

Lotus knows.

Smarter software for a Smarter Planet.

LotusLive: Partner Ecosystem and Application Platform for SaaS Collaboration

Beverly DeWitt | Program Director, LotusLive Partner Programs and Solutions

Jeff Jablonowski | ISSL Worldwide Offerings Development

Brian Donovan | Worldwide Manager, Channel Sales, Online Collaboration Services



Agenda

LotusLive Partner Program Strategy

iNotes and Notes Onboarding Services

Business Opportunities for Partners

LotusLive Engage API Overview

Summary and Call to Action

Top SaaS Solutions By Company Size – US & Western Europe

Top SaaS Solutions Through 2011	WW	UNITED STATES			EUROPE		
	All Sizes	Under 1,000	1,000 to 5,000	Over 5,000	Under 1,000	1,000 to 5,000	Over 5,000
Collaboration Technologies	1	1	1	1	1	3	1
Human Resources/Benefits Administration	2	2	2	2	4	2	3
Customer Service & Support	3	5	6	7	2	6	4
Payroll	4	4	7	3	6	14	10
Finance & Accounting	5	8	9	12	3	1	5
BI & CPM	6	10	8	5	7	8	2
Time and Labor Mgmt	7	6	4	13	15	4	6
Salesforce Automation	8	3	3	4	10	16	17
Talent & Performance Mgmt	9	7	5	6	18	9	8
E-Commerce	10	9	10	10	5	17	13
Procurement & Sourcing	11	11	17	8	17	11	11
Supply Chain Mgmt	12	13	11	9	11	13	12
Supplier Relationship Mgmt	13	12	13	11	14	5	14
Mobility Mgmt	14	14	15	15	9	7	7
ERP /Manufacturing	15	16	12	14	8	10	15
Governance, Compliance and Risk Mgmt	16	15	16	16	13	12	16
Treasury & Cash Mgmt	17	17	14	18	12	18	9
Product Lifecycle Mgmt	18	18	18	17	16	15	18

Source: Saugatuck Technology Inc., 2009 SaaS Survey (Conducted Dec '08), WW N=1788, W. Europe N=706, France N=140

Saugatuck Insight: In 2009, Collaboration, HR/Benefits, and Customer Service are the top priority SaaS purchases globally. Notably, the growth in demand for core systems – including Finance & Accounting, and E-commerce – is even stronger in European Small-Midsize Businesses than in the US.

Purchase Plans – Collaboration & Social Computing

Please indicate when your company plans to purchase a SaaS solution in each of the following categories:

	All Sizes		100-300		300-500		500 to 1000		1000 to 2500		2500 to 5000		Over 5000	
	2009	2011	2009	2011	2009	2011	2009	2011	2009	2011	2009	2011	2009	2011
Email	48.4%	64.8%	54.5%	71.8%	51.3%	72.8%	52.1%	69.3%	47.0%	62.8%	44.9%	59.9%	42.9%	56.5%
Web Conferencing	47.7%	66.7%	44.5%	67.6%	45.5%	69.7%	49.0%	69.5%	45.2%	63.6%	53.6%	69.0%	49.3%	63.9%
Calendar	41.0%	59.4%	46.1%	64.3%	46.8%	72.5%	40.2%	64.1%	40.7%	58.3%	42.1%	57.3%	35.2%	48.9%
“Office” Suite	40.9%	61.2%	46.0%	69.0%	42.2%	67.2%	39.2%	61.2%	36.1%	55.6%	34.7%	51.5%	41.7%	58.8%
Project Management	40.8%	62.4%	44.5%	66.1%	40.3%	68.2%	41.6%	66.8%	40.0%	61.9%	43.3%	59.1%	37.7%	56.3%
Business Collaboration	39.6%	61.3%	40.4%	62.0%	39.1%	67.0%	43.0%	64.0%	33.2%	60.4%	41.8%	59.4%	39.5%	57.9%
Forums	34.7%	53.5%	34.0%	56.2%	37.7%	61.9%	34.4%	56.3%	31.5%	50.9%	37.8%	54.9%	34.5%	47.1%
“Communities”	34.7%	55.0%	36.0%	57.7%	37.8%	62.2%	36.2%	56.9%	31.2%	53.5%	32.7%	56.4%	33.9%	48.9%
Social Networking	33.9%	51.4%	37.9%	55.9%	34.8%	58.8%	35.5%	54.4%	31.9%	50.9%	33.1%	53.0%	31.0%	43.2%
Whiteboards	33.0%	53.3%	34.1%	54.8%	36.7%	62.9%	36.2%	58.5%	28.0%	53.1%	38.4%	55.5%	29.2%	44.8%
Blogs	32.9%	50.9%	34.1%	54.6%	37.1%	60.3%	33.7%	52.3%	30.7%	47.4%	31.3%	52.1%	31.1%	44.5%
Content Tagging	32.8%	52.9%	35.3%	54.7%	37.7%	63.2%	33.1%	57.2%	29.2%	52.8%	37.6%	54.5%	28.7%	44.4%
Wikis	32.5%	50.6%	33.7%	51.6%	37.6%	56.8%	30.5%	52.5%	29.0%	47.9%	32.5%	54.2%	31.9%	45.9%

> 60 %
52 - 60 %
44 - 52 %
36 - 44 %
< 36 %

Source: Saugatuck Technology, Web Survey December 2008, N=1788

Saugatuck Insight: The sweet spot in collaboration and social networking tools is clearly the small and mid-sized market (100-1000 employees), with the 300-500 employee segment particularly promising. It is worth noting that for all sizes, an upside of nearly 20 percent from 2009 to 2011 pertains to all categories of collaboration and social networking tools. However, large enterprises (2,500 employees and above) do not show the same level of interest in these solutions in comparison to smaller enterprises with the exception of Project Management and Business Collaboration, where there is a nearly 20 percent increase from 2009 to 2011.

LotusLive Strategy

Customer Need

- The need to drive top line growth and innovation is driving organizations to want to work more closely with their customers and partners
- Cost reduction is a key driver with a trend towards outsourcing many “commodity” IT services to redirect talented IT resources onto more more strategic initiatives

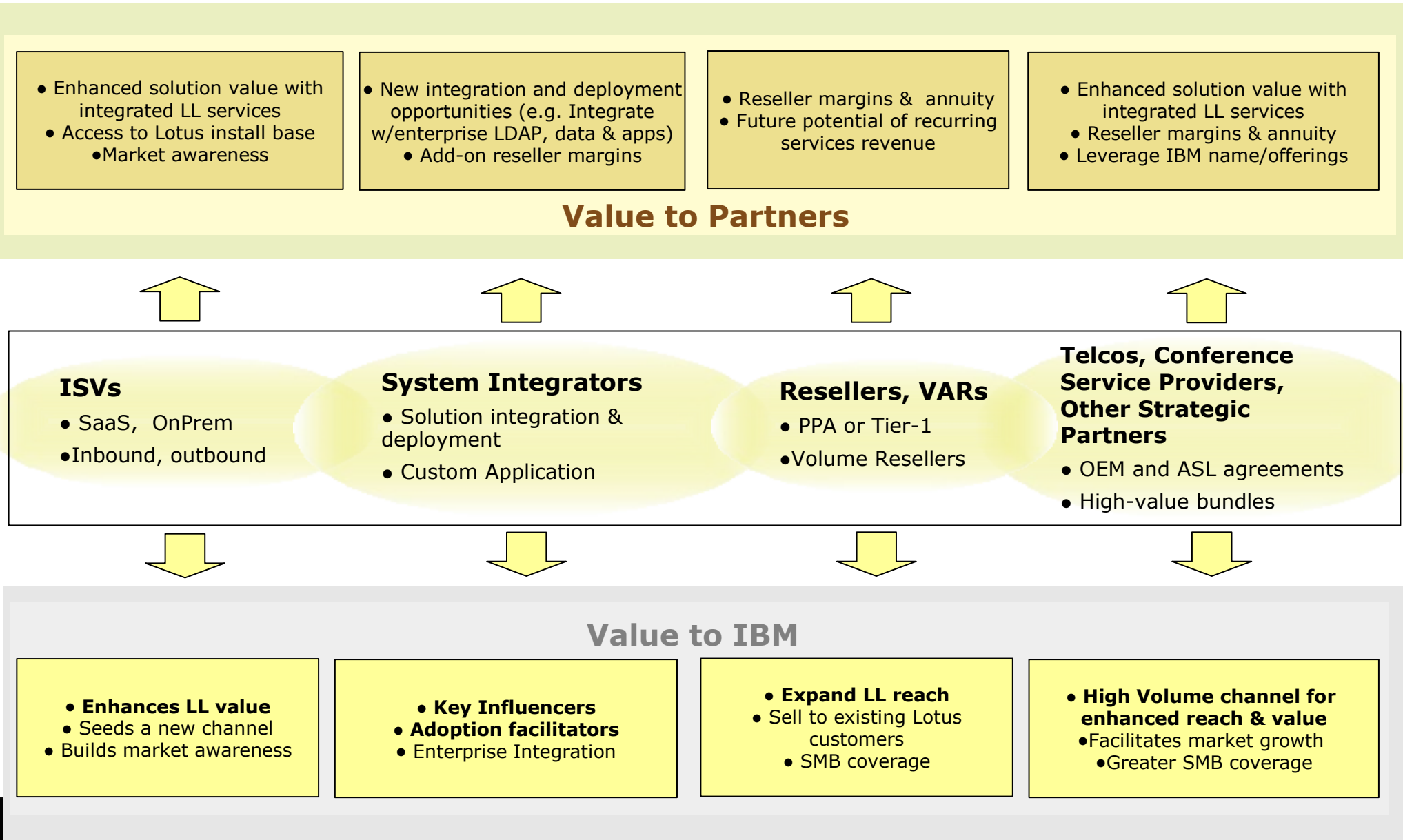
Our Approach

- Deliver an Online Social Networking and Collaboration Platform designed for Business
- Allow companies to easily work beyond the boundaries of their organization
- Integration, extension, and co-existence as a foundation

Key Enablers

- A loosely-coupled architectural approach
 - Use Web 2.0/REST methods of integration between applications rather than requiring that they be written to a particular platform
- Rapid innovation from IBM labs, IBM Research, and acquisitions
- **A partner ecosystem**

