

IBM Lotusphere Paris 2009

Jeudi 26 mars, IBM Forum



LotusLiveTM

www.lotuslive.com

Plate-forme SaaS
de collaboration inter-entreprises

Frantz De Rycke

LotusLive Sales Manager

Agenda

- Cloud Computing et SaaS
- La stratégie SaaS chez Lotus
- LotusLive

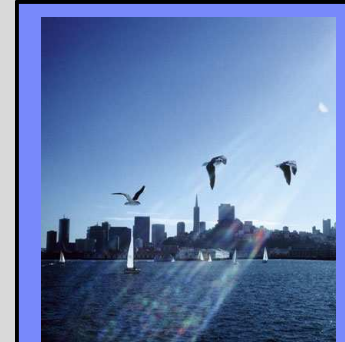
& *Les priorités Business changent*



Contrôle des coûts




Collaborer pour innover



Cloud Computing

Cloud Computing



*Le **Cloud Computing** est un ensemble de services accessibles à la demande, de manière standardisée et flexible*



Principaux avantages

Accès sécurisé

Service à la demande

Montée en charge transparente et automatique

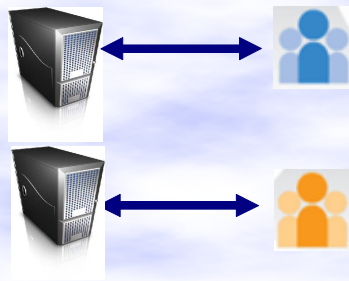
Disponibilité 24/7

Facturation à l'usage

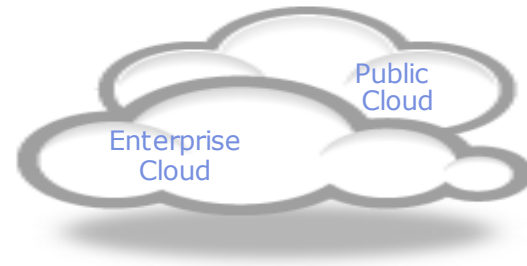


Deux modèles de services Cloud

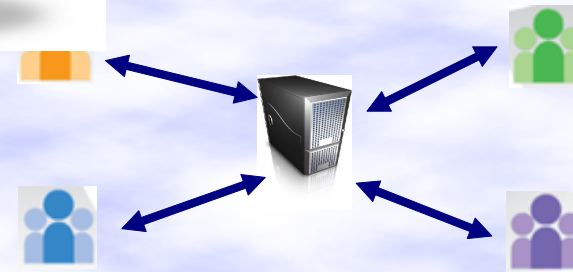
Solution Hébergée dé



- Infrastructure dédiée, privée
- Multi-instance
- Souscription mais peut nécessiter des licences pour les applications
- Personnalisation (couche IT & applicative)



Multi-tenant



- Infrastructure mutualisée
- Multi-tenant
- La souscription inclut le droit d'usage
- Personnalisation applicative uniquement

Caractéristiques du SaaS

Client facturé **“au service”** basé sur des métriques tels que: par utilisateur par mois, par transaction, forfait mensuel

Fournisseur responsable de définir l'**architecture** de l'infrastructure IT.

Fournisseur responsable du **deploiement, operation & maintenance** de l'infrastructure IT.

Fournisseur en charge des **mises à jour** du logiciel

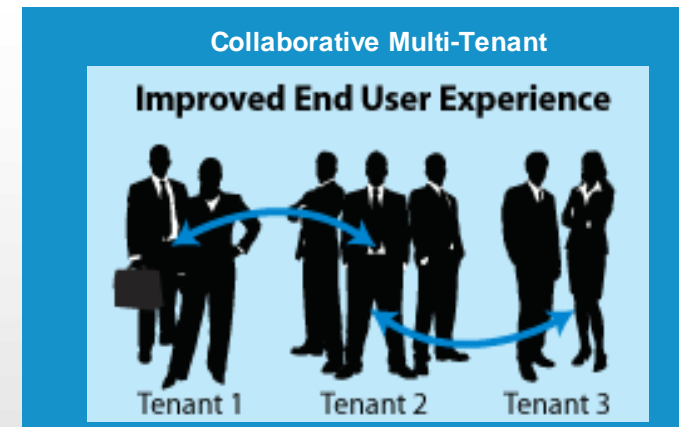
En quoi notre approche SaaS est-elle différente ?

Solution conçue sur une base Web 2.0

Ensemble de services collaboratifs intégrés, idéal pour le partage d'idées, données, contacts et aussi créer un réseau inter-entreprises

Differentiateurs

- Intégration unique dans LotusLive des standards ouverts (Open Standards)
- Interface utilisateur Web 2.0 pour simplifier la prise en main et augmenter la productivité
- Nombre de fonctionnalités accessibles immédiatement
- Pas d'utilisation des données/informations client pour du mining ou de la publicité
- Infrastructure sécurisée, accès immédiat, implémentation rapide



Software as a Service

Software as a Service is the delivery of application functionality via a subscription model over the Internet. The customer does not take ownership of the software but rather 'rents' a total solution that is delivered remotely.

SaaS adoption is being driven by businesses' pursuit of cost savings and quicker implementations, as well as wider availability of high-speed Internet connections...initial concerns regarding the SaaS applications' security and reliability have faded somewhat as the model has matured, Gartner added

Gartner – PCWorld
10/22/08

eWEEK
Gartner Sees Great SAAS Enterprise App Growth Despite Downturn
eWeek 10/24/08

COMPUTERWORLD
SaaS still on the rise, despite IT spending slowdown
ComputerWorld 02/09/09

ChannelWeb
Arrow Electronics Looks At SaaS, Networking Offerings
ChannelWeb 02/26/09

