

# SaaS and the IBM Lotus Portfolio

Brendan Buckingham  
Jon Crouch  
Lotus Software



# Agenda

---

- Changing Business Priorities
- The IBM Lotus Strategy
- Introducing LotusLive
  - New Offerings
  - Click-to-Cloud
  - Partner integration
- IBM Execution
  - Network
  - Security
- What the press and analysts are saying
- What some customers are doing
- Summary

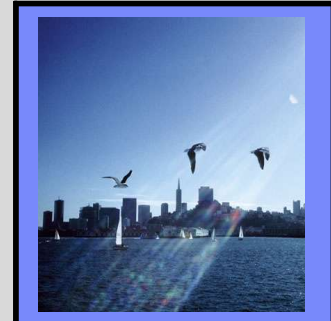
# Business priorities are changing



**Control Costs**



**Collaborate to Innovate**



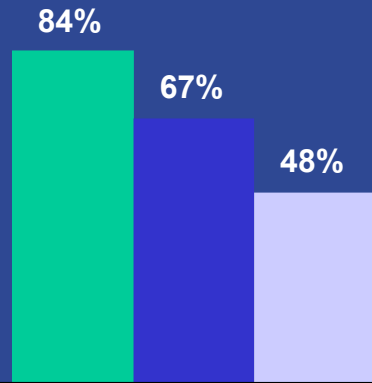
**Cloud Computing models**

- Organizations face the challenge of creating top line growth while at the same time managing bottom line costs in today's economy
  - The CEO's twin priorities are driving innovation at grass roots level and cost reduction
  - Pressure from hyper-competitive markets and globalisation
  - Rise of emerging markets
- Internal resource reductions makes collaboration with customers and partners a necessity
- *Cloud computing enables **smarter** collaboration across employees, customers, and partners; while controlling costs at the same time*

# CEOs told us these three external forces will cause the most change for their organizations over the next three years

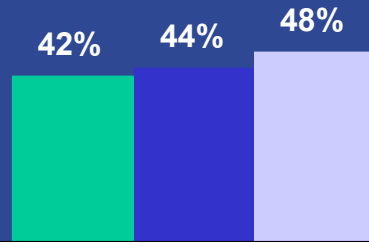
## Top 3 External Factors

Market Factors are still important but less dominant



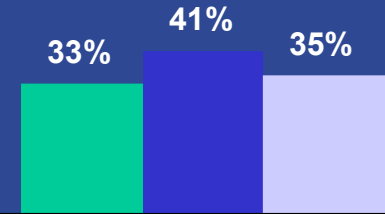
Market Factors

People Skills are as important as market factors



People Skills

Technological Factors are steady at third position



Technological Factors

■ 2004 ■ 2006 ■ 2008

*“Our inability to find talent has been an inhibitor to growth globally.”*

*Lorman Correa, Presidente, Inelectra S.A.*

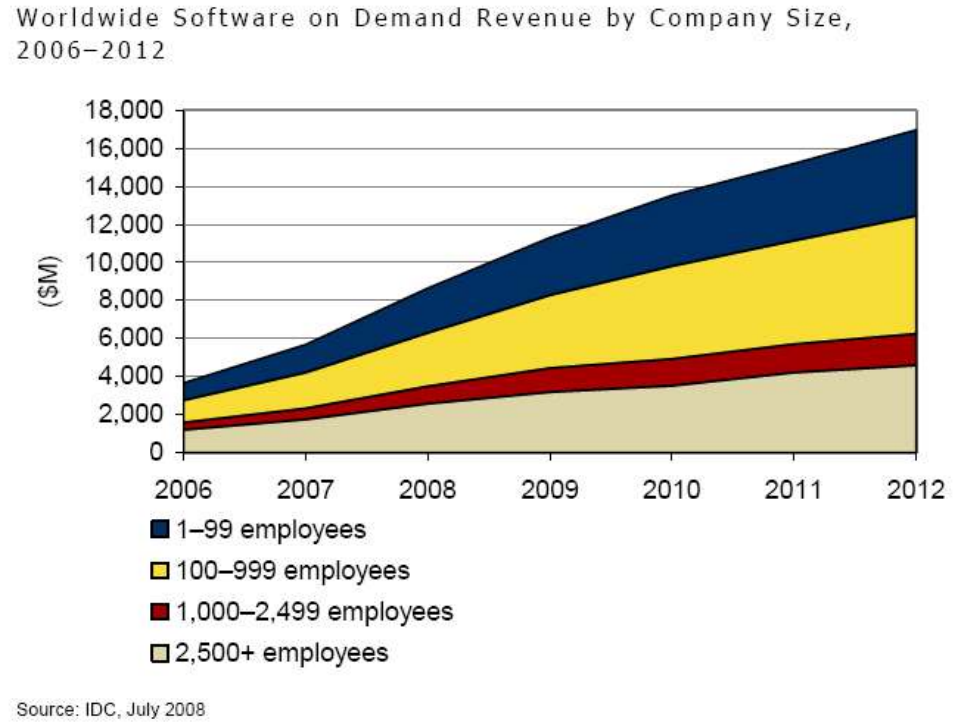
*“External factors affect me and my competitors equally. The differentiator is talent management.”*

