LotusphereComesToYou2010 Lotus knows we are coming to a city near you.

www.ibm.com/lotus/lcty

Smarter software for a Smarter Planet.





Lotus knows.

Garbett, Michael J. **IBM employee, Regular IBM USA** IBM Software Group, Worldwide Sales Director, Worldwide Sales - Collaboration

Assistant: Figueredo, Ilse L.

San Diego, CA United States Building: 9661 | Floor: NA | Office: MOBILE

Current Market Conditions

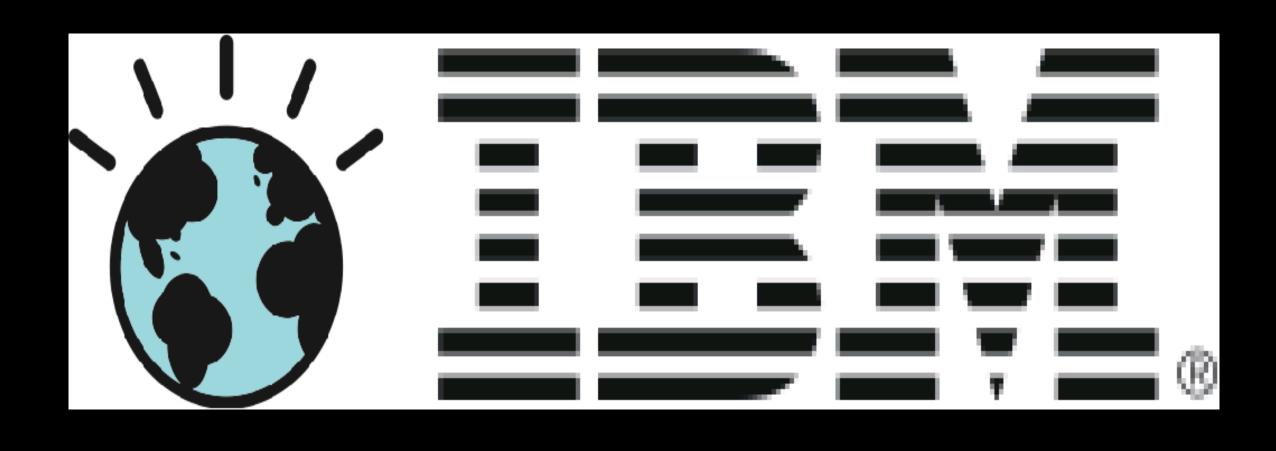
Technology development accelerated

Transformative opportunity

Society and economic environments disrupted

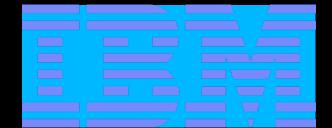


Unprecedented business challenges



Investing in

in research people technology





Our world is becoming INTERCONNECTED

Our world is becoming NSTRUMENTED



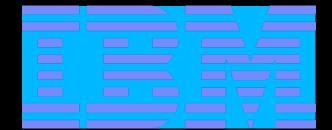


~2 billion people on the Web... 2011 ...a trillion connected objects

All things becoming TELLIGENT



15 petabytes of new information generated daily...



30 billion RFID tags... 2010

We Need to Work Smarter

2/3



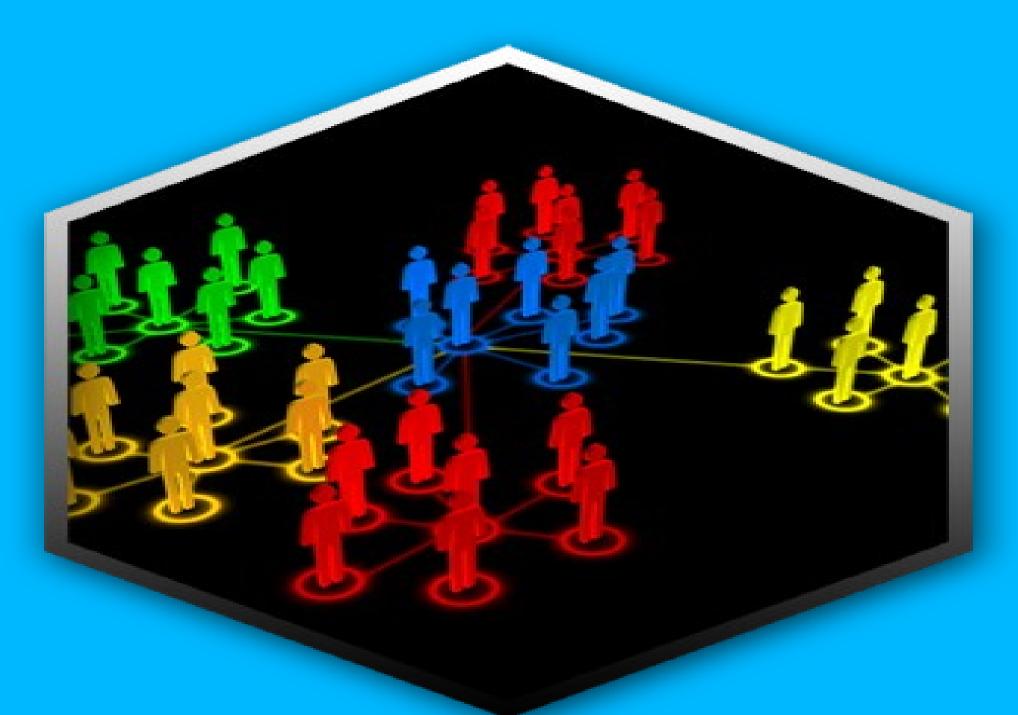
Sources: Harris Interactive / Tacit Knowledge poll; Accenture study

of people know there are colleagues who can help... they need to know how to find them

make decisions with the wrong input at least once a week

hours per day spent looking for the right information and expertise





Working smarter means supporting generational styles

Collaboration optimizes business outcomes

- Global
- Secure
- Dynamic and organic
- Supports generational styles

Real-time Communications

> **"Real-time** Generation"

Baseline Communications

> **"Attachment Generation**"

Telephony **Email and Calendaring** File Sharing

Insight & Innovations

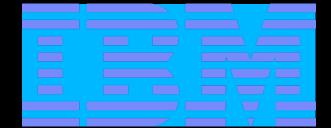
"Social **Generation**"

On Demand Access

"Now **Generation**"

Unified Communications and Collaboration Directories and Profiles Mobility Solutions Portals & Team Rooms