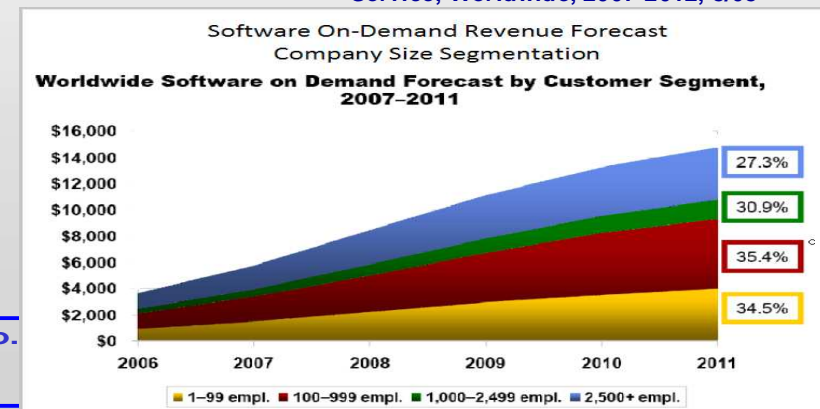
InfoWorld
McAfee builds SaaS arm - Security vendor establishes a business unit to house hosted offerings
InfoWeek 02/02/09

InformationWeek
SaaS Revenue Growing, Market Set To Double By 2012
InformationWeek 10/23/08

ITWORLD
Half of developers plan to work on SaaS in '09
ITWorld 01/12/09

Gartner estimates SaaS market to grow 24% reaching \$15B by 2012 of which collaboration is valued at \$5B

Gartner, Market Trends: Software as a Service, Worldwide, 2007-2012, 8/08



IDC, "Software as a Service: Shifting into a New Gear," Doc # DR2008_2ET, March 2008.

"Lotus is the Lexus, Microsoft is the Mazda, and Google is the Geo."
-Michael Cote, Redmonk

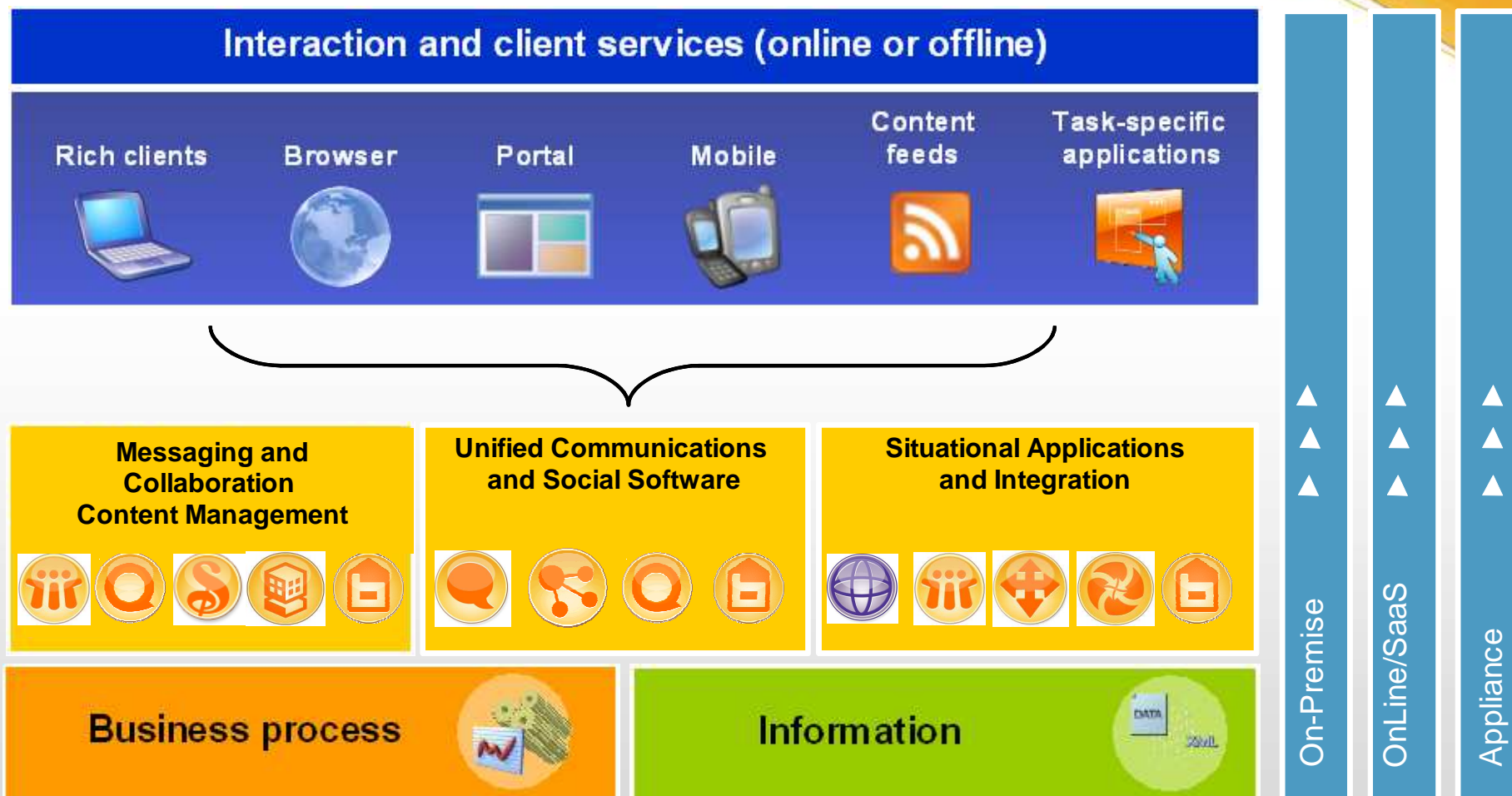
Agenda

- Cloud Computing et SaaS

- La stratégie SaaS chez Lotus

- LotusLive

Stratégie Collaboration d'IBM Lotus



Applications that Enable Interaction Between the Right Resources, Business Processes, and Information

La sécurité au coeur de notre offre

LotusLive draws on IBM's world-class experience in security

Business-ready - Not advertising-based (no data mining)

Comprehensive policies on privacy and client data protection

Three pillars of LotusLive Security

Security-rich infrastructure

Policy enforcement points provide application security

Human-centered security – keeping the end user in mind

Protecting your information through governance, tools, technology, techniques, and personnel

Governance policies based on years of experience

IBM software for security (e.g. Tivoli)

Experienced personnel drawing from IBM's rich heritage in security

Une plate-forme pour la collaboration inter-entreprises

Pouvoir engager les bonnes ressources, les processus métier et l'information avec l'organisation étendue



