Extend Reach Across Businesses To Customers, Partners And Suppliers

Trademarks and Disclaimers

Small And Medium Businesses – Roadmap For Smarter Collaboration

Appliance solutions or
Cloud-based options

Build customer and
partner relationships
Generate revenue

Free editors
Open source software
Open standards based

Reduce Infrastructure Costs

Extend Reach

Reduce Desktop Costs
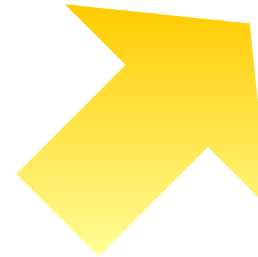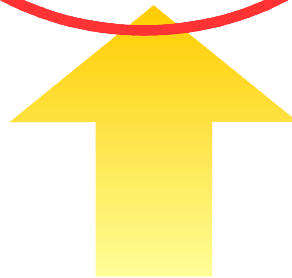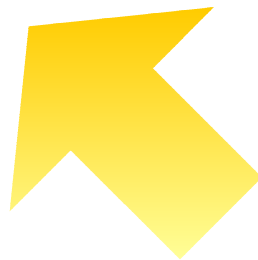
Our business revolves around collaborating with customers, partners and suppliers...

LotusLive will remove the barriers and make it easier to collaborate across business boundaries...

Startup Loans CEO

IBM

More And More Businesses See Engaging Customers, Partners And Suppliers As Beneficial

- 71 percent of CEOs plan to place greater focus on external partnerships and collaboration that extends beyond the traditional walls of the enterprise[1]

- 60% of executives believe that customers contribute content to explain, support, promote and enhance products[2]

  ▶ Almost 50% believe that customers actually co-develop products

LotusLive Enables Collaboration Across Businesses

A cloud-based offering...
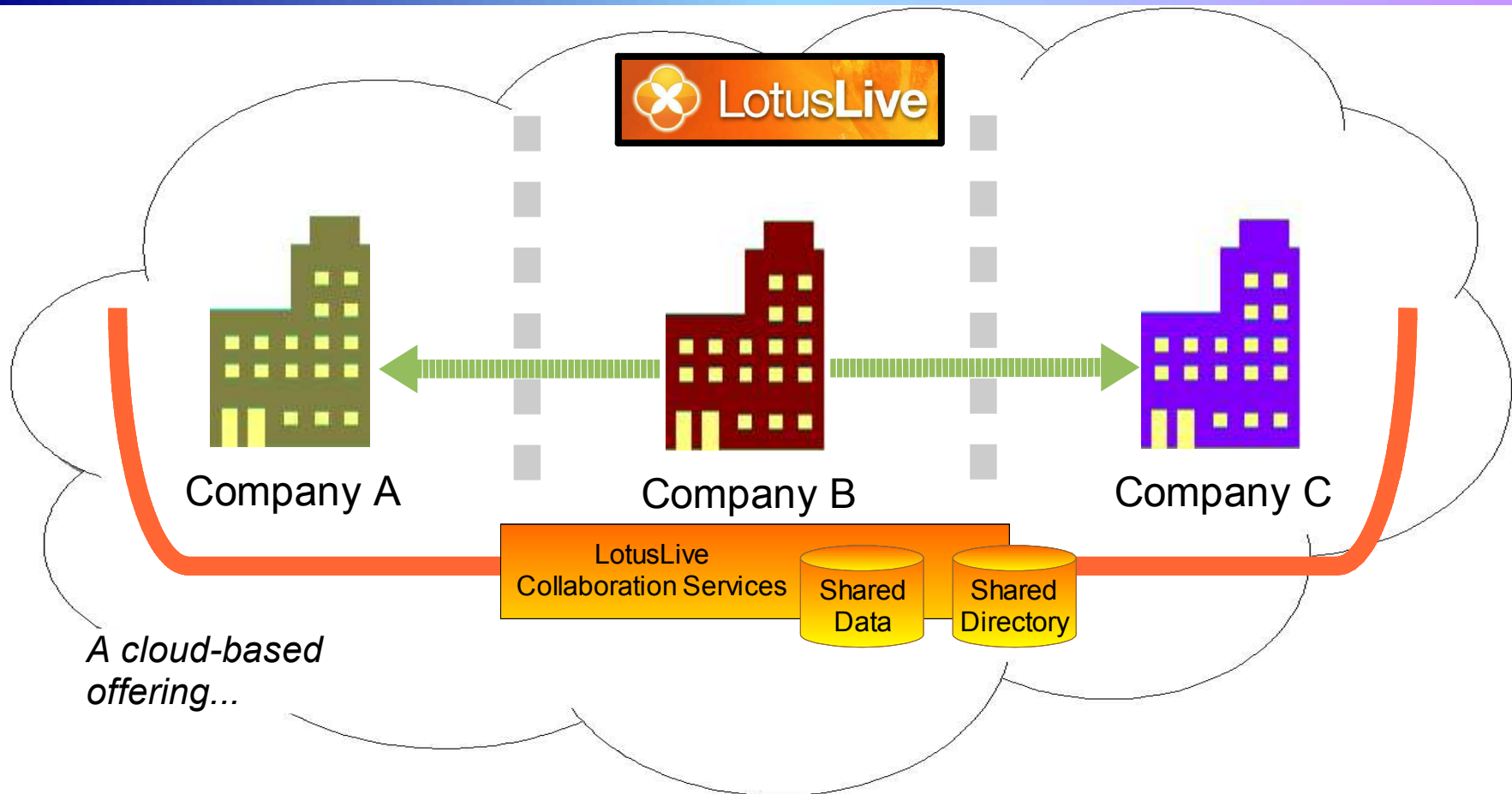
- Standardized set of collaboration services for all subscribers
- Easily share data within or between companies
- Uses common directory for all members (enables cross business access)

We are implementing a new loan security program.

We'll need to work closely with some selected partners...

