Lotus knows.

Smarter software for a Smarter Planet.

Tapping the Power of Web 2.0 to Drive Growth

Michael Garbett | Sales Director, Lotus Collaboration,
IBM Software Group Worldwide

lotusknows.com

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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 sites idle

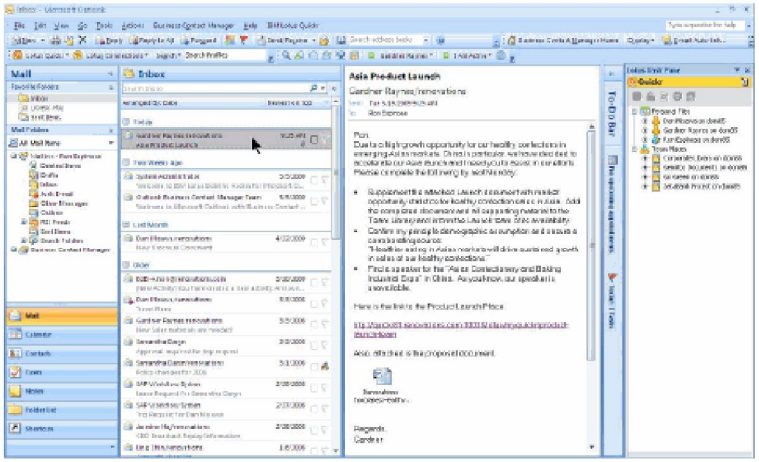
*Sam Palmisano speech, November 12, 2008

Work patterns are more complex.

Not everyone works the same way or in the same place

phoners

capture their knowledge before they retire



texters

Attract and retain; harness their collaborative style

emailers

Relieve their stress; increase their effectiveness

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Finding the right people and information fast is essential.

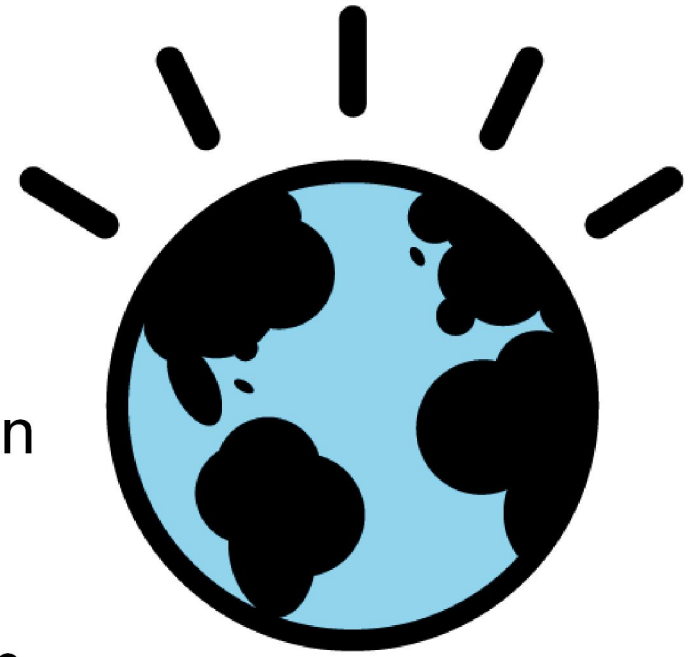
- Accomplishing more with less
- Working with the most current information
- Discovering and reaching credible resources
- Finding instant answers

We need to work smarter

How can you capture new opportunities in this new world?

Imagine if…

- …you could consistently **beat your competition** to market by a full year
- …you could **deliver your expertise** anywhere in the world without stepping on an airplane
- …you could **expand your company's brain power** by a factor of 5 without hiring a single new employee



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Building deeper relationships

improves your ability to respond to market needs

by enabling smarter collaboration with your customers and partners

Yesterday's cutomer had limited interaction with companies beyond advertisements, call centers and sales people

- Static web pages to push information
- Reliance on call centers to respond to customer needs
- Advertising and PR as the main channel to drive awareness

Today's customer demands a more dynamic experience and wants their wants to be understood

- Customers need dynamic self-service capabilities
- Customers rely on social networking to drive purchase decisions
- A single point of contact is essential, with real-time access to experts

Does your business have the capabilities to support these new customer demands?

