Together, we can work smarter

Collaboration—the key to working smarter

What does it mean to work smarter?

In a world where business conditions change daily or hourly, your organization can't afford to sit still. You need to be agile and adaptable. Strengthen relationships and leverage the power of participation in order to find information and ideas, wherever they may reside. And do it all in a more cost-effective way. Collaboration can help you work smarter—together.

With IBM Lotus® software, we are helping organizations around the world work smarter every day. With Lotus software, you can find the answer to a question in seconds, from an expert halfway around the world. You can share and edit documents with colleagues in realtime, over the Web, as if you were in the same room. You can mash together application components to make faster business decisions. You can use the Web as your operating platform. You have the potential to erase boundaries and build relationships. Save money. Beat the competition. Take responsibility. And create the future. It all starts here.

"With so much technology and networking available at such low cost, what wouldn't you enhance? What service wouldn't you provide a customer, citizen, student or patient? What wouldn't you connect? What information wouldn't you mine for insight?"

—Samuel J. Palmisano, chairman, president and CEO, IBM (from the speech at The Council on Foreign Relations, November 6, 2008)

Connect
Build strong relationships that drive results

How well do you really know your customers? You'd better know them well—customer experience has become one of the biggest ways to differentiate from the competition. Customers want to do business with you online, whenever and wherever it's convenient for them. They want self-service business transactions that are convenient and secure. That goes for employees and suppliers, too. IBM Lotus software helps you create not just a customer base, but a community. It enables you to know what people want before they ask for it. You can create dialogs and foster productive relationships both inside and outside your organization, and make better use of all the knowledge and expertise trapped there through a family of robust, security-rich collaboration solutions.

91%

of decision makers said that customer experience would be very important or critical to their business. However, half of them lacked a clear customer experience strategy.[1]

Connect

with...

IBM Lotus Connections and Lotus Quickr™ software give you an integrated suite of enterprise social computing solutions to connect to expertise, build communities inside and outside your organization, store content in a centralized location and use online project management tools and team spaces to meet and collaborate.

IBM LotusLive online services provide an integrated suite of Web collaboration and enterprise social networking solutions, including an online meeting service, content store and share capabilities, instant messaging and more, all in one spot on the Web.

IBM WebSphere® Portal software helps companies give employees, customers and partners access to Web content and collaboration tools from a single point. Portals can be personalized and managed for individual roles and needs, and support composite applications and business mashups.

IBM Lotus Sametime® software lets you reach out to the people you need—using instant messaging integrated with voice, video and data—for immediate answers and the exchange of ideas in a natural, conversational setting.

IBM Lotus Notes® and Domino® software gives you access to people and daily activities from both inside and outside the office, social networking capabilities and realtime communications—all from a single desktop. It consolidates professional and public calendars, and business and personal contacts, into one intuitive, security-rich user interface.

Connect
when it counts

The State of Missouri Office of Homeland Security connects first responders to vital emergency information — and one another

When disasters happen, rapid response saves lives. Emergency response efforts must be coordinated and decisions made quickly. The State of Missouri Office of Homeland Security is bringing multiple agencies and groups together to respond faster and better to unplanned situations. With help from IBM, the state implemented the Missouri Emergency Response System (MERIS), a Web-based solution that makes critical information accessible to first responders.

Based on the IBM WebSphere Portal software platform, MERIS provides teams with everything from police dispatch reports to geographic information. Web-based collaboration tools, including Lotus Sametime software, link these teams together with Web conferencing, chat, e-mail and whiteboarding. The result? Enhanced emergency preparedness through greater collaboration.

> *"Now, for the first time, we're giving those tools to everyone who can benefit from them. That's going to make us all safer, and it's going to help us deal with disasters much more effectively than we ever could before."*
>
> —Paul Fennewald, director of Homeland Security, State of Missouri

Collaborate

Be a more agile, adaptable organization

How quickly can you make critical decisions? Work doesn't just take place behind a desk anymore. Decisions aren't restricted to the four walls of a conference room. Your closest colleague may be 5,000 miles away. In a globally dispersed environment, you must give employees, customers and partners the tools and information they need to come together and make decisions quickly, at any time, from anywhere. IBM Lotus collaboration software lets you get in touch with people and information in realtime, in the way that's most comfortable and convenient for you—whether it's using e-mail, instant messaging, social networking, document sharing, Web conferencing, telephony or videoconferencing.

