



Taking your Social Business to the Cloud

Jason Dumont

Program Director for Messaging & Collaboration Client Strategy | IBM

Twitter: [@280ParkFan](https://twitter.com/@280ParkFan)

LinkedIn: [Linkedin.com/in/jasondumont](https://www.linkedin.com/in/jasondumont)

Business Gets Social **2012**

IBM Software Roadshow

ibm.com/socialbusiness/events



What do you think when you see the word “email”?



In this new world is Email “Dead” ? ..



“9 Reasons why email is dead”

- *John C. Dvorak, March 16, 2009*

“The end of the email era...”

- *Wall Street Journal, October 12, 2009*

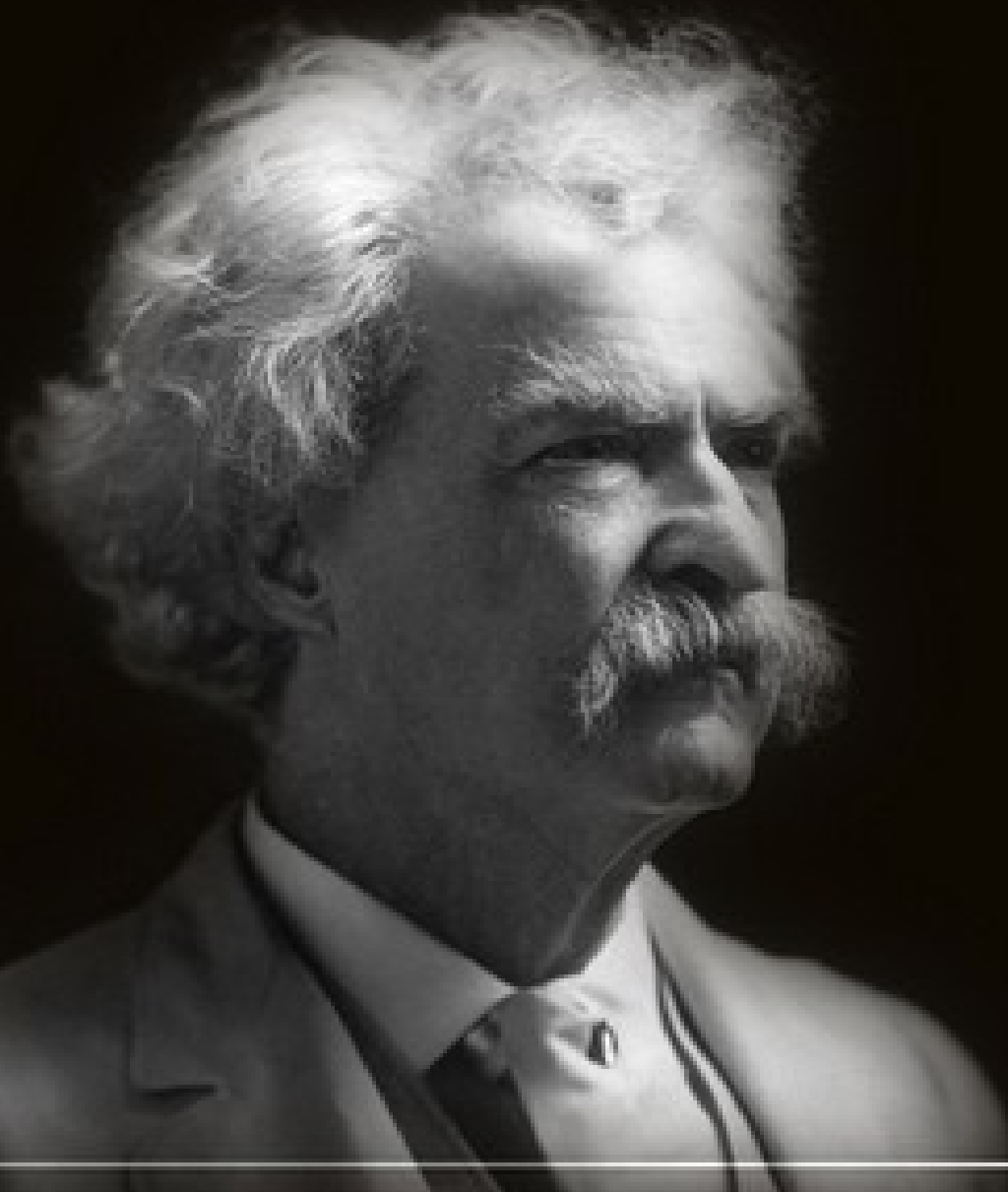
“...so email...is probably going away...”

