

# Lotus knows.

Smarter software for a Smarter Planet.

## Building the Vision of an Exceptional Collaborative Portal

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## Agenda

- Smarter Planet – Smart Work
- Business imperatives in today's connected world
- Live demo - Collaborative Portal

Our world is changing and **the demand** for progress is clear...

2 Billion

people will be on the web by 2011.\*



4 Billion

mobile phone subscribers worldwide by the end of 2008.\*



1 Trillion

connected intelligent devices in the world

\$650 Billion

in productivity is lost because of unnecessary business process interruptions



85%

of computing capacity sits idle



\*Sam Palmisano speech, November 12, 2008

## IBM is at the forefront of managing this innovative change through four interrelated **smarter planet** imperatives...



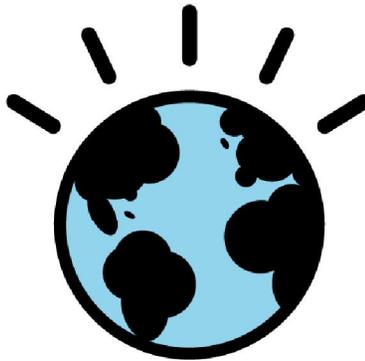
### NEW INTELLIGENCE

*Data exploding and in silos*  
**I need insight.**



### GREEN AND BEYOND

*Limited resources*  
**I need efficiency.**



### SMART WORK

*New business and process demands*  
**I need to work smarter.**

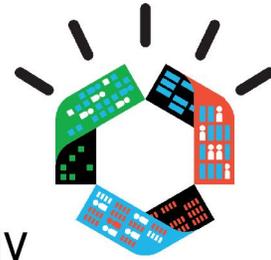


### DYNAMIC INFRASTRUCTURE

*Costly and inflexible infrastructure*  
**I need to respond faster.**

*The world is connected: economically, socially, and technically*

## Smart Work helps organizations redefine:



How Businesses  
Evolve...



... To Adapt  
and Respond  
Dynamically

How People  
Collaborate...



... To Maximize  
Effectiveness

How Technology  
Enables Flexibility...



... To Meet Business  
Needs Quickly

## To optimize business performance.

## Global Market Forces Require Organizations to:

- ...to differentiate themselves to their customers
- ...to connect people (internally and externally) globally
- ...to significantly reduce costs
- ...to address generational shifts
- ...to break down barriers
- ...to innovate from the bottom up & the outside in
- ...to “know what we know”
- ...to collaborate better
- ...to learn differently
  
- **in the context of daily business tasks**



## Virtual Workplace

- 58% of IT Executives consider their company to be a virtual workplace
- 90% of employees work in locations other than headquarters
- Between 60% and 70% of employees work in different locations from their bosses
- The number of virtual workers has increased by 800% over the past five years



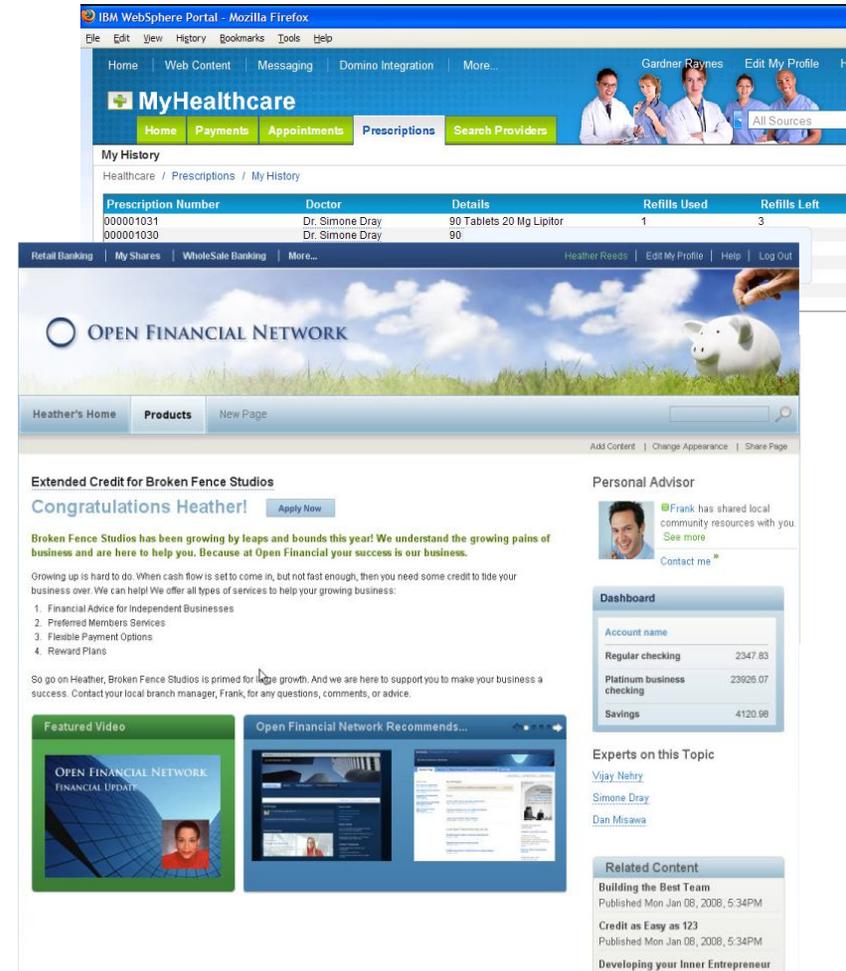
Source: Nemertes Research Inc.