CEOs rate their ability
to manage change

22%

lower than their
expected need for it.[2]

Collaborate with...

IBM Lotus Connections and Lotus Quickr software help you tap the social capital in your organization so you can make fast, accurate business decisions. You can reach out to practically anyone at any time, and set up an online hub where you can meet and coordinate activities for enhanced efficiency.

IBM LotusLive online services make enterprise social networking and file sharing available to anyone with an Internet connection, providing software as a service on a Web platform.

IBM Lotus Sametime software combines instant messaging and presence awareness to give users the ability to communicate in realtime whenever and wherever they choose.

Web conferencing and chat tools bring people together to share information and ideas in real-time, no matter where they are in the world.

The **IBM Lotus Notes and Domino software family** helps integrate all of these software capabilities into a unified desktop experience—one that can be accessed from anywhere, via desktop, laptop or a variety of mobile devices.

And the **IBM Lotus Foundations™ *Start* software appliance** provides small businesses with IBM Lotus software and automatic updating and backup capabilities—in one package, at a competitive price.

Collaborate

for agility, regardless of size

Typex Group fosters communication and collaboration inside and outside the organization with IBM Lotus software

Small businesses must by nature be more efficient with fewer resources, and technology helps them do that. Typex Group, a telecommunications consulting company in the United Kingdom, has only 15 employees and relies on an extensive ecosystem of partners to help serve its customers.

With a unified communications and collaboration solution, this small company can work as smoothly as a big-time operation, running several projects simultaneously in eight countries across Europe. Employees can communicate

and collaborate quickly and easily from nearly any location with IBM Lotus Sametime software. Internal and external teams can gather information and manage products from within IBM Lotus Quickr software. Employees can also manage all incoming and outgoing messages from one Lotus Notes in-box. Typex estimates that they've reduced project management and administration time by up to 20 percent.

"By using [the IBM] UC$^2_{TM}$ strategy powered by IBM Lotus applications and telephony solutions, Typex can scale up to a level of productivity far beyond that of most small companies."

—John Taylor, technical director, Typex Group

Innovate
Leverage the power of participation

Where do you get your ideas? Innovation isn't just about coming up with groundbreaking products and services. It's about creating a stronger, more participatory business culture that fosters quick thinking and new ideas. Web 2.0 technologies are changing the way we work. Mashups enable users to create situational applications that solve business problems as they come up. Dashboards give executives the information they need at their fingertips to make better decisions, faster. And enterprise social networking brings us all together in a security-rich environment to share knowledge and expertise in profiles, blogs, wikis and other Web 2.0 tools. When you bring people together, something great happens. Creativity flourishes, brainpower increases and innovation happens.

37%
of companies look to their customers for new ideas and innovation.[3]

Innovate with...

IBM Lotus Connections and Lotus Quickr software bring the power of social media to the enterprise. Users can leverage activities, profiles, wikis and blogs to efficiently share information across the organization and its ecosystem.

IBM LotusLive online services embody Web 2.0 technology, making powerful social software tools accessible via a central Web location, so users inside and outside your organization can communicate, collaborate and come together from anywhere.

IBM Mashup Center lets end users create dynamic ad hoc applications to address daily business challenges using feeds and widgets from sources within the company and on the Web.

IBM Lotus Sametime software helps people use instant messaging and Web conferencing tools to find and act on opportunities faster, connecting them in a security-rich manner with colleagues regardless of location.

Innovate

through customer participation

Moosejaw Mountaineering takes customer service to new heights

Moosejaw Mountaineering, one of the leading outdoor retailers in the United States, knew that to engage and build loyalty with a young, hip customer base, its Web site had to be more than a pit stop for retail transactions and product information. Web 2.0 was changing the way this new generation of customers was seeking and processing information.

Relying on a host of solutions from IBM, including IBM WebSphere Portal software, Moosejaw embedded rich community features into its online commerce experience. Customers can review products, receive texts with tracking information and promotions on their mobile phones, create personal profiles, share photos from their recent adventures with the Moosejaw Madness community, and laugh at the irreverent Daily Remark. The community experience spans every sales channel, from Web to catalog to retail stores.