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Increase workforce productivity for people to act quickly

by enabling smarter collaboration within the walls of your organization

Yesterday's employees spent excessive time locating information, connecting with the right people and navigating disparate communications systems

- Phone and paper-based communications
- Dispersed workforce is not connected or limited accessibility
- Escalating meeting expenses and travel costs

Today's employees can collaborate from anywhere, through any device, and find information and experts in real time

- Employees need flexibility in where they work and what they use for work
- Businesses need more efficient ways to manage critical processes
- Businesses need to limit expenses

Do your employees have the tools to support a more efficient organization?

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Capitalize on today's opportunities through innovation

by creating a more participatory business culture that fosters new ideas

Yesterday's business has made generating new ideas less of a priority given the current market conditions

- Static talent is difficult to engage and develop
- Workforces shrinking
- Costly innovation projects are not an option today
- Organizational silos limit idea generation and sharing

Today's business is focusing on leveraging the downturn to come up with new ideas and tap new opportunities

- Businesses need to engage their broader ecosystem to generate new ideas
- Ideas need to be transparent and shared within an organization
- Businesses need to be more adaptable to capitalize on new ideas

Does your organization have the capabilities to capture innovation to deliver better business results?

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Take a new and different approach with smarter collaboration

Integrate new social tools, build vibrant business communities

Integration with the applications and the infrastructure of your choice

Unify communications strategy, provide instant collaboration

Bridge virtual teams, manage projects and documents

Power of Social Networks and Web 2.0 – *Ready for the Enterprise*

facebook

delicious
social bookmarking

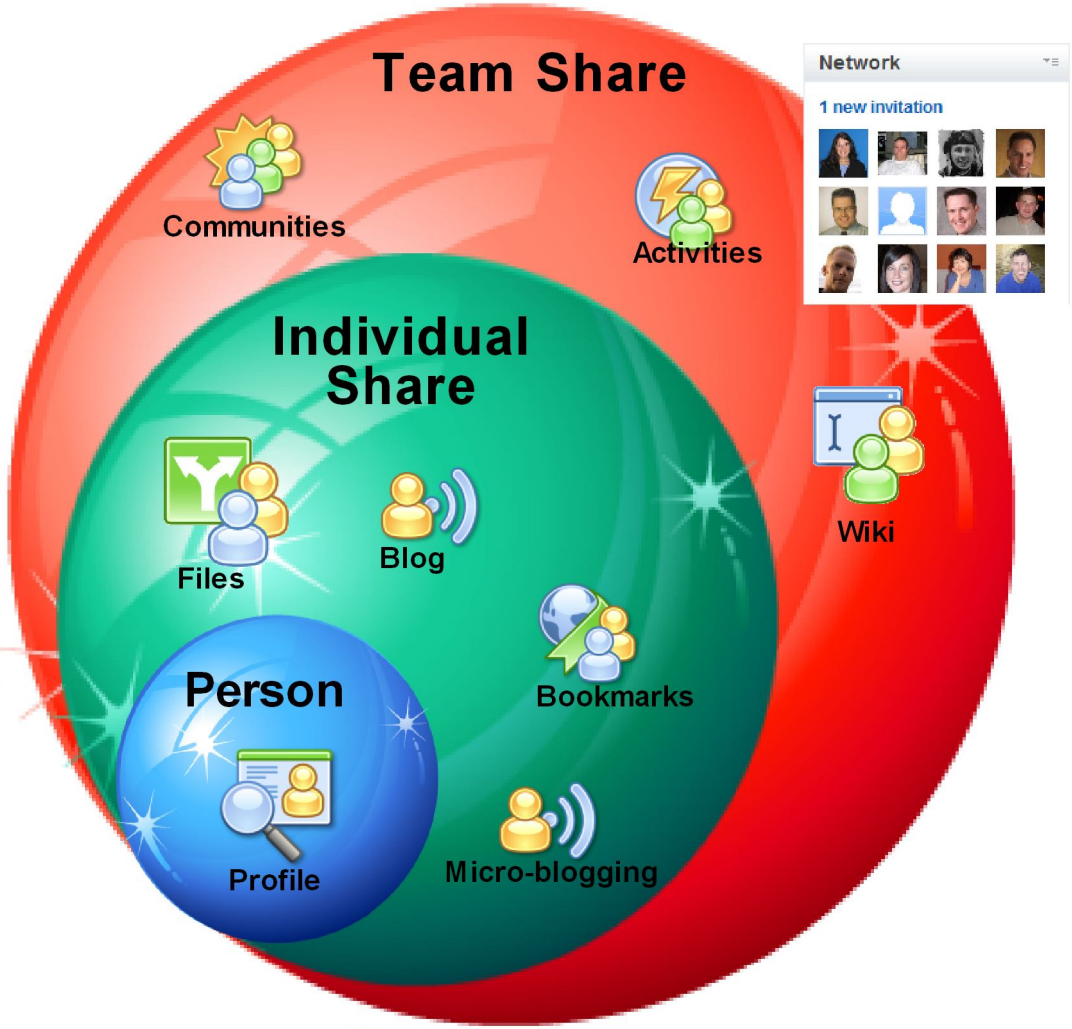
twitter

LinkedIn

Google labs

Blogger

WIKIPEDIA
The Free Encyclopedia



Corporate
Social Network Platform

Collaboration Web 2.0 Principles

What is Social SW and is it 'ready'?

The Need to Connect

- 83% of IT Executives consider their company to be a virtual workplace (up from 57% in 2008)
- 91% of employees work in locations other than headquarters
- The number of virtual workers has increased by 800% from 2000-2005

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What is Social SW and is it 'ready'?

The Need to Share

- Maturing workforce is affecting critical areas of the global working population
- To address the loss of critical experience, organizations must harness knowledge capital and educate new workforces with unprecedented scale

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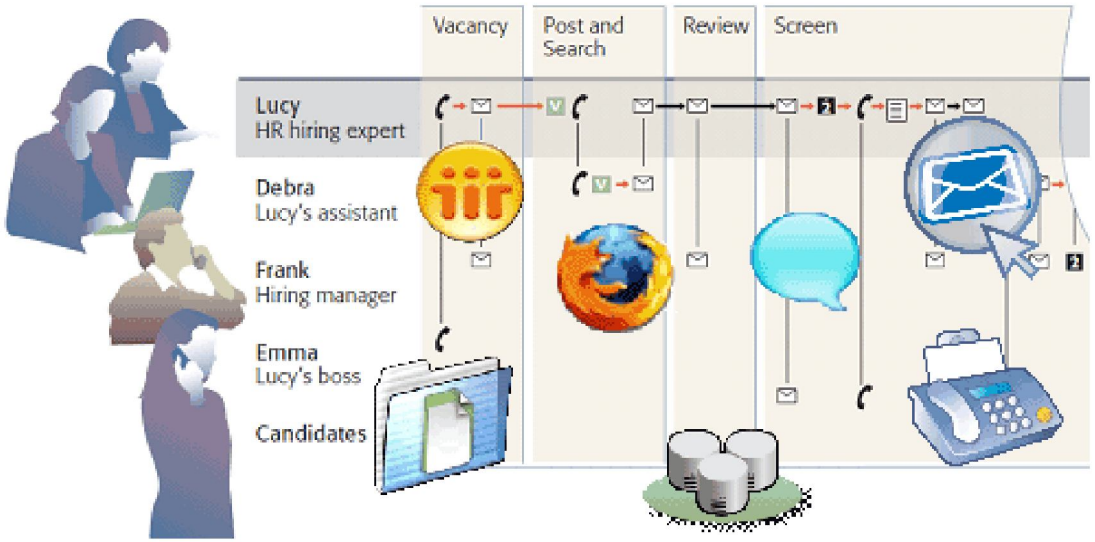
What is Social SW and is it 'ready'?