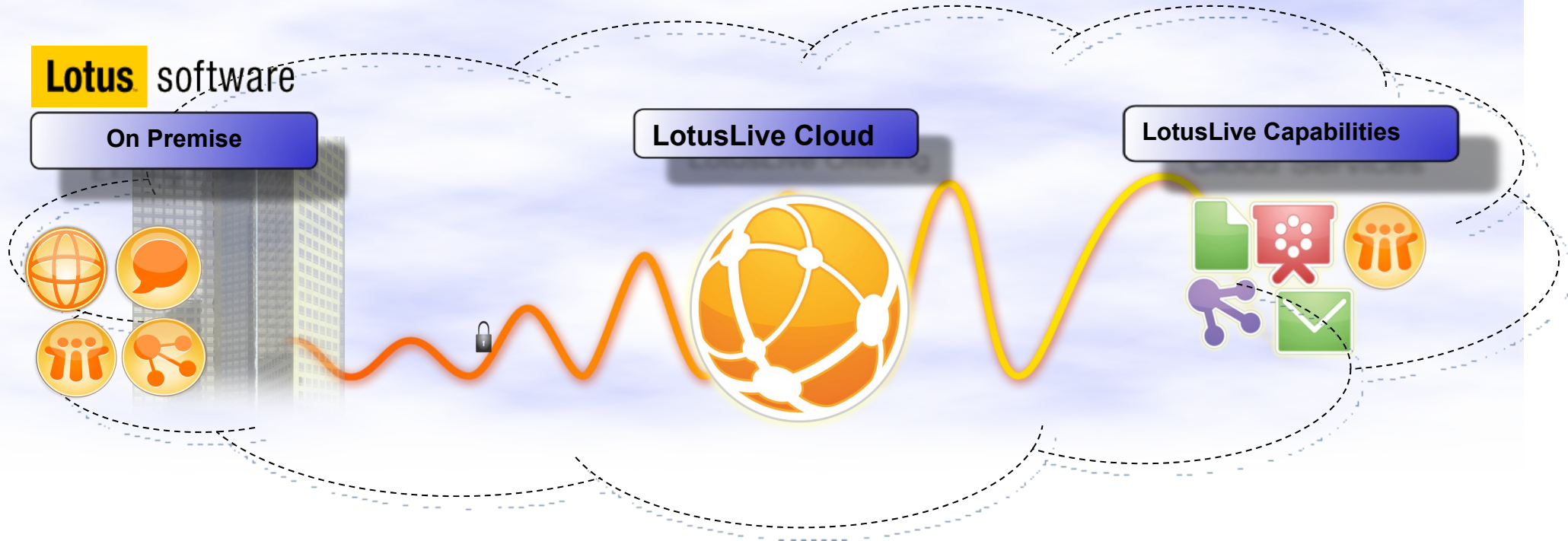
LotusLive Partner Ecosystem



Onboarding Tools

- We are working on a toolkit for mail migrations, bulk user provisioning, and LL iNotes directory synchronization. The toolkit will provide:
 - Documentation on the data formats we require for user provisioning, data import and directory synch
 - A set of sample scripts for use with Tivoli Directory Integrator (TDI)
 - Documentation on the process
 - Engagement model for IBM LotusLive operations and customer service teams
- LotusLive iNotes and Bulk User Provisioning toolkit completed first (pilot)
- LotusLive Notes v2 toolkit future
- Tivoli Directory Integrator (TDI) assembly lines read files from FTP server and perform appropriate operations
 - We are not requiring that you use TDI, though it is highly recommended you consider doing so.
 - If your output conforms to our file format specification, you can test your tooling with LotusLive.

Lab Services - Integrating On Premise and the Cloud - improving IT efficiency in this hybrid environment



- Technical workshops – in the integration areas of: Directories, Mail Routing, and Security/SSO for best practice approaches for leveraging the LotusLive cloud
- Seamless Directory Integration – Automated integration between your enterprise directory and the your LotusLive enterprise directory entries
- Managed Migration Assistance – proven methodologies, approaches, and tools for onboarding users to LotusLive
- More details at: ibm.com/software/lotus/services/lotuslive.html

What do we mean by Onboarding ?

- “Onboarding” is the term we use to describe the process of moving customer users from their current, on-premise, system(s) into the cloud.
- Onboarding includes a number of activities:
 - Providing users with an account on LotusLive. This is also called “user provisioning” for registering users with the services.
 - As required, integrating on-premise directories that have user information which a customer wants to maintain within directories on LotusLive.
 - As required, migrating user's email, calendar, and personal contact data from their on-premise e-mail system to LotusLive.

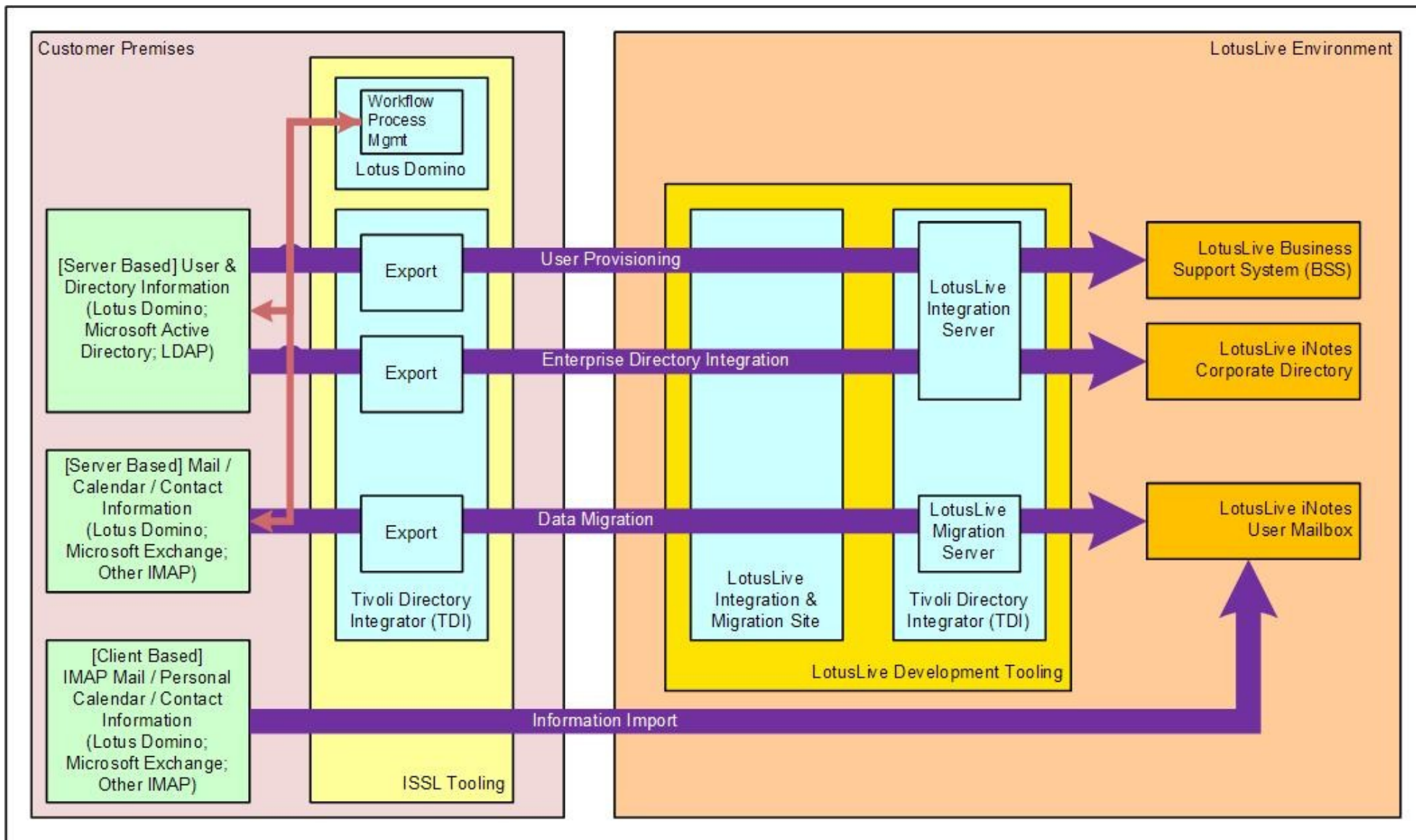
LotusLive iNotes and LotusLive Bulk User Provisioning Onboarding Tooling Model

- IBM Software Services for Lotus (ISSL) is developing a set of Onboarding tools with the LotusLive Development team.
- These are based on Tivoli Directory Integrator (TDI) assembly lines, that work with messaging standards for extracting the data file import specifications for the file import/upload process supported by LotusLive.

What is scope of the current tooling ?

