

Lotus knows.

Smarter software for a Smarter Planet.

Building the Vision of an Exceptional Collaborative Portal

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Agenda

- Smarter Planet – Smart Work
- Business imperatives in today's connected world
- Live demo - Collaborative Portal

Our world is changing and **the demand** for progress is clear...

2 Billion

people will be on the web by 2011.*



4 Billion

mobile phone subscribers worldwide by the end of 2008.*



1 Trillion

connected intelligent devices in the world

\$650 Billion

in productivity is lost because of unnecessary business process interruptions



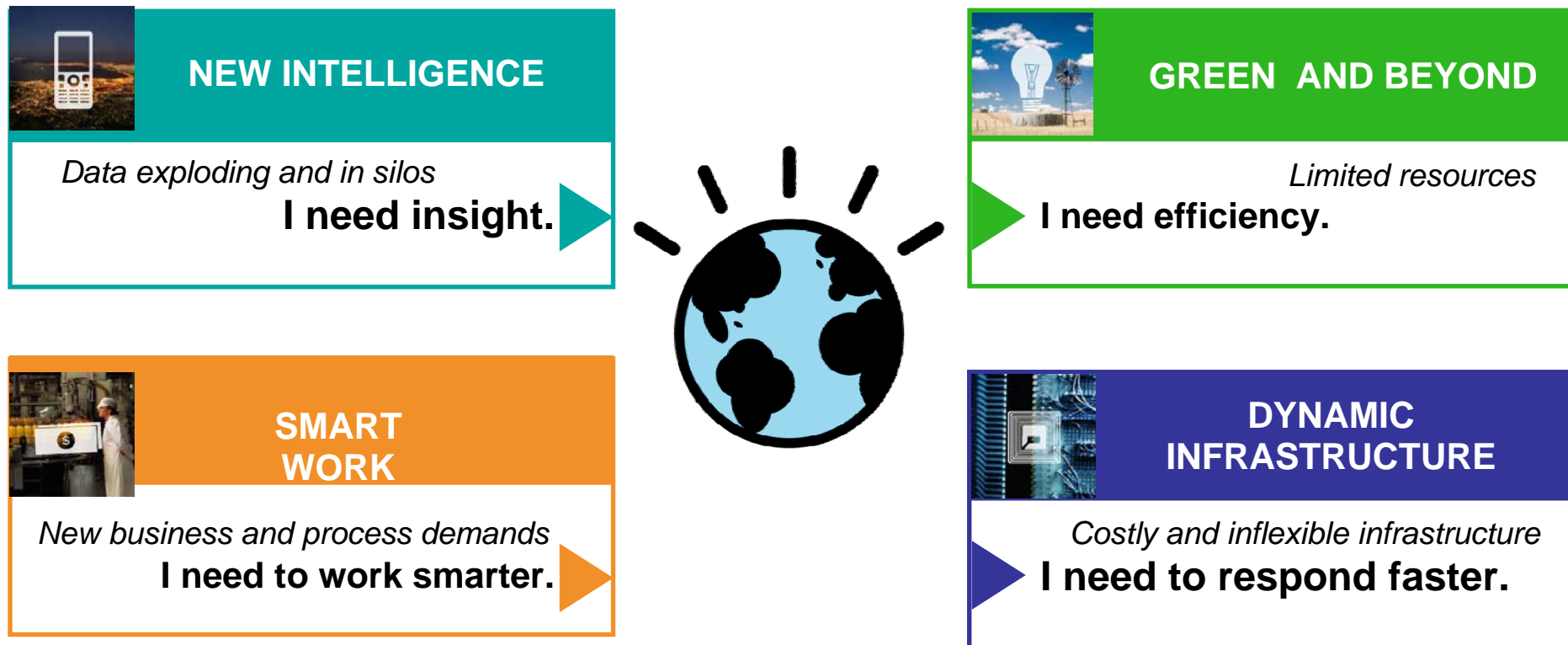
85%

of computing capacity sits idle



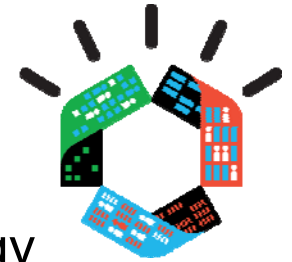
*Sam Palmisano speech, November 12, 2008

IBM is at the forefront of managing this innovative change through four interrelated **smarter planet** imperatives...



The world is connected: economically, socially, and technically

Smart Work helps organizations redefine:



How Businesses Evolve...



...To Adapt and Respond Dynamically

How People Collaborate...



...To Maximize Effectiveness

How Technology Enables Flexibility...



