

Lotus knows.

Smarter software for a Smarter Planet.

Smarter Collaboration Means New Ways of Working –
Not New Costs, Leverage On-Premise, Cloud and
Appliance Delivery Models to Save!

*Nallu Reddy, Executive, LotusLive, IBM Software Group
Worldwide*



CREATED WITH LOTUS® SYMPHONY™

lotusknows.com



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Smarter software for a Smarter Planet.



The Power of Collaboration

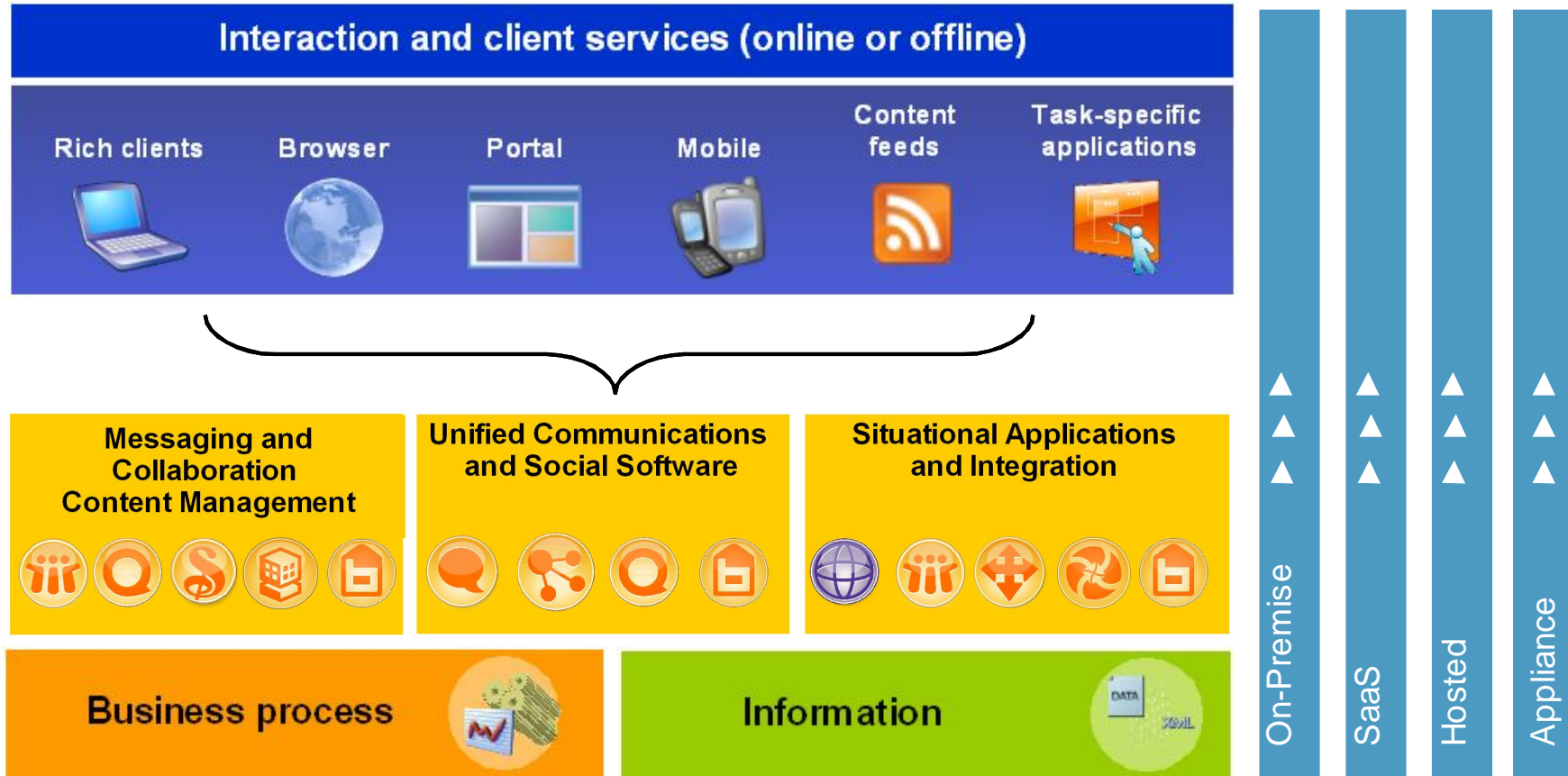


135 Villages
