

Lotus knows.

Smarter software for a Smarter Planet.

Smarter work – saving with **Cloud**, Appliance,
and On-Premise models

Nallu Reddy | WorldWide LotusLive Sales Executive



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The Power of Collaboration



135 Villages
in Tanzania

>1 Million People

75% reduction in
outages of drugs

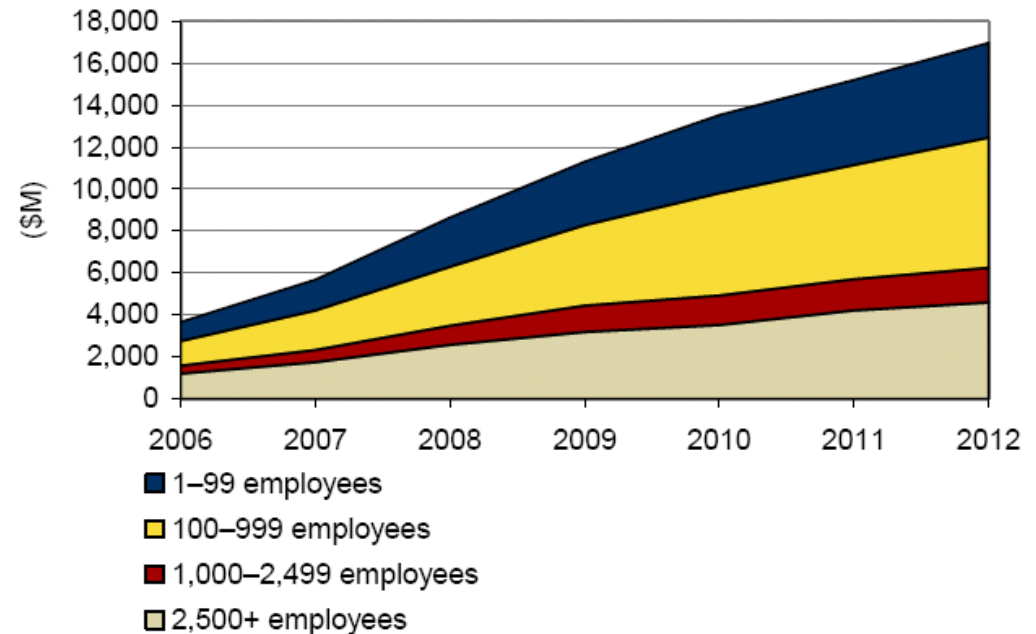
What is cloud computing?

- ▶ A New Consumption and Delivery model
- ▶
- ▶ IBM Delivers Multiple Solutions to the Market
 - Public and Private Cloud solutions
 - Hybrid Models
 - **Cloud, On-premise and Appliances**
 - Software as a Service, Platform as a Service, Infrastructure as a Service
 -
- ▶ Key characteristics:
 - On-demand; self-service
 - Ubiquitous network access
 - Rapid elasticity
- ▶
-
- ▶

Cloud-Based Services is a High Growth Market

- **Opportunity:**
 - \$17B by 2012
 - Companies/organizations of all sizes
 - CAGR of 20-30%
 -
 -
 - Just US Federal Government
 - 40% CAGR \$7B by 2015
 -

Worldwide Software on Demand Revenue by Company Size, 2006–2012



Source: IDC, July 2008

And Collaboration is 1/3 of the Cloud Opportunity

Figure 2. Total Software Revenue Forecast for SaaS Delivery Within the Enterprise Software Markets, 2007-2012

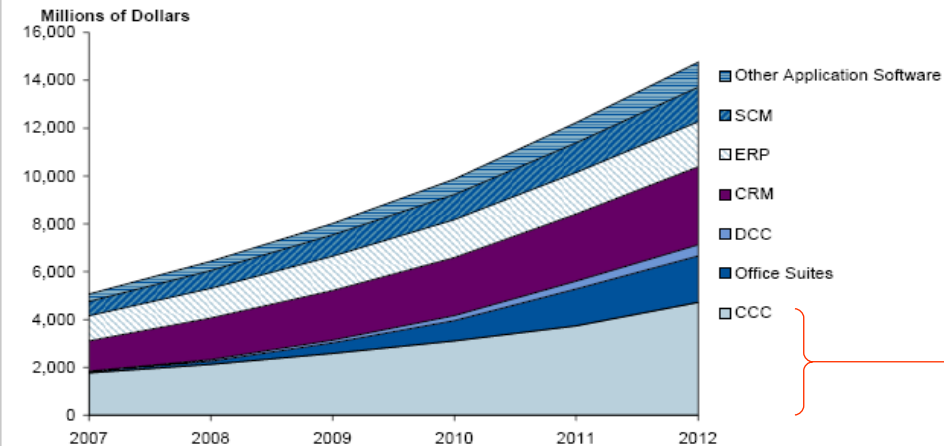


Table 1. Total Software Revenue Forecast for SaaS Delivery Within the Enterprise Application Markets, 2007-2012 (Millions of Dollars)

