Lotusphere
Connect2013
Get social. Do business.

IBM SmartCloud for Social Business Now with IBM Docs

Gary Wickham
Senior Technical Specialist
IBM Collaboration Solutions

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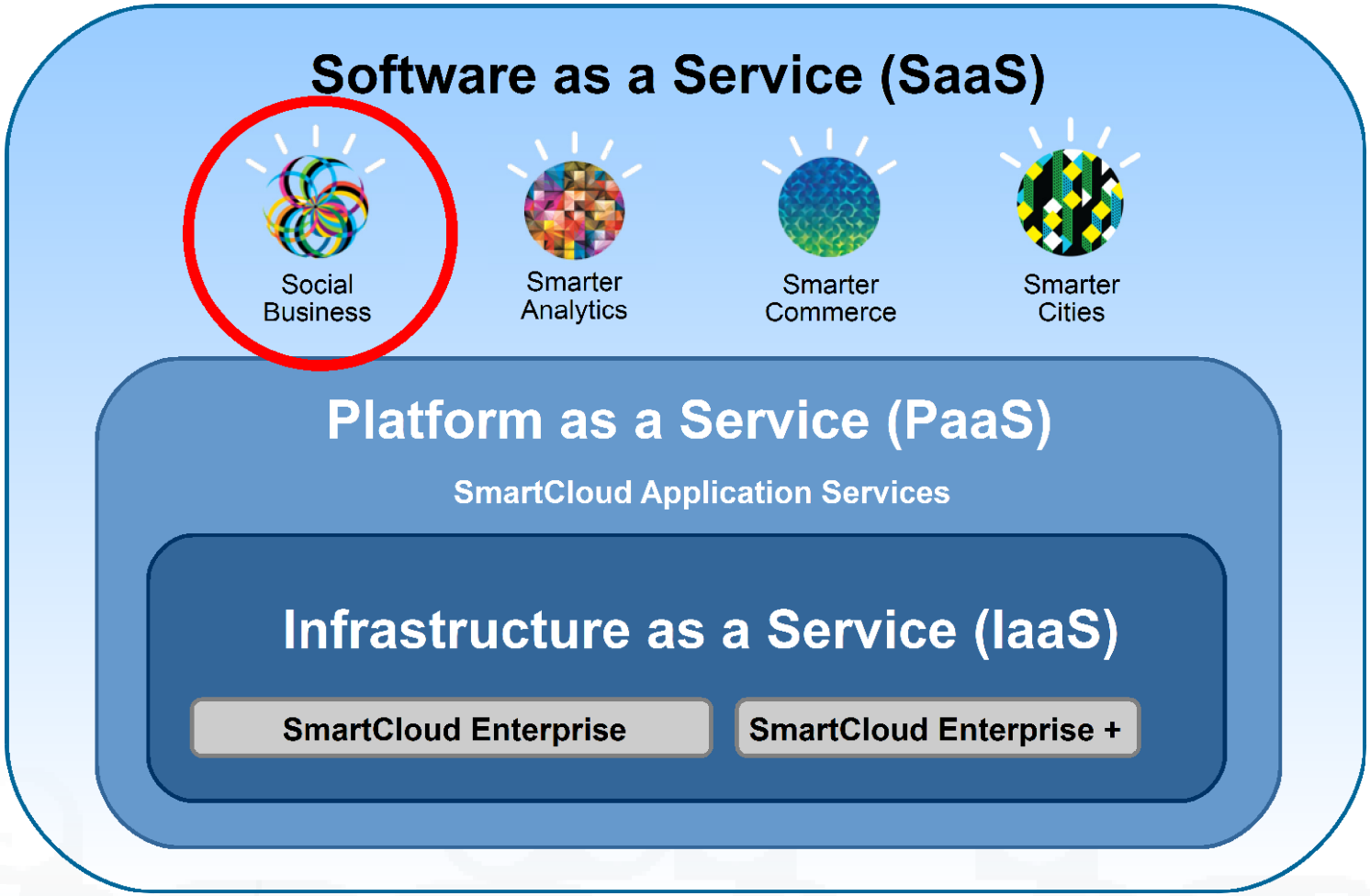
The Ever-Expanding IBM Cloud Portfolio



