Together, we can work smarter with Lotus collaboration solutions

Lotusphere Comes To You

Bruce Morse
VP, Unified Communications Software
Lotus Collaboration and Portal Software

CREATED WITH LOTUS® SYMPHONY™

Up Front: The state of the IBM collaboration portfolio

Growing

- Notes & Domino 8.0 – **rapid customer adoption**
- Lotus Connections is the ***fastest growing software*** product in Lotus history
- Sametime – added **30% more customers** in 2008
- WebSphere Portal **#1 for 7 years***

Innovating

- IBM winner of the 2008 Frost and Sullivan Green Excellence Award
- Lotus Connections is the world's the first integrated social computing software for business
- Lotus Mashups allow assets to be reused quickly to create 'situational apps'

Expanding

- ***More Than Half*** of Fortune Global 100 Now Use Lotus Notes/Domino
- **1/3 of new Sametime customers were MS Outlook/Exchange users**
- IBM Lotus Sametime winner of the Frost and Sullivan **2008 North American Enterprise Product of the Year**

Partnering

BlackBerry
SAP
LinkedIn
Salesforce
skype
ODF ALLIANCE

- Extensive partnerships with market leaders in mobility, UC and business applications
- Over 10,000 Lotus Business Partners, and growing
- IBM has invested more than **$1 billion** in Linux® development

IBM

* According to Gartner DataQuest

CREATED WITH LOTUS® SYMPHONY™

Organizations face unprecedented challenges

Difficult economic climate

- Need to lower costs while enabling people
- Increased regulatory compliance

Accelerated change

- Rapidly developing technology trends: cloud computing, SOA, mobility, UC, Web 2.0, inexpensive storage
- Opportunities and risks appear and disappear in real time

Complex global ecosystem

- Distributed and un-synchronized people, processes, and information
- Reduced productivity and limited base for innovation

CREATED WITH LOTUS® SYMPHONY™

Something meaningful is happening

Smarter Planet

Instrumented

Interconnected

Intelligent

- People
- Companies
- Institutions
- Industries
- Man-made systems
- Nature's systems

The world is connected:
economically, socially, and technically

CREATED WITH LOTUS® SYMPHONY™

Building a smarter planet:

Collaboration is the key to working smarter

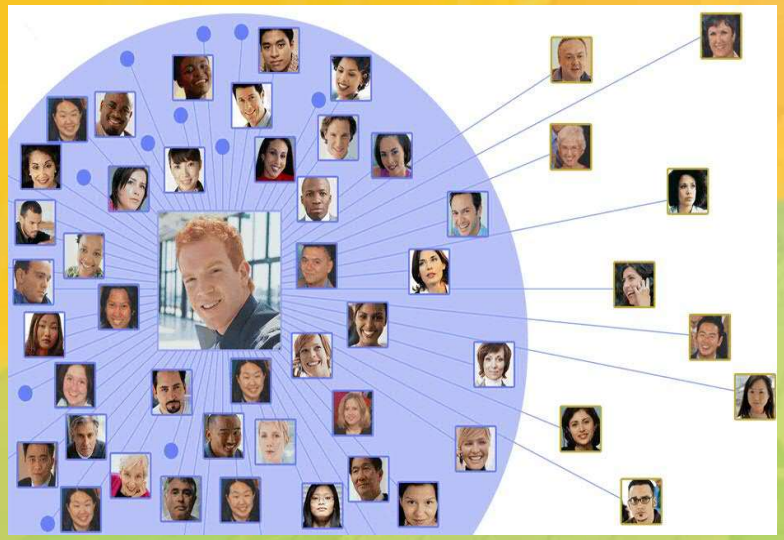
- **Connect** with employees, customers and partners to build strong relationships that drive results
- **Collaborate** from anywhere to become a more agile, adaptable organization
- **Innovate** to leverage the power of participation and generate new ideas
- **Optimize** the cost of enabling people

71% of CEOs plan to place greater focus on external partnerships and collaboration that extends beyond the traditional walls of the enterprise*

* Source: IBM Global CEO Study 2008; n = 1106

CREATED WITH LOTUS® SYMPHONY™

Connect to build deeper relationships for differentiation



- ***Allow employees to self optimize:*** *give geographically dispersed, virtual teams the tools they need to drive better outcomes*
- ***Differentiate your customer experience***: protect revenue, build loyalty and create advocacy through customer communities
- ***Respond more quickly to market dynamics***: create dialogs to understand customers more deeply and to develop more productive partnerships

"91% of decision makers said that customer experience would be very important or critical to their business.