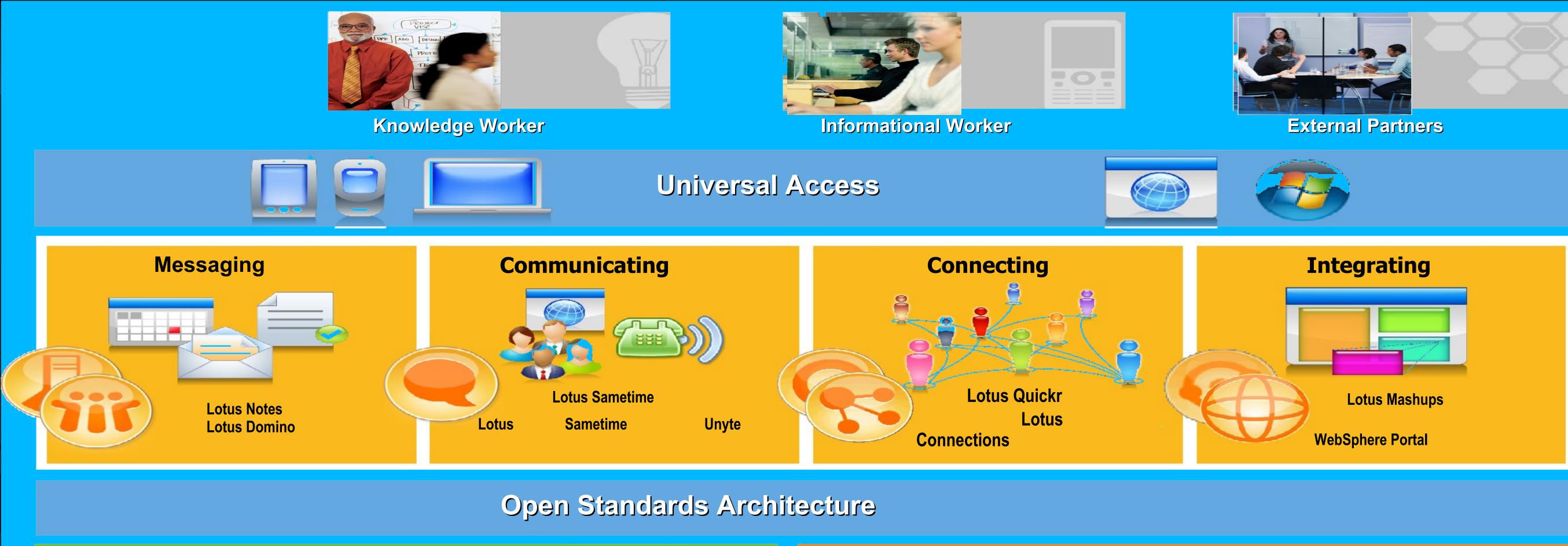
Instant Messaging and Presence Awareness Web and Video Conferencing Web Content





Embedded Collaboration and Communication **Social Computing** Mashups

Lotus Collaboration Software is a core building block enabling clients to work smarter



Business Applications





Information Management

Lotus knows.





Gartner: Lotus Notes the future of email

E-Mail Becomes the Collaboration Console: The Future of E-Mail Is... Gasp... Lotus Notes?

-	The forme of soil diverse of all diverses to All of Taxabard of all of Soil of				C. Marine I	Long and the second
	lot #femiler .		3 Bulleton	the second s	-10 P	Log Cloud
W DROP W	14	firm mane	Construction Construction Communication pro- cessing and Construction and Communication Construc- ations constructions and intervention, 40 percent and an exclusion of the Construction Construc- tion Constructio	reg same all this	1218 24 # 2	
	14	Provide Continued	The set Plane and Property.	4 Key Justicial	14.14	energy remained a
	-	Parry Demonst	Fac C1 Plans and Programs Ages		ST	green-initative en
President and	100	States and the second s	the first (changes) drawn more thank	A REAL PROPERTY AND A REAL PROPERTY OF	13.36 84	green was wastating
Man Laiger 2	-	Frank Adams	Mariage Properties	10122566	K342 48 4	gross institute COTS
and the second se	121	Further Parry	Pathances Insurance in	annual the autom	14:24 24 44	soon environment.
A Deliver (196)	1.2.		with the contract state		and the second second second second	1000 CITAIN OLIMPETER
Crofts 1. Date		and the	Street, Canadiana Aproximitian Street	ange official data. A first printer	18.19 94	Activities
Tr Autom Vo	-	Petre Danast	Burkerwaterinen Lines Rate Other	12112-2006	2104 14	Representa Support
An Destangedes	194	Hallable Obview	Instructions Phone angline Marked Liber.	AN INVESTIGATION OF A DATA OF A	19834 JM	
-D-Ave UT trust	1	Theats Franked	And store Wooddy staff monting (Jac 852 to Rices 511)		15:54 28	Charles which at her same
Contraction	2.00	Statutes for my	"Must / stallars" - any mp-	Distance in the local	10.04 558 4	a setting and a set of a set
Line and the second second	1.44	Disc Miccourt	Re: O1 Plans and Program. Plans	terthan's hears shart2000	A STATE OF A	Concession in the second strength
A CONTRACT OF A	14	margin has	The second second of the second second second		1.0.10	Contra and the second second
CA Pattern			Economical Control Constitution (Con-		7	Conversion and Last Areas
Manine .	1.1	Diam'r Arrenge	S same (Austra)		100.00	Financia Parameter's Summer
in Turn	-	Thursday Freedoort	the "Must Jatellant" contaction	NOV 815 270006	20(87 488 (7	Proventing Reserves of Francisco Tenan
And the second s	100.0	Filmin Adapte	these indications are provided	Step all 1 (2704040	2821 148.0	
and there was	1.00	Garden Raphie	Totalback Germany option	Distant (2004)	2952 10	Brookmacke
		Pater Brown	We Report Johnson & Date of	800.01% (20000)	2112 10 1	E. Reparate
	1	the Property Property and	Internet town in the second second second	wallies.		and the state of t
	S. See.	and the second second	All the second s	and the second se		the second
	100	aga .		Frank Line and		Commission & Spinster & Property
Follow the *		rywords 8	mann.	Charge Charge	Australia deseurita	prior have been comparison of
Francisco Frida	1 and	Phillips I it want in the	Charlen II.	C.PORT		Carmentiness & Armid-A Response
A subsci 1. Draw w doublest		Margin Tringer Assessor				The Ridson's Linearen proc. Parase
P Date Many Grant Co			and the long and	Contraction of the second second	The state of the second s	there as \$100 million and the second se
" Passe Bates For 121	6	The second s				anarita anternant pro-
		Internet Proper Andrew 7		Con little		Buese .
	1.00	· Distant Righting Start	termination The second			Annu Daniel Graner Drawer Palante
which in the		Nord, Tage Autori				production of the local distance of the
a second s						