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IBM is the Social Business Leader

#1 IDC named IBM #1 in Enterprise Social Software for the 3rd consecutive year

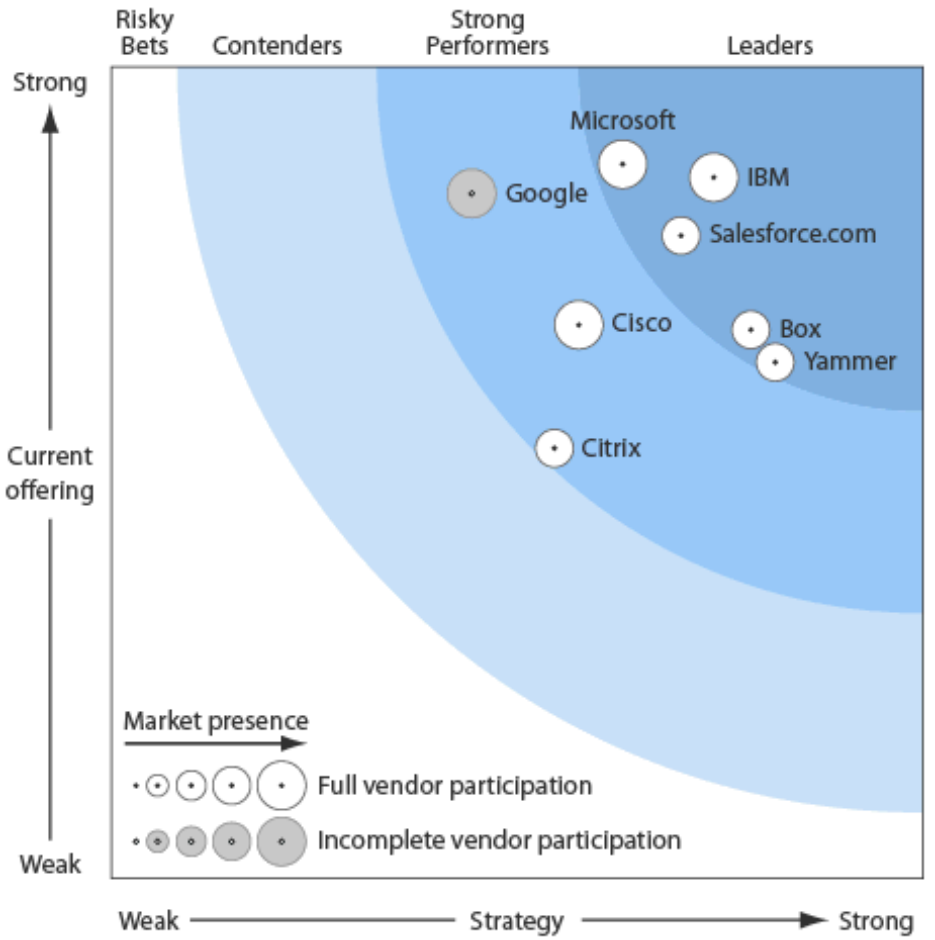
IDC, Worldwide Enterprise Social Software 2012-2016 Forecast, June 2012

IBM was cited as a leader in The Forrester Wave for Cloud Strategies of Online Collaboration Software Vendors

IBM SmartCloud for Social Business leads in 11 of 18 categories

IBM shines for the strength of its current offering, its market presence, and its strategy.

