



Top 6 reasons to choose IBM Collaboration

to connect, collaborate, and innovate

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Lotus Software and WebSphere Portal

IBM Corporation



Reason 1: Unique Collaboration strategy and product

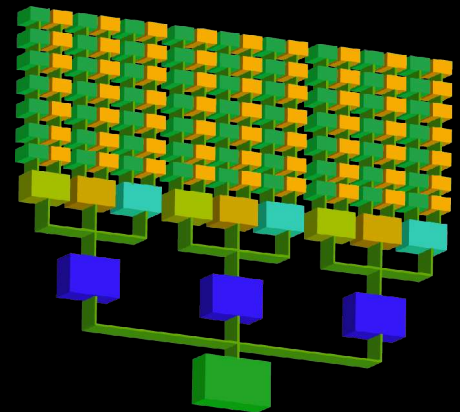
roadmap rooted on 20 years of thought leadership and execution experience that can help you get ahead of paradigm shifts

People work in **different ways**
switching points-of-views
navigation and discovery

Key Principles

Work is organized by **activities**
flexible not applications
context sensitive adaptable
Participation creates **value**
based on open standards
activity orientated

Document centric
to
Community centric,
Services oriented



CEO, CFO, CIO, HR, CLO, Global Innovation/Technology Outlook Studies



People drive better business outcomes

Drive Growth

Create Cultures of Innovation

Accelerate Business Agenda

Establish strong client and partner relationships

Sense and respond to change

Develop an adaptive workforce

Innovate through collective talent

Leverage and preserve tacit knowledge

Connect Collaborate Innovate

Messaging & Collaboration

Situational Applications & Integration

Unified Communications

Content Management

Social Networking

Talent & Expertise

Process

Information



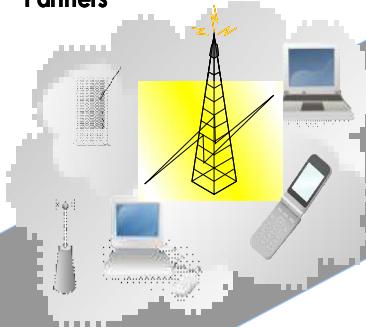
Desktops of the future is NOT a desktop – anytime anywhere any device secure access and interaction

Anyone, Any Device, Anytime, Anywhere

Encompass new forms of cooperation. Drive towards a new value network and enable new forms of information and system integration.



Suppliers

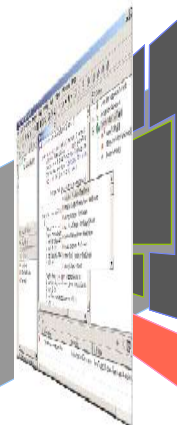


Mobile, Wireless and PCs

Embrace, encapsulate and integrate a wide variety of personal devices into the infrastructure.

Portal Access

Access to information and resources is all through a portal, providing a secure single logical access point and a consistent user interface.



Infrastructure Services

Maximise access to services, manage resources in a cost effective manner, increase utilisation and availability. Load balancing

Cloud Server Infrastructure

Increased potential to consolidate application, file and print server environment. Possible to re-purpose the servers, maximising utilisation and to preserve legacy systems & applications.



Collaboration

Increase the availability and capability of collaborative tools to drive next generation communications such as Blogs, Instant Messenger, and shared resources.

Beyond Office is a comprehensive vision

Activity oriented



Rich content



Reputation/Ranking/Value



What you you want to do?

I want to create a...

Content layer
A mashup of rich media types



Semantics layer
Tags, authorship, approvalship

Discovery



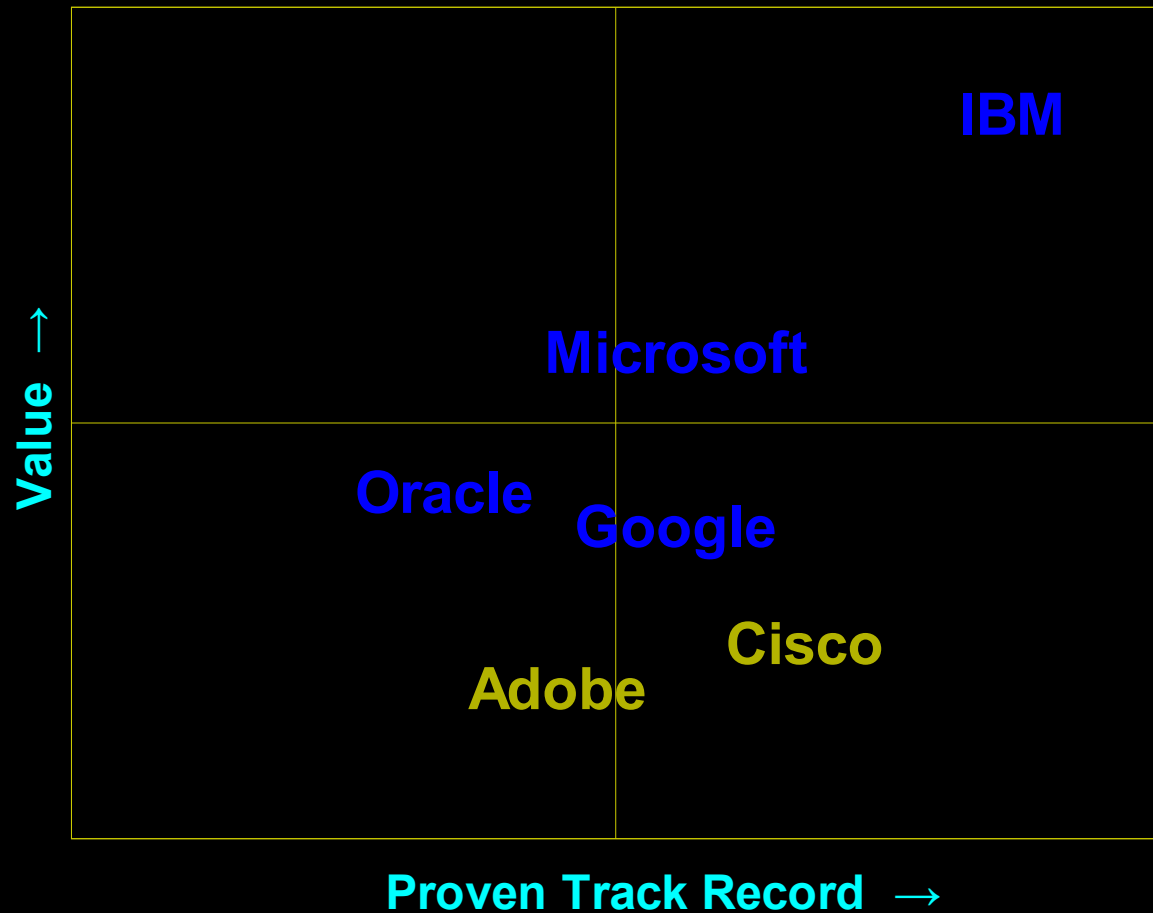
Programmable



Live connections



Reason 2: Offer best of breed Collaboration Services that can be adopted based on open standards, organization's priorities, maturity, culture, & roles



- Email, Calendar
- IM, meetings, VoIP
- IP Telephony integration
- Blogs, Wikis,
- Communities, Forums
- Social Bookmarks
- Content management
- Context, Semantics
- Collective Intelligence
- Activity management
- Immersive collaboration
- Jamming
- Collaborative Reasoning
- Situational awareness
- Gaming



