LotusphereComesToYou2010

Lotus knows we are coming to a city near you.

www.ibm.com/lotus/lcty

Smarter software for a Smarter Planet.

lotusknows.com

CREATED WITH LOTUS® SYMPHONY™

Current Market Conditions

Technology development accelerated + Society and economic environments disrupted + Unprecedented business challenges =

opportunity

Current Market Conditions

Transformative

opportunity

Current Market Conditions

Investing in

research

people

technology

Smarter Planet

Our world is becoming
INSTRUMENTED

***30 billion** RFID tags… 2010*

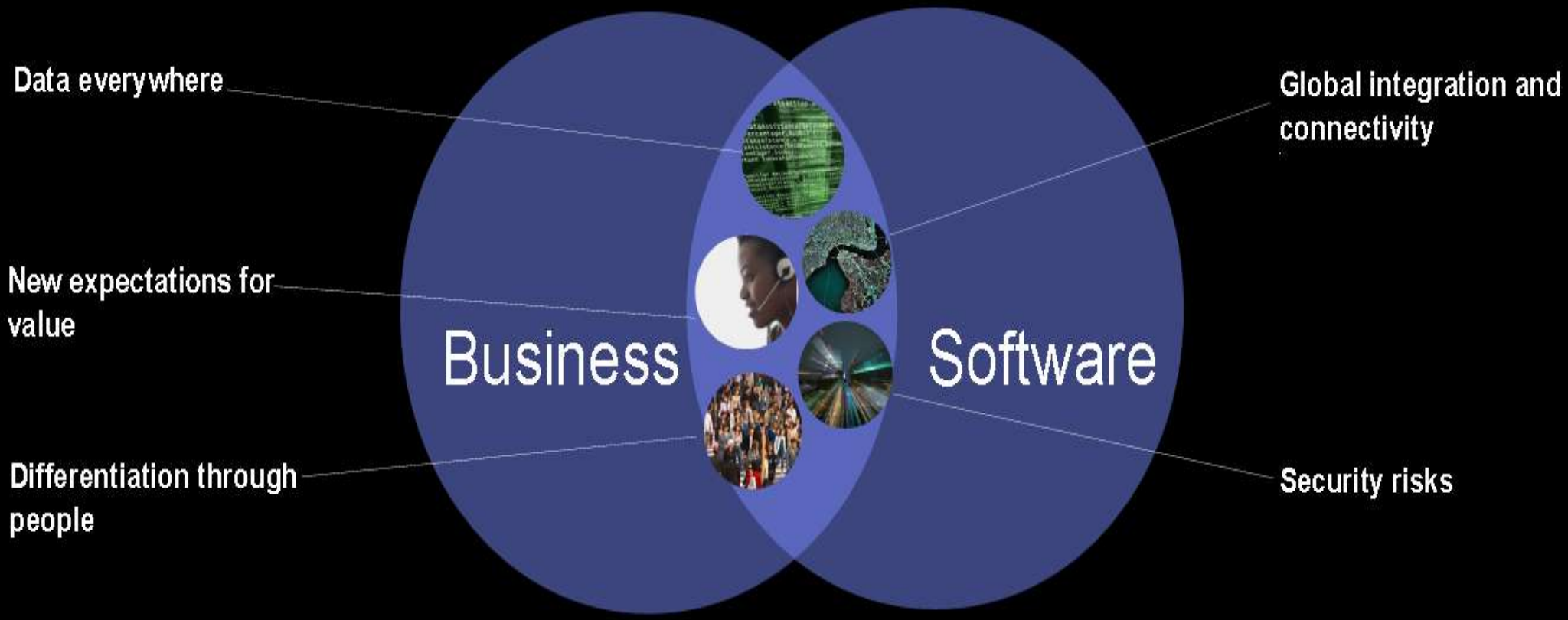
Our world is becoming
INTERCONNECTED

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

All things becoming
INTELLIGENT

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

