

Abstract

- IBM's BlueNotes Suite Directory, Document and Data integration, Workflow and CRM products integrates Notes and Domino with OS/400's file system, database and directory. It is used for e-business, CRM, Server Consolidation, Knowledge Management, Mobile and migration from OfficeVision/400 and MS Exchange.
- Level: Basic. Prerequisite: OS/400 and Domino familiarity.

Agenda

- BlueNotes Product Suite Overview
- For each product
 - What Problems are we solving?
 - Background
 - What the product does
 - Demo/ScreenCam
 - How the product works
 - Benefits
 - FAQs
 - Development Plans
 - Positioning
- Summary
 - Support, Pricing, Ordering, More Info

What is the BlueNotes Family?

IBM OS/400-Notes integration products

- A 'Blue' iSeries Server enhanced by 'Notes'
 - 'OS/400 & Lotus Notes in perfect harmony'
- IBM world-wide products, developed by Typex

A Success!

- Lotus Beacon Award Finalist
- 'AD Tools Network for AS/400' logo
- IBM 'Powered By AS/400e' Award
- IBM 'Netfinity Server Proven'
- Domino Extreme Team Member
- Bought with 1 in 3 of OV/400 Migration Tools
- \$M IBM Revenue

BlueNotes Family Members

- Directory Integration Products
 - Directory Synchronisation
 - Directory Taxonomy for Domino
- Document Integration Products
 - Document Warehouse
 - MailStore for Domino
- Data Integration Products
 - Direct Messaging
 - DataPump
- Workflow Products
 - Task Manager
- CRM Products
 - iContact

Directory Integration Products



What problems are we solving?

- Eliminate Multiple Signons
- Server & Directory consolidation
- Messaging Migration
- Internet/Extranet Directory

What are Directories?

- Specialised databases
 - optimised for read, not update
- Usually lists of people
 - associated attributes
 - often used for e-mail
 - sometimes the basis for security
- Not the same as file system directories
 - DOS DIR command, etc.

Major Directory Products

- Novell NetWare
 - eDirectory (Novell Directory Services NDS)
- Windows 2000
 - Active Directory
- Lotus Domino
 - Domino Directory (DD)
- IBM OS/400
 - IBM System Distribution Directory
 - IBM SecureWay Directory
 - also cross-platform
- Oracle, Netscape.....

Directory Trends

- LDAP standard
 - Lightweight Directory Access Protocol
 - Well supported (IBM, Microsoft, Novell, Netscape.....)
- Add system and network data
 - e.g. printers
- Consolidate Enterprise Directories
 - Metadirectory (a 'join' of all directories) is 'interim'
- Directory-based security for applications
 - the next 'big thing' in AD, e.g. WebSphere
- Basis for Knowledge Management
 - The 'People' in 'People, Places & Things'

Public LDAP Example - IBM

| | ee email directory - Netscape | |
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| | First name: (Optional) | |
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iSeries as Directory Server

- I. Security is in the User Profile
- 2. Most users also in OS/400 System Distribution Directory (SDD)
 - Client Access, OV/400, Distribution, Shared Folders
 - SDD is X.500 compatible (LDAP-like)
- 3. IBM SecureWay Directory
 - Free OS/400 Opt 32 Directory Services
 - LDAP-enabled directory
- 4. Premier platform for Domino Directory
- 5. Enterprise Identity Mapping
 - Requires LDAP

OS/400 SDD

Display Directory Entry Details

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| Full : | Surname, First Name (Middle) ((Preferred)) | |
| Department : | трх | |
| Job title : | Job Title | |
| Company : | Typex Business Centre | More |
| Press Enter to continue. | | |
| F3=Exit F12=Cancel F19=Display name for SMTP | F18=Display location details F20=Display user-defined fields | |

IBM SecureWay

| 🄹 IBM SecureWay Directory Manageme | ent Tool | | | | <u>_ 8 ×</u> |
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Lotus Domino

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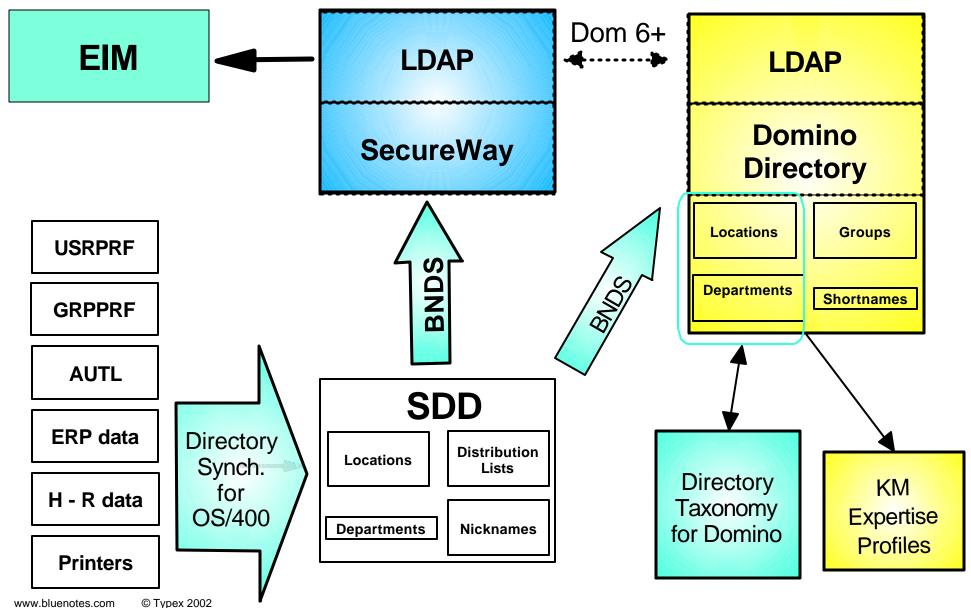
What do we need with OS/400?