- Bulk User Provisioning Tooling
 - Automated User Provisioning [to BSS]
 - Can be scheduled to continue to integrate the systems
 - Leveraged during delivery of an ISSL [LotusLive User Provisioning](#) engagement
 - (also can be leveraged in conjunction with the 2 that follow)
- Bulk Messaging Sever Data Migration Tooling
 - Mail and Calendar, server data migration to LotusLive iNotes
 - Is a migration event, not continuous integration operations
 - Leveraged during delivery of an ISSL [LotusLive Messaging Managed Onboarding](#) engagement
- Directory Integration Tooling
 - LDAP v3 Directory Integration [to LotusLive iNotes Corporate Directory]
 - Can be scheduled to continue to integrate the systems
 - Leveraged during delivery of an [ISSL LotusLive Enterprise Directory Integration](#) engagement

LotusLive iNotes and Bulk User Provisioning Tooling



LotusLive User Provisioning

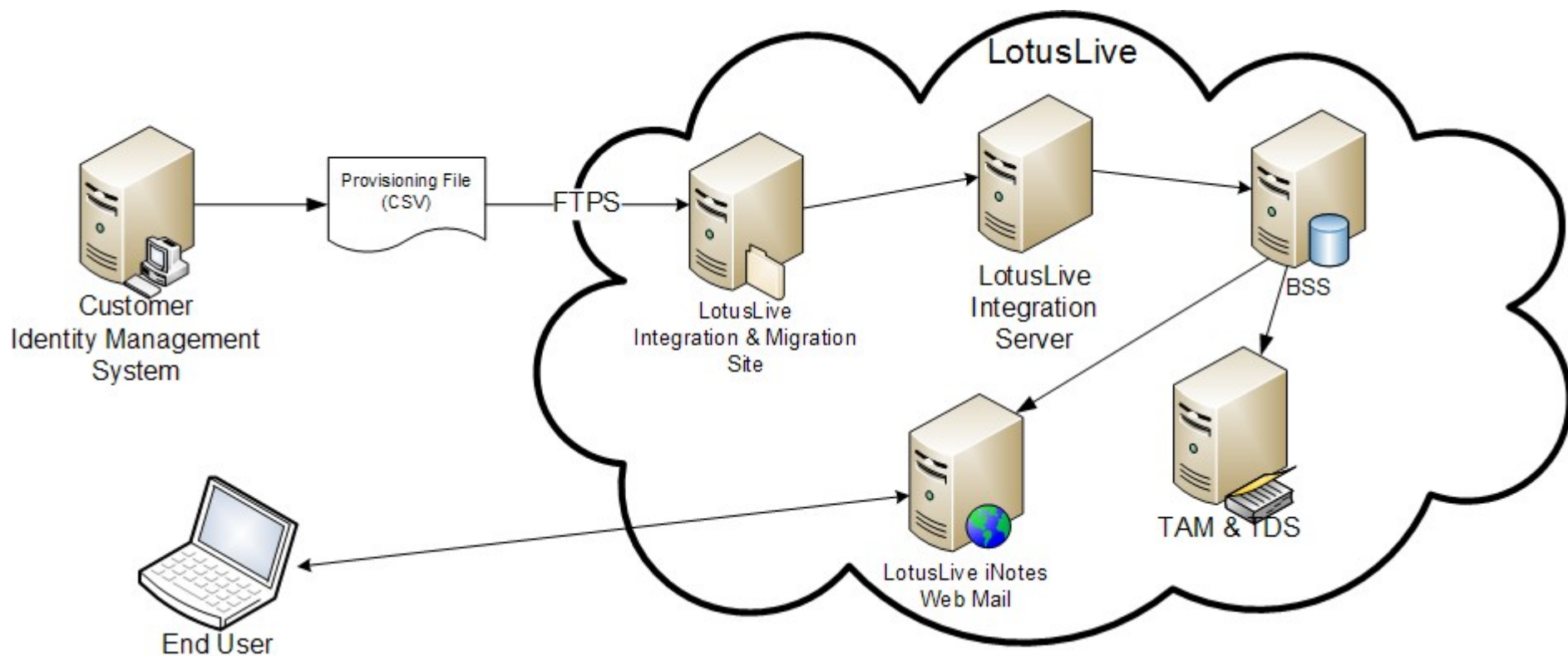
- Is currently done in two ways
 - 1 Administrator UI providing full user account management
 - 2 Customer Service Rep (CSR) performing a bulk provisioning from an encoded file provided by the customer
- An additional means is being provided with this tooling to meet the enterprise integration requirement of larger customers.
 - The driving requirement is to integrate the provisioning of LotusLive users with existing identity management workflows within a customers enterprise in an automated fashion.

LotusLive Bulk User Provisioning

- In the Enterprise Integration model, the customer is responsible for generating a file with the user identity and associated actions information.
- LotusLive uses Tivoli Directory Integrator (TDI) to process and maintain provisioning updates by the LotusLive Integration Server (LLIS).
- LLIS will submit the specified provisioning operations to the LotusLive Business Support System (BSS).
- Associated changes to Tivoli Access Manager (TAM) and Tivoli Directory Server (TDS) are automatically made as well.

LotusLive Bulk User Provisioning

High level component architecture

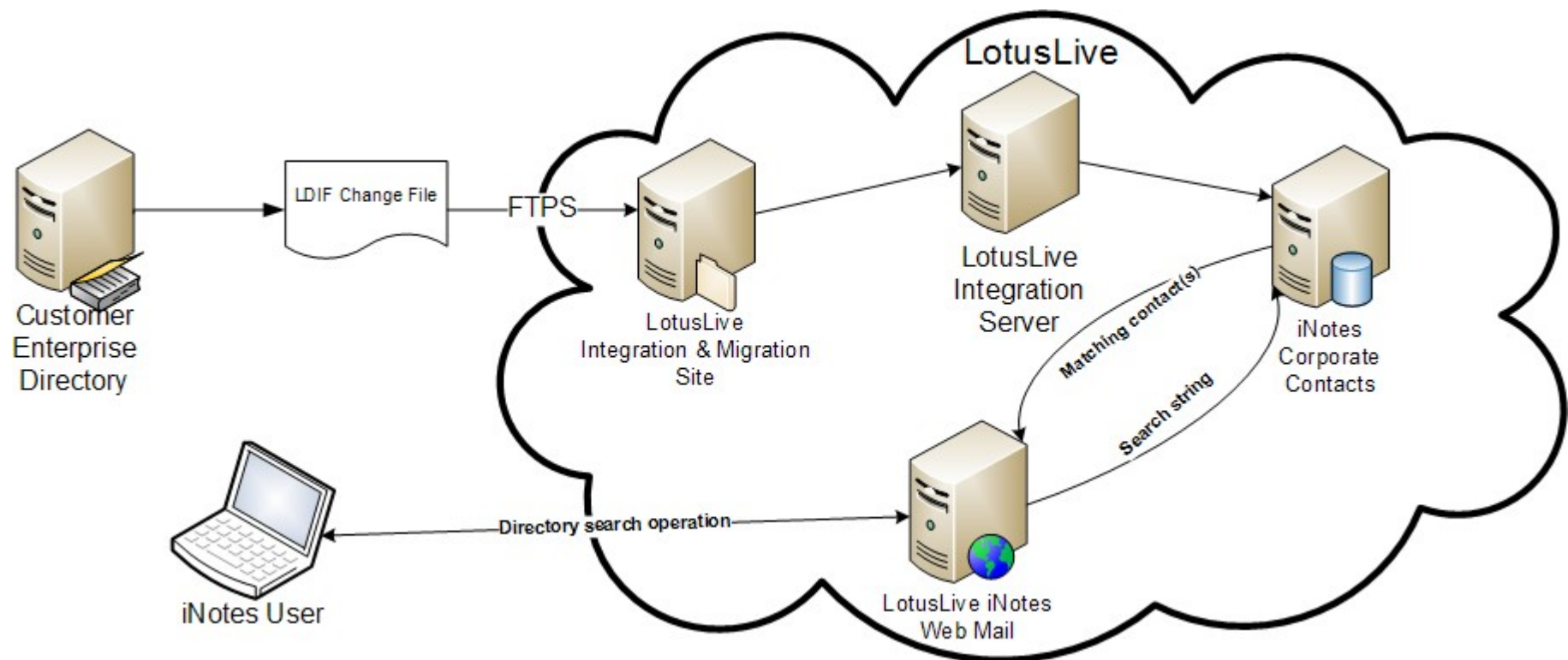


LotusLive iNotes Corporate Directory Integration

- Provides an automated means for allowing a specified portion of an Enterprise LDAP directory (e.g. Domino or Active Directory) to be synchronized with the LotusLive iNotes Corporate Directory.
- This will enable LotusLive iNotes users to access this information at the same speed they can access their personal contact information.
- Customer is responsible for generating an LDIF file which contains additions, updates, deletions and having this file securely FTP'd to the LotusLive Integration & Migration site.
- LotusLive uses Tivoli Directory Integrator (TDI) to process and maintain directory updates with the LotusLive Integration Server (LLIS).

LotusLive iNotes Corporate Directory Integration

High level component architecture

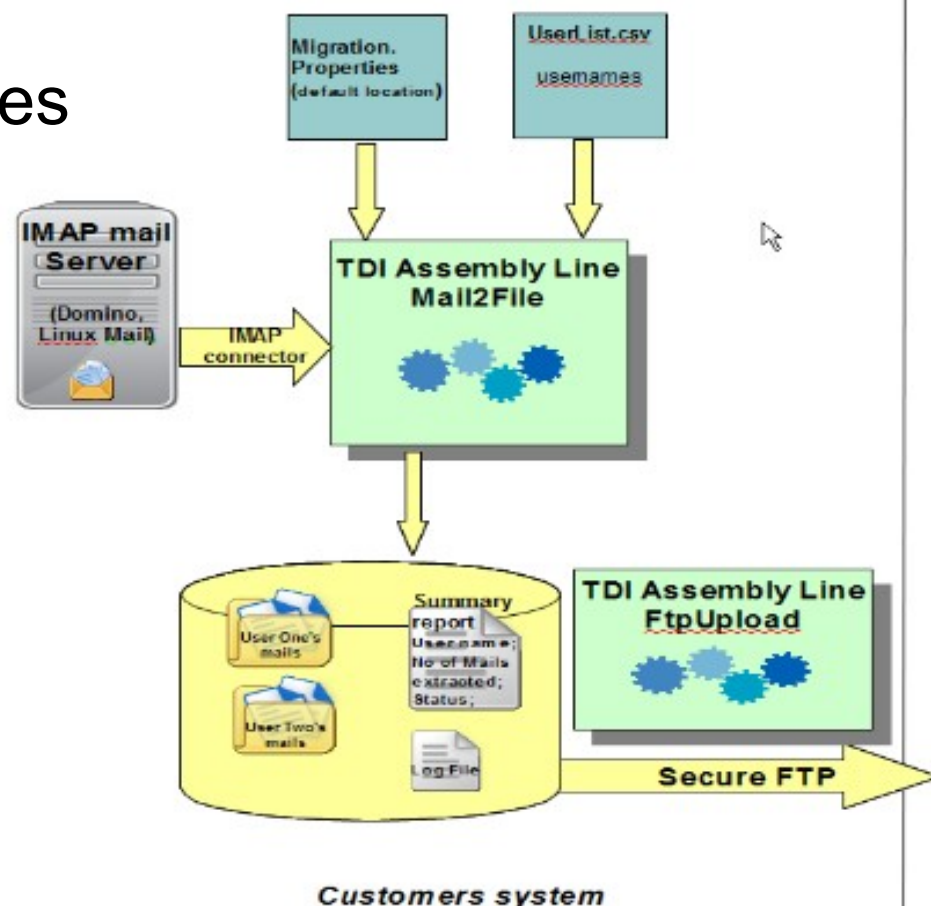


LotusLive iNotes Messaging Server Data Migration

- Enduser self service capabilities exist within the LLiNotes UI today
 - Personal Contacts – via vCard standards
 - Personal Calendar – via ICS standards
- Mail messages - via a IMAP client based manual copy procedure
- Tooling from ISSL and Development is designed to meet the needs of our enterprise customers desiring “bulk” data migrations for their end users
 - This is not an “all or nothing” proposition for messaging data to be migrated, 30 or 90 days of mail content may be more cost effective

