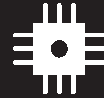
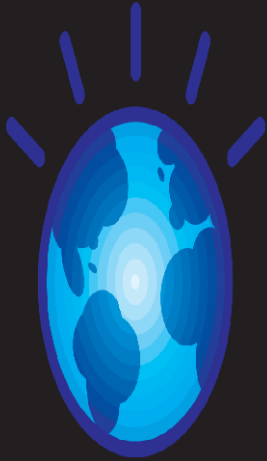


The world is changing, and becoming more ...



INSTRUMENTED



INTERCONNECTED



INTELLIGENT

Welcome to the decade of smart.

The explosion of new information,
when integrated, analyzed, and acted upon using new types of intelligence,
enables solutions

**... building a Smarter Planet means enabling people to
work smarter**

The disruptions leading to smarter collaboration



Social



Mobile



Cloud

Cloud

Heat to light ratio – In transition

Hybrid will be the end state

Cost & flexibility are drivers

Extranet collaboration is the upside

Catalyst for architectural shifts



Mobile

Primary access point for collaborative solutions

Choice matters; there will be many winners

The driving point for a web based architecture combined with native apps



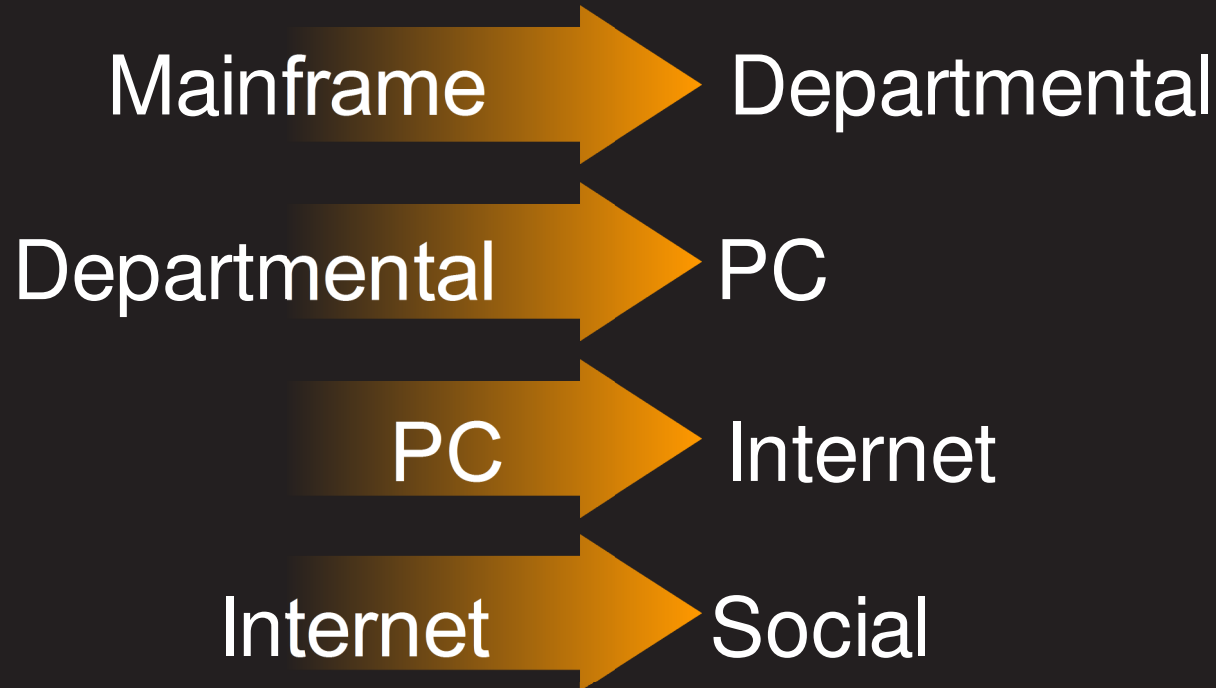
“IBM experienced strong customer upgrades to the Lotus/Domino Server 8.5x and subsequent growing adoption of the IBM Lotus Notes Traveler offering IBM garnered the highest growth in business mobile email subscribers.”

— IDC

IDC Worldwide Business Mobile Email 2010–2014 Forecast & 2009 Vendor Shares, Aug, 2010



Social is a fundamental process optimization opportunity



FAST COMPANY

“IBM could end up being more important to the business use and monetization of social media than Facebook.”

Creating a major disruption in the marketplace

REINVENTING RELATIONSHIPS

Business/Government to
Customer/Citizen

Business to
Business

Business to
Employee

Peer to
Peer

Social Transformation

“Exceptional Web Experience”

Customers interacting as an individual (self-service), interacting with other customers and company representatives (efficiently, via social tools), with the company overall (driving brand awareness & revenue growth)

“Exceptional Work Experience”

Employees interacting as individuals (expertise), interacting with self-forming, distributed teams (peers, customers, partners & suppliers), as a company overall (communities incorporating customers & partners around innovation) reducing the friction of work.

Open & Optimized Delivery

Provide access any time, any device via Cloud, on premises or a hybrid model based on open standards

Project Northstar: Creating an Exceptional Web Experience



CEO Priority: Standing out in a complex world

2010 IBM Global CEO Study

High-performing companies capitalize on complexity in three ways...



Focus of CEO's



Web Platform

“Getting closer to Customers” is the single most important theme. Engage customers in new ways that increase interest and loyalty to generate demand and revenue sources

Social-Web 2.0

Better understand customer needs and involve customers more effectively and directly in product and service development

Analytics

Exploit the information explosion to hear the voice of your customer through the vast amounts of data, understand it, and act.

Why the focus on customers?



Retaining customers is linked to increased profitability

A **2% increase in customer retention** has the same effect on profits as **cutting costs by 10%**

A **5% reduction in customer defection rate** can **increase profits by 25-125%**, depending on the industry

Acquiring new customers can **cost 5x more** than satisfying and retaining current customers

AND

2010 Gartner CEO and Senior Business Executive Survey*

The top three business priorities for 2010 are:

Retaining and enhancing existing customers

Maintaining competitive advantage

Attracting new customers

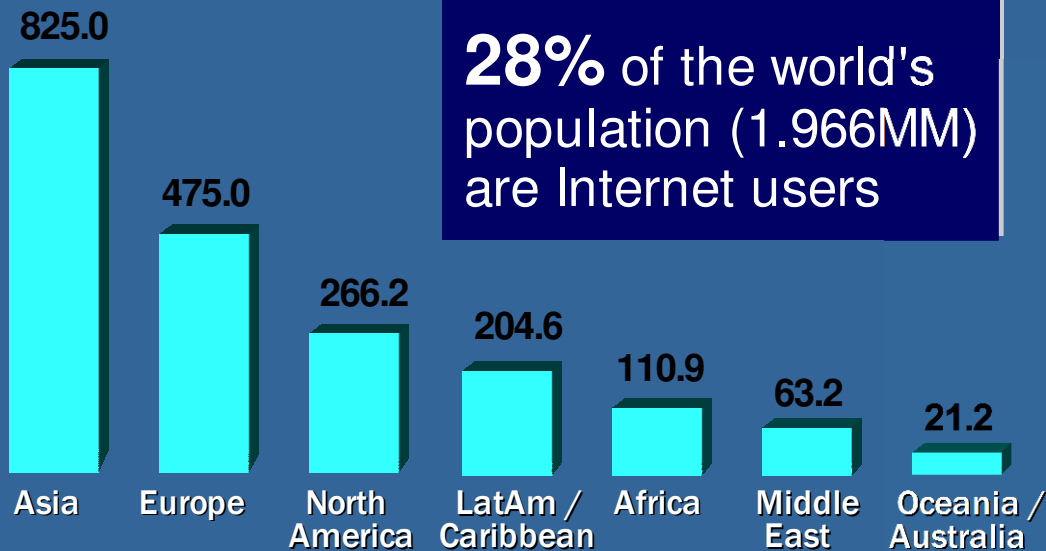
*Source = Gartner Research. Mark Raskino, Jorge Lopez. March 29, 2010

Web use growing, shifting

Anywhere, Anytime, Any Way...

Internet Users Worldwide

by Geographic Regions (MM)



28% of the world's population (1.966MM) are Internet users

As of June 30, 2010

Source: www.internetworldstats.com

2000 2009 Online Activities Shifting

35%	81%	Research products & services
27%	75%	Buy a product
19%	66%	Make travel reservations
0%	62%	Watch a video
10%	57%	Do online banking
0%	47%	Use a social network site
0%	32%	Read others' blogs
0%	31%	Provide ratings

Over 85% of new handsets will have mobile Web access by 2011

1 billion mobile Internet users worldwide by 2013



Exceptional web experiences drive sales & loyalty

Results that can't be ignored

- 400% higher** visit-to-lead conversion rate
- 200% higher** visit-to-order conversion rate
- 41% lower** page abandonment rate
- 16.6% more** recommendations by customers for products
- 15.8% fewer** customers lost to competitors
- 14.1% repeat purchase** interest by customers
- 30% higher rating**** of self service web over Help Desk
- 75% faster**** time to roll out new customer applications

**IBM customer results.

"Best Practices In User Experience (UX) Design", Forrester Research, Inc., September 2009