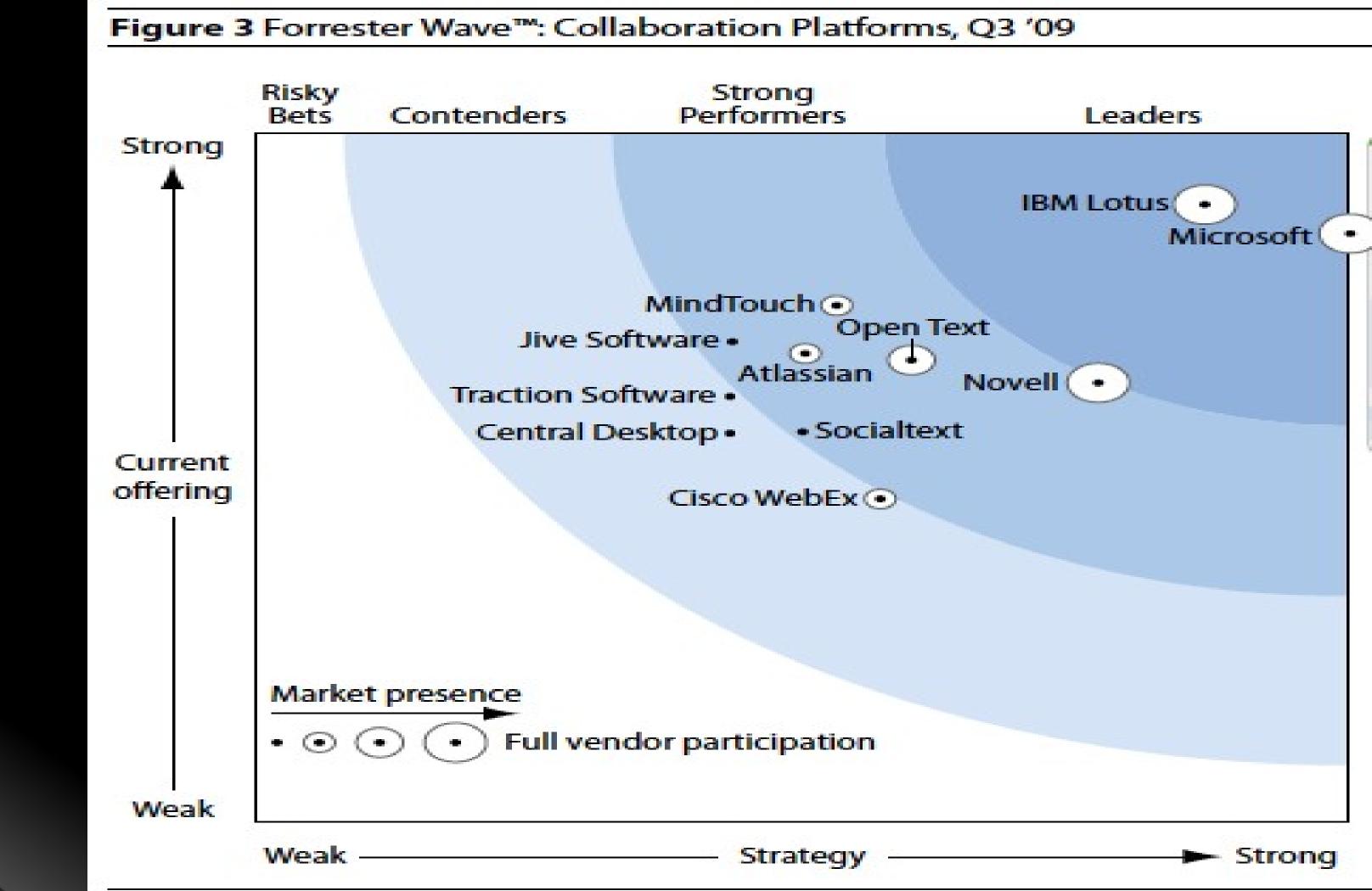
E-mail needs a plug-in architecture to survive generational change. Gartner

Analyst Matt Cain's presentation at Gartner's 2009 Portal and Collaboration Conference



- Eclipsebased
- Sidebar paradigm
- Mashup architecture
- Third-party platform
- Whither Microsoft?

Forrester: Lotus portfolio leading



The Forrester Wave™: Collaboration Platforms, Q3 2009 by Rob Koplowitz for Information & Knowledge Management Professionals

Our innovative community continues to grow



Lotus knows.