...To Meet Business Needs Quickly

To optimize business performance.

Global Market Forces Require Organizations to:

- ...to differentiate themselves to their customers
- ...to connect people (internally and externally) globally
- ...to significantly reduce costs
- ...to address generational shifts
- ...to break down barriers
- ...to innovate from the bottom up & the outside in
- ...to “know what we know”
- ...to collaborate better
- ...to learn differently

- **in the context of daily business tasks**



Virtual Workplace

- 58% of IT Executives consider their company to be a virtual workplace
- 90% of employees work in locations other than headquarters
- Between 60% and 70% of employees work in different locations from their bosses
- The number of virtual workers has increased by 800% over the past five years



Source: Nemertes Research Inc.

Real Business Needs

- How can our company foster **innovation**, so that good ideas don't get buried?
- How do we help our employees **maximize their effectiveness**, so we can get the most out of our “human capital”?
- How do we prepare and **embrace the social trends** of today's business environment?
- How do we capture, share, and reuse best practices for our **business processes**?
- How can we **collaborate** with larger **communities** both internally and externally?

Collaborative Portals Help People Build Better Outcomes

- Exceptional web experiences
 - Enable productive and efficient employee web interactions
- Workforce flexibility
 - Enabling employee mobility
- Leveraging expertise
 - Finding and connecting people
- Streamlining decision making
 - Coordinating activities
- Communicating with employees as individuals
 - Aggregation and personalization of content
- The right information at the right time, in context
 - Enable the right business processes with real time collaboration capabilities in context
- Magnifying the value of content
 - Capturing, discovering and reusing content



Collaborative Components Integrated Building Blocks



IBM Lotus Collaboration Portfolio

Lotus Notes

Mail, calendaring and collaborative applications

Lotus Sametime

Lotus Sametime Unyte

Lotus Quickr

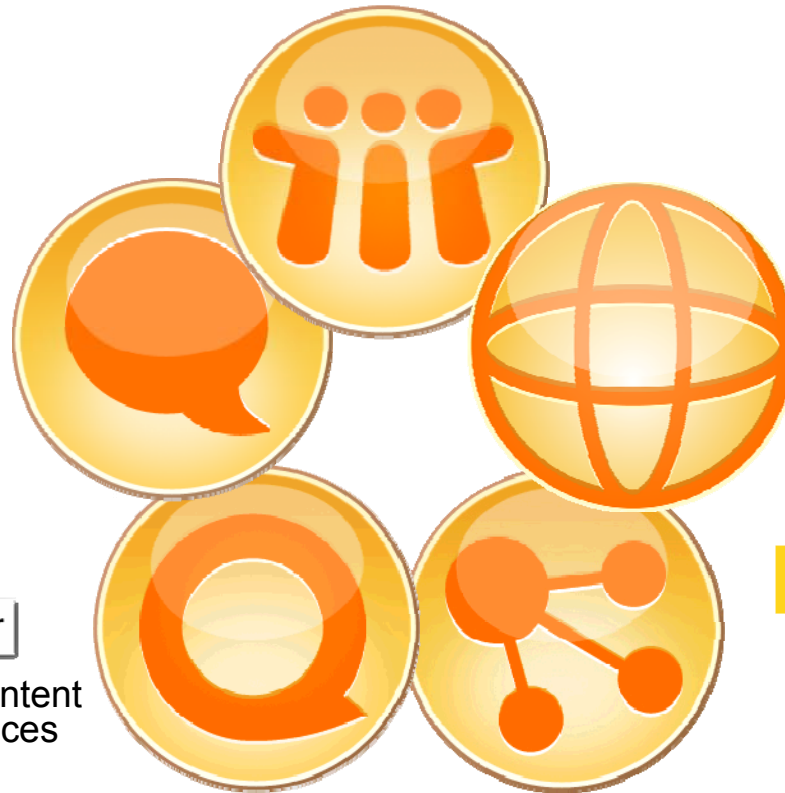
Collaborative content and team services

WebSphere Portal

Composite application and integration services

Lotus Connections

Social software for business



Collaborative Portals – Live Demo

The concept of Smart Work through collaboration is becoming more important, and difficult to achieve, in today's changing business environment.

Successful businesses require solutions that allow teams to collaborate, innovate, connect, and optimize.

Now sit back and join Robert, Frank, Lucy, Ted, and George as they work through their work day with the latest in cutting-edge collaboration tools!



Collaborative Portals – Live Demo

Right information to the right people at the right time



Robert Martin
Chief Architect



Frank Adams
Senior Sales Manager

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Questions?



Thank You!



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