Lotusphere2011

IBM Software

INV107

Strategies de development
d'applications Lotus
La revolution du social

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Achitecte, development d'application,
IBM Collaboration Solutions

Smarter software for a Smarter Planet.

Legal Disclaimer

Agenda

Directions for application development

The IBM Social Business Framework

Product updates

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The IBM Social Business Framework

Product updates

Lotusphere2011

Social Business is driven by exceptional experiences

Get Social. **Do Business.**

Business outcomes	*Deepen client relationships*	*Drive operational effectiveness*	*Optimize your workforce*
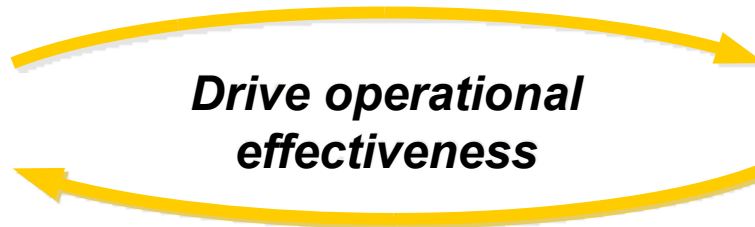
Realized through

Exceptional Web Experiences

Enable **engaging customer interactions**
Self-service, with other customers, with company representatives, and with the company overall (brand, revenue)

Exceptional Work Experiences

Enable **nimble employee interactions**
Peer to peer and in teams, with customers and partners, and with the company overall, business to employee

Enabled by

IBM Social Business Framework

A modular and open set of capabilities that accelerate the development of advanced Social Business solutions

Smarter software for a Smarter Planet.

IBM

The IBM Social Business Framework
Enabling exceptional experiences

Designed to enable IBM customers and partners to capitalize on Social Business opportunities, building on existing investments in technologies and skills

Solutions differentiated by...

Exceptional user experiences

Unmatched social collaboration capabilities

The ability to integrate industry-leading capabilities in business analytics, enterprise content management, commerce, and others

An open web architecture that protects customer investments

IBM Social Business Framework

A modular and open set of capabilities that accelerate the development of advanced Social Business solutions

Directions for application development

Social capabilities

Mobile enablement of applications

Accelerated development

Smarter software for a Smarter Planet.

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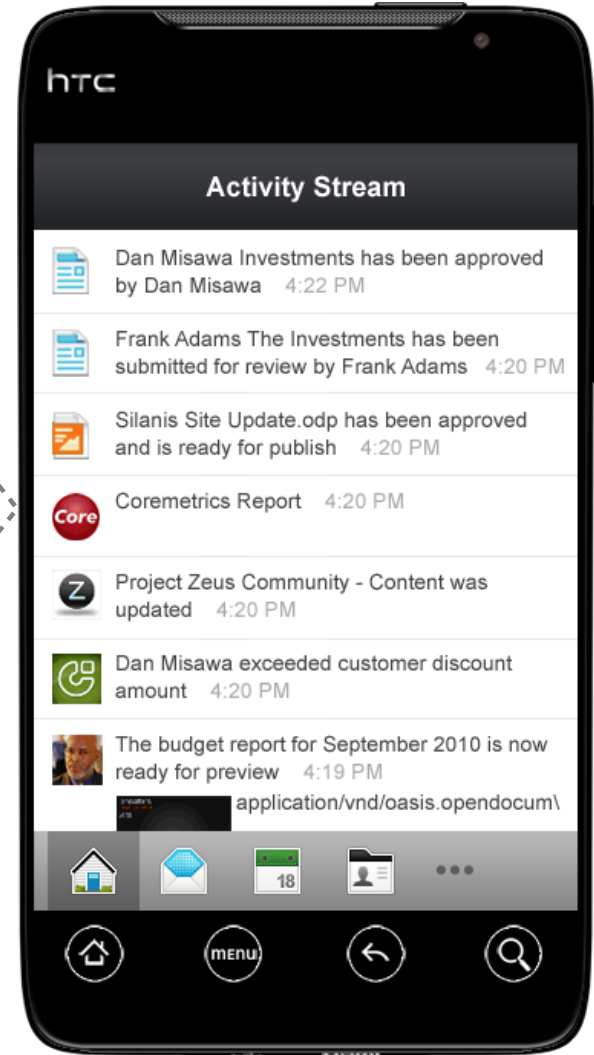
Social capabilities transform the experience

Enabling interactions through online social networks

Rich user profiles and social methods to collaborate, share, and reuse content

Enhancing situational awareness by analyzing social data

Consumer insight

Expertise location

Recommendations

Supporting contextual collaboration by integrating social capabilities into business applications