- Problem
 - Synchronise the four different lists, but...
 - support for SDD-Domino synch withdrawn with R6
- Requirements
 - Replacement synch product
 - Synchronisation with additional OS/400 data
 - A metadirectory tool
- Solution
 - BlueNotes Directory Synchronisation

BlueNotes Directory Synchronisation

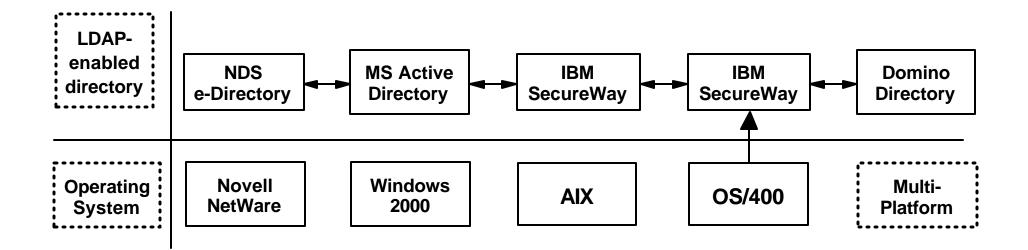
- OS/400 to LDAP Enablement
 - Automated publishing of User Profiles to System Distribution Directory
 - Enablement of application data to SDD
 - ERP, H-R, etc.
 - Publishing of SDD to SecureWay (LDAP)
 - use for directory-enabled applications such as WebSphere, QuickPlace, etc.
- OS/400 to Domino Directory Integration
 - LDAP referrals to/from SecureWay to Domino
 - Export of SDD to Domino Person documents
 - Substitute for dirsynch in R6
 - Metadirectory tool for iSeries and Domino

BlueNotes Directory Integration



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Consolidating Directories with LDAP



Taxonomies and Directories

Taxonomy

- A hierarchical definition of the organisation's knowledge
 - Like the index cards in a library
- Domino Directory
 - A flat file listing of people
 - difficult to find people
- Issue
 - People work in hierarchies
 - Departments, locations, reporting lines
- ► Fix
 - We need to define hierarchies for our Directory

Taxonomy Example: IBM-like

- Product/Service
 - Servers
 - iSeries
 - processor, disk ...
 - pSeries, xSeries, zSeries
 - Storage
 - Shark...
 - Workstations
 - PCs, Thin Clients...
 - Software
 - DB2, Lotus, Tivoli...
 - Global Services

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- Customer
 - Industry
 - Oil, Chemical, SMB, Government, Finance...
- Management
 - Corporate, National...
 - Finance
 - Banking, Treasury...
 - Human Resources
 - Payroll...
 - Infrastructure
 - Intranet, Helpdesk...

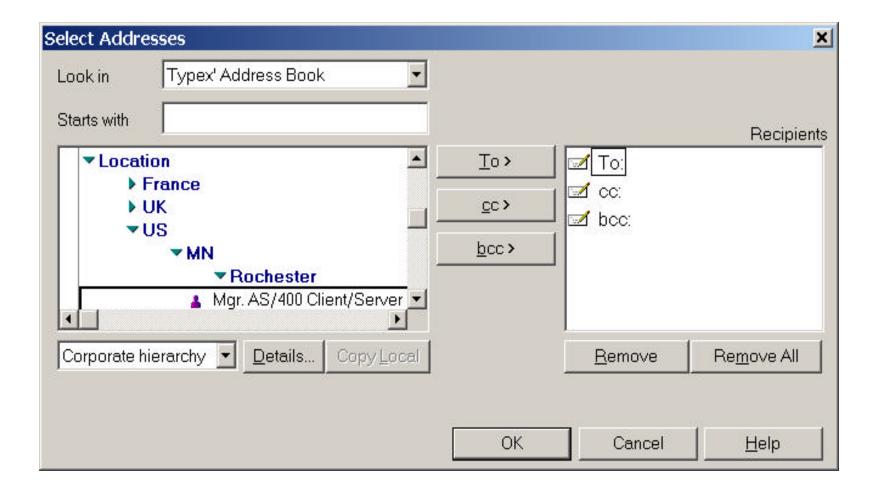
Geography

–NA, EMEA, AP

Directory Taxonomy for Domino

- Administrator creates an Enterprise Taxonomy
 - Read Directory fields e.g. Location, Department.
 - Defines hierarchies for them (a Taxonomy)
- Refresh to Domino Directory's Corporate Hierarchy
 - Enhances Notes Mail interface
 - Basis for Intranet/Extranet Directory
 - Basis for selection of EIM entries
- Exports the Taxonomy
 - Basis for categorisation of other databases
 - Document Warehouse, MailStore for Domino, etc.

Directory Taxonomy for Domino Demo



Development Plans

- BlueNotes Directory Synchronisation for OS/400
 - OS/400 Security export to LDAP and Domino
 - OS/400 Group Profiles with Notes Groups
 - OS/400 Authorisation Lists with ACLs
 - Export data to Enterprise Identity Mapping
- BlueNotes Directory Taxonomy for Domino
 - HR application toolkit
 - export selected H-R data to LDAP
 - Domino Navigators
 - for geography and organisational chart
 - Knowledge Management Schemas
 - field mapping for Expertise Profiles
- BluePages
 - Intranet version of 'taxonomised' Directory

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Summary - Directory Products

- BlueNotes Directory Synchronisation
 - Domino integration with OS/400 Directory
 - Feed to LDAP and EIM
- BlueNotes Taxonomy for Domino
 - Domino Directory management
 - Corporate Taxonomy tool
- BlueNotes BluePages
 - Intranet Directory

Directory Products Positioning

- Domino Customers and/or OS/400 Customers
 - Messaging Migration and Coexistence
 - e-business
 - publishing contact information to the Web
 - directory-enabling applications
 - Server Consolidation
 - Enterprise Directory
 - CRM
 - contact management
 - Authority and security tool
 - enable Web-based authority
 - Knowledge Management
 - Puts the 'People' into 'People, Places & Things'

BlueNotes Directory Benefits

- Users
 - find people
- Administrators
 - consolidate directories
 - reduce helpdesk load
 - 20% to 40% of all calls to a help desk involve forgotten passwords costing a company \$14 to \$26 per reset.
 - Source: Gartner Group.
 - tighten security
- Developers
 - modernise applications
 - take OS/400 info to the 'net
- Managers
 - get started with Knowledge Management

Document Integration Products



What problems are we solving?

