



IBM Lotusphere Comes to You 2009



The Lotus SaaS Strategy Overview

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Asia Pacific

IBM Lotus Collaboration Strategy

Interaction and client services (online or offline)

Rich clients



Browser



Portal



Mobile



Content feeds



Task-specific applications



Messaging and Collaboration
Content Management



Unified Communications
and Social Software



Situational Applications
and Integration



Business process



Information



On-Premise

Online

Hosted
Appliance

Supporting Flexible Delivery Models

On-Premise

MANAGED BY IT DEPARTMENT OR PARTNER

Software



Appliance

Cloud Delivered

IBM MANAGED

Dedicated, Virtualized Environment

Multi-Tenant SaaS Environment

Benefits

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

Benefits

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

Benefits

- Subscription pricing model
- Scales to meet customer demand
- Updates are applied transparently
- Virtualized environment per customer
- Deep levels of customization available
- Negotiated SLAs

Benefits

- Subscription pricing model
- Scales to meet customer demand
- Updates are applied transparently
- Multi-tenant environment for all customers
- Standard offering, little customization
- Standard SLAs

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

Lotus Foundations is optimized for small businesses

Family of *on-premise* software servers

...optimized for *small businesses*

...delivered through *business partners*

- Provides the essential IT services that businesses with 5 – 500 employees need
- Leverages IBM and 3rd party technology to provide a complete small business platform
- Self-managing, self-healing and self-configuring
- Deploys in under 30 minutes
- Requires no in-house IT resources
- Provides advanced remote administration capabilities
- Designed to accommodate growth
- Compatible with both IBM and 3rd party hardware platforms*



* - certification requirements apply

Lotus Foundations *Start* is a complete first server – an out-of-the-box solution for every small business

email and collaboration platform

Supports both Notes and Outlook email clients

Access for remote workers

Office productivity tools

File management

Directory services

Firewall

Backup and recovery

Anti-virus and Anti-Spam



- **What is Cloud Computing and SaaS?**

- **Overview of Lotus SaaS Strategy**

- **Lotus Current Offerings in this Space**

Cloud Computing



Cloud computing is an emerging style of standardized, elastic, scalable, commodity based IT capability delivered dynamically as a service



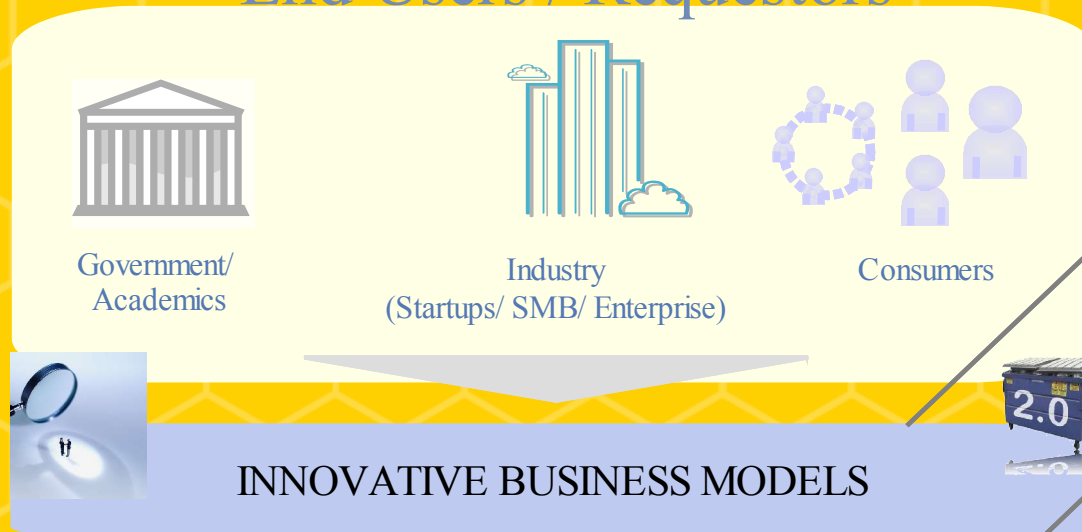
*Smart
service
delivery
model*

- Secure access anywhere
- Customer self service
- Automatically scalable to demand
- Always available
- Flexible pricing



