Lotusphere 2009
Messaging & Collaboration • UCC • Social Software • Portal & Mashups • OnLine Services
Lotus. software
IBM

Mike Handes

Portal Specialist

IBM Software Group

Wowing the crowds @ LCTY 2009

Profile Communities Blogs Dogear Activities

Ralph Klaassen

Demo God

IBM Software Group

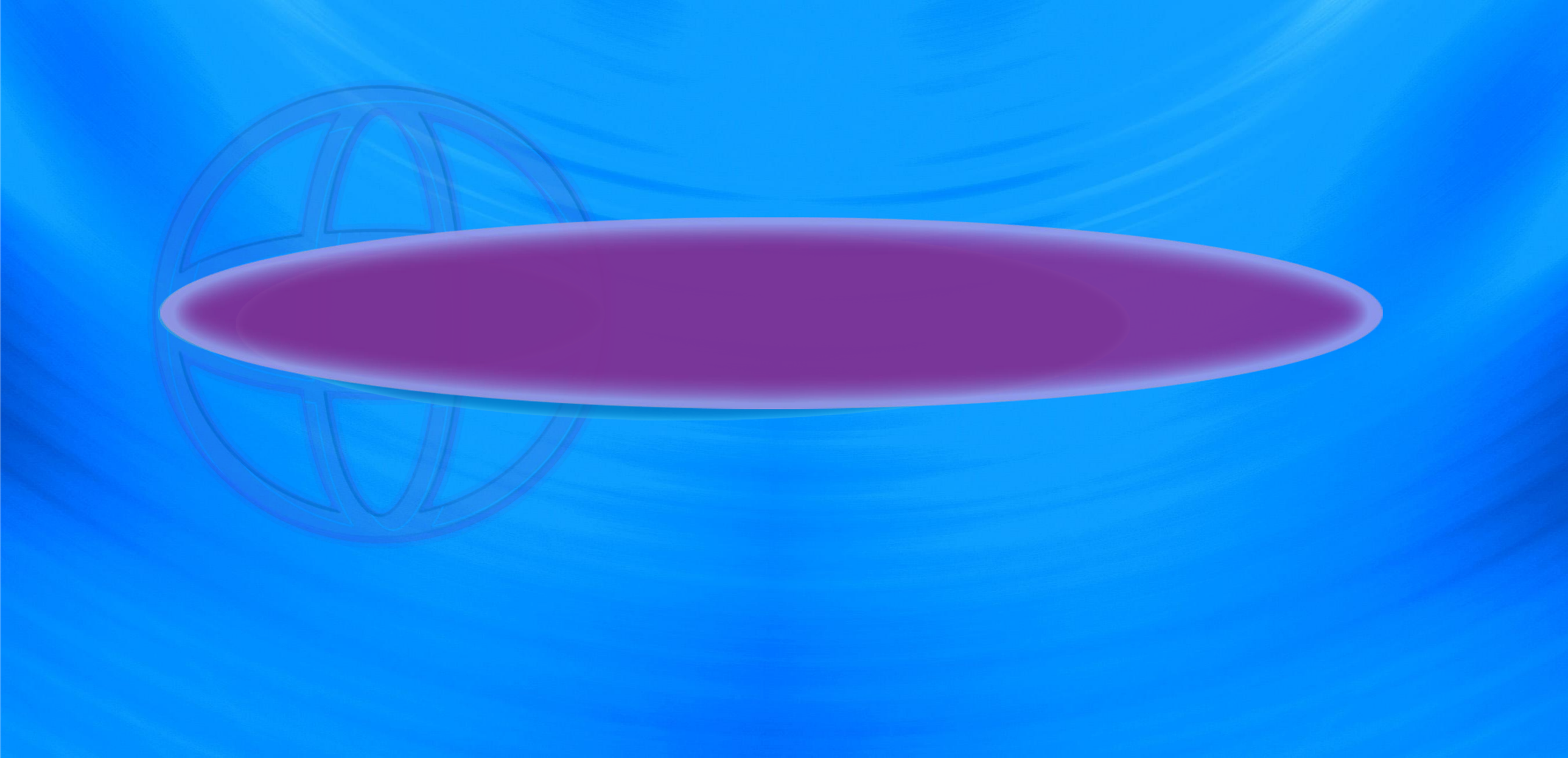
I am demoing @ LCTY 2009

Profile Communities Blogs Dogear Activities

exceptional web experiences

excellence in integration
and cost savings

empowering business users



better

Business

Outcomes

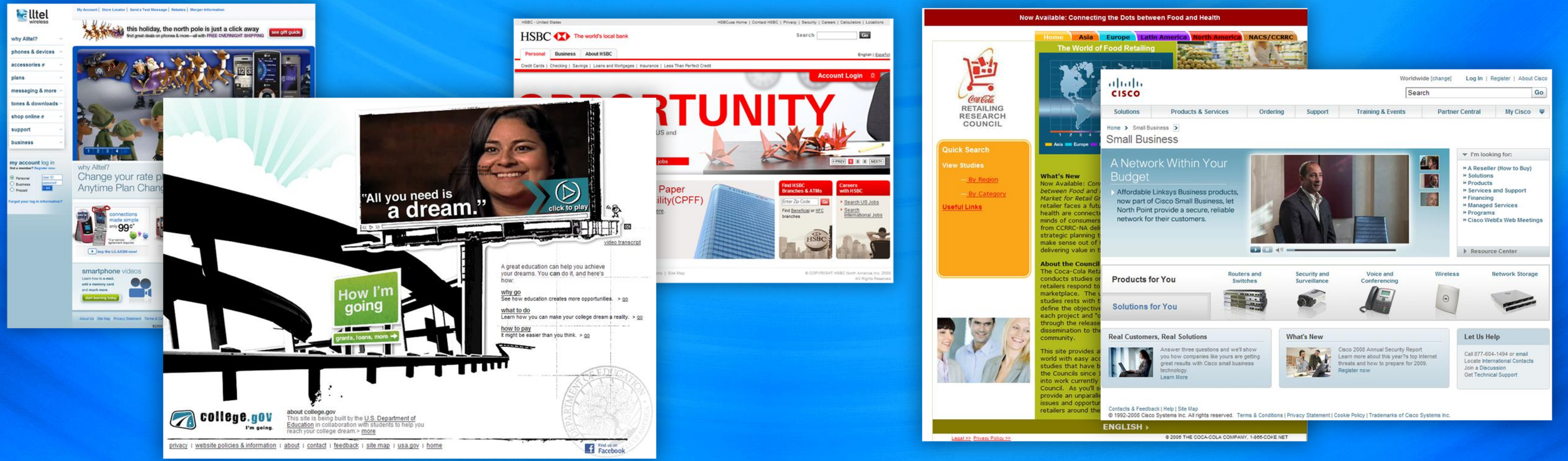
attract

retain

better
Business
Outcomes

engage

delight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» Services and Support
» Financing
» Managed Services
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business

