IBM

Moderator: Angelique Matheny
August 25, 2009
12:00 pm CT

Coordinator: Welcome and thank you for standing by. All participants will be on listen-only until the question and answer portions of this call. To ask a question at that time, please press star 1 on your touchtone phone. Today's conference is being recorded. If you have any objections, please disconnect at this time. I would now like to introduce your host, Ms. Angelique Matheny. Please begin.

One moment please for this conference to begin.

Angelique Matheny: Hello everyone and welcome to this Rational Talk to You teleconference and reaching the Jazz Environment with Social Software. I'm Angelique Matheny and I'll be your host for today's call. Sorry for that little delay, I got disconnected right at the beginning.

So I'm - just want to let you know. These calls are really for you. You won't find any slides for this teleconference and we want this to be interactive. And to get your questions answered about combining social software such as instant messaging, team wikis, blogs and professional networks with software delivery tools.

We'll open up the lines during the Q&A portion of the call. So as the operator mentioned press star 1 when it's time. So write those questions down and get ready.

Also if you would like to submit questions to our panelists after this teleconference please email us at askusnow@us.ibm.com -- that's A-S-K-U-S-N-O-W@us.ibm.com. Just put the title of this teleconference in the subject line and I'll make sure it gets to the right folks.

I just mentioned combining social software with software delivery tools. And because it wouldn't be social without people we've assembled this - a distinguished panel of four experts to answer your questions today.

Joining us today, from the Rational brand is Dave Johnson. Who as Enterprise Architect leads the Web 2.0 effort for the Rational brand. Dave is an avid developer, open source advocate, blogger and self professed Web geek from Raleigh, North Carolina. Welcome Dave.

Dave Johnson: Thanks.

Angelique Matheny: (John Wegan) is - Hi there. (John Wegan) is an IBM distinguished Engineer who currently serves as Rational Chief Architect. With over 20 years experience developing tools and practices that enable teams to work more effectively together. Hello (John).

(John Wegan):   Hello.

Angelique Matheny: From the Lotus brand we are pleased to welcome Chris Lamb who has over 20 years experience in the IT industry, including roles as the Developer, System Engineer and Project Manager. Chris is currently the Senior

Marketing Manager of Lotus Connections, the first social software designed specifically for business use. Hi Chris.

Chris Lamb: Hello.

Angelique Matheny: And last and certainly not least, we are pleased to welcome Scott Prager, an IBM distinguished Engineer who has led the technical strategy for social computing and Lotus Connection since its inception at Lotus in 2005. Scott works extensively on Connection's integration with partner organizations in IBM, including Rational, IBM Research and the CIO office. Welcome Scott.

Scott Prager: Thank you.

Angelique Matheny: So how does social software relate to software delivery? As you are thinking and preparing your questions, I've asked Chris to provide us with some context on this topic; blogs, wikis, social bookmarks. Chris, when we talk about social software for software development, what are we talking about?

Chris Lamb: Well that's a great question. I'm happy to answer that for you. Because often when people hear the words social software blogs, wikis and bookmarks, they immediately think of the consumer oriented social network sites, like Facebook and MySpace or Delicious. However, like so many technologies before, social software is quickly moved from the consumer space to business applications.

Over the last two years it has been adopted by thousands of businesses because it simply helps them expedite their business processes and helps their people work smarter. By working with many customers, we've seen them use

internal professional networks to discover expertise needed to solve difficult customer problems.

We've also seen them form communities that allow employees to easily share intellectual capital with other employees -- down the hall or the other side of the world. And we've seen them use social software for their subject matter experts who might use blogs to more effectively distribute their knowledge across the organization. And lastly we see many companies become more agile because their employees are sharing the latest information in bookmarks or easily creating content in a wiki environment.

In addition to the wide adoption of social software in business, another trend we've seen with our customers is the use of social software in the context of a business office. People want to tap expertise of the professional network and collaborate from within applications they're already using. It only makes sense that people will be more productive if they don't have to go off to another application.