Startup Loans CEO

- **Requirements**
  - ▶ Define group of individuals on the cross business team
  - ▶ Seamlessly share documents with the group
  - ▶ Also share documents with additional partners not currently in the group ("guests")
  - ▶ Quickly receive notification when documents change

LotusLive Offers A Full Range Of Collaboration Services That Can Be Shared Across Businesses

Email

Lotus Live iNotes

Web-based email service with personal calendar and shared contacts. Mobile capability.

Collaboration

Lotus Live Engage

An integrated suite of Web collaboration and business networking solutions including:

- My Network
- Files
- Web Meetings and Events
- Activities
- Forms and Live Charts
- Instant Messaging

LotusLive Engage Collaboration Services
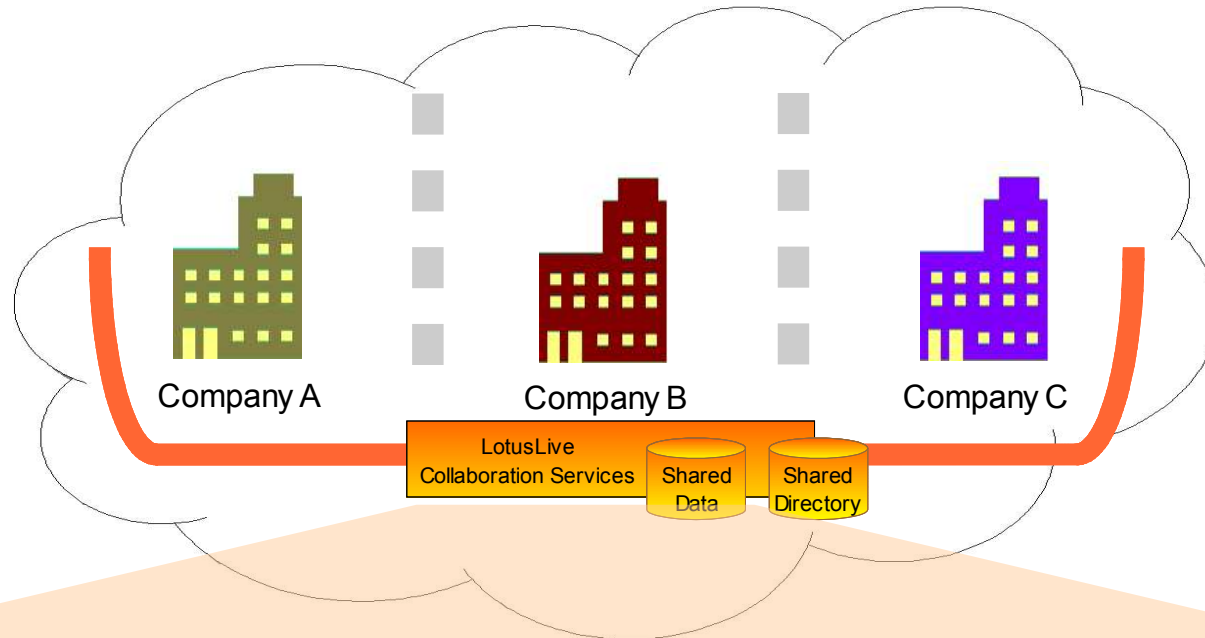
My Network	Build profile, and define groups and contact lists	**Activities**	Organize personal or group tasks and to-do's
Files	Store and share files as public or private	**Forms and Live Charts**	Collect significant data and instantly visualize it
Web Meetings and Events	Always-on meeting rooms and planning aids	**Instant Messaging**	Instantly chat with colleagues

Quickly Connect To People Within And Across Businesses

- Some businesses may purchase limited number of subscriptions
- Specific for workers who require extranet collaboration

- Any subscriber can invite guests for immediate collaboration on content

Work group that span company boundaries

LotusLive

Internal work group

Invited Guest

Company A

Company B

Company C

LotusLive Collaboration Services — Shared Data — Shared Directory
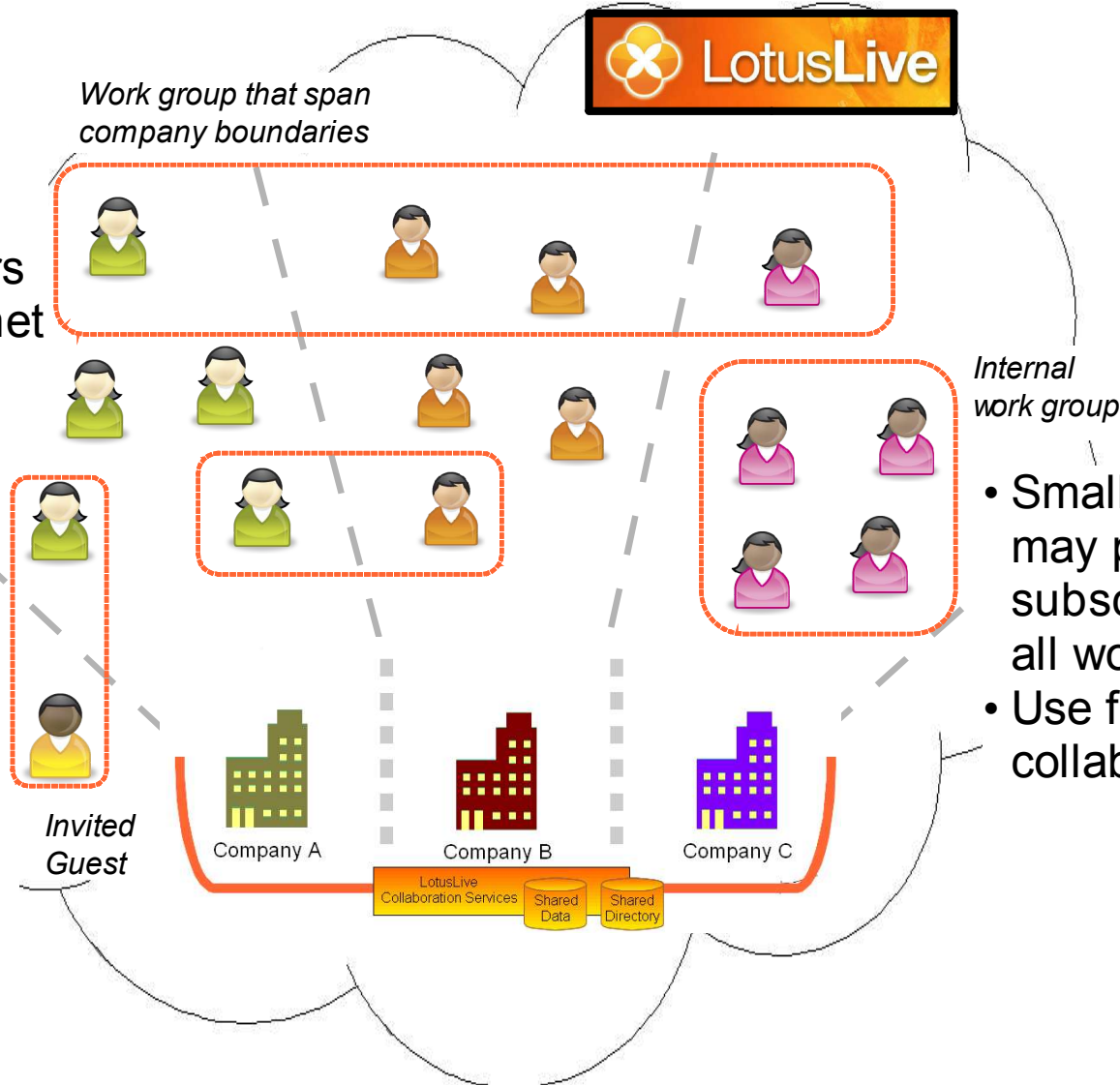
- Small businesses may purchase subscriptions for all workers
- Use for in-house collaboration