InformationWeek, August 20, 2012



The Forrester Wave: Cloud Strategies of Online Collaboration Software Vendors, 3Q 2012, Forrester Research Inc, Aug 2012

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A Growing Portfolio of Cloud Solutions

SocialBusiness IBMSmartCloud

- SmartCloud Engage
- SmartCloud Meetings
- SmartCloud Notes
- SmartCloud Connections
- SmartCloud Archiving Essentials
- SmartCloud Docs
- SmartCloud for Government

Kenexa an IBM Company

- Employment Branding
- Recruitment Solutions
- Recruitment Technology
- Assessments
- Compensation
- Onboarding
- Learning
- Performance Management
- Leadership Solutions
- Employee Surveys
- Social Solutions
- Government Solutions

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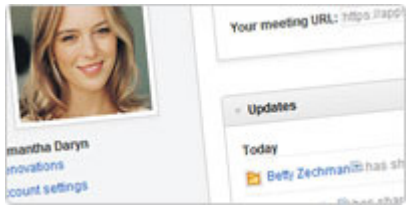
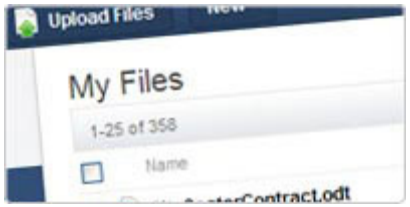
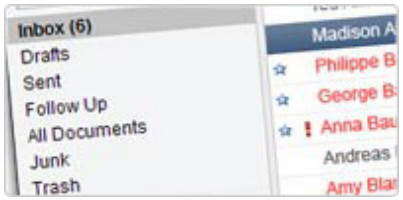
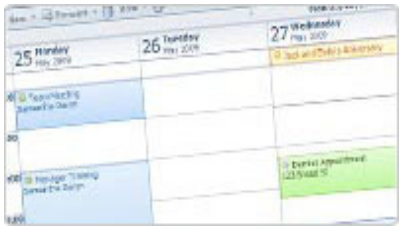
IBM SmartCloud Engage Advanced - Social Business Collaboration as a Service









Social Business

- Profiles & Contacts
- Files - w/File Viewers (5GB pp)
  - Anti-virus integration w/files
- IBM Docs (spreadsheet, presentation, document editors)
- Activities (project tools)
- Communities (group places)
  - Restricted (internal or external)
  - Open (company wide)
  - Moderated (company wide)
- Discussion Forums
- Wikis
- Blogs
- Ideation
- Instant Messaging
- Forms/Surveys
- Web Meetings (200 participants)
- Dashboard w/Activity Feed
- Announcements (company wide)
- Integration (3rd party or enterprise)

Messaging

- Email (25GB quota)
  - Anti-virus & Anti-spam
  - Encrypted at-rest and in-transit
  - Traveller Mobile (iOS & Android)
- Calendar
- Contacts
- To-do
- Notebook

Differentiators

- **Unlimited Guest invitations at no-cost**
- **Rich Client, Web and Mobile access**
- **Messaging E-discovery & Archive (unlimited space) ***
- **SSL EV Encryption & Encryption At-Rest**
- **Directory Integration**
- **BYOD – Mobile Device Neutral**
- **Flexible subscription terms**
- **WW deployment translated in 23 lang.**
- **Support (phone, email, wiki)**