	2007	2008	2009	2010	2011	2012	CAGR (%) 2007-2012
CCC	1,769	2,127	2,588	3,113	3,737	4,715	21.7
Office Suites	62	134	441	845	1,540	1,941	99.2
DCC	16	70	115	215	330	467	96.1
CRM	1,265	1,737	2,074	2,419	2,803	3,258	20.8
ERP	1,045	1,239	1,428	1,588	1,734	1,884	12.5
SCM	603	746	890	1,048	1,240	1,438	19.0
Other Application Software	309	387	483	638	839	1,049	27.7
Total Enterprise Software	5,068	6,439	8,018	9,865	12,224	14,752	23.8

Source: Gartner (August 2008)

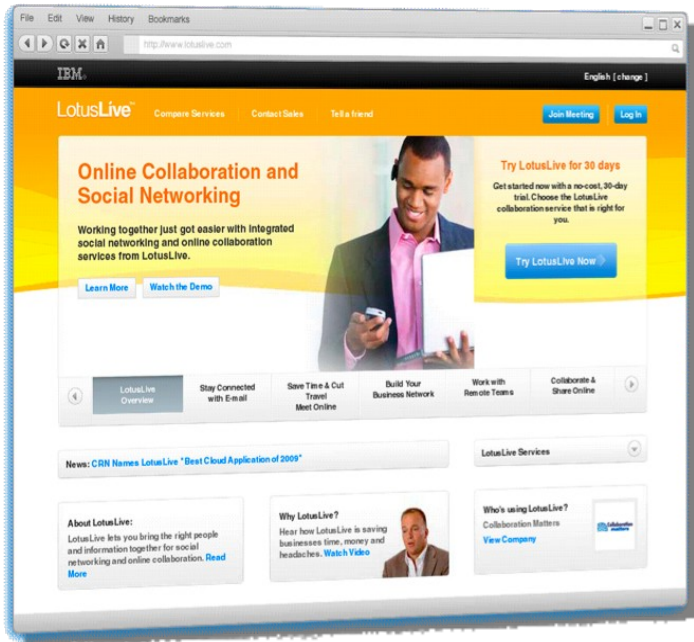
- ♣ **Web Conferencing** – more than 70% of total market revenue is SaaS-based; on-premise are increasingly taking hold and so are hybrid offerings
- ♣
- ♣ **E-mail** – is much more focused on consumer segment rather than enterprise with current SaaS e-mail delivery at less than 10% of total enterprise spending.
- ♣
- ♣ **Team collaboration** – SaaS represents 47% of total market revenue gaining in popularity due to social software influence and growth of virtual teams.
- ♣
- ♣ **Instant messaging** – total market spending at about 7%; more focus on instant messaging hygiene.
- ♣
- ♣ **ECM** – very small adoption in the range of 2-3% of total spending with early adoption for Web content management and in related markets such as e-mail management, records management and digital asset management
- ♣
- ♣ **E-learning** – rapid adoption with more than 60% of total software spending attributed to SaaS; key factor for provisioning large distributed users quickly



Capitalizing on Cloud Computing

- Help reduce costs
- Extend your enterprise
- Provide new capabilities quickly
 -
 - Extend IT resources
 -
 - Level playing field for SMEs/SMB companies and Departments/LOBs

IBM LotusLive™ Strategy



- Simplify and improve interactions with customers and partners – **External Collaboration**
- Create rich, secure collaboration in the cloud – **SaaS platform for collaboration**
- Integrate on-premise applications, appliances with cloud-based solutions – **Hybrid deployments/choices**

LotusLive – Offerings all in Market today



Web Conferencing

• LotusLive Meetings

- A full-featured, easy to use Web conferencing service
-

LotusLive Events

Provides tools to create, manage and conduct webinars for up to 999 attendees



Collaboration

LotusLive Engage

An integrated suite of tools that combines your business network with collaboration and conferencing services

LotusLive Connections

Combines your business network with collaboration services



eMail

LotusLive Notes

An online version of IBM's popular Lotus Notes email and calendaring & scheduling product

