

The background features a dynamic composition of wavy, overlapping lines in shades of blue and yellow. On the right side, a grid of thin, light blue lines is visible, creating a sense of depth and perspective. The overall effect is a vibrant, futuristic aesthetic.

LOTUSPHERE[®] COMES TO YOU 2008

IBM Lotus Mission

*Empowering people
to be more effective,
responsive and innovative
in the context
of the work they do*



The Changing Nature of Work

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 can we capture, share, and reuse best practices for our business processes?

How can we collaborate with larger communities both internally and externally?



Several Factors are Influencing our Strategy

Technology savvy generation is entering the workforce

The Consumer world and Enterprise world are merging

Gaming can teach us a lot about collaboration

Content includes much richer forms of media

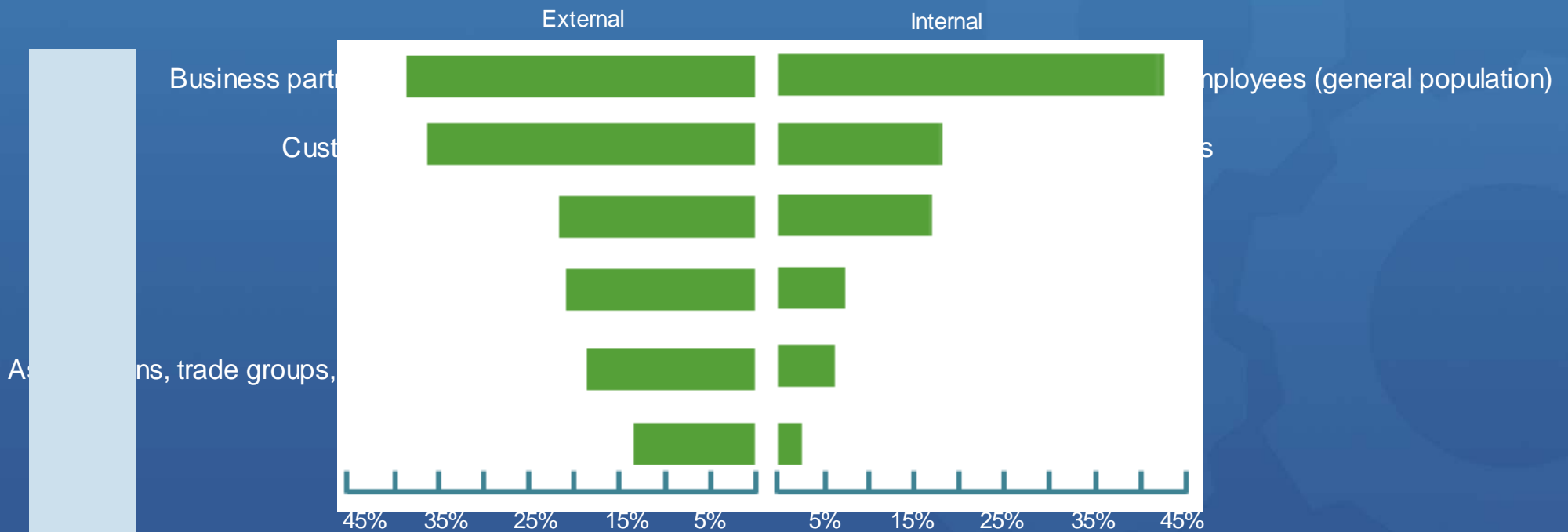
Knowledge workers can now assemble “do it yourself” applications.

Communities are forming both inside and outside the firewall.