in Tanzania

>1 Million People

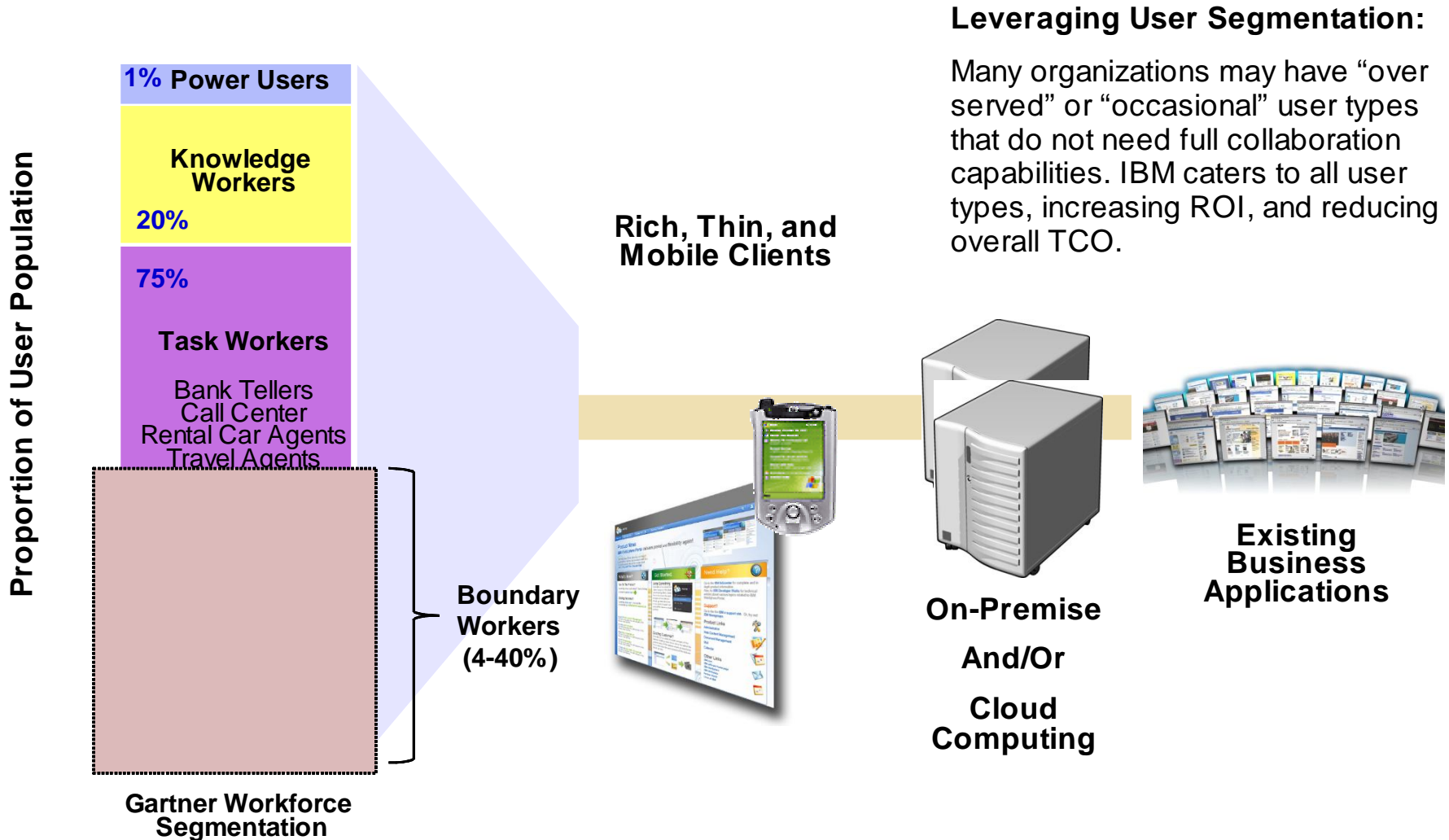
75% reduction in
outages of drugs

IBM Collaboration Strategy



IBM Provides Collaboration for All User Types

Delivering Collaboration and Composite applications to suit all work styles



Leveraging User Segmentation:

Many organizations may have “over served” or “occasional” user types that do not need full collaboration capabilities. IBM caters to all user types, increasing ROI, and reducing overall TCO.

