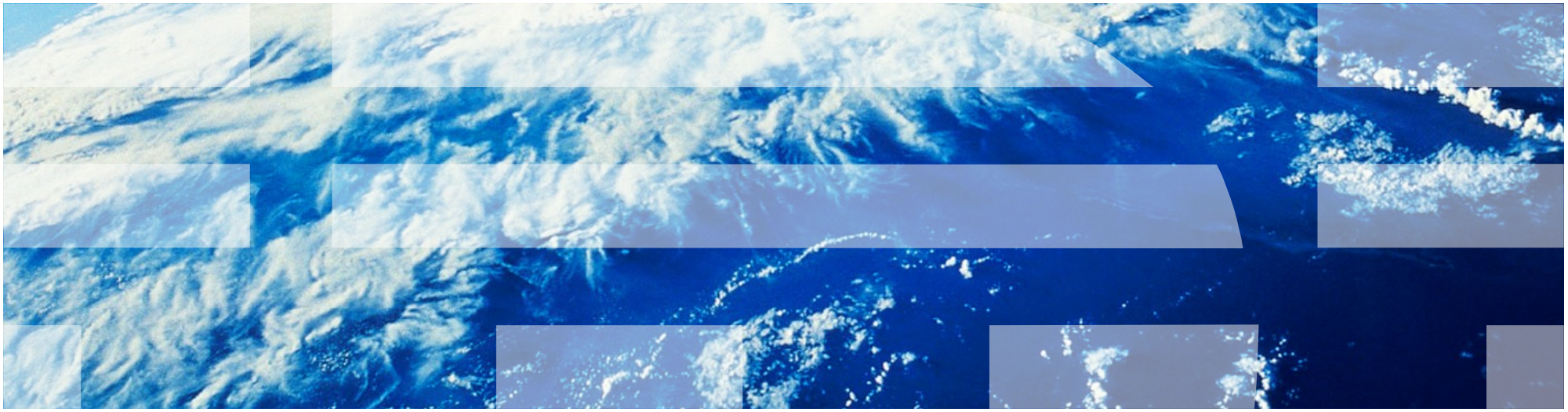
Collaboration Strategy



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Agenda

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

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Agenda

- **Core concepts and requirements**
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Smarter Planet is

Instrumented

Interconnected

Intelligent

Smarter Water

Smarter Energy

Smarter Traffic

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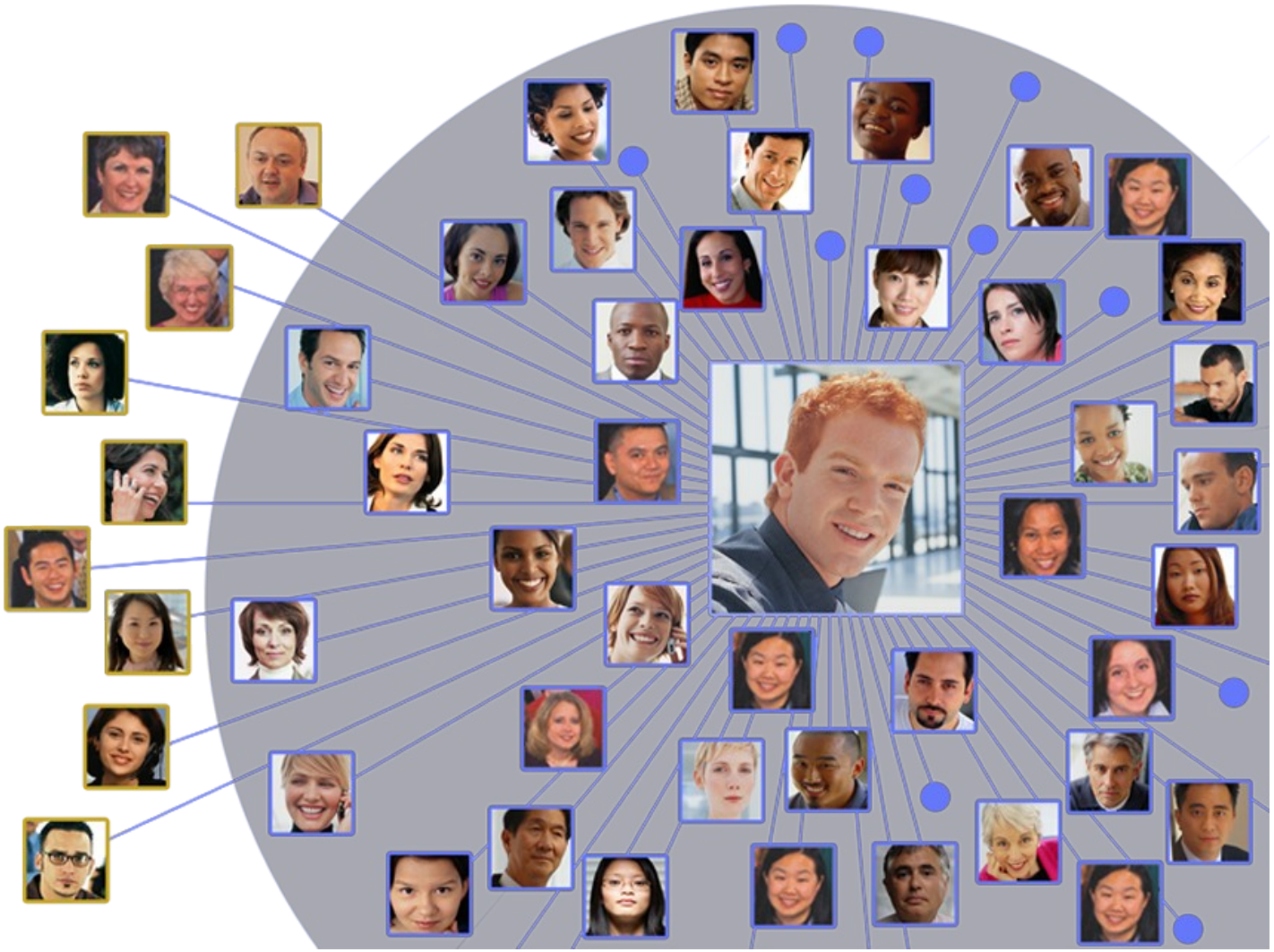
Lotus Knows: Smart Work . . . is about people and collaboration

500 Million
social networking users by 2012

1 Trillion
connected intelligent devices in the world

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

$650 Billion
in productivity is lost because of unnecessary business process interruption



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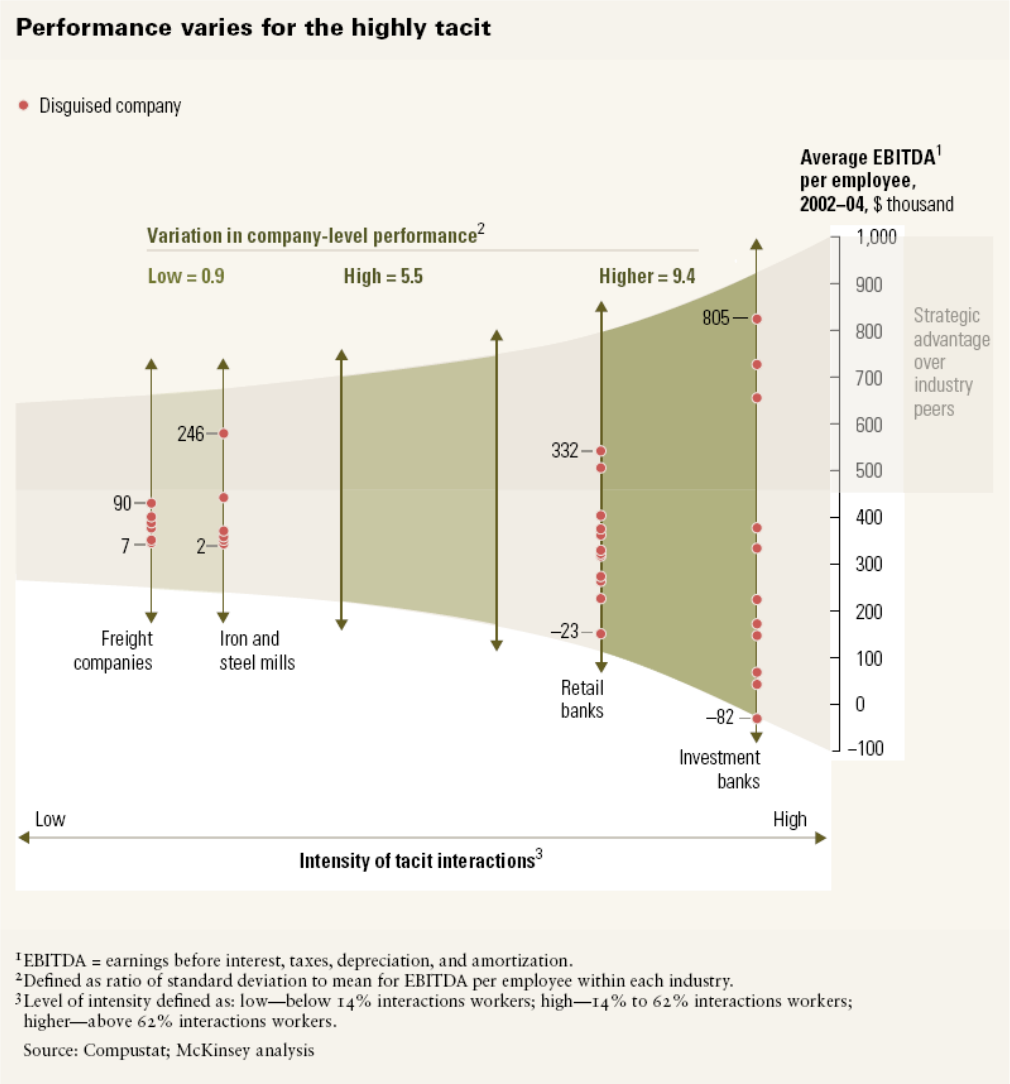
Performance varies for companies that depend on tacit interactions (McKinsey study)



Tacit interactions: *The exchange of information, the making of judgments, and a need to draw on multifaceted forms of knowledge in exchanges with coworkers, customers, and suppliers*

Widening performance variation reflects:

- **More competitive headroom** to improve productivity of those who undertake tacit interactions
- **Understanding of how to gain performance lead** by making tacit workers more effective, versus efficient

Scott C. Beardsley, Bradford C. Johnson, James Manyika: "Competitive advantage from better interactions "
The McKinsey Quarterly, 2006 Nr.2, p53-63 (www.mckinseyquarterly.com/links/21293)

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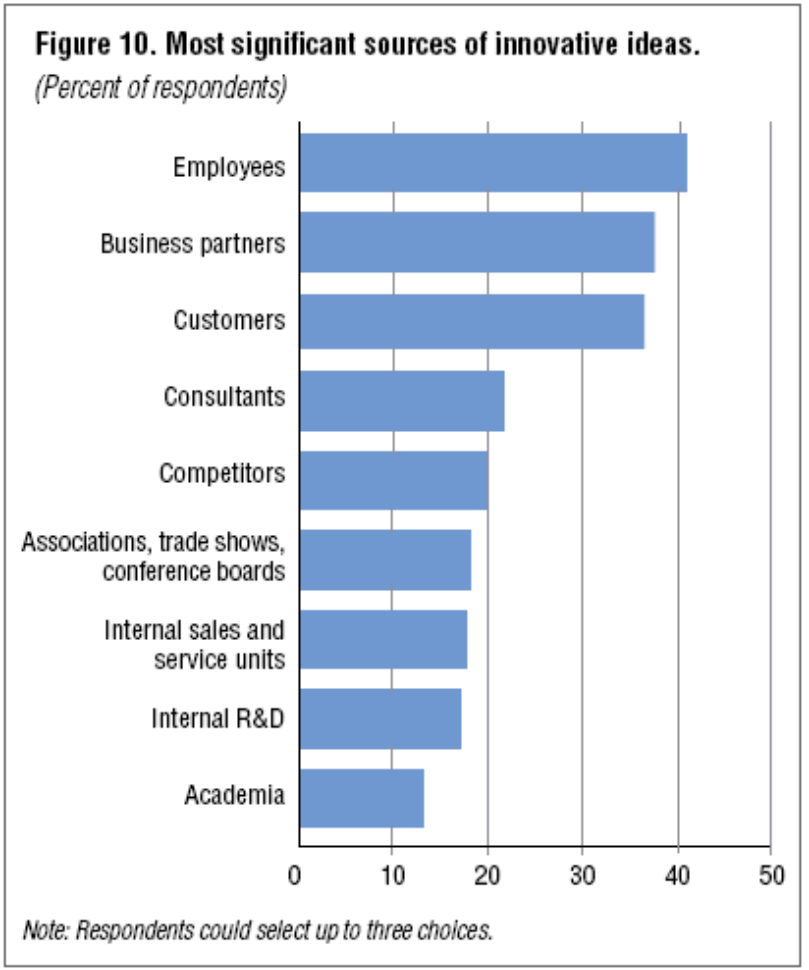
The nature of work is changing to require new collaborative capabilities – across many industries and types of work

- Increasing complexity of work environments
  - Global organizations
  - Matrixed organizations
  - Organization changes, mergers and acquisitions
  - Outsourcing
  - Telecommuting/remote workers
- Focus on innovation and business agility
  - Transparency of critical information
  - Timely and accurate information flows
  - Virtual teaming
- Generational differences and consumerization
  - New collaborative models, habits
- Emphasis on external collaboration
  - Suppliers and partners
  - Customers/clients



IBM Institute for Business Value, CEO Study 2006

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Collaboration technologies are reaching people in more diverse situations

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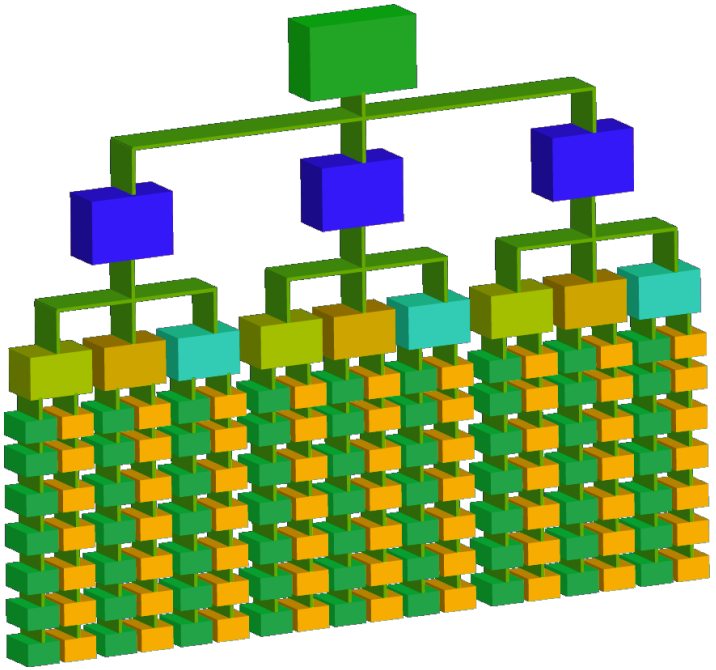
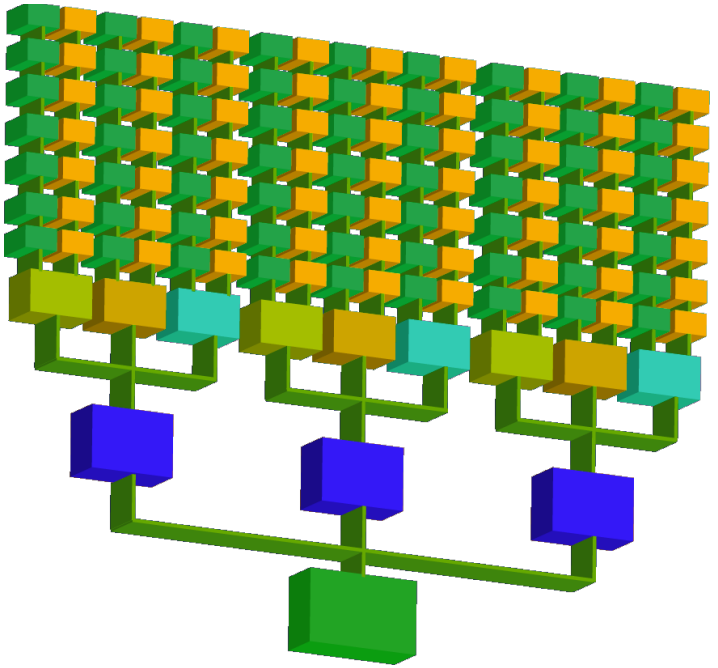
Successful use of collaboration technologies depends on a set of supporting practices, management actions, rewards, and governance



Top-down hierarchy

Additive processes



Now leaders support the organization

Removal of obstacles

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Agenda

- Core concepts and requirements
- **Collaboration solutions strategy**
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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

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The Lotus business platform

Universal Access

Messaging

Communicating

Connecting

Integrating

Lotus®

Open Standards Architecture

Business Applications

Information Management

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Collaborate in context from a single, unified view

Social networking— wikis, blogs, mashups, activities

Unified Communication, Instant Messaging

Personal and corporate content/document library

Documents, presentations, spreadsheets

Feeds, My Widgets, Live Text

Collaboration Dashboard

E-mail, calendar, contacts

Collaborative and business applications

Leveraging ALL your current investments

ORACLE, DB2, SAP, BlackBerry, IBM, CISCO, AVAYA, FileNet P8, EMC² where information lives®

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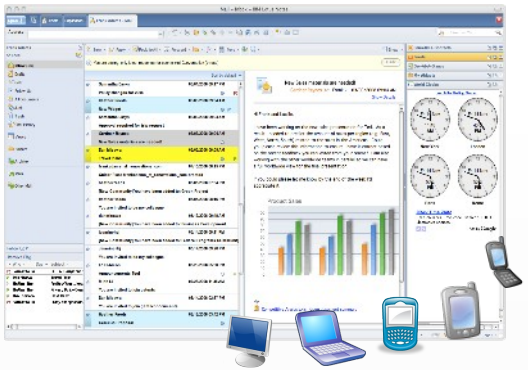
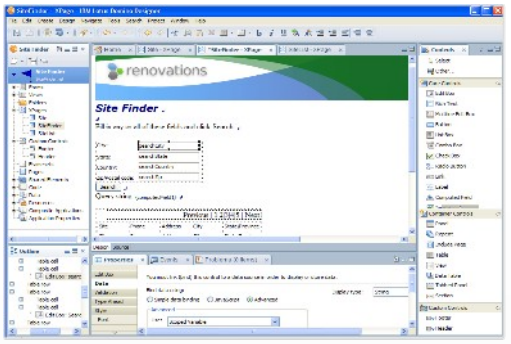
IBM Lotus Notes and Domino 8.5

Social, efficient and green. Smart Collaboration is here.