Communities

Microblogging and content sharing

Unified communications
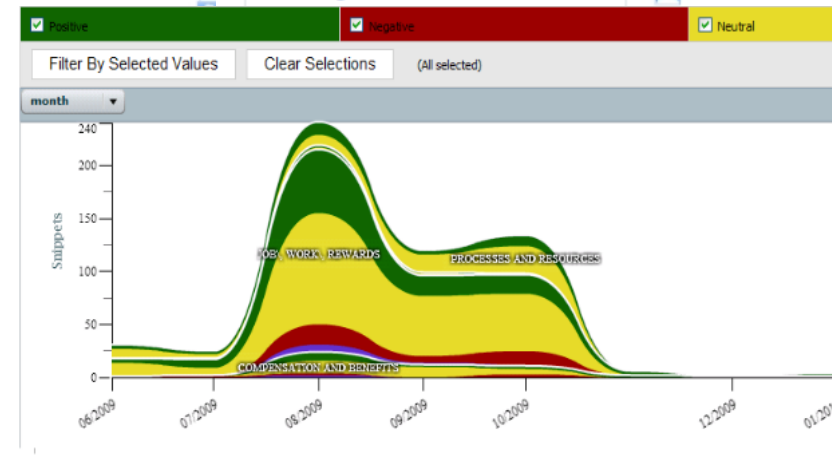
Mobile applications increase reach and engagement
Significant new business opportunities for application developers

IBM strategy: Support the needs of developers to target multiple platforms, making it easy to quickly mobilize a wide range of existing and new applications, with consistent extensibility across platforms

Start today with Domino XPages apps, Connections mobile web, Mobile Portal Accelerator

Major focus of development in 2011

Mobile strategy covered in depth in breakout session INV108

Smarter software for a Smarter Planet.

Accelerated development

Make the new generation of applications easy to build

Productive tools

Powerful and consistent APIs

Integration capabilities

Fast-start options for Social Business developers

Ready to use appliances in the cloud for developers

Attractive licensing for developers

Vibrant community engagement
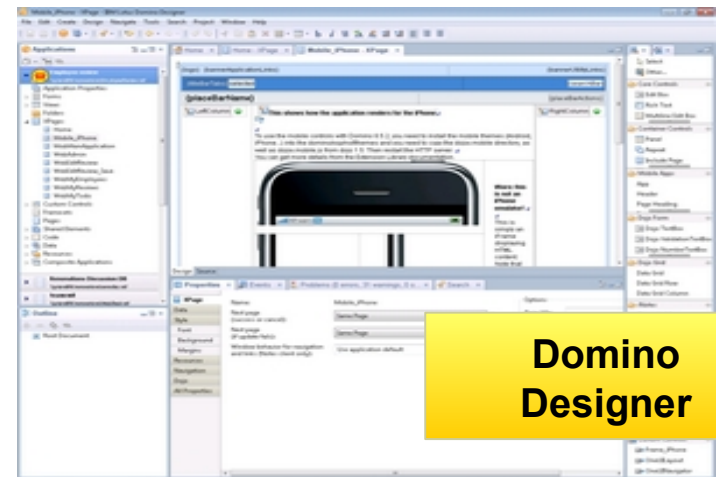
Domino Designer
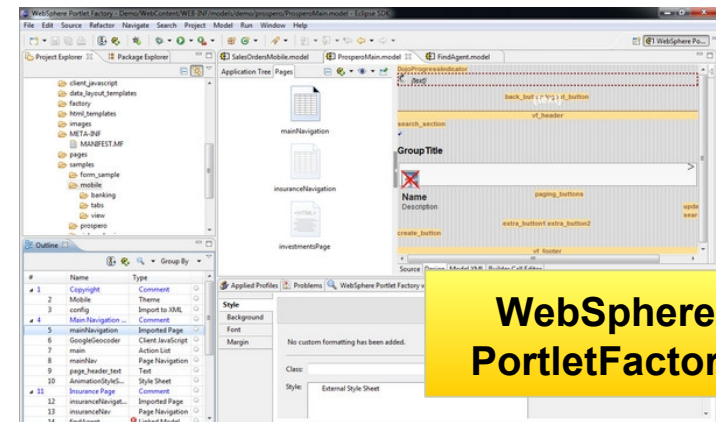
WebSphere PortletFactory

Technical strategy
Extend existing platforms with social capabilities

Simplify the stack, emphasizing a focused set of common technologies across IBM and third-party capabilities

Make it easy for (lots of) developers to build Social Business applications – improve developer productivity and increase skills availability for our customers

An *evolutionary* strategy creates many opportunities for developers

Enhance existing applications with new capabilities without rewriting

Create entirely new applications with existing skills and technology investments

Start the journey today with current IBM products

IBM

Technical strategy
Lead the industry with open standards for Social Business

A commitment to drive and leverage open web standards

Maximize choice, agility, and ease of integration

Drive enterprise innovation and leverage rapid innovation on the web

Minimize incremental cost of targeting additional desktop and mobile platforms

Leverage dominant skillsets based around web technologies

Enabling the next generation of socially-enabled solutions on customers' existing investments and heterogeneous infrastructures

A runtime-agnostic approach allows you to use established runtime technologies: Java, Domino, etc.

