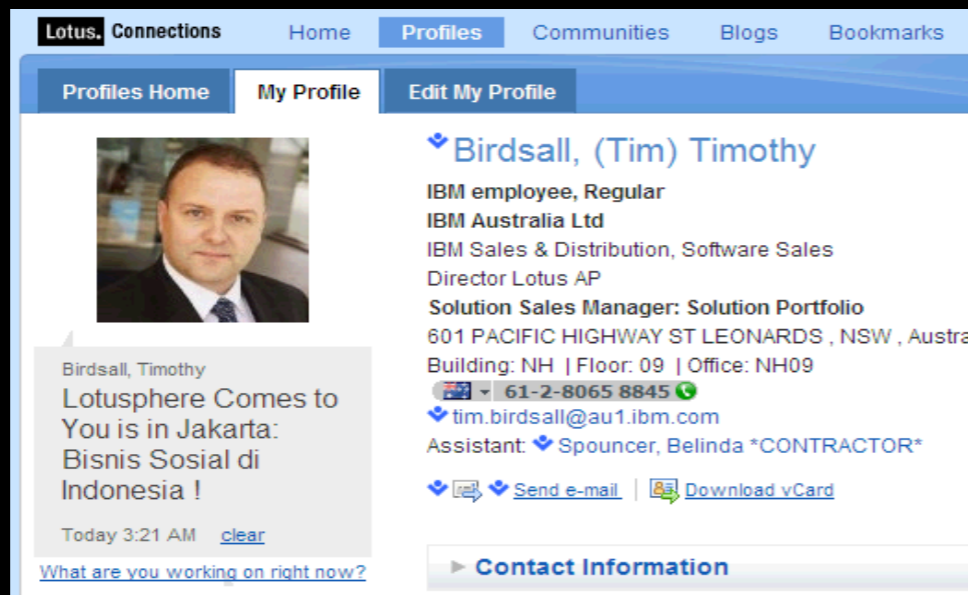


# Lotusphere and InformationOnDemand Come to You

Get Social. Do Business. Gain Insight. Optimize Results.

## The Dawn of the Social Business



Timothy Birdsall

Director, Lotus Software, IBM  
Software Group, Asia Pacific

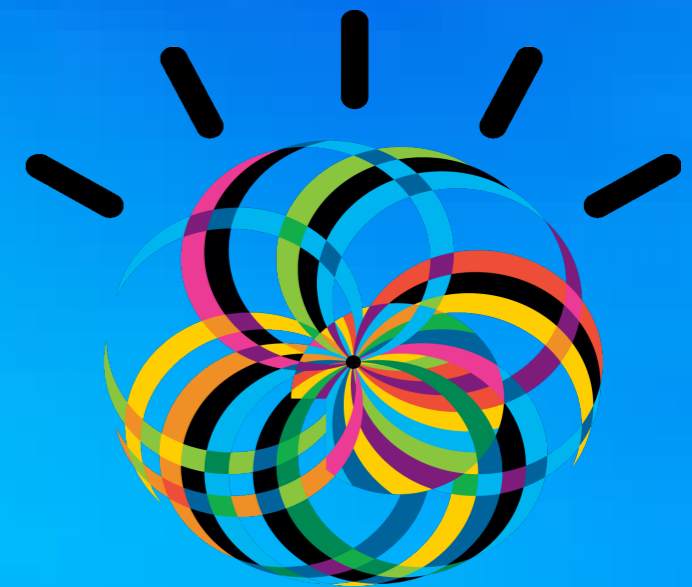
tim.birdsall@au1.ibm.com

@tjbirdsall

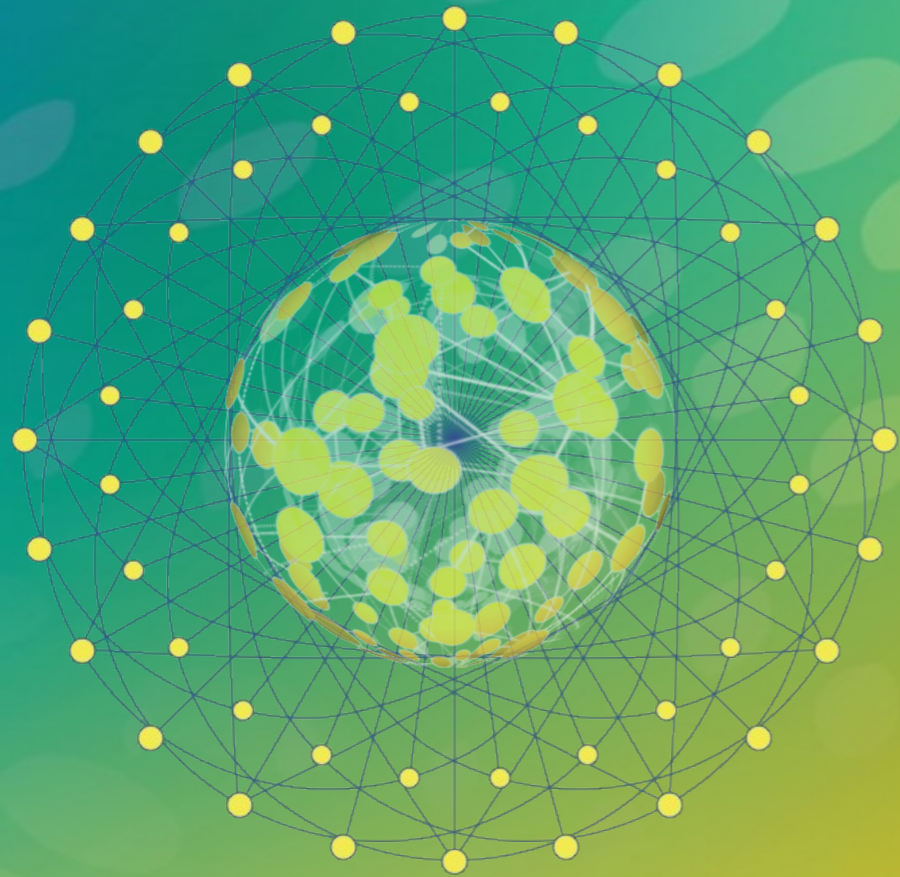


# Agenda

- Why Social Business?
- Tenets of a Social Business
- Business Successes
- Helping You Get There
- Technology Behind Social Business