And when you're talking about software development, the best platform for collaborating on that process is IBM's Jazz platform. Using products built on Jazz developers, business analysts, project managers and architects can all work together through the many steps required to develop quality software.

And one of the great things about the Jazz products is that they all use an open Web standard, and are built on extensible architecture. This makes it very easy to integrate services like social software into the user experience.

Examples of that integration include popping up a person's business card from Connections, just by clicking on the user's name in Rational Team Concert. Or adding blogs and wiki information into project Dashboard. And internally

we've seen the value of combining the collaborative environment of Jazz with social software services has really proven a great benefit to our own development team.

Just like your development teams, these gentlemen are widely distributed around the world and have got to meet some pretty demanding timelines for our products. They're adopting agile development processes to meet ever changing customer demands. And they have to use whatever tools they have and what resources they have to expedite the whole software development process. And they can do that by tapping into the social software services that we have deployed within IBM.

So hopefully that has given you a little background on the subject that we are talking about today. And now we'd like to turn it over to you to ask your questions. And we'll do our best to give you the best answers possible.

Angelique Matheny: (Unintelligible) if you'll open up the line for us I believe it's (unintelligible) start lining, we just need their first name.

Coordinator: Thank you. That is correct. To ask your question, please press star 1 on your touchtone phone. I will announce you by your first name prior to asking your question. To withdraw your request press star 2.

Once again, please pres star 1 on your touchtone phone to ask your questions. One moment please.

Angelique Matheny: You know while we're waiting for the questions to queued up, I have some questions come in to our askusnow@us.ibm email box. Let's start with those. Let's start with a quick question there. How does IBM define social software for business? Chris do you want to take that?

Chris Lamb: Yeah, certainly. That's, you know, one that we do get quite frequently, and - because there's lots of different types of software that gets put in the category of social software. And like I mentioned before, to use not only for - and now in the consumer space, but now being more widely adopted in the business setting.

And when we talk about social software in the business setting, it really is some - software that empowers people to be more innovative and more effective by tapping into their professional network. Tapping in to the people they know, but also giving them the ability to discover the expertise that exists within the organization -- people that they don't know. And this allows them to contact those people and work with them on the given problem they're trying to solve at that time.

Social software also allows people to create these professional networks, but also create communities around those different topics that are critical to their business -- to the way they run their business. And so the social software when used internally helps people, you know expand their network. Expand these communities so they can apply the right resources to the given role.

And of course since it's being used internally, you've got the additional requirements that that social software has to meet; you know scalability issues, security, other things that are common IT requirements and you know, people don't think about when they're using them -- these types of technologies out on the consumer space.

Coordinator: And currently at this time there are no phone questions.

Angelique Matheny: Okay, well then I will continue with our email box. We have quite a few in here so we'll get to those first. Just don't forget to press star 1 if a question comes to you.

Chris continuing on, I think this one will go to you, it's Lotus Connections related; What exactly do you get with Lotus Connections and how would that help my development team? That's a good question.

Chris Lamb: Yeah, that is a good one. And actually Connections is pretty unique in the social software space because it's actually comprised of seven different services - different social software services.

You have a profile capability, which allows people to put information in about their skills and capabilities. You have a blogging service, which many people are quite familiar with. You have a community service which allows people to share information across a different specific topic, could be a specific industry that you're concerned with, or a technology.

And we also have a service called activities. And activities is a way for people to manage their day-to-day projects that they work on -- either by themselves or more than likely they work on them with other people within their professional network.

And we also have a bookmark service where it allows you to share bookmarks. You post them up on the connection server and you can tag them, which makes them easy for you to find, as well as makes it easy for other people to find.

And then two new services in Connections 2.5 -- which was just in the process of releasing -- are files and wikis. And files is a way for you to easily share

your personal files with other people and also discover content that other people have published in their file sharing space.

And the wiki is a great way to collaboratively edit content with other people. Much more efficient than, you know, shipping around a document and trying to combine multiple edits that other people provide.