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Congratulations Heather!
Apply Now
Broken Fence Studios has been growing by leaps and bounds this year! We understand the growing pains of business and are here to help you. Because at Open Financial your success is our business.
Growing up is hard to do. When cash flow is set to come in, but not fast enough, then you need some credit to tide your business over. We can help! We offer all types of services to help your growing business:
1. Financial Advice for Independent Businesses
2. Preferred Members Services
3. Flexible Payment Options
4. Reward Plans
So go on Heather, Broken Fence Studios is primed for large growth. And we are here to support you to make your business a success. Contact your local branch manager, Frank, for any questions, comments, or advice.
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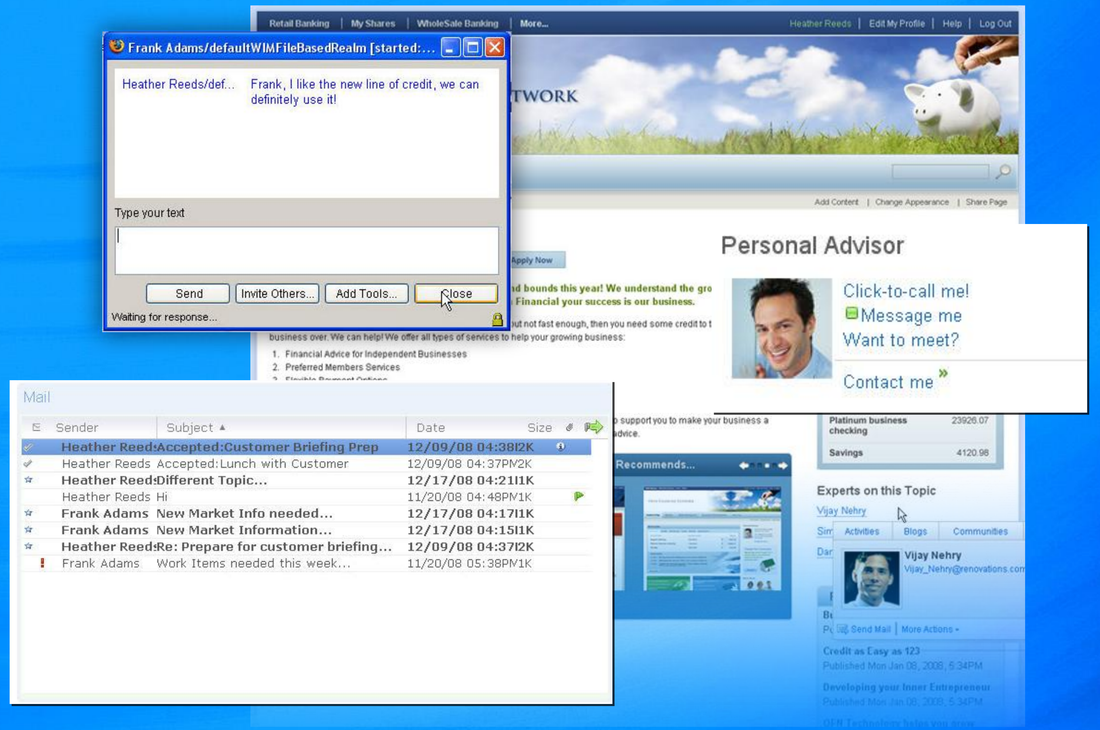
Frank Adams/defaultWIMFileBasedRealm [started:...
