

A globe composed of various human faces, representing global diversity and knowledge. The globe is set against a blue background with a grid of squares and lines.

Knowledge Management

Lotus Strategy

Scott Cooper

Vice President, Lotus Solutions

IBM.

Lotus.

Customer Collaboration Examples



- Collaboration in the war against terrorism.
 - "Collaboration at Sea" - US Navy deploys in 2000
 - "Operation Enduring Freedom" - Extends to ships from Canada, Britain and Germany as a primary means of coordination with the US forces

e-Business Opportunities



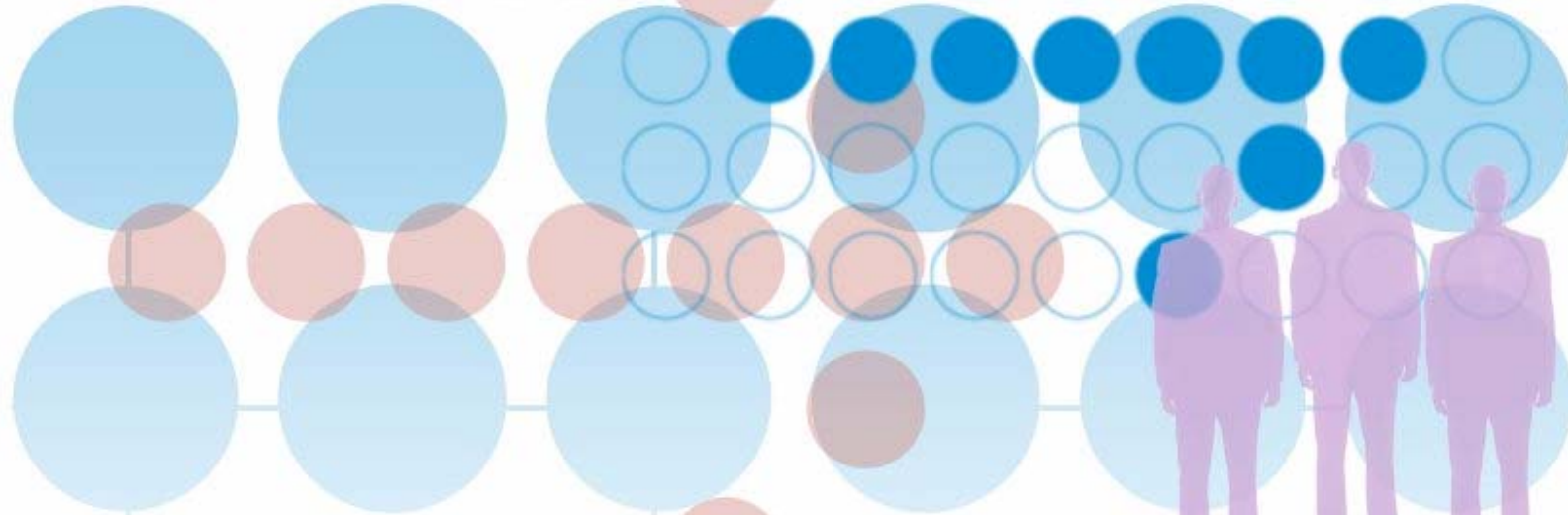
- **Messaging & Wireless**
- **e-Learning**
- **Advanced Collaboration**

The Knowledge Management Connection

IBM.

Lotus.

Messaging & Wireless



Messaging and Wireless

- 80 + million Notes seats sold
- Estimated 2 billion Notes e-mails per day
- Estimated \$20 billion invested in Notes/Domino applications & infrastructure
- Over 8,000 business partners

Lotus: the worldwide leader

The Knowledge Management Connection

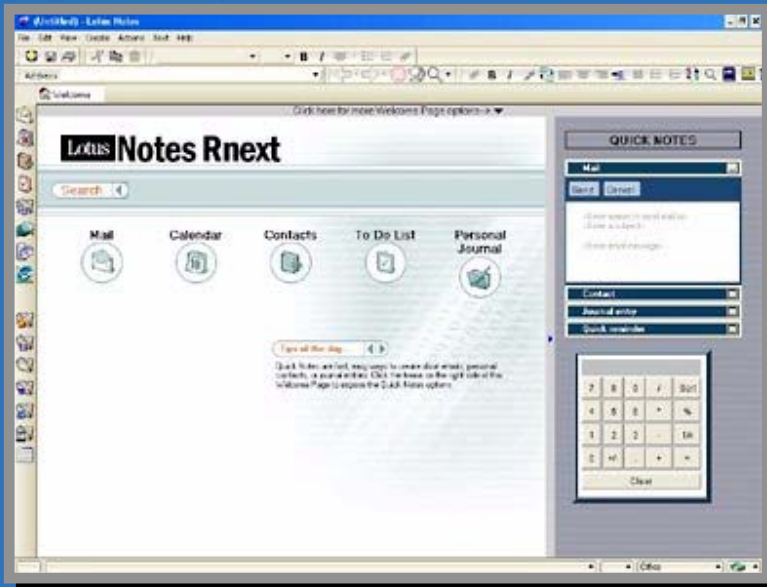
IBM.