LotusLive iNotes Messaging Server Data Migration

- LotusLive Integration client components
- Inputs:
 - Properties file
 - Customer supplied CSV files
 - IMAP enabled server
- Assembly Line Processing:
 - Extraction
 - Secure FTP upload
- Outputs:
 - Transferred Import files
 - results/log files



LotusLive Notes Areas of Partnering Assistance



Lotus Live Notes Consulting Assistance Opportunity Scope

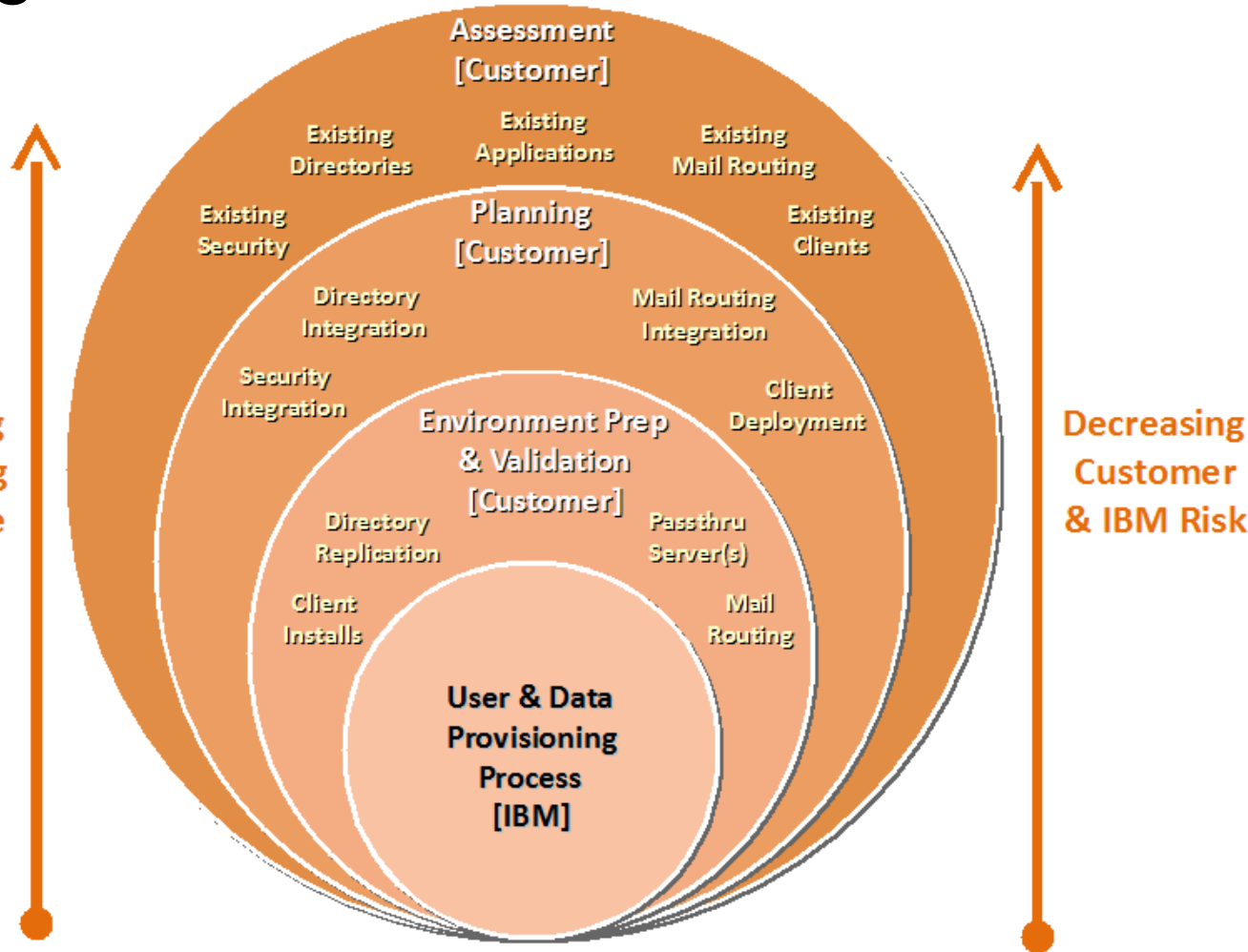
• All of the tasks in this diagram need to be performed by either:

- The Customer
- Consulting Partner

Increasing
Consulting
Assistance

• The transformational tasks within this model can be applied to any messaging focused technology project

- Upgrades, Migrations, Consolidations, etc....



Customer Responsibilities = Partner Opportunities

- Assessing Notes/Domino applications and impact of client upgrades to 8.5.1 FP2 including remediation of application problems
- Assessment and planning of end state directory architecture, mail routing and replication
- Assessment, planning and changes to existing security policies / procedures
- Assessment and planning of end state architecture for customizations / integration with other systems
- Network capacity planning and any associated network routing changes
- Remediation of existing problems or issues in the on-premise Domino environment
- Creation and staging of client installation packages
- Planning and execution of client upgrades or new installations
- Customization of mail templates
- Establishing and testing hybrid environment setup; implementation of passthru server(s), directory replication and mail routing between on-premise and LotusLive Notes environments
- Transformation management including end user communication plans, communication content, delivery of enablement, etc.
- Post-transition decommissioning of mail files and mail server

* Partners can potentially craft their own tools to assist with on-premise preparation / scheduling

IBM Responsibilities

- IBM will be responsible for operational tasks to review, validate, and provision users and customer's on-premise messaging/PIM data into the LotusLive Notes production environment
- Onboarding Process Management Tool (OPMT)* – workflow scheduling and automation of on-premise steps for LotusLive Notes transition used for:
 - Scheduling and status tracking
 - Capture and packaging of database replicas
 - Notification to end user to download and run client configuration tool
- LotusLive web admin UI provides control points for process inside LLN data center.
 - Preparation and insertion of databases into LLN service (4 replicas; primary cluster and DR cluster)
 - Provisioning of users
 - Updates to directory
- Validation and approval of Notes mail template customizations

Lotus knows.

Smarter software for a Smarter Planet.

Conclusion for this section

LotusLive Partner Business Models

- Passport Advantage Resellers VAR, VAD, Master Distributors (Tier - 2)
 - **Availability** - Available today = anything offered through the Passport Advantage parts list
 - **Objective** - Broad distribution of LotusLive to Large Enterprise and SMB markets
- Co-Brand/OEM (Tier – 1)
 - **Availability** – Application Software License (ASL) agreement with revenue commitments and specific partner value-add.
 - **Objective** – Integrated, high business value LotusLive solutions available to Large Enterprise and SMB markets
- Private Label/OEM (Tier - 1)
 - **Availability** - Application Software License (ASL) agreement with revenue commitments and specific partner value-add. Private label possible with Meetings/Events services only.
 - **Objective** – Telcos and Conference Service Providers (CSP) provide worldwide distribution of LotusLive to SMB and Large Enterprise markets
- Strategic Partnerships (ISVs, SIs)
 - **Availability** – Available today with selected ISVs. Co-sell revenue model
 - **Objective** - Create an ecosystem around LotusLive that enhances the value to customers and opens a shared sales channel with partners.

LotusLive Channel Overview - Targeting Two Primary RTM

Partner Type

VAR/VAD's

CSP's/ISP's/Telco's

Business Model

Software Reseller

Services Provider/Reseller

Procurement Method

Passport Advantage

ASL Agreement

Primary LL Focus

Mail / Engage

Meetings/Engage

Why -

VAR/VAD's -

- Existing Relationships with Collaboration customers
- Strong Knowledge of Collaboration Market
- Long standing relationship with IBM
- Migration skill set

CSP's/ISP's/Telco's

- Existing customer relationships around outsourced services.
- Very large targeted sales force who knows how to sell services
- Integration capabilities with proprietary services (voice/internet)
- Business model based on Services (billing/support, etc..)

IBM's Value Prop -

VAR/VAD

- Broad portfolio of SaaS & On Premise offerings
- Multiple Collaboration Modes (Social, Email, UC)
- Strong Partner Program
- Services revenue opportunities with LotusLive

CSP's/ISP's/Telco's

- Least competitive and most partner friendly
- Recognizing IBM's focus in the cloud / SaaS
- Broad portfolio of services
- Integration capabilities



LotusLive™ Meetings/Events - 1, 2, 3 year subscriptions, billed monthly or annually 15, 25, 1000 license-packs, Enterprise Deployment (no internal guests)	Available Today
LotusLive™ Engage 1, 2, 3 year subscriptions, billed monthly or annually 15, 25, 1000 license packs, Enterprise Deployment (no internal guests)	Available Today
LotusLive™ Connections 1, 2, 3 year subscriptions, billed monthly or annually	Available Today
LotusLive™ iNotes – 1, 2, 3 year subscriptions, billed monthly or annually Additional 100 GB of Storage (m/1/2/3 yr)	Available Today
LotusLive iNotes/Connections Bundle - - Annual Contract required	Available Today
Software Value Incentive (SVI) program participation	Available Today
Value Advantage Plus (VAP) program participation	Not Available
Residual for subsequent renewal (Full margin on subscription renewals)	Available Today