A Closer Look at Cloud Computing

End Users / Requestors



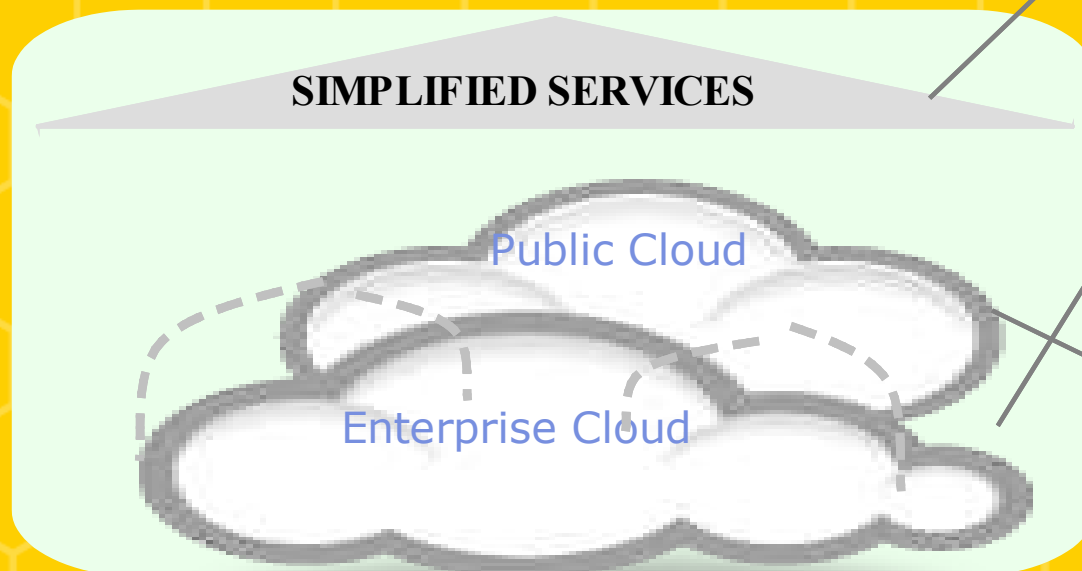
- New combinations of services to form differentiating value propositions at lower costs in shorter time

- **Cloud applications** enable the *simplification of complex services*

- A **cloud computing platform** combines modular components on a service oriented architecture

- An **"Elastic"** pool of high performance virtualized compute resources

- Internet protocol based convergence of networks and devices



Delivering Quality of Experience with Unparalleled Scale

A "cloud" is an IT service delivered to users that has:

- A user interface that makes the infrastructure underlying the service transparent to the user
- Reduced incremental management costs when additional IT resources are added
- Services oriented management architecture
- Massive Scalability

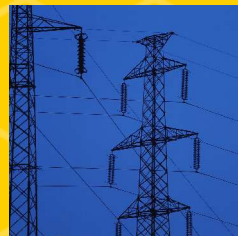
Grid Computing

- Solving large problems with parallel computing



Utility Computing

- Offering computing resources as a metered service



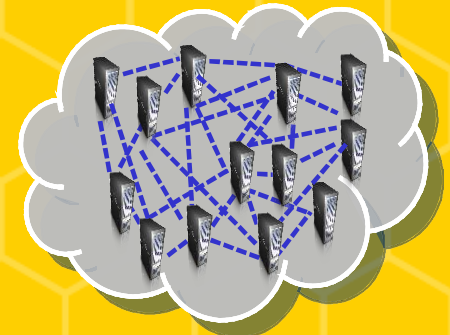
Software as a Service

- Network-based subscriptions to applications



Cloud Computing

- Anytime, anywhere access to IT resources delivered dynamically as a service.



What type of Applications are being used as SaaS

Software as a Service Survey - Most Likely Application
(Page 8 of 11)

Software as a Service

7 First SaaS Application Likely to Replace Conventional Application(s)



Source: Burton Group and Ziff Davis Enterprise Research

Agenda

- What is Cloud Computing and SaaS?
- Overview of Lotus SaaS Strategy
- IBM's Current Offerings in this Space

IBM Lotus SaaS Strategy

Collaboration beyond the Enterprise is an Ubiquitous Pain Point

- Need to drive top line growth and innovation is driving organizations to want to work more closely with their customers and partners
- Need for margin expansion is driving organizations to optimize talent across the extended enterprise

Our Strategy

- Deliver a set of services that dramatically simplifies and improves the business interactions organizations have with their customers and partners

Execution

- Provide the essential business services that every workgroup needs in a way that is simple to acquire and easy to use
- Integrated collaborative & social networking services connected to relevant business services and applications
- Seamlessly work with people – outside or inside your company
- Create a business network of connected businesses

Lotus SaaS Security Strategy

Security through the entire lifecycle and stack

- From a hardened data center, to people and processes, and infrastructure and application level
- Drawing on IBM's deep expertise in security, from research, to development, to services

The organization is the core building block for protection and sharing

- Easy sharing with all organizational members
- Administrative controls on security and sharing options across organizational boundaries
- IBM research prototype uses smart processing to identify confidential data leakage before it happens

