



**Extend Reach Across
Businesses To Customers,
Partners And Suppliers**

Trademarks and Disclaimers

© Copyright International Business Machines Corporation 1994-2009. All rights reserved.

References in this document to IBM products or services do not imply that IBM intends to make them available in every country.

The following terms are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both:

IBM	ActiveInsight	Foundations	Lotus	POWER5	Cognos	iNotes	Lotus Foundations	Notes
IBM (logo)	Lotus Notes	i5/OS	iSeries	LotusScript	Passport Advantage		WebDialogs	
AIX	Domino	OS/400	WebSphere	Z/OS	Many Eyes	Mobile Notes	Nitix	
POWER	POWER6	Power Series	Power Systems	Quicr	Sametime	Smarter Planet	Software as Services	
Symphony	System i	System p	System z	System z10	Unyte	UC2	z9	

Linux is a trademark of Linus Torvalds in the United States, other countries, or both.

Solaris, Java, J2EE, JavaScript, and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.

Microsoft, the Microsoft logo, Active Directory, InfoPath, Office logo, Outlook, .NET logo, PowerPoint, SharePoint, Visual Basic, Visual Studio, Windows, Windows Mobile, Windows NT, Windows Server, and the Windows logo are either trademarks or registered trademarks of Microsoft Corporation in the United States, other countries, or both.

Intel is a registered trademark of Intel Corporation in the United States, other countries, or both.

PeopleSoft is a trademark of PeopleSoft, Inc. in the United States, other countries, or both.

Mozilla is a trademark of Netscape Communications Corporation in the United States, other countries, or both.

Other company, product and service names may be trademarks or service marks of others.

This information is provided "as is" without warranty of any kind, express or implied, and is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this document. Nothing contained in this document is intended to, nor shall have the effect of, creating any warranties or representations from IBM (or its suppliers or licensors), or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.

Information in this presentation concerning non-IBM products was obtained from a supplier of these products, published announcement material, or other publicly available sources and does not constitute an endorsement of such products by IBM. Sources for non-IBM list prices and performance numbers are taken from publicly available information, including vendor announcements and vendor worldwide homepages. IBM has not tested these products and cannot confirm the accuracy of performance, capability, or any other claims related to non-IBM products. Questions on the capability of non-IBM products should be addressed to the supplier of those products.

All statements regarding IBM future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only. Contact your local IBM office or IBM authorized reseller for the full text of the specific Statement of Direction.

Some information in this presentation addresses anticipated future capabilities. Such information is not intended as a definitive statement of a commitment to specific levels of performance, function or delivery schedules with respect to any future products. Such commitments are only made in IBM product announcements. The information is presented here to communicate IBM's current investment and development activities as a good faith effort to help with our customers' future planning.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve throughput or performance improvements equivalent to the ratios stated here.

Note to U.S. Government Users - Documentation related to restricted rights-Use, duplication, or disclosure is subject to restrictions set forth in GSA ADP Schedule Contract and IBM Corp.

Small And Medium Businesses – Roadmap For Smarter Collaboration

*Appliance solutions or
Cloud-based options*

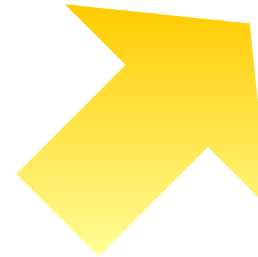
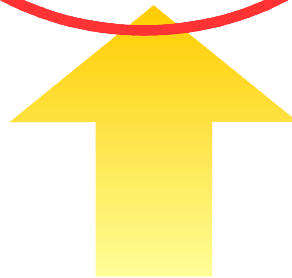
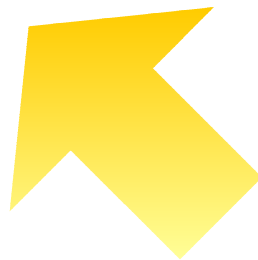
Reduce
Infrastructure
Costs

