



IT REVOLVES AROUND **YOU**



**Lotus.** software

# **Steve Zehavi**

**Lotus SMB & Channel Sales Executive**

**Northeast Europe, Middle East & Africa**

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# 25 years of leadership in collaboration

- 67 of the Fortune 100 use IBM Lotus Notes and Lotus Domino
- Notes/Domino has sold more than 130 million licenses
- Notes & Domino Growth Rate Exceed Market
- Over 20 million corporate instant messaging (IM) users use IBM Sametime
- 27 of the Global Fortune 50 rely on Sametime
- IBM WebSphere Portal is number one in enterprise portal software market share#
- Active ecosystem of thousands of partners decreasing time to value for customers



# Business changes are redefining the definition of competitive advantage

- How do we embrace changes in the business climate?
- How do we maximize business effectiveness in the workplace?
- How do we incorporate technology changes into our business?
- How do we promote innovation?





# IBM Lotus collaboration software



- **Connecting people to business processes and information**
  - Enabling collaboration in context
- **Delivering the industry's richest continuum of communications and collaboration tools for business**
  - Including emerging community tools
- **Integrating collaboration and community tools in a variety of contexts**
  - Providing anytime, anywhere access
- **Supporting real-world environments, embracing openness, inclusiveness and extensibility**

# IBM Lotus mission

***Empowering people to be more effective, responsive and innovative in the context of the work they do***



# IBM Lotus collaboration strategy

RSS / Atom



MS Windows  
MS Office



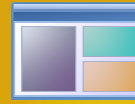
eForms



Browser



Portal



Mobile



## Interaction and client services (online or offline)

**Lotus** Domino

Mail, calendaring and collaborative applications

**Lotus** Sametime

Unified communications and collaboration services

**Lotus** Quickr

Collaborative content and team services

**Lotus** Connections

Social software for business

**WebSphere** Portal

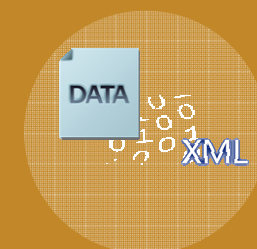
Composite application and integration services

## Composite application framework



Business process

Information



# Messaging and Collaboration

**Lotus** Notes

**Lotus** Domino





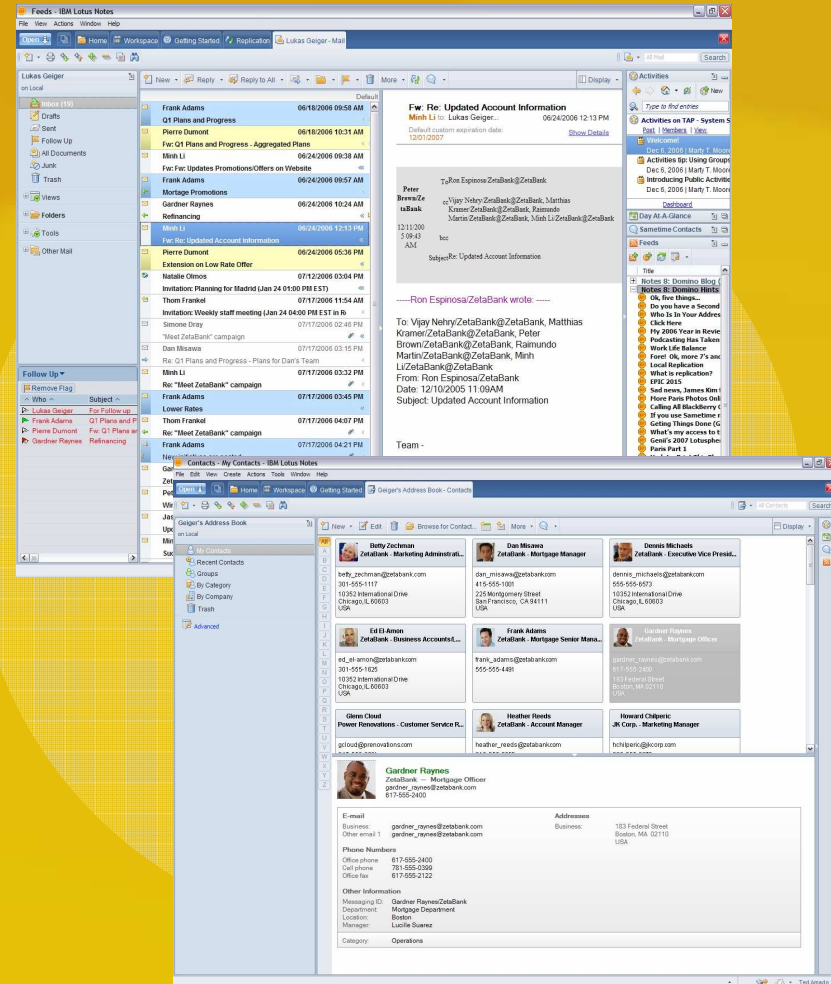
# IBM Lotus Notes / Domino 8 Public Beta!