Enterprises around the world are choosing Lotus



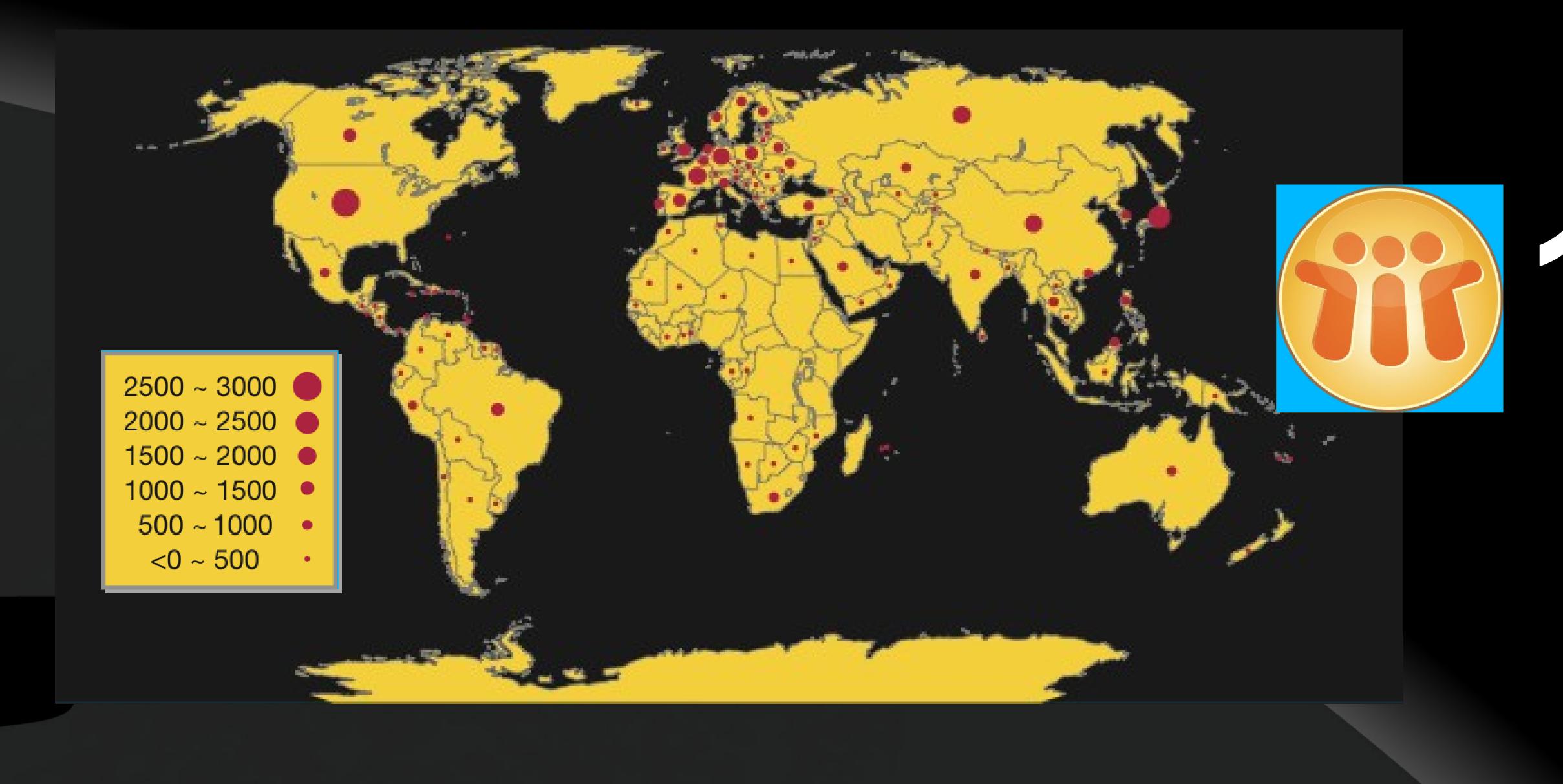
Innovation and Collaboration

Lotus knows. hoosing Lotus





Building on the strength of our global customer reach