However, **half of them lacked a clear customer experience strategy**"

"The Forrester Wave™: Customer Service Software Solutions, Q4 2008 Define The Customer Experience Before Choosing A Vendor,"
Forrester Research, October 21, 2008

CREATED WITH LOTUS SYMPHONY

Collaborate to improve productivity and adaptability

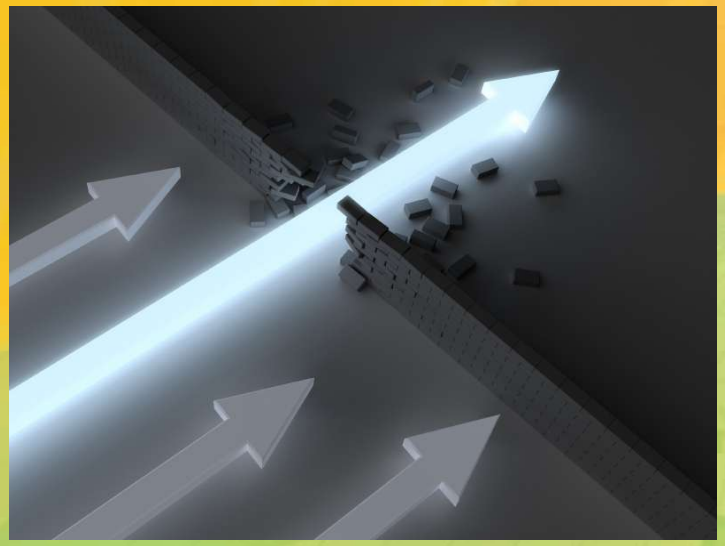
- ***Reduce process inefficiency:*** enable real-time collaboration to support faster, more cost effective business processes. Eliminate silos.
- ***Make better decisions, faster:*** keep people in touch with expertise and information by giving access to **the right collaborative tools** for the moment, from anywhere and through any device

"...**Collaboration needs grow as a result of layoffs, mergers, and deepening external partnerships** (requiring new infrastructure to collaborate outside the firewall with trusted, external partners...and customers). And this happens while IT's services shrink as a result of layoffs, a focus on streamlining operational costs, while not taking on new projects."

"Predicting the battle over collaboration infrastructure in 2009"
Gil Yehuda, Forrester, ZDNet, December 12th, 2008

CREATED WITH LOTUS® SYMPHONY™

Innovate through broad participation to capture opportunities



- ***Generate value from social networks:*** create a stronger, more participatory business culture that fosters quick thinking and new ideas

- ***Uncover hidden knowledge and expand your virtual organization:*** use security-rich collaboration solutions that enable innovation to be driven from inside and outside the walls of your organization

"Increasingly, B2B buyers are relying on social tools like discussion forums, blogs, and podcasts to make decisions.

Among telecommunications and networking buyers, for example, ***nearly two-thirds*** report that discussion forums and social networking sites were important when making a purchase decision."

"Can Enterprise Web 2.0 Survive The Recession?", Forrester Research, January 6, 2009

CREATED WITH LOTUS® SYMPHONY™

Optimize the way people work to reduce costs

- ***Reduce the cost of empowering people:*** optimize and deploy energy and storage-efficient collaboration technology
- ***Develop efficient means of working:*** leverage smarter collaboration to avoid travel, communications, paper, and traditional office requirements.

"These deployment approaches have already proven to save months of project work that used to be spent propping up on-premise server infrastructure and climbing steep technology deployment learning curves.

Bottom line: We now have more options for what technologies we invest in and how we choose to deploy them."

I&KM Research For An Economic Downturn,
Forrester Research, October 29, 2008

CREATED WITH LOTUS SYMPHONY

People drive better business outcomes

Drive Growth		Create Cultures of Innovation		Control Costs
Establish strong client and partner relationships	*Sense and respond to change*	*Innovate through collective talent*	*Leverage and preserve tacit knowledge*	*Develop efficient means of working*

