

# Lotusphere Comes To You 2010

Lotus knows we are coming to a city near you.

[www.ibm.com/lotus/lcty](http://www.ibm.com/lotus/lcty)

Smarter software for a Smarter Planet.



Lotus knows.



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**IBM employee, Regular**  
**IBM USA**

IBM Software Group, Worldwide Sales  
Director, Worldwide Sales - Collaboration

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## Current Market Conditions

Technology  
development  
accelerated

+

Society and  
economic  
environments  
disrupted

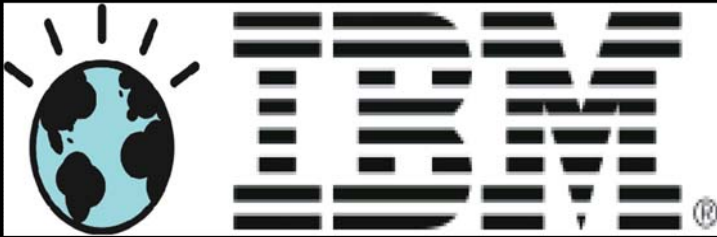
+

Unprecedented  
business  
challenges

=

Transformative opportunity

# Current Market Conditions

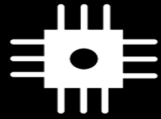


Investing in

research  
people  
technology



## Smarter Planet



Our world is becoming  
**INSTRUMENTED**



*30 billion RFID tags... 2010*



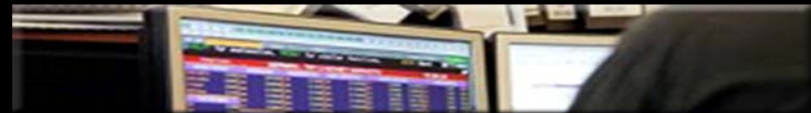
Our world is becoming  
**INTERCONNECTED**



