



The on demand challenge

In today's on demand world, the most successful businesses are the most responsive and productive. To stay competitive, it's essential to access the people, applications and information you need, when and where you need them. This requires integration of applications and infrastructure, which can help push down costs and align your IT with your strategic goals.

Lotus Workplace: The next step

IBM introduces Lotus® Workplace (Quickplace®)—a family of innovative software products for collaboration and human interaction. Lotus Workplace integrates people with business processes on a single, open platform.

Lotus Workplace combines core elements of IBM Lotus collaboration software with IBM WebSphere® Portal software. The result is a single, secure, dynamic environment that enables simplified access to people, information and business processes. Access can be created and adapted to fit specific user roles and tasks, or to fit specific industry or business needs within and beyond organizational boundaries.

A simplified, role-based user interface makes it easier for people to communicate and collaborate with others, both internally and externally. It also enables users to work together to respond more quickly and accurately, reducing redundancies and driving simplification into business processes. This simplification helps you to improve business productivity; respond with speed to any customer demand, opportunity or external threat; and meet the needs of your business more effectively and cost-efficiently.

Take the next step toward becoming an e-business on demand™ organization.



The benefits are within your reach

Through its dynamic collaborative environment, Lotus Workplace can help your organization become more focused, responsive and productive. It provides employees with a secure, easy-to-use interface that delivers anytime, anywhere access to critical resources. In addition, a Lotus Workplace environment helps reduce your total cost of ownership (TCO) by integrating with and leveraging your current IT infrastructure and applications, maximizing your people and skills. Consider how Lotus Workplace can help your organization.

Improve responsiveness

Lotus Workplace increases business responsiveness by enabling fluent interactions among people and with information and business processes. By providing quick access to information and efficient communication and collaboration—both inside and beyond the firewall— Lotus Workplace facilitates:

- *Faster and better decision making*
- *Prompt execution of business processes*
- *Reduced cycle times*
- *Superior customer service*
- *Agile response to changing business conditions*



Improves productivity

Lotus Workplace increases productivity by supporting alignment of business processes and systems with business objectives. It is easily adapted to fit specific business and industry needs. By providing employees with a simplified, integrated, enterprise-wide interface for anytime, anywhere access to content, applications, processes and people, Lotus Workplace enables:

- *Efficient collaborative interactions*
- *Streamlined work flows*
- *Optimal use of human resources*
- *Effective utilization of knowledge and content assets*
- *More productive output for less cost*

Reduces TCO

Lotus Workplace addresses today's key tactical business objectives—to maximize the use of people and IT infrastructure in order to raise productivity and lower costs. A highly flexible platform that integrates human interactions and work processes of all kinds, Lotus Workplace reduces TCO through:

- *Integration with existing IT infrastructure and applications*
- *Rapid time to value*
- *Simplified, accelerated collaboration within and beyond the enterprise*
- *Modular capabilities with on demand pricing*
- *Extensibility based on open standards*

Connects geographically dispersed teams

Lotus Workplace enables individuals, teams and communities to work together easily and efficiently across boundaries, whether separated by geography, organizational divides, mobility or the enterprise firewall. By enabling anytime, anywhere communication and collaboration, Lotus Workplace enables:

- *Productivity and project momentum around the clock*
- *Full integration of globally dispersed or mobile workgroups*
- *Fast access to expertise across the enterprise*
- *Team formation based on affinities, regardless of locations*
- *Unification of highly distributed environments*

Lotus Workplace offerings

Four Lotus Workplace products are available to enable you to choose only those capabilities you need for your business. In addition, the powerful open-standards model of Lotus Workplace can be combined with vertical solutions provided by thousands of IBM Business Partners.

Lotus Workplace products currently include:

IBM Lotus Workplace Messaging, Version 1.1

Helps create an on demand operating environment by providing a cost-effective, standards-based product to extend the reach of your messaging infrastructure. Lotus Workplace Messaging (Sametime™) is secure, scalable, easily deployed and can be integrated across existing infrastructures to take full advantage of current IT investments.

