



IBM



Smarter Collaboration,
Delivered to You

Lotus. software

Get in Action with LotusLive

**IBM's Smarter Collaboration
in the Cloud Seminar**



IBM LotusLive

Smarter collaboration in the cloud

Cheong Weng Seng
ASEAN Lotus Collaboration Sales Lead
September 2009



Agenda

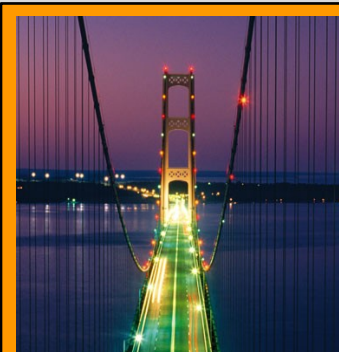
- Cloud Computing and SaaS
-
- Overview of Lotus SaaS Strategy
-
- Introducing LotusLive
-



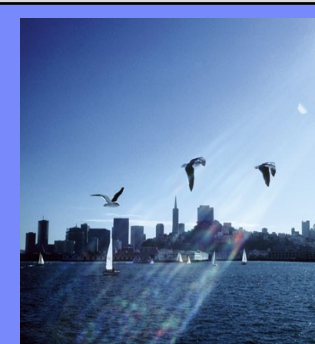
Business priorities are changing



Control Costs



Collaborate to Innovate



Cloud Computing models

- Organizations face the challenge of creating top line growth while at the same time managing bottom line costs in today's economy
 - The CEO's top priority is driving innovation at grass roots level
 - Pressure from hyper-competitive markets and globalisation
 - Rise of emerging markets
- Business model innovation is becoming as important as traditional product and service innovation. Businesses that can regularly innovate outperform their rivals in both revenue and margin.
- *Cloud computing enables **smarter** collaboration across employees, customers, and partners; while controlling costs at the same time*

Business priorities are changing



Control Costs



Collaborate to Innovate



Cloud Computing Models

Cloud Computing

Cloud computing is an emerging style of standardized, elastic, scalable, commodity based IT capability delivered dynamically as a service

*Smart
service
delivery
model*

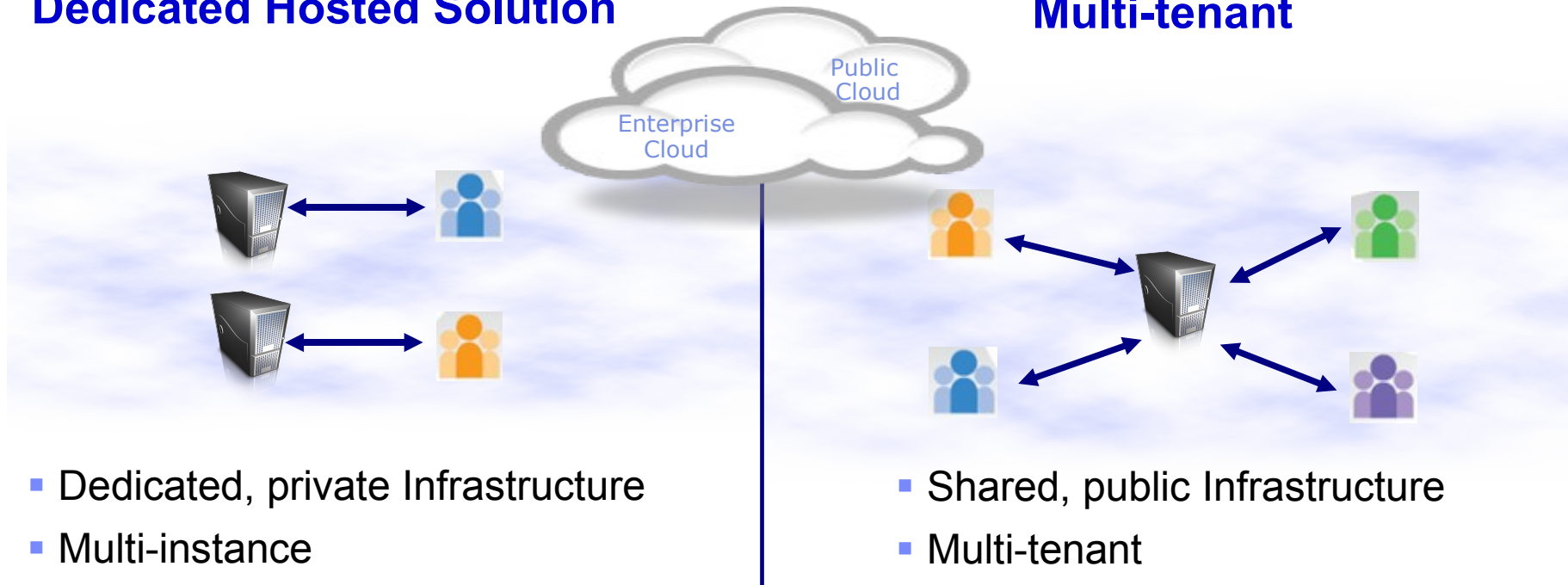
- **Secure access anywhere**
- **Customer self service**
- **Automatically scalable to demand**
- **Always available**
- **Flexible pricing**



Two Types of Cloud delivered Services

Dedicated Hosted Solution

Multi-tenant



- Dedicated, private Infrastructure
- Multi-instance
- Subscription but may require license for Application
- Some Customization (IT stack & Application options)

- Shared, public Infrastructure
- Multi-tenant
- Subscription provides Application entitlement
- Configurable (Application only)

Software as a Service (SaaS)

- Customer fees are “Pay as you go” based on appropriate metrics such as: Per seat per month, per transaction, flat monthly fee
- Provider is responsible for defining the architecture of the IT infrastructure
- Provider is responsible for the deployment, operation & maintenance of the IT infrastructure.
- Provider upgrades the software as new features are developed.



Software as a Service

Software as a Service is the delivery of application functionality via a subscription model over the Internet. The customer does not take ownership of the software but rather 'rents' a total solution that is delivered remotely.