All of these are J2E services and they are integrated, but they can also be deployed independently. So if someone wants to start off with applying Profiles and Blogs -- because that meets their particular pain point -- they can do that. Then they can add in the other services later.

And what we've seen with all these seven services is that they can have very useful use cases in the software development process. For example you may need to find a certain development skill for a given project and a tight deadline that you're working on. Well you can search the profile capability to find that right person.

And from within that profile for that person you might check and see, you know, what projects they've worked on. You can check their other social data in the system. So you can have a look at maybe their wikis that they've contributed to or their communities that they're a member of to determine if that is the right - they have the right skill and expertise that you need.

You can also use Communities right? To share information around a given technology or skill like bringing together experienced developers with maybe new people that you just brought onboard. And another great example we see often is wikis, right? To do that collaborative editing. To create, you know, documentation around a software that's being developed. Or, you know, a

Frequently Asked Questions around a project that you're trying to deploy internally.

So there are many, many different use cases for the different services that we provide in Connections.

Coordinator: And we do have a phone question when ready.

Angelique Matheny: Go ahead.

Coordinator: Scott, your line is open.

Scott Prager: Hi this is I guess a question for Dave or (John). I'm really familiar with the capabilities in like Rational Team Concert or integrations with Instant Messaging like Sametime. What's new that's coming from Jazz? How are you guys looking at social software from a Jazz perspective? That's my first question. And my second one is I'm wondering if you could talk about Jazz in relations to things like OpenSocial and the future there?

Dave Johnson: Hi this is Dave. I guess I'll take that one. So the software development is a collaborative enterprise already. So Jazz already has kind of social and collaborative features built in. But we don't want to try to build Jazz itself into a social software suite. We want to be able to work with the social software suites that people - and social software that people are already using out there in the field -- in the world.

So I guess the example that we think of is if you have a corporate IT group working on a large software project, they want to be able to kind of connect with the larger community of end-users and stakeholders and other people who will be using the software but don't necessarily have access to the

development tools like Team Concert. So we want to be able to make it easy for folks using Team Concert to share things out to that - to a community that stays in social software. And to be able to get feedback from them.

And currently there are a bunch of ways that you can do that using the built in capabilities of Lotus Connections and Jazz. So both of these systems provide feeds of information; feeds of events that are going on in Jazz, or feeds of new blogs and new posts and new activities that are going on in Connections.

So it's possible to do some integrations now using those feeds, and also using dashboards. Both products support the notion of a widget in Dashboard so it's possible for you to display Lotus Connections information inside Team Concert by development a viewer that posts into the Dashboard. And vice-versa, you can display Jazz information or Team Concert information in Lotus Connections.

So what we're planning to do in the future is to make it even easier for people to connect these systems. So develop - basically developing a connector that will allow you to connect a Team Concert project to a Lotus Connection Community. Or if you're creating a new Team Concert project have a Lotus Connections Community automatically provisioned for you.

And then once that happens, you'll find it's very easy for you to blog about a work item if you want to see wider feedback from the community that may not be able to see that work item directly. Or blog about a new requirement. Or start a forum post about a new build that has been created. And have this kind of stuff be very easy and easy to kind of launch from Team Concert.

Also when you search inside Team Concert, you should be able to get information from that social software community that you're hooked up to. So

if you're searching for information on a certain bug you don't just want to see information from developers, you might also want to see conversations that are going out on the forum.

So I think that maybe explains how things work today and how things - how we want things to work in the future, at least with our connector technology that we're working on now.

So I guess the other part of the question was OpenSocial. And we're currently looking into OpenSocial and investigating it and trying to figure out how it fits in. But we think it can be a very good model for kind of a generic way to plug one Web application into another.

It also aligns pretty well with some of the things we've done in the Jazz architecture, exposing things with RESTful protocols and also using SOA for authentication. So it kind of lines up with things that we've done and we think it might be a good model for plugging into our Dashboard -- for example being able to plug OpenSocial gadgets into a Dashboard.