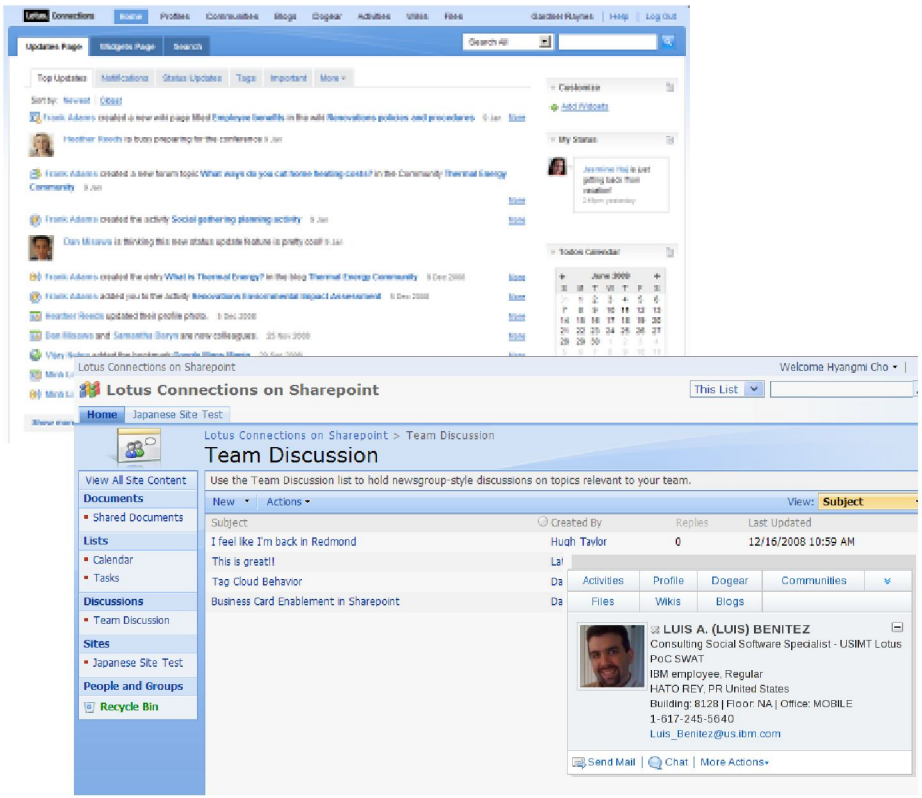
The Need for Execution

- Project based environments with more dispersed, virtual teams
- Work together without flying in for face to face meetings
- Get new team members up to speed quickly



Lotus Connections

delivers on the Lotus Collaboration 2.0 strategy by:



- address **personal and team needs** using today's familiar tools
- use of **engaging and interactive user experience** through web 2.0 style design
- **leveraging your existing and emerging enterprise investments** with simple integration strategies and tools

Lotus Connections

All your social software needs ready for business

Profiles

Quickly find the people you need by searching across your organization and connecting to others.

Bookmarks

Save, organize and share bookmarks; discover bookmarks that have been qualified by others with similar interests & expertise

Homepage

Manage your attention by viewing relevant social data aggregated across your subscriptions, notifications, and network of colleagues.

Blogs

Use a weblog to present your idea and get feedback from others; learn from the expertise and experience of others who blog

Files

Upload and share any type of file with colleagues and communities. Store versions and view downloads, comments and ratings.

Communities

Create, find, join, and work with communities of people who share a common interest, responsibility, or area of expertise

Activities

Organize your work, plan next steps, and easily tap your expanding professional network to help execute your everyday deliverables.