Lotus.

2002 Strategy Messaging Solutions

Domino 6

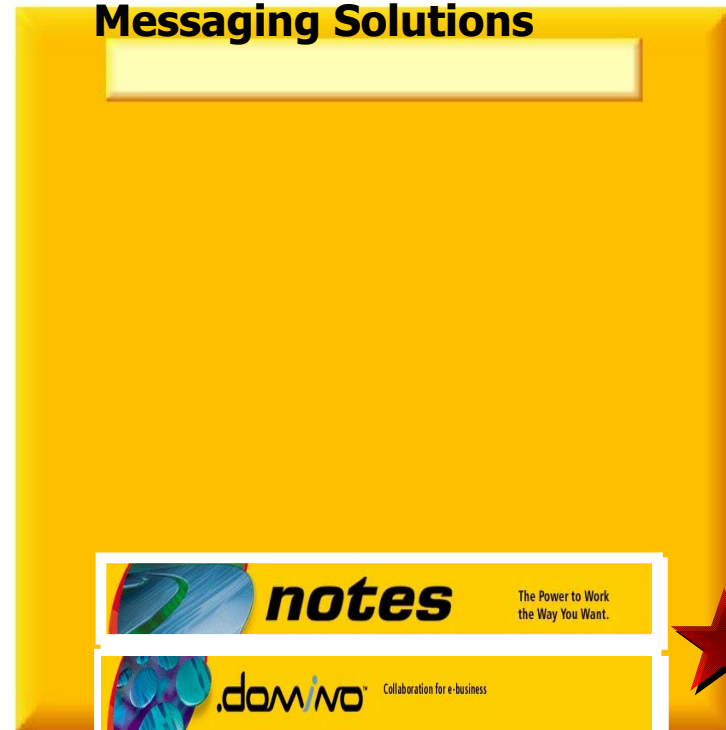
Scalable, cross-platform, next generation integrated messaging and collaborative Web Application Server



Notes 6

Integrated client: standards based e-mail, calendaring, group scheduling, collaborative applications, Web Access, PIM, MS Office integration

Messaging Solutions



The Knowledge Management Connection

IBM

Lotus

2002 Strategy

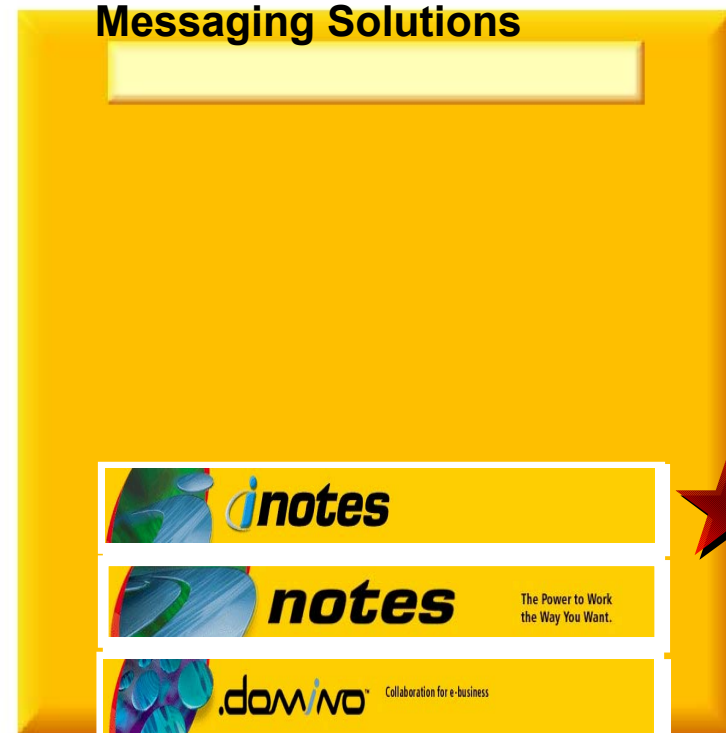
Messaging Solutions

iNotes

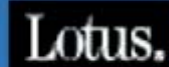


- Extends reliable, scalable secure Domino messaging services to Web browser and Microsoft Outlook users

Messaging Solutions



The Knowledge Management Connection



2001 Progress

Messaging Solutions

■ #1 provider of ICE

→ 50% of market revenues and 39% of total users worldwide.

Radicati Group Study Finds IBM Lotus Notes More Cost-Effective Messaging Solution Than Microsoft Exchange In Several Areas

A New Study Indicates That Lotus Notes Delivers Lower Company Costs For Issues Including Downtime, Installation And Acquisition

- ...downtime (including both scheduled and unscheduled) costs were almost 200% higher for Exchange users
- ...Microsoft has 2X the installation & configuration costs.

"Messaging solutions is a growing market and when selecting a messaging system, enterprises are particularly concerned about costs," said Sara Radicati, president and CEO of The Radicati Group. "Lotus Notes offers their customers rich workgroup and collaboration features as well as delivering a significant return on investment in areas that matter most to customers."