Today, Moosejaw is a fast-growing chain with seven stores and 250 employees. It's built a fiercely loyal customer base through word-of-mouth, a seamless customer experience across channels and rich prepurchase support.

"Our strategy has been to reinvent the way people shop for outdoor, surf, skate and snowboard apparel and equipment. IBM—through its technology and retail thought leadership—has been instrumental in helping us realize this vision."

—Jeffrey Wolfe, COO, Moosejaw Mountaineering

Optimize

Become a more efficient organization

How much did you spend on energy and travel last year? Smart organizations are efficient ones. They control costs, employ energy-efficient technology, and work in ways that get things done faster. Efficiency is essential for economic survival. If we reduce business travel, we save money, time and resources. If we incorporate technology that costs little and leverages open standards, we create a cost-effective, extendable infrastructure. If we employ data compression technology, we can store more data in less space. If we can work from anywhere, we reduce commute hours and real-estate costs. IBM Lotus software is designed for enhanced efficiency and minimal impact, helping us to fit into a smarter planet and achieve a better bottom line.

Instant messaging helps virtually eliminate business travel, enabling you to meet via Web conferencing and communicate in realtime, any time. Unified communications and collaboration can be made more cost-effective by leveraging the equipment and applications you use every day.

The projected cost of a business trip, per employee, in 2009.[4]

$1,139

$0

The average cost of a
Lotus Sametime session
per employee.

Optimize

with...

The **IBM Lotus Symphony™ suite** of software provides users with document, spreadsheet and presentation applications that are based on open standards and available at no charge. The money you save on licensing fees can go toward innovative solutions that drive business value.

IBM Lotus Quickr and Lotus Connections software conserve disk space by centralizing document access and information availability and helping reduce the number of e-mail attachments.

IBM Lotus Sametime software can shrink your travel costs—even eliminate them—by enabling you to meet and chat in realtime instead of getting on a plane.

IBM Lotus Forms software, as a standalone product or as part of WebSphere Portal software, can help companies speed business processes, eliminate human errors and significantly reduce paper use by enabling them to create and route electronic forms.

IBM Lotus Notes and Domino software provides rich, integrated e-mail and calendaring that enables employees to work from home to reduce commuting time, energy consumption and real-estate costs. Lotus Domino server software uses data compression to support more data and users on fewer servers, helping to reduce space, hardware and energy consumption.

IBM LotusLive online services let you pay only for the software services that you need—eliminating the time and money needed to host and maintain software onsite.

Optimize
by the numbers

US$100 million. The amount of money IBM saves in real-estate costs because 42 percent of our workforce does not regularly come into an office. IBM Lotus software enables our employees to communicate and collaborate effectively from any location, saving additional travel and commuting costs.

US$1.3 billion. The amount of money the United States Army saved by implementing an electronic forms, content management and digital signature solution that includes IBM Lotus Forms software. The completed solution, possibly one of the world's largest electronic forms implementations, can potentially eliminate all paper-intensive processes in the Army.

US$70,000. The amount of money The Hillman Group saved on travel and hotel costs for one event by holding their annual training session entirely via IBM Lotus Sametime software.

"… when reps are on an airplane, they are not out selling or servicing the customer—we haven't even attempted to put a dollar amount on that."

—Jim Honerkamp, CIO, The Hillman Group

You can work smarter, too

IBM combines virtually unmatched depth and breadth of expertise with years of experience in collaboration and streamlining business processes to help your organization prepare for the business challenges of the future. IBM Lotus software delivers the scalability and security you need as your communities and business grow. Our services can help you design, implement and support a col-laboration solution that fits your needs. IBM is committed to helping create a smarter planet, and that starts with helping you harness the power of innovative ideas from your employ-ees, partners and customers.

For more information

For more information about IBM Lotus collaboration solutions, visit:

ibm.com/software/lotus/

IBM

End notes

1 Forrester Research, *The Forrester Wave: Customer Service Software Solutions, Q4 2008*, Natalie L. Petouhoff, Ph.D, October 21, 2008.

2, 3 IBM, *Global CEO Study: The Enterprise of the Future*, May 2008.

4 American Express, "American Express Business Travel announces adjusted results of forecast in anticipation of global economic slow-down," press release, October 22, 2008, http://home3.americanexpress.com/corp/pc/2008/aebt_forecast.asp