- How can I find a PC file (document)?
- How can I consolidate file servers?
- How can I manage disk space?
- How can I monitor for unwanted files?
- How can I boost server performance?
- How can I migrate to Notes?
- How can I access file servers from my Intranet?
- How can I publish my product catalogue to the Web?

What is **Document Warehouse?**

- Document Warehouse Products
 - Document Warehouse for OS/400
 - A Notes interface to the Integrated File System's /QDLS
 - OfficeVision/400 Conversion Tool
 - Enables conversion from OfficeVision/400 to Lotus Notes
 - Document Warehouse for Multiplatforms
 - A Notes interface to any DOS-compatible file system
 - MailStore for Domino
 - Central store of Notes email
 - Document Warehouse for Domino
 - Index of Notes documents
 - Document Warehouse for the Web
 - Shared Bookmarks

What is a Document Warehouse?

- Like a Data Warehouse but for documents
 - Collects and maintains index of file server objects
 - Replicates indices to one or more Domino servers
 - Adds Domino value to the index
 - Notes & Web interfaces
 - consolidated view across multiple file servers
 - 'logical folder' views based on index fields
 - search facility on index data
 - -----makes it easier to find that document!
 - Provides a 'Shortcut' back to the document
 - Launches editors and viewers

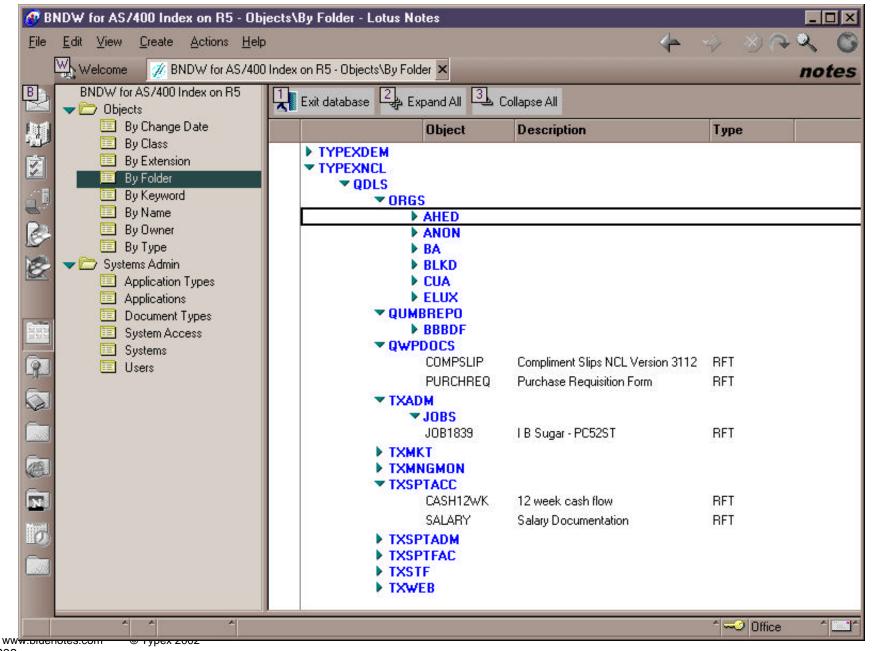
Document Warehouse for MultiPlatforms

- For legacy, 32-bit servers
 - All platforms supporting DOS DIR command
 - NT, 2000, OS/2 Warp, NetWare, Linux servers, OS/400 IFS
 - Intel clients in development
 - Batch index build
 - Notes/Domino Index on server or client
 - Migrates files alongside of e-mail migration
 - -e.g. MS Exchange
 - Points-based licensing for flexibility

Document Warehouse for OS/400

- ► IBM 5620-FHM
- Document Warehouse for the OS/400 file system
 - Collects and maintains in DB2/400 an index of objects in OS/400's Integrated File System
 - Incremental index build
 - Combines OS/400 with Intel index
 - Enables Enterprise file index consolidation
 - Prepares for Server Consolidation
 - QDLS in current release
 - QRYDOCLIB-based
 - Full IFS in next
 - Multiplatforms product gives batch access to IFS now

Document Warehouse Demo



File Server Consolidation

- Domino index of file system files
 - Builds consolidated, cross-server Views
 - by server, by name, by owner, by extension, by size
 - easier to find that file
 - A 'virtual SAN'
 - Also cross-platform
 - OS/400, NT, NetWare, Linux, etc
- Use in Consolidation
 - eliminate duplicates, e.g. templates
 - remove illegal and unwanted files (MP3, MPEG)
 - review old files by revision date
 - review documents owned by leavers
 - In the new filing hierarchy