- *Sheryl Sandberg, COO, Facebook, June 24, 2010*



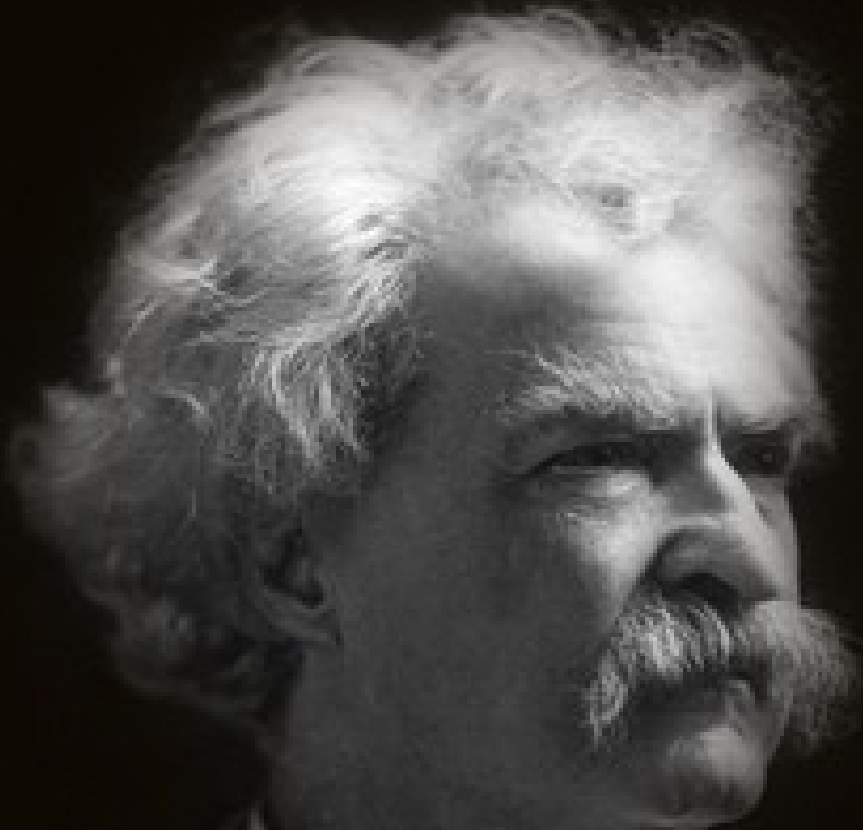
“The reports of my death have
been greatly exaggerated “

Mark Twain
1835-1910



“The reports of my death have
been greatly exaggerated “

Mark Twain
1835-1910



Tweets / day: 144 MILLION - Source: Twitter, Mar 2011



“The reports of my death have
been greatly exaggerated “

Mark Twain
1835-1910

Facebook posts / day: 1.79 BILLION - *Source: Digital Buzz Blog, Jan 2011*

Tweets / day: 144 MILLION - *Source: Twitter, Mar 2011*



“The reports of my death have been greatly exaggerated “

Corporate emails / day: 87.2 BILLION

Source: Radicati Group, “Email statistics report 2011”

Facebook posts / day: 1.79 BILLION - Source: Digital Buzz Blog, Jan 2011

Tweets / day: 144 MILLION - Source: Twitter, Mar 2011

Email and information chaos:
something has to change

The way people work
isn't working ...

- Mountains of information
- Email and task overload
- Too many applications
- Untapped expertise



Email and information chaos: something has to change

... email is a big
culprit ...

- Employees spend up to half of their time processing email¹
- Email is use inappropriately
 - Group conversations
 - File sharing
 - Project management
 - Notifications



¹ Courtney Rubin, "Study: Employees are Unproductive Half the Day;" Inc.com, March 2, 2011, www.inc.com/news/articles/201103/workers-spend-half-day-being-unproductive.html.