Supporting Flexible Delivery Models

On-Premise

MANAGED BY IT DEPARTMENT OR PARTNER

Software



Appliance

Cloud Delivered

IBM MANAGED

Dedicated, Virtualized Environment



Multi-Tenant SaaS Environment

Benefits

- Allows for advanced customization to meet customer needs
- Managed by IT dept
- All data resides local and inside the firewall
- Predictable costs
- Managed upgrades

Benefits

- Easy to install/maintain
- Managed by customer or partner
- Toolkits available for customization by partner or customer
- All data inside your firewall

Benefits

- Subscription pricing model
- Scales to meet customer demand
- Updates are applied transparently
- Virtualized environment per customer
- Deep levels of customization available
- Negotiated SLAs

Benefits

- Subscription pricing model
- Scales to meet customer demand
- Updates are applied transparently
- Multi-tenant environment for all customers
- Standard offering, little customization
- Standard SLAs

The most effective business solutions may need a combination of delivery models

IBM Lotus Foundations is optimized for small business

The Lotus Foundations family is a series of **on-premise** software servers

- Provides the essential IT services to easily and efficiently run a business with 5 – 500 employees
- Leverages IBM and 3rd party technology to provide a complete small business platform
- Deploys in under 30 minutes
- Designed to accommodate growth
- Requires no in-house IT resources
- Self-managing, self-healing and self-configuring
- Provides advanced remote administration capabilities
- Delivered through business partners
- Compatible with both IBM and 3rd party hardware platforms



Lotus Foundations Branch Office

Medium and Large Domino Customers with Distributed Environment

- The What?= Domino Managers' "Dream Come True"
 - On- Premise SW Appliance (inside firewall)
 - Totally Integrated Solution (HW, OS, and SW Applications)
 - Ship a preconfigured system, "drop and deploy" at remote site
 - Autonomics: RAS (reliable, accessible, scalable)
 - Remote Management Support ("Domino Administrator in-a-box")
 - 3rd Party Applications deployed on SW Appliance (Domino, WIN, Linux)
 - Continual Data Back-up (IDB),
 - Disaster Recovery (Minutes not Days)



What is Cloud/SaaS computing?

Software as a Service is the delivery of application functionality via a subscription model over the Internet. The customer does not take ownership of the software but rather 'rents' a total solution that is delivered remotely.

SaaS adoption is being driven by businesses' pursuit of cost savings and quicker implementations, as well as wider availability of high-speed Internet connections...initial concerns regarding the SaaS applications' security and reliability have faded somewhat as the model has matured, Gartner added

Gartner – PCWorld
10/22/08

eWEEK
Gartner Sees Great SAAS
Enterprise App Growth Despite
Downturn

eWeek 10/24/08

COMPUTERWORLD
SaaS still on the rise, despite IT
spending slowdown

ComputerWorld 02/09/09

ChannelWeb
Arrow Electronics Looks At
SaaS, Networking Offerings

ChannelWeb 02/26/09

InfoWorld
McAfee builds SaaS arm -
Security vendor establishes a
business unit to house hosted
offerings

InfoWeek 02/02/09

InformationWeek
SaaS Revenue Growing, Market
Set To Double By 2012

InformationWeek 10/23/08

IT WORLD
AN OPEN EXCHANGE
Half of developers plan to work
on SaaS in '09

ITWorld 01/12/09

Gartner estimates SaaS market to grow 24% reaching \$15B by 2012 of which collaboration is valued at \$5B

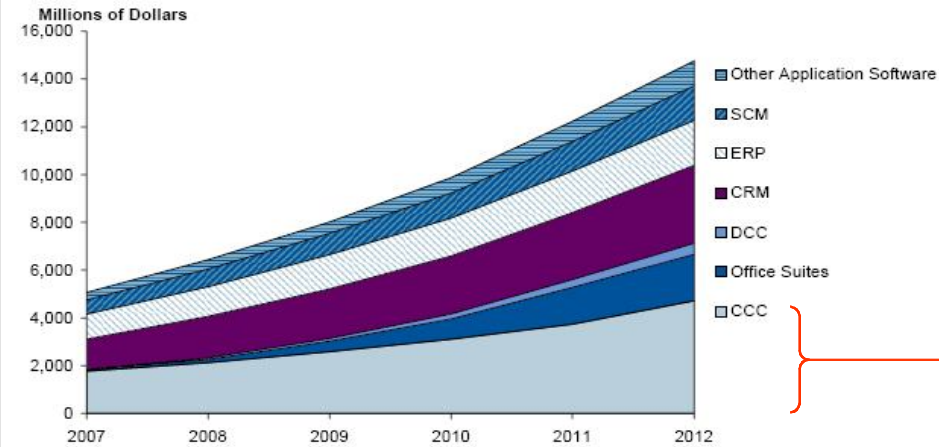
Gartner, Market Trends: Software as a
Service, Worldwide, 2007-2012, 8/08

