Strengthen Your Information Agenda with Social Software and Collaboration: Deep Dive on Lotus Quickr

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ASEAN Lotus Collaboration

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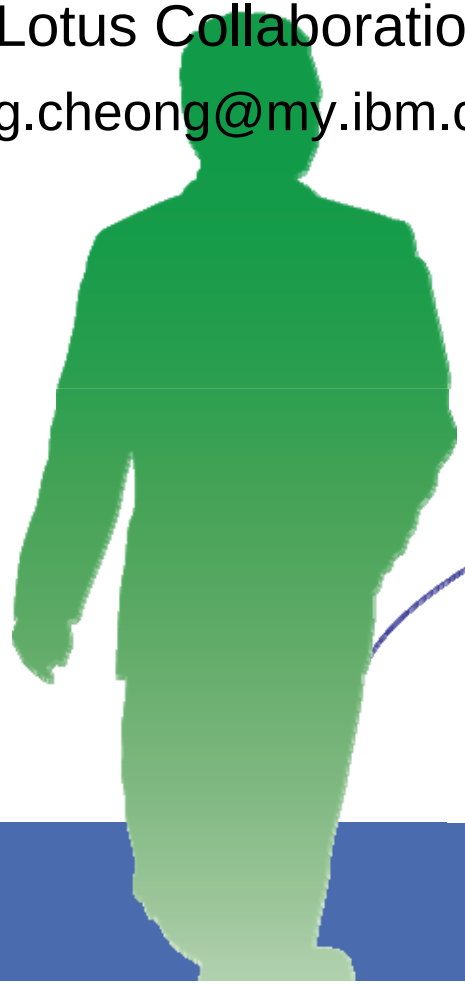

IBM Information ON Demand 2010

INFORMATION-LED TRANSFORMATION LEAD THE WAY

Agenda

- Business Imperatives for Success
- Lotus Quickr and Collaboration 2.0
- Lotus Quickr and Enterprise Content
- Looking ahead to the future
- Questions

Business Imperatives in Today's Connected World

I NEED TO CUT COSTS	I NEED MORE INSIGHT	I NEED AN ADVANTAGE
Use existing resources, applications and content more effectively to enhance productivity across my organization	Help employees find the right information at the right time to make better and more informed business decisions.	Leverage innovation from across the value chain and create stronger relationships to achieve sustainable competitive advantage
SMART WORK	GREATER AGILITY	INNOVATION

I must work smarter, be more agile, and innovate in the context of a smaller, smarter planet

- Global integration
- Virtual teams spanning the globe
- Collaboration with my partners and customers
- Rapid change

And I need to do it all with a changing workforce…

In the year 2000, there were more people **receiving pensions** in Italy than **people working** (22 versus 21 million)

Within the next seven years, **33 million people** in Japan (26%) will be **over 65 years old**

19% of the entire American workforce holding **executive**, administrative and managerial positions **will retire in the next five years**

By 2016, people **aged 60-64** in Australia is expected to almost **double**

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2008 IBM CEO Study:
Defining the “Enterprise of the Future”

Collaboration is the #1 Concern and Priority

Source: 2008 IBM CEO study

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Let’s talk about Lotus Quickr and Collaboration 2.0

Lotus. software for Business

Agenda

- Business Imperatives for Success
- **Lotus Quickr and Collaboration 2.0**
- Lotus Quickr and Enterprise Content
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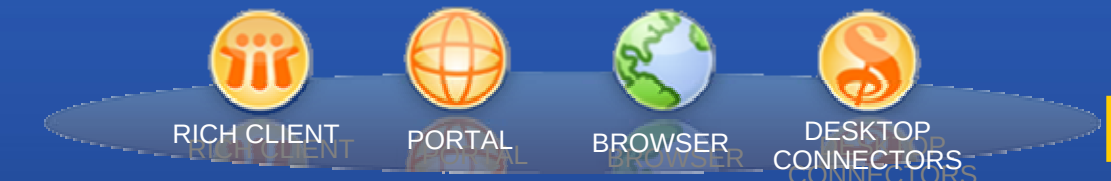
Lotus Quickr is

- Web 2.0-based team collaboration software.
- Designed to transform the way everyday business content such as documents and rich media can be shared.
- A tool to enable more effective team collaboration within and across organizational boundaries.

Lotus Quickr: Enabling teams to work together effectively



People

Places

Content

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Two deployment options

* These platforms may require a separate purchase

Some Lotus Quickr capabilities

Libraries

Quickly manage documents, forms, images, or other media in content libraries that you can manage and share with others.

Team Discussions / Forums

Keep a journal or blog of your meetings or creating discussions on different topics effecting your team.

WIKIs (Shared Editable Pages)

A shared editing space that team members can use to create and manage content such as designs, presentations, or other group material.

Team Calendar

Manage a community view of important events and activities that effect your team.

RSS / ATOM Feeds

Quickr provides the ability to produce a feed into your favorite feed reader so you can keep up with changes to places.

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Collaboration Across Your Value Chain

Intranet team spaces….

Executive
- Mergers & Acquisitions
- Executive boardroom

Finance
- Budget planning
- Annual report preparation

Marketing
- Event planning
- Competitive “Win room”
- New Content tracking

HR
- Employee benefits
- New employee resource

R&D
- Project mgmt.
- Best Practices

Extranet collaboration…

Executive
- Innovation Place

Finance
- RFP Response

Marketing
- Product launch

R&D
- Project coordination

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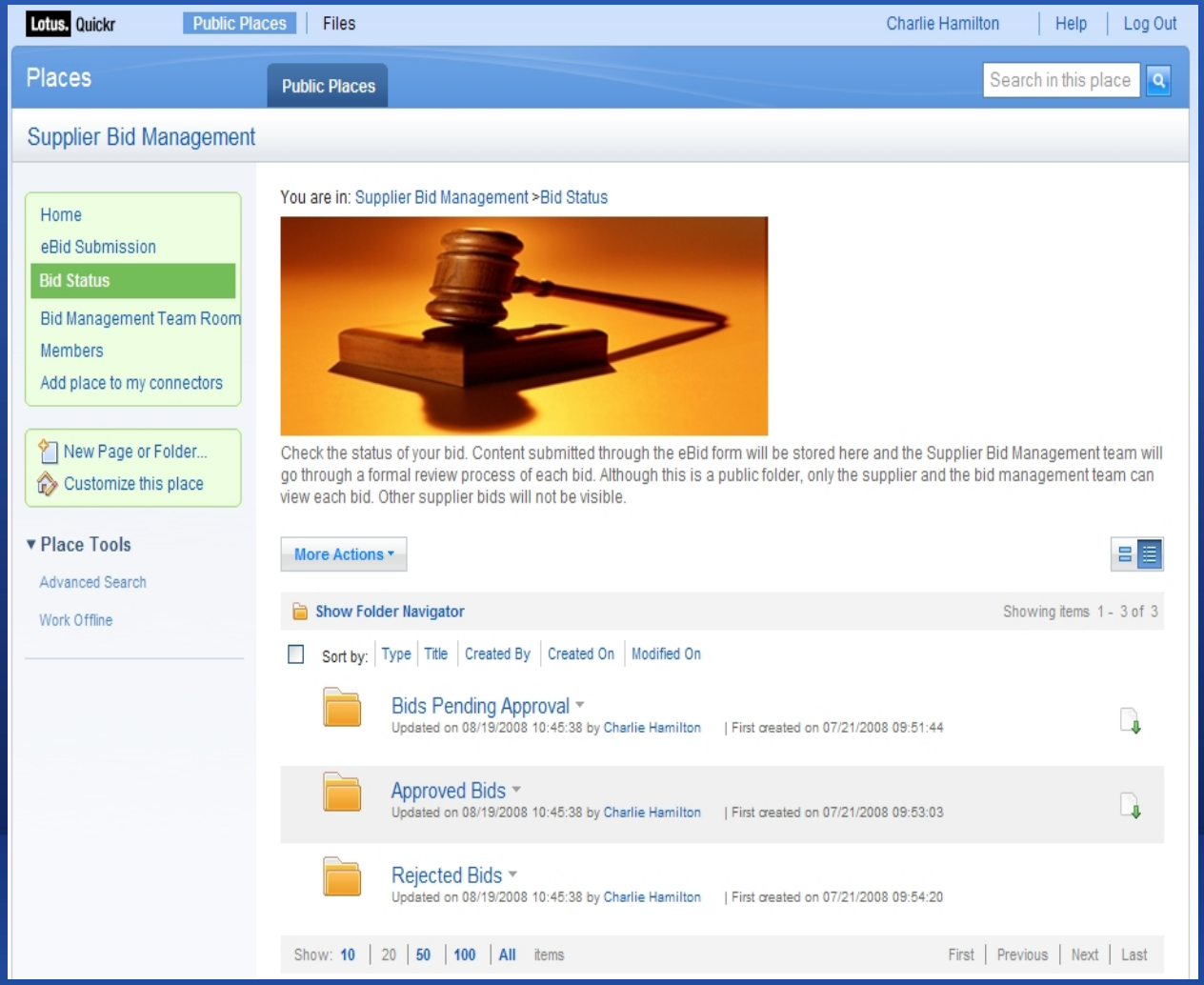
Business Project Team place examples