*Hector Ruiz, Chairman & CEO, AMD*

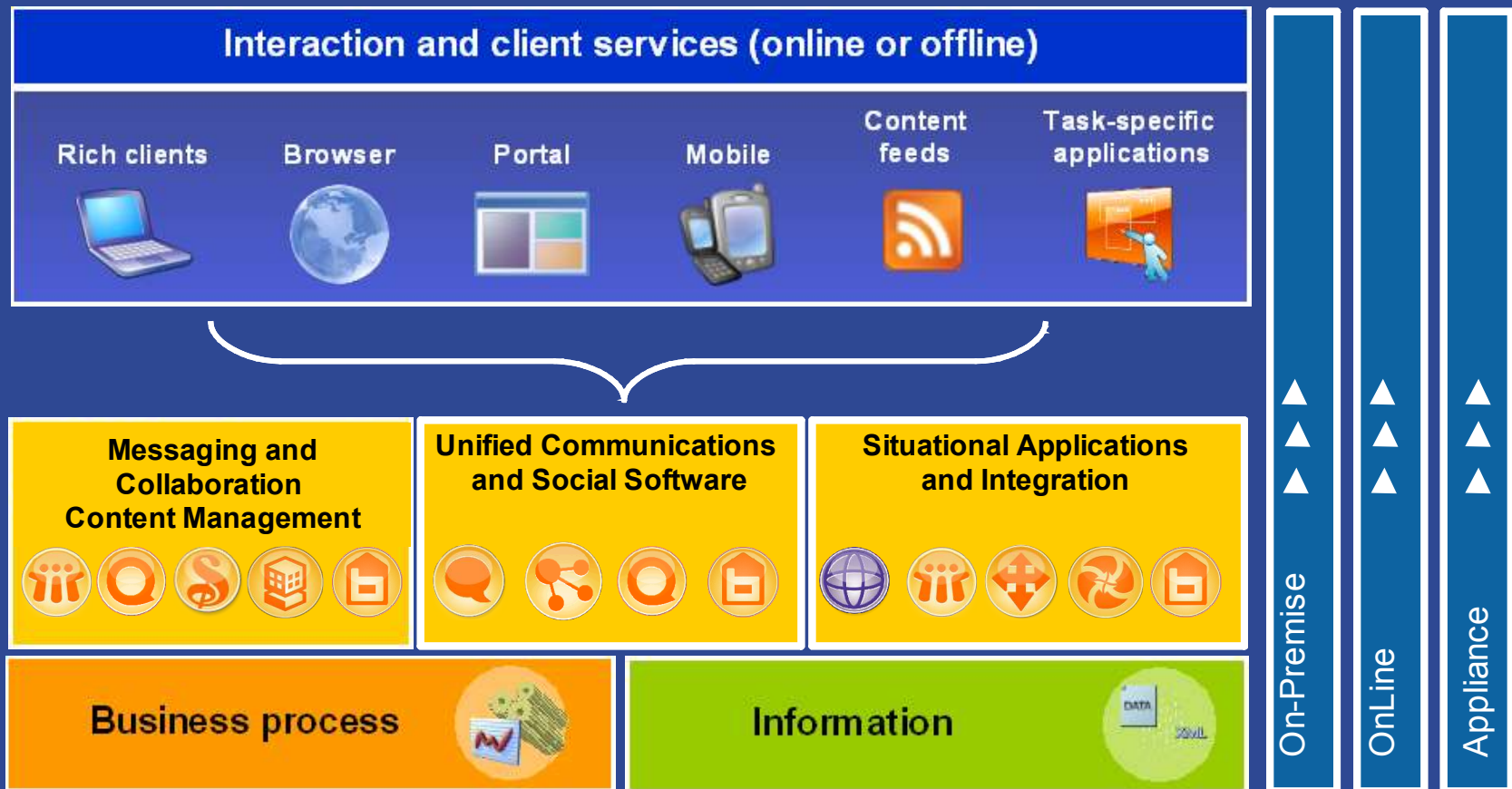
Source: IBM Global CEO Study 2008; n (2004) = 403, n (2006) = 760, n (2008) = 1130

