Lotus knows.

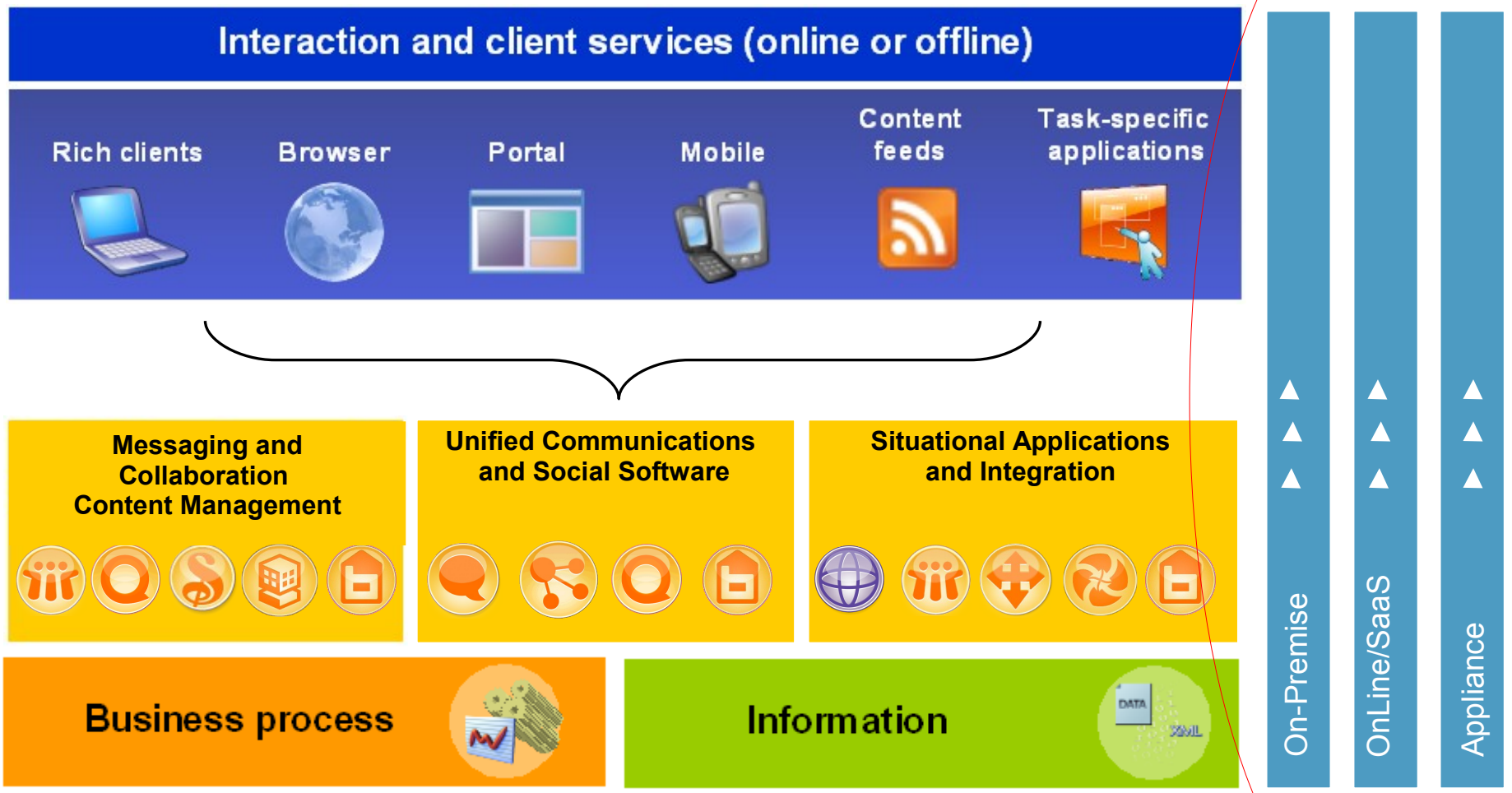
Smarter software for a Smarter Planet.