Different Ways To Join LotusLive Community

Easily Bring Users In When Needed
Trial Users, Paid Subscribers and Guests can be members of the group

Trial Users

Paid Subscribers

Guests

Trial Users:
- 30-day trial at no charge
- Access to all LotusLive collaboration services
- Limited to 100 people per company

Subscribers:
- Named users
- Access to all LotusLive collaboration services
- No limit to number of subscribers per company
- Can invite unlimited number of guests

Guests:
- Invitation only
- No charge, no time limit
- Access limited to Files, Personal Contacts, and Activities
- Limited to 24MB storage

Connecting Across Boundaries To Customers and Partners Is Easy

- LotusLive subscribers get unlimited number of "guest" accounts
  - ▶ Invite process is easy:
    - − Share file with guest - Identify guest via email address
    - − Guest receives email with instructions to sign in
    - − In LotusLive, guest accesses shared file and edits, comments, etc.
    - − Guest also receives access to full LotusLive Network of subscribers, and to Activities
    - − Account is active until guest deletes it
  - ▶ No charge to guest

- *Frictionless collaboration across business boundaries!*

Easily Store And Share Content With Internal And External Colleagues

- Upload files of any type depending on business requirements

- Assign file access to colleagues you choose
  - Individuals
  - Groups

- Track the business at hand
  - Monitor who has viewed and downloaded files
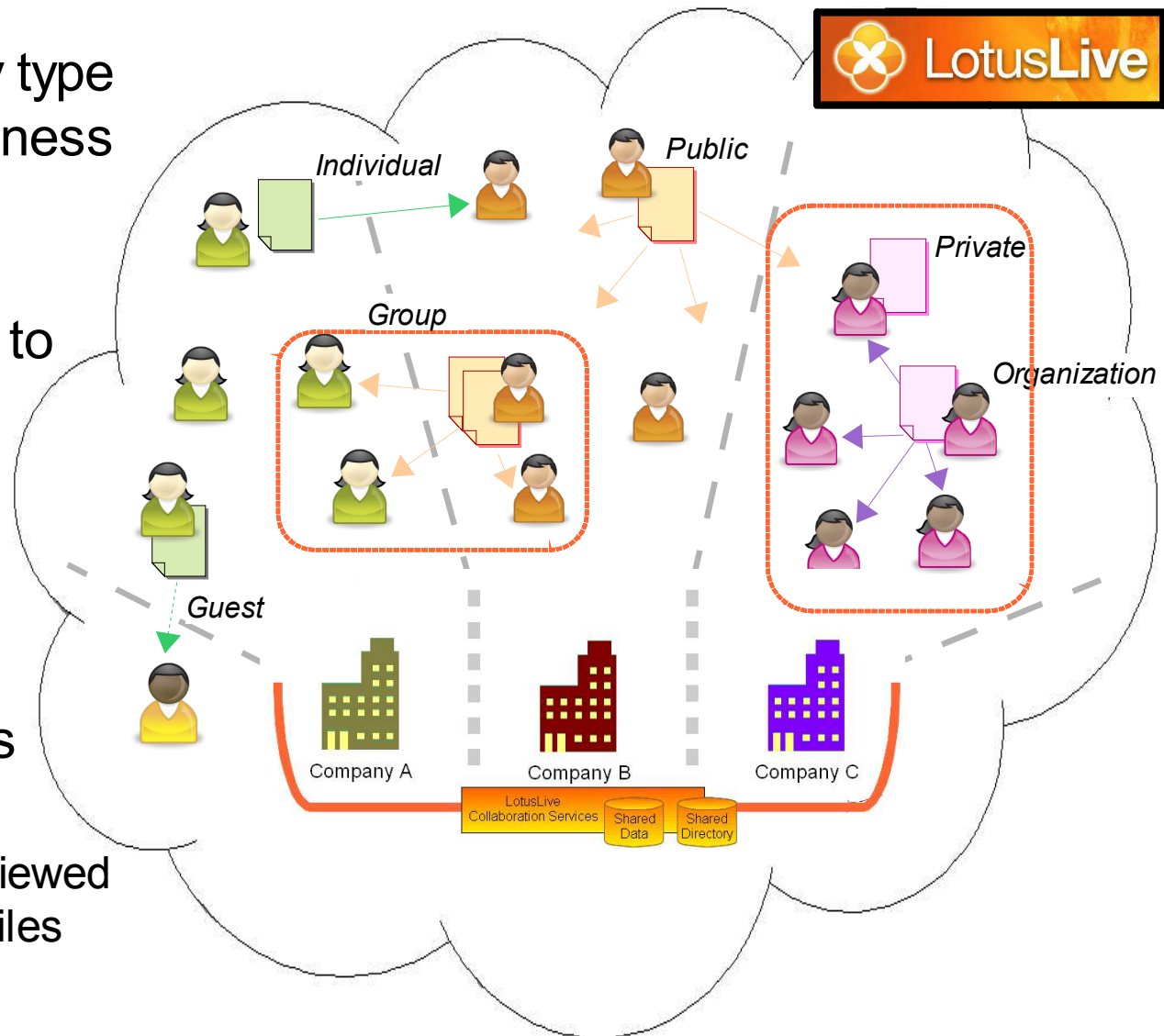
DEMO: LotusLive Enables Efficient And Effective Collaboration Across Company Boundaries