Our **SaaS** Strategy

Deliver a set of services that dramatically simplifies and improves the business interactions organizations have with their customers and partners

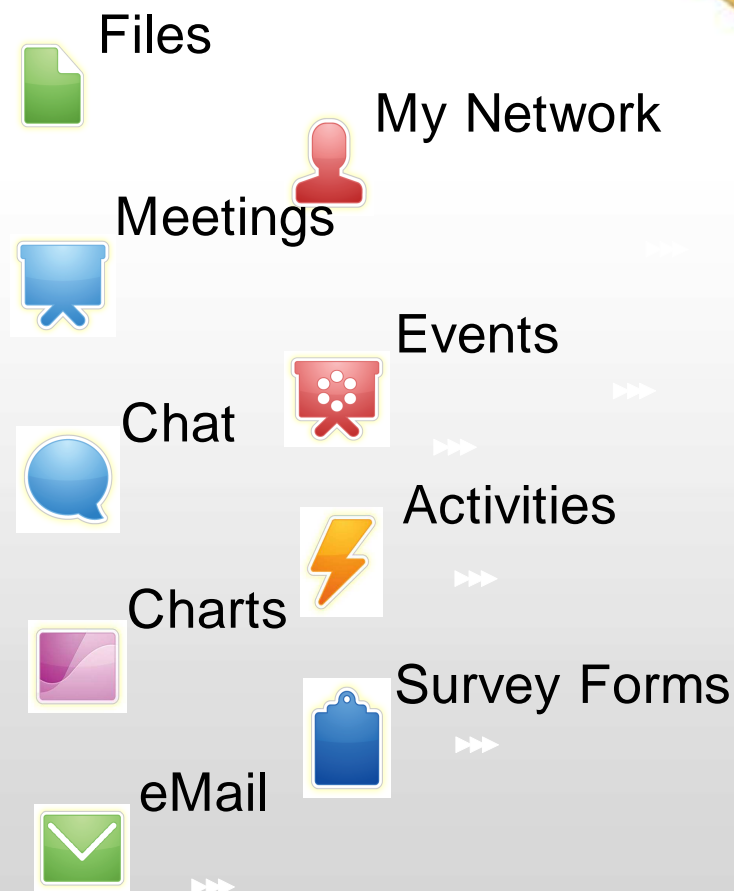
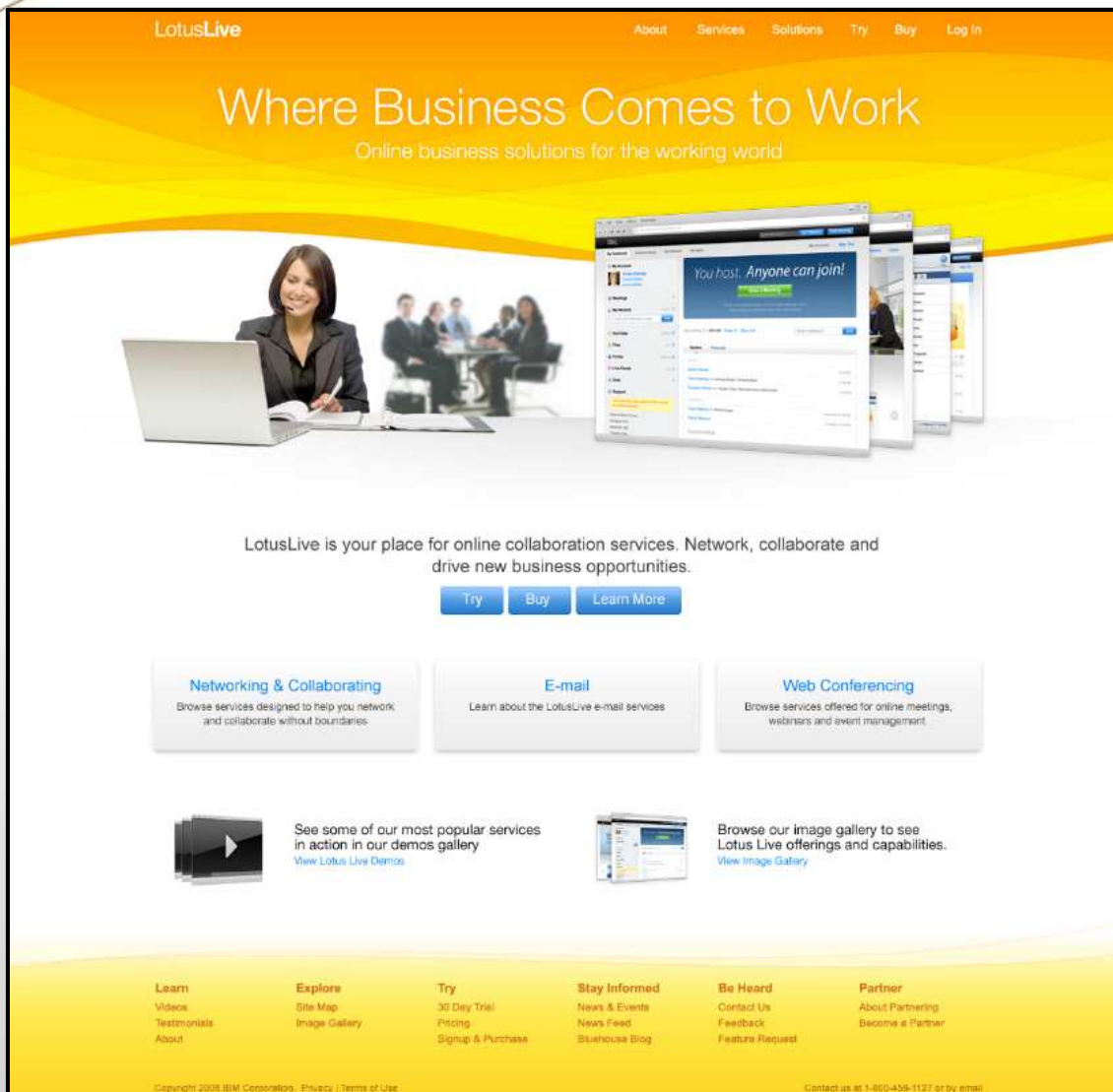
Execution

- Provide essential, easy-to-use and acquire business services for workgroups
- Offer integrated collaborative & social networking services connected to relevant business services and applications
- Enable the ability to seamlessly work with people – [outside or inside your company](#)
- Create a business network of connected businesses

Agenda

- Cloud Computing et SaaS
- La stratégie SaaS chez Lotus
- LotusLive

Introduction à LotusLive



La famille LotusLive



LotusLive Meetings



LotusLive Engage



LotusLive Notes



LotusLive Events



LotusLive Connections



LotusLive iNotes



The information on the new products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product 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.