## IBM Lotus Notes 8

- Dramatic user experience enhancement
- New core mail, calendar, contact applications
- Enhanced collaboration in context
- Standards-based productivity tools
- Composite applications support

## IBM Lotus Domino 8

- New messaging server features
- Extended web services, client provisioning
- Integration with WebSphere Portal
- Multiplatform support
- Unmatched Security



**Lotus**® Sametime



**IBM**®

# NEW!

**Lotus** Sametime

## Features & Platforms

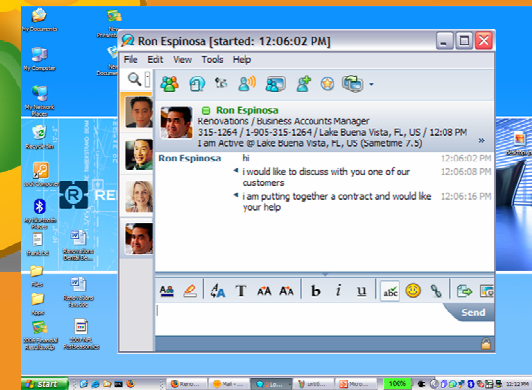
Point to Point video

Tabbed chat

Microsoft Office and  
Outlook integration

Linux server

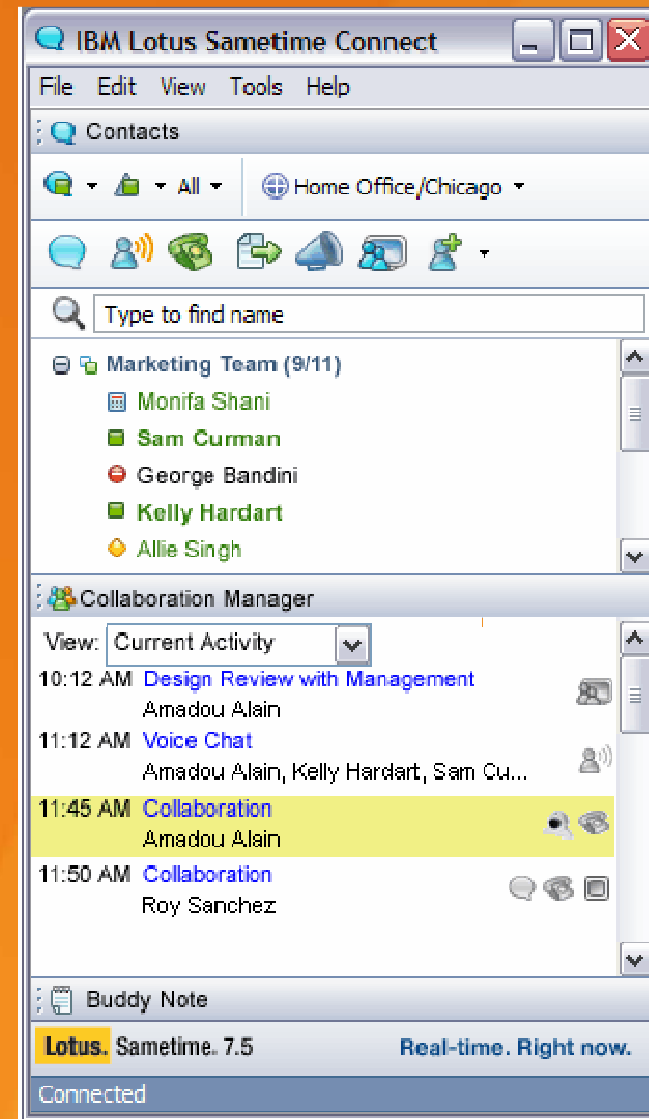
Apple Macintosh  
client



**IBM**

## Sametime plug-ins can include:

- Click-to-call
- Integrated multi-way video
- Hard phone control
- Incoming call control
- Soft phone
- Recent communications history
- Voice mail
- Web/audio/video conferencing
- Enhanced presence
- Location-e.911