Useable and useful security throughout

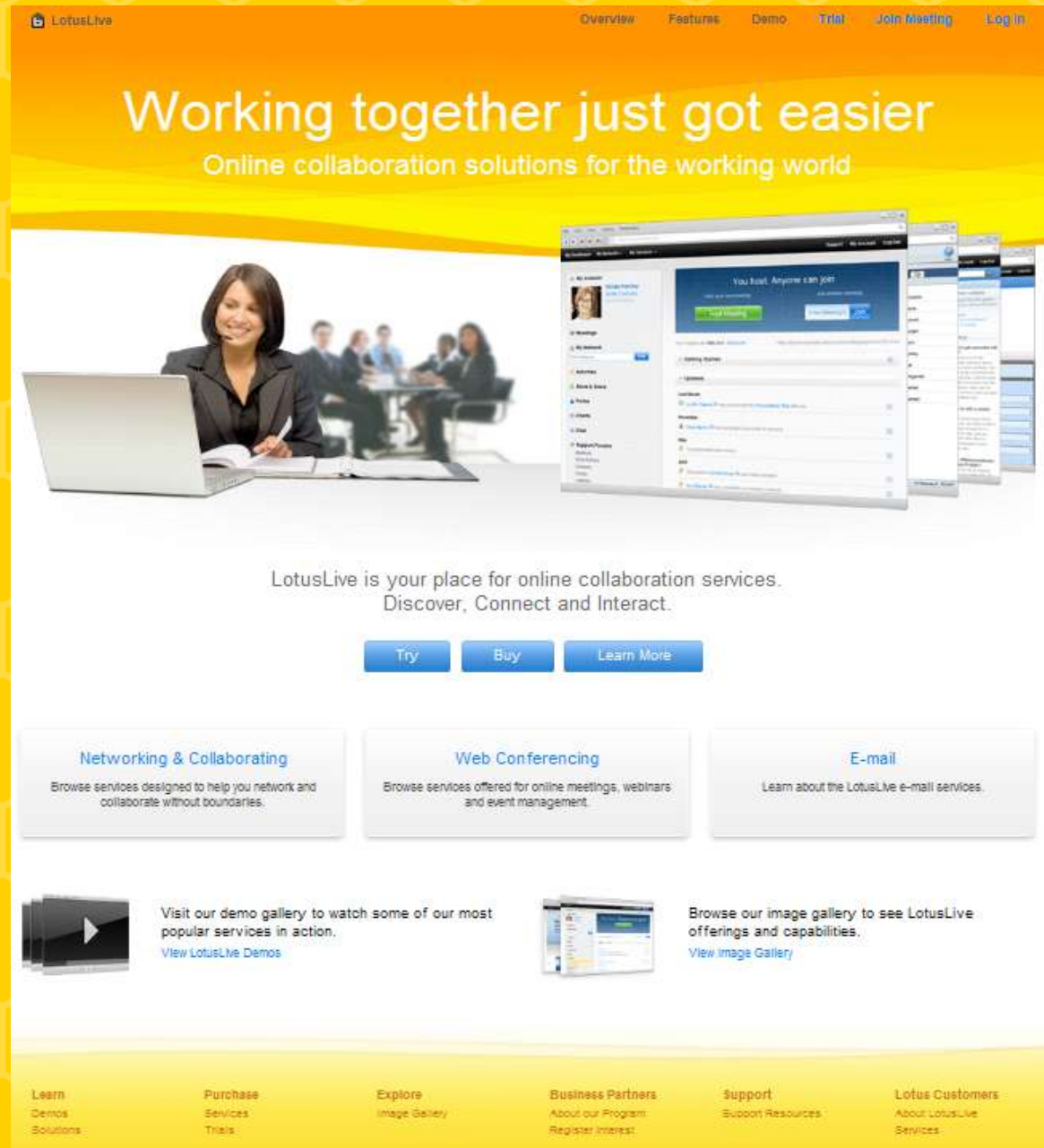
- Secure defaults
- User and administrator views into collaboration activities and protections
- Expanded options through third party integration

Exploring early managed encryption partnership

Agenda

- What is Cloud Computing and SaaS?
- Overview of Lotus SaaS Strategy
- Lotus Current Offerings in this Space

Introducing LotusLive



LotusLive

Overview Features Demo Trial Join Meeting Log In

Working together just got easier

Online collaboration solutions for the working world

LotusLive is your place for online collaboration services.
Discover, Connect and Interact.

[Try](#) [Buy](#) [Learn More](#)

Networking & Collaborating

Browse services designed to help you network and collaborate without boundaries.

Web Conferencing

Browse services offered for online meetings, webinars and event management.

E-mail

Learn about the LotusLive e-mail services.

Visit our demo gallery to watch some of our most popular services in action.
[View LotusLive Demos](#)

Browse our image gallery to see LotusLive offerings and capabilities.
[View Image Gallery](#)

Learn
Demos
Solutions

Purchase
Services
Trials

Explore
Image Gallery

Business Partners
About our Program
Register Interest

Support
Support Resources

Lotus Customers
About LotusLive
Services

IBM has announced its intent to acquire strategic messaging service assets of Outblaze, Ltd.

- IBM intends to expand into new markets, increase market share and continue its momentum as the world-wide leader in collaboration
- As an asset acquisition, the web-based email service will accelerate the development of the service and administration functions for project “Bluehouse”
- Proven multi-tenant web-based email & calendar services
 - Over 10 years of experience in client deployments
 - Over 40 million mail users
 - Available in 22 languages
 - Unique branding and multi-tiered administration model
- Experience & Operations
 - Strong & mature technical skills
 - Rigorous operational & development expertise
 - Worldwide delivery capability

- Acquisition is subject to customary legal clearances and is expected to close in the first calendar quarter of 2009
- Until the acquisition closes, IBM and Outblaze, Ltd. will continue to conduct business as separate companies.

LotusLive Offerings

Web Conferencing

LotusLive Meetings

(Sametime Unyte Meeting)

Full-featured Web conferencing service includes polling, hand raising, record & playback.

- Supports 61 languages

LotusLive Events

(Sametime Unyte Events)

Internet-based event capabilities. Provides tools to create & manage webinars.