For more information about Partnerworld Reseller programs:

http://public.dhe.ibm.com/partnerworld/pub/pdf/pw_program_guide_09.pdf

	CONNECTIONS	
D09TFLL	ANNUAL BILLING, ONE YEAR	\$72.00
D09TGLL	MONTHLY AS SPECIFIED, ONE YEAR COMMIT	\$7.50
D09THLL	UPFRONT BILLING, TWO YEAR	\$144.00
D09TILL	UPFRONT BILLING, THREE YEAR	\$216.00
	ENGAGE	
D08SJLL	NU15 ANNUAL BILLING, ONE YEAR	\$552.00
D08SLLL	NU1000 ANNUAL BILLING, ONE YEAR	\$1,116.00
D08SMLL	NU15 BILLED MONTHLY, ONE YEAR COMMIT	\$58.00
D08SPLL	NU1000 BILLED MONTHLY, ONE YEAR COMMIT	\$117.00
D08SPLL	NU15 UPFRONT BILLING, TWO YEAR	\$1,104.00
D08SSLL	NU1000 UPFRONT BILLING, TWO YEAR	\$2,232.00
D08STLL	NU14 PARTICIPANTS UPFRONT BILLING, THREE YEAR	\$1,656.00
D08SVLL	NU1000 UPFRONT BILLING, THREE YEAR	\$3,348.00
D0C4WLL	NU200 ANNUAL BILLING, ONE YEAR	\$852.00
D0C4XLL	NU200 BILLED MONTHLY, ONE YEAR COMMIT	\$88.50
D0C4YLL	NU200 UPFRONT BILLING, TWO YEAR	\$1,704.00
D0C4ZLL	NU200 UPFRONT BILLING, THREE YEAR	\$2,556.00
D0CPZLL	ENTERPRISE DEPLOYMENT, ANNUAL BILLING, ONE YEAR	\$96.00
	INOTES	
D0BNXLL	ANNUAL BILLING, ONE YEAR	\$36.00
D0BNYLL	BILLED MONTHLY AS SPECIFIED, ONE YEAR COMMIT	\$3.75
D0BNZLL	UPFRONT BILLING, TWO YEAR	\$72.00
D0BP0LL	UPFRONT BILLING, THREE YEAR	\$108.00
D0BP1LL	ADD. STORAGE 100 GIGABYTES ANNUAL BILLING, ONE YEAR	\$2,400.00
D0BP2LL	ADD. STORAGE 100 GIGABYTES BILLED MONTHLY, ONE YEAR COMMIT.	\$250.00
D0BP3LL	ADD. STORAGE 100 GIGABYTES UPFRONT BILLING, TWO YEAR	\$4,800.00
D0BP4LL	ADD. STORAGE 100 GIGABYTES UPFRONT BILLING, THREE YEAR	\$7,200.00

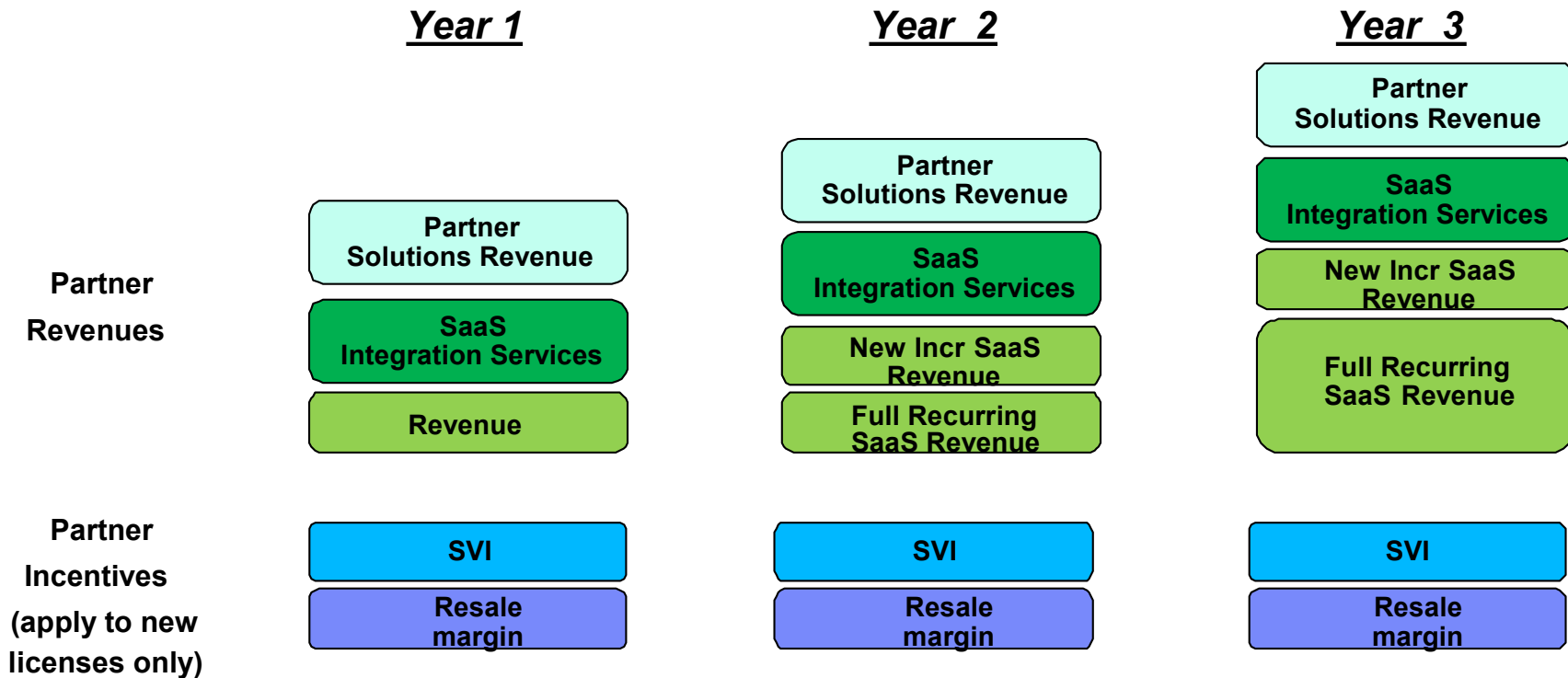
	MEETINGS	
D08S1LL	NU15 ANNUAL BILLING, ONE YEAR	\$468.00
D08S3LL	NU15 BILLED MONTHLY AS SPECIFIED, ONE YEAR COMMIT	\$48.00
D08S5LL	NU15 UPFRONT BILLING, TWO YEAR	\$936.00
D08S7LL	NU15 UPFRONT BILLING, THREE YEAR	\$1,404.00
D08SDLL	NU1000 EVENTS ANNUAL BILLING, ONE YEAR	\$948.00
D08SELL	NU1000 EVENTS BILLED MONTHLY, ONE YEAR COMMIT	\$99.00
D08SFLL	NU1000 EVENTS HOST UPFRONT BILLING, TWO YEAR	\$1,896.00
D08SGLL	NU1000 EVENTS UPFRONT BILLING, THREE YEAR	\$2,844.00
D0C50LL	NU200 ANNUAL BILLING, ONE YEAR	\$708.00
D0C51LL	NU200 BILLED MONTHLY, ONE YEAR COMMIT	\$75.00
D0C52LL	NU200 UPFRONT BILLING TWO YEAR	\$1,440.00
D0C53LL	NU200 UPFRONT BILLING, THREE YEAR	\$2,160.00
D0CPYLL	NU200 ENTERPRISE DEPLOYMENT ANNUAL BILLING, ONE YEAR	\$72.00
	INOTES AND CONNECTIONS BUNDLE	
D0CQ0LL	NU200 ANNUAL BILLING FIXED TERM USE ONE YEAR	\$84.00

Annuity Stream of Revenues and Integration Services -

Offerings are available in monthly, 1-year, 2-year and 3-year subscriptions

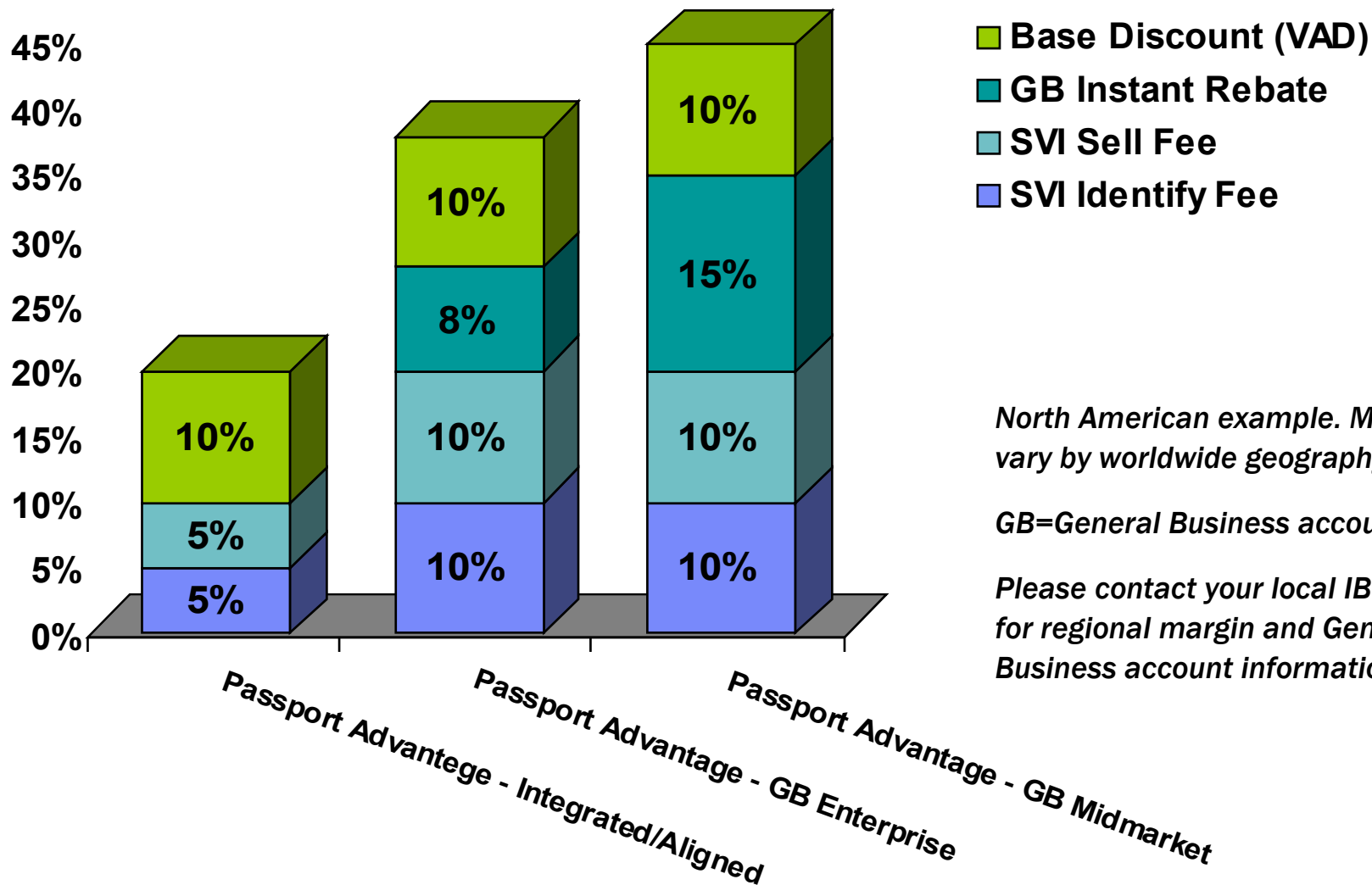
All offerings are in Passport Advantage and Software Value Incentive(SVI) **