Email and information chaos:
something has to change

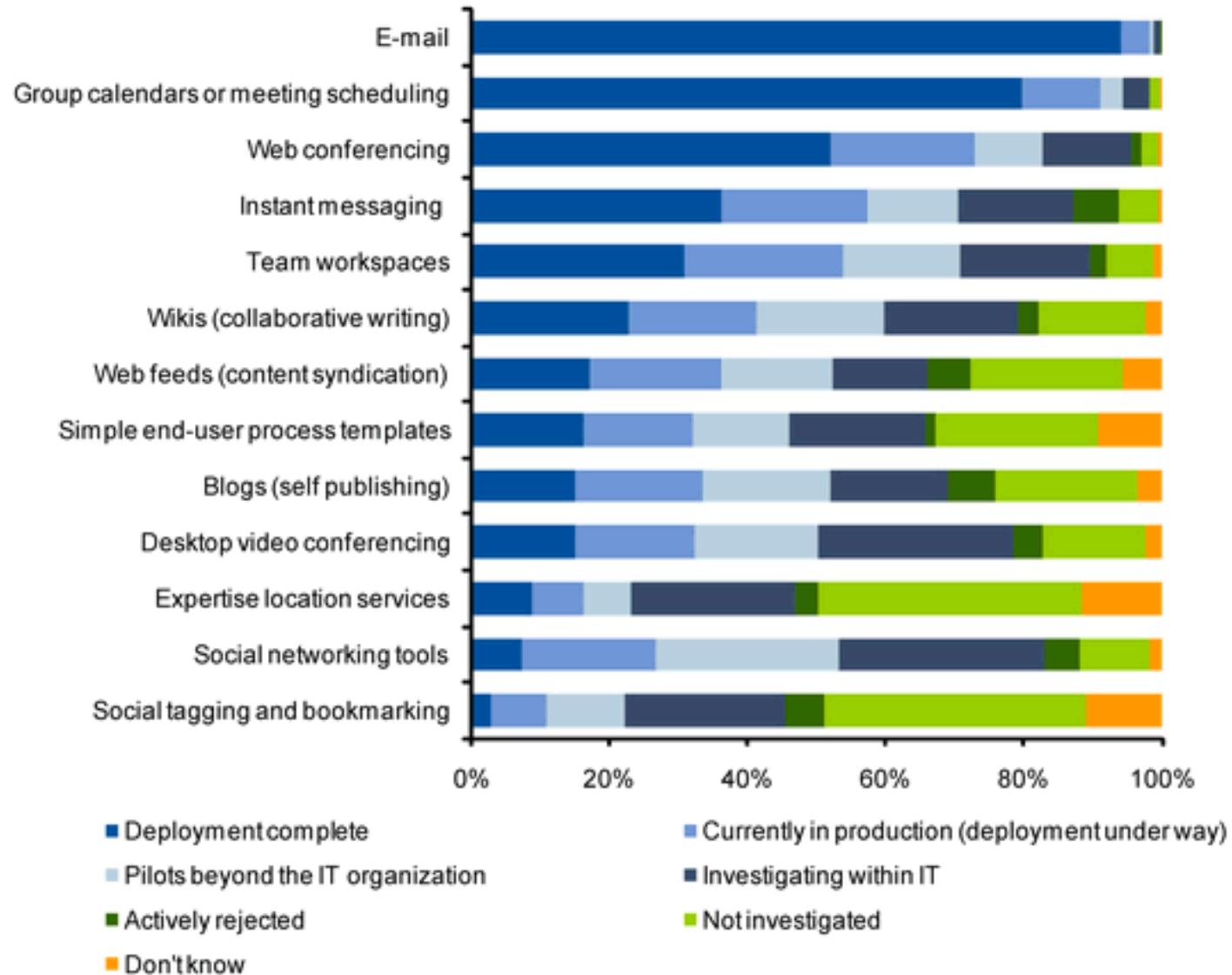
.. & must adapt
to a social world.

- People under 30 expect the same interactions through social tools at work
- **20%** of business users will use *social networking* instead of email as their *communication source* by 2014²
- Technology is changing how we live *and* work—and there are alternatives to email

“Growing rapidly and maintaining performance is challenging but we’ve been working on the premise of evolution, not revolution”

²“Business Gets Social,” July 2011, www.gartner.com/technology/research/business-gets-social/.

Social Networking Used by Some, Rejected by Few, Investigated by Most



So what can be achieved by just moving your email to the cloud?

~~Problems~~

Solutions



Email remains critical for a social business

At IBM it's all about

Evolution

Towards more effective business practices

NOT Revolution



Rethink the problems, Reinvent your business



IBM SmartCloud

Overview Consulting & Implementation Cloud Infrastructure PaaS IaaS SaaS Private Cloud Community

SmartCloud Foundation: the groundwork for your cloud. [Read more.](#)

IBM cloud computing: Rethink IT. Reinvent business.

What is cloud computing?
Cloud computing changes the way we think about technology. Cloud is a computing model providing web-based software, middleware and computing resources on demand.

By deploying technology as a service, you give users access only to the resources they need for a particular task. This prevents you from paying for idle computing resources. Cloud computing can also go beyond cost savings by allowing your users to access the latest software and infrastructure offerings to foster business innovation.



80% of the Fortune 500 use IBM cloud computing capabilities.

Connect with us 



IBM Connections

Social software for business.





IBM SmartCloud for a Social Business is a Collaboration platform in the Cloud

Our Strategy

Simplify and improve business interactions, through new productive social business practices, both internally and externally

Securely expanding the reach of your enterprise's collaboration capabilities beyond the company's perimeter via the cloud

Provide the ability to create new business value through seamless integration with applications

Evolution into productive new collaborative practices



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



IBM SmartCloud for Social Business- portfolio



IBM SmartCloud Meetings – from \$US6 per user, per month

Web meetings with video-casting, desktop and application sharing, instant messaging, and polling. Host meetings for up to 200 attendees with anyone outside your company. Intra-company meetings require subscriptions by all internal participants



IBM SmartCloud Connections – from \$US6 per user, per month

File sharing, communities, instant messaging, personal dashboard, user profiles, survey viewing, and project management (Activities).



IBM SmartCloud Engage Standard – from \$US8 per user, per month

Everything in IBM SmartCloud Connections and IBM SmartCloud Meetings.

