

Collaboration Strategy

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Agenda

- **Core concepts and requirements**
- Collaboration solutions strategy
- Emerging capabilities & IBM Project Vulcan

Lotus knows.

Smarter software for a Smarter Planet.

Lotus Knows: Smart Work . . . is about people and collaboration

500 Million

social networking
users by 2012

1 Trillion

connected intelligent
devices in the world

\$650 Billion

in productivity is
lost because of unnecessary
business process interruption



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A new economic environment will require a new approach

CEOs describe a complex economic environment

More uncertain
Less predictable

Structurally different
Sustained change

More volatile
Deeper/faster cycles, more risk

More complex
Multi-faceted, interconnected



Standout organizations capitalize on complexity in three ways:

**Embody
creative
leadership**

**Build
operating
dexterity**



**Reinvent
customer
relationships**

High performing organizations are making a shift toward new, more collaborative ways for their people to work

Organizations that significantly outperform their peers are:

2.4

times as likely

To be able to display and deliver information to meet the needs of various audiences*

2.8

times as likely

To enable their people to collaborate to gain insights and increase productivity*

3.8

times as likely

To have deployed collaborative spaces for their people*

89% of CEOs believe their customers will expect more collaboration and information sharing over the next five years.**

* Source: IBM Working Smarter Study 2010

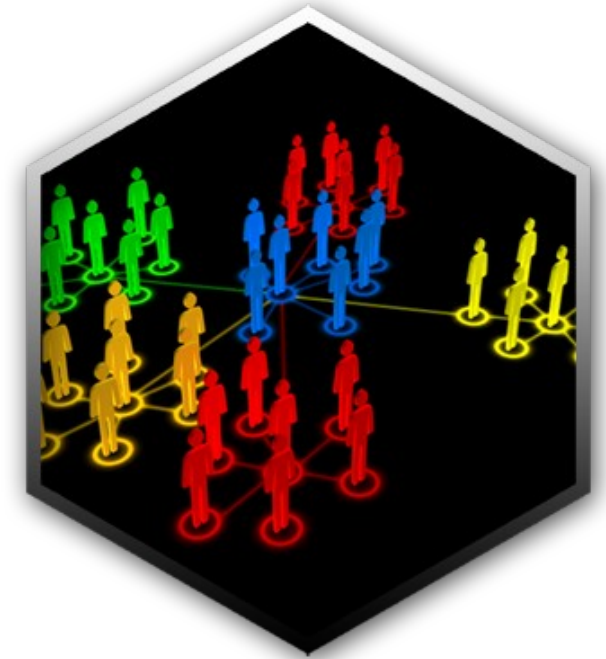
** Source: "Capitalizing on Complexity," 2010 IBM Global CEO Study

We Need to Work Smarter

2/3 of people know there are colleagues who can help...
they need to know how to find them

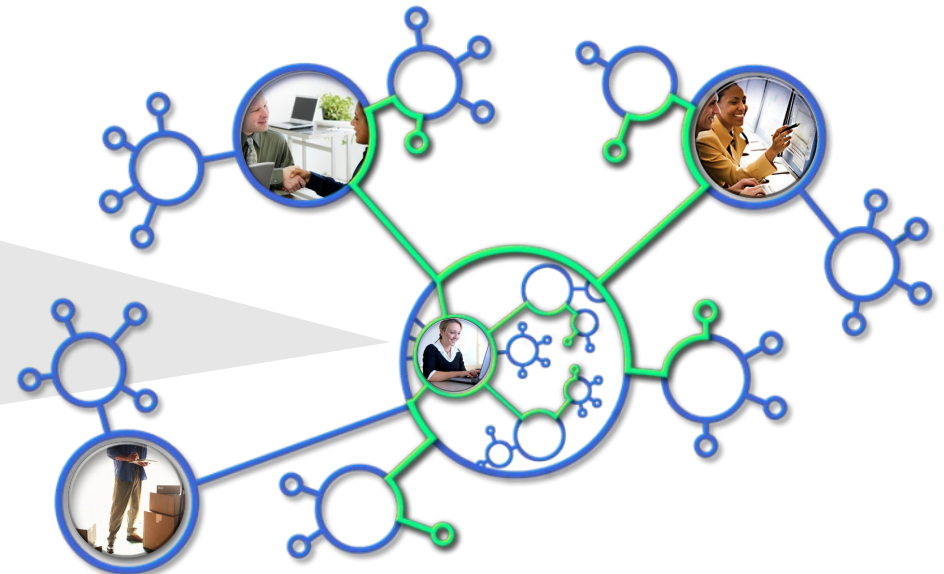
42% make decisions with
the wrong input at
least once a week