Heather Reeds/def...
Frank, I like the new line of credit, we can definitely use it!
Type your text
Send
Invite Others...
Add Tools...
Close
Waiting for response...
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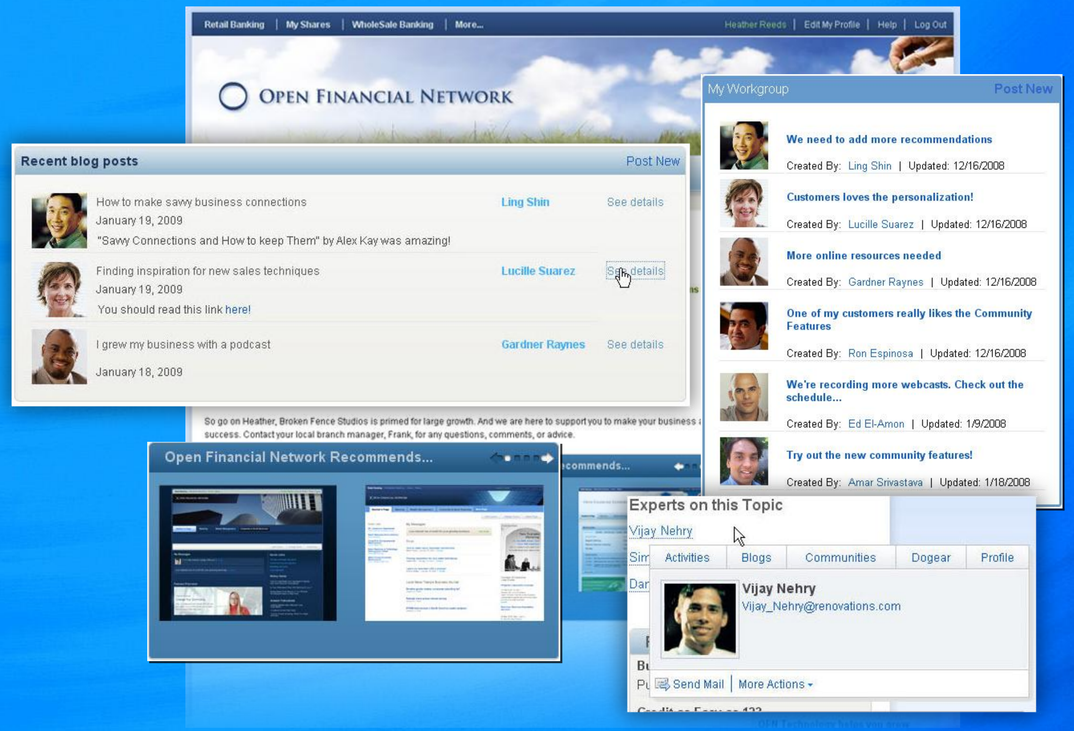
WholeSale Banking
More...
Heather Reeds
Edit My Profile
Help
Log Out
Personal Advisor
Click-to-call me!
Message me
Want to meet?
Contact me
Mail
Sender
Subject
Date
Size
Heather Reeds Accepted:Customer Briefing Prep 12/09/08 04:38PM 2K
Heather Reeds Accepted:Lunch with Customer 12/09/08 04:37PM 2K
Heather Reeds Different Topic... 12/17/08 04:21PM 1K
Heather Reeds Hi 11/20/08 04:48PM 1K
Frank Adams New Market Info needed... 12/17/08 04:17PM 1K
Frank Adams New Market Information... 12/17/08 04:15PM 1K
Heather Reeds Re: Prepare for customer briefing... 12/09/08 04:37PM 2K
Frank Adams Work Items needed this week... 11/20/08 05:38PM 1K
Experts on this Topic
Vijay Nehry