*Build customer and
partner relationships
Generate revenue*

Extend
Reach

*Free editors
Open source software
Open standards based*

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

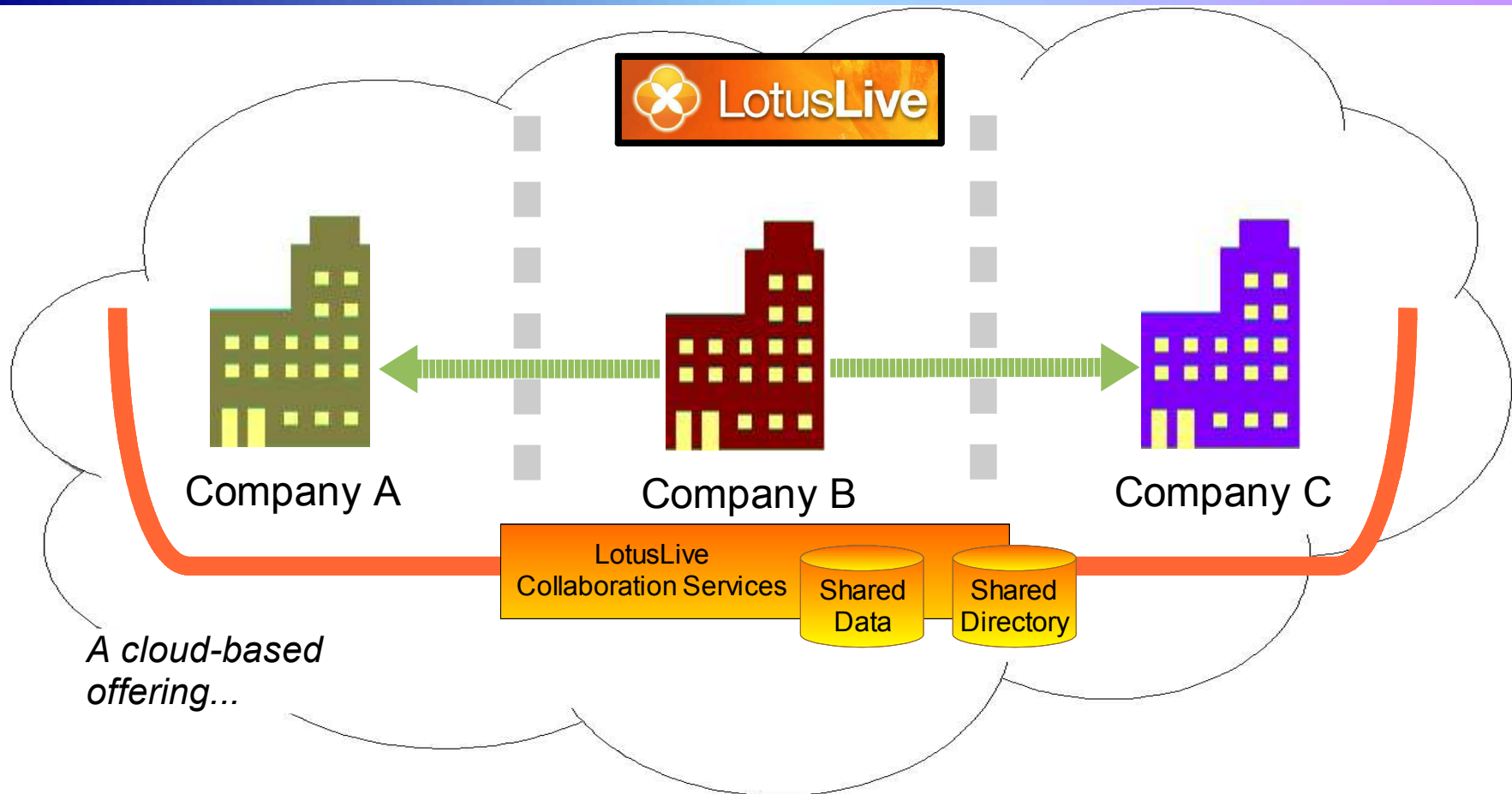
- 71 percent of CEOs plan to place greater focus on external partnerships and collaboration that extends beyond the traditional walls of the enterprise¹
- 60% of executives believe that customers contribute content to explain, support, promote and enhance products²
 - ▶ Almost 50% believe that customers actually co-develop products