SaaS market will trump economic woes, the harsh economic climate will actually accelerate the growth prospects for the SaaS model as vendors position offerings as right-sized, zero-capex alternatives to on-premise applications...

IDG - Silicon Republic
01/27/09

Collaboration is 1/3 of the Cloud Opportunity

Figure 2. Total Software Revenue Forecast for SaaS Delivery Within the Enterprise Software Markets, 2007-2012



Source: Gartner (August 2008)

Table 1. Total Software Revenue Forecast for SaaS Delivery Within the Enterprise Application Markets, 2007-2012 (Millions of Dollars)

	2007	2008	2009	2010	2011	2012	CAGR (%) 2007-2012
Office Suites	62	134	441	845	1,540	1,941	99.2
DCC	16	70	115	215	330	467	96.1
CRM	1,265	1,737	2,074	2,419	2,803	3,258	20.8
ERP	1,045	1,239	1,428	1,588	1,734	1,884	12.5
SCM	603	746	890	1,048	1,240	1,438	19.0
Other Application Software	309	387	483	638	839	1,049	27.7
Total Enterprise Software	5,068	6,439	8,018	9,865	12,224	14,752	23.8

Source: Gartner (August 2008)

- **Web Conferencing** – more than 70% of total market revenue is SaaS-based; on-premise are increasingly taking hold and so are hybrid offerings
- **E-mail** – is much more focused on consumer segment rather than enterprise with current SaaS e-mail delivery at less than 10% of total enterprise spending.
- **Team collaboration** – SaaS represents 47% of total market revenue gaining in popularity due to social software influence and growth of virtual teams.
- **Instant messaging** – total market spending at about 7%; more focus on instant messaging hygiene.
- **ECM** – very small adoption in the range of 2-3% of total spending with early adoption for Web content management and in related markets such as e-mail management, records management and digital asset management
- **E-learning** – rapid adoption with more than 60% of total software spending attributed to SaaS; key factor for provisioning large distributed users quickly

And the numbers speaks for themselves

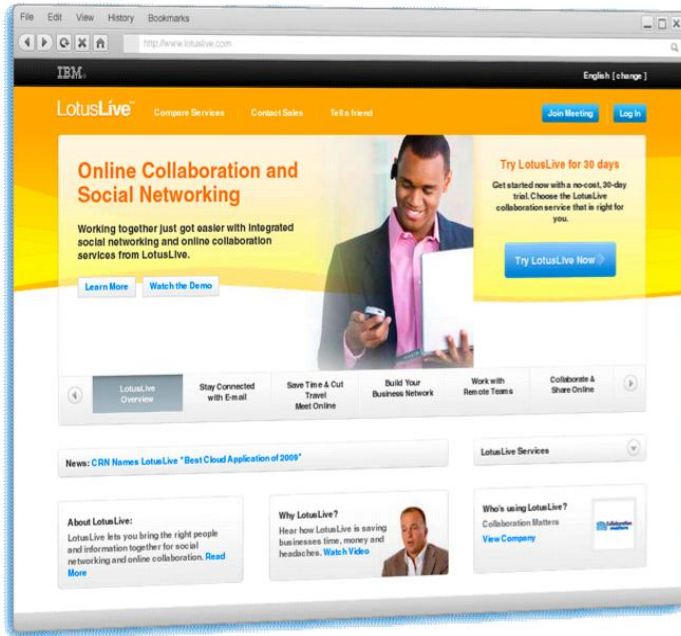
- Employees work with those outside of their location
 - 30% work with people outside of their location – *Forrester Research*
 - 11% work with people outside of their company – *Forrester Research*
 - 11% of trainings are now held on web conferences resulting in a 163% increase in attendance – *1080 Group*
 - 20% Reduction in Travel allowed by firms by 2010 due to economic factors (forcing adoption of collaborative tools) - *PhoCusWright*
 - 40,000 – The # of IBMers that work from home offices in the US. This is a global trend.
- With Cloud, enabling the extended enterprise is easier and cheaper
 - 22% Savings using SaaS email – *SpringBoard Research*
 - 24% Savings using SaaS Collaboration – *SpringBoard Research*