IBM Lotus Workplace Team Collaboration, Version 1.1

Is designed to reduce complexity of collaboration while enabling users to gain instant access to the right people and information. Lotus Workplace Team Collaboration combines the on demand Web-based capabilities of instant messaging, team Web conferencing and team spaces.

IBM Lotus Workplace Collaborative Learning, Version 1.1

Helps streamline the management of an organization's classroom-based and e-learning programs, resources and courseware. Lotus Workplace Collaborative Learning delivers a variety of learning experiences to groups of students, wherever they are located, and keeps track of their activities and performance. Lotus Workplace Collaborative Learning is the next release of IBM Lotus Learning Management System (LMS)

IBM Lotus Workplace Web Content Management, Version 1.1

Enables all users to create portlets that personalize information without programming resources, so content is rapidly channeled into the portlet without the need for specialized skills. With its content deployment capability and point-and-click interface, Lotus Workplace Web Content Management helps relieve IT and webmaster bottlenecks by placing end-to-end Web content management in the hands of content experts for information updates that happen in minutes, not days.

Designed to be used in combination or separately, these products provide a unified workplace environment to meet changing business needs.



Meet the needs of your industry

But what about your industry? Lotus Workplace offers features designed to meet the needs of your unique business. Here's how it can help you:

Banking and finance

Key business need

Leverage brand value, optimize time to market and improve risk management

Lotus Workplace benefit

Provides a single point of access for collaboration capabilities that help employees respond faster to critical questions and share best practices across the organization. All of these capabilities are built into a single, secure and reliable platform that integrates with existing IT infrastructures. Lotus Workplace can help banks and financial institutions share information in real time and cut down on the time it takes to assist customers with their financial questions.

Examples:

- *Instant messaging provides real-time business collaboration with bank managers and research heads around the world. Get answers in minutes not hours.*
- *Team spaces provide secure places for teams to share documents, comments, schedules and more for quick collaboration of team members across time zones, inside or outside the firewall.*
- *Workflow provides an ongoing status with anytime, anywhere alerts for tracking and managing active projects.*
- *Document management provides advanced document security and allows users to manage documents efficiently and predictably – building the foundation for their knowledge management processes.*

Key business need

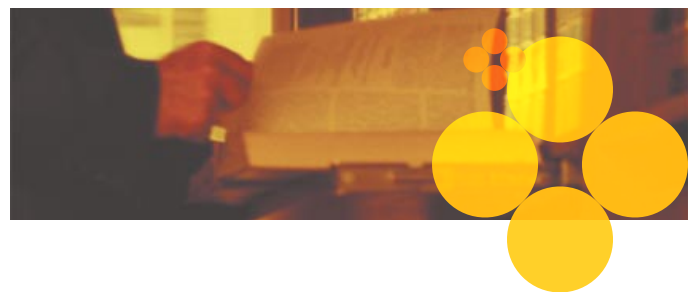
Be able to reach a customer anywhere and anytime

Lotus Workplace benefit

Provides a single point of access to a simplified, role-based user interface, tuned to individual tasks and organizational functions, which adapts to the specific role and experience level of the user. This makes it easier for bank tellers to become self-sufficient and more productive, while also allowing them to make faster, more-informed business decisions. Real-time and team collaboration functions allow easier access and sharing with each other, both internally and externally.

Examples:

- *Instant messaging provides real-time business collaboration with investment bankers and customers around the world.*
- *Collaborative learning allows bank tellers and customer service reps to receive customized learning resources to assist customers at their desktops, enabling just-in-time training and improving productivity.*
- *Workplace messaging can be accessed from a mobile client, allowing users to check communications remotely when away from the office.*



Key business need

Improve the effectiveness of acquiring new customers

Lotus Workplace benefit

Provides a single point of access for enabling bank employees and directors fast access to the right information at the right time. Having access to timely and accurate information is key when helping customers with their financial decisions. Finding the right information and the right people to collaborate with about that information in seconds saves organizations time and costs in their research and studies of data. Leading to better customer service that helps meet their financial needs.