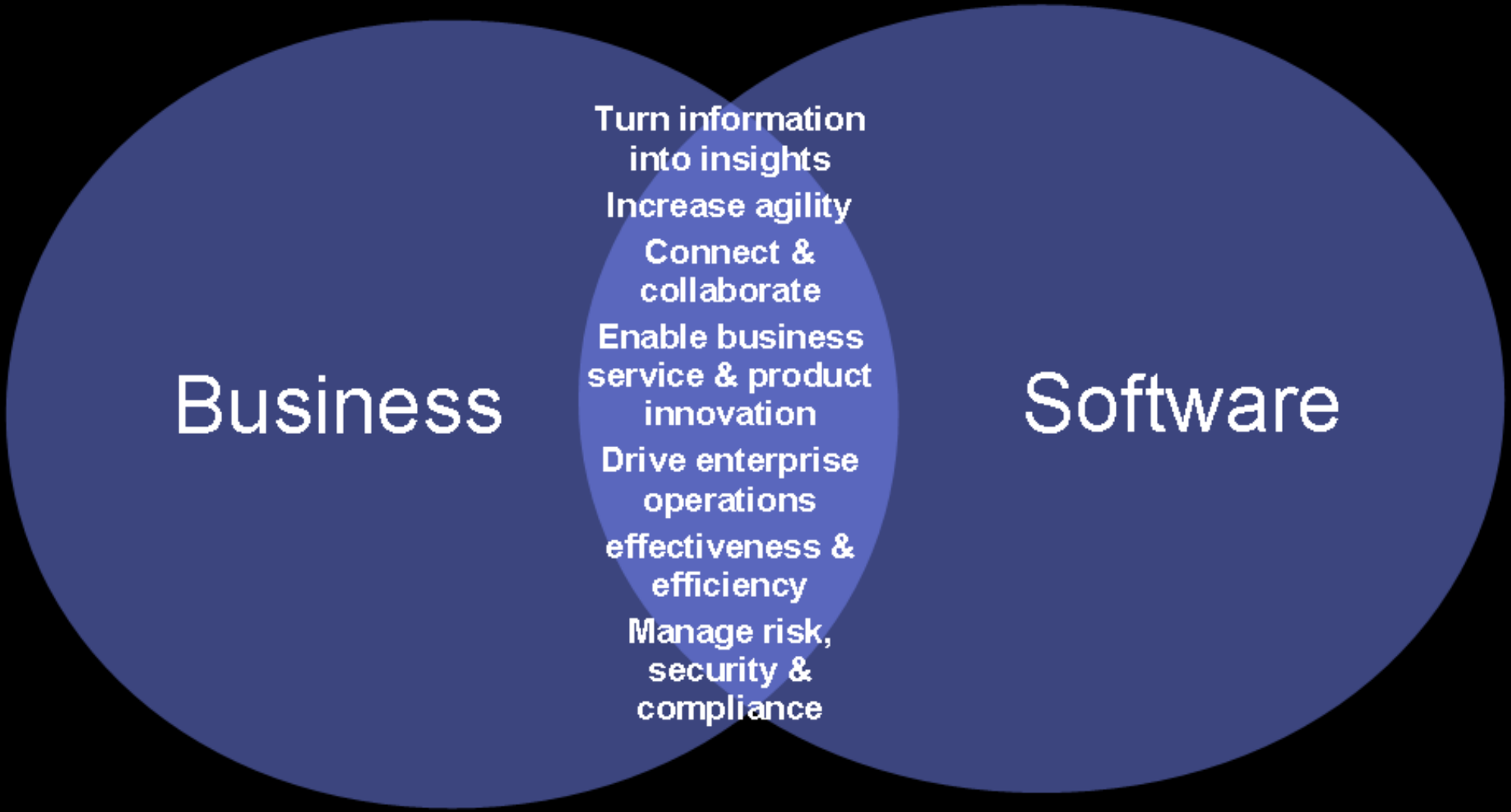
Today, more than ever, organizations use software to enable every facet of their business.



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

IBM

And as a result, a new set of needs has emerged.



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
World's largest math department
World's largest middleware company

Built for Change

Open
Easily integrated
Flexible
Helping clients anticipate and lead change

100+ acquisitions

Contributes to over 150 open source projects

300 SOA patents

Ready for Work

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

60 laboratories WW practicing agile development

End user services support for 4.3M end users

IBM

Smarter software . . .