So currently we're just investigating this and I don't think we've make any announcements about features or releases yet. Does that answer your question?

Scott Prager: Yes, thanks.

Coordinator: Currently at this time there are no further audio questions.

Angelique Matheny: Okay. Well then I'll keep going down my list. It's - how about this one; What's the difference between a Mashup and a customizable Dashboard? I

heard you just mention those two. Don't they both display preconfigured sets of information? Would that go to you Dave?

Dave Johnson: Yeah, I think I can take that one. So the - I guess in my opinion there's not really a universal - universally accepted definition of exactly what a Mashup is. A Mashup - in my mind it's a way that - to create new capabilities, new software, new Web applications by combining Web services from other Web applications. You know, for example combining Google Maps with other information.

A Dashboard is a little bit different, it's not - it's - well, I guess the Dashboard is one way to do a Mashup. But traditionally Dashboards allow you to place gadgets or widgets or whatever you want to call them -- some kind of pieces of a Web application -- into a page and arrange them in kind of a grid like format. Whereas a Mashup is much free-formed. You can kind of place widgets on a page in different places and wire them together so they can do things that maybe you wouldn't be doing in a Dashboard sense.

So I mean, a Dashboard I guess is a form of Mashup. But when you talk about Mashup, I think that's a broader category. If you look at the products from Lotus that allow you to Mashups, they can do things that no Dashboard -- or at least no Dashboard like you'd see in iGoogle -- can do today. Does that answer your question?

Angelique Matheny: I think it does. I think it does.

It says, "My company is very interested in adding discussion groups and team blogs to our current Rational Team Concert environment. How would Lotus Connections support that?" Anybody want to jump in on that one?

Dave Johnson: I guess I can take that one. So that - I mean that's really the reason that we're working on connector technology is to make it easy for folks to do that kind of thing. So I mentioned the idea is to allow you to associate a Team Concert project with the Lotus Connections community.

So the Lotus connections community is essentially a group of people that share a set of resources like a blog, a forum, activities, these types of things. That once you connect a team project - I'm sorry, Team Concert project to a Lotus Connections community, then you can do things like automatically blog about a work item, or create a forum post about a new build that has been created -- those types of things.

And what we're planning to do is also make it possible for you to search community content from within Team Concert. So that's the connector technology that we're working on now to connect these two - the two projects and allow you to do this kind of thing.

Scott Prager: And this is Scott, I'll jump in to add something here. We've actually seen our own connections development team taking advantage of leveraging these two products together. Obviously we use Connections a lot for our own usage, but we've - we're also using RTC as well in the development process. So the teams that have been really driving that transformation and spreading it to the rest of the team in, you know a very kind of grass-roots manner.

So it seems - you know it seems appropriate for this kind of - for the kinds of things we're talking about. But those teams have really taken advantage of using RTC and the Connections technologies like discussion forums and the new wikis and such together.

Angelique Matheny: So Scott, Chris mentioned using software - social software internally in IBM for software delivery. Can you tell us specific examples of Lotus teams and how they're working? How they're working?

Scott Prager: Yeah, sure. We have an internal deployment - we have had an internal deployment of Connections since before there was a Connections essentially.

The really beginning of it was a series of projects, but from the development side it was a project called Activities. And we got that internally deployed very early on and it's been a consistent deployment -- up virtually all the time without a single loss of data for probably about three and a half years now. And that became Connections as we added in the other services, brought those capabilities in from research and such.

We use these things a lot in the work we do. For example, you know as the leader on the technical side, I have a technical leadership team -- I call it. And I try to use the model of kind of this social - the - the - the - the social model where this is a team where I have a set of leaders from all of the areas, but it's open to anyone who wants to participate. I mean, it's literally open to anyone at IBM who wants to participate. But you know most people are either not aware of it or not interested.

