

Lotusphere Comes To You 2010

Lotus knows we are coming to a city near you.



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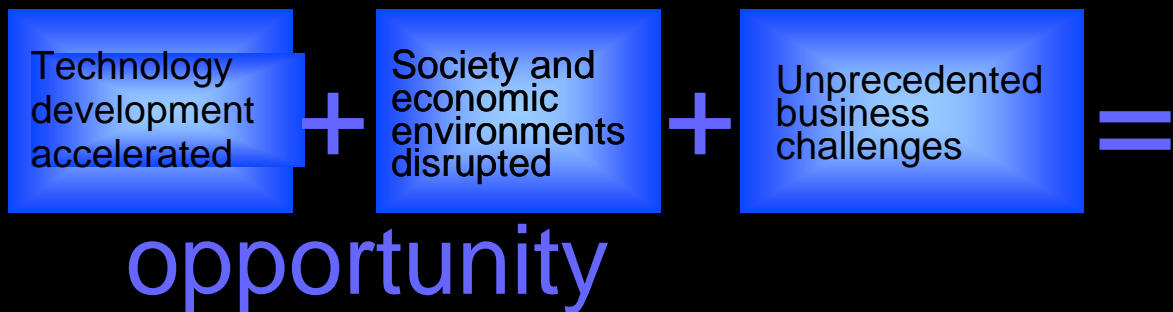
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www.ibm.com/lotus/lcty

Smarter software for a Smarter Planet.



Current Market Conditions





Current Market Conditions

Transformative opportunity



- Companies that recognize this can lead
- Some retrench, other invest



Current Market Conditions



Investing in

research
people
technology



Smarter Planet ... a big transformative thought



Our world is becoming
INSTRUMENTED



30 billion RFID tags... 2010



Our world is becoming
INTERCONNECTED



*~2 billion people on the Web... 2011
...a trillion connected objects*



All things becoming
INTELLIGENT



*15 petabytes of new
information generated daily...*

- Define new computing platform for the next 100 years
- Implications on how we work, new ecosystems and value chain

Digital and physical world converging creating opportunity for change

Today, more than ever, organizations use **software** to enable every facet of their **business**.



But with new models and ways of working come **new challenges...**



Smarter software . . . helping customers acquire, build, deploy and manage applications.



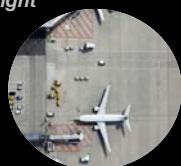
Knows & acts
Turn information into insight



Adapts
Increase agility



Connects
Connect & collaborate



Delivers
Enable business service and product innovation



Optimizes
Drive enterprise operations effectiveness and efficiency



Protects
Manage risk, security, and compliance



For the past 50 years, IBM has been **delivering** smarter software that is...

Fueled by Expertise

Software
Business
Industries
How it all connects
How to get real results

Over 4000 business analytics expert

consultants

Built for Change

Open
Easily integrated
Flexible
Helping clients anticipate and lead change

100+ acquisitions

Contributes to over 150 open

Ready for Work

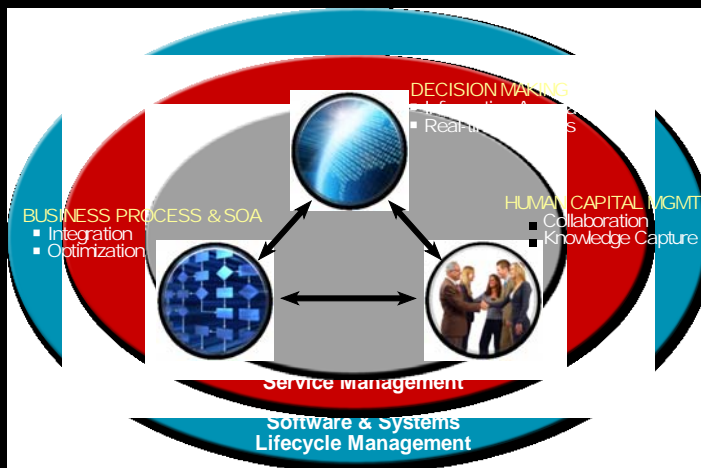
Industrial-strength
Proven
Ready-to-scale
Dedicated to solving clients' challenges

60 laboratories WW practicing agile

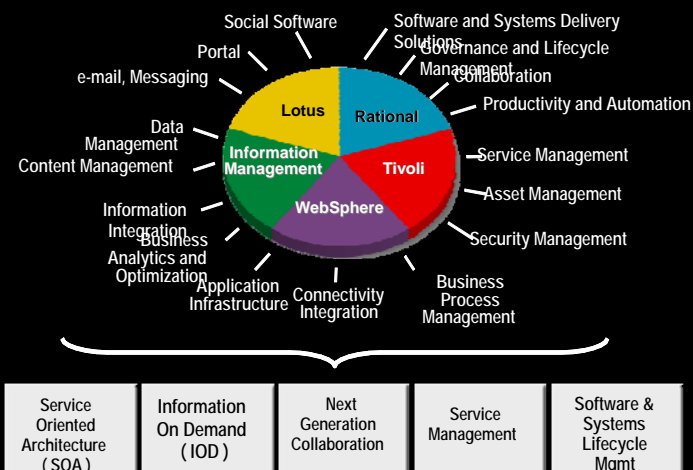
development



The IBM Software Strategy . . .