# Cloud-Based Services are growing rapidly

- **Companies of all sizes will adopt SaaS solutions**
- **Affordable and accessible**
- **Allows companies to focus on their core competencies**
- **Facilitates cross-boundary communication and collaboration**



# IBM Collaboration Strategy



# IBM Lotus SaaS Strategy

## Collaboration beyond the Enterprise is an Ubiquitous Pain Point

- Need to drive top line growth and innovation is driving organizations to want to work more closely with their customers and partners
- Need for margin expansion is driving organizations to optimize talent across the extended enterprise

## Our Strategy

- Deliver a set of services that dramatically simplifies and improves the business interactions organizations have with their customers and partners

## Execution

- Provide the essential business services that every workgroup needs in a way that is simple to acquire and easy to use
- Integrated collaborative & social networking services connected to relevant business services and applications
- Seamlessly work with people – outside or inside your company
- Create a business network of connected businesses

# Introducing LotusLive.com

Lotus software

LotusLive

About Services Solutions Try Buy Log In

## Where Business Comes to Work

Online business solutions for the working world

LotusLive is your place for online collaboration services. Network, collaborate and drive new business opportunities.

Try Buy Learn More

**Networking & Collaborating**  
Browse services designed to help you network and collaborate without boundaries.

**E-mail**  
Learn about the LotusLive e-mail services.

**Web Conferencing**  
Browse services offered for online meetings, webinars and event management.

See some of our most popular services in action in our demos gallery.  
[View Lotus Live Demos](#)

Browse our image gallery to see Lotus Live offerings and capabilities.  
[View Image Gallery](#)

**Learn**  
Videos  
Testimonials  
About

**Explore**  
Site Map  
Image Gallery

**Try**  
30 Day Trial  
Pricing  
Signup & Purchase

**Stay Informed**  
News & Events  
News Feed  
Bluehouse Blog

**Be Heard**  
Contact Us  
Feedback  
Feature Request

**Partner**  
About Partnering  
Become a Partner

Copyright 2009 IBM Corporation. Privacy | Terms of Use  
Contact us at 1-800-459-1127 or by email