Evolving capabilities support the collaboration agenda

For your environment, your culture, your business demands

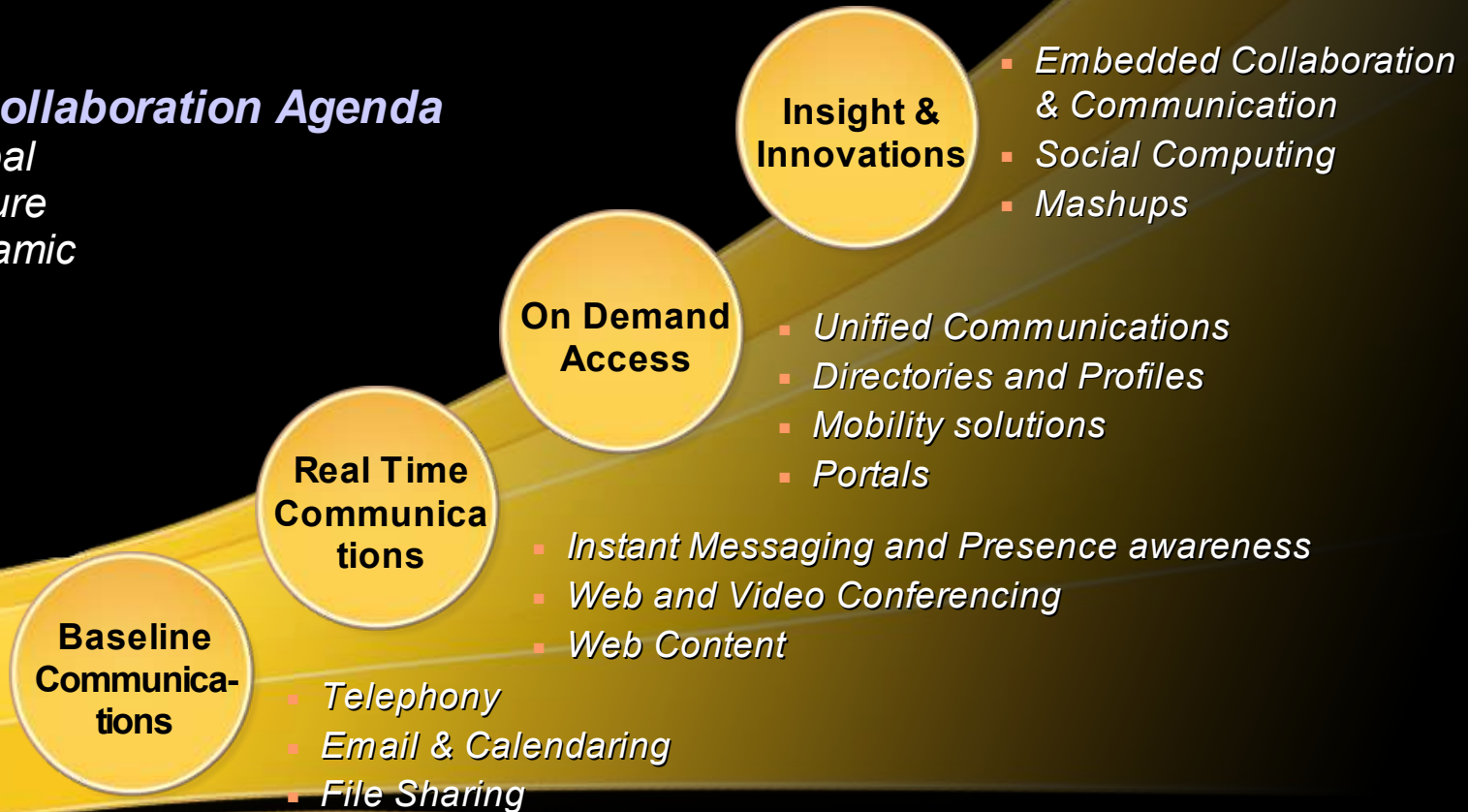
Connect

Collaborate

Innovate

The Collaboration Agenda

- *Global*
- *Secure*
- *Dynamic*



IBM Unified Communications and Collaboration

Vision: Foster innovation and business agility by making it easier for people to find, reach and collaborate through a unified user experience

Software platform

- Open & Extensible
- Intelligent Integration
- Unified experience
- Multi-vendor support

Integration services

- Plan, Deploy, Manage
- Reduce Risk
- Faster Time to Value

Business Partners

- Broad ecosystem
- Customer Choice
- Leverage existing investments

Industry expertise

- Business Process Optimization
- Responsiveness & Agility
- Competitive Advantage



Lotus Connections – Social Software for the Enterprise



Profiles



Communities



Blogs



Bookmarks



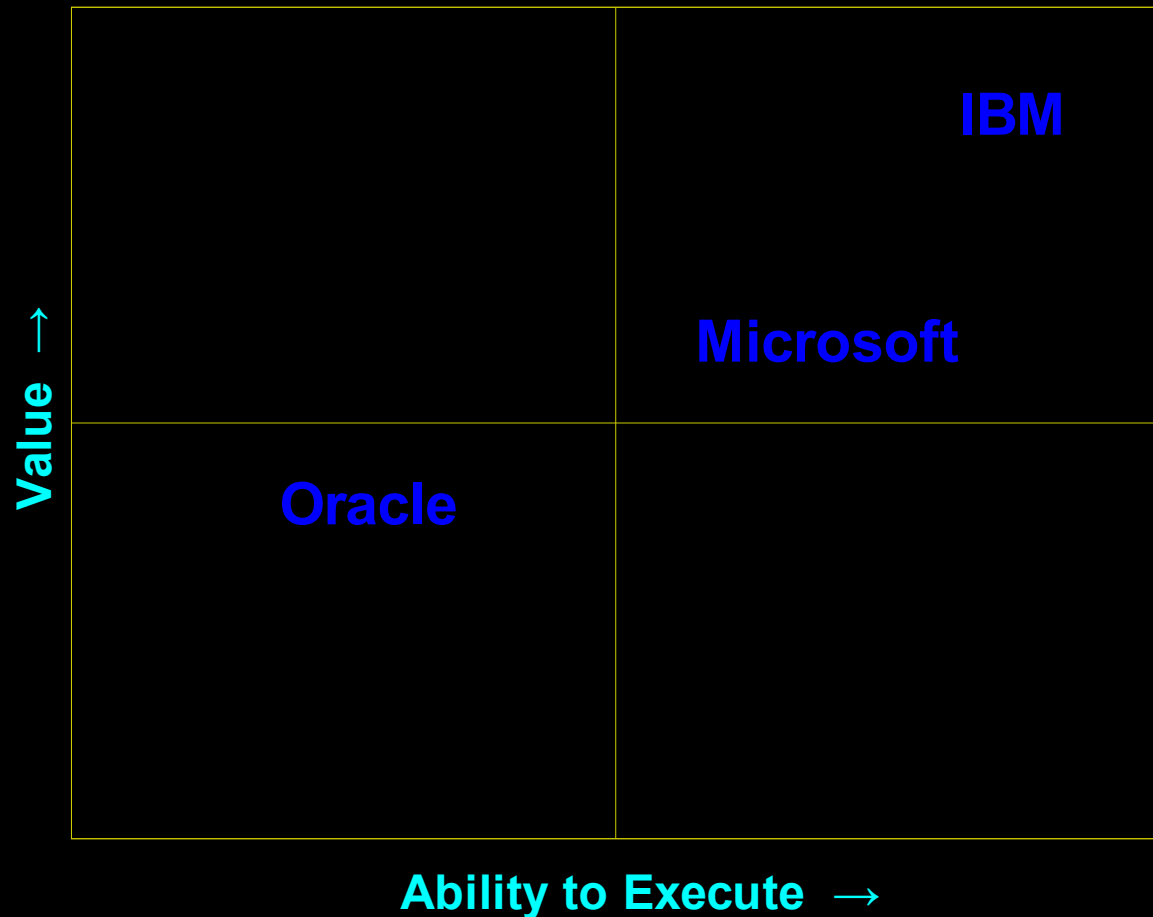
Activities



Homepage



Reason 3: Industry leading Collaboration Spaces based on an open client model with associated tooling/management capabilities supports your green initiatives



- **Client Form factors**
 - Rich, Thin, Mobile,
 - Open, Virtual
- **Spaces**
 - Portal
 - UC²
 - Email
 - Social networking
 - Activity
 - File sharing
 - Virtual 3D
- **Management/Tooling**
 - Application Development
 - Content creation tools
 - Scorecards, Dashboards
 - Mashups
 - Disaster recovery
 - Security
 - Identity Management

