarks and content collections



Meetings

Share your entire screen, publish select documents and even attend a meeting via your smartphone



E-mail

Enterprise-ready Web, Mobile and Rich Client e-mail capabilities



Calendar

View your colleagues' free and busy times and create and share multiple calendars



People

The People feature allows you to manage your contacts and connections; project your personal Profile



Activities

Introduce new projects, track a meeting to-do list, brainstorm new solutions and more



Forms

Create and publish surveys and forms for your business



Events

Online event management – manage registration, host your event and conduct post event analysis



Instant Messaging

Communicate in real-time – text chat instantly with business contacts and colleagues



Agenda

- Social Mobile Strategy
- Great Today...
- Better Tomorrow...



IBM Mobile Themes

- More Social Business solutions
 - Activity streams and embedded experiences
 - Tighter integration across mobile features
- Mobile deployment
 - High availability
 - New mobile device management & security capabilities



Activity Streams and embedded experiences



IBM Connections Home Mail 5 Calendar Profiles Communities Apps Jasmine Haj Share Help Log Out

Home All Connections Search


Getting Started


- I'm following
- Action Required
- Saved
- For me
- Discover
- Widgets

Updates

What are you working on now?

Filter By: All Updates

Amadou Alain Look at these awesome cookies we could use for the website
 Best Chocolate Cookie Bars in the World.jpg
Public
10:31 AM
Comment

Gail Chao commented on the file Greenwell wordmark.png
 Greenwell wordmark.png
Dec 15


Gail Chao Dec 15
Looks good, can you add it to the pdf file?


Lucille Suarez Dec 15
Here is the latest file - let me know if this is ok.

Amadou Alain Hi, I've updated the Greenwell sales proposal. Let me know when you're ready to discuss
Created: 10:35 AM

Dan Misawa created the blog entry Latest sales figures review in the blog Sales Prationers
Created: 10:34 AM

Amadou Alain shared an update | Updated 10:31 AM

 Look at these awesome cookies, we could use these for the new website!

 Best Chocolate Cookie Bars in the World.jpg

Preview | Download | 436 KB | Tags: yummy, delicious, terrific, and 6 more

12 You like this - Undo

12 Comments History

Add a comment

Bill Frazer 9:15 AM
Great File

Lucille Suarez 9:30 AM
Can you take out slide 4?



Activity Streams and embedded experiences

The screenshot shows the IBM Lotus iNotes web interface. At the top, there are navigation tabs for 'Mail', 'Calendar', 'Profiles', and 'Other Applications'. The main content area displays an email from 'Admin' with the subject '[XPages and OpenSocial] - Thanks For Registering'. The email body contains a registration confirmation for the event 'XPages and OpenSocial' and includes a 'Share' button and a section for suggesting other people interested in the event. The interface also shows a sidebar with folders like 'Inbox', 'Drafts', and 'Sent', and a 'Day-At-A-Glance' calendar view on the right.



IBM SmartCloud for Social Business Mobile



The screenshot shows the iTunes Store interface for the app 'IBM SmartCloud Meetings for iPad' by IBM Lotus. The top navigation bar includes links for Store, Mac, iPod, iPhone, iPad, iTunes, and Support. The main header reads 'iTunes Preview' with sub-links for 'What's New', 'What is iTunes', 'What's on iTunes', 'iTunes Charts', and 'How To'. The app title is 'IBM SmartCloud Meetings for iPad' by 'IBM Lotus', with a 'View More By This Developer' link. A description states: 'Don't miss another meeting! Attend IBM SmartCloud online meetings from your mobile device and easily view live presentations, including shared desktop and slide presentations.' Below the description are links for 'IBM Lotus Web Site' and 'IBM SmartCloud Meetings for iPad Support'. A 'What's New in Version 8.5.2' section lists 'IBM SmartCloud updates'. The 'iPad Screenshots' section shows two images: one of the 'Join a Meeting' screen with a 'Meeting ID' input field and a list of 'Recently Joined Meetings' (Allie's Marketing Update and Jim's Friday Sales Call), and another showing a blue 'renovations Agenda' screen. The app is listed as 'Free', in the 'Business' category, updated on Mar 08, 2012, with version 8.5.2 and a size of 1.5 MB. It supports multiple languages and is rated 4+.

IBM SmartCloud Meetings for iPad [View More By This Developer](#)

By **IBM Lotus**

Open iTunes to buy and download apps.

Description

Don't miss another meeting! Attend IBM SmartCloud online meetings from your mobile device and easily view live presentations, including shared desktop and slide presentations.

[IBM Lotus Web Site](#) [IBM SmartCloud Meetings for iPad Support](#) [...More](#)

What's New in Version 8.5.2

– IBM SmartCloud updates

Free

Category: **Business**

Updated: Mar 08, 2012

Version: 8.5.2

Size: 1.5 MB

Languages: English, Catalan, Chinese, Danish, Dutch, Finnish, French, German, Greek, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish, Thai, Turkish

Seller: IBM

© 2012 IBM Corp.

Rated 4+

iPad Screenshots

IBM SmartCloud Meetings

Join a Meeting

Meeting ID

Recently Joined Meetings - Tap to Join

Allie's Marketing Update	875-334
Jim's Friday Sales Call	865-021

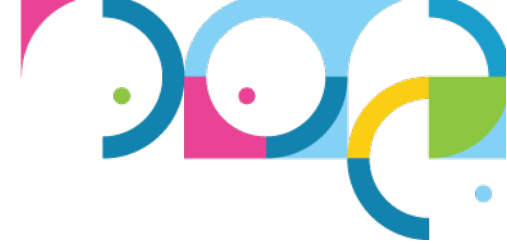
renovations Agenda



For our IT Attendees



Mobile Roadmap for Social Business



End of 2011

2012

4Q 2011 Key Deliveries:

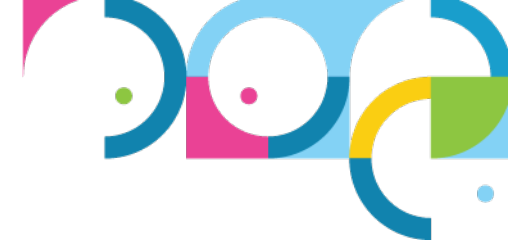
- Traveler 8.5.3
- Connections iPad app
- Sametime® /SUT for iOS® app (iPhone® and iPad®)
- LotusLive™ Meetings apps
- IBM Lotus Symphony™ Viewer app
- XPages mobile extensions

Key Investments:

- Traveler
 - High availability
 - New Android™ tablet email UI
 - To do
 - Windows® Phone
- Connections
 - Activity streams
 - Improved UI for files/profiles
 - Device partial/full wipe
 - Mobile social reader
- Sametime mobile meetings apps
- Integration of Connections, Traveler & Sametime
- Tivoli® Endpoint Manager integration
- Mobile apps tools