* add-on feature

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How IBM stands apart

Simplest way to interact across business boundaries

Keeping private business exactly that

Public, Dedicated, or Hybrid – it's your choice

Fastest way to make your existing processes social

Bring your own device, fast, simple, self-service

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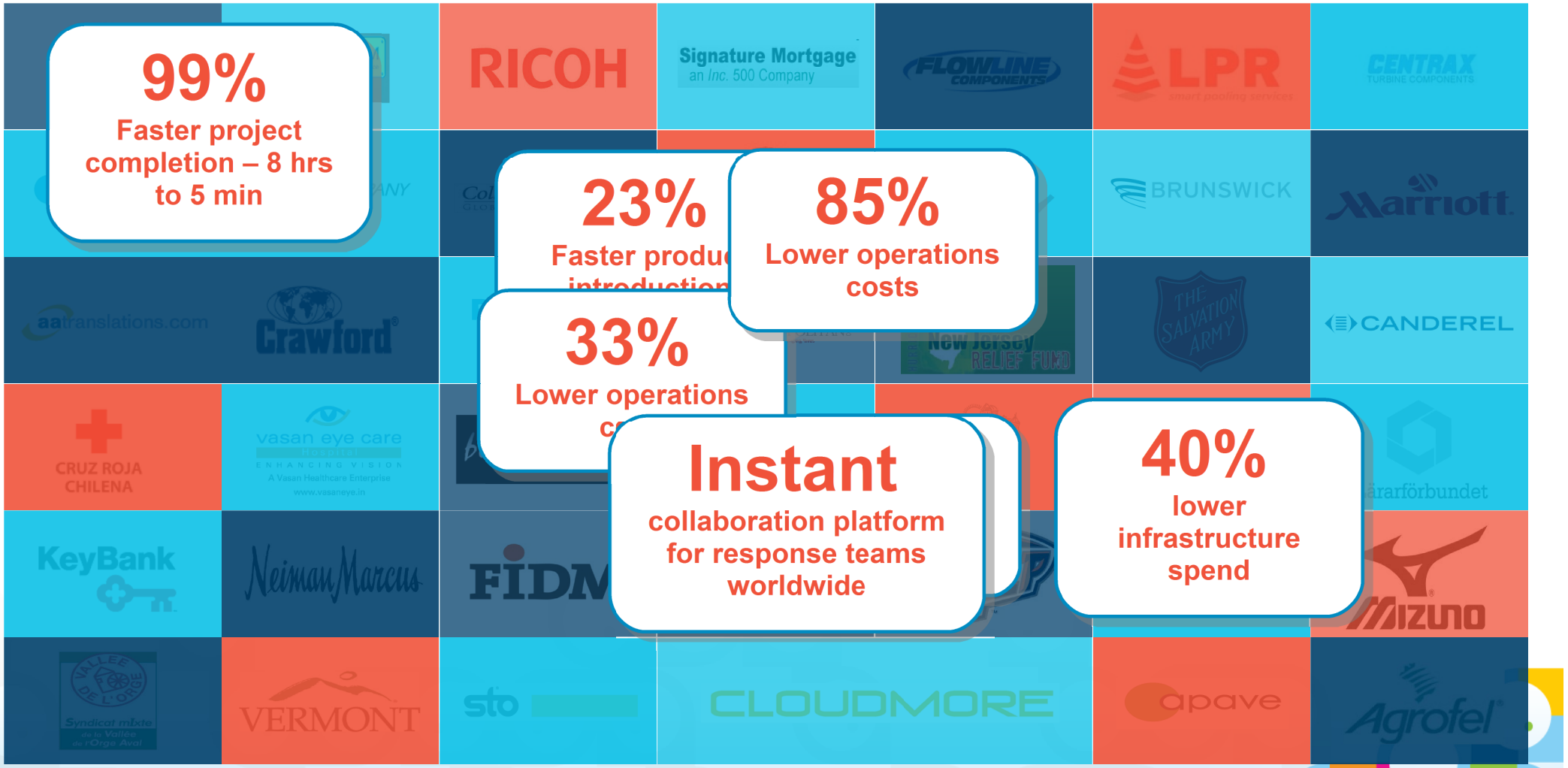
Customer business results with SmartCloud for Social Business



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IBM - Offering flexibility in service delivery models

Deployment Considerations	Public Cloud	Private Cloud	On Premises
License	Rental, pay per use	Rent or bring your own	You own
Customization	Configurable	Some customization	Completely customizable
Software Updates	Evergreen – automatic updates to latest features	Defined update cycle	Upgrade at your own pace
Data Residency	IBM global SaaS data centers	IBM global private cloud data centers	Your data center
Stack	Shared applications and hardware	Dedicated instance on shared hardware	Your own hardware and infrastructure
Elasticity, Agility	Provision and scale up or down immediately	Immediate, based on customization needs	Dictated by your capital and IT resource

Agility, Price Advantage | **Customization, Flexibility**

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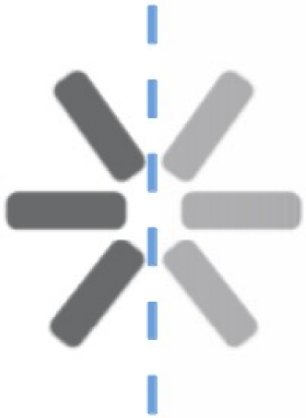
What we heard from you in 2012...