Knows & acts

Turn information into insight

Adapts

Increase agility

Connects

Connect & collaborate

Delivers

Enable business service and product innovation

Optimizes

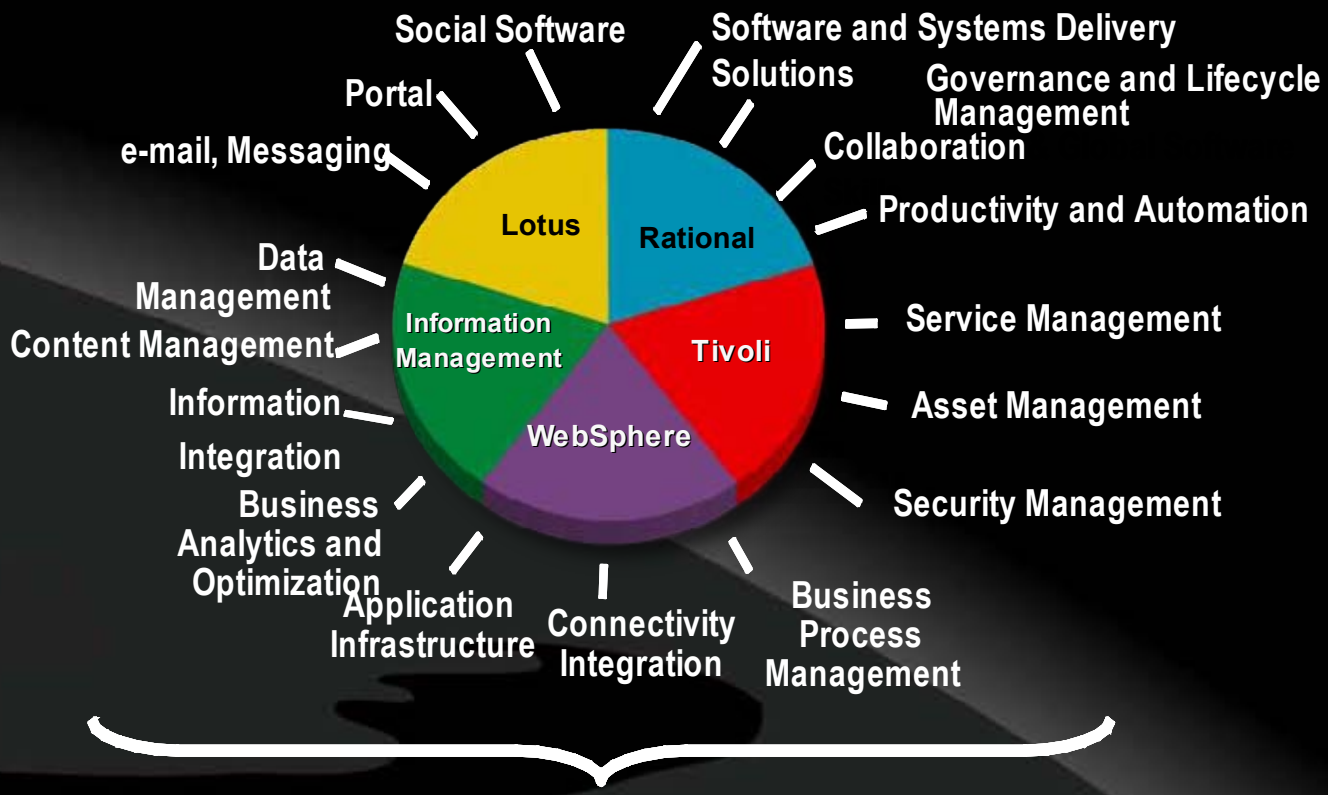
Drive enterprise operations effectiveness and efficiency