Lotus knows. Omer reach

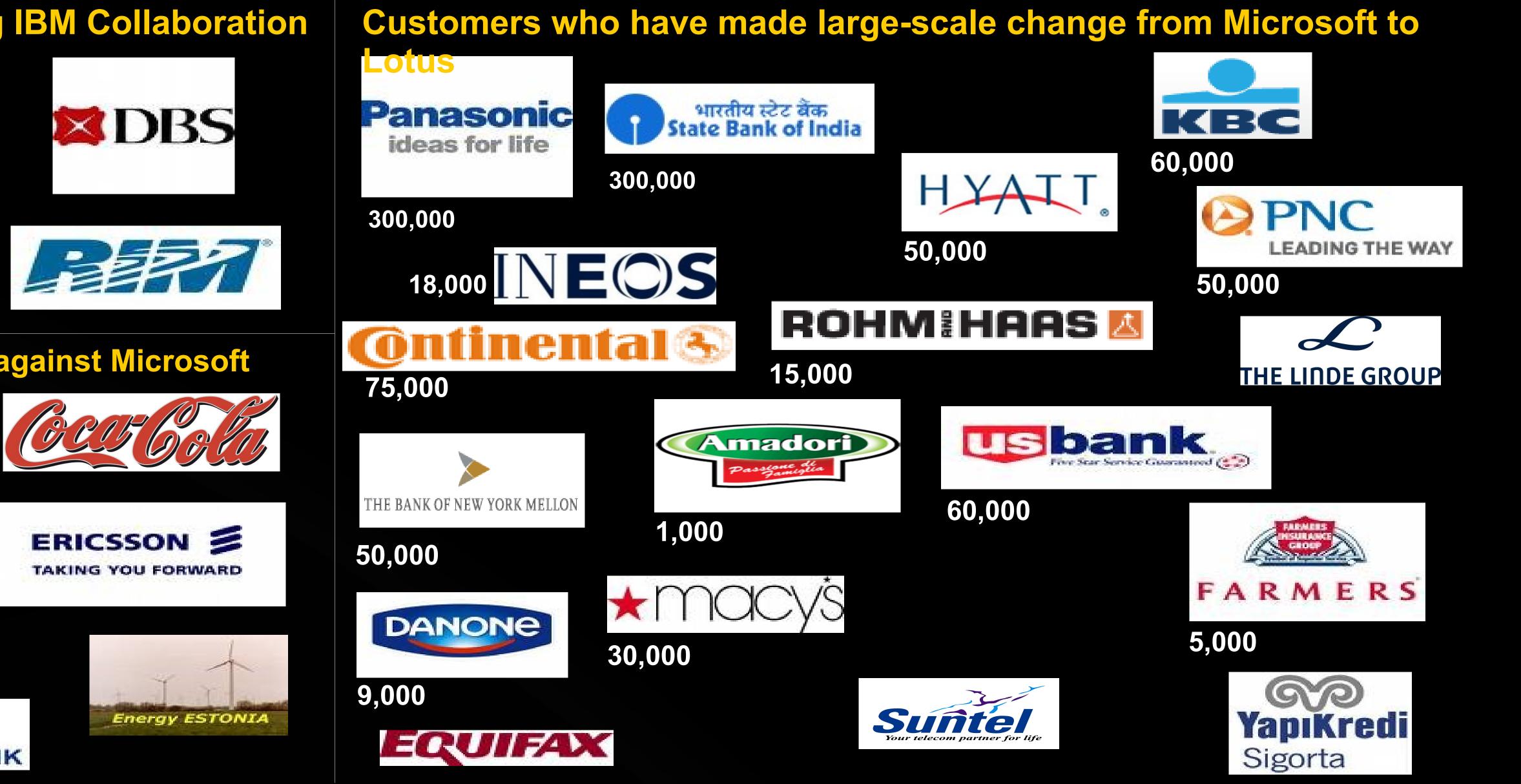
Worldwide 18,378 New Notes Customers 8



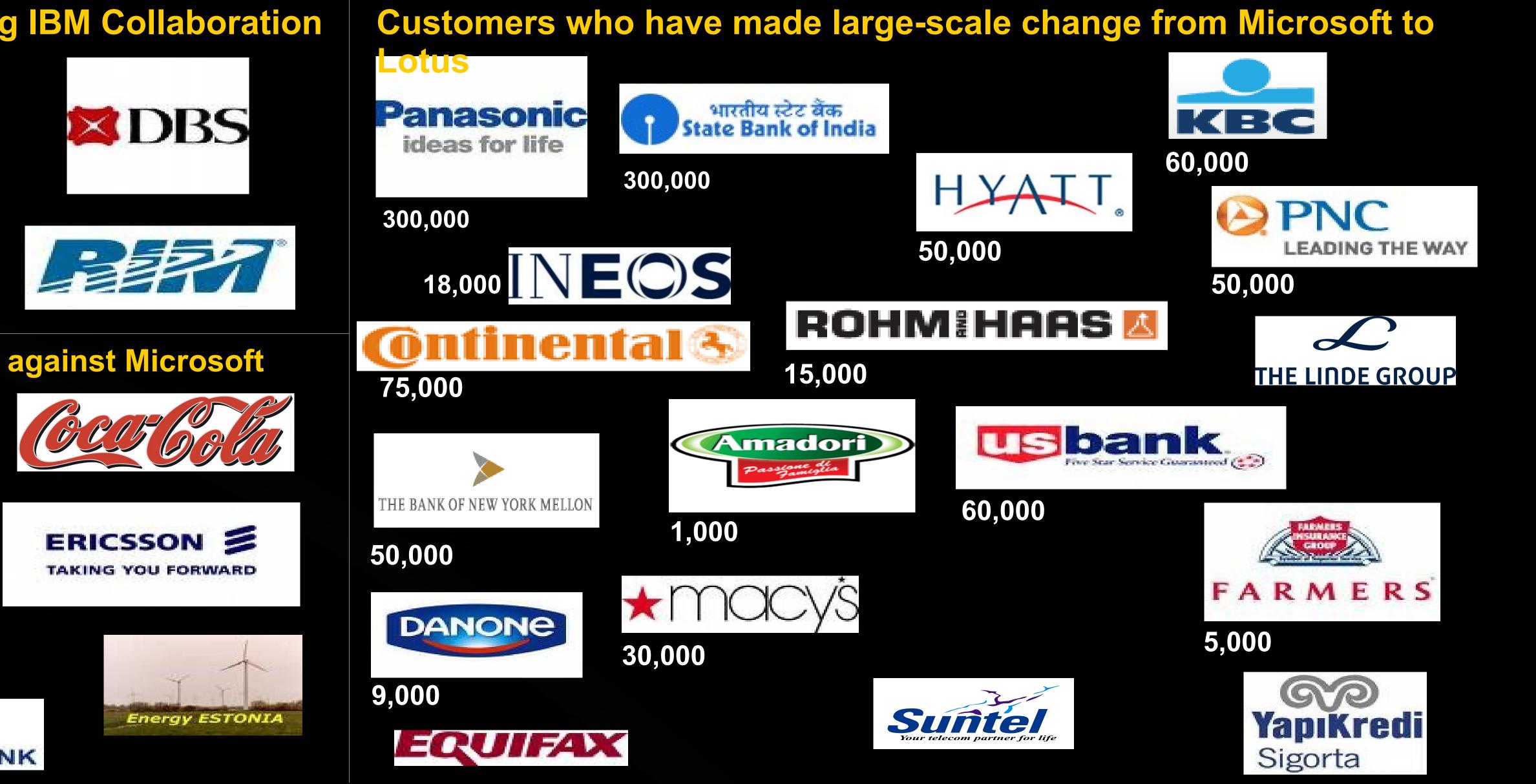
Why many customers have changed their "Outlook"...





