Capitalizing on Cloud Computing

- Help reduce costs
- Extend your enterprise
- Provide new capabilities quickly
 - Extend IT resources
 - Level playing field for SMEs/SMB companies and Departments/LOBs

IBM LotusLive™ Strategy



- Simplify and improve interactions with customers and partners – **External Collaboration**
- Create rich, secure collaboration in the cloud – **SaaS platform for collaboration**
- Integrate on-premise applications with cloud-based solutions – **Hybrid deployments/choices**

LotusLive – Offerings all in Market today



Web Conferencing

LotusLive Meetings

A full-featured, easy to use Web conferencing service

LotusLive Events

Provides tools to create, manage and conduct webinars for up to 999 attendees



Collaboration

LotusLive Engage

An integrated suite of tools that combines your business network with collaboration and conferencing services

LotusLive Connections

Combines your business network with collaboration services



eMail

LotusLive Notes

An online version of IBM's popular Lotus Notes email and calendaring & scheduling product

LotusLive iNotes

Web-based messaging service for e-mail and personal calendar

www.LotusLive.com

Why LotusLive Collaboration Offerings?

- Any company can use LotusLive – IBM customers and non-IBM customers
- Easy to use, integrated services - allow customers to easily connect and work with people outside or inside their organization
- Built on open, Web 2.0 technologies, so it can be integrated with other applications - allowing customers to extend their on-premise investments to the cloud AND create new applications with 3rd-party integration via partners
- IBM can be trusted to deliver secure, reliable, compliant solutions
- It's a Green Technology that will save the company money & heighten corporate image

LotusLive enables more customers to work together - easily and affordably

Panasonic®



Gus Bahamondes

Director of IT, Panasonic NA

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2010

- More email choices
- LotusLive Collaboration Platform
- Innovations



LotusLive Notes®

- **Optimized to support hybrid on-premise and cloud deployments**
- **Directory synchronization between on-premise directories and the cloud**
- **Entitlement for use of either a browser or the Lotus Notes client**
- **Reduction in the minimum subscription from 1,000 to 25 users**
- **IBM Lotus Sametime instant messaging support**
- **5GB standard mailbox quota**
- **Beta in Q2**

LotusLive – A Collaboration Integration Platform



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Partners Who Will Have GA Services in Q2



salesforce.com.



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LotusLive Labs



- Partnership with IBM Research
- Easy access to alpha services
- Accelerating the pace of innovation

LotusLive Innovations

- Slide Library
- Collaborative Recorded Meetings
- Event Maps



LotusLive wins in the cloud

18 million customers

250 new customers last quarter

Largest cloud engagement with Panasonic

June 2009: LotusLive won the Buyer's Choice Award at the Enterprise 2.0 Conference in Boston, beating out Google Apps, EMC, and others

December 2009: LotusLive was named the Best Cloud Application of 2009 by ChannelWeb, after their test center reviewed iNotes and Engage



Enterprise 2.0: IBM's LotusLive Connections Captures Award

The winner of the show's Cloud Computing Technology Buyers' Choice Award combines business social networking with collaboration tools.

By W. David Gardner, [InformationWeek](#)

June 24, 2009

URL: <http://www.informationweek.com/story/showArticle.jhtml?articleID=218101121>

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The Best Products Of 2009

« previous | 1 | ... | 10 | 11 | 12 | **13** | 14 | 15 | 16 | 17 | next »

Cloud Application: LotusLive
If you had written off IBM's Lotus group for dead, you'd have been very, very wrong. Not only is IBM's Cambridge, Mass.-based software operation as feisty as ever, its adoption of the hosted model for its core products is actually giving it a major technical edge. Case in point: LotusLive. The CRN Test Center looked at, and liked, LotusLive Engage and LotusLive iNotes -- two hosted applications that bring collaboration and messaging to IBM's cloud in a significant and aggressive way. While rivals including Microsoft have made no bones about the fact that they will be players in the cloud space with its messaging, e-mail and collaboration, Lotus is there in a business-ready way right now. As enterprises begin what could be a long, measured transition from on-premise IT, to a hybrid model, to cloud computing, the full suite of LotusLive products gives the channel a way to get started right this minute.



Live



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