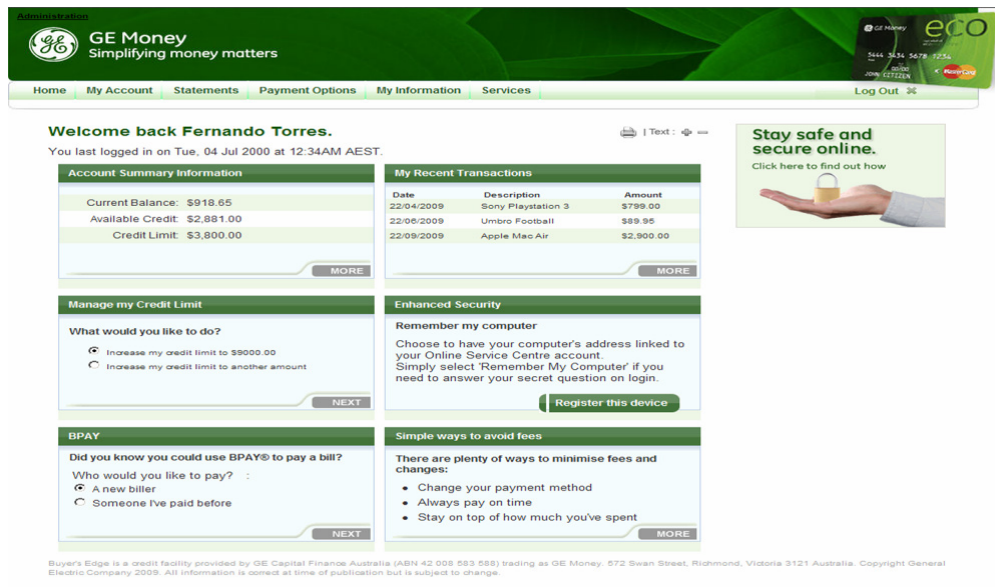
© 2010 IBM Corporation



Exceptional Web Experiences Help Grow Your Business



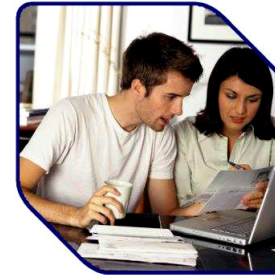
GE Capital – A/NZ Business Transformation - Online engagement



New Levers



Revenue



Digital Process



eMarketing

Real Results

Increased Revenue: 4x increase in cross sell and Massive adoption of BPay

Cost Reduction: 2x uptake in straight through digital processes

Increased Customer Satisfaction: Huge swing in NPS moving 29bps

Introducing...

IBM Project Northstar



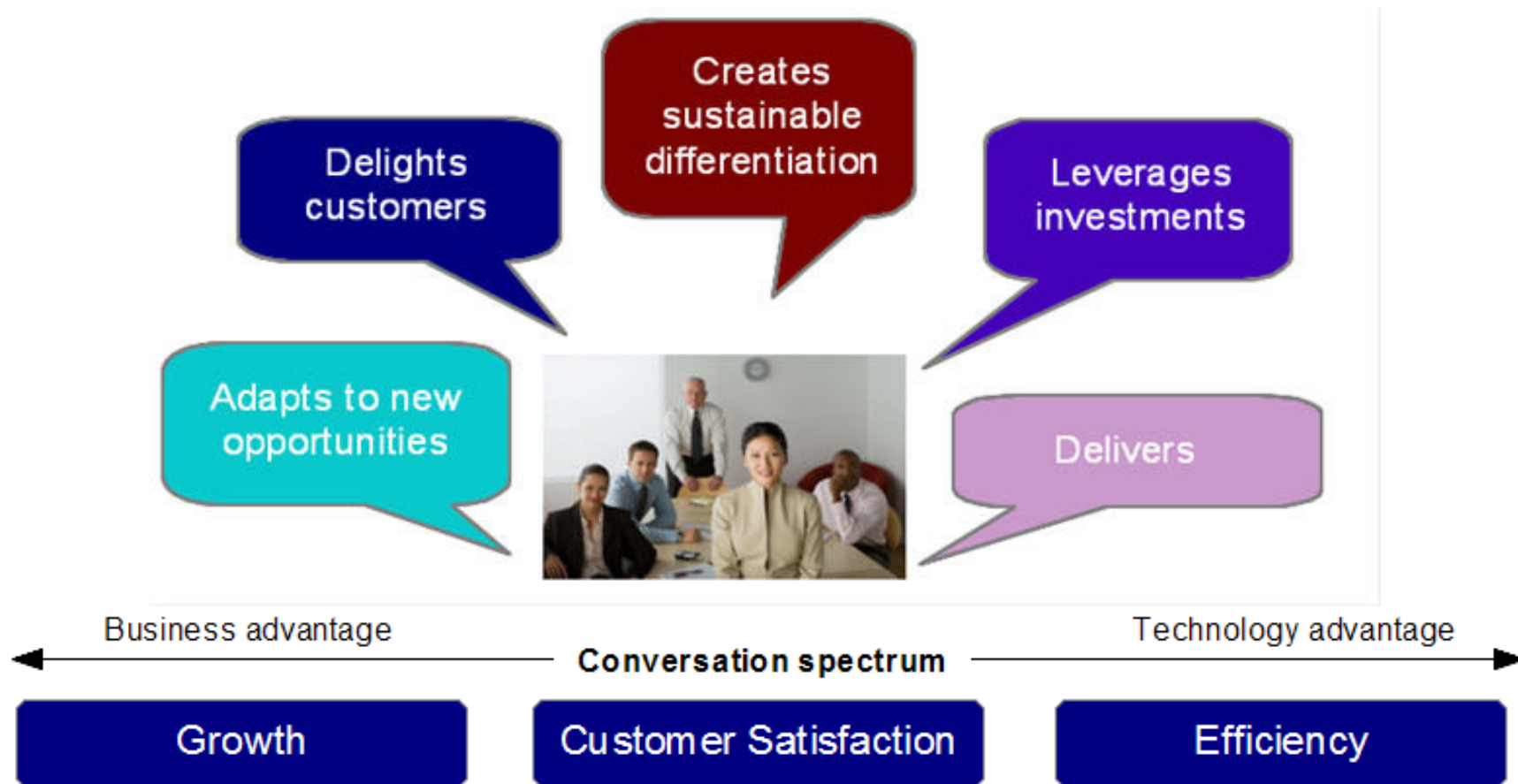
© 2010 IBM Corporation

Smarter software for a smarter planet

Lotus knows collaboration smarter software teams people messaging enterprise

IBM Project Northstar Blueprint

IBM Project Northstar





IBM Project Northstar Blueprint

Reach



Engage



Create



Target



Socialize



Optimize



Realize

Integrate



Applications



Content



Processes

Let's see Project Northstar in action....Demo


WebSphere Portal

Home

Login


PROSPERO

ABOUTPLANNINGINVESTMENTSRETIREMENTINSURANCELANS




INSURANCE a safety net for living

Don't leave it to chance. Protect yourself and your family in case the unexpected happens. Or perhaps your circumstances have changed and you need more -- or less -- coverage to protect your assets.




ADVICE



BASICS:
Start exploring ways to better organise your finances

Find ideas for getting your family's financial situation into better shape with strategies for dealing with debt, sorting out your mortgage, thinking about investing and lots more. [More details.](#)

Related advice



MANAGING YOUR FINANCES NOW

How to get your financial house in order

[Learn more](#)

MINIMIZING TAXES: SMART STRATEGIES


How to finance your investments

[Get more advice](#)

REDUCING AND MANAGING RISK

How to ensure growth without worry.

[More advice](#)




How Much is Enough?

Insurance is the most neglected aspect of the average Joe's financial plan. This article focuses on the essential, but often overlooked, basics. [Read more.](#)

Tags: [insurance](#), [income_protection](#), [planning](#)

Author: [Dan Misawa](#) Created: 7/8/10 Rating: ★★★★★



Protecting Investments Against Loss

Investments are people too! This article shows you how to maximize gains and minimize losses through smart structuring and asset protection. [Read more.](#)

Tags: [investments](#), [income_protection](#), [risk_assessment](#)

Author: [Natalie Olmos](#) Created: 7/8/10 Rating: ★★★★★

[View all advisors on insurance](#)

PRODUCTS

Income Protection

Family Protect® Income Protection gives you the peace of mind from knowing that you will still receive regular income if you are injured or too sick to work. [Read more](#)

Life Insurance

Take action to minimise the financial impact that serious disability or premature death could have on the lives of our family. [Read more](#)

Disability Cover

In the event of serious disability or injury, this product will reimburse your medical expenses and pay a lump sum to cover other losses. [Read more](#)

[View all insurance products](#)

TOOLS

How much insurance do I really need?

This calculator will let you quickly get a sense of what you need to insure, and for how much. [Read more](#)

What will my be premiums be?