business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Customers loves the personalization!
Created By: Lucille Suarez | Updated: 12/16/2008
More online resources needed
Created By: Gardner Raynes | Updated: 12/16/2008
One of my customers really likes the Community Features
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We're recording more webcasts. Check out the schedule...
Created By: Ed El-Amon | Updated: 1/9/2008
Try out the new community features!
Created By: Amar Srivastava | Updated: 1/18/2008
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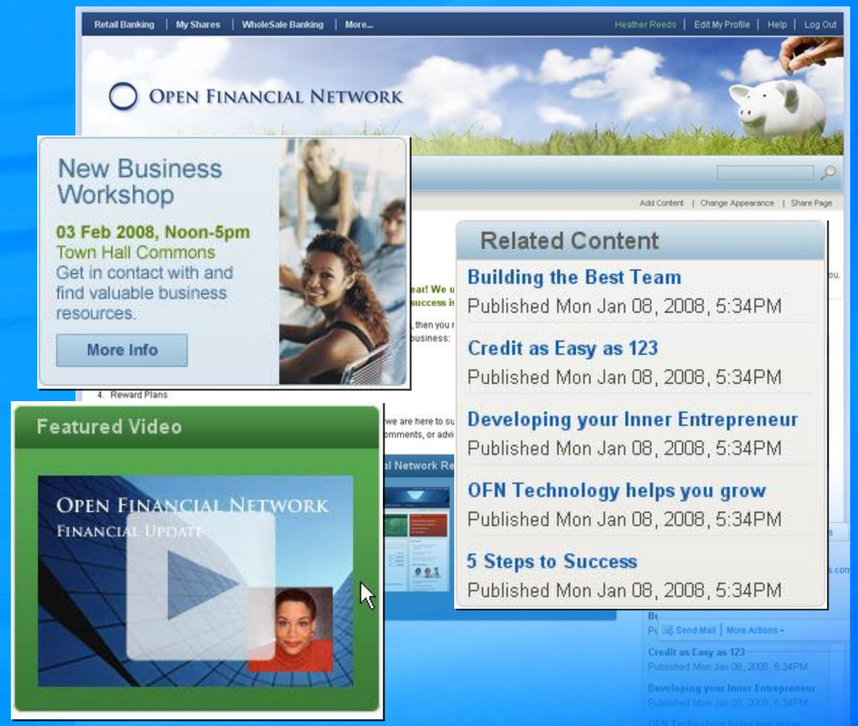
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What Heather is going to do