¹ IBM CEO Study 2008

² The Economist Intelligence Unit, April 2007

LotusLive Enables Collaboration Across Businesses



- 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

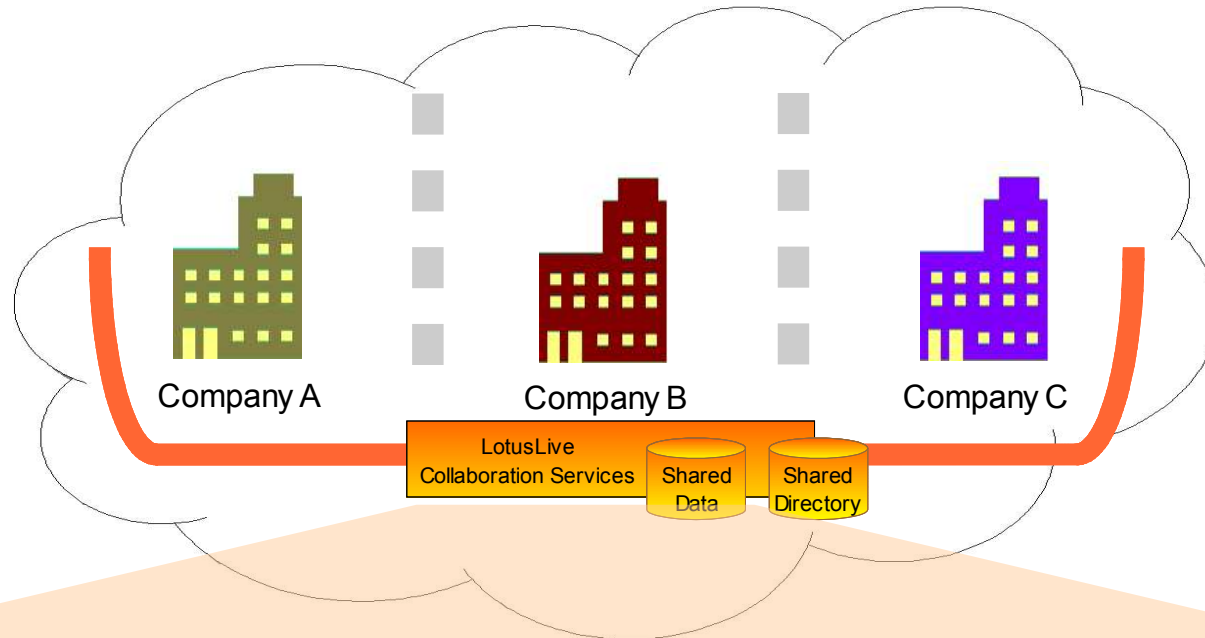


Lotus Live Engage

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

Files

Store and share files as public or private

Web Meetings and Events

Always-on meeting rooms and planning aids

Activities

Organize personal or group tasks and to-do's

Forms and Live Charts

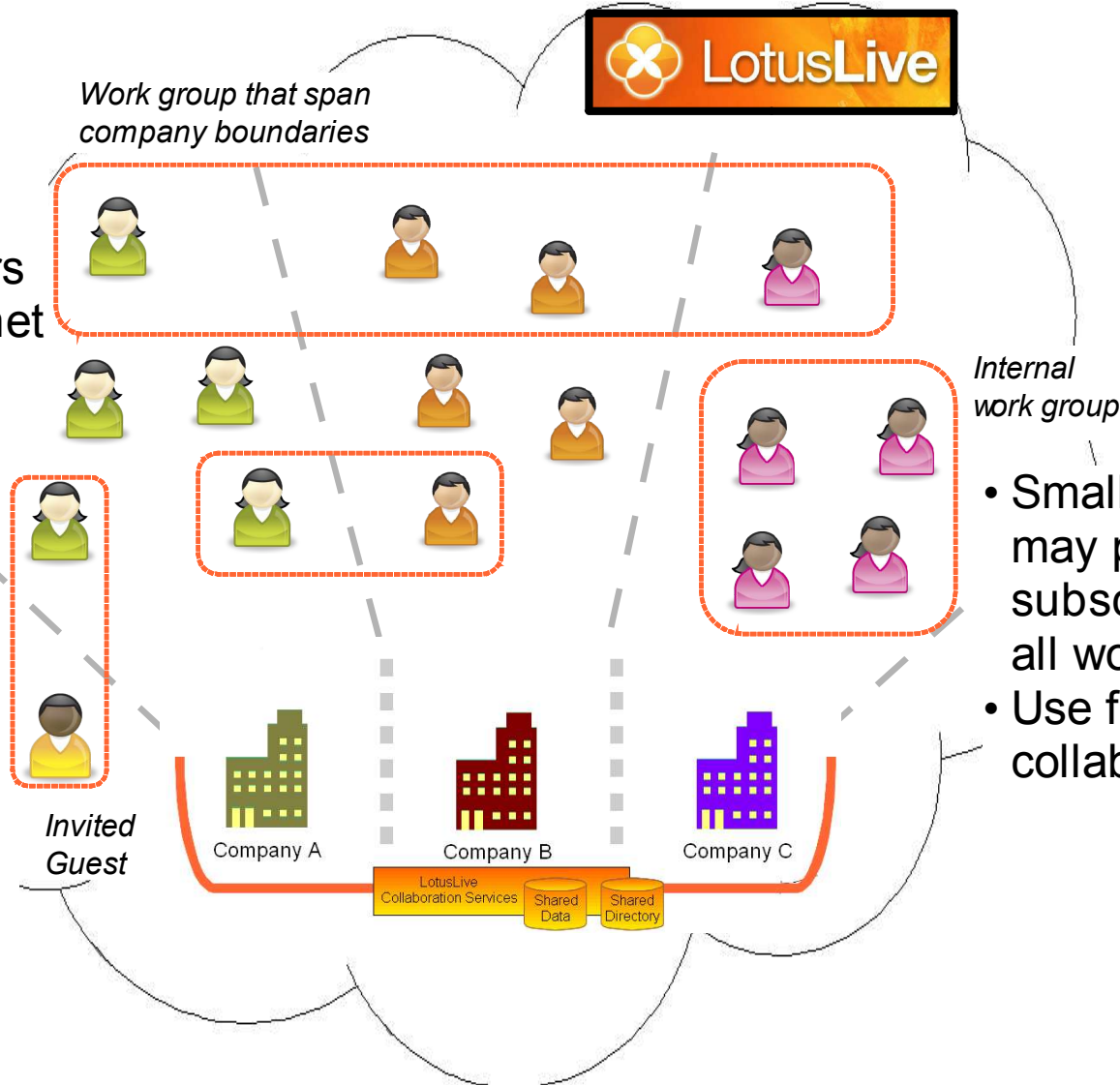
Collect significant data and instantly visualize it

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



- Small businesses may purchase subscriptions for all workers
- Use for in-house collaboration

- Any subscriber can invite guests for immediate collaboration on content

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



Trial Users:

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

Paid Subscribers



Subscribers:

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

Guests



Guests:

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

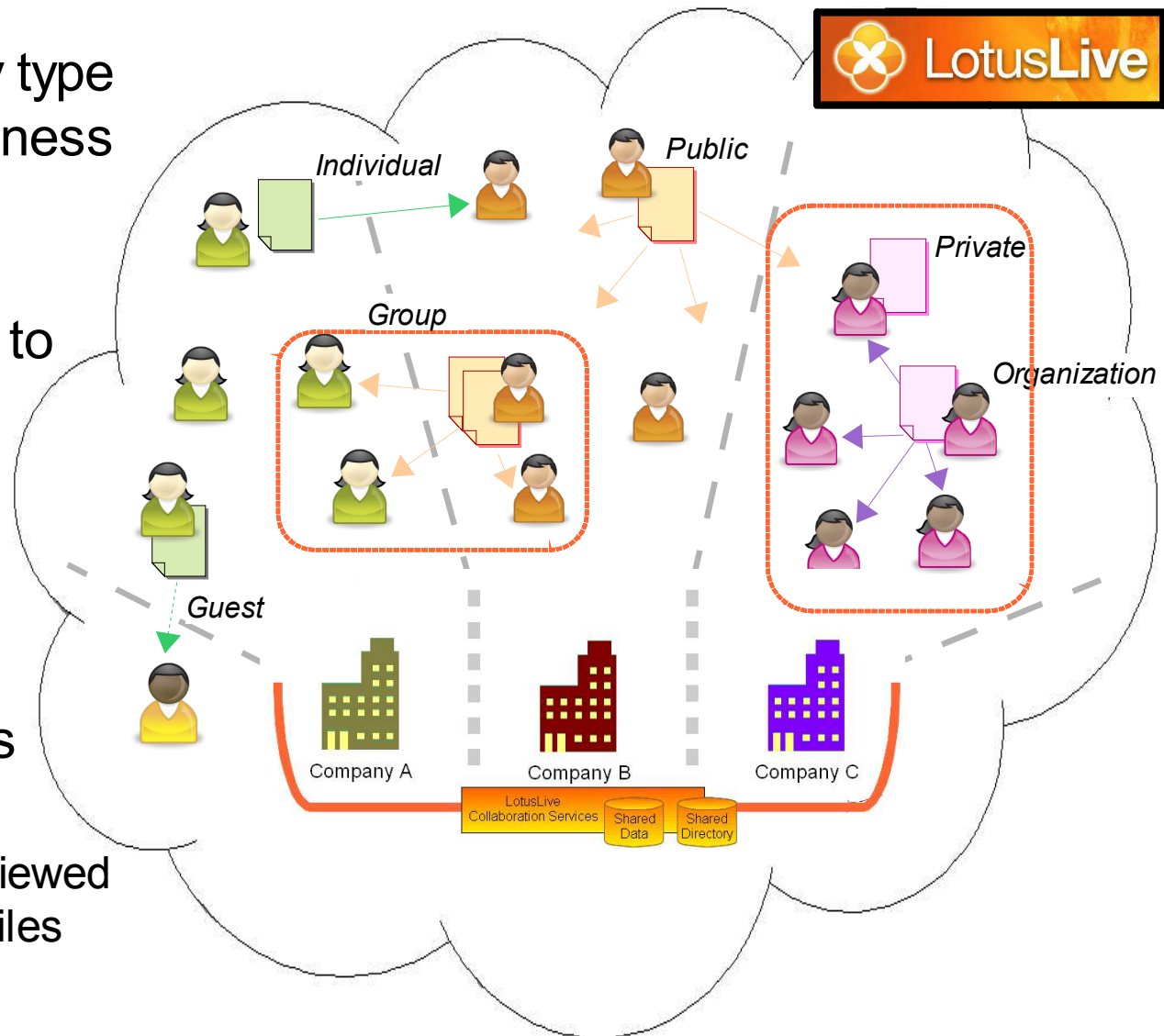
Connecting Across Boundaries To Customers and Partners Is Easy

- 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

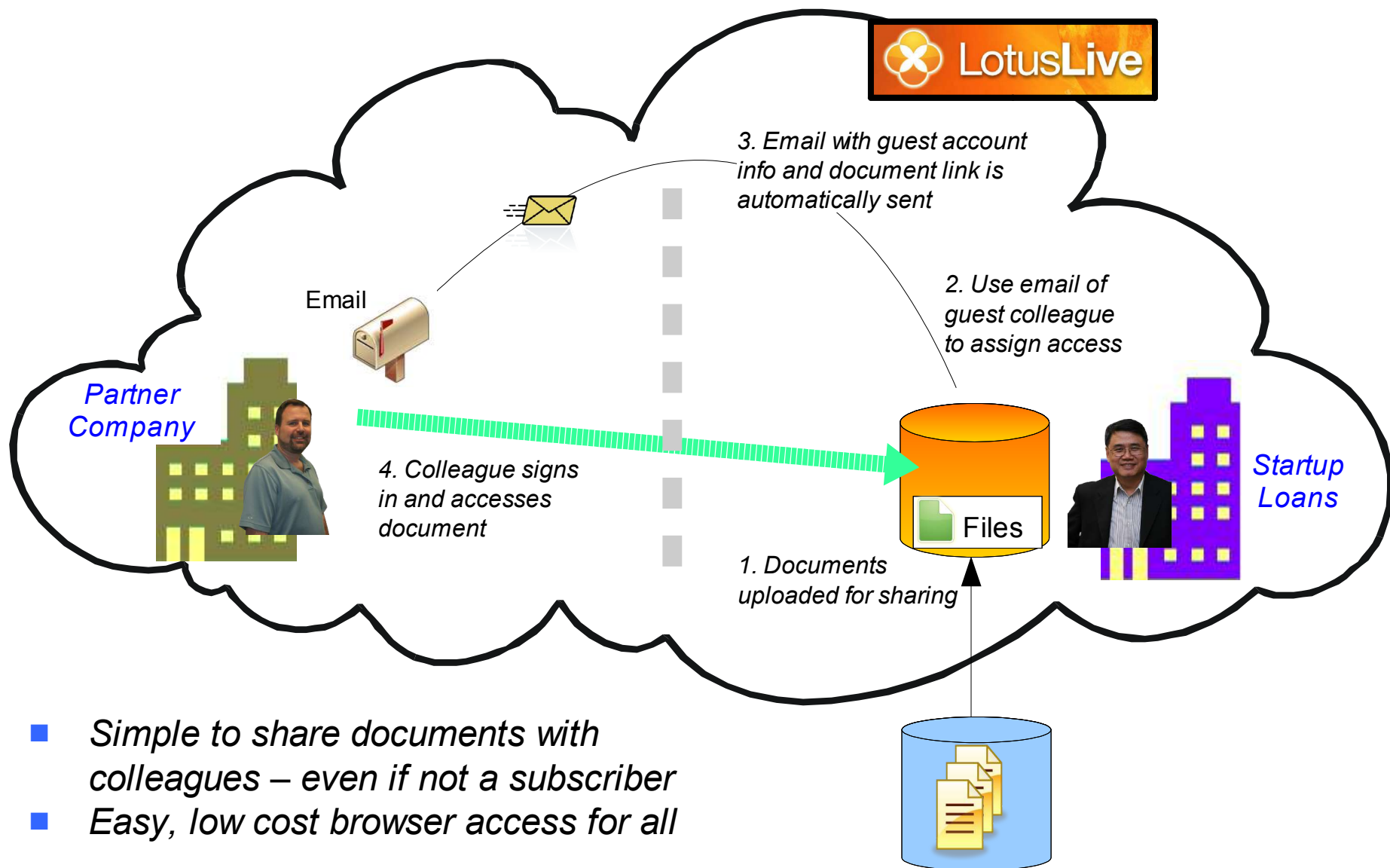
- *Frictionless collaboration across business boundaries!*