Smart Collaboration in the Cloud

Jia Woei Ling | Regional Sales Manager, LotusLive

lotusknows.com

IBM Lotus Collaboration Strategy



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

Supporting Flexible Delivery Models

On-Premise
MANAGED BY IT DEPARTMENT OR PARTNER

Software

- **Benefits**
- Allows for advanced customization to meet customer needs
- Managed by IT dept
- All data resides local and inside the firewall

Appliance

- **Benefits**
- Easy to install/maintain
- Managed by customer or partner
- Toolkits available for customization by partner or customer
- All data inside your firewall

Cloud Delivered
IBM MANAGED

Dedicated Hosted Environment

- **Benefits**
- Negotiated SLAs
- Monthly Pricing available for hosting
- Can leverage toolkits available for customization
- Updates are applied transparently

Multi-Tenant SaaS Environment

- **Benefits**
- Low cost of entry
- Zero Infrastructure – Reduced Overhead
- Risk Mitigation
- Flexible contracts
- Scales to meet customer demand
- Immediate access to the latest innovations

The most effective business solutions may need a combination of delivery models

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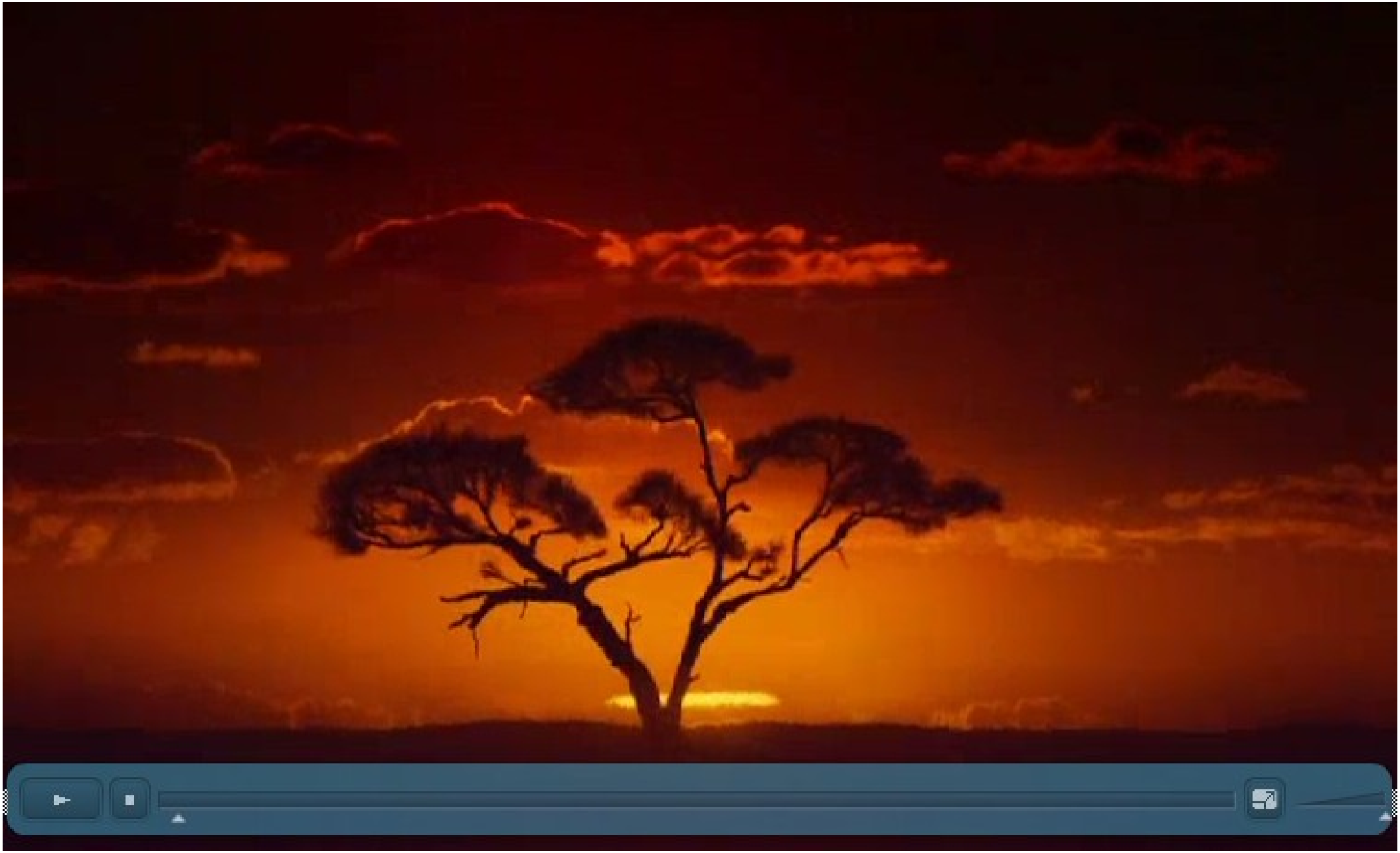