HTML5   W3C ARIA   Atom   OAUTH   OpenAjax alliance

CMIS Content Management Interoperability Services   Activity Streams   SAML   opensocial

Agenda

Directions for application development

The IBM Social Business Framework

Product updates

The IBM Social Business Framework

Services and Support

Solutions

IBM Social Business Toolkit APIs

IBM Value-Added Modules   **Partner Value-Added Modules**

IBM Social Business Core Modules

IBM Social Business Framework

Services and Support

IBM Business Partners	Global Technology Services	Global Business Services	IBM Lab Software Services	Enterprise Software Support

Solutions

Customer experience	Research and development	Human capital management	Sales force automation	Partner collaboration	Supply chain management	Operations

IBM Social Business Toolkit APIs

IBM Value-added Modules

Commerce	Business analytics	Enterprise content mgmt.
Social analytics	Business Process mgmt.	Application integration

Partner Value-added Modules

Public social networks	Rich media	Social applications
Archiving	Compliance & discovery	Gaming

IBM Social Business Core Modules

Profiles	Communities	Presence, chat & telephony	Messaging & PIM	Workflow & forms	Portal
Social collab. services	Microblogging	Meetings & audio/video	Document management	Mobile	Connectors

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Introducing the IBM Social Business Toolkit

IBM Social Business Toolkit APIs

Brings together a set of strategic social APIs to simplify development

APIs for Connections, Sametime, Domino, Quickr, etc. services with new cross-product capabilities coming soon

Runtime enablement in Lotus Domino, WebSphere Portal, Lotus Connections, and LotusLive as well as mobile runtime support

Tooling support for Web, Domino and Java developers

Leverages technology consistency in IBM products
APIs based on web patterns including JSON, ATOM, REST
Runtime technologies such as OSGi, Dojo, HTML
Tooling based on Eclipse

Coming soon:
New unified APIs for the IBM Social Business Toolkit
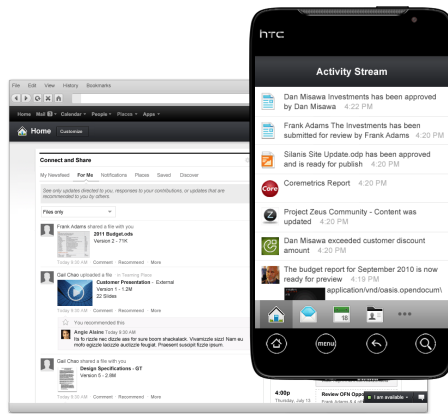
Activity Streams
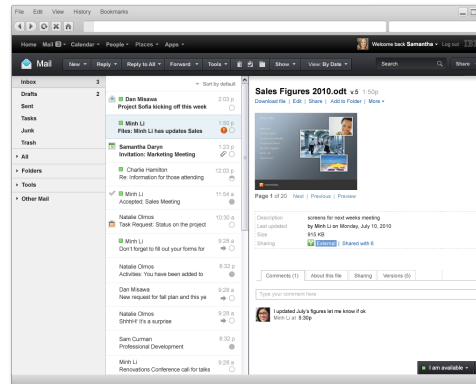
Embedded Experiences
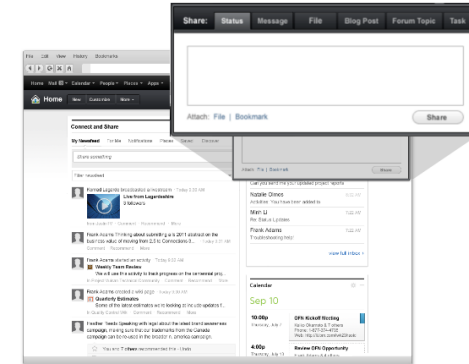
Share Box

New APIs and services designed to help developers build ***unified user experiences*** and ***consistent extensibility*** independent of product, delivery model (cloud, on-premises), and client type (desktop client, browser, mobile)

Activity Streams API available for developer use starting today on Greenhouse

First GA releases planned for Connections Next, Notes Next...

IBM

Accelerated development
Supporting the tools you already use

Services and Support

Solutions

IBM Customer Experience Suite	IBM Lotus Notes IBM Lotus Domino	Third-Party Development Environments
Portlet Factory Portlets and Widgets	Domino Designer XPages	Leverage third-party SDKs