LotusLive

3. Email with guest account info and document link is automatically sent

Email

2. Use email of guest colleague to assign access

Partner Company

4. Colleague signs in and accesses document

Files

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1. Documents uploaded for sharing
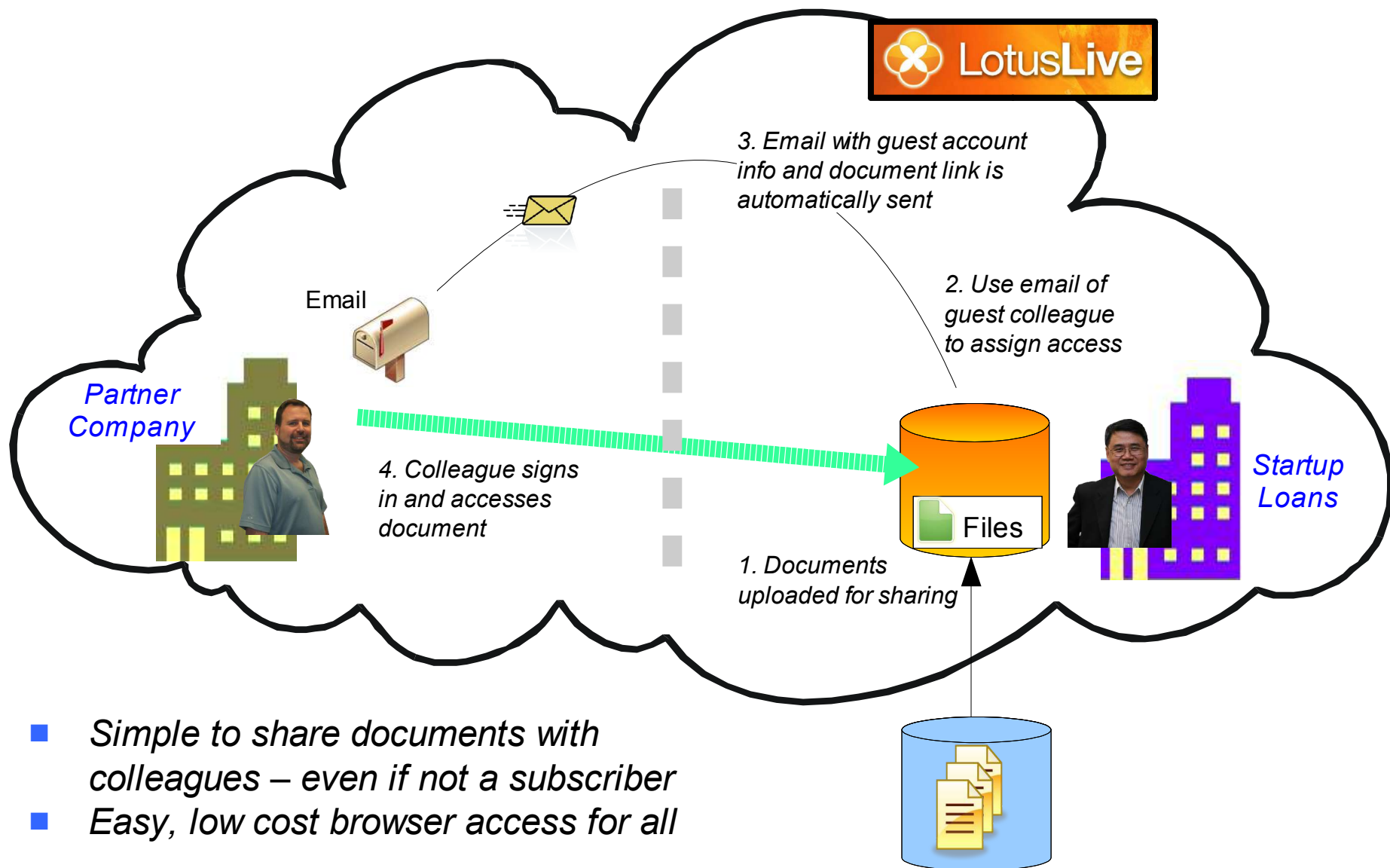
- *Simple to share documents with colleagues – even if not a subscriber*
- *Easy, low cost browser access for all*