2002 Strategy

Messaging Solutions

Mobile and Wireless



Domino Everyplace

- Wireless access & sync to e-mail, calendars, directories and WAP-enabled Domino applications

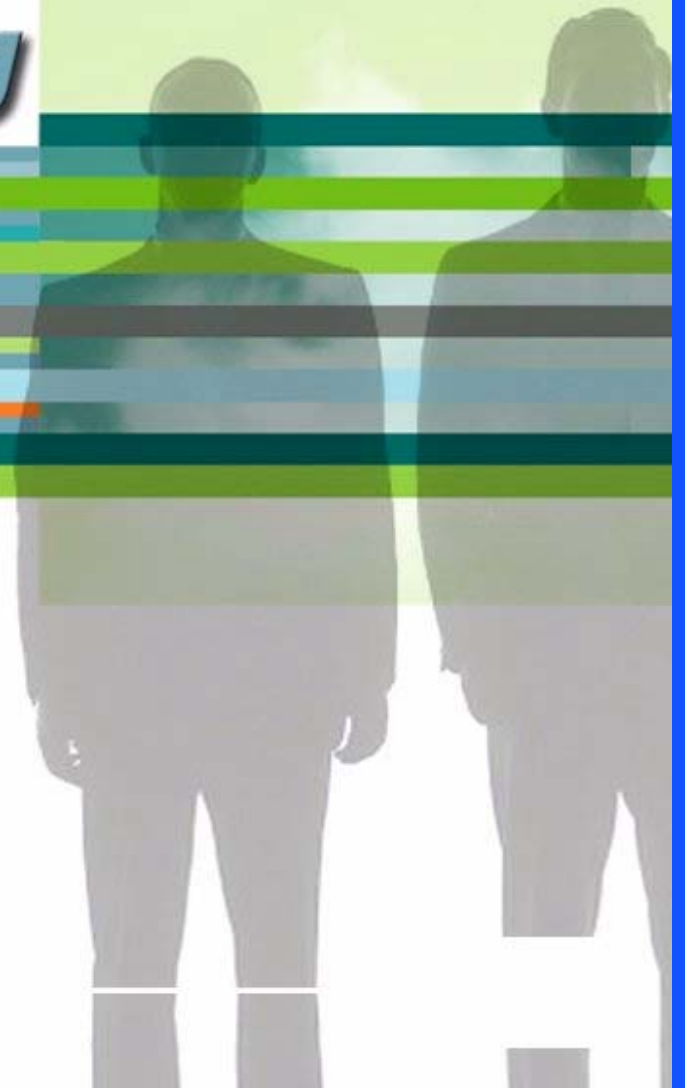


Sametime Everyplace

- Instant messaging and awareness capabilities from WAP- & SMS-enabled mobile devices



eLearning



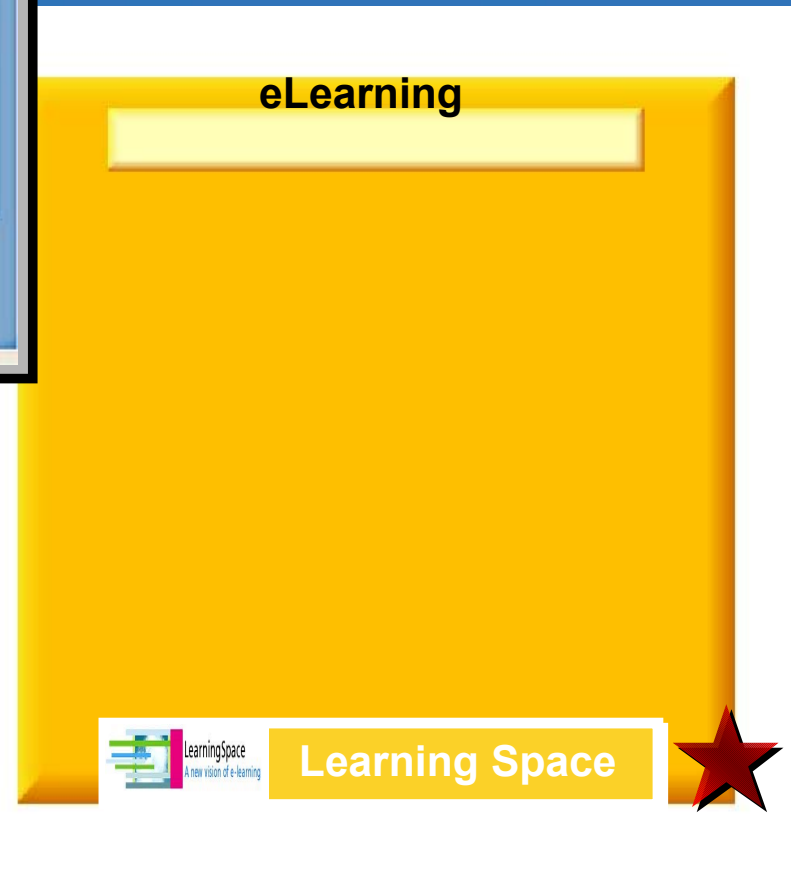
Lotus eLearning

Lotus LearningSpace



- Distance learning platform enabling the delivery, tracking and management of learning online