IBM plans are subject to change

IBM Connections Mobile 2011



Winter '11

- Updated BlackBerry app

Fall '11

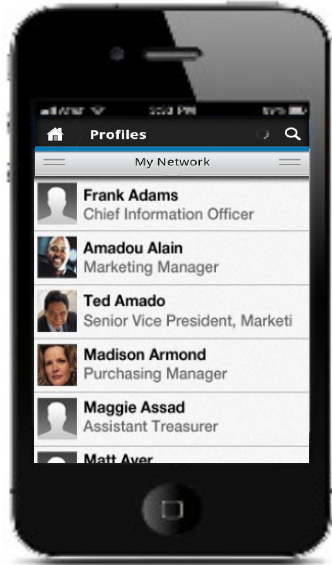
- Universal Apple® app
 - Added iPad and iPhone 4S support
 - Added iOS 5 support
 - Updated UX
 - Round trip editing
- BlackBerry® app
 - Added OS7 support

Summer '11

- Updated microbrowser experience
 - Media Gallery
 - Ideation Blogs
 - Improved Home screen navigation style
- Additional App features
 - Launch from icon on device home screens
 - Upload picture from camera/gallery to Media Gallery, Files, or Profiles
 - Download/view files
 - Saved account information



IBM Connections Mobile 2012



Fall '12

- Apple/Android app
 - Support Connections Next
 - Add Open Social gadgets to launcher
 - Activity Stream/Embedded Experience
 - Magazine style layout
 - Recommendations for Wiki, Blogs

Summer '12

- Apple/Android app
 - Local/Remote data wipe
 - Upload files
 - Mobile Administration

Spring '12

- Apple/Android app
 - Customization and extensibility
 - Multiple account login
 - Profiles Device Integration
 - Enhanced user experience

- BlackBerry app
 - Profiles device integration



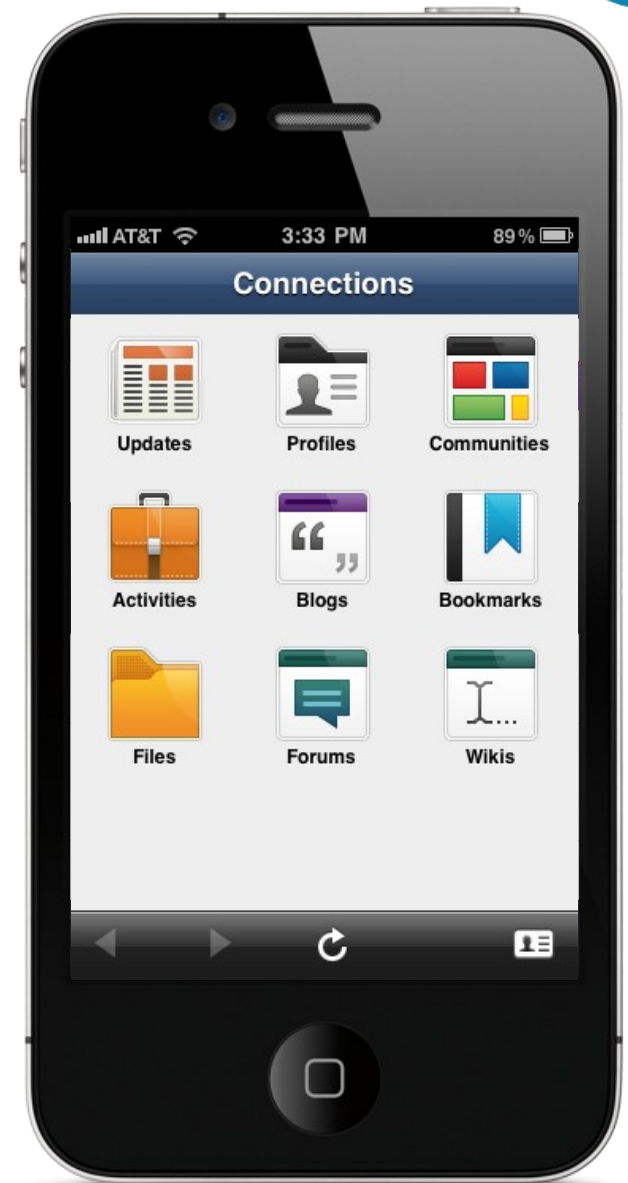
Great Today...



Social Everywhere

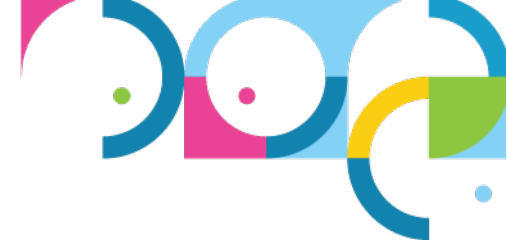
Mobile Apps to Access Data Anywhere / Anytime

- Access all of your Connections data from mobile browsers or free native apps
- New Capabilities
 - Media Gallery – upload photos/videos from your phone
 - Access Ideation Blogs
 - Hyperlinks in Status Updates
 - Improved Home screen navigation style
 - Saved login information in native app
- Download native app from major app stores: Apple App Store, Android Market, BlackBerry App Worlds



Social Everywhere

iPad Native App to Access Data Anywhere / Anytime



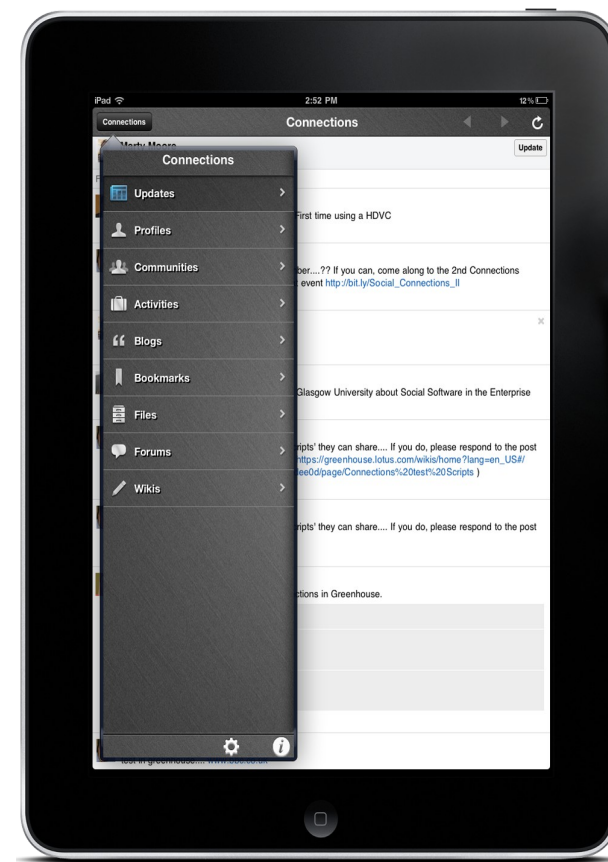
- New Capabilities
 - Full iPad Support
 - Media Gallery – upload photos/videos from your phone (iPad 2 or later)
 - Access Ideation Blogs
 - Hyperlinks in Status Updates
 - Improved Home screen navigation style
 - Saved login information in native app
- Download native app from Apple® App Store