The Power of Collaboration

135 Villages in Tanzania

>1 Million People

75% reduction in drug outages

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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

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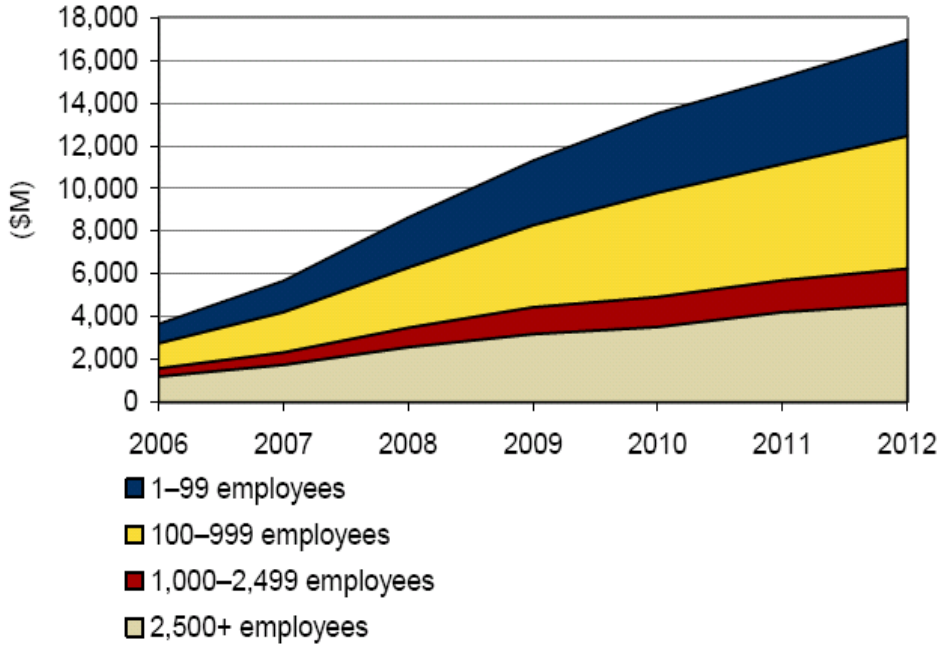
Software as a Service is Growing Rapidly

- Companies of all sizes will adopt SaaS solutions
  - $16B by 2012
  - Companies of all sizes
  - CAGR of 20-30%
  - 1/3 opportunity in collaboration
- Affordable and accessible
- Allows companies to focus on their core competencies
- Facilitates cross-boundary communicatio and collaboration