Examples:

- *Document management allows you to search for data stored on disparate and distributed platforms from a single user interface.*
- *Instant messaging provides real-time business collaboration with bank and wealth asset managers around the world.*
- *Collaborative learning solves the problem of how to quickly develop, deliver and manage up-to-date training and just-in-time learning resources for a dispersed audience across the enterprise.*

Retail

Key business need

Need to improve processes and productivity

Lotus Workplace benefit

Provides a customizable, single point of access to the information and processes that each store manager needs to enhance relationships with clerks, cashiers and customers. Lotus Workplace is a single environment with collaboration tools that help users spend less time managing and documenting business processes. So users spend more time on their core business, improving response time to customers to increase sales and services.

Examples:

- *Instant messaging provides real-time business collaboration among local stores and corporate offices around the world. Get answers in minutes instead of hours.*
- *Team spaces provide secure places for district store managers to share information like documents, comments and schedules for quick collaboration of team members across time zones, inside or outside the firewall.*
- *Workplace messaging allows cashiers, store clerks and traditional deskless employees to be better informed of changes to the business, management decisions or work schedules.*

Key business need

Need for robust security and privacy

Lotus Workplace benefit

Provides a single point of access to document management, workflow applications and team spaces that allow for the secure sharing and routing of information as needed, to manage and improve the supply chain. Keep regional management informed of local store progress through the use of collaborative and secure capabilities that are easy to understand and work across any business segment. Lotus Workplace allows stores to extend collaboration and knowledge sharing to customers and cross-functional teams.

Examples:

- *Instant messaging provides real-time business collaboration with local stores around the world.*
- *Workflow provides an ongoing status with anytime, anywhere alerts for tracking and managing active projects.*
- *Document management provides advanced document security and allows users to manage documents efficiently and predictably—building the foundation for their knowledge management processes.*
- *Team spaces provide secure places for regional sales managers to share information like documents, comments and schedules for quick collaboration of team members across time zones, inside or outside the firewall.*

Key business need

Access to timely and relevant information globally

Lotus Workplace benefit

Provides a single point of access to collaborative and learning tools to share best practices and resource information with stores anywhere and at any time. By using Lotus Workplace, sales associates can find answers to their questions in real time about supply chain and business processes.

Examples:

- *Web content management allows stores to create, approve and manage their content – while bringing it online faster and more efficiently.*
- *Collaborative learning solves the problem of how to quickly develop, deliver and manage up-to-date training and just-in-time learning resources for a dispersed audience across geographies.*
- *Instant messaging provides real-time business collaboration with distributors, shipping and stock managers, and merchandise managers around the world.*

Industrial (automotive)

Key business need

Increase revenue by personalizing relationships, interactions and processes

Lotus Workplace benefit

Provides a customizable, single point of access to the information and processes that users need to enhance their relationships with dealers, channel partners, fleets and end customers. Lotus Workplace is a single environment with collaboration tools that help users spend less time managing and documenting business processes, so they can spend more time on their core business, improving response time to partners and customers to increase sales and services.

Examples:

- *Instant messaging provides real-time business collaboration with warehouses and plants around the world. Get answers in minutes not hours.*
- *Team spaces provide secure places for teams to share information like documents, comments and schedules for quick collaboration of team members across time zones, inside or outside the firewall.*
- *Workplace messaging allows factory-line workers or traditional deskless employees to be better informed of changes to the business, management decisions or production schedules.*

Key business needs

Improve relationships with trading partners across the supply chain; increase business proficiency and lower costs by streamlining purchasing processes, warranty claims and inventory replenishment activities for all parts and accessories.

Lotus Workplace benefit

Provides a single point of access to document management, workflow applications and team spaces that allow for the secure sharing and routing of information as needed, to manage and improve the supply chain. Logistics and quality-control managers can quickly access and share pertinent information with each other, other facilities and with suppliers and business partners to continually increase efficiency in their plants. By using Lotus Workplace, plant managements can find answers to their questions in real time about supply chain and business processes.