# Leveraging Social Software for Business Results





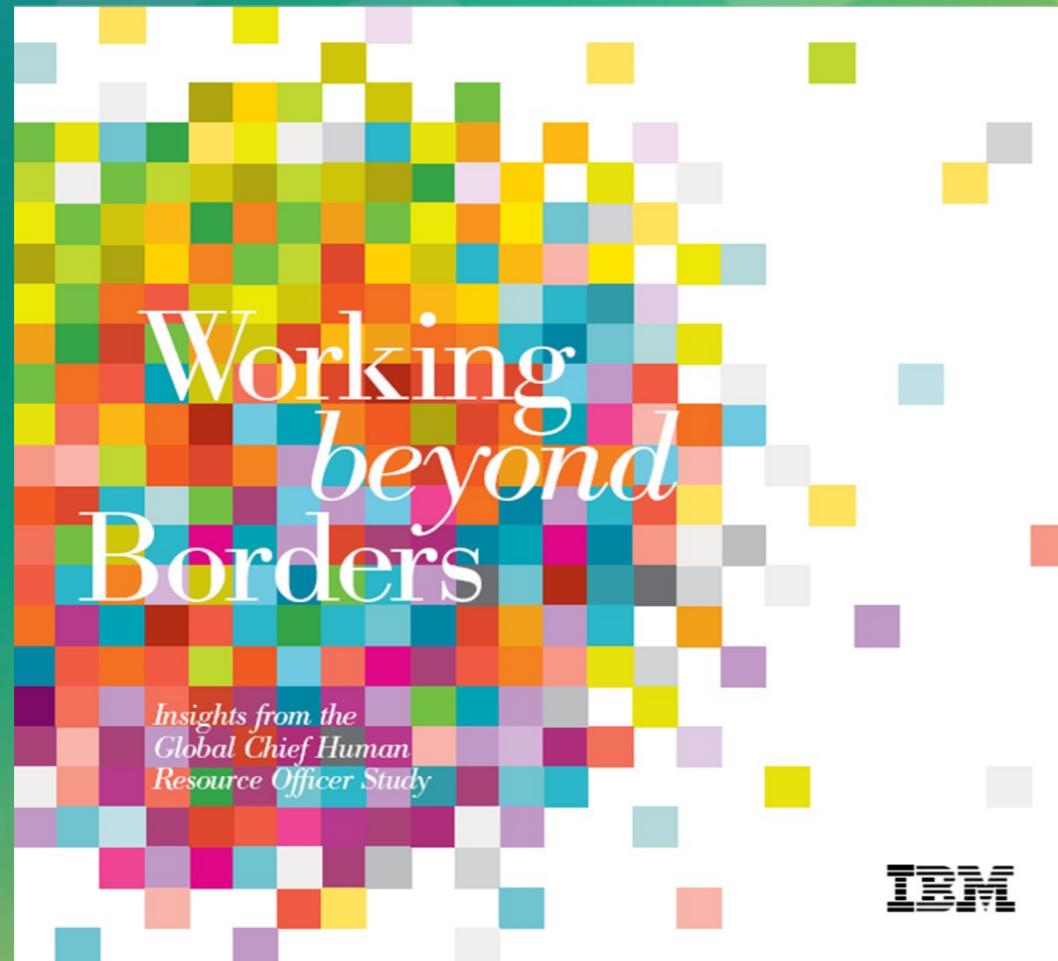
*Capitalizing  
on Complexity*

*Insights from the  
Global Chief Executive  
Officer Study*

Creative leadership

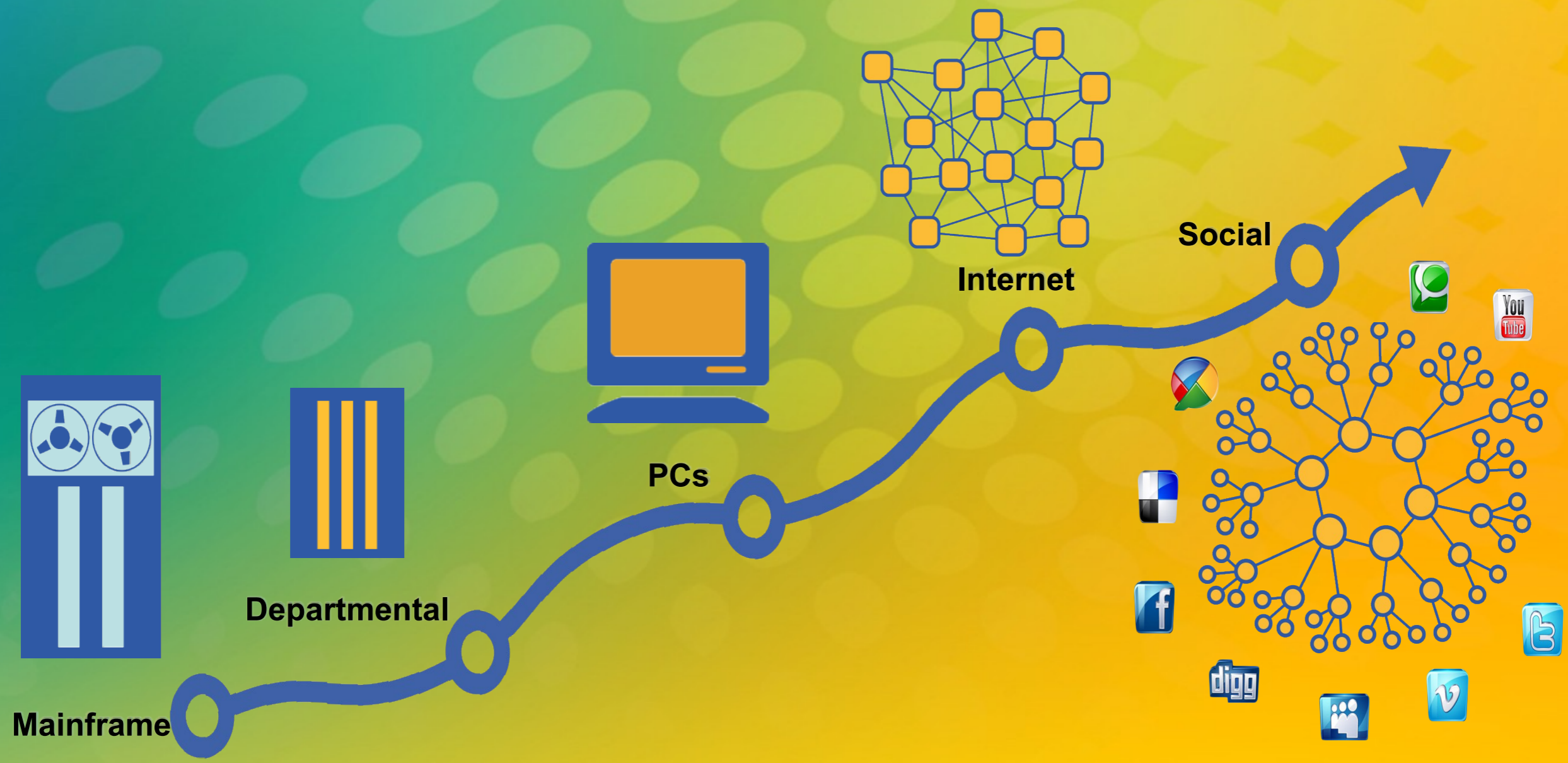
Reinvent relationships

Operating dexterity



Creative leaders  
Mobilize for speed  
Collective intelligence

# Lotusphere and InformationOnDemand Come to You



*Early predictions about these rare shifts sometimes underestimate their scope...*

I think there is a world market for maybe 5 computers.

- Thomas J. Watson, Sr.

There is no reason anyone would want a computer in their home.

- Ken Olson, founder Digital Equipment Corp.

640k is more memory than anyone will ever need.

- Bill Gates