2 hours per day spent looking for the
right information and expertise



Sources: Harris Interactive / Tacit Knowledge poll; Accenture study

Collaborative ways of working improve individual effectiveness and connect people to tap new sources of organizational potential



Bringing together the right information, expertise, and insight when **people** need it helps them be their **most effective**

Connecting people across the **business network** that extends to employees, customers, and partners anywhere they are located unlocks **organizational potential**

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The Lotus vision – providing choice

User Experience

Natural, intuitive, adaptive user experience



Web Browser

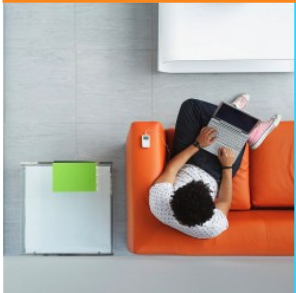


Desktop Clients



Mobile Client

role-based



process-driven

in context

Investment Protection & Cost Control

- Multiple client, server, and mobile platforms
- Lower TCO
- Open vendor solutions
- Integration platform for your business applications
- Collaborative Services



Flexible Delivery Models

On premises, appliance



Cloud



Lotus knows.

Smarter software for a Smarter Planet.

The Lotus business platform



Universal Access

A blue horizontal bar containing icons for a mobile phone, a PDA, a laptop, a globe, and the Windows logo.

Messaging Communicating Connecting Integrating

The Lotus logo is positioned vertically on the right side of this section. The four boxes contain icons for a calendar and envelope (Messaging), a globe and telephone (Communicating), a network of people (Connecting), and a computer screen with a document (Integrating).

Open Standards Architecture

Business Applications

An icon showing three interlocking gears, representing business applications.