Business Partners can achieve year-over-year revenue increases through subscription renewals



** INCENTIVES VARY BY GEOGRAPHY, PLEASE CONSULT YOUR LOCAL IBM OFFICE FOR DETAILS

Reseller Margin Overview

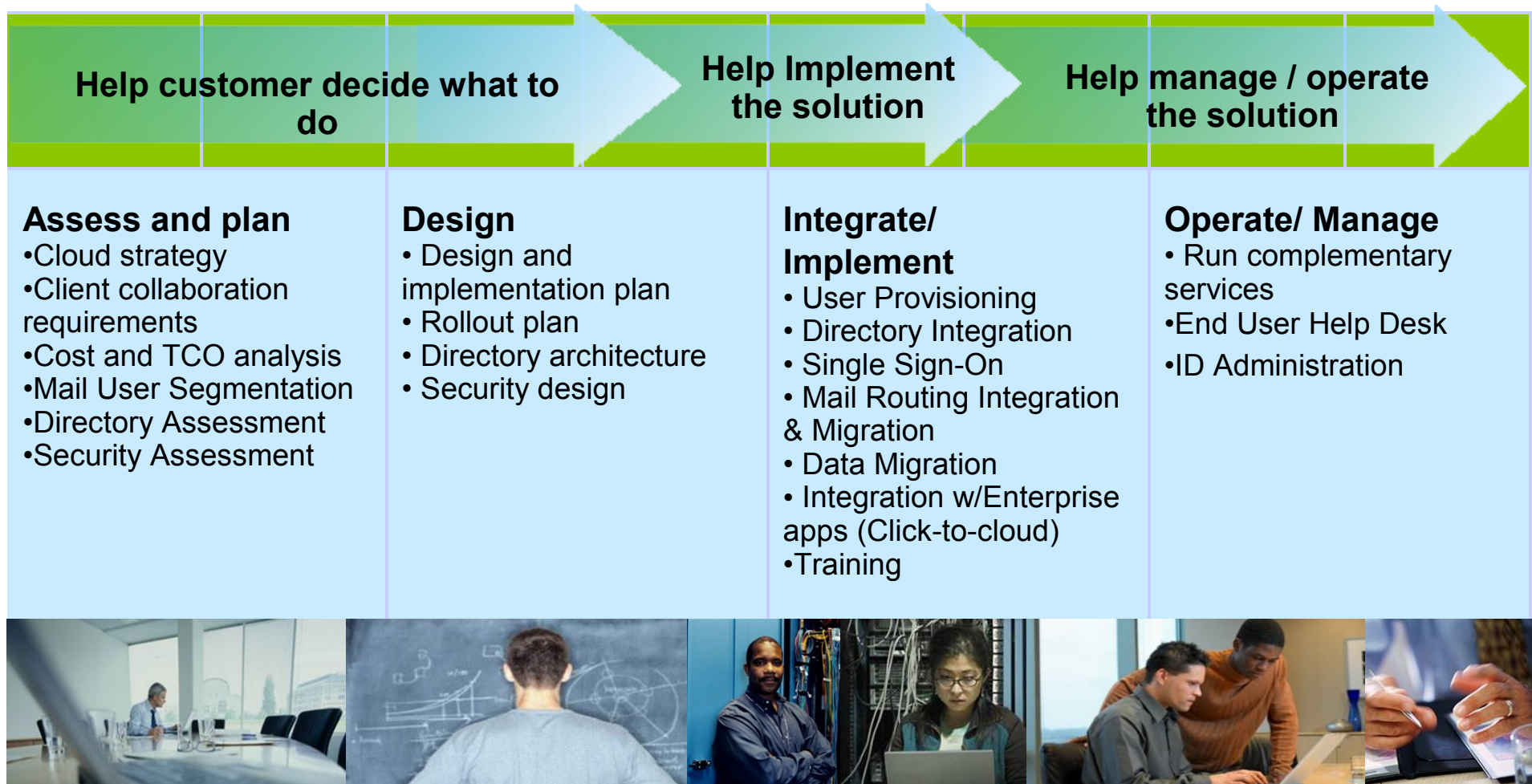


North American example. Margins vary by worldwide geography

GB=General Business accounts.

Please contact your local IBM office for regional margin and General Business account information

Services Opportunities around LotusLive



Total Services Opportunity: 1 to 3x yearly subscription revenue

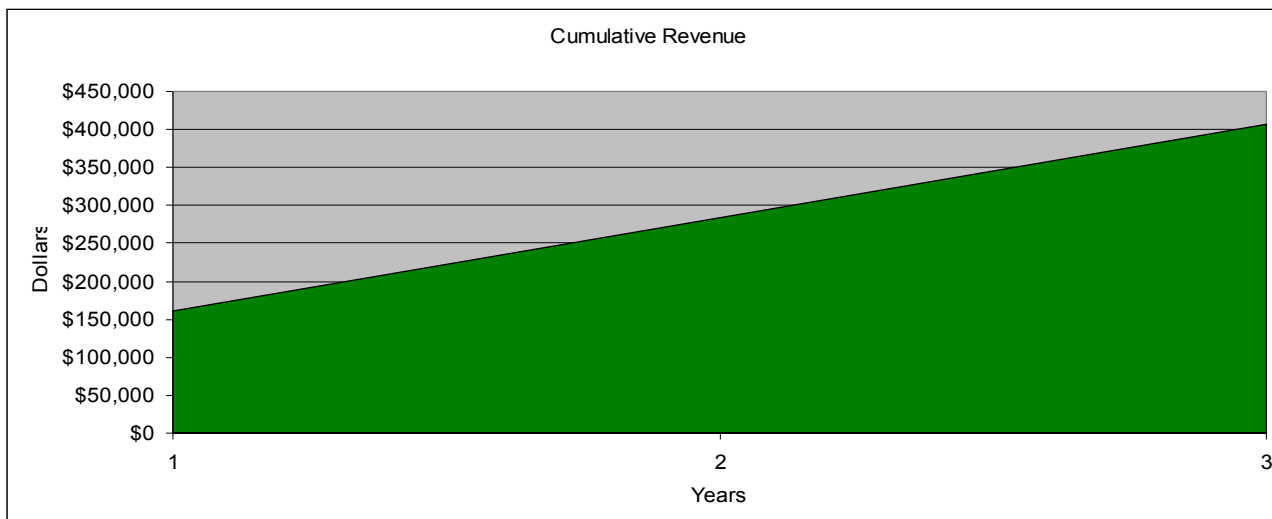
EXAMPLE 1 - MidMarket Customer - 500 Seats for Mail + Collaboration

<u>One Time Services</u>	<u>Per/User</u>	<u>Total</u>
Setup	\$4	\$2,000
Training	\$20	\$10,000
Email Migration	\$22	\$11,000
Directory / Single Sign-on	\$18	\$9,000
Total One Time Services		\$32,000

Partner combines reselling with value-added IT services to offer a complete solution to customer

<u>Recurring Services</u>	<u>Annual</u>	<u>3 Year</u>
LotusLive Resell (\$11.50/ea)	\$69,000	\$207,000
Help Desk (\$3.50/ea)	\$21,000	\$63,000
User Provisioning (\$1.50/ea)	\$9,000	\$27,000
Archiving/Backup (\$3.00/ea)	\$18,000	\$54,000
Total Recurring Services	\$117,000	\$351,000

High Value Add type Services - Combine on premise SW with SaaS (Hybrid Cloud) for even greater opportunity



OEM/ASL Partners

Offering Available Today - LotusLive™ Meetings/Events, Engage/Connections and iNotes. (Hosted Notes is not available today).

Overview -

- ASL = Application Software License. It is a brokerage model reseller agreement.
- Co-brand or private label the services
- Partner purchases at a discounted buy rate and sets price with the customer
- 1-Tier distribution model, purchases directly from IBM instead of a VAD
- Volume Tiered base pricing discounts
- Flexible pricing models - metered, month-to-month, concurrent seats, etc.
- Access to APIs (LL Meetings) – provisioning, audio bridge controls, billing, etc.
- Partner provisions and invoices directly from IBM.
- Partner provides level 0/1 customer and technical support
- Partner self provisions accounts
- Partner sells and owns customer relationship
- Co-selling with IBM available

LotusLive™ Meetings/Events ONLY -

Available Today

1, 2, 3 yr Annual SKU's, Annual contract billed monthly
15, 25, 1000 NUL, Enterprise Deployment
Per Minute billing
API's – provisioning, billing, branding, multi-tier admin

LotusLive™ iNotes ONLY -

Available Today

1, 2, 3 yr Annual SKU's, Annual contract billed monthly
Additional 100 Gib of Storage (m/1/2/3 yr)
API's – provisioning, billing, branding, multi-tier admin

Whole Portfolio -

LotusLive™ Meetings/Events Engage

Available Today

1, 2, 3 yr Annual SKU's, Annual contract billed monthly
15, 25, 1000 NUL, Enterprise Deployment

LotusLive™ Connections

Available Today

1, 2, 3 yr Annual SKU's, M/M Annual contract

LotusLive™ iNotes –

Available Today

1, 2, 3 yr Annual SKU's, Annual contract billed monthly
Additional 100 Gib of Storage (m/1/2/3 yr)

LotusLive iNotes/Connection Bundle -

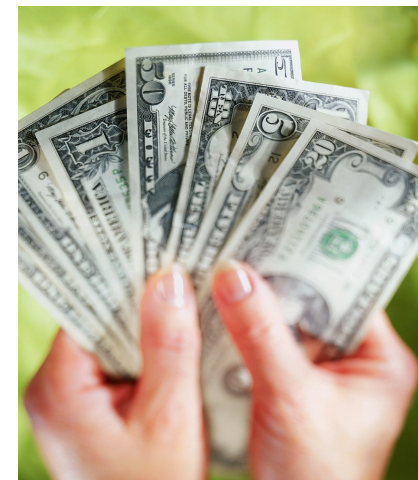
Available Today

- Annual Contract required

OEM/ASL Partners -

200,000 minutes/month of LotusLive™ Meetings

Purchases LL Meetings at	\$0.07/min
Sells LL Meetings at	\$0.11/min
Margin	<u>\$0.05/min</u>
Total Commission	\$10,000/month or \$120,000/yr.