Connect **Collaborate** **Innovate** **Optimize**

Messaging & Collaboration

Portals & Mashups

Social Software

Unified Communications & Collaboration

Talent & Expertise

Applications

Information

CREATED WITH LOTUS® SYMPHONY™

Evolving Capabilities Support the Collaboration Agenda

For your environment, your culture, your business demands

Collaboration optimizes business outcomes

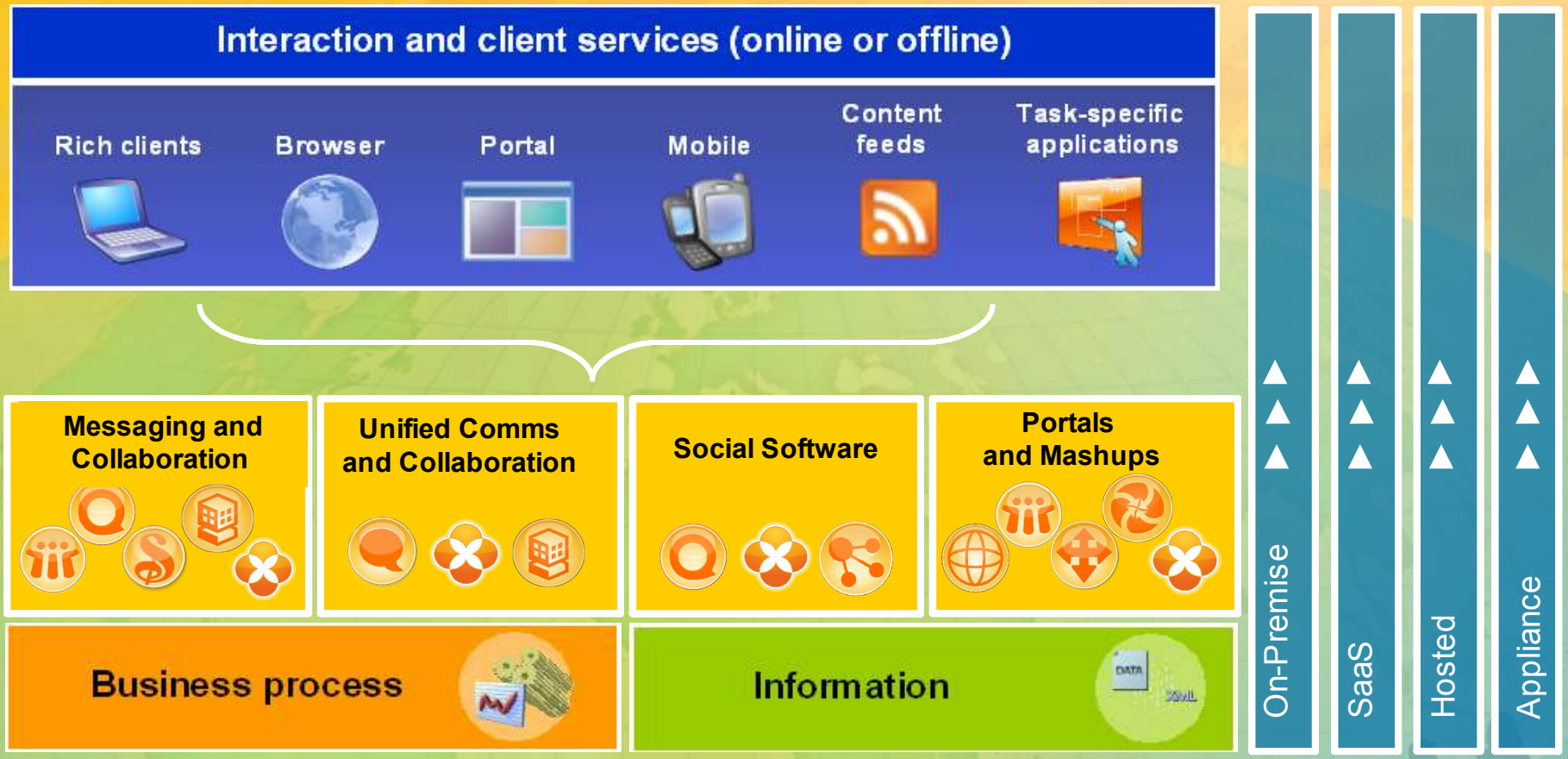
- *Global*
- *Secure*
- *Dynamic & Organic*
- *Supports generational styles*

CREATED WITH LOTUS® SYMPHONY™

What some of our key customers are saying

CREATED WITH LOTUS® SYMPHONY™

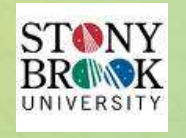
IBM Lotus Collaboration Portfolio



CREATED WITH LOTUS® SYMPHONY™

Notes & Domino 8

upgrades ahead of historical trend

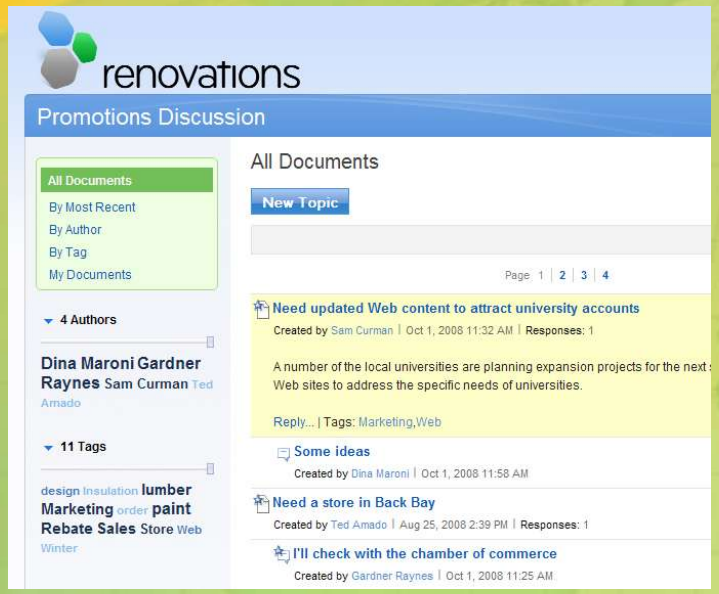


Lotus Notes and Domino 8.5:

An integrated collaboration environment

Lotus Notes®

8.5



- **Eclipse-based Designer**
- **xPages - Domino App Modernization**
- **Security simplification**
- **Roaming User**
- **iCal subscriptions & Calendar overlays**
- **Mac OS 10.5 (Leopard) & Ubuntu 8.04 client support**
- **Reduced costs for mail storage**
- **Domino configuration tuner**
- **Lotus Protector software**
- **Widget extensibility**

IBM

CREATED WITH LOTUS® SYMPHONY™

Lotus Notes & Domino – Driving costs down

It's time to Upgrade

Savings right out of the box

- Immediate benefits available from upgrading

Total messaging cost savings of 30+%

- Storage costs reduced by 50%
- Administration savings of 30%
- Improved end user productivity