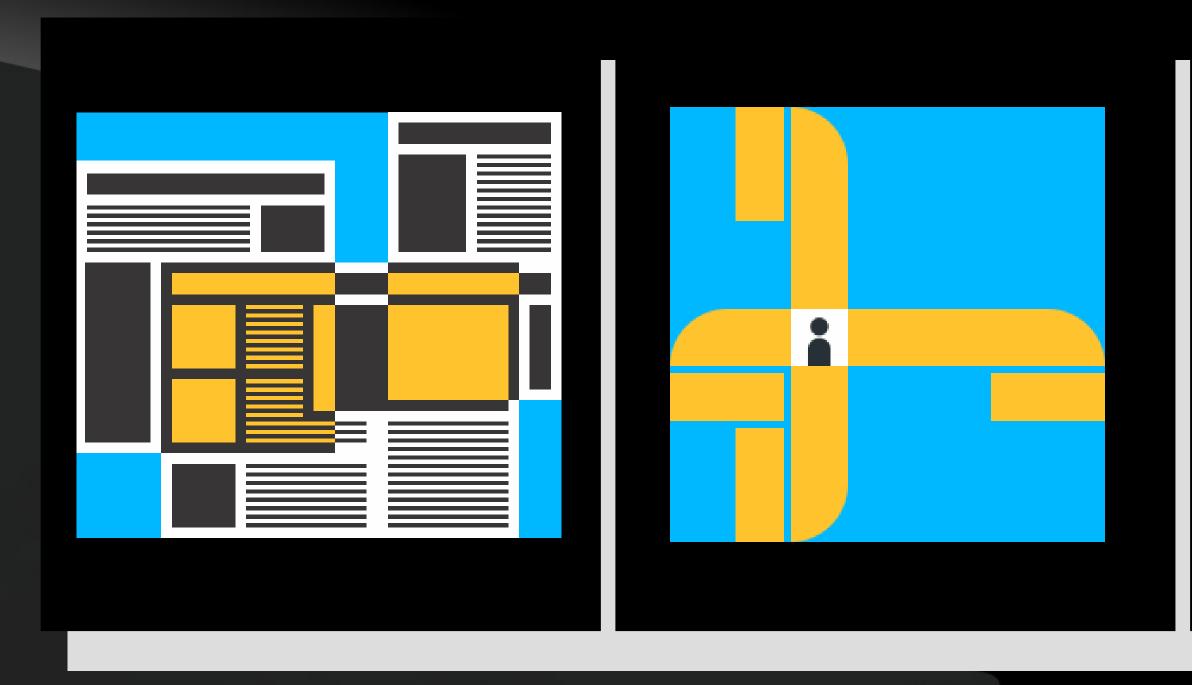


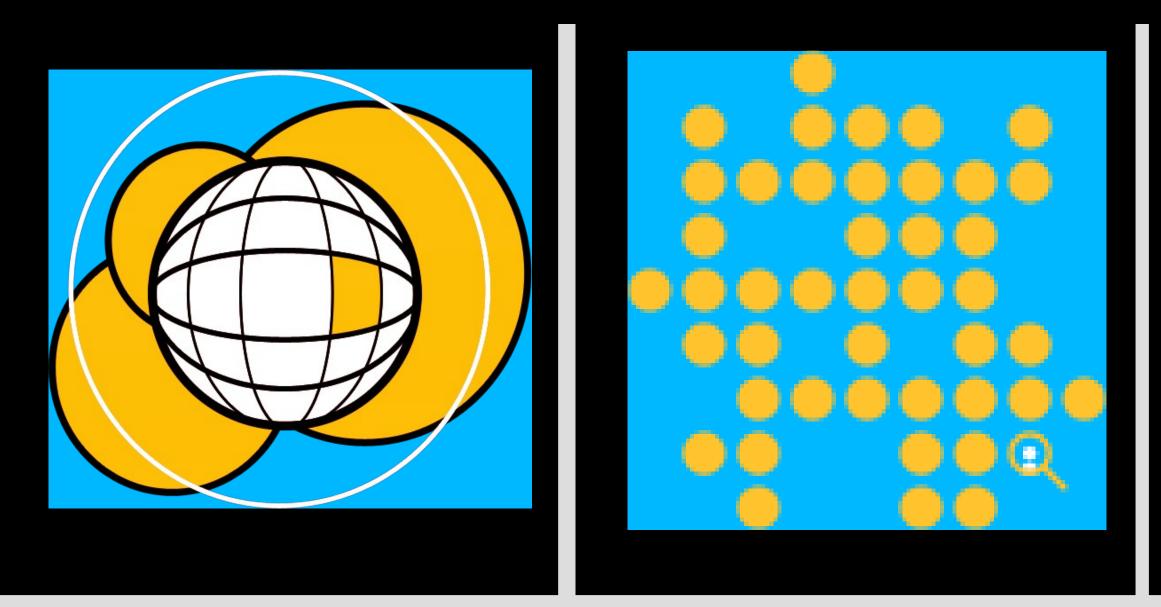
Market leadership across the portfolio 7M people are using IBM social collaboration software

- Over 280,000 Lotus developers and over 10 million IBM Lotus Notes applications in use today
- **IBM WebSphere Portal is #1 market share for 8 years running** Over 12 million 'free' Lotus Symphony users worldwide....and growing
 - Over 300 million named WebSphere Portal users in top 15 customers alone
- More than half of Fortune Global 500 now use Lotus Notes and Domino IBM places in Leader Quadrant in Gartner for Unified Communications After debuting in 2007, Lotus Connections was the fastest organic growing software product in IBM history

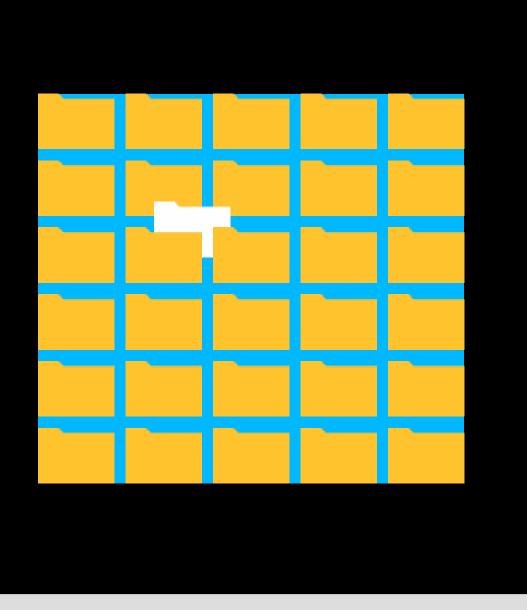
- LotusLive has over 18 million users and is the largest single cloud engagement to date 35% of the Fortune 100 have purchased IBM social collaboration software

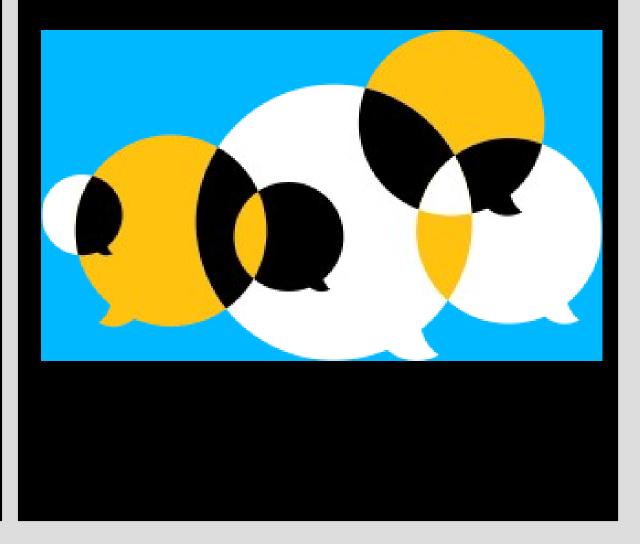
Why you should build on existing technology





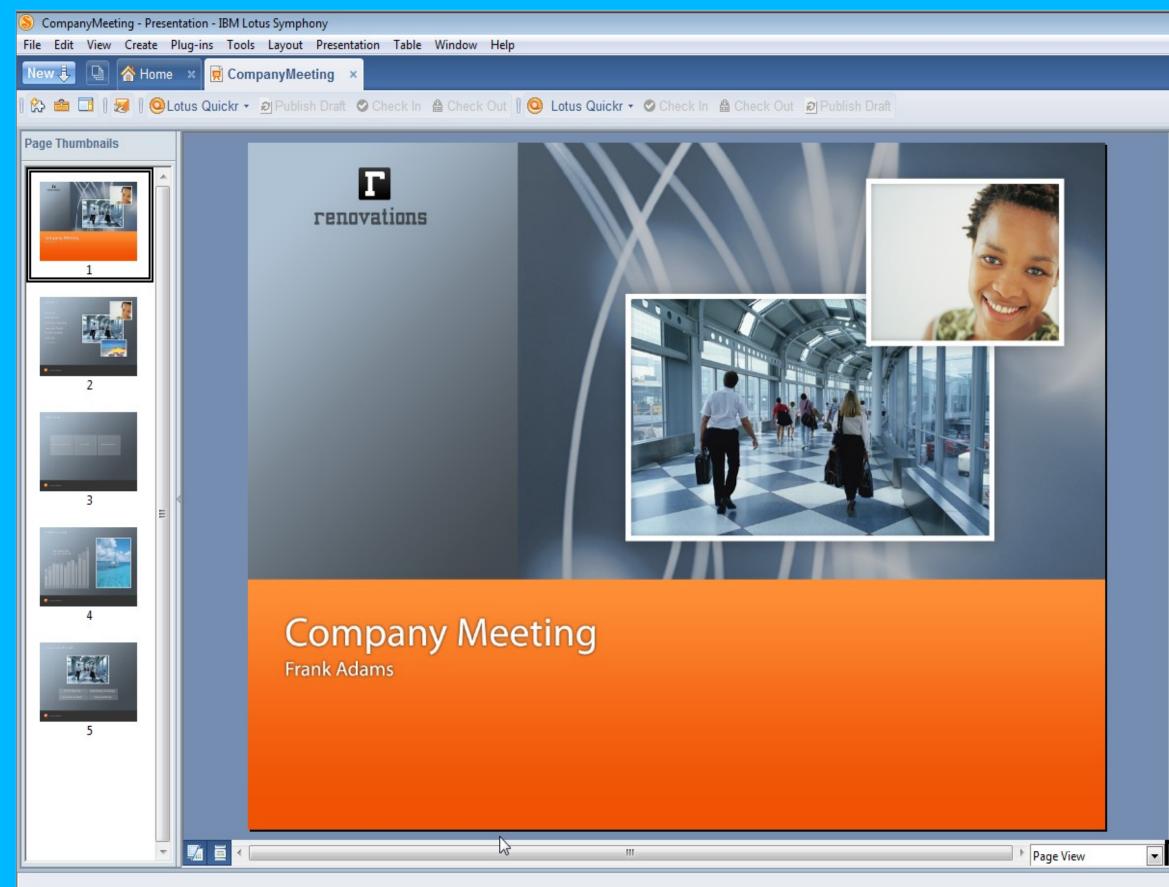
Lotus knows.