LotusLive iNotes

Benefits

Predictable costs, usually on a per-user/per-month basis

Industry-leading spam protection

Real-time updates against viruses and malware

On-demand addition of new services when you need them

Fully branded products, payments, and support

Differentiators

Simplified administration

Fast implementation

Low start-up and monthly costs

Unmatched branding and customization capabilities

Seamless integration with triple play services, provisioning systems, log-in systems, payment gateways

Proven scale and reliability

Full Set of APIs to help integrate our service with yours



Features

Full-featured Email (HTML and AJAX), POP3, IMAP4, & Authenticated SMTP

SSL Encryption, secure password recovery

Mobile & Push Email

SMS Gateway (mail-to-SMS & SMS-to-mail)

Email alert (desktop message notification)

Mail Forwarding and Filtering

Domain Management Tool (email administration interface for domain admins)

Customer Service Tool (email administrative interface for enterprise admins)

Guaranteed Service Levels with 24x7 Monitoring

Industry-leading Spam and Virus protection



Intégrer et étendre l'environnement de collaboration

Lotus on premise

LotusLive Cloud

Services LotusLive



Fournisseur
Clients



Partenaires



Environnements
Hébergés dédiés

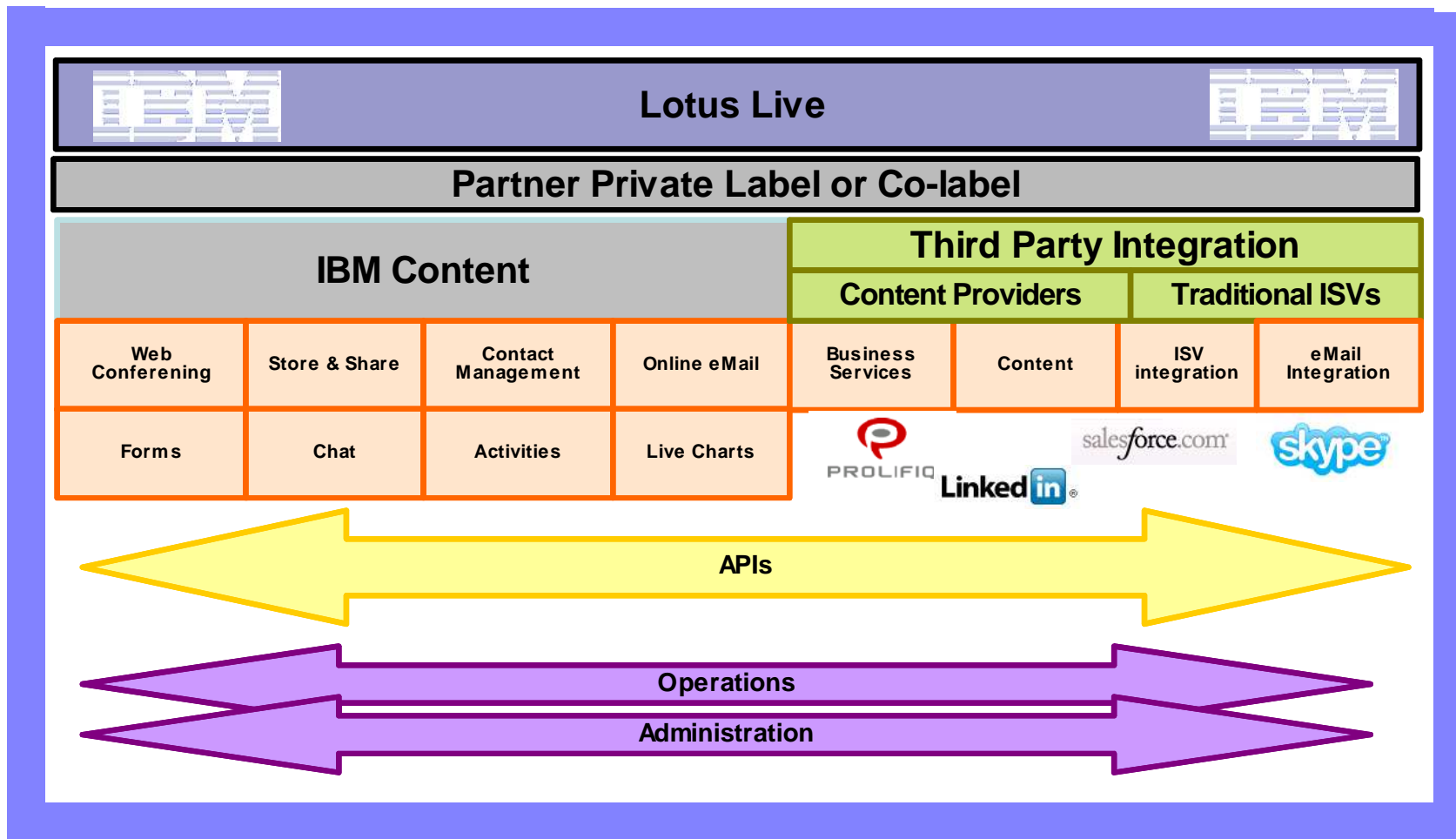
salesforce.com.



Services LotusLive...

- ...des standards ouverts pour intégrer facilement l'existant
- ...accès à partir d'interfaces utilisateur web 2.0
- ...simplifie la possibilité de collaborer dans le "cloud"
- ...une solution extranet complète pour construire un réseau d'affaires

Une plate-forme ouverte et extensible



Lotus Notes - Click to Cloud

The screenshot displays the Lotus Notes interface with an email open. The email is from Gardner Raynes to Frank Adams, dated 12/04/2008 02:36 PM, with the subject 'New Sales materials are needed!'. The email body contains a forwarded message and a bar chart titled 'Product Sales'. A 'Click to Cloud' button is highlighted with a blue box, and a text box explains its function: 'Glisser/coller des fichiers joints directement de votre messagerie dans LotusLive'. A status bar at the bottom indicates 'Successfully uploaded...2\PRProjectPlan.odp'.

