

Lotusphere 2009

Messaging & Collaboration • UCC • Social Software • Portal & Mashups • **OnLine Services**

Lotus software

IBM



## Edward Orange

Director, Lotus Asia Pacific

IBM Software Group

I am presenting @ LCTY 2009

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[Dogear](#)

[Activities](#)



## Perry Rosenboom

Demo Doyen

IBM Software Group

I am demoing @ LCTY 2009

[Profile](#)

[Communities](#)

[Blogs](#)

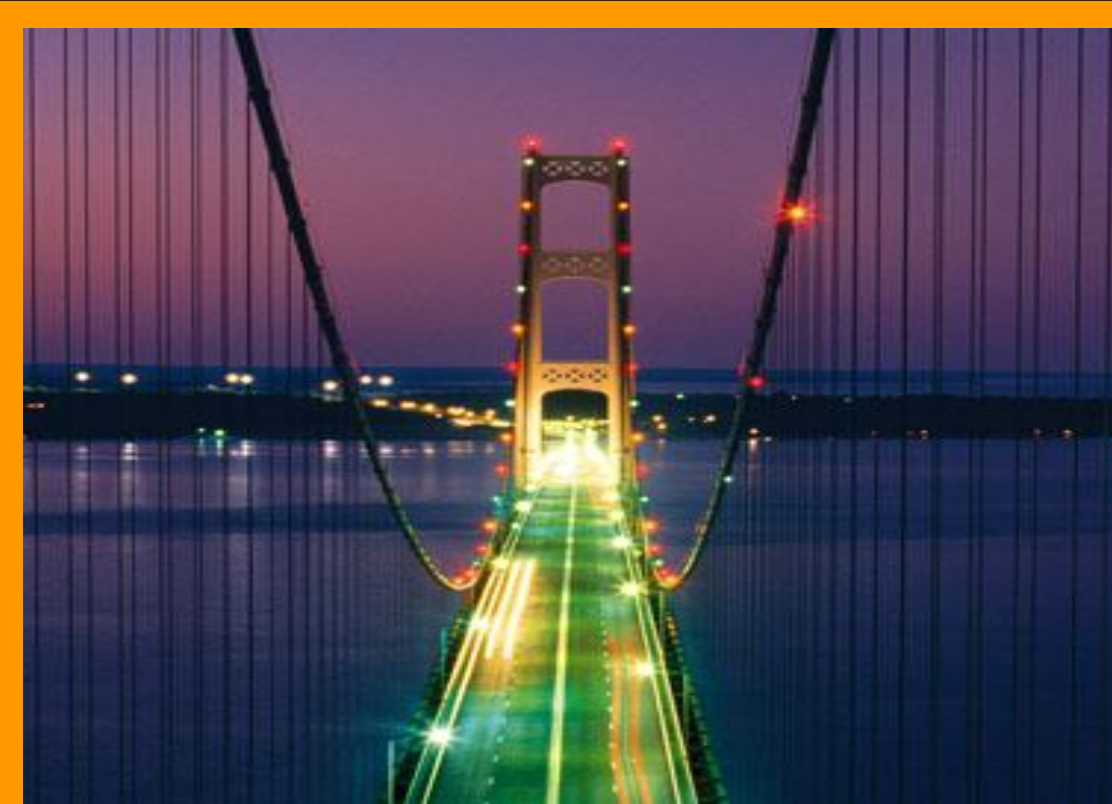
[Dogear](#)

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# *Business priorities are changing*



***Control Costs***



***Collaborate to Innovate***



***Cloud Computing models***

- Organizations face the challenge of creating top line growth while at the same time managing bottom line costs in today's economy
  - The CEO's top priority is driving innovation at grass roots level
  - Pressure from hyper-competitive markets and globalisation
  - Rise of emerging markets
- Business model innovation is becoming as important as traditional product and service innovation. Businesses that can regularly innovate outperform their rivals in both revenue and margin.
- *Cloud computing enables smarter collaboration across employees, customers, and partners; while controlling costs at the same time*

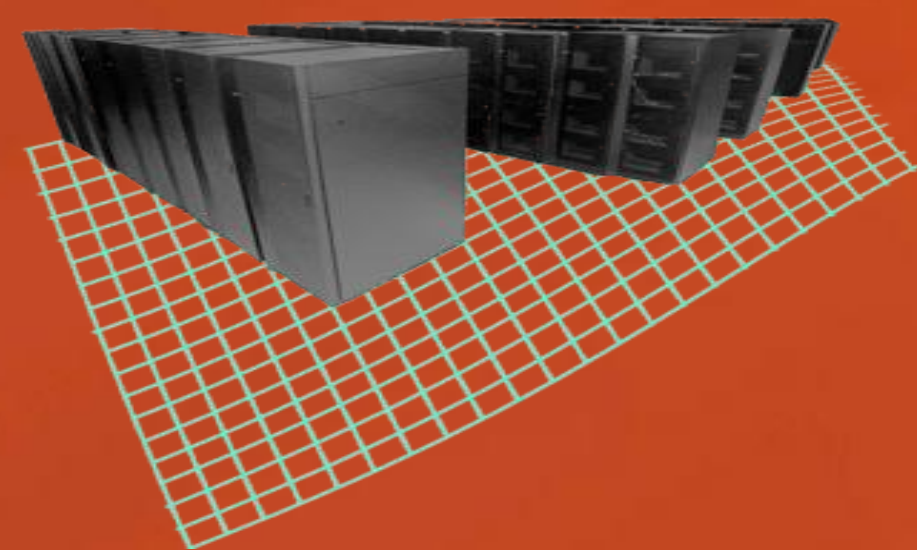
# Delivering Quality of Experience with Unparalleled Scale