SaaS adoption is being driven by businesses' pursuit of cost savings and quicker implementations, as well as wider availability of high-speed Internet connections...initial concerns regarding the SaaS applications' security and reliability have faded somewhat as the model has matured, Gartner added

Gartner – PCWorld
10/22/08

eWEEK
Gartner Sees Great SAAS Enterprise App Growth Despite Downturn
eWeek 10/24/08

COMPUTERWORLD
SaaS still on the rise, despite IT spending slowdown
ComputerWorld 02/09/09

ChannelWeb
Arrow Electronics Looks At SaaS, Networking Offerings
ChannelWeb 02/26/09

InfoWorld
McAfee builds SaaS arm - Security vendor establishes a business unit to house hosted offerings
InfoWeek 02/02/09

InformationWeek
SaaS Revenue Growing, Market Set To Double By 2012
InformationWeek 10/23/08

ITWORLD
Half of developers plan to work on SaaS in '09
ITWorld 01/12/09

Gartner estimates SaaS market to grow 24% reaching \$15B by 2012 of which collaboration is valued at \$5B

Gartner, Market Trends: Software as a Service, Worldwide, 2007-2012, 8/08

SaaS market will trump economic woes, the harsh economic climate will actually accelerate the growth prospects for the SaaS model as vendors position offerings as right-sized, zero-capex alternatives to on-premise applications...

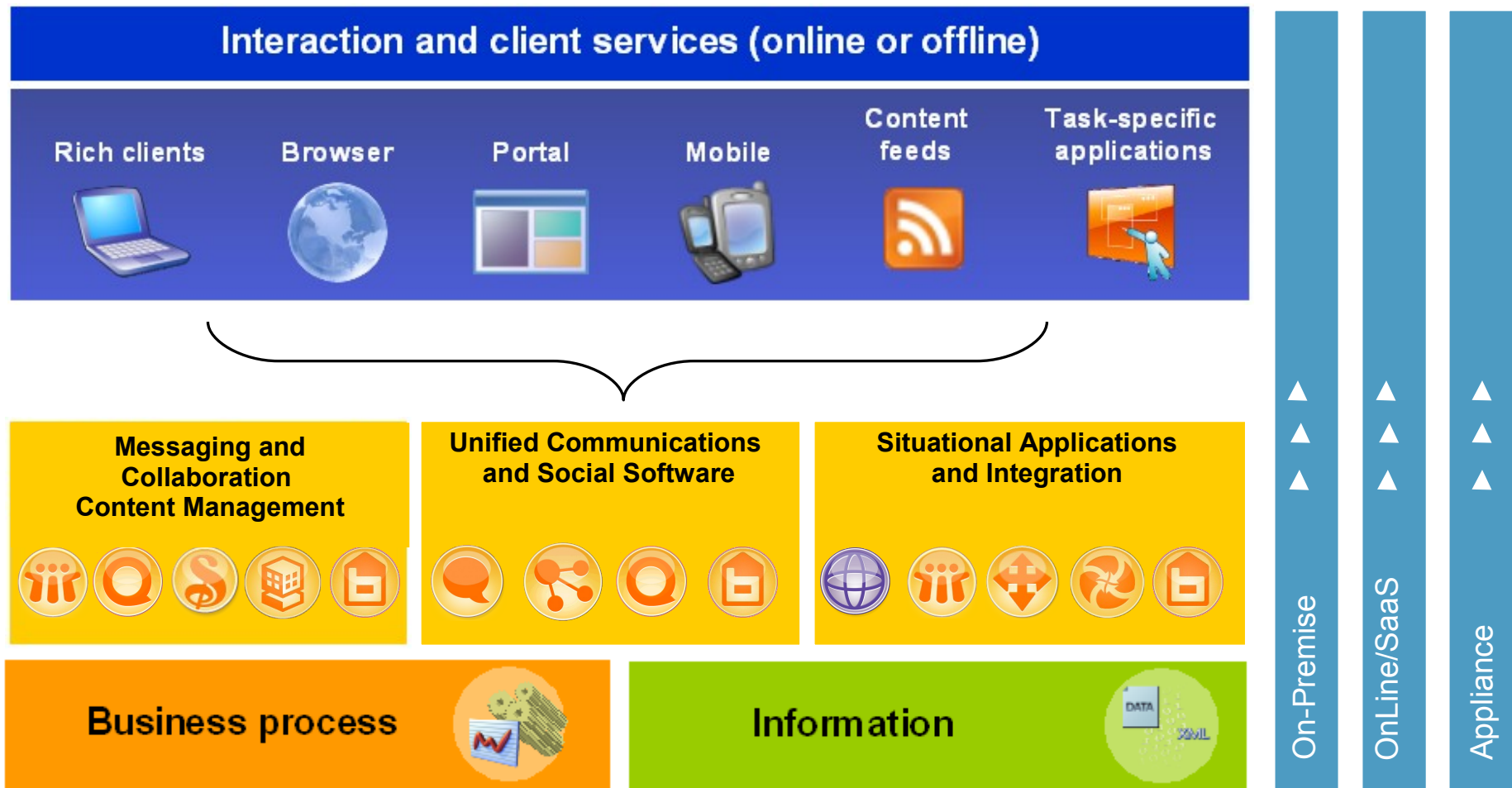
IDG - Silicon Republic
01/27/09

Agenda

- Cloud Computing and SaaS
-
- Overview of Lotus SaaS Strategy
-
- Introducing LotusLive
-