Collaboration

LotusLive Engage

(“Bluehouse”)

An integrated suite of Web collaboration and business networking solutions including:-

- On line Meetings
- Files
- Chat service
- Activities
- Survey Forms
- Live Charts
- Profiles and Contacts

LotusLive Connections

An integrated suite of Web collaboration and business networking solutions including:-

- Files
- Chat service
- Activities
- Profiles and Contacts

eMail

LotusLive Notes

(Lotus Notes Hosted Messaging)

Full-featured, dedicated hosted Email service. (rich client and browser)

- Supports 27 Languages

Additional Add-ons

→ LotusLive Mobile for Blackberry

→ LotusLive Sametime IM

LotusLive iNotes

Web-based Email service with personal calendar & shared contacts. Mobile sync capability

The information on the new products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion.

LotusLive Meetings & Collaboration: International Plan 2009

International Toll- Free Support

- Brazil
- Canada
- China
- Denmark
- Germany
- India
- Norway
- Sweden
- Switzerland
- UK
- Australia
- France
- Hong Kong
- Italy
- Japan
- Russia
- Singapore
- Spain
- South Africa
- Argentina
- Austria
- Belgium
- Bolivia
- Chile
- Colombia
- Costa Rica
- Dominican Rep.
- El Salvador
- Hungary
- Ireland
- Israel
- Korea – South
- Malaysia
- Mexico
- Netherlands
- New Zealand
- Panama
- Peru
- Portugal
- Puerto Rico
- Taiwan
- Uruguay
- Venezuela



Multiple Language Support

Phased approach for LotusLive offerings

- Chinese
- Japanese
- Korean
- French
- German
- Italian
- Spanish
- Brazilian Portuguese
- French Canadian

Performance Acceleration

Currently Enabled

- San Paolo
- Amsterdam
- Sydney
- Tokyo
- Bangalore

Note: Multiple-language support coming 06/2009 for Engage & Connections

Case Example: City University of New York

Challenge

To create and share university outreach program documents with geographically separated instructors that collaborate in small groups with identified high performing secondary school students.

Currently using: Microsoft Office, Peachtree Accounting, ACT Contact Management

LotusLive Engage Solution

- Created reusable Activities for university outreach programs
 - Define and execute outreach tasks with local schools
 - Student research projects
- Training of geographically dispersed students with many desktop types
- Created collections for file sharing and version control

Value Delivered by LotusLive Engage

- Elimination of learning barriers, enable collaboration inside and outside university setting
- Easy to use for all skill levels, no intense training required
- Users are able to engage with multiple groups on a variety of projects
- Relevant information always available in LotusLive Engage (no content boundaries)

Case Example: Nortel Networks

Challenge

By using email as a way to share information they were losing the first 15 minutes of every meeting ensuring participants had the correct information.

Currently using: Microsoft Outlook

LotusLive Engage Actions

- Conducting online meetings to prepare RPFs, review spreadsheets and collaborate on documents (between 15 – 25 people on average)
- Storing and sharing files with colleagues
- Instant messaging (chat) regarding shared materials or other items

Value Delivered by LotusLive Engage

- Everyone has the right materials available at the beginning of the meeting – no delays
- Online meetings facilitate project work and collaboration – improve productivity
- Central location of files and ability to publish to them directly to the meeting – quick and easy
- Sharing info across company boundaries easily between the Telco and IBM – improve collaboration & coordination

LotusLive Meetings

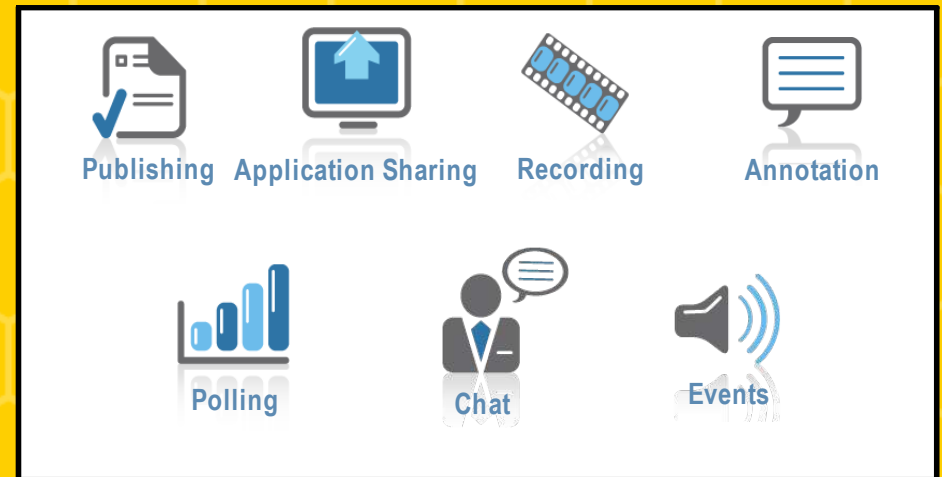
Lotus Sametime Unyte Meeting

A complete reservation-less Web conference service that is browser based, easy to use and cost-effective

Benefits

- Easy to use, intuitive interface
- Single point of management for video and Web conferencing service
- Accessible anytime, anywhere via a Web browser
- Credentials-based meeting access
- Dedicated one-call customer support
- Calendar integration with IBM Lotus Notes & Microsoft® Outlook
- One-click start of a Web conference from IBM Lotus Sametime messaging

Web Conferencing



Differentiators

- Security-rich network
- Flexible meeting management with attendee lock & participant roster control
- Multiple-language support (9 languages)
- Acceleration of service performance for international customers