Calculate premiums for any policy, taking into account different coverage levels. [Read more](#)

Insurance worksheets

These tools help guide you through the selection of products based on your needs. [Read more](#)

[View all insurance tools](#)



IBM Customer Experience Suite



Exceptional Web Experiences Guided by IBM Project Northstar

Engaging

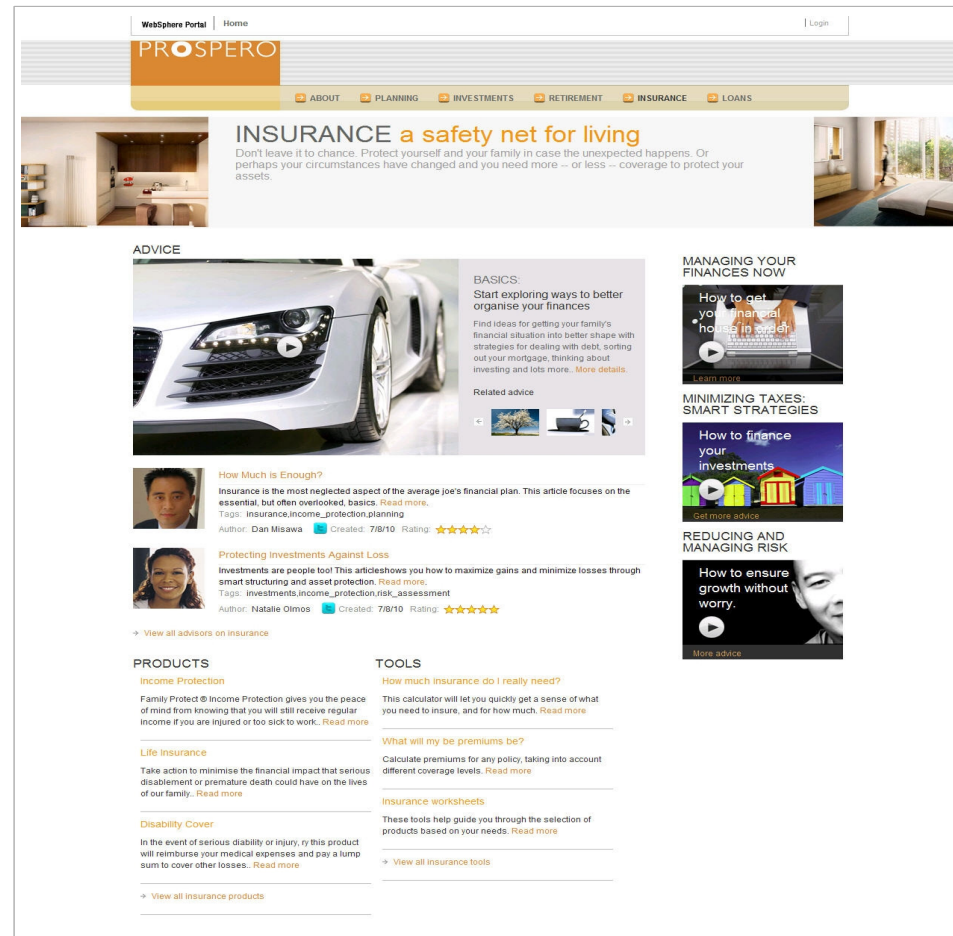
Personalized

“Conversational”

Everywhere

Empowering

Integrated



© 2010 IBM Corporation



IBM Customer Experience Suite



IBM Customer Experience Suite

Exceptional Web Experiences Guided by IBM Project Northstar

Deliver exceptional online experiences without having to stitch together multiple, disparate products from different vendors

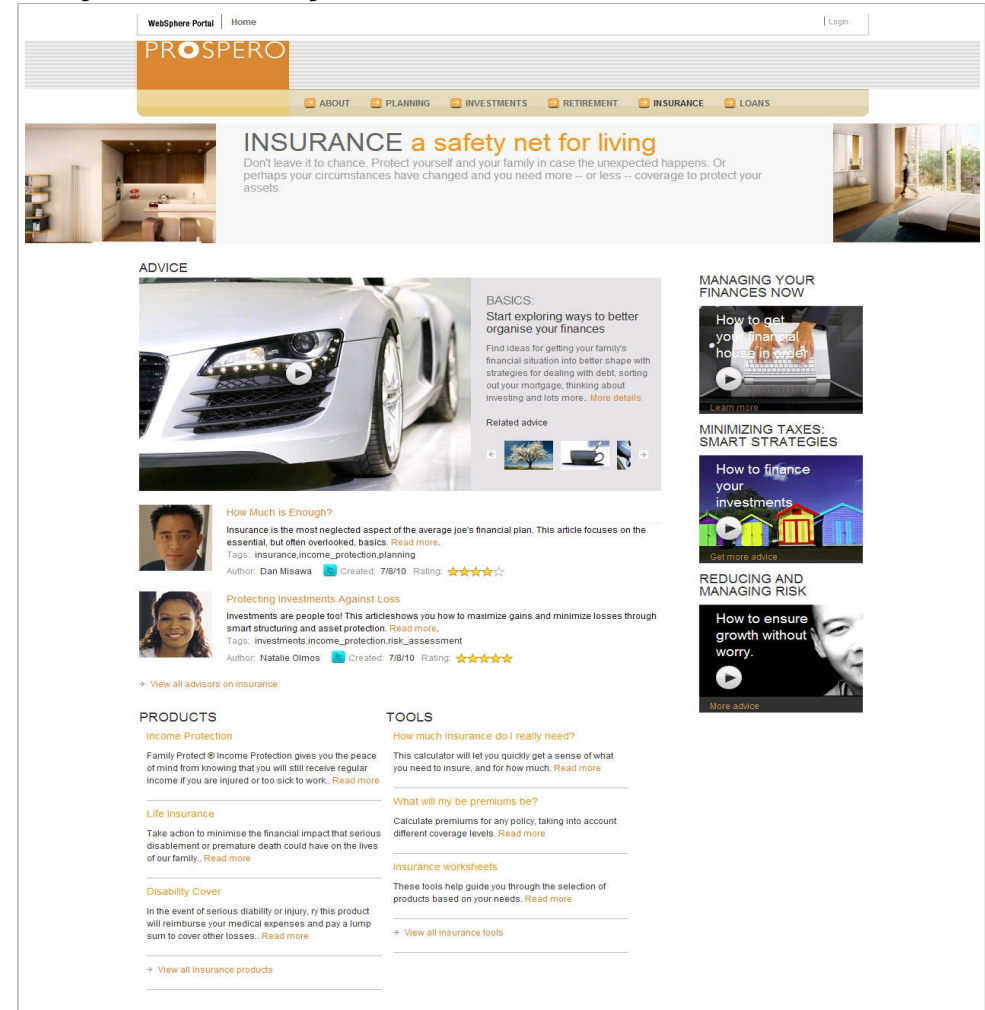
Create highly **personalized customer interactions** by analyzing and then adapting to the preferences, behaviors, location, products owned, device, and sentiments of each visitor

Support conversations with and between users through online communities

Empower business owners to manage the creation and delivery of content, rich media, campaigns, and surveys delivered through multiple channels

Deliver **rich and engaging experiences** without sacrificing flexibility, scalability, or security

Compose seamless Web experiences by **connecting into the necessary back-end applications**, commerce solutions, social media sites, and cloud-based services





Lotus Connections 3

centerpiece of IBM Social Collaboration Platform

Social Analytics to recommend content and people

Discover what you don't know and who you should know

IBM is the first to provide this capability

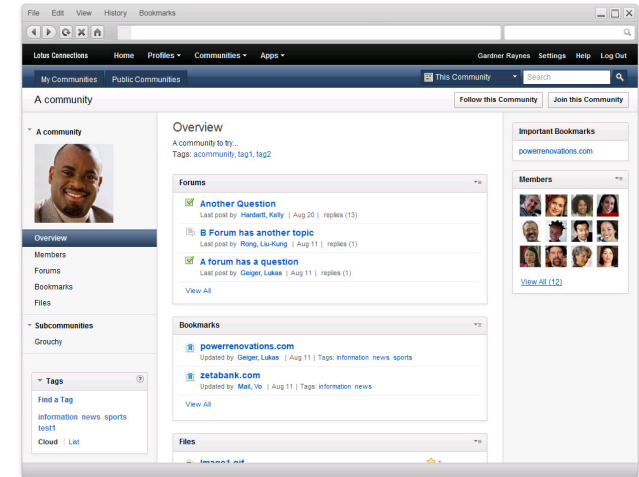
Enhanced communities and forums help increase sales and support costs

Support for sub-communities

Improved community member management

Multiple forums in a community

Stand-alone forums with Q&A



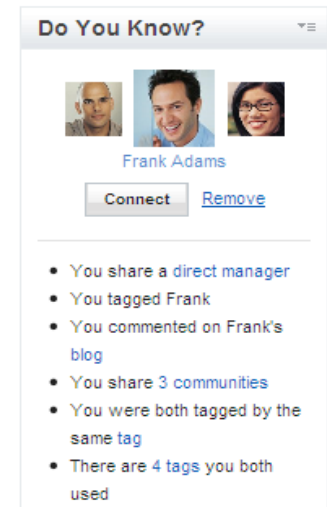
Email digest & getting started page accelerate adoption

Social everywhere to drive your social business

New integration with WebSphere Portal, Lotus Notes, Microsoft SharePoint

Expanded mobile support for iPad, iPhone, Nokia, Android

Enhanced LotusLive Connections with communities



Compliance and auditing to deliver value of social software to regulated industries

Project Vulcan: Creating an Exceptional Work Experience



A group of eleven diverse professionals, including men and women of various ages and ethnicities, are standing in a line. They are dressed in business attire, ranging from suits to more casual business-casual wear. They are all smiling and looking towards the camera. The background is a vibrant teal color with a pattern of white and yellow dots and lines, suggesting a network or data flow. The text 'Inspired' is at the top left, 'Engaged' is at the top right, 'Empowered' is on the left side, and 'Exceptional Work Experience' is in the center in large white letters. Below this, the words 'Productivity', 'Agility', 'Innovation', and 'Smarter Decisions' are arranged in a circular pattern.