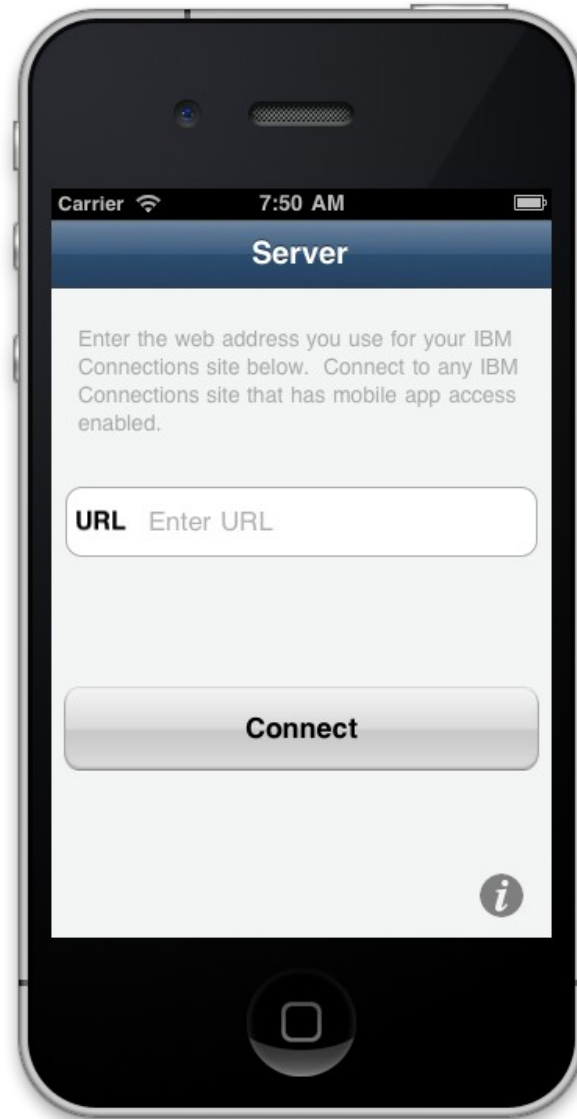
Getting the IBM Connections Mobile App

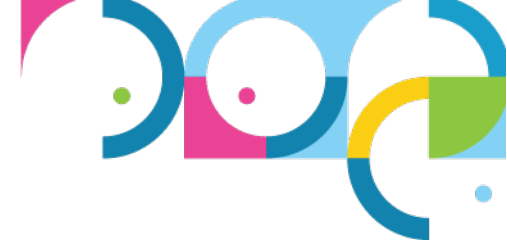
- The app must be installed from the platform App Store
 - BlackBerry App World
 - Android Market
 - Apple App Store
 - For Apple, our app is a universal app and will show up in both the iPad and iPhone lists
- The IBM Connections mobile app supports the following platforms:
 - Apple: iPhone, iPod touch[®], and iPad running iOS 4.x or iOS 5.x
 - Android: Phone and Tablets running Android version 2.2 and above
 - BlackBerry: Phones running OS 6 or OS 7



Logging in

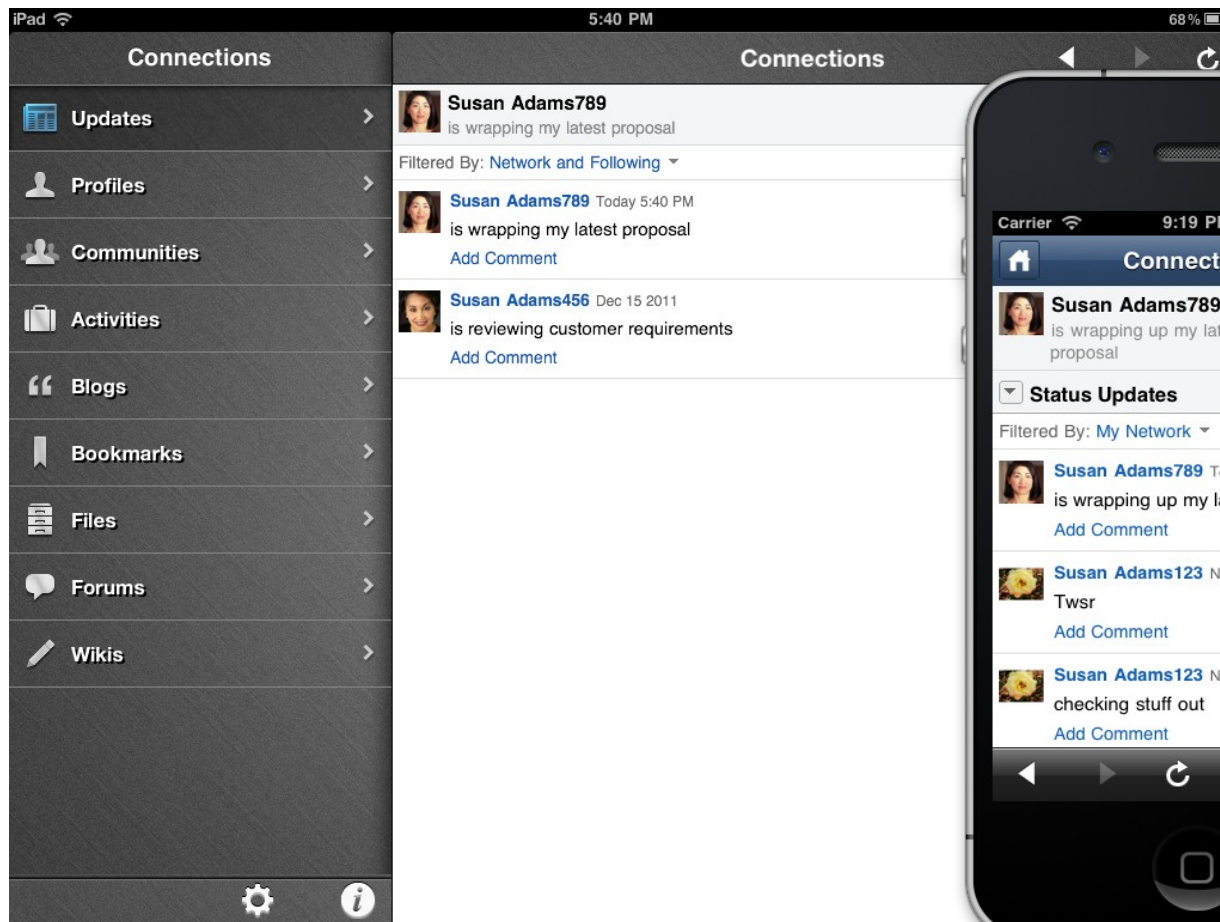
- First time starting the app, user must enter the mobile URL for their IBM Connections server
- After the server address is verified, the user is prompted for their credentials
- Credentials are stored securely on the device and used to automatically login





