




# SOCIAL BUSINESS ON CLOUD!



IBM - OCS My Dashboard People Apps Nallu C. Reddy LotusLive Labs Settings Help Log Out

My Dashboard Profiles Search

**My Account**



Nallu C. Reddy  
IBM - OCS  
[account settings](#)

**LotusLive Apps**

- Mail
- Meetings
- Events
- People
- Communities
- Activities
- Files

**Start a project activity**  
Invite others, collaborate, assign to-do items, and set a deadline to keep things on track.  
[Go to Activities](#) | [Learn More...](#) < previous | next >

**Meetings**

ID: 746-979 **Host Meeting**  **Join**

Your meeting URL: <https://apps.lotuslive.com/meetings/join?id=746-979>

**News Feed** All updates My updates

Yesterday

- chuck stauber added you to activity: LotusLive Sales Excellence - Model framework
- ashish uchil has shared the file '2011 ALW Charts 15 April v3.odp' with you.
- Rajiv MCCUBBINS has commented on the file 'Social Business ROI' with the message 'I am making a comment'

**Nallu Reddy**  
Worldwide LotusLive Sales Exec  
Social Business Cloud  
IBM



# Transparent

Work in a security rich environment outside or inside the company to solve business problems

# Engaging

Nexus of people and expertise

# Nimble

Innovate quickly to create new business processes in the cloud



**Trust**

**Security**

**Compliance**

# LotusLive enables social business in the Cloud



## Our strategy

Growth and  
Innovation

Cost reduction













Simplify and Improve business interactions

Expanding the enterprise perimeter to the cloud

Creating new business value through seamless integration with your applications



-  My Network
  Communities
-  Activities
  Files
-  Meetings
  Events
-  Chat
  eMail
-  Charts
  Survey Forms

### Integrated Applications










# The LotusLive Portfolio



*LotusLive provides integrated, Cloud-based email, web conferencing, instant messaging, file sharing, relationship management and project tracking that enables you to work with anyone from anywhere -- all with IBM's focus on security, reliability and enterprise integration.*



## 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

*IBM's flagship Lotus Notes email, calendar, contact management and instant messaging*

### LotusLive iNotes

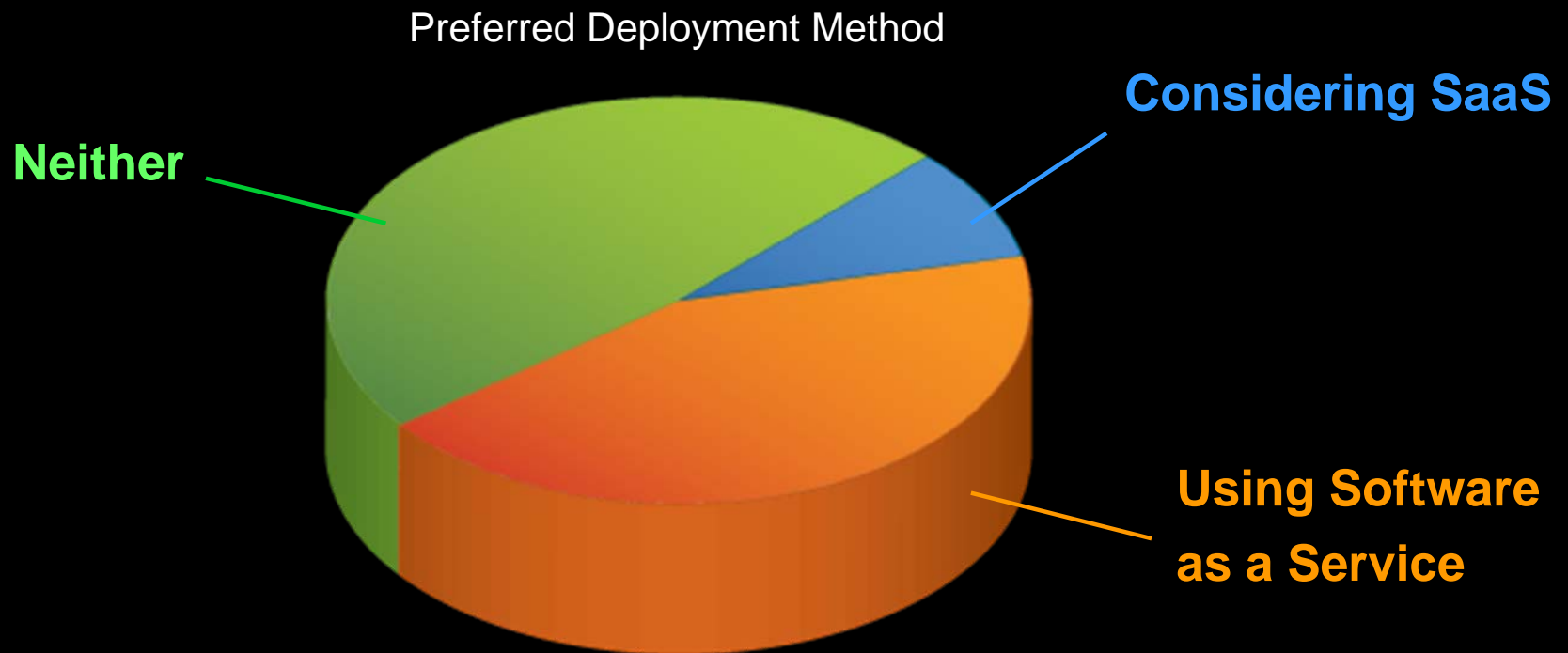
*Web-based e-mail, personal calendar and contact management*