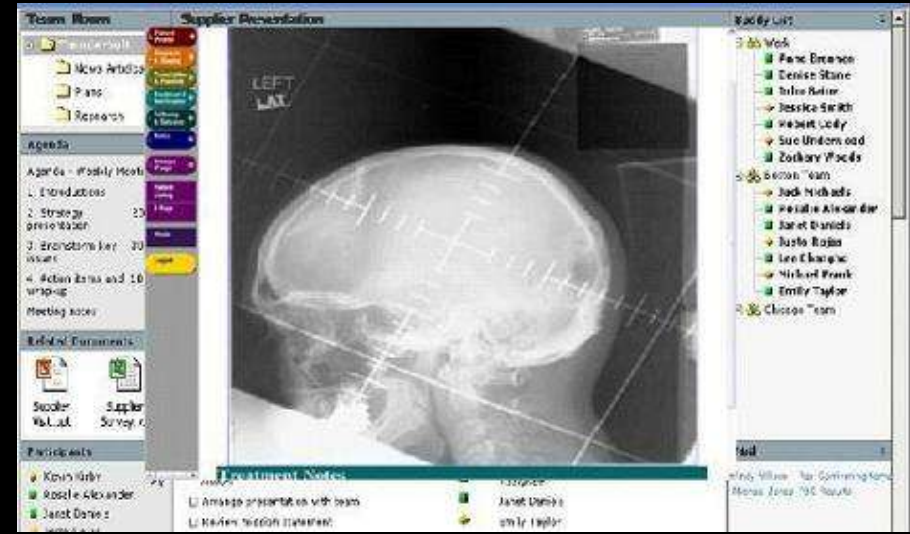
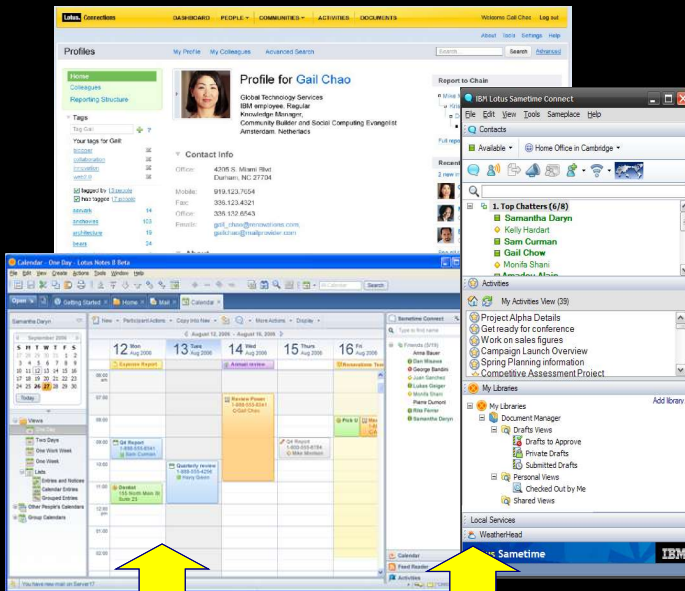
In Context Of How People Work




Supporting Various Types of Roles

Collaboration Tools
as the Focus

Line of Business Applications
as the Focus

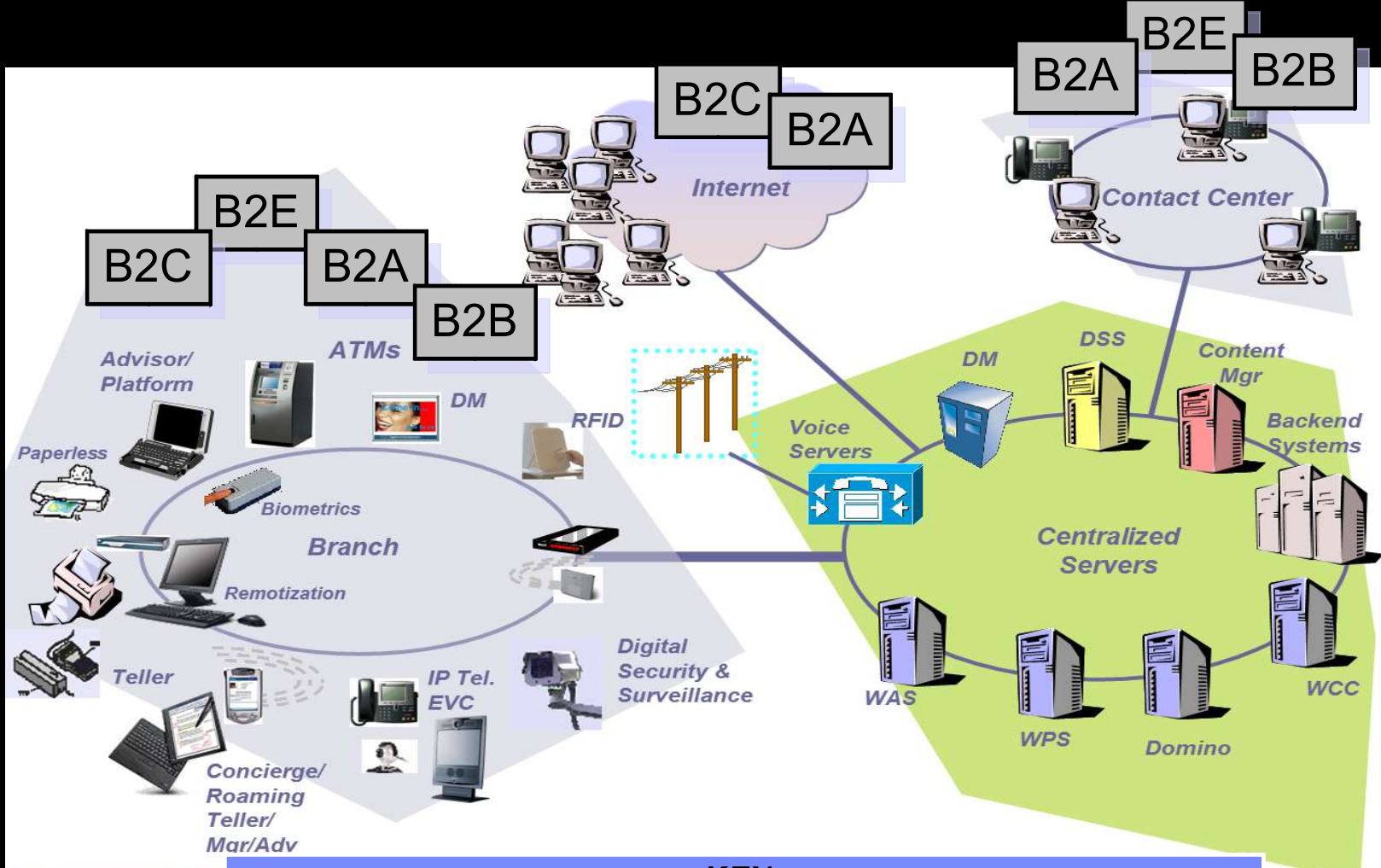


LOB Applications

Information

Collaboration Services

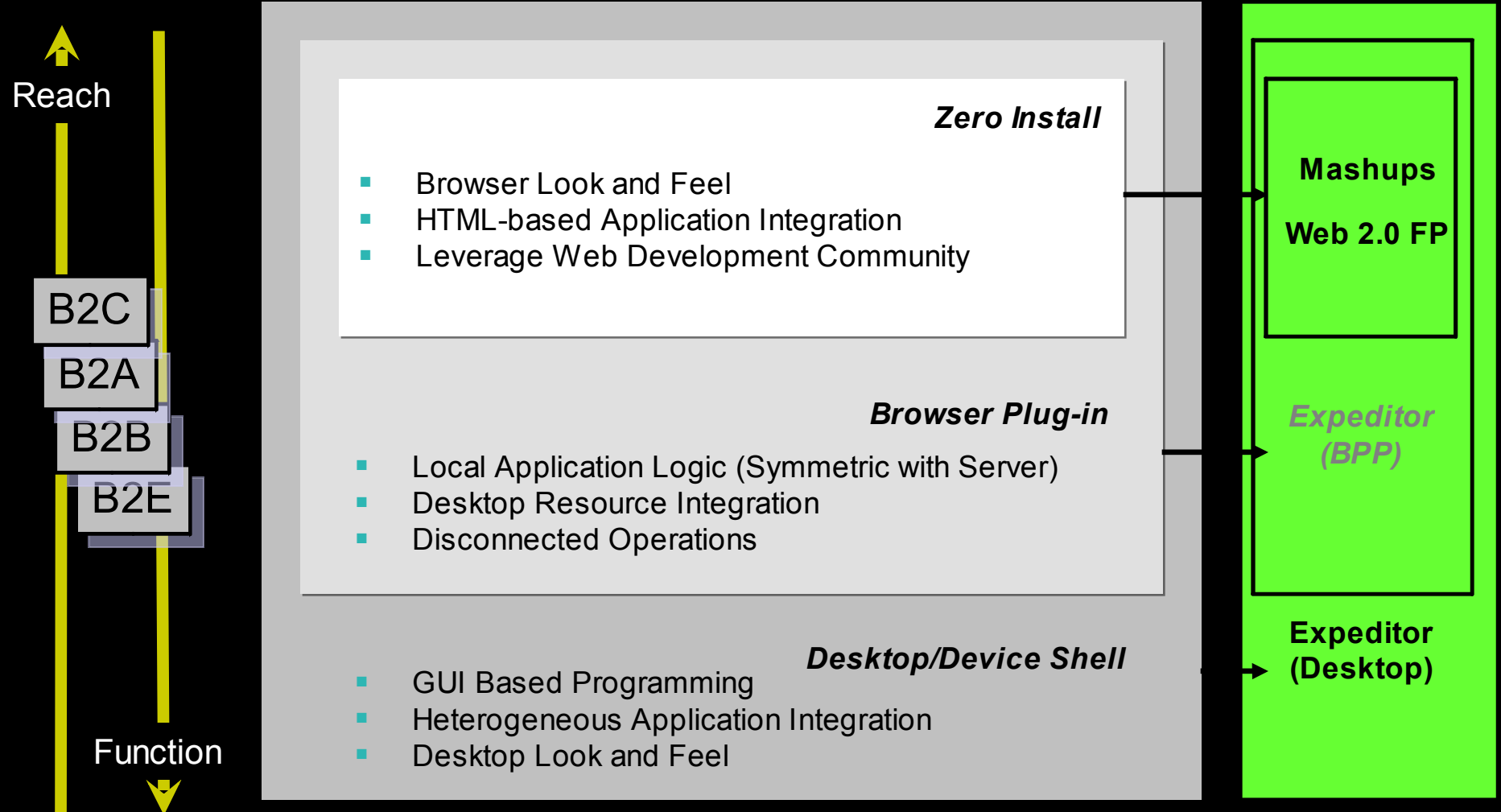
Enterprises typically need to serve multiple user "channels"