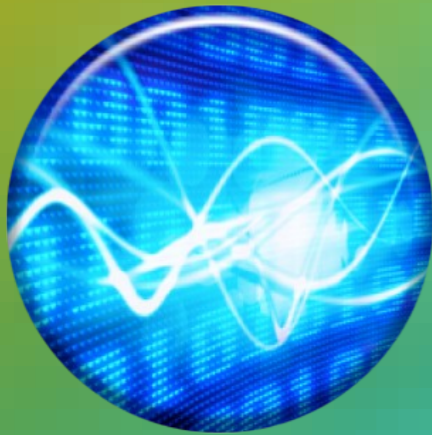
Remote shopping, while entirely feasible, will flop.

- TIME Magazine, 1966



# Companies face new challenges...

Data



**15 petabytes** of new information being generated every day

---

**80%** of digital data will be “unstructured”

Complexity



**70 cents per \$1** spent on maintaining current IT infrastructures versus adding new capabilities

---

**25 billion** market data messages handled each day across global trading systems

Connections

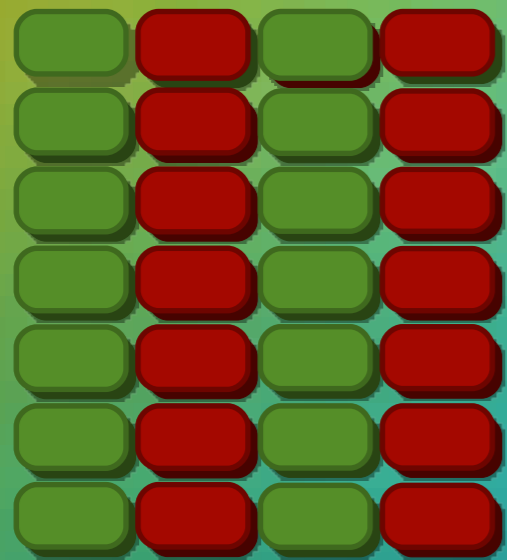


**19+ hours** spent searching for the right information each week

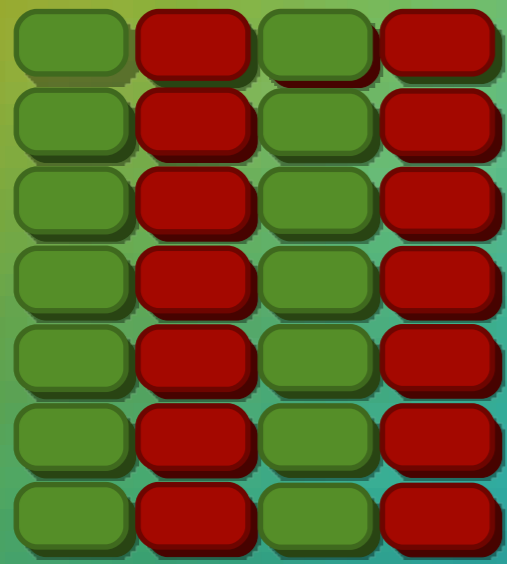
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**\$5.3 million** a company loses annually by not finding the right information