TEAM SPACES



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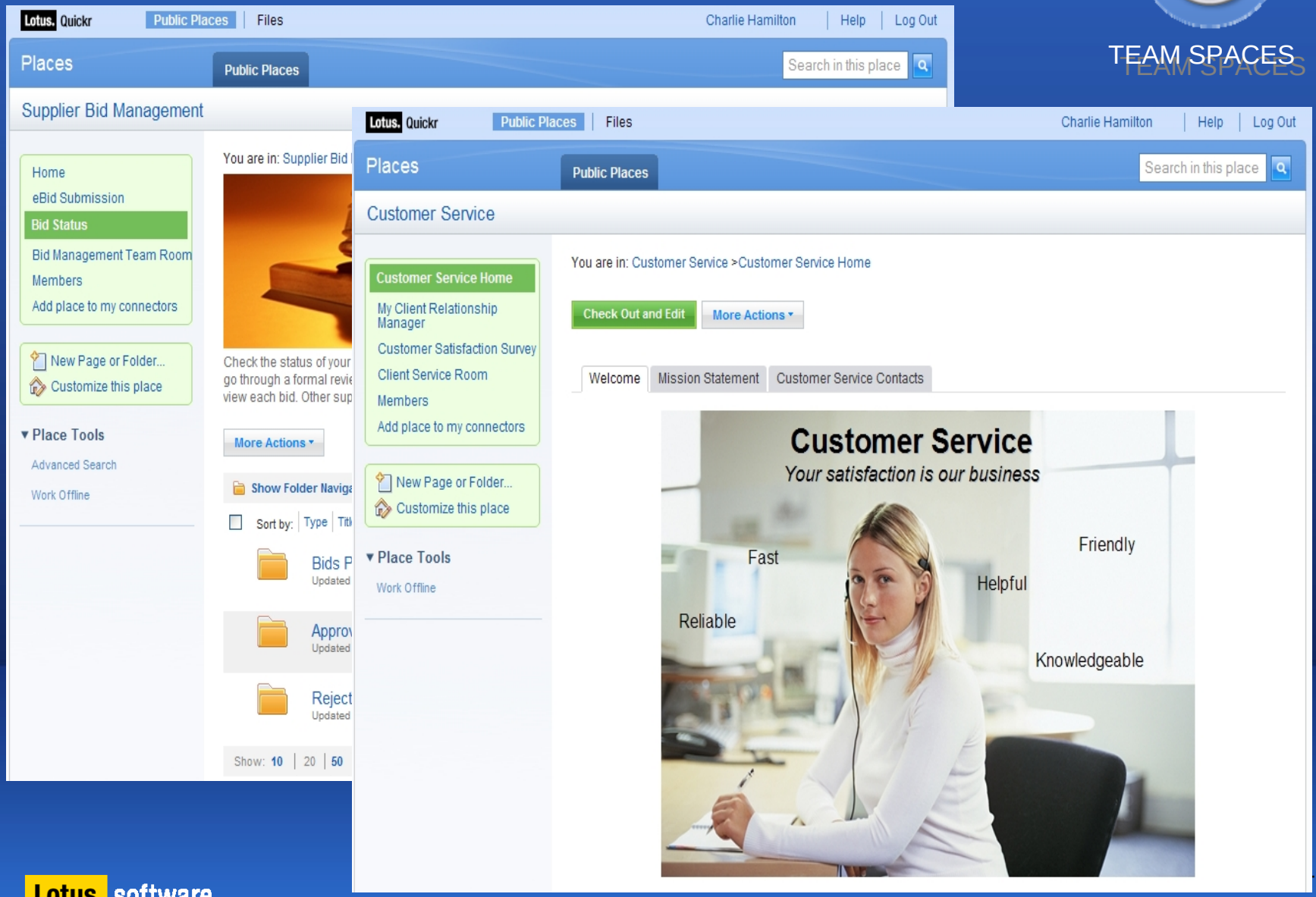
Business Project Team place examples

TEAM SPACES



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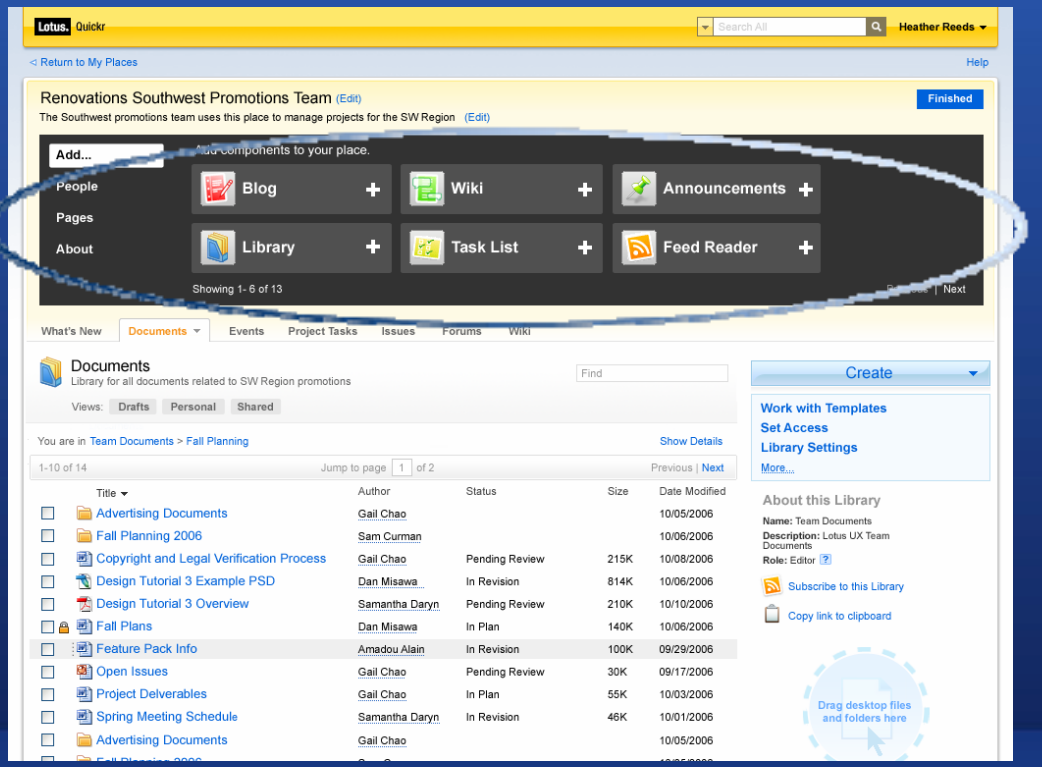
A collaboration space that adapts to your needs