Hear what customers are saying

LotusLive Events

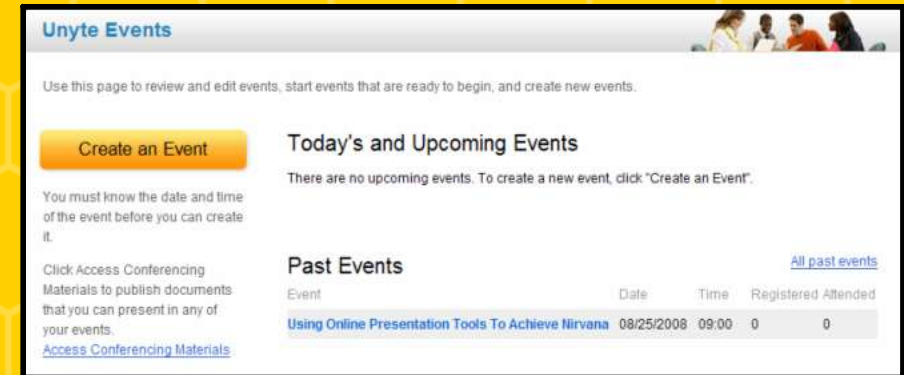
Lotus Sametime Unyte Events

A simple, intuitive user interface for managing web conferencing events

Benefits

- Registration page with custom logo and event description
- Streamlined event creation process
- Upload presentation content in advance
- Rehearsal feature allows Presenters to get prepared and test system
- E-mail validation for all registrations reduces anonymous registrations
- Registration auto-approval option
- Export registrant details to CSV/Excel

Web Conferencing



The screenshot shows the 'Unyte Events' management page. It features a 'Create an Event' button, instructions on how to create an event, and a table of past events. The table has columns for Event, Date, Time, Registered, and Attended. One event is listed: 'Using Online Presentation Tools To Achieve Nirvana' on 08/25/2008 at 09:00, with 0 registered and 0 attendees.

Event	Date	Time	Registered	Attended
Using Online Presentation Tools To Achieve Nirvana	08/25/2008	09:00	0	0

Differentiators

- Seamless integration with Lotus Sametime Unyte Meeting
- 3 pre-event e-mail reminders with customized scheduling options
- 2 post-event e-mails for attendees and non-attendees
- iCal attachments for easy scheduling

LotusLive Engage

Online collaboration and social networking service designed for business

Collaboration

Benefits

- Work beyond the boundaries of your company
- Share information more easily with their customers, suppliers and business partners.
- Securely connect from anywhere, anytime via a Web browser and internet connection
- Work beyond the boundaries of a company & outside of firewalls
- Affordable and accessible for companies
 - Lower upfront investment,
 - No IT staff required for implementation
 - Extremely easy to acquire.
- Work-ready integrated business applications

Differentiators

- No mining of customer data for advertising, or other purposes.
- Seamless capability for integrating on-premise (e.g. .Net, Java, Domino, SAP, Filenet, etc.) and cloud based applications to the end user
- Built on Web 2.0 based social networking model for more effective collaboration
- In

Features



Meetings

Always ready on-demand online meeting room. Easily invite others to join and share a file from the Store and Share service.



Files

Share targeted business materials quickly with an entire community or just an individual.



Activities

Create, prioritize and share information, documents and To-Do lists.

Add customizable, shareable contact information and leverage social networking features to connect with others.



My Network

Locate a contact in the LotusLive community and start a real-time discussion about new opportunities.



Instant Messaging

Create a survey and quickly visualize your survey data through different types of charts, graphs, diagrams, and maps.

Upload or create datasets and let Live Charts create an instant graphical view to share with others.



Forms



Live Charts

LotusLive Connections

Online collaboration and social networking service designed for business

Collaboration

Benefits

- Extend business processes and work teams to include individuals outside of your company
- Avoid confusion of email attachments
- Share information more easily with customers, suppliers and business partners.
- Securely connect from anywhere, anytime via a Web browser and internet connection
- Affordable and accessible for companies
 - Lower upfront investment,
 - No IT staff required for implementation
 - Extremely easy to acquire.

Differentiators

- Complementary to LotusLive Engage
- No mining of customer data for advertising, or other purposes.
- Built on Web 2.0 based social networking model for more effective collaboration
- Seamless integration between services

Features

A subset of LotusLive capabilities



Files

Share targeted business materials quickly with an entire community or just an individual.



Activities

Create, prioritize and share information, documents and To-Do lists.



My Network

Add customizable, shareable contact information and leverage social networking features to connect with others.



Instant Messaging

Locate a contact in the LotusLive community and start a real-time discussion about new opportunities.