Protects

Manage risk, security, and compliance

IBM

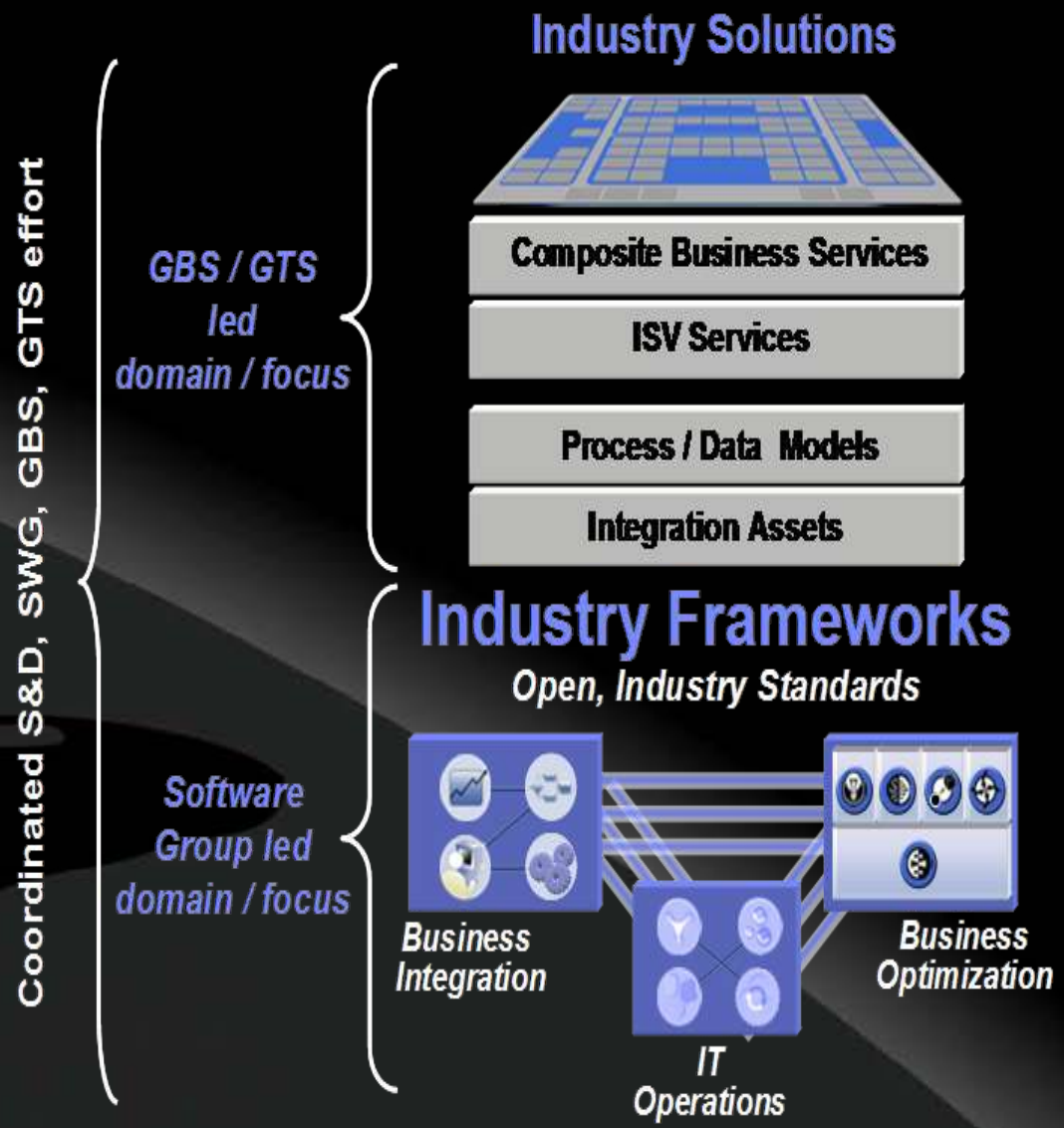
Leverages the entire Portfolio to deliver solutions