Secure Mobile Access

- BYOD on all major platforms
- Mobile Files
- Mobile IM
- Mobile Meetings
- Mobile Device Management



Functional Symmetry

- Docs
- Wikis
- Blogs
- Ideation
- File Viewers
- Instant Messaging
- Sametime Meetings

Compliance and Security

- Archiving and eDiscovery
- EU Safe Harbor
- SAS70/SSAE 16
- Solutions for HIPAA
- Online Security Center

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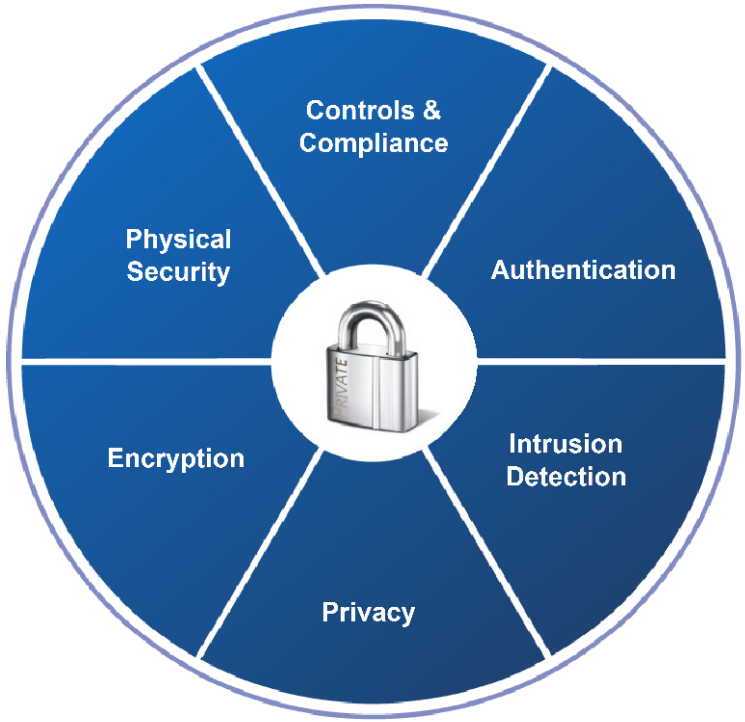
IBM knows that security and standards matter

New Security web site



SAS70 → SSAE16

Based on ISO 27001-27002

U.S.★EU SAFEHARBOR U.S. DEPARTMENT OF COMMERCE

Protect Patient Information HIPAA

FISMA

SC MAGAZINE AWARDS 2012 Gold Winner IBM Cloud Security Solutions

Solutions for Healthcare and Government

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Constant enhancements with outstanding service and reliability

Delivered in 2012:

9 Major Releases

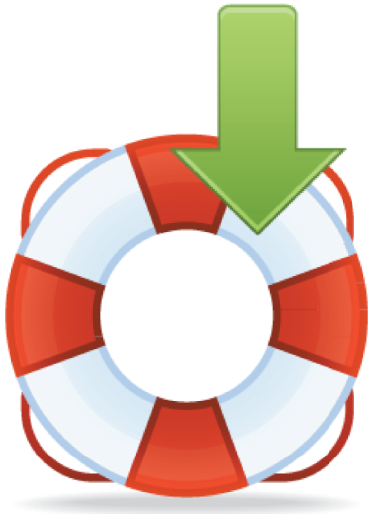
46 Service Updates

650+ Enhancements

Service Levels:

>99.9% availability
Third consecutive year of improvement

25% improvement in deployment time



Double digit drop in incident volume

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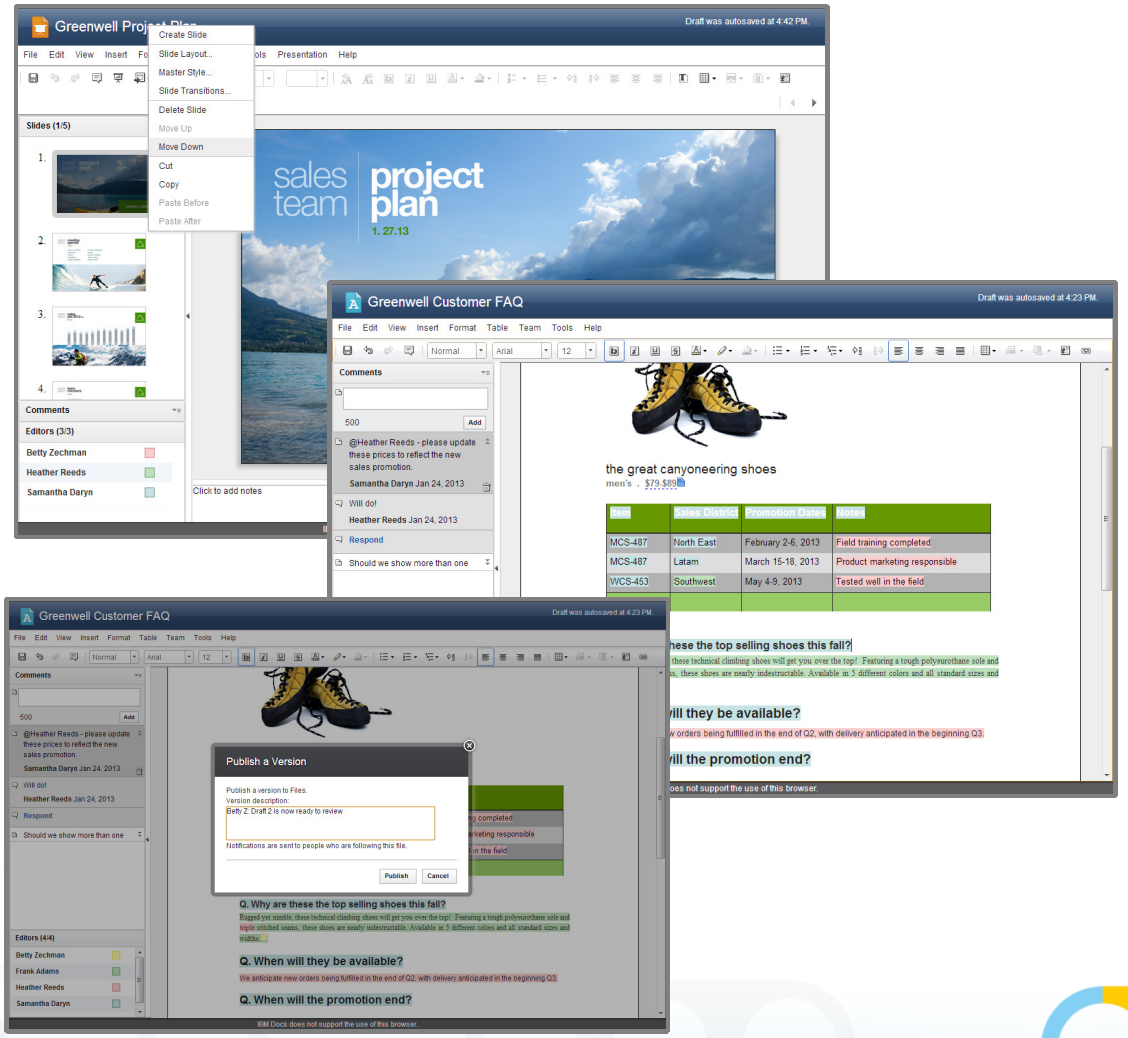
Introducing IBM Docs and IBM SmartCloud Docs

- Pure web-based document editors
  - No need of client side installation, nor any browser plugin.
- Supports commonly used document formats
  - Microsoft® binary format
  - Microsoft® XML format (import only)
  - Open Document format
  - Text of document
- Works with major browsers
  - Internet Explorer
  - Mozilla Firefox
  - Apple Safari
- Collaborative features to embrace the power of Social Business