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



Source: IDC, July 2008

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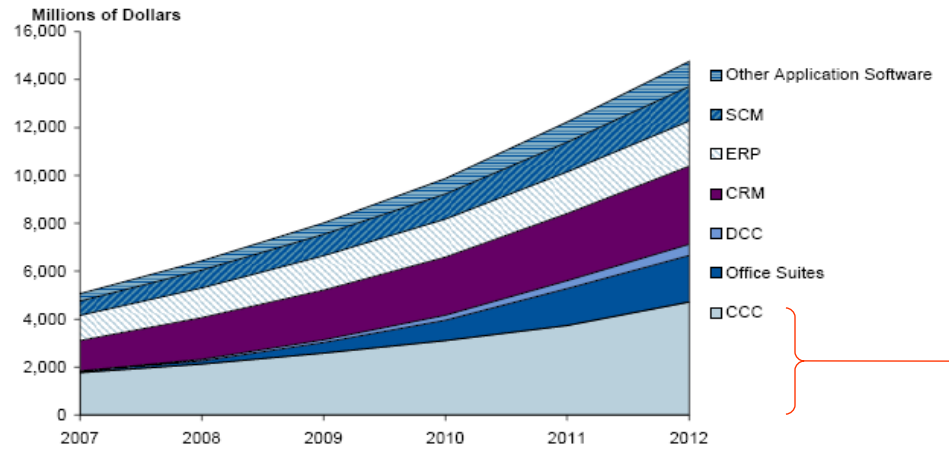
SaaS Growth

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



Source: Gartner (August 2008)

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

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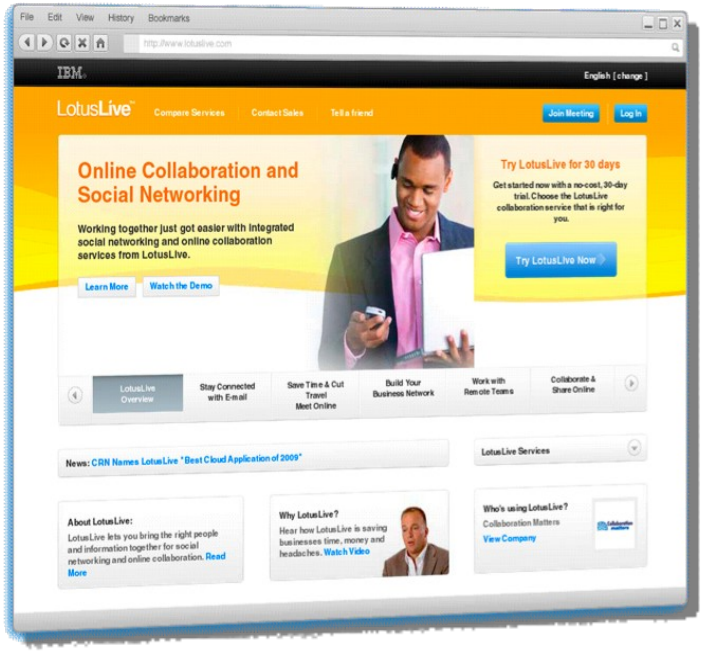
IBM LotusLive™ Strategy



- 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 with cloud-based solutions – ***Hybrid deployments/choices***

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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

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Director of IT, Panasonic NA