# LotusLive

www.lotuslive.com



# Lotusphere<sup>®</sup> 2009



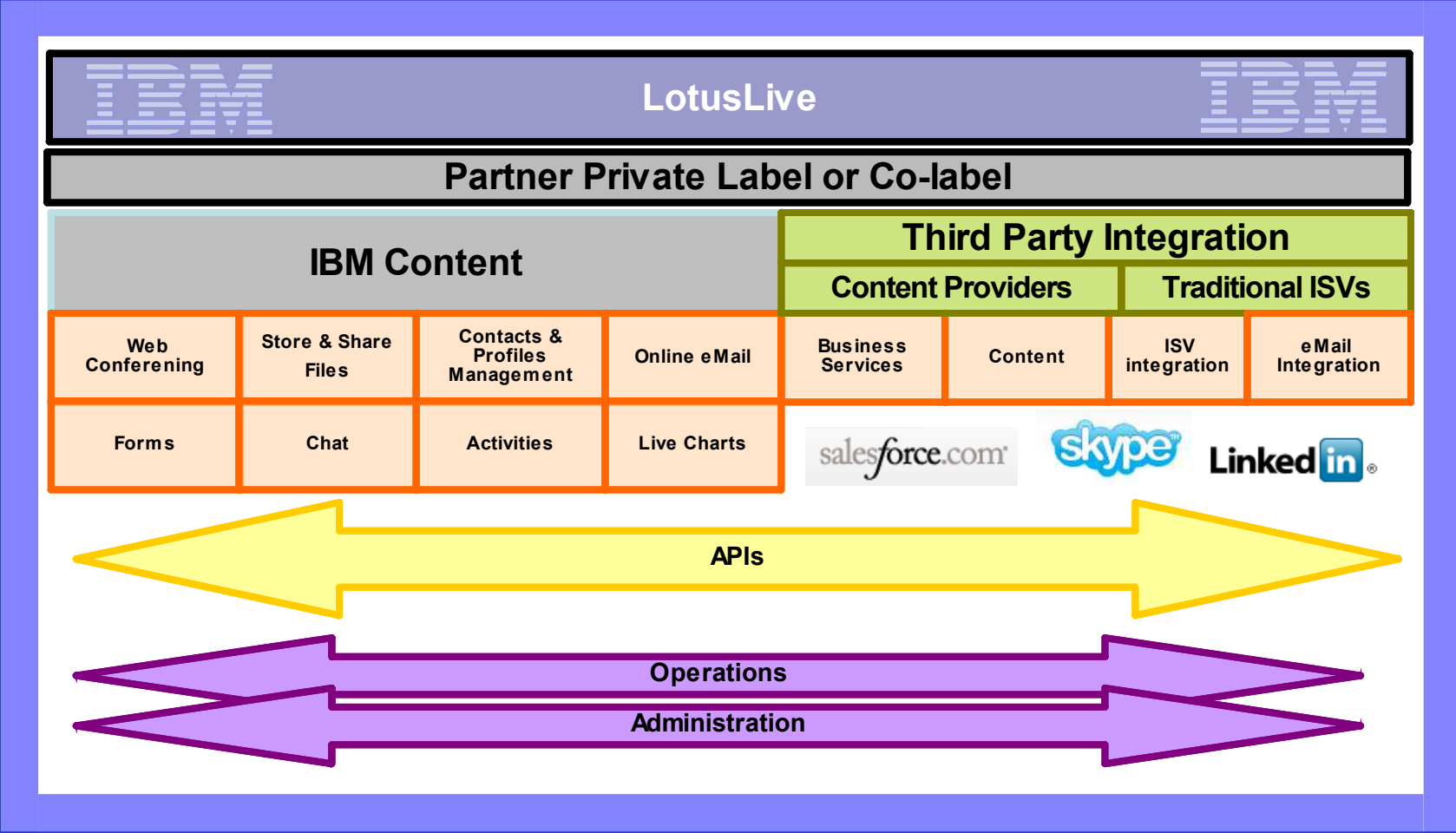
# What is LotusLive

- ▶ **An Online Social Networking and Collaboration Platform designed for Business**
- ▶ **A single place for all online services from Lotus at [www.LotusLive.com](http://www.LotusLive.com)**
- ▶ **Providing easy inter-company collaboration with a range of services**
- ▶ **Targeting enterprises (boundary workers and departments) and SMB customers**
- ▶ **An Open Cloud-based Collaboration Platform designed for Integration**
  - Extending Lotus on-premise products
  - Creating new applications with 3<sup>rd</sup> party integration via partners