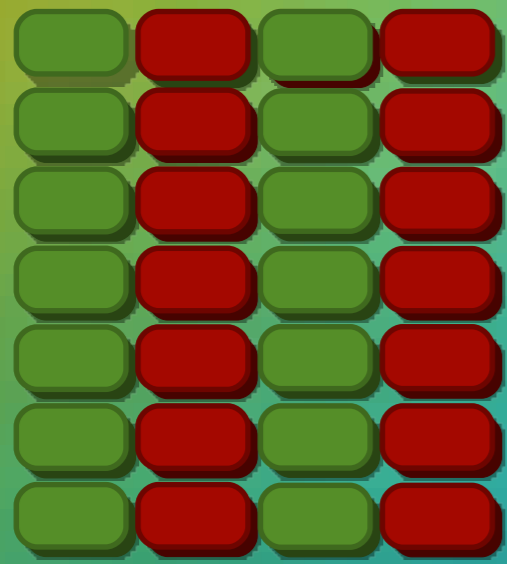
Reputation



Reputation



Security



Reputation



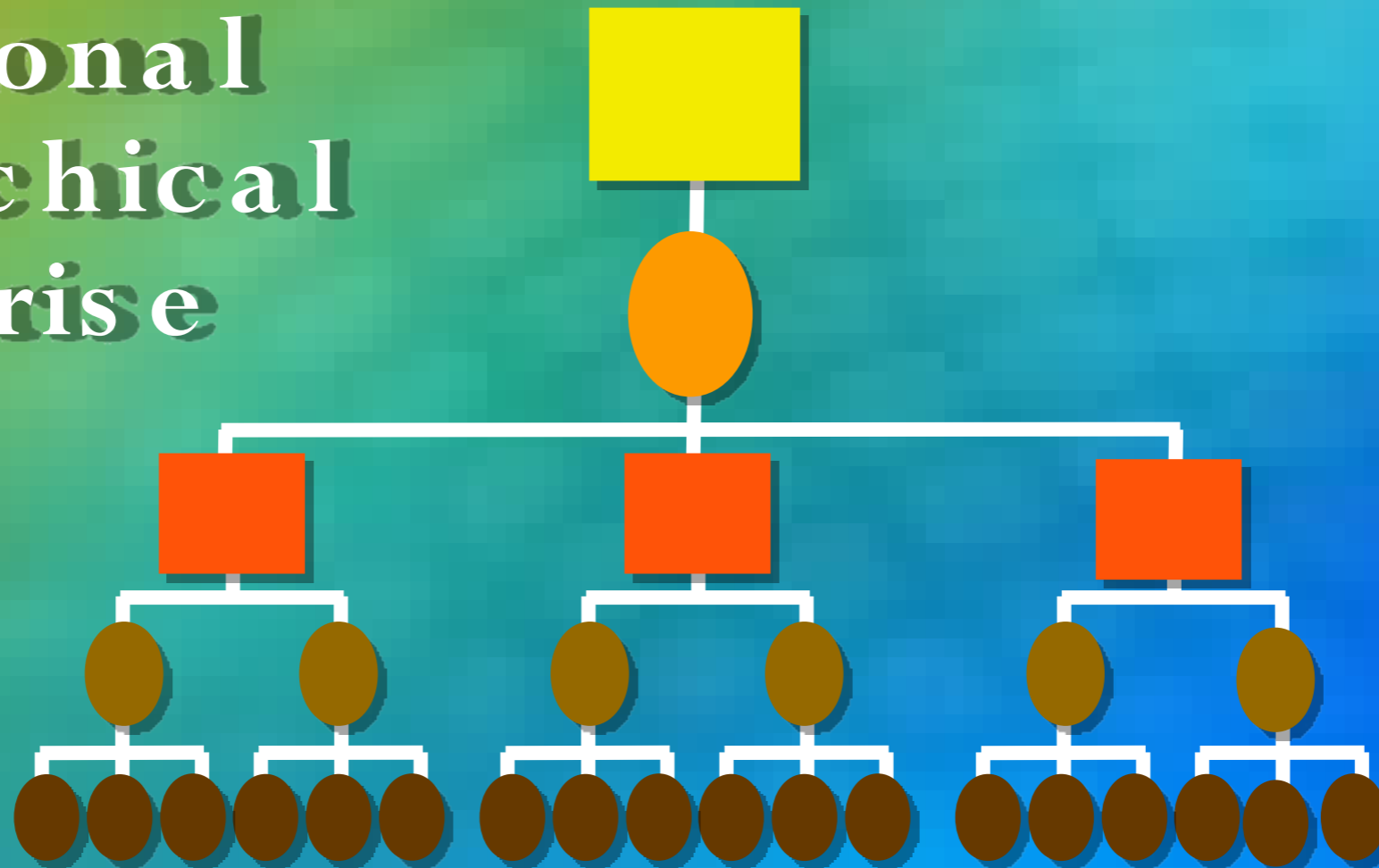