Heather Reeds
Managing Partner

- View her customised portal
- Accept the credit offer
- Interact with the community
- Contact Frank

Why Heather likes using her OFN Portal

Heather Reeds
Managing Partner

- Personalised content
- Tailored services
- Links her to the broader business community
- Instant service from OFN

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Heather's Home
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New Page
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What Frank is going to do

Frank Adams
Branch Manager

- Respond to Heather's enquiry
- Review Heather's activity

Lotus. software IBM.

Why Frank likes using the OFN Portal

Frank Adams
Branch Manager

- Personalised content
- Simple access to everything he needs to manage his clients

Lotus. software IBM.

Apps

Content

Cloud

Collaboration

Consumer

Role Based

Personalized

In context

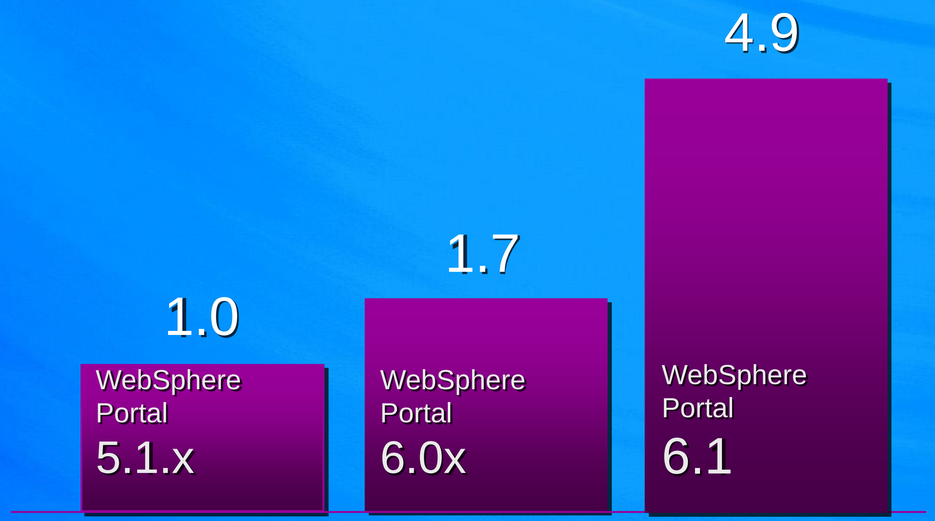
Secure

Self Service

Dynamic

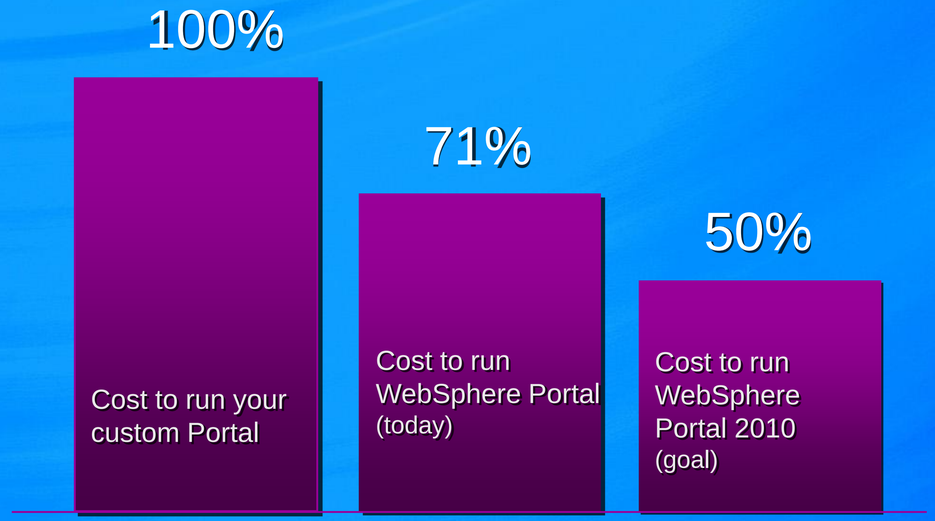
WebSphere Portal zSeries
Performance Improvement almost 3X!