IBM's CEO Survey

750 CEOs cited collaborative innovation as the most important competitive advantage they must cultivate



Digital Collaboration Infrastructure



Leadership in the Industry

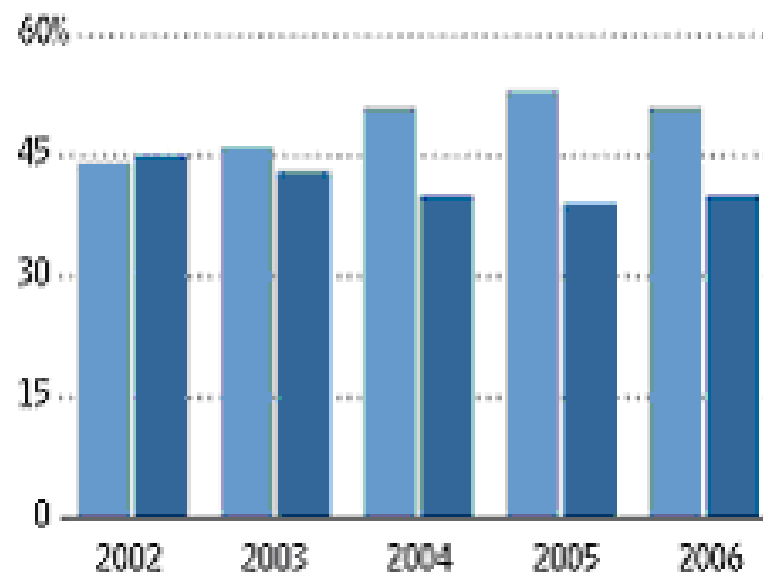


- 42% Market Share in Messaging & Collaboration
- No.1 most used Enterprise Instant Messaging Solution
- No.1 in Portal for sixth year
- Social Networking software established as fastest selling ever product from IBM
- 13 consecutive quarters of growth

Ebb and Flow

Global market share for collaborative software, based on revenue

■ Microsoft Outlook/Exchange
■ IBM Notes/Domino



Source: IDC (International Data Group)

“Lotus' time has now come” - Ovum



“Lotus is presenting an ever more flexible and adaptive path forward for enterprise buyers, rather than a “bet the company” vendor and software standardisation decision.... the test for Lotus will be its ability to actually deploy this vision in practice. If the past year is anything to go by, Rhodin and his team are well on track.” - **Burton Group**

“IBM served up a lot of technology for its 15th annual Lotusphere, but the uber-vendor still has plenty of dishes cooking in its research lab oven” – **eWeek**



“In some ways it doesn't matter if IBM takes over the world with its software innovations because, if it does nothing else, it helps to raise the bar. The focus of Lotusphere was a hundred percent on making the users' lives better and more productive. And, it has to be said, more enjoyable and fulfilling.” - **Information World**

“IBM, riding high off strong revenue growth at the end of 2007, is laying down some aggressive challenges to the likes of Microsoft” – **Tech Review**

Lotus



Addressing different modes of collaborative working

DOCUMENT-CENTRIC



PEOPLE-CENTRIC



COMMUNITY-CENTRIC



Focus On Collaborative Capabilities

Flexible access to information and expertise, the way you want to work.

**E-mail,
Calendar,
Contacts**



**Documents,
Presentations,
Spreadsheets**



**Instant
Messaging,
Web Conferencing**



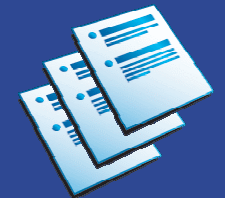
**Telephony,
Video, VOIP**



**Document Storage
and Sharing,
Blogs/Wikis**



**Electronic
forms**



**Contact
Information,
Skills, Expertise**



**Shared
Bookmarking**



**Communities,
Discussions**



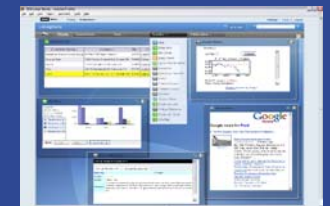
**Activities/
Project
Management**



**Scorecards,
Business
Intelligence**



**Composite Applications
Business Mashups**



IBM Lotus collaboration product strategy

Rich client Windows/OfficeBrowser eForms



Portal



RSS/Atom



Mobile



Interaction and client services (online or offline)