**A Social Business embraces networks of people to create business value**

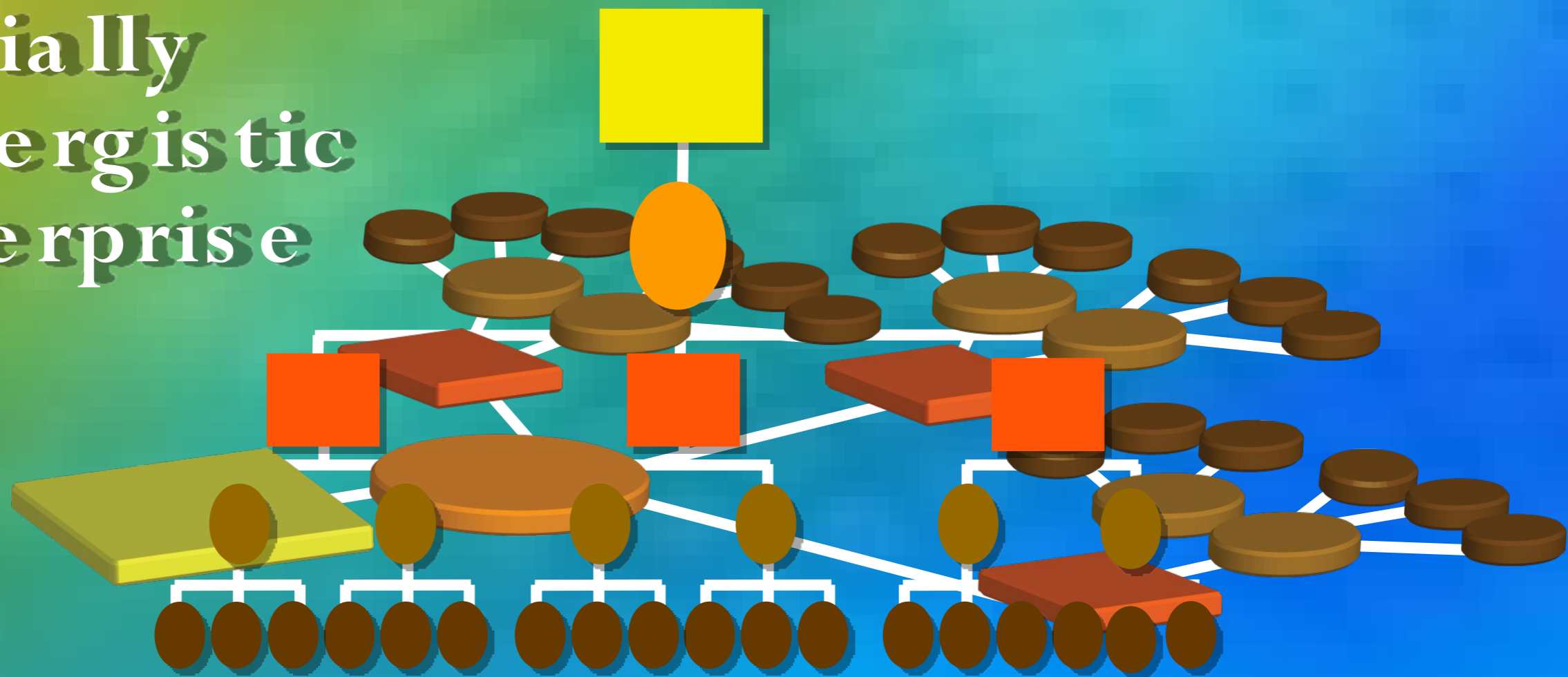
**Engaged**  
**Transparent**  
**Nimble**