RELATIVE THROUGHPUT



The z10 Enterprise Class has the equivalent capacity of nearly 1,500 x 86 servers, with an 85% smaller footprint and up to 85% lower energy costs

30% Lower TCO
BUILD VS. BUY



Comparison of 5 year Total Cost of Ownership

Driving to half the cost of Build-Your-Own

Widget consumption

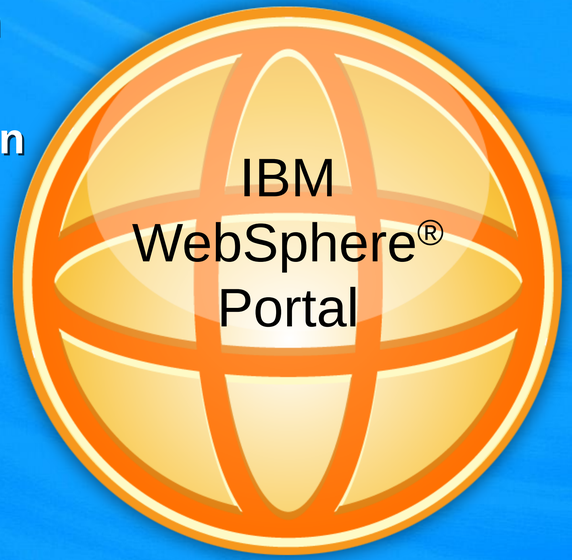
Expanded Lotus collaboration integration

Tagging & rating enhancements

Out-of-box site templates

End-user customization & control

Mashup integration



Web Analytics Partnerships

WebTrends®

CORE METRICS® Power Simplified

OMNITURE®

IBM WebSphere® Portal

Content Accelerator

- Broad multilingual support
- Enhanced site creation and contextual search
- Web content integration
- Rendering performance improvement
- Expanded document management content source connectors

Rich authoring solution

Ephox®

CONTENT

COLLABORATION

PROCESS

DASHBOARDS

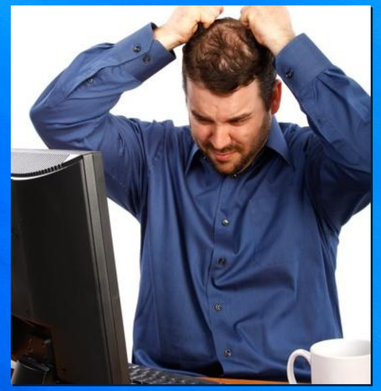
MOBILE

LEARNING

MASHUPS

IBM Mashup Center

IT Backlog



LOB Mashups User

Trend Analysis

Custom News

Sales View

IBM Mashup Center

"The technology [IBM Mashup Center] will undoubtedly become a powerful tool in enterprises of all sizes...

plus, it's a lot of fun!"

— ChannelWeb

"Very powerful stuff…"

— Chief Engineer, Mitre

"IBM's Mashup Center is looking very impressive... it's profound."