TEAM SPACES

- Select the template with the look-and-feel and the components you need:
  - Content libraries
  - Team calendar and milestones
  - Lists/Forms for managing structured content
  - Discussions forums, team blogs, & wikis
  - And more...
- Customize the team space
- Templates are extensible, portable, persistent and reusable



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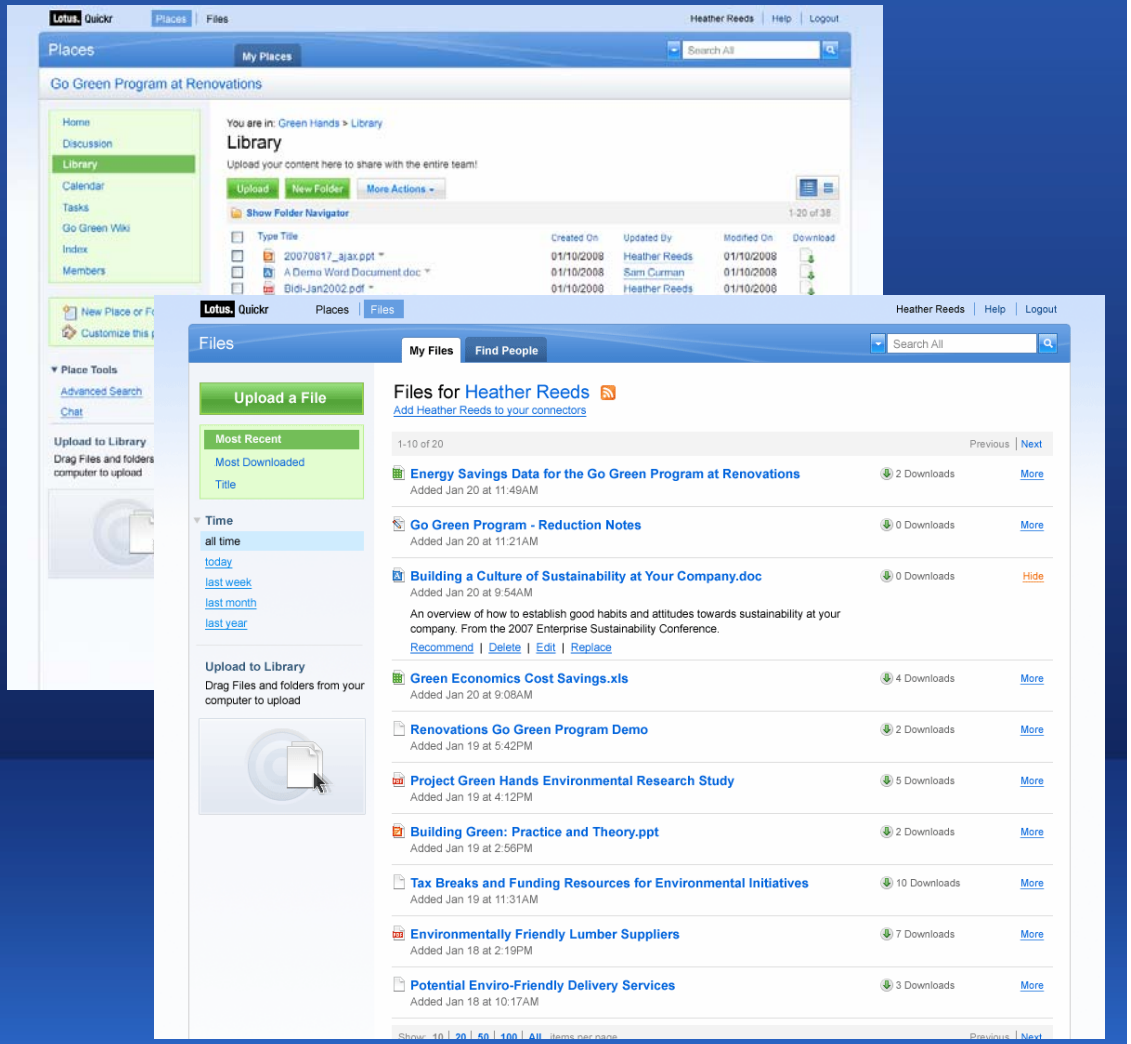
Share files and documents virtually

Quickly set up libraries to store and share content securely

DOC LIBRARIES

- Securely share documents with colleagues, customers and partners
- Supports a wide range of content sharing – Enterprise library, Team library, and Personal library



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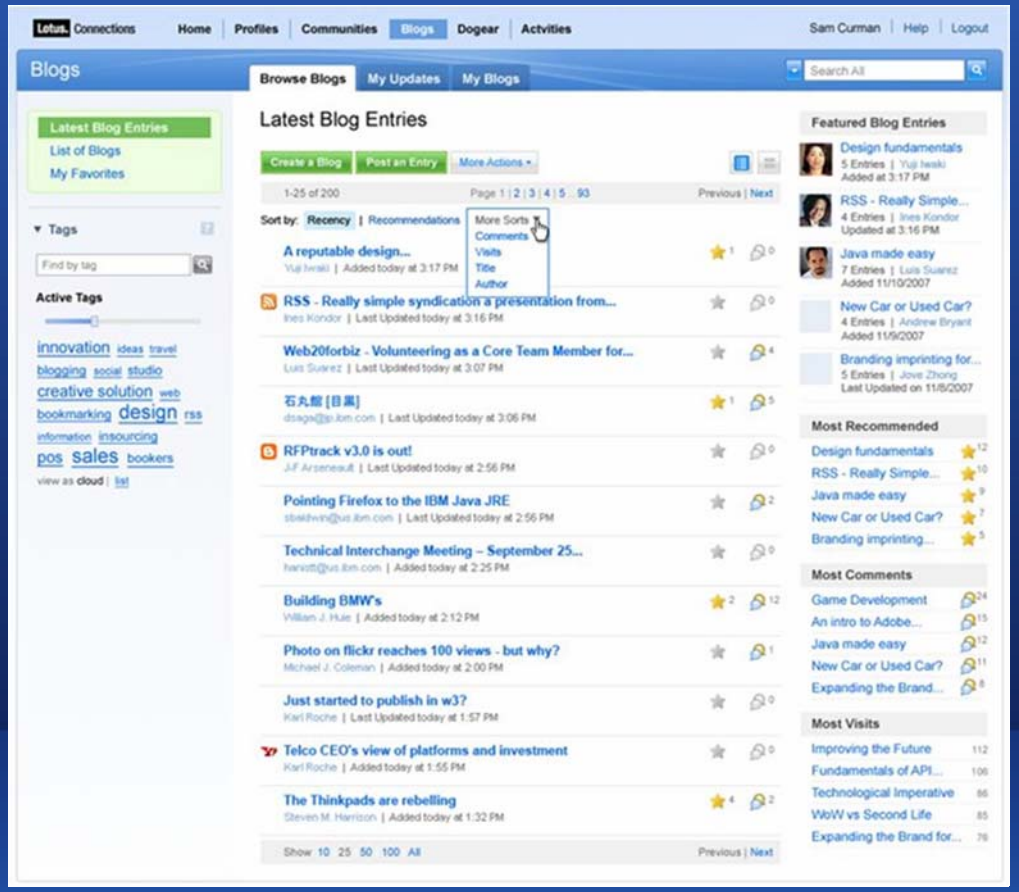
Blogs to Encourage Feedback and Sharing