- Enables self-paced learning as well as live virtual classes and enhanced asynchronous collaboration



2001 Progress

e-Learning

■ e-Learning

Industry Penetration - IBM

Mindspan Solutions:

- ✓ 7 of the top 10 US Airlines
- ✓ 7 of the top 10 US Telecommunications Companies
- ✓ 6 of the top 10 Worldwide Automotive Manufacturers
- ✓ 6 of the top 10 Worldwide Commercial Banks
- ✓ 3 of the top 5 US Insurance Companies
- ✓ 3 of the top 5 Worldwide Diversified Financial Institutions
- ✓ 3 of the top 10 US Pharmaceuticals
- ✓ 3 of the top 10 US Securities Firms

→ 3 million+ licensed users of Lotus LearningSpace

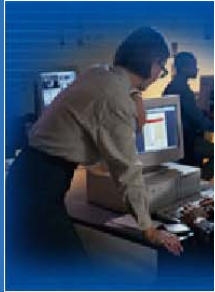
→ IBM Mindspan Solutions has customers in 57 countries

→ 16 Knowledge Factories

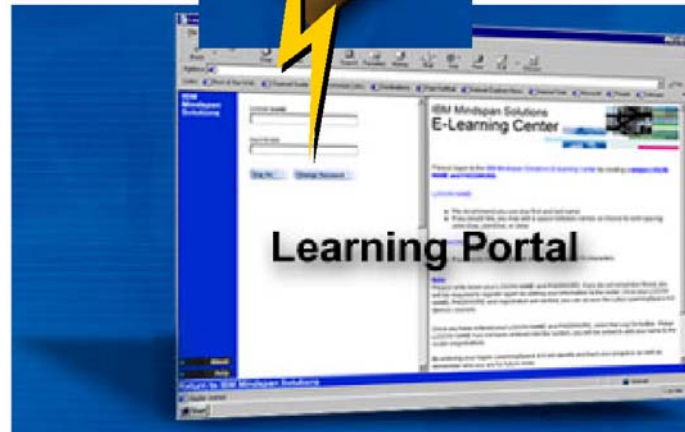
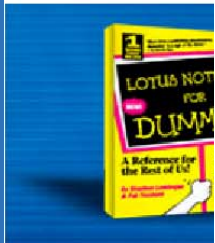