**TANDBERG** =



**NORTEL**



= **UC<sup>2</sup>**



**AVAYA**

**SIEMENS**



**IBM**

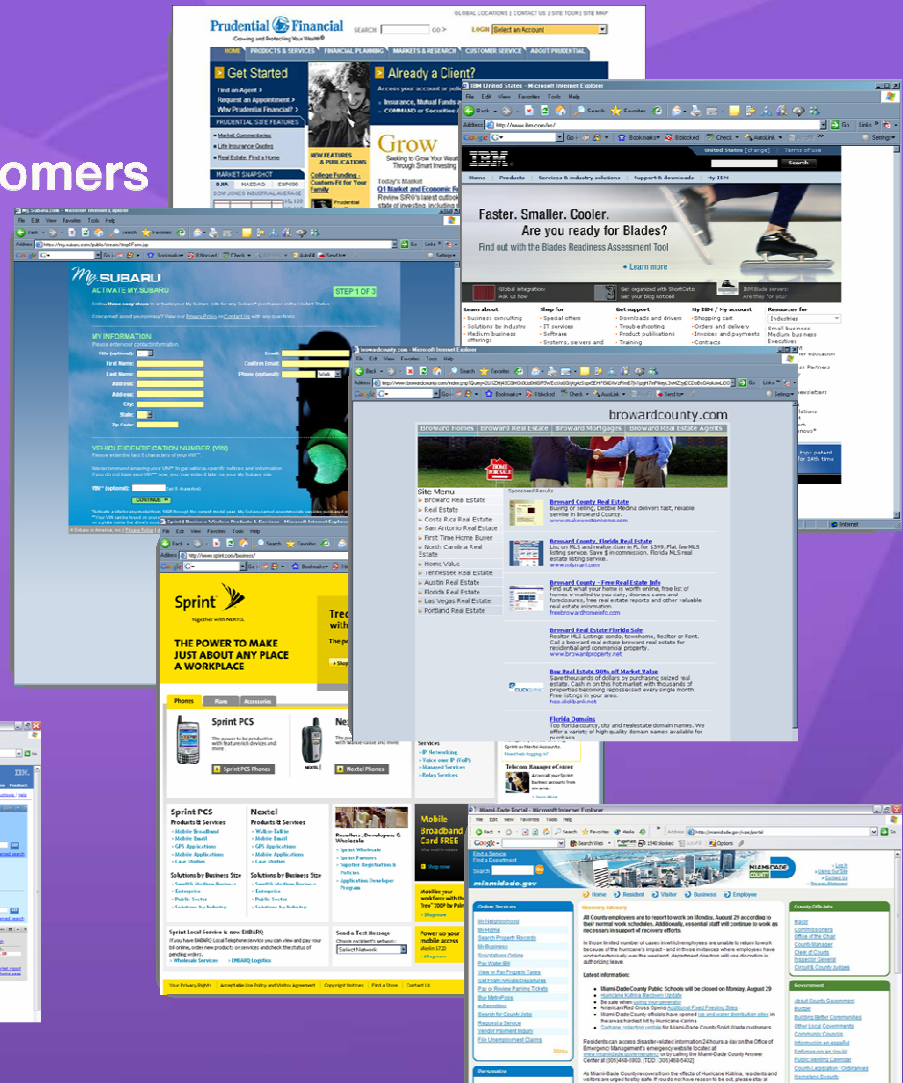
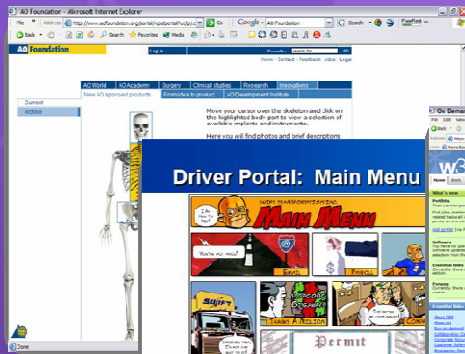
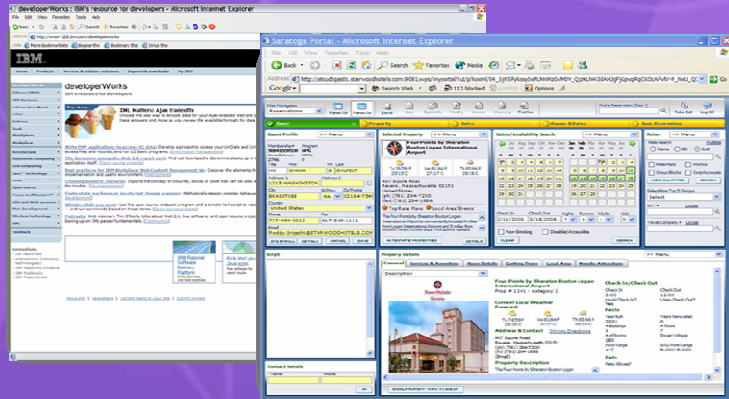
# Portals

# Solve many different Problems

## Partners

## Customers

## Employees



# Roles-based portals

## Benefits:

- Improved operational efficiency by enabling self-management
- Increased organizational productivity with improved user experience
- Accelerated deployment of content, applications and processes
- Reduced costs of IT administration and management
- The front end of SOA, IBM's flexible services-oriented architecture and strategy

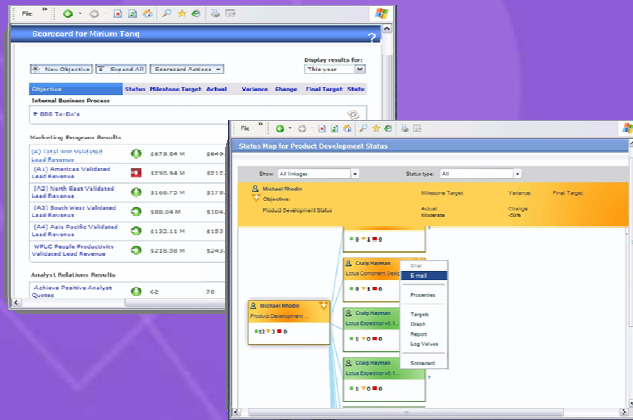


# WebSphere<sup>®</sup> Portal Version 6.0

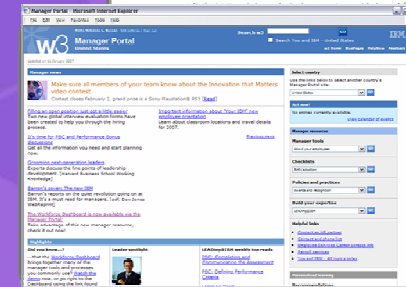
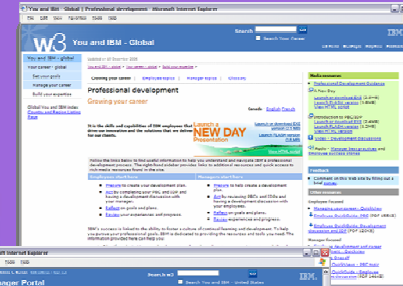
- Updated Look and Feel
- Fly Out Menus & Page Navigation
- Drag and Drop Support
- Portlet Palette
- Prebuilt Template Library