Wikis

Create wiki spaces for individuals, groups, and communities to coauthor pages. View changes across pages, ratings, and comments.

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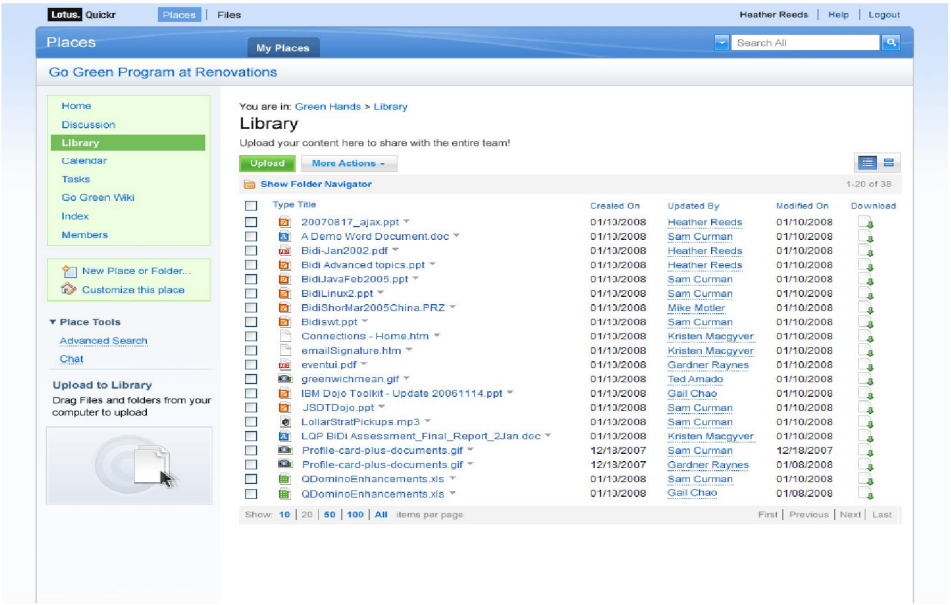
Lotus Quickr

delivers on the Lotus Collaboration 2.0 strategy by:



- making it easy to get started and keep going using **templates**
- ensuring teams are using the **most current documents** and information
- **optimizing your enterprise content management strategy** with integration strategies

Lotus. Quickr

Fastest way to share business content with your teams

Team places

Places with team calendars, discussion forums, blogs, wikis and other collaborative tools that help empower teams and keep projects on track.

Business Templates

Templates make it a snap to get any project off the ground, quickly. Instead of starting from scratch, use a template to get a new project up and running

ECM Integration

Leverage your investment in your ECM infrastructure by making it more accessible to all employees.

Desktop Connectors

Access your team places, shared content and even collaborate from where you are without having to stop what you are doing, switch applications.

Workflow

Simple draft and approval processes to assist in collaborative authoring

Content Libraries

content libraries to organize and share content for your projects, your teams or yourself with check-in and check-out, version control, and other tools to help manage content

Wikis & Blogs

Create team wikis & blogs to collect and share team member knowledge and ideas. Use comments to offer additional ideas or feedback

