

Lotus knows.

Smarter software for a Smarter Planet.



lotusknows.com

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The Power of Collaboration

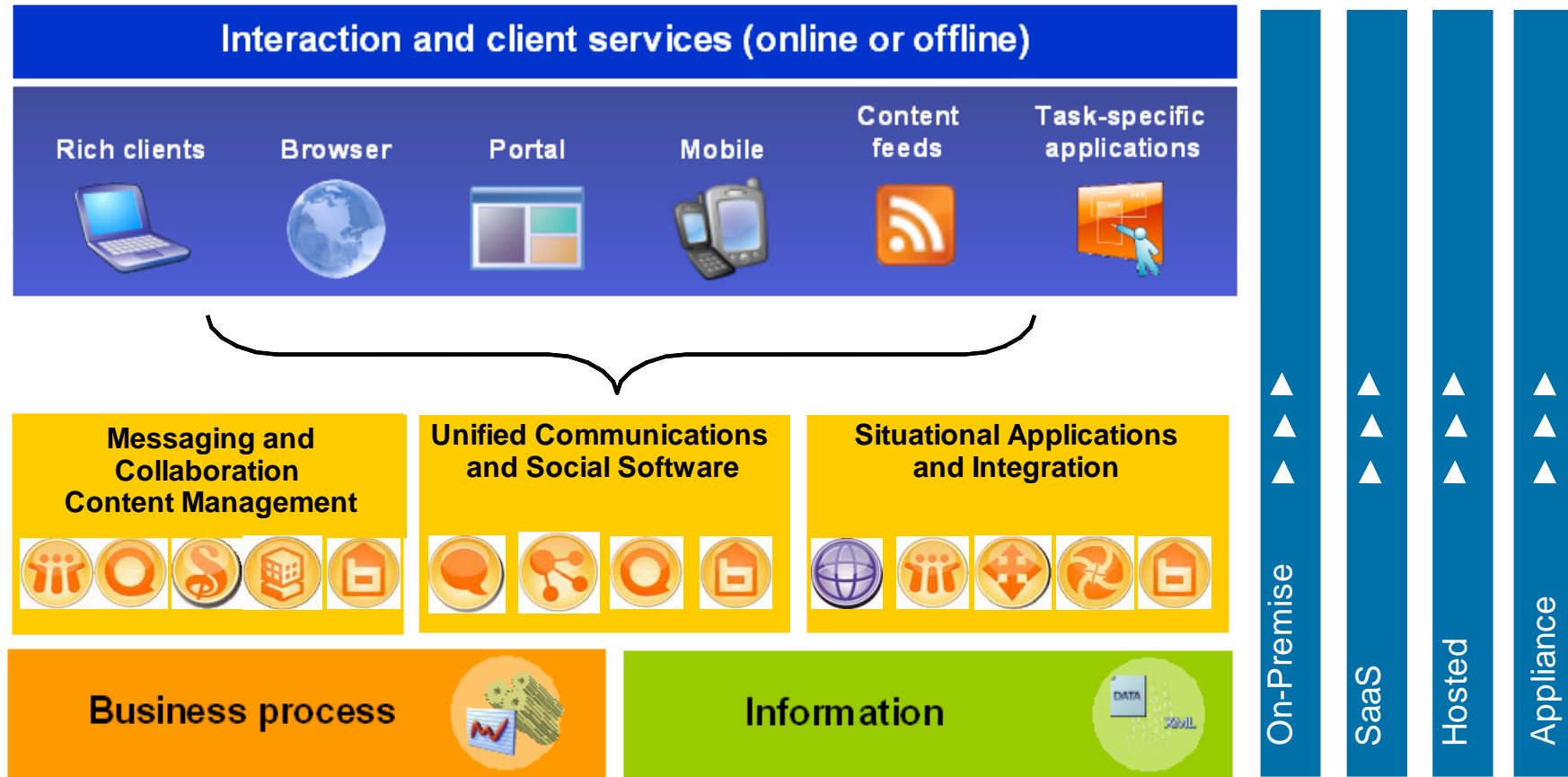


**135 Villages
in Tanzania**

>1 Million People

**75% reduction in
outages of drugs**

IBM Collaboration Strategy



IBM Lotus Foundations is optimized for small business

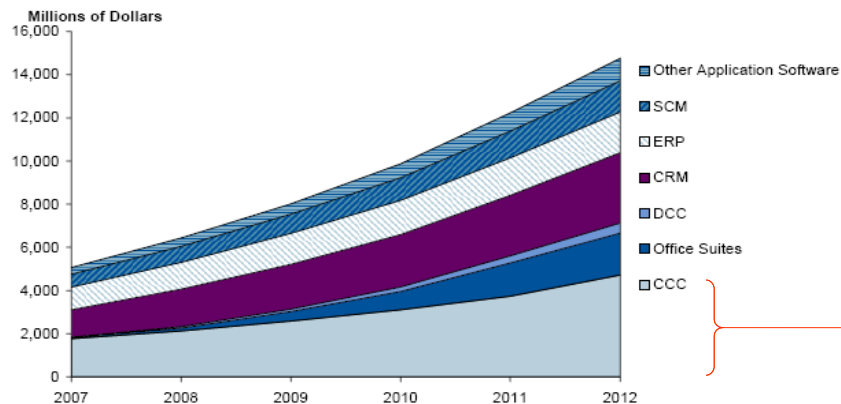
The Lotus Foundations family is a series of *on-premise* software servers

- Provides the essential IT services to easily and efficiently run a business with 5 – 500 employees
- Leverages IBM and 3rd party technology to provide a complete small business platform
- Deploys in under 30 minutes
- Designed to accommodate growth
- Requires no in-house IT resources
- Self-managing, self-healing and self-configuring
- Provides advanced remote administration capabilities
- Delivered through business partners
- Compatible with both IBM and 3rd party hardware platforms



Collaboration is 1/3 of the Cloud Opportunity

Figure 2. Total Software Revenue Forecast for SaaS Delivery Within the Enterprise Software Markets, 2007-2012



Source: Gartner (August 2008)

Table 1. Total Software Revenue Forecast for SaaS Delivery Within the Enterprise Application Markets, 2007-2012 (Millions of Dollars)

	2007	2008	2009	2010	2011	2012	CAGR (%) 2007-2012
Office Suites	62	134	441	845	1,540	1,941	99.2
DCC	16	70	115	215	330	467	96.1
CRM	1,265	1,737	2,074	2,419	2,803	3,258	20.8
ERP	1,045	1,239	1,428	1,588	1,734	1,884	12.5
SCM	603	746	890	1,048	1,240	1,438	19.0