# Employee Self-Service Dashboards

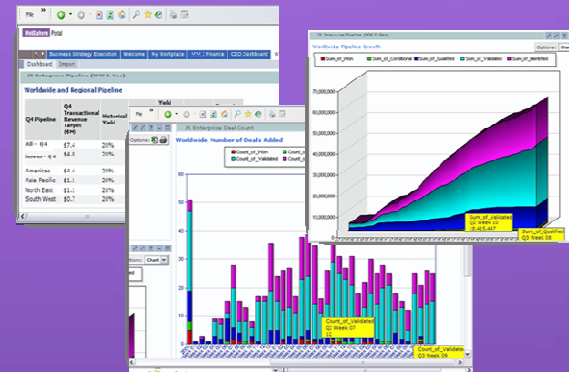
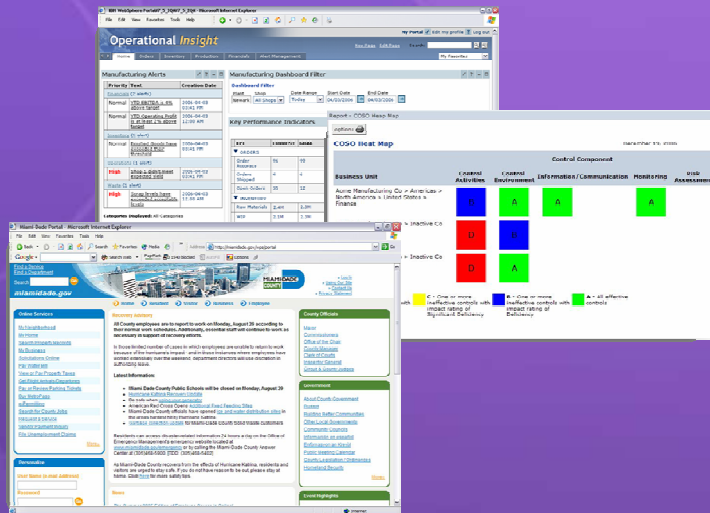


Executive Scorecards



Manager Self-Service Dashboards

# Mashups



Performance Management Dashboards

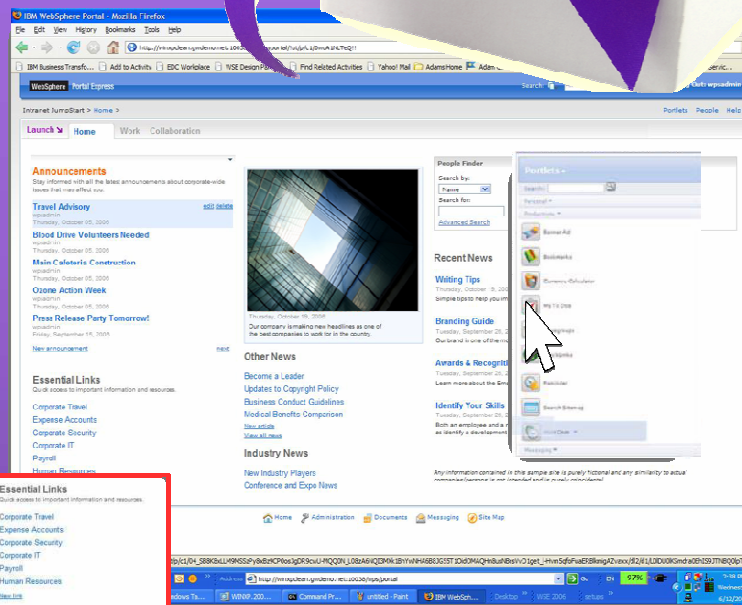
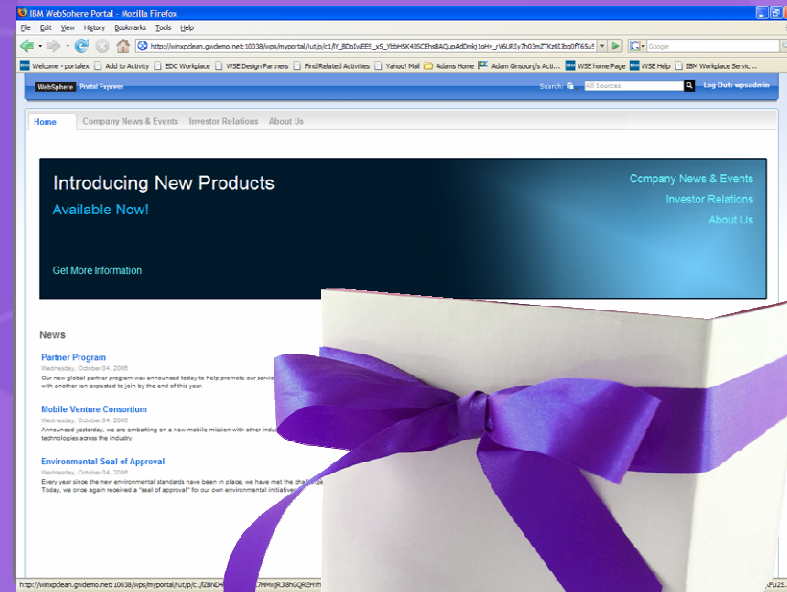
# WebSphere Portal Version 6.0

## Express

The fast portal solution for small and medium-sized businesses



Objectives	2004	2005 YTD	Target	Change
Revenue	\$4,155,000	\$4,052,000	10.0%	-1.25%
Gross Profit	\$1,200,000	\$1,005,000	12.0%	-17.45%
Return on Equity	1.03%	1.07%	1.0%	0.04%
Market				
Revenue	\$5,032,401	\$5,294,245	5.5%	6.61%
Number of New Customers	328	345	9.0%	7.59%
Average Deal Size	\$75,450	\$76,202	2.0%	1.01%
Operational				
Headcount	4,504	4,639	5.6%	3.00%
Turnover	2.3%	2.5%	1.0%	0.20%