*~2 billion people on the Web... 2011  
...a trillion connected objects*

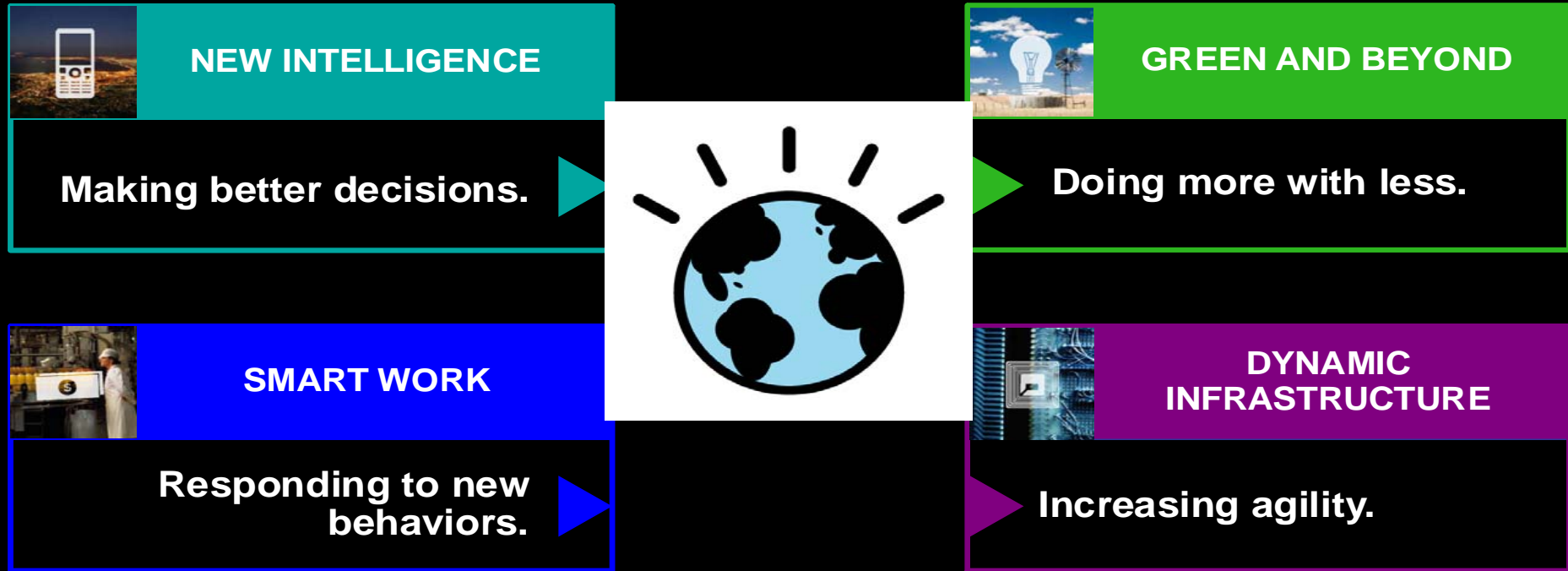


All things becoming  
**INTELLIGENT**



*15 petabytes of new  
information generated daily...*

## Smarter Planet Themes

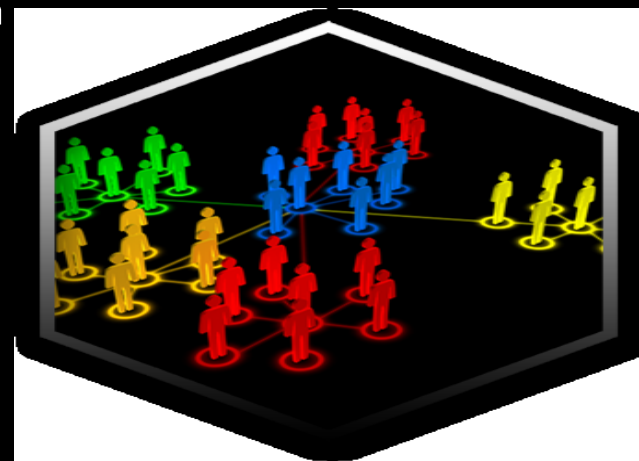


## We Need to Work Smarter

**2/3** of people know there are colleagues who can help...  
they need to know how to find them

**42%** make decisions with  
the wrong input at  
least once a week

**2** hours per day spent looking for the  
right information and expertise



## Working smarter means supporting generational styles

### **Collaboration optimizes business outcomes**

- *Global*
- *Secure*
- *Dynamic and organic*
- *Supports generational styles*



- Embedded Collaboration and Communication
- Social Computing
- Mashups



- Unified Communications and Collaboration
- Directories and Profiles
- Mobility Solutions
- Portals & Team Rooms



- Instant Messaging and Presence Awareness
- Web and Video Conferencing
- Web Content