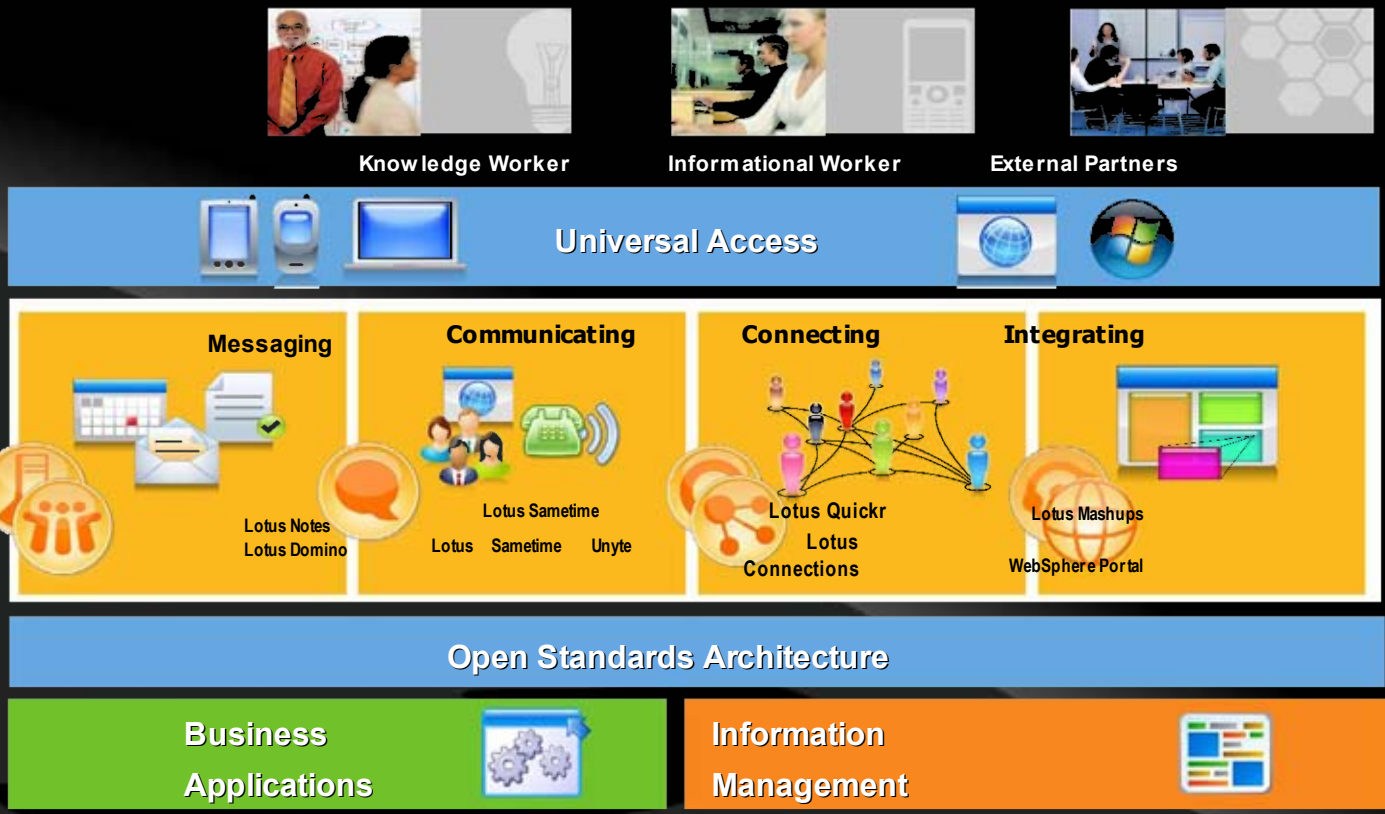
Service Oriented Architecture (SOA)	Information On Demand (IOD)	Next Generation Collaboration	Service Management	Software & Systems Lifecycle Mgmt

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...



Lotus

...work smarter with dynamically adaptive collaboration

IBM

Community

With an innovative community that continues to grow

maum info EXPERT GROUP

SAEROM 새롬정보시스템 Saerom Information Systems INC

AKIS AK INNOVATION SERVICES

KMSLab Knowledge Management System

CORDIAL

동부CNI

PLANTRONICS. SOUND INNOVATION

KEB

AMOREPACIFIC

Innovation and Collaboration

samil 삼일제약|주

IBM

YOU knew.

The importance of collaboration.

The importance of open standards.

The importance of delivering on promises.

IBM.

Beating the competition!

IBM Lotus Beat Microsoft to Adding New Features with it's **Lotus Connections** Suite.

IBM **LotusLive** Snags Panasonic to Challenge Google in the Cloud.