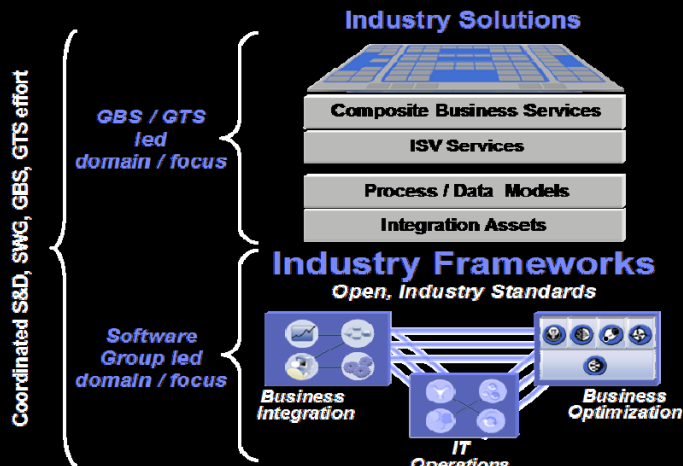
Leverages the entire Portfolio to deliver solutions





With Industry Frameworks at the base

- Differentiates IBM to clients
- Foundation for continuing growth in existing clients
- Leads to more profitable deals
- Vehicle for delivering on Smarter Planet



And Lotus Collaboration Software is a core building block enabling clients to...



...work smarter with dynamically adaptive collaboration

With an innovative community that continues to grow



Community



Never minimize the value of the community in the success of business

YOU knew.

The importance
of collaboration.

The importance
of open standards.

The importance
of delivering on promises.

Beating the competition!

IBM Lotus Beat Microsoft in Social Software for the enterprise with it's **Lotus Connections** Suite.

IBM LotusLive Snags Panasonic to Challenge Google in the Cloud.

eWeek, January 14, 2010

...IBM Ranked WW Market Share Leader in **Portal** Products Enterprise Software Segment

Gartner 2009

Beating the competition!



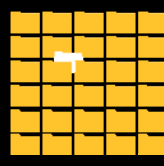
Worldwide
18,378
New Notes Customers
since Launch of Notes 8

Positive and negative disruption – 2 types

**Negative
Disruption**



Building on existing technology – investment protection



Positive disruption...

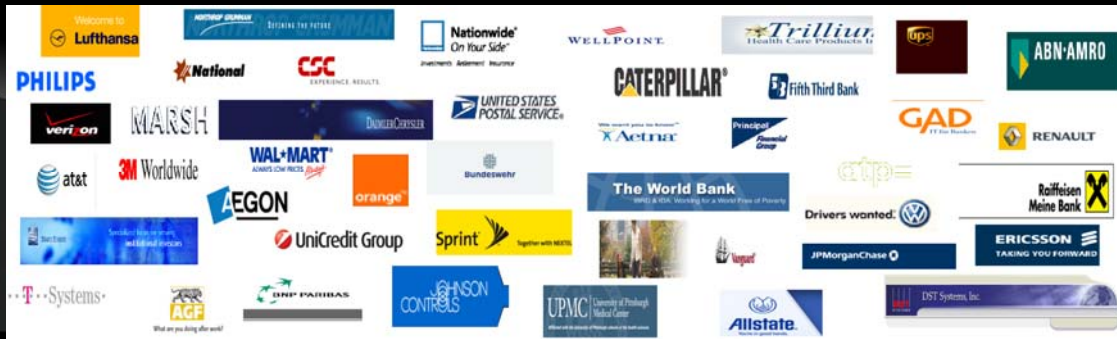
Capabilities for **Free. For You.**



Linux
Mac
Windows
12+ Million Users

Symphony Next

Beta available Now



Standards ... another positive disrupter

Cloud and hybrid environments



Acquire, manage, deploy, access

collaboration agenda

Drive differentiation in collaboration in your organization with quantifiable ROI
better business results



Translating technological
collaboration innovation into
industry-specific contexts

**Domain experts, services, lab
expertise**

Industry Specific ROI Metrics

around collaboration capabilities



Banking
Insurance
Government
Healthcare Providers
& Payers

Enhancing the human element



Recognition that the greatest opportunity for increased efficiency and productivity centers on people.



Collaboration Agenda..... Lotus
RIM..... Secure Mail for Mobile Pla.....

Lotus knows the value of
bringing it all together.

IBM Project **VULCAN**

A vision for how people will collaborate in the future, based on:

Continuity.
Convergence.
Innovation.
New Opportunities.

Continuity

Building on today's capabilities

Convergence

Unifying the experience across access and delivery models

Innovation

Applying technology to empower people to work in new ways

New Opportunities

Making possible the next generation of solutions

Bringing focus to what's
most important

Empowering
people to be
their most
effective



Enabling
organizations to
achieve greater
results

IBM Project Vulcan helps people
drive business forward

Lotus knows what the future
can look like.

At IBM, we believe software can **make the world better**, one client at a time.

What's your vision for your organization?

What's your biggest challenge?

Let's talk.



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