Revolutionary Collaboration Desktop



Breakthrough Application Platform

Smart Collaboration Server

USERS

DEVELOPERS

IT MANAGERS

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Broad support for mobile devices

IBM Lotus Notes Traveler

Symbian OS, Apple iPhone, WinME

IBM Lotus iNotes ultra-lite

Apple iPhone

Lotus Software for

RIM BlackBerry OS

Also access mobile solutions from IBM Business Partners

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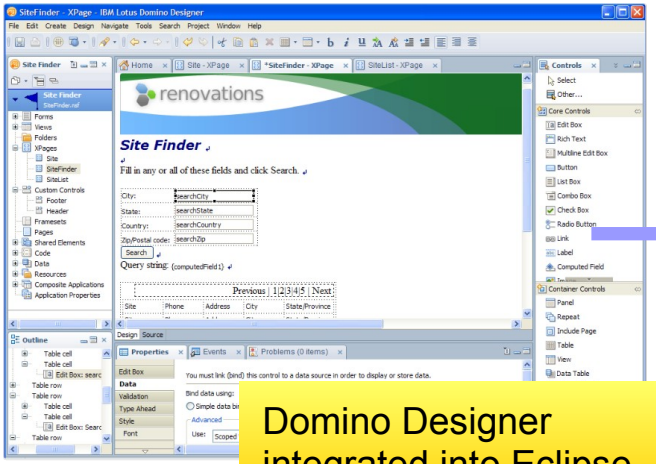
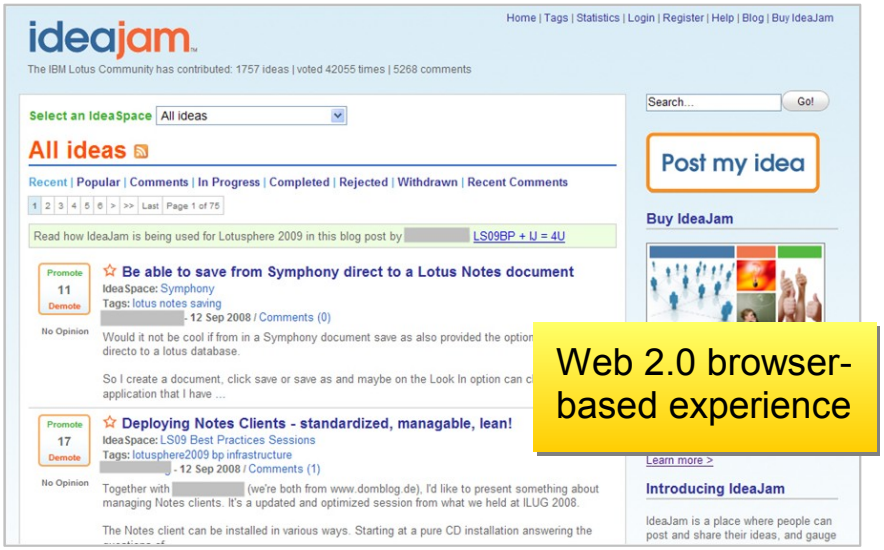
XPages – First class experience for Domino applications in web browsers



Domino Designer integrated into Eclipse

Domino server



Web 2.0 browser-based experience

Mobile browsers

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Unified communications and collaboration

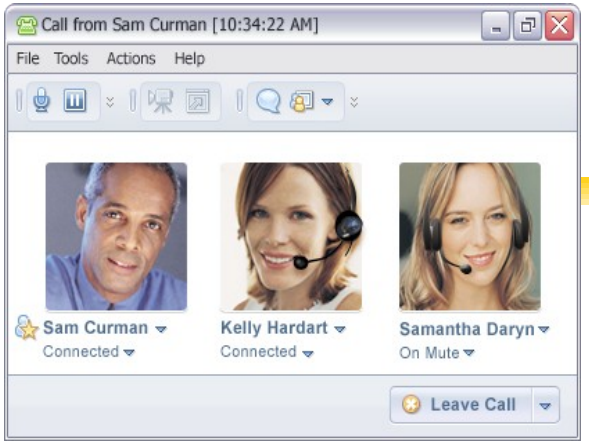
Rich presence

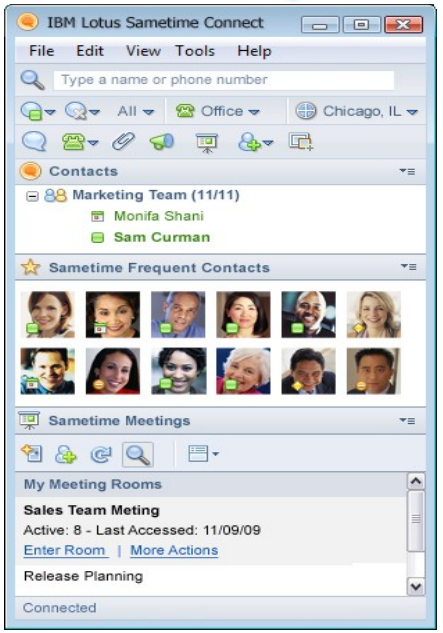
Intelligent Call Management

Single softphone for multiple PBX's (IP & TDM)

Easy, fast multimedia meetings

Web 2.0 zero download web clients





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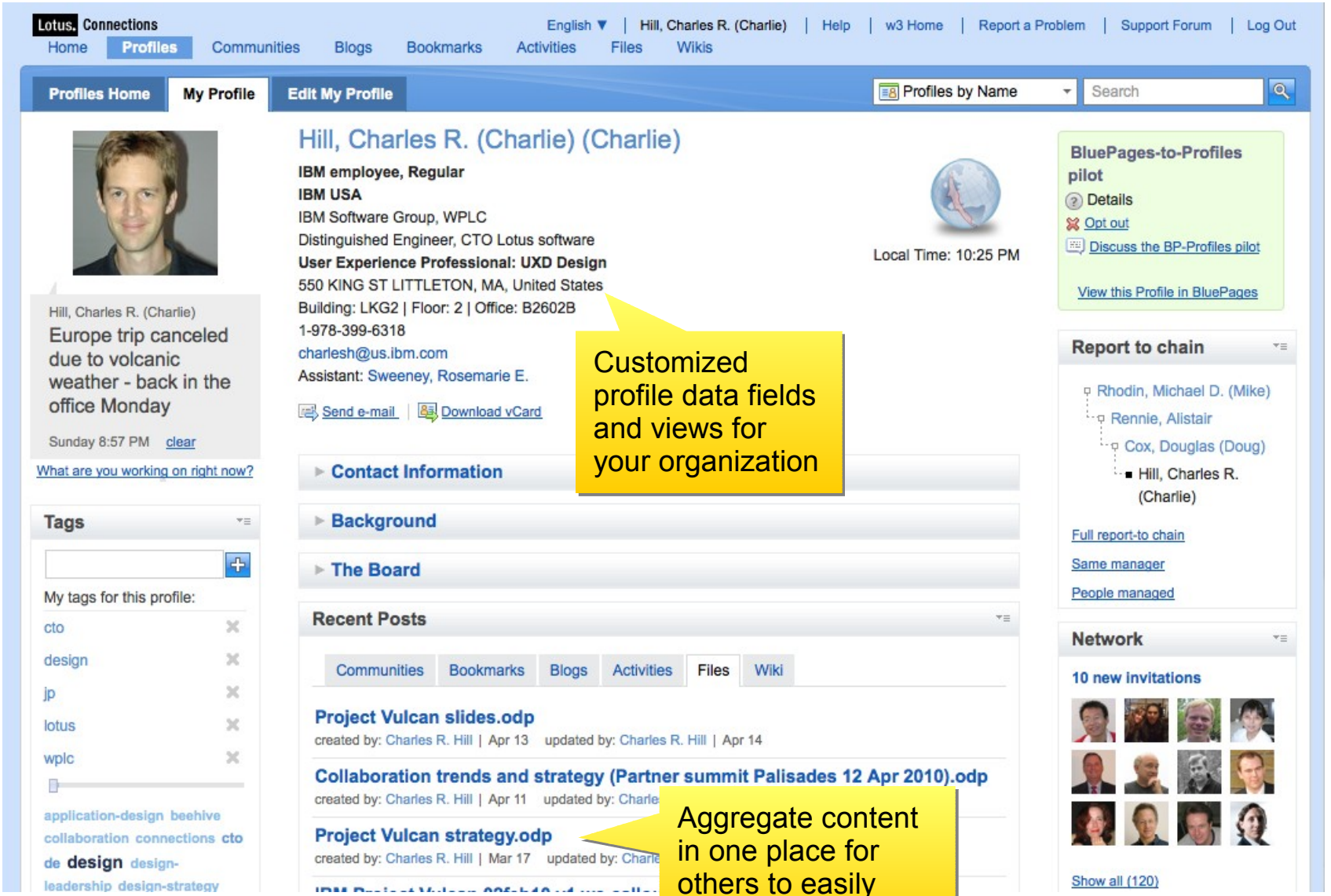
Social software – Connecting people across the global enterprise



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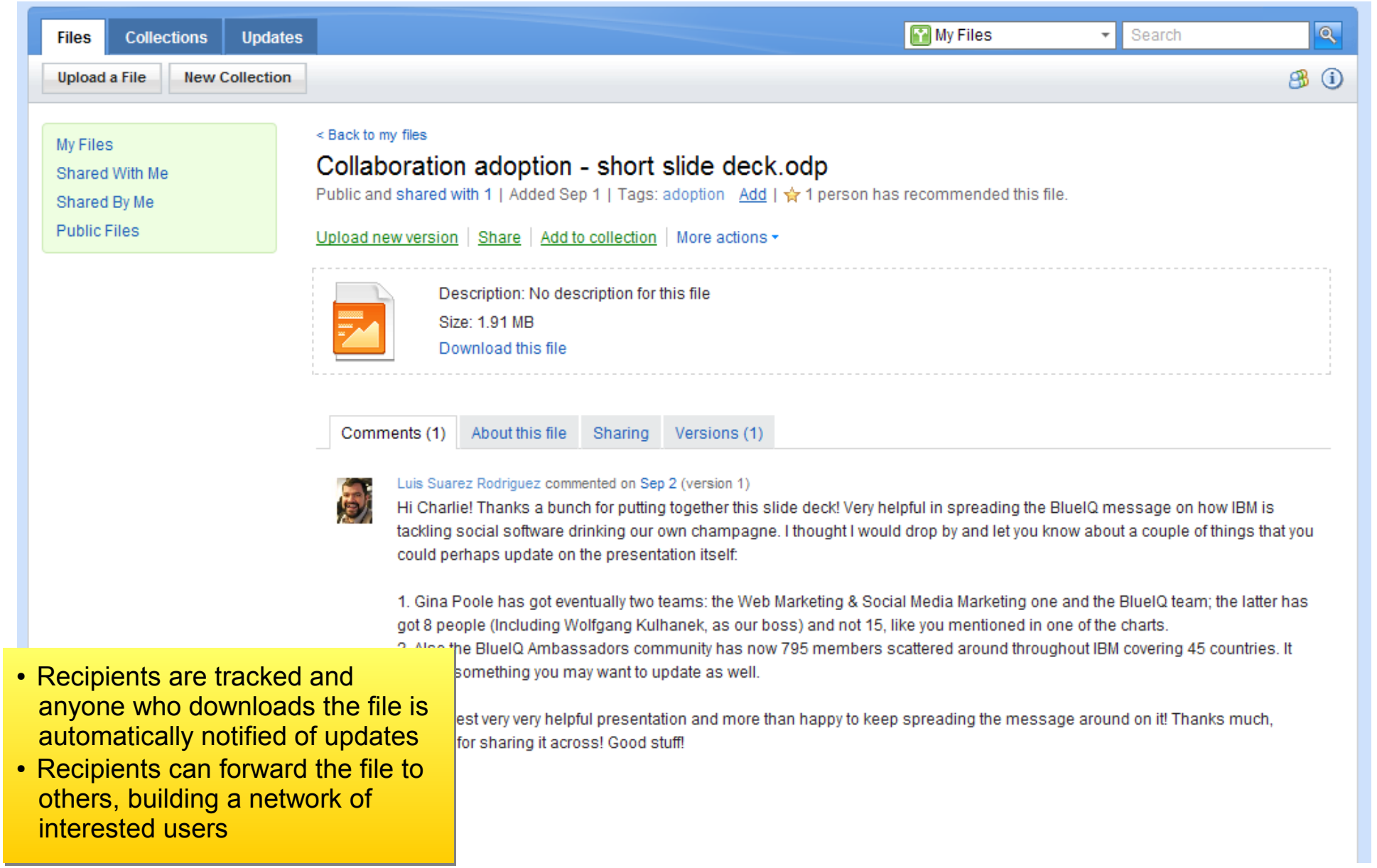
Share and discuss files



- Recipients are tracked and anyone who downloads the file is automatically notified of updates
- Recipients can forward the file to others, building a network of interested users

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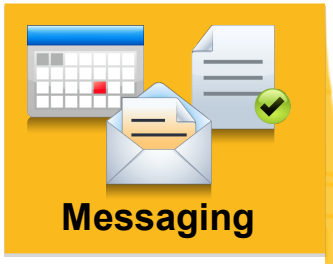
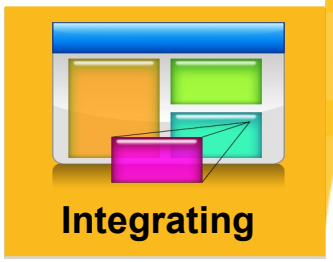
Flexible solution delivery strategy





Cloud / Online

On Premises / Appliance

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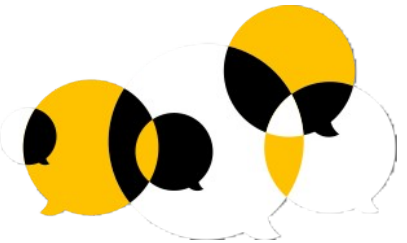
LotusLive as a Collaboration Integration Platform: taking it off-premises has never been easier



ENTERPRISE

IBM LotusLive™ Services

New Applications

IBM Offerings

Engage, Meetings, Connections, iNotes, etc.

Value Added Third Party Services

Content Providers

ISV & SI

APIs and Extension Points

Mail

Web Conferencing

Social Network

Files

Activities

PARTNER SOLUTIONS

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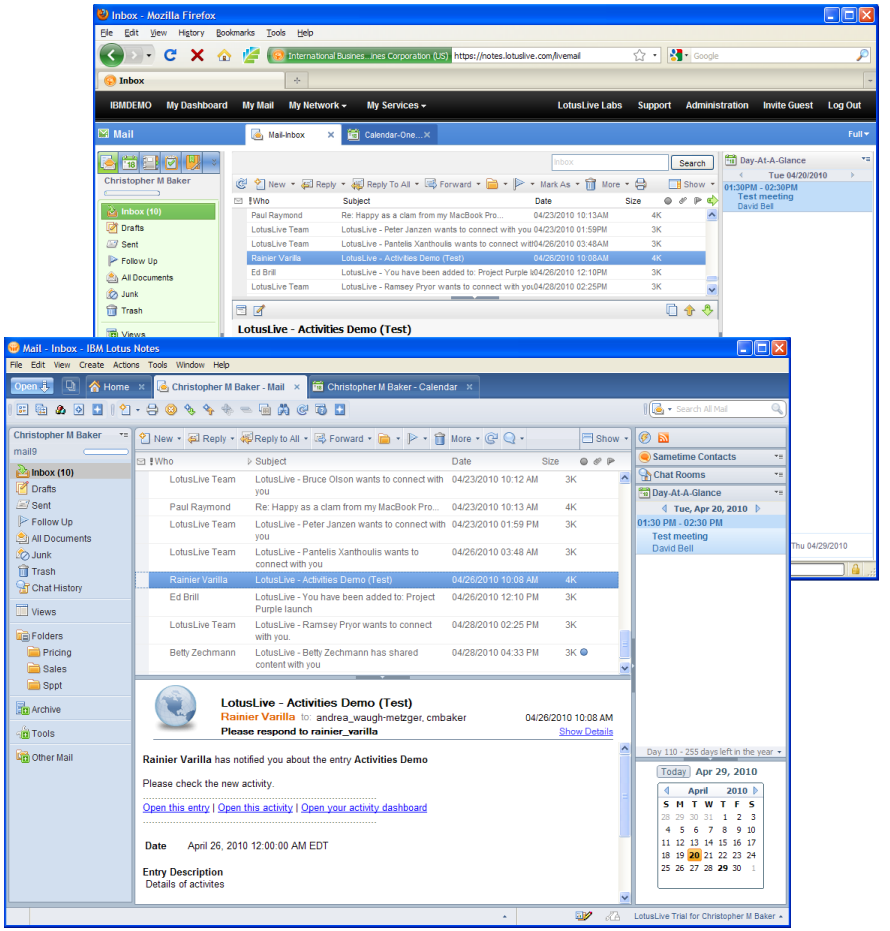
LotusLive Notes

- Capabilities
  - Security-rich Notes or browser access to advanced email, calendaring and contact management
  - 5GB mailbox
  - Integrated single point of access to e-mail, calendars, contacts, IM, feeds, documents and collaboration tools
  - Embedded Sametime IM & presence awareness in views and the sidebar
  - Antivirus and antispam services
  - Cross platform client support for Apple Mac, Microsoft Windows, SUSE and Red Hat Linux
- Benefits
  - Tight integration with on-premises capabilities for a hybrid environment
  - Extensive service expertise from IBM
  - Simplified Domino admin experience via web UI
  - Predictable costs with minimal up front investment
  - Benefit from the latest Lotus Domino release features
  - Quickly roll out Notes capabilities to new users in your organization



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Agenda

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

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Next-generation work environment

User access

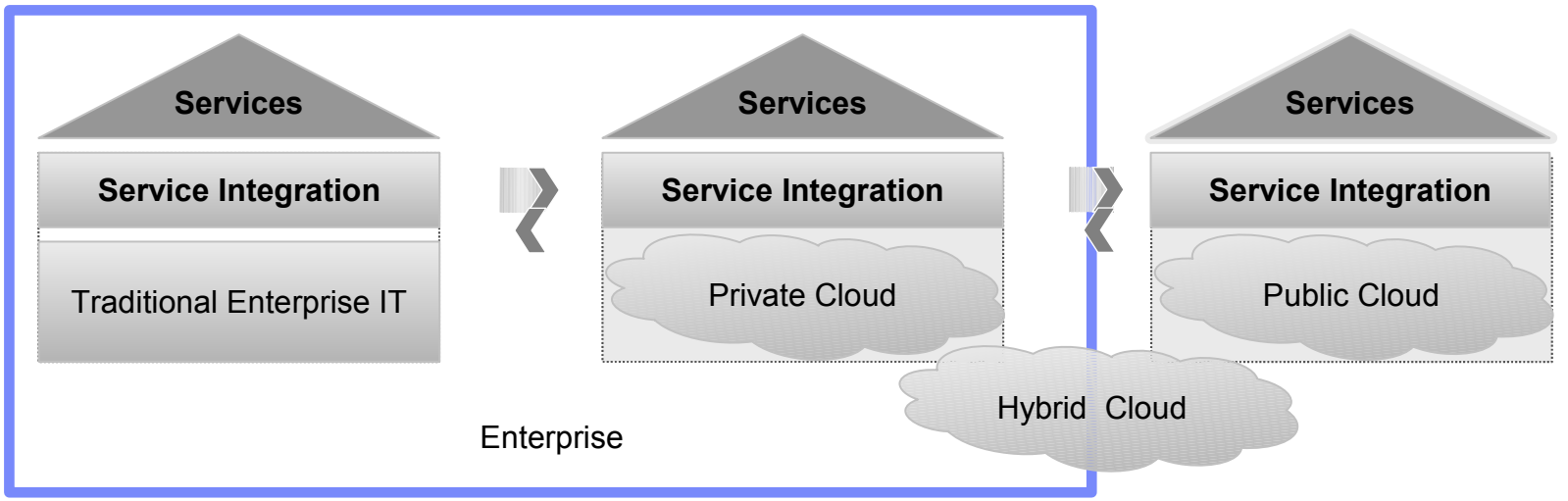
Ease of use – Self service – Mobility – Local capability – Dynamic deployment – Ease of development

Capabilities

Messaging and PIM	Applications	Unified communic'ns.	Team and social	Collaborative editing	Aggregation and analytics

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

Delivery



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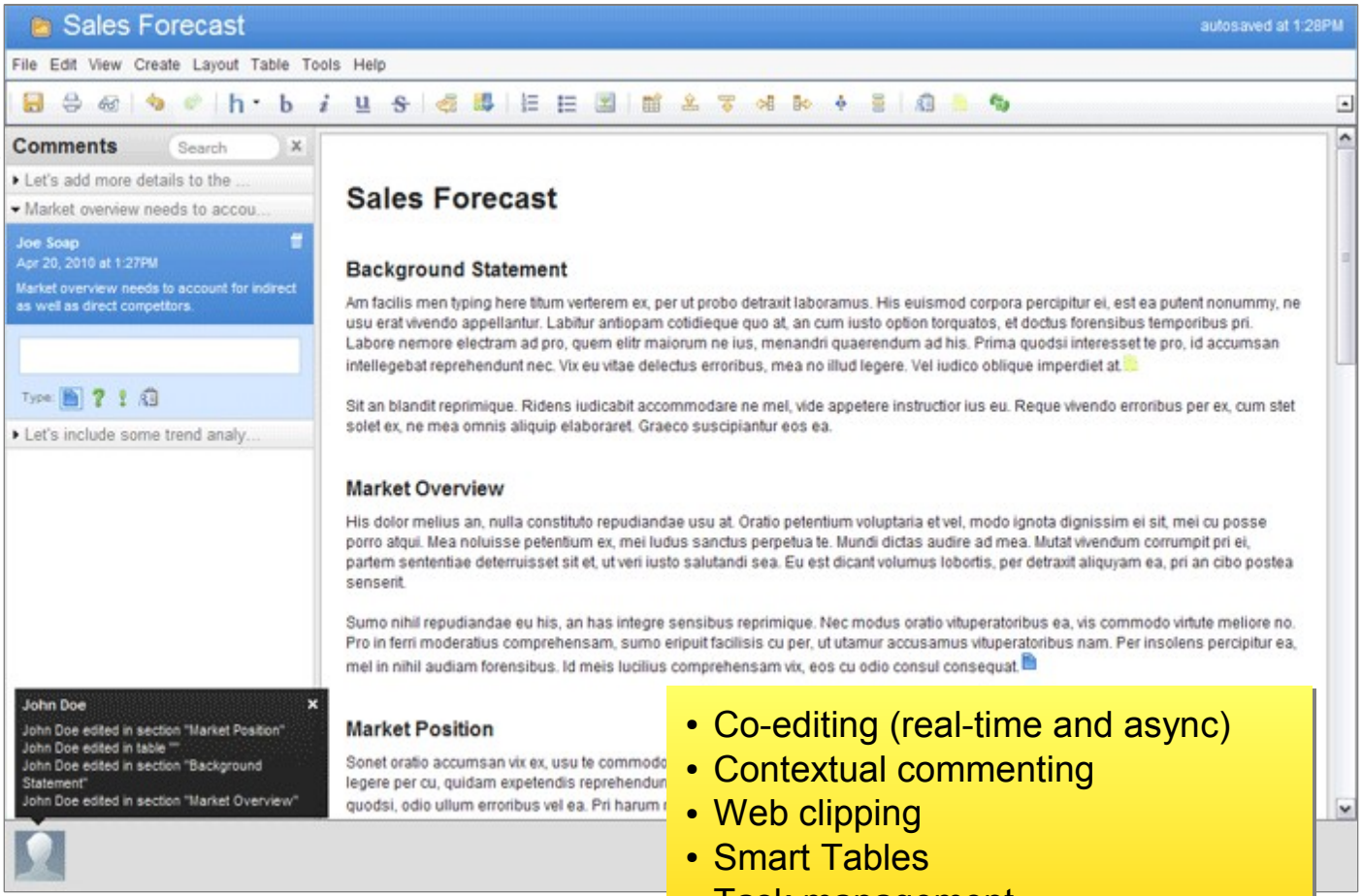
Project Concord: Web-based collaborative editors for creating, sharing and collaboratively authoring documents