A "cloud" is an IT service delivered to users that has:

- A user interface that makes the infrastructure underlying the service transparent to the user
- Reduced incremental management costs when additional IT resources are added
- Services oriented management architecture
- Massive Scalability

## Grid Computing

- Solving large problems with parallel computing



## Utility Computing

- Offering computing resources as a metered service



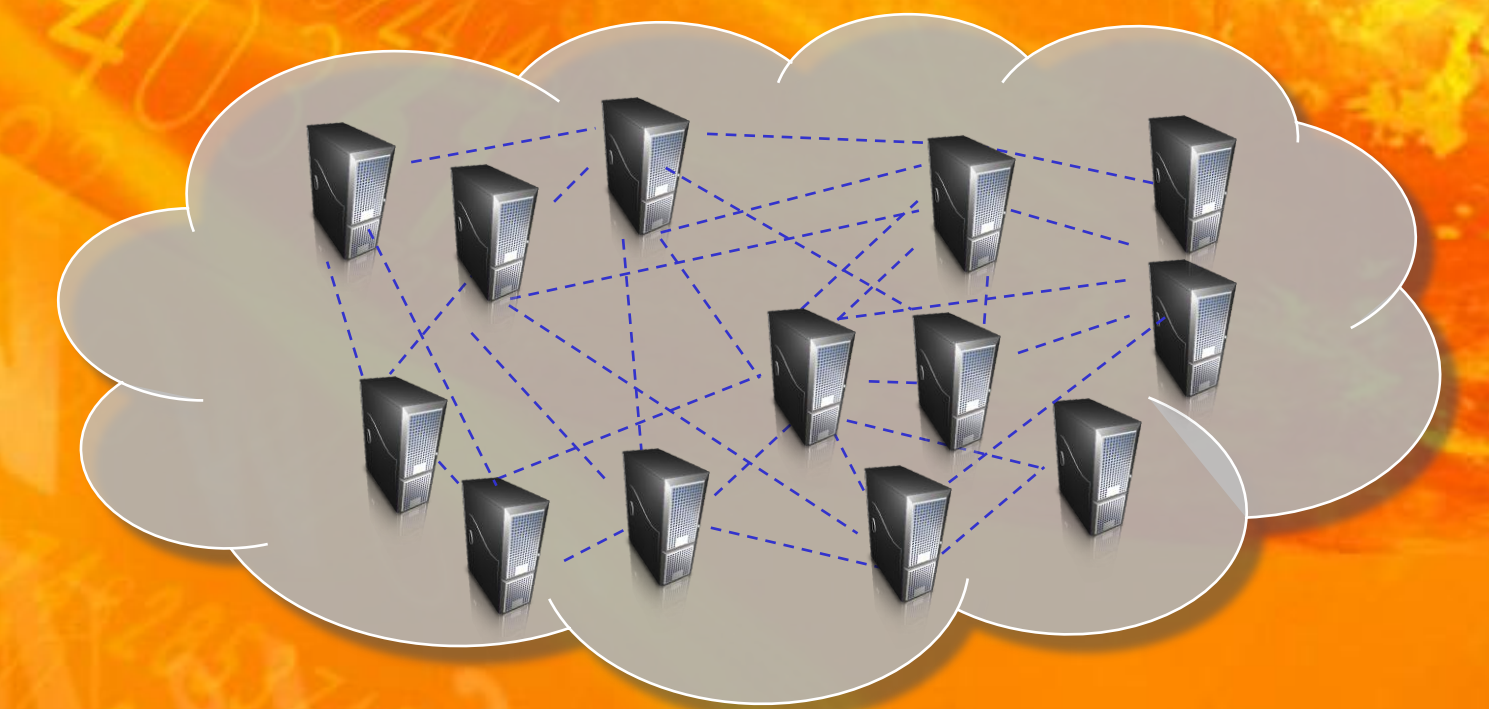
## Software as a Service

- Network-based subscriptions to applications



## Cloud Computing

- Anytime, anywhere access to IT resources delivered dynamically as a service.