500 Seats of Meeting/Events, Enterprise Deploy

Purchased Enterprise Deployment	\$57.60
-Sells Enterprise Deployment	<u>\$72.00</u>
- Total Commission	\$7,200
-Audio Conferencing (100,000 m)	<u>\$24,000</u>
• (.02 margin)	\$31,200

Lotus knows.

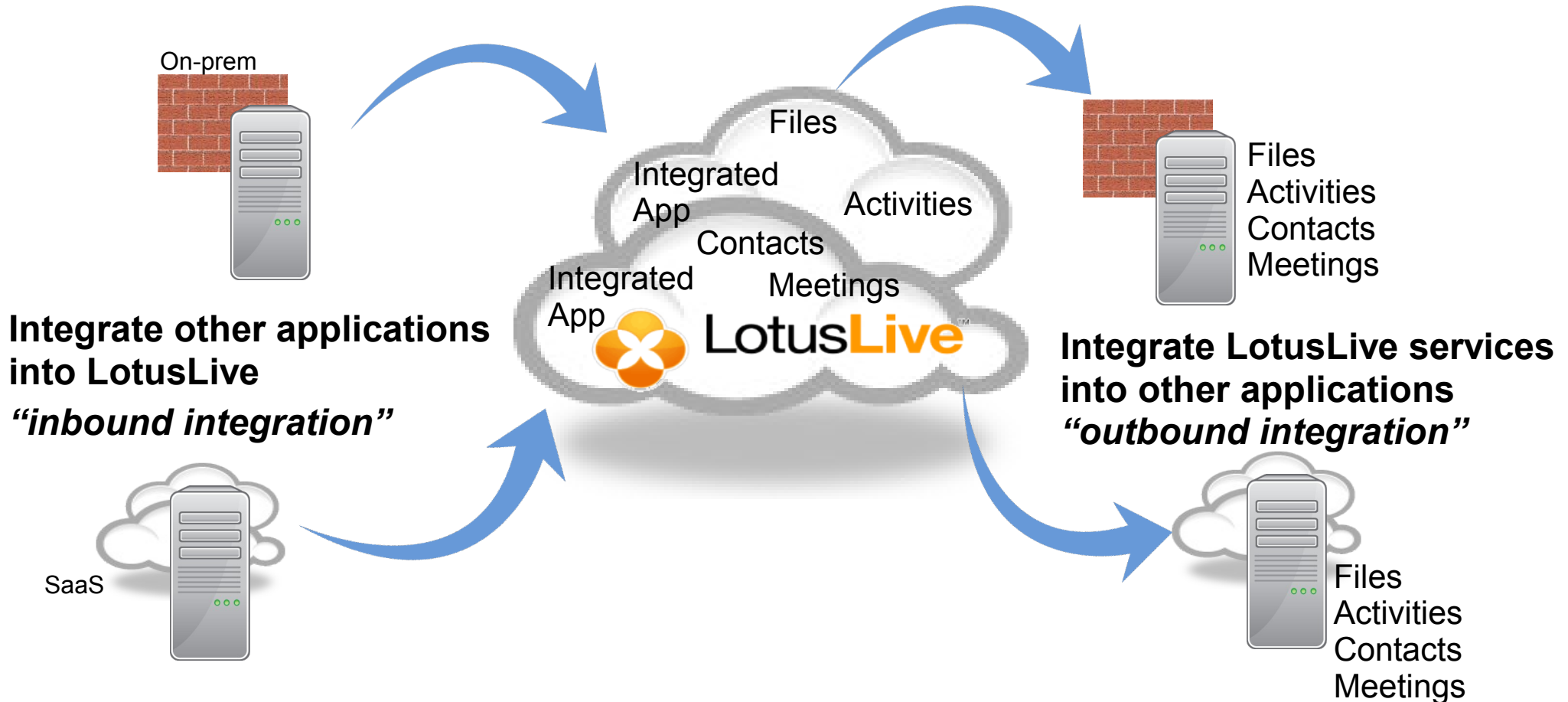
Smarter software for a Smarter Planet.

APIs and Customization

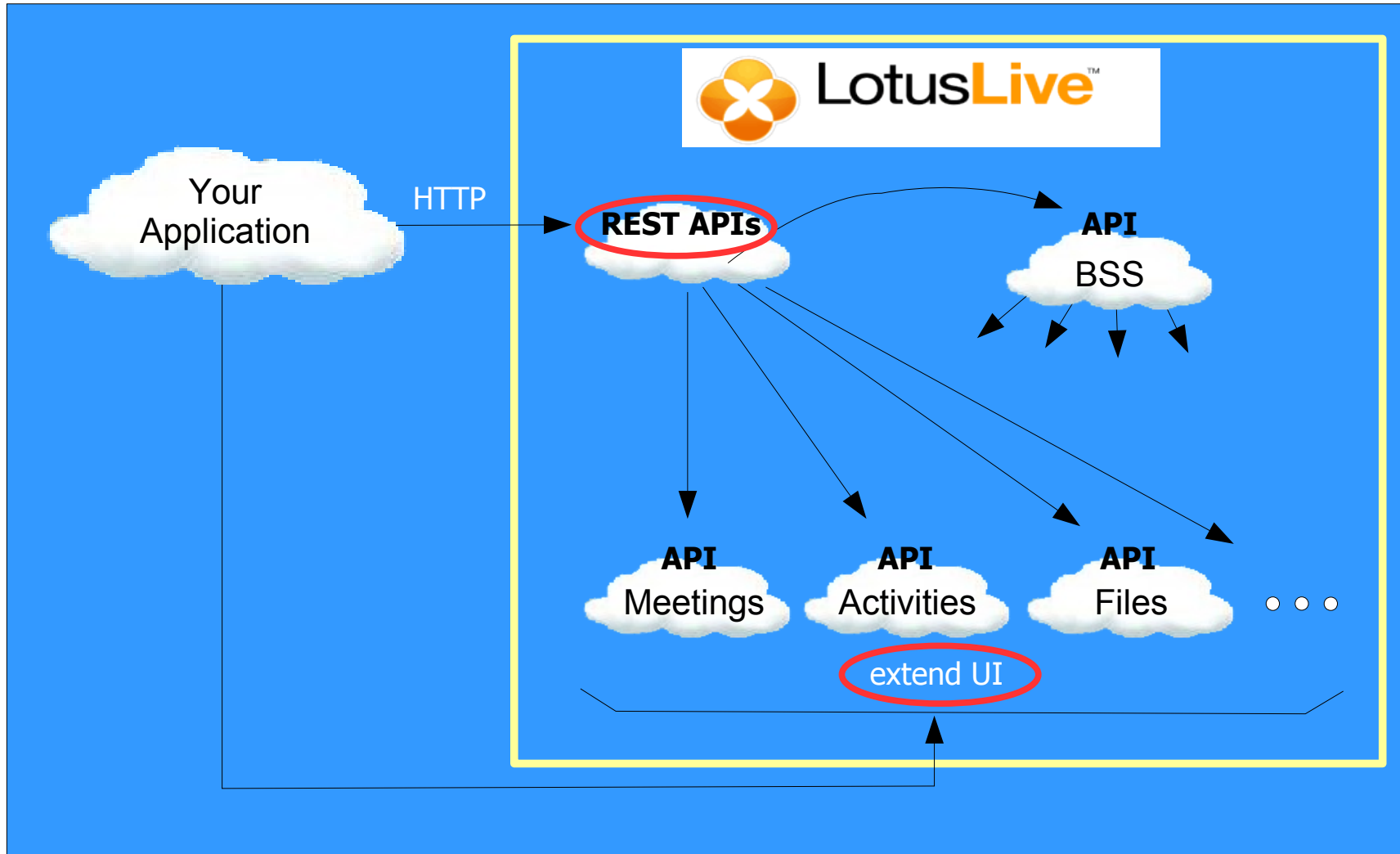
Services Integration

- LotusLive APIs
 - APIs that wrap service-level functionality at the LotusLive level.
 - FILES, CONTACTS, MEETINGS, etc.
 - Based on REST conventions and standards.
 - Atom Publishing protocol widely followed.
 - Planning to support CMIS for files APIs.
 - Secured by OAuth
- LotusLive UI Extensions
 - Action links/menu extensions
 - Content on pages (running OpenSocial gadgets)
 - UI Style Guide (future)
- Login Using LotusLive
 - Single-signon (no sign-off)
 - Can use SAML not OpenID

LotusLive Partner Integration Options



Services Integration



Examples Of The IBM LotusLive APIS

Files

- Get a list my files
- Get a list my collections
- Get file details for a specific file
- Download a file
- Upload a file
- Get shares for a file
- Share file with someone
- Stop sharing file
- Get items shared by one user to another

Activities

- Start activity
- Update activity
- Delete activity
- Searching activities
- Add new entry
- Create a new To-do