Leverage existing expertise, applications, and infrastructure

- Don't spend money reworking applications

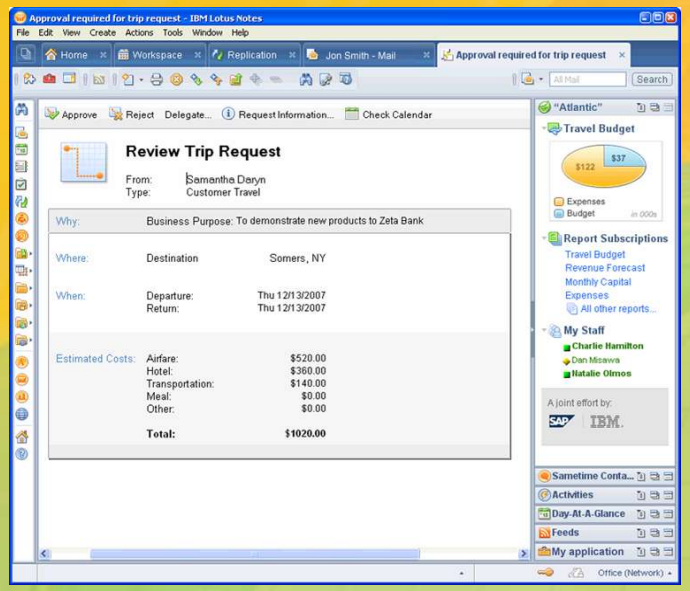
IBM saves $$ millions yearly from reduced storage costs alone

- 70+ Petabytes of storage

CREATED WITH LOTUS SYMPHONY

Alloy™ Software by IBM® and SAP®:

Access SAP Information and Processes from IBM Lotus Notes



- **Reports management**
  - Give Users information to make good decisions
- **Travel Management**
  - Request, review & approve trip details quickly
- **Workflow Decisions Management**
  - Manage and expose SAP Workflow decision steps in Notes
- **Leave Management**
  - Manage vacations from Lotus notes calendar
- **Custom Integration**
  - Add contextual information to facilitate better decisions

CREATED WITH LOTUS® SYMPHONY™

Going Mobile:
The Enhanced Lotus Suite on the BlackBerry® Platform

Connections – Untethered, secure, enterprise social networking

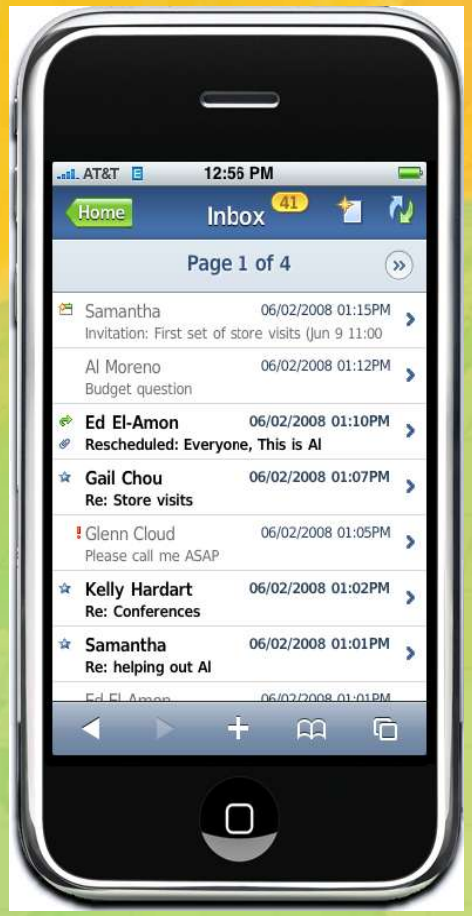
Symphony & Quickr – Low cost, rich desktop collaboration on the road

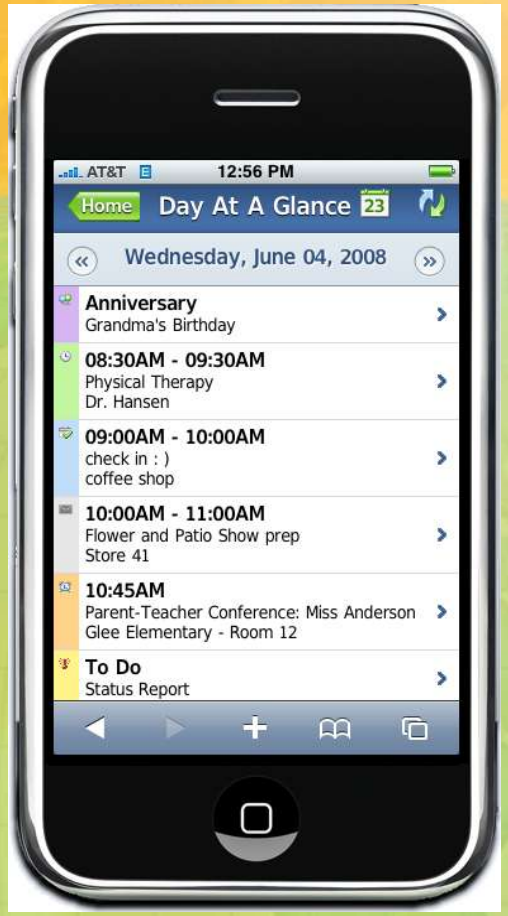
Sametime – Anywhere, anytime, secure, real time collaboration

Domino Designer with Xpages – Mobilize Domino applications with BlackBerry® security and manageability built-in