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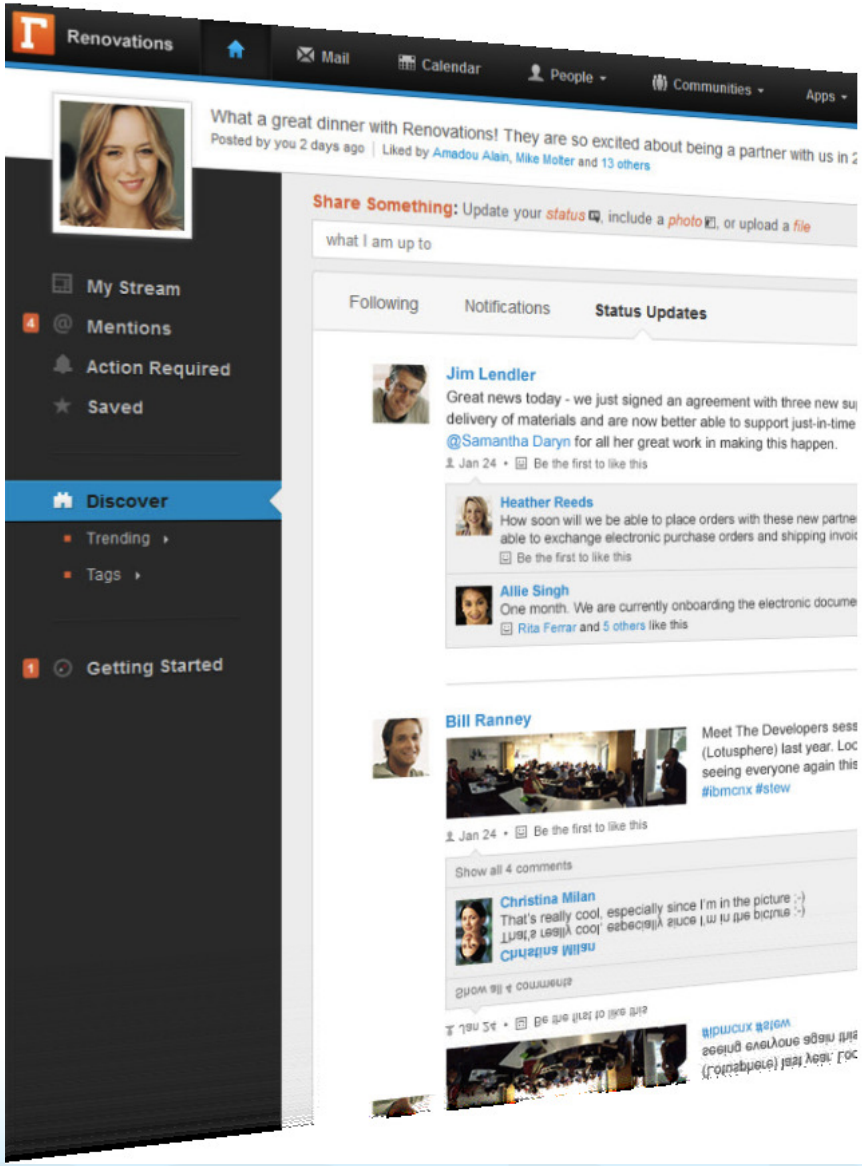
A demo is worth 1,000 screenshots



- What you will see
  - A new modern UI
  - Partner integrated apps
  - Easy, self service, mobile
  - Access experts inside and outside your firewall
  - Mobile collaborative editing
- Benefits
  - Faster cycle time to launch product
  - Higher productivity for engineers
  - Access talent anywhere

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2013 SmartCloud Directions

1H 2013	2H 2013
•Redesigned dashboard •Connections 4.5 platform and capabilities •Audio Conferencing for Meetings •Continuous updates to native mobile application features •Updated SLA and Support offerings	•Notes 9 and Social Mail experience •Sametime 9 Meetings •Advanced IM offerings •Offline web editors •Archive eDiscovery for Premises eMail •Community Analytics •Continuously shorter service windows

This information is intended to outline our general product direction and it should not be relied on in making a purchasing decision. It is is for informational purposes only and may not be incorporated into any contract. The information on roadmaps is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion

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Get started now!

Learn about our offerings at ibmcloud.com/social

Start a free trial of Engage Advanced for 60 days

Talk to your IBM rep or business partner about *your* cloud strategy

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Thank you!

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