Inspired

Engaged

Empowered

Exceptional Work Experience

Productivity

Agility

Innovation

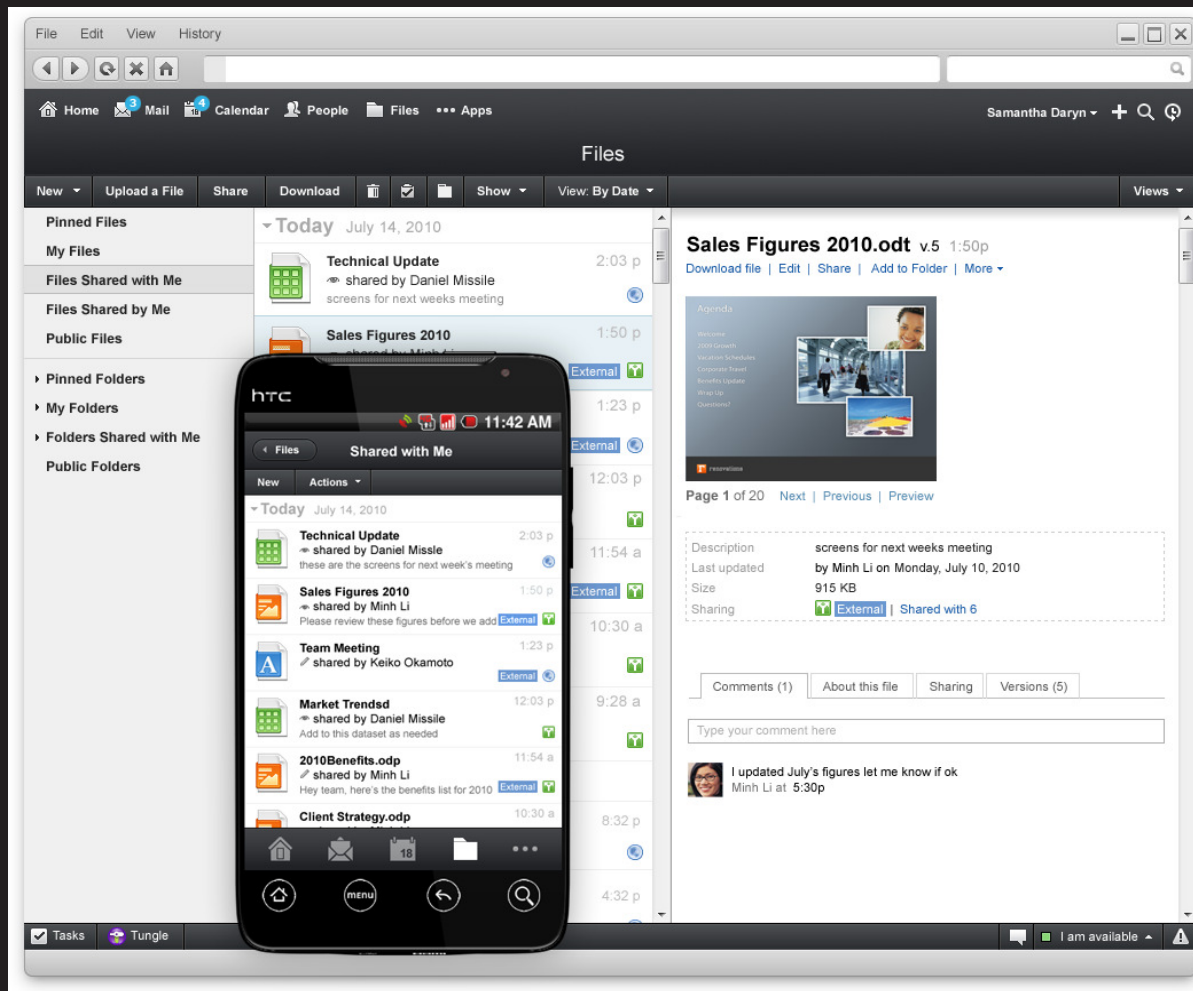
Smarter Decisions



IBM Project Vulcan release vehicles

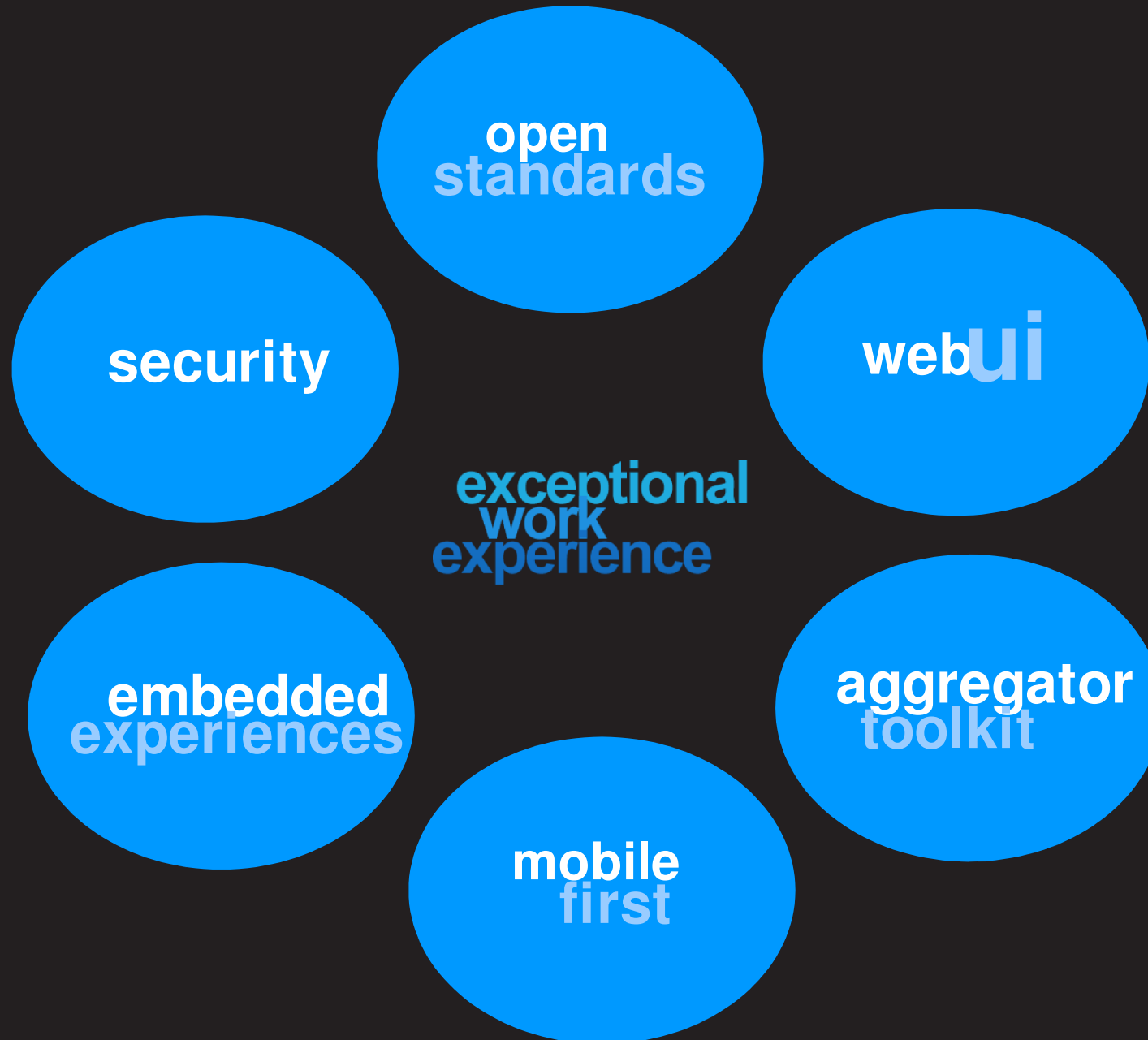
First in an update to
LotusLive and
subsequently . . .

On-Premises Messaging
and Advanced
Collaboration Products. . .