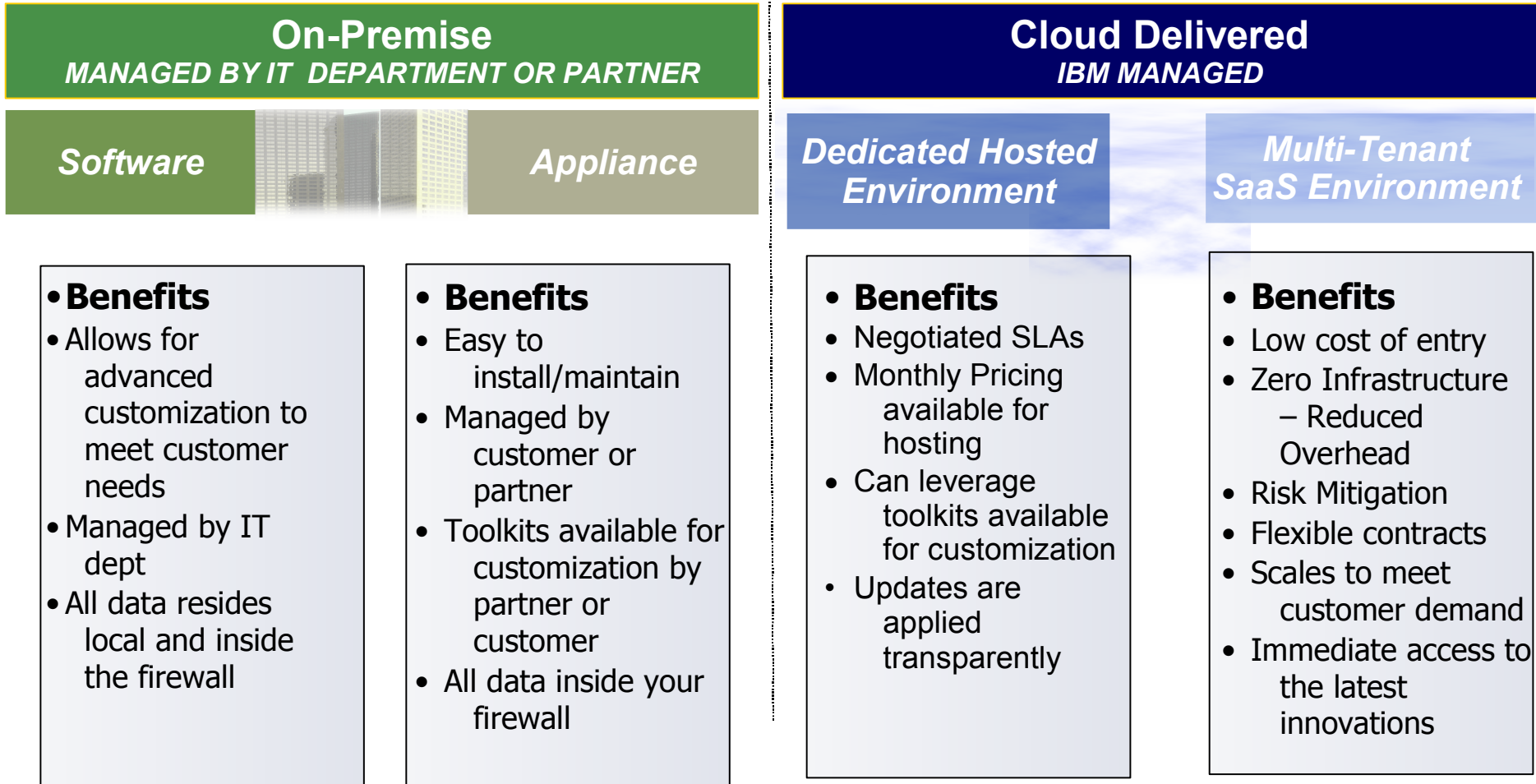


IBM Lotus Collaboration Strategy



Applications that Enable Interaction Between the Right Resources, Business Processes, and Information

Supporting Flexible Delivery Models

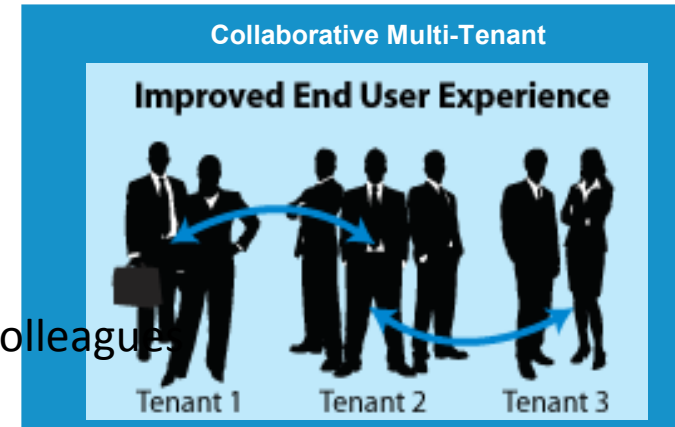


The most effective business solutions may need a combination of delivery models

What's different about our SaaS Approach?

LotusLive is built from the ground up around a Web 2.0-based social computing paradigm.

The result is an integrated set of services with state-of-the-art collaboration features for sharing ideas, contacts and data, meeting colleagues and partners, and building a network of connected businesses