BLOGS

- Supports both individual and group blogging
- Support discussions across silos, inside and outside your organization
- Allow customers and partners to provide their thoughts and feedback
- View highly rated entries and get notified of important issues



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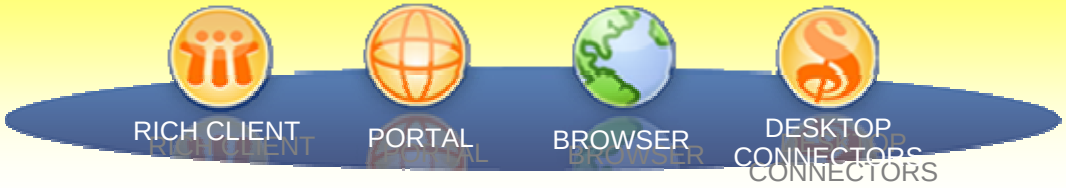
Use Lotus Quickr in your Everyday Business Tools

IBM Lotus Notes
Sidebars to access activities, content, team places in context

IBM Lotus Sametime
Activities, Communities, Profiles, content and team places in plug-ins

IBM Lotus Symphony
Access, edit and check in/out and upload files



Microsoft Outlook
Sidebar to access places and files in context

Microsoft Office & Windows Explorer
Access, edit and check in/out and upload files, search profiles, create a blog, and make to-do's

IBM WebSphere® Portal
Portlets integrate services into portal pages / sites

Extensibility
Browser, Bookmarklets, Feed readers, Business card, Mashups, Mobile, REST APIs

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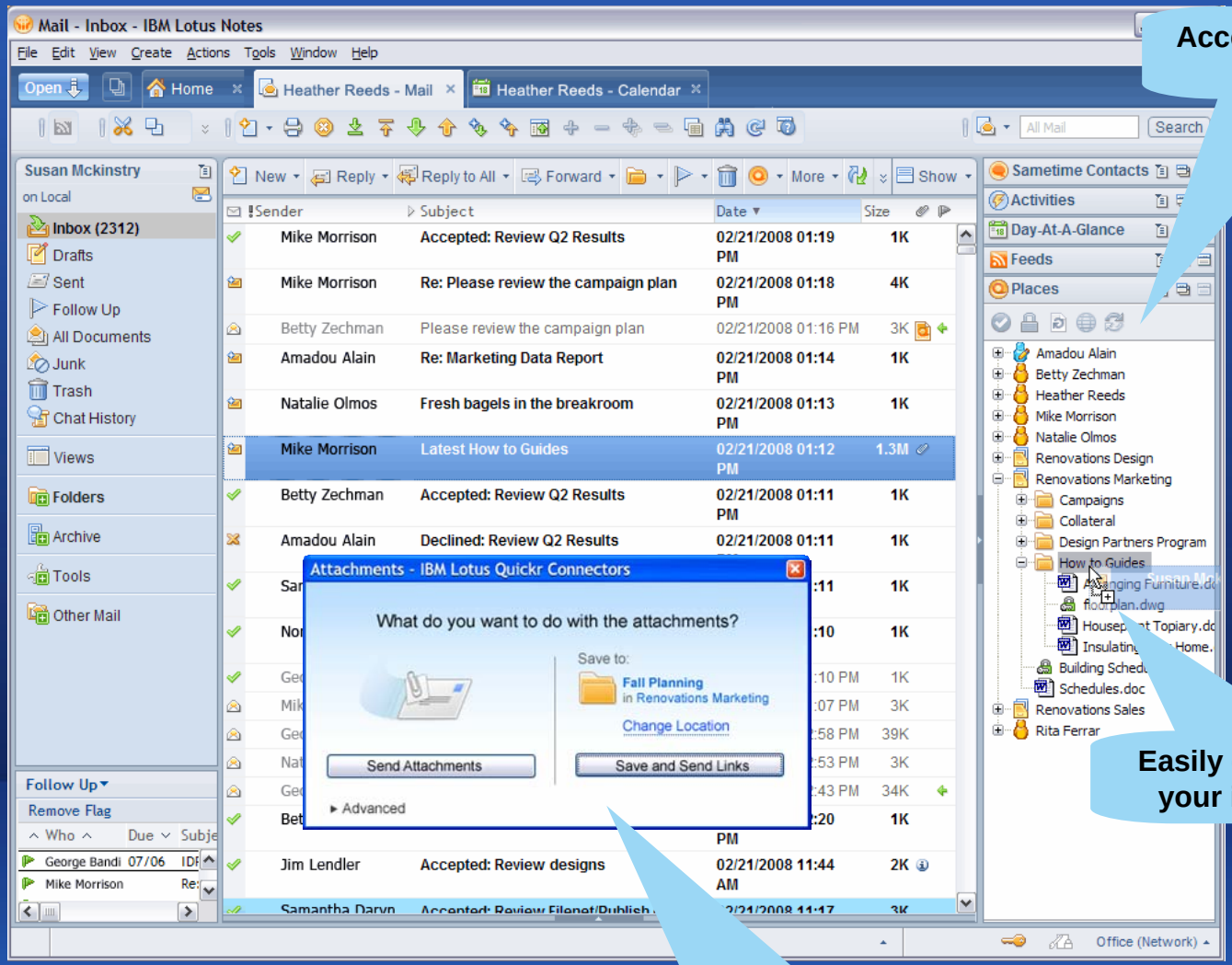
Lotus Notes Email and/or MS Outlook Connectors