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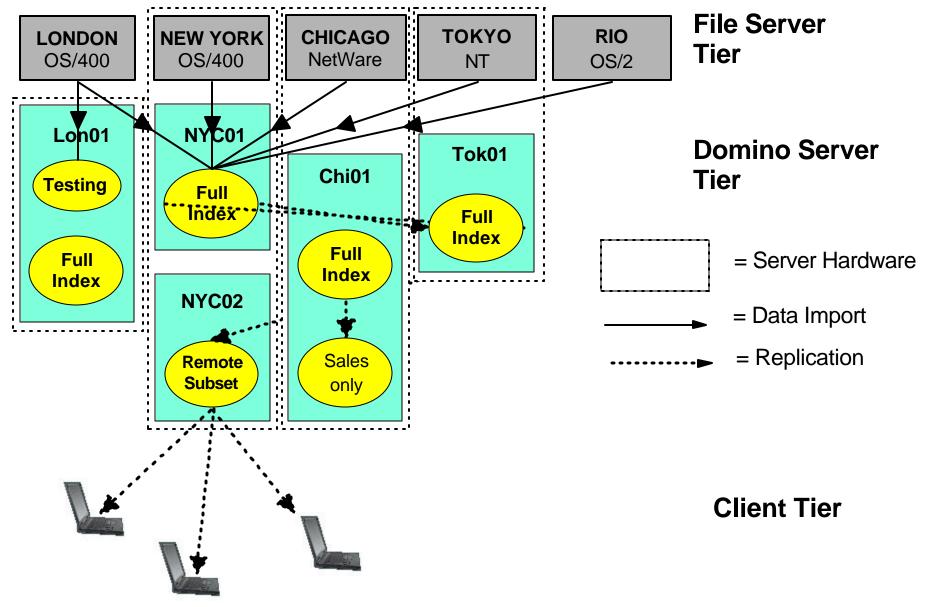
Notes or Domino?

- Domino customers
 - DB2 index on server
 - Domino index on server
 - Available to end users
 - Notes or Web client
- Non-Domino customers
 - DB2 index on server
 - Notes index on service deliverer's PC
 - No Domino infrastructure required

Can iSeries be a PC Server?

- It works like any PC file server
 - PC client apps can be installed from CD or disk.
 - -e.g. suites like SmartSuite, MS Office, Corel
 - Windows Imaging, AutoCAD, Adobe Acrobat, Flight Simulator.
 - PC files (documents) can be saved to it, printed through it and backed up to tape.
 - It is reliable, secure, scalable and gets backed up
 - Software is free in OS/400 NetServer
 - Also PC data server spreadsheet, text merge, etc
- BlueNotes makes it faster, especially remotely
 - Notes database is like a cached directory
 - No drill-down means less server hits

Three Tier Scenarios



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Messaging Migration Issues

- Migration from MS Exchange to Domino
 - Notes or iNotes/Outlook options
 - Standard tools migrate mail and Exchange folders from NT to Domino, e.g. on iSeries
 - User's NT folder documents remain on NT
 - Requirement is to consolidate servers
 - Same applies to other migrations

Document Migration or Coexistence?

Migration Options

- 1. Rich Text Field
 - Cut and paste text, copy profile to other fields, remap security?
- 2. Notes Attachment
 - Copy document 'as is', copy profile to other fields, remap security? 3x disk space.

3. Restructure

- Some WP documents, e.g. product manual, one page per product, table of contents. Create Notes document per page, cut and paste each field, build Views?
- You may need all three options
- Coexistence Option
 - Migrate the subset you need and provide links

www.bluenotes.fromper Notes to the documents

Migrate-to-Notes function

- Notes Administrator:
 - uses BNDW to find documents
 - selects document(s) to migrate
 - migrates documents to Notes attachment
- What has happened?
 - Content and index now in same document
 - Migrated 'as is' (i.e. no content conversion).
 - Original document is flagged for optional deletion
- Migration Issues
 - No access via 5250 or non-Notes clients
 - No applications based on APIs
 - Lose text formatting

Migration to Domino.Doc

- Lotus Domino.Doc
 - Room, Cabinet, Binders, Folders, Documents
 - Author, check in/out, review, publish, audit
 - Document content (usually as Notes attachments)
 - Document profile (system, security, user data)
 - Archive content to file system, retain profile
 - (Does this all sound familiar?)
- Migration from file system
 - BNDW converts OS/400 /QDLS profiles to Notes
 - BNDW migrates content to Notes attachment
 - Use Domino.Doc client APIs to migrate with profile

- Plans: automated migration with full field mapping

Development Plans

- Document Warehouse V2
 - OS/400 builds cross-platform index to DB2
 - POSIX APIs via QNTC
 - Three interfaces
 - User: Notes/Domino as at present
 - Admin: ODBC (Access, Approach, etc. for analysis)
 - Admin: iSeries Navigator for file management

OfficeVision/400 Background

- OV/400 'End of Life'
 - End of support was 2001
 - Installing OS/400 V5R1 deletes OV/400
- Lotus Notes is IBM's upgrade product
- Customer Requirements
 - 1. Replacement WP Editor
 - 2. Notes-based document library interface
 - 3. Mail and Calendar Data Migration to Notes

OfficeVision/400 Conversion Tool

► IBM 5620-FHN

1. Replacement WP Editor

- New and old documents can stay on OS/400
 - folders are an OS/400 function
- PC WP can handle the document types
 - Notes can attach, then view RFT, but not FFT. No edit capabilities. WordPro and Word can edit RFT. AFP Viewer (free) can view FFT.
- Issue: no '.EXT' in document names
 - hence 'Open With...' every time
- OV/400 Conversion Tool
 - Adds Document Type to profile index. Uses to launch PC applications. Adds '.EXTension' to Attachments for e-mail and Fax.

OfficeVision/400 Conversion Tool, contd.

- 2. Notes-Based Document Library
- OV/400 had a 5250 interface to:
 - OS/400 Document Library Services (DLS)
- A Document Library Object (DLO) combines:
 - Document in OS/400 shared folders (/QDLS), plus
 - Profile in DB2/400 (QUSRSYS)
 - system data (name, path, size, date created, revised, etc.
 - security data (owner plus public and private authorities)
 - user data (Description, Document Class, Keywords, etc.)
 - These all help us to find a document
- OV/400 Conversion Tool.