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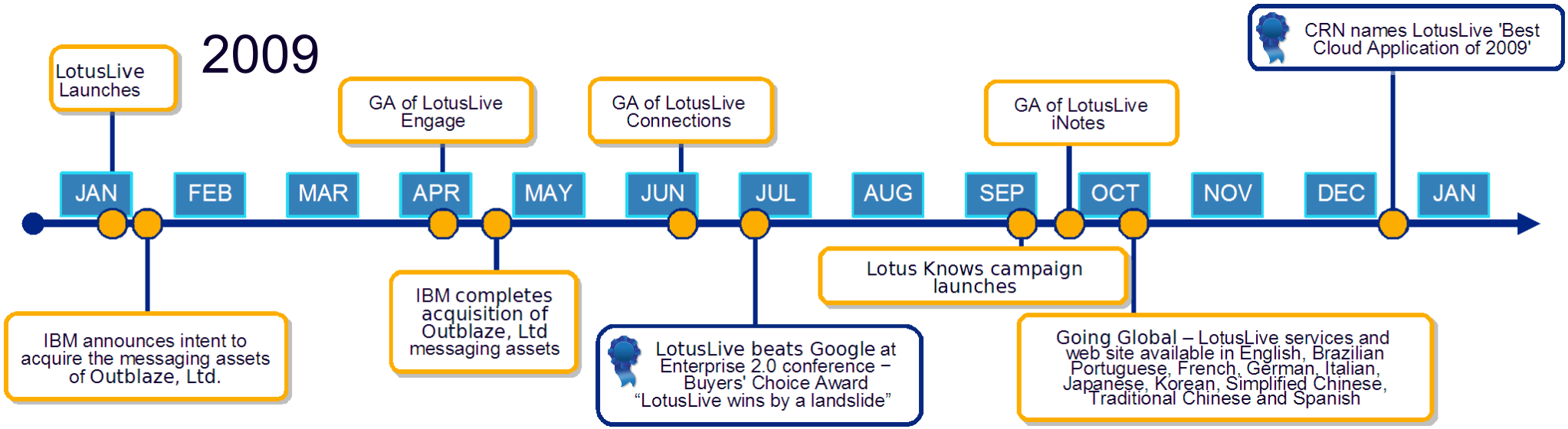
2010

- More email choices
- LotusLive Collaboration Platform
- Innovations



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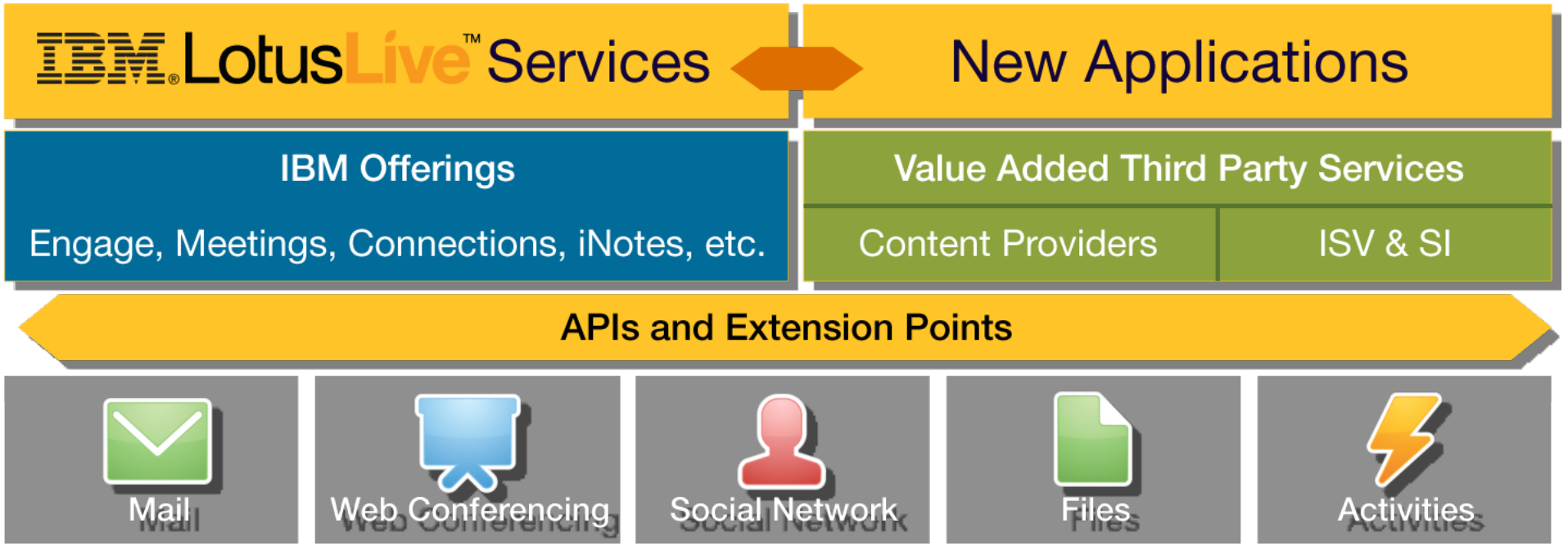
LotusLive Notes®