Product Sales

Region	Q1	Q2	Q3	Q4
East	40	65	85	45
West	65	80	60	80
North	85	95	90	95
South	45	80	100	90

Click to Cloud
 Drag & drop files here to upload to LotusLive Files.

Successfully uploaded...2\PRProjectPlan.odp

Un click pour être en réunion

The image displays a screenshot of the Lotus Sametime interface. On the left, a chat window shows a conversation where a meeting link is shared. In the center, a 'Sametime Primary Contacts' list is visible, with several names highlighted in blue. A context menu is open over this list, showing options like 'Chat', 'Call', 'Instant Meeting', and 'Invite to a Meeting'. On the right, a 'Sametime Contacts' list is shown with various contact groups. At the bottom right, a 'Lotus Sametime Unyte' window is open, displaying a 'JOIN' button and a 'HOST' section with a 'Join Meeting' button. Two grey callout boxes with white text provide instructions: one points to the 'Invite to a Meeting' option in the context menu, and the other points to the 'Join Meeting' button in the meeting window.

Selection multiple des noms dans ST pour envoyer un lien à votre réunion

Un seul click pour démarrer la réunion

Mobilité et LotusLive Meetings



Comprend:

- Publication
- Mode présentation
- Liste des participants
- Chat
- Partage d'applications

LotusLive: étendre la Valeur aux partenaires

salesforce.com™

skype™

LinkedIn®

iEnterprises

NORTEL

Voltage
security

PROLIFIQ

brainshark™

Synaptris

CardScan™

Intégration avec Salesforce.com

The screenshot displays the Salesforce.com interface with several key elements highlighted:

- Opportunity Detail:** Shows details for "Burlington Textiles Weaving Plant Generator".
- Account Contacts:** A list of contacts with checkboxes for invitation. A callout box labeled "Auto name population" points to the "Author" field in the "Member options" section, which is populated with "jack.rogers@client.com, henry.wexler@client.com".
- Start an Activity:** A modal window for creating a new activity. The title is "Review Joint Marketing Plan" and the goal is "To finalize details, not for the sale.".
- Activity List:** A table showing activities created from the opportunity. A callout box labeled "Manage Activity directly from the your opportunity" points to this table.

Action	Subject	Name	Task	Due Date	Status	Priority	Assigned To
Edit Close	Review Joint Marketing Plan		✓		Not Started	Normal	Dave Carroll
Edit Close	Site Visit Preparation		✓		Not Started	Normal	Dave Carroll
Edit Close	Finalize Contract Details		✓		Not Started	Normal	Dave Carroll



Intégration avec Skype

The screenshot displays the LotusLive interface for a document titled "Overview of Interest in Private Clouds.ppt". The document is owned by Jorge Palmiero, who is identified as the Chief Regional Design Director and "Bluehouse" Dev at Five Clothing Square, London, UK. A profile pop-up window for Jorge Palmiero is open, showing his photo and contact information. The "Skype Call" button in the pop-up is highlighted with a blue box. A separate window in the bottom left shows a Skype contact list with "Brendan Dobby" highlighted. A grey box with the text "Call LotusLive contacts" and an arrow points to the "Skype Call" button.

Intégration avec LinkedIn

The image shows a file sharing interface with a 'Share files' dialog box open. The dialog box has a 'Readers' field highlighted with a blue box and a blue arrow pointing to it. The 'Readers' field contains the text 'Readers:'. The 'Authors' field contains the text 'Authors: steve.ritenour@thomsonhealthcare.com'. The 'Share with' section has three radio buttons: 'People/Groups (give specific file permissions to others)', 'My Company (visible to everyone in my company)', and 'Public (visible to anyone)'. The 'Permissions' section has a text input field. The 'Message' section has a text input field and a 'Customize Message' link. The 'Share' button is highlighted in blue.

Easily share files with a single click

Integrated LinkedIn contacts

Name	Title	Degree
Shawn Samuel	CTO at Contact Networks	1
Greg Kuhren	Architect at Thomson Reuters Healthcare	1
Mike Coffman	User Experience Architect at Thomson Reuters	2
Steve Ritenour	Manager at Thomson Healthcare	2
Mahadev Dovre Wudal	Architect at Thomson Reuters Professional Division	?
Patrick Hurley	Senior Director, Client Services, UK/EMEA at Elite, a Thomson Reuters business	2
Richard Hermann	Vice President Worldwide Sales, Contact Networks a Thomson Reuters	2