IBM Social Business Toolkit APIs

IBM Value-Added Modules   **Partner Value-Added Modules**

IBM Social Business Core Modules

IBM
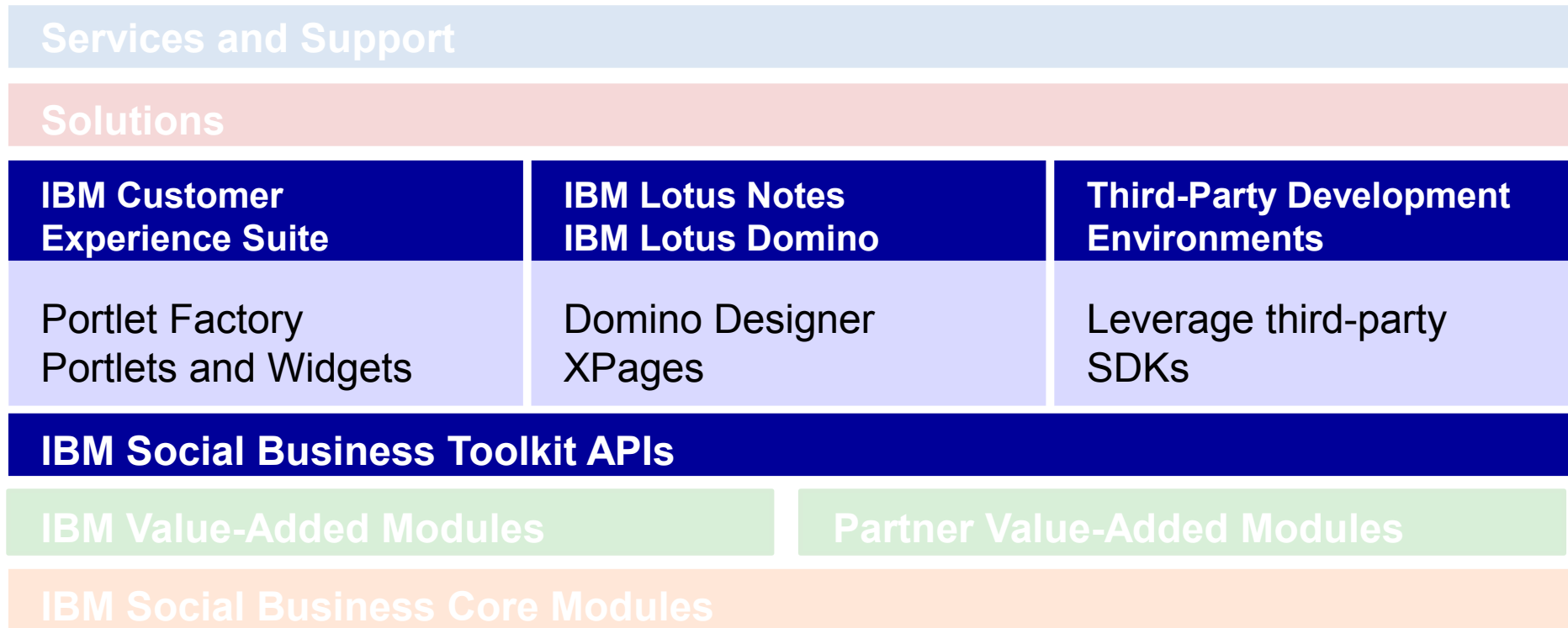
Convergence

IBM's strategy is to deliver a consistent set of Social Business capabilities and APIs for deployment on premises and in the cloud