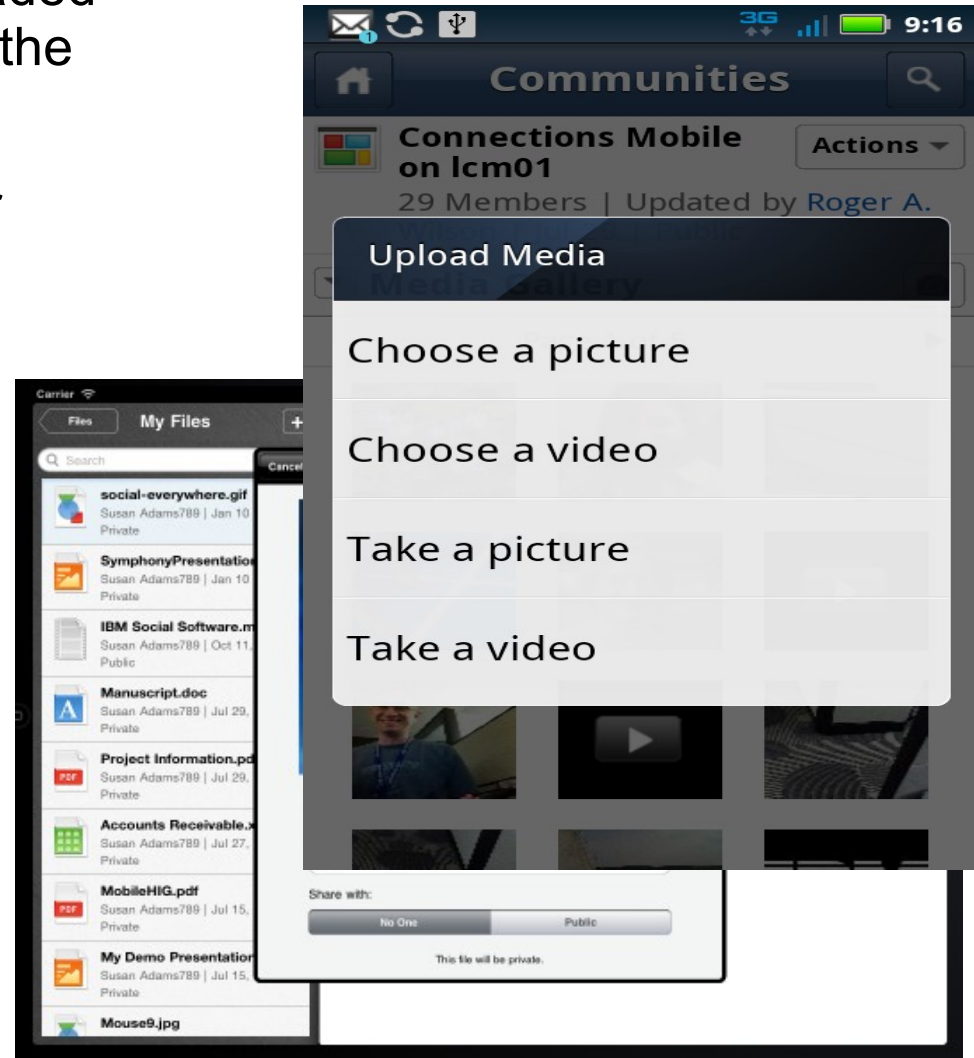
Main Navigation

- Upon log in, the user is shown their updates page.
 - Phone users can see the list of services by tapping the home icon.
 - For iPad the list of configured services is also shown on the left



