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

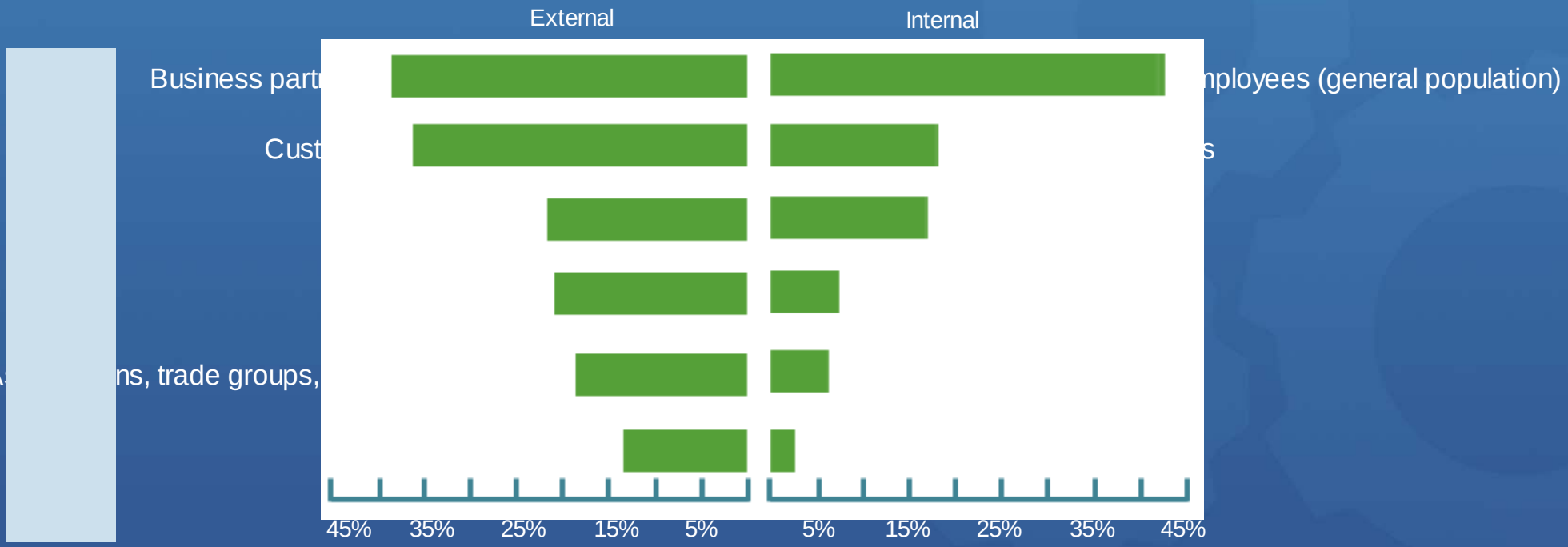
Content includes much richer forms of media