Single focus of development investments

Flexibility of deployment options

Hybrid scenarios

Services and Support

Solutions

IBM Social Business Toolkit APIs

IBM Value-Added Modules	Partner Value-Added Modules

IBM Social Business Core Modules

On Premises   Cloud   LotusLive   Amazon

IBM Cloud

IBM
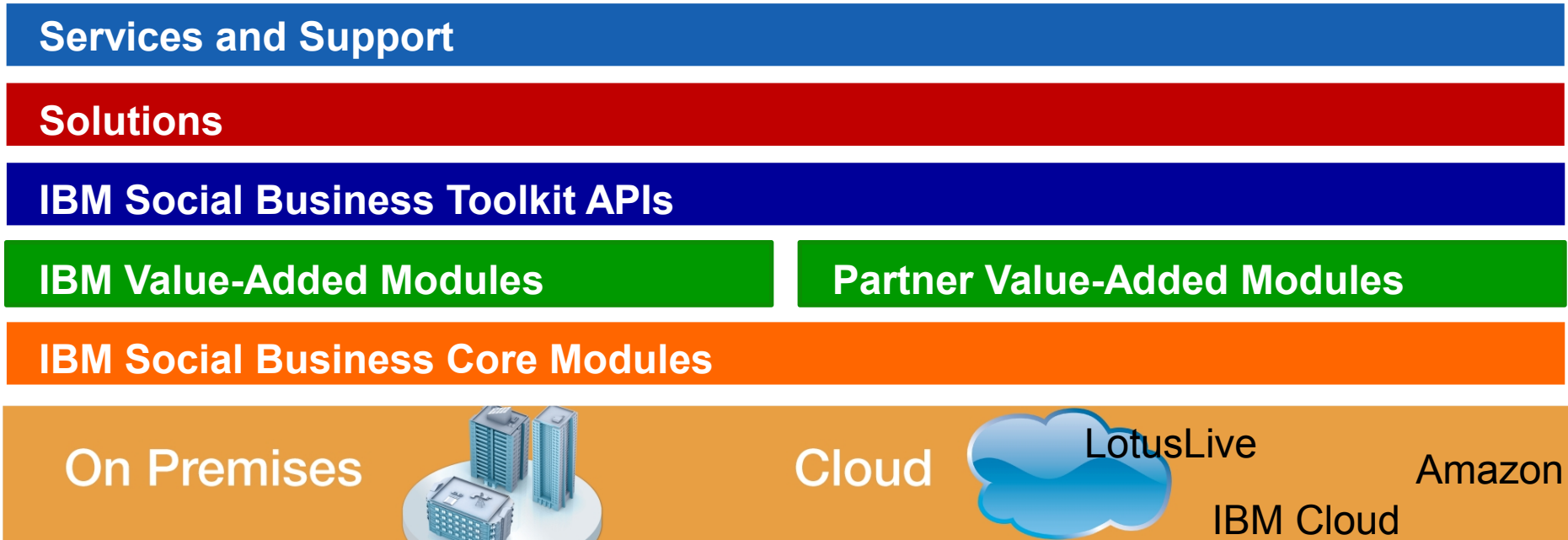
LotusLive Partner Integration

Apps That Make Sense for Your Business

LotusLive Integrated Apps are designed to help you and the rest of the business world work smarter.
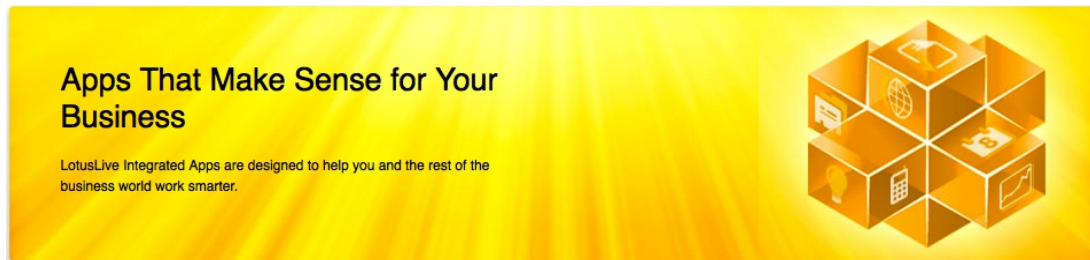
An integration platform for SaaS-based collaboration

Strong focus on building an ecosystem of partners

Designed to integrate with other cloud services and on-premises applications

Inbound integration: Consume LotusLive services in another application

E.g., in SugarCRM, Ariba, Salesforce.com, etc.

Outbound integration: Deliver your application or service to LotusLive users

E.g., Leverage eXpresso, Tungle, Vondle Live, Silanis, Skype services within LotusLive collaboration UI

Signup for use of the platform planned to be available to Advanced and above IBM Partners in Q2 2011

Dev and Test environment: An instance of LotusLive that partners can access and start development

API Explorer: Allows partners to test APIs

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The Social Business Toolkit in action
Production ready! Use it today at http://www.lsonline.info

Mobile Enabled

Social collaboration

Messaging and PIM

Custom XPages Home Page and Agenda

Unified Communications

The Social Business Toolkit in action
Production ready! Use it today at http://www.lsonline.info

Solution

Lotusphere Online
Enables Lotusphere attendees to browse session,
manage their time, communicate and collaborate

IBM Social Business Toolkit APIs

IBM Social Business Core Modules

| Social collaboration **Lotus Connections** | Unified communications **Lotus Sametime** | Messaging and PIM **Lotus iNotes** | Workflow and forms **Lotus Domino** |

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IBM

The Social Business Toolkit in action
Insurance Agency Portal

Search and find an agent and see agency-specific Connections blogs

Set up Connections profiles

Join Communities of interest (flood preparedness, money management, student drivers

See social content in the context of related web content, related insurance claim forms, quotes and more

The Social Business Toolkit in action
Insurance Agency Portal

Solution

Insurance agent portal
Enables efficient vendor-agent and agent-customer engagement

IBM Social Business Toolkit APIs

IBM Value-Added Modules

| Enterprise content management **IBM Filenet** | Web analytics **IBM Coremetrics** |

Partner Value-Added Modules

IBM Social Business Core Modules

| Social collaboration **Lotus Connections** | Unified communications **Lotus Sametime** | Portal **WebSphere Portal** | Web content **IBM Web Content Manager** | Workflow and forms **IBM Forms** |

Smarter software for a Smarter Planet.

IBM

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Directions for application development

The IBM Social Business Framework

Product updates

Lotus Domino + XPages + Domino Designer
The RADD platform for developing collaborative workflow applications

Seamless integration with Social Business services

Access to Connections though REST services and single sign-on

Easy integration planned with the new Social Business Toolkit APIs

Supports key standards: Dojo, OSGi, etc.

A production-proven, performant, NoSQL store!