- 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



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

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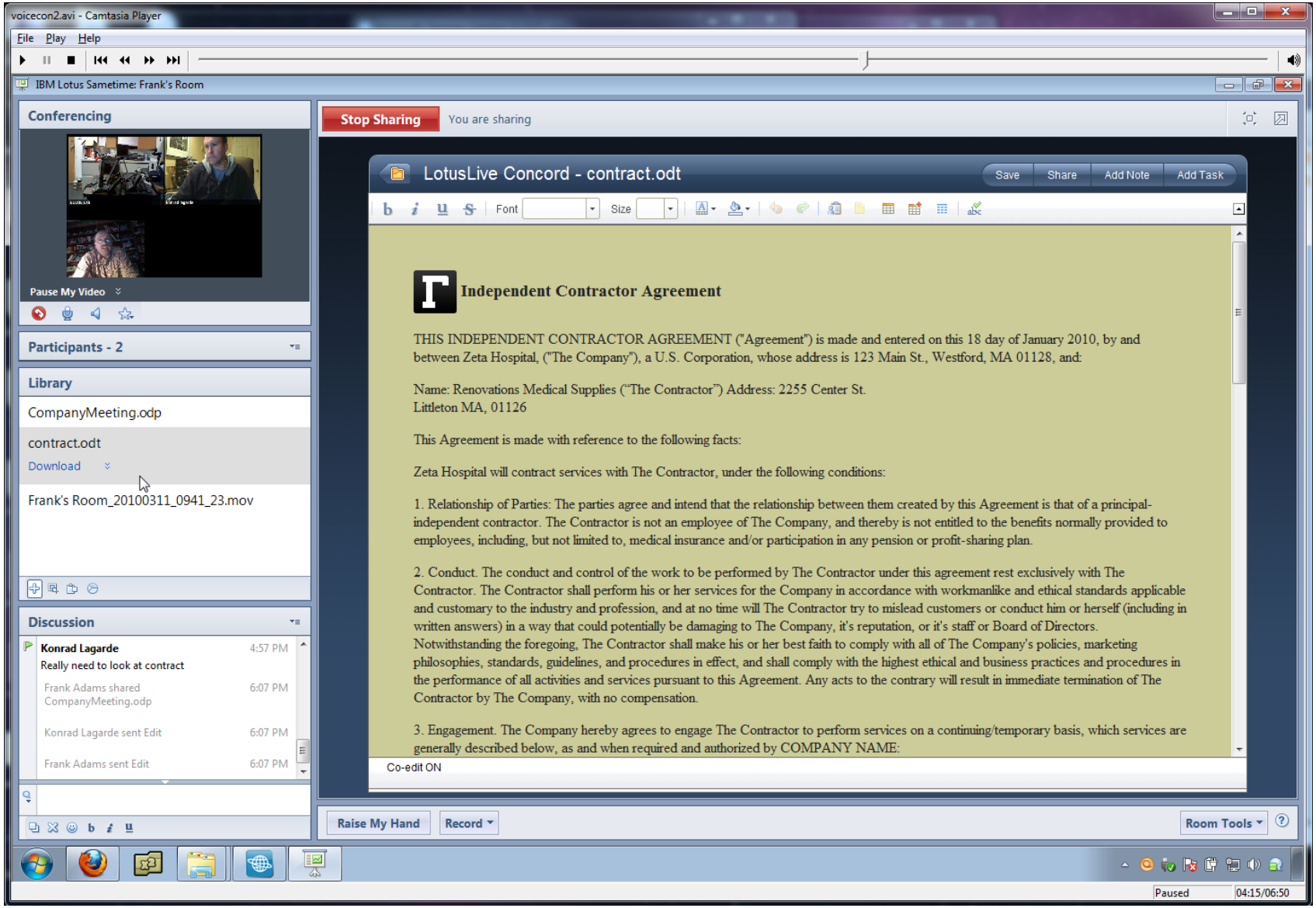
Rich meetings with video and real-time concurrent editing



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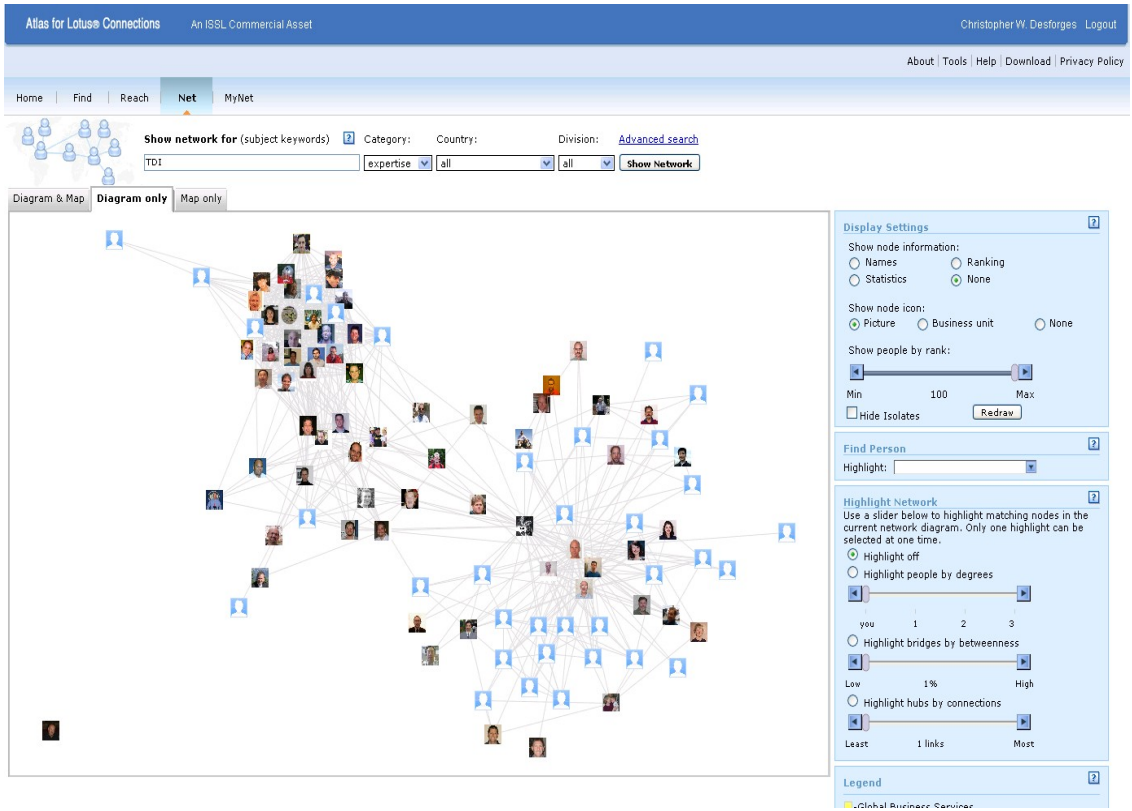
Smarter Work and analytics
Connect your enterprise with Social Network Analysis

Social Network Analysis enables you to:

- Understand the ***Structure*** of your social network
- Identify the important ***Hubs*** among experts
- Identify the critical ***Bridges*** linking groups

The benefits of enterprise Social Network Analysis:

- Enhances people discovery based on people's work
- Empowers people to leverage their corporate relationships to accomplish tasks
- Helps teams analyze what specific areas of knowledge expertise are at risk based on planned (or unplanned) attrition (e.g. retirement, separation or leave of absence)



Lotus Atlas for Lotus Connections is an IBM Services Offering

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Agenda

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

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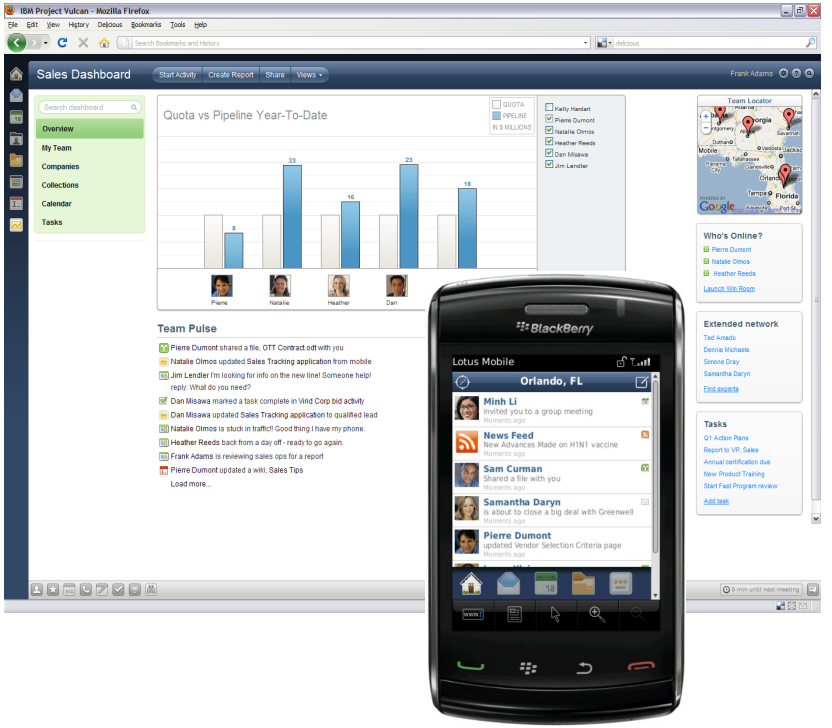
IBM Project Vulcan

A blueprint for collaboration and productivity

- **Continuity**
  - Evolution of current products protects investments of IBM customers
- **Convergence**
  - Simplified work environment with mobile, web and desktop experiences, and hybrid deployment model
- **Innovation**
  - Productivity breakthroughs driven by integration, social analytics and attention management features
- **Opportunity**
  - New kinds of applications integrating collaboration and processes, based on open technologies



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The 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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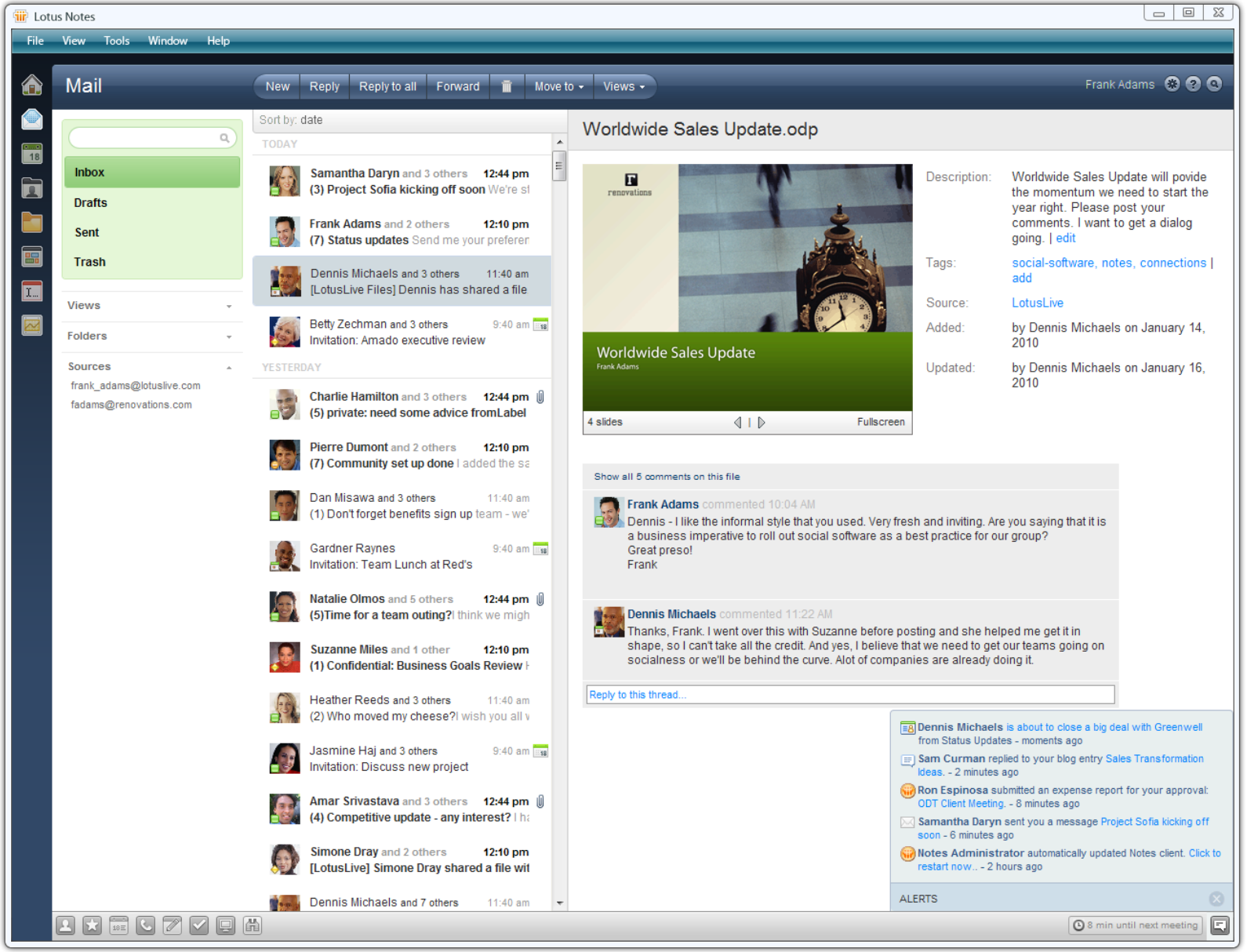

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Messaging client with "suite" navigation and object embedding in inbox

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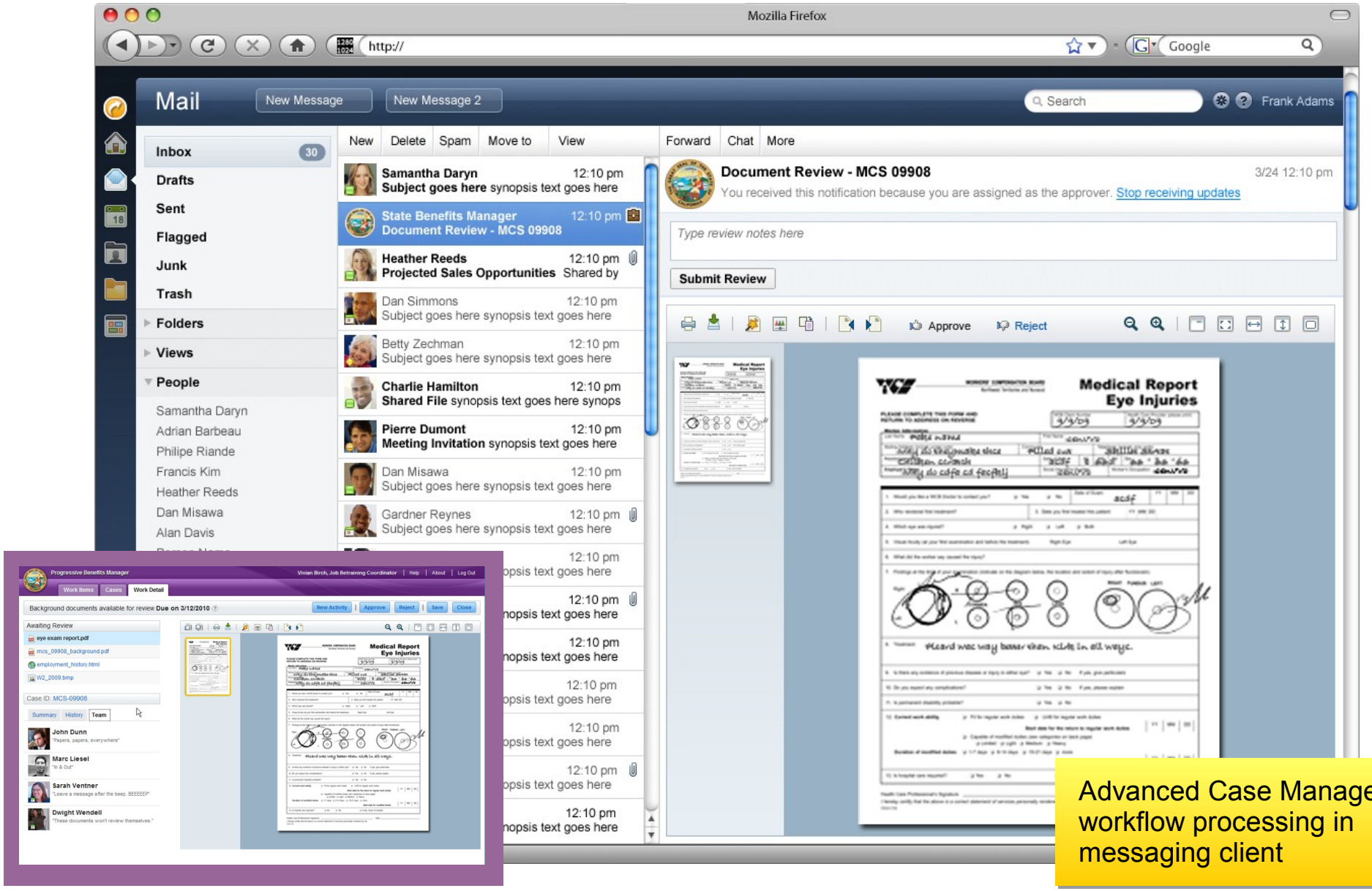

Advanced Case Management workflow processing in messaging client

IBM Advanced Case Management solution launched April, 2010

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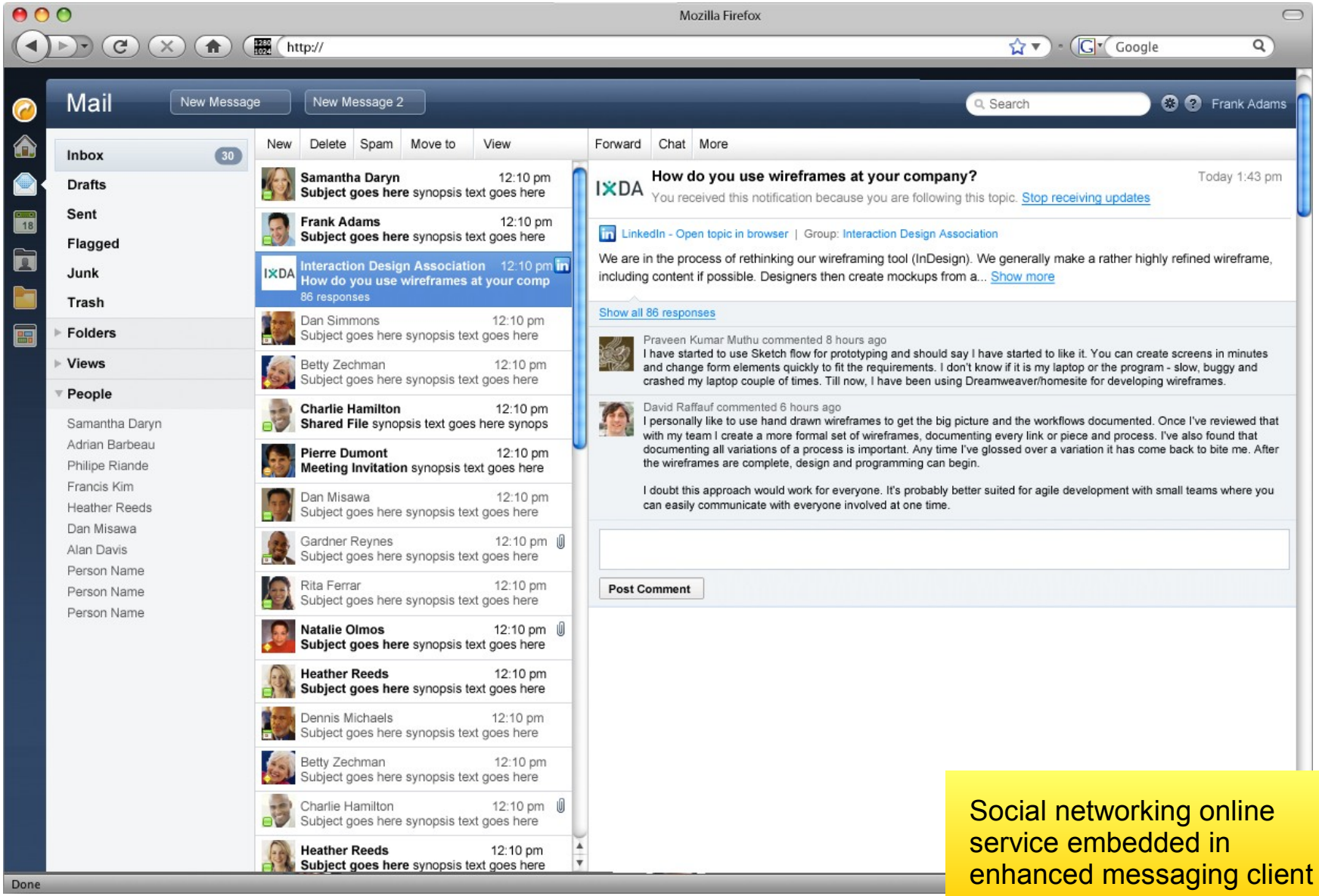