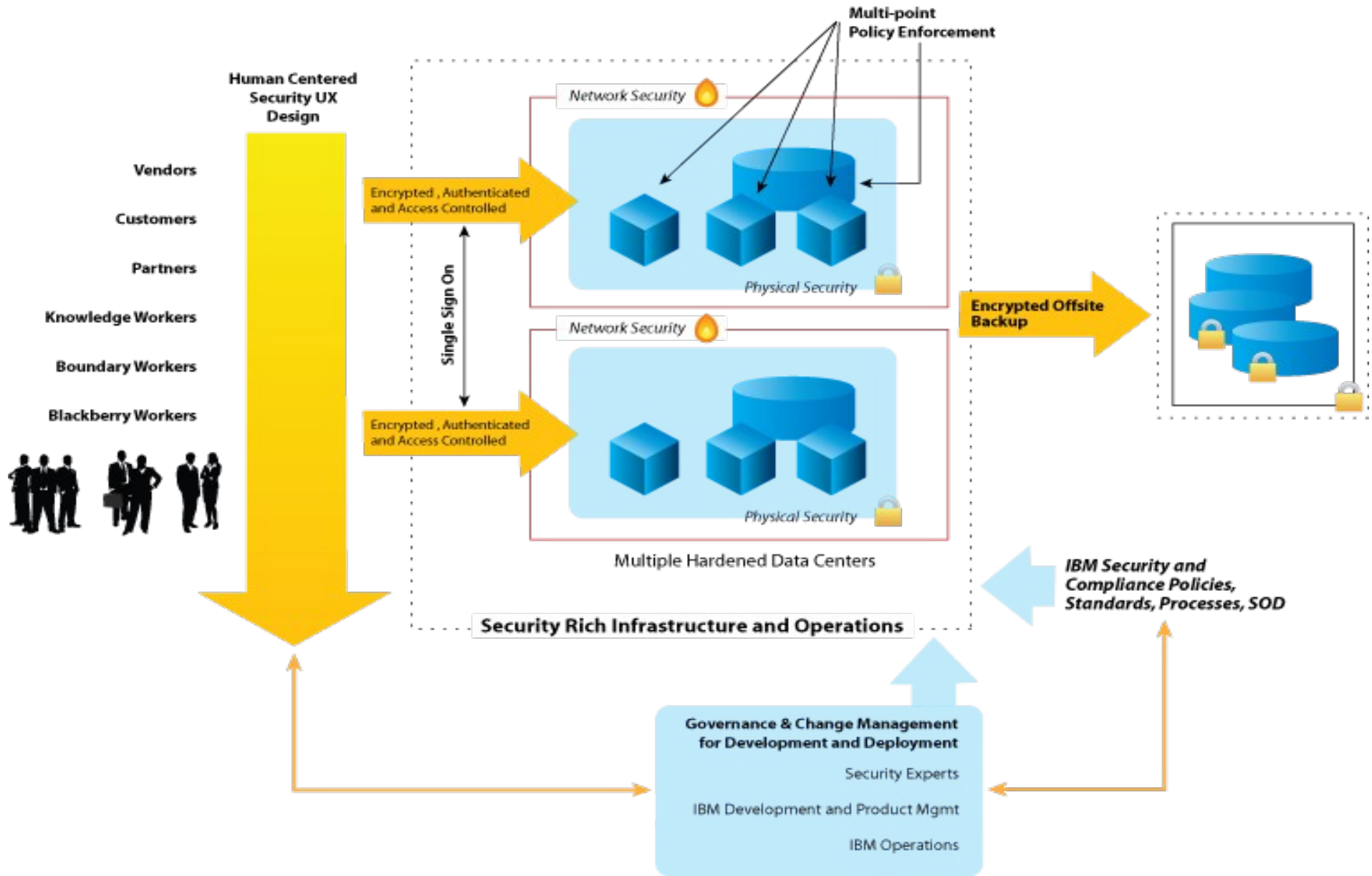


•Differentiators

- LotusLive uniquely integrates with current and future investments through Open Standards
-
- Familiar Web 2.0 user interface increases adoption for improved productivity with minimal training
-
- Robust Capabilities with little to no start up time
-
- No mining of customer data for advertising or other purposes
-
- Security-rich infrastructure with Global Access and scalable, rapid deployment



A Security Rich Service ...



LotusLive Security – Security Standards

▪ **Industry Standards**

- 128 bit SSL with Extended Verification (EV) Server certificates
- 128 bit AES for offsite backup encryption
- SAML for federated identity (future for some services)

▪ **Internal IBM Standard certifications**

- ITCS104 IT Security for IBM managed systems (like SAS 70)
- ITCS329 Security for outsourced business services (like SAS 70)
- FIN151 Application Systems Controls and Auditability (SOX plus)
- CIO122 IBM Worldwide records management
- CP130 IBM Data privacy policy with documented privacy plan
- LEG116 Classification and control of IBM information
- LEG117 Handling of personal information collected online
- USRP US Export Regulation Procedures
-



... with a Global Delivery Model

-  Current
-  Planned



Agenda

- Cloud Computing and SaaS
-
- Overview of Lotus SaaS Strategy
-
- **Introducing LotusLive**



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™.com

Working Together Just Got Easier...And Cheaper

Reduce the cost of providing collaboration and email for your extended enterprise with LotusLive.

LotusLive can be used by anyone. Buyers do not need to have any other Lotus or IBM products to use LotusLive. It is built on open, web 2.0 technologies allowing it to be easily integrated with other applications and to extend the value of existing on-premise solutions.



Customers want to...

- enable their extended enterprise of customers, suppliers and partners.
- use safe, reliable and compliant services at a reasonable price for their business.
- be smart about their scarce IT resources, applying them to strategic business priorities while reducing capital and operational expenditures.

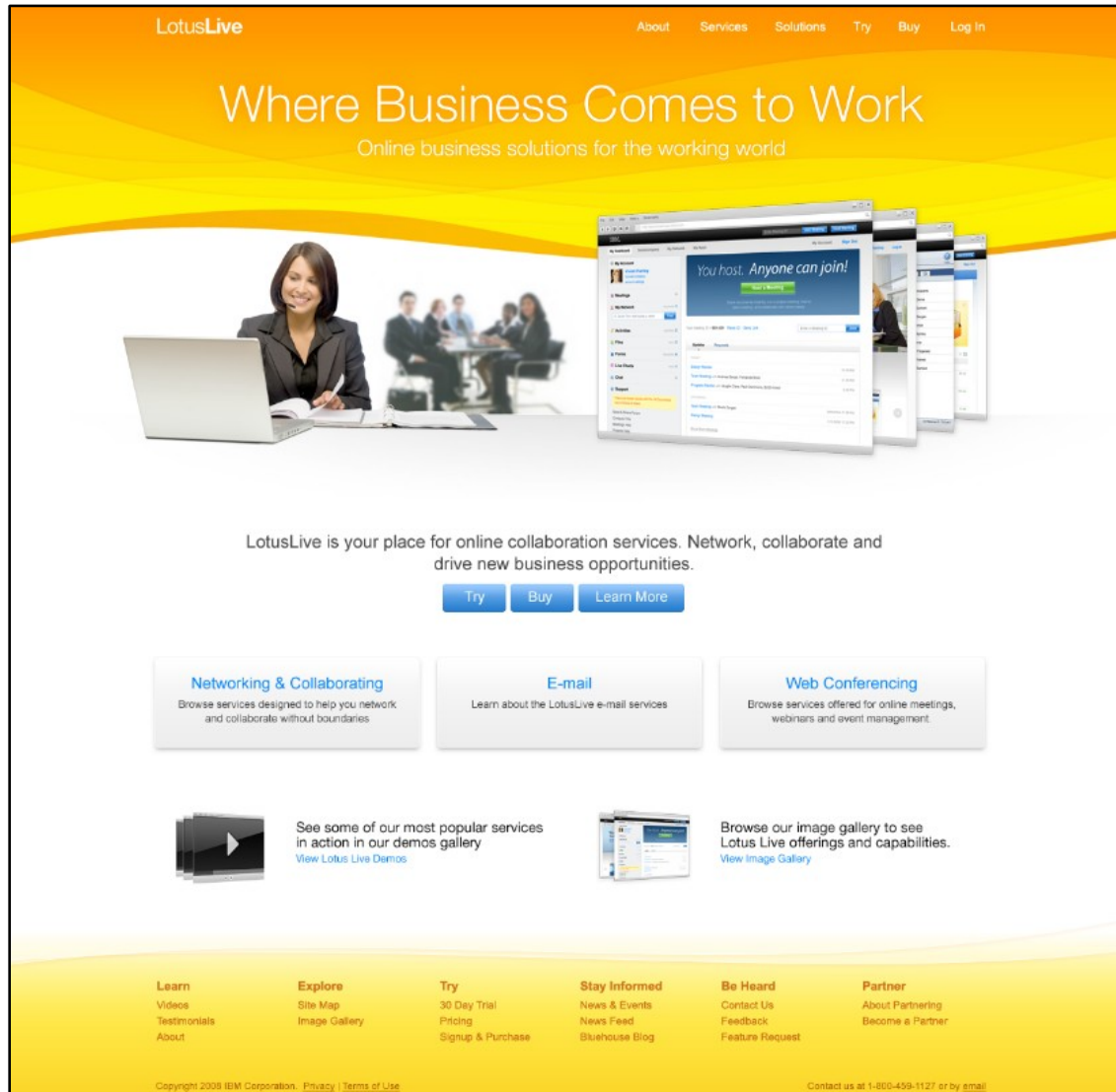
LotusLive™ delivers...