## Real Business Needs

- How can our company foster **innovation**, so that good ideas don't get buried?
- How do we help our employees **maximize their effectiveness**, so we can get the most out of our “human capital”?
- How do we prepare and **embrace the social trends** of today's business environment?
- How do we capture, share, and reuse best practices for our **business processes**?
- How can we **collaborate** with larger **communities** both internally and externally?

## Collaborative Portals Help People Build Better Outcomes

- Exceptional web experiences
  - Enable productive and efficient employee web interactions
- Workforce flexibility
  - Enabling employee mobility
- Leveraging expertise
  - Finding and connecting people
- Streamlining decision making
  - Coordinating activities
- Communicating with employees as individuals
  - Aggregation and personalization of content
- The right information at the right time, in context
  - Enable the right business processes with real time collaboration capabilities in context
- Magnifying the value of content
  - Capturing, discovering and reusing content



## Collaborative Components Integrated Building Blocks

Documents,  
Presentations,  
Spreadsheets



Instant  
Messaging,  
Web Conferencing



Telephony,  
Video, VOIP



Document Storage  
and Sharing,  
Blogs/Wikis



Electronic  
forms



E-mail,  
Calendar,  
Contacts



Contact  
Information,  
Skills, Expertise



Shared  
Bookmarking



Communities,  
Discussions

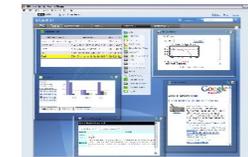


Activities/  
Project  
Management



Scorecards,  
Business  
Intelligence

Composite Applications  
Business Mashups



## IBM Lotus Collaboration Portfolio

### Lotus Notes

Mail, calendaring and collaborative applications

### Lotus Sametime

Lotus Sametime Unyte

### Lotus Quickr

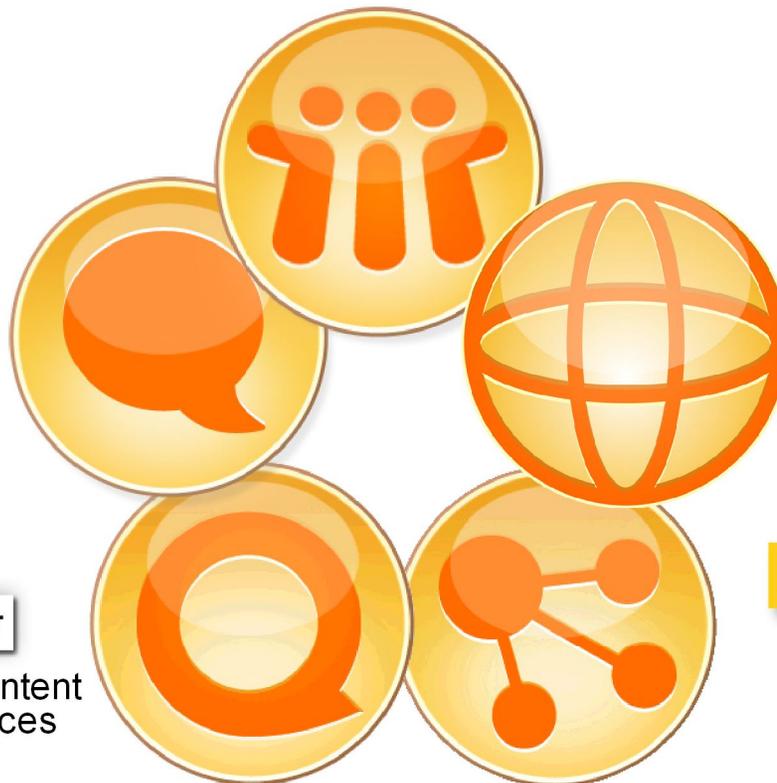
Collaborative content and team services

### WebSphere Portal

Composite application and integration services

### Lotus Connections

Social software for business

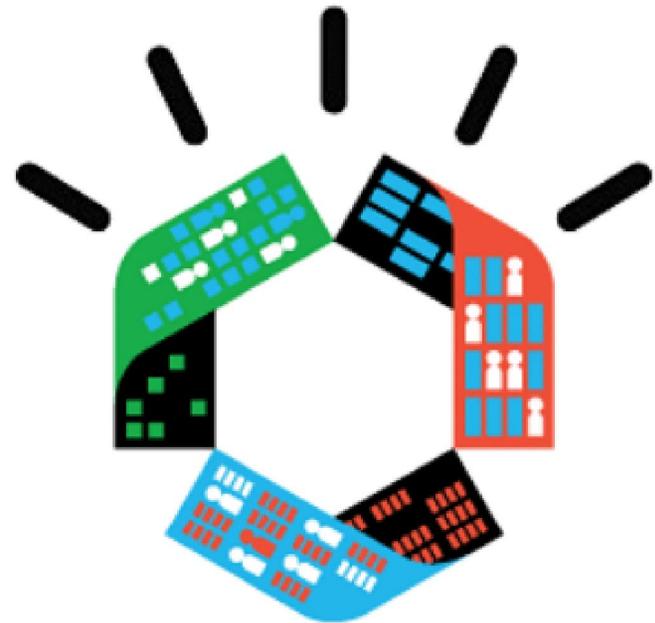


## Collaborative Portals – Live Demo

The concept of Smart Work through collaboration is becoming more important, and difficult to achieve, in today's changing business environment.

Successful businesses require solutions that allow teams to collaborate, innovate, connect, and optimize.

Now sit back and join Robert, Frank, Lucy, Ted, and George as they work through their work day with the latest in cutting-edge collaboration tools!



## Collaborative Portals – Live Demo

Right information to the right  
people at the right time



Robert Martin  
Chief Architect



Frank Adams  
Senior Sales Manager

**Lotus knows.**

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**Questions?**

## Thank You!



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