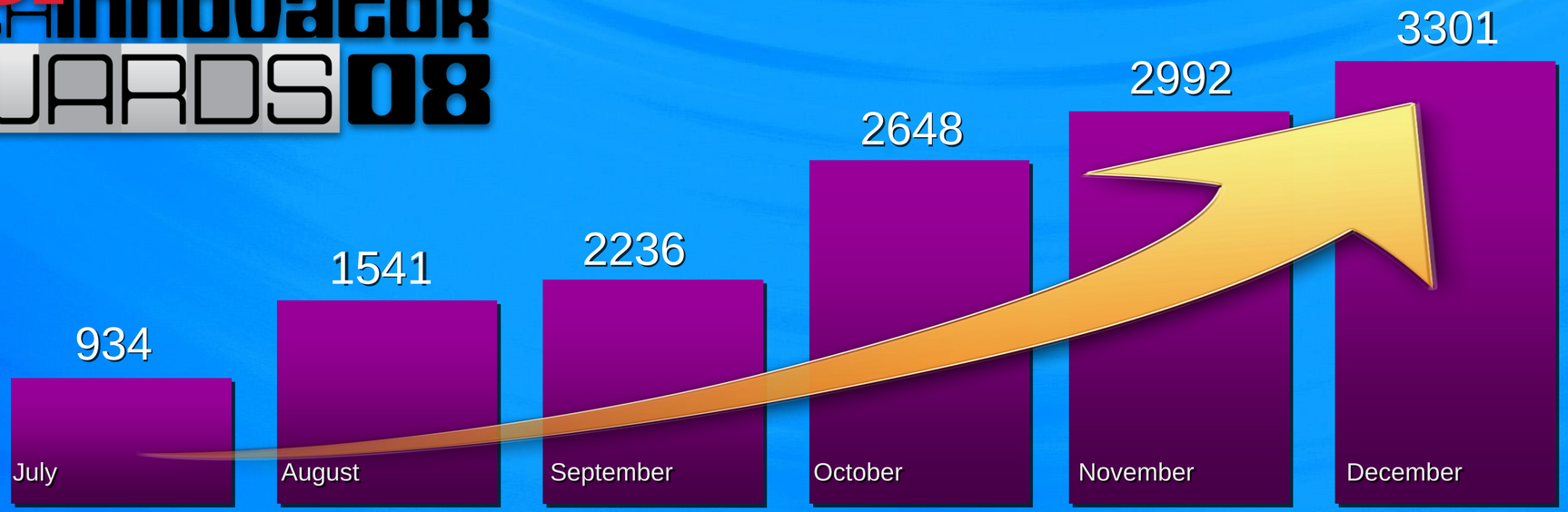
— Dion Hinchcliffe, Hinchcliffe & Co.

"IBM is one of the first large enterprise software vendors to make a strong play with mashup technology. Its mashup product strategy plays to its strengths in data management technology, SOA and development tools, and the work its done in its Lotus division to improve the user experience with richer and more intuitive client interfaces."

— Kathleen Quirk, IDC

VAR Business TECHINNOVATOR AWARDS 08

2008 Lotus Greenhouse Registered Mashup Users



674
Feeds

293
Widgets

1345
Mashup Pages

What Samantha is going to do

Samantha Daryn
Team Manager

- ☑ View her customised page
- ☑ Discover a disturbing trend

Lotus. software IBM.

Why Samantha likes using Mashups

Samantha Daryn
Team Manager

- ☑ Simple to find information
- ☑ Easy to gain insights

Lotus. software IBM.

IBM Mashup Center

What Frank is going to do

Frank Adams
Relationship Manager

- ☑ Review account information
- ☑ Add a new shared page

Lotus. software IBM.