- collaboration across firewalls allowing companies to work with people inside and outside their company.
- secure, reliable and compliant collaboration and e-mail services that companies expect from IBM at an affordable price.
- a portfolio of subscription services that customers can buy on a per user per month basis managed by IBM.

LotusLive beat Google Apps to win the Enterprise 2.0 Cloud Computing Technology Buyers' Choice Award



Introducing LotusLive



Collaboration moves online: *Discover. Connect. Interact.*



A way to reach beyond the walls of your organization to connect and engage with colleagues, customers and partners.

A way to maximize your existing technology investments while incorporating new ones

A way to innovate, grow and build your business.

A way to **Work Smarter**



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



Flexible Entry Points

- Customers usually enter the collaboration market as a result of a single requirement or need (email, web meetings, etc.)
- LotusLive enables customers to build out a complete extranet and collaboration strategy one service at a time.
- A single landing and sign-on page provides customers with a single dashboard for all services.
- The purchase decision becomes which LotusLive service to add next...



Multiple Entry Points for Organizations to use LotusLive



LotusLive Meetings & Events



Web Meetings

Formerly Sametime Unyte and Sametime Unyte Events

A full featured Online web conferencing service that integrates web, audio, & video conferencing features.

•Benefits

- Reduce travel costs and increase collaboration & retention on conference calls by adding a visual
- Work beyond the boundaries of your company
- Securely connect from anywhere, anytime via a Web browser and internet connection
- Work beyond the boundaries of a company & outside of firewalls
- Affordable and accessible for companies
 - Lower upfront investment,
 - No IT staff required for implementation,
 - Extremely easy to acquire.

Differentiators

- No downloads for attendees
- Integration with MS Outlook, Lotus Notes, Lotus Sametime, and LotusLive
- Simple, intuitive User Interface



Features

- Up to 999 attendees
- DeskTop & Application Sharing
- Publishing
- Web cam based video conferencing
- Recording (coming soon)
- Audiocasting
- Polling
- Roster with Chat
- Registration/RSVP & Advanced Reporting
(LotusLive Events only)





LotusLive Engage & Connections



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*
- *Share information more easily with their customers, suppliers and business partners.*
- *Securely connect from anywhere, anytime via a Web browser and internet connection*
- *Work beyond the boundaries of a company & outside of firewalls*
- *Affordable and accessible for companies*
 - *Lower upfront investment,*
 - *No IT staff required for implementation*

Differentiators

- *Extremely easy to acquire, or with ready integrated business applications*
- *Seamless capability for integrating on-premise (e.g. .Net, Java, Domino, SAP, Filenet, etc.) and cloud based applications to the end user*
- *Built on Web 2.0 based social networking model for more effective collaboration*

Features



Meetings

Always ready on-demand online meeting room. Easily invite others to join and share a file from the Store and Share service. **Note: This is only available in LotusLive Engage & not Connections.**



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.





LotusLive iNotes

Web-based eMail and calendar service

□ Benefits

- Predictable costs, usually on a per-user/per-month basis
- Industry-leading spam protection
- Real-time updates against viruses and malware
- On-demand addition of new services when you need them
- Fully branded products, payments, and support



□ Differentiators

- Simplified administration
- Fast implementation
- Low start-up and monthly costs
- Unmatched branding and customization capabilities
- Seamless integration with triple play services provisioning systems, log-in systems, payment gateways
- Proven scale and reliability
- Full Set of APIs to help integrate our service with yours



• Features

- Full-featured Email (HTML and AJAX), POP3, IMAP4, & Authenticated SMTP
- SSL Encryption, secure password recovery
- Mobile & Push Email
- SMS Gateway (mail-to-SMS & SMS-to-mail)
- Email alert (desktop message notification)
- Mail Forwarding and Filtering
- Domain Management Tool (email administration interface for domain admins)
- Customer Service Tool (email administrative interface for enterprise admins)
- Guaranteed Service Levels with 24x7 Monitoring
- Industry-leading Spam and Virus protection



LotusLive Notes

Lotus Notes Hosted Messaging - Full-featured Rich Client



•Benefits

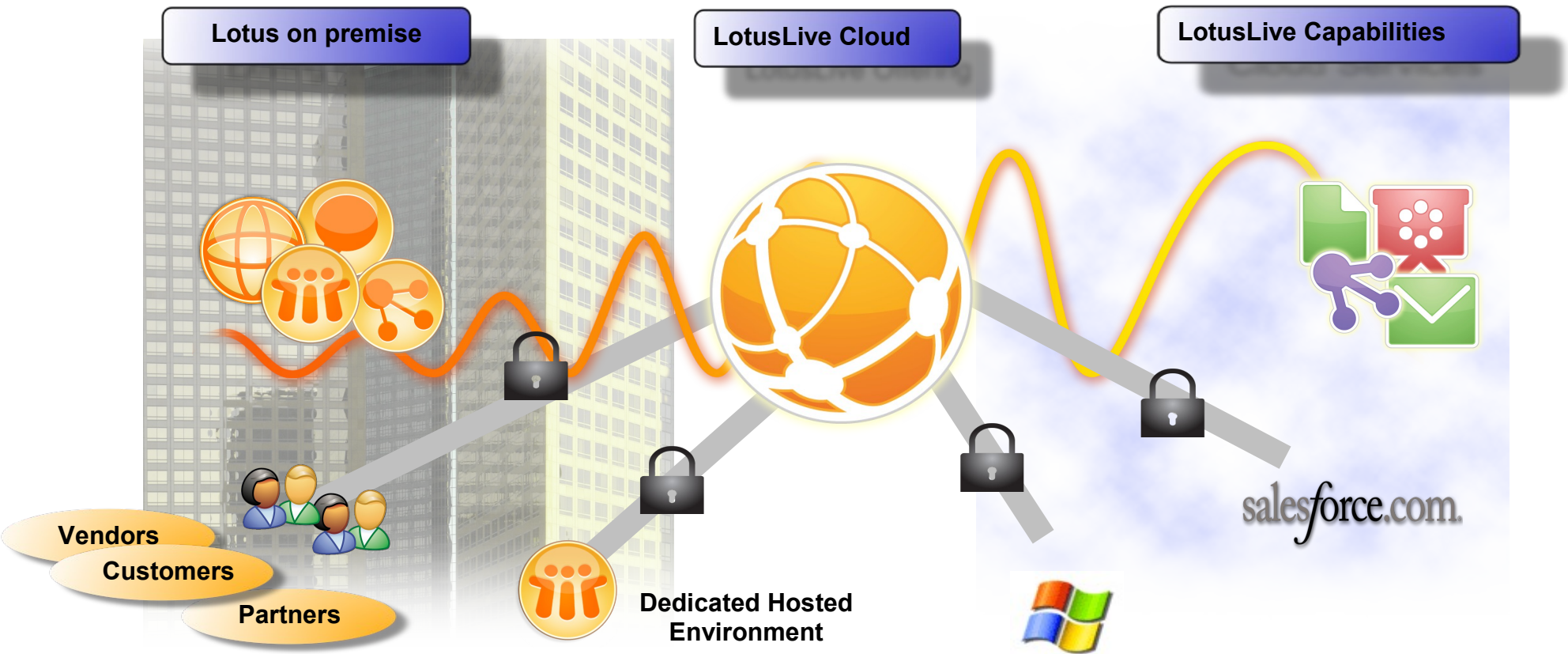
- Extensive Lotus Notes expertise available 24x7 from IBM.
- Predictable costs with minimal upfront investment.
- Have IBM help manage security threats to your messaging environment.
- Assistance from IBM with certain regulatory compliance.
- Potential for improved availability and reliability over in-house or on-premise deployments.
- Benefit from the latest Lotus Domino release features while minimizing update and prototype efforts.
- Quickly roll out Notes capabilities to new users in your organization
- **Differentiators**
- Leverages extensive IBM experience in hosting enterprise-wide,
- Highly available messaging environments for midsized to large enterprises.
- IBM brings you extensive Lotus Notes expertise
- Industry-specific business insight