IBM SmartCloud Engage Advanced – from \$US10 per user, per month

Everything in IBM SmartCloud Engage Standard and IBM SmartCloud Notes



IBM SmartCloud iNotes – from \$US3 per user, per month

Essential, web-based, security-rich mail and calendar with support for POP3, authenticated SMTP, IMAP, and IMAP IDLE

IBM SmartCloud Notes – from \$US5 per user, per month

Full-featured, security-rich desktop and web-based mail and calendar including integrated instant messaging and support for hybrid integration

IBM SmartCloud Traveler / Blackberry

Secure, managed Mobile mail functionality



IBM SmartCloud Notes

Best-in-class, cloud-based messaging for the enterprise

- Cloud-based Domino mail, calendar and contacts SaaS
- Hybrid or Service-only deployment models
- Accessed through the Internet via included Notes client or browser
- Integrated Sametime instant messaging
- Includes anti-spam/anti-virus
- Mobile services available
- 99.9% SLO / 25GB mailbox
- **Augment with additional IBM SmartCloud capabilities**



IBM SmartCloud iNotes

Low cost, browser based messaging capabilities

- Cloud-based Domino mail, calendar and contacts SaaS
- Not suitable for Hybrid deployment models
- Accessed through the Internet via browser
- Browser based instant messaging
- Includes anti-spam/anti-virus
- Mobile services available
- 99.9% SLO / 25GB mailbox

We decided to move employees to the cloud with LotusLive iNotes. With its simple administration tools and user-friendly interface, LotusLive helped take pressure off our migration team. We were able to move users quickly and easily without any interruption to our network or IT infrastructure. With LotusLive, users can now access their e-mail, anytime, any place.

Rosalyn Donnelly, IT Manager, C&D Foods

Augment with additional IBM SmartCloud capabilities



Moving email to the cloud is primarily about cost reduction



Lower
Cost
Generic



Higher
Customization



One Size Does Not Fit All Needs



So why augment with extended Collaborative capabilities?

~~Problems~~

Solutions





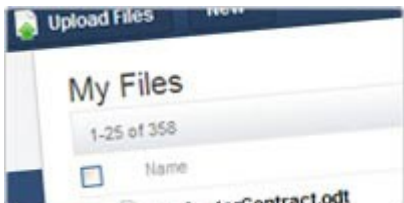
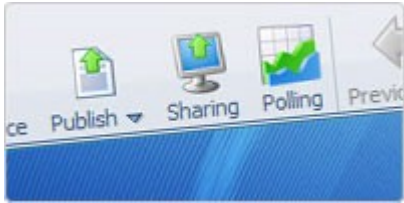
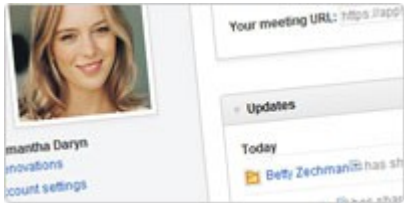
IBM SmartCloud Engage

Social Business Collaboration as a Service, extending collaboration beyond your organizational boundaries



Capabilities

- Share information more easily with customers, suppliers and business partners beyond company boundaries
- All data encrypted via Strong SSL EV
- Lower up-front investment
- Single Sign On (SAML)
- Work-ready integrated business applications
- 5GB file quota per user by default
- World-wide deployment available in over 20 languages



Differentiators

- No mining of your data for advertising or other purposes
- Capability for integrating your on-premises (e.g., .Net, Java, Domino, SAP, Filenet, etc.) and cloud-based applications
- Built on Web 2.0-based social networking model for more effective collaboration
- Unlimited Guest invitations at no-cost
- Complete set of integrated social and real-time collaboration tools

Features



+ Mobile



+ Integrated Apps



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Christopher Blake
IBM
My Account Settings

- Apps
- Communities
- Activities
- Files
- Forms
- Events
- Meetings
- Chat
- Downloads and Setup
- Labs

Support Forums

Storage



Get Started

Getting Started is easy! You can begin by completing these simple steps.

[What's New](#) | [Get Started](#)

[next >](#)

Meetings

ID: 923-404 **Host Meeting** **Join**

Require password

Generate meeting report

Your meeting URL:

News Feed

[All updates](#) [My updates](#)

Today

- Hiroshi Takeishi has shared the file 'Notes App Plugin Demo (CD2) with audio.mp4' with 'IBM.'
- Hiroshi Takeishi has shared the file 'ID229_Final - Make Your Microsoft Stack Social with IBM Connections.pdf' with 'IBM.'
- Hiroshi Takeishi has shared the file 'ID103_Final.pdf' with 'IBM.'
- Hiroshi Takeishi has shared the file 'ID102_Final.pdf' with 'IBM.'
- Hiroshi Takeishi has shared the file 'ID101 What's new in IBM Lotus® Domino® 8.5.3 and beyond_final.pdf' with 'IBM.'
- GRACE KELLY ALARCON has shared the file '8 disciplines of SMD.ppt' with 'IBM.'
- David Bell has shared the file 'Transitioning to IBM SmartCloud Notes (Whitepaper).pdf' with 'IBM.'
- VIVEK ASHAR has shared the file 'Byau' with 'IBM.'
- Emre Kavlakoglu has shared the file 'SmartCloud Enterprise online order' with 'IBM.'