Social networking online service embedded in enhanced messaging client

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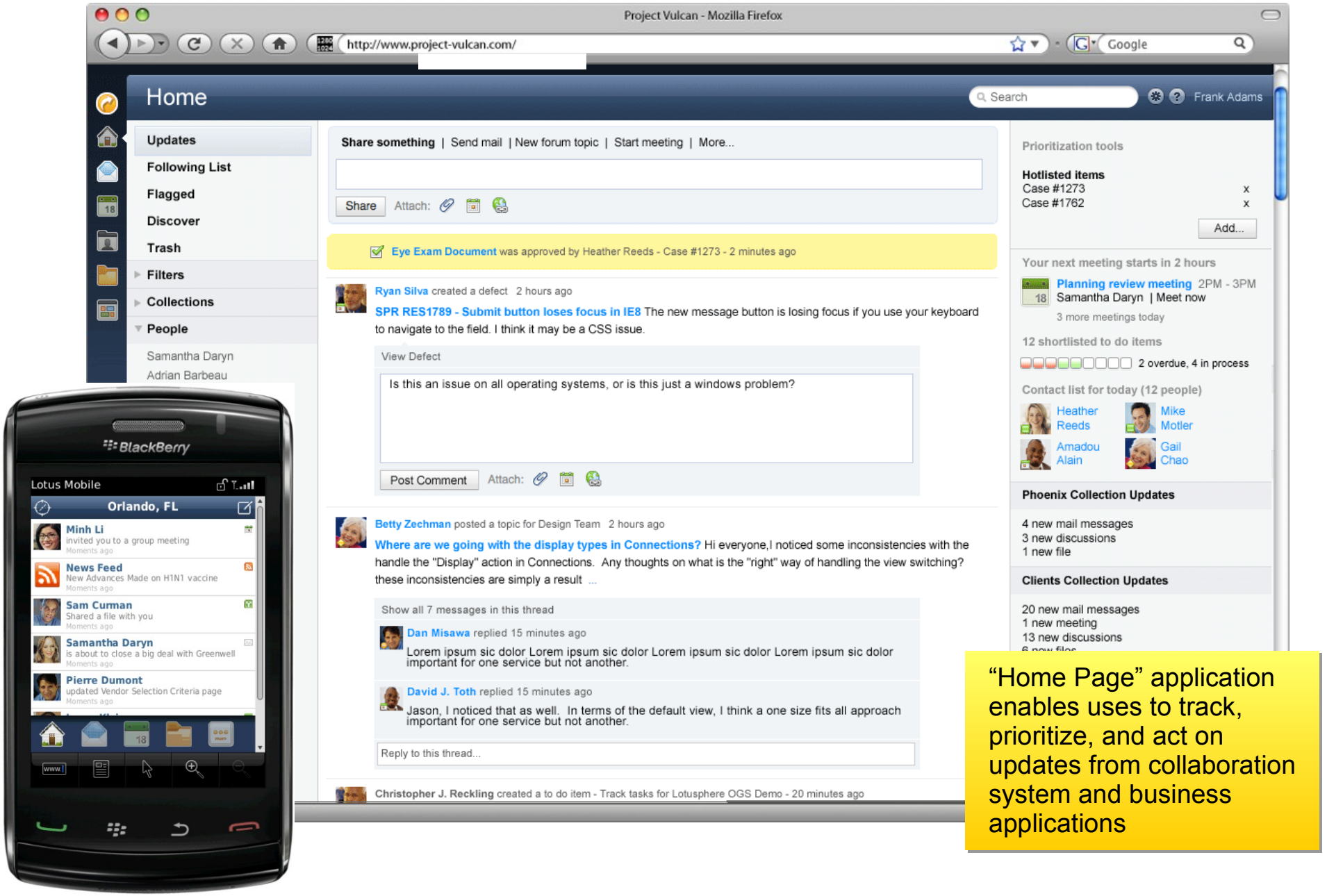

"Home Page" application enables uses to track, prioritize, and act on updates from collaboration system and business applications

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Social network profile with microblogging integrated with personal contact manager and unified communications services

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Application catalog across all access modes with app search and smart launcher

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Web and mobile access to enhanced Domino app with graphing widget, microblogging, feeds

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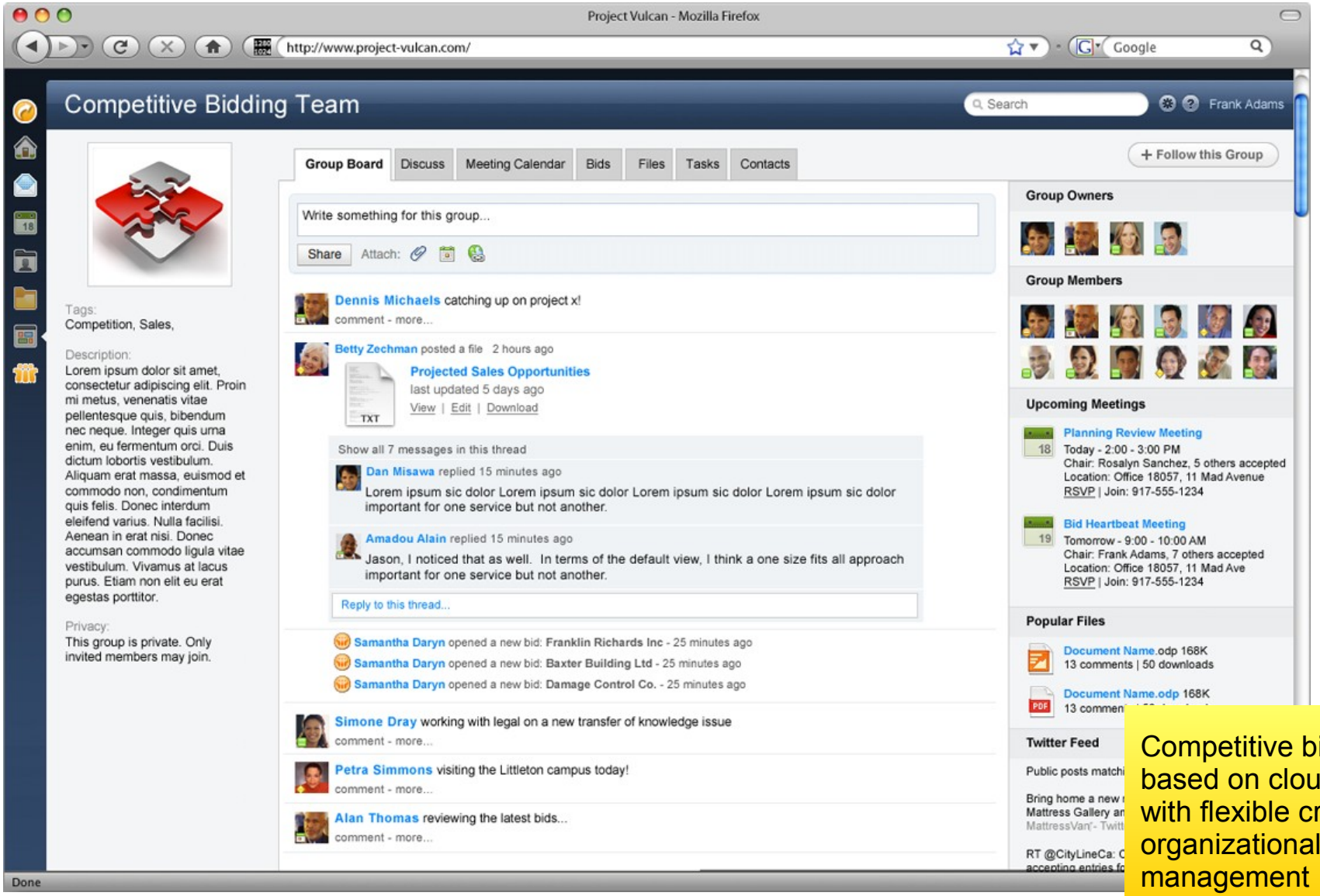

Competitive bidding solution based on cloud deployment with flexible cross-organizational identity management

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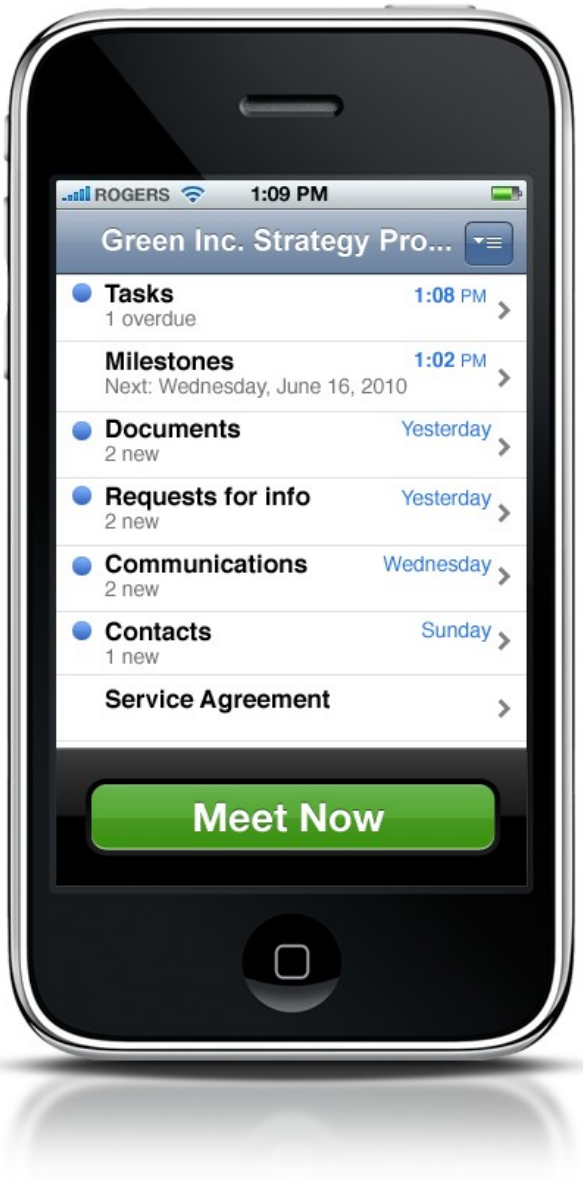
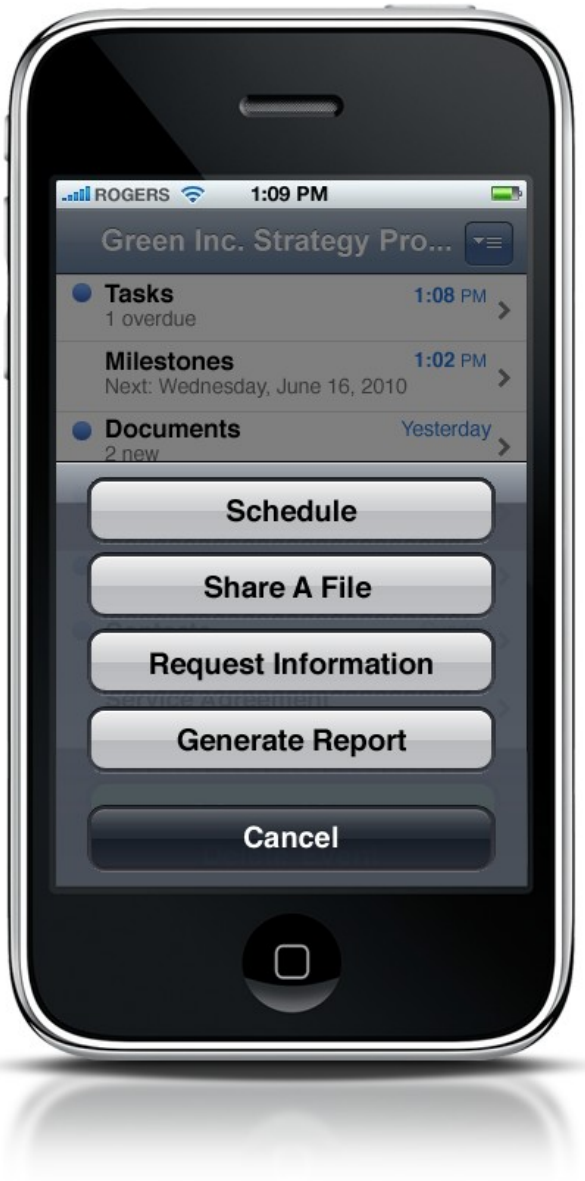
Client collaboration simplified – all in one place, web-delivered





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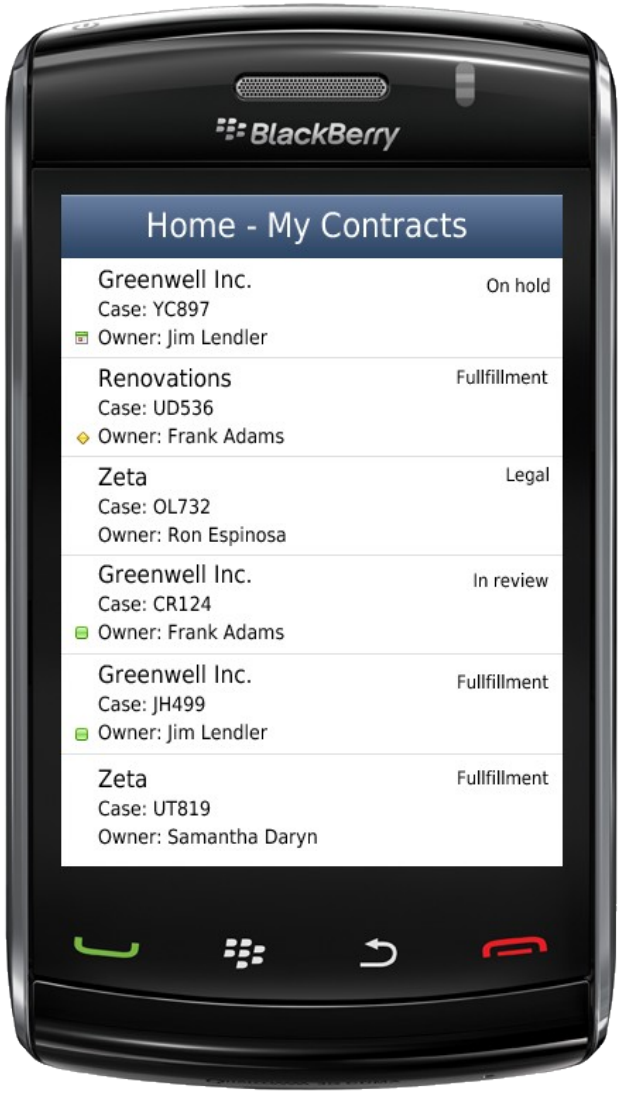
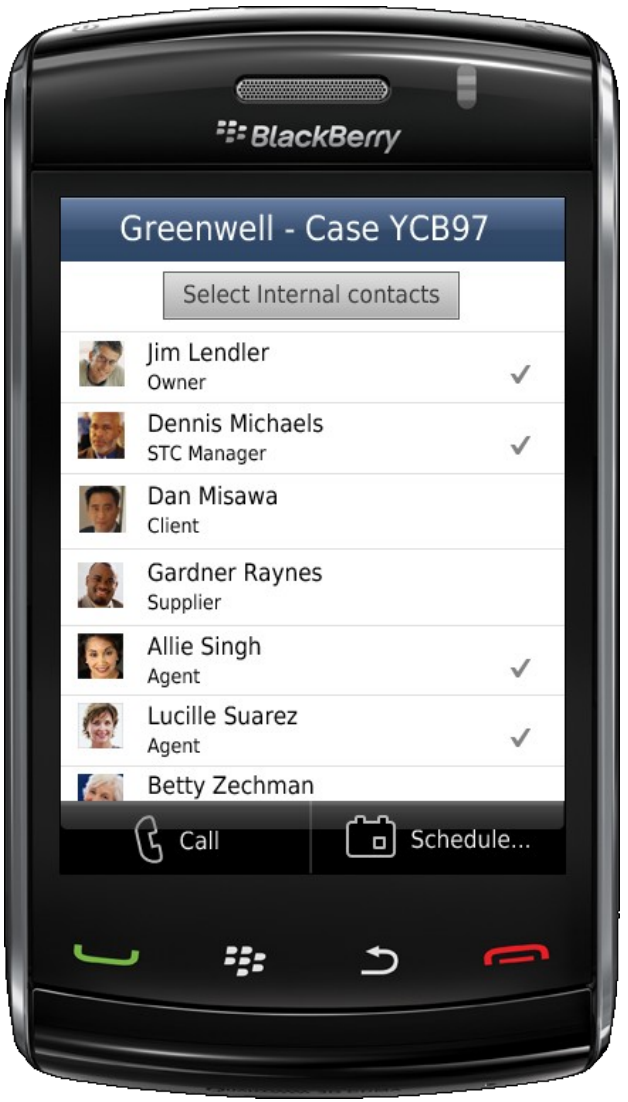
Advanced Case Management solution with unified communications





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Lotus Notes Traveler on iPad

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At the core of collaboration, Lotus Notes and Domino

2009

LotusLive Domino 8.51

- Cloud-based Domino

Lotus Domino 8.51

- Storage savings
- Notes ID vault
- Single Sign-on

2010

LotusLive Domino 8.52

- Enhanced security
- TCO reduction/Improved serviceability

Lotus Live Notes "Next"

- Integration between on-premises and cloud
- Post-LotusLive Notes "Next"

2011+

LotusLive Notes & Domino Feature Release

- LotusLive offering improvements
- Infrastructure constructs for Project Vulcan

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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

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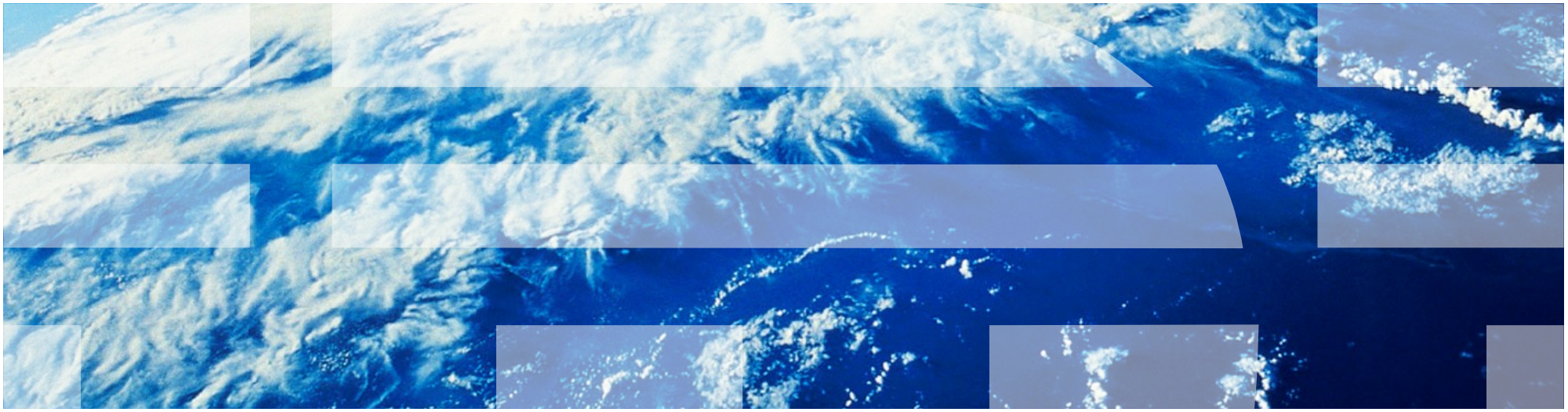
Q&A

Thank You!