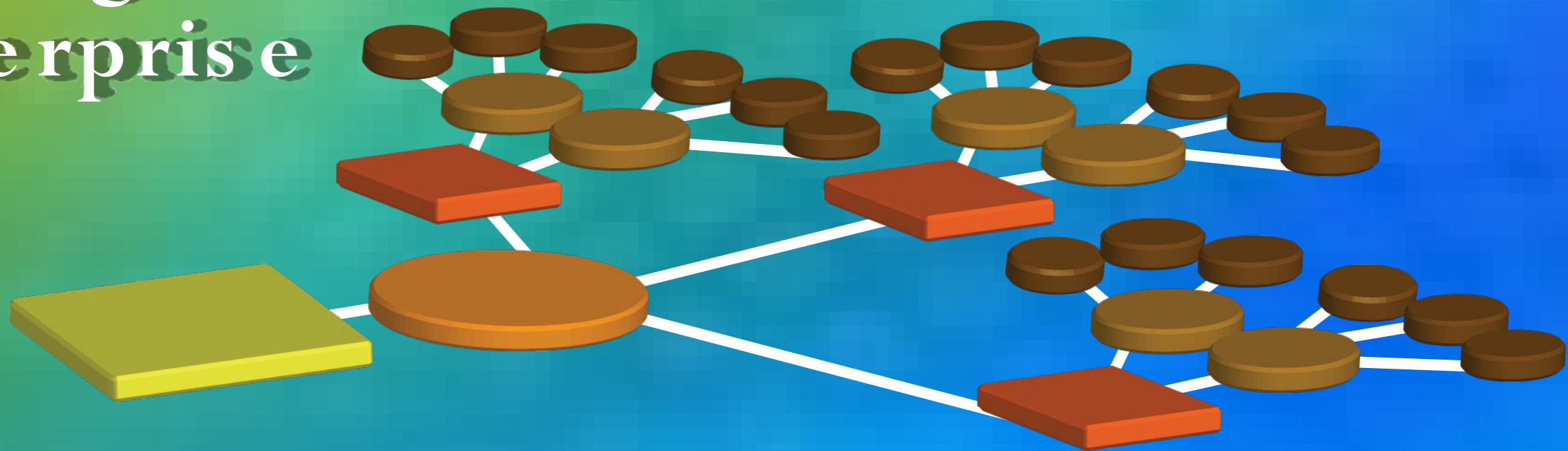
# Traditional Hierarchical Enterprise



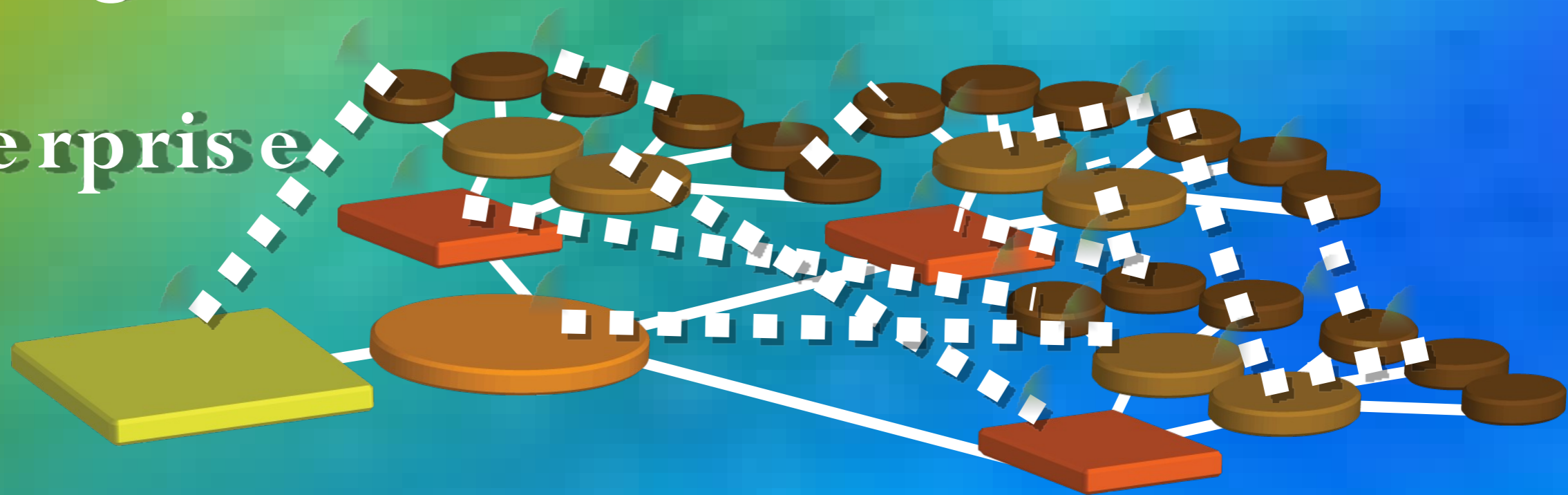
# **Socially Synergistic Enterprise**



# **Socially Synergistic Enterprise**

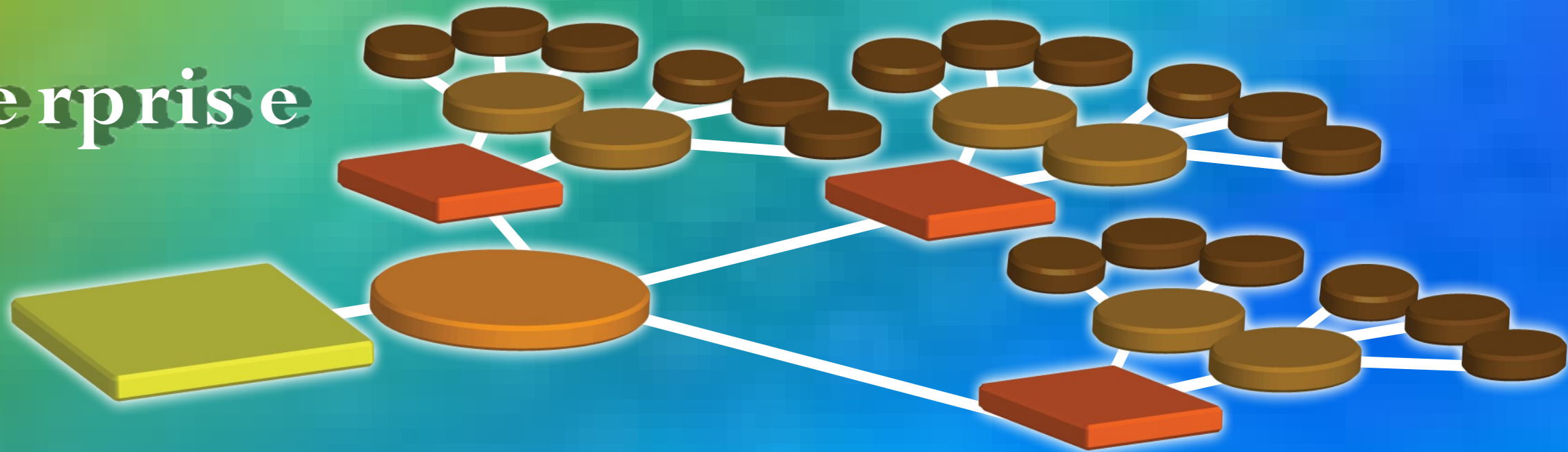


**Socially  
Synergistic  
Enterprise**





**Socially  
Synergistic  
Enterprise**



# Business Success

 **BASF**

The Chemical Company

**CSC**

  
**KBC**

Bank & Verzekering



  
MASSACHUSETTS



at&t





## Entry Points





## McKinsey

A broad study of  
3,249 executives

“...the fully networked enterprise can achieve...

the highest levels of market share gains  
increased self-reported profitability  
and distributed decision making and work.”