- Telephony
- Email and Calendaring
- File Sharing

# Lotus Collaboration Software is a core building block enabling clients to work smarter

**Lotus**



Knowledge Worker

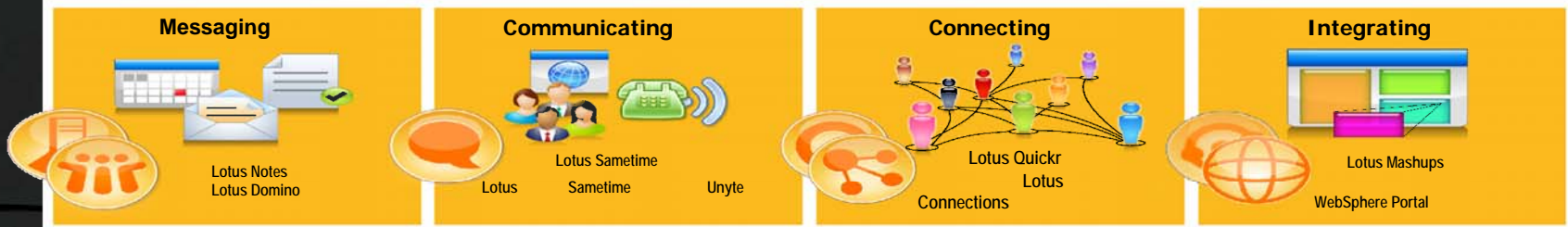


Informational Worker



External Partners

**Universal Access**



**Open Standards Architecture**

**Business Applications**



**Information Management**





# Gartner: Lotus Notes the future of email

# Forrester: Lotus portfolio leading

## E-Mail Becomes the Collaboration Console: The Future of E-Mail Is...Gasp...Lotus Notes?

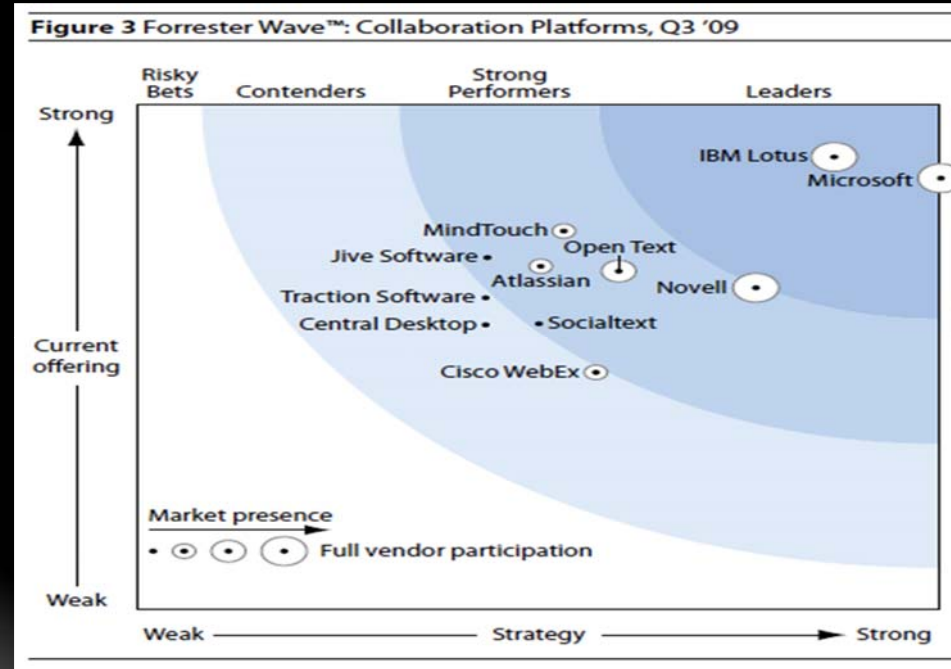


- Eclipse-based
- Sidebar paradigm
- Mashup architecture
- Third-party platform
- Whither Microsoft?

*E-mail needs a plug-in architecture to survive generational change.*

**Gartner.**

Analyst Matt Cain's presentation at Gartner's 2009 Portal and Collaboration Conference



The Forrester Wave™: Collaboration Platforms, Q3 2009 by Rob Koplowitz for Information & Knowledge Management Professionals