CREATED WITH LOTUS® SYMPHONY™

Going Mobile:
Enhanced iPhone Support





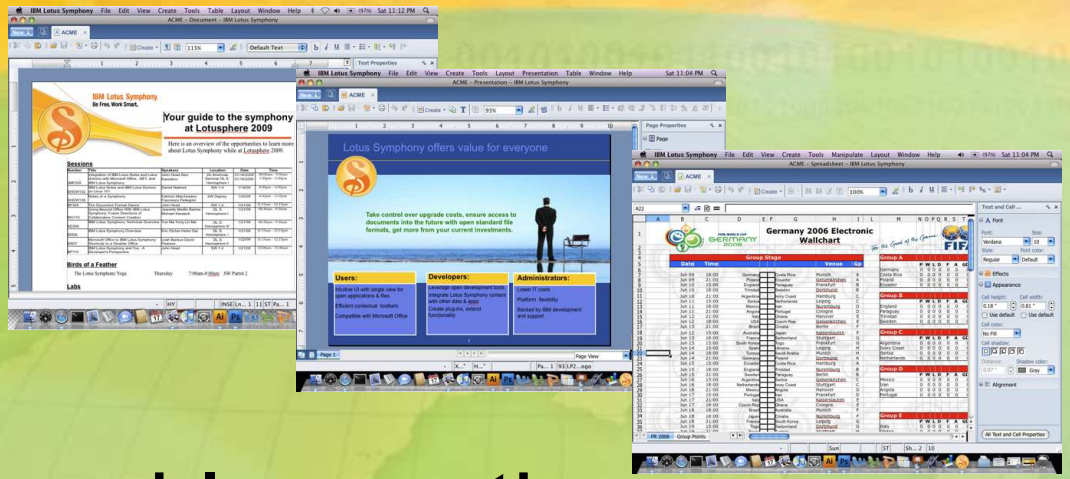
CREATED WITH LOTUS® SYMPHONY™

Lotus Symphony:

Creating and editing content

4 MILLION downloads

...and counting



Novell.

redhat.

ubuntu

Microsoft Windows

Free and Innovative

- Documents
- Presentations
- Spreadsheets

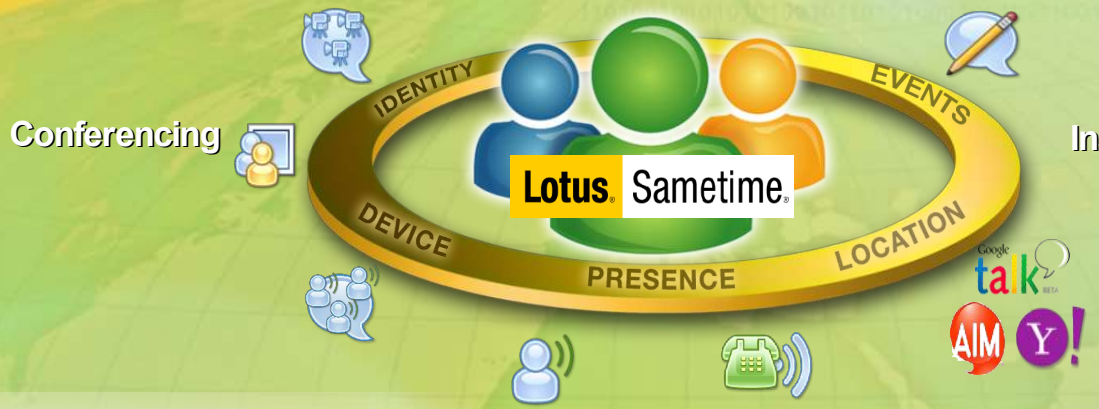
IBM

CREATED WITH LOTUS® SYMPHONY™

Unified Communications and Collaboration

✔ Saved 4 days in Sales and Ordering Process
✔ Reduced IT costs 69%

Nic J. Theocarakis
NISSAN DISTRIBUTOR



celina INSURANCE GROUP

✔ Reduced staff & Telephony costs
✔ Improved customer loyalty
✔ Saved $3M annually

CREATED WITH LOTUS SYMPHONY

Sametime Unified Telephony

Coming July 2009!

Rich presence

Softphone

Intelligent Call **Management**

Delivers

rich and **consistent**
end user experience
across multi-vendor, TDM and
IP PBX environments