Yesterday

- Pamela Gilday has shared the file 'IDAIIHandsQ1.odp' with 'IBM.'



Meetings



INTERNATIONAL BUSINESS MA... (US) https://apps.lotuslive.com/meetings/host#

Lock Conference Sharing Polling Previous Next Pointer Highlighter Erase Record Audio Sign Out

Present Files

Actions Stop Presenting

Click a file to present it.

- Cloud Suite Alterna...odt
- DP Architects ST 8....pdf

Total: 2 (Maximum: 30)

Invitations

Enter recipients and an optional, custom message.

Browse Contacts

Enter email addresses, names, or communities...

Invitation Preferences

Choose a language: English Preview

Add a custom message (optional):

Send Invites

Feedback Survey

To Do Items

Enter to do items captured in this meeting, so they can be tracked in an activity.

To do:

Assigned to:

Enter a name...

Activity for this to do item:

Make a selection...

Create To Do Clear Form

IBM

IBM Cloud Collaboration Platform - Comparison

March 2012

Social collaboration platform from IBM

Today's standout organisations thrive as social businesses

Table of Contents

- Cloud Suite Alternatives 4
 - The Difference in the IBM SmartCloud for Social Business Approach 4
 - What is Social Business Collaboration? 5
 - Why are Business and Governments moving towards Social Business Collaboration? 5
 - Comparison of 3 Different Strategies and Approaches 6
 - IBM SmartCloud for Social Business – Brief Capability Overview 7





IBM IBM My Dashboard People Apps Christopher Blake Help Log Out

Files My Files Search Recent People

Upload Files New Folder

Pinned Files

My Files

Shared With Me

Shared By Me

Community Files

IBM Files

Trash

Pinned Folders

Add frequently-used folders here by clicking the pin icon

My Folders

Folders Shared With Me

IBM Folders

Tags

No tags found

Sharing

with an organization

with one or more people

with no one (private)

Date updated

Upload Files

*Files:

Tags:

Share with: No one (visible to me only) People or Communities Everyone in IBM

Allow others to share these files Allow files to be shared with people outside of my organization

Security: Encrypt the contents of these files

New to Files?

Upload and share your files, and collaborate on files shared with you. Organize your files. Click "Upload Files" to add a file.

Tip: Click ? to see help on a specific feature or click Help to view all help topics.

My Files

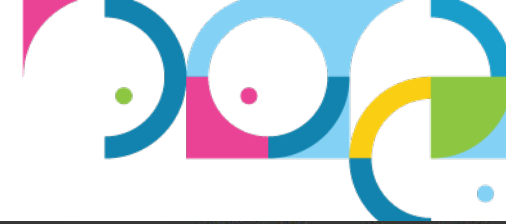
Files that you own.

1-20 of 20

Sort by: Name Updated Downloads Comments Recommendations

- ID233 IBM LotusLive Social Collaboration Services Easy-to-use Integrated E-mail Social Business capabilities and Third-Party Applications from the Cloud.pdf**
Created Mar 16
- ID236 IBM LotusLive Notes and the Hybrid Configuration.pdf**
Created Mar 16
- ID234 Trusting Your Data to IBM LotusLive Notes.pdf**
Created Mar 16
- ID235 Demystifying IBM LotusLive Notes Administration.pdf**
Created Mar 16 | 1 download
- DP Architects ST 8.5.2.pdf**
Updated June 29, 2011
- The Advantages of an Enhanced Communication & Collaboration Platform.pdf**
Updated December 21, 2010 | 1 download
- The Advantages of an Enhanced Communication & Collaboration Platform.mov**
Updated December 21, 2010 | 3 downloads
- The TCO of IBM Lotus Notes Domino Email, Presence & Messaging within Singapore Power.odt**
Updated October 26, 2010 | 3 downloads





Activity Outline

- Recent Updates
- To Do Items
- Trash
- Members
- Sections
- Tags
 - Find a Tag
 - lotuslive security
 - Cloud | List

Activity Goal - How to respond to customers about LotusLive security... [more]

Display: [List] [Grid]

Step 1: Research Cloud Security

Introduction to IBM Cloud Security Strategy - 10 Slides	chuck stauber	May 25, 2011	More
LotusLive Engage Security Overview	chuck stauber	May 25, 2011	More
Katherine Holden's Security Whitepaper Collection	chuck stauber	Apr 19, 2011	More
Gideon's Security documents	chuck stauber	May 25, 2011	More
Security and Compliance public source documents	chuck stauber	May 25, 2011	More

Step 2: Learn How to Respond to the Most Common Security Questions

How is my data protected - Strategy Hide
 updated by chuck stauber | May 3, 2011

LotusLive Engage allows users to exchange information and meet online to collaborate without security concerns. Its security approach is based on a security-rich infrastructure, policy enforcement points providing application security, and human centered security. LotusLive Engage draws on security competency centers across IBM, including Software Group, Services, and Research. Our innovation and leadership on cloud collaboration security will continue as we expand and improve our services. At IBM and within Lotus, we strive to implement security and privacy best practices. The LotusLive Notes security controls provide a range of protection of e-mail while enabling business operations. LotusLive Notes helps to protect our customers' information through governance, tools, technology, techniques, and personnel.