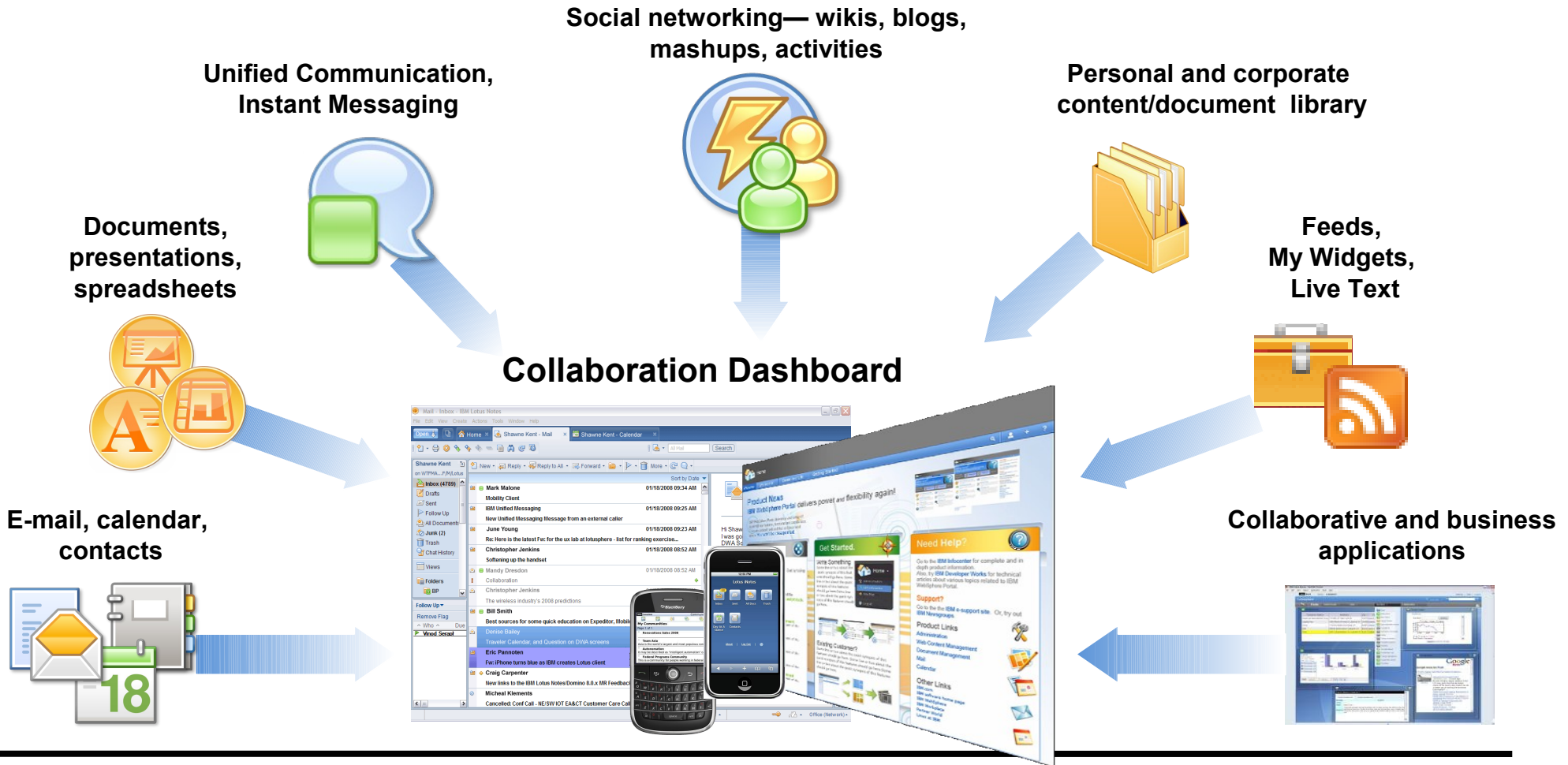
Information Management

An icon showing a document with a grid, representing information management.

Lotus knows.

Smarter software for a Smarter Planet.

Collaborate in context from a single, unified view

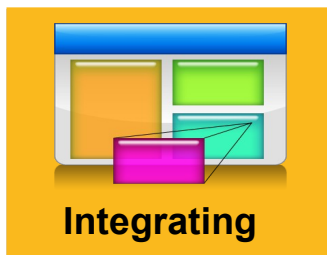


Leveraging **ALL** your current investments

ORACLE DB2 SAP BlackBerry FileNet P8 EMC² where information lives[®]