How to help you reduce expense with FREE capabilities





adom of Choice:





Symphony Next Beta available Now





Lotus knows how to deliver first class email for mobile devices.

and IBM Lotus Notes Traveler for Android new encryption application for the iPhone providing our own mail and ca free of charge available now in the App store and many other A





...and IBM and RIM

- rich social applications for the BlackBerry
- Blackberry client for IBM Lotus Quickr
- new version of BlackBerry client for **IBM Lotus Connections**

Lotus knows how to help businesses deliver exceptional web experiences for their customers.





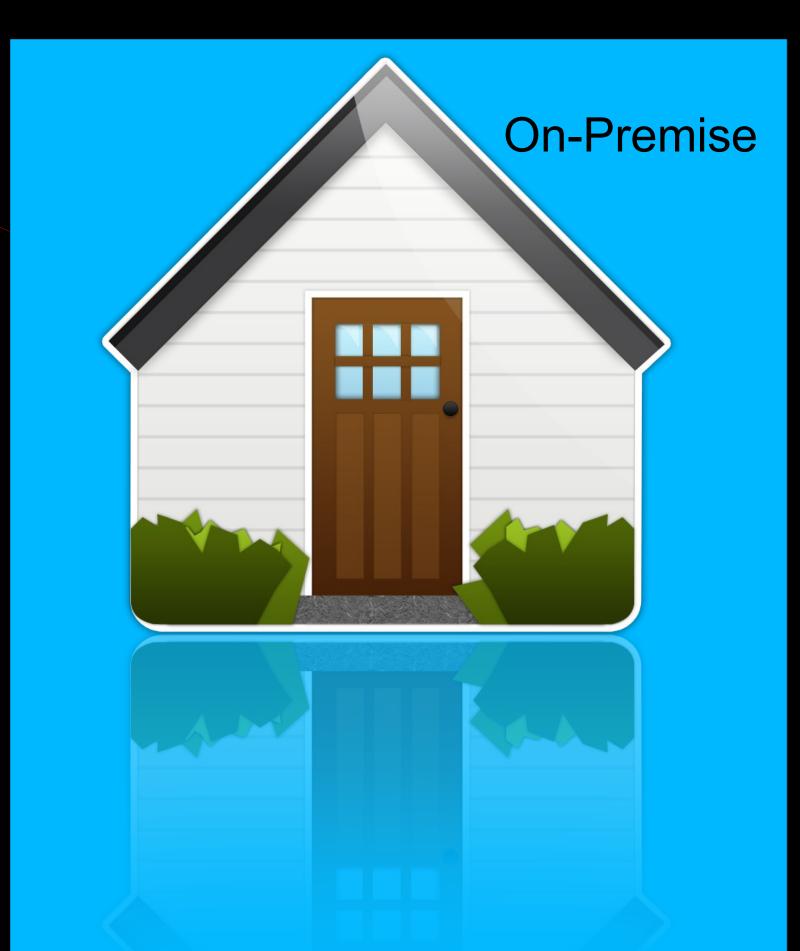


Why Cloud and hybrid environments give you flexibility





Lotus knows. you flexibility





IBM LotusLive Portfolio of offerings



Collaboration



LotusLive Engage



LotusLive Connections

Messaging



LotusLive Notes



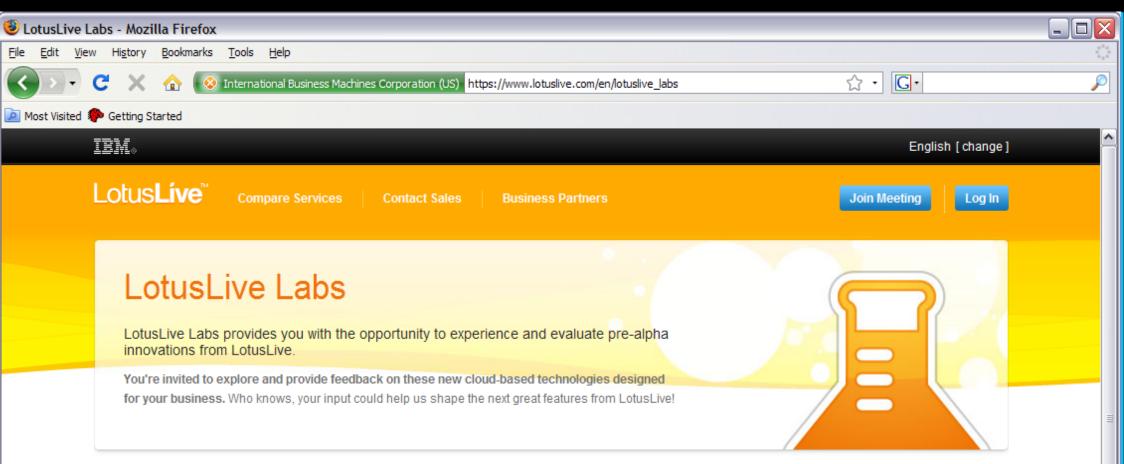
LotusLive iNotes



Partnership with IBM Research Easy access to alpha services Accelerating the pace of innovation

lide Library: A collaborative way to build and share presentations





Get a head start

LotusLive Labs will be available, with a range of pre-production services that are fully integrated with LotusLive, later this year. But you don't have to wait to preview what lies ahead! Try these pre-alpha technologies now. Just login to your LotusLive account. Once there, look for the LotusLive Labs link and request access. But don't delay, access will be granted on a first-come, first-served basis! Don't have an account? Sign up for a trial of LotusLive Engage today.