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 Adds QDLS profile to index. Provides a Notes interface to folders. Enables migration to

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OfficeVision/400 Conversion Tool, contd.

- ► 3. E-mail & Calendar Migration
- OV/400 Conversion Tool.
- Converts e-mail and calendars to documents in folders.
 - Access via BNDW as usual.
 - Not a full migration tool

BlueNotes Office Portal

- Sample Notes Welcome Pages (a portal)
 - Manageable user interface to corporate and departmental intranets, extranets and Internet sites and to personal and workgroup applications
- Workgroup page
 - Includes Notes equivalents of OV/400 menu.
- Based on Notes R5 Portal Builder
 - Tailorable by administrators and developers
 - Automatically distributed to users
- Free feature of OV/400 Conversion Tool

BlueNotes Office Portal

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FAQs

- Q. Can I access the rest of the IFS?
 - In development for Root, QOpenSys, QNTC, etc..
- Q. Languages?
 - All supported SBCS languages can be replicated.
 Notes panels in major European languages.
- Q. Document limits?
 - Tested with 1.2 million, no limit reached
- Q. Support for UNIX/Linux?
 - Yes. Tested with IBM Hursley laboratory
- Q. Web Enabled?
 - Yes. Download or Open. Content may require PC editor or viewer. Alternative to Notes client

Document Warehouse for Domino

- Document Warehouse for Notes Documents
- Multiple Notes databases
 - Document Library
 - Discussion
 - Email
 - Domino.doc
 - CRM, etc.
- Separate product

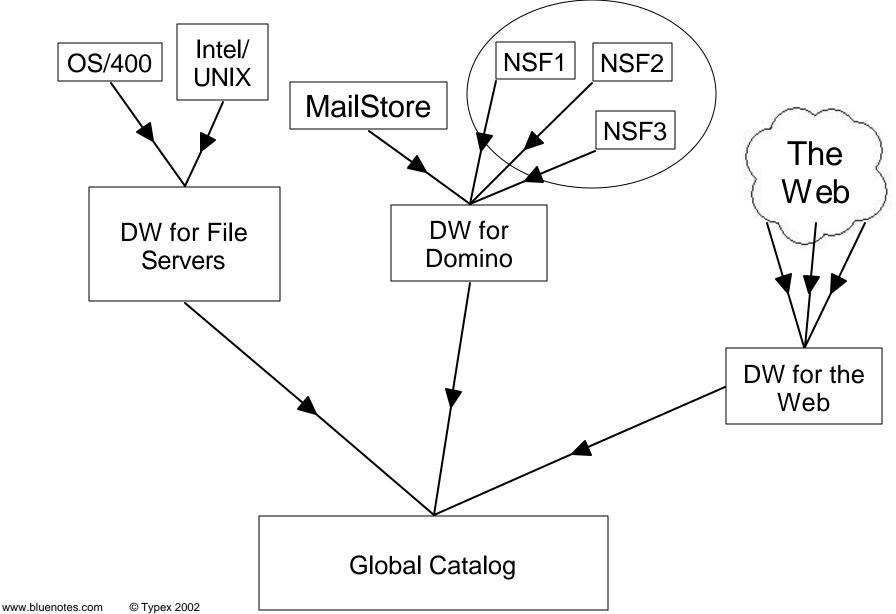
Document Warehouse for the Web

- Team Web Bookmarks
 - Bookmarked Web URLs
 - Indexed by Domino, not the browser
 - Shareable
 - Multiple categorisations
 - Securable views by Group membership
- Document Warehouse for Web Documents
- Categorisation by Taxonomy
- Separate Module

MailStore for Domino

- Shared incoming and outgoing mail store
 - e.g. logging customer interactions in CRM
- Auto filing option
- Categorisation by Taxonomy
- Separate product

Global Catalog - a single view



Summary: Document Integration **Products**

- BlueNotes Document Warehouse
 - Notes & Domino integration with:
 - File Server documents
 - OS/400 Integrated File System
 - Intel
 - UNIX/Linux
 - and later:
 - Domino documents and applications
 - Web pages

Product Positioning

- Domino and OS/400 customers
 - Messaging Migration and Coexistence
 - OV/400 and MS Exchange to Domino and Domino.Doc
 - CRM
 - logging customer interactions
 - Remote & Mobile
 - Reduces server hits and network traffic. Faster responses
 - e-business
 - e-Catalog delivers multimedia product info to the Web
 - Server Consolidation
 - Consolidated view of files on many servers
 - find old, unowned or duplicate files
 - Knowledge Management
 - know it, then manage it, but first find it

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Document Warehouse Benefits

- Users
 - find documents
- Developers
 - modernise applications
- Administrators
 - reduce helpdesk load
 - do document housekeeping
 - reduce server hits
 - reduce network load
 - consolidate servers
 - migrate documents to Notes

Data Integration Products



What problems are we solving?

- How can I mass produce letters, emails, reports and statements in Notes?
- How can I distribute these based on customer preferences?
- How can I get Domino to print?
- How can I quickly import data to Notes?

What is Data/Text Merge?