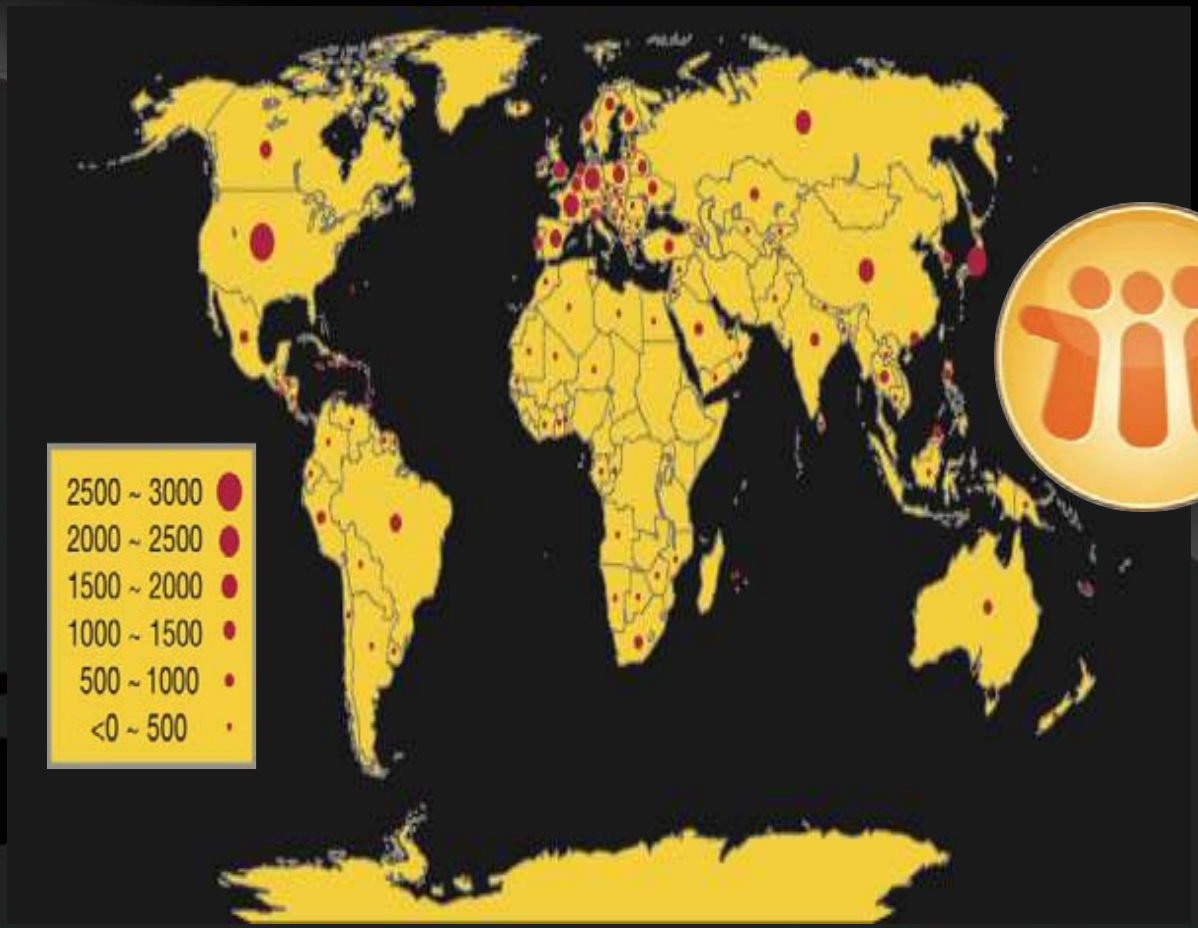
eWeek, January 14, 2010

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

Gartner 2009

IBM

Beating the competition!



Worldwide

18,378

New Notes Customers since Launch of Notes 8

IBM

Building on existing technology

Capabilities for Free. For You.