Lotus Domino

Mail, calendaring and collaborative applications

Lotus Sametime

Unified communications and collaboration services

Lotus Quickr

Collaborative document management and team services

Lotus Connections

Social Software for Business

WebSphere. Portal

Composite application and integration services

Composite application framework



Business process

Information



Collaborative Capabilities:

Where And When You Need Them

Flexible

Adaptable

Open

Intuitive

Document
Spreadsheets
Presentations



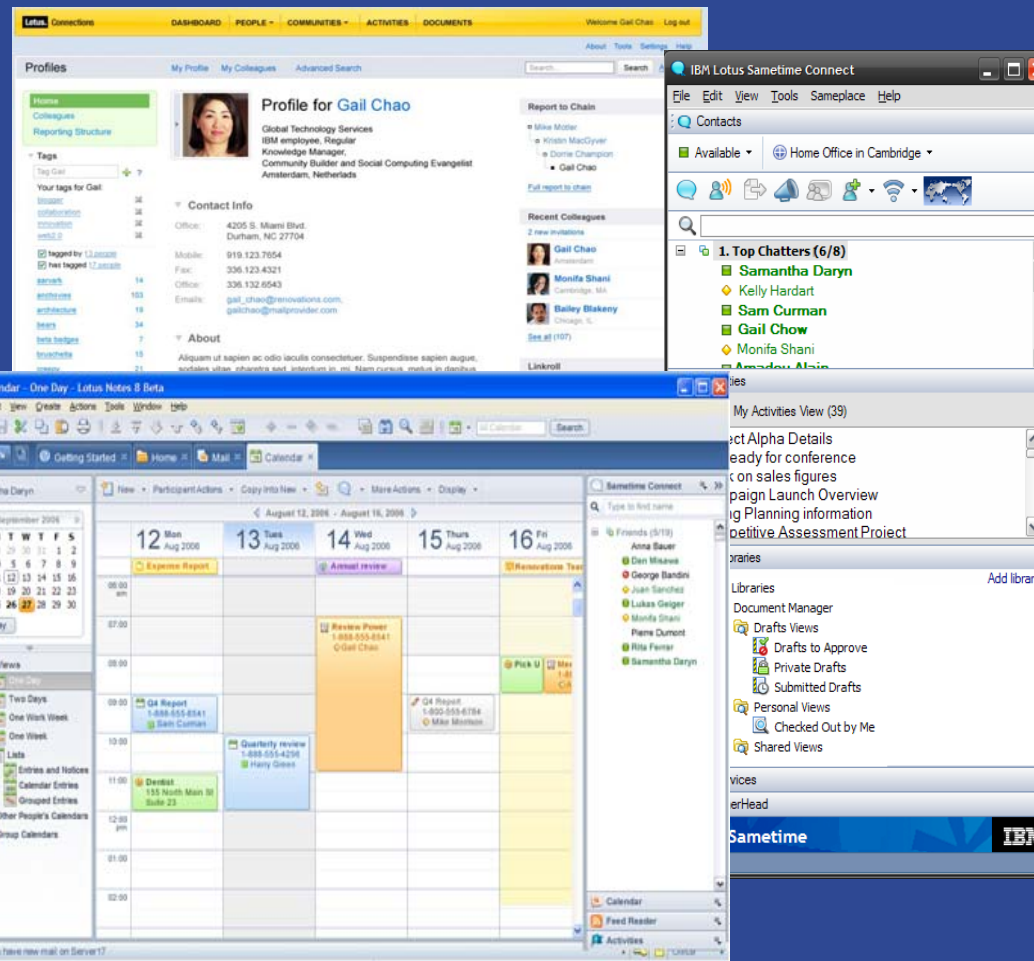
Contact Information



Communities



Bookmarks



Content



LOB Applications



Instant
messaging



Activities



SAP and Lotus Notes: Project Atlantic

The screenshot displays the IBM Lotus Notes interface within a Camtasia Player window. The main window title is 'Mail - Inbox - IBM Lotus Notes'. The interface includes a menu bar (File, Edit, View, Create, Actions, Tools, Window, Help), a toolbar with various icons, and a navigation pane on the left for 'Frank Adams on Local'. The inbox list shows several messages, with the selected one from 'Samantha Daryn' dated 01/05/2008 09:56 PM, titled 'Policy changes for 2008'. The main content area displays a 'Review Trip Request' form with the following details:

Review Trip Request
Please approve or decline your Employee's request

From: Samantha Daryn
Type: Customer Travel

Why: Business Purpose: To demonstrate new products to Zeta Bank

Where: Destination: Somers, NY

When: Departure: Sun 01/20/2008
Return: Sun 01/20/2008

Estimated Costs:	Amount
Airfare:	\$520.00
Hotel:	\$360.00
Transportation:	\$140.00
Meal:	\$0.00
Other:	\$0.00
Total:	\$1020.00

At the bottom of the interface, there are logos for SAP and iit (IBM Institute of Technology). The Windows taskbar at the bottom shows the start button, system tray, and several open applications including 'Inbox - Mozilla Firefox', 'Green County - Mozil...', and 'Welcome to "Bluehou...'.

- A new solid foundation for small businesses to deliver e-mail and collaboration
- A software server that is extremely fast to deploy and configure
- Optimised for organisations looking to expand while keeping IT overheads to a minimum
- The first delivery of the Foundations family will provide
 - ▶ Domino-based e-mail and collaboration platform
 - ▶ File management
 - ▶ Directory services
 - ▶ Firewall
 - ▶ Back-up and recovery
 - ▶ Office productivity tools



Lotus 'bluehouse'

- **Open:** IBM Lotus collaboration expertise allows you to work with your community and beyond
- **Efficient:** conduct business quickly through high-value customer and partner interactions
- **Easy to use:** access "Bluehouse" anywhere: adding, importing, and sharing contacts
- **Smart:** reap the advantages of hosted information
- **Trusted:** bringing big business security know-how to SMB collaboration
- Delivered in a Software-as-a-Service model





"Bluehouse" Share. Meet. Collaborate. Quickly and Easily.

"Bluehouse" is currently under development. See [What's New](#) in this release and [Known Issues](#).

Want to give "Bluehouse" a try?

[Register](#)

"Bluehouse" Get Connected. Work Together

"Bluehouse" is an innovative and powerfully intuitive set of business applications designed to meet the essential needs of your business, no matter the size.

→ Watch "Bluehouse" Apps in Action.



Store & Share

Upload and store your files with world-class security features. Use a web browser to access your files from anywhere. Share and collaborate with others on any type of file. [Learn More](#)



Contacts

Keep track of your clients and customers, important dates and events. Connect with others to share contact information. [Learn More](#)



Meetings

Need a web meeting? How about a personalized, always ready on-demand meeting room instead? Use it for customer presentations or collaboration sessions. [Learn More](#)



Activities

Break out of your inbox and into "Bluehouse" Activities to streamline your work with others. [Learn More](#)



Live Charts

Visualize your data through different types of charts, graphs, diagrams, and maps. Live Charts are visually compelling - so when you create one, you and your colleagues can easily explore the meaning within the



Chat

Use instant messaging to chat with "Bluehouse" users. [Learn More](#)

Sign in

Username:

Password:

[→ Sign In](#)

[Forgot Password? Recover it.](#)

Join the "Bluehouse" Business Network.

The "Bluehouse" Business network is tuned to help you easily connect with your customers, partners and colleagues. Build your own social network to get in touch, stay in touch and ensure you always have the latest contact information, without all the work.

→ [Find colleagues in the](#)

Lotus Symphony



- Be free... work smart
- Over 400,000 downloads
- Open standards, open source, open distribution

IBM Lotus Symphony beta

Home Products Plug-ins Gallery Buzz Support Help Developers

Be Free. Work Smart.