**LotusLive enables more customers  
to access more Lotus collaboration capabilities  
in new ways**



# The Inter-Company Collaboration Platform



# 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 Today

### 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 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.

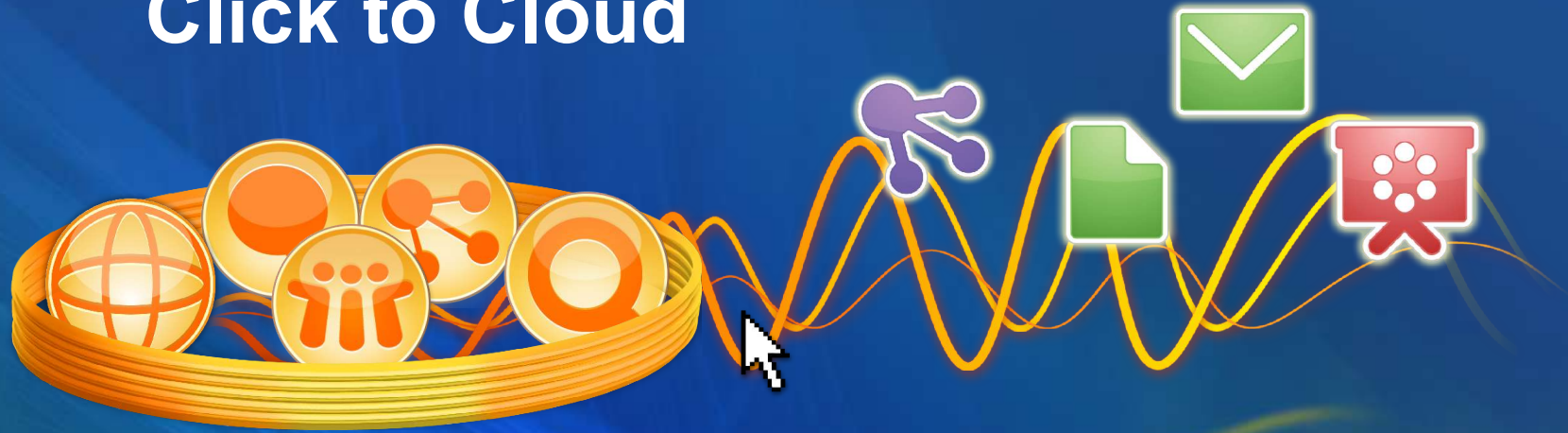
Available Q3 '09

---

# LotusLive Engage - Demo

Engage Demo

## Click to Cloud



- Integration with existing on-premise Lotus products
  - Notes
  - Sametime
  - Connections
  - Foundations
  - Portal



---

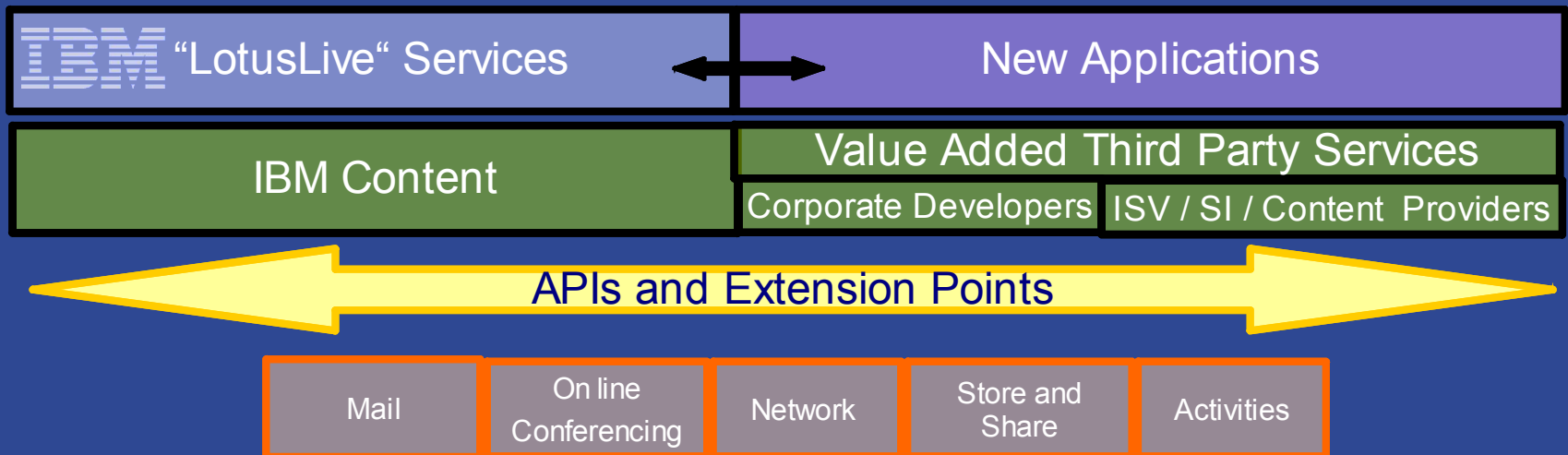
Click to Cloud - Demo

Click to Cloud Demo

# Extending the Value with Partner / Corp Dev Integration

## Partner / Corporate Developer Integration Strategy

- APIs and extension points make LotusLive a flexible SaaS platform for collaboration
- Partners can integrate LotusLive services in their own applications
- Partner applications can be integrated into LotusLive



- Customers benefit from integrated collaborative business processes

# LotusLive: Extending Value – The Partnerships





---

# Partner Integration Demo – Tech Previews

Partner Demo

# IBM LotusLive Global Network

-  Current
-  Planned 2009



# LotusLive Security



- **LotusLive draws on IBM's world-class experience in security**
  - Business-ready - Not advertising-based (no data mining)
  - Comprehensive policies on privacy and client data protection
  
- **Three pillars of LotusLive Security**
  - Security-rich infrastructure
  - Policy enforcement points provide application security
  - Human-centered security – keeping the end user in mind
  
- **Protecting your information through governance, tools, technology, techniques, and personnel**
  - Governance policies based on years of experience
  - IBM software for security (e.g. Tivoli)
  - Experienced personnel drawing from IBM's rich heritage in security

# LotusLive – Press Reviews

InformationWeek

ITProPortal

ZDNet

internetnews.com

ITWORLD  
AN OPEN EXCHANGE

CIO TODAY

.....  
COMMERCE  
Times®

## The New York Times

**Skype & IBM collaborate on LotusLive Integration for the Enterprise.** Skype today announced it will integrate functionality with LotusLive, IBM's new cloud services designed to help individuals build communities to work smarter, more effectively and more efficiently across and beyond their own companies.