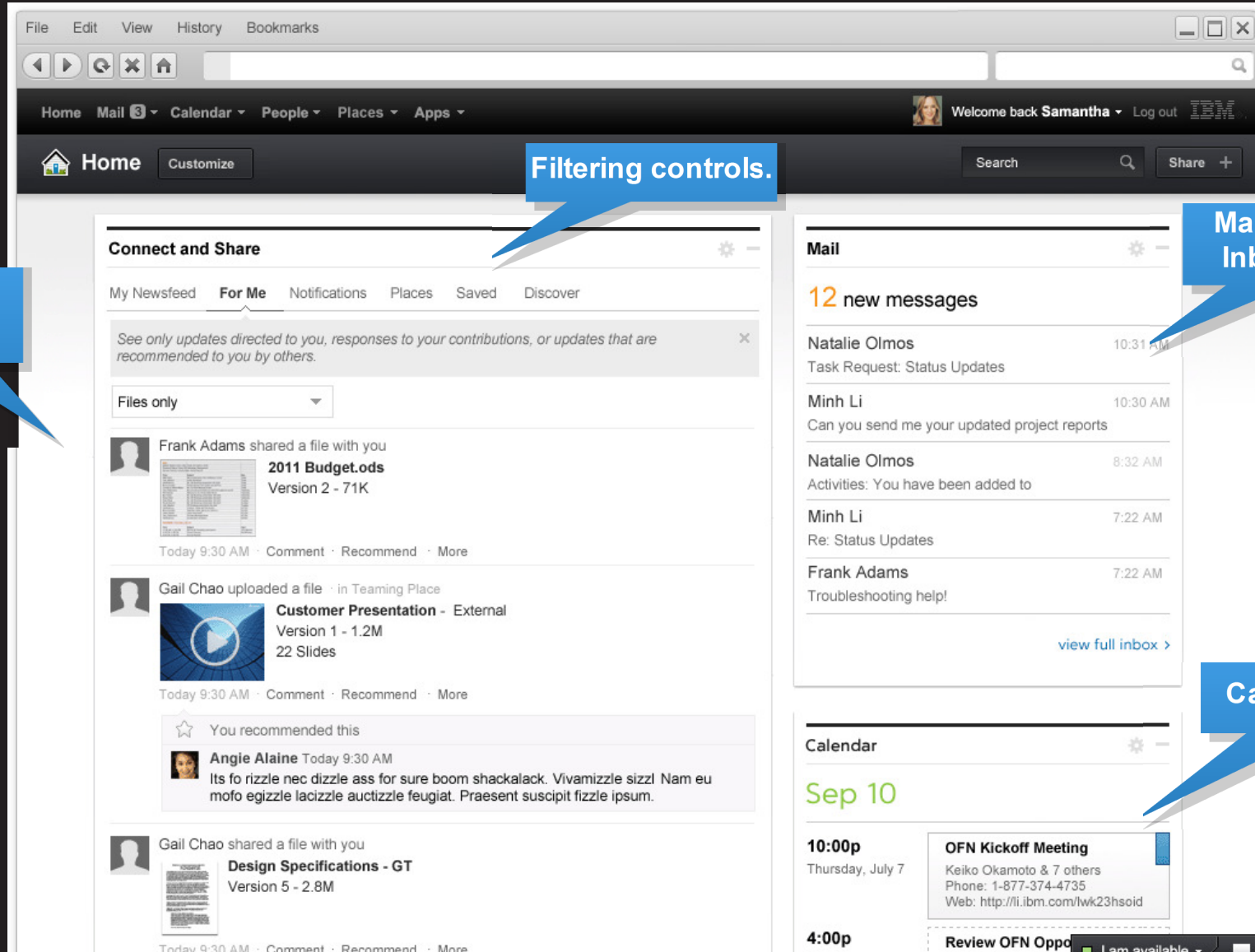
Key Project Vulcan initiatives





Integrated home page

Become an expert user faster due to a single look-and-feel, homepage, river of news and common components across services, products and deployments.



Enterprise
Newsfeed

Filtering controls.

Mail widget for
Inbox access

Calendar widget

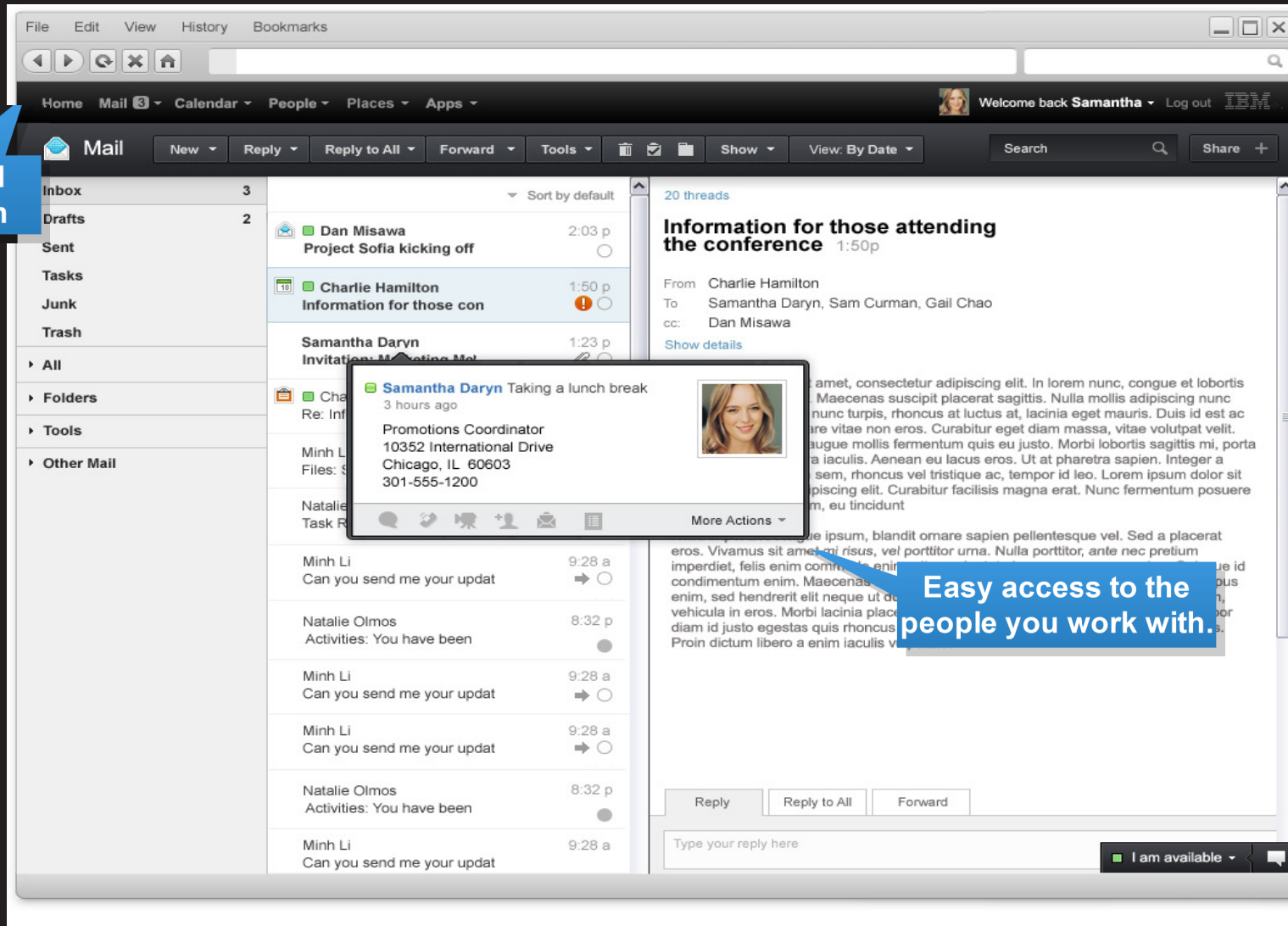
2010 IBM Corporation



Consistent context

Work more efficiently through a completely integrated user experience which brings information to you through aggregation and embedded experiences.