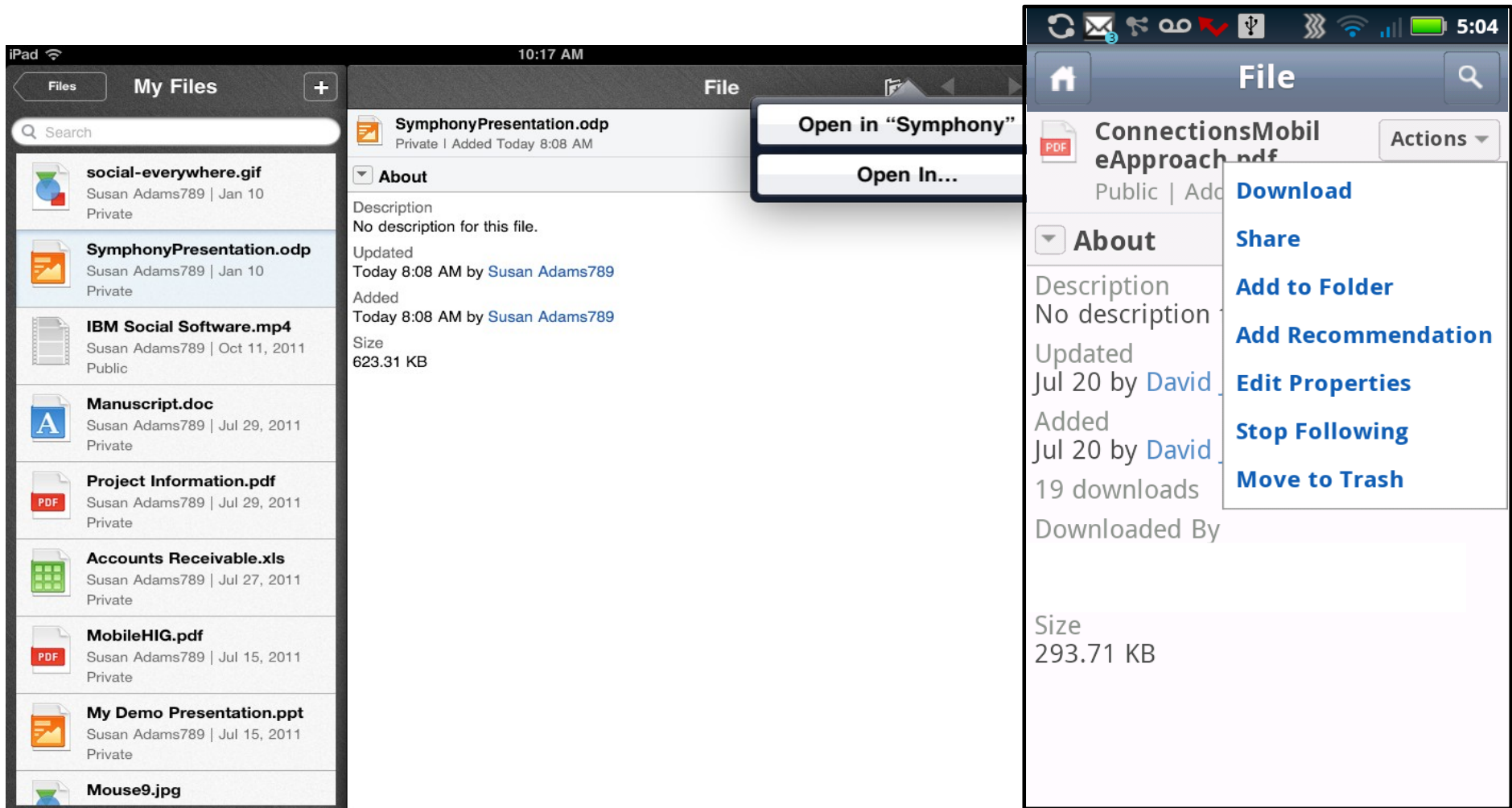
Camera integration

- Pictures and videos may be uploaded by clicking on the camera icon or the + plus icon in Files on the iPad
- When the icon is clicked, the user may choose to use the camera (if available) or choose an existing image
- Users may:
 - Upload a profile picture
 - Upload to My Files
 - Upload to Media Gallery



Viewing Files

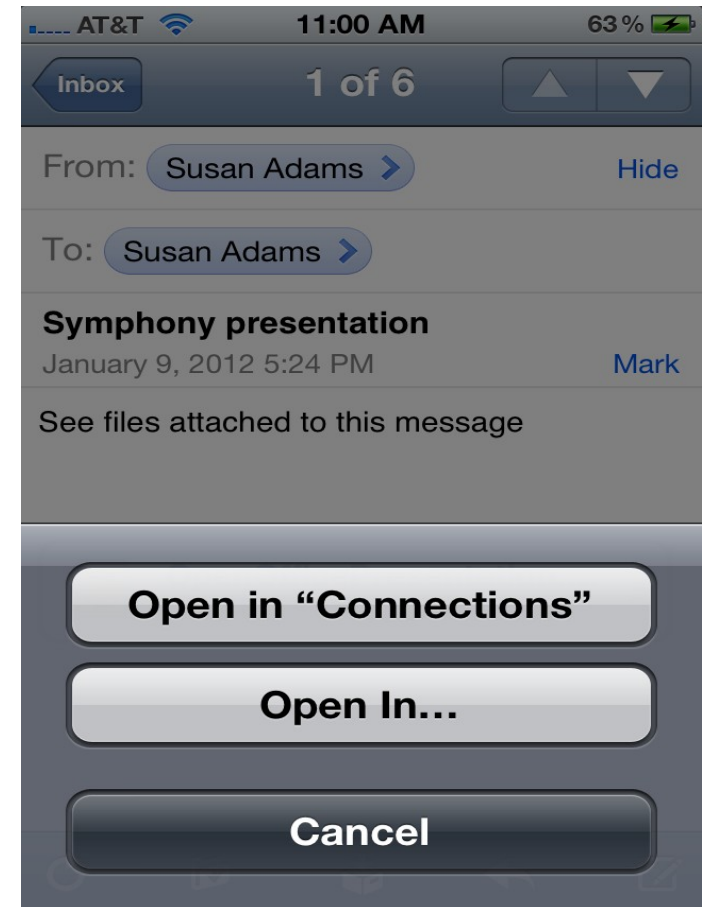
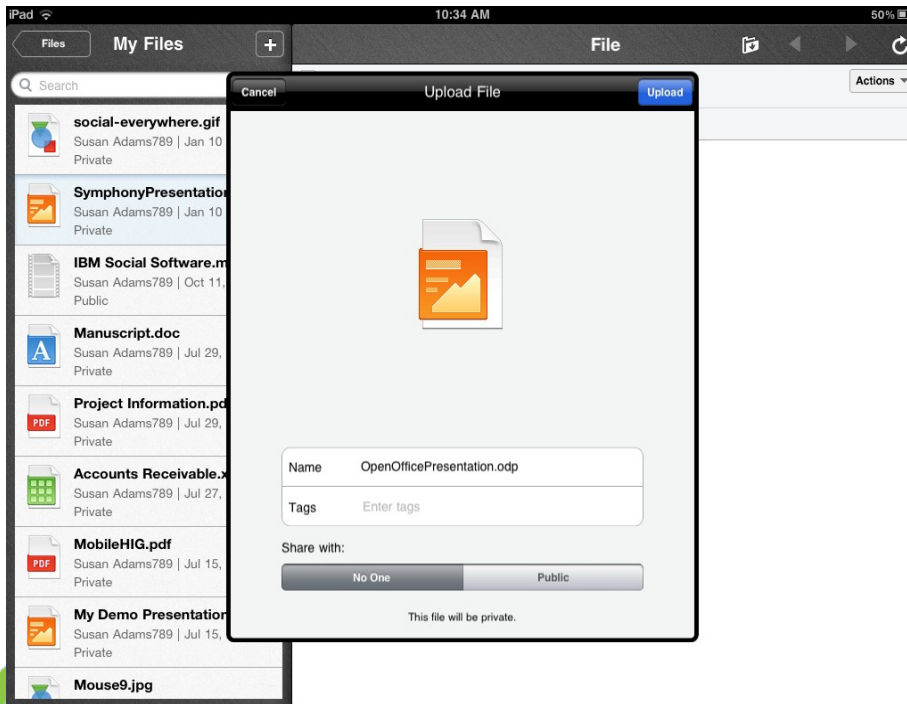
- User may view, open or save Connections Files