Other Application Software	309	387	483	638	839	1,049	27.7
Total Enterprise Software	5,068	6,439	8,018	9,865	12,224	14,752	23.8

Source: Gartner (August 2008)

- **Web Conferencing** – more than 70% of total market revenue is SaaS-based; on-premise are increasingly taking hold and so are hybrid offerings
- **E-mail** – is much more focused on consumer segment rather than enterprise with current SaaS e-mail delivery at less than 10% of total enterprise spending.
- **Team collaboration** – SaaS represents 47% of total market revenue gaining in popularity due to social software influence and growth of virtual teams.
- **Instant messaging** – total market spending at about 7%; more focus on instant messaging hygiene.
- **ECM** – very small adoption in the range of 2-3% of total spending with early adoption for Web content management and in related markets such as e-mail management, records management and digital asset management
- **E-learning** – rapid adoption with more than 60% of total software spending attributed to SaaS; key factor for provisioning large distributed users quickly



Capitalizing
on Cloud
Computing

- Help reduce costs
- Extend your enterprise
- Provide new capabilities quickly
 - Extend IT resources
 - Level playing field for SMEs/
SMB companies and
Departments/LOBs

IBM LotusLive™ Strategy



- Simplify and improve interactions with customers and partners – **External Collaboration**
- Create rich, secure collaboration in the cloud – **SaaS platform for collaboration**
- Integrate on-premise applications with cloud-based solutions – **Hybrid deployments/choices**