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

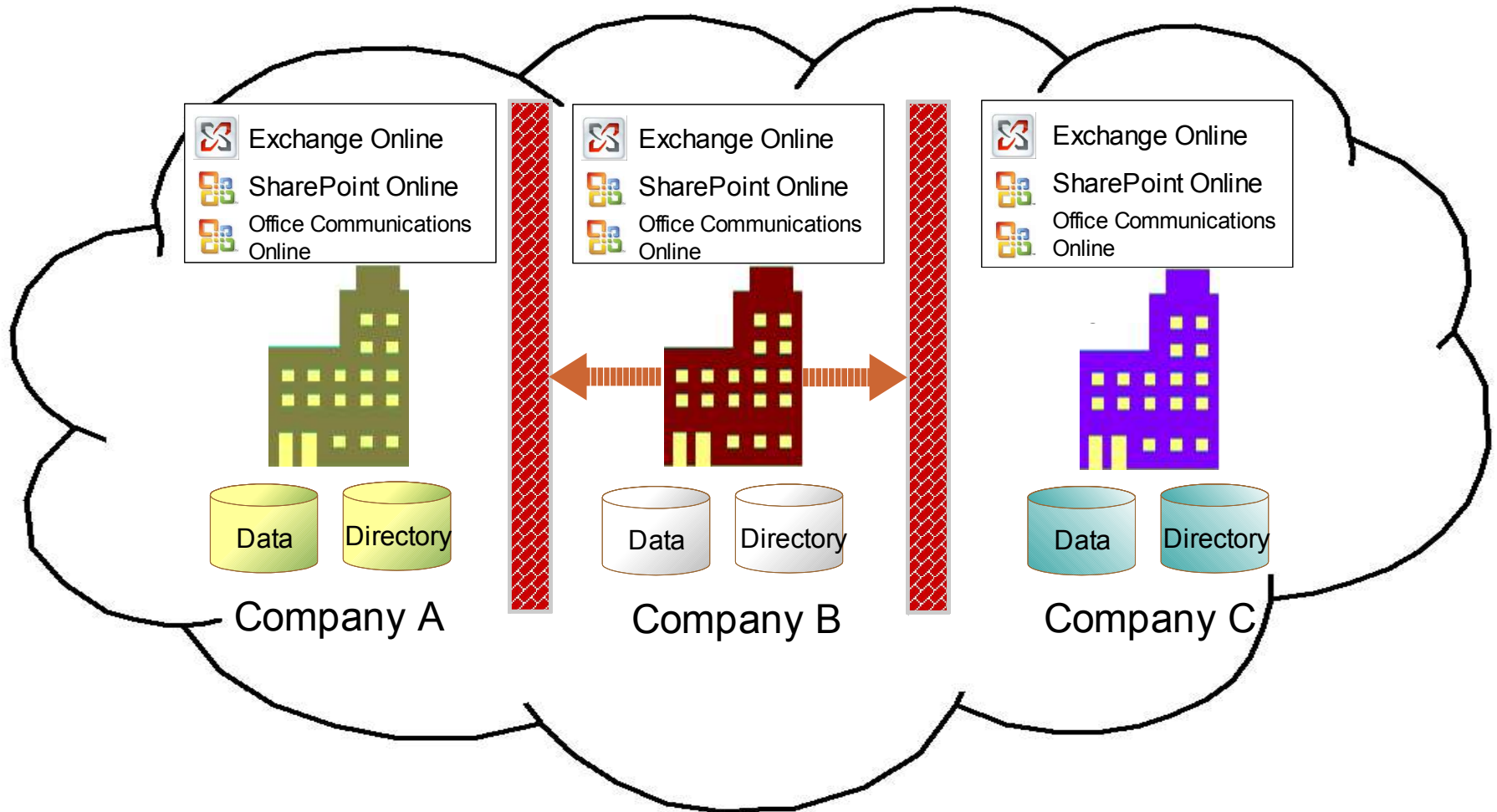


DEMO: LotusLive Enables Efficient And Effective Collaboration Across Company Boundaries



- *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...