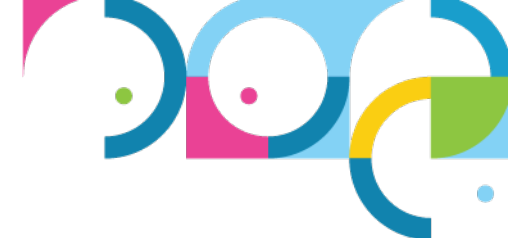





Open in support for iOS

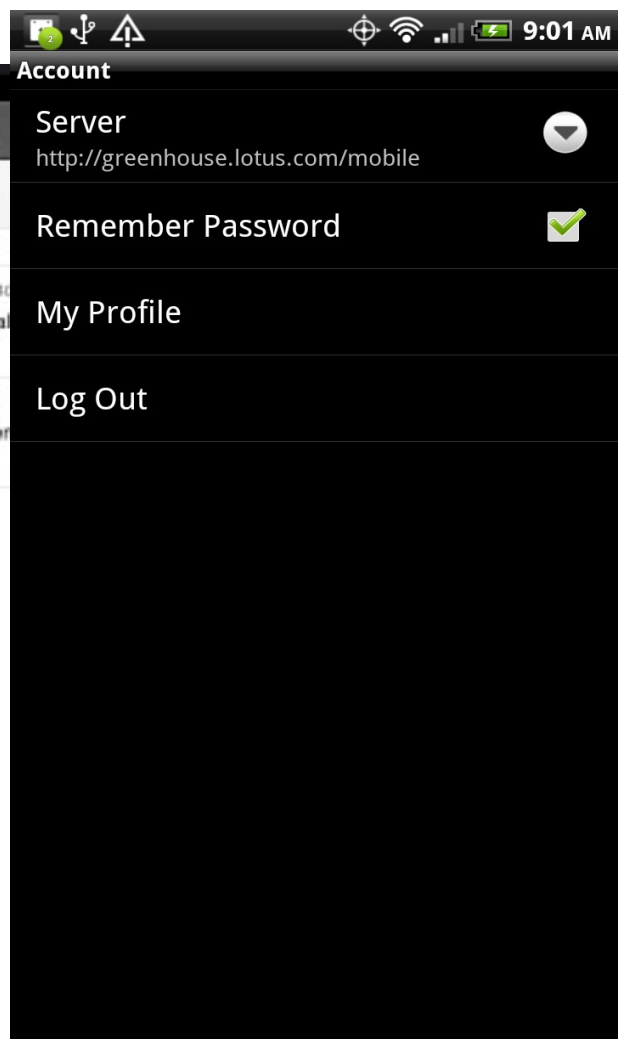
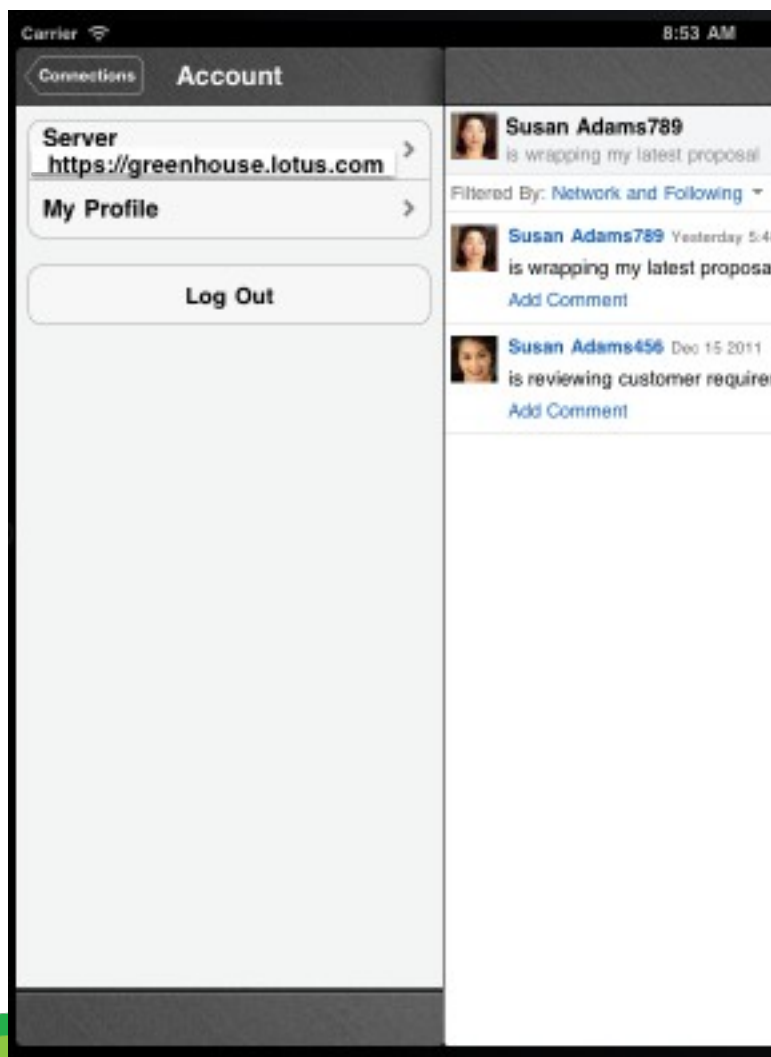
- Users may open Connections files in other apps
- Apps can also hand off files to the Connections app to upload to the server.
- This enables round trip editing of Connections files





Account Information and About

- Accessed by tapping the settings  or info  icon at the bottom of the main navigation list





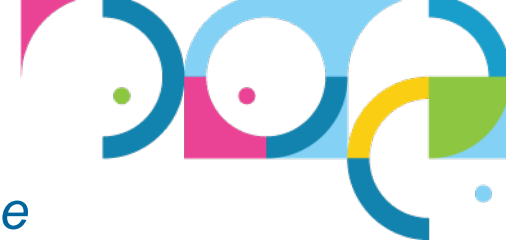
- Security?
 - Encryption of data
 - Full control of access, device, passwords, connection methods
 - Remote & partial wipe



Better Tomorrow...