The XPages Extension Library on openNTF provides ***unmatched productivity*** for writing "OneUI", standards-based, socially-enabled applications

Future directions

New Web 2.0 templates (Teamroom, etc.) now available on openNTF

Plan to provide an OpenSocial container, participate in embedded experiences, and generate gadgets out of XPages (Domino Next)

Plan to provide data access through REST services, including calendaring and other higher level services (Domino Next)

Application Development Community

OpenNTF is an open source community dedicated to the development of Lotus Notes/Domino applications

Catalog of applications & other code assets

Download and use or try it on-line

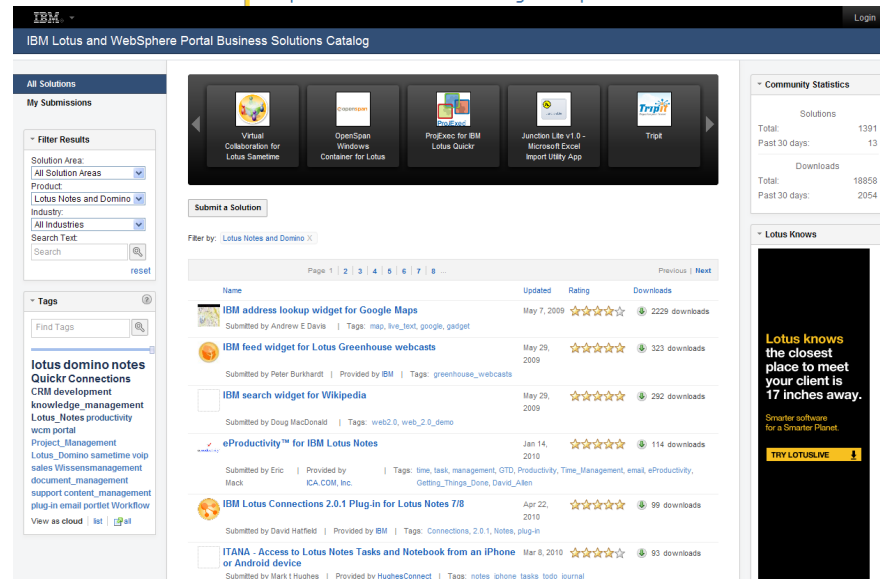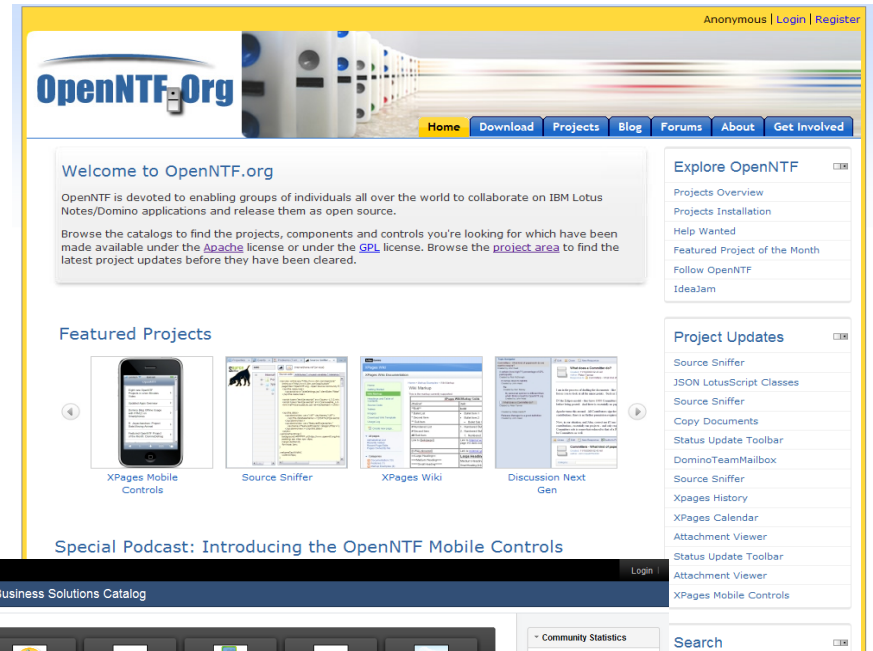Strong development community

60,000 registered users

10,000 downloads/month

Business Solutions Catalog

Commercial "out of the box" capabilities

From widgets/plugins to full applications

catalog.lotus.com

© 2011 IBM Corporation

Lotus Connections

Home page **Profiles** **Communities** **Blogs** **Files** **Activities** **Wikis** **Bookmarks**

State-of-the-art social networking and collaboration system for business users, inside and outside the firewall

Complete set of REST APIs that enable you to integrate custom data, add widgets and services, interact with social networking services over HTTP

Connections 3 introduced CMIS support for Files, and an SPI for integrating Connections events with third-party compliance and auditing tools

First GA version of the extensible activity stream service for the IBM Social Business Toolkit planned for Connections Next

Smarter software for a Smarter Planet.