We keep track of that information in a community -- a Connections Community. We use Activities to track the meetings that we have -- the minutes from them, the logistics are there. There is a blog which I use to communicate up to the team, a discussion forum where we've actually just been having a few active discussions around sustainable pace of development. And do we want to look at changes in how we track design artifacts or how we develop and review design artifacts for example -- those are two of the recent discussions in the discussions forum.

So really - that's one example of us using it, but really if you look at Lotus and the software group more broadly, we're seeing a really extensive usage of Connections inside the organization. I guess the easiest way to put it is, if we ever take it down to do some maintenance, or on the rare occasion when - you know, we run a lot of alpha versions on there.

So on the rare occasion when it goes down, I get a ping from our - the Lotus Development VP or our Marketing VP on the - within a minute or two. Generally before I even know it's down, saying, "Hey what happened to Connections? How long till it's' back." Basically from the lowest levels of the organization up through the executive leadership we're really using it aggressively.

Angelique Matheny: Thank you Scott. Dave, what's the Rational Jazz strategy for supporting Mashups?

Dave Johnson: Well, the - our architecture is designed to support Mashups. And I guess I should say it kind of inherently supports Mashups because it's - we expose all of our services group through RESTful APIs. So it's possible just to get our data without going through our user interface, and therefore it's possible to do things like Mashup.

So, you know, also through the Dashboard we make it possible for folks to plug in new functionalities and integrate other sites through the - through Dashboard components which we call (ViewLit). So if (ViewLit) can fetch data from another Web application or multiple Web applications and combine them together, in interesting ways.

So the strategy for Mashup is to continue to kind of perfect this Jazz integration architecture which is based on REST and services discovery. And also look at other ways to support standard ways of integrating Web applications together -- so new widget technologies like iWidget and OpenSocial and things like that.

Angelique Matheny: Okay, got a couple more questions. Are there anybody in the queue who wants to ask a question now?

Coordinator: Currently at this time there are no questions. But as a reminder to ask a question please press star 1 on your touchtone phone.

Angelique Matheny: Okay, here's another question from my list. We're working now with the free community version of Rational Team Concert. Are there community editions available of the Lotus Connection products that could help us, you know, kick the tires? Where would we find those.

Chris Lamb: Yeah, I'll take that one, it's Chris. We actually have two deployments of Connections externally to IBM and available to customers that might want to login and test out the capabilities. The First one is simply on ibm.com -- go to ibm.com/communities and you'll see a deployment of Lotus Connections.

And then the Second one is the - has also been deployed on developerWorks. And they -- about two months ago -- launched a section of their site called My developerWorks. And that's a customized version of Connections specifically for the developerWorks community.

And so that's another area probably people on this call and - are familiar with the Rational product sets are probably very familiar with developerWorks.

And so you can go out there and sign up. And also experience all the services for Connections.

I would say that those two deployments are currently running Version 2 of Connections, they'll be upgraded sometime this fall to Connections 2.5. And we actually have a third deployment which is our Lotus Greenhouse -- a site where we put the latest versions of all our software. And Connections 2.5 is deployed out there.

So if you're especially interested at the files or wiki capability then you can do a search on Lotus Connections - well it's Greenhouse and subscribe to an ID on that site, and have access to all the features of 2.5.

Angelique Matheny: Thank you.

Dave Johnson: This is Dave, I've got a - maybe I've got a question for Chris now. In the past there was a - I'm not sure if it's called a product, but there was a way to obtain something called the Connections Pilot Installer. And this was a piece of software that would allow you to make it very easy to install Lotus Connections on (unintelligible) automatically set up WebSphere and (DB2). And it wasn't to be used for production, just for kind of kicking the tires. Is that supported in the new release of Connections 2.5?

Chris Lamb: Yes it is. And when you purchase Connections -- a license -- you get access to that pilot install. And so that's one of the installation options that you have to - and we typically do see it used for, you know internal pilots where customers want to, you know demonstrate the capability to, you know, other people within their organization, you know, before they go into production.

Dave Johnson: Great.