Integrated navigation

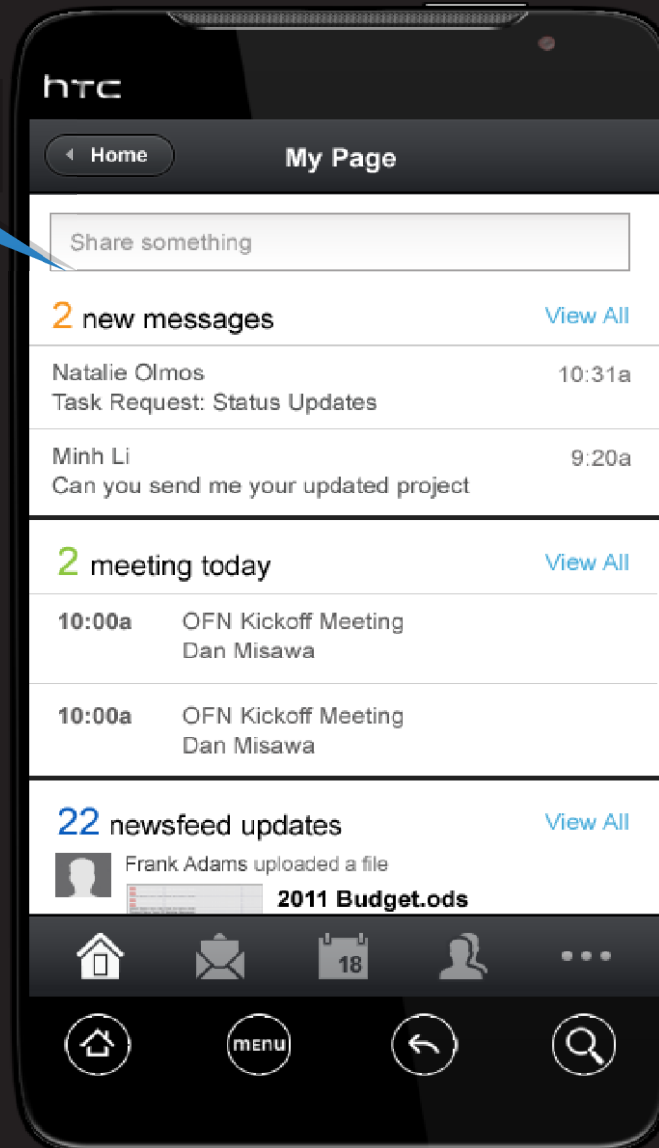




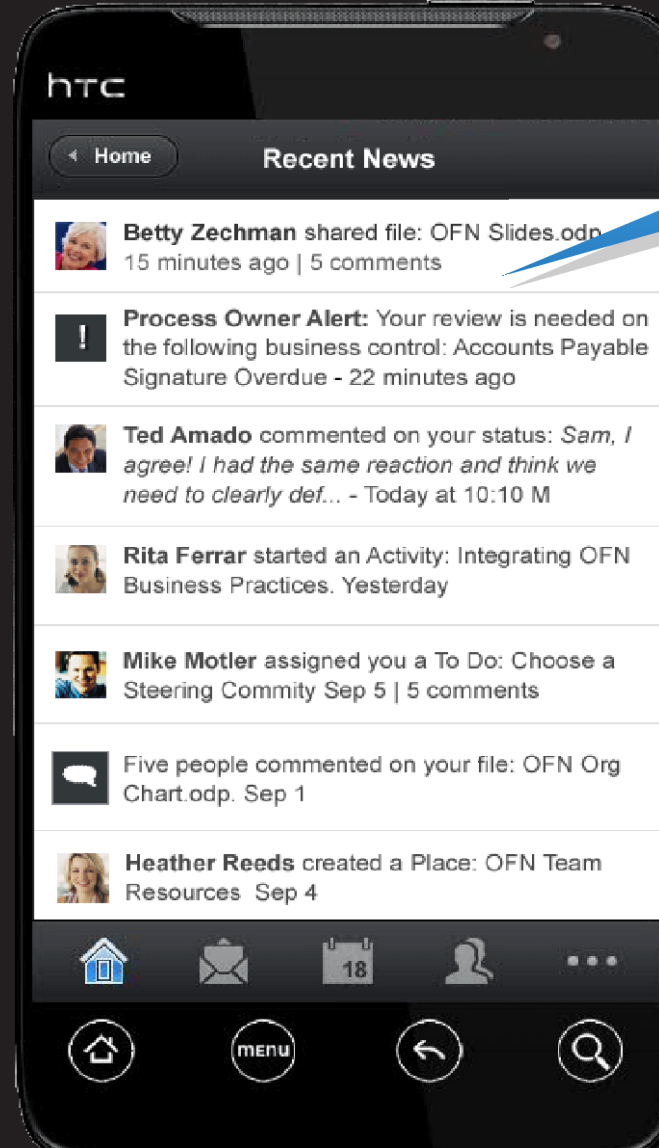
Mobile optimized access

Always have access to all of your collaboration services, contacts, river of news and information directly from your **mobile device** through first-class mobile-specific apps.

Default mobile home page



Mobile enterprise newsfeed





Attention management & analytics

Work smarter via analytics and attention management capabilities to automatically filter incoming notifications and information, track personal and organizational trends and provide highly relevant recommendations of people and content.

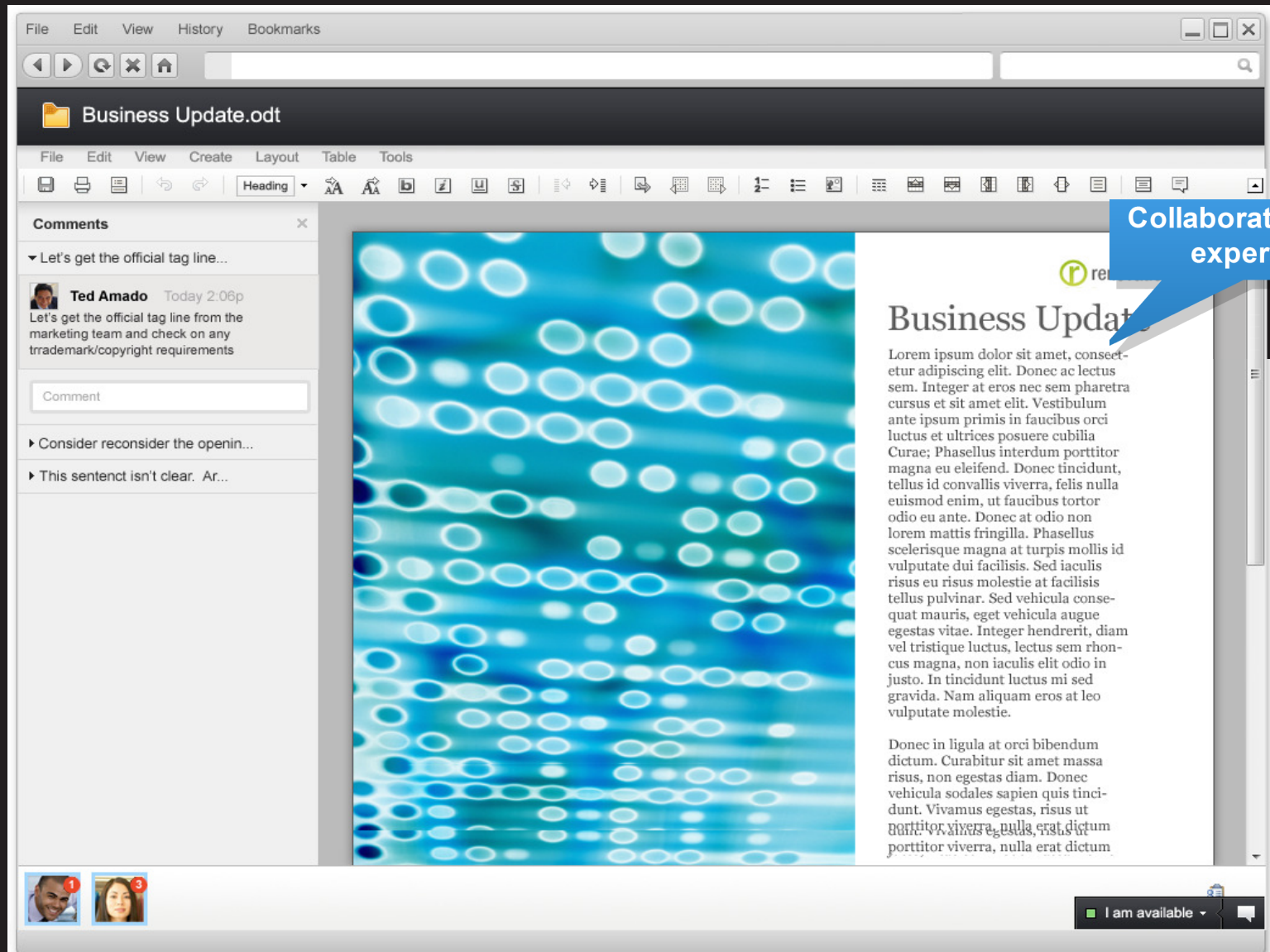
The screenshot displays the IBM Lotus Notes web interface. The top navigation bar includes 'File', 'Edit', 'View', 'Create', 'Tools', 'Window', and 'Help'. Below this is a tabbed interface with 'Samantha Daryn - Mail', 'Information fo', and 'Invitation: Marketing Meeting'. The main area is divided into three sections:

- Left Panel (Filters):** Shows a list of filters including 'Inbox', 'Drafts', 'Sent', 'Tasks', 'Junk', 'Trash', 'All', 'Folders', 'Tools', and 'Other Mail'. Below these are 'Active People' (Gail Chao, Bill Ranney, Natalie Olmos, Dan Misawa, Betty Zechman) and 'Active Topics' (Project Phoenix, ux feedback, charts, Centennial, Amado, competitive).
- Center Panel (Email List):** Displays a list of emails from Dan Misawa, Minh Li, Samantha Daryn, Charlie Hamilton, and Natalie Olmos. A blue callout box with the text 'Active people and topics filtering.' points to the 'Active People' section.
- Right Panel (Document Preview):** Shows a preview of a document titled 'Sales Figures 2010.odt v.5 1:50p'. It includes a description, last updated information, size (915 KB), and sharing options. Below the preview is a comments section with a comment from Minh Li.



Collaborative editing experience

Collaborate anywhere and with anyone through ubiquitous social capabilities, the integration of cloud-based services and collaborative document editing.



© 2010 IBM Corporation



Enables you to **work faster and smarter** by enabling rich in-context editing and actions in a few clicks from wherever you are.

The screenshot displays the Lotus Notes web interface. On the left is a navigation pane with folders like Inbox, Drafts, Sent, Tasks, Junk, and Trash. The main area shows an email list. The selected email is from Dan Misawa, titled 'Project Sofia kicking off soon'. To the right of the email list is a preview of a document titled 'Sales Figures 2010.odt'. The preview shows a thumbnail of the document's content, which includes a meeting agenda. Below the thumbnail, there is a description, last updated information, size (915 KB), and sharing options. A blue callout box points to the document preview with the text: 'Embedded experiences ease transient interactions with content within mail and other applications.'

Embedded experiences ease transient interactions with content within mail and other applications.



Embedded experiences

Interact With Events and Content “In-Context”