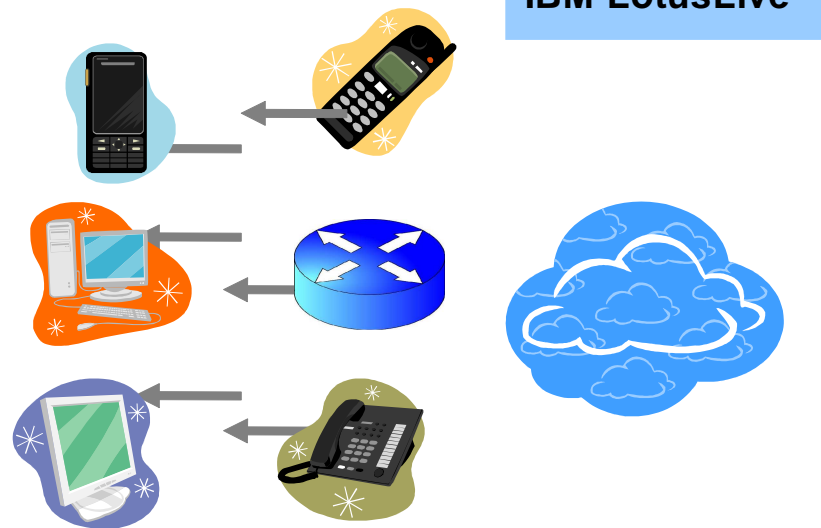
LinkedIn

Intégration avec Nortel

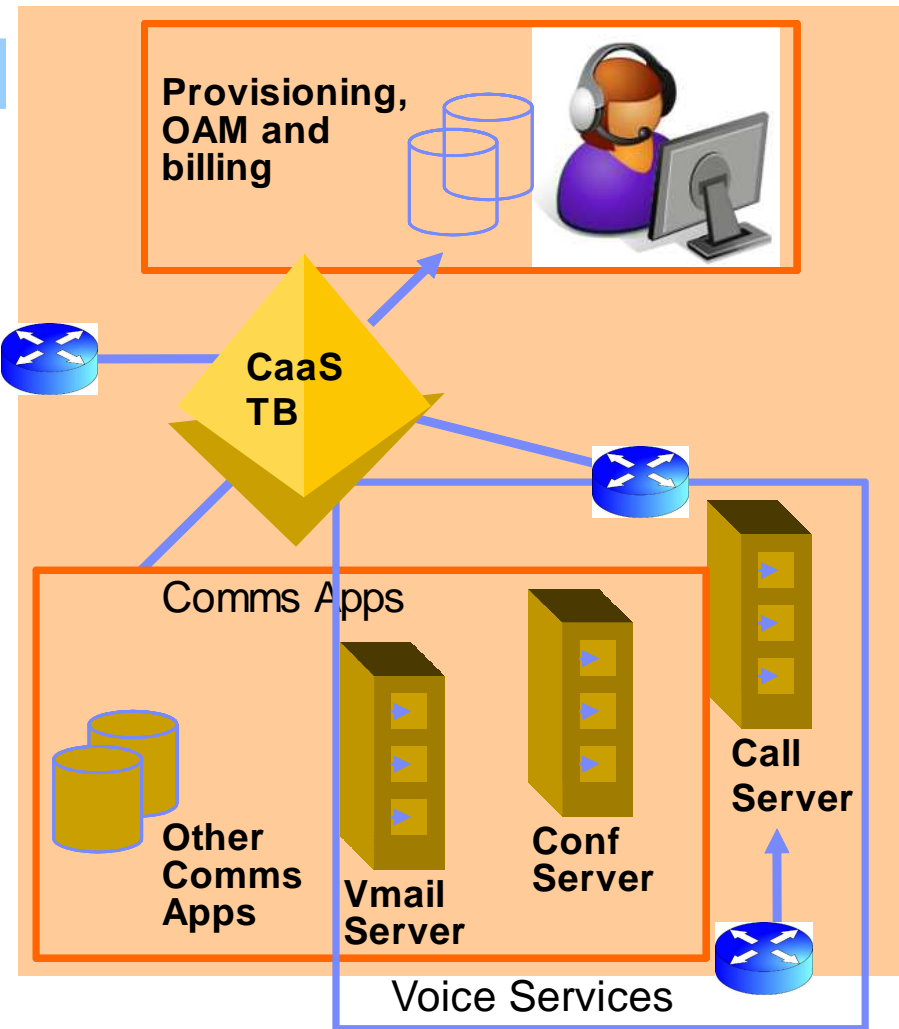
Nortel CaaS Transaction Broker

CaaS Infrastructure

Customer Network

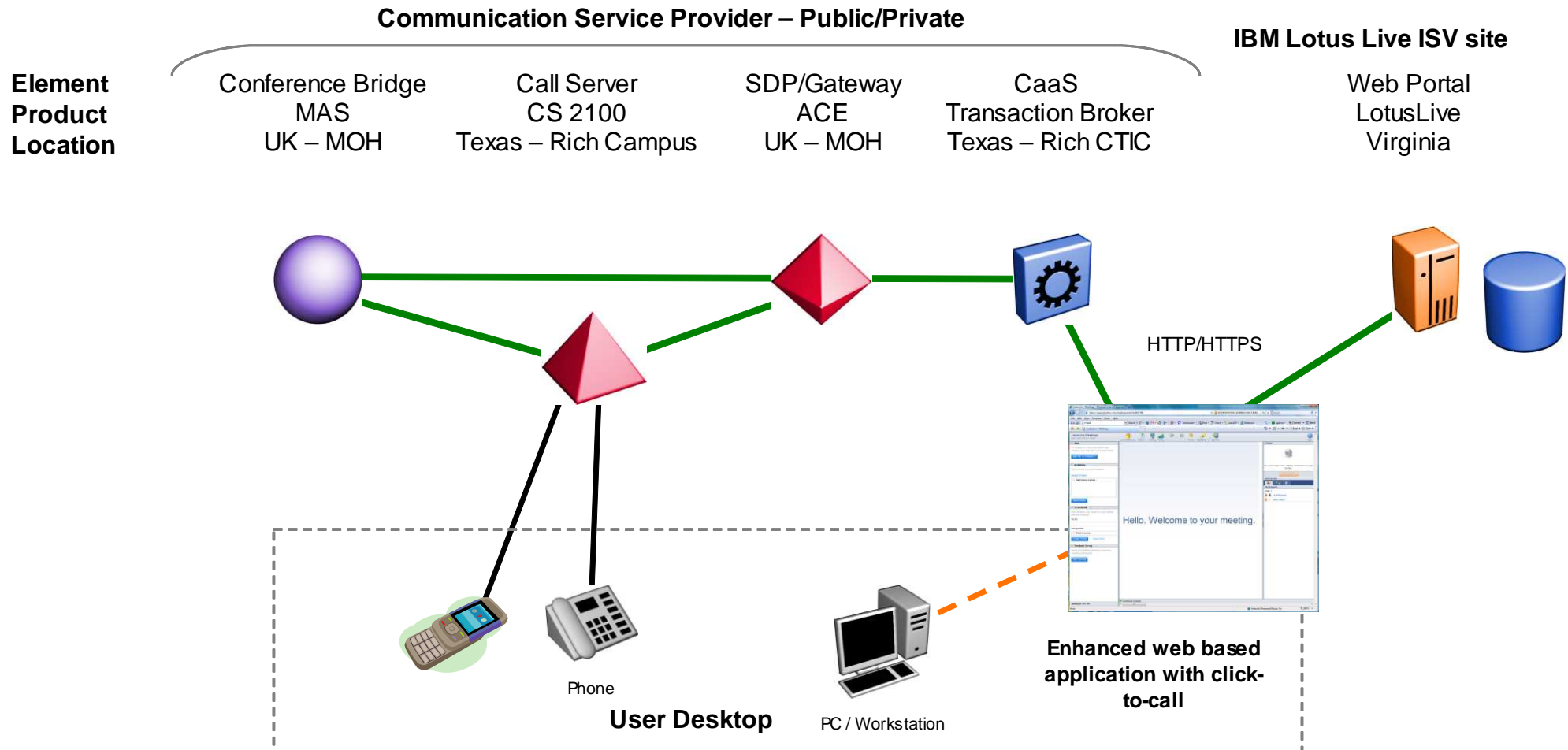


- § Phone calls, conferencing
- § Comprehensive telephony
 - Call forwarding, mobile
- § Multi-media communications
 - video, IM, mail, voice, sharing
- § Business communications
- § Context, logging, analytics