Positive disruption

Linux
Mac
Windows
12+ Million Users

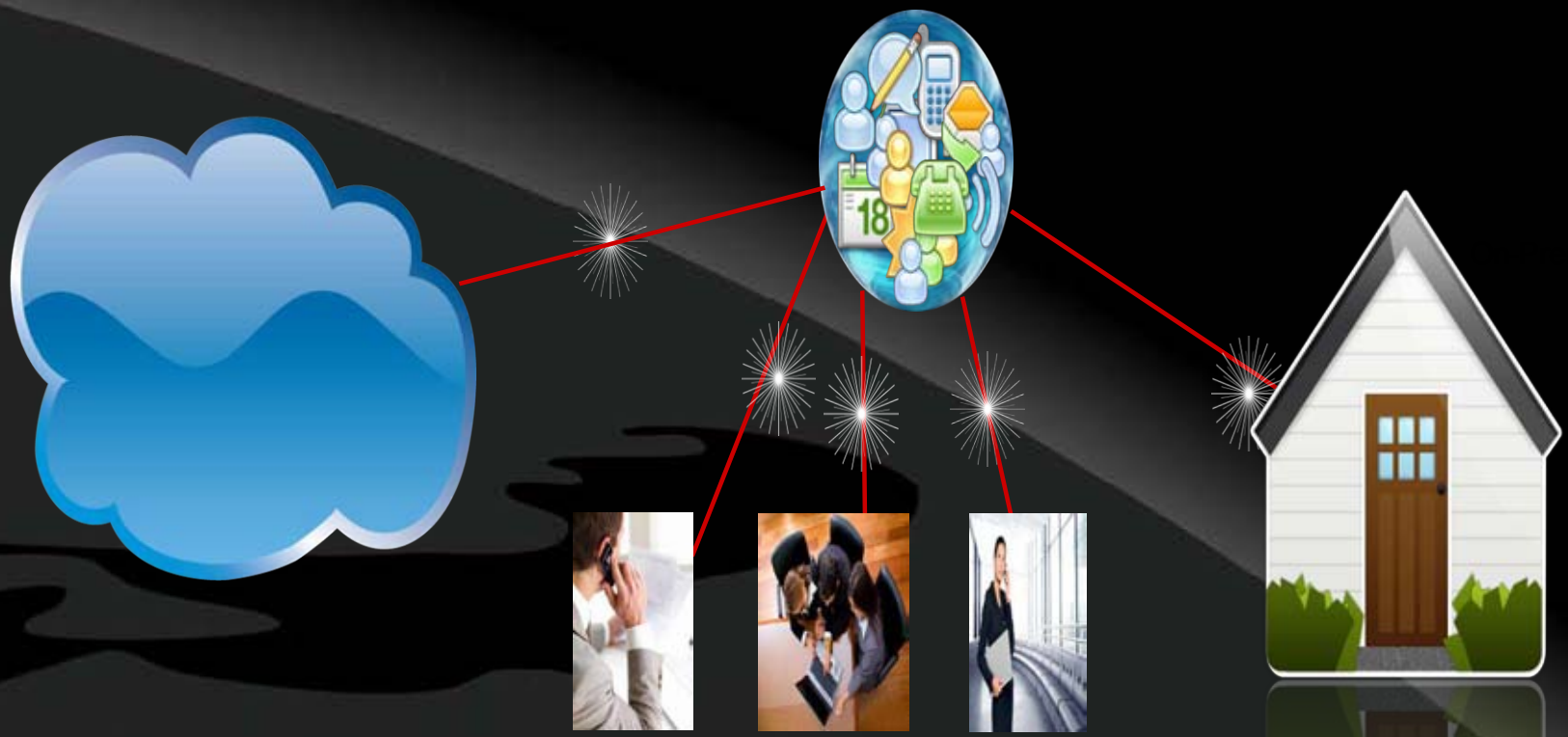
Symphony Next

Beta available Now

IBM

Welcome to
Lufthansa
NORTHROP GRUMMAN
DEFINING THE FUTURE
Nationwide
On Your Side
Investments Retirement Insurance
WELLPOINT
Trillium
Health Care Products
ups
ABN·AMRO
PHILIPS
National
CSC
EXPERIENCE. RESULTS.
CATERPILLAR
Fifth Third Bank
verizon
MARSH
DaimlerChrysler
UNITED STATES POSTAL SERVICE
We want you to know
Aetna
Principal Financial Group
GAD
IT für Banken
RENAULT
at&t
3M Worldwide
WAL★MART
ALWAYS LOW PRICES
orange
Bundeswehr
The World Bank
IBRD & IDA: Working for a World Free of Poverty
atp
Raiffeisen Meine Bank
AEGON
Drivers wanted.
State Street
Specialized focus on serving institutional investors
UniCredit Group
Sprint
Together with NEXTEL
Vanguard
JPMorganChase
ERICSSON
TAKING YOU FORWARD
T···Systems·
AGF
What are you doing after work?
BNP PARIBAS
JOHNSON CONTROLS
UPMC
University of Pittsburgh Medical Center
Allstate.
You're in good hands.
DST Systems, Inc.
IBM.