CREATED WITH LOTUS SYMPHONY

Sametime 8.5

Making Collaboration Easier

Improved

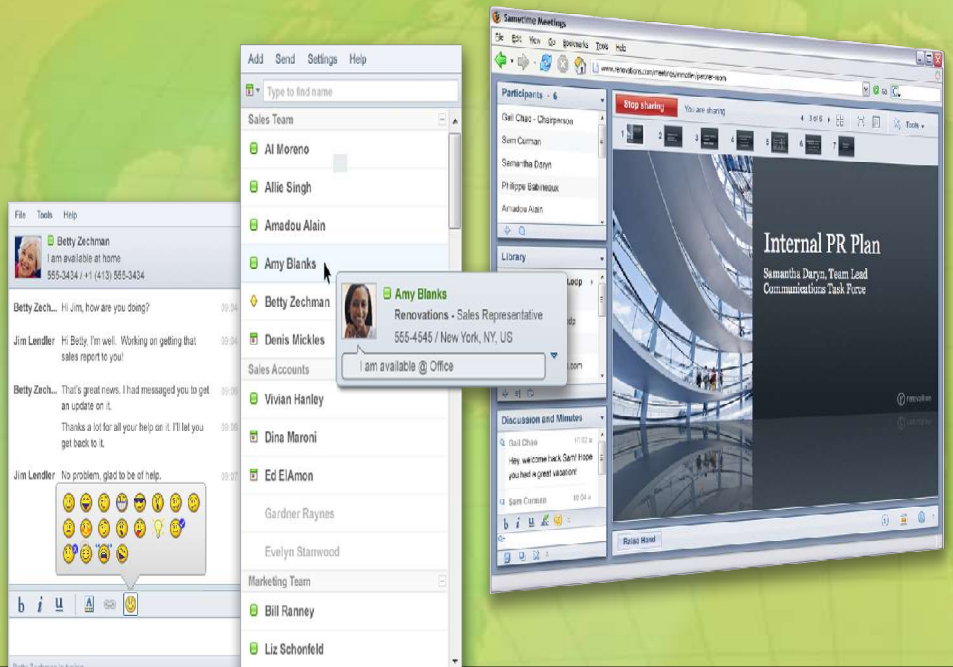
Online

Meeting Experience

Enhanced **Video**

iPhone Browser

Support



Web 2.0

Browser

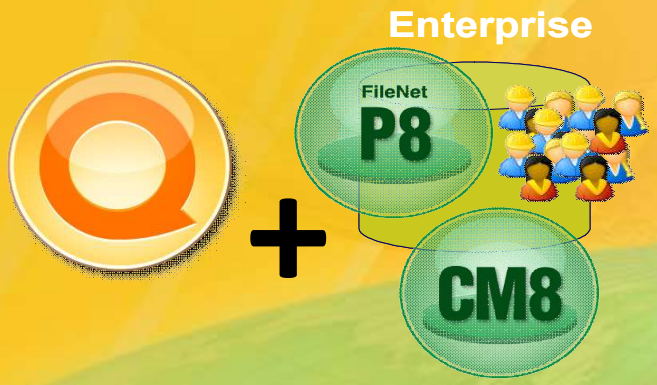
Experience

zero download

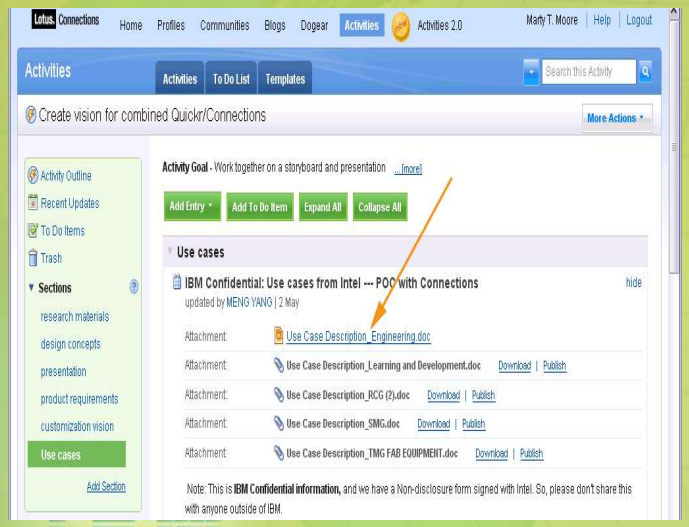
CREATED WITH LOTUS® SYMPHONY™

Lotus Quickr:

Teams Share Content, Collaborate and Work Faster



- **Enterprise Content Management**
  - Quickr friendly Web 2.0 front end for your FileNet, Content Manager, other investments
- **Customer Driven Enhancements**
  - Performance and UX
  - Stability
  - Extensibility (e.g. LDAP, APIs)
  - Administration (e.g hotfix)
  - SSO – SPENGO (J2EE)
- **Integration with Connections and iNotes**
  - Extend Community with a place
  - Store / publish from Activities to a place
- **Connector enhancements**
  - Deployability
  - Multi-user support
  - Auto populate places
  - Forward Proxies

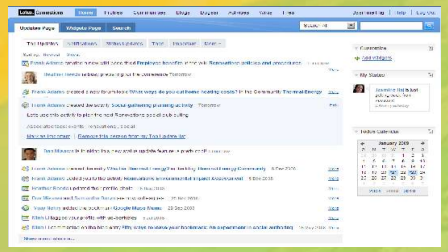


CREATED WITH LOTUS SYMPHONY

Lotus Connections 2.5:

Discover Expertise, Deliver Results...

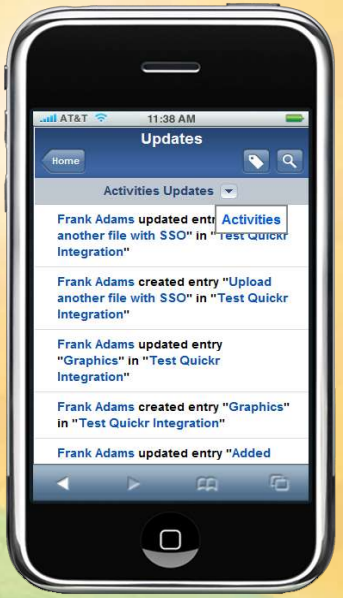
- **Social Profiles**
  - Twitter
  - Message Wall
  - Personalized news



- **View Social Data**
  - Smart Notifications
  - Subscriptions
  - 'River of news'

- **New Community Experience**
  - Templates for look and feel
  - New discussion forum
  - Drag and drop widgets