Windows Apple Linux IBM CISCO AVAYA

Flexible solution delivery strategy



Cloud / Online

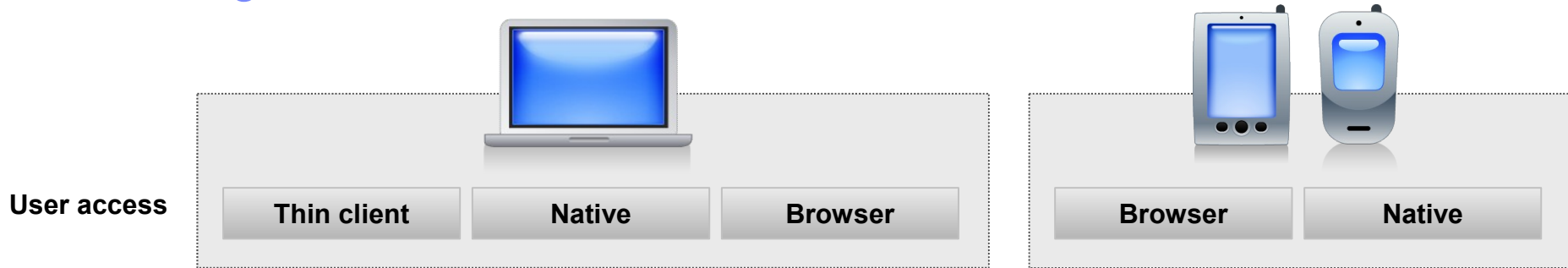


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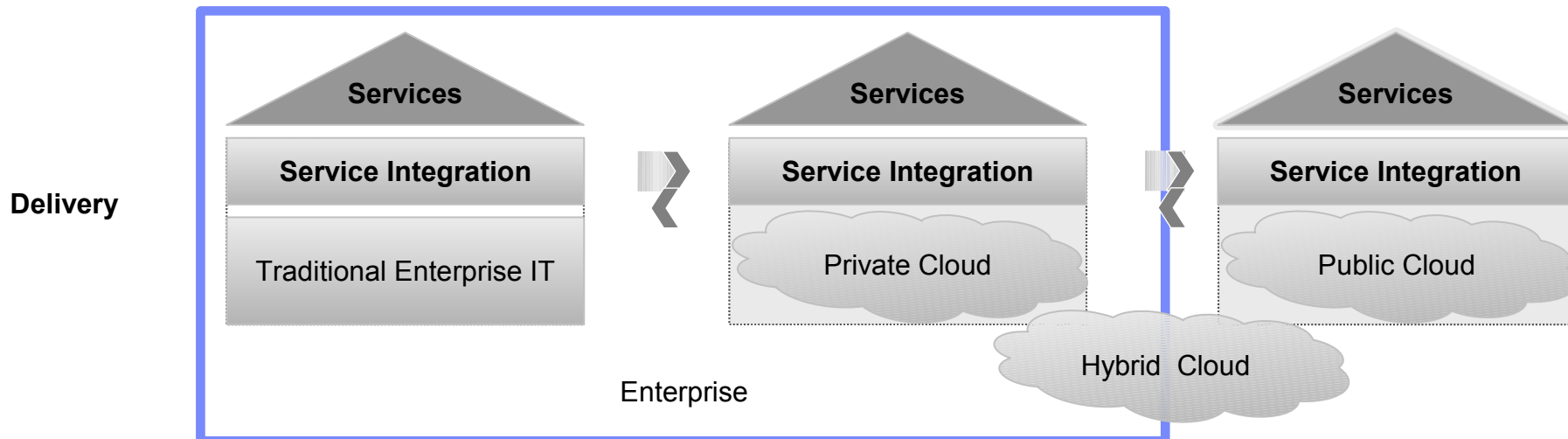
Next-generation work environment



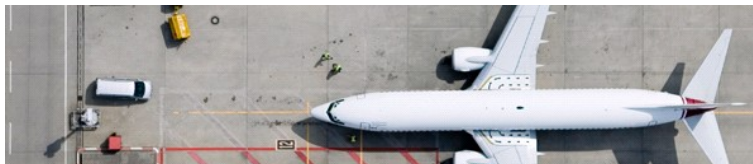
Ease of use – Self service – Mobility – Local capability – Dynamic deployment – Ease of development



Choice of delivery model – Enterprise integration – Loose coupling – Security and governance

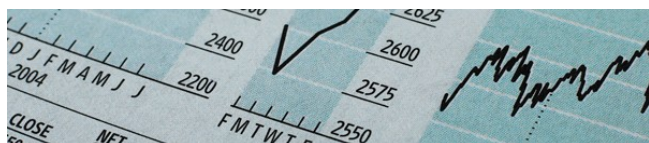


IBM Project Vulcan presents a vision for how people will work collaboratively in the future



Applying **social analytics** to prioritize what's most important to the individual

Integrating **business applications and collaboration** to streamline the way people work



Enhancing **attention management** to eliminate costly distractions

Emphasizing a **consistent experience** to enable productivity any time, anywhere

Lotus knows.