KEY

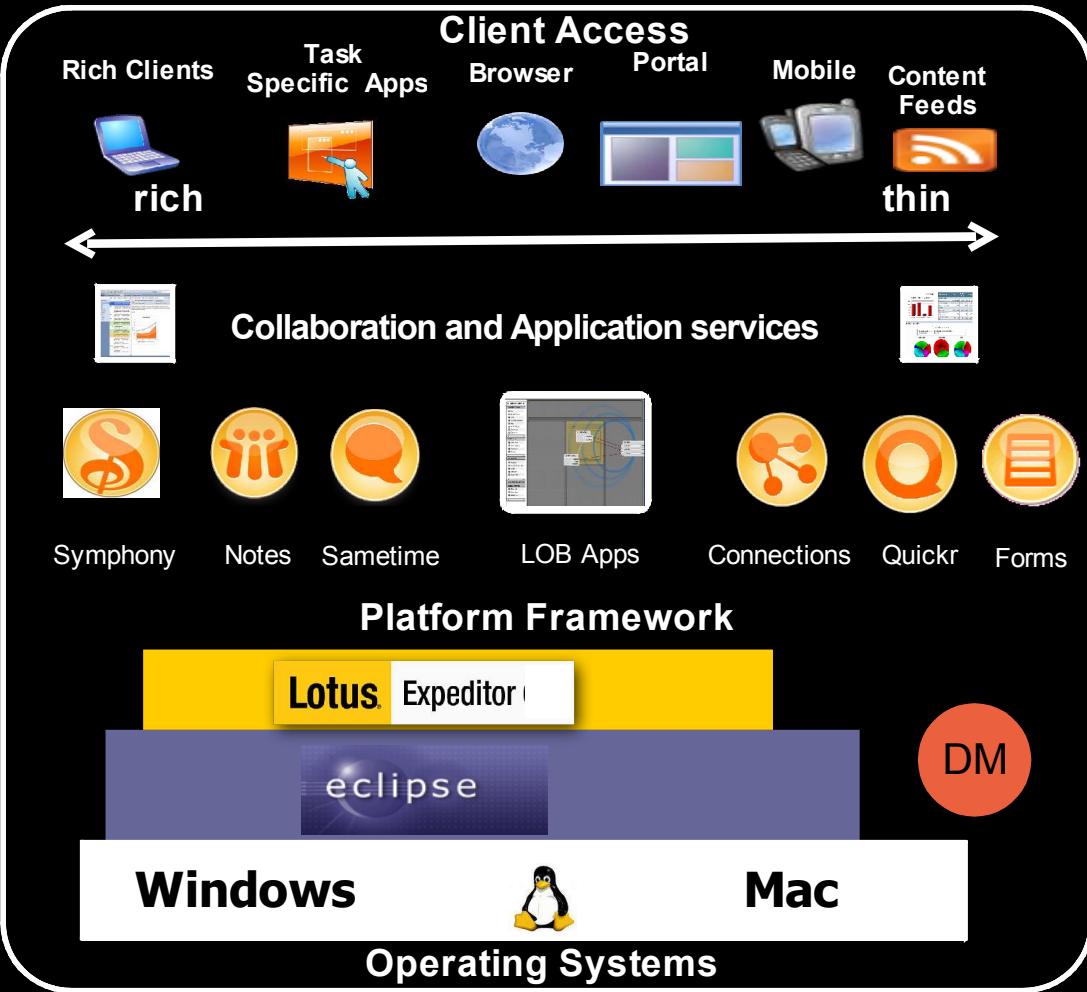
| | | | |
|-----|----------------------|-----|----------------------|
| B2E | Business to Employee | B2A | Business to Agent |
| B2C | Business to Customer | B2B | Business to Business |

A blended Open Client strategy with one programming model



Open Collaboration Client Solution –

security rich and cost effective Microsoft desktop alternative can save \$500-800/ user on software license costs alone. On the average save \$258 on hardware upgrade



- Lower cost
- Integrated applications
- Plug and play open source
- Start simple, add as required
- Choice of operating systems: Windows, Mac, Linux (Novell, RedHat, Ubuntu)
- Choice of rich/thin/virtual/mobile client access
- DM: Desktop Management

Lotus Symphony: Be Free Work Smart



Documents



Presentations



Spreadsheets

Lotus Symphony
Be Free. Work Smart.
 Office productivity software that is intuitive, easy to use and provided at no charge.

Compose Documents Create Presentations Build Spreadsheets

“Lotus Symphony awarded Datamation Product of the Year for 2008.” -Datamation Magazine, Feb. 12, 2008

Lotus Symphony was voted office productivity software product of the year for 2008 by Datamation Magazine readers. In what can only be described as an upset, relative newcomer, Lotus Symphony, beat out Microsoft Office, OpenOffice 2.3.1, ThinkFree Office and other nominees.

[Read more](#)

Invite a Friend to use IBM® Lotus® Symphony™!

Lotus Symphony 1

[Download](#)

A new window will open for you to download Lotus Symphony at no charge.

[Installation Guide](#) | [Release Notes](#)

News
 Announcing ----- IBM Lotus Symphony Version 1.0 is NOW AVAILABLE

Our first generally available release is now ready for download. We've added man... [Read more](#)

Team Blog
 Page thumbnail slider in Symphony 1.0 -- helps to manage your slides easily