IBM Lotus Symphony™ is a richly-featured set of productivity tools that are intuitive and easy to use and provided at no charge. Lotus Symphony puts you in charge – take control over spiraling upgrade costs, ensure access to documents into the future with new standard file formats (ODF), get more from your current investments with support for Microsoft® Windows® and Office file types... even extend your applications with the new Lotus Symphony developer toolkit.

Lotus Symphony offers something for everyone! Read more about benefits for users, businesses, and developers.

Invite a Friend to use Lotus Symphony!

Lotus Symphony beta 4

Download

A file window will open for you to download Lotus Symphony at no charge.

Installation Guide | Release Notes

News

Lotus Symphony Crowned Office Productivity Software Product of the Year by Datamation Magazine for 2008

Datamation magazine has honored the winners in their Product of the Year contest for 2008.

Lotus Symphony won in the Office Productivity Software category beating out other nominees Microsoft Office, OpenOffice 2.3.1 and Think Free Office.

Read the complete article here: <http://www.datamation.com/lotus-symphony-2008>

Plug in to the power of Lotus Symphony

The wait is over – Lotus Symphony can now be extended with plug-ins to integrate and enhance a wide range of applications from IBM, partners and you.

Get Plug-ins

Are you a Developer interested to learn more? The new IBM Lotus Symphony Developer's Toolkit for creating rich and powerful composite applications is here. So, whether you are a IBM® Lotus® notes® developer or an application developer, you will have the ability to leverage Lotus Symphony in your applications.

- IBM Lotus Symphony Documents: Take a Tour | Features | Screenshots
- IBM Lotus Symphony Presentations: Take a Tour | Features | Screenshots
- IBM Lotus Symphony Spreadsheets: Take a Tour | Features | Screenshots

Spreadsheet - Spreadsheet - IBM Lotus Notes

Tools Create Manipulate Layout Window Help

Getting Started x Darren Adams - Mail x Darren Adams - Calendar x New Spreadsheet x

100%

	B	C	D	E	F	G	H
Sales - Q3							
Sametime		North	South				
QuickPlace		\$2,000	\$3,000				
Document Manager		\$1,500	\$1,200				
		\$1,700	\$900				
		\$5,200	\$5,100				

Lotus Symphony



“Microsoft Office is not just overpriced - for most users, it's overkill. That's why I've been increasingly recommending IBM Lotus Symphony, a well-rounded office suite that just so happens to be free. It's built on open-source favorite OpenOffice, but sports a sleeker, friendlier interface.

Why spend upwards of \$400 on Office when you can get most of the same features (and a less intimidating interface) for nothing?”

- CNet news.com, February 2008



Winner of a 2008 Product of the Year award

- Datamation, February 2008

DATAMATION[®]

Lotus

LOTUSPHERE COMES TO YOU 2008

Customer Testimonials

- BDO Stoy Hayward
- Cardiff University
- Oxfordshire County Council
- And our Business Partner Openlogic

Portal @ Cardiff University

Calendar & email Portlet

News and Events Portlet

Alert Portlet

The screenshot shows a web browser displaying the Cardiff University portal. The user is logged in as Samuel Adams. The page features several portlets: an email portlet showing 25 messages in the inbox, a calendar portlet with a table of events for today, a news and events portlet with a story about the School of Music, an alert portlet with three overdue items, a search portlet, and a contacts portlet with a list of users. A pie chart in the email storage portlet shows used and free space. The footer contains copyright information for IBM Corporation.

Time	Event
9:30 am	webcast: Intro to Clinical Dentistry
11:30 am	lecture
2:30 pm	John Peterson: review meeting

Attention	Item
Attention	Book overdue
Attention	Assignment "Pre-operative techniques" due at end of month
Attention	Review meeting with Personal Tutor

Category	Name
Personal Tutor	John Peterson
Support	IT
	Admin
	Loans/Finance
Classmates	Pat Gerarty
	Lyn Fowler
	Steve Doncaster
	Darren Bird

Category	Value
Used Space	~75%
Free Space	~25%

Graphical Representation of data

Instant Messaging & Presence Awareness