Meetings

- Get meeting details

Contacts

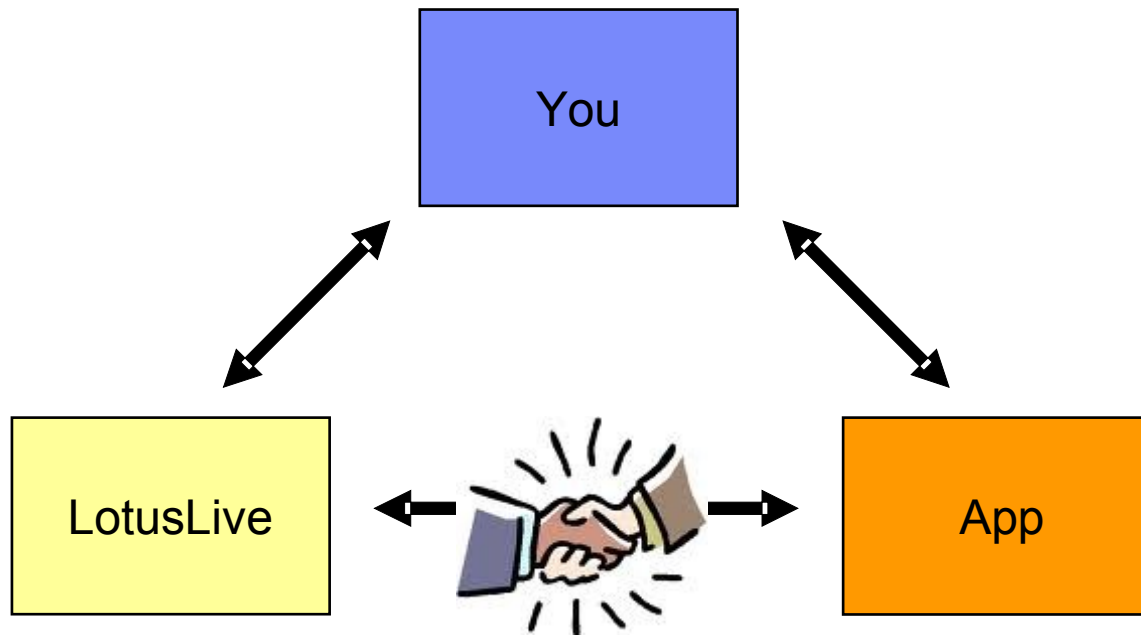
- Get list of contacts
- Get details of a contact
- Get profile for a user

Charts

- Create chart
- Create dataset

Security Trust Triangle

- Can you trust any 3rd-party app and give it your username / password?
- If your secret is shared, is it still a secret?



Secure API Access Using OAuth

- OAuth is a protocol for developing passwordless APIs
 - OAuth provides a way for a 3rd-party application to interact with an API on a user's behalf without knowing the user's authentication credentials.
- OAuth is an open, freely-implementable and generic methodology for API authorization.
- More information available at www.oauth.net



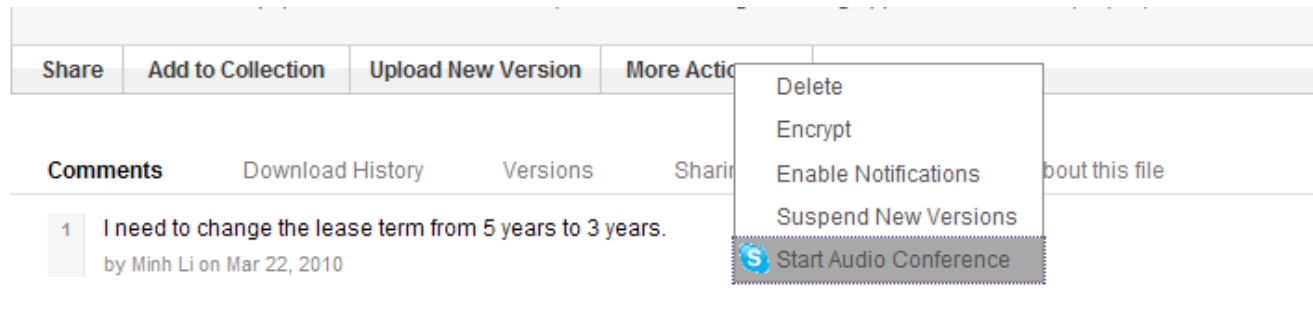
UI Extensions

- UI Extensions to LotusLive are additions to the standard UI
- UI Extensions can be defined at the [company](#) level or the [subscription](#) level.
- UI Extensions are different from style sheet (css based) customizations.
- UI Extensions can be of two broad types:
 - Action Links
 - Content Type



UI Extension – Action Type

- Actions are simple [links](#) to other pages that may or may not be hosted on the LotusLive servers
- In addition to displaying a link, they have an [icon](#) associated with them as well



UI Extension Points

- contact_record Page that contains an individual contact record
- person_component Profile page for a user
- company_component Company's profile page
- service_menu My Services menu
- dashboard List of services listed in the left pane of the dashboard
- telephone_number Instance of the primary phone number in the UI
- mobilephone_number Instance of the mobile phone number in the UI
- phone_number_0 Instance of the first user defined phone number in the UI
- phone_number_1 Instance of the second user defined phone number in the UI
- phone_number_2 Instance of the third user defined phone number in the UI
- meetings Sidebar in the Meetings conference window
- dashboard List of services listed in dashboard
- file_menu The dropdown menu next to file name in files
- File details page The details page for the file

Defining Extension Points

- LotusLive supports many extension points, such as
 - Dashboard.
 - Navigation Bar
 - Contacts Page
 - Profile Page
 - Meetings Sidebar
 - File Menu
 - * * *
- The extension points can be utilized with an extension definition JSON script

```
“service_menu_sample”:  
{  
  “text”:”Mail”,  
  “type”:”action”,  
  “url”:”http://www.sample.com/something”,  
  “icon”:”https://apps.lotuslive.com/theme/images/ico  
ns/network_16_blue.gif”,  
  “enabled”:”true”,  
  “extends”:[“service_menu”]  
},
```

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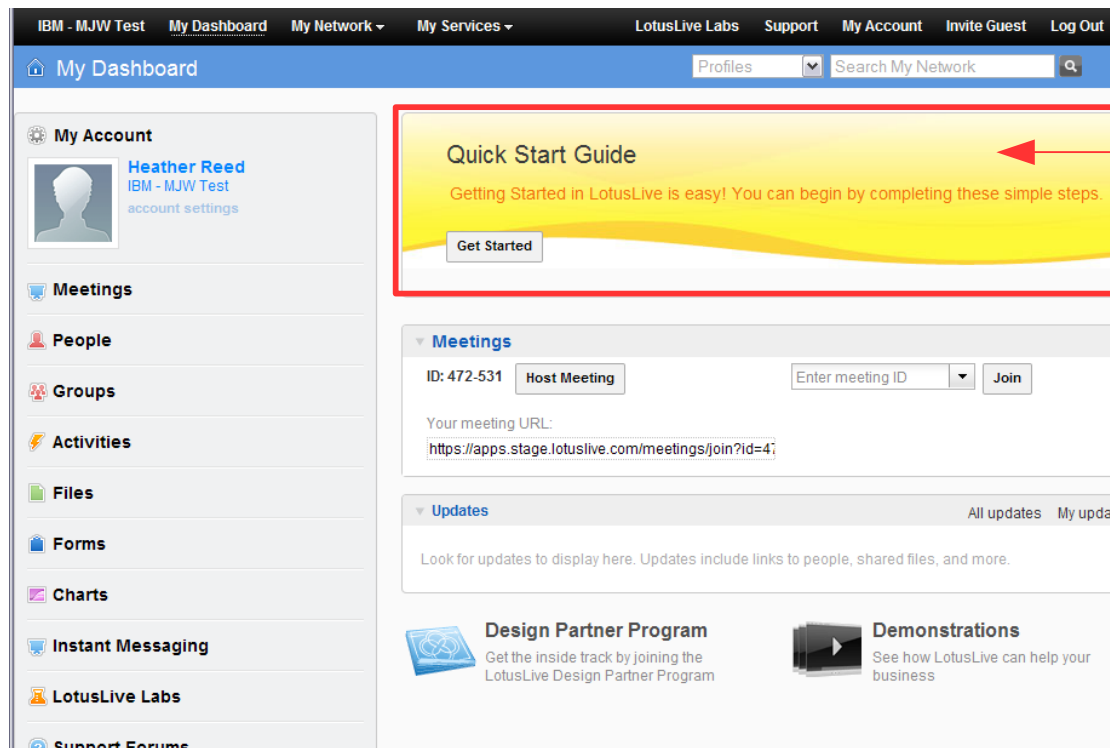
OpenSocial Gadgets

- OpenSocial is a set of common APIs for building social applications across many websites.
- OpenSocial Gadgets are reusable components that can be rendered inside OpenSocial Containers.
- Shindig is an Open Source implementation of OpenSocial Container, and LotusLive uses it.
- LotusLive now joins the list of popular OpenSocial Containers on the web like iGoogle, Yahoo, LinkedIn, hi5, etc.
- Some of the LotusLive pages are now running OpenSocial Gadgets.



UI Extension – Content Type

- Future:
 - OpenSocial gadgets displayed in content on a given page in LotusLive



Your Open Social Gadget Here (future)

How to Develop and Deploy Your App

- API access is on a managed basis
 - APIs are unsupported and they are changing so your custom code will need to change
 - Access to the development environment is limited
 - API access is planned to be open in 2011
- Download API documentation
 - Publicly shared file on LotusLive
 - Verify that your use case can be supported by the available APIs
- Request a developer account
 - Currently requires business justification and approval
 - You receive OAuth keys, and subscriptions to the dev server
- Happy coding
 - Very limited technical support
- Deployment
 - Work with the LotusLive team on a release plan
 - Requires security review
 - Request OAuth keys for production and update your code
 - ISV solutions are deployed with LotusLive with restrictions

What to do Now to Get Started

- Build skills
 - Web 2.0 development frameworks: OpenSocial, OAuth, JSON, ATOM
 - APIs for Connections, Quickr, Sametime
- Start using LotusLive
 - Get your 1 year demo account for Engage and/or Meetings
 - https://www.lotuslive.com/en/businesspartners/partner_gettingstarted
 - Run it in your business
- Perquisites to API Usage:
 - Business justification
 - Access to “E1” development server
 - OAuth key
 - API access request – email LLP@us.ibm.com