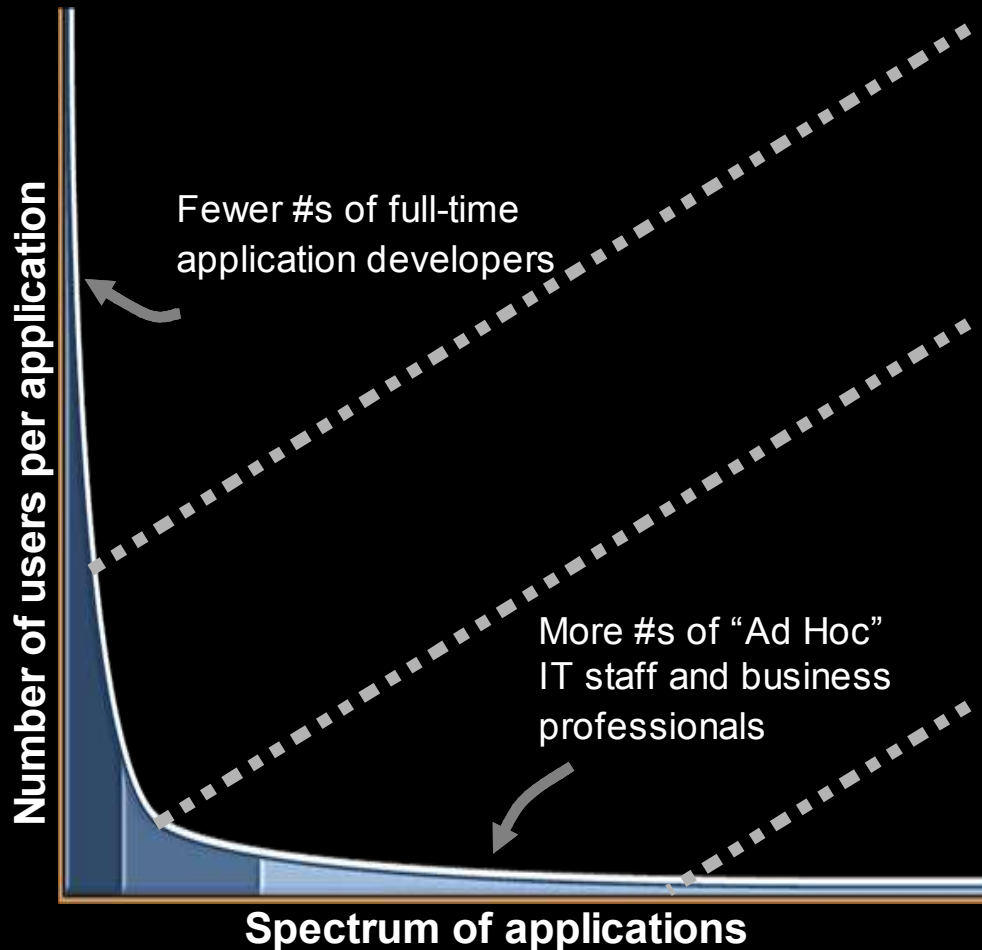
Helen Yue, Development Manager of Lotus Symphony User Experience and Application... [Read more](#)

[View more Buzz](#)



New Economics are Enabling Situational Applications

Tools for Various Audiences



Portal

- Centrally built enterprise applications
- IT managed and supported

Portal + Templates

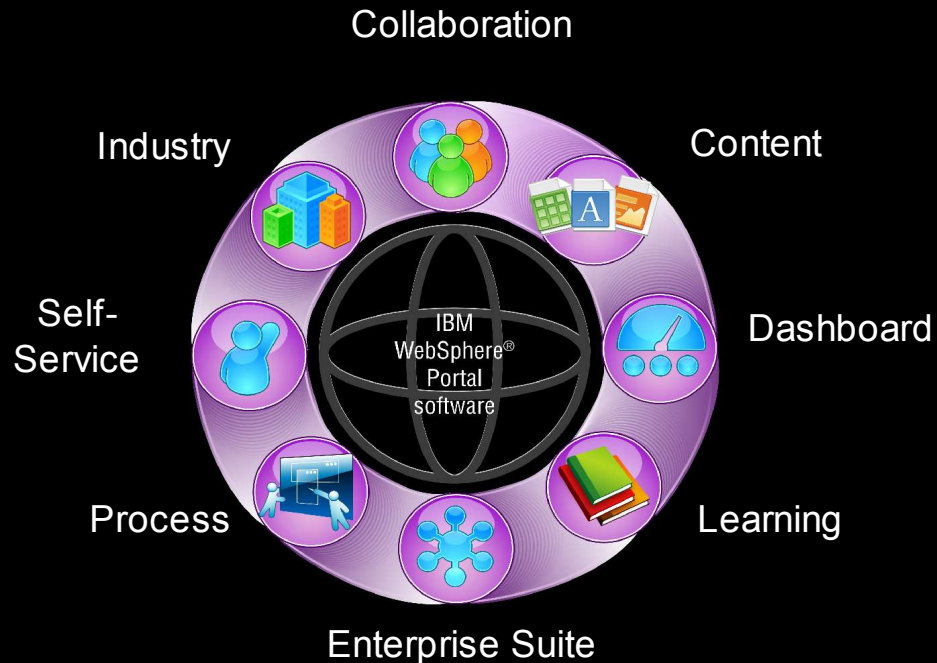
- Group built and managed within portal
- IT supported

Mashups

- Line of Business created lightweight applications
- User managed – Shared Catalog
- Variable levels of IT support

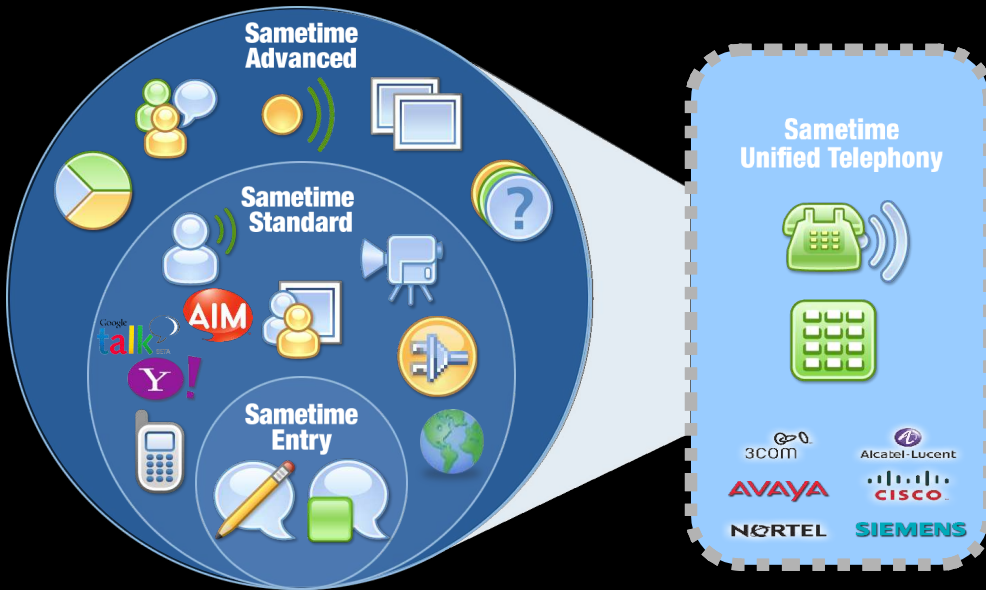
WebSphere Portal Accelerators

- **Exceed user expectations** with latest **Web 2.0** features for a richer, more responsive user interface
- **Respond quickly to new business opportunities** with faster, easier and more flexible reuse of Web-based assets and existing IT investments
- **Reduce deployment costs, complexity and maintenance** with more robust site and performance management capability



Integrated packages that easily snap-on to WebSphere Portal to deliver rapid time-to-value for specific business challenges

Integrated Collaboration into Communications



Lotus Sametime

The screenshot displays the Lotus Sametime user interface. On the left is a contact list with entries for 'Marketing Team', 'Sales Team (12/15)', and 'Local Services'. The main window shows a chat conversation with 'Kelly Hardart' (Sales Representative) and 'Sam Curman'. A meeting invitation for 'Lending Community Kickoff' is also visible, with details for June 16, 2:00 PM EST, chaired by Dan Misawa. A pop-up window shows a list of invited participants, including Heather Reeds, and a list of phone numbers: 617-555-2094, 617-555-0016, and 617-555-1492. A 'Computer' icon is also present in the pop-up.