More Actions

Who has access to my data - Privacy	chuck stauber	May 3, 2011	More
What is the network security - Data In transit	chuck stauber	May 3, 2011	More
Have you completed a SAS70 audit	chuck stauber	Dec 20, 2011	More
What about compliance - HIPPA FISMA	chuck stauber	May 25, 2011	More

Step 3: Know What to Give a Customer Asking More about LotusLive Security

ISO 27000 Paper - coming soon	chuck stauber	May 25, 2011	More
Public documents - whitepapers about the service	chuck stauber	May 10, 2011	More
FAQs - LotusLive Common Questions and Responses	chuck stauber	Jan 28	More

Step 4: Know How to Request a Security Workshop - If required

Feed for these entries



Communities



IBM IBM My Dashboard People Apps Christopher Blake Help Log Out

Communities My Communities Search

I'm a Member I'm an Owner

Tags Find a Tag

- 2011 ariba bpi competitive compliance expresso lotus lotuslive lotuslive_inotes lotuslive_notes lotuslive_security lotusphere philippine s salesforce.com sc/in sc/s security sfdc silanis singapore smartcloud_inotes smartcloud_notes smartcloud_social sonian sugarcrm teampoint transend trilog ups

Cloud List

New to Communities?

Use this page to keep track of your communities. Filter the display to show the communities you own or the communities you belong to.

Tip: Click [?](#) to see help on a specific feature or click Help to view all help topics.

[Learn More](#)

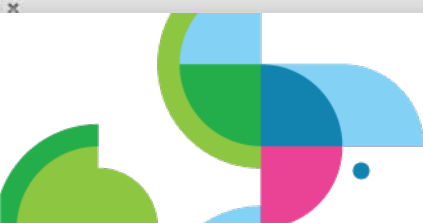
My Communities

[Start a Community](#)

1-10 of 10 Page 1

Sort by: Date Popularity Name

- SmartCloud for Social Business Information Sharing** Restricted
208 members | Updated by [Hissan Waheed](#) | Mar 22 | Tags: lotuslive, smartcloud_social
A community for IBMers looking for information on LotusLive - from sales to technical to partner applications. This is an IBM internal only community, and contains materials and discussions that are not necessarily for use with customers, along with sales materials. If uncertain, please check wi
- SmartCloud/Social Competitive** Restricted
193 members | Updated by [Nate Sirota](#) | Mar 20 | Tags: competitive, smartcloud_social
- ICS Business Partner Community for Philippines and Indonesia** Restricted
54 members | Updated by [Lindsay Hansen](#) | Mar 16 | Tags: No tags
Welcome to the ICS Business Partner Community Page for Philippines and Indonesia! Selamat datang di Komunitas Mitra Bisnis ICS untuk Filipina dan Indonesia! Welcome Ka Dito sa ICS Business Partner Community Para sa Pilipinas at Indonesia! 歡迎 ICS業務合作夥伴社區菲律賓和印尼！
- SmartCloud/Notes** Restricted
198 members | Updated by [Gideon Sheps](#) | Mar 15 | Tags: lotuslive_notes, smartcloud_notes, smartcloud_social
- SmartCloud/iNotes** Restricted
195 members | Updated by [Gideon Sheps](#) | Mar 15 | Tags: lotuslive, lotuslive_inotes, sc/in, smartcloud_inotes, smartcloud_social
Community for information and discussion of the LotusLive iNotes mail platform as well as the "Outblaze Mail Platform" version that can be used with Telco and ISP resellers.
- SmartCloud/Social Integrated Apps** Restricted
192 members | Updated by [Gideon Sheps](#) | Mar 9 | Tags: ariba, expresso, lotuslive, salesforce.com, sfdc, silanis, sonian, sugarcrm, teampoint, transend, trilog, ups
Information about LotusLive integrated partner services
- SmartCloud/Social - Security & Compliance** Restricted
195 members | Updated by [Gideon Sheps](#) | Mar 9 | Tags: compliance, lotuslive, lotuslive_security, sc/s, security, smartcloud_social



Email remains critical for a social business

At IBM it's all about

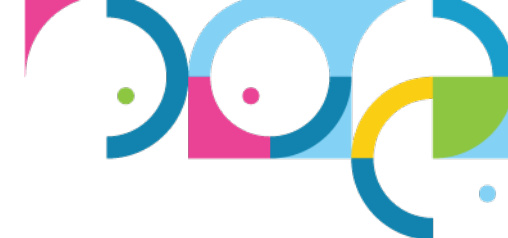
Evolution

Towards more effective business practices

NOT Revolution



IBM SmartCloud is resonating with many!