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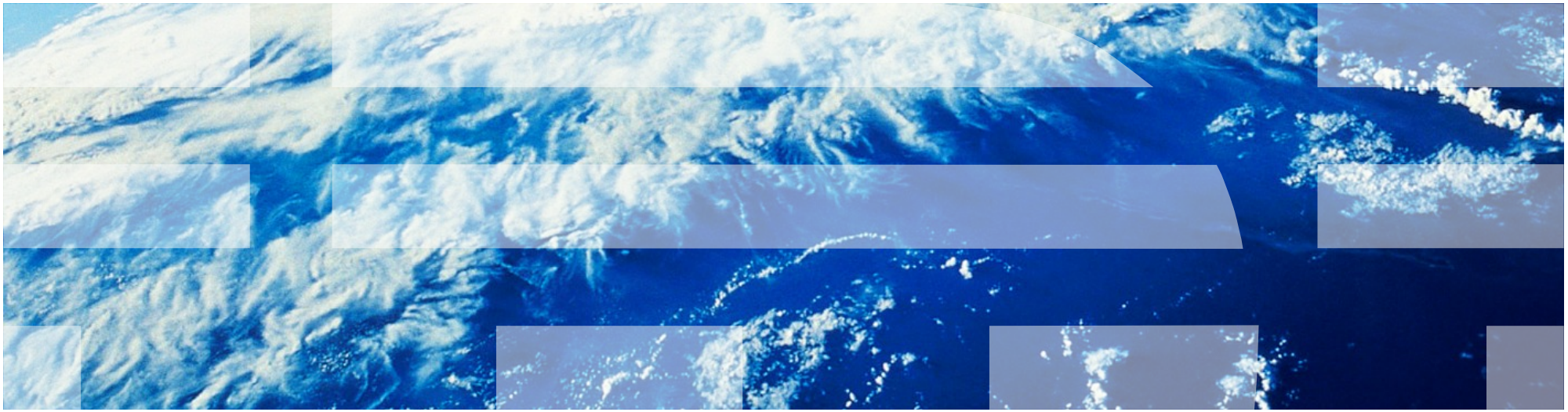
Backup slides



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Target platforms for smart phone development

Apple iPhone | **Google Android** | **Nokia** | **Blackberry**

- Smart phone platforms pose challenges for developers because of
  - Diverse programming model and runtime environment
  - Custom application provisioning and update model
  - Inability to deploy third-party runtime environments
- However these platforms share the same web middleware infrastructure
  - Each one of their mobile browsers are based on webkit (webkit is coming to Blackberry soon)
  - Each provide APIs for embedding and controlling browser components from native applications (Blackberry is currently improving web browser programming support)
  - This common infrastructure can be exploited to build web 2.0 service composition framework

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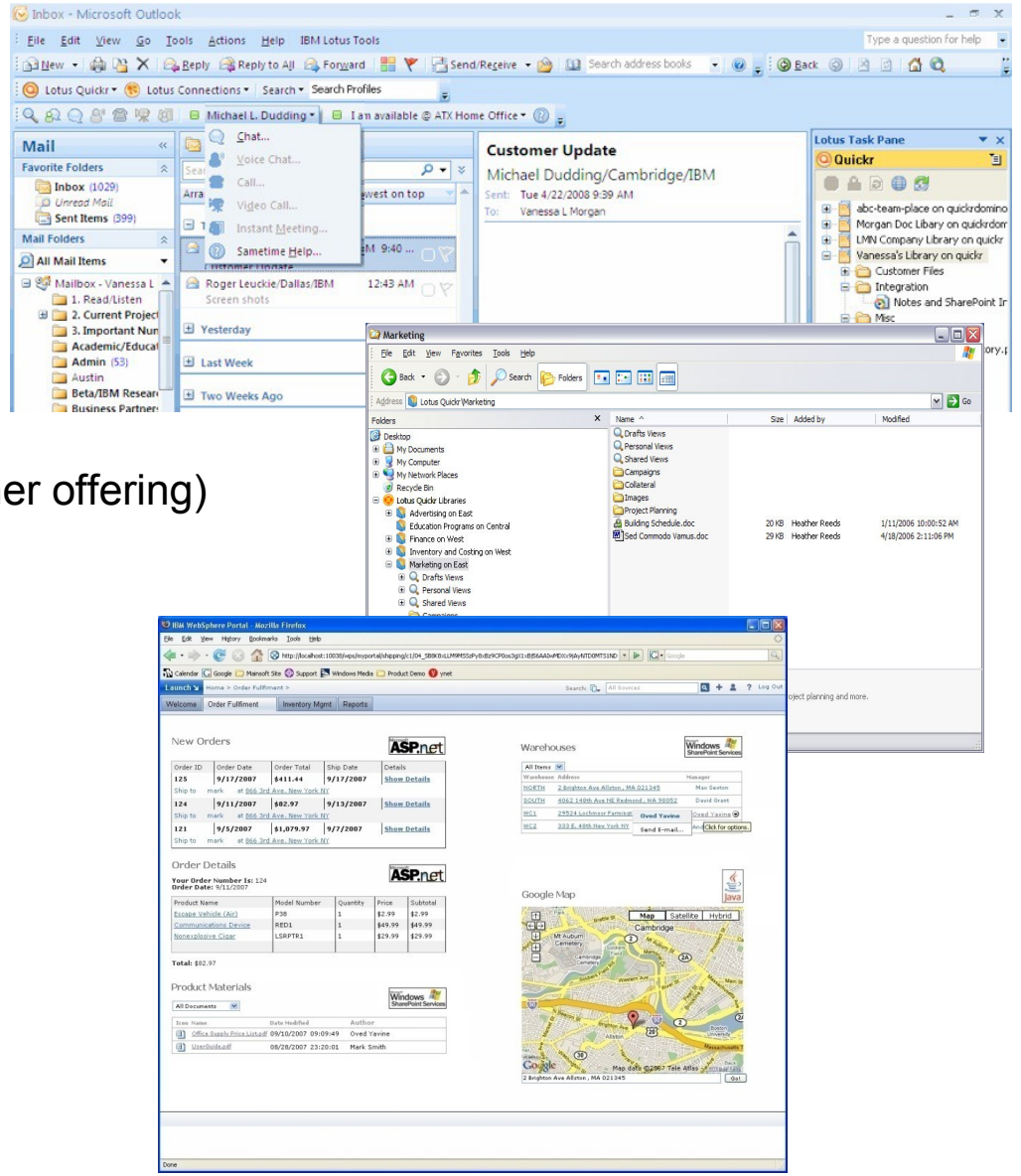
Extensive integration/interoperability with Microsoft environments

Server platforms

- Active Directory
- Windows (32/64 bit)
- Sequel
- Exchange
  - – Notes mail and calendaring interop
- SharePoint
  - – Sametime, Connections, Portal, Notes (partner offering)
- Office Communications Server
  - – Sametime presence/chat, Notes client

Client platforms

- Windows
  - – Integrated Windows Authentication
  - – File Explorer
- Internet Explorer
- Office and Outlook
  - – Sametime, Quickr, Connections



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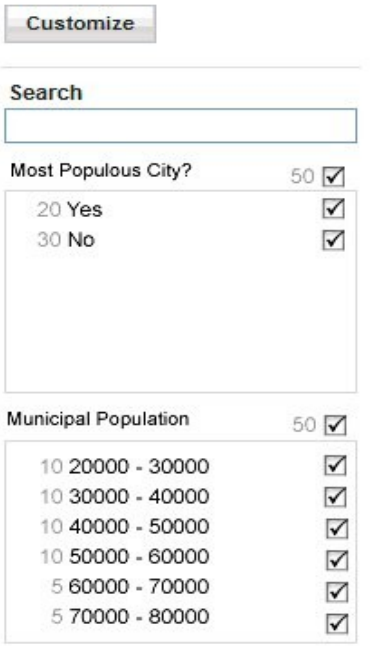
Project Concord Smart Tables transform simple document tables into dynamic Web Tables

- Integrated editor table function
- Richer table edit capabilities
- Semantic information of table preserved with microformats
- Allows dynamic table Web views for users

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



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Notes – Exchange calendaring interoperability

- Notes/Domino 8.5 and 8.5.1 resolved many calendar interoperability defects to allow consistent and accurate processing of invites, reschedules, updates, cancelations, and response tracking (in both directions).
- Notes/Domino 8.5.1 introduced a compatibility feature to limit advanced calendar functionality that Microsoft does not handle, such as:
  - Custom repeating meetings
  - Complex MIME for rich content
  - Multi-instance repeating workflow
  - This can place meetings into compatibility mode automatically if they include Microsoft attendees (as defined by mail policy rules)
- IBM participates in CalConnect interoperability testing events with Microsoft (and others). As a result, many Exchange calendar workflow bugs that effect Lotus products have been fixed. Most of these fixes can be seen in Exchange 2007 or in Exchange 2003 (with Security Update for Exchange Server 2003 Service Pack 2 (KB959897)).
- In regards to PIM in general:
  - 8.5.2 added bi-directional eml import/export support, with the ability to drag and drop to create eml documents.
  - 8.5.1 included better handling of MIME content and attachments from outlook clients.
  - 8.5 and 8.5.2 fixed defects in roundtripping import/export of contacts from Outlook to Notes.

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The future is hybrid!

User access

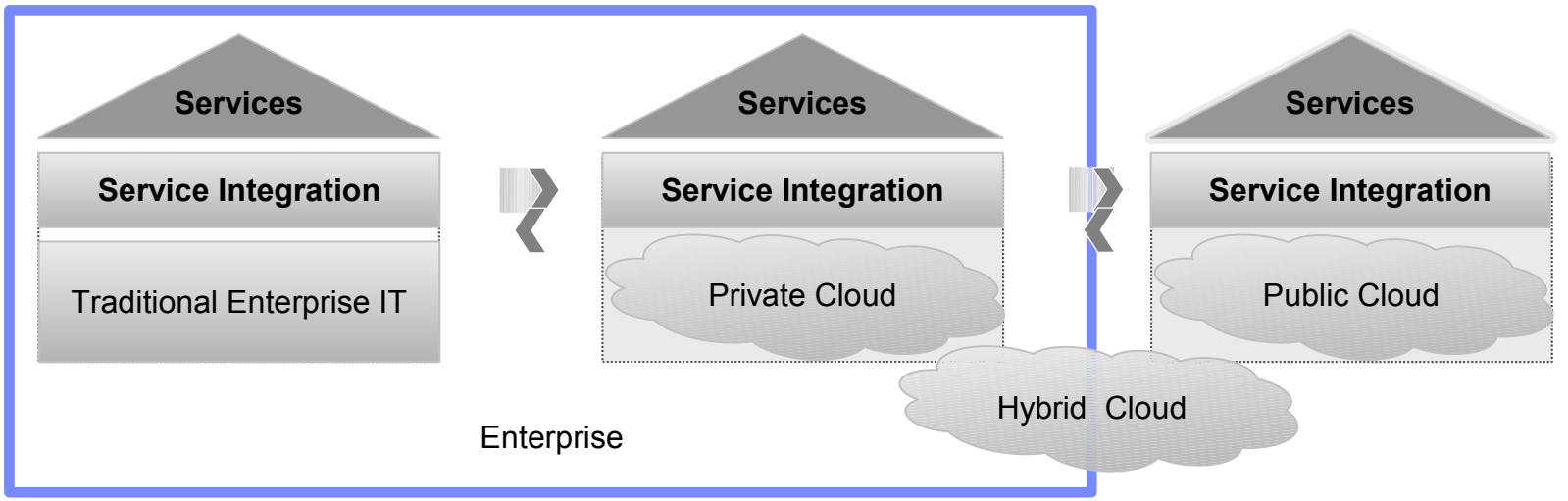
Ease of use – Self service – Mobility – Local capability – Dynamic deployment – Ease of development

Capabilities

Messaging and PIM	Applications	Unified communic'ns.	Team and social	Collaborative editing	Aggregation and analytics

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

Delivery



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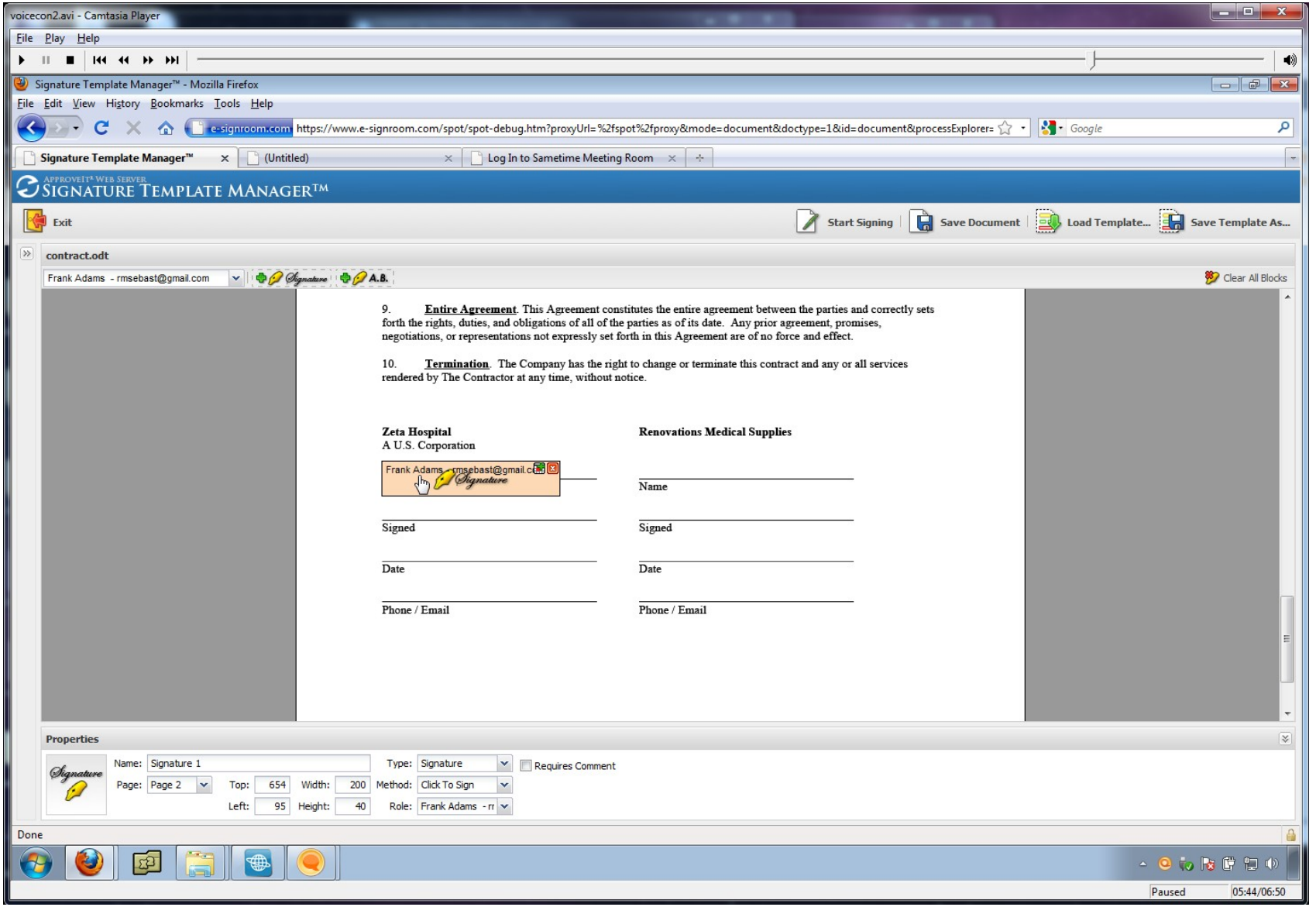
Digital signing of documents on LotusLive (partner offering)



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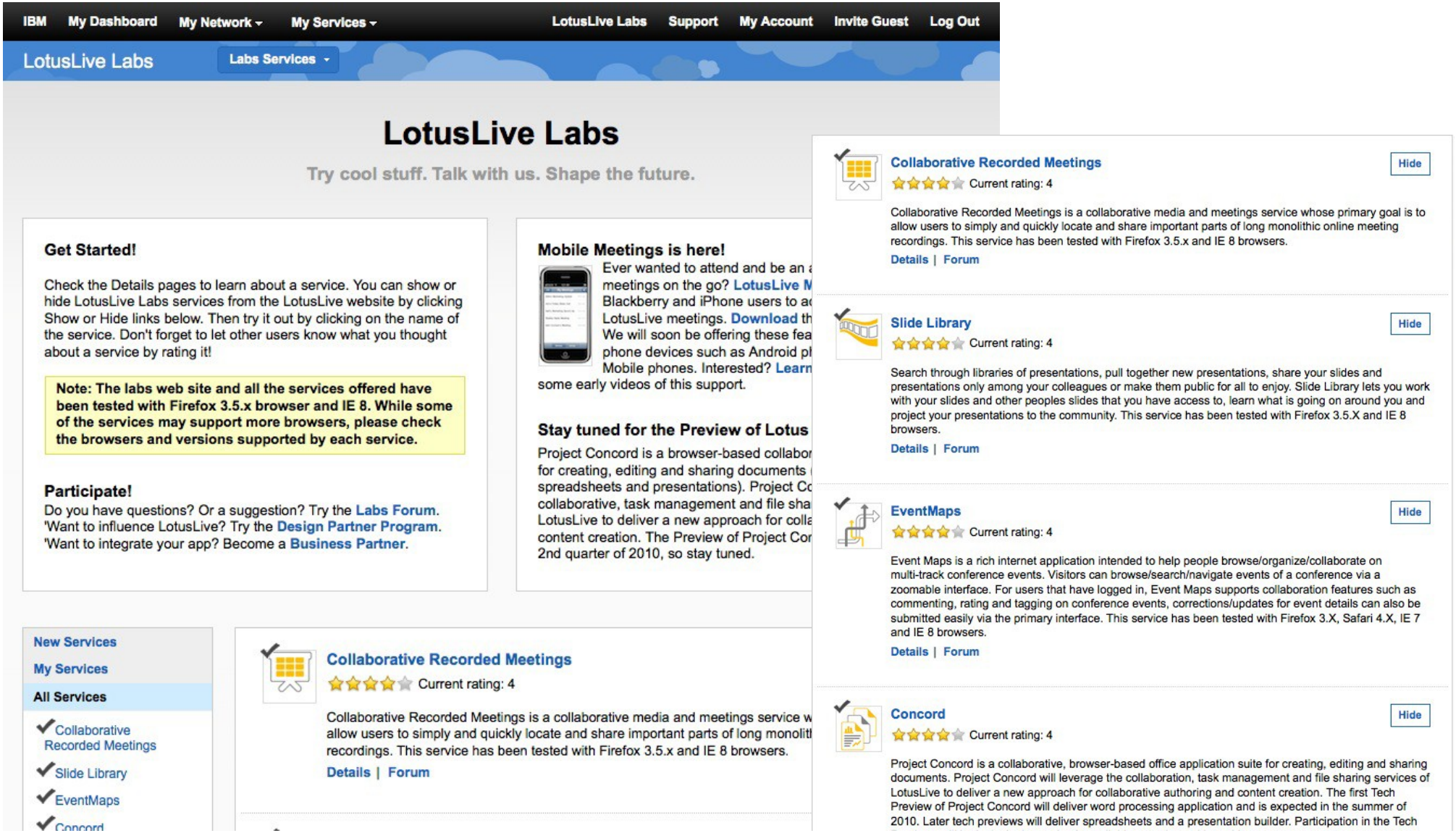
LotusLive Labs



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Mobile Software Technologies - Strategic Initiative (IBM Research)

Mission:

1) Significantly accelerate mobile technology adoption and experimentation that impacts IBM mobile strategy and execution.
2) Enable mobile as a first-class IBM platform by driving Research-led mobile software technology centers of excellence in the following areas: emerging smart phone platforms, multi-device design, mobile cloud infrastructure and mobile solutions
3) Partner with SWG to extend on-premise and SaaS-based products with mobile technology innovations through internal and external pilots and in-market experiments

Mobile Cloud Services

Extensible Cloud Infrastructure for LotusLive.com and SWG on-premise products)

HCI + Mobile Design Center

Effective and elegant mobile and multi-device user experiences

'Morning Report': mobile time-dependent dashboard

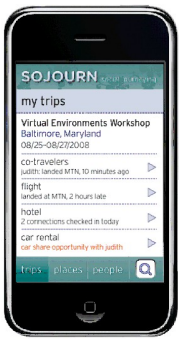
Mobile Growth

Focus on mobile innovation in growth markets

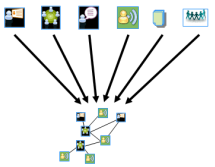
(Africa)

Next Generation Mobile Solutions

Mobile Smarter Planet Solutions that expand the SWG portfolio



Mobile Travel & Commerce



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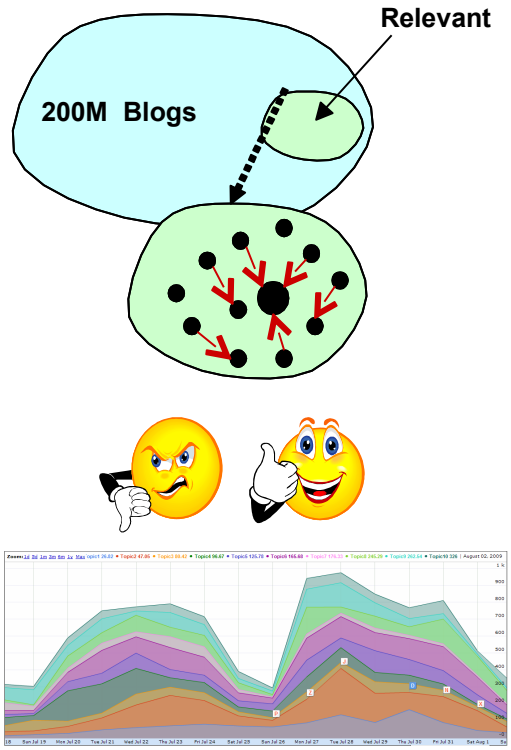
Social Media Analytics

- Draws from Social Network Analysis, Machine Learning, Data Mining, Information Retrieval and NLP
- Raises several interesting questions from a marketing perspective:



1. How can we identify the subset of blogs **relevant** to a product/brand being monitored?

2. Who are the most bloggers with the most authority or **influence** in this space?

3. How do we detect and characterize **sentiment** expressed about a product?

4. How do we tease apart emerging **topics** of discussion from the constant chatter?

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Integration categories for hybrid application development

- Device function & services
  - Camera
  - GPS
  - Address Book
  - Calendar
  - Image Picker
  - Accelerometer
  - SMS
  - Call control
  - Voice recording
  - System Alerts
  - Background notifications
- Native UI Constructs
  - Navigation controls
  - Tab Bars
  - Date & Time Pickers
  - Alert boxes
  - Custom visualization controls
- Emerging W3C standards supporting integration with devices
  - Mobile Web Applications Best Practices
  - Capture API (audio, image, and video)
  - Contacts API
  - Web SQL Database
  - Indexed Database API
  - SMS (The Messaging API)
  - Calendar API