Voice
Video
Mobility
To PSTN

Nortel Demo Configuration



Nos clients le disent mieux que nous...



Inset is a small, venture-backed start up with only 16 employees. Only 5 people are based in the same office in NJ, our field staff and investigators are spread across the US and our manufacturing is done outside Boston. With the bulk of people working in the field around the US, they needed an easy, web-based way to share information and collaborate on a whole host of office documents.

Needed centralized, web-based productivity tools
Clinical field staff were struggling to access the internal shared drive via VPN – in fact, most days they were unable to access it.

Building our infrastructure in the cloud made complete sense. LotusLive had the answers they needed – easy online meetings, simple document upload and collaboration as well as sharing contacts



LotusLive gave us....

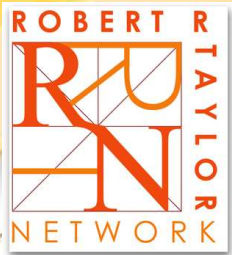
...robust web meetings, contact sharing, file collaboration and chat configuration and deployment challenges.

....an easy intuitive web 2.0 interface that was simple enough for field folks with limited computer training to adopt and the multiple training modules help them to answer their own questions

....the ability to share contacts and notes about contacts as they are so spread without any extraneous elements or extensive out and often speak with the same people.

Maureen Shaffer

Vice President of Marketing



They had a very virtual group – of about 250 people worldwide and we needed:

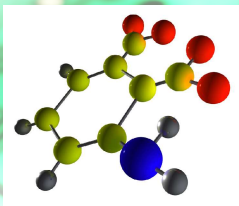
- A way to facilitate, be efficient and on time with decision making
- A way to keep everyone in the loop
- Know who is working on which projects
- An application that would allow us to centralize all material

We expected we would need to build a custom solution – we didn't think something existed that would house all the apps we needed



LotusLive allowed them to...

-focus on entrepreneurship, innovation, breaking the mold – cutting edge – excellence
-give their virtual group an identity – it's where where they go to work every day.
- LotusLive is convenient – and easy to use.
- ...to have a single place to got to and didn't need to cobble solutions together – pulling from various sites – to get the tools they needed.



What you've done with LotusLive is exactly in the same mindset of what are trying to do with RRTN. It's an innovative platform – and as an early adopter – we were able to demonstrate our innovativeness as well. We have big plans for our use with LotusLive:

Darian Hendricks

President & Executive Director



NORTEL

Had a variety of tools - all in an effort to make their work lives simpler – but some required a lot of administration direction and hand holding.

They were spending up to 15 minutes at the beginning of their teleconferences, with people trying to figure out if they had the most recent version of the document, the right pass code, or where they could find the presentations. Took longer in some instances if someone new joining the call



LotusLive gave us the ability to...

- ...collaborate instantly
- ...eliminate hand holding
- ...start a meeting with a single click
- ...have a common repository
- ...edit documents easily
- ...save time and money

Tom Kivell
Business Development Manager for SMB

Testez LotusLive...



LotusLive

About Services Solutions Support Try Buy Return to Services Log Out

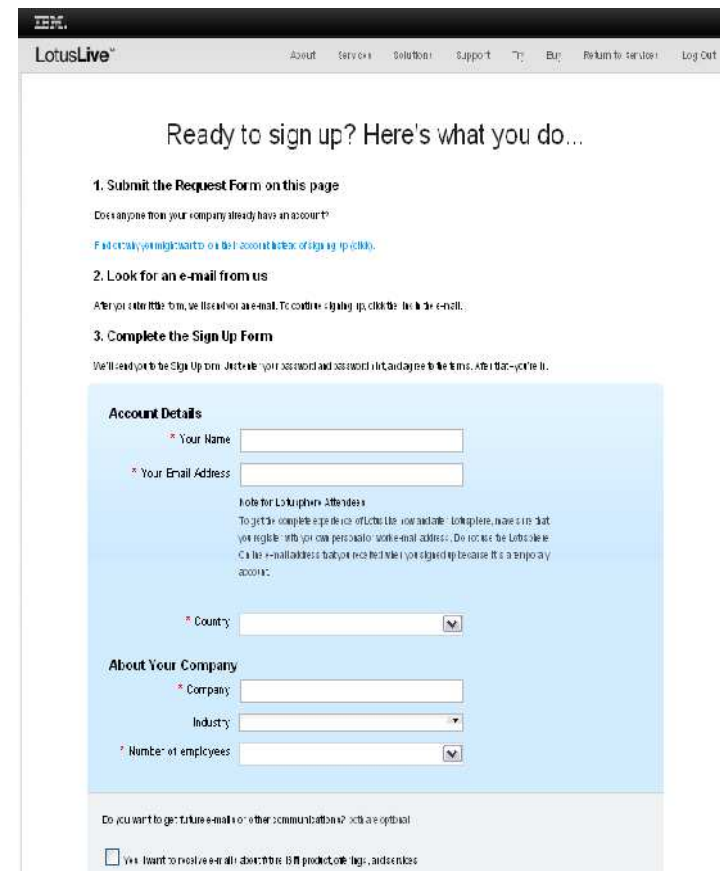
Working together just got easier

Online collaboration solutions for the working world

LotusLive is your place for online collaboration services.
Discover, Connect and Interact.

[Try](#) [Buy](#) [Learn More](#)

Allez sur www.lotuslive.com



IBM LotusLive™

About Services Solutions Support Try Buy Return to Services Log Out

Ready to sign up? Here's what you do...