# Our innovative community continues to grow

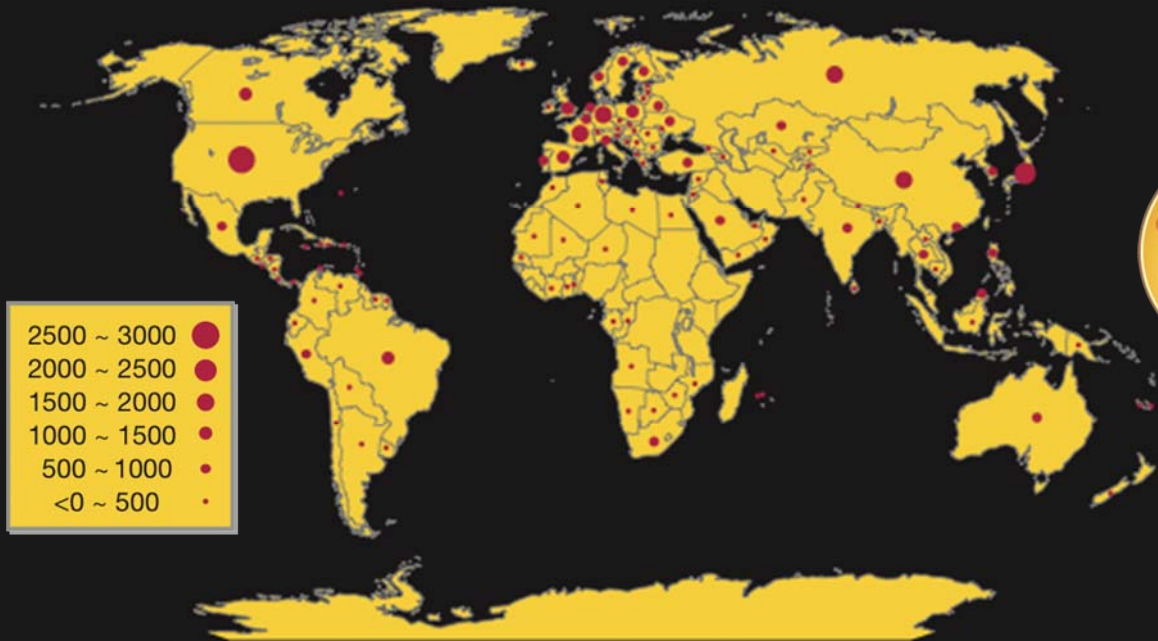


# Enterprises around the world are choosing Lotus

## Innovation and Collaboration



# Building on the strength of our global customer reach



Worldwide  
**18,378**

**New Notes Customers  
since Launch of Notes 8**

# Why many customers have changed their "Outlook"...

**Microsoft Exchange customers adding IBM Collaboration**

Logos for SNCF, AXA, DBS, and RIM.

**Lotus Notes/Domino customer deciding against Microsoft**

Logos for HSBC, Coca-Cola, Raytheon, Ameriprise Financial, ERICSSON, Indofood, NOVARTIS, FAYSAL BANK, and Energy ESTONIA.

**Customers who have made large-scale change from Microsoft to Lotus**

Logos for Panasonic, State Bank of India, KBC, HYATT, PNC, INEOS, ROHM and HAAS, Continental, THE LINDE GROUP, Amadori, usbank, THE BANK OF NEW YORK MELLON, DANONE, macy's, FARMERS, Suntel, EQUIFAX, and YapiKredi Sigorta.



# Market leadership across the portfolio

7M people are using IBM **social collaboration** software

Over 280,000 Lotus developers and over 10 million **IBM Lotus Notes** applications in use today

**IBM WebSphere Portal** is #1 market share for 8 years running

Over 12 million 'free' **Lotus Symphony** users worldwide....and growing

Over 300 million named **WebSphere Portal** users in top 15 customers alone

**LotusLive** has over 18 million users and is the largest single cloud engagement to date.

More than half of Fortune Global 500 now use **Lotus Notes and Domino**

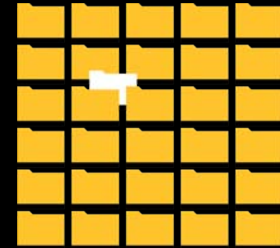
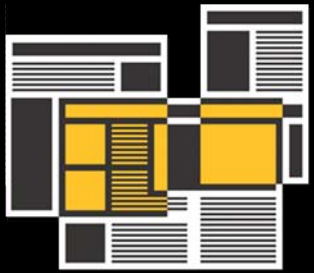
IBM places in Leader Quadrant in Gartner for **Unified**

**Communications**

After debuting in 2007, **Lotus Connections** was the fastest organic growing software product in IBM history