2002 Strategy

e-Learning



Formal Learning



Knowledge Discovery Server

Knowledge Artifacts

The Knowledge Management Connection

IBM

Lotus

Customer Collaboration Examples

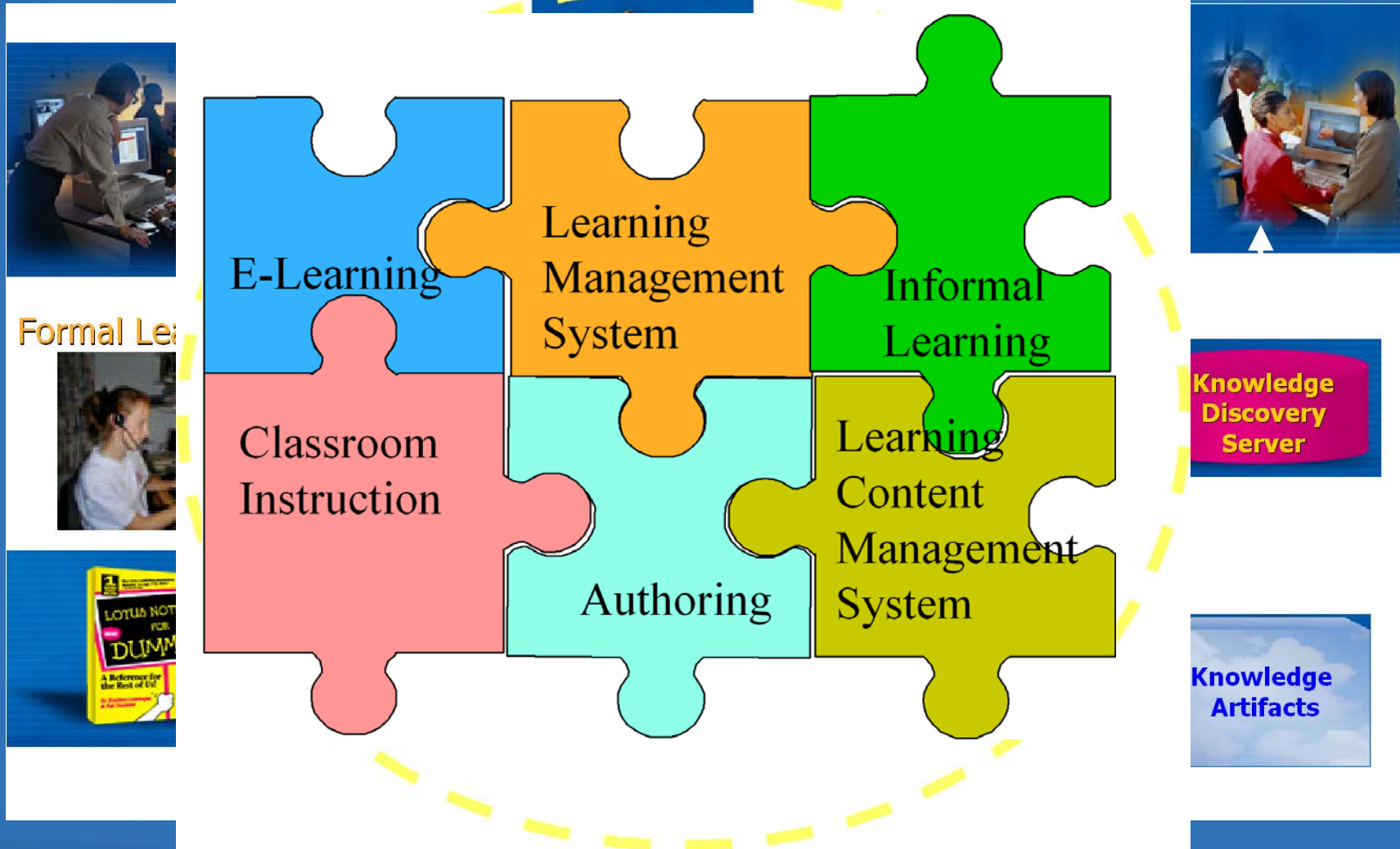
■ Johnson & Johnson

The logo for Johnson & Johnson, featuring the company name in a red, cursive font inside a white rectangular box with a thin black border.

- e-Learning solution
- deployed a management development program across an organization with 190 operating units in 51 countries

A Total Learning System

Pervasive Formal & Informal Learning



The Knowledge Management Connection



Creating "Knowledge Accidents"

start **T**alking
and get to
Work

IBM

Lotus

Burson-Marsteller

One such customer, Burson-Marsteller, has used Lotus technology to tap the expertise that existed within its worldwide organization and then apply it in a purposeful way.

As a result, Burson-Marsteller has dramatically reduced the time it takes to respond to a PR crisis -- and improved the quality of that response.

Burson-Marsteller Managing Perceptions, Building Informed Opinions, Delivering Results

What's New?

[Levi's Painted Bodies Gets Results](#)

Y2K

[CEO Driving Lessons](#)

[Lotus Features B-M in Advertising](#)

[B-M Alumni Center](#)

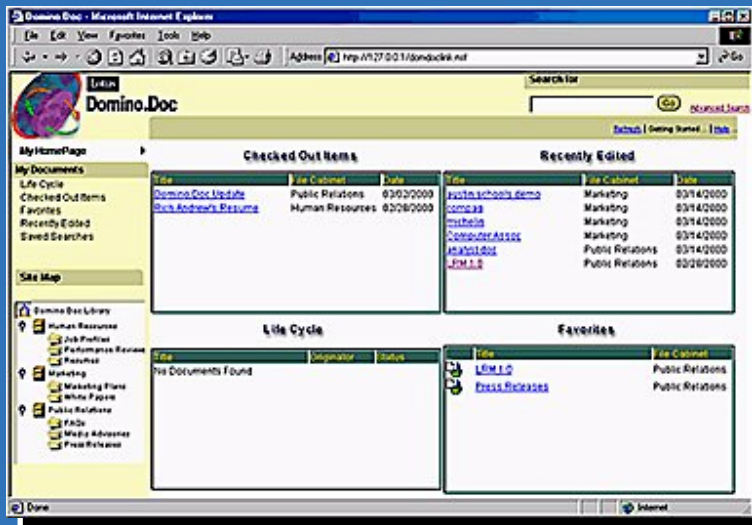
the *Listeners*
Measuring and Optimizing
Visitor Satisfaction on the Web

"Fenby, find our Intellectual Capital and transfer some of it to the Minsk office."

Home | Perception Management™ | Corporate Overview | Capabilities | Insights | Careers | Visitors Survey

Document Management

Domino.Doc



- **Web-based solution that provides complete Document Life Cycle Management - - from authoring through review, approval, distribution & archiving**