•Features

- E-mail, calendaring and scheduling with 1 GB mailbox per user.
- IBM Lotus Quickr® Personal Edition with 50 MB storage.
- Two Service Level Agreements (SLA) options available, 99.5% or 99.9% backed with financial commitments.
- Antivirus and antispam services.
- Enterprise-class servers, network, storage and firewall in an IBM data center.
- Security-rich, reliable and highly available infrastructure.
- Integrated platform, process automations and innovative management tools.
- Standardized reporting and administration through the IBM iSRVCE console.

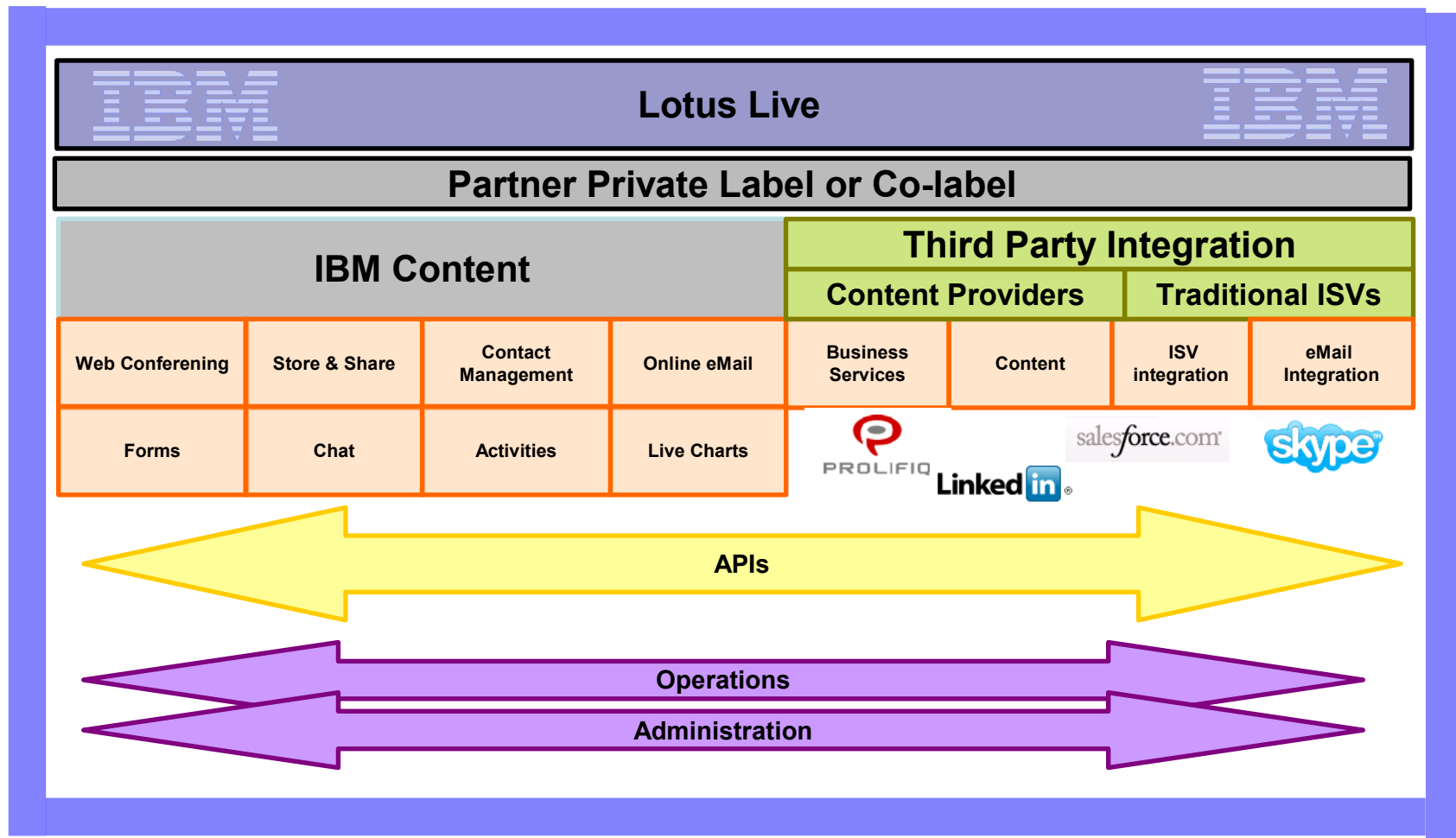
Click to Cloud: Embrace and Extend your Collaboration Environment



•LotusLive online services....