# Multiple Delivery Models

Lotus has delivery models to address customer collaboration challenges

## On-Premise

*MANAGED BY IT DEPARTMENT OR PARTNER*

*Software*

*Appliance*

### Benefits

- Allows for advanced customization to meet customer needs
- Managed by IT dept
- All data resides local and inside the firewall

### Benefits

- Easy to install/maintain
- Managed by customer or partner
- Toolkits available for customization by partner or customer
- All data inside your firewall

## Cloud Delivered

*IBM MANAGED*

*LotusLive*

### Benefits

- Subscription pricing
- Scales to meet customer demand
- Updates are applied transparently
- Standard SLA'S
- Dedicated and multi-tenant environments

# LotusLive Offerings

## Web Conferencing

### LotusLive Meetings (Sametime Unyte Meeting)



Full-featured Web conferencing service includes polling, hand raising, record & playback.

- Supports G1 languages

Available Today

### LotusLive Events (Sametime Unyte Events)



Internet-based event capabilities. Provides tools to create & manage webinars.

Available Today

## Collaboration

### LotusLive Engage (Bluehouse)



An integrated suite of Web collaboration and business networking solutions including:-

- On line Meetings
- Files
- Instant Messaging
- Activities
- Survey Forms
- Charts
- Profiles and Contacts

Available Q1 '09

### LotusLive Connections



An integrated suite of Web collaboration and business networking solutions including:-

- Files
- Profiles and Contacts
- Activities
- Instant Messaging

Available Q2 '09

## eMail

### LotusLive Notes



Full-featured, dedicated hosted Email service. (rich client)

Supports 27 Languages

Available Today

#### Additional Add-ons

#### LotusLive Mobile for Blackberry

Pricing – TBD

Available 1H '09

#### LotusLive Sametime IM

Pricing - TBD

Available 1H '09

### LotusLive iNotes



Web-based Email service with group calendar & shared contacts.

Language support - TBD

Pricing - TBD

Available Q2 '09

# Extending Value with Partners

salesforce.com®

skype™

Linked in®

iEnterprises

PROLIFIQ

Synaptris

brainshark™

# Preview – Integration with Skype

The screenshot displays the LotusLive interface for a user named 'Clothing Incorporated 34'. The top navigation bar includes 'My Dashboard', 'My Network', and 'My Services'. The main content area shows a file titled 'Overview of Interest in Private Clouds.ppt v.1' owned by Jorge Palmiero. A profile card for Jorge Palmiero is visible, showing his photo and contact information. A callout box highlights the 'Skype Call' and 'Skype File Transfer' options in the file's action menu. A separate window in the bottom left shows a Skype chat interface with a contact named 'Brendan Drotty'. A grey box with the text 'Call LotusLive contacts' and an arrow points to the 'Skype Call' option.

Clothing Incorporated 34 My Dashboard My Network My Services

Store & Share Upload Files New

This file is shared.

People

Me

Sean Poulley

Back to My Files

Overview of Interest in Private Clouds.ppt v.1

Owned by Jorge Palmiero

Tags: (edit) (add description)

Work with this file: Download

Comments (1)

This document is a great start  
by Satwik Seshasai on Mon Jan 6

Profile Store & Share

**Jorge Palmiero**  
Chief Regional Design Director  
"Bluehouse" Dev  
Five Clothing Square  
London, UK  
satwik@us.ibm.com  
617-797-7068

Invite to Meeting | Create Activity | **Skype Call** | Skype File Transfer

skype

Post Comment

Call LotusLive contacts

Skype - satwiknrt

Satwik Seshasai

Brendan Drotty

Call LotusLive contacts





## Includes

- Published
- presentation mode
- (with pointing and annotation),
- Participant list and chat
- Implementation of application sharing



# LotusLive

Working together just got easier

Online collaboration solutions for the working world

## What Frank is going to do



**Frank Adams**  
Marketing Manager  
Renovations

- ☑ Contact an Outsource Specialist
- ☑ Share documents with his group
- ☑ Initiate an online meeting
- ☑ Follow up meeting actions

## What Heather is going to do



**Heather Reeds**  
Marketing Outsource  
Specialist  
**D & Z Marketing**

- ☑ Work as part of Frank's Team
- ☑ Share a documents with the group
- ☑ Participate in an online meeting
- ☑ Follow up a meeting action

## Why Frank likes using LotusLive



**Frank Adams**  
Marketing Manager  
**Renovations**

- ☑ Quickly engage external specialists
- ☑ Works with existing software
- ☑ Easy to use dashboard

# People drive better business outcomes

## Drive Growth

*Establish strong client and partner relationships*

## Create Cultures of Innovation

*Sense and respond to change*

*Innovate through collective talent*

## Control Costs

*Leverage and preserve tacit knowledge*

*Develop efficient means of working*

## Connect

## Collaborate

## Innovate

## Optimize

**Messaging & Collaboration**

**Portals & Mashups**

**Social Software**

**Unified Communications & Collaboration**

**Talent & Expertise**

**Process**

**Information**