KeyBank

 **BRUNSWICK**



 **Agrofel**



Colleagues in Care
GLOBAL HEALTH NETWORK

Signature Mortgage
an Inc. 500 Company

sto




Marriott


vasan eye care
Hospital
ENHANCING VISION
A Vasan Healthcare Enterprise
www.vasaneye.in



Läraryförbundet



BIRMINGHAM METROPOLITAN COLLEGE
shaping futures • changing lives

minilec
An ISO 9001 Company

CLOUDMORE

Lilly



COLGATE-PALMOLIVE COMPANY

 **GENERAL MILLING CORPORATION**

Panasonic
ideas for life

Varsity



NEWLY WEDS FOODS
CUSTOMIZED TASTE TECHNOLOGY

 **CANDEREL**

 **LPR**
smart pooling services





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◀ ● ○ ○ ○ ○ ▶

"...bumbu desa didirikan sebagai wujud dedikasi dan apresiasi kepada para jagoan-jagoan masak jaman dahulu, ibu-ibu rumah tangga dan pembantu-pembantu rumah, yang telah berjasa dalam memperkaya khasanah dan citarasa masakan sunda, sehingga menjadi kekayaan keanekaragaman citarasa nusantara sampai saat ini..."

 Share This

KONSEP BARU



Konsep baru akan segera hadir di mall-mall dan pusat-pusat perbelanjaan terkemuka..

[LEBIH LENGKAP](#)



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Collaborating beyond Enterprise Boundaries

Mobile Survey Participant Information About Us Careers Contact Us



Australian Bureau of Statistics

★ Rate the ABS website

Home First Visit? Statistics Services Census Topics @ a Glance Methods & Standards News & Media Education Links Help



search

- All Statistics
 - Statistics
 - Understanding Statistics
 - Statistical Geography
 - Statistical Quality Management
- National Statistics
 - Australia's Population
 - Key Economic Indicators
 - Census Data
 - Consumer Price Index
 - Labour Force
 - National Accounts
 - Measures of Australia's Progress
- Regional Statistics
 - Selected information with a regional focus
 - National Regional Profile
 - State and Territory Indicators
- Key Products
 - Australian Social Trends
 - Australian Year Books
 - Australian Economic Indicators
 - Papers and Articles
 - Selected information & statistics on a range of topics

All Headlines

Spotlight on ...



Australian Social Trends - Featuring new podcast

Did you know that over a million Australians with disability engage in work? The March issue of Australian Social Trends looks at disability, low income and wealth households, homelessness as well as marriage and divorce. To find out more, and check out our new podcast, visit [Australian Social Trends](#) (cat. no. 4102.0)

Product Releases

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Main Economic Indicators

Media Releases

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Subscribe

Releases for Thursday 29 March 2012 at 11.30am (Canberra time)



Job vacancies 182,200 in February 2012, down 0.3% from November 2011 (trend) - [Job Vacancies, Australia](#) (cat. no. 6354.0)



Australia's population growth rate remains steady - [Australian Demographic Statistics](#) (cat. no. 3101.0) [View the Media Release](#)



Bank deposits account for 54.3% of bank liabilities, highest since June 1996 - [Australian National Accounts: Financial Accounts](#) (cat. no. 5232.0)

This page last updated 29 March 2012

AUSTRALIAN POPULATION CLOCK
22,862,562
 1 new person: 1 min 34 sec
[How does this work?](#)