Why Frank likes using Mashups

Frank Adams
Relationship Manager

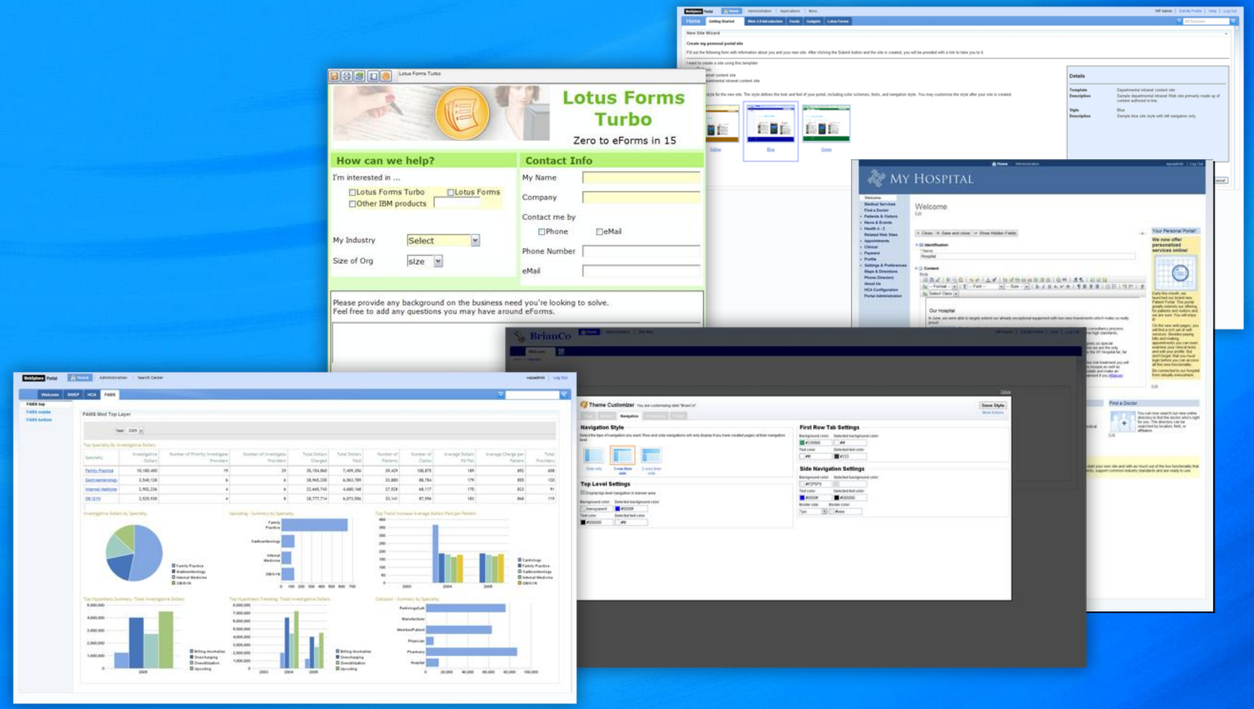
- Easy to gain more insight
- Simple to add more pages

Lotus. software IBM.

Empowering Users

IT Governance

- **Security**
- **Performance Management**
- **Systems Management**



NSW Department of Lands – SIX (Spacial Information eXchange) Portal
2008 Premier's Gold Award (Winner)

Duke University Health System –
Patient Portal
2008 Healthcare Informatics Innovator (Finalist)

City of Helsinki – Citizen Portal
2007 UN Report: Digital Governance in Municipalities
(#1 in Europe)

Bharti Airtel – Mobile Portal
2008 Strategy Analytics Wireless Media Lab
(Best Portal)

State of Missouri – Emergency Response Information System Portal
2008 Computerworld Honors (Laureate)

Miami-Dade County – Housing Central Portal
2007 Digital Government Achievement Award (Winner)

#1 Portal Market Presence

"According to IDC, IBM leads the EPS market for the sixth consecutive year in 2007."

— IDC: "Worldwide Enterprise Portal Software 2008-2012 Forecast Update and 2007 Vendor Shares: A New Landscape", Doc #213165 July 2008

"Gartner, Inc. has ranked IBM as the worldwide market share leader in Portal software based on revenues from 2002 through 2007."

— Gartner Inc. "Market Share: Application Infrastructure and Middleware Software, Worldwide, 2007" by Fabrizio Biscotti, Terese Jones, Asheesh Raini and Joanne Correla June 4, 2008

CONTENT
COLLABORATION
PROCESS
DASHBOARDS
MOBILE
LEARNING
MASHUPS