- - **for multimedia content**

Advanced Collaboration

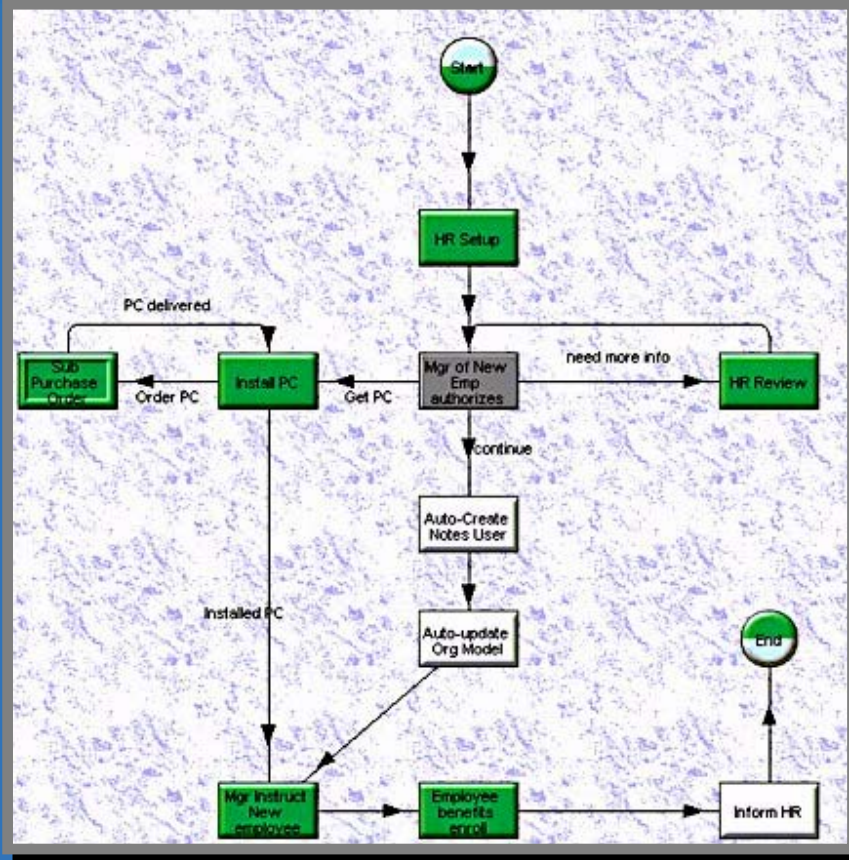


Domino.Doc Document and Records Management
for the Distributed Enterprise



Workflow

Lotus Workflow



- Ability to create workflow applications for automating, refining and managing complex business processes

Advanced Collaboration



Lotus Workflow



Domino.Doc
Document and Records Management
for the Distributed Enterprise

Chat, Awareness & e-Meetings

Sametime



- Real-time collaboration software solution with chat, whiteboarding, application sharing capabilities, IP video/audio

★ **Sametime #1 business-oriented real-time conferencing**

A yellow graphic titled "Advanced Collaboration" with a red star on the right. It features three stacked white boxes with logos and text: "Sametime Real-Time Collaboration That's Fit for Business.", "Lotus Workflow", and "Domino.Doc Document and Records Management for the Distributed Enterprise". A red lightning bolt points from the Sametime screenshot to the top of this graphic.

Team Collaboration

QuickPlace



- Team collaboration software for capturing discussions, documents, tasks, etc. for projects and ad-hoc initiatives

★ Industry leading team based collaboration server

Advanced Collaboration





GE Capital

Go Directly to a GE Capital Business...



GE Capital: [Home](#) | [About GE Capital](#) | [Careers](#) | [Contact Us](#)

Business to Business Services in North America

- Business Finance
- Commercial Real Estate
- Transportation
- Equipment
- Insurance
- Commercial Credit Cards
- Communications and IT
- Small Business Solutions

Quick Access to frequently requested information

- Customer Account Information
- Business Productivity Solutions
- Off-Lease Equipment for Sale
- Six Sigma and GE
- Customer Solution Stories

Welcome to GE Capital

Europe

Asia



GE responds to the tragic events in NY, Washington and Pennsylvania



GE Capital FGIC's message to its customers in the wake of these events



Statement from GE ERC regarding September 11

GE Capital Service Finder



Start here to find the GE Capital Service that best suits your needs.

Select a Country



Industry Solutions

Find services specific to your industry

Ask GE Capital

Enter search word(s)

Advanced Search



Personal Finance

Enjoy increased savings and security with the [GE Financial Network](#).

GE Small Business

Leverage the tools that can give your company a [financial advantage](#).

Corporate Finance

[Financing solutions](#) for companies with revenues of \$20MM and above.

GE Trucking Solutions

GE Trucking Solutions features a [comprehensive selection](#) of truck financing and services.

Careers at GE Capital

There are no limits to the possibilities and potential of a [GE Capital career](#).

**QuickPlace,
Sametime**

The Information Paradox

3 exabytes of data generated in 2000

Workers
have
greater
access to
data than
ever
before

If you stored that 3 exabytes
on floppies ... the stack
would be 6 million miles high
... enough to reach to the
moon and back about 12
times.

The Information Paradox

Workers
have
greater
access to
data than
ever
before

Search usefulness ceiling

Workers have
ready access to
only **12%** of the
info they need to
do their jobs

Xerox PARC

The Knowledge Management Connection

IBM.

Lotus.

Knowledge Management

Lotus Discovery System



- Knowledge server with automated services for categorization, classification, skill mining & analysis of relationships among documents, people and topics

Advanced Collaboration



Lotus Knowledge Discovery System



QuickPlace



Sametime Real-Time Collaboration That's Fit for Business.