Access your team places in the side shelf

Easily drag attachments from your inbox to a team place

Send links, not attachments to your team members

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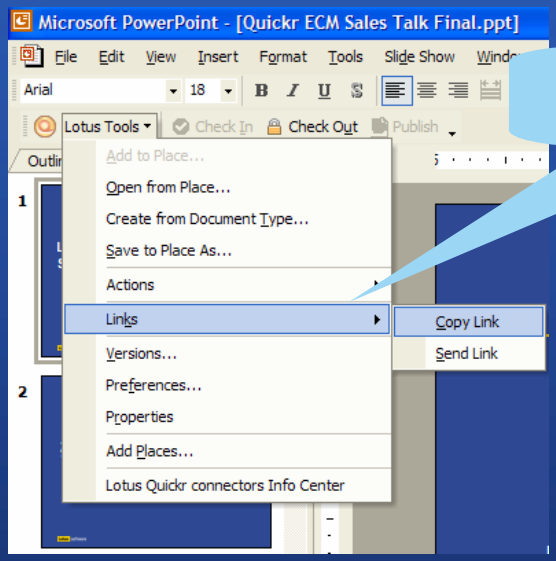
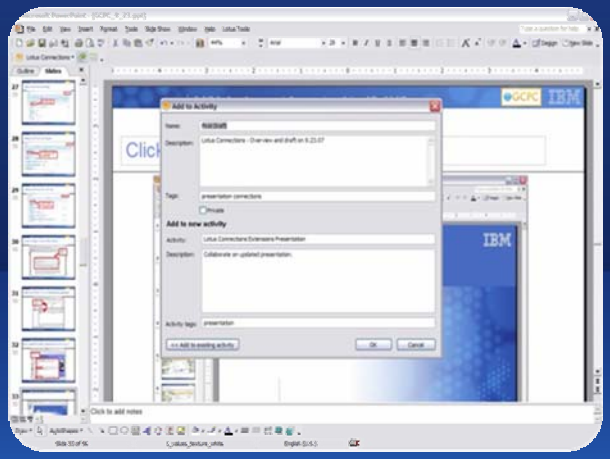
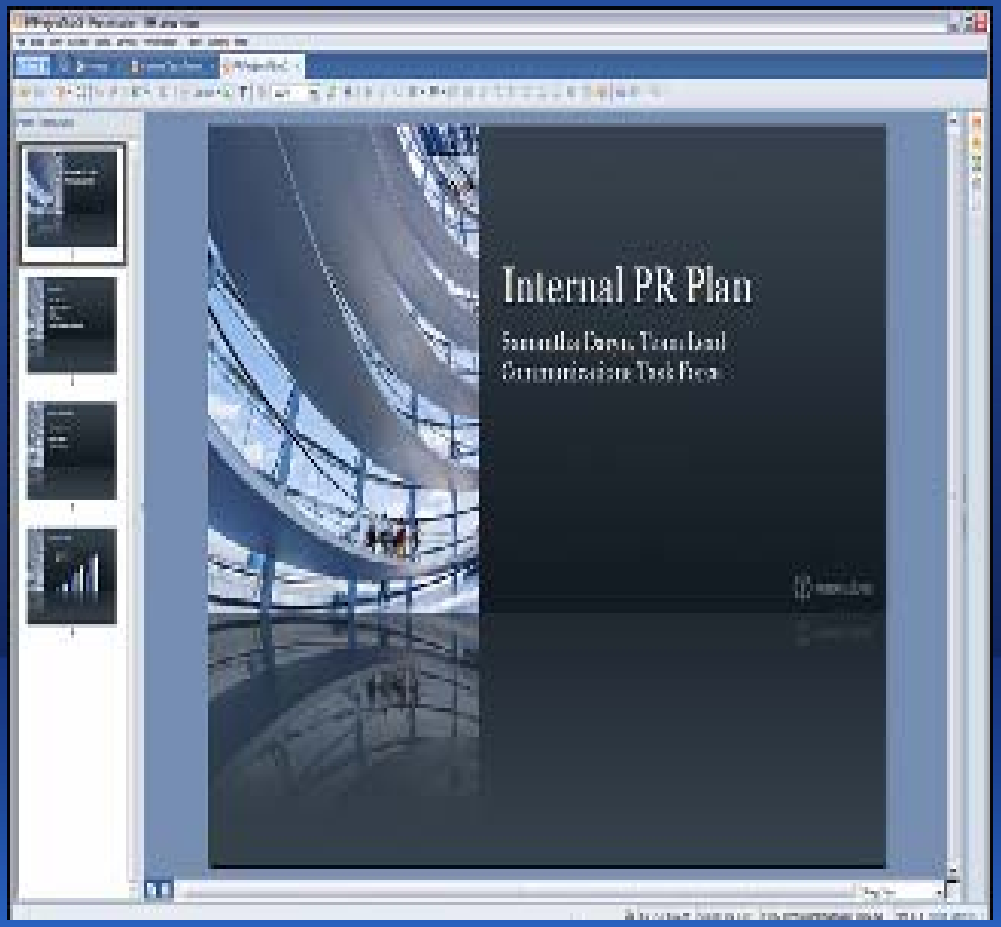
Microsoft Office and/or Lotus Symphony



Access Quickr services directly within Office UI





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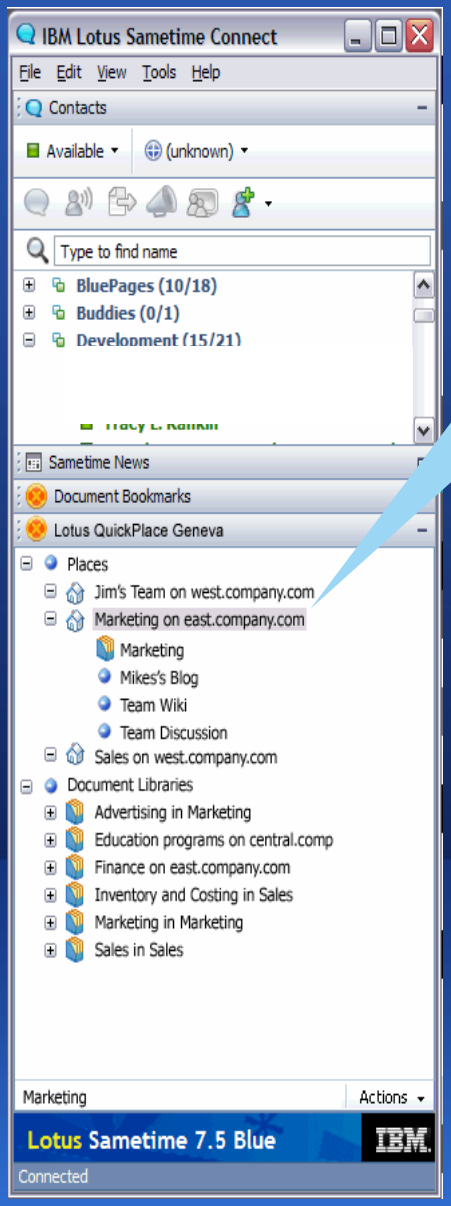
Lotus Sametime®...real time access to your content



Easily access your places and files from the chat window

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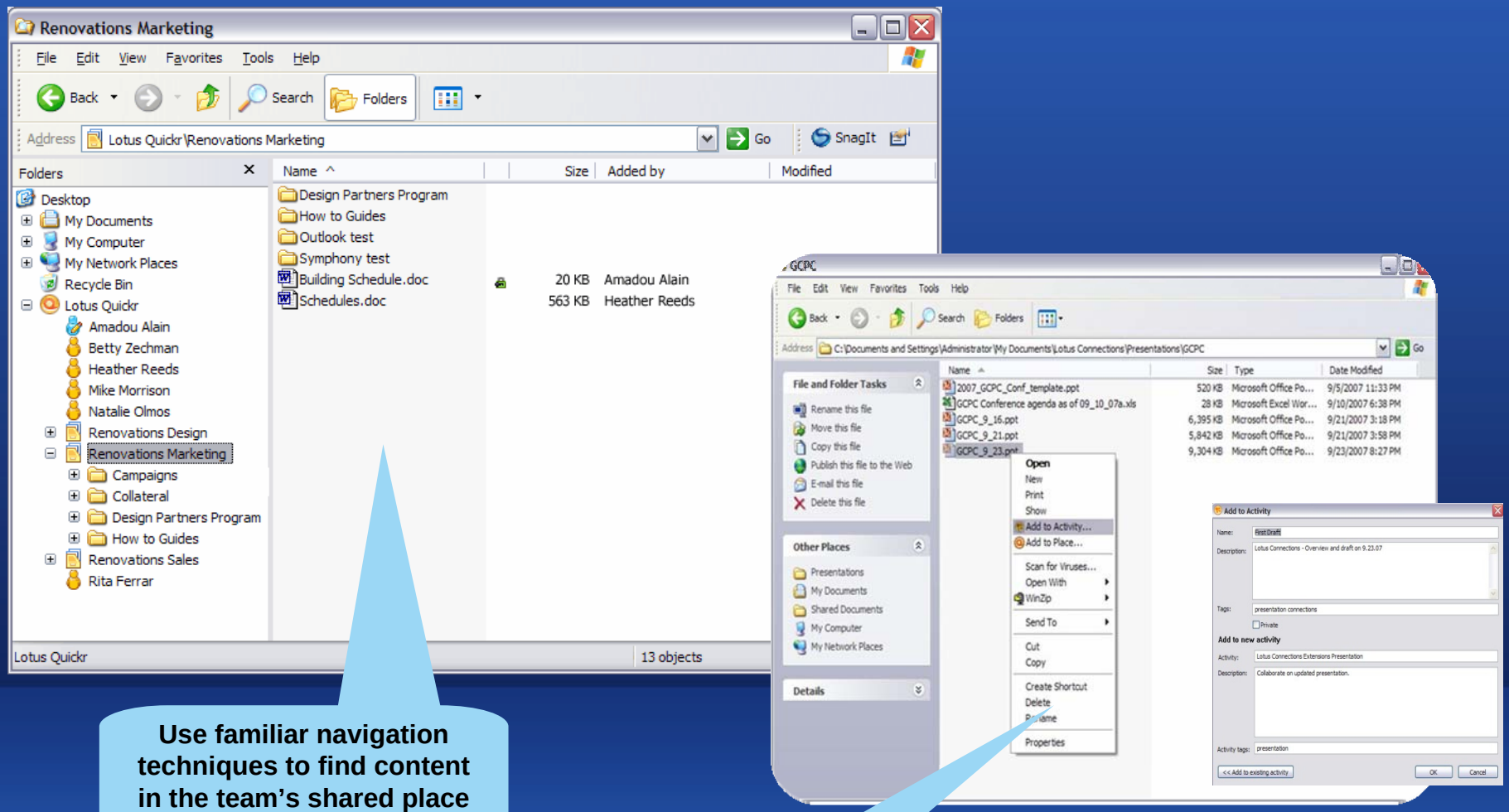
Microsoft Windows Explorer