35% of the Fortune 100 have purchased IBM **social collaboration** software

# Why you should build on existing technology



How to help you reduce expense with **FREE** capabilities



**Freedom of Choice:**  
**Linux**  
**Mac**  
**Windows**  
**12+ Million Users**



**Symphony Next**  
*Beta available Now*





**Lotus knows** how to deliver first class email for mobile devices.

Introducing **Lotus Notes Traveler for Android**

first half of 2010

providing our own mail and calendar client across this and many other Android devices

and **IBM Lotus Notes Traveler Companion**

new encryption application for the iPhone  
free of charge  
available now in the App store



...and **IBM and RIM**

rich social applications for the BlackBerry  
Blackberry client for IBM Lotus Quickr  
new version of BlackBerry client for  
IBM Lotus Connections

Lotus knows how to help businesses deliver exceptional web experiences for their customers.

## Introducing Portal NOW

Available NOW

A simple, complete and “out of the box” ready to use business solution

Reusable, extensible software templates

Predictably implement a full functioning dynamic content driven portal based web site in 16 days

Grow your sales in the current economic environment



# Why Cloud and hybrid environments give you flexibility



# IBM LotusLive Portfolio of offerings

## Meetings



LotusLive  
Meetings



LotusLive  
Events

## Collaboration



LotusLive  
Engage



LotusLive  
Connections

## Messaging



LotusLive  
Notes



LotusLive  
iNotes



# LotusLive™ Labs

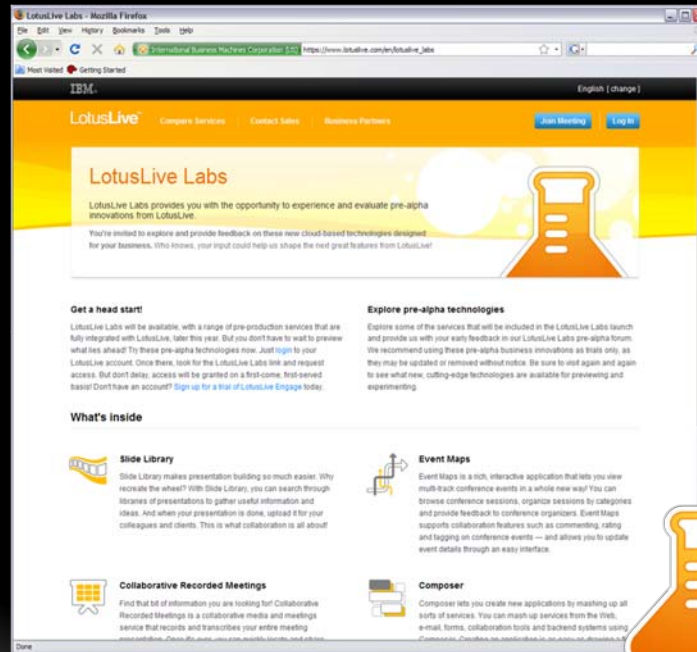
Explore pre-alpha technologies



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



Slide Library: A collaborative way to build and share presentations



The screenshot shows the LotusLive Labs website in a Mozilla Firefox browser. The page features a navigation bar with 'LotusLive' and links for 'Company Services', 'Contact Sales', and 'Business Partners'. A 'Join Beta' button is visible. The main content area is titled 'LotusLive Labs' and includes a sub-header: 'LotusLive Labs provides you with the opportunity to experience and evaluate pre-alpha innovations from LotusLive.' Below this, there are sections for 'Get a head start', 'Explore pre-alpha technologies', 'What's inside', 'Slide Library', 'Event Maps', 'Collaborative Recorded Meetings', and 'Composer'. The 'Slide Library' section describes a collaborative way to build and share presentations. The 'Event Maps' section describes an interactive application for conference events. The 'Collaborative Recorded Meetings' section describes a service that records and transcribes meetings. The 'Composer' section describes a tool for creating new applications by mashup.