Microsoft's Cloud Services Build Barriers
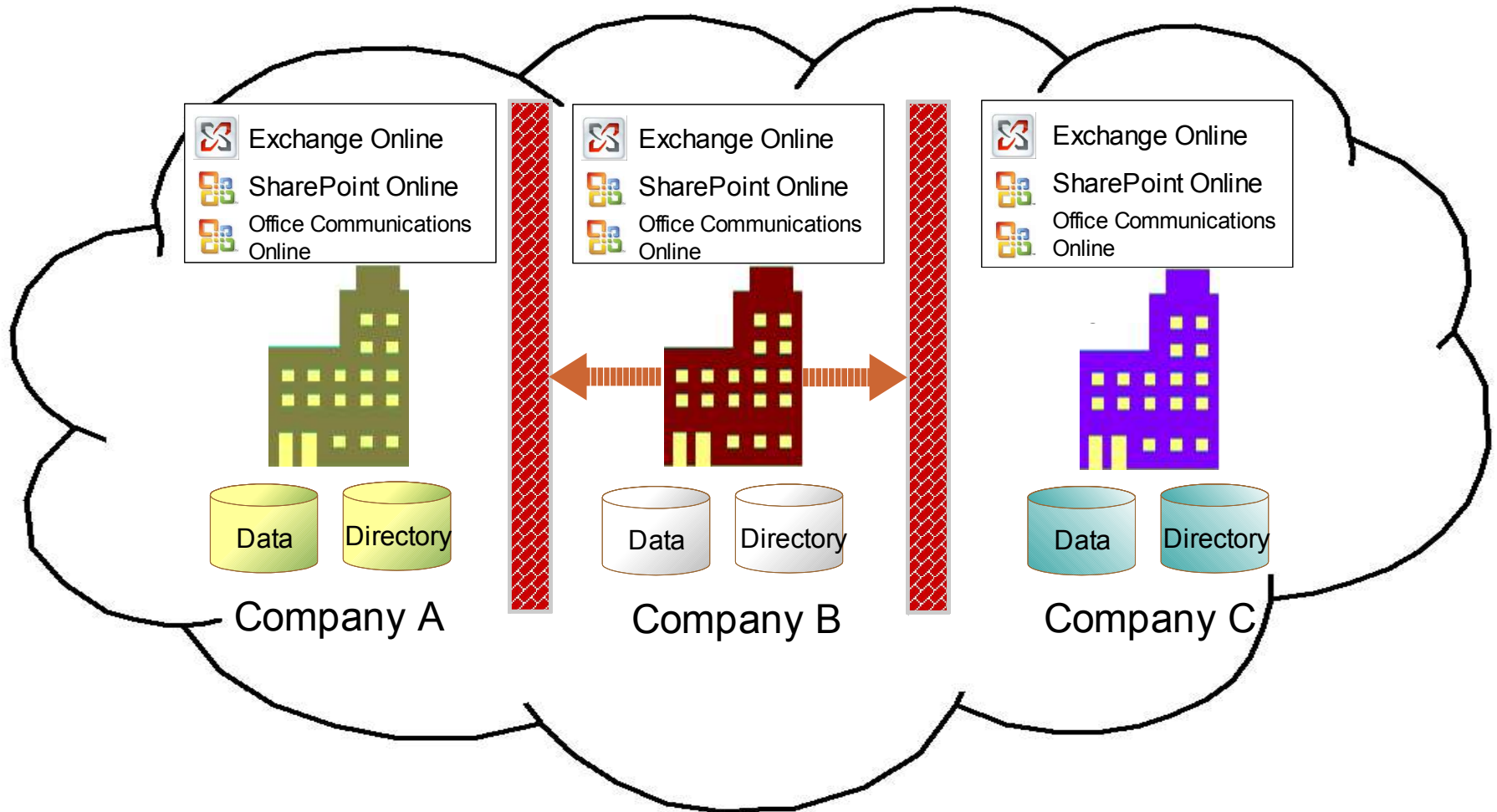
- Does not support enrollment of guests for cross business collaboration

Microsoft Online Solutions Are Not Designed For Extranet Collaboration

- Businesses purchase services for *own* use
  - ▶ Data is stored in each companies own domain
    - − Limited to 5000 users
  - ▶ Extra charges apply for additional domain usage
- No sense of 'working groups' that spans corporate boundaries
  - ▶ Cannot search across services for people or data
  - ▶ Can only work with people in own organization
    - − Cannot find a person in another company
    - − Completely separate identity needed to join another user group
  - ▶ *No "guest" accounts*
- No integration between services
  - ▶ Store documents in separate company team sites
  - ▶ No methods for searching or sharing across sites

We're almost there!

But we need to have some quick meetings to get last minute issues resolved instantly...

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- **Requirements**
  - ▶ Instant meeting capability – always on and always available
  - ▶ Need to share documents, but also live demos or applications
  - ▶ Easy access from all

LotusLive Engage Collaboration Services
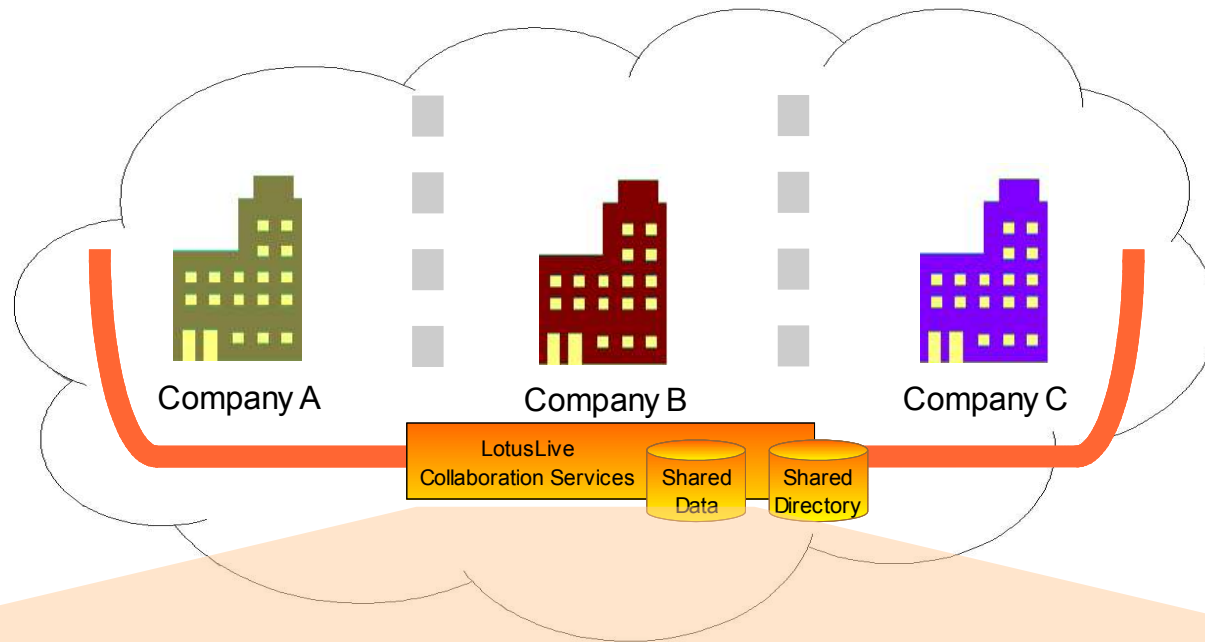
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LotusLive Engage Includes Instant Meetings A Click Away