*Introducing*

**Lotus<sup>®</sup> Quickr**

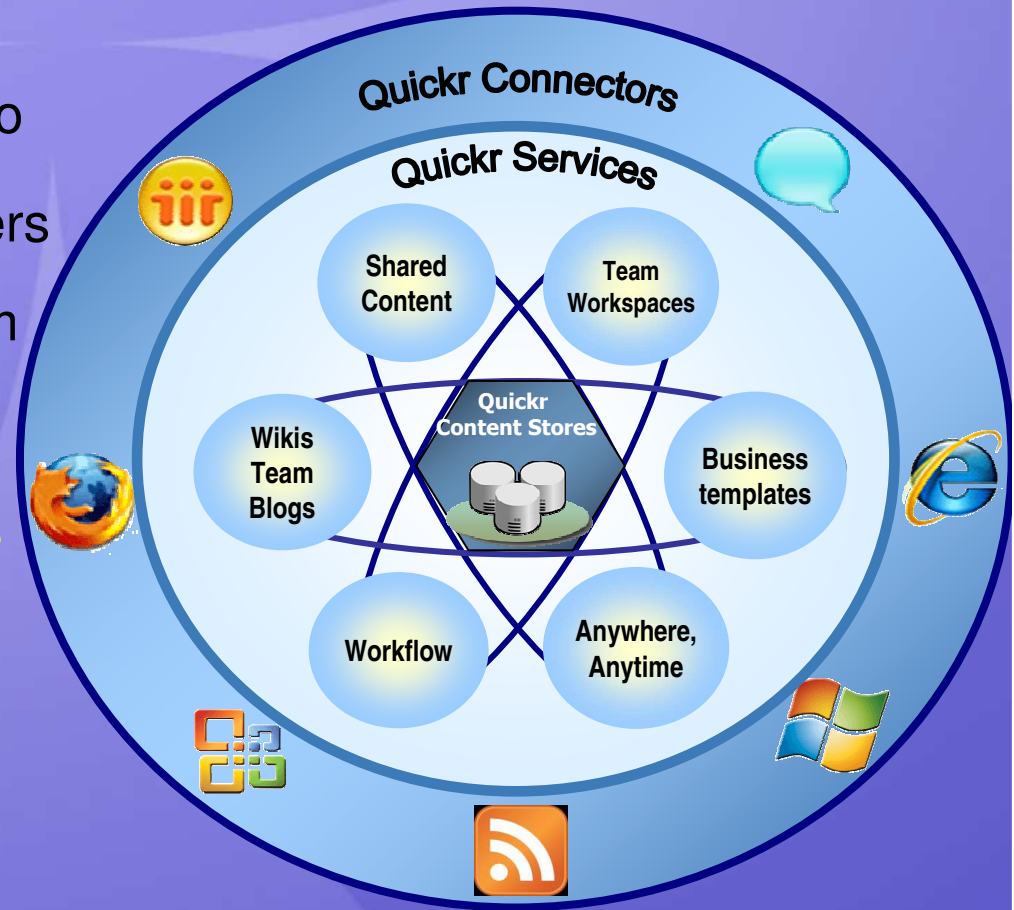


**IBM<sup>®</sup>**

# Introducing IBM Lotus Quickr

*Fastest way to share everyday business content with your teams...*

- Most complete set of **connectors** to desktop applications and an open connector architecture for developers
- Rich collaborative content and team **services** integrated with entire IBM portfolio
- Out-of-the-box business **templates** (e.g. Innovation Place) leveraging composite application support
- Integration with Lotus Domino and JCR **content stores** initially, and plans for IBM FileNet P8 support, providing comprehensive, scalable end-to-end content management options



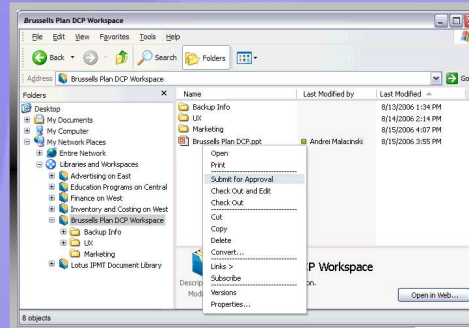
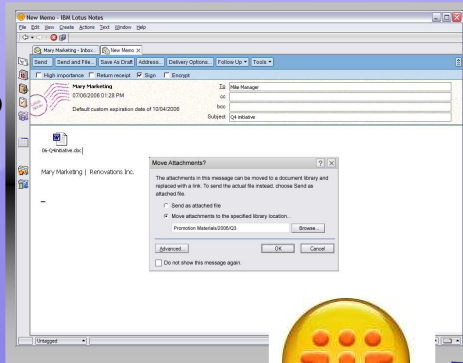
\* - Requires separate purchase; supported in future release of Lotus Quickr



# Lotus Quickr Connectors let you access content right from your favorite applications...

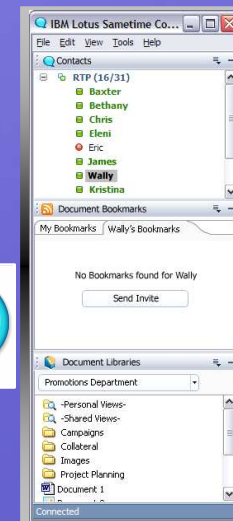
*Making sharing & collaboration transparent and natural*

Lotus Notes® client

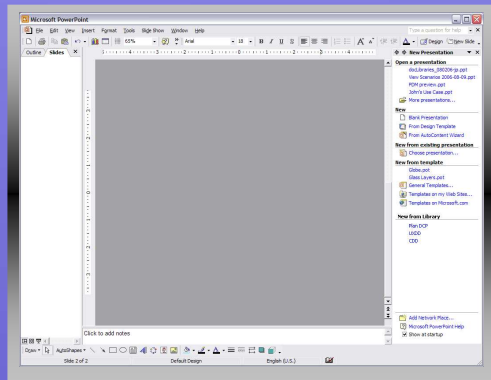


Windows Explorer / "My Documents"