Examples:

- *Instant messaging provides real-time business collaboration with facilities around the world.*
- *Workflow provides an ongoing status with anytime, anywhere alerts for tracking and managing active projects.*
- *Document management provides advanced document security and allows users to manage documents efficiently and predictably – building the foundation for their knowledge management processes.*
- *Team spaces provide secure places for teams to share information like documents, comments and schedules for quick collaboration of team members across time zones, inside or outside the firewall.*

Key business need

Enhance dealer productivity and lower costs

Lotus Workplace benefit

Provides a single point of access to collaborative and learning tools to share best practices and resource information with dealers anywhere and at any time. With Lotus Workplace, automotive companies can use the Web to disperse content relevant to product standards and use collaborative learning, tools to enable dealers to self-manage their learning activities ensuring that they have the skills needed to market, sell and service new products.

Examples:

- *Web content management allows businesses to create, approve and manage their content, while bringing it online faster and more efficiently.*
- *Collaborative learning solves the problem of how to quickly develop, deliver and manage up-to-date training and just-in-time learning resources to a dispersed audience across geographies.*
- *Instant messaging provides real-time business collaboration with corporate offices, plants, distribution centers and dealers around the world.*



Insurance

Key business needs

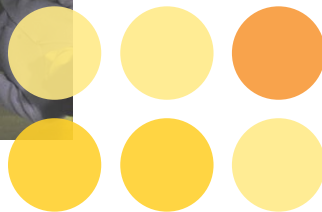
Leverage brand value, optimize time to market and improve risk management

Lotus Workplace benefit

Provides a single point of access for collaboration capabilities that help employees provide faster response time to critical questions and share best practices across the organization. All of these capabilities are built into a single, secure and reliable platform that integrates with existing IT infrastructures. Lotus Workplace can help claim managers across the globe share information in real time, reducing the time it takes to assist a customer with questions.

Examples:

- *Instant messaging provides real-time business collaboration with claims managers and research heads around the world. Get answers in minutes versus hours.*
- *Team spaces provide secure places for teams to share information like documents, comments and schedules for quick collaboration of team members across time zones, inside or outside the firewall.*
- *Work flow provides an ongoing status with anytime, anywhere alerts for tracking and managing active projects.*
- *Document management provides advanced document security and allows users to manage documents efficiently and predictably— building the foundation for their knowledge management processes.*



Key business need

Be able to reach a customer anywhere and anytime

Lotus Workplace benefit

Provides a single point of access to a simplified, role-based user interface, which is tuned to individual tasks and organizational functions, and adapts to the specific role and experience level of the user. This makes it easier for insurance claims agents to become self-sufficient and more productive, while allowing them to make faster, more-informed business decisions. Real-time and team collaboration functions allow easier access and sharing with each other, both internally and externally.

Examples:

- *Instant messaging provides real-time business collaboration with service and claims managers, and customers, around the world.*
- *Collaborative learning allows claims managers to receive customized learning resources to assist customers at their desktops, enabling just-in-time training and improving productivity.*
- *Workplace messaging can be accessed from a mobile client, allowing roaming insurance claims representatives to check communications when away from the office.*

Key business need

Increase the profitability of the product and service portfolio

Lotus Workplace benefit

Provides a single point of access for enabling managers to gain fast access to the right information at the right time. Having access to timely and accurate information is key when aiding customers with their insurance claims. Finding the right information, and the right people to collaborate with in seconds about that information, saves organizations time and costs in their research and studies of data. Leading to better customer service that helps meet their insurance needs.

Examples:

- *Document management allows you to search for data stored on disparate and distributed platforms from a single user interface.*
- *Instant messaging provides real-time business collaboration with claim and wealth asset managers around the world.*
- *Collaborative learning solves the problem of how to quickly develop, deliver and manage up-to-date training and just-in-time learning resources to a dispersed audience across the enterprise.*

Life sciences

Key business needs

Accelerate and increase innovation

Lotus Workplace benefit

Provides a single point of access for the capabilities needed to streamline research and development processes. All of these capabilities are built into a single, secure and reliable platform that integrates with existing IT infrastructures. Lotus Workplace can help manage and document projects from front to end, allowing more time for research and less time documenting processes.