Jan. 19, 2009

## NETWORKWORLD

**IBM's Lotus in the Cloud.** With the launch of its LotusLive platform this week at its annual Lotusphere conference, IBM Corp. is making its play for the online, enterprise-class social collaboration market, keeping an eye on rival Microsoft Corp. and its more SMB-focused Office Live play.

Jan. 21, 2009

## THE WALL STREET JOURNAL.

**IBM Introduces New Portfolio of Integrated Cloud Services.** IBM today announced LotusLive, a cloud-based portfolio of social networking and collaboration services designed for business.

Jan. 19, 2009

## COMPUTERWORLD

**IBM Enters the Cloud with LotusLive.** IBM entered the cloud-computing market on Monday with LotusLive, a series of online collaboration services.

Jan. 20, 2009

## eWEEK.COM

**IBM Bluehouse Becomes LotusLive to Challenge Microsoft, Google in SaaS. in the Cloud.** So the promise for LotusLive is great, and given IBM's delivery track record, the execution this year is almost certain. The key question is whether IBM can get its SAAS marketing straight lest it blow away like a cloud

Jan. 19, 2009

Over 3,800 Total Media Impressions Worldwide

# LotusLive Services: Options for every worker

## Knowledge Workers

### Audience

Knowledge Workers –

- Works with ideas and manages teams
- Wants to be able to develop and improve processes and forms; encourage collaboration; create workspace environments
- Needs to create, consume, transform and analyse data
- Works in an unstructured, free-form way, maybe starting with a set of ideas which are collaborated on and built into a new document/report/form/business process.
- Examples of this type of worker include middle/senior managers, consultants, marketing execs.

### Need:

- Constant access to e-mail
- Rich client solution
- Full featured mail, calendaring, scheduling
- Domino Applications

### Solution/Client:

- Lotus Notes and Domino (on Prem)
- Notes Rich Client
- iNotes Web Client

## Task Workers

### Audience:

Task Workers –

- Tend to work only with data and information, not ideas.
- Create and consume, but don't transform or manage information
- Needs to be able to find facts quickly; create documents; Edit, write & process information
- According to some reports this category of Information Worker makes up 80% of the user base in most organizations.
- Examples of this type of worker include bank clerk, call center operator, nurse and people in supervisor roles:
- ~80% of Information Workers fall into this category

### Need:

- Regular access to e-mail
- Thin client solution
- Full featured scheduling

### Solution/Client:

- Lotus Notes and Domino (on Prem)
- Foundations – Appliance based mail and calendaring
- Notes Rich Client
- LotusLive iNotes

## Boundary Workers

### Audience:

Boundary Workers:

- Create and consume, but don't transform or manage information
- Wants easy access to information; Standardized process and forms; list management
- Doesn't tend to do free-form document creation
- This type of user typically works in some kind of administrative, secretarial or receptionist role.