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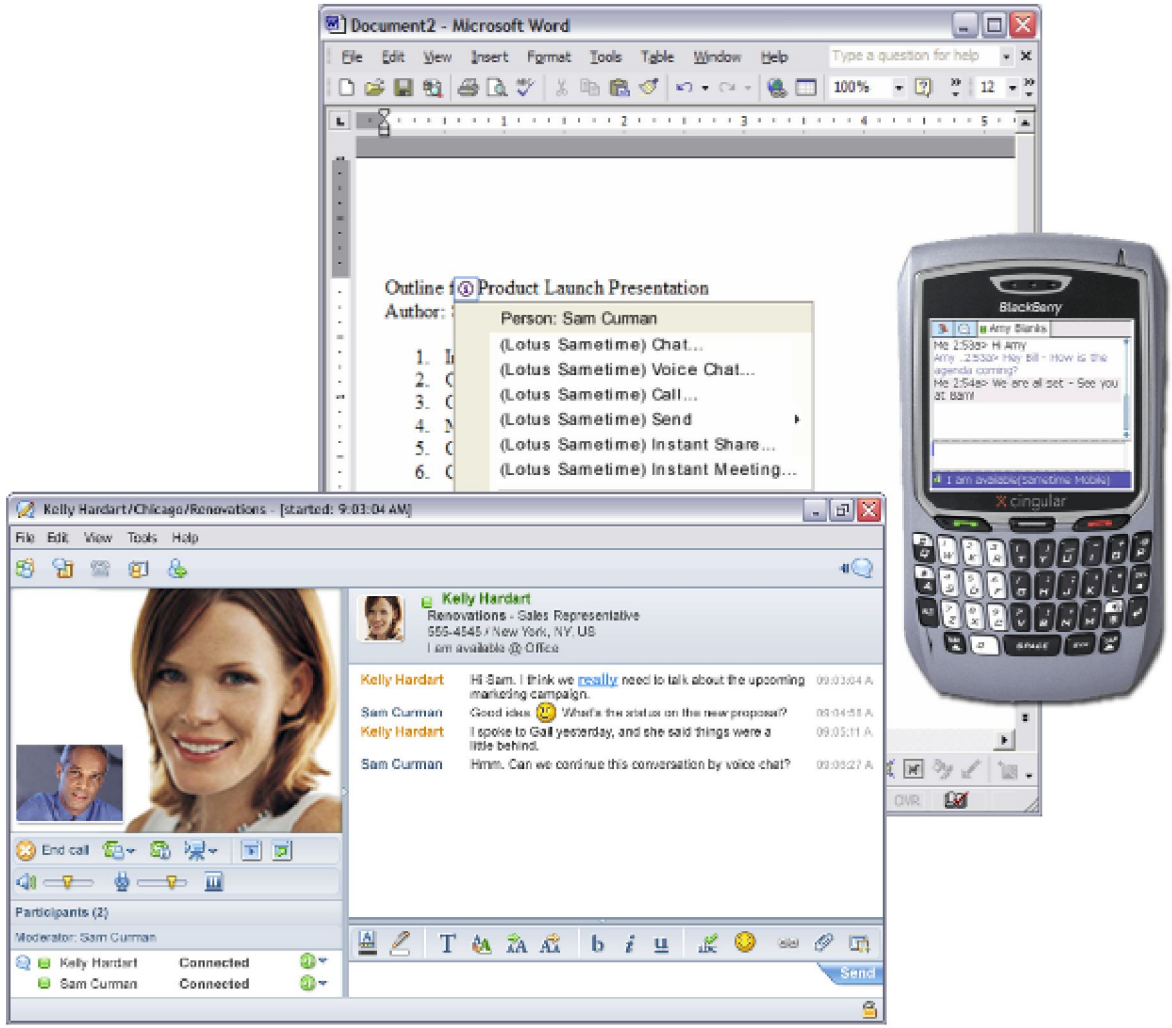
Lotus Sametime

delivers on the Lotus Collaboration 2.0 strategy by:

- working with your people by connecting people and teams in real time **without costly travel**
- making it easy to get started with tools that are easy to use **requiring little or no training**
- connecting information with expertise through integration within the **applications people use everyday!**



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The Sametime Solution Family