- ...uniquely integrates through open standards with existing, on-premise customer solutions
- ...access through a familiar web 2.0 user interface
- ...makes it easy for customers to extend collaborative capability to the cloud
- ...a complete extranet solution to build a network of connected businesses

A scalable and open platform



Preview - Notes DB Integration

The screenshot displays the Lotus Notes DiscussionDB interface. The main window shows a list of documents under the heading "All Documents". One document, "Plan Proposal Draft 1", is highlighted in yellow. A secondary window is overlaid on top, showing the details of this document. The document content includes a title "Plan Proposal Draft 1", a creation date of Jan 2, 2009 10:15 AM, and a body of text starting with "Here is a plan that you might want to review. Pay close attention because I made some bold assertions that should be checked by everyone." Below the text, there are tags: "plans documents bluehouse projectGreen internal RP". A comment box is visible with the text "My comments Created on Jan 2, 2009 10:10 AM by Anonymous. My comments consist of a few things which I will detail here for all to see and share. Jim Realman". At the bottom of the document view, there is a section for sharing attachments with other users on Bluehouse, including a checkbox for "planproposal.bt", a field for "Enter email address:", and a "Share File" button. A grey callout box with white text and a blue arrow points from the text "Share files from Notes discussion DB to LotusLive My Files" to the "Share File" button.

Preview - Lotus Notes - Click to Cloud

The screenshot shows the Lotus Notes interface with an email open. The email is from Gardner Raynes to Frank Adams, dated 12/04/2008 02:36 PM. The subject is "New Sales materials are needed!". The email body contains text and a bar chart titled "Product Sales".

Product Sales Chart Data:

Region	Q1	Q2	Q3	Q4
East	40	65	85	45
West	60	80	95	65
North	80	90	100	80
South	50	70	90	70

Below the chart, there is a "Click to Cloud" button with an upload icon. A blue arrow points from a text box to this button. The text box contains the following text:

Drag and Drop attachments from your email into LotusLive My Files

Below the button, a status bar shows: "Successfully upload...2\PRProject\Plan.odp"

Preview – Single click to join a meeting

The screenshot displays the Lotus Sametime interface with several windows open. The 'Sametime Primary Contacts' window shows a list of contacts, with a context menu open over 'donna_j_milano'. The 'Sametime Contacts' window shows a list of contacts, with a context menu open over 'Ling Shin'. The 'IBM Lotus Sametime Unyte' window shows a 'JOIN' button and a 'Host Meeting' button. A text box in the center reads: 'Multi-select names in your ST contact list to send a link to your meeting'. A text box at the bottom right reads: 'Single click to start your meeting'. Arrows point from the text boxes to the relevant UI elements.

Multi-select names in your ST contact list to send a link to your meeting

Single click to start your meeting

LotusLive Mobile - Beta Available to existing LotusLive Meeting Accounts



- Includes
- Published
- presentation mode
- (with pointing and annotation),
- Participant list and chat
- Implementation of application sharing



Extending Value with Partners



Preview – Integration with Salesforce.com

Create an Activity

Auto name population

Manage Activity directly from the your opportunity

Action	Subject	Name	Task	Due Date	Status	Priority	Assigned To
Edit Cts	Review Joint Marketing Plan		✓		Not Started	Normal	Dave Carroll
Edit Cts	Site Visit Preparation		✓		Not Started	Normal	Dave Carroll
Edit Cts	Finalize Contract Details		✓		Not Started	Normal	Dave Carroll

Preview – Integration with Linked in

Easily share files with a single click

Integrated Linked In contacts

Share files

Files(s): Market Potential by State.xls

Share with:

- People/Groups (give specific file permissions to others)
- My Company (visible to everyone in my company)
- Public (visible to anyone)

Permissions: Type in the name of a person or group to give them permissions.

Readers:

Authors:

Message: (optional); [Customize Message](#)

Name	Title	Degree
Shawn Samuel	CTO at Contact Networks	1
Greg Kuhren	Architect at Thomson Reuters Healthcare	1
Mike Coffman	User Experience Architect at Thomson Reuters	2
Steve Ritenour	Manager at Thomson Healthcare	2
Mahadev Dobre Wudal	Architect at Thomson Reuters Professional Division	2
Patrick Hurley	Senior Director, Client Services, UK/EMEA at Elite, a Thomson Reuters business	2
Richard Hermann	Vice President Worldwide Sales, Contact Networks a Thomson Reuters	2

LinkedIn



Preview – Integration with Skype

The screenshot displays the LotusLive interface for a user named 'Clothing Incorporated 34'. The main content area shows a file titled 'Overview of Interest in Private Clouds.ppt v.1' owned by Jorge Palmiero. A profile pop-up for Jorge Palmiero is visible, showing his photo and contact information: Chief Regional Design Director, 'Bluehouse' Dev, Five Clothing Square, London, UK, satwik@us.ibm.com, and 617-797-7068. Below the profile, there are buttons for 'Invite to Meeting', 'Create Activity', 'Skype Call', and 'Skype File Transfer'. A grey callout box with the text 'Call LotusLive contacts' has an arrow pointing to the 'Skype Call' button. On the left, a Skype window is open, showing a contact list with 'Brendan Drotby' selected. The top navigation bar includes 'My Dashboard', 'My Network', and 'My Services'.

Join them...LotusLive ... fast start ... no cost trials available at www.lotuslive.com

LotusLive

About Services Solutions Support Try Buy Return to Services Log Out

Working together just got easier

Online collaboration solutions for the working world

LotusLive is your place for online collaboration services. Discover, Connect and Interact.

Try Buy Learn More

- Go to www.lotuslive.com

IBM LotusLive

About Services Solutions Support Try Buy Return to Services Log Out

Ready to sign up? Here's what you do...

- 1. Submit the Request Form on this page**
Does anyone from your company already have an account?
[Find out why you might want to create an account instead of signing up \(click\).](#)
- 2. Look for an e-mail from us**
After you enter the form, we'll send you an e-mail. To continue signing up, click the link in the e-mail.
- 3. Complete the Sign Up Form**
We'll send you to the Sign Up form. Select a user name, password and password hint, and agree to the terms. After that, you're in.

Account Details

* Your Name

* Your Email Address

Note for LotusLive Attendees
To get the complete experience of LotusLive, you should complete, make sure that you register with your own personal or work e-mail address. Do not use the LotusLive Call Center e-mail address that you received when you signed up because it is a temporary account.

* Country

About Your Company

* Company

Industry

* Number of employees

Do you want to get future e-mails or other communications? (check all that apply)

Yes, I want to receive e-mails about the IBM product, our logs, and services



Thank you

wengseng.cheong@my.ibm.com



Back up



A Security-Rich Service

§ LotusLive draws on IBM's world-class experience in security

§ Business-ready - Not advertising-based (no data mining)

§ Comprehensive policies on privacy and client data protection

§

§ Three pillars of LotusLive Security

§ Security-rich infrastructure

§ Policy enforcement points provide application security

§ Human-centered security – keeping the end user in mind

§

§ Protecting your information through governance, tools, technology, techniques, and personnel

§ Governance policies based on years of experience

§ IBM software for security (e.g. Tivoli)

§ Experienced personnel drawing from IBM's rich heritage in security



-

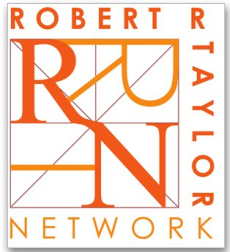
-

• Our Customers say it best...