Comment

Share

Edit

And More

Fully Extensible

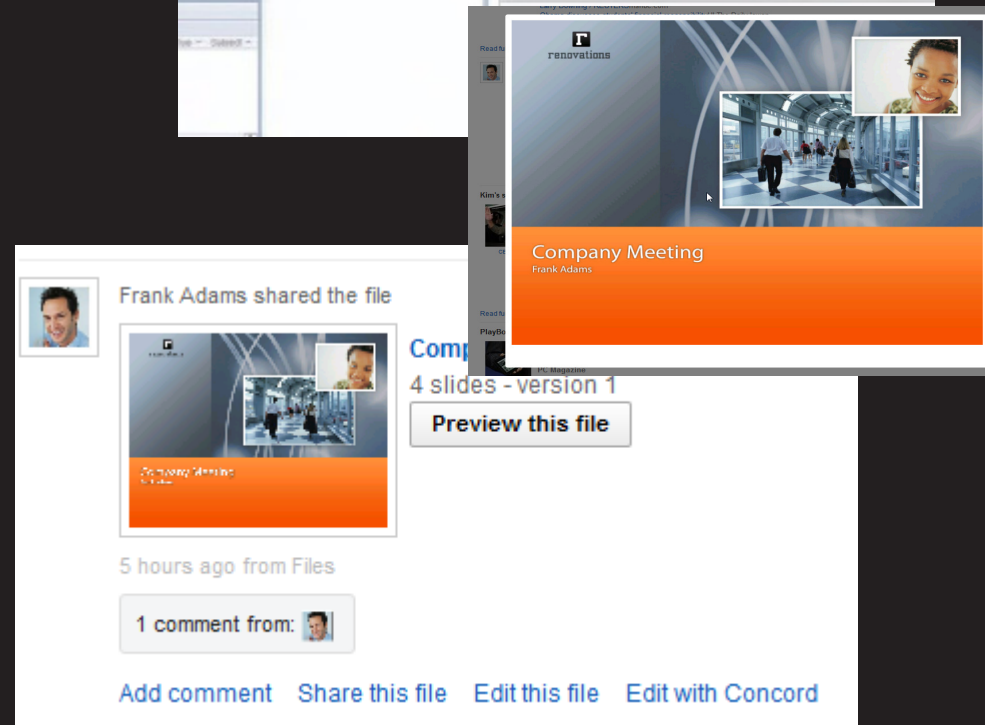
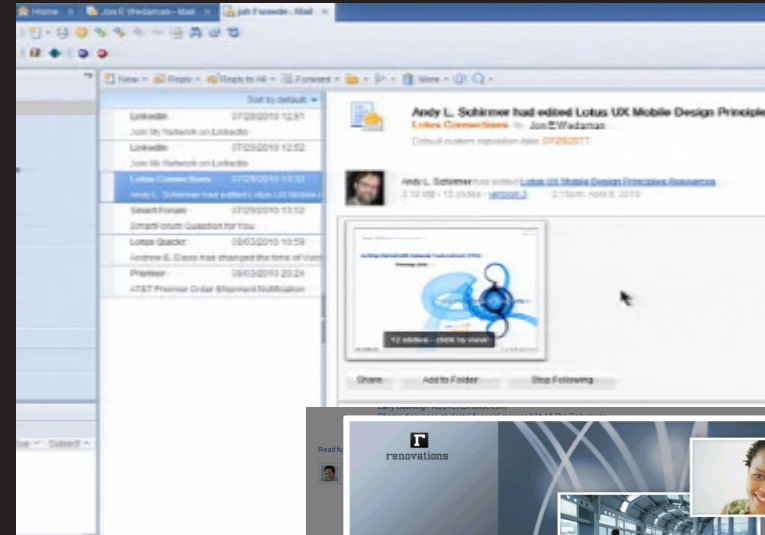
For Example:

Domino / xPages Applications

IBM Products

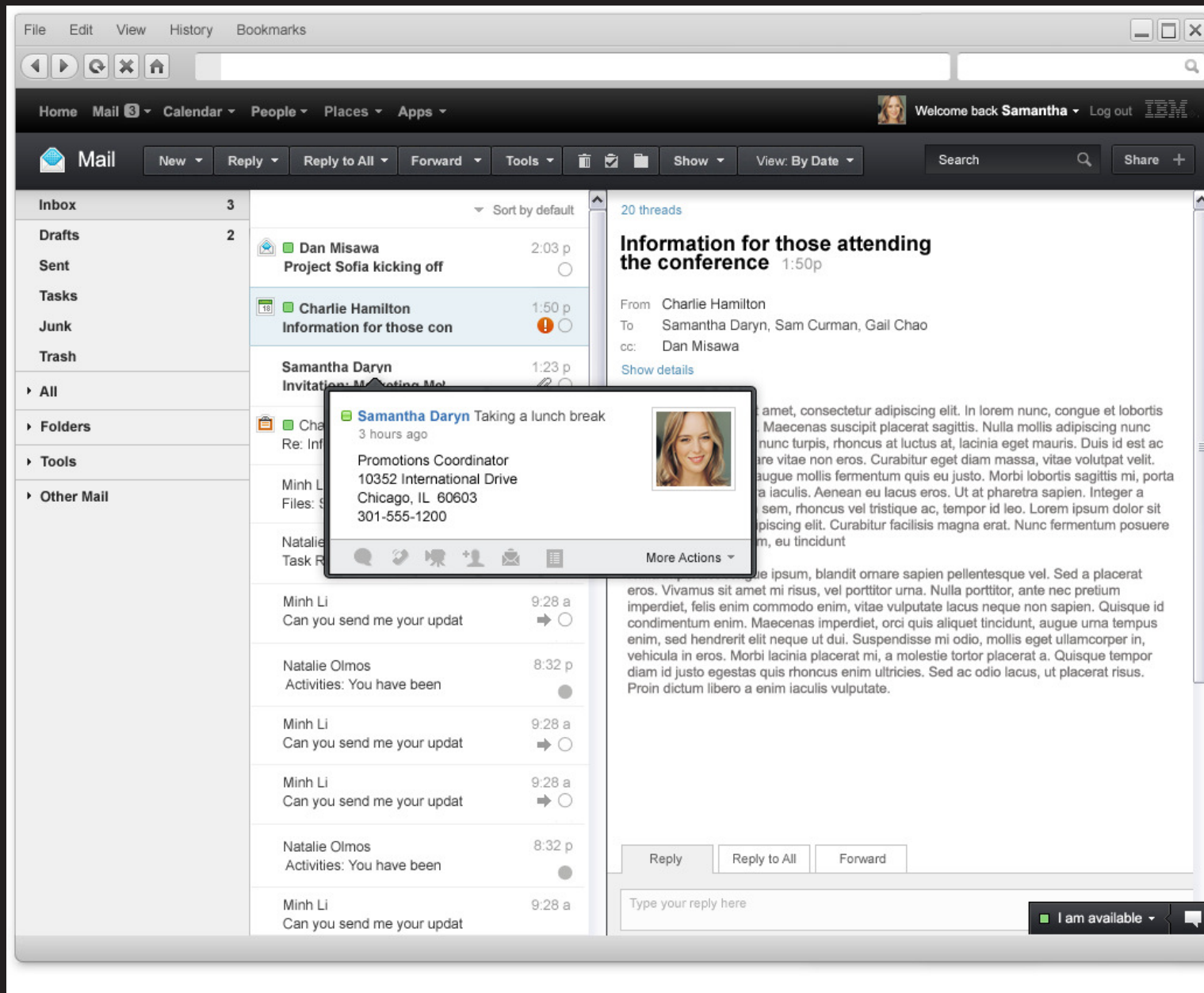
Other Vendor's Products and Services

Uses Macro-Component Technologies (Gadgets/Widgets)





Let's see Project Vulcan in action....Demo



IBM Cognos 10 + Lotus Connections

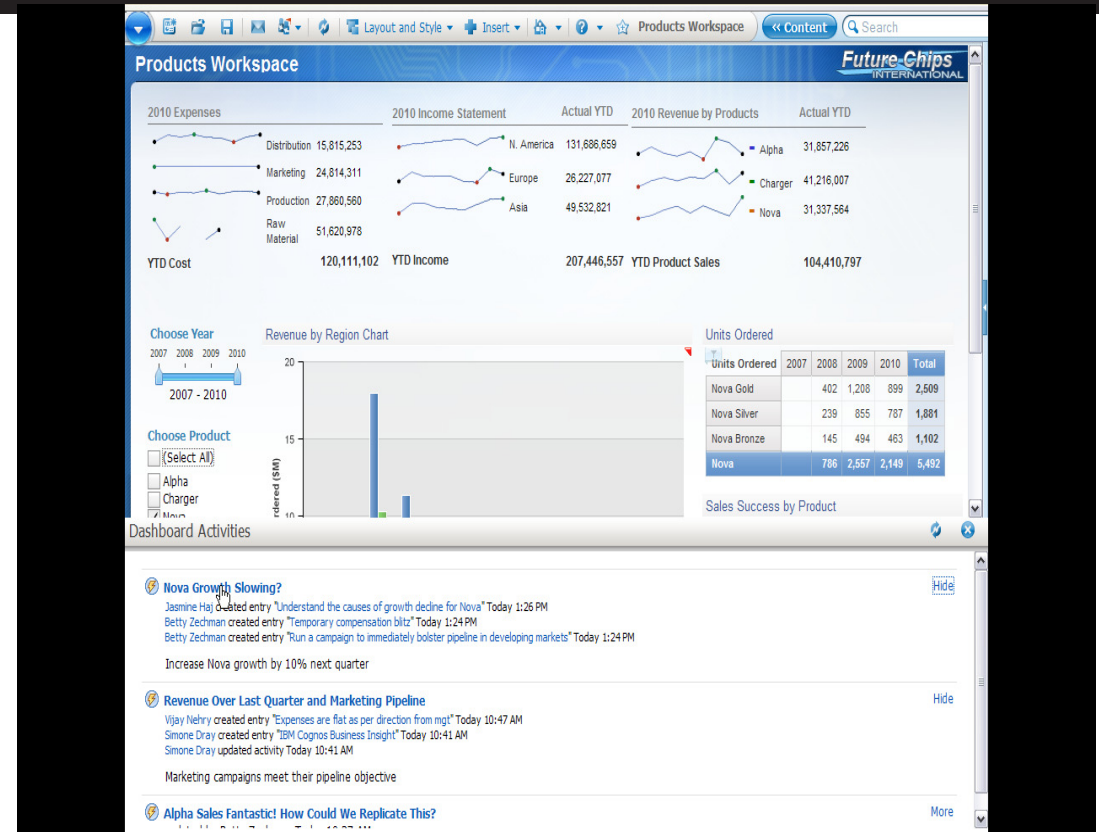
= Collaborative Decision Making



Turn dashboard insights into team action with activities integration

Use search integration of Lotus Connections assets to discover the information you need fast for collaborative decision making

