

## Discover expertise. Deliver results.

IBM Lotus® Connections 2 software is ready for business. It is social software that can help you locate and leverage the expertise inside your organization; create vibrant communities of customers, partners and colleagues; and cultivate innovation to help your organization become a leader.

### Six ways to connect, collaborate and communicate

Lotus Connections 2 software provides six key components that are designed to help your entire organization work smarter. These features can help you keep track of important people and ideas, so you and your colleagues stay informed about relevant trends and topics.



**Home page**—automatically collects and highlights the social data from your professional network that is important to you, so you don't have to hunt for it



**Profiles**—provides a directory and expertise location engine to help you find and work with people throughout your organization



**Communities**—allows people with common interests and expertise to work together and share ideas



**Blogs**—provides a forum for presenting your ideas, receiving feedback and learning from the experience of others



**Dogear**—helps you find, save and share useful Web-based content through social bookmarking

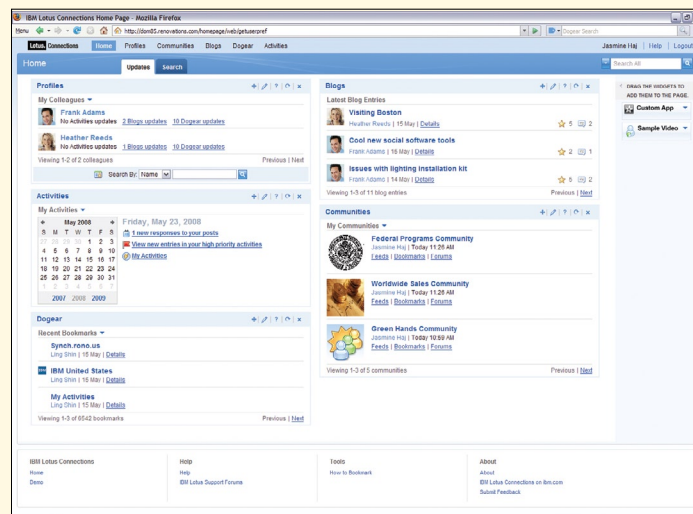


**Activities**—allows you to view, manage and quickly complete tasks within your professional network by helping you share relevant URLs, e-mail, chat transcripts and documents

### Bring people together to drive results

Expand your network of colleagues, share ideas and gain new perspectives by using Lotus Connections software to:

- Find, join and hold discussions on the topics that are important to your business.
- Subscribe to and search for bookmarks of interest so you can keep up with your organization's most innovative thinking.
- Find and establish new business contacts across organizational boundaries.
- Work more closely with customer communities to understand their changing requirements.



IBM Lotus Connections software brings social networking capabilities together in an intuitive user interface.

## Work smarter, not harder

Locate the people and information you need to accomplish more in less time. Use Lotus Connections software to:

- Identify and locate the right people when you need them.
- Connect to communities of knowledge based on your needs, role and method of working.
- Share insights and get recognized for your contributions.
- Benefit from your colleagues' expertise and apply best practices to new projects.
- Locate information more quickly with tag clouds, social search and shared bookmarks.
- Organize, manage and keep group projects on track.

## Open the doors to collaboration without sacrificing security features

You need to protect your information and your network. Unlike public, consumer-based social networks, Lotus Connections software is built for business and can help you:

- Deploy a comprehensive, integrated social software environment behind your firewall.
- Control access and determine who can see what.
- Implement the measures you need to help enhance security.
- Promote end user self-service to reduce day-to-day IT workload.

## Build on a flexible and open application environment

Lotus Connections software is designed to be easy to manage and extend, allowing you to:

- Work virtually anytime, anywhere in ways that are convenient for you—through a Web browser, IBM Lotus Notes®, IBM Lotus Sametime® Advanced or Microsoft® Office software.
- Create mashups and embed capabilities with Web 2.0 application programming interface strategies and a service-oriented architecture.
- Easily develop custom features and extend them to other applications with industry standards such as XML, HTML and Atom protocols.
- Start small and grow to enterprise professional networks with flexible deployment options.

## For more information

For more information about services that support Lotus and IBM WebSphere® Portal products, go to:

[ibm.com/software/lotus/services](http://ibm.com/software/lotus/services)

To learn more about IBM Lotus Connections 2 software, contact your IBM sales representative or visit:

[ibm.com/lotus/connections](http://ibm.com/lotus/connections)



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