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

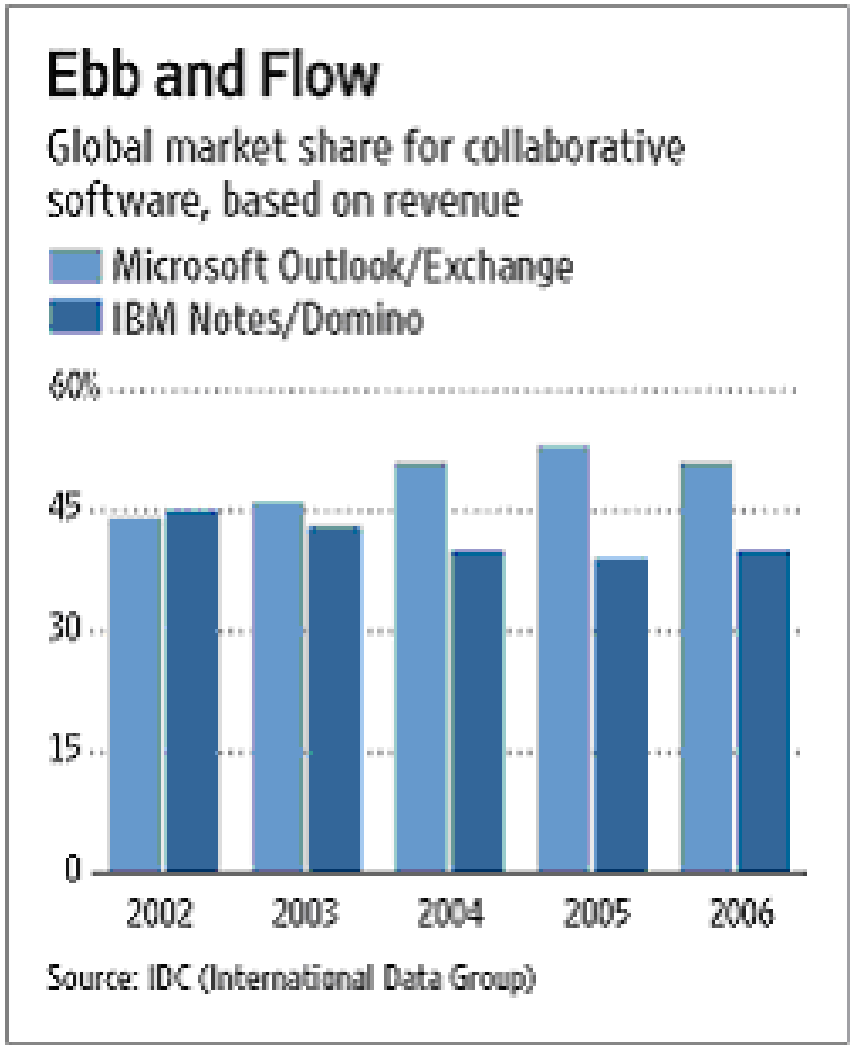


Digital Collaboration Infrastructure

IBM Institute for Business Value, CEO Study 2006

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



“Lotus' time has now come” - Ovum

“Lotus is presenting an ever more flexible and adaptive path froward 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

Addressing different modes of collaborative working

DOCUMENT-CENTRIC

PEOPLE-CENTRIC

COMMUNITY-CENTRIC

Lotus.

Focus On Collaborative Capabilities

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

E-mail, Calendar, Contacts

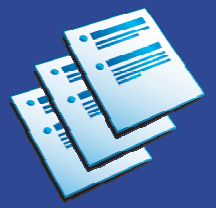
Documents, Presentations, Spreadsheets

Instant Messaging, Web Conferencing

Telephony, Video, VOIP

Document Storage and Sharing, Blogs/Wikis

Electronic forms



Contact Information, Skills, Expertise

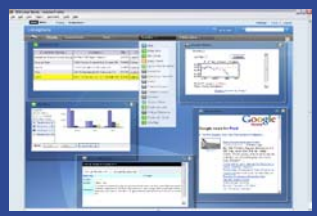
Shared Bookmarking

Communities, Discussions

Activites/ Project Management

Scorecards, Business Intelligence

Composite Applications Business Mashups



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IBM Lotus collaboration product strategy

Rich client

Windows/Office

Browser

eForms

Portal

RSS/Atom

Mobile

Interaction and client services (online or offline)

Lotus Domino	Lotus Sametime	Lotus Quickr	Lotus Connections	WebSphere Portal
Mail, calendaring and collaborative applications	Unified communications and collaboration services	Collaborative document management and team services	Social Software for Business	Composite application and integration services

Composite application framework

Business process

Information

Collaborative Capabilities:

Where And When You Need Them

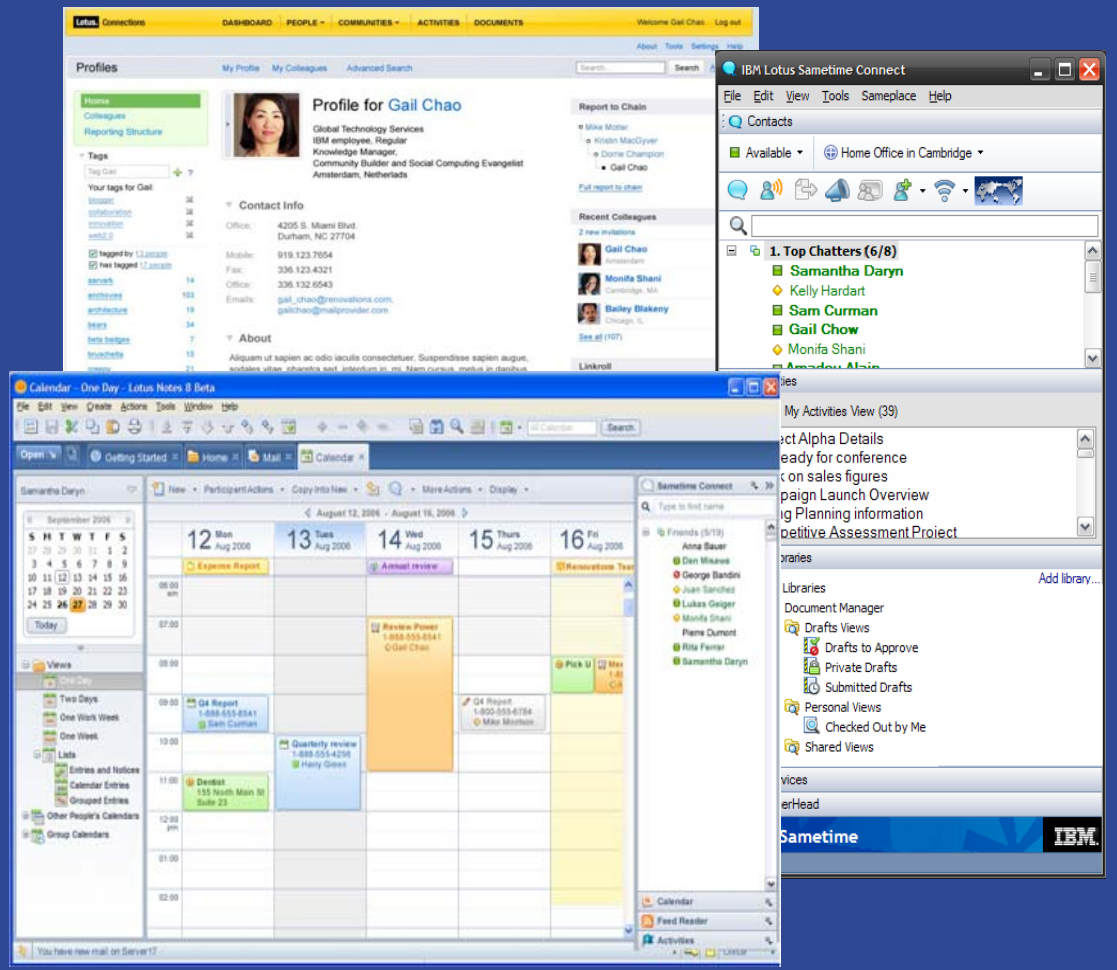
Flexible | **Adaptable** | **Open** | **Intuitive**