*Sametime Unified Telephony is still in development and subject to change

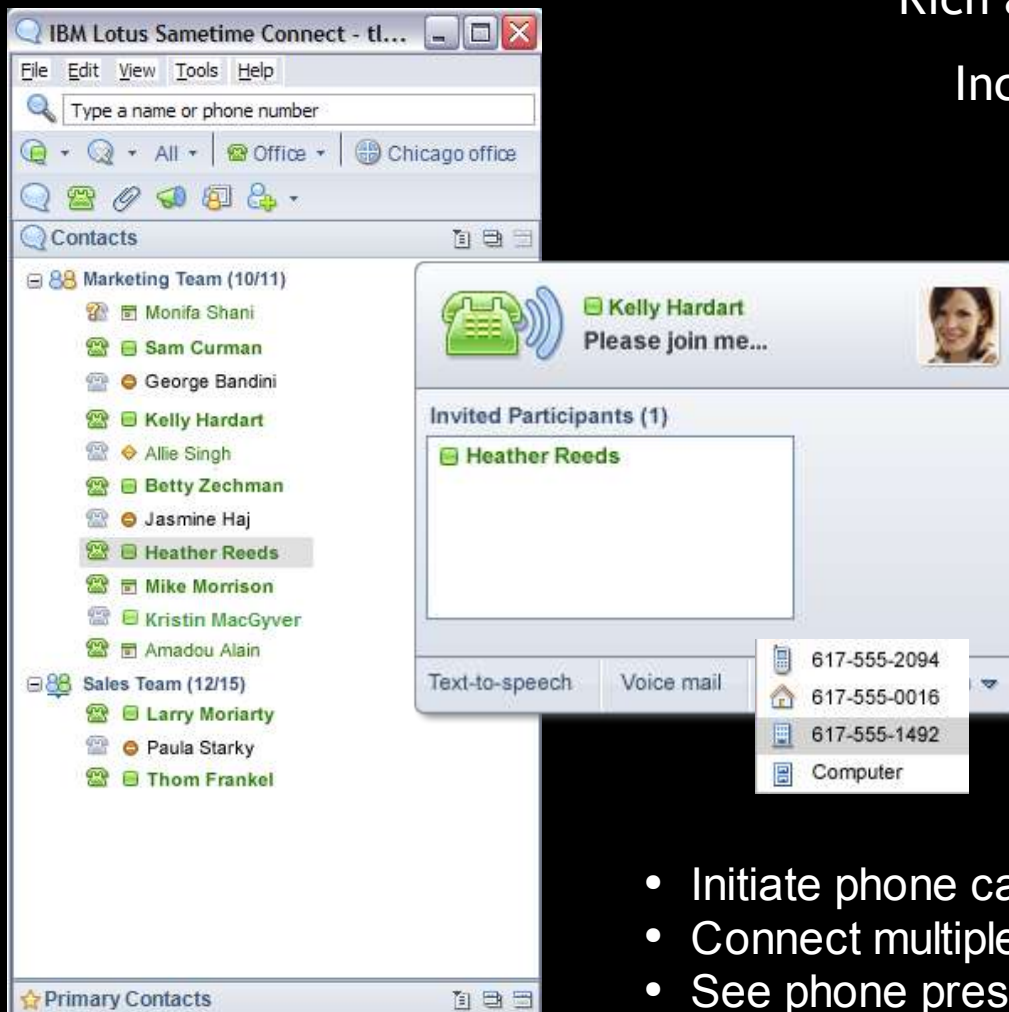
*Lotus Sametime “Unified Telephony”

Rich aggregated presence

Incoming Call Management

Softphone

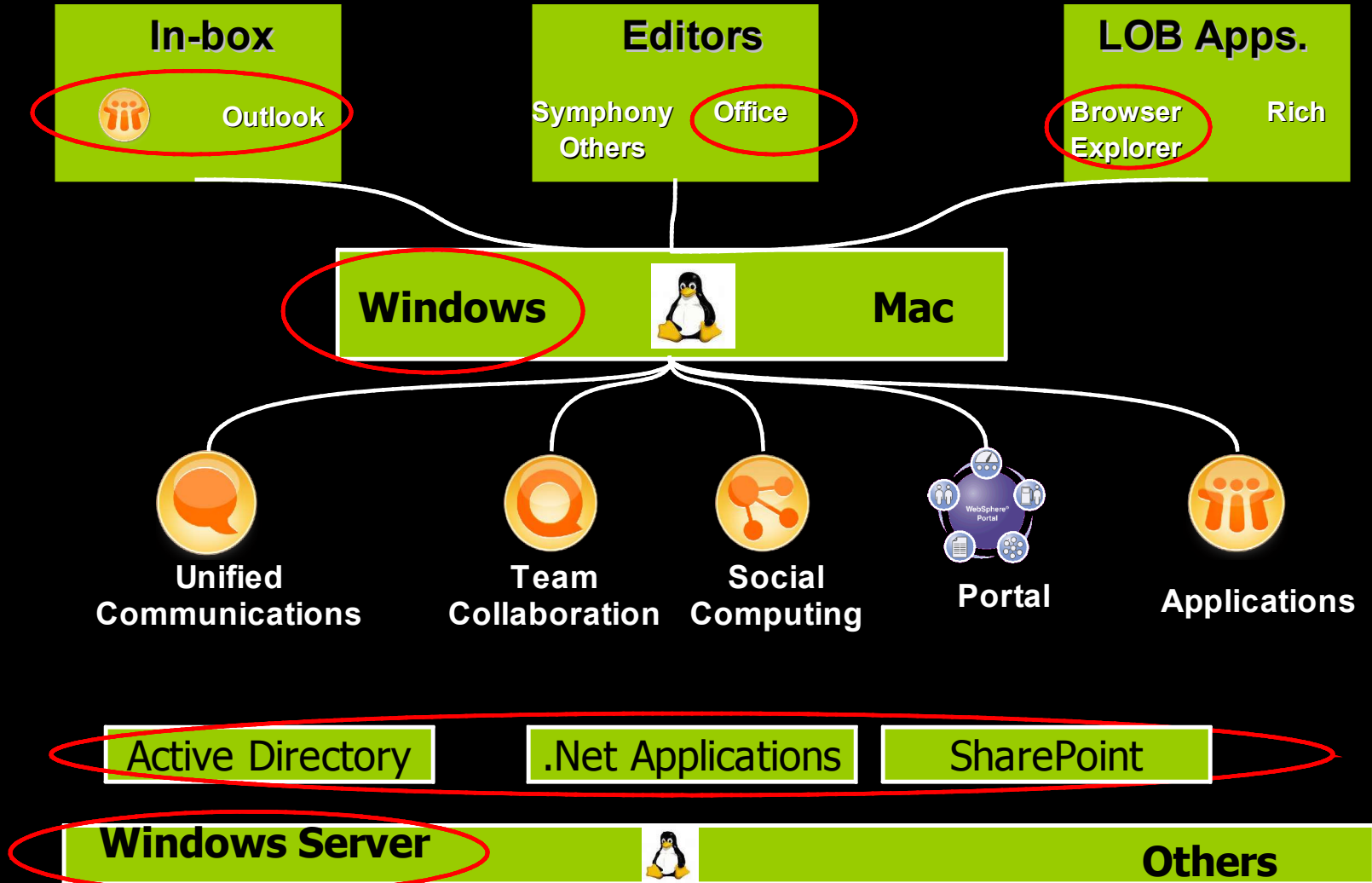
Connect Multiple Vendor PBXs



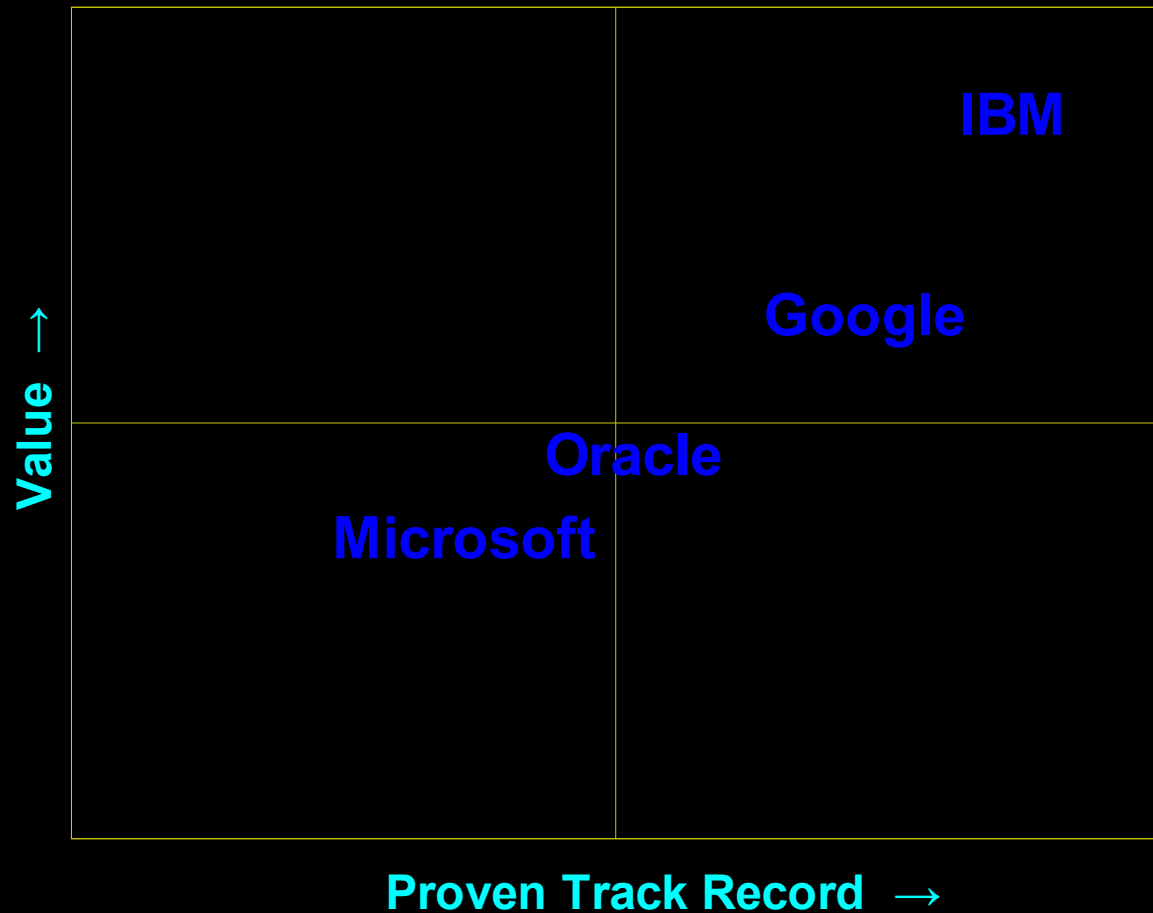
- Initiate phone calls and take action on incoming phone calls
- Connect multiple, mixed telephony systems on the back-end
- See phone presence in your Sametime client