-

-





- They had a very virtual group – of about 250 people worldwide and we needed:
 -
 - A way to facilitate, be efficient and on time with decision making
 - A way to keep everyone in the loop
 - Know who is working on which projects
 - An application that would allow us to centralize all material
 -
 - *We expected we would need to build a custom solution – we didn't think something existed that would house all the apps we needed*

LotusLive allowed them to...

....focus on entrepreneurship, innovation, breaking the mold – cutting edge – excellence
....give their virtual group an identity – it's where where they go to work every day.
LotusLive is convenient – and easy to use.
...to have a single place to go to and didn't need to cobble solutions together – pulling from various sites – to get the tools they needed.

What you've done with LotusLive is exactly in the same mindset of what are trying to do with RRTN. It's an innovative platform – and as an early adopter – we were able to demonstrate our innovativeness as well. We have big plans for our use with LotusLive:

Darian Hendricks
President & Executive Director



NORTEL

Had a variety of tools - all in an effort to make their work lives simpler – but some required a lot of administration direction and hand holding.

They were spending up to 15 minutes at the beginning of their teleconferences, with people trying to figure out if they had the most recent version of the document, the right pass code, or where they could find the presentations. Took longer in some instances if someone new joining the call



LotusLive gave us the ability to...

- ...collaborate instantly
- ...eliminate hand holding
- ...start a meeting with a single click
- ...have a common repository
- ...edit documents easily
- ...save time and money

Tom Kivell
Business Development Manager for SMB



INTERNAL SLIDE ONLY

Note to Seller's

- Delete all back up slides you do not plan to use, they are provided in order to give you flexibility in customizing your presentation
- Download all documents in the *Sales & ITS Lotus Live Demo 4 Lotusphere* collection in Kyle Farnand's Cattail
- <http://cattail.cambridge.ibm.com/cattail/?source=s#view=collections/E1EF20C>
- Contents
 - Value prop, background, and demo instructions document
 - Click by click walk through instructions
 - Value prop exerpts inline
- AVI file
 - Use Camtasia Player to play avi file in full screen mode
 - Use space bar to stop demo to talk about value prop before proceeding (by hitting space bar again)
 - Walk through demo with script 3 times before giving it to customer



Demo Scenario - Renovations Energy Solutions

- **Renovation Energy Solutions** want to start a marketing campaign around a set of solar panel products - their new premier range
 - *Frankie Adams* - Marketing Manager
 - Gardner Raynes- Marketing Rep
- **Working with a marketing firm, Dumont And Zechman Marketing**
 - Have worked with them in the past with some success
 - Samantha Daryn - Marketing Exec
 - *Heather Reeds* - Marketing Outsource Specialist
- **Project is just kicking off, team is being built**
- **Challenges on previous marketing campaigns were related to cost and lengthy project time**
 - Latency from missed phone calls, lost emails and todo lists
 - Often people were working on the wrong versions of a document
 - Costly travel for key meetings

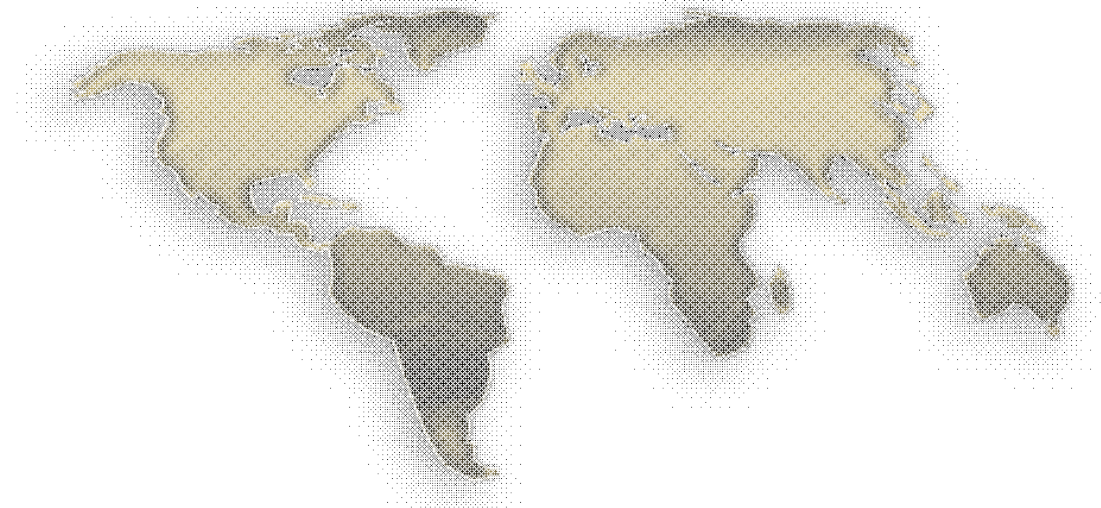


Demonstration

LotusLive Meetings & Collaboration: International Plan 2009

International Toll- Free Support

- Brazil
- Canada
- China
- Denmark
- Germany
- India
- Norway
- Sweden
- Switzerland
- UK
- Australia
- France
- Hong Kong
- Italy
- Japan
- Russia
- Singapore
- Spain
- South Africa
- Argentina
- Austria
- Belgium
- Bolivia
- Chile
- Colombia
- Costa Rica
- Dominican Rep.
- El Salvador
- Hungary
- Ireland
- Israel
- Korea – South
- Malaysia
- Mexico
- Netherlands
- New Zealand
- Panama
- Peru
- Portugal
- Puerto Rico
- Taiwan
- Uruguay
- Venezuela



Multiple Language Support

Phased approach for LotusLive offerings

- Chinese
- Japanese
- Korean
- French
- German
- Italian
- Spanish
- Brazilian Portuguese
- French Canadian

Performance Acceleration

Currently Enabled

- San Paolo
- Amsterdam
- Sydney
- Tokyo
- Bangalore

Note: Multiple-language support coming 06/2009 for Engage & Connections

Fortune 500 Leader in Construction and Facilities Services



Large University Extends Educational Opportunities

Global Leader in Communications Solutions

Non-Profit Finds Core Engine to Drive Strategy