McKinsey Quarterly  
December 2010  
The Rise of a  
Network Enterprise



# Helping you get there...

*Business need. We'll look at the results that our businesses need and work backwards to create systems that deliver those results.*

*Social Business Framework. A practical roadmap to becoming a social business...everything from cultural transformation to governance, to technology.*

*Catalyze our Community. Business partner and developer tools for open, transparent and secure applications*

*Increase the depth of our core technologies.*

*world-class predictive analytics*

*enterprise grade software in terms of compliance, security, governance and scale*

*innovation in mobility*

*Unified Communications and the flexibility of Cloud and hybrid deployment*



**Get Social. Do Business.**





Exceptional  
**WORK**  
Experience

Exceptional  
**WEB**  
Experience

*Available both on premises and in the cloud.*



## IBM Social Business Framework

### IBM Social Business Toolkit APIs

#### IBM Value-added Modules



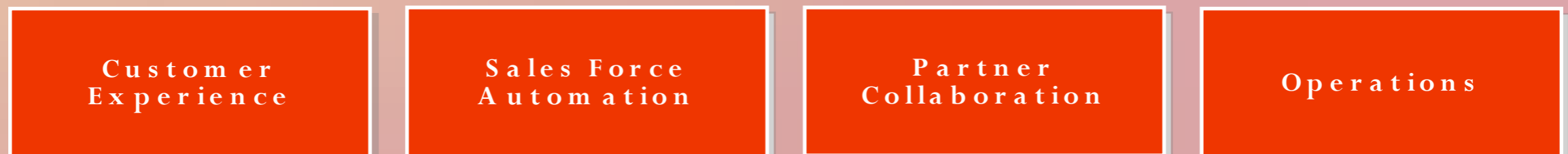
#### Partner Value-added Modules



#### IBM Social Business Core Modules



### Solutions





# Lotusphere and InformationOnDemand Come to You



## Lotus Notes

### NEXT



*Simple, elegant user interface*

*Embedded experience, access to contextual information*

*These capabilities will be available in LotusLive this year*



# Lotusphere and InformationOnDemand Come to You

## A N N O U N C E M E N T

# IBM® Social Business Tools Available NOW

The screenshot shows the IBM developerWorks website. The main heading is "IBM Social Business Toolkit". Below the heading, there is a paragraph describing the toolkit as a new cross-product integration with the IBM Collaboration Solutions portfolio. To the left of the main content is a navigation menu with categories like "DeveloperWorks@", "ADK and UNIX", "Information Mgmt", "Lotus", "Products", "How to buy", "Downloads", "Live demos", "Technical library", "Training", "Support", "Forums & community", "Events", "Rational", "Tivoli", "WebSphere", "Java™ technology", "Linux", "Open source", and "SOA and web services". Below the main text, there is a section for "Featured content" dated 19 Jan 2011, listing items like "IBM Social Business Toolkit Quick Start Guide", "Building Embedded Experiences", and "IBM Social Business Toolkit Video".

This advertisement features the "opensocial" logo and a collection of social networking icons. In the background, a laptop and a tablet are shown displaying social media-style interfaces. To the right of the devices, a list of supported tools is provided:

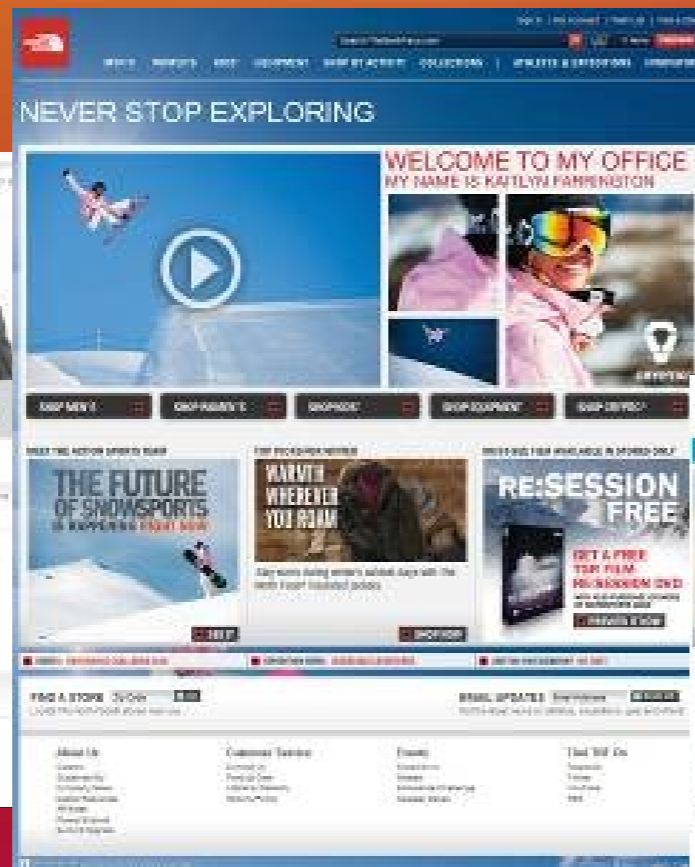
- Gadgets
- iWidgets
- Open AJAX
- iCal

At the bottom right, text indicates: "Coming in Domino Designer 'Next:' added XPages support and Social APIs".