Lotus Sametime

Sametime has evolved into a powerful unified communications platform

Provides a wide range of front-end and back-end APIs

Since Sametime 8.5, the Sametime Proxy Toolkit enables presence over HTTP, high-quality customizable UI for presence and chat

Plan to provide update to the Proxy Toolkit in 8.5.x for improved accuracy, resolve issues

Plan to provide new API in Sametime 8.5.x for capturing and logging meeting activity
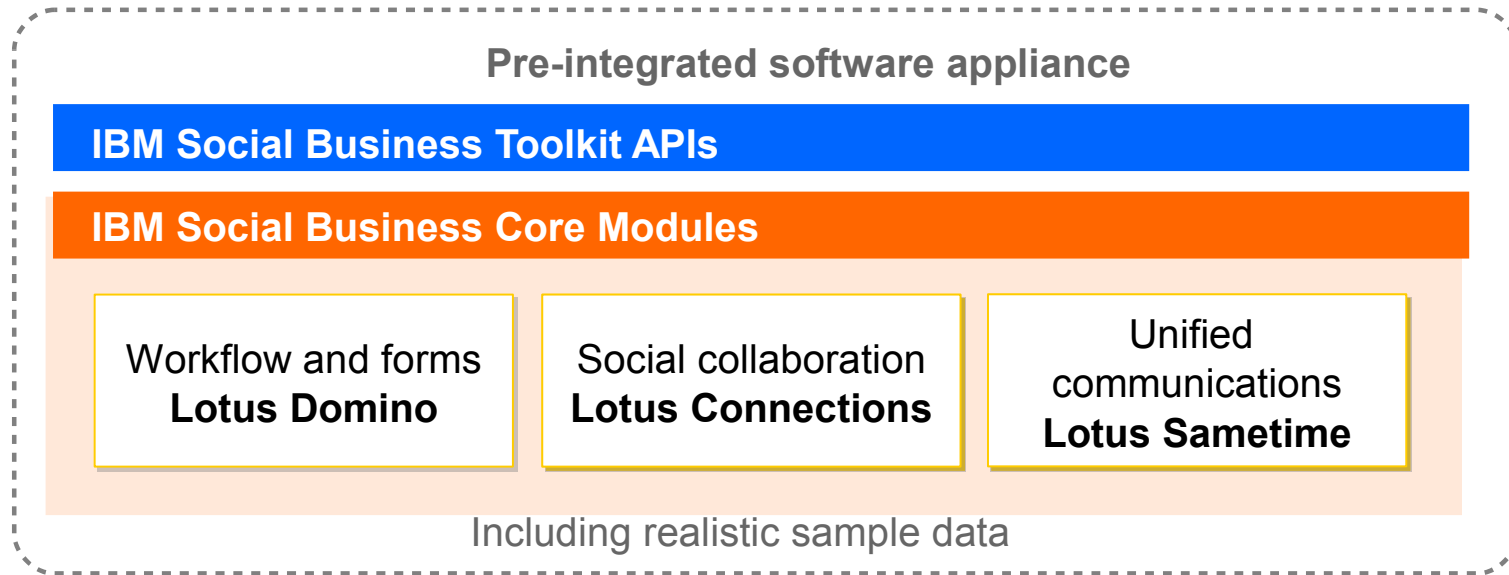
```
<div dojoType="sametime.LiveName"></div>
```

```
<div dojoType="sametime.BusinessCard"></div>
```

```
<div dojoType="sametime.BuddyList"></div>
```

Social Business Appliance for Developers
Coming soon!

Pre-integrated software appliance

IBM Social Business Toolkit APIs

IBM Social Business Core Modules

Workflow and forms **Lotus Domino**	Social collaboration **Lotus Connections**	Unified communications **Lotus Sametime**

Including realistic sample data

On Premises VMWare®   **Cloud** Amazon® IBM developerWorks Cloud

WebSphere Portlet Factory

Dramatically simplifies and supercharges the development, deployment, maintenance and reuse of multichannel applications that deliver exceptional experiences

Key directions for 2011

Mobile
Builders, tools and sample apps for Android, iPhone, iPad, Blackberry (In Beta Q1)

Social
New portlets and builders speed integration of Lotus Connections within WebSphere Portal