Document Spreadsheets Presentations

Contact Information

Communities

Bookmarks



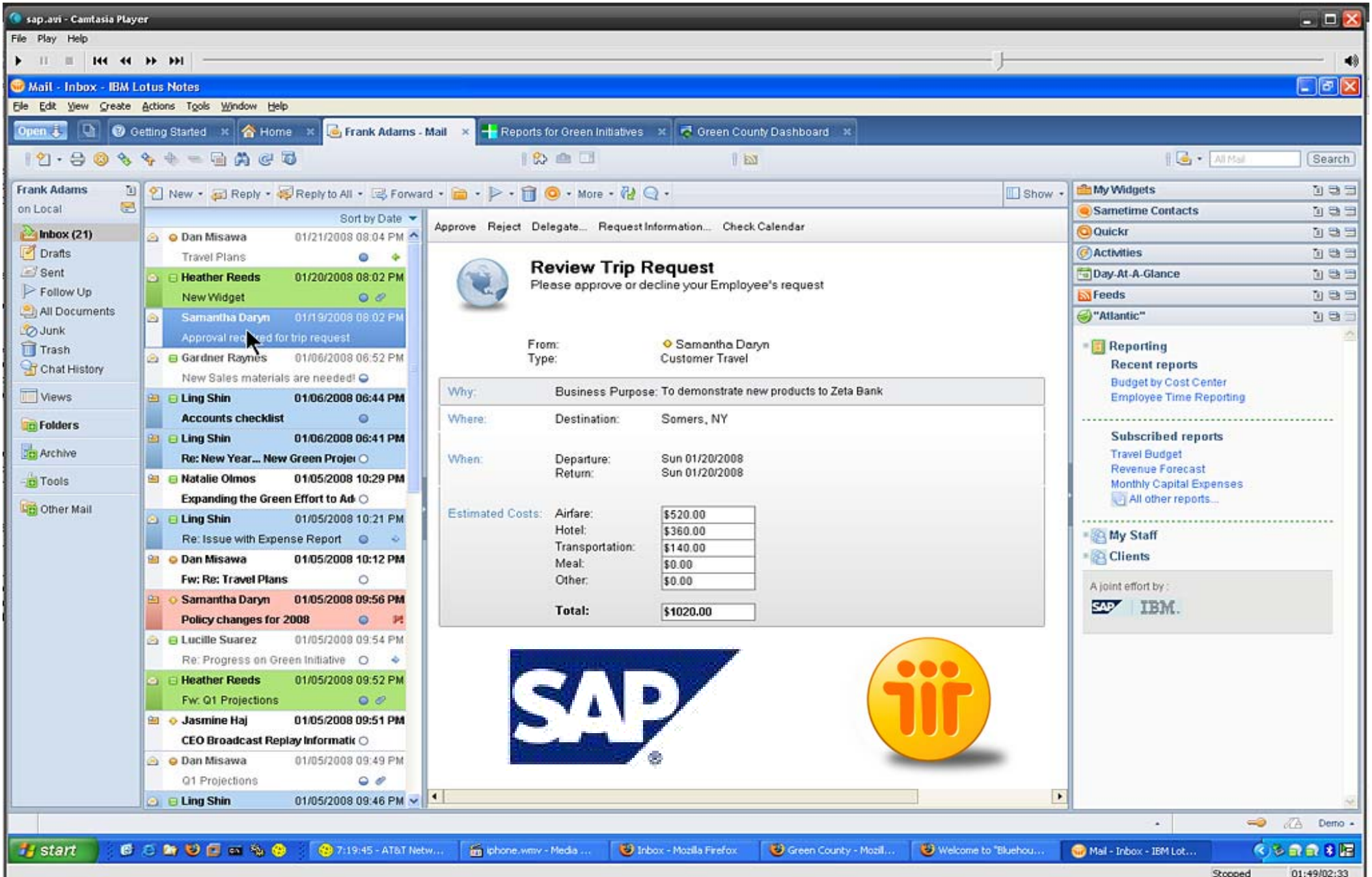
Content

LOB Applications

Instant messaging

Activities

SAP and Lotus Notes: Project Atlantic



Lotus® Foundations

- 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.

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

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Welcome to "Bluehouse"! - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://bluehouse.lotus.com/

Google

"Bluehouse" Store & Share Contacts Activities Meetings Chat

"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

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

Chat

Use instant messaging to chat with "Bluehouse" users. Learn More

Contacts

Keep track of your clients and customers, important dates and events. Connect with others to share contact information. 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

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.

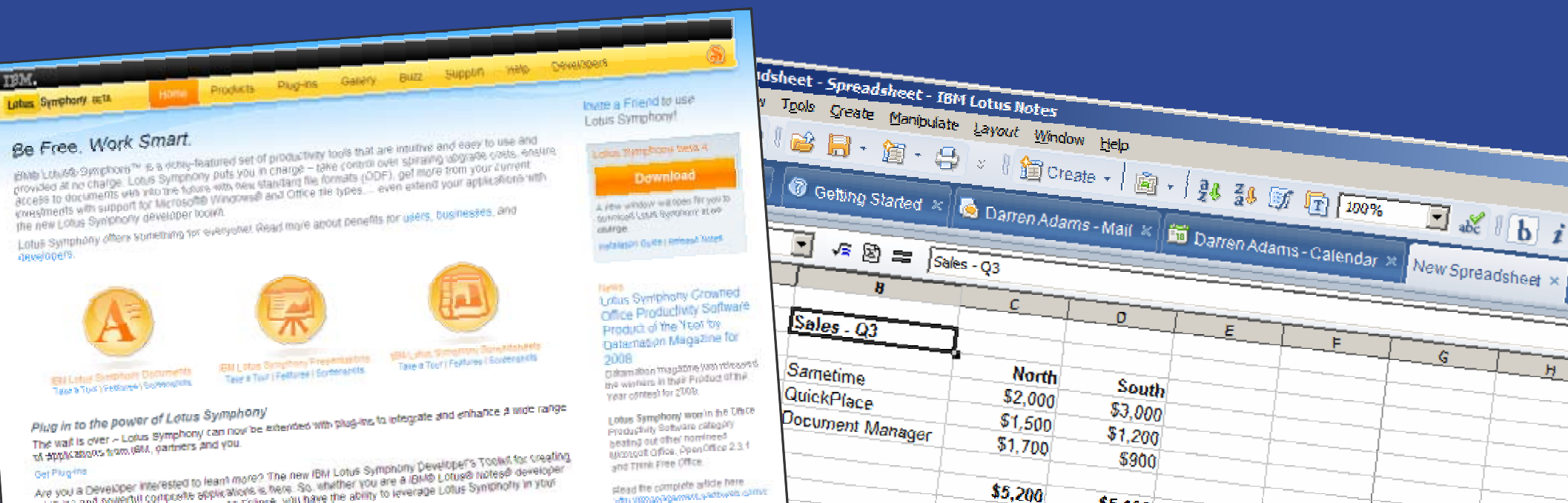
➔ Find colleagues in the

Done

bluehouse.lotus.com

Lotus Symphony

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



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?”