Examples:

- *Instant messaging provides real-time collaboration with colleagues and experts around the world. Get answers in minutes not hours.*
- *Team spaces provide secure places for teams to share information like documents, comments and schedules for quick collaboration of team members across time zones, inside or outside the firewall.*
- *Workflow provides an ongoing status with anytime, anywhere alerts for tracking and managing active projects.*
- *Document management provides advanced document security and allows users to manage documents efficiently and predictably—building the foundation for their knowledge management processes.*

Key business need

Improve and optimize collaboration and leverage knowledge, skill and experience

Lotus Workplace benefit

Provides a single point of access to a simplified, role-based user interface, tuned to individual tasks and organizational functions, which adapts to the specific role and experience level of the user. This makes it easier for scientists and drug research managers to find the information that relates to their part of the team. Real-time and team collaboration functions allow easier access and sharing with each other, both internally and externally.

Examples:

- *Instant messaging provides real-time collaboration with colleagues and experts around the world.*
- *Collaborative learning allows clinical trial technicians to receive customized learning resources at their desktops, enabling just-in-time training and improving productivity.*
- *Workplace messaging allows deskless or roaming technicians, without computers or laptops, access to mail to receive timely communications.*

Key business need

Need to integrate and analyze vast quantities of diverse scientific data

Lotus Workplace benefit

Provides a single point of access for enabling research and development (R&D) and research directors fast access to the right information at the right time. Having access to timely and accurate information is key in the area of drug discovery. Finding the right information and the right people to collaborate with about that information in seconds saves organizations time and costs in research and studies of data.

Examples:

- *Web content management allows users to create and manage content, while bringing it online faster and more efficiently.*
- *Document management allows users to search for data stored on disparate and distributed platforms from a single interface.*
- *Instant messaging provides real-time collaboration with colleagues and experts around the world.*

Government

Key business needs

Integrate services and functions across government departments and levels

Lotus Workplace benefit

Provides a single point of access for the integration of people, information and business processes. This integration of applications helps improve business productivity and lower costs, while aligning multiple government agencies and offices with organizational objectives.

Examples:

- *Instant messaging provides real-time collaboration with directors and agency heads around the world. Get answers in minutes versus hours.*
- *Team spaces provide secure places for municipalities to share information like documents, comments and schedules for quick collaboration of team members across time zones, inside or outside the firewall.*
- *Workflow provides an ongoing status with anytime, anywhere alerts for tracking and managing active projects.*
- *Document management provides advanced document security and allows users to manage documents efficiently and predictably—building the foundation for their knowledge management processes.*

Key business need

Provide real-time government responses to citizens and businesses

Lotus Workplace benefit

Provides a single point of access for enabling fast access to the right information at the right time. This makes it easier for government offices to find information that relates to citizens' concerns. Real-time and team collaboration functions allow easier access and sharing with each other, both internally and externally.

Examples:

- *Instant messaging provides real-time collaboration with colleagues and experts around the world.*
- *Workplace messaging allows deskless or roaming technicians, without computers or laptops, access to mail to receive timely communications.*
- *Team spaces provide secure places for office heads to share information like documents, comments and case histories for quick collaboration among employees across the globe when responding to citizen requests.*



Key business need

Provide a scalable, integrated and intelligent technical infrastructure

Lotus Workplace benefit

Provides a single point of access to applications that can extend the value of existing IT investments by integrating with many existing IT infrastructures and scale to meet future business needs.

Examples:

- *Activate, and pay for, only the specific capabilities needed.*
- *Industry-accepted open-standards model can be combined with vertical solutions provided by thousands of IBM Business Partners.*

Can you see it?

Let us help you see what e-business on demand has to offer. Lotus Workplace can make it possible. Collaborate effectively. Access information, applications and people. Improve response time and productivity, while reducing TCO.

For users, Lotus Workplace is their focus and peripheral vision. It enables them to focus on the individual task at hand while providing the team resources needed for the bigger picture.

Whichever way you look at it, Lotus Workplace is your next step toward on demand business.

For more information

To learn more about IBM Lotus Workplace, visit:

ibm.com/lotus/workplace





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IBM Software Group
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Cambridge, MA 02142
U.S.A.

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