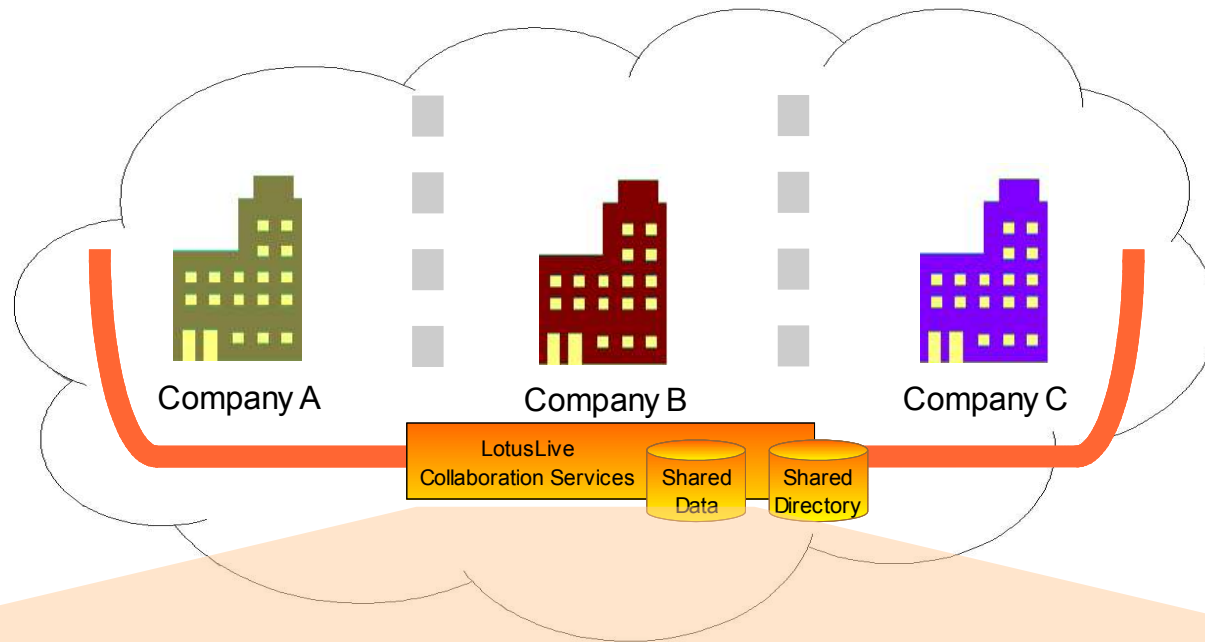


Startup Loans CEO

■ 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



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 poignant data and instantly visualize it

Web Meetings and Events

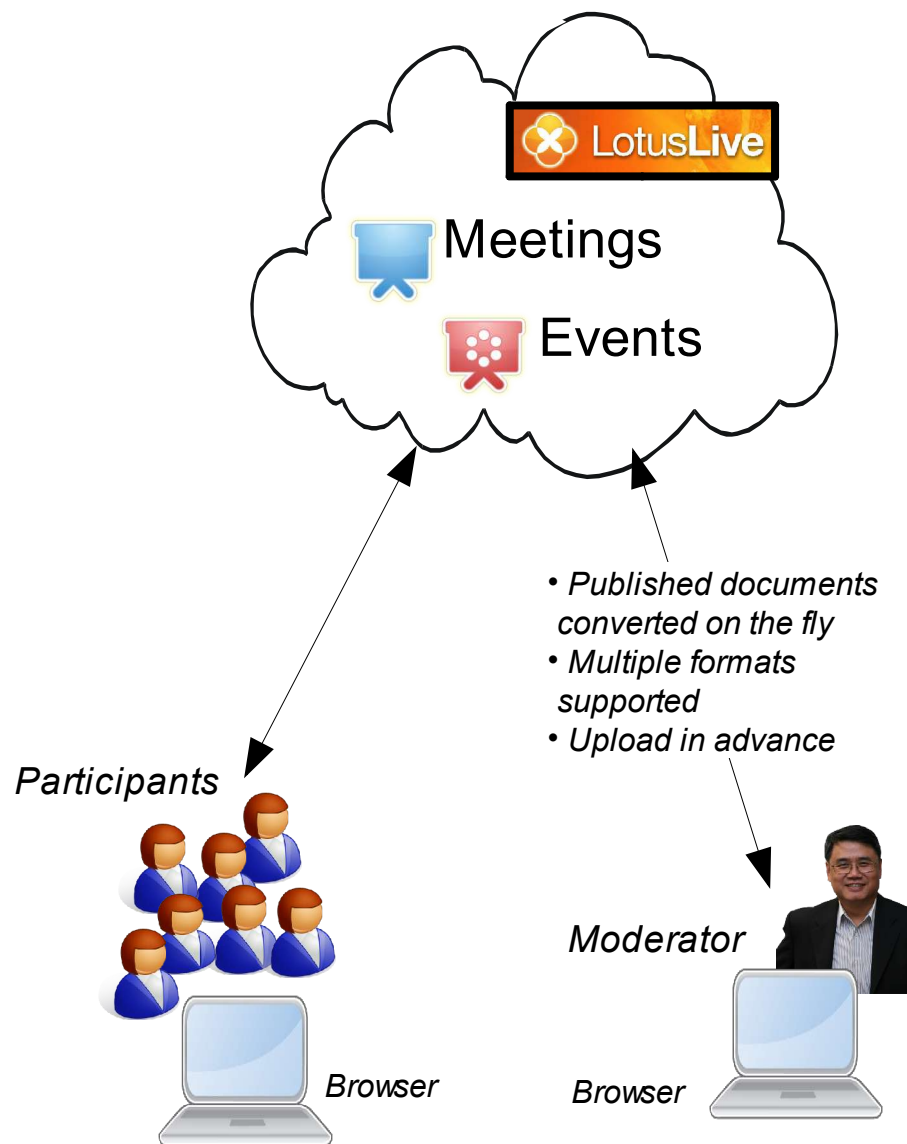
Always-on meeting rooms and planning aids