Angelique Matheny: Great and I was just checking our askusnow email box and a question came in while you were speaking. It says, "I'm guessing that Lotus Connections and LotusLive Connections are not the same thing. Can someone explain some of the basics for Lotus Connections like, does the company need to set it up on a server and then provide access to whomever? If the company is small, is there a way to do this that works for a small of group as say five?"

Chris Lamb: Okay I'll take that and other folks can jump in. So the basic deployment for Lotus Connections is an on-premise deployment. So you install it on your servers in-house. It actually, as I mentioned before, there - each of the service is a (JT) reapplication that gets installed on the WebSphere Application Server. And then the data for all the services is stored within a relational database.

We actually - included in the license for Connections you get - a (unintelligible) license of WebSphere Application Server as well as (DB2). So you get everything you need to run Connections. We do support other relational databases if that's your standard. And so, as I mentioned you can deploy as many of the services you want -- roll them out over time -- or you can install all of them, you know, in a clustered environment.

And so that is the typical scenario for installing Connections; either internally for company employees or externally for the customers.

And then the question also mentioned LotusLive Connections. And LotusLive is a new offering from Lotus of collaboration social software services in the cloud. And so people can sign up for that to interact with, you know, people within their organization, but also it's a great way to interact with maybe your business partners and/or your customers.

And since it's a cloud service - or software service, you know it does not require any installation of, you know hardware and software internally. And we do have a LotusLive Connections offering available that includes some of the services of - that are available in the on prime offering. So you have the Profiles and Activities and other - some of the other services.

We are, you know, looking at ways to, you know - over time we'll move other additional services over to the cloud offering. But we have to pick and choose, you know, what services we felt would add the most value to, you know, that cloud-based offering.

Angelique Matheny: Thank you. We'll make sure he gets that answer if he's not online today.

And I have one last question, it's slightly - it may be the same as you just answered but it's put a different way so I wanted to end the call with that if we have no more questions. I think this will go to you Chris. It says, "I'd like to try Connections for our development team, is it possible to acquire Connections for just one department, or does it have to be an enterprise-wide solution? How would the licensing work for just one department?"

Chris Lamb: Yeah that's one I can take. So we license Connections on a - for internal use by employees or contractors on a per-user basis. And so you can buy one copy for one user -- it wouldn't be very social but you could do that. Or you could buy it for a whole department. Or you could buy it for your whole enterprise.

So it's really, again we - you know said this three times, but we really try and make this offering very flexible so it can be applied in many different business scenarios. So that should match that particular person's -- or any customer that we've seen -- environment.

We do have a - for external use for - you know if you have lots of customers. You might be a small company but still have thousands of customers that you don't want to count. In that case then we have a CPU based license model that's more appropriate for that deployment.

Angelique Matheny: Thank you very much. This has been a great discussion and I'd like to thank our four panelists and especially all the folks who submitted questions. For more information on this topic I wanted to let you know about just a few of the resources available;

For more information on Lotus Connections head over to IBM developerWorks where you can see social software in action in IBM's own developer community -- that's ibm.com/developerworks. You can also view a video on Lotus Connections and see the Lotus Connections demo;

And of course to find out more about Jazz please visit jazz.net, the community site for the Jazz platform where you can see us developing our own products in a transparent development laboratory.

And again a big thank you to all our speakers today -- Chris, Dave, John and Scott -- for taking time out to speak with us today. This was a very valuable session -- very informative. And we appreciate you being here for this Rational Talk to You teleconference, Enriching the Jazz Environment with Social Software.

If you would like to listen to this conference again, or share it with your colleagues, this will be available for replay in MP3 format in about a week or so on the Rational Talk to You site, www.ibm.com/rational/talks/. Our previous teleconferences are available there as well.

We would also like to thank you, our audience, for your interest in IBM. We hope to see you back for another one of our events in the near future. Thank you very much. Talk to you soon.

Coordinator: Thank you. That does conclude your conference call for today. Please disconnect all remaining lines.

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