- Databases contain structured information
 - names, addresses, amounts
 - -easy to sort, select, calculate
- Documents contain unstructured information
 - words, sentences, paragraphs
 - easy to format
- Sometimes we need the combination
 - We want 'data-driven' documents where the text varies based on the data content

Merge Form Types

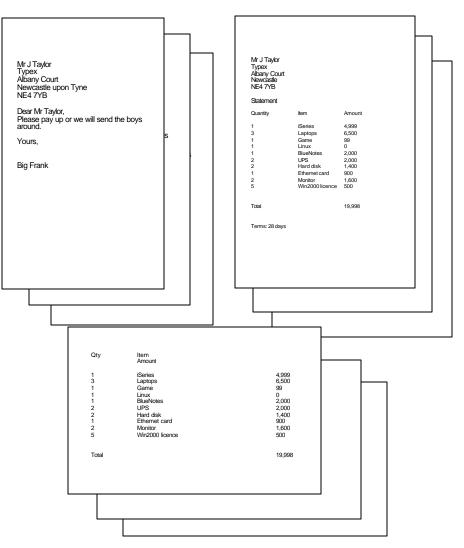
Letter or Label

- one record per document
- e.g. Marketing Letters and labels, Credit Control letters

Report

- one record per line
- Statement
 - one master record per document
 - e.g. customer
 - one secondary record per line
 - e.g. invoice item





What problems are we solving?

- Existing Data/text merge tools
 - RPG, OfficeVision, Word... all create a single spool file per set of documents
 - Hence, print is usually the only direct option
 - All require database files
- The world has changed. We need:
 - individual customer preferences
 - new options, e.g. print, fax, e-mail, Web, workflow.
 WAP, SMS
 - faster speeds
 - access to Directories

BlueNotes Direct Messaging

- Notes-based data/text merge tool (was IBM BNDM)
 - 1. Notes-based form design
 - User design option
 - Prompt for files, fields. Record selection.
 - Developer design option
 - sample forms incl. EBPP. Field mapping
 - 2. Notes or Domino Merge with database
 - any ODBC, e.g. DB2/400, MS Access, Oracle
 - any Notes/Domino database incl. Directory
 - 3. Merge to Individual Notes Documents
 - 4. Output to variable targets

- print, fax, e-mail, Notes applications and the Web

www.bluenotes.com one operation based on predefined preferences

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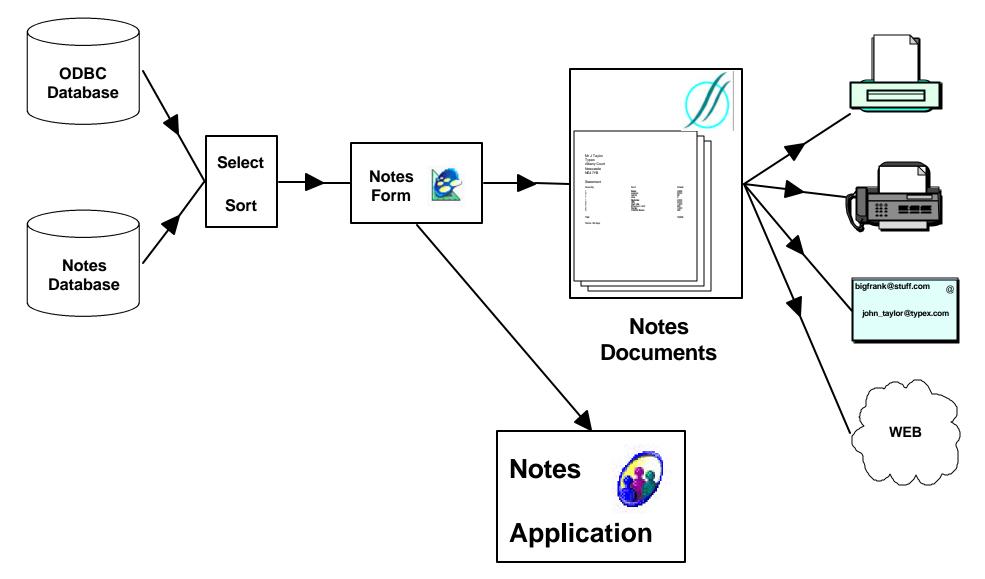
Direct Messaging ScreenCam



BlueNotes DataPump

- New Product
 - subset of Direct Messaging function
- Relational to Notes Database
 - Define ODBC database selection or SQL
 - Select target Notes database
 - Include relevant form
 - Map fields
 - Click to populate, e.g. CRM database
- Lightning fast!
 - Half the time of DECS to define
 - 30X the speed to run

BlueNotes Data Products



OfficeVision/400 Issues

- Many apps use OV/400 data/text merge
- Notes is IBM's follow-on product and is a basis for application development and e-commerce
- Notes options might include
 - Driving merge from Notes workflow
 - SQL access to DB2 Universal Database for AS/400
 - Linking OS/400 files with Notes data
 - Logging correspondence in client files
- We want to replace OV/400 function and restructure applications to use new functions

Choosing an OV/400 Replacement

- BlueNotes Direct Messaging
 - Notes interface
 - Simple to use, fast, low cost, versatile
- Other data/text merge tools
 - available for:
 - 5250 and client-server interfaces
 - existing shells and commands
 - not as competitively priced
 - may not offer as many output options
- White Paper at OV/400 Migration web site
 - www.dominodotoffice.com

FAQs

- -Q. What about performance?
 - Tested using DB2/400 to over 500K letters per hour. This is approx. 30X the speed of OS/400 data/text merge or DECS.
- -Q. Can I reuse existing OV/400 text shells?
 - Text, but not instructions, can be cut and pasted. Exploit the superior reformatting and output options with Notes.
- Q. Must I run Domino on iSeries?
 - No, any Notes client or Domino server can run BNDM.
- -Q. Can I reuse existing OS/400 Queries?
 - Not in plan. New DB2 UDB for OS/400 functions require SQL, not Query. SQL is supported.
- -Q. Am I restricted to DB2/400 files?
 - No, any ODBC source is valid, e.g. SQL Server, Oracle; also any Notes or Domino database including Directory
- Q. How can I get Domino to print?

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Itecan't. Direct Messaging uses a print engine client.