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IBM Project Vulcan offers a blueprint for the evolution of the portfolio, based on four principles

Continuity

Building on today's capabilities for a smooth path to tomorrow

Convergence

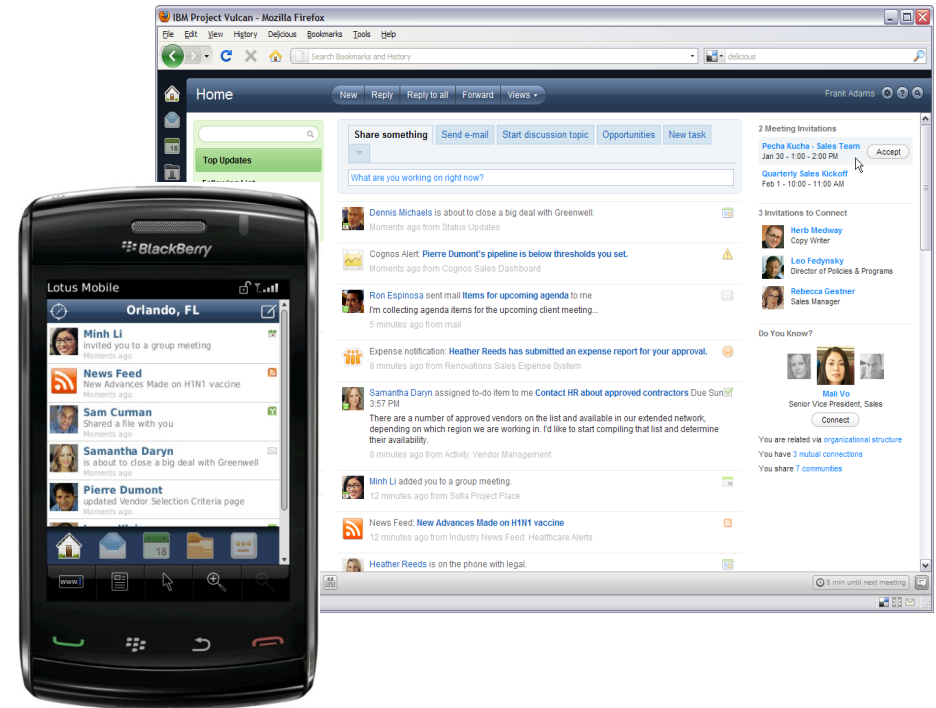
Unifying the experience to best meet individual needs across access and delivery models

Innovation

Applying analytics to understand individuals and empower people to work in new ways

Opportunity

Making possible the next generation of solutions built on an open foundation



The IBM Project Vulcan blueprint is designed to enable new breakthrough solutions on IBM software and cloud assets

- **Increased end-user productivity**
 - Simplified collaboration environment integrating messaging, social collaboration, unified communications, and applications
 - Attention management, social analytics features
 - Flexible user access options (mobile, web, desktop)
- **Accelerated deployment and updates**
 - Hybrid delivery
 - Thin clients
 - Standardized integration framework
- **Flexible solution selection**
 - Choice of delivery models for key functions
 - Choice of capabilities based on loosely coupled modular architecture
- **Strong ecosystem strategy**
 - Inclusive application model
 - Open foundation technologies
 - Increased standardization and reuse

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IBM Project Vulcan helps people drive business forward



"IBM Project Vulcan is Lotus's vision for the future. It's a good vision—it's not technology-centric but rather user-centric."

– Guy Creese, Gartner Group



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Project Concord: Web-based collaborative editors for creating, sharing and collaboratively authoring documents

- Word processing, spreadsheets and presentations
- Simple enough for anyone to use yet robust enough to meet the needs of many business users
- Supports working individually or in teams
- Documents are containers of live content – not static snapshots
- Does not require desktop editors

The screenshot shows a web browser window displaying a document titled "Sales Forecast". The interface includes a menu bar (File, Edit, View, Create, Layout, Table, Tools, Help) and a toolbar with various editing tools. The document content is divided into sections: "Background Statement", "Market Overview", and "Market Position". A "Comments" sidebar on the left shows a comment from "Joe Soap" dated "Apr 20, 2010 at 1:27PM" with the text "Market overview needs to account for indirect as well as direct competitors." A "John Doe" notification box at the bottom left lists recent edits: "John Doe edited in section 'Market Position'", "John Doe edited in table", "John Doe edited in section 'Background Statement'", and "John Doe edited in section 'Market Overview'". The document text is in a serif font and includes placeholder text like "Am facilis men typing here".