*Sametime Unified Telephony is still in development and subject to change

Reason 4: Open Standards based Integration helps to leverage existing IT investments including Microsoft



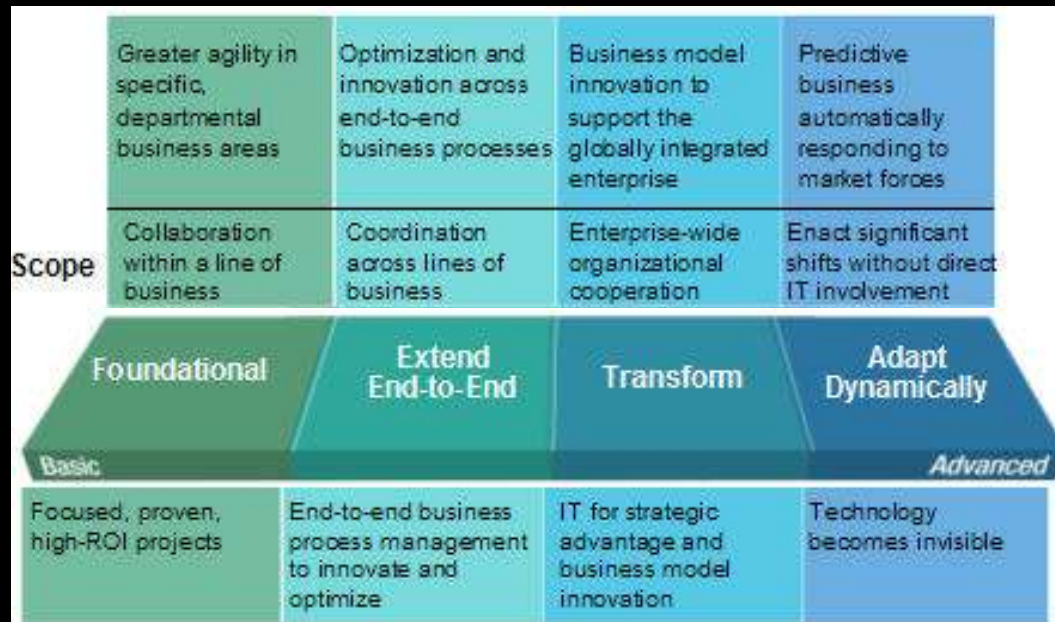
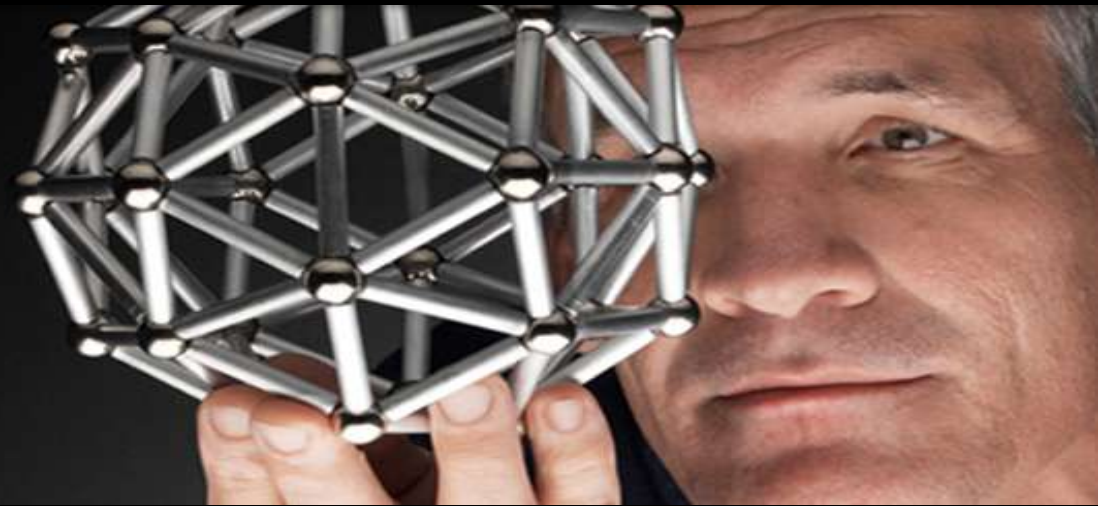
Reason 5: Brings together Web 2.0 and SOA to transform Enterprises and their Applications



- Service Oriented Architecture
- Social Software
 - Blogs, Wikis
 - Social Network Analysis
 - Communities, Forums
 - Context, Semantics
 - Profile
 - Social Bookmarks
 - E-discovery
 - Gaming
 - Information on Demand
 - Event Management
- Mashups
- Software as a Service
 - Hosted, Cloud

Smart SOA:

the experienced approach to acceleration, innovation and differentiation



Business Value

IT Value

Information On Demand

Unlocking the Business Value of Information for Competitive Advantage

Customer & Product Profitability *Financial Risk Insight* *Workforce Optimization* *Dynamic Supply Chain* Multi-Channel Marketing

Business Optimization

Better Business Outcomes

IBM Provides End-to-End Capabilities...

All Focused on Optimization



Leverage information to better understand and optimize business performance

Establish accurate, trusted information for a single version of the truth, managed over time

Manage data and content over its lifecycle and as part of processes

Other Information & Application Sources



IBM Mashup Center



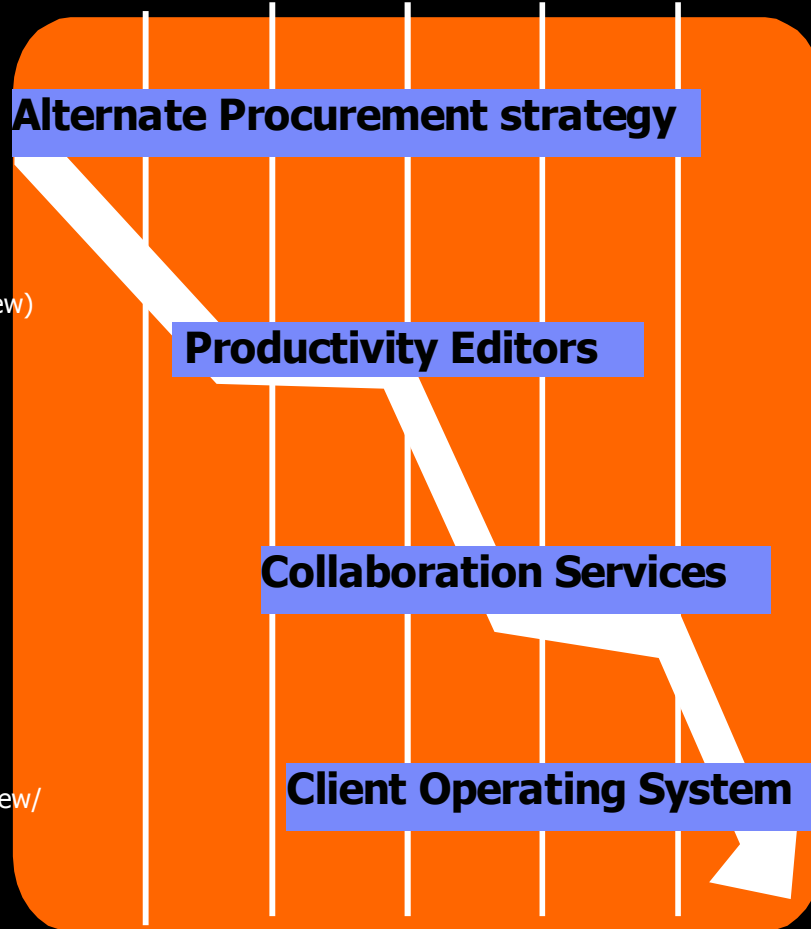
- **Assemble** applications by reusing existing services
- **Unlock** Enterprise, Web, Personal and Departmental Information
- **Create** interactive widgets that encapsulate existing services
- **Discover** and share mashups, widgets, and feeds
- **Transform** and mix information into new feeds
- **Explore** different combinations to uncover new insights