Lotus Workflow



Domino.Doc Document and Records Management for the Distributed Enterprise

The Knowledge Management Connection

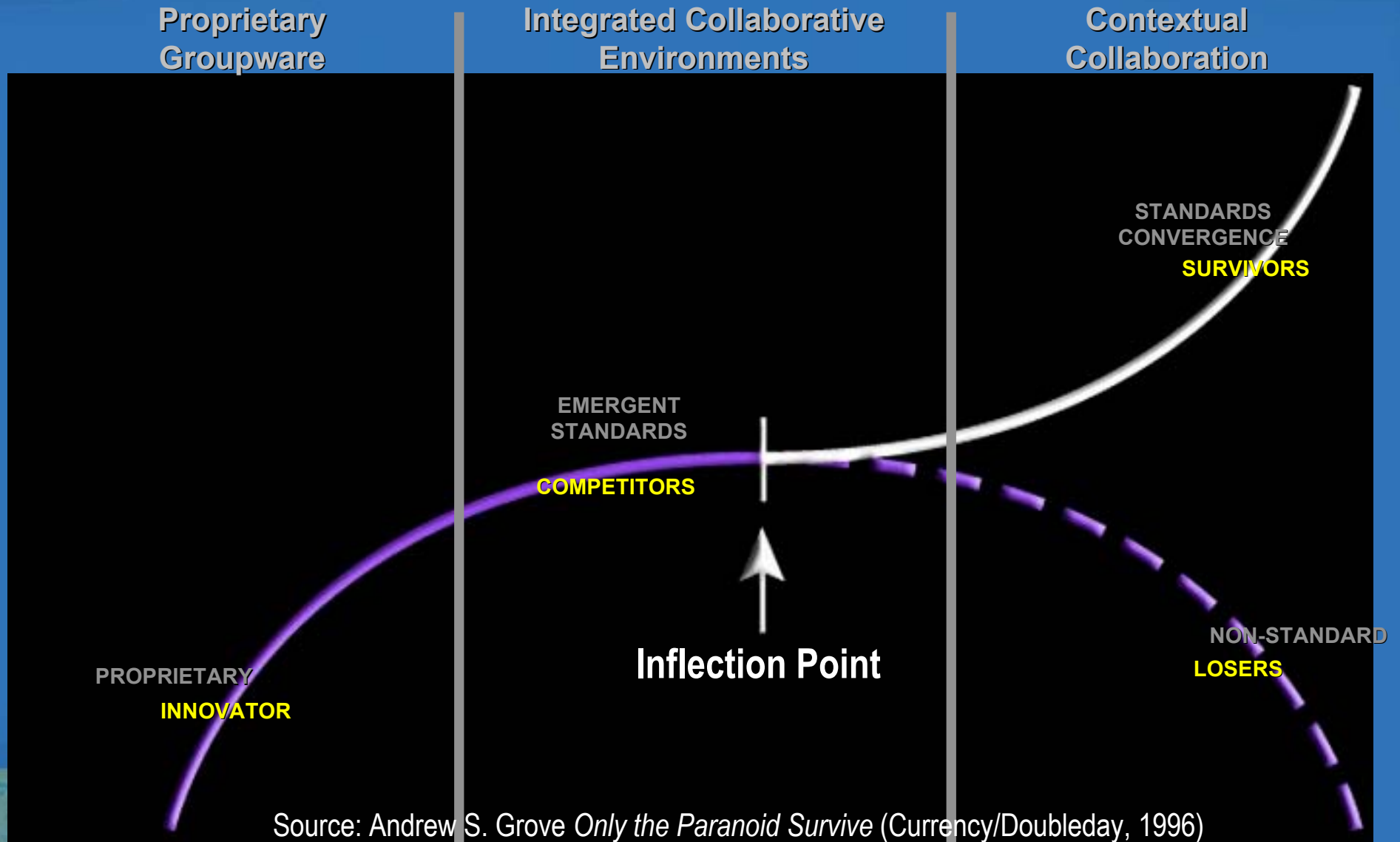
Next Generation Roadmap

The Knowledge Management Connection

IBM.

Lotus.

Evolution of Technology Markets



The Emergence of e-Workplaces

"Next year, we will roll-out the ability to access information around shared roles so that employees can work together as communities."

- Industrial High-Tech

2004
Leveraging the Enterprise Portal for increasing employee business value

Consolidating Intranets and Establishing a Common Portal

"We are looking at ways to leverage expertise and the experts in our organization to improve ERM."

- Professional Services

"We're using the terms Portal and custom desktop (to describe ERM). It's a good descriptor for the access point idea."

- Financial Services

"We will launch benefits self-service at the end of this year and our new e-business director is leading us this way (towards ERM)."

- Financial Services

Establishing Intranets and Digitizing Processes

TODAY

"One of the things our Intranet does is make it so employees don't have to access the actual application anymore."

- Pharmaceuticals

"One size Does Not Fit All"

IBM.

Lotus.