Cloud and hybrid environments



collaboration agenda™

IBM

collaboration agenda™

Translating technological innovation into industry-specific contexts

IBM

Industry Specific ROI Metrics

around collaboration capabilities

- Banking
- Insurance
- Government
- Healthcare Providers & Payers

Enhancing the human element

collaboration agenda™

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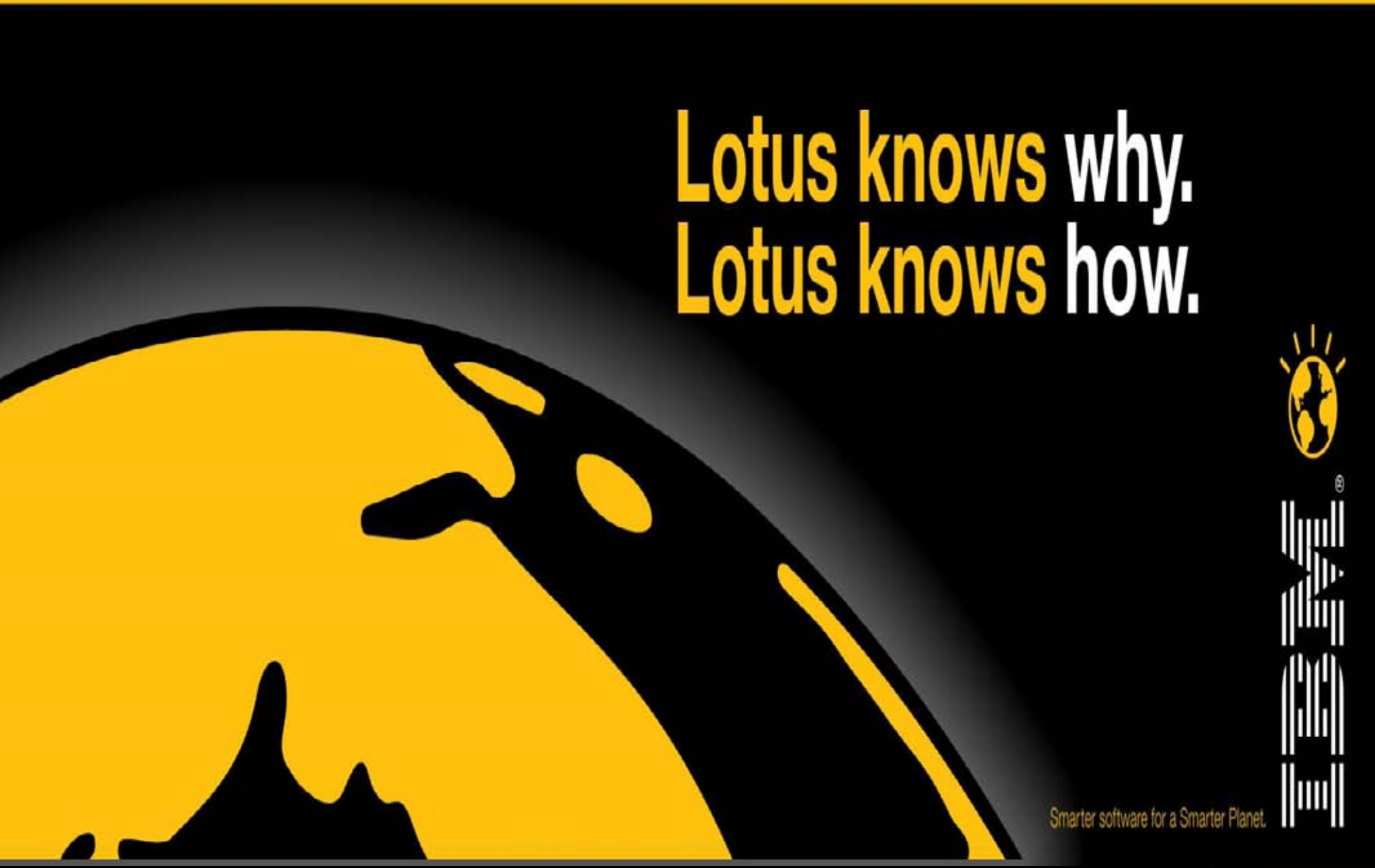
Lotus knows why.
Lotus knows how.
Smarter software for a Smarter Planet.
IBM.

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.

IBM

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

IBM

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.

IBM

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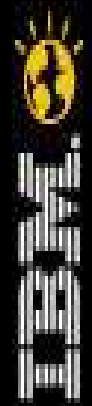

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