LotusLive Notes

Lotus Notes Hosted Messaging
Full-featured Rich Client

Benefits

- Extensive Lotus Notes expertise available 24x7 from IBM.
- Predictable costs with minimal upfront investment.
- Have IBM help manage security threats to your messaging environment.
- Assistance from IBM with certain regulatory compliance.
- Potential for improved availability and reliability over in-house or on-premise deployments.
- Benefit from the latest Lotus Domino release features while minimizing update and prototype efforts.
- Quickly roll out Notes capabilities to new users in your organization

Differentiators

- Leverages extensive IBM experience in hosting enterprise-wide,
- highly available messaging environments for midsized to large enterprises.
- IBM brings you extensive Lotus Notes expertise
- Industry-specific business insight, and technology capabilities to help you align IT investments with business goals.

eMail



Features

- E-mail, calendaring and scheduling with 1 GB mailbox per user.
- IBM Lotus Quickr® Personal Edition with 50 MB storage.
- Two Service Level Agreements (SLA) options available, 99.5% or 99.9% backed with with financial commitments.
- Antivirus and antispam services.
- Enterprise-class servers, network, storage and firewall in an IBM data center.
- Security-rich, reliable and highly available infrastructure.
- Integrated platform, process automations and innovative management tools.
- Standardized reporting and administration through the IBM iSRVCE console.

LotusLive iNotes

Web-based eMail and calendar service

Benefits

- Predictable costs, usually on a per-user/per-month basis
- Industry-leading spam protection
- Real-time updates against viruses and malware
- On-demand addition of new services when you need them
- Fully branded products, payments, and support

Differentiators

- Simplified administration
- Fast implementation
- Low start-up and monthly costs
- Unmatched branding and customization capabilities
- Seamless integration with triple play services, provisioning systems, log-in systems, payment gateways
- Proven scale and reliability
- Full Set of APIs to help integrate our service with yours

eMail



Features

- Full-featured Email (HTML and AJAX), POP3, IMAP4, & Authenticated SMTP
- SSL Encryption, secure password recovery
- Mobile & Push Email
- SMS Gateway (mail-to-SMS & SMS-to-mail)
- Email alert (desktop message notification)
- Mail Forwarding and Filtering
- Domain Management Tool (email administration interface for domain admins)
- Customer Service Tool (email administrative interface for enterprise admins)
- Guaranteed Service Levels with 24x7 Monitoring
- Industry-leading Spam and Virus protection

LotusLive Tech Previews

Lotus Notes Client – Click to Cloud
Lotus Notes DB Integration
Eclipse Plugins
Mobile Access

Linked In
[salesforce.com](https://www.salesforce.com)
Skype
Prolifiq

Preview - Lotus Notes Client – Click to Cloud

The screenshot displays the Lotus Notes Client interface. The main window shows an email from Gardner Raynes to Frank Adams, dated 12/04/2008 02:38 PM. The email subject is "New Sales materials are needed!". The body of the email includes a "History" section stating "This message has been forwarded.", a greeting "Hi Frank and Lucille,", and a request for review of sales data. A bar chart titled "Product Sales" is included, showing sales figures for various regions. Below the chart, there is a section for "Here is the presentation from C" with an attachment icon for "PRProjectPLan.odp".

At the bottom of the email, a "Click to Cloud" button is highlighted with a blue box. The button text reads: "Click to Cloud", "Drag & drop files here to upload to LotusLive Files.", and "Successfully uploade...2\PRProjectPLan.odp". A blue arrow points from the text "Drag and Drop attachments from your email into LotusLive" to this button.

The interface also shows a "Sametime Contacts" sidebar on the right, listing various contact groups and individuals. The top of the window shows the "Frank Adams - Mail" tab and standard application menus.

Drag and Drop attachments from your email into LotusLive

Preview - Notes DB Integration - xPages

Discussiondb

Welcome Anonymous | Logout

All Documents

New Topic

Page 1

New Brochure
Created by Anonymous | Jan 5, 2009 6:13 PM

Plan Proosal Draft 1
Created by Anonymous | Jan 2, 2009 10:15 AM | Responses: 1

Here is a plan that you might want to review. Pay close attention be checked by everyone. Especially look at these sections: Introdu Budget Assumptions Wildcards Conclusions and Next Steps After

Reply... | Tags: plans documents bluehouse projectGreen interna

My comments
Created by Anonymous | Jan 2, 2009 10:18 AM

Release Plan for Phillipe
Created by Anonymous | Nov 10, 2008 1:03 PM | Responses: 1

Looks good
Created by Anonymous | Nov 10, 2008 4:25 PM

Show: 5 | 10 | 25 | 50 | 100 er

Discussiondb

Welcome Anonymous | Logout

Plan Proosal Draft 1

Tags: plans documents bluehouse projectGreen internal Created on Jan 2, 2009 10:15 AM by Anonymous

Here is a plan that you might want to review. Pay close attention because I made some bold assertions that should be checked by everyone.

Especially look at these sections:

- Introduction
- Marketing Plan
- PR Plan
- Rollout Assumptions
- Budget Assumptions
- Wildcards
- Conclusions and Next Steps

After that is done, then I will upload it to share with our partners and get further comment.

Frank

Reply Edit Back to All Documents

My comments Created on Jan 2, 2009 10:18 AM by Anonymous
My comments consist of a few things...which I will detail here for all to see and share. Jim Read more...

Share attachments with other users on Bluehouse
Check the files to share below .

planproposal.bt

Share with people or groups
Enter email address:
Message to include:

Share File

Share files
from Notes
discussion
DB to
LotusLive
My Files



Eclipse Plugin – Single click to join a meeting

The screenshot displays the IBM Lotus Sametime interface. On the left, a chat window shows a conversation with Frank Adams, where a meeting link is shared. The main area shows a contact list with several names selected. A context menu is open over the selected contacts, with the 'Invite to a Meeting' option highlighted. On the right, another contact list is visible, and a 'Join Meeting' button is highlighted in a separate window.