Development Plans

- SMS support
 - send a text message to a mobile phone
- WAP support
 - display as Web page on mobile phone
- ASP enablement
 - enable for hosting services

Summary - Data Integration Products

- BlueNotes Direct Messaging
 - Notes integration with:
 - any ODBC database
 - including DB2/400
 - any Domino Database
 - including Domino Directory
- BlueNotes DataPump
 - Data integration and population
 - Relational-to-Notes and Notes-to-Notes data transfer

Product Positioning

- Domino and OS/400 Customers
 - Messaging Migration and Coexistence
 - -especially OV/400
 - e-business
 - Intelligent e-mail
 - e-mail, fax, Notes, Web publishing, WAP/SMS
 - Electronic Bill Presentation & Payment (eBPP)
 - Send invoice or statement as secure Web document.
 - Add options to approve payment
 - Replace greenbar with online viewing
 - CRM contact management
 - import data
 - intelligent messaging and logging the message

Workflow Products



What problems are we solving?

- Managers
 - Do you give instructions that are not carried out?
 - Do you find that out in time to fix it?
 - Can you remember what you asked for?
 - Can you manage your staff effectively?
- Everyone
 - Are you asked to do too much?
 - Do the orders come from all sides?
 - Are the timescales unreasonable?
 - Do you need to prioritise your work?
 - Can you manage your time efffectively?

300000

Analysis of problems

- Notes has task management function
 - calendar, To Do, etc.
- We need to manage
 - small projects
 - business processes
- but, PM tools...
 - are too complex
 - don't integrate with our routine work in Notes
- We need enterprise task management

BlueNotes Task Manager V1R1

- Enterprise 'To Do' List Management
 - The Manager
 - defines tasks, relationship and duration
 - allocates tasks to people
 - checks calendar free time for simple Critical Path Analysis
 - sends task requests (Group To Do) to...
 - Team Members
 - who accept, decline, delegate, propose new time
 - prioritise with other Personal and Group To Do's
 - check their availability and schedule tasks in calendar
 - notify completion
 -which updates the Manager's schedule

BlueNotes Task Manager Pre-Release Demo



Development Plans

- Pervasive/mobile-enabled subset
 - Return completion messages only
 - Auto-send next task on completion
 - Task scheduling, e.g. service visits, deliveries, etc
- OS/400-Driven Tasks
 - e.g. new DB2 customer record triggers action for salesman to call
- Drive OS/400 Tasks
 - e.g. completion of Notes task generates OS/400 spool file

Product Summary

- BlueNotes Task Manager
 - Corporate 'To Do's for Notes users
 - Simple project and process management

Product Positioning

- Notes/Domino Customers
 - Team workers
 - Workforce schedulers, e.g. delivery firms, service operations, etc.

CRM Products



BlueNotes iContact

- Company & Contact Tracking
 - Prospects, clients, suppliers and partners
 - Company categorisation by SIC code, annual spend, geography, etc.
 - E-mails, telephone calls and meetings held as record against each contact, integrated with Notes e-mail and calendar
 - E-mail confirmation to client of meetings
 - General notes against the Company or Contact
 - Actions against Companies or Contacts are integrated with your To Do List.
 - Revision history automatic for all documents.
 - All documents support OLE

iContact, cond.

- Marketing Functions
 - Extensive support for Telemarketing operations.
 - Marketing Campaigns stored as separate documents, along with the actual literature used in the campaign
 - Target companies selected and assigned to campaign in one operation.
 - For telemarketing follow up of campaigns, a script can be recorded, and this script automatically picked up when phone calls are made
- Sales Functions
 - Full Lead and Quote tracking by account manager
 - Sales forecasting

Customisation

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| Sales Areas | F Hardware Software Services J | Lead Sources | [®] Sales Force 0800 Web Referral " |
| Reasons for Phone Call | ^r Initial enquiry Order Order query Complaint _ | Results of Phone Call | |
| SIC Codes | [©] Agriculture Mining Construction Manufacturing Transportation Communications Utilities Wholesale Retail Finance Insurance Real Estate Services Government | Information Types | |
| Job Roles | [©] Managing Director Finance Director Sales Manager | Purchasing Roles | [®] Buyer Influencer _ |

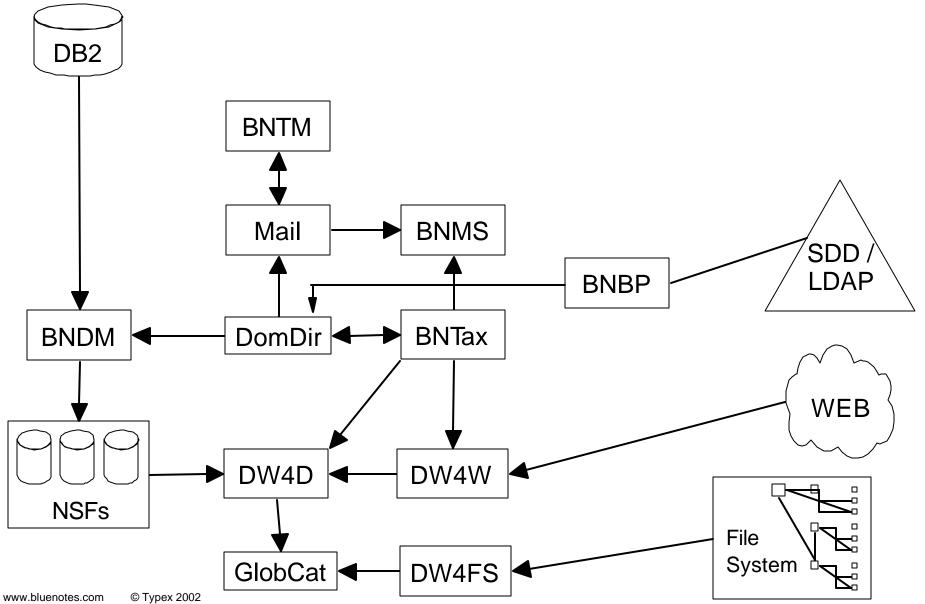
iContact Product Positioning

- Notes/Domino customers
- Business-to-Business operations
- Full function
 - Contact, Sales and Marketing Management
 - High function Direct Marketing option
 - Direct Messaging
- Mid-market
- Rapid Implementation
 - DataPump population
 - Customisable