## IBM Customer Experience Suite *Available NOW*

First delivery as part of our NorthStar vision  
Builds on the foundation of IBM Websphere Portal  
Will integrate web content, social, and analytics  
Coremetrics and Unica acquisitions





Get Social. <sup>Mobile</sup> **Do Business.**

Available **NO W**

Lotus Notes Traveler for Android  
Working on the hottest devices: Android's, Nokia's, iPhone's  
and Blackberry's

Partnering with these providers to provide full set of capabilities  
Access to all your social media: microblogs, communities,  
wikis and more

Brought together in the new analytics-driven  
activity streams





# IBM LotusLive Social Business in the Cloud



Enterprise-class email



Social Business Services



Integrated third-party apps

2 0 1 0

2 0 1 1



Domino apps



LotusLive Symphony



Mobile access



Admin & help desk support



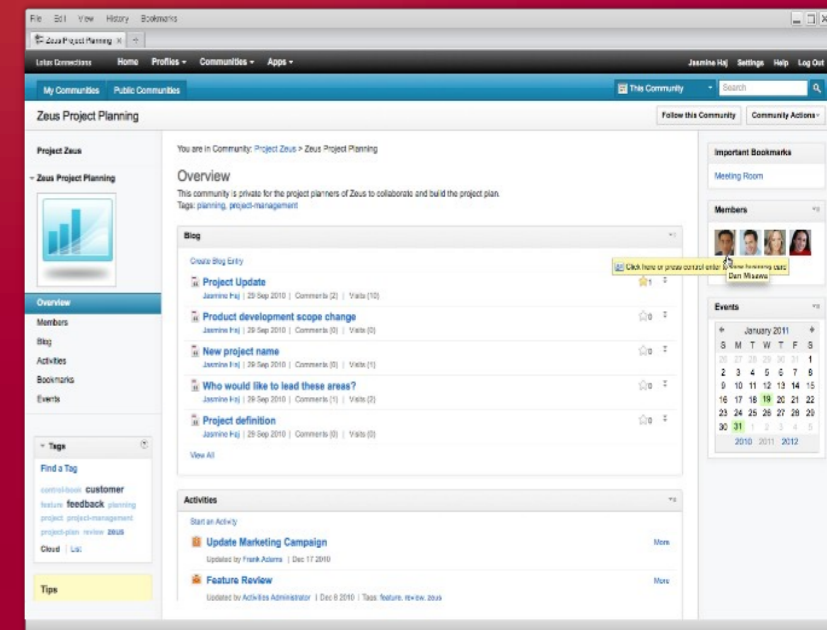
NEW Integrated third-party apps



*Available NOW*

## Lotus Connections 3

- Connections 3 is the start of the social business framework
- First to introduce enterprise social analytics, helping users find the people, content and information they need
- Enhancements to the communities application, such as support for sub-communities
- New stand-alone Forums application
- Expanded mobile support



*the social enterprise builds on your collaboration resources  
and turns it into something new.*

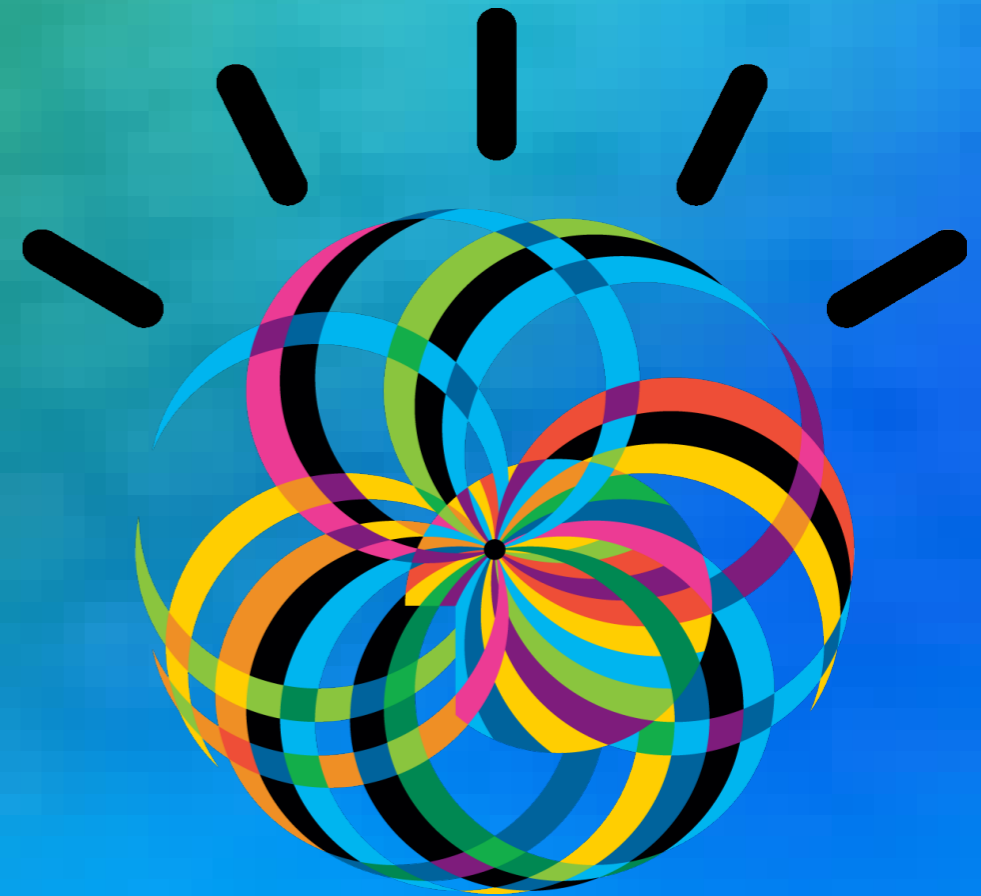
*it leverages new behaviour*

- micro blogs*
- walls*
- networks*
- communities*

*It turns it into business*

- profiles*
- expertise location*
- communication*
- communities*
- activities*
- files, blogs, wikis, bookmarks*
- knowledge!*

# Social Business







## Disclaimer:

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