Use familiar navigation techniques to find content in the team's shared place

Easily add to an Activity

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Collaboration 2.0 in Action

Clean 'n Green

About Matt, Marketing VP

- Launching new biodegradable cleaning product
- Needs to work closely with sales team to plan a strong launch event & get customers excited at upcoming supermarket demos
- Must align the right messages for the launch, their competitive differentiation, and build the buzz with customers and partners
- Needs to work closely with sales and product mgt to align all the content, messages, and to closely organize these events across the country

Challenges

- **Short runway**: limited time to get groups working together
- **Close coordination** for launch, supermarket events, documentation, and sales teams
- Teams in **multiple geographies**; significant travel to sync up
- Needs a place for people to **come together** and review product information and launch material
- No way to **solicit partner feedback** and share content outside the organization

Collaboration 2.0 in Action

Clean 'n Green

Solution

- Lotus document services provides "free form" Web 2.0 capabilities such as blogs, wikis, etc. Everyone works together on content in structured and unstructured ways - which will help get the product to market sooner
- Matt can track progress closely with workflow; approvals are sent to team members as he finalizes content
- Lotus Notes is integrated with document services, so the teams can capture email & IM discussions directly into the project repository, which speeds up time to delivery
- Sales reps take content offline and synchronize when reconnected. Events and tasks are posted to their calendars & email so that they can properly coordinate on the events
- Authors work together in real-time, reducing travel costs and speeding the product release
- Document services are extended through the company's extranet, for partners

Benefits

✓ **Seamless Content Authoring**: structured and unstructured content with workflow for approvals and proper assignments

✓ **Efficient Task/Issue Tracking**: team is focused; easier to foresee roadblocks

✓ Collaborative discussions are an **open feedback** mechanism for the team to work on document drafts

✓ **Solid Security**

What makes this Collaboration **2.0**?

- ✓ Enabling people to work the way they naturally work (via the Quickr connectors)
- ✓ Making it easy to get started and keep going (out-of-the-box templates and customization without programming)
- ✓ An engaging and interactive user experience (Web 2.0)
- ✓ Meeting the needs of both individuals and teams
- ✓ Self-service and viral adoption
- ✓ Integration with social and real-time collaboration software

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Lotus Quickr in the Content Management World

Personal
File Sharing

Blogs

Places

Libraries

Wikis
Forums

Portal

WCM

ECM

Content

Shared
One Author

Ad-hoc

Fluid

Many authors

Formal

Structured

Protected
Many readers

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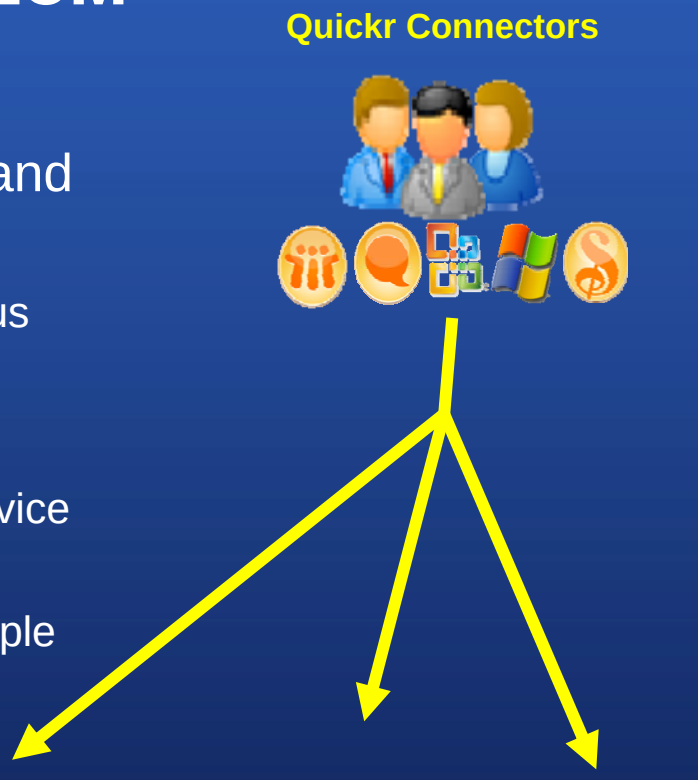
Lotus Quickr integration with ECM

- **Direct access** to content in Lotus Quickr and ECM repositories via Quickr connectors
  - Easy to create, share and collaborate using Lotus Quickr connectors
  - Access from your familiar desktop applications
  - Move content from Lotus Quickr into ECM (and vice versa)
  - A “federated” desktop view of content from multiple repositories



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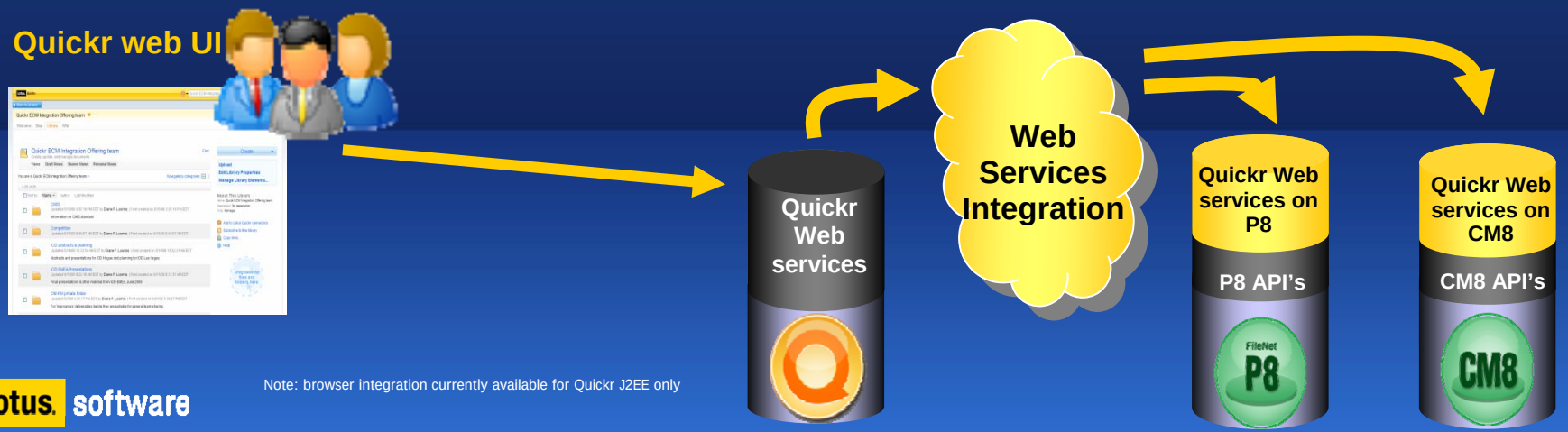
Lotus Quickr integration with ECM