- 1. Submit the Request Form on this page**
Does anyone from your company already have an account?
[Find out why you might want to use a test account instead of signing up directly.](#)
- 2. Look for an e-mail from us**
After you enter the form, we'll send you an e-mail. To continue signing up, click the link in the e-mail.
- 3. Complete the Sign Up Form**
We'll send you to the Sign Up form. Just enter your password and associated information to complete the form. After that, you're in!

Account Details

* Your Name

* Your Email Address

Note for LotusLive Attendees
To get to complete sign-up, please use your work e-mail address. To receive the LotusLive Call Us e-mail address that you received when you signed up because it's a company account.

* Country

About Your Company

* Company

Industry

? Number of employees

Do you want to get future e-mails or other communications? (this is optional)

Yes, I want to receive e-mails about the IBM product, tools, tips, and services

...et enregistrez-vous pour la version d'essai



LotusLive™
www.lotuslive.com

IBM.

Merci

et n'oubliez pas de remplir votre feuille
d'évaluation !!

© IBM Corporation 2009. Tous droits Réservés.

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 publication 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, savings or other results.

IBM, the IBM logo, Lotus, Lotus Notes, Notes, Domino, Sametime, and Lotusphere

are trademarks of International Business Machines Corporation in the United States, other countries, or both.

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



IBM Lotusphere Paris - 26 Mars 2009



LotusLive Meetings



What is LotusLive Meetings

- LotusLive Meetings is a full-featured online meeting service that integrates Web, audio and video conferencing.
- You can select a plan that fits your needs, with up to 15, 25 or 999 participants per meeting.
- Which ever you chose, you can count on quality service that is simple to use.



Why choose LotusLive Meetings

- LotusLive Meetings offers a simple, easy-to-use module for your Web conferences. Get integrated Web, audio and video conferencing along with the tools you actually use, at a price that fits your budget.
- It's easy for participants. Your meeting guests aren't required to download anything to join your meeting. Just give them the conference code number and send them to the Web site. It's really that easy.
- LotusLive Meetings is integrated with your Lotus Notes calendaring, allowing you to send invitations to participants straight from your calendar. A plug in for Microsoft Outlook is also available.
- With LotusLive Meetings you can easily integrate your current conference call vendor's toll free phone number into the Record and Audiocast features.

LotusLive Events



What is LotusLive Events

- LotusLive Events is an online event management service, helping you create, host and manage your next online conference.
- In addition to full-featured Web conferencing, you get all the tools you need to manage the registration process from start to finish, host your event and follow up with post event analysis.



Why choose LotusLive Events

- LotusLive Events is a simple, ready-to-use tool that can take the anxiety out of your next event.
- Whether you need to manage a large online training session, host a kickoff or lead your quarterly sales meeting, LotusLive Events can simplify it. You have access to ready-made templates for registration, reminder e-mail and event follow ups. Just plug in the info and hit send. It's that easy.
- No need to scroll through multiple email replies. You'll receive registration updates all in one place.
- No need to create new e-mail reminders. Just decide when you want them sent - and it's done.
- LotusLive Events provides real end-to-end online event management, all in one easy place.

LotusLive Engage



What is LotusLive Engage

- LotusLive Engage is an integrated suite of Web 2.0 services that combines your network with Web conferencing and collaboration capabilities like file sharing, project management and team activities, instant messaging, surveys and data visualization.
- LotusLive Engage capabilities allow users to build online communities; your contacts become part of your business network. Seamlessly work with colleagues in a security-rich environment, using the suite of online collaboration services. Your Web meeting experience is only the beginning.

Why choose LotusLive Engage

- LotusLive Engage is ideal for businesses looking to collaborate inside and outside their organization easily, expand their networks and create new business. The intuitive UI allows teams to be immediately productive.
- LotusLive allows your company to rapidly integrate emerging technologies without the high risk and costs typically involved. It is quick and easy to deploy, making it a smart choice for companies of all sizes.
- Sales teams can use LotusLive to capture prospect information, build charts and work collaboratively on agreements - all in a single place. Marketing teams can create collections of collateral and make them available for sales teams - in one easy-to-find location. And project teams now have a central repository where they can store and share all project documents, comment and collaborate on those documents and host online meetings inside and outside of the company.



Meetings



Files



Activities



My Network



Instant Messaging



Forms



Live Charts

Available now in open beta – Targeted GA in April, 2009

LotusLive Connections



What is LotusLive Connections

- LotusLive Connections is an integrated suite of Web collaboration services that lets you share files, manage activities, conduct online chats, and extend your business contacts with networking capabilities.
- The power of LotusLive Connections is the security-rich, seamless integration between services. It allows you to share and collaborate on files, manage projects and teaming activities easily and efficiently with one person or a large community of colleagues inside and outside of your company.



Why choose LotusLive Connections

- LotusLive Connections is the perfect solution for you if you need to access your data from anywhere, share files real-time, avoid confusion of email attachments, and extend your business processes and work teams to include colleagues outside of your company.
- LotusLive allows your company to rapidly integrate emerging technologies without the high risk and costs typically involved. It is quick and easy to deploy, making it a smart choice for companies of all sizes.
- LotusLive Connections makes it easy to connect online and do business with anyone – Expand your business network today. Go beyond your company.



Files



Activities



My Network



Instant Messaging

Available soon – Targeted GA in Q2 2009

LotusLive Notes

What is LotusLive Notes

- IBM's most widely used software, Lotus Notes is available as a dedicated hosted eMail service providing full featured enterprise capabilities in rich client and browser options.

- Using an online service, there is no need to purchase or house new hardware required for running software, and no need for additional technical support. Customers of LotusLive Notes messaging software can instead focus their IT resources on other strategic business projects.



LotusLive Notes features

- Extensive Lotus Notes expertise available 24x7 from IBM
- E-mail, calendaring and scheduling with 1 GB mailbox per user
- IBM Lotus Quickr® Personal Edition with 50 MB storage
- Enterprise-class servers, network, storage and firewall in an IBM data center
- Predictable costs with minimal upfront investment
- Have IBM help manage security threats to your messaging environment
- Potential for improved availability and reliability over in-house or on-premise deployments