- **Simple, fast, easy to use**
  - ▶ Click to invite colleagues, host or join meeting
- **Accessible anytime, anywhere via Web browser**
- **Always on**
  - ▶ 24 x 7 x 365, reservation-less
  - ▶ Security-rich network, credentials-based access
- **Present slides, share applications or entire desktop**

Meetings

Events

Participants

- *Published documents converted on the fly*
- *Multiple formats supported*
- *Upload in advance*

Moderator
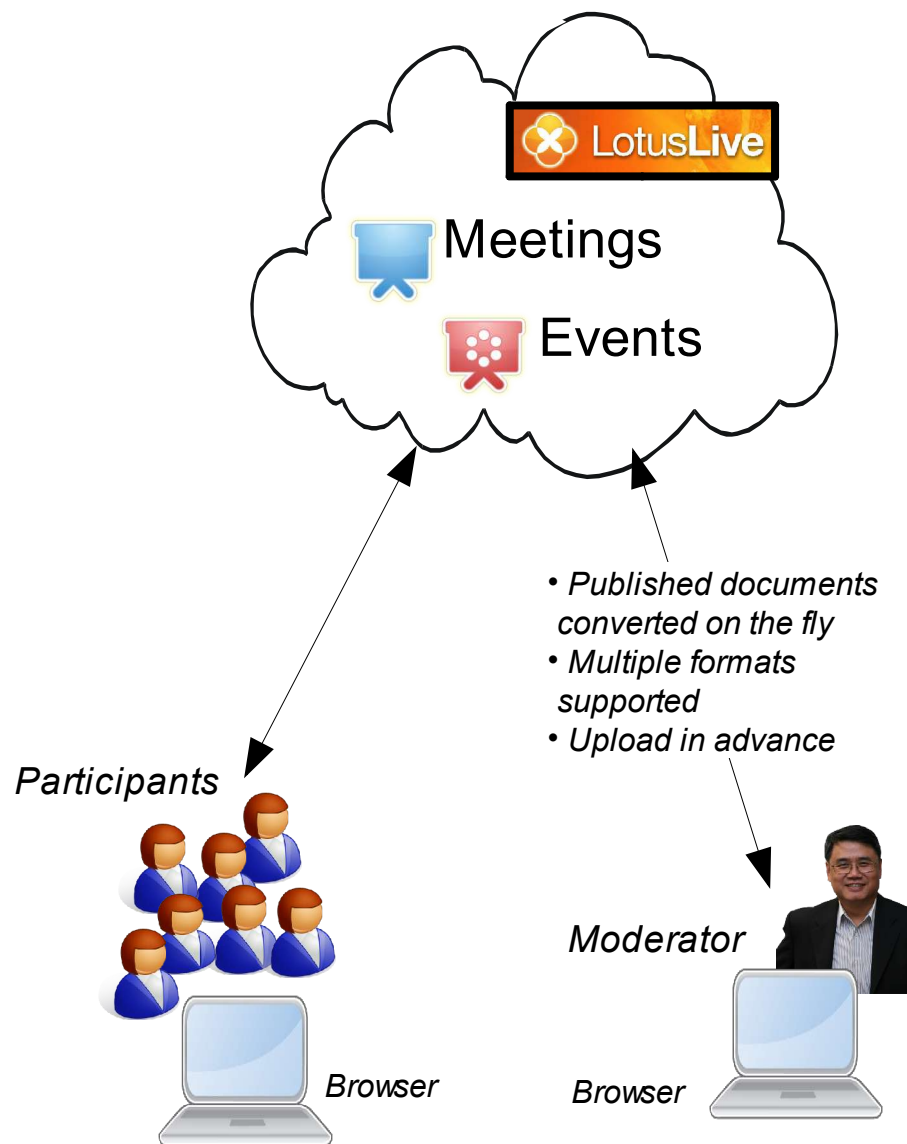
Browser

Browser

DEMO: LotusLive Engage Enables Instant Meetings With The Customers