LotusLive iNotes

Web-based messaging service for e-mail and personal calendar

www.LotusLive.com

**Computer Reseller News
has named LotusLive
"Best Cloud Application
for 2009"
in its annual look back
at the year's best
products!**

**LotusLive beats Google
at Enterprise 2.0
Conference – Buyers'
Choice Award
"LotusLive wins by
a landslide"**

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Panasonic®



Gus Bahamondes

Director of IT, Panasonic NA

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2010

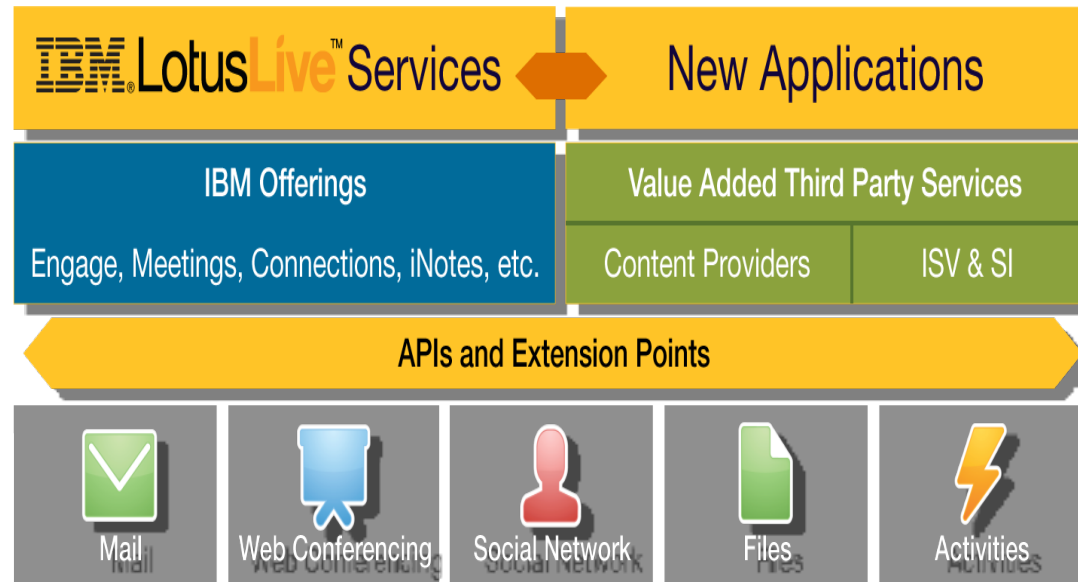
- More email choices
- LotusLive Collaboration Platform
- Innovations



LotusLive Notes®

- **Optimized to support hybrid on-premise and cloud deployments**
-
- **Directory synchronization between on-premise directories and the cloud**
-
- **Entitlement for use of either a browser or the Lotus Notes client**
-
- **Reduction in the minimum subscription from 1,000 to 25 users**
-
- **IBM Lotus Sametime instant messaging support**
-
- **5GB standard mailbox quota**
-
- **Beta in Q2**