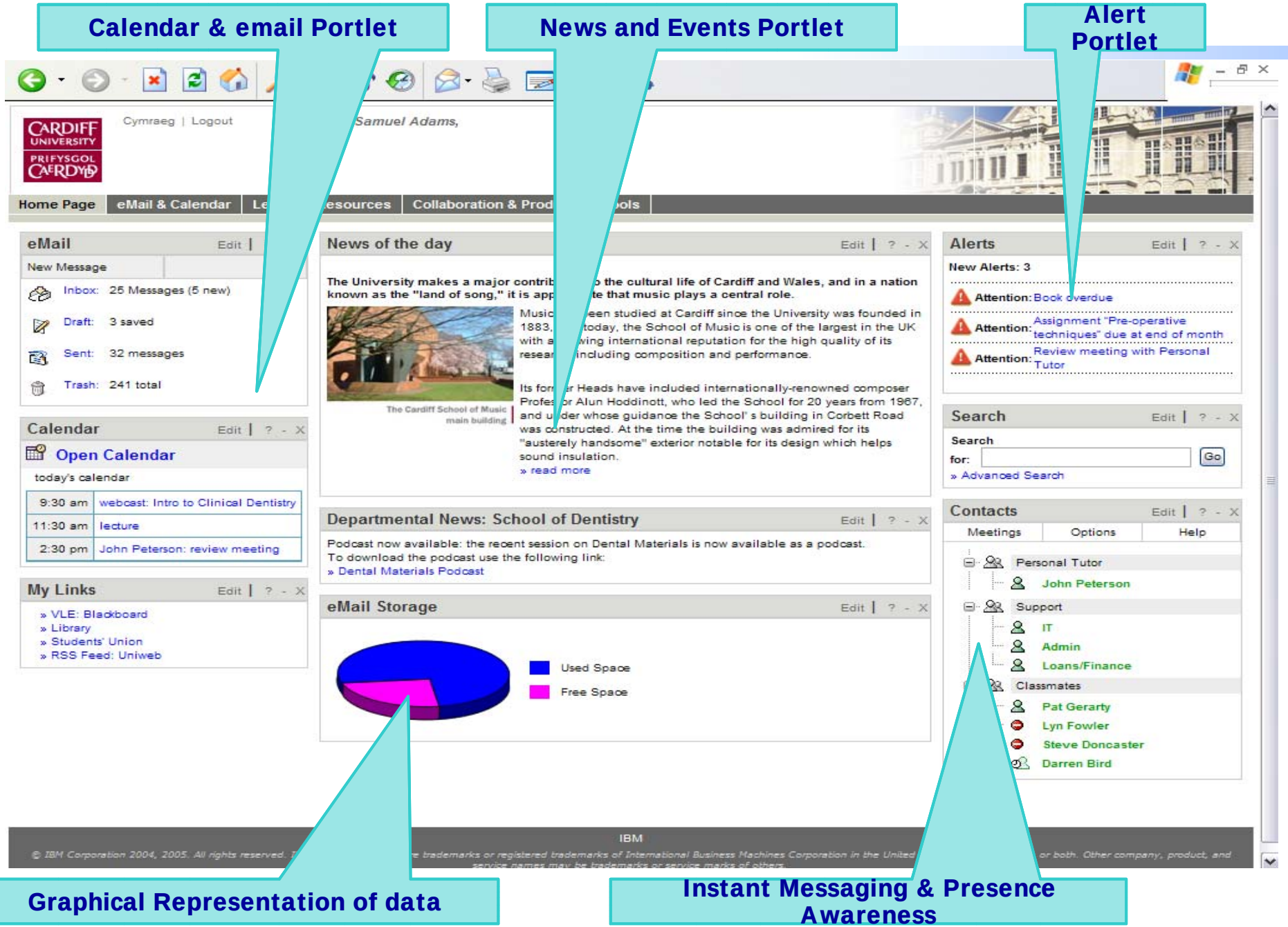
- CNet news.com, February 2008

Winner of a 2008 Product of the Year award

- Datamation, February 2008

Customer Testimonials

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

Lotus.

Portal @ Cardiff University