Instant Messaging

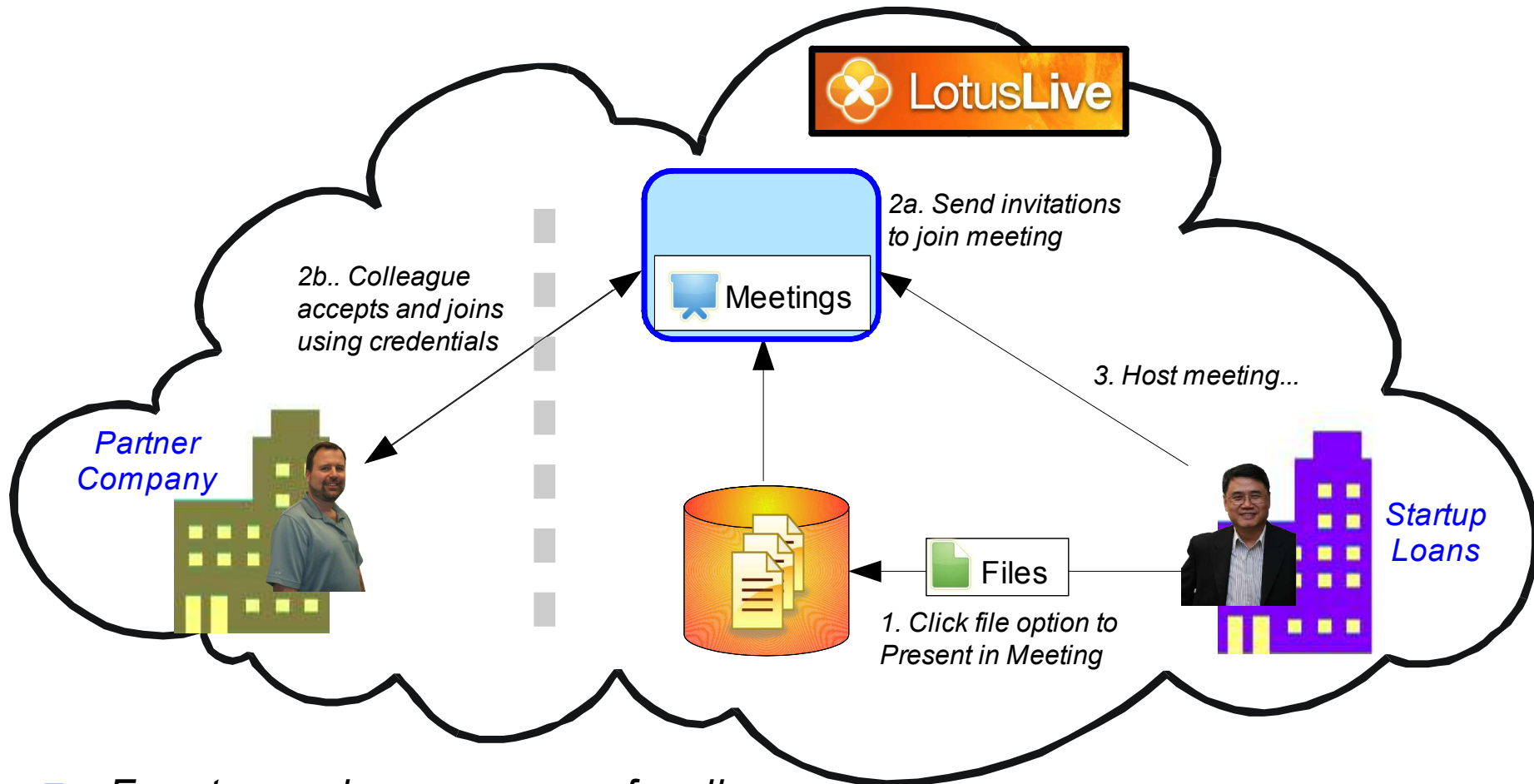
Instantly chat with colleagues

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



DEMO: LotusLive Engage Enables Instant Meetings With The Customers

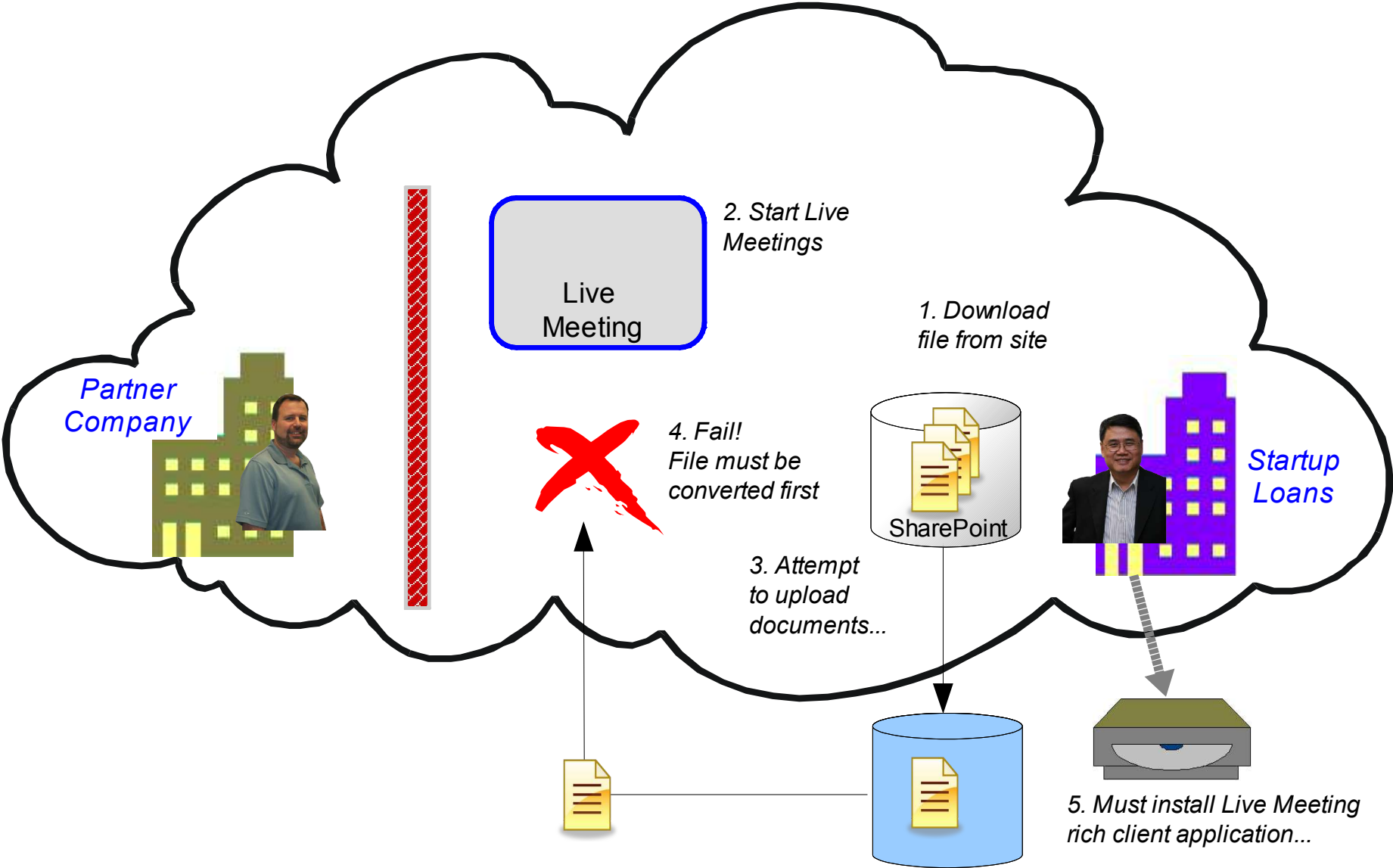


- *Easy to use; browser access for all*
- *Invite any colleagues*
- *Show slides in their native format; share desktop applications*

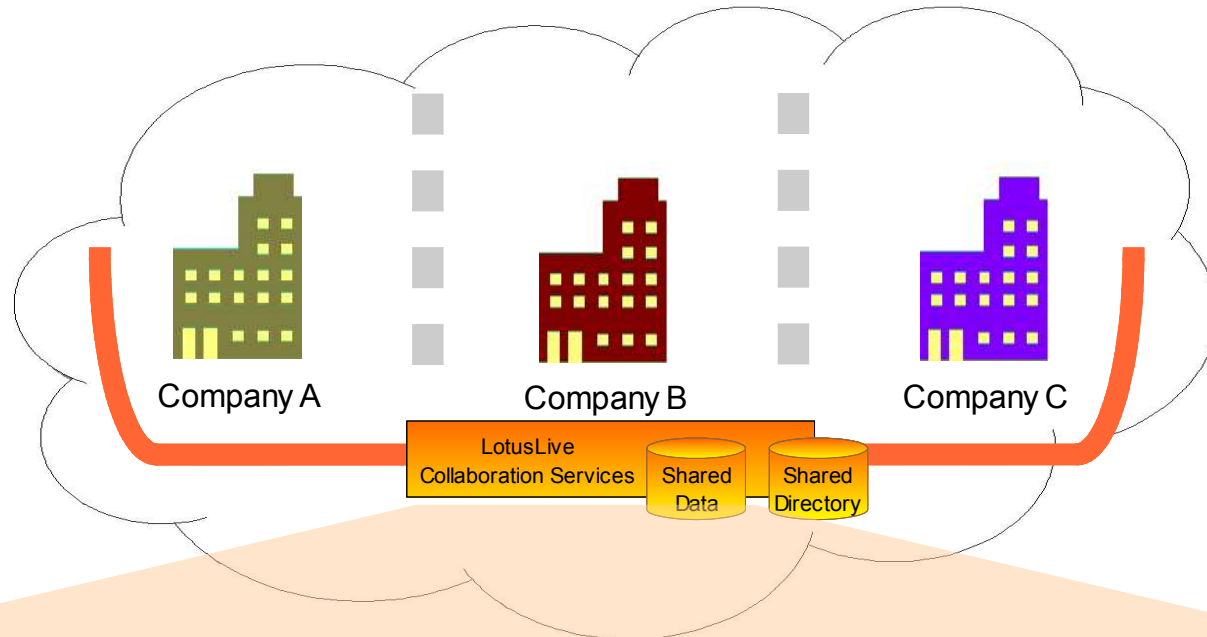
Microsoft Live Meeting Can Be Disjointed, Cumbersome And Time-Consuming

- 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



LotusLive Engage Collaboration Services



My Network

Build profile, and define groups and contact lists

Files

Store and share files as public or private

Web Meetings and Events

Always-on meeting rooms and planning aids

Activities

Organize personal or group tasks and to-do's

Forms and Live Charts

Collect poignant data and instantly visualize it

Instant Messaging

Instantly chat with colleagues

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

The screenshot illustrates the LotusLive interface. At the top, the LotusLive logo is displayed. Below it, the 'My Activities' page is shown, listing various activities such as 'University Governors Activity', 'Business Development', and 'IT Optimization Project'. A red box highlights the 'LotusLive Meetings' window, which shows a list of 'To Do Items' with the text 'All to do items are saved to a new activity after the meeting.' A red box around the 'To Do' section shows a task 'Create draft proposal' assigned to 'sama'. A red arrow points from this task to the 'Activities' page, where the same task is now listed as an activity item, also with a red box around it. The activity item shows it was created by Frankie Adams and assigned to Samantha Daryn.

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

Renovations Energy Solutions My Dashboard My Network My Services

Forms My Surveys Create Survey Create Survey Template

Survey
Create surveys. Collect Responses. Analyze Results.

Survey templates are a great way to save form designs that could be reused. [Click here](#) to create new survey template.

Please choose a survey template to get started.

Standard Survey Templates
--select--

My Survey Templates
--select--

[Get Started](#)

LotusLive
Forms

LotusLive
Charts



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