LotusLive – Offerings all in Market today



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

Panasonic®



Gus Bahamondes

Director of IT, Panasonic NA

2010

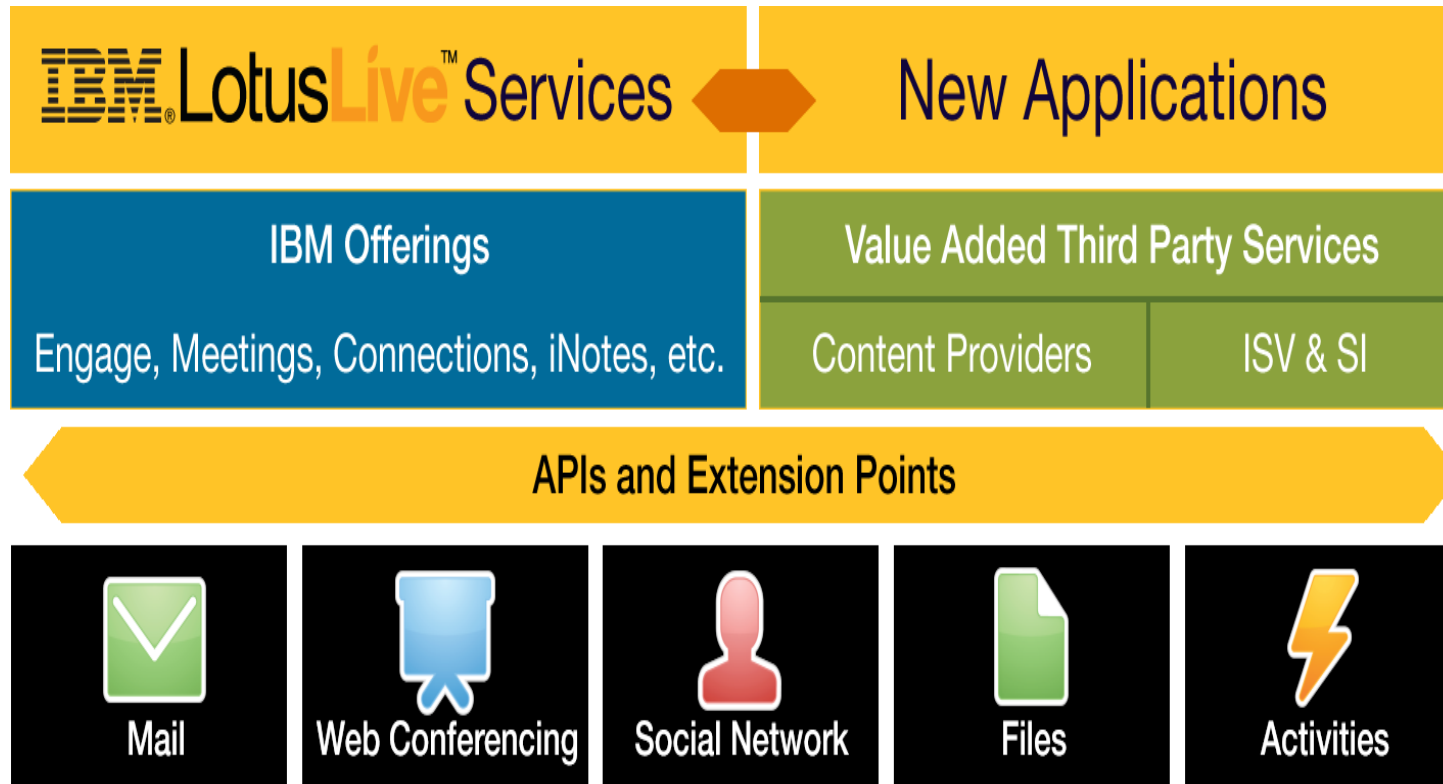
- More email choices
- LotusLive Collaboration Platform
- Innovations



LotusLive Notes[®]

- Optimized to support hybrid on-premise and cloud deployments
- Directory synchronization between on-premise directories and the cloud
- Entitlement for use of either a browser or the Lotus Notes client
- Reduction in the minimum subscription from 1,000 to 25 users
- IBM Lotus Sametime instant messaging support
- 5GB standard mailbox quota
- Beta in Q2

LotusLive – A Collaboration Integration Platform



Information on new products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion.

Partners Who Will Have GA Services in Q2

salesforce.com.



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LotusLive Labs

- Partnership with IBM Research
- Easy access to alpha services
- Accelerating the pace of innovation



LotusLive Innovations

- Slide Library
- Collaborative Recorded Meetings
- Event Maps



LotusLive wins in the cloud

18 million customers

250 new customers last quarter

Largest cloud engagement with Panasonic

June 2009: LotusLive won the Buyer's Choice Award at the Enterprise 2.0 Conference in Boston, beating out Google Apps, EMC, and others

December 2009: LotusLive was named the Best Cloud Application of 2009 by ChannelWeb, after their test center reviewed iNotes and Engage



Enterprise 2.0: IBM's LotusLive Connections Captures Award

The winner of the show's Cloud Computing Technology Buyers' Choice Award combines business social networking with collaboration tools.

By W. David Gardner, [InformationWeek](#)
June 24, 2009
URL: <http://www.informationweek.com/story/showArticle.jhtml?articleID=218101121>

The screenshot shows the ChannelWeb website interface. At the top, there is a navigation bar with links for Home, Communities, Newsletters, Subscriptions, and Events. Below this is a secondary navigation bar with links for News, Reviews, Research, Tools, The IT Channel, Networking, Security, Storage, Hardware, Software, and Mar. The main content area features the article title "The Best Products Of 2009" with a pagination control showing page 13 of 17. The article content includes a screenshot of the LotusLive interface and a text block titled "Cloud Application: LotusLive" which discusses IBM's Lotus group and the company's adoption of a hosted model.



Live

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