- **Completely New Wiki**
  - Common Architecture
  - First class Wiki



- **New Mobile Client**
  - Included with 2.5
  - Browser client

WebSphere Portal & Mashups

- Exceptional Web Experiences
- Excellence in Integration & Cost Savings
- Empowering Business Users

Expanded Lotus collaboration integration

End-user customization & control

Mashup integration

Further Optimizing Web Experiences

Out-of-box site templates

Widget consumption

Tagging & rating enhancements

"We received applause in the Board Room from our Patient Advocacy Council"

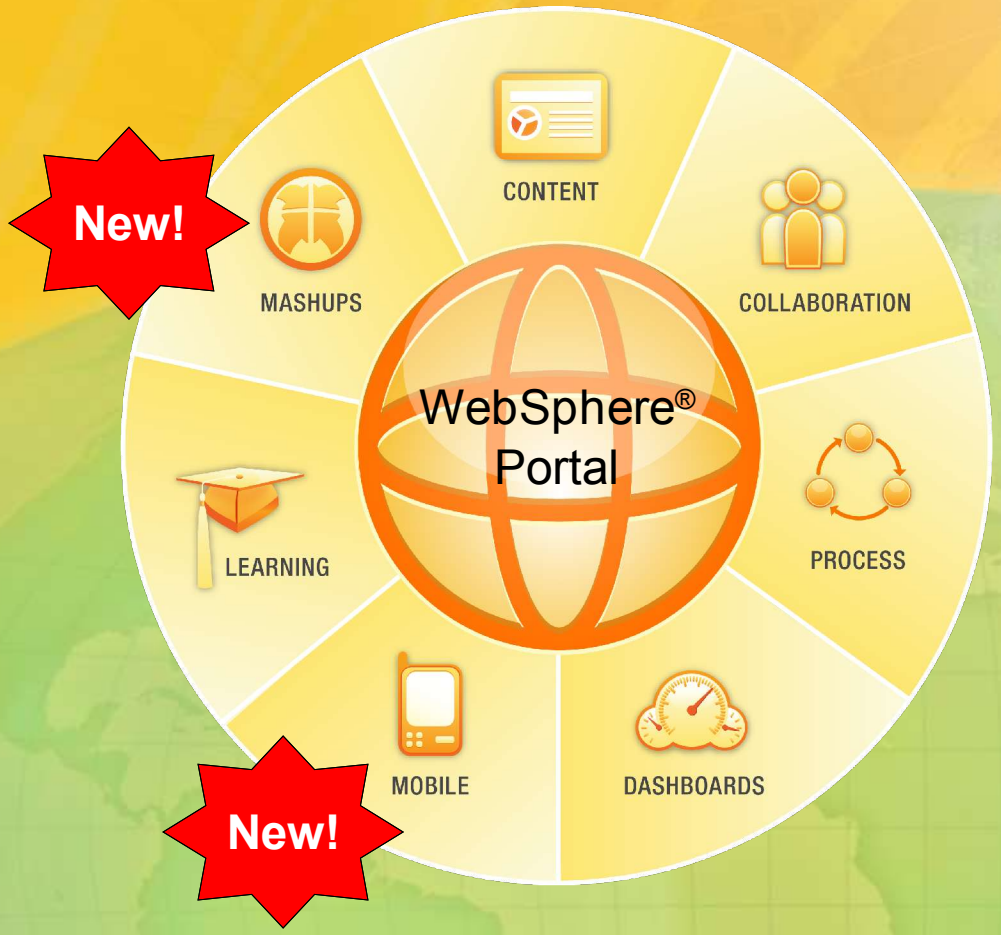
Pete L'Engle, Sr. Program Manager, Duke Health

Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.

CREATED WITH LOTUS® SYMPHONY™

IBM Accelerators for WebSphere Portal

Helping to Speed Exceptional Web Experiences



IBM accelerators help speed time-to-value of WebSphere portal deployments

New accelerators include:

IBM Mashup Accelerator

Empowers business users to easily create and share new Web applications without IT involvement

IBM Mobile Portal Accelerator

Delivers Web portal applications to users on virtually any mobile device

Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.

CREATED WITH LOTUS® SYMPHONY™

Lotus Foundations

Collaboration for small business

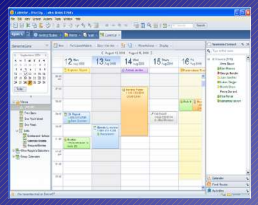
- Family of on-premise servers

- Lotus Foundations collaboration server
  - Domino mail and collaboration, file management, directory services, firewall, back-up and recovery, and office productivity tools

CREATED WITH LOTUS SYMPHONY

People are accessing collaborative services in many ways

Collaboration "is" the application

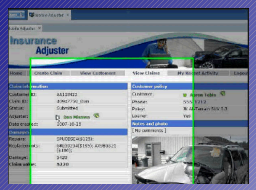

Desktop

Appliance

Web

Mobile

Collaboration "Inside" the app



Middleware

Business Applications

Collaboration as a Service

Hosted

SaaS

Applications & Information

Communication & Collaboration Services

IBM

CREATED WITH LOTUS® SYMPHONY™

What is “cloud computing”?