Social Everywhere

Break down barriers by enabling collaboration anywhere/anytime



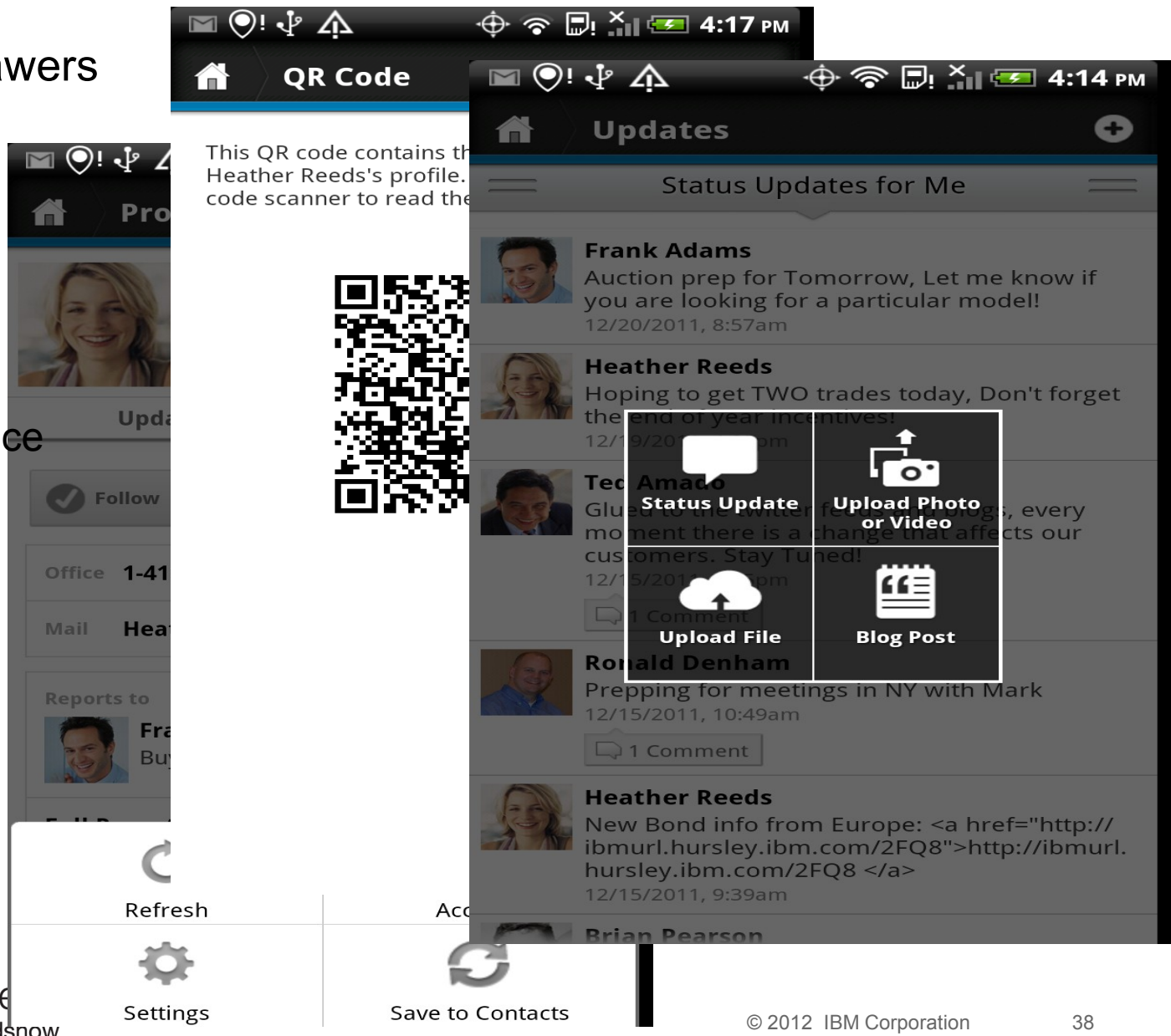
- Expanding Functionality
 - Enhanced user experience
 - Activity Stream
 - Profiles Integrations
 - Files enhancements
 - Customization
 - Security





Future Mobile UI and Feature Improvements

- New Look/Sliding Drawers
- Features
 - QR Codes
 - Share
 - CheckIn
 - Add Profiles to Device Contacts
 - QuickChat
- Tablet



Note: All future items may be delivered on different schedules across the different platforms

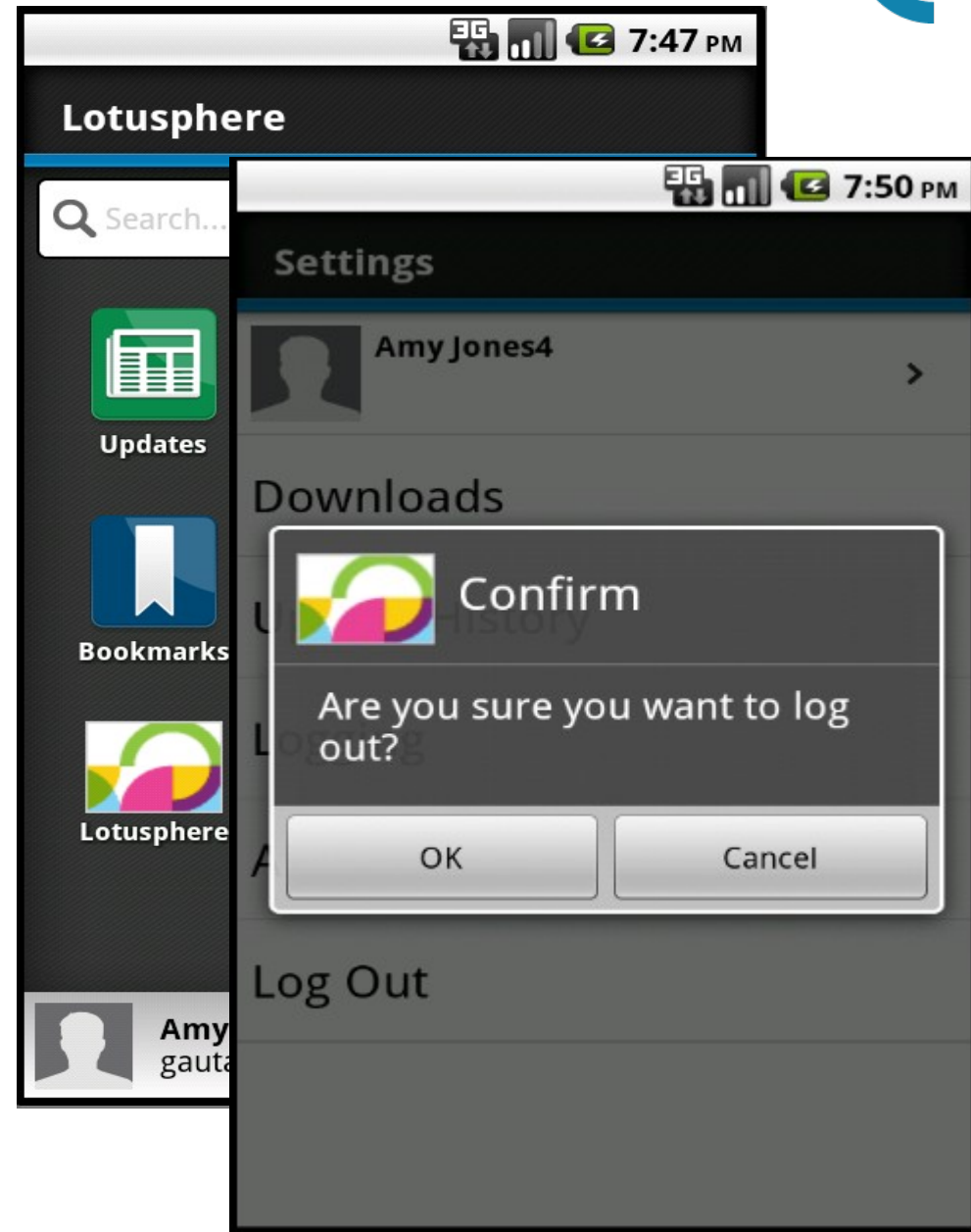
Business Gateway
IBM Software Roadshow

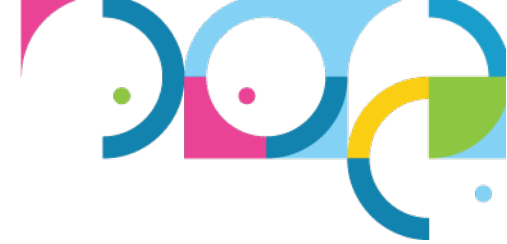
Future Mobile Branding

- Enterprises deploying Connections want to use images and terminology familiar to their customers
- Connections Mobile intends to provide the ability to customize parts of the UI
 - Application Name
 - Application logo image
 - Application banner image
 - Service names
- Restrictions
 - Application About page
 - Application name on device application shelf

