LotusLive Engage

Accessing Critical Information, Anywhere, Anytime

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Agenda

▶ **Smarter Collaboration via Social Networking**

▶ **Introducing LotusLive Engage**

▶ **Why LotusLive Engage?**

Business imperatives for every client addressed by Smarter Collaboration

- Enable people to work together in cost effective ways

- Turn relationships into competitive advantage

- Speed business processes

- Discover, apply, and preserve expertise

People work smarter when collaboration is embedded in the way they work

Building deeper relationships
improves your ability to respond to market needs

by enabling smarter collaboration with your customers and partners

Yesterday's customer 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 utilizes

- *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*

Can your business leverage social connections and easily collaborate beyond your organization through cloud based collaboration services?

LotusLive – The Intercompany Collaboration Platform

Engage the Right Resources, Business Processes & Information Across Company Boundaries

Our SaaS Strategy
>Deliver a set of services that dramatically simplifies and improves the business interactions organizations have with their customers and partners

Execution
- Provide essential, easy-to-use and acquire business services for workgroups
- Offer integrated collaborative & social networking services connected to relevant business services and applications
- Enable the ability to seamlessly work with people – **outside or inside your company**
- Create a business network of connected businesses

LotusLive – Broad Portfolio of Offerings

Web Conferencing

LotusLive Meetings

A full-featured, easy to use Web conferencing service

LotusLive Events

Provides tools to create, manage and conduct webinars for up to 999 attendees

Collaboration

LotusLive Engage

An integrated suite of tools that combines your business network with collaboration and conferencing services

LotusLive Connections

Combines your business network with collaboration services

eMail

LotusLive Notes

An online version of IBM's popular Lotus Notes email and calendaring & scheduling product

LotusLive iNotes

Web-based messaging service for e-mail and personal calendar

www.LotusLive.com

Introducing LotusLive Engage

LotusLive Engage

Online web conferencing, collaboration and social networking service designed for business allowing customers to work smarter before, during and after a meeting

Benefits

- Work beyond the boundaries of your company & inside or outside of your firewall.
- Share information more easily with their customers, suppliers and business partners.
- Securely connect from anywhere, anytime via a Web browser and internet connection
- Affordable and accessible for companies
  - Lower upfront investment,
  - No IT staff required for implementation
  - Extremely easy to acquire.
- Work-ready integrated business applications. Workgroups can begin collaborating immediately, no need to wait on IT for implementation.

Features

Meetings — Always ready on-demand online meeting room. Easily invite others to join and share a file from the Store and Share service.

Files — Share targeted business materials quickly with an entire community or just an individual.

Activities — Create, prioritize and share information, documents and To-Do lists.

My Network — Add customizable, shareable contact information and leverage social networking features to connect with others.

Instant Messaging — Locate a contact in the LotusLive community and start a real-time discussion about new opportunities.

Forms — Create a survey and quickly visualize your survey data through different types of charts, graphs, diagrams, and maps.

Live Charts — Upload or create datasets and let Live Charts create an instant graphical view to share with others.

Value Proposition to Customers

For: Teams or work groups needing to easily share, collaborate and find talent within & beyond the organization

IBM Delivers:

- IBM LotusLive Engage is a unique online social networking and collaboration service designed for businesses. It offers a set of tools including online meetings (web conferencing), file storing and sharing, contact management, live chat, and business forms integrated with a robust business network.
- LotusLive Engage provides the essential business services that every workgroup needs in a way that is simple to acquire and easy to use. It delivers integrated collaborative & social networking services that are connected to relevant business services and applications.
- With LotusLive Engage users can work seamlessly with people – outside or inside their company.

Unlike competitors:

- whose offerings do not use a collaborative multi-tenancy model built from the ground up around a Web 2.0-based social computing paradigm
- No mining of customer data for advertising, or other purposes.
- Seamless capability for integrating on-premise (e.g. .Net, Java, Domino, SAP, Filenet, etc.) and cloud based applications to the end user
- Security, reliability and experience of IBM – built for business (not re-purposed consumer app)
- Integrates with and extends value of on-premise collaboration solutions (from Lotus and third party partners)

Demo

Summary

LotusLive Engage is

- Extremely <u>easy to use interface</u> with all of the features of a secure full-function web conferencing service.

- <u>Extends the Web meeting experience</u> by offering pre & post integrated collaboration tools such as file sharing, activities, contact management, surveys, and charts.

- <u>Flexible subscription pricing plans</u> to meet a customer's need

- <u>No downloads</u> for host or attendees. (note: a plug-in is required for desktop/app sharing)

- <u>Customized training</u> delivered individually or in groups.

- Ability to <u>pass moderator control</u> to any participant.

- <u>Support of calendar options</u> for Lotus Notes & Microsoft Outlook.

- <u>Permanent meeting code</u> doesn't change from meeting to meeting.

Thank you

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