- 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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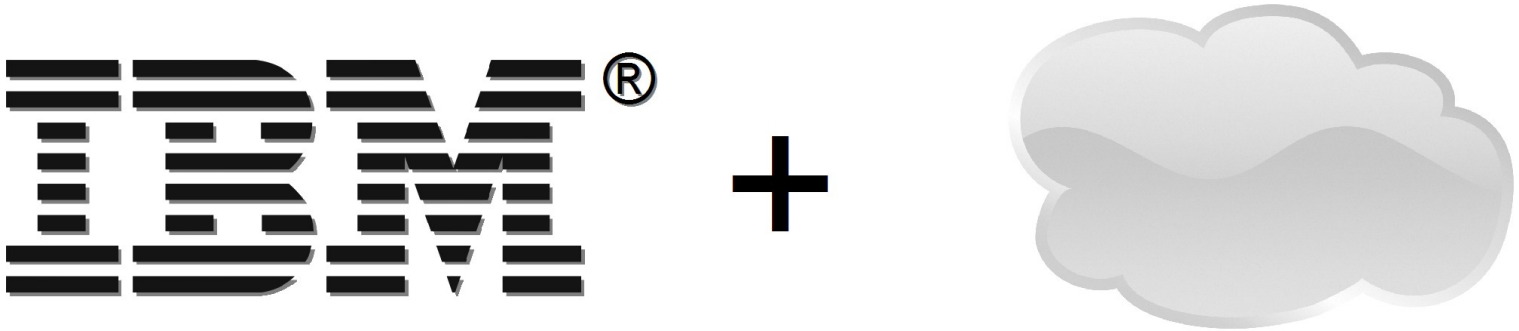

Review Contract

Sign Contract

Deliver Contract

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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

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!

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 categories and provide feedback to conference organizers. Event Maps supports collaboration features such as commenting, rating and tagging on conference events — and allows you to update event details through an easy interface.

Collaborative Recorded Meetings

Find that bit of information you are looking for! Collaborative Recorded Meetings is a collaborative media and meetings service that records and transcribes your entire meeting presentation. Once it's over, you can quickly locate and share select portions of that meeting and share with colleagues. Check it out — watch some pre-recorded meetings and see how this pre-alpha technology works. And come back soon when it is fully available for trial.

Composer

Composer lets you create new applications by mashing up all sorts of services. You can mash up services from the Web, e-mail, forms, collaboration tools and backend systems using Composer. Creating an application is as easy as drawing a flow from your palette of activities — and then just pointing your browser to the application. And best of all, it will provide seamless integration with LotusLive Engage collaboration services and capabilities.

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- **LotusLive Momentum**
  - Global, Growing Customer Base:
    - 18 million users in almost 100 countries using LotusLive
    - Panasonic selected LotusLive in largest enterprise cloud deployment to transform their workplace into a globally connected and integrated team.
  - Awards:
    - Buyers' Choice award – June 2009
    - CRN - Best Cloud Application – December 2009
    -
- **LotusLive in 2010**
  - LotusLive Offerings and Innovations
    - LotusLive Notes, LotusLive Labs
  - LotusLive – an Integration Platform
    - Design partner program available today
    - APIs in managed beta 1H 2010, GA 2H 2010
    - Partner Integration
      - Integration with **Silanis, Skype, Prolifiq, Premiere Global Services** available 1H 2010

LotusLive™
www.lotuslive.com

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