Multi-select names in your ST contact list to send a link to your meeting

Single click to start your meeting

Preview - LotusLive Meeting – Mobile Access



Includes

- Published
- presentation mode
- (with pointing and annotation),
- Participant list and chat
- Implementation of application sharing

LotusLive: Extending Value – with Partners

salesforce.com™

skype™

LinkedIn®

iEnterprises

PROLIFIQ

Synaptris

brainshark™

Salesforce.com Tech Preview: Extending the capabilities of your sales force

The image shows a screenshot of the Salesforce.com interface. A blue box highlights the 'Create an Activity' button in the left sidebar. Another blue box highlights the 'Start an Activity' dialog box, which is open over the 'Opportunity Detail' page. The dialog box contains fields for Title, Activity Goal, Tags, Due Date, Member options (Author), and Template options. A third blue box highlights the 'Manage Activity directly from the your opportunity' button in the bottom right corner. The background shows the 'Opportunity Detail' page for 'Burlington Textiles Weaving Plant Generator', with a table of contacts and a table of activities.

Create an Activity

Auto name population

Manage Activity directly from the your opportunity

Account Name	Type	Lead Source	Order Number	Current Generator(s)	Tracking Number	Created By	Description	Custom Links
Burlington Textiles Corp of America	New Customer	Web	6456	John	8301	Dave		Deliv

Action	Subject	Name	Task	Due Date	Status	Priority	Assigned To
Edit Cls	Review Joint Marketing Plan		✓		Not Started	Normal	Dave Carroll
Edit Cls	Site Visit Preparation		✓		Not Started	Normal	Dave Carroll
Edit Cls	Finalize Contract Details		✓		Not Started	Normal	Dave Carroll

salesforce.com

Skype Tech Preview: Network Expansion

The screenshot displays a LotusLive interface for a user named 'Clothing Incorporated 34'. The main content area shows a file titled 'Overview of Interest in Private Clouds.ppt v.1' owned by Jorge Palmiero. A profile pop-up for Jorge Palmiero is visible, showing his name, title 'Chief Regional Design Director', and contact information. Below the file, a comment by Satwik Seshasai is partially visible. At the bottom of the file details, a menu includes 'Skype Call' and 'Skype File Transfer', which are highlighted with a blue box. An arrow points from this box to a dark blue text box in the bottom right corner that reads 'Call LotusLive contacts'. In the bottom left, a Skype window shows a call in progress with 'Brendan Crotty' as the contact.

Linked In: Network Expansion

The image shows a file sharing interface with a 'Share files' dialog box. The dialog box has the following sections:

- File(s):** Market Potential by State.xls
- Share with:** People/Groups (give specific file permissions to others), My Company (visible to everyone in my company), Public (visible to anyone)
- Permissions:** Type in the name of a person or group to give them permissions.
- Readers:** [Search field]
- Authors:** [Search field] steve.ritenour@thomsonhealthcare.com
- Message (optional):** [Customize Message](#)

Buttons: Share, Cancel

Background interface: Store & Share, Upload Files, New, Search for files, Back to My Files, Market Potential by State.xls v.1, Downloaded 1 times, Shared with 1 users, In 0 collections, Work with this file: Download, Share File, Add to Collection, Upload New Version, Delete, Enable, Notifications.

Right side: Thomson Reuters, My L, Name, Title, Degree, Shawn Samuel, CTO at Contact Networks, 1, Greg Kuhnen, Architect at Thomson Reuters Healthcare, 1, Mike Coffman, User Experience Architect at Thomson Reuters, 2, Steve Ritenour, Manager at Thomson Healthcare, 2, Mahadev Dovre Wudali, Architect at Thomson Reuters Professional Division, 2, Patrick Hurley, Senior Director, Client Services, UK/EMEA at Elite, a Thomson Reuters business, 2, Richard Hermann, Vice President Worldwide Sales, Contact Networks a Thomson Reuters, 2.

Bottom right: **Linked in** logo.

Annotations:

- Blue box on the left: **Easily share files with a single click** (arrow points to the 'Share' button).
- Blue box on the right: **Integrated Linked In contacts** (arrow points to the contact list).

Why IBM Lotus SaaS?

Functional Advantages

- Accelerated Global Network
- Secure but flexible role based access control to projects and documents
- Integrated project, document and conference experience
- Eliminate islands of information
- Reusable Activity templates allows for the Sharing of project best practices/experience

Business Advantages

- Accelerated Time to execution and Time to value
 - No hidden client licensing costs
- Innovation and Agility driven by ability to discover, connect and interact across organizational boundaries
 - Platform based on a Web 2.0 social computing paradigm with a multi-tenant architecture
 - Transforming organizational access & client relationships
 - Leveraging the Extended enterprise
 - Organizational Transparency and Control
- Extended value - “Bluehouse” is more than just its core services
 - Customized applications can be powered by the features and functions of LotusLive Engage
 - APIs and extension points make LotusLive a SaaS flexible platform