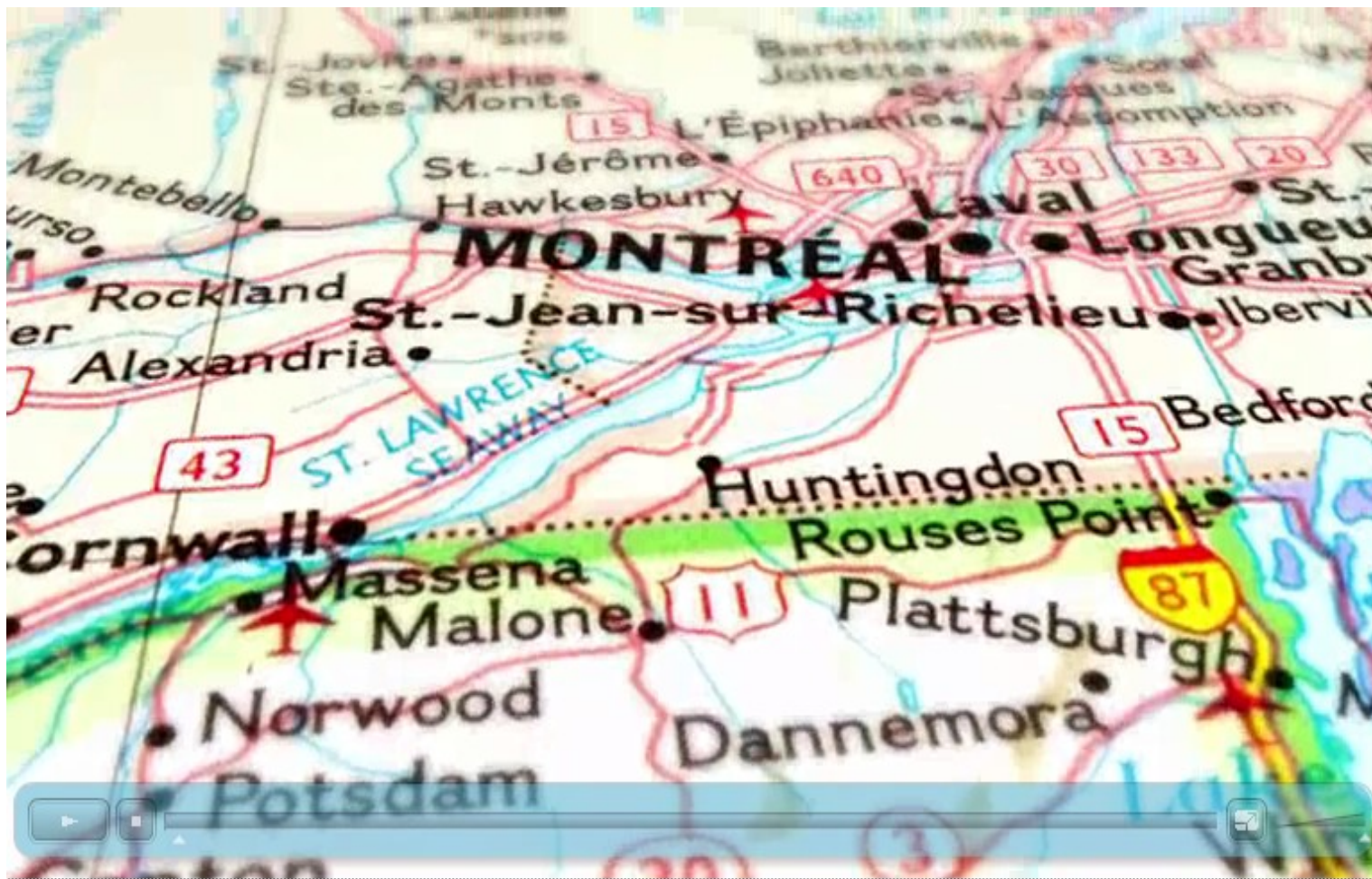
LotusLive – A Collaboration Integration Platform



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Lotus knows.

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Review
Contract

salesforce.com

Sign
Contract


silanis

Deliver
Contract



Partners Who Will Have GA Services in Q2



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LotusLive Labs

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



LotusLive Innovations



- Slide Library
- Collaborative Recorded Meetings
- Event Maps

LotusLive wins in the cloud

18 million customers

250 new customers last quarter

Largest cloud engagement with Panasonic

June 2009: LotusLive won the Buyer's Choice Award at the Enterprise 2.0 Conference in Boston, beating out Google Apps, EMC, and others

December 2009: LotusLive was named the Best Cloud Application of 2009 by ChannelWeb, after their test center reviewed iNotes and Engage

InformationWeek
BUSINESS INNOVATION POWERED BY TECHNOLOGY

Enterprise 2.0: IBM's LotusLive Connections Captures Award

The winner of the show's Cloud Computing Technology Buyers' Choice Award combines business social networking with collaboration tools.

By W. David Gardner, [InformationWeek](#)

June 24, 2009

URL: <http://www.informationweek.com/story/showArticle.jhtml?articleID=218101121>

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The Best Products Of 2009

« previous 1 ... 10 11 12 13 14 15 16 17 next »



Cloud Application: LotusLive

If you had written off IBM's Lotus group for dead, you'd have been very, very wrong. Not only is IBM's Cambridge, Mass.-based software operation as feisty as ever, its adoption of the hosted model for its core products is actually giving it a major technical edge. Case in point: LotusLive. The CRN Test Center looked at, and liked, LotusLive Engage and LotusLive iNotes -- two hosted applications that bring collaboration and messaging to IBM's cloud in a significant and aggressive way. While rivals including Microsoft have made no bones about the fact that they will be players in the cloud space with its messaging, e-mail and collaboration, Lotus is there in a business-ready way right now. As enterprises begin what could be a long, measured transition from on-premise IT, to a hybrid model, to cloud computing, the full suite of LotusLive products gives the channel a way to get started right this minute.



LotusLive™
www.lotuslive.com



 CREATED WITH LOTUS® SYMPHONY™

lotusknows.com

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