Cloud computing is an emerging style of standardized, elastic, scalable, commodity based IT capability delivered dynamically as a service

Smart service delivery model

- **Secure access anywhere**
- **Customer self service**
- **Automatically scalable to demand**
- **Always available**
- **Flexible pricing**

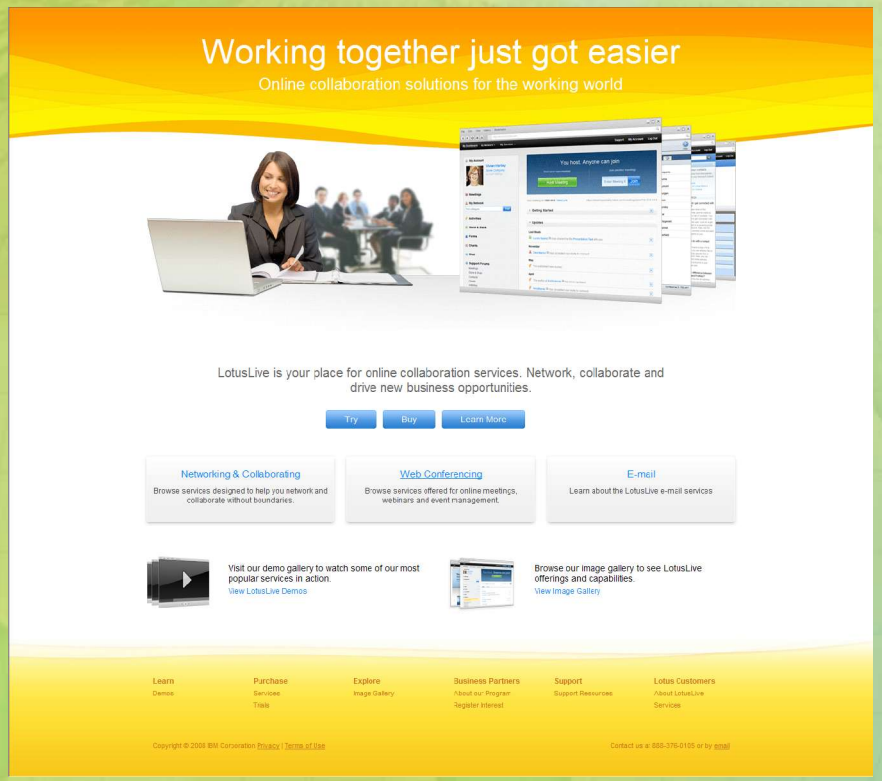
CREATED WITH LOTUS SYMPHONY

Introducing LotusLive:

Enabling Collaboration both within and outside the firewall

LotusLive™

www.lotuslive.com



CREATED WITH LOTUS® SYMPHONY™

LotusLive Offerings – 2009

Web Conferencing

LotusLive Meetings
(Sametime Unyte Meeting)

Full-featured Web conferencing service includes polling, hand raising, record & playback.

Available Today

LotusLive Events
(Sametime Unyte Events)

Internet-based event capabilities. Provides tools to create & manage webinars.

Available Today

Collaboration

LotusLive Engage
("Bluehouse")

An integrated suite of Web collaboration and business networking solutions including:-

- On line Meetings
- Files
- Instant Messaging
- Activities
- Survey Forms
- Charts
- Profiles and Contacts

Available Q2 '09

LotusLive Connections

An integrated suite of Web collaboration and business networking solutions including:-

- Files
- Activities
- Profiles and Contacts
- Instant Messaging

Available Q2 '09

eMail

LotusLive Notes
(Lotus Notes Hosted Messaging)

Full-featured, dedicated hosted Email service. (rich or web client)

Available Today

Additional Add-ons

- **LotusLive Mobile for Blackberry** — Available 1H '09
- **LotusLive Sametime IM** — Available 1H '09

LotusLive iNotes

Web-based Email service with group calendar & shared contacts.

Available Q3 '09

The information on the new products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information on the new product is for information purposes only and may not be incorporated into any contract. The information on the new product is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion.

Multiple Delivery Models

Lotus has delivery models to address customer collaboration challenges

On-Premise
MANAGED BY IT DEPARTMENT OR PARTNER

Cloud Delivered
IBM MANAGED

Software

Benefits

- Allows for advanced customization
- Managed by IT department
- All data resides locally and inside firewall

Appliance

Benefits

- Easy to install and maintain
- Managed by a customer or partner
- Toolkits available for customization
- All data resides inside firewall

LotusLive

Benefits

- Subscription pricing
- Scales to meet customer demand
- Updates are applied transparently
- Standard SLAs
- We offer both dedicated and multi-tenant environments

CREATED WITH LOTUS® SYMPHONY™

What some of our key customers are saying

CREATED WITH LOTUS® SYMPHONY™

Lotus Empowers People to Drive Better Business Outcomes

Connect Collaborate Innovate Optimize

- ***Workforce flexibility***
  - Enabling employee mobility
  - Supporting generational styles
- ***Leveraging expertise & knowledge***
  - Finding and connecting
  - Both inside and outside the firewall
- ***Streamlining decision making***
  - Coordinating activities
- ***Communicating with employees as individuals***
  - Aggregation and personalization of content
- ***The right in formation at the right time…in context***
  - Tailored applications for niche audiences
- ***Magnifying the value of content***
  - Easier to find, capturing and repackaging content

CREATED WITH LOTUS® SYMPHONY™

Thank you!