- From a browser, user accesses Lotus Quickr server to see and interacts with ECM content
  - User initiated document move, move with link, or copy into ECM
  - Create links to existing ECM content within Quickr
  - Display contents of ECM folders within Quickr easily using feeds
  - Search ECM content from within Lotus Quickr



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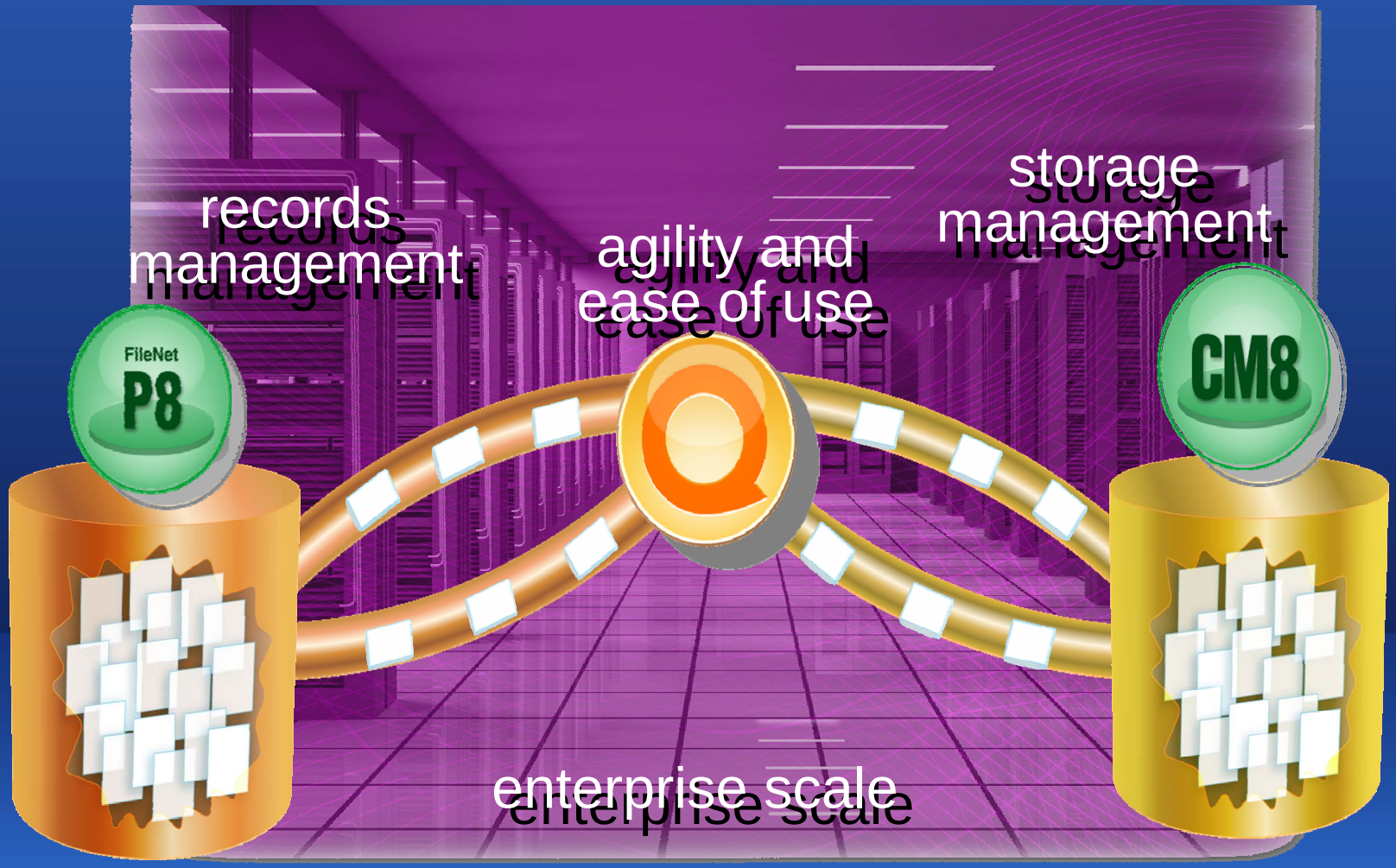
Note: browser integration currently available for Quickr J2EE only