Build decision networks to engage the right people at the right time

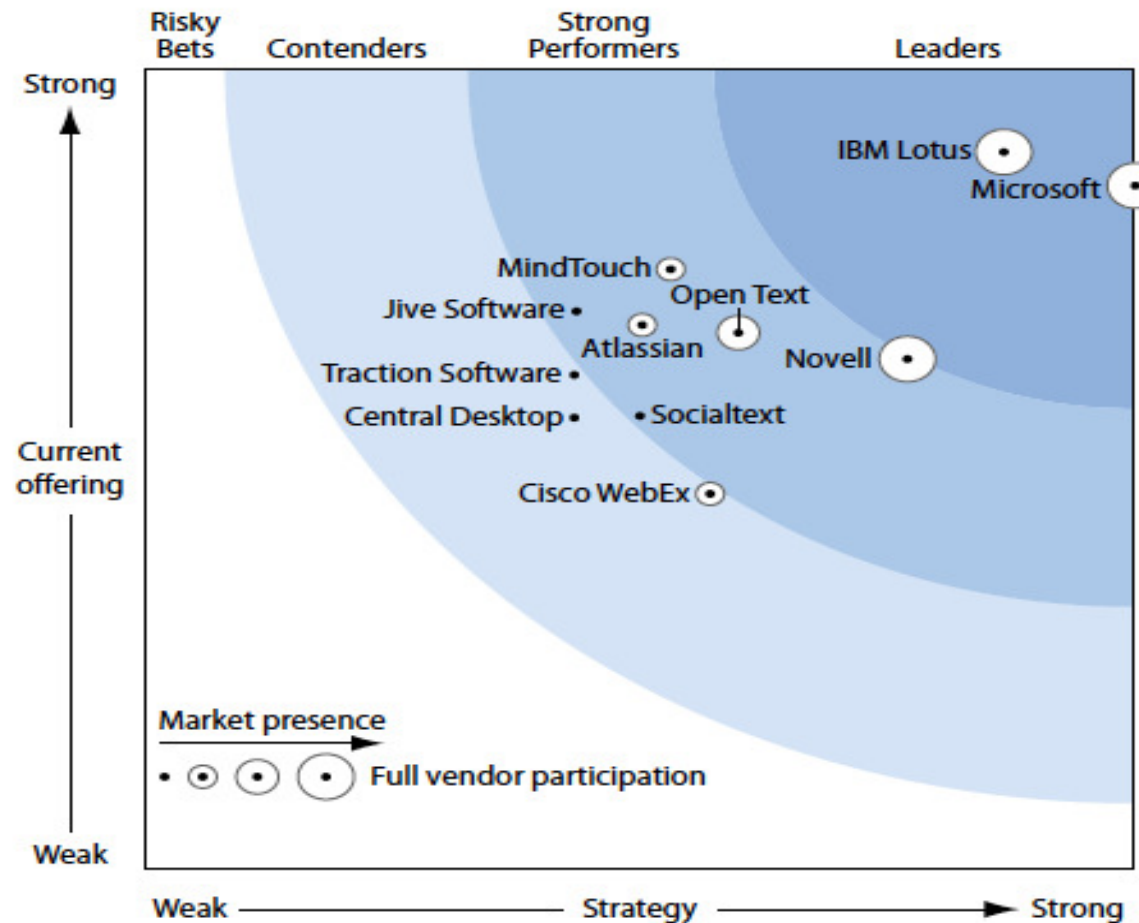


Beta Customer Feedback of the Integration: "In making decisions we need to access the right stakeholders and experts. Social Media allows us to bring those people together and access the Trusted Information in Cognos 10."



Today we have focused on futures, but Lotus Knows we are leading the market today...

Figure 3 Forrester Wave™: Collaboration Platforms, Q3 '09



IBM Lotus's investment in social moves the bar. Building on a large installed base of Lotus Notes and Domino for collaboration, IBM Lotus has steadily introduced new products into the line. New collaborative platform capabilities came with Quickr, which offers basic content services and workspace capabilities and provides tight integration with IBM's higher-end CM8 and FileNet P8 content management offerings. IBM Lotus Connections marked an early entry into enterprise social tools, and that has helped keep the IBM Lotus offering at the head of the pack in functionality. IBM's modular approach will allow it to continue to introduce new functionality aggressively.

The Forrester Wave™: Collaboration Platforms
Q3 2009 by Rob Koplowitz
for Information & Knowledge Management Professionals

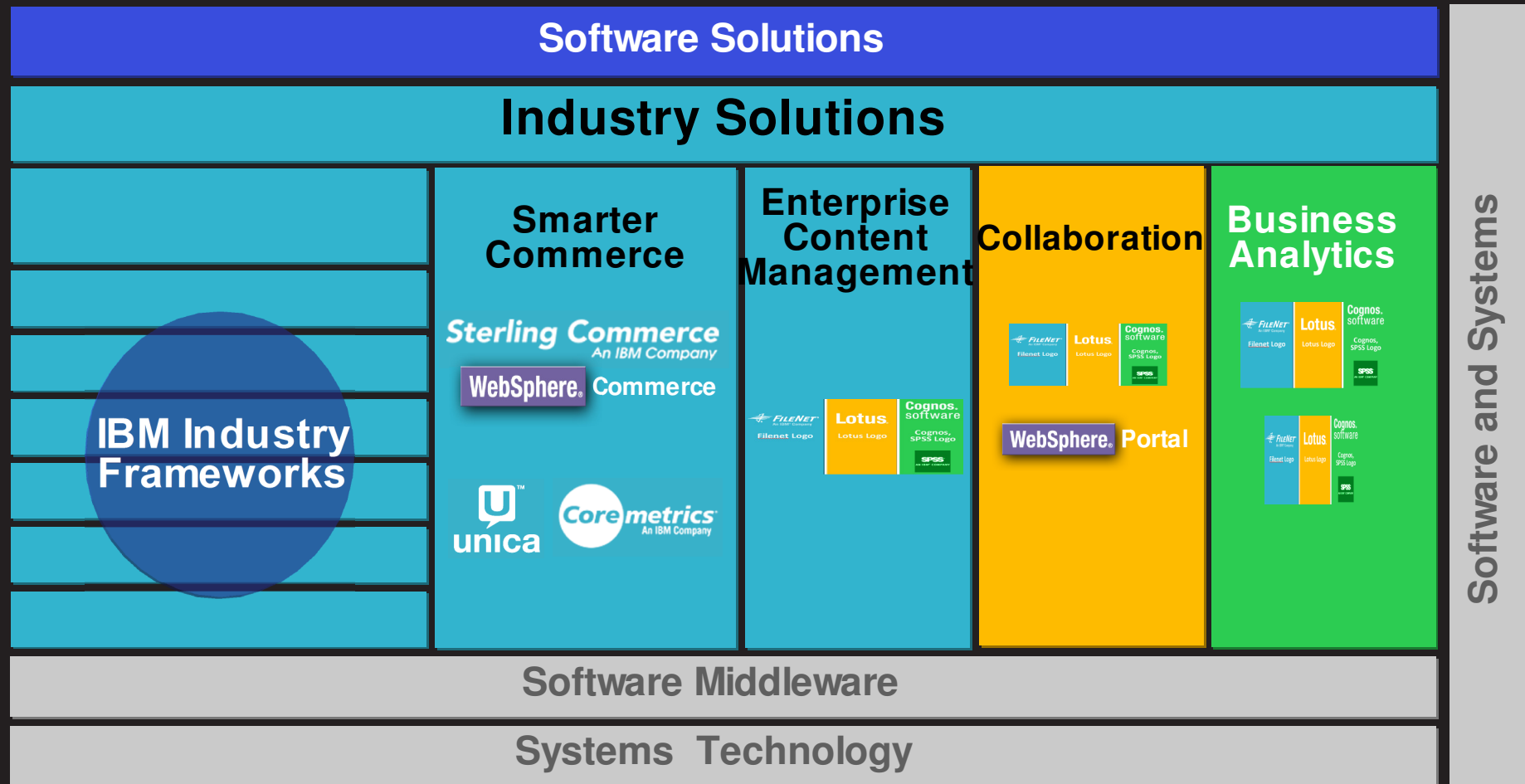
© 2010 IBM Corporation



IBM's Software Solutions Group

A portfolio aligned to meet our client's needs

Our Mission To define and develop a new category of solutions software, leveraging IBM's Middleware portfolio, to deliver an industry-oriented value proposition to line-of-business users



© 2010 IBM Corporation

Delivering Exceptional Work Experiences





Accelerating collaboration adoption & ROI



A methodology to help you choose the most valuable places for collaboration adoption based on :

Current customer patterns
Day in the Life Scenarios
Business Value (ROI) Assessment
Industry Knowledge and Expertise

thank you

mgarbett@us.ibm.com

Legal Disclaimer

© IBM Corporation 2009. All Rights Reserved.

The information contained in this publication is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this publication, it is provided AS IS without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this publication or any other materials. Nothing contained in this publication is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

References in this presentation to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in this presentation may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way. Nothing contained in these materials is intended to, nor shall have the effect of, stating or implying that any activities undertaken by you will result in any specific sales, revenue growth or other results.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.

IBM, the IBM logo, Lotus, Lotus Notes, Notes, Domino, Quickr, Sametime, WebSphere, UC2, PartnerWorld and Lotusphere are trademarks of International Business Machines Corporation in the United States, other countries, or both. Unyte is a trademark of WebDialogs, Inc., in the United States, other countries, or both.

Adobe, the Adobe logo, PostScript, and the PostScript logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States, and/or other countries.

Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.

Microsoft and Windows are trademarks of Microsoft Corporation in the United States, other countries, or both.

Intel, Intel Centrino, Celeron, Intel Xeon, Intel SpeedStep, Itanium, and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

UNIX is a registered trademark of The Open Group in the United States and other countries.

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both. Other company, product, or service names may be trademarks or service marks of others.