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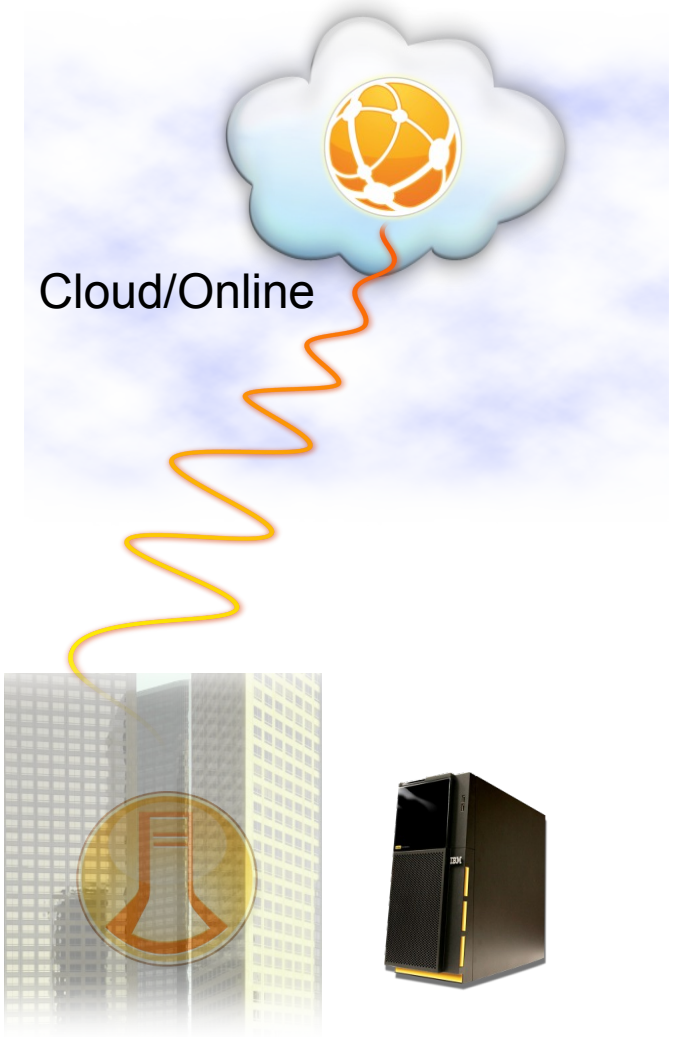
Choice of delivery model

Enterprises can choose the model that best fits their needs:

- On-premises
  - Highly scalable and fully customizable
  - Data remains on-premises
  - Choice of platforms to match the customer strategy: cost, scalability, expertise, etc.
    - Linux, AIX, zLinux, iSeries, Solaris, Windows
- Cloud
  - Economical, fixed and predictable cost
  - Quick deployment of new software solutions
- Appliance
  - Autonomic on-premises solution suitable for smaller enterprises (< 500 users)
- Hybrid
  - A combination of on-premises and cloud solutions
    - Can be user segmented, solution segmented, or both
  - Provides maximum flexibility for organizations



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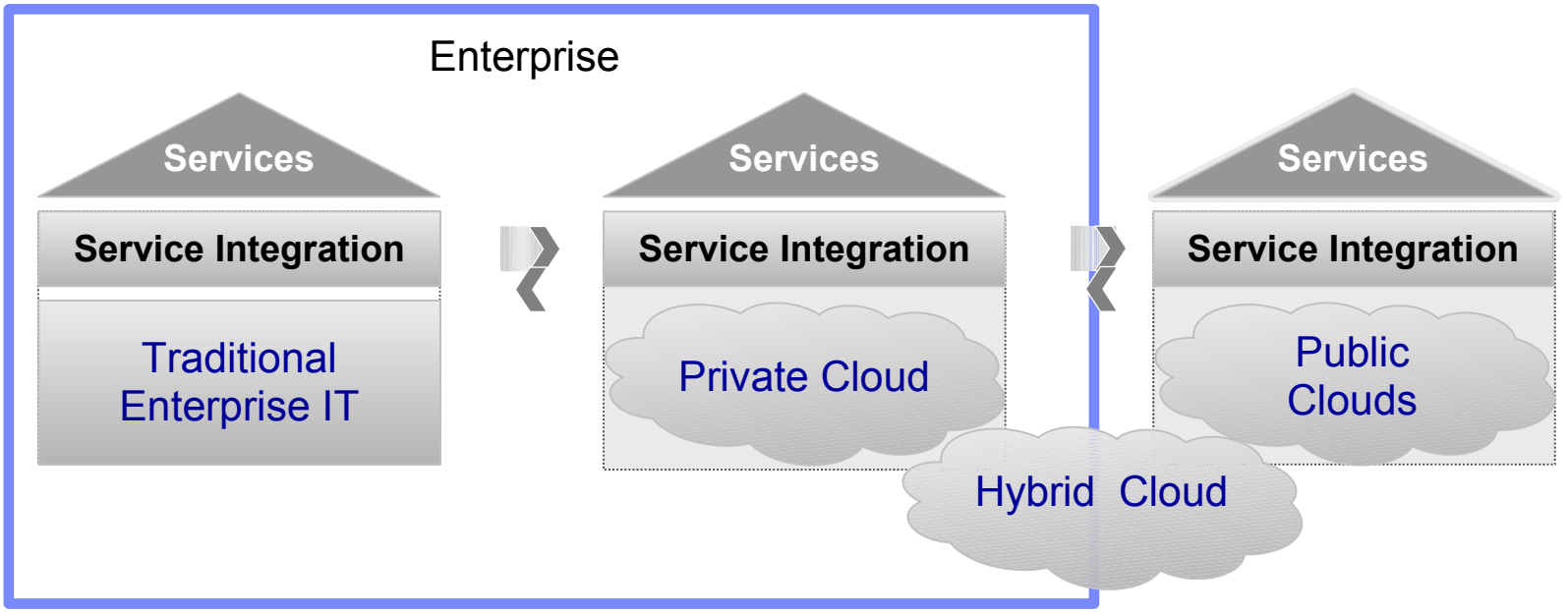
Co-existing delivery models



IT portfolio aspects migrating to cloud today:

Mission Critical
Packaged Apps
High Compliancy

Test Systems
Pre-production
Developer Platform

Variable Storage
Software as a Service
Web Hosting

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Hybrid computing

- The dominant collaboration model
- Some collaboration capabilities on-premises, some in the cloud, e.g.:
  - A combination of messaging users on-premises and in the cloud
  - Messaging on-premises, other collaboration capabilities in the cloud, or vice versa
- Benefits from a hybrid solution include:
  - Rapid deployment of collaboration and social software solutions
  - Reduced IT and administration needs
  - Economic/cost savings
  - Segment users and data based on user/organizational needs
  - Leverage existing investments
  - Avoid security infrastructure needs for external collaboration
  - Maximum flexibility
  - Meet legal requirements

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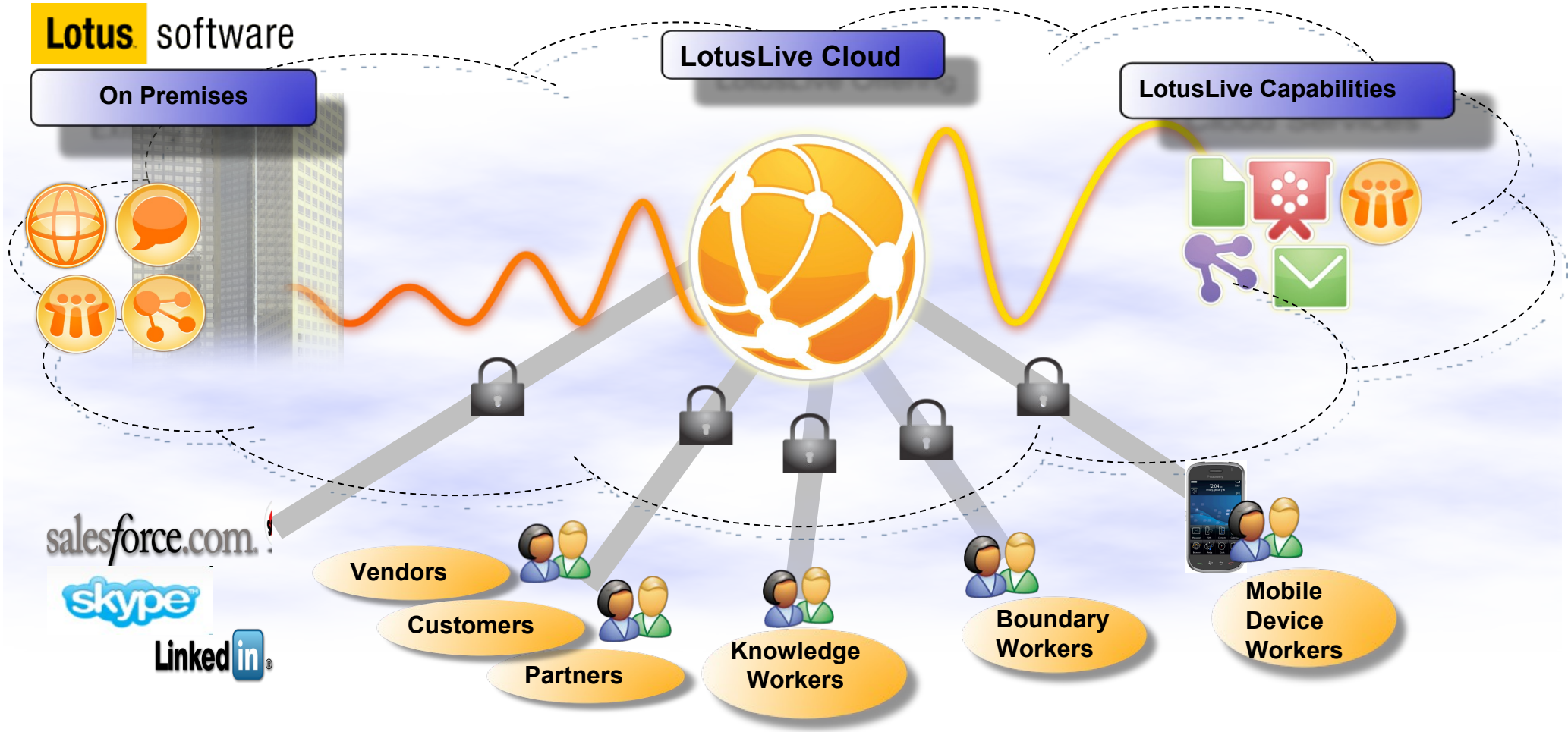
Lotus: Built for hybrid use



Click to cloud ™ – *Extend your current and future business applications*

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LotusLive offerings

Web Conferencing

LotusLive Meetings

A full-featured online meeting service that integrates Web, audio and video conferencing

LotusLive Events

An online event management service, helping you create, host and manage your next online conference

Collaboration

LotusLive Engage

An integrated suite of collaboration tools that combines web conferencing, social networking and a full set of collaboration capabilities

LotusLive Connections

An integrated suite of collaboration services including file sharing, activities, chat, and social networking

Mail

LotusLive Notes

Lotus Notes messaging delivered as an online service called LotusLive Notes

LotusLive iNotes

A secure, Web-based messaging service providing essential messaging and calendaring capabilities

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LotusLive Notes

- Security-rich Notes or browser access to email over the internet
- 5GB mailbox
- Advanced email, calendaring and contact management
- Integrated single point of access to e-mail, calendars, contacts, IM, feeds, documents and collaboration tools
- Manage the ever-growing inbox effectively, with full-text search, delegation, mail filtering and sorting, conversation views and flags
- Embedded Sametime IM & presence awareness in views and the sidebar
- Schedule meetings, appointments, and reminders across multiple time zones
- Cross platform client support for Apple Mac, Microsoft Windows, SUSE and Red Hat Linux

Benefits

- Security-rich, reliable and highly available infrastructure
- Tight integration with on-premise for a hybrid environment
- Extensive service expertise from IBM
- Simplified Domino admin experience via web UI
- Antivirus and antispam services
- Predictable costs with minimal up front investment
- Benefit from the latest Lotus Domino release features
- Quickly roll out Notes capabilities to new users in your organization

Learn more: www.lotuslive.com/notes

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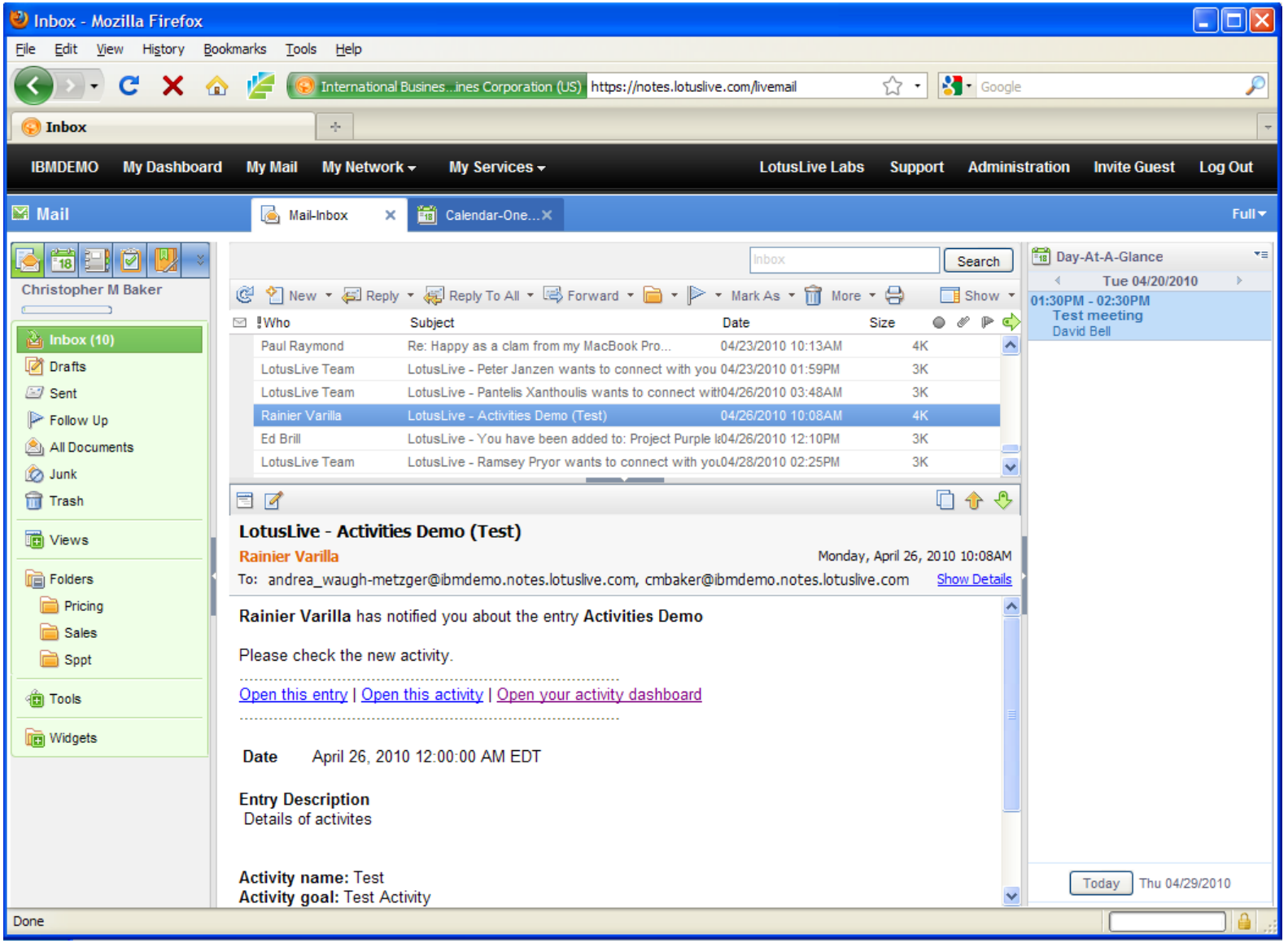
LotusLive Notes Beta: Inbox in the browser client



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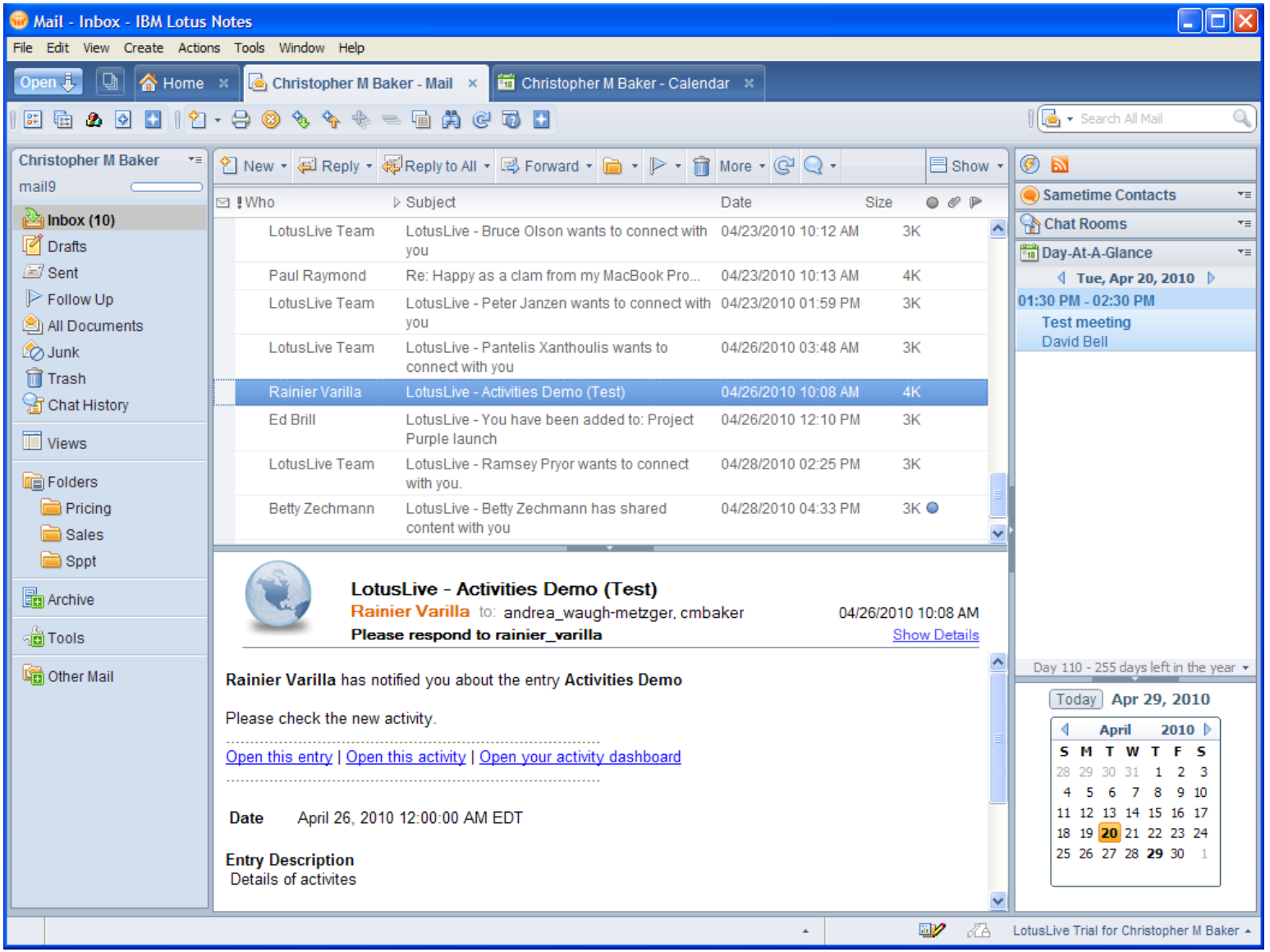
LotusLive Notes Beta: Inbox in the Notes installed client



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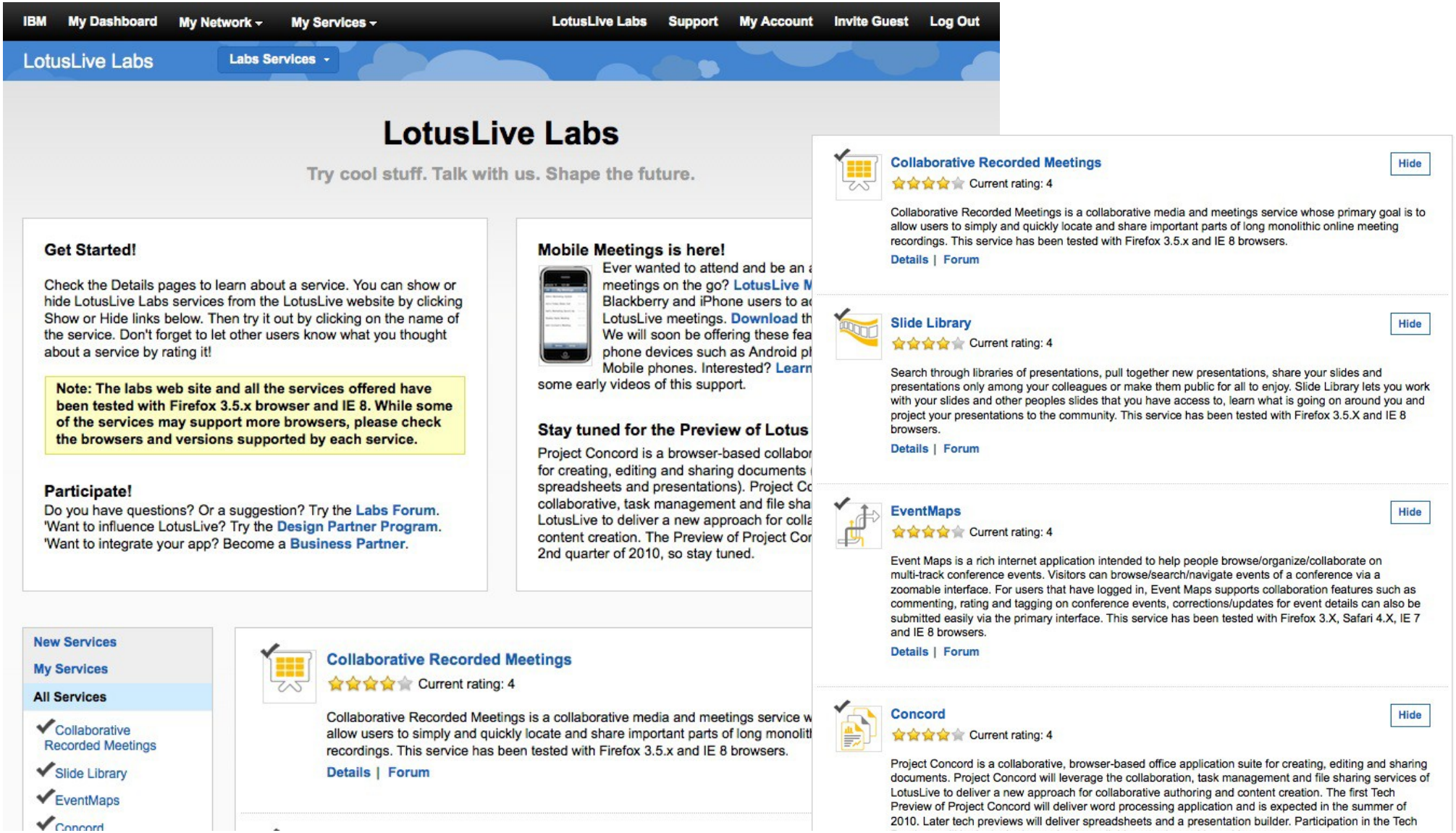