Lotus Sametime®



Microsoft Office / IBM Productivity Editors



# Lotus Quickr 8 -- Personal Edition

*Personal Edition provides a "starter set" of Lotus Quickr capabilities*

- Fast and easy on-line personal content library
- Familiar folder metaphor
  - Easily move content to secure, managed servers
  - Private content
  - Shared content
- Getting started is just an e-mail click away
- Includes **Lotus Quickr connectors**
- Planned availability 2H '07

The screenshot displays the Lotus Quickr 8 Personal Edition web interface. At the top, there is a yellow navigation bar with the Lotus Quickr logo, a search bar, and the user's name, Betty Zechman. Below the navigation bar, the main content area is titled "Betty Zechman's Content". It features a profile picture of Betty Zechman and a search bar. The content is organized into sections: "Showing: All your content | Shared content | Private content" and "Shared content". The "Shared content" section lists several items, including "RFP Samples", "2007 Tradeshow schedule", "Planning the perfect event", "Proposed change to bid procedure", "Quarterly Sales Interlock Video Conference - Jan 14 2007", "Logo for tradeshow signs", and "Brochure for Las Vegas show". Each item includes a checkbox, a thumbnail, a title, and a brief description. On the right side, there are additional features like "Create a Document from a Template", "Create a Folder", "Archive Documents...", "Storage Quota" (showing 22% usage), and "Archives" (listing October 2006, June 2006, and February 2006). A large orange starburst graphic in the bottom right corner contains the text: "Free to Lotus currently licensed Notes and Domino Web Access users!!".

Free to Lotus  
currently  
licensed Notes  
and Domino Web  
Access users!!

First

# Ready-for-Business

SOCIAL SOFTWARE



*Introducing*



# Lotus® Connections

Profiles



Communities



Blogs



Bookmarks



Activities



# Lotus Connections

at work in IBM

-  Profiles
-  Communities
-  Blogs
-  Bookmarks
-  Activities

IBM's internal BluePages: 475,000 profiles and 6 million searches per day

IBM Community Map hosts over 700 communities

IBM's BlogCentral hosts over 27,000 weblogs





# Profiles for Business Users



- See basic profile information including names, pictures, pronunciation, reporting structure and time zone
- View reporting chains to see the structure of your organization
- Search for people by name, expertise or keyword to locate someone with the experience and knowledge you need
- See a summary of qualifications for each profile

The screenshot shows a Mozilla Firefox browser window displaying the Lotus.ventura Profiles page. The browser's address bar shows the URL. The page header includes navigation links for PROFILES, COMMUNITIES, BLOGS, BOOKMARKS, and ACTIVITIES. The main content area is titled "Profiles" and features a search bar and navigation tabs for "Search Profiles", "Your Profile", and "Edit Your Profile".

The profile for Martin Market is displayed, including a photo, name, title, location, and contact information. The profile also shows a reporting chain and a description of his role.

**Martin Market**  
ZetaBank Wealth Management  
Marketing Manager  
St. Louis, MO United States

Building: FL23 | Floor 1 | Office: 1736A  
Phone: 1-415-555-1489  
Email: mmarket@zetabank.com  
Notes mail: Martin Market/ St. Louis/ ZetaBank@US  
IM: I am available, Sametime 7.5

Local time: 21:24 / 9:24 PM

My preferred contact method is e-mail

Add to: Notes address book Sametime list

Description Reporting Structure Experience

I'm a marketing manager currently working on the a variety of financial services that target High Net Worth Individuals (HNWI). I also manage analyst relations for these services. You may also be interested to check out [my blog](#) where I post my latest thoughts about new market opportunities.