Persistent Chat Rooms

Real-Time Community Collaboration Tools

Instant Screen Share

Location Services

Video, VoIP chat in the enterprise

Telephony Integration

File Transfer, Screen Capture

Web Conferencing

Mobile Clients

Supported Public IM Federation

Presence Awareness

Open Programming Model

Encrypted IM with Rich text, Emoticons

Integration with Microsoft Office, Lotus Notes and Microsoft Outlook

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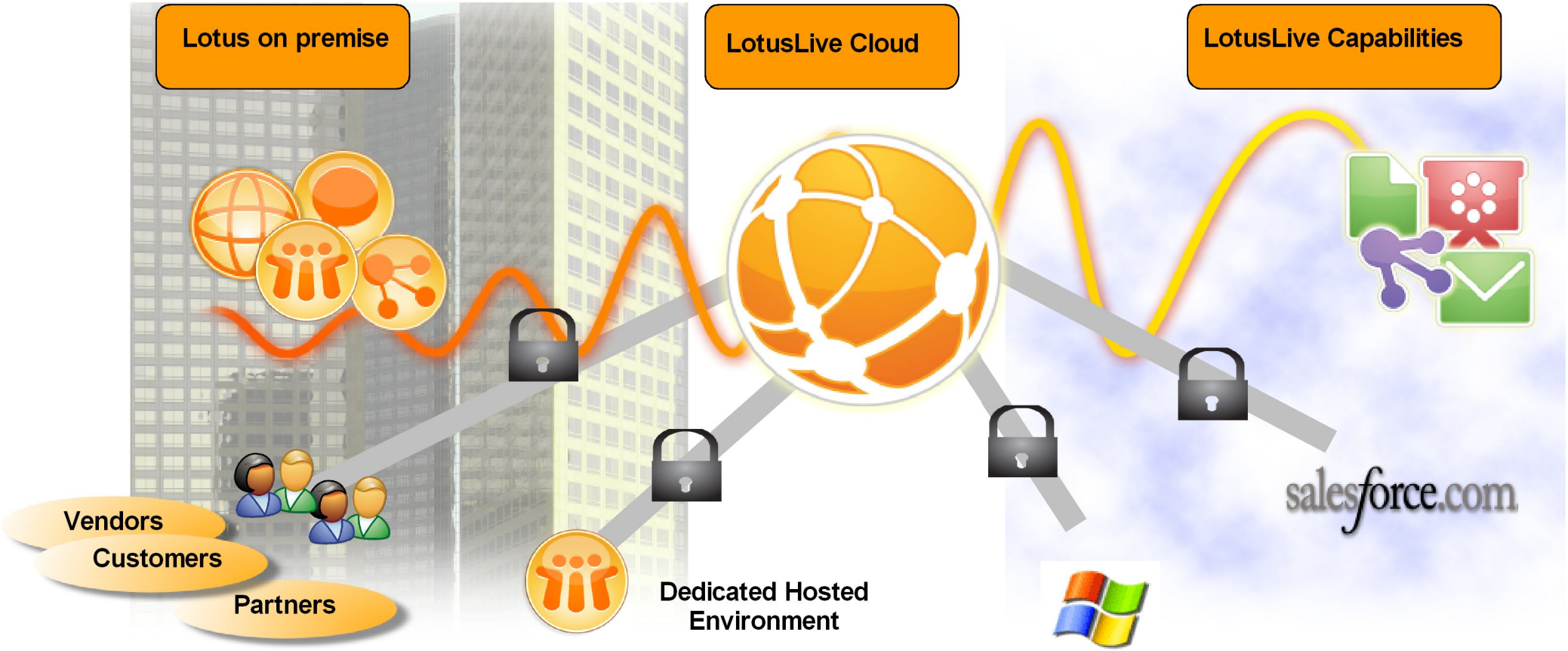
Click to Cloud: Embrace and Extend your Collaboration Environment using LotusLive



LotusLive online services….

…uniquely integrates through open standards with existing, on-premise customer solutions
…access through a familiar web 2.0 user interface
…makes it easy for customers to extend collaborative capability to the cloud
…a complete extranet solution to build a network of connected businesses

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Driving Innovation, Productivity, and Deeper Relationships with Collaboration 2.0

National Heritage Board

DONUT EMPIRE

Panasonic

Engage IBM

- Establish a Smarter Collaboration Agenda
- Seek demonstrable ROI
- Drive Your Collaborate 2.0 Agenda using your preferred delivery model

Collaborate 2.0!