### Need:

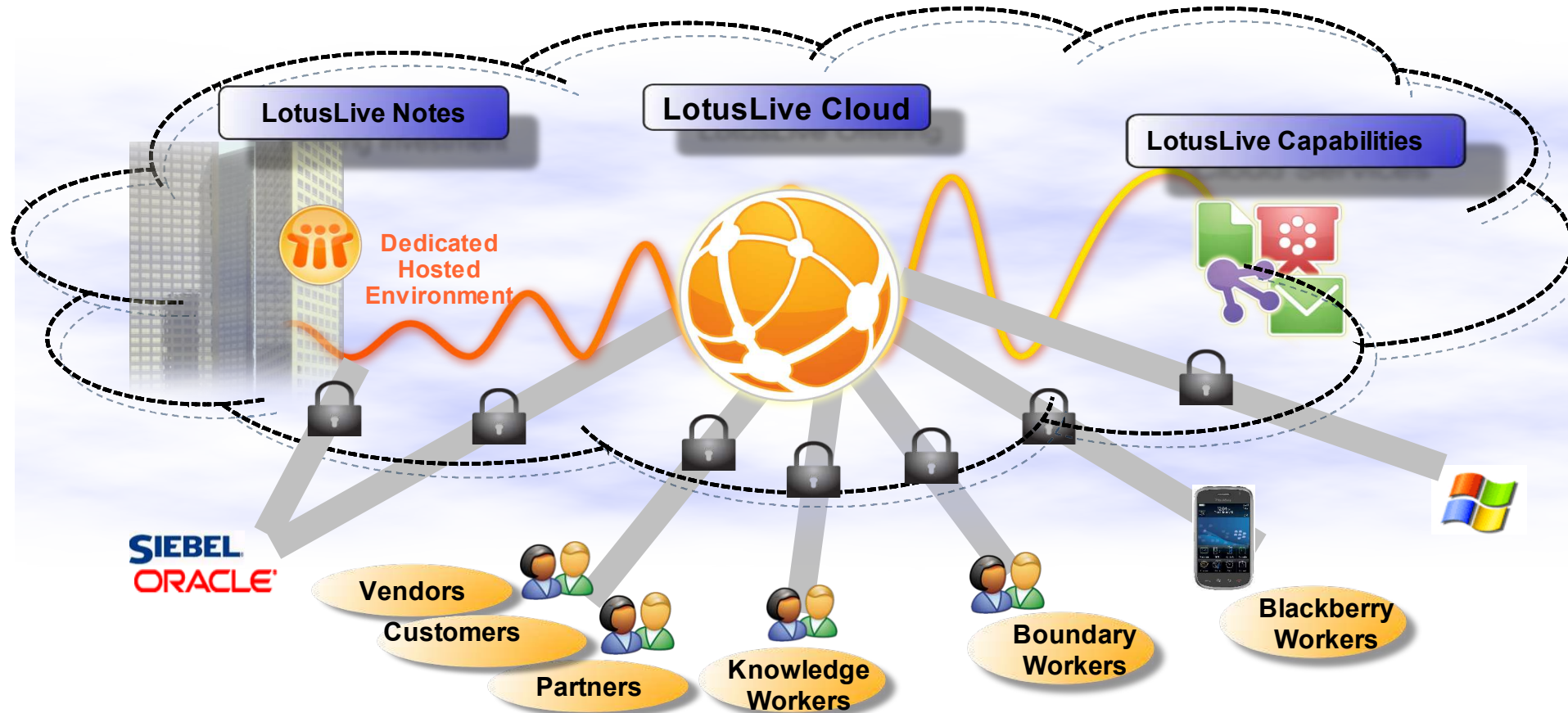
- Occasional access to e-mail
- No scheduling requirement
- Low cost solution

### Solution/Client:

- LotusLive iNotes (POP3/IMAP)