# Social Bookmarking for the Enterprise



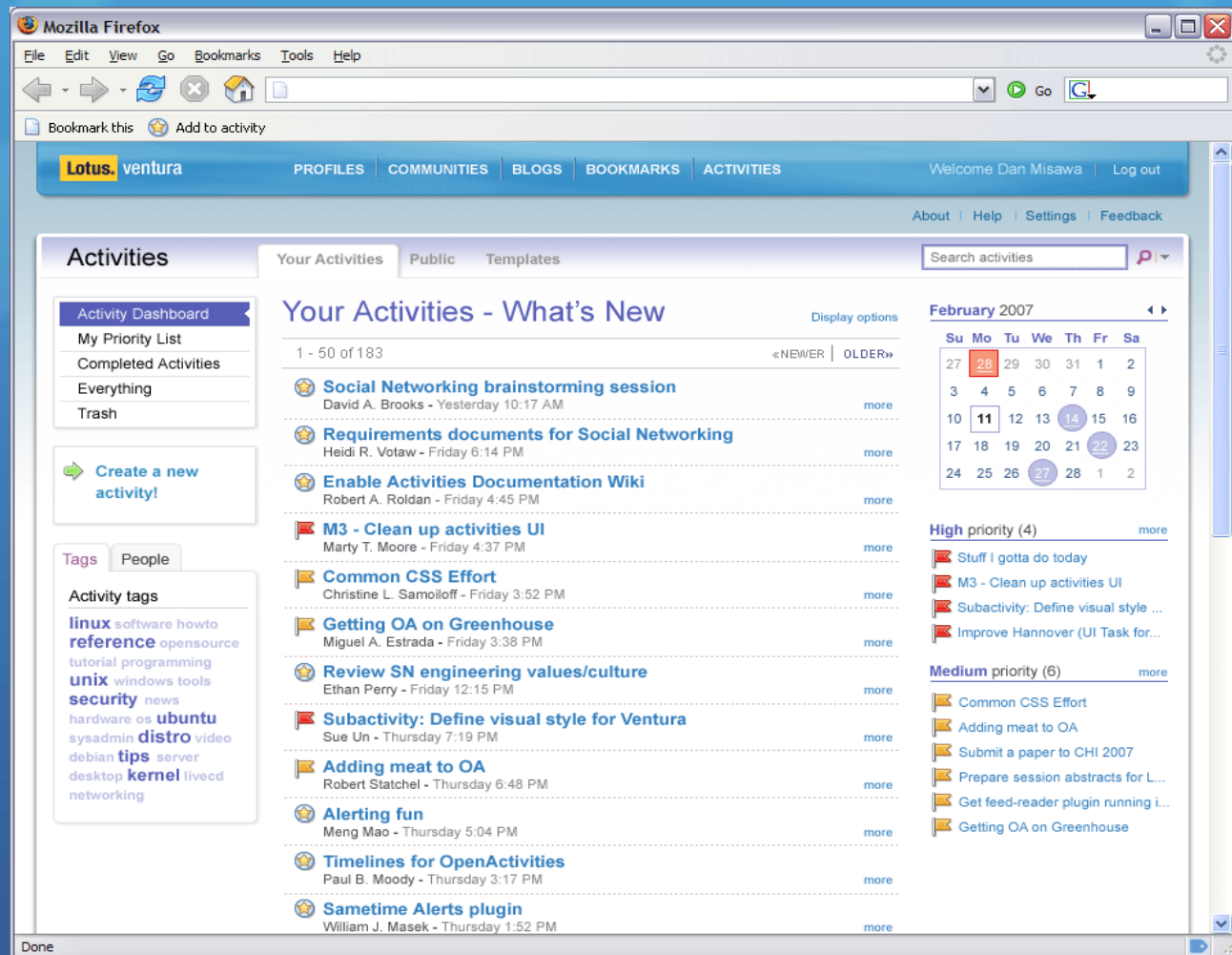
- Organize Web pages by tagging them with as many keywords as you want
- Connect people and amplify the power of working together
- Discover people and resources with similar interests
- Subscribe to your co-workers' bookmarked Web pages

A screenshot of a Mozilla Firefox browser window displaying a social bookmarking page. The browser's address bar shows the URL 'Lotus.ventura'. The page has a navigation menu with options like 'PROFILES', 'COMMUNITIES', 'BLOGS', 'BOOKMARKS', and 'ACTIVITIES'. The main content area is titled 'Bookmarks' and shows a list of bookmarked items. On the left, there is a profile for 'Martin Market', a Marketing Manager, with a photo and a sidebar menu. The bookmarked items include articles from 'HNWI' (Hedge Net Worth Index) such as 'Millionaires grew in number in 2004', 'Apex Group, Databank, Networking, Topfunctionarissen', 'Avitas', and 'GNS study names top ten wealthiest US counties'. Each item includes a title, a date, and a brief description. The bottom of the browser window shows the status bar with the text 'Done'.

# Managing and Organizing Your Work



- Organize all the people, work and collaborations associated with a business activity in a single place
- Access the Web-based Activities dashboard from anywhere, or use plug-ins to extend your existing collaboration tools
- Share files and Web links, post messages, track to-do lists and manage your deadlines