Accelerated development
Growing Catalog of Extensible Solution Assets: Reusable component assets and whole templates that provide common application and integration patterns in horizontal and industry uses
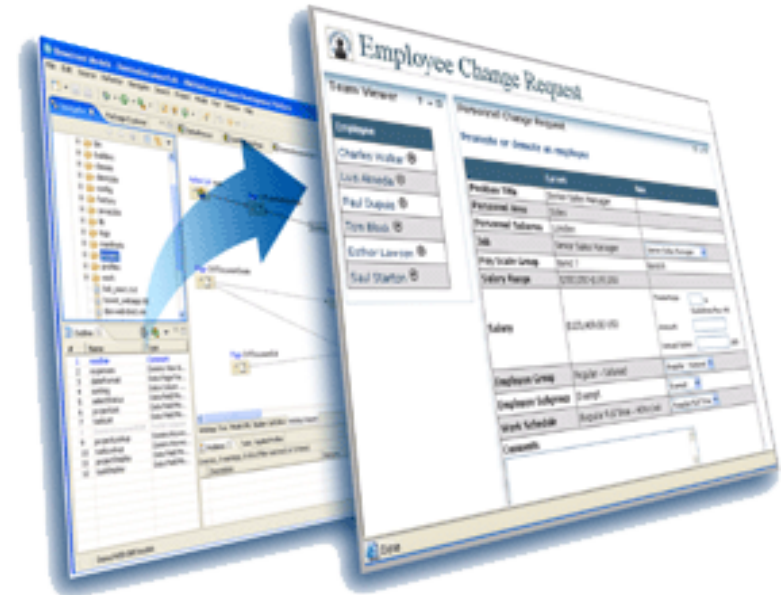
Write an application once, deploy to a Browser, Tablet, Smart Phone, Kiosk, and more

IBM Forms

A forms-based human interface for business process automation and SOA that integrates well with IBM BPM and Portal technologies, supporting rapid application development and standards-based b2b solutions

Forms 4.0 delivers more compelling user experiences through a modern Web 2.0 interface without the expense of custom code

IBM Project Nitro (in open beta now) planned to provide application-centric forms solution supporting Interactive, dynamic UI comprising entire transaction, with data and process-centric records (rather than document-centric)

Enabling the community

DeveloperWorks

http://www.ibm.com/developerworks/

http://www.ibm.com/developerworks/lotus/community/wikis.html

Greenhouse

https://greenhouse.lotus.com

openNTF.org

http://www.openntf.org

xpages.info

http://xpages.info/XPagesHome.nsf/Home.xsp

Videos – Youtube, VideoFest...

https://greenhouse.lotus.com/wikis/home?
lang=en#/wiki/W6696b8ac7465_4a5f_9327_94f1a5d82132/page/VideoFest

Resources also provided by the community

http://xpages.tv/, http://xpagesblog.com/...

Next steps for Notes/Domino developers

Learn to use XPages

It is the strategic direction for N/D application development

Start from http://xpages.info

Download ready-to-use libraries and components from openNTF.org

XPages Extension Library, Mobile controls, Connections components...

Invest into the new technology trends

HTML5, CSS

Mobile platforms

JavaScript, Dojo

Gadgets, iWidgets, OpenSocial

Start to use Java pervasively

XPages business logic, agents...

Discover the power and flexibility of OSGi

Java tasklets from openNTF, XPages Extensibility API

Use Domino in the context of the broader Social Business Framework

Make your applications social!

Next steps for Portal developers

Integrate Connections in the Context of a Portal Application

With growing catalog of Connections Portlets and customizable Portlet Factory code

Move "Up the Stack"

New integration components and templates for common usage patterns available from Greenhouse Solutions Catalog

Ready-to-deploy WAR files plus customizable Portlet Factory models

Customizable Industry and horizontal templates and web content

Get Mobile

Portlet Factory 7.01 beta available this quarter

New smart phone builders and samples look like native smart phone or tablet applications

Build once, deploy anywhere

Test Drive New Web Based Tooling

Well-suited to front-end process driven applications

Available now in IBM Forms 4.05 open beta – IBM Project "Nitro"

Leverage Sandboxes in the Cloud

Amazon EC2 and IBM Smart Business cloud images for Portal, WCM, Forms, Mashups

Actually, I'm just an innocent web developer...
Where do I start?

Integrate social capabilities

HTML Widget examples

Liven any name or email address with Sametime Web widgets

Add a hover Business Card with Connections Widgets

RESTful API examples

Create Activities from any action or workflow event

Post Status updates to the Microblog

Test drive our images on the Cloud

Business Partners have no-charge access to "Developer Use" images on Amazon and IBM Clouds (machine time charges still apply)

Coming Soon: a fully integrated Social Business appliance image for developers

Pre-configured and pre-populated with sample data

Explore the Social Business Toolkit

Will become the single entry point for developers to get started

Access and links to existing APIs and toolkits

Showcase of new Social Business APIs

Activity Streams (available now) and Share Box (coming next)

IBM

Summary

Social Business applications build on our heritage...

...*but* Social Business today demands new types of applications

Beyond the firewall

Systems of systems

Both Cloud and on-premises

The IBM Social Business Framework enables IBM customers and partners to capitalize on Social Business opportunities

All IBM collaboration products are part of the framework

Big opportunities for general web developers and established Lotus developers, building on their existing skills

The new IBM Social Business Toolkit are planned to enable a new class of unified social capabilities based on the latest born-on-the web open standards

Consistent extensibility across products, deployment models and user experiences

Easy to get started with today's products and cloud developer options

Questions?