# Customers are moving to the cloud



'After email, with **58%** saying they'd be **using a cloud solution of some type in the next 24 months**, overall **collaboration** was the second most important workload, with **48%** saying they'd be looking to **build out an internal cloud, or use a public solution.**'

"IDC North American Cloud Survey" - Robert Mahowald, January 2011



IBM Collaboration Solutions Customer Study – North America 2010

# Business value drives customer momentum

Triple digit growth in NEW customer signing's







# Lotuslive @ Shriram Group



## The Business

- Shriram Transport Finance Company Limited is India's largest player in commercial vehicle finance company
- The company has a network of 484 branches and service centers and more than 20,000 employees

## The Challenge

- Exponential growth in the next few years, this led them to realize that their incumbent solution provider would be unable to scale up to cater to this exponential growth.
- Service levels in terms of performance, loss of mails and bandwidth requirement.
- If they continued they would have been forced to invest in additional hardware and operating systems as this was a dedicated hosting solution.

## The Solution

- Today, the Company is using IBM Lotus Notes for its corporate employees and LotusLive iNotes for transport finance branch and field sales force
- What made us win there were robustness, ease of use, scalability, centralized, Mobility options, secure, and easy to manage.
- A lot of their Sales force who do not go to office on a regular office are able to access emails on mobile phones at no cost for the company

## Benefits

- Low Cost and Rapid deployment
- Ease of use and low management costs

# Lotuslive @ IndiaFirst Life Insurance



## The Business

- IndiaFirstLife Insurance, an insurance company headquartered in Mumbai
- Branch network of over 4,800 branches of Bank Of Baroda & Andhra Bank across more than 1,000 cities and towns in India

## The Challenge

- Company needed an easy and quick way to hold business meetings without requiring all employees to physically meet in one location.
- Wanted a platform "Chat with CEO, Investment/Fund Managers" for the large institutional investors, Corporate advisors to interact with Company executives
- A tool to drive new field sales executive induction and regular sales enablement for field sales force

## Solution

- Today, the Company is using IBM LotusLive Meetings for monthly meetings between top management and the sales force
- Chat with CEO or Chat with Fund/Investment Heads" for large institutional investors, Corporate advisors to be able to freely and informally chat with the top executives and understand their strategy and vision.
- Web-conferencing can be carried out with people outside the company Intranet
- With Web meetings, employees can use the "chat room" feature and screen sharing feature to share charts, analysis etc..
- IndiaFirstLife Insurance is also planning to use LotusLive Meetings for agent training and new agent introduction to the rest of the sales teams

## Benefits

- Low Cost and Rapid deployment
- Superior and easy collaboration with extranet, will give a competitive edge to IndiaFirstLife insurance by building extremely strong relationships with Agents, advisors, institutional investors etc.

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A Look Ahead



# 2011



# Extending business value through new partner integration



Edit files online using Lotus Symphony/Microsoft Office without leaving LotusLive

**January 2011**



Social business for buyers and sellers of goods and services

**Targeted February 2011**



Communicate with prospects and share sales information

**Targeted Q1/Q2 2011**





# Beyond Office....Introducing LotusLive Symphony



NEW Social web editing tool for word processor, spreadsheet and presentation documents

- Real time co-editing
- Author presence awareness
- Assignment and notifications
- Revision history
- Task management
- Attention management
- Live sections
- Import Microsoft documents



Integrated with LotusLive

- Profiles
- Files
- Activities

[www.lotuslive.com/symphony](http://www.lotuslive.com/symphony)

Available as a "Tech Preview" in LotusLive Labs







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