# Flexibility of client context

## Mobile

- Device-side components
- Synchronization



## Portal

- Personalization
- Aggregation



## Integrated collaboration

- E-mail, calendar and applications
- Offline support



## Web

- Ajax
- Mashups



## Real time

- Chat
- Web conference
- VoIP



# Integrated collaborative capabilities in Notes

Access to information and expertise in multiple contexts

## Bookmarks



## Personal profiles



## Communities



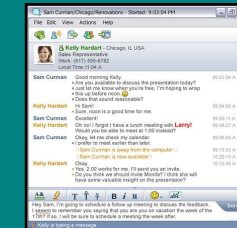
## E-mail / calendar



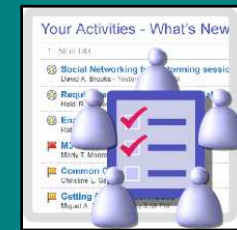
## Blogs



## Instant messaging



## Activities





# Integrated collaborative capabilities in Sametime

Access to information and expertise in multiple contexts

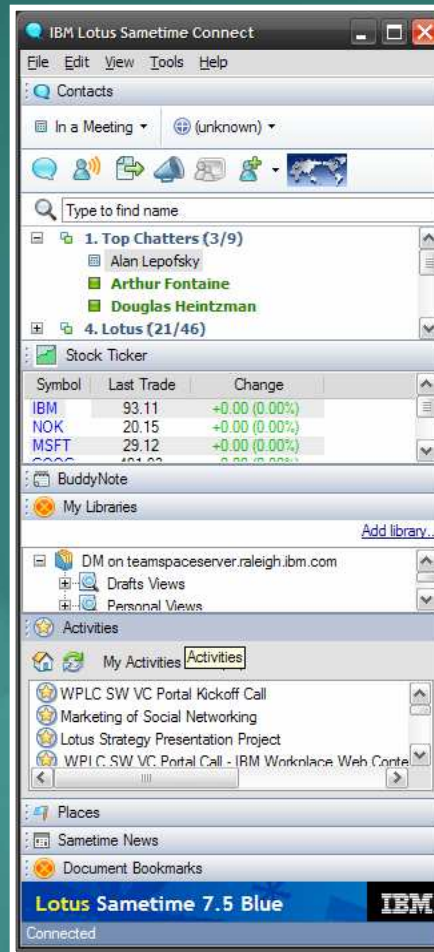
## Bookmarks



## Personal profiles



## Communities

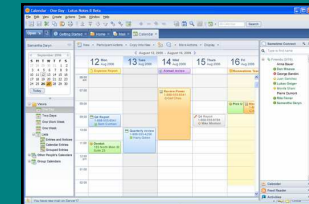


## Instant messaging

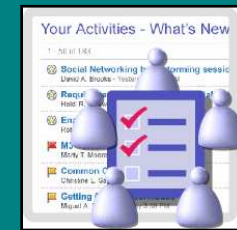
## Blogs



## E-mail / calendar



## Activities



# Integrated collaborative capabilities in Portal

## Web-based portals

### Bookmarks



### Personal profiles



### Communities



Welcome,

My History

My Profile

Zeitgeist

Advanced Search

Report Bugs

About Fringe (Bluepages+1)

Your tags: **sametime, lotus-notes,**

Building: CH15 | Floor 1 | Office: 1736A  
Phone: 1-415-555-1489  
Email: gchao@renovations.com  
Notes mail: Gail Chao/ Chicago/ Renovations  
IM: I am available, Chicago, IL, US, Sametime 7.5

Local time: 21:24 / 9:24 PM

Connections

- Samantha Daryn
- Ted Amato
- Betty Zeckman

Showing 3 of 11

My preferred contact method is e-mail

Add to: Notes address book Sametime list

Communities

- Collaboration Tools and Initiatives
- Social Networking Forum
- University Skills Development
- Virtual Universe Community

Bookmarks

- w3 News | Sam Palmisano enters the virtual world
- IBM SWG DD&S - DEMOCentral
- w3 News | Sam reveals InnovationJam results in Beijing
- w3 News | Gaming in the real world
- IBM Systems Journal | Vol. 45, No. 4, 2006 - Business C...

Activities

- Marketing of Social Networking
- WPLC SW VC Portal Kickoff Call
- Lotus Strategy Presentation Project
- WPLC SW VC Portal Call - IBM Workplace Web Content Manag
- MS Knowledge Worker Comeback for Mike & Ambuj
- Create a Redpaper: Lotus Notes for Outlook Users
- Team Collaboration Project 2006
- Increase Awareness of Lotus Brand within IBM
- Nifty Fifty 2007
- August 2006 Forrester Briefing
- ODF Integration
- Presentation: Lotusphere comes to development
- Mission, Vision & messaging sub-group fodder

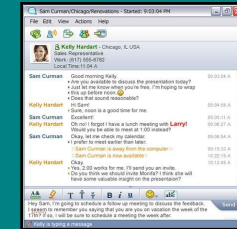
Management

- Mike Motler  
General Manager
- Kristen MacGyver  
Vice President
- Dorrie Champion  
Director
- Gordon Sumner

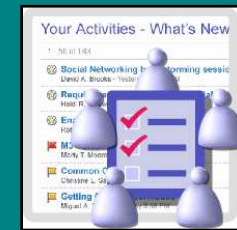
### Blogs



### Instant messaging



### Activities



# Mashups for business

- Build and deploy next-generation composite applications
- Leverage easy-to-use composite application templates
- Customize interfaces easily
- Get high value for low cost—quickly
- Take advantage of client and server frameworks

## Domino and WebSphere Portal

Composite application framework

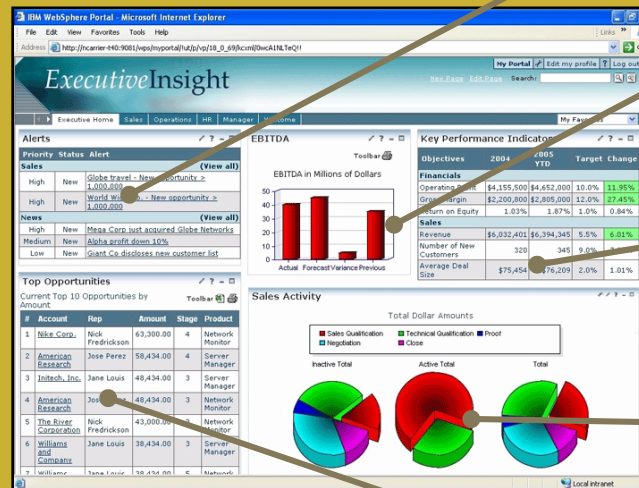
External feeds and services

Business Partner / supplier information

Ad hoc fit for purpose applications

Business intelligence

Long-lived corporate IT applications



**Lotus** Expeditor 6.1



# A SINGLE Composite Application Programming Model

**WebSphere® Portal Version 6.0**

**Lotus** Sametime



**Lotus** Notes

**Lotus** Domino



**Lotus** Expeditor 6.1

**Lotus** Expeditor 6.1

**Lotus** Expeditor 6.1

# IBM Lotus collaboration strategy

RSS / Atom



MS Windows  
MS Office



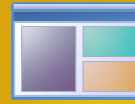
eForms



Browser



Portal



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Social software for business

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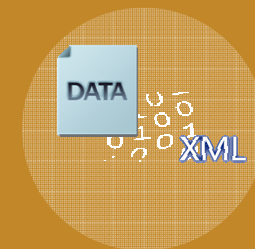
Composite application and integration services

## Composite application framework



Business process

Information





**Lotus<sup>®</sup>**

**software**

**IBM**

®