What's inside



Slide Library

Slide Library makes presentation building so much easier. Why recreate the wheel? With Slide Library, you can search through libraries of presentations to gather useful information and ideas. And when your presentation is done, upload it for your colleagues and clients. This is what collaboration is all about



Collaborative Recorded Meetings

ind that bit of information you are looking for! Collaborative Recorded Meetings is a collaborative media and meeting: service that records and transcribes your entire meeting <u>acontation. Onco it's over you can qui</u>

Done

Explore pre-alpha technologies

Explore some of the services that will be included in the LotusLive Labs launch and provide us with your early feedback in our LotusLive Labs pre-alpha forum We recommend using these pre-alpha business innovations as trials only, as they may be updated or removed without notice. Be sure to visit again and again to see what new, cutting-edge technologies are available for previewing and experimenting



Event Maps

Event Maps is a rich, interactive application that lets you view multi-track conference events in a whole new way! You can browse conference sessions, organize sessions by catego and provide feedback to conference organizers. Event Maps supports collaboration features such as commenting, rating and tagging on conference events — and allows you to upda event details through an easy interface



composer lets you create new applications by mashing up a sorts of services. You can mash up services from the Web, e-mail, forms, collaboration tools and backend systems us

The Collaboration Agenda – • FREE IBM Workshop to IBM Customers

- Transforms the way people work by industry
- IBM's vertical industry experts, software labs and
- consulting services to help clients realize measurable ROI from improving the way people interact
- Collaborate using the right social and collaboration tools based on specific role in the organization
- Connect easily and quickly with experts, partners, suppliers and customers beyond company firewalls

est alter **Collaboration Agenda** In a world where people are interacting differently...People are central to Collaboration achieving progress Rolo





Lotus knows what the future can look like.

IBM Project VULCAN

A vision for how people will collaborate in the future, based on:

Continuity. Convergence. Innovation. New Opportunities.

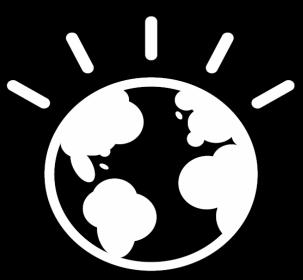
At IBM, we believe software can help people work smarter, one client at a time.

What's your vision for your organization?

Let's Talk.



What's your biggest challenge?





LotusphereComesToYou2010 Lotus knows we are coming to a city near you.

www.ibm.com/lotus/lcty

Smarter software for a Smarter Planet.



Smarter Planet Themes



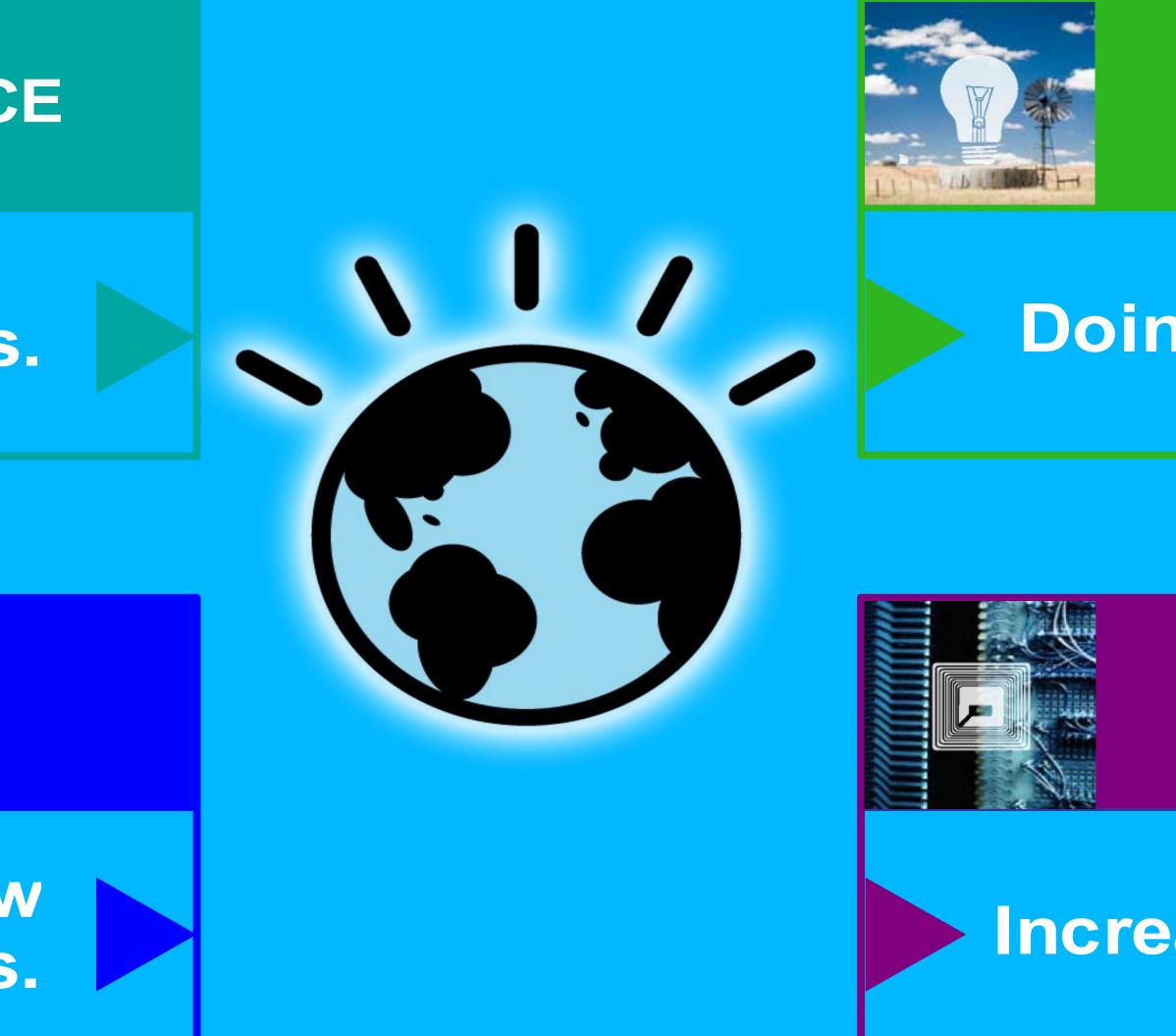
NEW INTELLIGENCE

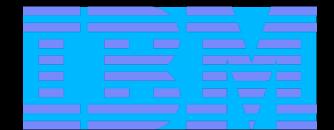
Making better decisions.





Responding to new behaviors.





GREEN AND BEYOND

Doing more with less.

DYNAMIC INFRASTRUCTURE

Increasing agility.

The Collaboration Agenda is an industry-specific approach to realize measurable value from improving the way people interact



Tangible and measurable ROI



ROI

Establish a strategy that optimizes fluid connections and interactions across customers, partners and employees

Collaboration agenda

Strategy

Roadmap

Role interactions

Industry-specific role interaction patterns that map how people collaborate

Establish an execution roadmap to balancing business impact, adoption and investment