The Knowledge Management

Tools, Apps & Links

- Skills and Learning
 - Global Campus
 - Americas Procurement Guide
- Team Tools
 - Sametime meetings
 - Sametime Connect
 - QuickPlace
 - Meeting Wizard
 - Audio/Video Conference
 - IBM Teamrooms
- Human Resources
 - Contact and Phone list
 - Forms and apps
 - Manager services

Download Central


- Test software is now available at ISSI website!
- System Check
- IBM Standard software install
- alphaWorks
- developerWorks

Travel and Expenses

- EB2000 (expense reimbursement)
- Expense Account Status
- Online Travel
- Amex online

BluePages

great strategy-focused execution-



know the business
[Transition to e-business: KM](#)
 Front-end kudos; back-end wins

work with my team
[IBM teams for RubberNet win](#)
 Four units execute \$40M deal

apply the tools
[MyNews upgrades](#)
 External news channel content

e-business principals: Learn the business from people who know it well
[READ](#)

Messaging & Calendar

Calendar

Schedule Meeting

April 2001

To-do list

Read email

Send email

Notes Address book

My Documents

IBM Discussion Groups

- Hardware**
 Hardware info, using, developing, ...
 - [discuss.hardware.server.m80](#)
 - [discuss.hardware.thinkpad.600](#)
- Software**
 Software info, programming, languages, ...
 - [discuss.software.html](#)
 - [discuss.software.java.ejb](#)
- News and Articles**
 News about IBM Internal Discussions ...
 - [discuss.news.announce](#)
 - [discuss.news.articles](#)
 - [discuss.news.wheris](#)

Learning Resources

- Global campus releases new WebSphere courses
- Global Campus
- eLearning Services
- IBM University Connection
- Redbooks

Scorecard

IBM Stock (IBM)
 Quoted at: 2:37 PM EST



Current: 97.75
 Change: +1.19
 Open: 95.5
 High: 100.30
 Low: 95.5
 Volume: 21,200

Symbol	Last	Change	Volume
MSFT	56.19	-0.56	46,312
CSCO	13.62	-1.31	97,996
CPG	16.30	-0.86	11,324
DELL	24.81	-0.38	46,238

My Bluepages

- My Team**
 - Peter Rodriguez**
 1-415-545-4593 (Tie 473)
peter@us.ibm.com
 - Aropratan Pandya**
 1-845-435-7647 (Tie 295)
aropandya@us.ibm.com
- Customers**
 - Mike Boose (Uniliver)**
 1-203-486-7457
mboose@uniliver.com
 - John Simpson (GE)**
 1-845-433-2815
jsimp@ge.com

Calendar

e-Meetings

Awareness

e-Learning

IBM's Leverage of Lotus Software



• 300,000+ Clients



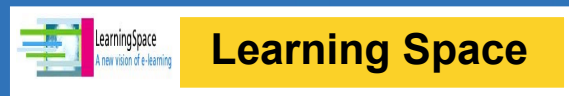
• 800+ Mail Servers
• 900+ Application Servers



• 120K+ Users Daily
• 225K+ registered users



• 3,000+ Internal Quickplaces
• 3,000+ External Quickplaces



• IBM Basic Blue
 ✓ 5000+ Managers Trained Per Year
 ✓ Save \$24M+ Per year
 ✓ 5 Times Content Delivered at 1/3 the Cost
 ✓ 75% e-learning 25% classroom



• Implementation in various business operations worldwide



w3.ibm.com

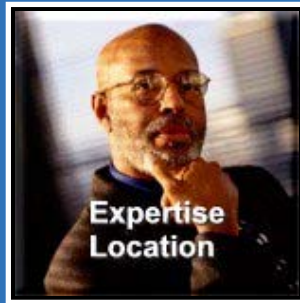
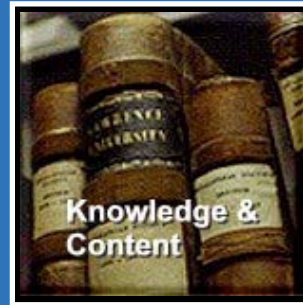
Utilizes Notes/Domino & Sametime Quickplace, iNotes, KDS and Websphere Portal Server Trials.....

312K employees in 164 countries
 604K homepage visits/day
 2.0 million page views/day
 157K users have personalized w3 homepage
 150K IBMers worldwide use an IBM Team Room every day
 225,000 Registered Chat users
 >2 Million Chat messages each day
 4,800 web conferences each month
 26,625 attendees/month
 2.06 hours is average length of meetings

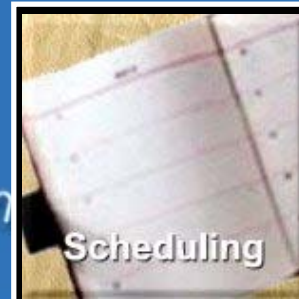
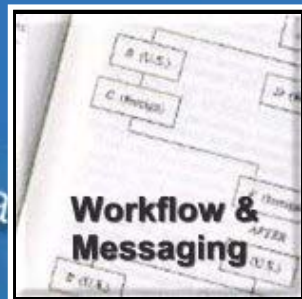


Lotus Technologies more Relevant than Ever

90% of the Fortune 100 and Global 1000 companies are Lotus customers



Lotus. software



The Knowledge Mana

IBM.

Lotus.