Uniting Best-of-Breed Collaboration and Industry-Leading ECM

The most complete single-vendor collaboration and content solution available



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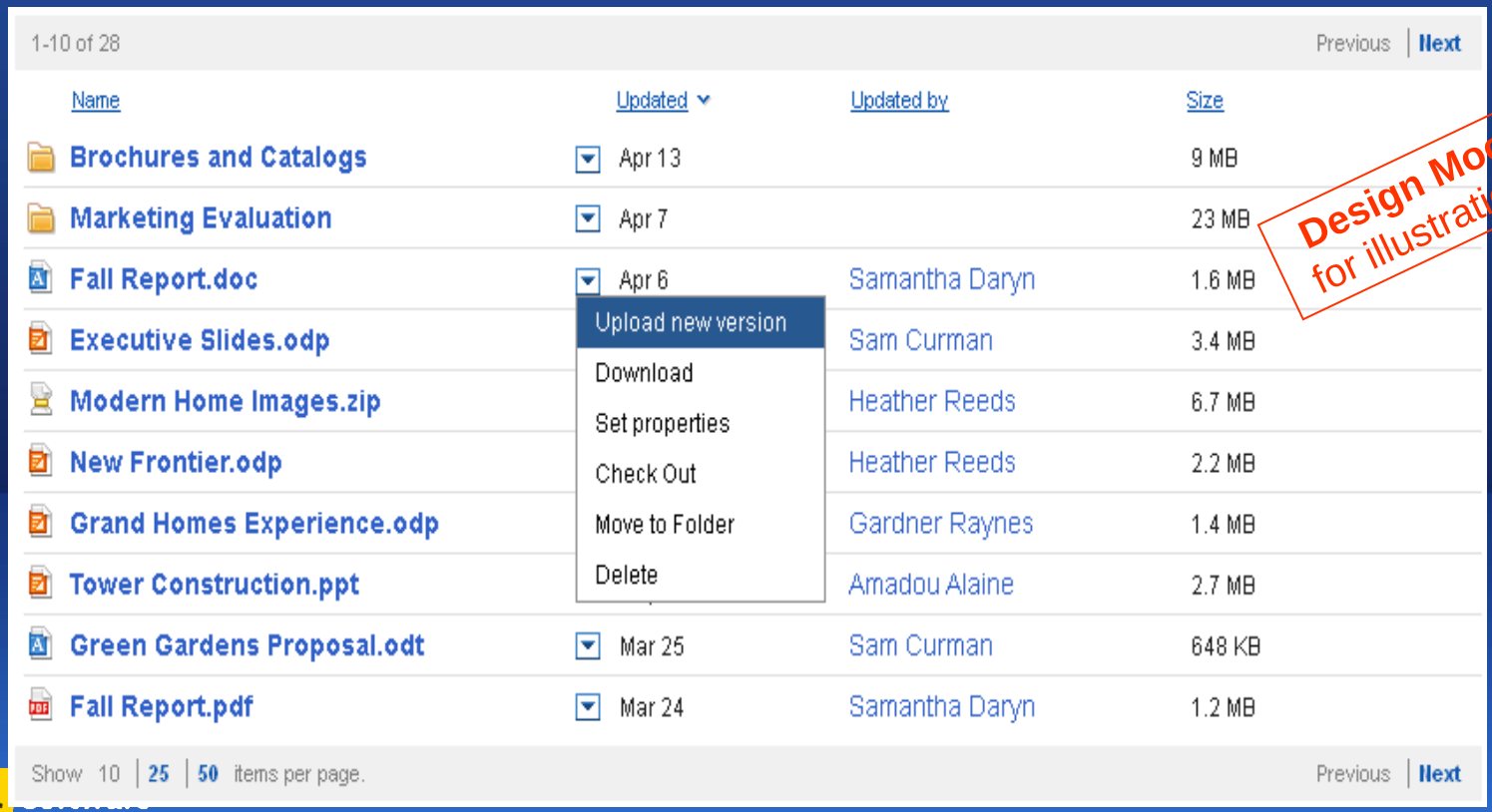
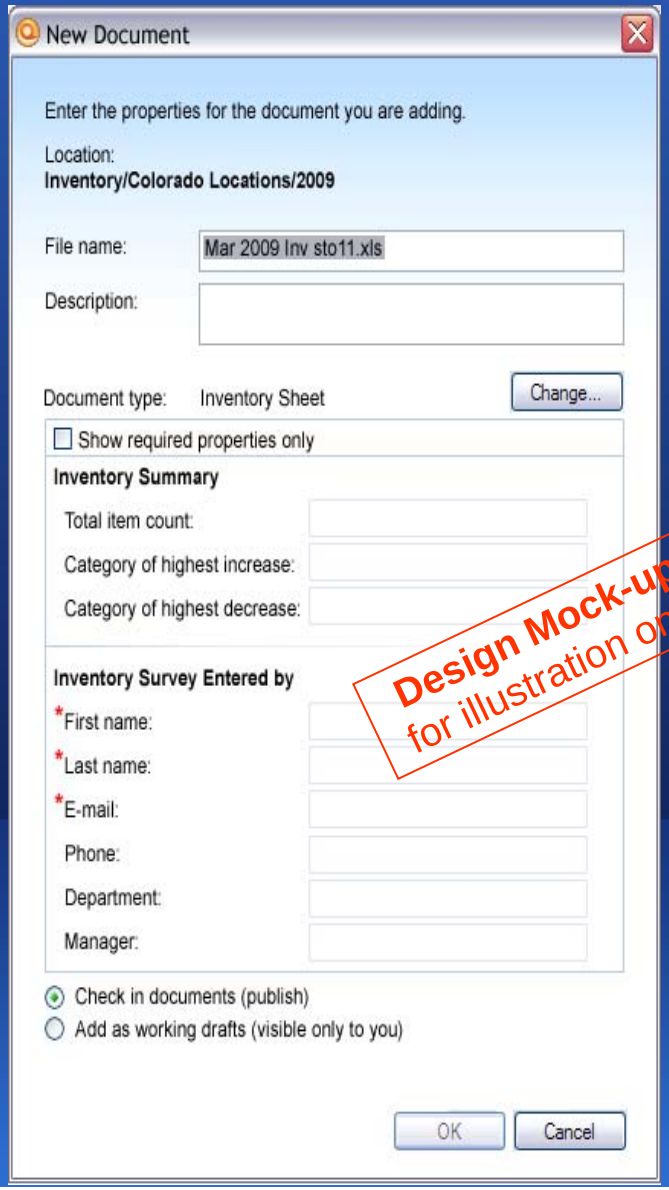
Direct access to ECM from within Quickr web UI

- View/Edit ECM content within Quickr
  - iWidget talks directly to ECM and provides basic content operations



Quickr connector enhancements

- Prompt users for required meta data when saving documents to Quickr or ECM from common applications



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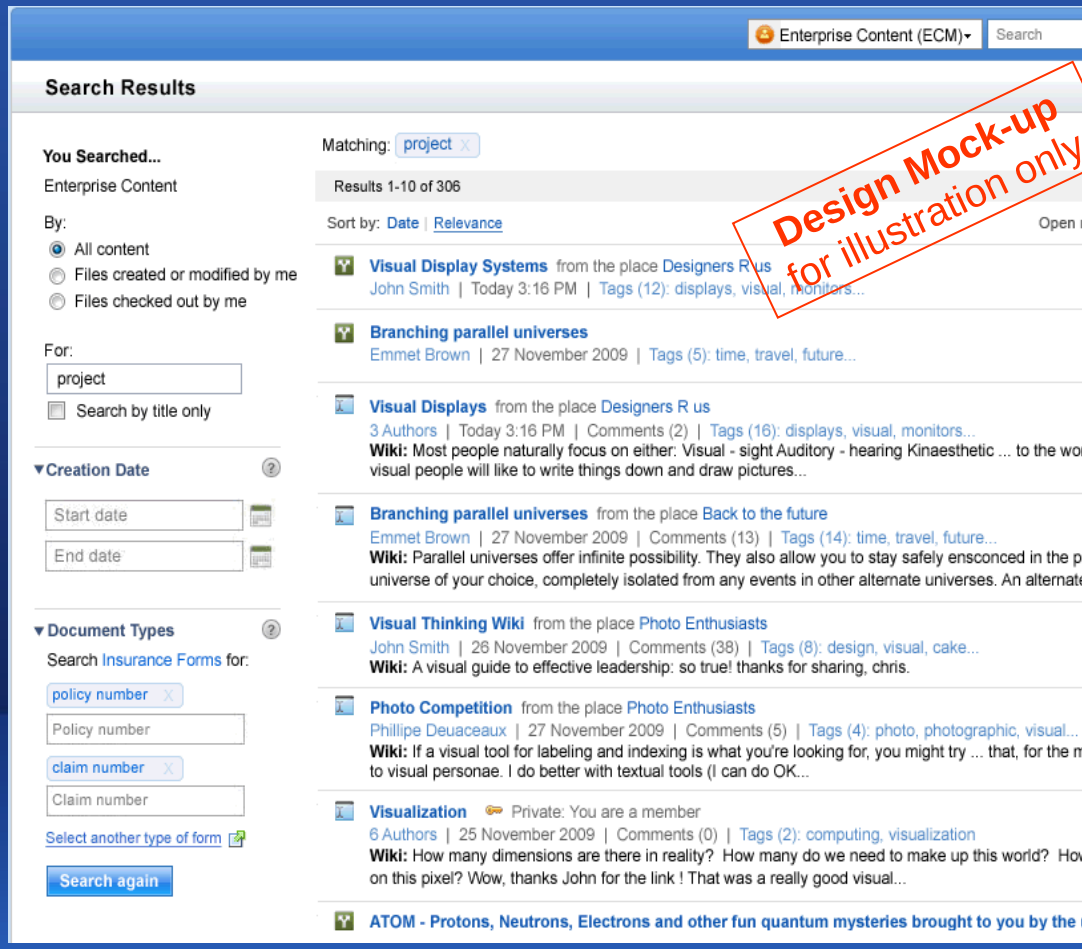
Search ECM content from Quickr browser UI

- Additional search scope enables search of ECM content from Quickr browser UI



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Questions ?

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Thank you

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