Note: All future items may be delivered on different schedules across the different platforms

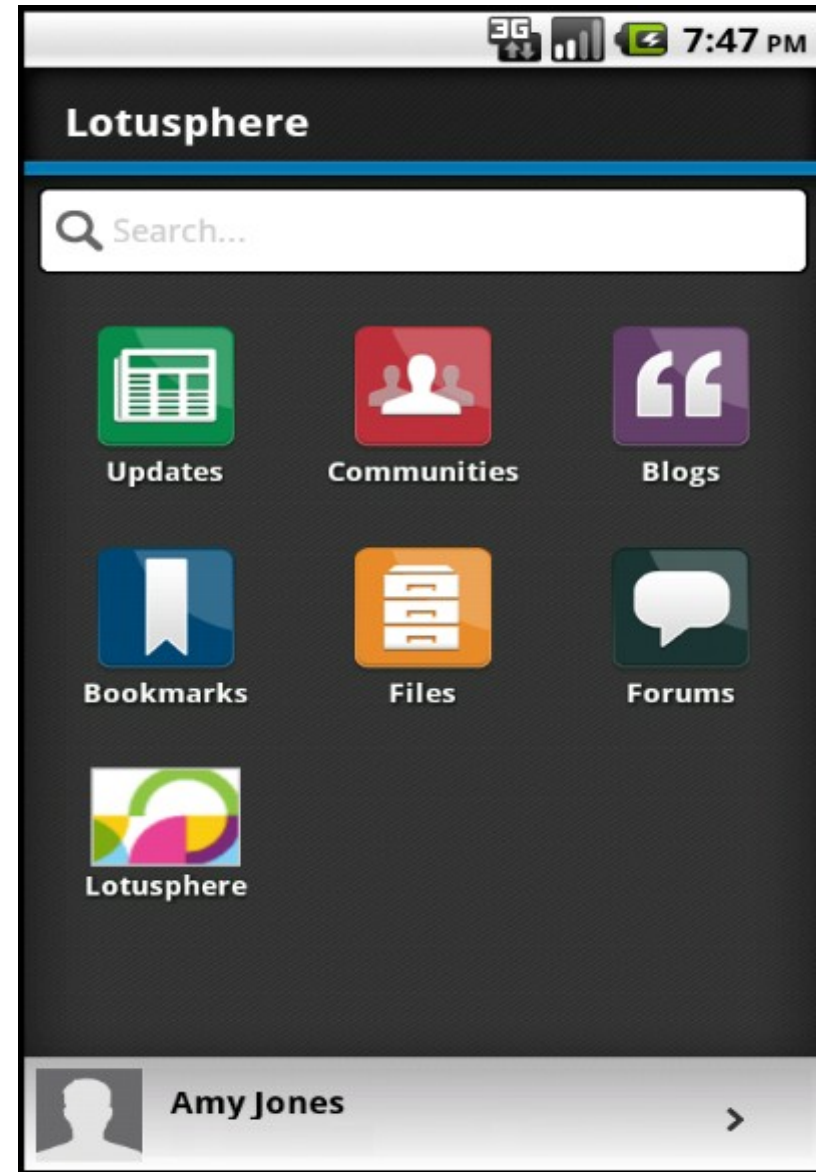
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Future Mobile Application Extensibility

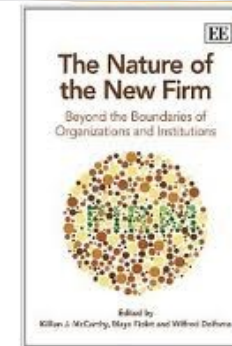
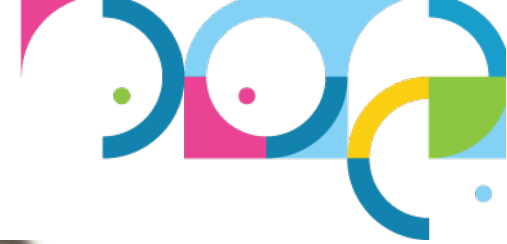
- Enterprises occasionally want to extend the application with additional support for their needs
- The launcher service list can be extended with additional links to deployment specific content
 - Extension Icon image
 - Label
 - Access link
 - Standard URL
 - Open-social gadget URL
 - Mobile application context and data



Note: All future items may be delivered on different schedules across the different platforms

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In Summary - Being a member of a group is *critical*



It goes far beyond providing Mobile access to LOB systems

The Business Challenge is to leverage Mobility and Social Business in new processes & business models



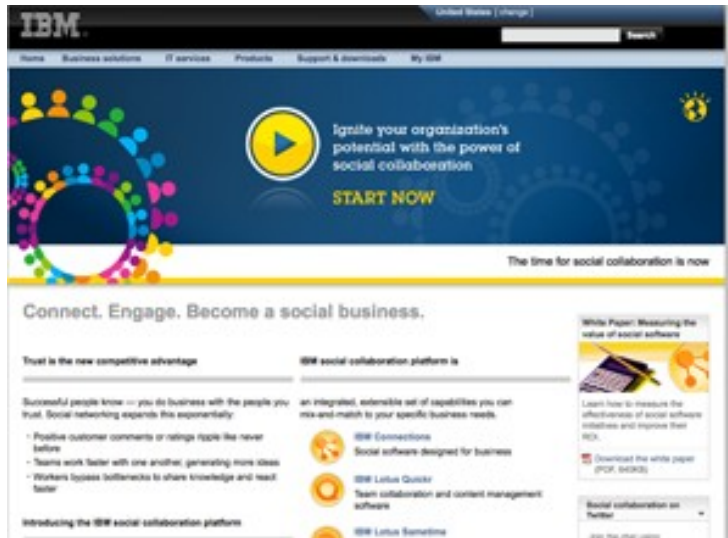




More Information.....



Where To Get Additional Information



IBM Social Business
<http://www.ibm.com/social>

IBM Connections
<http://www.ibm.com/lotus/connections>

IBM Connections Team Blog
<http://synch.rono.us>

Collaboration Soapbox
<http://www.thecollaborationsoapbox.com>



Solutions Catalog
<http://catalog.lotus.com>

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