# The Collaboration Agenda – **FREE** IBM Workshop to IBM Customers

- Transforms the way people work by industry
- IBM's vertical industry experts, software labs and consulting services to help clients realize measurable ROI from improving the way people interact
- Collaborate using the right social and collaboration tools based on specific role in the organization
- Connect easily and quickly with experts, partners, suppliers and customers beyond company firewalls

## Collaboration Agenda

In a world where people are interacting differently... People are central to achieving progress





**Lotus knows** what the future can look like.

**IBM Project VULCAN**

A vision for how people will collaborate in the future, based on:

Continuity.  
Convergence.  
Innovation.  
New Opportunities.

At IBM, we believe software can help people **work smarter**, one client at a time.

*What's your vision for your organization?*

**Let's Talk.**

*What's your biggest challenge?*





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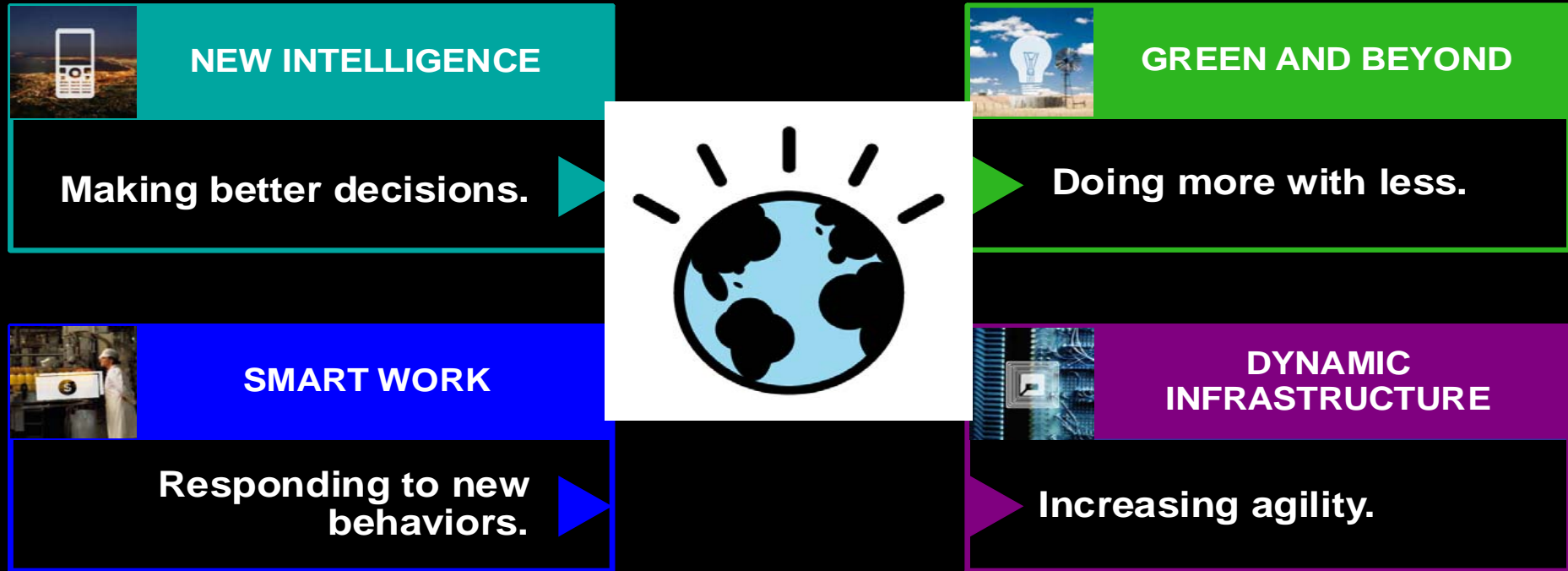
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Smarter software for a Smarter Planet.



## Smarter Planet Themes



# The Collaboration Agenda is an industry-specific approach to realize measurable value from improving the way people interact