Reason 6. Cost reduction Strategies

Microsoft

COST Reduction Strategy

IBM



*Microsoft Select Agreement

\$333 /user one time in 3-4 yrs + required CALs or other procurement tactics

IBM® Productivity Tools/ Lotus® Symphony®

ODF/Office/PDF format \$0

IBM Lotus Software: 199

Lotus Notes , Domino®, inbuilt Sametime®
 Application composition 144
 Team Collaboration and doc mgmt. 55
 per user one time

Linux® /Windows/Mac

Linux SLED10 from Novell: 0 - \$50/yr
 Red Hat Enterprise Desktop : similar costs

*Enterprise Agreement

(for >250 users/yr for 3yrs)

New: \$254/user/yr

Renew: 152/user/yr

**Microsoft® Office (new/renew)

Ultimate: 679/539

Professional: 499/329

Standard: 399/239

Small Business: 499/279

Home/Student: 149/NA

Microsoft software: 450

Exchange Core/Enterprise CAL/Outlook: 163

MOSS 2007 CAL 85

Office Communication Server 28

SQL Server 148

Windows Server CAL 26

per user one time

***Microsoft Windows® (new/

renew)

XP: 299/199

Vista Enterprise: 300/200

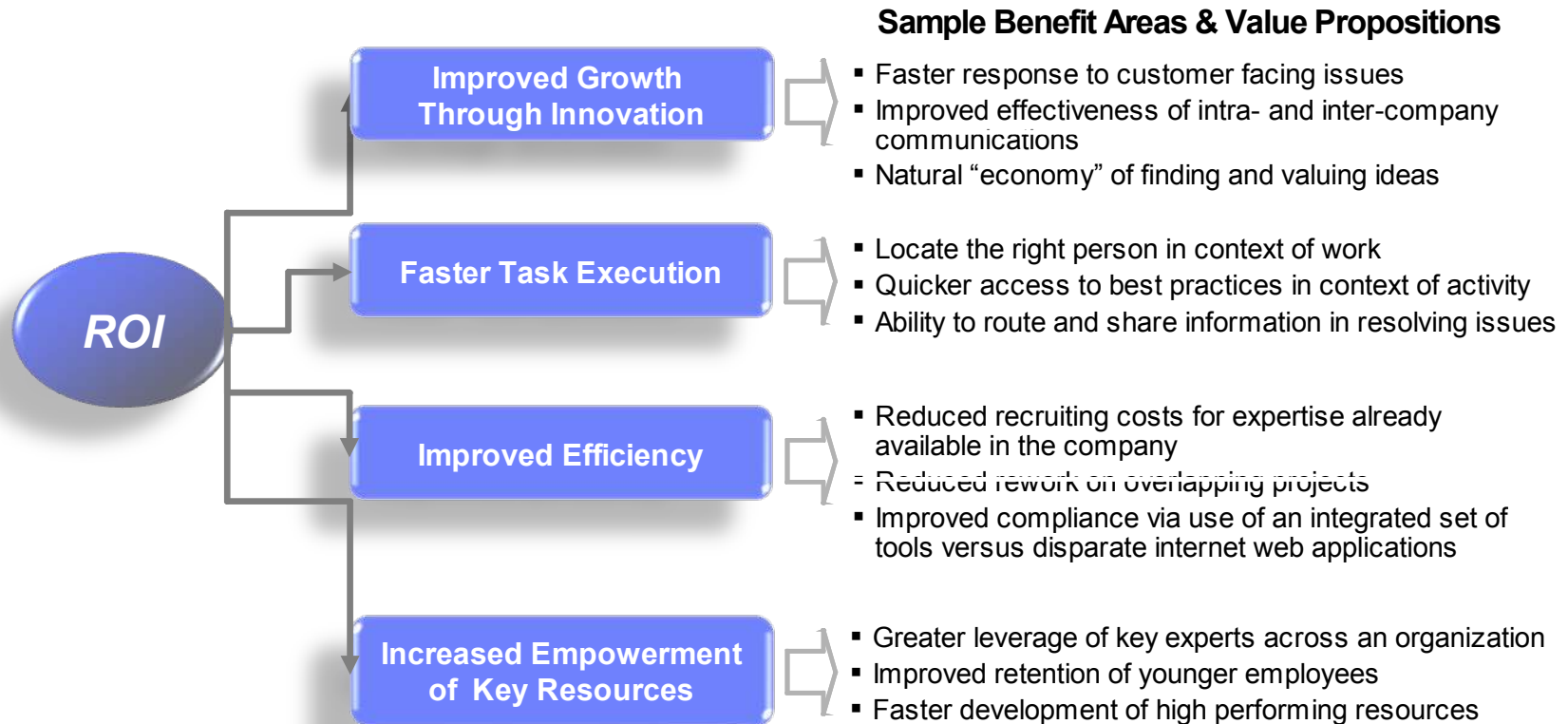
Vista Ultimate: 400/260

* <http://www.softwarespectrum.com/microsoft/Advisor/ea.asp>; All prices subject to change

** <http://office.microsoft.com/en-us/suites/FX101754511033.aspx>

*** http://www.bestbuy.com/site/olspage.jsp?_dyncharset=ISO-8859-1&id=pcat17071&type=page&ks=960&st=windows+vista&sc=Global&cp=1&sp=&qp=crootcategoryid%23%23-1%23%23-1%7E%7E%77696e646f7773207669737461&list=y&usc=All+Categories&nrp=15&iht=n

And First of a kind Role based ROI Models



Top 6 reasons to choose IBM Collaboration

- 1 **Unique Collaboration strategy and product roadmap** rooted on 20 years of thought leadership and execution experience that can help you get ahead of paradigm shifts
- 2 Offer **best of breed Collaboration Services** that can be adopted based on open standards, organization's priorities, maturity, culture, and roles
 - Game changing **Unified Communications** strategy and capabilities
 - First and market leading **Social software** for business
- 3 Industry leading **Collaboration spaces** based on an Open Client model
 - Desktops, Portal, Instant Messaging/e-meeting, Productivity Editors
- 4 **Open standards based Integration** helps to leverage existing IT investments
- 5 Brings together SOA and Web 2.0 with SaaS services to transform the Enterprise and Small Business and their applications
- 6 First of a kind **Cost reduction** strategies, **role based ROI** models, green effect

Resources

- 1 IBM Collaboration Software www.ibm.com/itsolutions/collaboration
- 2 CIO guidance: www-935.ibm.com/services/us/cio/empower
- 3 IBM Open Collaboration Client Solution
 - www.ibm.com/lotus/openclient
 - www-128.ibm.com/developerworks/lotus/library/occs-overview/
- 4 IBM Desktop of the future whitepaper: <ftp://ftp.software.ibm.com/software/lotus/lotusweb/product/domino/DesktopOfTheFutureandGettingStartedToday.pdf>
- 5 Competitive Information: [www - 306.ibm.com/software/lotus/notesanddomino/competitive.html](http://www-306.ibm.com/software/lotus/notesanddomino/competitive.html)
- 6 Cost reduction strategies: www.ibm.com/lotus/reducecost
- 7 Project Liberate: www.ibm.com/software/info/liberate
- 8 IBM Services: www.ibm.com/services
- 9 IBM Global Business Services: Human Capital Management Services: www-935.ibm.com/services/us/gbs/bus/html/bcs_humancapitalmgmt.html?re=bcs_home
- 10 IBM Global Technology Services: End User Services: www-935.ibm.com/services/us/index.wss/itservice/imc/a1025977?cm_re=masthead_-_itservices_-_enduser



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