LotusLive

Meetings

2a. Send invitations to join meeting

2b.. Colleague accepts and joins using credentials

3. Host meeting...

Partner Company

Startup Loans

Files

1. Click file option to Present in Meeting
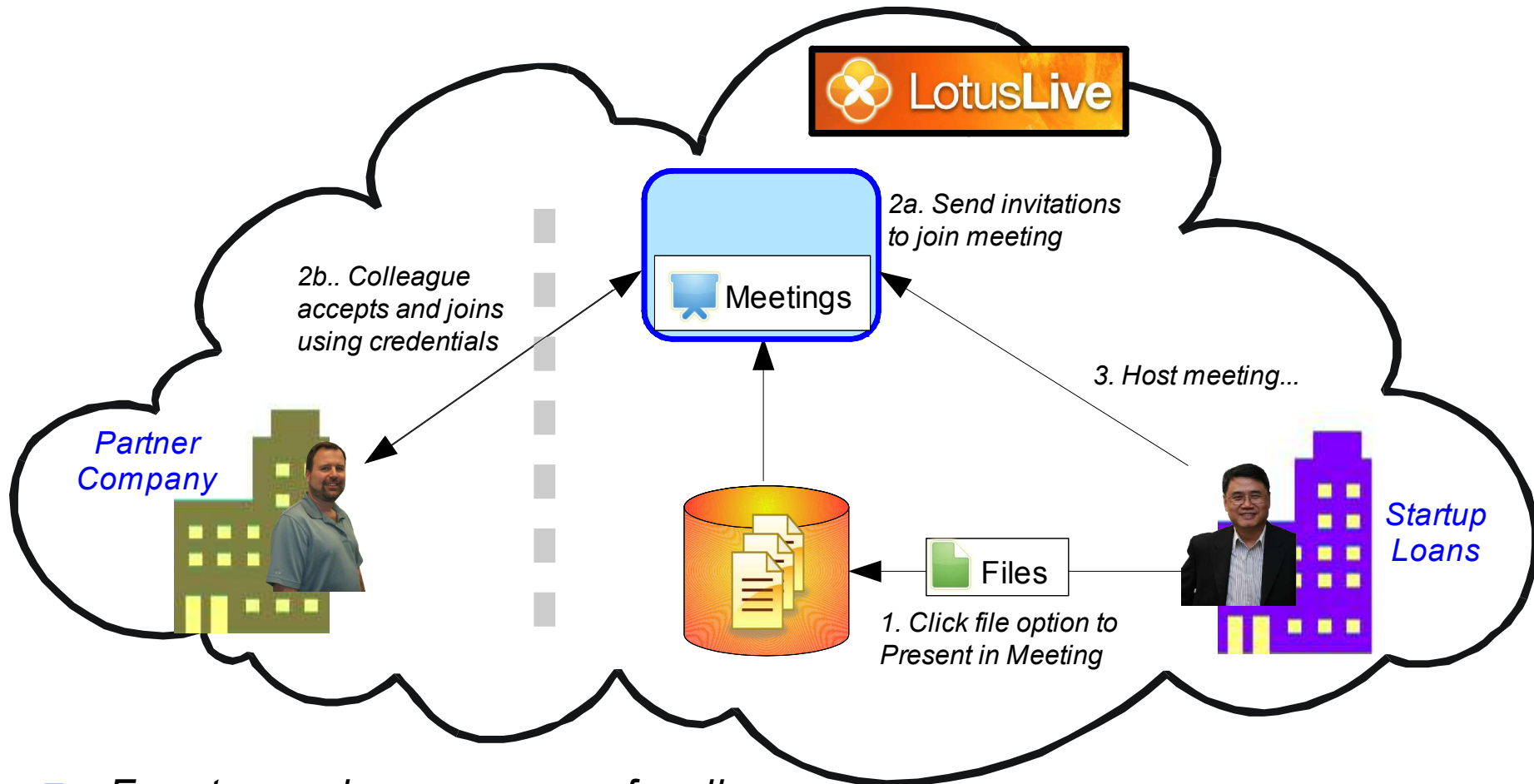
- *Easy to use; browser access for all*
- *Invite any colleagues*
- *Show slides in their native format; share desktop applications*

Microsoft Live Meeting Can Be Disjointed, Cumbersome And Time-Consuming

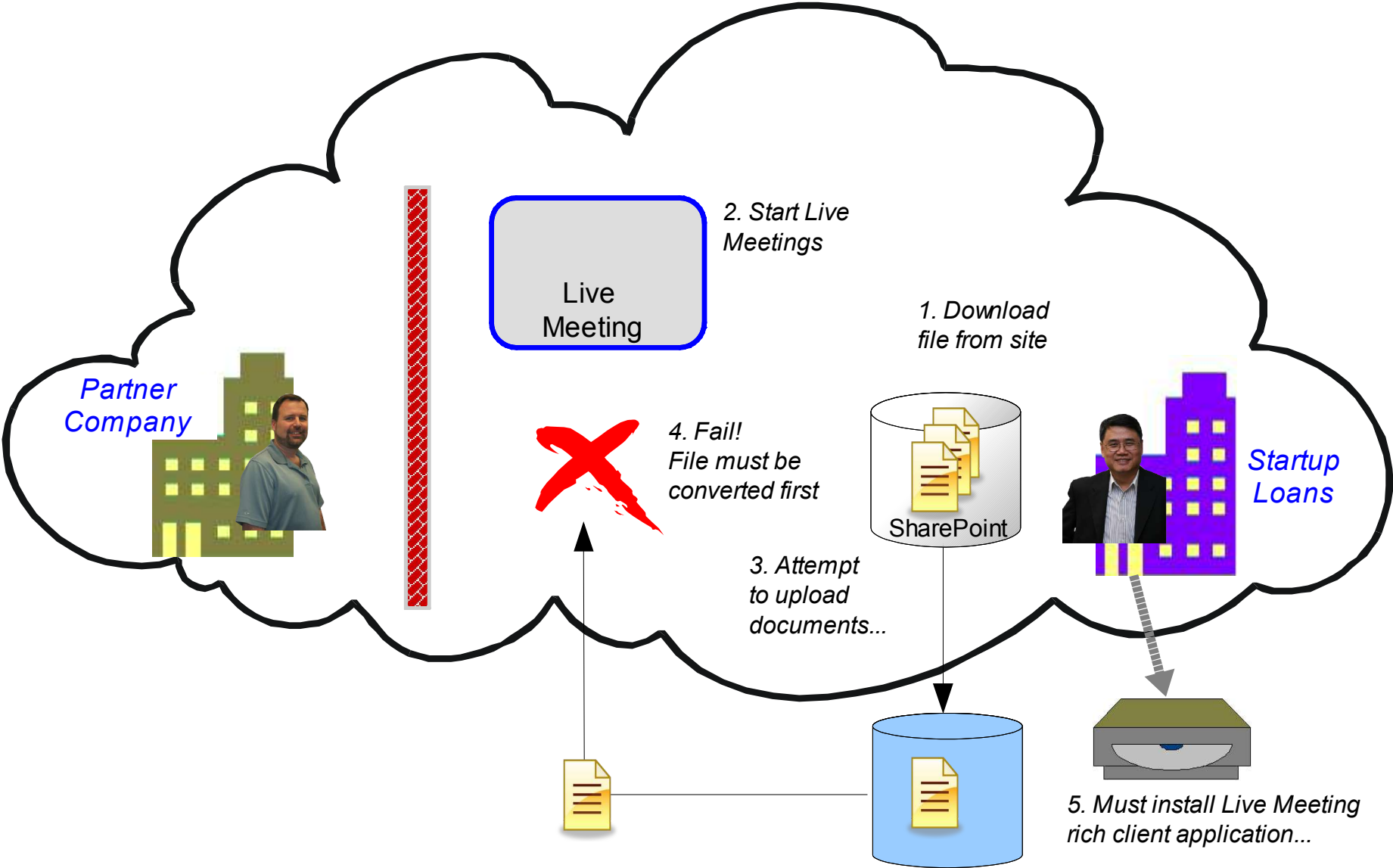- Full Live Meeting rich client required for complete functionality set