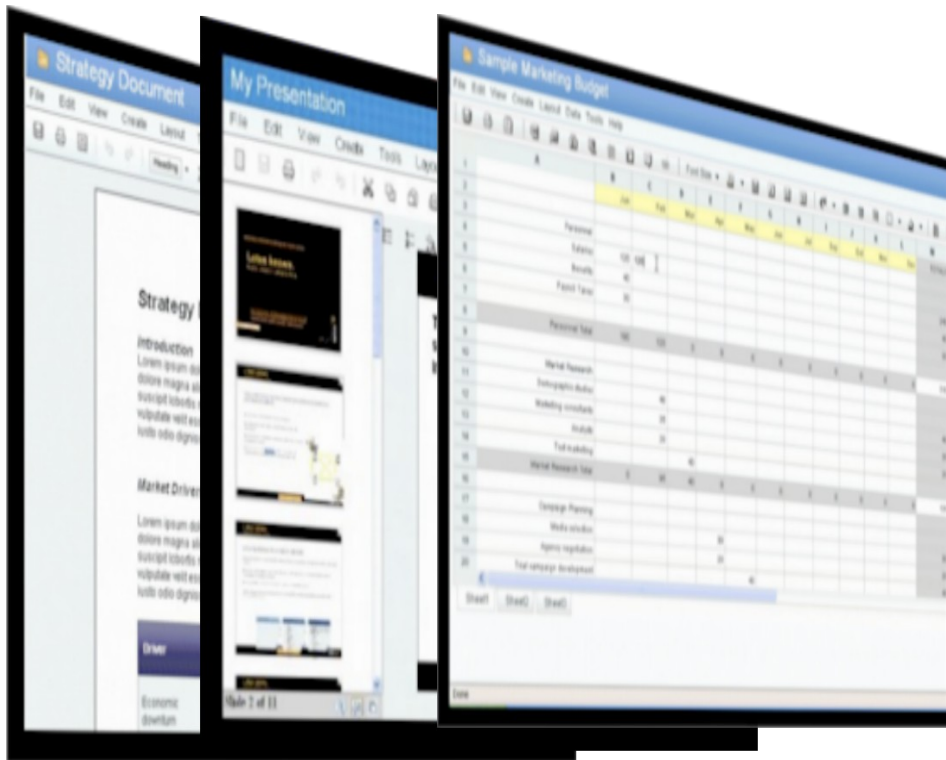
MicroDATA
[View All](#) [Pause](#) [Play](#)



Extending the IBM Portfolio with IBM Docs



Web-based collaborative editors for creating, sharing and collaboratively authoring word processor documents, spreadsheets and presentations.



Designed to support both SaaS offerings through IBM Commercial offerings, like LotusLive as well as private cloud implementation in customers' data centers.

More than editors through a browser

- ✓ Extends IBM Connections and LotusLive Engage
- ✓ Real-time co-editing
- ✓ Author presence awareness
- ✓ Live sections
- ✓ Commenting & discussions
- ✓ Assignment and notifications
- ✓ Revision management
- ✓ Task management
- ✓ Attention management

IBM SmartCloud Integrated Apps

Infuse Open Standard social capabilities into business processes



Selling



B2B Commerce



Digital Signing

TRILOG GROUP®



Managing Projects (NEW in Q4!)



Collaborative Doc Editing



Scheduling Meetings



Policy-Document Compliance



Archiving



Talking

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IBM Software Roadshow

So what About Security?



IBM SmartCloud, multi-tenant model

- Companies sign-up for LotusLive
- Each company's content is their property
- Data separation is achieved by an access control security-rich architecture
- “Private” by default; opt-in, where applicable
- Restricted “Internal Only” content
- Guests – and any external user – can only access content to which they have been granted explicit access or authored
- Users' rights management per content within each feature: Content Owner, Editor, Reader



Data Center Security



IBM has deployed its services with high-availability enterprise-class data centers, high-performance network services and operational capabilities

- Physical monitoring
- Closed-circuit TV
- Biometric cage controls
- Redundant power
- Redundant network connectivity
- High-availability for all servers
- Layered firewall infrastructure
- Deployed network and application intrusion detection
- Real-time anti-virus at application/server-level
- Audit logs for logging and analysis of security related events



IBM SmartCloud Globally Distributed Data Centers



IBM SmartCloud Data Centers

- Distributed data centers in **North America** and **Asia Pacific**; designed for optimal global network efficiency and data localization

IBM SmartCloud Network

- Leveraging Akamai's Web Application Accelerator and Caching technology to ensure consistent and reliable application performance and routing
- Accelerator technology deployed in over 71 countries, utilizing more than 95,000 points of presence



Highly available infrastructure protects service from single points of failure

Backup and Disaster Recovery (DR)

- Data backed up incrementally to protect against data tier or data center failure.
- 8-hour recovery point objective (RPO), the most data that will be lost in the event of a disaster
- 12-hour recovery time objective (RTO), the time it takes to restore production services

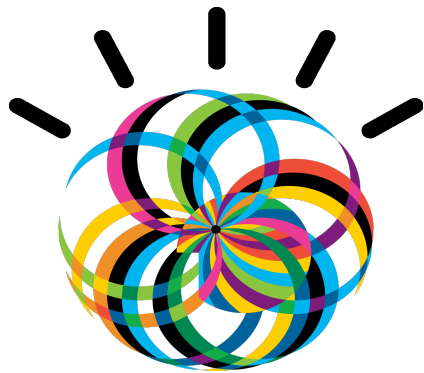
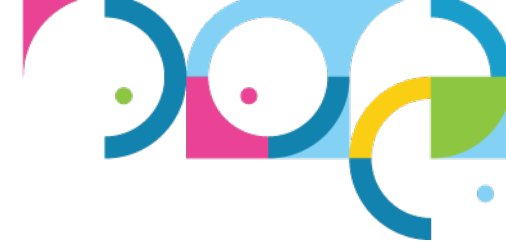


So what can be achieved by just moving your email to the cloud?

~~Problems~~

Solutions





Get Social. **Do Business.**