IBM Lotus Competitive Advantages

- **Transparency** - the move to cloud would be seamless for Lotus Notes end users as they fail-over to their clustered Domino server.
- **The Right Fit for You** - IBM has a full model for cloud computing (consisting of Hosting and Multi-tenant), unlike Microsoft & other competitors which offer only a pure Hosting model. A “one size fits all” may not be the lowest cost model for an enterprise customer.
- **No Hidden Costs** - the IBM solution provides all costs upfront reflecting our experience in managing enterprise environments and data centers. Competitors’ costs are not just limited to subscription fees – there could be additional costs for client software not included in the ‘services’ package.
- **Integration & Customization** - IBM’s solution will provide seamless capability for integrating on-premise (e.g. .Net, Java, Domino, SAP, Filenet, etc.) and cloud based applications to the end user. Competitive models provide limited to no integration/customization with existing on premise investments.
- **Innovation** – we have developed a Web 2.0 based social computing paradigm that will allow more effective collaboration among employees, customers, and partners. Other competitors’ strategy has been to take their existing on-premise collaboration software and make it available as a set of online services.
- **Experience** - IBM’s global presence, reach, & scale in hosting options & experience is unmatched by Microsoft.
- **Data Integrity** – No mining of customer data for advertising, or other purposes.
- **Globalization** – IBM has a proven global strategy versus our competitors.

Grid Computing



Utility Computing



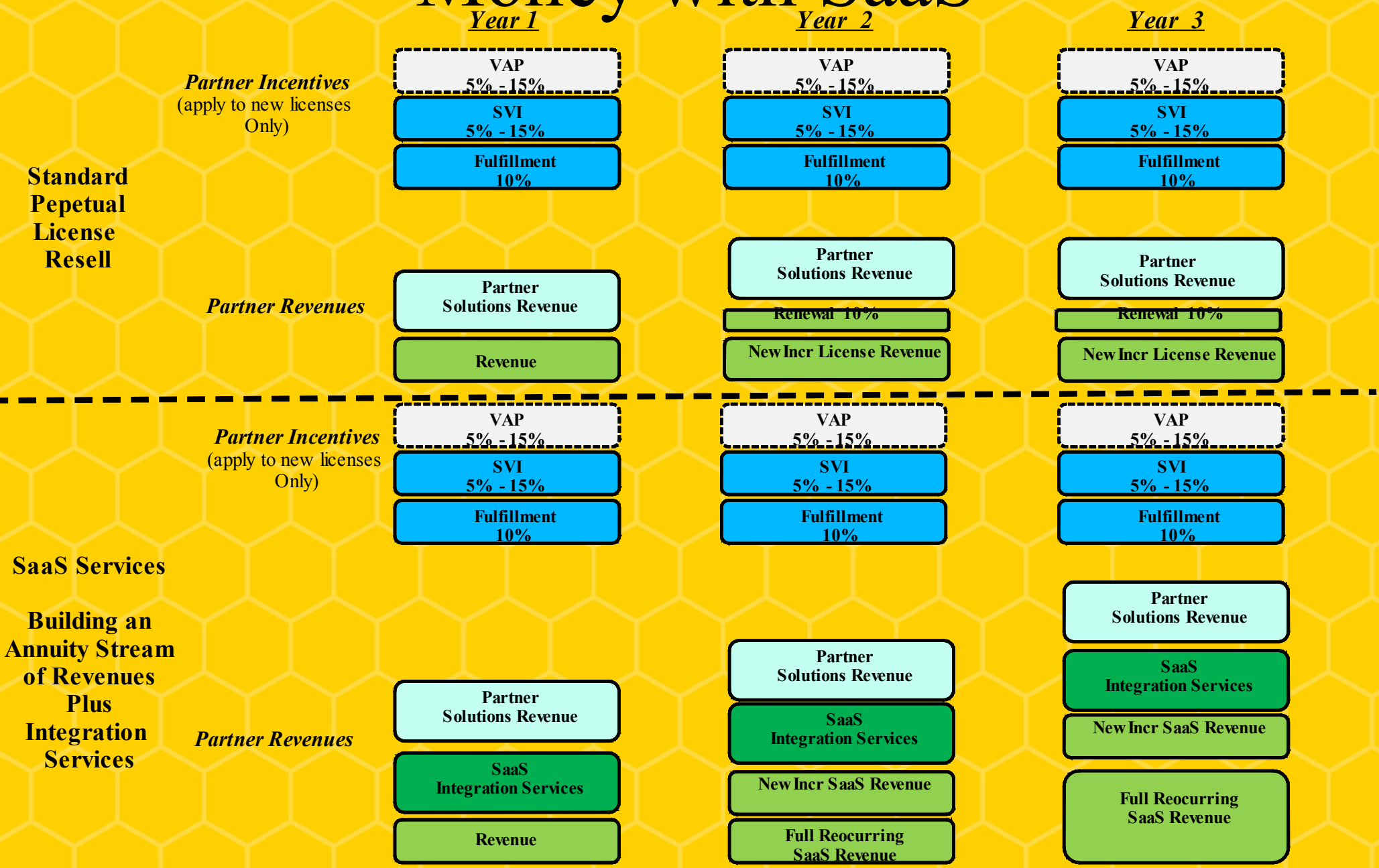
Software as a Service



Cloud Computing



LotusLive - How Business Partners Make Money with SaaS



Presentation Title

Presenter Name | Designation | Company Name
- IBM Helvetica Cond2004 Regular, 18 pt

Thank You