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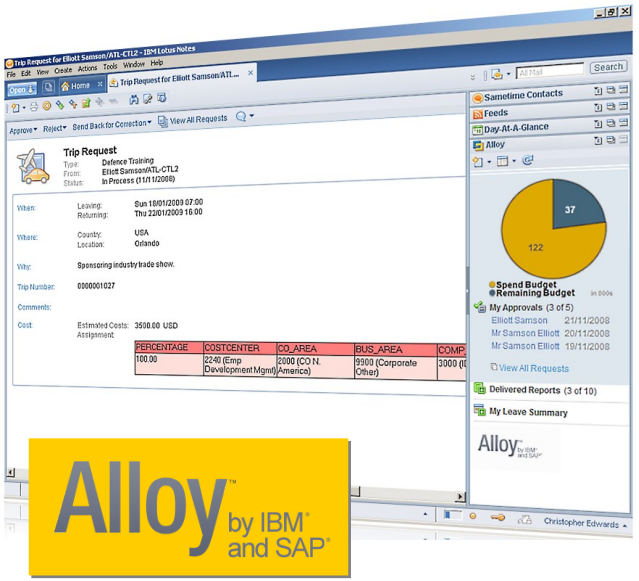
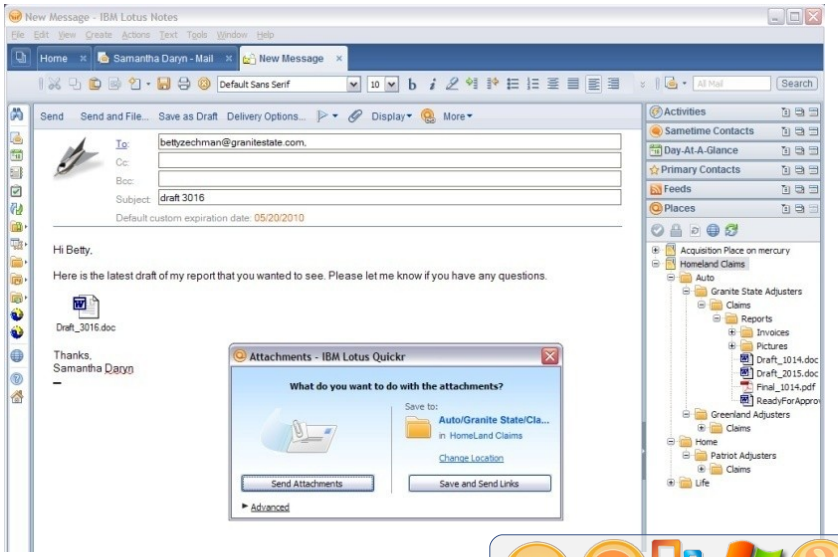
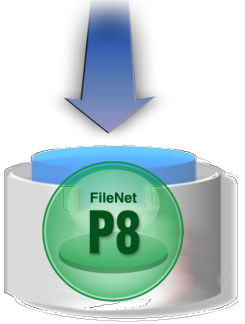
The Notes 8.x open client enables users to interact with business processes directly from the collaboration environment



- Joint-product between IBM and SAP
- Intuitive access to the SAP business Suite from the Lotus Notes client
- Includes workflows, reporting and analytics and pre-built scenarios
- Highly customizable



- Lotus Quickr ECM Connectors provide agile document management and content operations as a natural extension of the desktop



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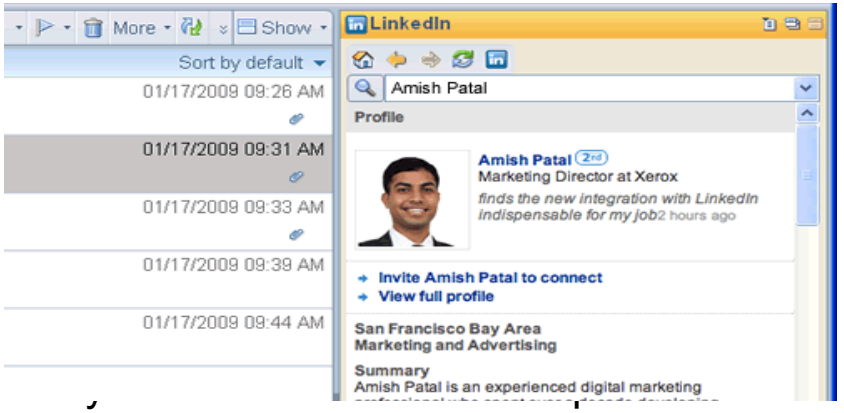
Partner integration

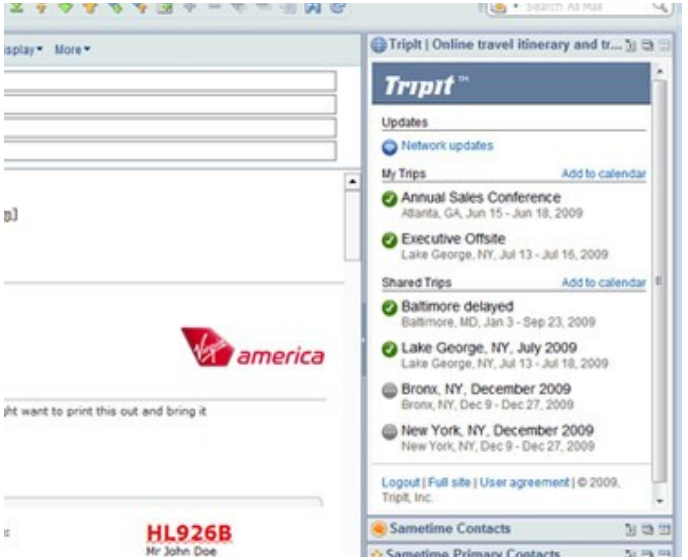
LinkedIn®
www.linkedin.com/lotus



- one place
- Quickly learn more about people who send you email
- Search for people you want to contact and work with
- Share your status, see what your connections are working on

Tripit
www.tripit.com/lotus

- Organize all of your upcoming itineraries
- Click on a trip name to display detailed travel information
- Add trips to your Lotus Notes calendar with one click
- Access shared trips and network updates



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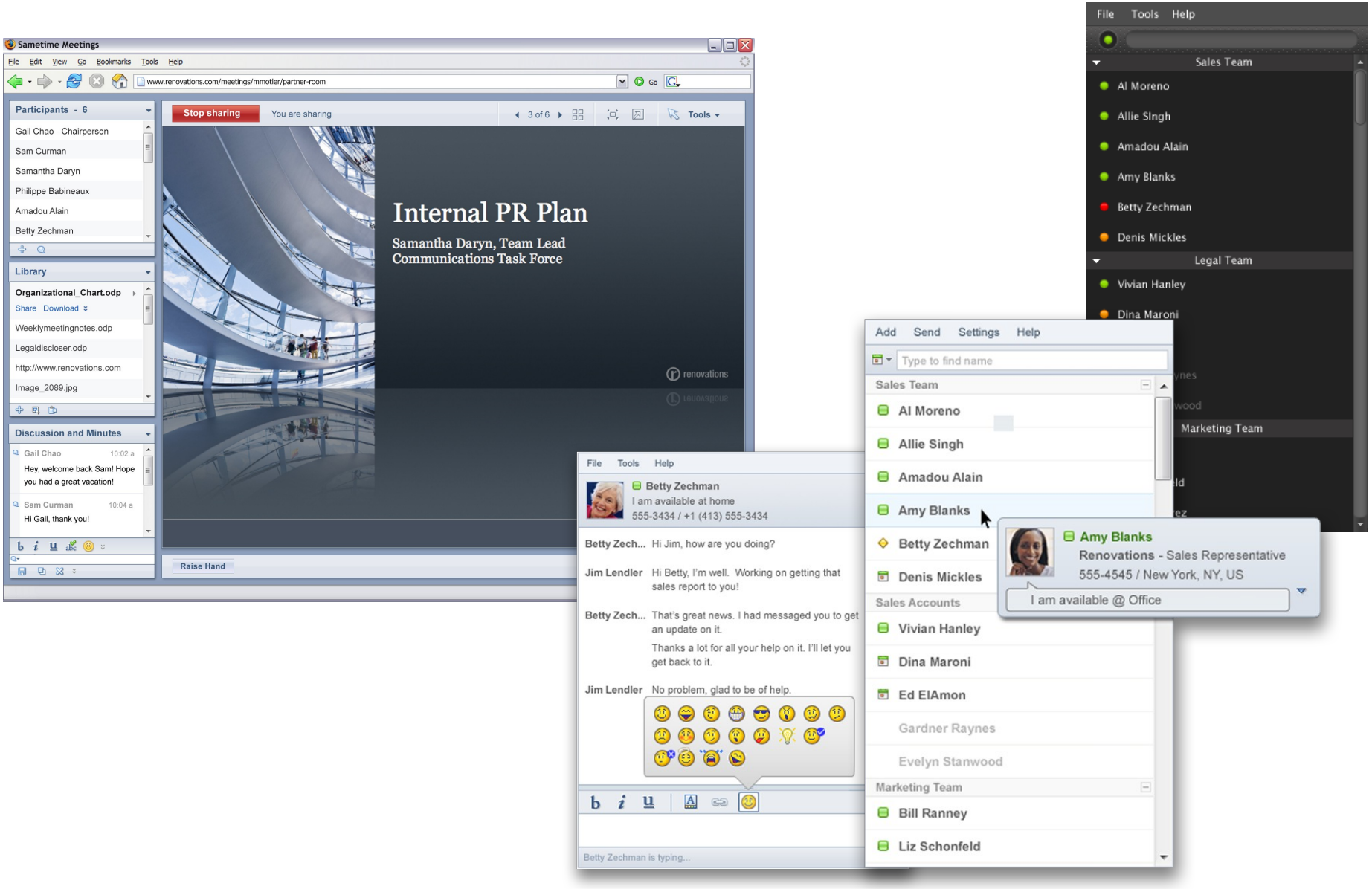
Sametime 8.5 zero download web 2.0 browser experience



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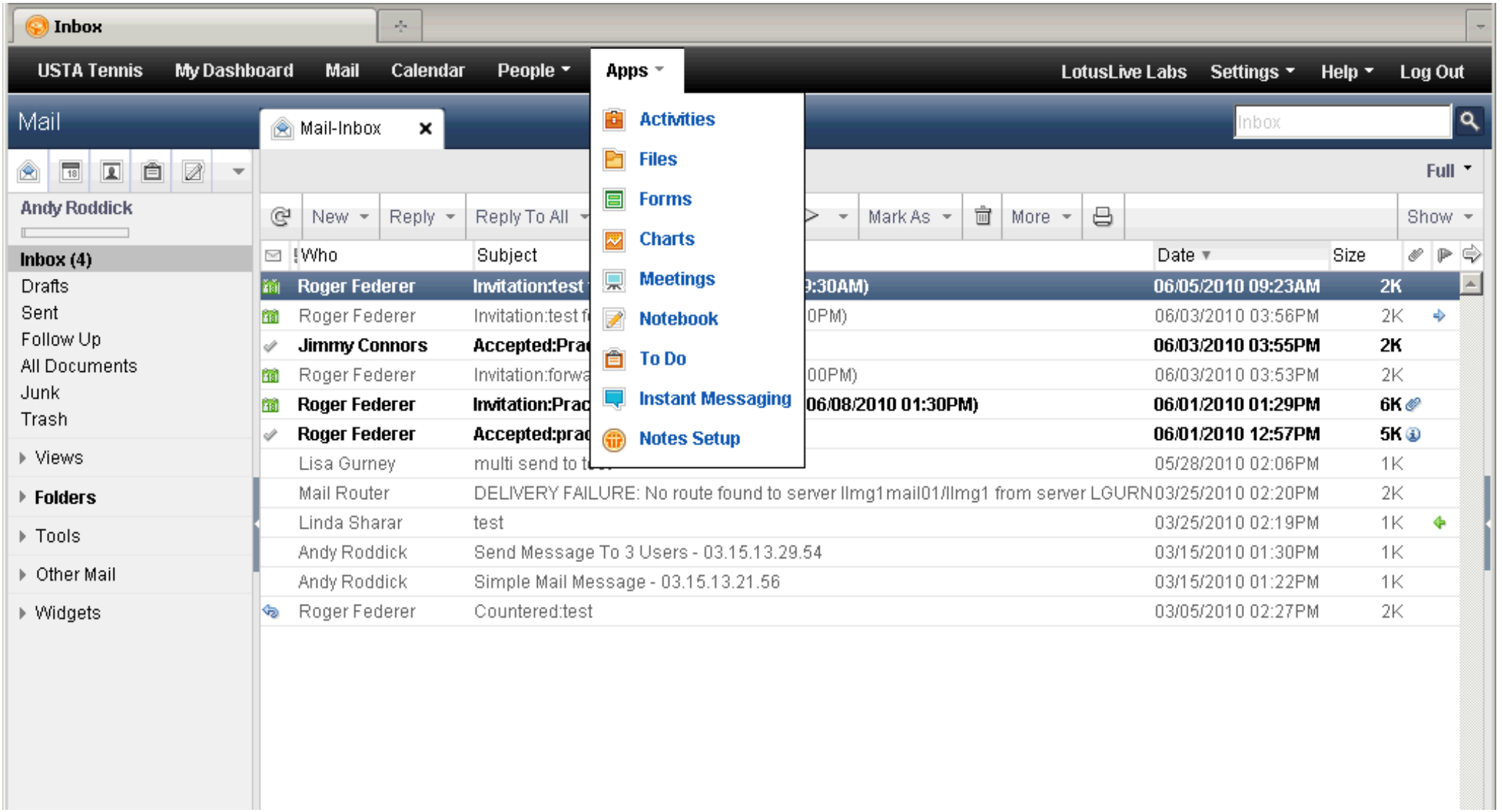

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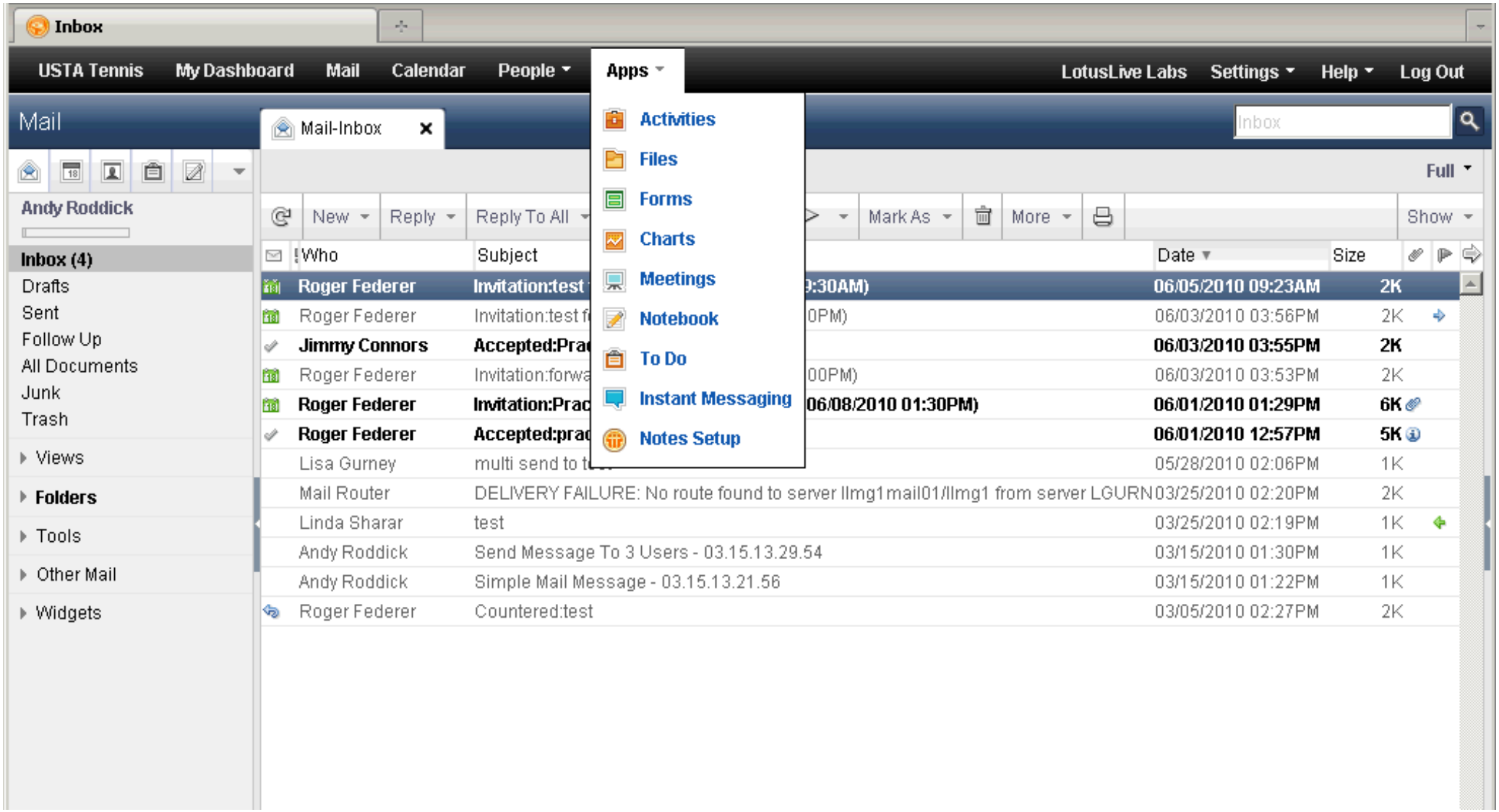

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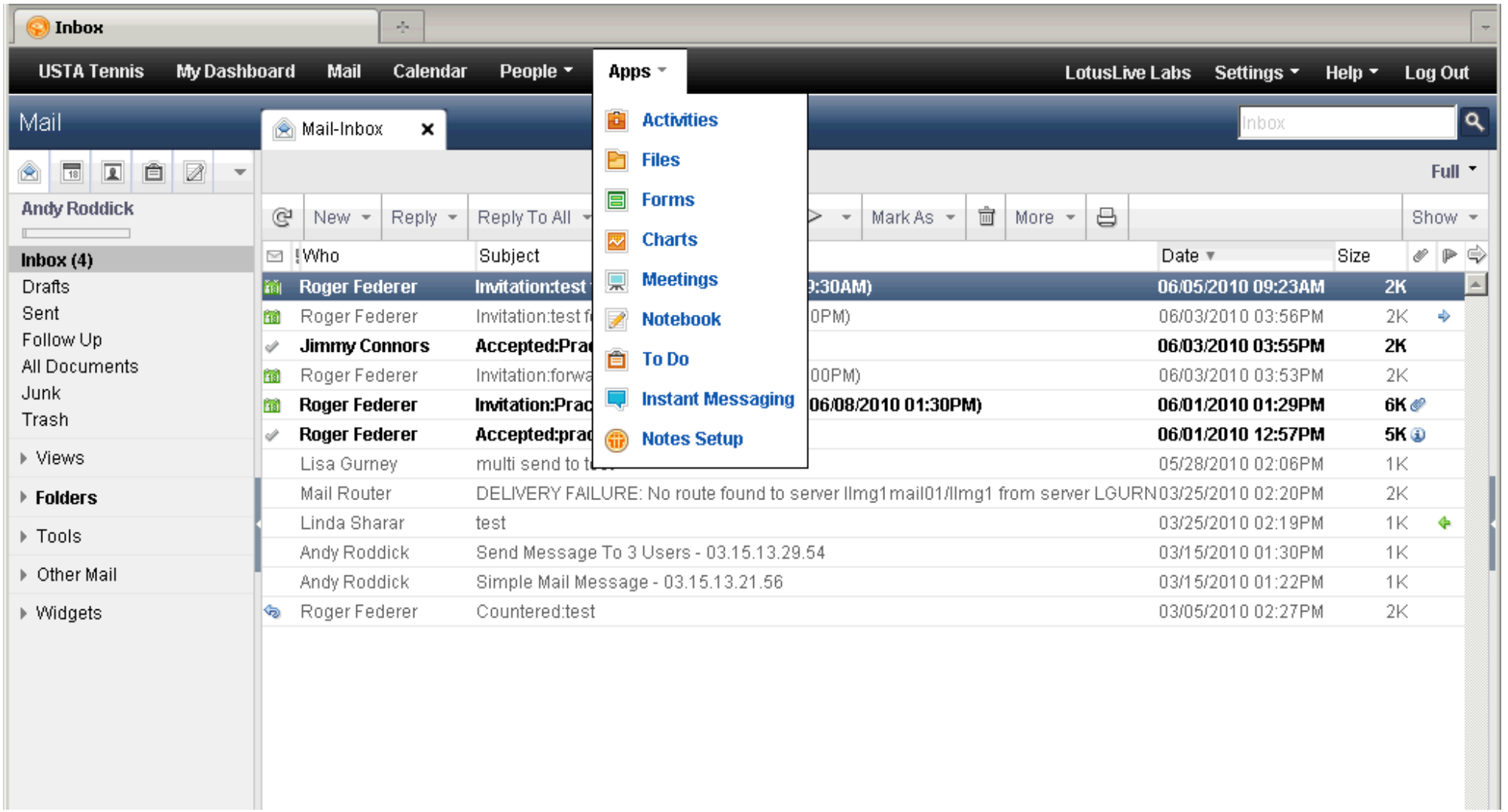