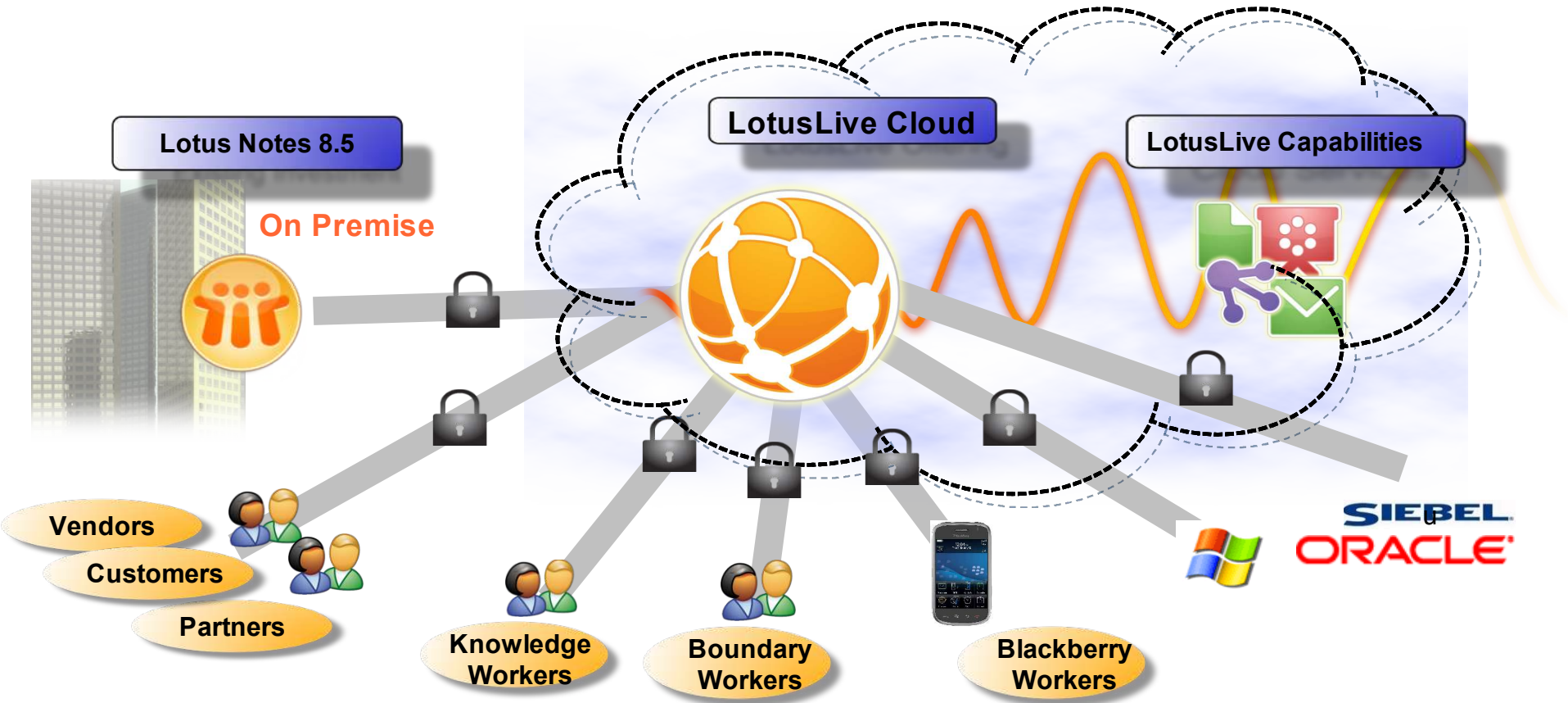


# Cloud Delivered Solution – LotusLive Online Services



Seamlessly transition to a dedicated Lotus Notes Hosted Environment and add integrated Web 2.0 collaborative services in the cloud

# Hybrid Solution – On-Premise / LotusLive Online Services



Upgrade in place with integrated Web 2.0 collaborative services in the cloud

# Summary

- IBM has drawn from our world-class leadership across the company to create LotusLive
  - ▶ Leadership in collaboration and social software
  - ▶ Leadership in delivery, management and hosting our customers business systems
- LotusLive is an integrated collaborative & social networking services connected to relevant business services and applications
  - ▶ Inter Company Collaboration Platform
  - ▶ Integrates with on premise Lotus software and Partner Solutions (Salesforce.com, LinkedIn, Skype)
- IBM is delivering a complete portfolio of online services in 2009
  - ▶ Multiple packaged options for online services
  - ▶ No advertising
- IBM online services are designed for companies of all sizes
  - ▶ Seamlessly work with people – outside or inside your company
- Expansion of the IBM Lotus Business
  - ▶ Brings customers new value and new customer opportunity for IBM





**Register at**



**LotusLive**

<http://www.lotuslive.com/>

# LotusLive: User Types

## Trial Users



Become



## Paid Subscribers



Invite



## Guests



### Trial Users:

- 30-day trial
- All services
- Up to 100 people in your company

### Subscriptions:

- Named users
- Monthly or Yearly

### Guests:

- Invitation only from a subscriber
- Basically a reader
- Restricted ability to initiate collaboration
- Limited to 25MB storage

# Legal disclaimer

© IBM Corporation 2008. All Rights Reserved.

The information contained in this publication is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this publication, it is provided AS IS without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this publication or any other materials. Nothing contained in this publication is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

References in this presentation to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in this presentation 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. Nothing contained in these materials is intended to, nor shall have the effect of, stating or implying that any activities undertaken by you will result in any specific sales, revenue growth or other results.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.

IBM, the IBM logo, Lotus, Lotus Notes, Notes, Domino, Quickr, Sametime, WebSphere, UC2, PartnerWorld and Lotusphere are trademarks of International Business Machines Corporation in the United States, other countries, or both. Unyte is a trademark of WebDialogs, Inc., in the United States, other countries, or both.

Adobe, the Adobe logo, PostScript, and the PostScript logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States, and/or other countries.

Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.

Microsoft and Windows are trademarks of Microsoft Corporation in the United States, other countries, or both..

All references to Renovations refer to a fictitious company and are used for illustration purposes only.