  - For newer files, rich client required for conversion

- Cannot easily display Microsoft's own native Office formats

  - Lengthy file conversion required before upload

- No integration with other online collaboration

  - File storage separated from meetings service
    - Requires file download; yields multiple file copies

  - No online community for invitees; must navigate to email application to find colleagues

  - Different user experience and terminology between Live Meetings, SharePoint Online and Exchange Online

DEMO: Challenges Using Microsoft Live Meeting
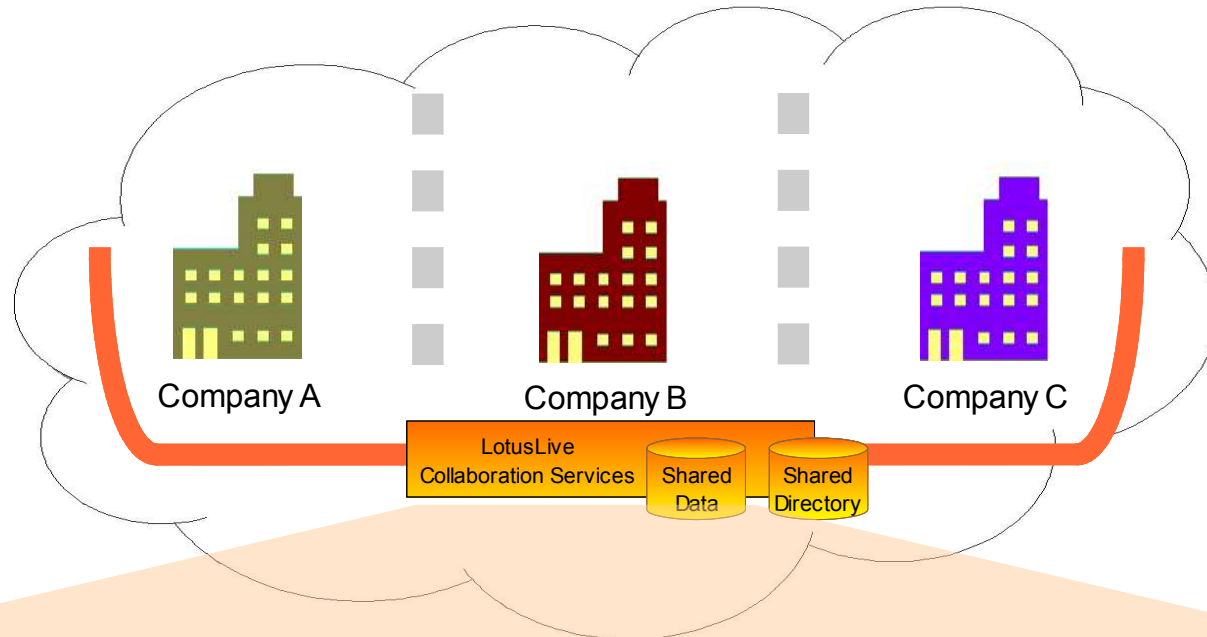
Partner Company

Live Meeting

2. Start Live Meetings

1. Download file from site

4. Fail! File must be converted first

SharePoint

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3. Attempt to upload documents...

5. Must install Live Meeting rich client application...

LotusLive Engage Collaboration Services

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LotusLive Engage Organizes Personal Or Group To-Dos...

- Activities extends group collaboration to include simple project organization
  - ▶ Define and monitor tasks
  - ▶ Include members from any company within LotusLive community as business needs require

- Assign action items from within LotusLive Meetings before they are lost or forgotten

Collects And Visualizes Data...

- Use Forms to easily collect relevant data
- Instantly plot data into visualizations using Charts
  - ▶ No additional custom coding necessary
  - ▶ Multiple chart types, including graphs, diagrams and maps
  - ▶ Automatic updates
- Share with other members of LotusLive community for better comprehension and easier decision-making

LotusLive Forms

LotusLive Charts

LotusLive

... And Instantly Delivers Chat With Internal Or External Colleagues

- Locate any contact in the LotusLive community and start a real-time discussion

- If existing Sametime (7.5 or 8.0) customer
  - ▶ Use Add New Community to add im.lotuslive.com community
- Otherwise
  - ▶ One click to download and install

- Includes "drop zone" to upload files into LotusLive Files

Excellent!

LotusLive Engage enabled us to implement the program in record time!

Startup Loans CEO

Summary – LotusLive Engage Extends Reach Across Businesses

	IBM Lotus	Microsoft	Google
Unlimited number of Guest accounts for seamless collaboration across company boundaries	YES	No	No
Store and share files easily with customers, partners, suppliers	YES	No	Only Google files; must have Google account
Build / manage social networks across corporate domains	YES	No	No
Manage to-do's and activities	YES	No	No
Host Web conferences via browser only	YES	No	No
Utilize Charts and Forms for collaboration	YES	No	No
Free, always-available personal productivity tools	Lotus Symphony	No	No