- Co-editing (real-time and async)
- Contextual commenting
- Web clipping
- Smart Tables
- Task management
- Editing approvals
- Templates

Project Concord Smart Tables transform simple document tables into dynamic Web Tables

- Integrated editor table function
- Richer table edit capabilities
- Semantic information of table preserved with microformats

In 33 of the 50 U.S. states, the state capital is not the state's most populous city. Only two of the state capitals, Trenton, New Jersey and Carson City, Nevada border another state, while Juneau, Alaska shares a border with the Canadian province of British Columbia.[a] The dates listed in the following table indicate the year in which the city started to continuously serve as the state's sole capital.

State ^	Date of statehood	Capital	Capital since	Most populous city?	Municipal population	Metropolitan population
Alabama	1819	Montgomery	1846	No	200127	469268
Alaska	1959	Juneau	1906	No	30987	42451
Arizona	1912	Phoenix	1889	Yes	1512986	4039182
Arkansas	1836	Little Rock	1821	Yes	204370	652834
California	1850	Sacramento	1854	No	467343	2136604
Colorado	1876	Denver	1867	Yes	566974	2408750
Connecticut	1788	Hartford	1875	No	124397	1188241
Delaware	1787	Dover	1777	No	32135	40838
Florida	1845	Tallahassee	1824	No	168979	336501
Georgia	1788	Atlanta	1868	Yes	486411	5138223
Hawaii	1959	Honolulu	1845	Yes	377357	909863

Customize

Search

Most Populous City? 50

20 Yes

30 No

Municipal Population 50

10 20000 - 30000

10 30000 - 40000

10 40000 - 50000

10 50000 - 60000

5 60000 - 70000

5 70000 - 80000

The Lotus Mission: *Helping People Drive Better Business Outcomes*

Reduce costs

to improve the effectiveness of your people while optimizing your costs

Build deeper relationships

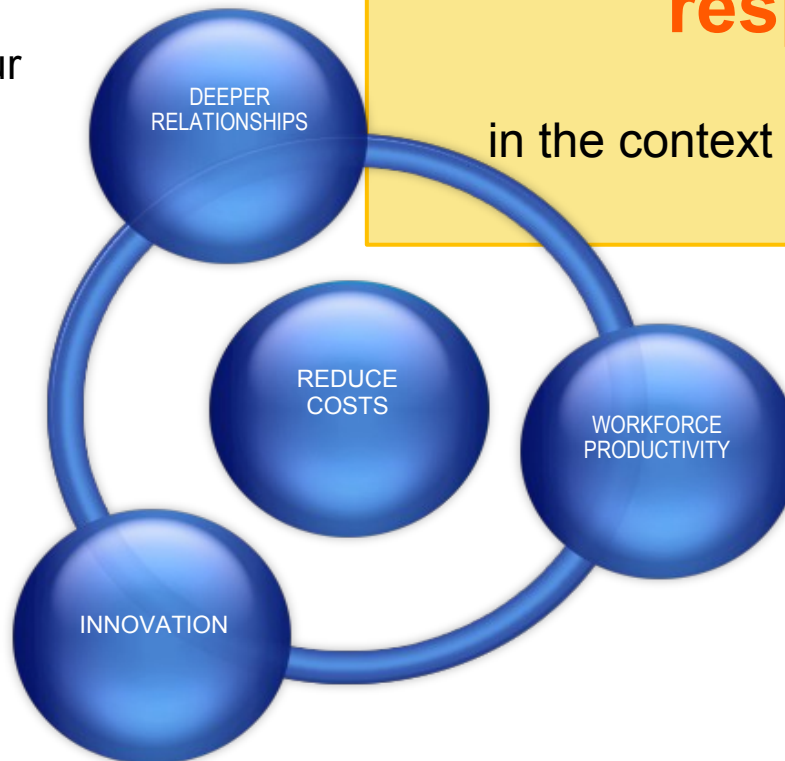
to work more closely with your clients and partners to protect your revenue streams

Increase workforce productivity

to improve the agility of your business and quality your results

Spur innovation

to position your company to grow while surviving the downturn



The Lotus Mandate:



Empowering people to be
more effective,
responsive and
innovative
in the context of the work they do