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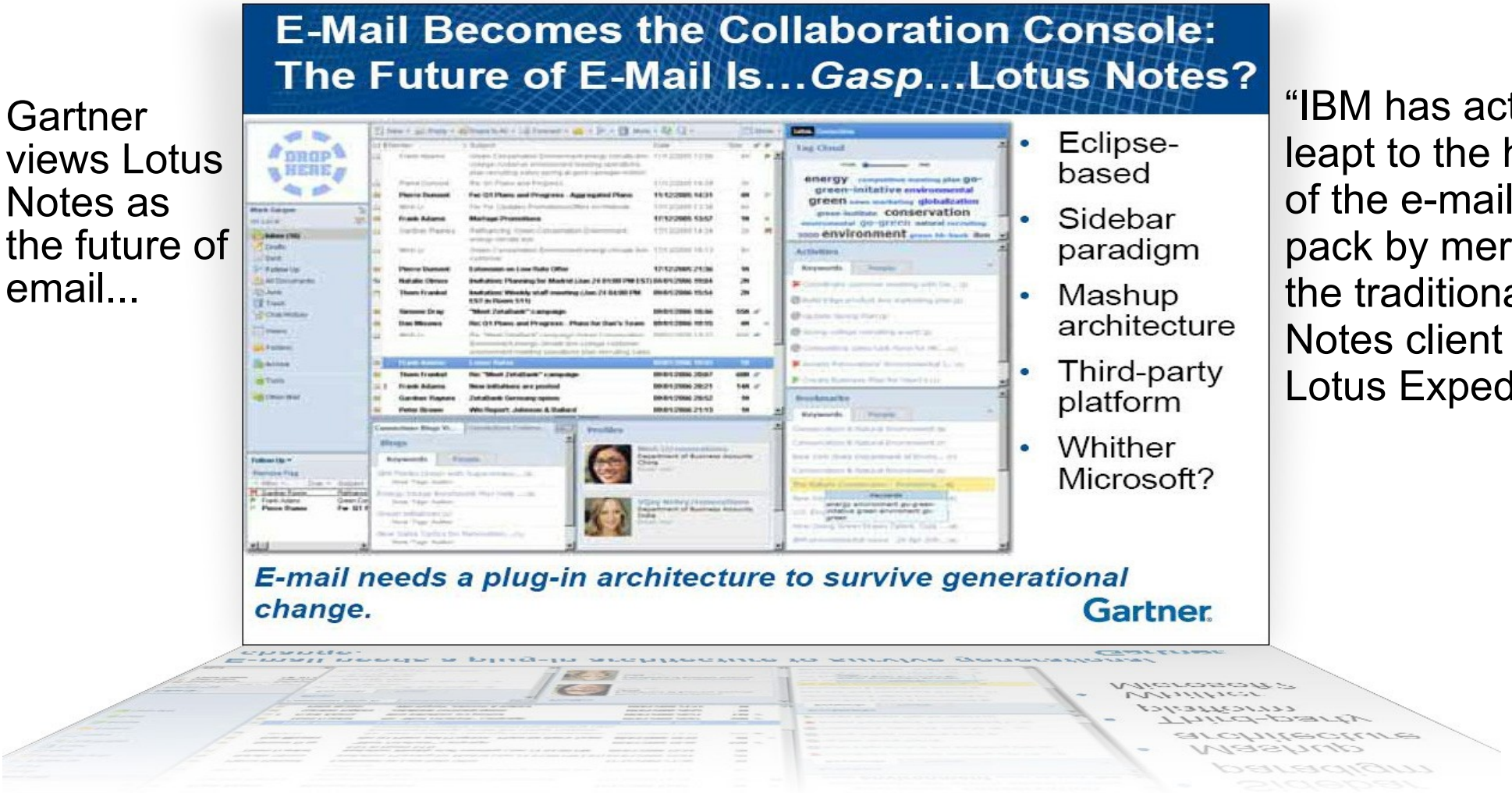
Gartner on the future of E-Mail

Analyst Matt Cain's presentation on e-mail at Gartner's June 2009 Portal and Collaboration conference

Gartner views Lotus Notes as the future of email...



"IBM has actually leapt to the head of the e-mail client pack by merging the traditional Notes client with Lotus Expeditor"

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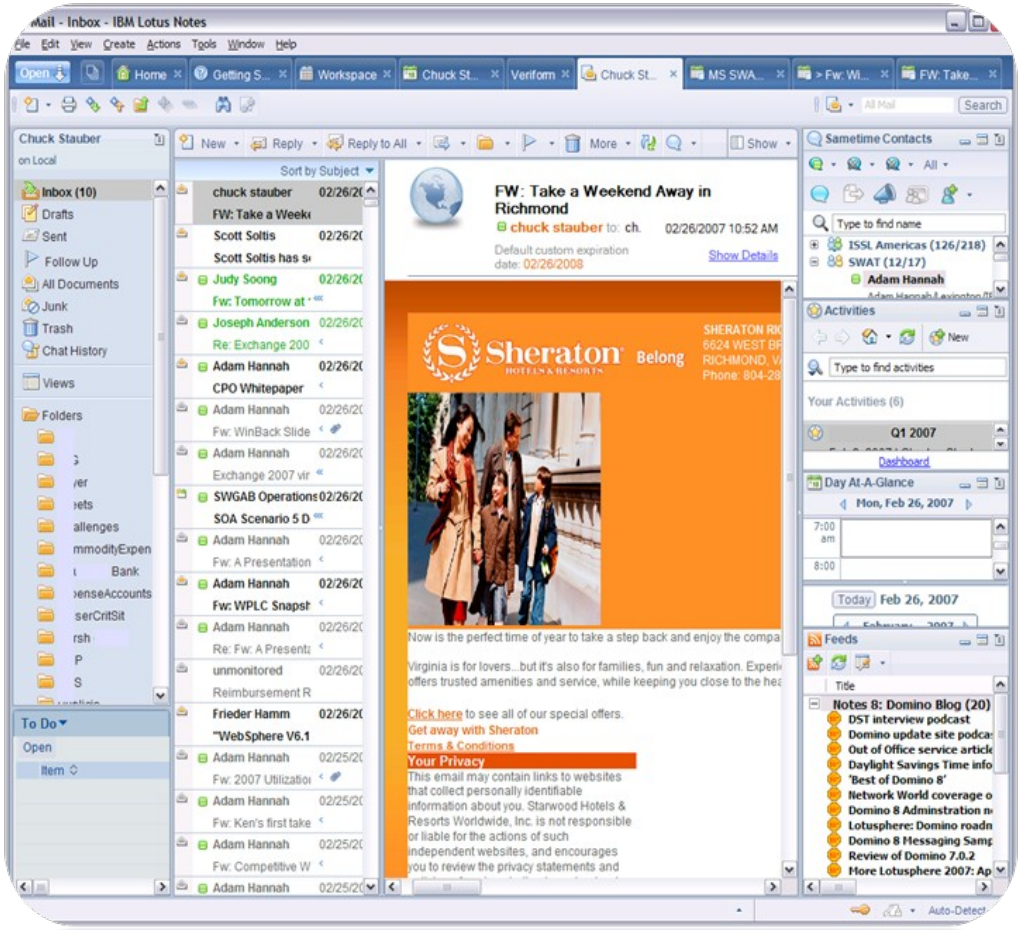
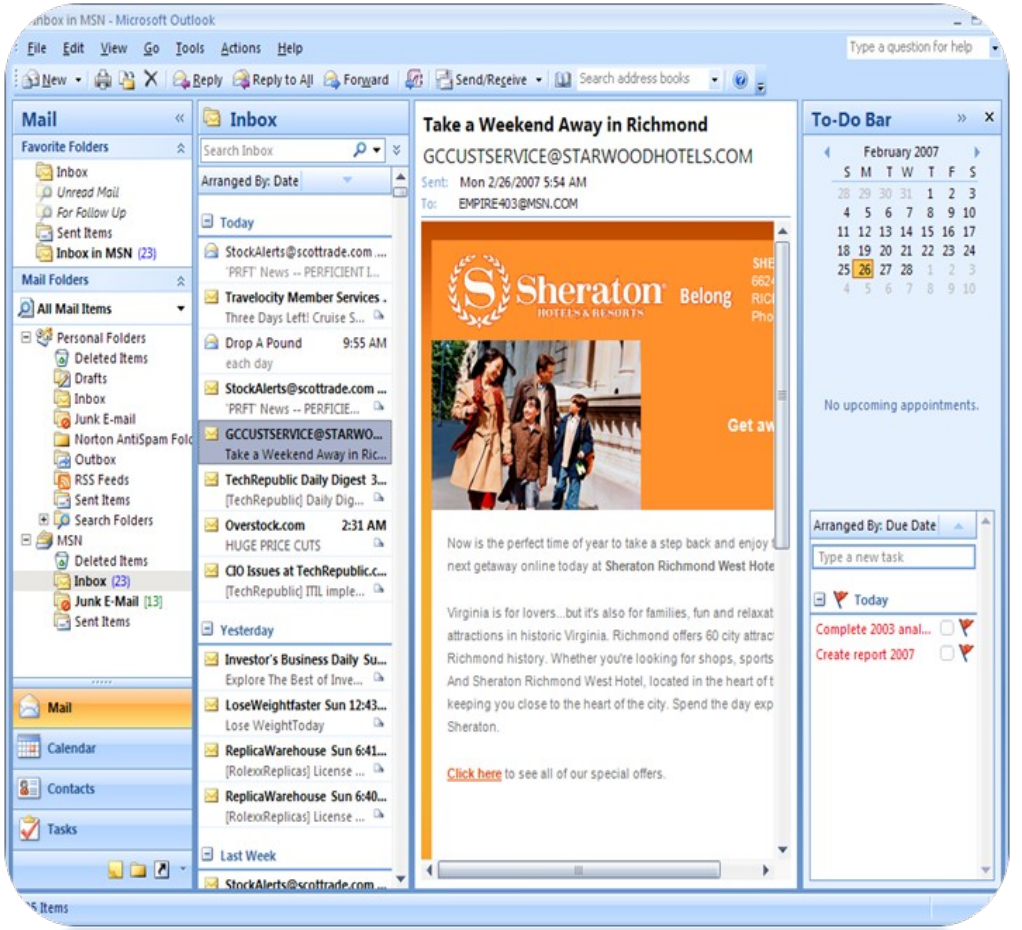
Is It MS Outlook? Lotus Notes?



Average cost for a Notes/Domino version upgrade: $50 per user



Average cost to migrate from one version of MS Exchange to next: *$250 per user*

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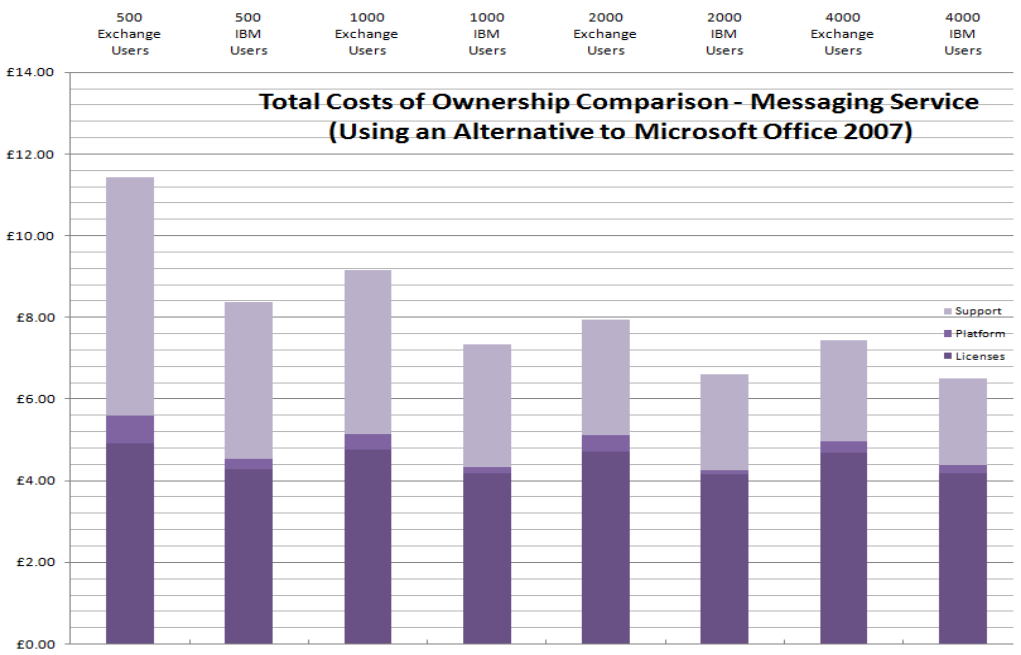
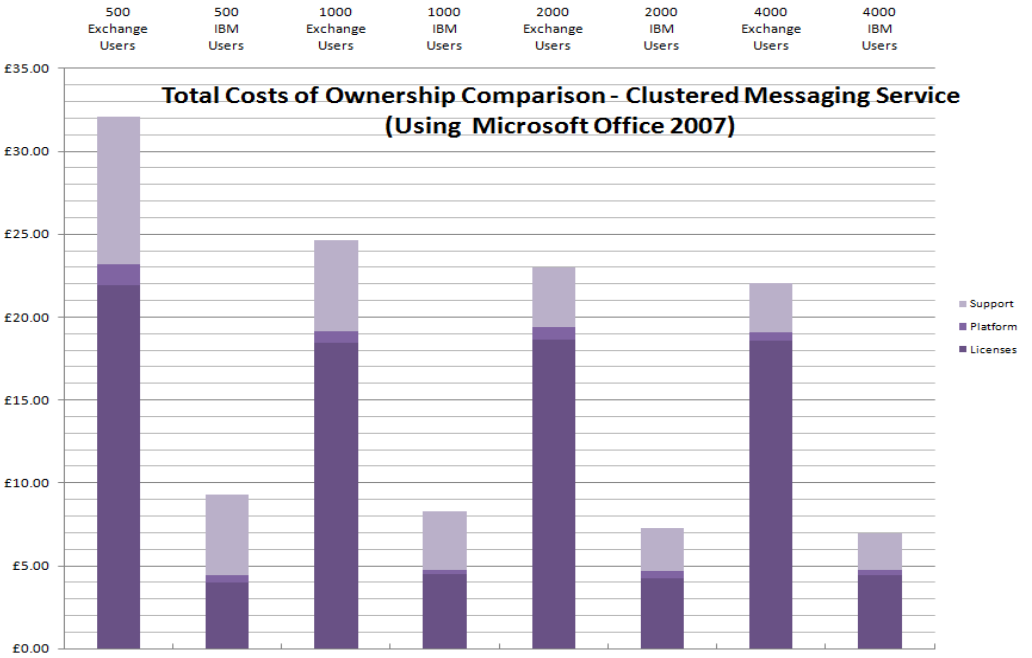
Independent TCO analysis of Notes/Domino vs. Exchange





- "IBM Solutions are up to 37% cheaper based on Infrastructure costs and subsequent user support costs."
- "When licensing costs are introduced, particularly those of Microsoft Office – this savings is more pronounced."

Source: http://www.applicable.com Sept, 2009

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Lotus® Notes®8.5

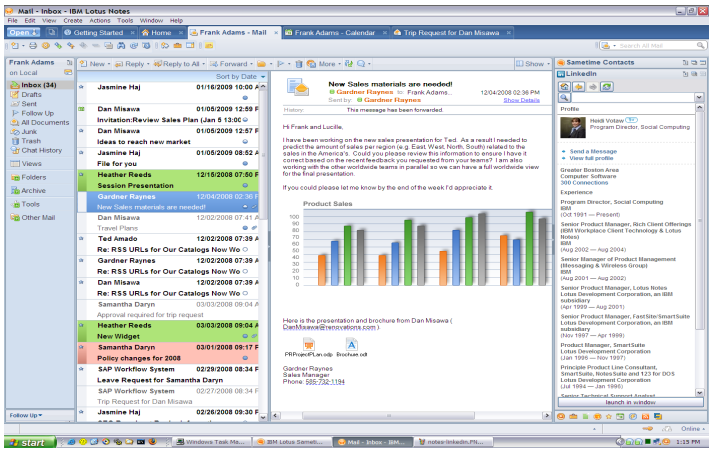
Strong focus on TCO

30% Fewer Servers to Manage

40% Improvement in CPU Efficiency

>50% Bandwidth reductions

40-60% Disk Savings



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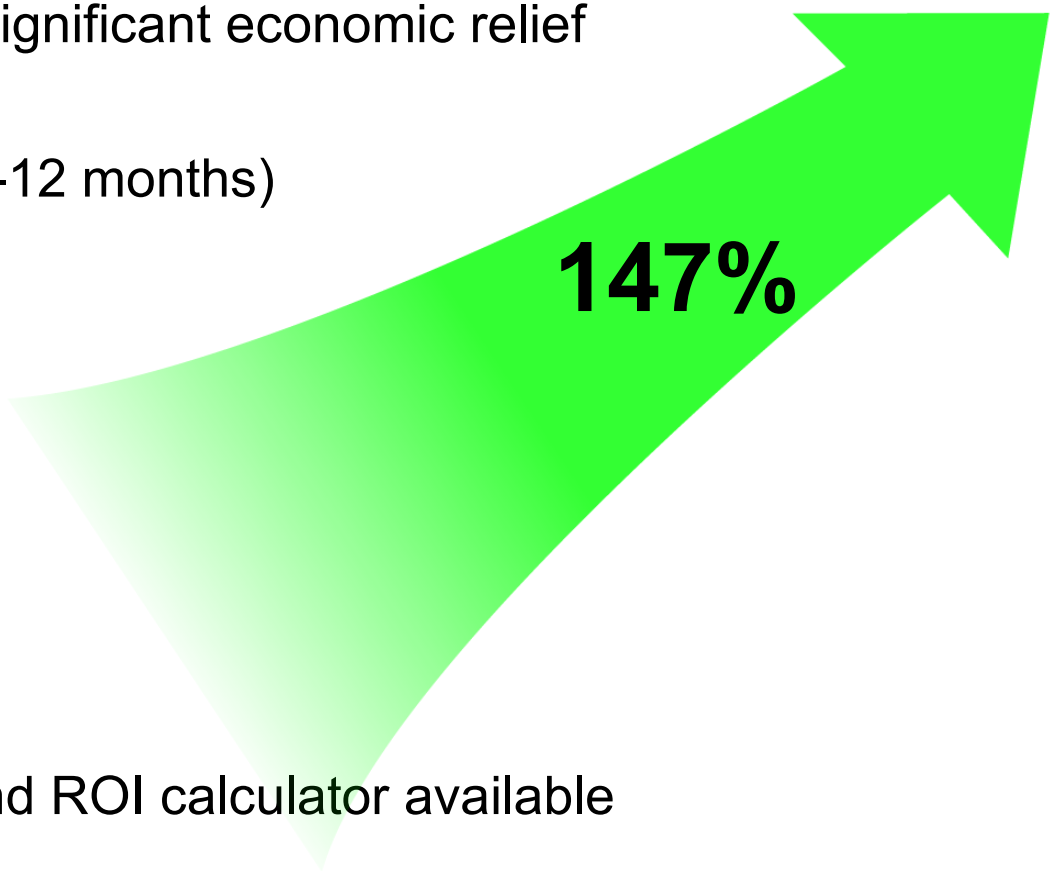
Forrester: Upgrade to ND 8.5 and Achieve 147% three year risk adjusted ROI

- Notes® & Domino® 8.5.x offers significant economic relief
- Payback in the first year (avg. 11-12 months)
- Cost savings of 30% or more*
- Savings right out of the box!
- Improve flexibility & adaptability
- Forrester webcast, whitepaper and ROI calculator available



*Based on upgrading from Domino 6.5 to Domino 8.5
Results may vary

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