Putting It All Together The box that does the work of many



BlueNotes Family



BlueMagic Box

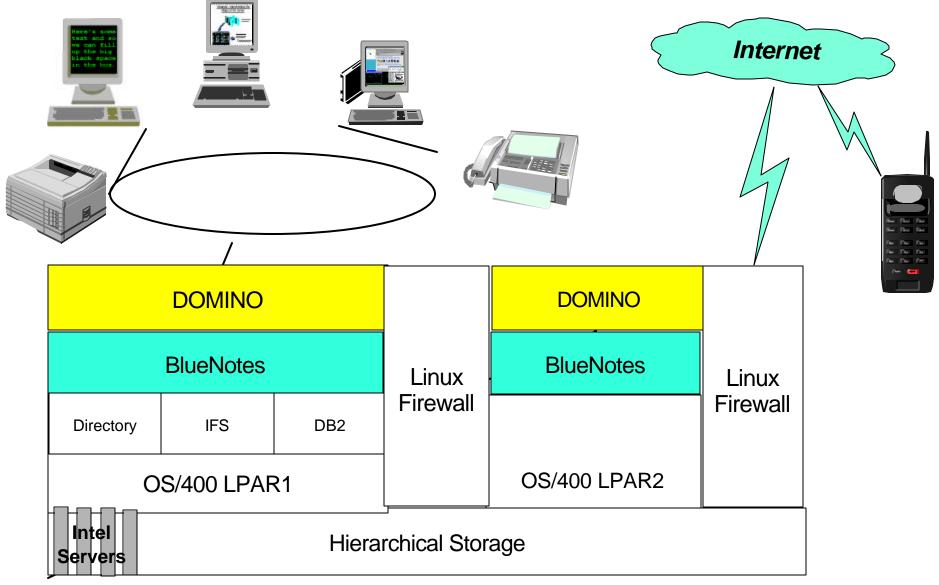
- Why is iSeries the Magic Box?
 - It can combine multiple workloads (and even operating systems) on a single server
 - the OS/400 SuperServer
- What is BlueMagic Box?
 - It is what the Magic Box can become with the power of Domino and BlueNotes
 - -e.g. share knowledge with your customers over the Web
 - Only limited by your imagination

BlueNotes BlueMagic

- Sample functions
 - file & print (MS Office, AFP & migration)
 - groupware (Domino and BlueNotes)
 - fax (FxD)
 - Internet E-mail, browse and Web site (ESPresso)
 - low end datamart (Access/Approach)
 - automated sys ops (Op Assist/Ops Nav)
 - firewalled DMZ (e.g. Linux)
 - -Web Server (e.g. Domino)
 - AT&T connectivity
- Positioning
 - departmental
 - branch (+ 5494 & PC replacement)
- www.bluenotes.com SMB (mid-market)

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BlueMagic Box



BlueNotes Suite Summary, Support, Pricing, Ordering & Information



Product Positioning Summary

| | Docs | Data | Directory | Workflow | iContact | Blue Magic |
|-----------------------------|------|------|-----------|----------|----------|---------------|
| Messaging Migration | Y | Y | Y | | | |
| Server Consolidation | Y | | Y | | | Y |
| CRM | Υ | Υ | Y | Υ | Y | |
| Knowledge Management | Y | | Y | | | |
| Collaborative e-business | Y | Y | Y | Y | | Y |
| Home/mobile Working | Y | Y | Y | Y | | Y |

Customer Technical Support

- Simple products to install and maintain
 - Document Warehouse requires basic OS/400 and Notes admin skills
 - Direct Messaging requires basic ODBC and Notes admin skills
- High quality code
 - Still supported as LPP by IBM Raleigh via ASSIST. Very few calls. Only one code defect in 2 years. Developers support latest version directly
- IBM/Business Partner
 - May offer additional support and tailoring plus application integration

200+ IBM-trained IBM/BPs listed at OV/400 www.bluenotes. Migration Web site: www.dominodotoffice.com

Ordering

From IBM or IBM Business Partners

- Document Warehouse for OS/400, IBM 5620-FHM
 - One licence per file server. Processor-based pricing. No Domino or client-based charges.
 - Server Consolidation Bundle free products to 12/2002
 - Document Warehouse for MultiPlatforms
 - Directory Synchronisation for OS/400
- OfficeVision/400 Conversion Tool, IBM 5620-FHN
 - OV/400 Conversion Bundle free products to 12/2002
 - Direct Messaging
 - Office Portal
- Direct from Developers
 - Free upgrade from IBM 5697-F08 OV/400 Migration Tools BlueNotes features (BNDW and BNDM)
 - Full family. Only if difficulty with IBM order

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More BlueNotes information

IBM/Lotus Product Information

- Announcement Letters, software configurator, pricing tools, etc.. Domino 'Using this database' documentation
- www.bluenotes.com
 - FAQs, ScreenCams, Demos, Licensed Program Specifications, Documentation (PDF), Sales & Marketing Materials
- Come to:
 - iSeries Technical Conferences and Forum, COMMON Conferences, Lotusphere

More Info: Conference

- Related Conference Sessions
 - DP17 OfficeVision/400 Died with V5R1
 - DP18 Notes from the Beach
 - EP03 Introduction to LDAP and its implementation and use on iSeries

Close

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- Questions